

AMITY BUSINESS SCHOOL(ABS)

AMITY UNIVERSITY HARYANA, (AUH) MANESAR.

**REPORT ON CORPORATE CONNECT PROGRAM HELD ON 24.AUGUST. 2016 AT
AMITY UNIVERSITY HARYANA, MANESAR CAMPUS, AUDITORIOM B BLOCK FOR
ALL MBA STUDENTS:**

CORPORATE CONNECT: GUEST CORPORATE SPEAKER: Mr Varun, CEO, Miles
Publications, On Topic: Careers in Academic Publication

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	The corporate connect co-ordinators introduced Mr Varun to the students and had a brief interaction with him before handing over the stage to him for interaction with the students	Corporate connect session started with an introduction to the resourceperson.
2	10:15-12:15PM	Lecture	The guest started with discussing how to define job titles in publishing, followed by how to crack a career option in academic publishing. This was further followed by a discussion on the imperatives of a freelancer life, making career adjustments in a publishing job, role of marketing, entry into web publishing positions and the importance of teamwork in the domain of academic publishing.	Students got to know the nitty gritty of the domain of academic publishing and how to make a successful career in the field

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
4	12:45-1:00 PM	Vote of thanks	Faculty co-ordinators of ABS thanked for his immensely valuable additions to students.	Corporate session came to a positive end