



### Web Report on Guest Lecture on “Entrepreneurship”

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| <b>Title</b>                       | Guest Lecture on Entrepreneurship Development Programme for the students of MBA and BBA  |
| <b>Date</b>                        | September 09, 2016   |
| <b>Resource Person/Facilitator</b> | Prof. P.K. Gupta, Professor, NIESBUD   |
| <b>Summary</b>                     | <p>Entrepreneurship is the willingness to take risks , develop, organize and manage a business venture in a competitive global marketplace that is constantly evolving. Entrepreneurs are pioneers, innovators, leaders and inventors and they act as the manager and oversee the launch and growth of an enterprise. The lecture was planned to impart the knowledge about the concept of entrepreneurship and to develop and strengthen entrepreneurial quality and motivation amongst students.</p> <p>The facilitator told the students about the importance of this workshop and sighted examples of the successful entrepreneurs. The speaker gave his insights on how to analyze the environmental issues related to the proposed project. Sir briefed about the possible risks and failures associated with the project and how can the entrepreneurs overcome these problems. Sir motivated the students to think innovative in the field of entrepreneurship and assured them of all possible help in converting their ideas to successful business strategies.</p> <p>With the help of an interactive lecture students were able to instill the basic managerial skills and understandings required to run the project efficiently and effectively.</p> |