

THE HINDU Business Line

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Passion to be on one's own



Vivek Agarwal, Chief Executive Officer, Liqid eLearning Services

I had always wanted to be an entrepreneur," says Vivek Agarwal. So within a few years of graduating from IIM-C, he set up eGurucool, one of India's first e-learning companies, which was later sold to NIIT. Agarwal, who has returned to the e-learning space with Liqid eLearning Services Pvt Ltd, says the exposure to many disciplines, opportunity to interact with some great students and the prestigious degree that an MBA offered were factors that prompted him to go to B-school.

On what he learnt at B-school ...

The biggest thing I learnt was the awareness and exposure to a range of functional areas — marketing, finance, HR, strategy and so on. In addition, I think I developed a `can-do' spirit,

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dealing with completely new topics and finding answers.

Apart from this, working and learning with other students, most of whom were very talented was a great experience.

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It was an atmosphere that gave you the opportunity to work at the pace you liked — there were people who took it fairly easy and there were people who logged very long hours. I learnt to work with a policy of 'work hard and party hard'.

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On what it ought to have taught...

One area where I would have liked more is hand-on projects and experience. It would have added a lot of value if we had worked on some real life problems and solved them. Another area is what might be called soft skills .



On applying what he learnt ...

I am an entrepreneur and have to look at all aspects of business - from finance and HR to marketing and sales.

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The MBA programme provided a good technical knowledge in each of these areas and that has helped enormously. It helps that when you see a number, I know how to interpret it — be it IRR, employee turnover, Six sigma or standard deviation.

I also now know what I don't know and therefore the need to access additional help.

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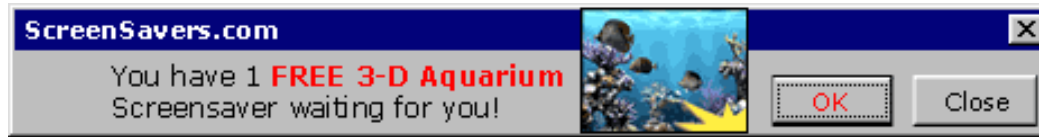
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