



SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH CENTRE, Nasik
Department of Management Studies

Name of the Program: - Guest Lecture on “Personal Branding”

Day & Date:- Monday, 11/01/2016

- Objective:** - 1. To make students understand the global needs of Business
2. To make students understand the Importance of Personal Branding

About The Program:

Ms. Sharayu Mahale of Stern School of Business, New York, USA guided and interacted with students on "Personal Branding". The objective of said guest lecture to understand global needs of business and how personal branding helps MBA graduates to be successful in their lives. She narrated about strengths, weaknesses, opportunities and threats in personal Branding. Dr. Manisha Iyyar, Gynecologist of Nasik was present during her presentation.

- Outcome:** - 1. Students came to know about the global needs of the business
2. Students were also able to understand the importance of Personal Branding

Photograph–

