

Workshop on 'economics, entrepreneurship' at BITS Pilani Goa campus from today

■ NT NETWORK

VASCO

The Birla Institute of Technology and Science (BITS) Pilani K K Birla Goa campus in collaboration with Fulbright Educational Exchange Program is organising a six-week workshop on 'Engineering-Economics-Entrepreneurship' from May 28 to July 6, at BITS Pilani Goa campus.

The workshop will be conducted by Fulbright Specialist (FS) Dr Ashok Kumar Ghosh from the University of New Mexico USA and other expert faculty from BITS Pilani.

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

Topics that will be cov-

ered 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 etc.

The programme is designed to provide participants an ability to provide easy-to-understand and up-to-date concept of engineering economic analysis; an introduction to real world examples, problems, and vignettes; and a rudimentary knowledge of accounting and finance.