

## Expert Speaker Series

### Guest Sessions for BBA Entrepreneurship and Family Business Management (E&FB)



**CA Keval Mota** sharing his expertise on '**GST for Business**' during a guest session for the BBA (E & FB) program. His insights into the nature of Goods and Services Tax, its significance for businesses, and the importance of compliance and proper invoicing highlighted the transformative impact of GST on the tax landscape.



**Mr. Yash Doshi** engaged BBA (E & FB) students in a thought-provoking session on "**Digital Transformation in Businesses**," exploring the pivotal role of digital technologies in reshaping

business strategies. Drawing insights from a McKinsey report, he emphasized the importance of data in driving innovation and enhancing decision-making. Through sector-specific analyses, attendees gained valuable perspectives on how various industries are navigating the digital landscape, highlighting both leaders and laggards in this transformative journey.