



B.V. Patel Institute of Management, Uka Tarsadia University



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A Session on Entrepreneurial Lessons from Movie “GURU”

A session on movie based entrepreneurial learning lesson was organized for the students of 2nd year B.B.A on 26th February 2021. The speaker for the session was Dr. Vijay Gondaliya who conducted a learning session based on the movie 'GURU'. Students were provided an opportunity to be a part of this session and were encouraged for participative communication during the session. A creative learning technique using visual modes was adopted in order to enhance the understanding of the students encouraging quick and easy adaptation while learning. The session was well structured and effectively presented. It involved presentation of aspects in consideration to the events which occurs in the movie. Through this the speaker encouraged the understanding of students and considering wider perspectives. The session enabled the students to learn from any occurring and analysing that situation. Speaker has emphasized many subjects in this session such as Entrepreneurship, Research, Finance, Thinking beyond box, etc. The movie base selected for the session created much impact because of relevance with the concepts that are encountered by students in their respective fields.

Topics that were covered in today's sessions are:

- Everyone, in today's world, wants to succeed in their lives. But it is actually difficult for those who don't plan their journeys. In case, those plans don't work out you should always have a Plan B.
- The most common mistakes made by many of the entrepreneurs are that they lack self-belief. One should always trust on themselves and take decisions accordingly. The core of any start up is belief. A belief that a day might come when my company will be on the rise.
- Not only in business but in every stream our objective should be clear.
- If anyone thinking about start-up, sources of fund should first be concerned. Talk to those who already have had the experience in same business.
- Any entrepreneur should be practical in every critical situation.

- Any entrepreneur should think out of the box, he should know the market needs and then try to fulfil the demands of the market.
- Should have right source of Information.

Reviews of the students about the movie based learning session are summarized as follows:

- The students found the session very effective and well-presented encouraging practical learning through an interesting approach.
- The session enabled them to learn various aspects such as better analysis of situations and thinking beyond boundaries.
- Students considered the session enhancing their knowledge with easy adaptation while learning.
- They found the session interesting and worth attending and it encouraged and motivated them in order to make improvements.
- The students could connect to the session in term of practical learning and found it relevant to business world enabling them to learn the business perspective.
- They were thankful for the opportunity and requested for such sessions again in future.



Feedback Analysis

A feedback was collected through Google Doc at the end of session based on some dichotomous question, multiple response questions and open ended question. A total 86 response were registered within time. Out of which 98.8% responded has suggested that the session was interesting as well as if such session organized in future we will interested in it. Following tables shows that learning from Movie Based Session based on multiple response questions.

Sr. No.	Learning Points	Frequency	% age of Total
1	Entrepreneurial Spirit	67	10.03%
2	Self Confidence	77	11.53%
3	Stick on Goal	69	10.33%
4	Accepting Challenges	81	12.13%
5	Always Ready for Next Move	68	10.18%
6	Take Risk	74	11.08%
7	Positive Attitude	71	10.63%
8	Forward Looking	67	10.03%
9	Celebrating Success with Peers	55	8.23%
10	Others	39	5.84%
	Total	668	

The things that I have learned from the movie was that –

- Know the problem and find the probable solution
- Always have backup plans
- Once you get any chance or permission hop on it! Do not wait maybe it can change
- Understanding the market movement -Stable and calm mind -Nothing remains same
- Change your mentality
- Think big yet achievable
- Negativity kills the mindset
- Brainstorming
- Learn from failures they are the best teachers
- Make advantage for you and as well for the people around you.