

Dr Ghosh to conduct workshop at BITS Pilani

BY A STAFF REPORTER
reporters@gomantaktimes.com

Panaji: BITS Pilani K K Birla Goa Campus in collaboration with Fulbright Educational Exchange Programme will organise a six-week workshop on 'Engineering-Economics-Entrepreneurship' at BITS Pilani, Goa Campus from May 28 to July 6.

The workshop will be conducted by Fulbright Specialist (FS) Dr Ashok Kumar Ghosh, PhD, PE from the University of New Mexico, USA and other expert faculty from BITS Pilani. There is a nominal registration fee of Rs 2000 for the entire six-week workshop. For registration, contact Dr Anasuya Ganguly - ganguly@goa.bits-pilani.ac.in.

Besides faculty and student of BITS, the workshop is open for students and professionals who aspire to become entrepreneurs. During morning hours, technical topics that are needed for becoming an entrepreneur will be covered. A number of faculty members will teach and mentor the participants during the morning hours. During the afternoon, participants

will be doing practical work



Dr Ashok
Kumar Ghosh

- meeting with community members to raise funds, and understanding the dynamics of social interactions, etc.

Topics that will be covered include: Making Economic Decisions; Estimating Engineering Costs and Benefits; Uncertainty in Future Events; How to perform market analysis - Determine marketing potential of a product, understanding the dynamics of market place, forecasting sales and revenues, producing a marketing plan; A-B-C of Financial management - raising capital, understanding and using financial statements, dealing with various tax issues and company valuation; Developing and writing business plan- step by step process of developing and writing a business plan directed towards achieving financing; and implementing economic and entrepreneurship principles in engineering projects.