

**RAJARAJESWARI COLLEGE OF ENGINEERING**  
Ramohalli Cross, Kumbalagodu, Bangalore 560 074.

**DEPARTMENT OF MANAGEMENT STUDIES**

- 1. TYPE OF EVENT** : **Expert Lecture**
- 2. TITLE OF THE EVENT** : **“The Success of Startups”**
- 3. RESOURCE PERSON** : **Dr.B.P.G. Raju**
- 4. EVENT DURATION** : **27th March 2019 (10:00 AM TO 11:30 AM)**
- 5. VENUE** : **Chanakya Seminar Hall, RRCE**
- 6. INVITATION FOR** : **1<sup>st</sup> and 2<sup>nd</sup> year MBA students**
- 7. TARGET PARTICIPANTS** : **1<sup>st</sup> and 2<sup>nd</sup> year MBA students**

.

**8. OUTCOME OF THE PROGRAM:**

- ❖ **Provide Knowledge and information on current trends in startup – India**
- ❖ **Know the importance of entrepreneurship skills such as Risk-taking skills, Problem-solving skills, Creative thinking skills etc. to make the startup success**
- ❖ **Acquire knowledge to become successful entrepreneur**
- ❖ **Enhance the confidence of the student by giving tips to improve the entrepreneurship skills.**
- ❖ **Motivated the students to start business by their own and provide lot of employment opportunity to others**