Date: 7ᵗʰ Jan 2023

N O T I C E

This is to inform all the MBA Students that we are conducting an **Guest Lecture** for the students as detailed below.

Date and Date: Thursday, 9th January 2023

Time: 1 Hour

Subject: Relevance of Newspaper in Management Education

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

Mr. Yogiraj Wani, Chief Manager, Market Development, Business StandardsVenue: MBA Department

Attendance is Mandatory

Prof. Sarika Patil
Co-Ordinator,

Dr. Rakesh Patil
HOD, MBA, SITRC

SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

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Date: 8th January 2023

To

Mr. Sumedh Kamalakar Gupte,

Senior Manager,

 Market Development,

Business Standards

Nashik

Subject: Invitation as Guest Speaker for Guest Talk for MBA students 9th January 2023

Respected Sir,

I hope this letter finds you in the best of health and spirits. On behalf of the Department of Management Studies, I am pleased to invite you to grace us with your presence as the Guest Lecturerat our upcoming Guest Talk for MBA Students on **9th January 2023**.

We believe that your vast experience and insights will inspire our students and provide them with valuable perspectives as they embark on their MBA studies. Your words of wisdom and encouragement will undoubtedly have a lasting impact on their academic and professional endeavors.

Your presence will make this occasion special for our students and inspire them to set high standards for themselves as they commence their MBA journey.

Thank you for considering our invitation.

With Warm Regards,

Dr. Rakesh Patil

Head, Department of

Management Studies, SITRC, Nashik

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Date: 9th January 2023

To

Mr. Sumedh Kamalakar Gupte,

Senior Manager, Market Development,

Business Standards,

Nashik

Respected Sir,

We would like to express our heartfelt gratitude for your remarkable guest lecture at our institute. Your expertise, engaging delivery, and insightful perspectives on "Relevance of Newspaper in Management Education" made a profound impact on our students and faculty.

Your passion for the subject matter and your ability to connect with the audience truly made the event a memorable one. The knowledge and inspiration you shared during your session have left a lasting impression on our students, empowering them to explore new ideas and strive for personal and academic growth.

We are grateful for the time and effort you devoted to preparing and delivering such an enlightening and thought-provoking session. Your expertise and insights have significantly contributed to the educational experience of our students and enriched our institute's academic environment.

Thank you once again for your invaluable contribution. We hope to have the privilege of welcoming you back to our institute in the future.

With utmost appreciation,

Dr. Rakesh Patil

Head, Department of

Management Studies, SITRC, Nashik

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Department of Management Studies (MBA)

Academic Year 2022-23

Report on Guest Lecture

Event Title: Guest Lecture on "Relevance of Newspaper in Management Education"

Date: 9th January 2023

Conduction Duration: 60 minutes

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: Prof. Sarika Patil

Objective:

1To 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.

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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 updatedregarding current affairs.
2. Personal examples gave insight on how to groom oneself to be ready for theindustry.

Glimpse of the Day

Welcoming the Guest

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Guest delivering Lecture

Guest delivering Lecture

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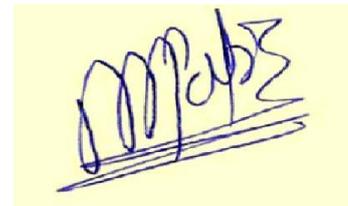
Guest delivering Lecture

Prof. Sarika Patil	**Dr. Rakesh Patil**	**Dr. Milind Patil**
Coordinator	HOD, Dept of MBA	Principal, SITRC

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Event Title: Guest Lecture on Relevance of Newspaper in Management Education   **Date: 9th Jan**

Batch: 1st and 2nd year

Sr	Name	Roll No	E-Mail ID	Mobile No.	What year of MBA Program are you currently in?	Were the objectives of the guest lecture well defined?	Did the lecture help you gain domain knowledge?	Did the guest lecture help you apply managerial tools and techniques to solve business and social problems?
1	Ahire Pratik Jaywar	1	ahire03051@gmail.com	9130171076	MBA - II	Completely Agree	Completely Agree	Completely Agree
2	Ansari Nasreen Naz	2	ansari2001@gmail.com	7743850450	MBA - II	Completely Agree	Completely Agree	Completely Agree
3	Bachhav Rahul Nan	3	bacchav1432@gmail.com	109	MBA - II	Completely Agree	Completely Agree	Completely Agree
4	Ashik Ali	4	aliashik@gmail.com	9511290116	MBA - I	Completely Agree	Completely Agree	Completely Agree
5	Andhale Nitin Sitar	5	andhale@gmail.com	8459825919	MBA - I	Completely Agree	Completely Agree	Partially Agree
6								
7								

Did these activity explain the importance of using research-based data and methods to arrive at data-driven decisions?	Did these lecture help you communicate your ideas and views effectively in a globalized environment related to the business world and society?	Did this guest lecture help you develop your leadership and teamwork skills to achieve organizational goals?	Did these lecture help you understand the importance of ethical values and acting with integrity in different environments?	Did these guest lecture help you recognize and seize entrepreneurial opportunities for startups or family businesses?	Did guest lecture help you understand the importance of applying management knowledge for sustainable growth?	Did these activity help you acquire and update your knowledge to work independently in changing business environments?	Did these lecture activity help you appreciate cross-cultural aspects of business management?	Any other suggestion?
Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	No
Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	No
Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Session was good and helpful
Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	Completely Agree	No
Completely Agree	Completely Agree	Partially Agree	Partially Agree	Do not agree	Completely Agree	Partially Agree	Do not agree	No

Faculty Name
Co-Ordinator

Dr. Rakesh Patil
HOD, MBA, SITRC