



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
NAAC ACCREDITED GRADE "A" INSTITUTE

## **Report- Seminar on Business Success & Challenges**

**Event- BUSINESS SUCCESS & CHALLENGES**

**Date & Day- 18<sup>th</sup> March, 2019, MONDAY**

**Timing: 01:30 pm- 2:30pm.**

**Venue: Multi-purpose Hall**

**Resource Person: Prof. V. P. Gupta**


**Students- BBA (II Shift)**

**Faculty Convener: Mr. Inderpreet Singh (Faculty TIAS BBA)**



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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085



**Seminar**  
on

# **Business Success & Challenges**

by

## **Prof. V.P. Gupta**

**Monday, 18<sup>th</sup> March, 2019**

India's Premier ISO 9001:2015; 14001:2015 Certified Institute. Rated as 'A' by Govt. NCT of Delhi; "A++" Category - Best Business School by Business India; Included in Top 100 B & IT Schools by reputed publications



## Objectives

- To aware students about the challenges of present business scenario.
- To give an overview to deal with the fluctuations in business.
- To familiar students about the factors leading to success of business.



**Felicitation of the Speaker Prof. V. P. Gupta**

## REPORT

Business is the activity of making one's living or making money by producing or buying and selling products (such as goods and services). Every business requires some form of investment and enough customers to whom its output can be sold on a consistent basis in order to make a profit.

Growing businesses face a range of challenges. As a business grows, different problems and opportunities demand different solutions - what worked a year ago might now be not the best approach. All too often, avoidable mistakes turn what could have been a great business into an also-ran.



**Speaker Prof. V. P. Gupta**

The seminar was conducted by **Prof. V. P. Gupta**. He has passed his graduation and Post-Graduation from Shri Ram College of Commerce and Kirori Mal College, University of Delhi.

Mr Gupta has served more than thirty years in industry, with the house of Aditya Birla and J K Organisation and others. He has acted as Marketing and Export Executive and has got rich experience of business practices.

147 students participated the seminar and learnt different aspects of business, recognizing and overcoming the common pitfalls associated with growth is essential if your business is to continue to grow and thrive, characterization or character building, memory games/exercises and improvisation. It was a good discussion was held during the discussion.

Mr Gupta explained about the different trends in business which covers:

1. Taking decisions
2. Great team work



Student's interaction with Prof. V. P. Gupta.

There was a Question & Answer session after the Seminar. Students asked different questions related to practical implications of the business.



Students attending the Seminar.



**Student's listening to the Speaker.**

**Learning Outcome:**

- Students enhanced their business skills.
- Students learnt about how to deal with business uncertainties.
- Students gained thorough knowledge of the latest theoretical and practical advancements in the field of Business.
- Students learnt about the fluctuations and challenges in business.
- Students developed an overall understanding of current and future trends in business.

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