

Report on Guest Lecture by Industry Expert

A guest lecture was organized by AIAE on 02 Apr 2019 as per the details given below:

1. **Topics:** 1. Developing entrepreneurship mindset for converting problem into business

Date: 02Apr 2019

Place: 301, L-1 Block

Time: 1415-1600 hrs

Speaker: Prof Neelam Saxena, Head Entrepreneurship division of Amity University

About the Speaker: Prof Neelam Saxena

Major points covered during the talk:

- Designing a new product
- Developing digital marketing strategy
- Essential competencies like commitment, persuasiveness, leadership, training

Students of following batches attended the lecture:

50 students (B.Tech (AE) of Batch 2016-20)

01 student of 2015-19 batch

Total- 51

Following faculty members also attended the lecture:

1. Prof. R. K. Chauhan
2. Ankur Vats
3. Dr Konark Arora
4. Mr. Jayanta Sinha

Event Objectives: To motivate students to learn practical aspects of Developing mindset of entrepreneurship

Expected Outcomes: better knowledge and skills for increasing employment prospectus.

