

# IIC-4 “ENTREPRENEURSHIP SKILL, ATTITUDE AND BEHAVIOR DEVELOPMENT”

## 6<sup>TH</sup> OCTOBER, 2023 (FRIDAY)



On October 6, 2023, a highly informative workshop on "Entrepreneurship, Skill, Attitude, and Behavior Development" was conducted for first-year BBA students. Dr. Shankar Goenka, the esteemed Managing Director of Wow Factors India Ltd., graced the event with his expertise.

The primary motive behind this workshop was to equip budding entrepreneurs with the essential knowledge and attributes required for success in the competitive business world. Dr. Goenka, through his insightful presentation, shed light on the significance of skills such as strategic thinking, financial management, and effective communication. Moreover, he emphasized the importance of cultivating a positive attitude, resilience, and adaptability in the journey of entrepreneurship.

The benefits derived by the students were significant. They gained a deeper understanding of the entrepreneurial landscape, and Dr. Goenka's real-world experiences served as invaluable lessons. The workshop inspired students to develop the right skills and attitudes necessary for their entrepreneurial endeavors, making it a resounding success.

**FLYER OF THE EVENT**



INSTITUTE INNOVATION &  
ENTREPRENEURSHIP CELL  
(IIC-GIBS)



gitarattan International Business School  
Grade 'A' Accredited by NAAC

**IIC Session - 4**

Workshop on

# ENTREPRENEURSHIP SKILL, ATTITUDE AND BEHAVIOR DEVELOPMENT



 **6 October**  
Friday

 **12.00PM to 01.00PM**  
BBA Semester-1 (shift-1)

 **Auditorium**

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

<p><b>TYPE OF EVENT</b></p> <p>(PDW/ Seminar /Jurist Day /Annual Event/ ALS/ PLS / Co-curricular etc.)</p>	<p>IIC</p>
<p><b>VENUE</b></p>	<p>Auditorium</p>

<b>TIME &amp; DURATION</b>	12:00 Noon to 01:00 PM
<b>CONDUCTED BY</b>  (e.g. CLS-GIBS, IIC, Club, IIPC etc.)	IIC
<b>ORGANISED FOR</b>  (Course Name & Semester)	Students  BBA 1 <sup>st</sup> SEM - Morning Shift
<b>NAME OF THE COORDINATOR</b>	Ms. Himani Gupta
<b>ATTENDANCE</b>	Students: 142
<b>RESOURCE PERSON</b> (Name of the Resource Person, Designation , Organization)	Dr. Shankar Goenka Author, Coach & TEDx Speaker, Managing Director-Wow Factors India Pvt Ltd
<b>OBJECTIVES OF THE EVENT</b>	To equip students with essential entrepreneurship skills and instill a growth mindset, promoting constructive attitudes and behavior conducive to successful business ventures.
<b>LEARNING OUTCOME</b>	The workshop enhanced students' entrepreneurial skills fostered a proactive attitude and positive behavior to better prepare them for the business world.
<b>SHORT FALL DURING EVENT</b>	Delay in starting
<b>LINK OF ONLINE VIDEO</b>  (YouTube, Instagram, Facebook or any other online portal)	<a href="https://youtu.be/o6q4VwHm9E4">https://youtu.be/o6q4VwHm9E4</a>

**PREPARED & SUBMITTED BY: Ms. HIMANI GUPTA, ASSISTANT PROFESSOR, GIBS**