

IISWBM

Induction Programme of MBA (Day) Programme

Date: (8th July to 12th July) 2024

8th July 24, 2024

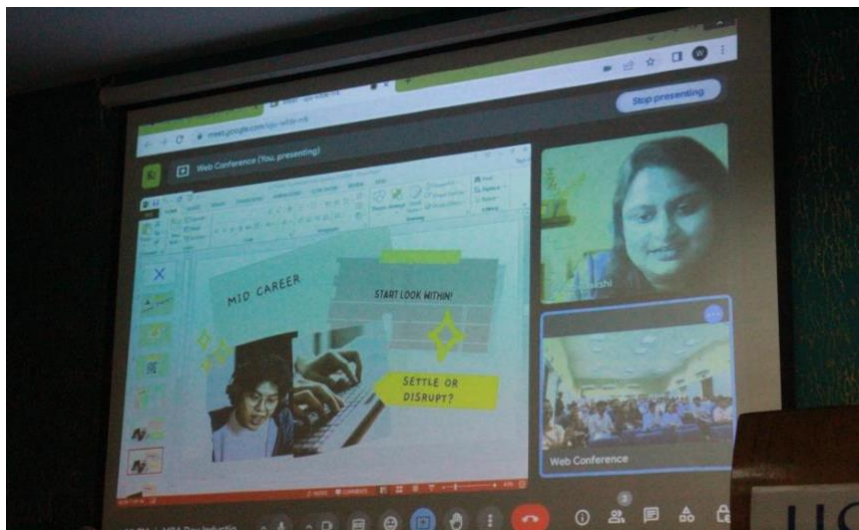
10:30-12:00

Prof. Sona Banerjee and Prof. Piyali Sengupta took a session on Universal human values and critical arts. In this session the students were taught about the importance of respect, moral instinct and values for an employee.



12:30-2:00

Pallabi Bakshi, Sr.Manager-Diversity, Equity and Inclusion, TATA Motors who is also an alumnus shared her memories with this Institute and made the new MBA Batch aware of the importance of investment in meaningful relationship. In this interactive session she shared her journey from educational background and college days to her first job. She also taught the students about creating unique proposition.



3:00-4:00

Mr. Harsh Sahoo, Area Credit Manager- Kotak Mahindra Bank was the speaker for this session along with our Faculty In-Charge for the day: Mr. Manjit Sarkar

He enlightened the new students about how up-skilling is important to get a successful career.



9th July 24, 2024

11:00 AM-1:00 PM

An assessment was taken to reveal the quantitative skill of the new students. This was conducted by Prof. Chinmoy Jana, Prof. Soubarna Pal, Prof. Joy Chakraborty and Mr. Manjit Sarkar.



2:00-3:00 PM

Speaker for this session was Mr. Sambit Chakraborty, Research Manager, Global CoE, Insights Division, Kantar along with our Faculty In-Charge for the day: Prof. Subhasis Ray. He shared his valuable insights about his experience during his time in IISWBM along with providing suggestions on how to deal with the academic challenges. He also shared valuable insights regarding the marketing profession scenario in the real world. He then interacted with the students and helped them gain clarity regarding MBA course and future goals.



3:00-4:00 PM

Mr. Tez
Narayan

11:00 AM-12:00 PM

Swami Suparna Nandaji Maharaj from Ramkrishna Mission was our honourable speaker for this session in the morning. He enlightened the students with spiritual thoughts from Vedanta. The students had been illuminated about Dream, Sleepiness and Wakefulness by His knowledgeable explanation. He also advised the students about being active both at the mental and physical level.



12:30-2:00 PM

Prof. Buddhadip Mukherjee arranged some management games for the new students. This interactive session was characterized by the students' unique and interesting views and answers, which contributed to a highly dynamic and stimulating environment. The diversity of perspectives ensured that both the audience and the participants remained fully engaged and attentive throughout the exercise. This activity not only provided valuable insights into various management strategies but also fostered a lively and thought-provoking atmosphere that kept everyone on their toes. His innovative approach to learning was evidently effective in captivating the students' interest and encouraging active participation.



