



Pimpri Chinchwad Education Trust's
**S. B. PATIL INSTITUTE OF
MANAGEMENT**

AICTE Approved | Permanently Affiliated to SPPU, Pune

Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



EVENT REPORT

Name of the Activity: Role of Financial Management in Entrepreneurship

Cell : Entrepreneurship Development Cell

Date : December 22, 2021

Time : 01:00 PM to 02:15PM

Venue: SBPIM Conference Hall (Online)

Name of the Faculty Coordinator : Mr. Rishikesh Kumar

Name of the Student Coordinator : Mr. Gaurav Patil

Number of Students Participated: 70

Number of Staff Participated: NA

Brief Information of the Event:

PCET's S. B. Patil Institute of Management, Entrepreneurship Development Cell organized an International Guest Session on the topic "**Role of Financial Management in Entrepreneurship**" for MBA Students on 22nd December 2021. The Guest Speaker for the session was **Prof (Dr.) Enkeleda Lulaj**, Professor Assistant, Faculty of Management in Tourism, Hospitality and Environment, University Of "Haxhi Zeka" Peja- State of Kosovo, Southeast Europe. All the faculty members and students of MBA - II year were present online for the session.

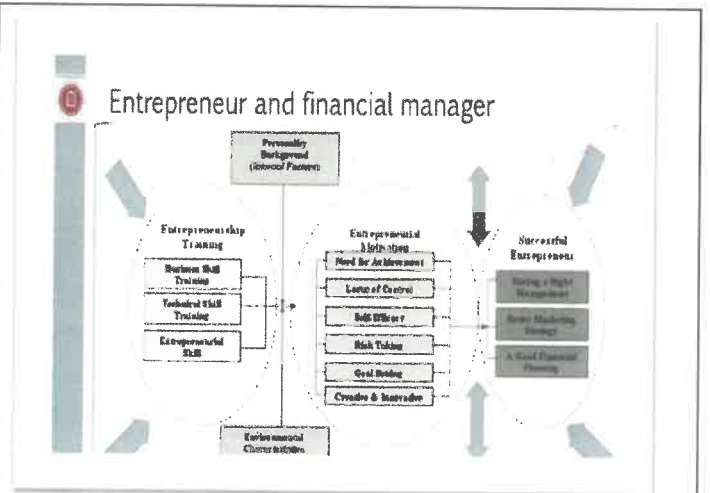
Dr. Aishwarya Gopalakrishnan, International Relations Co-ordinator introduced Prof (Dr.) Enkeleda Lulaj. **Prof (Dr.) Enkeleda Lulaj** holds a Doctoral Degree in Economic Sciences - Finance from the University of Tetovo, Macedonia. She holds an MSC in Economy Sciences, Bank Finances and Accounting from the University of Pristina and is a Bachelor of Business administration, from University of Pristina.

Dr. Enkeleda Lulaj started her session by emphasizing on the importance of what is Entrepreneur and the skills required for becoming a good entrepreneur. She mentioned Entrepreneurship skills such as inner discipline, ability to take risk, innovative, change oriented. Technical skills such as operations specific to industry, communication, research and development and also management skills like planning, decision making, motivating & why the financial management in the entrepreneurship is important for corporate world and how it will help them in future were explained. She believes that the person who understands the risk of starting a new business venture is called an entrepreneur. Entrepreneurship is

highly risky but also can be highly rewarding as it serves to generate economic wealth, growth and innovation.

Also explained about financial management cycle in that she explained planning budgeting and resource allocation along with the importance of operating and monitoring financial resources and evaluating and reporting the finances. According to her financial management is generally concerned with procurement, allocation and control of financial resources. To ensure adequate returns to the shareholders which will depend upon the earning capacity, market price of the share.

It was indeed an amazing session most of the participants found the session very informative and useful. The session ended with a vote of thanks by **Mr. Rishikesh Kumar**, Co-ordinator, Entrepreneurship Development Cell at SBPIM, Pune..



Dr. Aishwarya Gopalakrishnan introduced Prof (Dr.) Enkeleda Lulaj, guest speaker for the session

Prof (Dr.) Enkeleda Lulaj, guest speaker conducted session on the "Role of Financial Management in Entrepreneurship"

Mr. Rishikesh Kumar
Event Coordinator



Dr. Kirti Dharwadkar
Director