

Enrichment / Value Added Programmes Organized for Students of SMEC with External Experts

S. No.	Title of the Programme	Details of External Expert	Date
1	Diploma in Banking-Guest Lecture	Ms Yang Chan Times Pro(Times of India Group)A team from Times-group elaborated upon the growing Banking Sector and the employment opportunities present in it. It provided a banking diploma course for the BBA students to make them industry ready	26 /09/13
2	Blue Ocean Strategies-Guest Lecture	Mr Manikya Narain-presented his views about the importance of Blue Ocean strategy and its uses in long term for students aspiring to start their own business. They provided with the benefits of their simulation programme for the students for a week long workshop.	10-04-13
3	Listening Skills	Prof. Advani from GTL India briefed the students regarding the importance of Listening as an important communication tool in an organisation. The students benefitted through the examples quoted from the industry.	10-08-13
4	Share structure , and Directorship of a Company-Guest Lecture	Mr. Aslam Ahmed Jamal, Corporate Lawyer, Delhi High Court-The guest speaker touched upon the basics of arbitration, company management that covers board of Directors, share structure of the company by citing relevant cases from the business arena.	25/11/13
5	Training and development-Guest Lecture	Mr Praveen Singh, Head-T & D-The purpose of this session was to be giving students an updated relevant industry exposure of the actions that various companies take as part of their employee knowledge and skill development programs. He also spoke about the Training need analysis relevance in the field of HRM in the industry.	28/11/13
6	Organsational culture, employee engagement-Guest Lecture	Mr R Anand, VP-HR for HCL Technologies-Mr. Anand, an eminent corporate, linked employee engagement with the corporate culture using various models of culture and citing relevant examples from the industry. His views reflected the importance of developing an effective organizational culture by the process of employee engagement.	28/11/13

7	Overview of HR concept across cultures-Guest Lecture	Mr Stanley D Jone School of Life Long Learning-The speaker presented his views about the relevance of HRM in the organisation, how students can become successful HR managers, what areas need to be developed in order to make them industry ready. The HR concepts and functions and were presented along with relevant industry examples.	12-12-13
8	Pricing Concept-Guest Lecture	Mr Narain Manikya GTL India-Mr Manikya emphasized how the revenue of a firm can be maximized and cost minimized. His examples and case scenarios kept the students engaged throughout the session.	13/12/13
9	A&M-Guest Lecture	Mr Rajiv Dalmia CFO-DishTV -The eminent speaker touched upon the aspects of mergers and acquisitions in corporate finance, how can it help enterprises grow rapidly by giving examples from his rich experience. He explained the various methods of business valuation and financing options through case methods.	16/12/13
10	Technical analysis of the financial Market-Guest Lecture	Mr Ajit Mishra Technical Consultant- Religare -The speaker talked about the methodology of forecasting the markets, stock market prices through the study of past market data, primarily price and volume. He cited examples from financial experience in Religare and its competitors.	18/12/13
11	Training and development-Guest Lecture	Mr Praveen Singh, Head-T & D-The speaker used relevant corporate examples and case studies that link the curriculum with the actual organizational processes across wide spectrum of Industries. This would help students connect the dots and also help them in understanding the implications of the theory that they are learning.	19/12/13
12	Marketing Strategy-Guest Lecture	Mr Kishore Chakraborty, McCann Erickson -The experienced marketing personnel spoke about the latest strategies in marketing to compete in the market place. He gave real life examples of various brands from the market place, how they use these strategies to break the communication clutter.	20/12/13
13	Economics-Guest Lecture	Mr M P Singh-The talk was about the current trends in the EXIM policy 2012-2017.	01-09-14

14	Economics-Guest Lecture	Special talk on “The Revival of Growth and the Role of Union Budget 2014-15 by the eminent economist and educationist Prof. B.B. Bhattacharya, Ex Vice-chancellor JNU.	08-12-14
15	Economics-Guest Lecture	The relevance of EXIM Policy 2015-2020 was emphasized by an eminent speaker from the industry Dr. MP Singh who has about 15 years in the International Banking Dept. of a Bank in India as a senior manager.	19/05/2015
16	Economics-Guest Lecture	Mr. Dinesh Kumar Khare spoke on the topic of “Emerging trends in Indian Economy”. Mr. Khare is a business leader with 35yrs+ experience and has worked with India’s largest organizations and MNCs in both public & private sectors such as L&T, NTPC, and SAIL etc.	09-11-15
17	Economics-Guest Lecture	A behavioral Reflection on Fraud and corruption: Lesson Learned and the Mistakes Made” conducted by Dr. A.J. Purcell, Chief Auditor, CPA Australia.	18/1/2016
18	Economics-Guest Lecture	A perspective into Business Analytics was given to students by the Galgotias Alumni (Nishant Saxena). The brief about the Analytics Finishing School was also provided to the students.	28/03/2016
19	Guest Lecture in HR area by Mr. A C CHaturvedi	HR professional with well-rounded experience of close to 35 years of policy formulation and implementation.	24/04/2016
20	Guest Lecture	Guest lecture in Finance Area by Mr. Sachin Kumar Sinha on the topic Investment Management	29/04/2016
21	Guest Lecture	Guest Lectures in the area of Marketing on the topic E-Commerce by Mr. Safdar Hasan	05-06-16
22	Workshop	The national institute for Entrepreneurship and Small Business Development (NIESBUD) & Enoble IP in collaboration with SOB conducted 15 days CD based Entrepreneurship Orientation Programme beginning from August 8, 2016 to August 22, 2016. 32 students across the university enrolled for this Programme for which a day long workshop was conducted by the trainers from (NIESBUD) on August 16, 2016	08-08-16
23	Workshop	The national institute for Entrepreneurship and Small Business Development (NIESBUD) & Enoble IP conducted a day long workshop on Intellectual Property Rights in which 15 students participated.	09-11-16