2:30-4:00 PM

A panel discussion on

the scope and future of startups in the current Indian and international context was held at IISWBM. The esteemed panel included Subhasis Dutt from Monhendra Dutt & Sons; Kamalini Paul, MD of Paulson Group; and Rajarshi Nag, Co-Founder and CFO of Drivers4Me, with Prof. Dr. Archana Sharma as the moderator. The session provided valuable insights into the challenges and opportunities facing startups today.

Prof. Buddhadi Mukherjee facilitated an engaging management game involving all the students, eliciting unique and interesting perspectives from each participant. The diverse viewpoints and answers kept both the audience and players thoroughly engaged and attentive.



At the end of the day all the students got a chance to be in the same frame with our Faculties & In-Charge for the day: Prof. Malini Nandi Majumdar along with two of the guest speakers



11th
Jul

y 24, 2024

10:30 AM-12:00 PM

Speaker for this session Subrata Chatterjee, Founder and CEO-Logiklu Inc., Creative Mileage Solutions and Cognitive AI Institute, USA made the students aware of the AI and the future of business leadership. According to him Things which are needed for an AI driven World are Data Literacy, Strategic Thinking, Technical Understanding, Adaptability, Ethical Judgment and Effective Communication. Moreover it has been illuminated by him that manufacturing jobs and administrative jobs will be negatively affected by AI. His representative Ms. Annie Mukherjee was present at this event along with our Faculty In-Charge for the day: Prof. Joy Chakraborty



12:30-2:00 PM

Eminent speakers from NHRDN were invited to enlighten the students with their resourceful talks. Mr. Ranjan Banerjee, President of NHRDN Mr. Avijit Basu, Vice-President of NHRDN and Mr. Rajib Sen, the Honorary Treasurer of NHRDN of Kolkata Chapter were the speakers. Mr. Ranjan Banerjee mentioned about managing health, time and learning are the basics of HR. One should identify the area of expertise and work on niche skill. Mr. Rajib Sen presented details about NHRDN in front of the audience and motivated and guided the students as well.



3:00-4:00 PM

Famous Investment Banker Mr. Pratap Shankar was the speaker for this session. He imparted knowledge about the future of business and jobs in the AI driven world. He also enlightened about unconventional education system.



4:00-5:00 PM

Prof. Sona Banerjee took an assessment of the students' communication skill.



12th July , 2024

11:30 AM-12:30 PM

Interaction and discussion on various topics such as India(IISWBM) – Russia(MLSU) Students Exchange Program by Smt. Debasmita Moulick in presence of our Faculty in Charge Prof. Soubarna Pal, mentioning integrity and association of India – Russia relationship. Also she showcased A Siberian village lady (Hard working and balancing work-life simultaneously and efficiently), A well groomed Russian Doll (Pride of Russia) and The great Indian Tea which is being exported to Russia (Pride if India), making us believe that we too can be proud and stay grounded at the same time maintaining our daily routine and hard work.



1:30-2:30 PM

Welcoming and Felicitating Prof.(Dr.) Sarat Chandra Das, Director(Research)-C3S Business School, Barcelona, Spain and Director & Promoter-Aspire Business School, Barcelona, Spain by our respected Faculty In-Charge for the day: Prof. Soubarna Pal. Prof.(Dr.)Sarat Chandra Das provided some insights about his long and broad successful career and motivated the new batch with his thoughts and experiences.



3:00-5:00 PM

Students of the new batch of IISWBM 2024-26 MBA (DAY) personating, presenting and performing on different dimensions such as Painting, Designing and Poster making, Cooking, Baking, Singing, Dancing, Recitation and Voice over performances and sharing their creative content creation and writing skills on the eve of the Induction program 2024 in the presence of Prof. Soubarna Pal and Prof. Subhasis Ray.



At the end of the induction programme a group photo session was arranged where the students were clicked with the teachers.

