

**SGK GOVERNMENT DEGREE COLLEGE
VINUKONDA, PALNADU DISTRICT**



**GUEST LECTURE ON
ENTREPRENEURSHIP**

DATE: 17.10.2023

TIME: 11.00 – 12.30 PM

ORGANIZED

BY

DEPARTMENT OF COMMERCE

Activity Report

S. No.	Content	Name
1	Name of the Programme	Guest Lecture on Entrepreneurship
2	Date & Time	17.10.2023, 11.00 – 12.30 PM
3	Conducted by	Department of Commerce
4	No. of Students attended	76
5	Chairperson, Chief Guest	Dr. K.Srinivasa Rao, Principal
6	Resource Person	Smt. Haritha Lecturer in Commerce
7	Program Conveners	Sri. M. Jagadeesh, Head Dept. of Commerce.

Brief Description:

On 13/10/2023, the Commerce Department organized a guest lecture on entrepreneurship, featuring Haritha, an esteemed lecturer in commerce. The session aimed to provide insights into the entrepreneurial landscape, fostering a deeper understanding among students about the principles and challenges of starting and running a business.

Speaker Background: Haritha, a seasoned lecturer in commerce, brought a wealth of knowledge and practical experience to the lecture. With a background in both academia and the business world, she offered a unique perspective on entrepreneurship that resonated well with the audience.

Key Topics Covered:

Fundamentals of Entrepreneurship: Haritha began by elucidating the fundamental concepts of entrepreneurship, emphasizing the role of innovation, risk-taking, and vision in the entrepreneurial process. She highlighted the importance of identifying opportunities and creating value in the market.

Business Planning and Strategy: The lecturer delved into the intricacies of business planning and strategy. She discussed the significance of a well-structured business plan, outlining key components such as market analysis, financial projections, and risk management.

Challenges and Solutions: Haritha candidly addressed the challenges entrepreneurs

commonly face, ranging from financial constraints to market competition. She provided practical solutions and shared her own experiences, adding a valuable real-world dimension to the lecture.

Role of Commerce Education: The guest lecturer underscored the relevance of commerce education in nurturing entrepreneurial skills. She emphasized how a solid understanding of commerce principles could empower aspiring entrepreneurs to navigate the complexities of the business world.

Interactive Session: The lecture was not merely a one-way communication; Haritha encouraged active participation from the audience. A Q&A session allowed students to seek clarification on specific topics and share their own thoughts and experiences related to entrepreneurship.

Haritha's guest lecture on entrepreneurship proved to be an insightful and enriching experience for the students. Her ability to blend theoretical knowledge with practical insights created a well-rounded learning environment. The lecture not only broadened the students' understanding of entrepreneurship but also inspired them to consider the possibilities and challenges of starting their own ventures in the future. The Faculty of Commerce Department expresses gratitude to Haritha for her valuable contribution to the academic enrichment of our students.

