



## COVER STORY— Maze Runner

The students moving up the ladder of academics in the hope of broadening their horizon are usually stuck in the never-ending maze of lecture based, rote learning methods, negligible exposure to interactive classrooms and no experience based learning.

Entrepreneurship training offers a solution that can help students, institutions and the recruiters come on the same page and solve the problem of 'less employable' students being churned out. Entrepreneurs need skills such as creativity, problem- solving and communication skills. Many times, these skills are learned through experience – often from entrepreneurial failures – that help an entrepreneur finally arrive at a successful venture. There is a dire need for programs that focus on providing individuals with practical education and experiential learning that builds both soft skills, such as communication, social intelligence, and critical thinking, as well as hard skills like accounting and financial management. Such programs will foster networks of like-minded individuals that support each other and lead to the creation of entrepreneurial ecosystems which promotes increased entrepreneurial activity and put an end to old and ineffective learning methods.

**Sana Irfan & Anjum Rabab** , Pre-final year students .BTech Biotechnology . INTEGRAL UNIVERSITY

## OUR RECOMMENDATIONS

### COURSERA: Corporate Entrepreneurship: Innovating within Corporations - University of Maryland, College Park

This course is part of the Corporate Entrepreneurship Specialization. It is designed for those interested in learning how to innovate and apply entrepreneurship principles in the corporate setting. It may be useful for you since firms increasingly aim to create new business opportunities within the company as maturing technologies and aging product portfolios require them to create, develop, and sustain innovative new businesses.

**COURSE STARTS ON 13 TH OF FEB 2017.** [CLICK HERE](#)

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### BOOKS:

*"The Fire Starter Sessions by Danielle LaPorte"*

Danielle LaPorte is a bestselling Canadian author, inspirational speaker, entrepreneur, and blogger. She is the author of two non-fiction books on conscious goal-setting and entrepreneurship and co- author of a book on personal style. If you've been waiting for the go-ahead to pursue your next project, your red-hot permission slip just got delivered. LaPorte doles out 16 beautifully designed sessions chock-full of motivated goodness. Nothing preachy or perfectionist about it, but don't be fooled. Her passion will grab you by the shoulders and shake action out of you. Self-help meets marketing ninja, this is the one to read and re-read.

### USEFUL RESOURCES:



*50 Things That Spark Your Creativity*

## WORLD SNIPPETS

#### Presenting the Entrepreneur 2017 League of 35 Under 35

The maiden class of 35 Under 35 is the actual reflection of the vibrancy and tenacity of India's youth, particularly founders of disruptive technology businesses that are changing the status quo and earning great name, fame, and money. The journey of these young millennials to becoming the future legends in their respective field of work inspired the magazine editors to document an highlight the change that they are bringing to India. [READ MORE](#)

#### Gerard Adams and Gary Vaynerchuk Discuss Real Entrepreneurship

On this episode of Leaders Create Leaders, Entrepreneur Network partner Gerard Adams meets with serial entrepreneur and thought leader Gary Vaynerchuk at the 2016 South by Southwest conference. The two discuss what it means to be a "real entrepreneur". To learn how you can be successful. [CLICK HERE](#).

#### PayPal Celebrates the Passionate Entrepreneurial Spirit!

What defines a true entrepreneur is the ability to overcome obstacles with relentless passion and an unparalleled drive to achieve. The journey of an entrepreneur is one of hardships, blood and sweat. This very hard work is side-lined ever-so- often and PayPal wants to provide a platform to recognize and encourage such budding entrepreneurs! [CLICK HERE](#)

#### How Avnish Bajaj Carried His Legacy of Entrepreneurship into Venture Funding

When an investor has walked the path as an entrepreneur, he is bound to understand and empathize with the founders. Avnish Bajaj co-founded Matrix India in 2006. But, prior to that Avnish also co-founded online marketplace, Baazee, in 2000 and sold it four years later to eBay for \$55 million. Hence, he is aware of the exact pain points of an entrepreneur's journey. In an interview with Entrepreneur, Avnish spoke about his journey from being an entrepreneur to an investor and Matrix's perspective on the fin tech sector. For complete interview, [READ MORE](#)

