



SRBS

Bombay Suburban Art & Craft Education Society's

Sheila Raheja School of Business Management and Research

Raheja Education Complex, Kher Nagar, Opp. Chhatrapati Shivaji Ground,
Bandra (E), Mumbai – 400 051.

ACTIVITY REPORT 2022-2023
INSTITUTION'S INNOVATION COUNCIL

Workshop on Entrepreneurship Skill, Attitude and Behaviour development

The Institution's Innovation Council of SRBS ("IIC) successfully conducted a workshop on entrepreneurship skills development on February 23, 2023 which was conducted for MMS students in the college campus. The event was organised by Prof. Darshana Murkibhavi under the IIC events programme in association with AICTE, MoE's Innovation cell.

Highlights

Date	23 rd February 2023
Time	10 am onwards
Number of students participated	60 students
Mode of conduct	offline

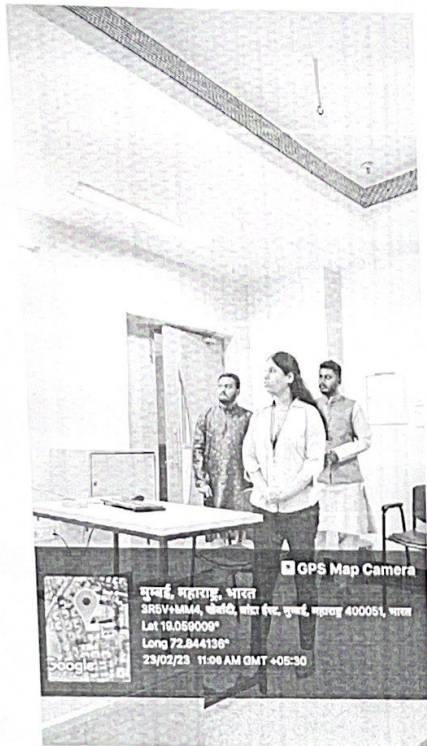
Objectives-

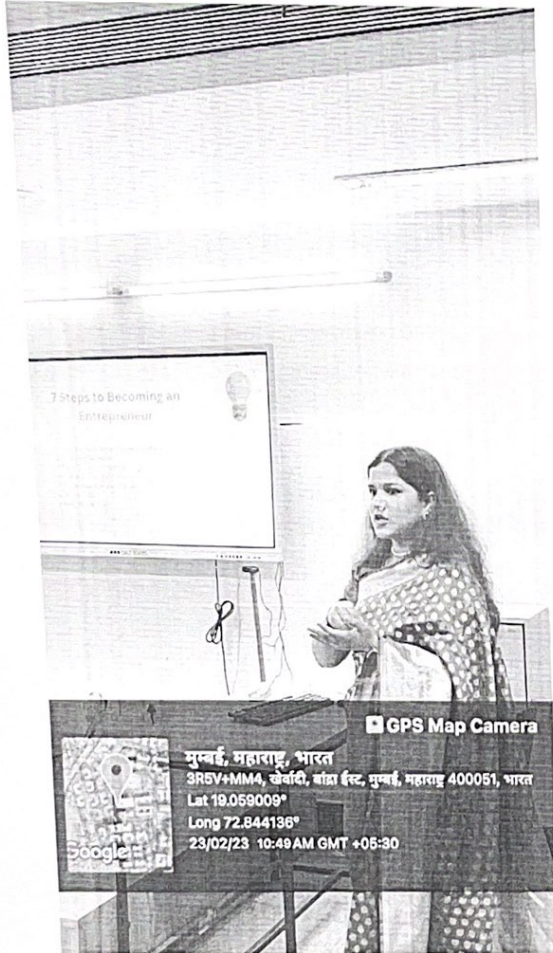
- To raise entrepreneurial awareness among students by teaching them about the characteristics of successful entrepreneurs.
- To instil entrepreneurial abilities in students, as well as to improve their personality and attitude.

Outcomes-

- Participants learnt about the traits of successful entrepreneurs which they would require in order to become one.
- How the attitude of an entrepreneur should be and why it is important. (7 steps to become a successful entrepreneur.)

- Students understood that entrepreneurship skills are vital for promoting innovation and business growth along with competitiveness, which include Planning, Marketing, Communication and Interpersonal skills.
- Awareness was brought to students about the personality traits imperative for becoming a favourable and successful entrepreneur.
- Few students made a successful attempt of their business ideas and pitch.





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Darshan

Prof. Darshana Murkibhavi
Assistant Professor

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Dr. H.J. Bhasin
Director