WEBINAR ON
"INNOVATION & ENTREPRENEURSHIP"

on Wednesday, the 3rd February, 2021
(from 11:15 a.m. to 12:50 p.m.)

INNOVATION is an idea that has been transformed into practical reality. For a business, this is a product, process, or business concept, or combinations that have been activated in the marketplace and produce new profits and growth for the organization. It can simply be said that "Innovation is the creation, development and implementation of a new product, process or service, with the aim of improving efficiency, effectiveness or competitive advantage."

WHAT IS INNOVATION IN BUSINESS?
Innovation is the development and application of ideas that improve the way things are done or what can be achieved. Innovation can help our business grow by improving productivity and efficiency. Your ability to innovate will also help your business to remain competitive and respond to changes.

ENTREPRENEURSHIP is about execution of ideas and it refers to the concept of developing and managing a business venture in order to gain profit by taking several risks in the corporate world. An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards.

HOW ENTREPRENEURS WORK:
Entrepreneurship is one of the resources economists categorize as integral to production, the other three being land/ natural resources, labor and capital.
An entrepreneur combines the first three of these to manufacture goods or provide services. They typically create a business plan, hire labor, acquire resources and financing, and provide leadership and management for the business.

The Office of Research, Innovation & Commercialization (ORIC-AIOU) has planned a webinar titled as 'Innovation & Entrepreneurship' on Wednesday, the 3rd February, 2021, from 11:15 a.m. to 12:50 p.m. through MS Team. The basic objective for holding this webinar is to bring awareness about innovation and entrepreneurship in the university faculty and students so that we can together step forward in transforming our community from "JOB SEEKERS TO JOB CREATORS".

RESOURCE PERSONS:
1. Sardar Yasir Ilyas Khan, President & CEO, Islamabad Chamber of Commerce & Industry, Islamabad.
2. Syed Taimoor Hassan, Manager BIC (ORIC), Foundation University, Islamabad

PARTICIPATION IS OPEN FOR COMMUNITY. AIOU ACADEMICIANS & STUDENTS WOULD BE NOMINATED BY THEIR RESPECTIVE DEPARTMENTS.

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