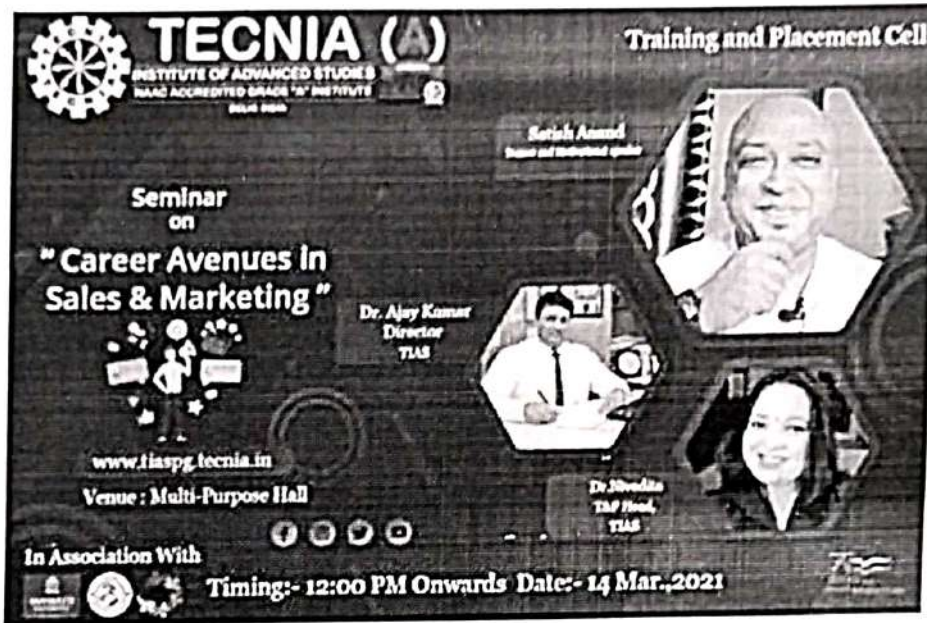




Training and Placement Cell Event Report



Event: Seminar
Topic: Career Avenues in Sales & Marketing
Date: 14th March 2022
Time: 12:00PM Onwards
Duration: One Hour
Platform: Microsoft Teams
Program: BBA
Coordinator: Ms. Keenika Arora, Assistant Professor of Management Sciences
 Mr. Rahul Tripathi, Assistant Professor of Management Sciences
Convener: Dr. Nivedita, Head- Training & Placement Cell, - IIC In-Charge
Students: 43(3rd Year) + 33 (2nd Year)

Resource Person:

Mr. Satish Anand, Trainer and Motivational Speaker.

Signature
 TRAINING & PLACEMENT OFFICER
 TECNIA INSTITUTE OF ADVANCED STUDIES
 NEW DELHI-85

Objective:

- To make the students understand the demand of sales and marketing profile.
- To make the students understand the growth graph of sales and marketing profile.
- To make the students understand the skills required for marketing and sales profile.
- To make the students aware about the methods to prepare for sales and meeting profile.

Report:

A seminar was organized by Training and Placement Cell under the ambit of Capability Enhancement Scheme on the topic, Career Avenues in Sales and Marketing on 14.03.2022 in MPH PG Building, TIAS from 12.00 PM onwards for the students of BBA final and pre-final year students. The resource person for the seminar was Mr. Satish Anand, Trainer and Motivational Speaker, Career Labs. The speaker discussed the demand in the market for sales and marketing profile and the growth graph in the sales profile; and said that sales and marketing profile is an unstoppable force. He said that students are hesitant to opt for sales and marketing jobs because they are not confident about their performance. He said that sales and marketing job profiles demand mastery of certain skills. He suggested that the aspirants should know their objectives and evaluate their skills to land in a high paying job. He briefed the students that those who are interested should work on their skills especially on the identified gaps between text book and industry, should hunt for Internships that adds value, should research the industry thoroughly.

Earlier, Dr. Nivedita Head Training and Placement Cell and In charge IIC introduced the students to the speakers and throw light on the importance and objective of the session. The one hour session was well coordinated by the faculty coordinators, Ms. Keenika Arora and Mr. Rahul Tripathi, Faculty Department of Management Studies, TIAS. A total of 43 students from final year and 33 students from pre final year students attended the seminar and was well received by them. At the end Dr. Nivedita thanked everyone and a feedback was collected.

Learning Outcome :

- The students understood the demand of sales and marketing profile after attending the seminar.
- The students understood the growth graph of sales and marketing profile after attending the seminar.
- The students understood the skills required for marketing and sales profile after attending the seminar.

