

**DR. AKHILESH DAS GUPTA INSTITUTE OF TECHNOLOGY &
MANAGEMENT**

MANAGEMENT DEPARTMENT

Report On Orientation Programme - 2022

Date: 07th & 08th January, 2022

Department: Management Department

Venue: Online Virtual Room: Zoom

Objectives: Orientation Programme aimed at acquainting the students to the Faculties, Infrastructure and Campus Environment. It enables the students to make essential connection with studies. Also, help to create attitudes that make the students performing, adjusting and remaining with the organization possible.

Delegates/ Speaker: Authorities of Institute, Faculties of Management Department & Alumni.

Activities Undertaken:

Day 1: 7th January 2022

The Program started at 10:00AM with the welcome of the Dignitaries, the Faculty Members and the students. Hon'ble Chairperson Mrs. Alka Das Gupta Ma'am, Respected CEO Sh. S.N. Garg Sir, Respected Director Prof (Dr.) Sanjay Kumar Sir and Respected Dean Management Prof (Dr.) Tusshar Mahajan Sir expressed their cultivating ideas about the institute, personal development, so that students should be able to discover their interest and they are prepared for the challenges they might face during their course programs. The students were introduced with the institute environment, extracurricular activities, social clubs to help them socially integrate with the institute culture. The students were then introduced with the faculty members in order to bridge the gap between faculties and students. This was followed by an overview about Attendance & Examination Policy given by Dr. Tanuja Nautiyal Ma'am, Institutional Societies, Library Facilities given by Dr. Dharmendra Harit Sir, Computer Lab Facilities, Departmental Clubs & Societies, interaction with Training & Placement Officer Mr. Satyaban Behuria Sir. To make the students feel a part of the institute environment, a fun & interactive session was also organized where a glimpse of singing and dance performances were presented. Post that, students were introduced with the Anti-Ragging and Mentoring Policies. The session was wrapped up at 12:30PM with a Vote of Thanks given by Ms. Sonali Gaur Ma'am.

Day 2: 8th January 2022

On second day program was conducted in two sessions for BBA and MBA – I Year Students.

Session 1

Course: BBA

The Program started a 10:00AM with Alumni Talk with Mr. Garvit Dang and Ms. Karishma Jain. They shared some experiences of their interviews, experiences in job and gave a realistic view about how co-curricular and extra-curricular activities matter along with excellence in academics, followed with the introduction of BBA Program and its curriculum. The students were given an insight about various specializations offered along with their scope and career opportunities to help the students to choose the correct path for their bright future. It motivated the students to get them mentally prepared for the awaited professional life they have set out to achieve. Subsequently, the management faculty members conducted Management Game “Brand War” to break-the-ice among the participants. It was conducted by dividing students into different groups. During the game, the students were asked to guess the Marketers, Brand Ambassadors, Punchlines, Logos, Abbreviations & Business Personalities for recreation and for enhancing Team spirit. The session was wrapped up at 12:15PM with a Vote of Thanks given by concerned faculty members.

