

IIC -3 “CREATING A BUSINESS PLAN”

6th October, 2023 (FRIDAY)



“Creating a business plan” an IIC event was organized at Gitarattan International Business School (GIBS) on 6th October 2023. The guest speaker Dr. Shankar Goenka presented an insightful talk to students of BBA about how important is to take care of Analysis, Research, Using & learning latest Tools, technology & techniques of business modeling. Dr. Goenka asked students to put up questions related to their business ideas, also students shared their ideas to the audience and problems they were facing was addressed by the speaker.

This event was organized with the motive of making students understand the importance of nurturing ideas into business plans. Students have creative minds and Dr. Shankar Goenka gave a head start to their ideas to run through the structure development life cycle. This IIC session created a positive impact on students.

Overall, it was a well-coordinated event that left all participants with a knowledge-full experience.

FLYER OF THE EVENT



INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)

giBS
Gitarattan International Business School
Grade 'A' Accredited by NAAC

IIC Session - 3

Workshop on
Creating a BUSINESS PLAN

BBA 1st Semester - 2nd Shift

FRIDAY
6th October

TIME
10:00AM - 11:00AM

VENUE
Auditorium

Dr. Shankar Goenka
Author, Coach & TEDx Speaker,
Managing Director
(Wow Factors India Pvt. Ltd.)

www.gitarattan.edu.in

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| TYPE OF EVENT (PDW/ Seminar /Jurist Day /Annual Event/ ALS/ PLS / Co-curricular etc.) | IIC |
| VENUE | Auditorium |
| TIME & DURATION | 10:00 AM to 11:00 AM |

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| CONDUCTED BY <i>(e.g. CLS-GIBS, IIC, Club, IIPC etc.)</i> | IIC |
| ORGANISED FOR <i>(Course Name & Semester)</i> | Students BBA 1 st SEM –Evening Shift |
| NAME OF THE COORDINATOR | Mr. Jasjeet Singh |
| ATTENDANCE | Students: 89 |
| RESOURCE PERSON <i>(Name of the Resource Person, Designation , Organization)</i> | Dr. Shankar Goenka Author, Coach & TEDx Speaker Managing Director (Wow Factors India Pvt Ltd) |
| OBJECTIVES OF THE EVENT | The objective of the session is to make students learn and about how to create a business plan with minimum resources and problem solving methods. |
| LEARNING OUTCOME | Participants of this event learned how to plan, understand the research & analysis of ideas and turning them into realistic business plans. |
| SHORT FALL DURING EVENT | Delay in starting |
| LINK OF ONLINE VIDEO | https://youtu.be/o6q4VwHm9E4 |

PREPARED & SUBMITTED BY: Mr. JASJEET SINGH, ASSISTANT PROFESSOR, GIBS