



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi
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Report

Event	: Guest Lecture as a part of QIP Lecture Series 2015-16
Program	: BBA 1 st Semester
Topic	: Personality Development
Resource Person	: Dr. P.K.Gupta, Secretary General, NAFEN
Date	: 22 nd August, 2015
Time	: 12:00 pm to 1:00 Pm
Venue	: Multipurpose Hall, PG Building
Day	: Saturday
Faculty Incharge	: Dr.Namita Mishra & Dr. Mani Manjari

Speaker's brief profile: Dr. P .K. Gupta

- He is gold Medalist in B.E. (Electrical Engg.) from TIET, Patiala.
- MBA from FMS Delhi University.
- Diploma in international trade from ACTIM, FRANCE
- PH.D in management from KPI (Ukraine)

BBA is designed to craft business leaders. In a highly complex and competitive world, graduates need to have employable skills to get the best jobs. Though graduation may seem distant at the start of the program , but it is wise to addresses the issue as early as possible. We focus on the academic leadership, which is outcome of the personality of the leader .So to focus on personality development of the students a guest lecture was conducted by the Institute for BBA programme with the following objectives:

Objectives:

- To familiarize the student, about different skills like critical thinking and global agility, without compromising on technical knowledge.
- To understand the students about "Employability and Practitioner Skills Series" which helps them To develop key real-world attributes like global intelligence and effective communication.
- To use their Entrepreneurial skills as an alternative to the current Action Learning.
- To know the Qualities required for preparing themselves in highly competitive global business arena.

Report:

A guest lecture as a part of QIP Lecture Series 2015-16 was organized for first year students of BBA in the multipurpose hall of PG block. 240 students of BBA 1st semester attended the lecture for which **Dr. P.K.Gupta** Delhi was the resource person. He started the lecture with explaining the importance of doing BBA and the shift in the inclination of the students from being an employee to becoming an entrepreneur.

Further he started the lecturer with presentation and explained three important aspects for personality development i.e. Knowledge, Skill and Attitude. Further he advised the students never underestimate yourself and gather up knowledge that can be used for decision making and implement it.

Learning Outcome:

This session increased the confidence level of students to a great extent. Dr Gupta advised the students to correct themselves for better output while they will be with real such situations. Management tips particularly related with Quality improvement and applications of the skills alerted the students and improve their personality level. Positive thinking and patience is required for a successful business leader.

- Attitude makes lot of difference so always develop a positive attitude.
- Winning and losing is only in our mindset so, change your mindset first.
- What do you sell is not important but how do you sell is most important.
- Transformation of theoretical knowledge in practice is much more important.
- Think differently to act differently.
- Attentioniveness is always result oriented so that is required for the current business scenario .

Student Feedback:

Following are the consolidated views, compiled from the feedback given by students after attending the lecture:

- Students learnt the Innovative ideas about future
- They also learnt the new ways to Improve quality in production
- Improved decision making ability will help them in their career
- How to deal with real life situations
- Also increased exposure about industry was provided.



Students Interacting with Dr. P.K. Gupta



Dr. P.K. Gupta presenting his views