Session 2

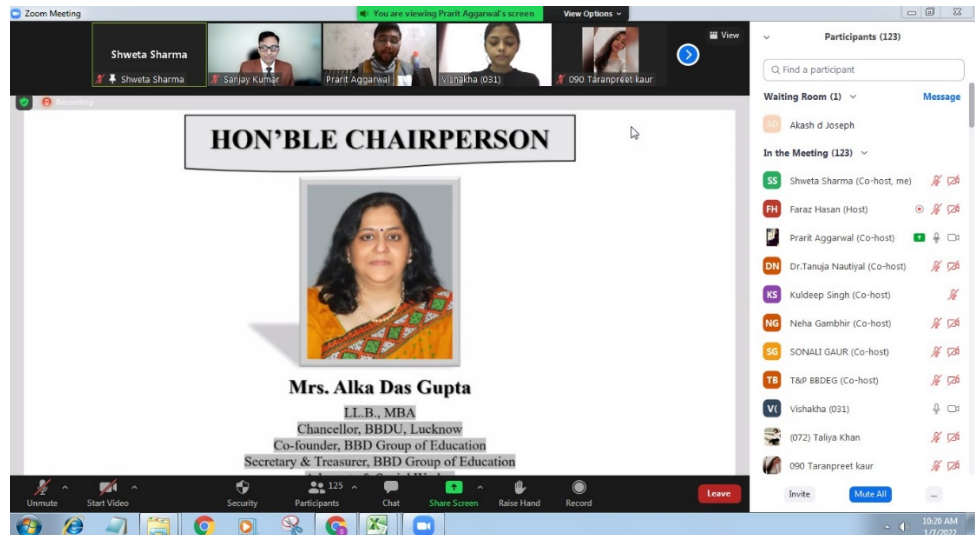
Course: MBA

The Program started at 01:00PM with Alumni Talk with Mr. Shantanu Sharma and Ms. Nidhi Gupta. The Alma Mater advised students to get trained in professional courses and utilize their time for gaining more knowledge and update their skills to get ready to face the industry outside. The session was very informative and interactive for the students, followed with the introduction of MBA Program and its curriculum. The students were given an insight about various specializations offered along with their scope and career opportunities to help the students to choose the right direction towards their bright future. It motivated the students to get them mentally prepared for the awaited professional life they have set out to achieve. Subsequently, the management faculty members conducted Management Game “Brand War” to break-the-ice among the participants. It was conducted by dividing students into different groups. During the game, the students were asked to guess the Marketers, Brand Ambassadors, Punchlines, Logos, Abbreviations & Business Personalities for recreation and for enhancing Team spirit. The session was wrapped up at 03:30PM with a Vote of Thanks given by concerned faculty members.

Outcome: It was a very informative and interactive session and students were guided and motivated to attain overall development in Academics as well as Extra – Curricular Activities.

Beneficiaries: Students of MBA & BBA, I Year.

SNAPSHOTS



Zoom Meeting | You are viewing Prarit Aggarwal's screen | View Options

Participants (137)

Shweta Sharma (Co-host, me) | Faraz Hasan (Host) | Prarit Aggarwal (Co-host) | Dean-Management (Co-host) | Dr. Tanuja Nautiyal (Co-host) | Kuldeep Singh (Co-host) | Neha Gambhir (Co-host) | SONALI GAUR (Co-host) | T&P BBDEG (Co-host) | Vishakha (031) (Co-host) | Dr Dharmendra Harit (Co-host) | Sanjay Kumar

HON'BLE DIRECTOR



Prof. (Dr.) Sanjay Kumar

"Education is the passport to the future, for tomorrow belongs to those who prepare for it today."

10:27 AM 1/7/2022

Zoom Meeting | You are viewing Prarit Aggarwal's screen | View Options

Participants (137)


Shweta Sharma (Co-host, me) | Faraz Hasan (Host) | Prarit Aggarwal (Co-host) | Dean-Management (Co-host) | Dr Dharmendra Harit (Co-host) | Dr. Tanuja Nautiyal (Co-host) | Kuldeep Singh (Co-host) | Neha Gambhir (Co-host) | SONALI GAUR (Co-host) | T&P BBDEG (Co-host) | Vishakha (031) (Co-host) | Sanjay Kumar | (072) Talya Khan | 090 Taranpreet kaur

OUR FOCUS

Overall
Personality
Grooming &
Skill Development
Towards
Employability/Entrepreneurship
Curricular + Co-Curricular Activities

10:28 AM 1/7/2022

RESPECTED DEAN MANAGEMENT



Prof. (Dr.) Tusshar Mahajan
Ph.D., M.B.A., M. Tech, M.Sc.

Author: 70+ Research Papers, National and International Journals and Conferences, 2 books.

