



Institution's Innovation Council Saurashtra University Rajkot

“Entrepreneurship Skill, Attitude and Behavior Development”

28th February 2024

At

Smt. R. D. Gardi Department of Business Management
Saurashtra University Campus
Rajkot

Contents

Saurashtra University – IIC	3
Event Schedule.....	3
Event Registration Link	3
Brief about Event	4
Key Points.....	4
Outcome	4
About the Speaker/Chief Guest.....	5
Connect Us:	6

Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

01:00	Welcome
01:10	Awariness Session
03:00	Q & A
03:20	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-HSD

Brief about Event

Saurashtra University's Start-Up and Entrepreneurship Council & IIC, in collaboration with Smt. R. D. Gardi Department of Business Management, Saurashtra University was hosted a workshop on "Entrepreneurship Skill, Attitude and Behavior Development" on 28th February, 2024.

Sir informed about Resource Management, understanding how to efficiently manage resources, both human and financial, is crucial for entrepreneurial success. Innovation and Creativity in the entrepreneurial mindset often involves thinking, finding innovative solutions to problems, and being open to new ideas. Entrepreneurs often need to take calculated risks, risk assessment and decision-making in a dynamic business environment. Being adaptable is crucial for entrepreneurs because business is always changing. It's like being ready to change your plans and strategies when you see what's happening in the market or get feedback. So, it's important for entrepreneurs to have a flexible mindset and be ready to adjust their approach as things evolve.

Students gain an understanding of the entrepreneurial landscape, including discussions on market dynamics, customer needs and ethical considerations. This knowledge is described as empowering individuals to make informed decisions and contribute responsibly to the business world. Moreover, students acquired insights into market trends. The importance of understanding the entrepreneurial ecosystem for making informed business decisions is highlighted, discusses the challenges and difficulties inherent in entrepreneurship and emphasizes the importance of developing resilience and the ability to bounce back from failures as essential behavioral aspects.

Key Points

During the session, below mentioned points were discussed:

- Resource management
- Innovation and creativity
- Understanding the entrepreneurial landscape
- Challenges in entrepreneurship
- Resilience and adaptability
- Balancing financial and human resources
- Flexibility and evolution
- Continuous learning
- Strategic risk-taking
- FAQs related to entrepreneurship and behavior development?

Outcome

According to this event students learned about that the Efficient resource management, encompassing both human and financial aspects, is underscored as pivotal. The entrepreneurial mindset, synonymous with innovation and creativity, involves thinking critically and being open to new ideas. Calculated risk-taking, coupled with risk assessment and dynamic decision-making, is acknowledged as inherent to entrepreneurial endeavors. Adaptability, crucial due to the ever-changing business landscape, requires a flexible mindset to adjust strategies based on market dynamics and feedback. Insights into market trends provide practical knowledge, emphasizing the

significance of understanding the entrepreneurial ecosystem for making well-informed business decisions. The outcome emphasizes the development of resilient individuals who can effectively navigate challenges and bounce back from failures, essential qualities in the entrepreneurial journey.

About the Speaker/Chief Guest



Dr. Hitesh J.
Shukla

Professor

Smt. R. D Gardi Department of Business
Management,
Saurashtra University

workshop

ENTREPRENEURSHIP SKILL, ATTITUDE AND BEHAVIOUR DEVELOPMENT

Saurashtra University's Start-Up and Entrepreneurship Council & IIC, in
collaboration with Smt. R. D. Gardi Department of Business Management,
Saurashtra University
is hosting a workshop on
"Entrepreneurship Skill, Attitude and Behaviour Development"
on February 28, 2024.

28 FEBRUARY, 2024
01:00 PM ONWARDS

REGISTER NOW
bit.ly/SUSEC-HSD

www.susec.ac.in
iic@sauuni.ac.in

DR. HITESH SHUKLA
Professor
Smt. R. D. Gardi Department of
Business Management,
Saurashtra University

[in](#) [ig](#) [tw](#) [yt](#) [fb](#)
@susecrajkot



Connect Us:



<https://www.linkedin.com/company/susec>



iic@sauuni.ac.in



<https://www.facebook.com/susecrajkot>



<https://bit.ly/SUSECLocation>



<https://www.instagram.com/susecrajkot>



<https://bit.ly/SUSEC-youtube>