



***Swami Swatantranand Memorial College, Dinanagar***

***A Multi Faculty, Post Graduate Co-Educational Institution***

***(Accredited with 'A' Grade by NAAC /Affiliated to Guru Nanak Dev University, Amritsar)***

***Report  
On***

***Guest Lecture on  
Entrepreneurship Skill  
Development: Career  
Planning in Commerce***

***14-09-2019***

***Organized by:***

***P.G. Department of  
Commerces &  
Management***

**2019-20**

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## **Guest Lecture on Entrepreneurship Skill Development: Career Planning in Commerce**

### **(Entrepreneurship)**

#### **Objective:-**

- To highlight strategies for nurturing entrepreneurial skills.

The Department of Commerce & Management organized a Guest Lecture on Entrepreneurship Skill Development: Career Planning in Commerce on 14-9-2019. The Bank Manager of HDFC Bank was invited to deliver a lecture. Asst. Prof. Parbodh Grover welcomed the speaker and introduced students with topic of the lecture. The speaker emphasized the importance of a well-structured career plan, highlighting key aspects such as goal setting, financial literacy, and market research. Practical advice on business strategy and the significance of adaptability in the dynamic commerce field was shared. The lecture served as a motivating and informative platform, encouraging students to proactively cultivate skills essential for entrepreneurial success in the competitive business landscape. It was indeed an informative lecture. On this occasion Asst. Prof. Rozy, Asst. Prof. Rajat Kumar and Asst. Prof. Parbodh Grover were present.


#### **Outcome:-**

- The Students gained insights into financial literacy and networking in banking sector.

## Glimpses of the Event





  
**Principal**  
**SWAMI SWATANTRAMAND MEMORIAL COLLEGE**  
**Dinanagar (Gurdaspur)**