



RUKMINI DEVI

Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

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TITLE	Classroom Lecture on "Entrepreneurship"of BBA & MBA
Date	Apr 09, 2018 - Apr 09, 2018
Summary	<p>It's not about ideas; it's about ideas happen-well said by Scott Belsky. An idea is like a seed, an impression of a concept or a notion that revolves around seemingly successful <i>product or service</i>. A thought that needs some amount of commercial validation before it shapes self into an opportunity. Every idea may not necessarily an opportunity, one needs to filter these ideas to realize whether they are real opportunities. Entrepreneur is an entity which has the ability to find and act upon these ideas to translate them into inventions or technology or new products. Successful entrepreneurs are good at turning ideas into opportunities. But this is not only the requirement; rather it requires a series of elements that further allow to make work ideas and to be a successful entrepreneur.</p> <p>To equip our students to be not only employable but also be in a position to wherein they can provide employment, the class room lecture was organized for the students of MBA-II Semester. The lecture was aimed at acquainting the students with concepts of entrepreneurship and the skills required to be a successful entrepreneur. Ms. Nidhi Bansal, Co-Founder and CEO of India City Walks shared her experiences and journey from an Employee to be an Entrepreneur. She started her lecture with the concept of entrepreneurship followed by the basic elements and skills required for being a successful entrepreneur. She talked about the five basic elements of entrepreneur's life- efficiency & effectiveness, communication skills, work life balance, learning & Risk taking. The lecture was fruitful for the students, especially for those who are seeking entrepreneurship as their career.</p>