#### Gururaj Deshpande Says Our Entrepreneurs Should Solve Problems Existing in India

In an interview to Entrepreneur, Veteran Indian-American entrepreneur and VC Dr. Gururaj Deshpande said that Indian entrepreneurs must not miss the chance of solving local problems and believes that this could help them build sustainable and profitable companies. For complete interview, [CLICK HERE](#)

### Startup Ideas by students in London

Indian student wins International Student Innovation Award in UK. Mustafa Khanwala has invented an app that eliminates the need to queue at the till in shops. The app allows in-store shoppers to pick up a product, scan the barcode with their phone, pay with their phone and simply walk out with it. The technology also ensures that if you try and leave without paying, the alarms will immediately sound.

#### Quotable Quotes

**"A successful man is one who can lay a firm foundation with the bricks others have thrown at him."**

- DAVID BRINKLEY

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Magic 101 is an intensive, specialized course that aims to drastically increase the employability of participants. It achieves this by bridging the skills gap between university education and the industry requirements while taking into account the individual preferences and interests of the student.

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#### Q. What personality traits do successful, young entrepreneurs share that make them well-suited to being CEOs?

Ans. We at Ureka feel that personality traits can not be put in boxes or classified as good enough or not so good. Our extensive experience of working with people from various walks of life demonstrates that personalities evolve over time and different personality traits take over as dominant in different situations or while solving varied life situations. Nevertheless, we firmly believe that just like skills, certain personality traits can be developed or enhanced for success. So, here are a few that we feel are common to all successful CEOs out there. They not only like to take risks but are also not afraid to lose. Richard Branson once said, "Few first ventures work out. It is how a beginning entrepreneur deals with failure that sets that person apart. In fact, failure is one of the secrets to success, since some of the best ideas arise from the ashes of a shuttered business." Additionally, successful founding CEOs are quick to take decisions and take full responsibility, i.e. they work hard and with confidence once they have taken a decision. These are only a few personality traits that you could use to begin assessing yourself. We would also like to suggest you take the Myers-Briggs Type Indicator (MBTI). While this test doesn't assess abilities, it does give you an assessment of your sub-conscious preferences as an individual. Take the free online test [here](#).

**TRAITS & PROFILES**  
of Great Entrepreneurs

**HEART DOMINANT**  
These individuals bring purpose and passion to the business world. Founders, iconoclasts, and visionaries, their inspiration could be hard-core technology, burgers, biotech, or a new take on social networking—it doesn't matter. They are consumed by passion to turn their purpose into reality.

**CHEF ALICE WATERS**  
Owner of *Chez Panisse*

**SMARTS DOMINANT**  
This person comes handy as a rational, fact-driven force who begins steering the business by delegating and setting goals, forging a system of accountability, articulating strategy, and emphasizing top-notch performance.

**JEFF BEZOS**  
CEO of Amazon

**GUTS DOMINANT**  
Guts dominant people are all about starting and sustaining action. There are three types of gut dominant personalities: 1) the Guts to initiate 2) the Guts to Endure 3) the Guts to Evolve. Without Guts dominant people we may still be living in hovels and catching fish with pointy sticks.

**NELSON MANDELA**  
1st President of South Africa

**LUCK DOMINANT**  
Luck-oriented people maintain an attitude based on humility conjoined with two other factors—intellectual curiosity and optimism. This three-part formulation helps beget a Lucky Network.

**JAY CHAT**  
Co-founder of TBWA

Source: Heart, Smarts, Guts, and Luck Book by Anthony, Richard, and Tsun-Yan

## SOME EXCITING NEWS

We are very happy to let you know that Ledmac Limited is now part of UREKA LIMITED , LONDON. It is an exciting start to 2017 that has opened the doors to a whole lot of opportunities for us and, indeed, for you.

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