



MBA@IICMR

Date: 6/11/2023

REPORT

1. Title of the Activity: Employability Enhancement Programme- Recap of Last Mile Support Session.

2. Date & Venue: 6 Nov 2023. MBA@IICMR had organized its third Employability Enhancement Programme (EEP) 2023 for Second year MBA Students.

Time: 1:30 p.m. – 4:00 p.m.

3. Outcomes of Activity:

The Employability Eligibility Program aimed to equip second-year MBA students with essential skills and knowledge. This summary highlights the session's core structure, its components, and the impact on the participating students.

4. Description of the Study:

The interactive session, held at IICMR College, focused on imparting comprehensive knowledge about the IT and Banking sectors. A detailed analysis of Avalara and Home First Finance was provided to bridge the gap between job seekers and employers' skill demands.

Key Insights

- **Address by Director Dr. Abhay Kulkarni sir**

The session began with Dr. Abhay Kulkarni sir emphasizing the session's importance for placement interviews and motivating the students.

- **IT Sector Overview:**

Sanjiv sir initiated the session by introducing the IT sector, covering its growth, segments, key players, and current trends. Additionally, Porter's Model and Pestel analysis were explained, followed by a detailed Avalara analysis.





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- **Insights on Avalara:**

Detailed discussions on Avalara's products, competition, SWOT analysis, Porter's model, and BMC Framework were covered.

- **Banking and Finance Sector Overview:**

The session continued with an exploration of banking and finance, focusing on its characteristics, segments, importance, challenges, opportunities, and trends. The analysis also delved into Home First Finance.

Details on Home First Finance:

Insights into their products, business and financial metrics, market share, competitors, SWOT analysis, and Porter's model were discussed.

5. Assessment of the Activity Outcomes:

The session concluded with insights from Mr. Sanjiv Tripathi sir and Dr. Abhay Kulkarni, followed by feedback from participating students, who expressed gratitude for the unique learning opportunity and the additional insights gained.

The session provided invaluable real-world insights not easily accessible through traditional learning resources, leaving a positive impression on the attendees, who expressed eagerness for similar future programs and seminars.

Feedback:

The Feedback was Excellent. Students learnt the skills of giving interview and writing mails effectively. Students rated the session on the basis of Relevance of the Topic, the context of Program, Quality of Content, Delivery of Content, Interest Generated by Speaker and the Overall Opinion about the Speaker. The rating from students were 4 out of 5. Overall, it was a excellent and useful session. Students were happy with the delivery and wanted more sessions from the speaker.

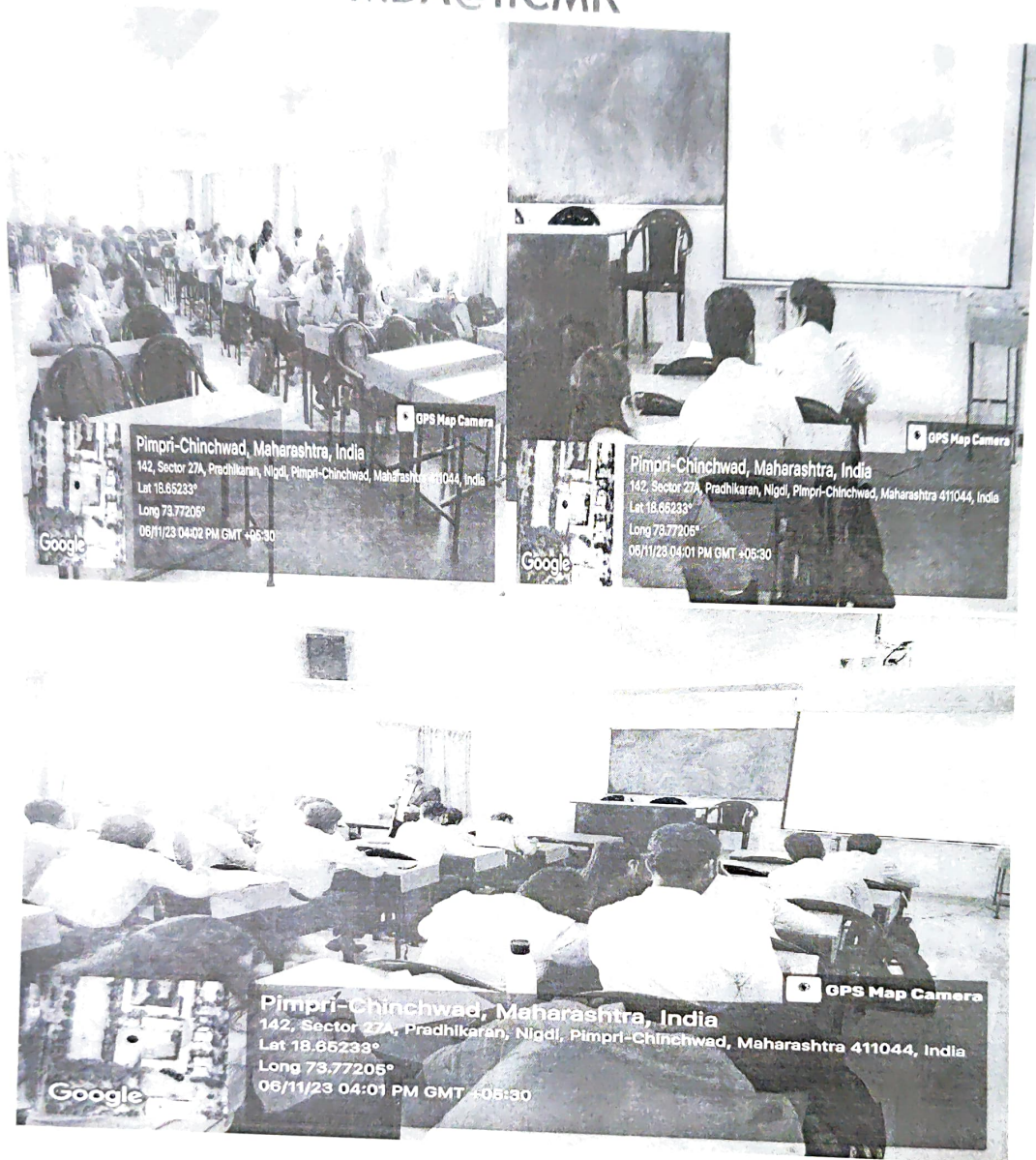




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