



SANDIP FOUNDATION'S

SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH CENTRE, Nashik

Department of Management Studies

(Approved by AICTE, New Delhi, Affiliated to University of Pune & Recognized by Govt. of Maharashtra)

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Guest/Expert Talk Lecture on “Relevance of Newspaper in Management Education”

Event Title: Guest/Expert Talk Lecture on “Relevance of Newspaper in Management Education”

Date:- 9th January 2023

Conduction Duration: 1 hour

Venue: MBA Classroom

Resource Person:

Mr. Sumedh Kamalakar Gupte, Senior Manager, Market Development, Business Standards

Mr. Yogiraj Wani, Chief Manager, Market Development, Business Standards

Coordinator: Dr. Nainesh Mutha

Objective:

- 1. To highlight the importance of reading***
- 2. Skills required in the industry***

About The Program:

Keeping oneself updated regarding the current happenings in the business world is of utmost importance for aspiring managers of tomorrow. With this agenda, the Department of Management Studies had organized a guest lecture session on “Relevance of Newspaper in Management Education” for MBA Students. The Guest speaker was Mr. Sumedh Gupte,

who worked as Marketing Head for Business Standards, a leading business newspaper daily in India. Head of Department, Dr. Rakesh Patil Sir welcomed the guests.

Mr. Gupte highlighted why reading about current affairs in the business world is necessary for management students. Students could understand how business environment is changing and how businesses are coping up with the dynamic environment and increasing competition. During the placement interviews, students are often asked about current affairs, which makes it important for them to read daily.

Reading books and newspaper would not only enlighten the students regarding what is happening around them, but would also help in improving their communication. He shared how Business Standards is different from other newspapers. The language used in their newspaper is fairly simple and easy to understand, which makes it an easy read for everyone. Reading is one of the most important and effective way to enhance your knowledge in various backgrounds.

He also shared some of his life stories on how he grew up from a humble family and learnt the art of communication. Having the right attitude is important in order to achieve anything in life. He shared that daily improvement in one self is necessary to build a successful career. Other factors of improvement were cited as Personality and Presentation Skills.

Outcome:

- 1. Students were made aware of the importance of reading and staying updated regarding current affairs.***
- 2. Personal examples gave insight on how to groom oneself to be ready for the industry***

Photograph:



