

AMITY BUSINESS SCHOOL(ABS)

AMITY UNIVERSITY HARYANA, (AUH) MANESAR.

**REPORT ON CORPORATE CONNECT PROGRAM HELD ON 5. AUGUST. 2016 AT
AMITY UNIVERSITY HARYANA, MANESAR CAMPUS, AUDITORIUM B BLOCK FOR
ALL MBA STUDENTS:**

CORPORATE CONNECT: GUEST CORPORATE SPEAKER: Dr Shyam. S. Lodha, Chairman,
Department of Marketing, School of Business, Southern Connecticut State University, On Topic:
How Management Education Helps Prepare Students for Success

CORPORATE CONNECT: ABS CO-ORDINATOR: Ajay Kumar Pandey

CRC CO-ORDINATOR: Ankur Gupta

S.NO	TIMING	CORPORATE CONNECT PROGRAMME	PROGRAMME DESCRIPTION	OUTCOME
1	10:00-10:15 AM	Guest lecture started by welcoming resourceperson	Dr ShyamLodha was welcomed and introduced to the students	Corporate connect session started with an introduction to the resourceperson
2	10:15-12:15PM	Session on how management education helps prepare students	Dr Lodha enumerated on the benefits of management education and how it benefits the career and life. Also how it effects the salary curve, how it can open up so many avenues and new skills at workplace, how it provides opportunities for networking. Later he delved into the personal benefits of doing an MBA	Students could relate to the benefits of management education and how they can make the most of it since all recipients were management students
3	12:15-12:45 PM	Interaction session	This session encouraged students to come up with their doubts, reservations and questions regarding the topic	There was a quality interaction between the students and Dr Lodha regarding why one should get management education.

4	12:45-1:00 PM	Vote of thanks	Faculty co-ordinators of ABS thanked Dr Lodha for his immensely valuable additions to students in terms of not only knowledge but attitude	Corporate session came to a positive end
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