

Nagarjuna College of Engineering & Technology
(An ISO 9001-2008 Certified, NAAC 'A+' Grade Accredited Autonomous
Institution under VTU, Approved by AICTE)
Mudugurki, Venkatagiri Kote Post, Devanahalli, Bengaluru 562164
Department of MBA

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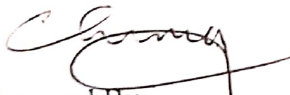
Activity Report

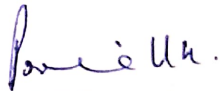
Date of Event: 26th July 2023

Activity: Entrepreneurial ventures.

Batch: Second semester MBA students.

The purpose of pursuing a MBA course is to learn those skills that help in managing organizations in future. Skills such as planning, organizing, directing, and controlling of the resources play a vital role if one decides to turn entrepreneurs. These skills also help the individual concerned to become credible by being able to manage risks, create suitable strategies and if this can be done at the student level itself, it is sure to bring success in future. As the engineering departments of NCET organized a TECHFIESTA, select students of the MBA decided to make their presence felt and show that they were equally adept like their engineering counterparts. Having learnt the concepts of entrepreneurship as a part of their curriculum, they decided to demonstrate it during the above mentioned event. While few decided to run a food stall wherein it involved managing and preparing certain items to the crowd that had come to view and/or take part in the events, some had organized games that were strategic in nature. Marketing skills also came into picture as they had to convince members of the crowd either to try the food items at their stall or to try their luck at their game booth. It maybe said that the students who were involved got ideas on how they could be better entrepreneurs if opportunities like these were provided to them. Students are grateful to Dr. G Geethanjali, HOD department of MBA for giving them permission and Dr. BV Ravishankar, principal NCET for providing them an opportunity.


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