

Amity Business School

Detailed Report on Workshop on Business Development Skills of MBA II Sem

March 1st, 2019

ABS continued with the Workshop on Business Development Skills for MBA Semester II students on the above mentioned date.

The whole class was divided into eight groups of four students each. Each group was given a sub-theme under a broader management theme "Value Creation in the Era of VUCA" a few days earlier and was asked to come prepared with it.

The idea behind this activity is that students should hone their research skills, confidence, speaking skills and knowledge of current affairs.

The activity took place at the seminar hall of Block C from 1.30 pm to 4 pm. As decided earlier, the frequency of this activity has been fixed at weekly intervals.

The activity was coordinated by Dr. D.K. Pandey and Mr. Manav Vigg. Apart from the coordinators, the Faculties which attended the activity were Dr. Vivek Gupta, Ms. Monica Bhadoria, Mr. Rajiv Dwivedi and Dr. Chetna Mahaur.

Each group prepared the topic and presented it on the podium. Each student in the group took turns to present his/her part of the presentation. After each presentation, the group members were told the duration for which they spoke along with detailed feedback from the Faculties present.

Some of the observations which came out from this activity are as follows:

1. Most of the students showed improvement in their confidence levels and communication skills as they presented their topics.
2. Students had prepared their topics diligently and they were very effective with their presentations.
3. Few of the students require thorough improvement in their preparation and presentation. The same was sensitized to them.
4. The same topics have been assigned to them to speak again so that next time they come with some more detailed and indepth analysis of the topics and come prepared with better material on the topics.

Outcome of the Activity: The activity led the students to learn new terminology, research skills, confidence, speaking skills and knowledge of current trends in business. This will ultimately lead to better placements.


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(Faculties & Students at the Public Speaking Activity)



(Student speak on a topic)

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