

AMITY BUSINESS SCHOOL (ABS),

AMITY UNIVERSITY HARYANA (AUH), MANESAR.

REPORT ON CORPORATE-CONNECT PROGRAMME HELD ON 17.February.2016, AT AMITY UNIVERSITY HARYANA, MANESAR CAMPUS, AUDITORIOM, B-BLOCK FOR ALL ABS STUDENTS:

CORPORATE-CONNECT: GUEST CORPORATE SPEAKER – Mr. Sanjay Trehan, Business Head, Digital Content and Syndication HT Media Ltd. ; on Topic: New Media Strategy.

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. Sanjay Trehan, Business Head, HT Media.	Mr. Sanjay Trehan is welcomed by ABS, Faculty coordinator and CRC, Dy. Director. Afterwards, a brief introduction of Mr. Sanjay Trehan was given by ABS student anchors.	Corporate Connect begins with welcoming and introduction of corporate speaker.
2.	11.45 am- 12.45 pm	Mr. Sanjay Trehan conducted an interactive corporate connect session on the topic 'New Media Strategy'	Mr.Sanjay Trehan delivered extensively through PPT on topic New Media Strategy firstly by explaining the concept of New Media wherein he explained that social media along with data and information gathered through Apps constitute the raw material of new media he further elaborated on strategies to be followed for the effective exploitation and leverage of profitable and efficient management of customer demand and organizational excellence.	The ABS Management students learned the concept of New Media and ways to develop business strategy based on that.
3.	12.45- 1.00 pm	Question-Answer and Thanks giving session	Mr. Sanjay Trehan interacted extensively with management students about understanding of New Media concept, its application through business strategy.	Corporate Connect session conducted successfully.