

AMITY BUSINESS SCHOOL (ABS)

AMITY UNIVERSITY HARYANA (AUH), MANESAR.

**REPORT ON GUEST LECTURE PROGRAMME HELD ON 22, August, 2014, AT AMITY UNIVERSITY
HARYANA, MANESAR CAMPUS, AUDITORIUM, B-BLOCK FOR ABS-MBA, BBA STUDENTS**

GUEST LECTURE: GUEST SPEAKER –Dr W Selvamurthy, President (Honorary)- Amity Science, Technology & Innovation Foundation (ASTIF) & Chair Professor for Life Sciences, Amity University Noida (Former Distinguished Scientist & Chief Controller R&D, DRDO).

GUEST LECTURE: ABS COORDINATORS: Mr. Ajay Kumar Pandey & Mr. Gaurav Singh.

CRC COORDINATOR: Mr. Ankur Gupta

S.NO	TIMING	GUEST LECTURE PROGRAMME	GUEST LECTURE DESCRIPTIONS	OUTCOME
1.	2.15- 2.30 pm	Welcoming and Introduction of Dr W Selvamurthy	Dr W Selvamurthy from Amity Science, Technology & Innovation Foundation (ASTIF), are welcomed by CRC, AUH team- Mr. Ankur Gupta and ABS Faculty members Mr. Ajay kumar Pandey & Mr. Gaurav Singh, followed by introductory interaction among them. Afterwards, a brief introduction of Dr W Selvamurthy was given by ABS student anchors.	Guest lecture begins with welcoming and introduction of corporate speaker.
2.	2.30- 3.30 pm	Power Point Presentation & deliverance by Dr W Selvamurthy on the topic "Innovation, Quality Research, Scientific Approach, Patents, Research excellence."	Dr W Selvamurthy, deliverance on 'Innovation, Quality Research, Scientific Approach, Patents, Research excellence.' through Power Point Presentation illustrate the critical role of Research and Development in the innovation process. It's essentially an investment in technology and future capabilities which is transformed into new products, processes, and service. His presentation point up that as the saying goes "Knowledge is power". Conducting thorough research in business is an excellent strategy to learn more about your market, customers and competition. With that information in hand, we can make innovative and well-thought-out decisions to help grow our business. Dr W Selvamurthy presented a series of strategy inputs through suitable examples, questions with audience and some humors; that finally leads to attainment of intended accomplishment. He emphasized, research helps companies to plan new	Dr W Selvamurthy deliverance on Innovation and Quality Research was so full of live examples and interesting anecdotes, that students were stimulated for two way interactions and understood the contents quite well.

			products, develop advertising campaigns and compete with direct competitors. Without research, companies would be left in silos, trying to navigate the market in the dark. When we're in a management function, we're in a key decision-making position in the company. As a result, it's imperative to rely on solid research to determine our organization's next steps.	
3.	3.30-3.45 pm	Student interaction session.	In interacting session with students, Dr W Selvamurthy explained each query with such live examples, and real life situations that students were convinced that with research in business is an excellent strategy to learn more about your market, customers and competition. With that information in hand, we can make innovative and well-thought-out decisions to help grow our business.	Dr W Selvamurthy answered each question so well articulated that students understood how the Innovation & Quality Research can be done.
4.	3.45-4.00 pm	Thanks giving session	After presentation, CRC-AUH Manager Mr. Ankur thanked Dr W Selvamurthy. ABS-AUH faculty, Ajay Pandey and Gaurav Singh interacted with Dr W Selvamurthy along with Mr. Ankur Gupta of CRC. Dr W Selvamurthy praised students' presence of mind.	Guest lecture session ends with positive impact on Dr W Selvamurthy.

(Ajay Kumar Pandey) & (Gaurav Singh),

Faculty Member, ABS.

22, August, 2014.

