

Interview Assessment #5

Name of Professional: Pratigya Sigdyaal

Profession/Title: Professor at UNT

Business/Company Name: N/A

Date of Interview: October 10, 2016

My fifth interview was conducted with Pratigya Sigdyaal who is a professor at the University of North Texas. Throughout this interview, I aimed to learn about entrepreneurship from someone who actually teaches the subject. I wanted to gain a different perspective and learn more about the technical aspects of the topic.

Throughout the course of the interview, Professor Sigdyaal stressed the importance of making sure that an idea that one chooses is actually viable. This is important to me because I am starting a business in ISM and will need to know if the idea is actually practical. In order to do this, I would need to create many surveys and speak to people of my targeted market to determine whether or not to continue with my idea. Also, I would need to speak with other entrepreneurs and get their opinion on the idea overall. This will be significant because they have already had the opportunity to create a business and they know what it is like. I am excited to have the chance to do this as I will be able to pitch my business to others and acquire ways to improve it.

Common things students struggle with are with having to know almost every aspect of business in order to succeed. An entrepreneur needs to be well versed in all parts of business such as finance, marketing, etc. Also, some students simply lack the skills needed such as the ability to be a leader. I must have knowledge in all these fields so I can understand everything that will go into creating a business. Without this, I would be setting my business up for failure. At the least, I must have connections with someone who has a background in the topics that I would be less knowledgeable on.

An essential skill Professor Sigdyaal mentioned one must have is the ability to think outside of the box. Being able to do this would allow one to get out of any situation with the most efficiency. This is important in a business so the owner is not cornered up and has no where to go. There must be the mentality of there always being a solution no matter how difficult times can get.

One part of the interview I found unexpected was when Professor Sigdyaal told me to take a creativity class in college in order to help with my topic of study. Taking this class never crossed my mind and I can understand why it would be important as it teaches one how to be more diverse and unique. Also, I believe I would learn how to create many new types of things that I had not known how to do before. For the future, I must look into other types of classes and see what would best fit my topic. I need to talk to others studying business and entrepreneurship and ask for their recommendation on what they believe I should take. Throughout the interview,

I gained insight on entrepreneurship from a completely different perspective. I now have a better understanding of what to think about when starting a business and classes to take related to my topic of study.