



Government of Karnataka
Department of Collegiate Education



MAHARANI'S WOMEN'S COMMERCE AND MANAGEMENT COLLEGE

(Affiliated to University of Mysore, Mysuru),

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POST GRADUATE DEPARTMENT OF BUSINESS ADMINISTRATION

DEPARTMENT	POST GRADUATE DEPARTMENT OF BUSINESS ADMINISTRATION
TITLE OF THE PROGRAM	Guest talk on “CREATIVE THINKING & SWOT ANALYSIS”
NAME OF THE COORDINATOR	DR. NALINI R
DESIGNATION	ASSOCIATE PROFESSOR
DATE & VENUE OF THE PROGRAM HELD	31/10/2019; Room No. 218 at 11a.m
BENEFICIARIES OF THE PROGRAM	III SEM MBA
NAME OF RESOURCE PERSON	Dr. Lakshmi, Associate Professor, Maharani's Women's Commerce and Management College, Bangalore

PROGRAM SUMMARY



A guest talk on 'Creative Thinking and SWOT Analysis' was organized for the benefit of III Sem MBA students and the students were inspired by the speaker of the day Dr. Lakshmi. She narrated instances from her own life as to how creativity help her throughout in her personal and professional life. She was managing situations by **thinking** in a creative way. She brought out the qualities required to be creative and how it helps a one in building her personality and converts the threats into opportunities which can be used appropriately. The speaker also informed students about various government schemes available in India for women entrepreneurs which the students may explore and derive benefits out of the same. There was also an interactive session with the speaker where students raised a number of questions and the same were answered by the speaker with relevant examples.

DR. NALINI R
ASSOCIATE PROFESSOR & H.O.D