

## ACTIVITY REPORT

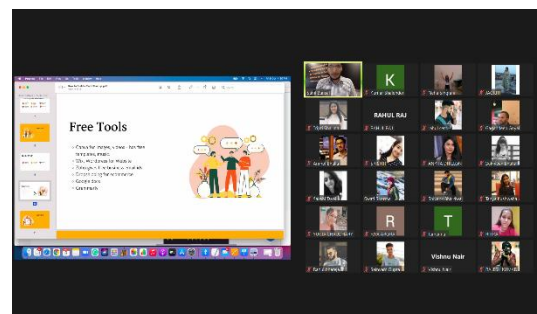
<b>Name of the activity</b>	Masterclass for MBA - How to build a tech startup	<b>Date</b>	7 <sup>th</sup> Oct,2021
<b>Name of the Coordinator(s)</b>	Dr. Kumar Shalender	<b>Time</b>	04:00 pm (IST)
<b>Name of the Resource Person</b>	Sahil Bansal Co-Founder, Fitelo	<b>Mode</b>	Virtual through ZOOM
<b>Nature of the activity</b>	Career Counselling Session	<b>Program &amp; Batch</b>	MBA Batch 2021
<b>Number of students participated</b>	170	<b>Academic Session</b>	2021-22

### About the Activity

The activity How to build a tech startup was organised for the MBA students of Chitkara Business School. The primary objective of the activity is to make students develop an awareness of key concepts and principles that are required to start an enterprise in the technology world. The resource person elaborately discussed the primary dimensions of segmentation, targeting, and positioning of technology startups and what it takes to take the business level from the starting phase to the growth perspectives. Along with conceptual knowledge and real-world examples, the activity also consisted of some practical exercises to give students hands-on learning on entrepreneurial techniques. Some of the key takeaways from the activity include methods to do the market segmentation, identify and select the target market, positioning strategies to occupy a distinctive place in the customers' minds, and putting consistent efforts to remain ahead of the learning curve. In addition to this insightful information, the activity also helped students to gain profound learning on leadership, hierarchy, and operational mechanisms that an organization should embrace to get a competitive edge over rivals.

### Activity objectives and Outcome achieved

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1.	To help students understand the process of starting a technology start up	Students learned the process and Procedure for starting Technology Start up
2.	To make students aware of real-world challenges and strategies to overcome them while starting a technology enterprise	Students learned the real-world challenges that entrepreneurs face while starting a Technology Start up
3.	To make students conceive strategies for overcoming challenges in the field of technology enterprise	Students learned the strategies for starting a technology enterprise
4.	To impart hands-on learning to students on procedure of Segmentation, Targeting, and Positioning in case of a Tech start up	Students have profound learning on STP in case of starting a Tech Start up



Masterclass for MBA students- Session by Mr. Sahil Bansal