



**MANIPAL UNIVERSITY
JAIPUR**



**MANIPAL UNIVERSITY
JAIPUR**

FACULTY OF MANAGEMENT

SCHOOL OF BUSINESS AND COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

Aid in Development of Business Leads

Date of Event (24-11-2022)

**Head
Department of Business Administration,
Manipal University Jaipur**



1. Introduction of the Event
2. Objective of the Event
3. Beneficiaries of the Event
4. Details of the Guests
5. Brief Description of the event
6. Program Scheme
7. Lecture Plan
8. Brochure or creative of the event
9. Schedule of the Event
10. Attendance of the Event
11. News Publication
12. Feedback of the Event
13. Link of MUJ website



1. Introduction of the Event

Industrial expert Interaction was organized to equip the students with the way to work in an efficient manner for success in business development.

2. Objective of the Event

- To develop themselves for future roles.
- To learn the art of developing business leads

3. Beneficiaries of the Event

The event was beneficial for students as they have taken admission in business administration stream which requires such capabilities to work upon.

4. Details of the Guests

Mr. Ayushman Verma

Company: Surya Agro Fresh Pvt. Limited

Designation: Sales and Supply chain Analyst

5. Brief Description of the event

The interactive session was for two hours on 24th November 2022 from 02:00 PM to 04:00PM. The speaker discussed the importance of smart work to become efficient and save on time. He discussed how they can perform better in every field of business development by doing smart efforts. The session was an interactive session where he shared his experience. He discussed as to how the students can focus on priorities and make the best utilization of the resources available.

6. Program Scheme

SEMESTER IV

Course No.	Subject Code	Subject Title	L	T	P	C
1	BB2104	Entrepreneurship Management	3	0	0	3

7. Lecture Plan:



MANIPAL UNIVERSITY JAIPUR

LEC NO	TOPICS	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1	Overview and introduction of the course	Discuss the basic details of Entrepreneurship	Lecture	NA	NA
2	Entrepreneurship: Meaning, Characteristics of Entrepreneurship	Discuss the process, skills and roles in an entrepreneur	Lecture	[BB2104.1]	Class Quiz Mid Term I End Term
3	Entrepreneur: Meaning, Nature	Discuss about concept of entrepreneurship	Lecture	[BB2104.1]	Class Quiz Mid Term I End Term
4	Types and Functions of an Entrepreneur	Discuss function of an entrepreneur	Lecture	[BB2104.2]	Class Quiz Mid Term I End Term
5-6	Theories of Entrepreneurship	MVP and Lean Startup	Lecture	[BB2104.2]	Class Quiz Mid Term I End Term
6-8	Qualities of a successful entrepreneur: Leadership, Risk taking, Decision making & Business Planning, Entrepreneurship and Leadership	Qualities of a successful entrepreneur: Leadership, Risk taking, Decision making & Business Planning, Entrepreneurship and Leadership	Lecture	[BB2104.2]	Class Quiz Mid Term I End Term
9-10	Origin and development of Entrepreneurship in India	Origin and development of Entrepreneurship in India	Lecture	[BB2104.2]	Class Quiz Mid Term I End Term
11	Entrepreneurial Development Program (EDP)	Entrepreneurial Development Program (EDP)	Lecture	[BB2104.2]	Class Quiz Mid Term I End Term
11-12	EDP their role, relevance and achievements	EDP their role, relevance and achievements	Lecture	[BB2104.2]	Class Quiz Mid Term I End Term
13	Role of Government organizing EDP's	Role of Government organizing EDP's	Class room discussion	[BB2104.2]	Class Quiz Mid Term I End Term
14	Critical Evaluation	Critical Evaluation	Lecture	[BB2104.3]	Class Quiz Mid Term I End Term
15	Government Encouragement to Entrepreneurship	Government Encouragement to Entrepreneurship	Lecture	[BB2104.3]	Class Quiz Mid Term I End Term



13	organization of Central and State Government to Help Entrepreneurship	organization of Central and State Government to Help Entrepreneurship	Lecture	[BB2104.3]	Class Quiz Mid Term I End Term
14-15	Resources required by the entrepreneur' viz. Finance, manpower and their sources at various stages of development of the enterprise	Resources required by the entrepreneur' viz. Finance, manpower and their sources at various stages of development of the enterprise	Lecture	[BB2104.3]	Class Quiz Mid Term I End Term
16	regulation of Industry, Infrastructure facilities, Entrepreneurial Behavior, Innovation and entrepreneur	regulation of Industry, Infrastructure facilities, Entrepreneurial Behavior, Innovation and entrepreneur	Lecture	[BB2104.3]	Class Quiz Mid Term I End Term
17 – 21	Role of Entrepreneur: Role of an entrepreneur in economic growth as innovator, generation of employment, opportunities complimenting and supplementing economic growth bringing about social stability and balanced regional development of industries, role in export promotion and import substitutions, forex earning, augmenting and meeting local demand	Role of Entrepreneur: Role of an entrepreneur in economic growth as innovator, generation of employment, opportunities complimenting and supplementing economic growth bringing about social stability and balanced regional development of industries, role in export promotion and import substitutions, forex earning, augmenting and meeting local demand	Lecture	[BB2104.3]	Class Quiz Mid Term II End Term
22	Snap Shot of a few Selected Successful Ist	Snap Shot of a few Selected Successful Ist	Lecture	[BB2104.3]	Class Quiz Mid Term II End Term



