

# IIC SESSION ON CAREER OPTIONS AFTER MANAGEMENT COURSE- ENTREPRENEURSHIP 7<sup>TH</sup> MAY 2024



The Institute Innovation Council at Gitarattan International Business School held a session on "**Career Options after Management Course-Entrepreneurship**" on May 7, 2024. The session targeted 50 students from the BBA E4A semester Evening Shift.

The primary goal was to give a general understanding of what entrepreneurship involves, as well as the attitude, abilities, and traits required to be successful as an entrepreneur. The session was led by GIBS Innovation Ambassador Dr. Manisha Kaushal Arora. Dr. Manisha emphasized during the discussion that entrepreneurs are frequently viewed as valuable national assets who should be encouraged, supported, and paid as much as feasible. She provided students with a comprehensive understanding of the entrepreneurial career path post-management education. She talked on how staying ahead of the competition in the industry requires embracing innovation and being continually adjusted to shifting market dynamics. She shared the entrepreneurial journeys of famous people like Tata, highlighting the motivations that led them to start their businesses, the challenges they faced, and the strategies they used to overcome them. Key topics discussed included identifying market opportunities, securing funding, building a strong team, and scaling a business. The session concluded with the vote of thanks by Ms. Namrata Jain, Assistant Professor at GIBS.



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Gitarattan International Business School  
Grade 'A' Accredited by NAAC

**IOAC**  
INTERNATIONAL QUALITY ASSURANCE CELL  
GITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI

**INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)**

**IIC Session**

**CAREER OPTIONS AFTER MANAGEMENT COURSE - ENTREPRENEURSHIP**

**07<sup>th</sup> May 2024**  
(Tuesday)

Time : 11:00 AM TO 12.00 PM  
Venue : Room No. 603  
Class: BBA E4A

**Dr. Manisha Kaushal Arora**  
(Innovative Ambassador)

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<b>TYPE OF EVENT</b>	IIC-SESSION
<b>VENUE</b>	GIBS-ROOM NO. 603
<b>TIME &amp; DURATION</b>	11am-12 noon
<b>CONDUCTED BY</b>	(IIC)-GIBS
<b>ORGANISED FOR</b>	BBA-E4A
<b>NAME OF THE COORDINATOR</b>	Ms. Namrata Jain
<b>ATTENDANCE</b>	Students: 48

<b>JUDGES</b>	NIL
<b>OBJECTIVES OF THE EVENT</b>	<ol style="list-style-type: none"> <li>1. Explore various career paths in entrepreneurship for management graduates.</li> <li>2. Discuss the skills and mindset required for entrepreneurial success.</li> <li>3. Highlight the resources and support available for aspiring entrepreneurs.</li> <li>4. Encourage students to consider entrepreneurship as a viable and rewarding career option.</li> </ol>
<b>LEARNING OUTCOMES</b>	<ol style="list-style-type: none"> <li>1. Students expressed increased interest in pursuing entrepreneurial ventures .</li> <li>2. Management graduates understood that they have the advantage of versatile skills that can be applied across different entrepreneurial ventures.</li> </ol>
<b>SHORT FALL DURING EVENT</b>	Interaction was less by students
<b>YOUTUBE LINK</b>	<a href="https://youtu.be/LKLXnq-w-s4">https://youtu.be/LKLXnq-w-s4</a>

**PREPARED & SUBMITTED BY: MS. NAMRATA JAIN, ASSISTANT PROFESSOR, GIB**