

AMITY BUSINESS SCHOOL (ABS),

AMITY UNIVERSITY HARYANA (AUH), MANESAR.

REPORT ON CORPORATE-CONNECT PROGRAMME HELD ON 17.September.2015, AT AMITY UNIVERSITY HARYANA, MANESAR CAMPUS, AUDITORIOM, B-BLOCK FOR ALL ABS MBA STUDENTS:

CORPORATE-CONNECT: GUEST CORPORATE SPEAKER – Mr Prabhat Sinha, Founder & CEO GLOBAL MARKET EXPERTISE M&A - INVEST IN USA on Topic: “Global Marketing and Investments” for All Students of ABS

CORPORATE-CONNECT: ABS CORDINATORS: Ajay Kumar Pandey.

CRC CORDINATOR: Mr. Ankur Gupta, Dy. Director,CRC.

S.NO	TIMING	CORPORATE CONNECT PROGRAMME	CORPORATE CONNECT DESCRIPTIONS	OUTCOME
1.	11.30 am-11.45 am	Welcoming and Introduction of Mr. Prabhat Sinha, CEO.	Mr. Prabhat Sinha is welcomed by ABS, Faculty coordinator and CRC, Dy. Director. Afterwards, a brief introduction of Mr. Prabhat Sinha was given by ABS student anchors.	Corporate Connect begins with welcoming and introduction of corporate speaker.
2.	11.45 am-12.45 pm	Mr. Prabhat Sinha, conducted an interactive Corporate connect session on the topic ‘Global Marketing and Investments’.	Mr. Prabhat Sinha delivered extensively through PPT and interactive session with students about the methodologies of developing global marketing strategies, how effectively to implement them and how to build up the gaps in the strategy implementation, citing his own experiences and examples of various companies. He also explained the process of international funding.	The ABS Management students learned the process of global marketing and investments as is followed in industry.
3.	12.45-1.00 pm	Question-Answer and Thanks giving session	Mr. Prabhat Sinha interacted extensively about ways to execute global marketing strategies and their funding.	Corporate Connect session conducted successfully.