	generation entrepreneurs.	generation entrepreneurs.			
23	Promotion of a Venture	Discussing about schemes for new entrepreneurs	Lecture	[BB2104.3]	Class Quiz Mid Term II End Term
25-27	Opportunities Analysis	Opportunities Analysis	Class room discussion	[BB2104.3]	Class Quiz Mid Term II End Term
28-29	External environment analysis	External environment analysis	Lecture	[BB2104.4]	Class Quiz Mid Term II End Term
30-31	Economic – Social – Technological	Economic – Social – Technological	Lecture	[BB2104.4]	Class Quiz Mid Term II End Term
32-33	Competitive factors	Competitive factors before entrepreneurs	Lecture	[BB2104.4]	Class Quiz Mid Term II End Term
34-35	Legal requirements for establishment of a new unit and raising funds	Legal requirements for establishment of a new unit and raising funds	Lecture	[BB2104.4]	Class Quiz End Term
36	venture capital sources and documentation required	venture capital sources and documentation required	Lecture	[BB2104.4]	End Term
37	Role of Special financial Institutions	Role of Special financial Institutions	Lecture	[BB2104.4]	End Term
38-39	Preparation of a Project	Preparation of a Project	Lecture	[BB2104.4]	End Term

8. Photographs of the event with captions

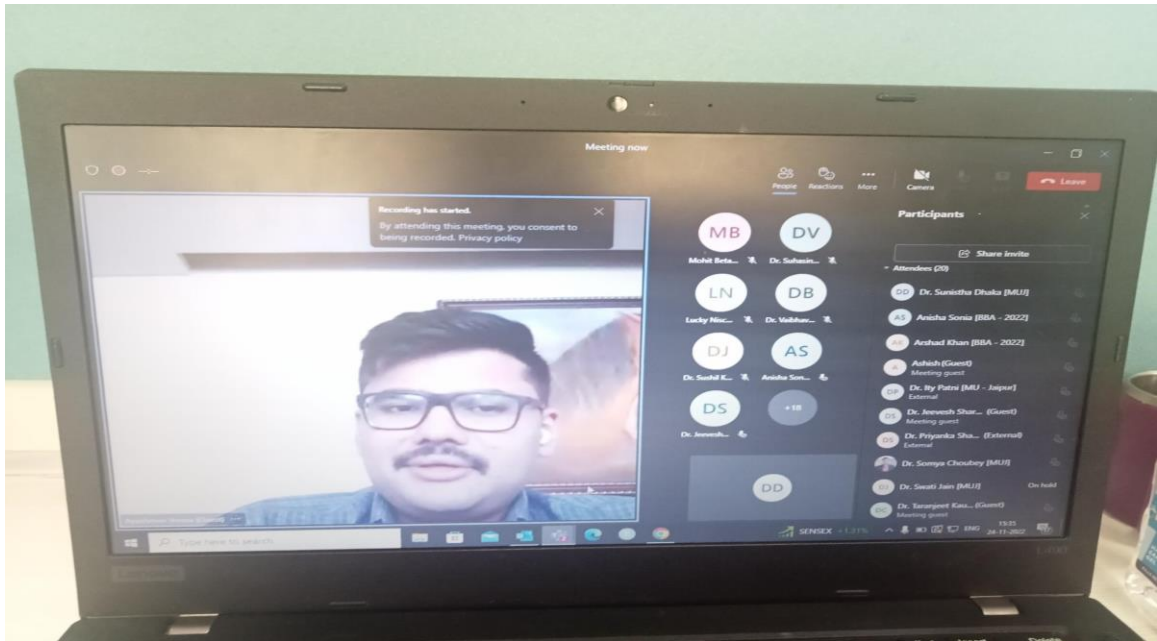
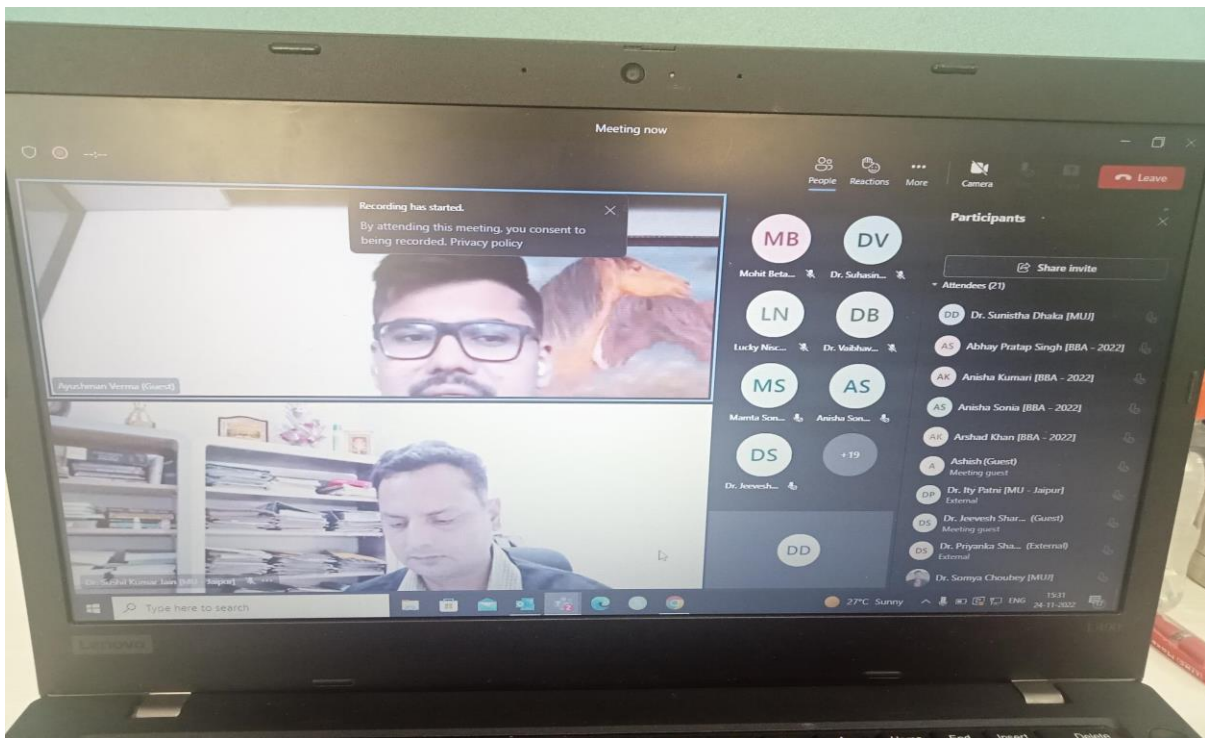


