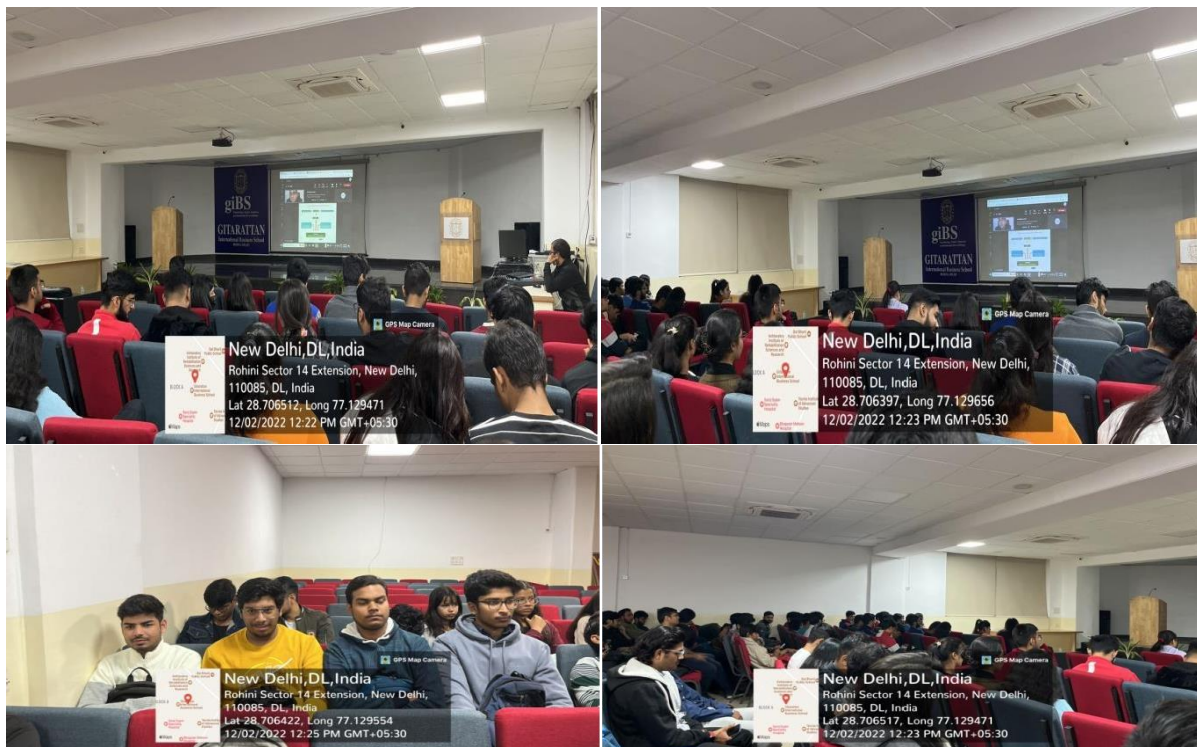


# IIC WEBINAR ON PROBLEM SOLVING AND IDEATION 2<sup>nd</sup> DECEMBER, 2022

IIC Webinar is the platform for the students to acquire the latest knowledge from the experts. Students get lot of knowledge related to the present era topic with the help of this platform. IIC webinar or workshop is always helpful to the students as it provide them the basic information and act as a guiding instrument.



Gitarattan International Business School organized the IIC Webinar on the topic ‘Problem Solving and Ideation’ on 2<sup>nd</sup> December, 2022. Dr. V.K Arora was our eminent speaker who spoke so tremendous on the topic and made our students aware about solving the problems and Ideations. Dr. V.K Arora told us lot about problem solving, creative problem solving and ideations with his powerful words. He enlightened us all about problem solving techniques during startup plans of an entrepreneur. He talked about product planning and development in business era, strategic window of opportunity and made us aware that how we can grab the opportunity of the business. He also told that it is very much essential to understand an opportunity for the right kind of business idea.

**Prepared By: Dr Shivangi Bhatnagar, Assistant Professor, GIBS**

<b>TYPE OF EVENT</b> <i>(PDW/Seminar/Jurist Day/Annual Event/ ALS/ PLS/Co-curricular etc.)</i>	IIC Webinar
<b>VENUE</b>	Auditorium
<b>TIME &amp; DURATION</b>	12 Noon to 1:00 PM
<b>CONDUCTED BY</b> <i>(eg. CLS-GIBS, IIC, Club, IIPC etc.)</i>	IIC
<b>ORGANISED FOR</b> <i>(Course Name &amp; Semester)</i>	BBA- 3rd semester (Both shift)
<b>NAME OF THE COORDINATOR</b>	Dr Shivangi Bhatnagar Assistant Professor
<b>ATTENDANCE</b> <i>(Mention no. of students attended the event)</i>	155
<b>RESOURCE PERSON</b> <i>(Name of the Resource Person, Designation, Organization)</i>	Dr. V.K Arora CEO at IGDTUW Delhi
<b>OBJECTIVES OF THE EVENT</b>	<ul style="list-style-type: none"> <li>• How to deal with the problem during startup plans of an entrepreneur.</li> <li>• Aware students about product planning and development in business era, strategic window of opportunity and also how one can grab the opportunity of the business.</li> </ul>
<b>LEARNING OUTCOME</b>	Students learnt about problems occurred and their solutions during startup plan of an entrepreneur.