

CONTEMPORARY MARKETING SEMINAR

The main objective of the seminar was to give students a basic idea about how marketing works in the real business world. Ms Apeksha Gupta then began the proceedings by enlightening students with the basic concepts of marketing. She then showed the students how the marketing concepts like STP, customer obsession, 7Ps, etc are applied to the real world of business by giving some examples from John Jacobs. She also talked about New Product Development and gave a few examples of the new products that John Jacobs is planning to bring into the market. At the end she showed some of the ad campaigns made by John Jacobs.

REPORT:

https://docs.google.com/document/d/1et_4zclKD6y6gJN6Cd9D6--cgfr2kOZiiUaHxxcTCfc/edit?usp=sharing

BUSINESS JOURNALISM FOR MANAGERS SEMINAR

The main objective of the seminar was to acquaint students with the career scope of Business Journalism. How to be a good communicator and communicative.

The Principal, Dr. Manoj Sinha, gave a welcome speech for the speaker. Annual Magazine of the Department of Management Studies
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ANNUAL INDUSTRIAL VISIT TO 'SWARAJ TRACTORS INDIA PVT. LTD'.

Students from Sankalp- the Management Society of Aryabhata College organised the Annual Industrial Visit 2020 to Nahar Industries Enterprises Limited (NIEL) and

Mahindra Swaraj in Chandigarh. NIEL is a subsidiary of Nahar Group of Companies which was established in 1949 as a small woollen worsted spinner and Hosiery manufacturer. In the last five years, it has successfully increased its production capacity by around 55%. The students were enlightened with cost-reduction measures adopted by the firm and how the firm adjusts its policies and strategies pertaining to the high competition in the Asian Textile Market.

REPORT:

https://docs.google.com/document/d/1Nxqn4UO8V9FOAk0-nili_ZMx0qZTZf3uI6R6ZgnxjEE/edit?usp=sharing

IMPORTANCE OF INVESTMENT AND POST COVID IMPACT

The purpose of this session was to enrich fellow students about financial literacy and the benefits of investing at an early age, thus ensuring some value addition in their knowledge during this unfortunate lockdown period. As we moved ahead, students got a deep insight into financial literacy, the importance of personal finance and the appropriate areas of investment. Further, Pranav Sir also guided the participants on the appropriate strategies for investment and the common mistakes to avoid.

Lastly, the students also got an insight into how the Coronavirus pandemic will create an impact on the businesses and industries in future and what opportunities and threats it brings along for an ordinary investor. Pranav Sir solved various doubts in the minds of us young investors and cleared our ambiguity regarding questions like:-

1. How to start investing?
2. Which instruments to use to know the value of an investment?
3. What are some good stock options and how to access them?
4. How does SEBI regulate and function over the stock exchanges?
5. What is the comparison between the past and present performances of various key industries and sectors of the country?
6. What would be the scenario after COVID-19?
7. What would be the major effect and performance of various sectors post covid-19?

REPORT:

https://docs.google.com/document/d/1SY-7s_B2jhBdwW8XarceMMtiSW_fbONju6o2nfS13MM/edit?usp=sharing

‘FUTURE OF MANAGEMENT EDUCATION POST COVID-19’

The objective of the webinar was highly applauded by all, as the topic revolved around the education sector that is witnessing new trends and change due to the current global pandemic.

Key Highlights

- Role of 5E Instruction Model in an educator’s life.
- The increasing role of simulation games rather than group projects in this time of lockdown to understand the concepts.
- Educational institutes must now form digital strategies other than just forming offline mode strategies.
- Post pandemic education will be there only the mode of teaching will change drastically.

Prof. Rai not only kept the discussion confined to management but also added the importance of one’s philosophical mind. He very well gave the definition of ‘Guru’ – “Guru is not the one that answers your doubt but instead helps you to find the answer by yourself”. With this definition, he gave a message for students.

REPORT:

https://docs.google.com/document/d/1aNEYJ8qlwsm5ihsboEEYRYHpGqcxdbKRG0085bBc_l/edit?usp=sharing