Figure 1 Expert with students and faculty





9. Brochure or creative of the event



MANIPAL UNIVERSITY
JAIPUR



Industrial Expert Interaction

(November 24, 2022, Time 02:00PM -04:00 PM)

Topic: - Aid in Development of Business Leads



Mr. Ayushman Verma

Sales and Supply Chain Analyst- Surya Agro Fresh Pvt. Ltd.

Coordinators:

Dr. Priyanka Sharma

Dr. Sunishtha Dhaka

Department of Business Administration

Organized By:

Department of Business Administration

Manipal University Jaipur



6. Attendance of the Event

Total attendee : 20

Sr. No	Name of Institution	Place of Institution	Name of Attendee	Name of Dept
1	Manipal University	Jaipur	Dr. Priyanka Sharma- Faculty	BBA
2	Manipal University	Jaipur	Dr. Sunishtha Dhaka-Faculty	BBA
3	Manipal University	Jaipur	Dr. Sonal Sidana-Faculty	BBA
4	Manipal University	Jaipur	Anisha Sonia	BBA
5	Manipal University	Jaipur	Arshad Khan	BBA
6	Manipal University	Jaipur	Ashish	BBA
7	Manipal University	Jaipur	Dr. Ity Patni-Faculty	BBA
8	Manipal University	Jaipur	Dr. Jeevesh Sharma- Faculty	BBA
9	Manipal University	Jaipur	Dr. Swati jain- Faculty	BBA
10	Manipal University	Jaipur	Dr. Taranjeet Kaur- Faculty	BBA
11	Manipal University	Jaipur	Harsh Repuriya	BBA
12	Manipal University	Jaipur	Naman Agarwal	BBA
13	Manipal University	Jaipur	Rishiraj Singh	BBA
14	Manipal University	Jaipur	Kartik Garg	BBA
15	Manipal University	Jaipur	Chirag makkar	BBA
16	Manipal University	Jaipur	Bushra Khan	BBA
17	Manipal University	Jaipur	Uday Jain	BBA
18	Manipal University	Jaipur	Isana Dadhich	BBA
19	Manipal University	Jaipur	Chelsi Daga	BBA
20	Manipal University	Jaipur	Labya	BBA


Head
Department of Business Administration
Manipal University Jaipur