International Recognition: "100 Most Dedicated Professors" by the "World Education Congress", 2018. "Indian Leadership Award for Education Excellence" by "Indian Economic Development & Research Association, New Delhi", 2013.

Former Research Project Director, ICSSR, New Delhi.

Zoom Meeting | You are viewing Prarit Aggarwal's screen | View Options

Participants (143)

Q Find a participant

- SS Shweta Sharma (Co-host, me)
- FH Faraz Hasan (Host)
- Prarit Aggarwal (Co-host)
- T&P BBDEG (Co-host)
- AA Ankit Aggarwal (Co-host)
- D Dean-Management (Co-host)
- DD Dr Dharmendra Harit (Co-host)
- DN Dr.Tanuja Nautiyal (Co-host)
- KS Kuldeep Singh (Co-host)
- NG Neha Gambhir (Co-host)
- SG SONALI GAUR (Co-host)
- A T&P ADGITM (Co-host)
- V Vishakha (031) (Co-host)
- (055) Ashish Singh Sec-A

AG - ANUGOONJ-IPU TROPHY

Unmute Start Video Security Participants 143 Chat Share Screen Raise Hand Record Leave

11:35 AM 1/7/2022

Zoom Meeting | You are viewing Prarit Aggarwal's screen | View Options

Participants (137)

Q Find a participant

Waiting Room (2) Message Admit all

- Shruti Sharma (Joining...)
- Shruti Sharma

In the Meeting (137)

- SS Shweta Sharma (Co-host, me)
- FH Faraz Hasan (Host)
- Prarit Aggarwal (Co-host)
- AA Ankit Aggarwal (Co-host)
- D Dean-Management (Co-host)
- DD Dr Dharmendra Harit (Co-host)
- DN Dr.Tanuja Nautiyal (Co-host)
- KS Kuldeep Singh (Co-host)
- NG Neha Gambhir (Co-host)
- SG SONALI GAUR (Co-host)

Unmute Start Video Security Participants 139 Chat Share Screen Raise Hand Record Leave

11:41 AM 1/7/2022

Zoom Meeting | You are viewing SONALI GAUR's screen | View Options

Participants (97)

Q Find a participant

- SS Shweta Sharma (Co-host, me)
- NG Neha Gambhir (Host)
- SG SONALI GAUR (Co-host)
- D Dean-Management (Co-host)
- Dr. Diya Gangwar (Co-host)
- FH Faraz Hasan (Co-host)
- GI Garvit iPhone (Co-host)
- Karishma Jain (Co-host)
- (055) Ashish Singh Sec-A
- AA Aashi Aggarwal
- AT Aditya twari
- Alkaash d Joseph
- Aman Kumar
- Amit

Course Structure.pptx - Microsoft PowerPoint (Product Activation Failed)

154 in Marketing

Marketing explores the avenues of customers, new opportunities, new businesses, increasing market share and to grow revenue of the company.

- Students who opt for marketing specialization will get insight in the areas like: market research, consumer behavior, sales management, brand management, social media marketing, retail management, digital marketing.

Skills for Marketing professionals:

- Good Networking skills
- Analytical skills
- Adaptability
- Team working abilities
- Commercial awareness
- Attention to details

Unmute Start Video Security Participants 97 Chat Share Screen Raise Hand Record Leave

10:54 AM 1/8/2022

WHAT IS FINANCE..?



- ❖ Finance is management of large amounts of money.
- ❖ Finance describes the management, creation, and study of money, investments, and other financial instruments.
- ❖ Finance is a broad term that describes two related activities: the study of how money is managed and the actual process of acquiring needed funds.
- ❖ Finance is related to Acquisition, Utilising and managing the

Career Opportunities

- Marketing Manager
- Sales Representative
- Sales Manager
- Marketing Research Analyst
- Public Relations Specialist
- Advertising Manager
- Marketing Data Analyst
- Social Media Strategist

