



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)

Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEGR

MBA@IICMR

Event Report: Specialization Inclination Deliberation Series

Event Type	: Curricular Activity
Event Title	: Specialization Inclination Deliberation Series
Date	: Saturday, January 06, 2024
Time	: 10:00 AM to 5.30pm
Coordinator(s)	: 1. Ms. Dipti Bajpai 2. Mr. Harshal Patil

Purpose : Others

If Others Specify : To guide the students for making conscious and correct choice of specialization that will help shape their careers in the long run.

Learning Outcome :
Students got clarity of the present industry demand pertaining to each specialization and not to go by trend but identify the inner inclination towards a course while making a choice of specialization.

Batch of Students : MBA 1
No of Students : 65
Participated
Description :

MBA@IICMR organized session on Specialization Inclination. The intent of the session was to guide the students to make a conscious and correct choice while selecting the specialization. The invited resource person were a combination of Industry and academics so that they could present the ground reality to the students. Students were oriented on Five specializations, Financial Management, Marketing Management, Human Resource Management, Operations and Supply Chain Management and Business Analytics. Dr. Shailesh Kasande, Governing Council member of IICMR oriented the students on the pros and cons of each specialization, their long-term benefits and the combination of major and minor that will fetch excellent results in future. He also suggested students to opt for Major specialization only for better results. Mr. Jeetendra Sharma, Associated Faculty MBA@IICMR guided the students on Marketing specialization, the



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Current industry needs and the skills required by an aspiring marketing manager. Dr. Sudhir Hasamnis, Associated Faculty MBA@IICMR, guided the students on Operations and supply chain management and Human Resource management. He also mentioned that HR and OSCM are the best combination and can give long term benefits to students. Mr. Sunil Manikani a renowned international trainer for Business Analytics and Machine learning guided the students on the need of BA and why industry demands Business Analysts.

The specialization series was concluded with a "Chai pe Charcha" session where four alumnis :

1. Mr. Mukesh Tiwari of 2007-2009 batch
2. Dr. Rashmi Mathur of 2014-2016 batch
3. Ms. Cheena Malhotra of 2019-2021 batch
4. Mr. Pradnesh Bhattu of 2020-2022 batch, discussed with present batch students about the parameters to be considered in selecting the specialization. They also discussed their career progression and their success journeys with the students.

**Feedback from
Students (if app**

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The students were very satisfied with the session and mentioned that it was an eyeopener for them.





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Glimpses of the event



Prepared by

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