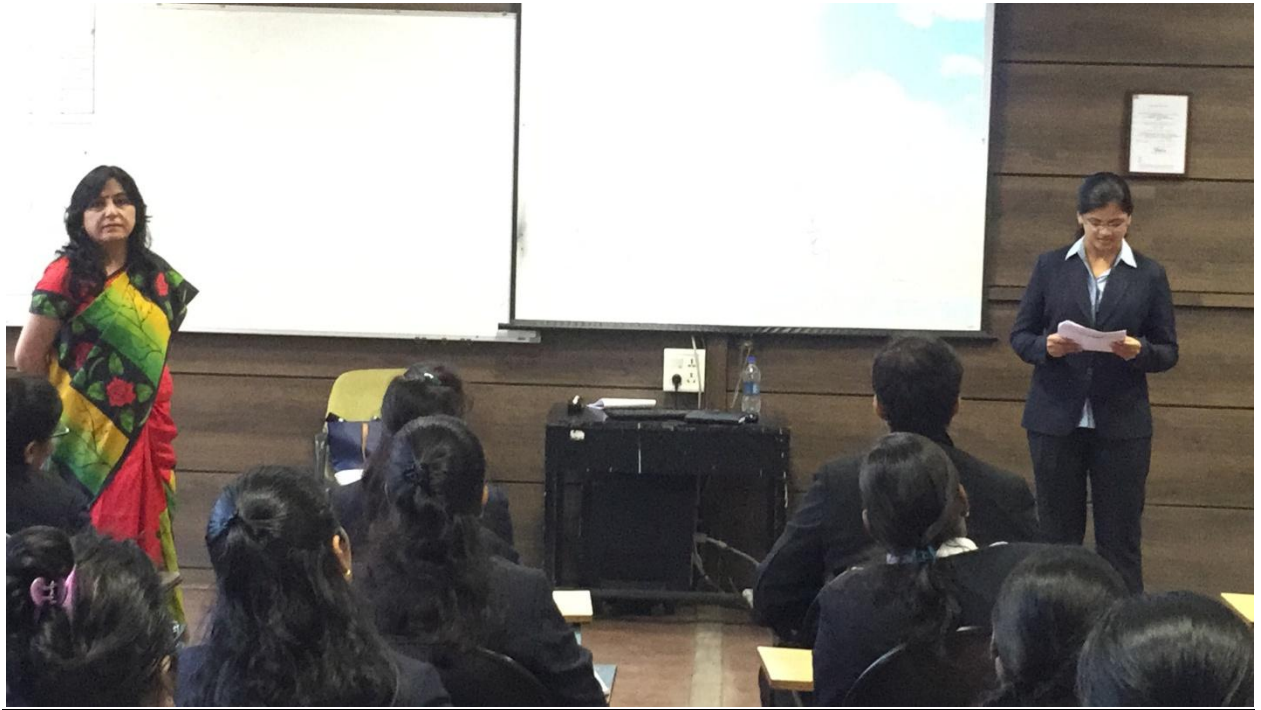


2 Report on guest session- Academic year 2015-16 – By Dr. BeenaNarayan



Date: 1st August, 2015

Speaker: Dr. Beena Narayan

Topic: Entrepreneurship: Business Idea Generation. uest session :-MMS-II-marketing(specialization)

Dr. Beena has total teaching experience of around 19 years. She is a full time faculty for subjects like managerial economics, entrepreneurship and business environment to post graduation students. Ma'am created comprehensive classroom assessment methods and techniques that were compliant with the university regulations.

The guest session was based on idea generation with respect to the professionals in new era. Smallest of innovation in the normal idea can help us achieve heights of success. Ma'am demonstrated with reallife examples about passion, creativity, innovation as key to every successful business. Of the many, one example was of Fab India's owner. From the very scratch he built an empire based on a Creative Idea.

The session was so motivating, that we now believe that any idea with the help of innovation and creativity can led you to the path of success.