

## IIC - 8 “Entrepreneurship Skill, Attitude and Behavior Development”

21<sup>st</sup> December, 2023



On December 21st, 2023, a highly informative workshop titled "Entrepreneurship, Skill, Attitude, and Behavior Development" took place for third-year BBA students. The event was graced by Mr. Manish Tandon, the founder and CEO of Homobrand, who shared his expertise with the attendees.

The primary objective of the workshop was to provide aspiring entrepreneurs with essential knowledge and attributes crucial for success in the competitive business world. Mr. Tandon, in his insightful presentation, highlighted the importance of skills such as strategic thinking, financial management, and effective communication. Additionally, he underscored the significance of fostering a positive attitude, resilience, and adaptability on the entrepreneurial journey.

The impact on the students was noteworthy. They gained a deeper understanding of the entrepreneurial landscape, with Mr. Tandon's real-world experiences serving as invaluable lessons. The workshop inspired students to cultivate the necessary skills and attitudes for their entrepreneurial endeavors, marking it as a resounding success.

## FLYER OF THE EVENT




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


 INTERNAL QUALITY ASSURANCE CELL  
**IQAC**  
 GITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI


**INSTITUTION'S INNOVATION COUNCIL**  
 (Ministry of HRD Initiative)

# **IIC Workshop** **Workshop on** **Entrepreneurial Skill, Attitude** **and Behavior Development"**

21<sup>ST</sup>  
 DECEMBER, 2023 | VENUE :  
 ROOM NO. 501

Email - [gibs@gitarattan.edu.in](mailto:gibs@gitarattan.edu.in)  
 Website - [www.gitarattan.edu.in](http://www.gitarattan.edu.in)



**Manish Tandon**  
 Founder & CEO (Homobrand)

<b>TYPE OF EVENT</b>	Co-curricular
<b>VENUE</b>	Room – 501
<b>TIME &amp; DURATION</b>	11: 00 AM – 1:00 PM
<b>CONDUCTED BY</b>	IIC
<b>ORGANISED FOR</b>	BBA 3 <sup>rd</sup> SEM - Morning Shift

<b>NAME OF THE COORDINATOR</b>	Dr. Priyanka Arora
<b>ATTENDANCE</b>	Students: 109
<b>RESOURCE PERSON</b>	Manish Tandon, Founder & CEO, Homobrand
<b>OBJECTIVES OF THE EVENT</b>	<ol style="list-style-type: none"> <li>1. Foster a mindset that embraces innovation, risk-taking, and a proactive approach to problem-solving.</li> <li>2. Teach strategic thinking and how to develop a business model that is sustainable and scalable.</li> <li>3. Equip participants with the necessary financial skills to manage budgets, and make informed financial decisions for their businesses.</li> <li>4. Enhance verbal and written communication skills to effectively convey business ideas and proposals.</li> </ol>
<b>LEARNING OUTCOME</b>	By the end of the workshop, the participants had a well-rounded set of competencies and a heightened awareness of the entrepreneurial landscape.
<b>SHORT FALL DURING EVENT</b>	NA

**PREPARED & SUBMITTED BY: DR. PRIYANKA ARORA, ASSISTANT PROFESSOR,  
GIBS**