- The students were aware about the preparation strategy for sales and meeting profile after attending the seminar.

List of Beneficiaries:

| SLN o | Name | Program | Sem. | Shift | Division | Enrollment No. | Students Feedback | | | |
|-------|---------------------|---------|------|-------|----------|----------------|---|---|---|---|
| | | | | | | | Rate your satisfaction level for the relevancy of the webinar | Rate your satisfaction level for the objective of the webinar | Rate your satisfaction level for the content of the webinar | Rate your satisfaction level for the delivery by the speaker in the webinar |
| 1 | Abubhav Sharma | BBA | 6th | 1st | B | 10517001719 | Very high | Very high | Very high | Very high |
| 2 | Kartik | BBA | 6th | 1st | B | 08817001719 | Very high | High | Very high | Very high |
| 3 | Ojus Sachdeva | BBA | 6th | 1st | B | 07717001719 | High | Average | High | High |
| 4 | Sakshi Sharma | BBA | 6th | 1st | B | 06317001719 | High | High | High | Average |
| 5 | Mahesh Joshi | BBA | 6th | 1st | B | 07317001719 | Very high | Very high | Very high | Very high |
| 6 | Rohan Choudhary | BBA | 6th | 1st | B | 11117001719 | High | Average | High | High |
| 7 | Pawan Saini | BBA | 6th | 1st | B | 11017001719 | Average | High | High | High |
| 8 | Shubham Kushwaha | BBA | 6th | 1st | B | 07917001719 | High | Average | High | High |
| 9 | Sachin Pal | BBA | 6th | 1st | B | 08017001719 | Average | Average | Average | Average |
| 10 | Tanisha Goel | BBA | 6th | 1st | B | 09517001719 | Very high | Very high | Very high | Very high |
| 11 | Kalash Jain | BBA | 6th | 1st | A | 04817001719 | High | High | High | Average |
| 12 | Ishika Kansal | BBA | 6th | 1st | A | 04717001719 | Very high | Very high | Very high | Very high |
| 13 | Kush Bansal | BBA | 6th | 1st | B | 08117001719 | Very high | Very high, High | Very high, High | Very high, High |
| 14 | Kanish | BBA | 6th | 1st | C | 3571700179 | High | High | High | Average |
| 15 | Ritik Bansal | BBA | 6th | 1st | C | 35817001719 | High | Very high | Very high | High |
| 16 | Ayush Goel | BBA | 6th | 1st | B | 08717001719 | Average | Average | Average | Average |
| 17 | Pratham Somani | BBA | 6th | 1st | C | 13317001719 | High | High | High | High |
| 18 | Ayush | BBA | 6th | 2nd | B | 11821301719 | Average | Average | Average | Average |
| 19 | Bhuvan Singh Bhisth | BBA | 6th | 1st | B | 10617001719 | High | High | High | High |
| 20 | Hardik Sharma | BBA | 6th | 1st | A | 01417001719 | Very high | Very high | Very high | Very high |
| 21 | Tushar Sharma | BBA | 6th | 1st | A | 05617001719 | High | High | High | High |
| 22 | Bhavay Sehgal | BBA | 6th | 1st | A | 03117001719 | High | High | High | High |

| | | | | | | | | | | |
|----|------------------|-----|-----|-----|---|-------------|-----------|-----------|-----------|---------------|
| 23 | Gagan Goel | BBA | 6th | 1st | A | 00117001719 | High | High | High | Very high |
| 24 | Rudransh | BBA | 6th | 1st | A | 00617001719 | High | Very high | Very high | Very high |
| 25 | Abha Bansal | BBA | 6th | 1st | B | 11717001719 | Very high | Very high | Very high | Very high |
| 26 | Raghav Gaur | BBA | 6th | 1st | B | 11317001719 | Average | Average | High | High |
| 27 | khyati Khanna | BBA | 6th | 1st | B | 10717001719 | Very high | Very high | High | Average |
| 28 | Vanshika Tondon | BBA | 6th | 1st | B | 06717001719 | Very high | Very high | Very high | Very high |
| 29 | Shobhita | BBA | 6th | 1st | B | 10417001719 | Very high | Very high | Very high | Very high |
| 30 | Shobhit Aggarwal | BBA | 6th | 1st | C | 14717001719 | Very high | Very high | Very high | Very high |
| 31 | Prakahr Tripathi | BBA | 6th | 1st | A | 04917001719 | High | Average | High | High |
| 32 | Jasmeet Kaur | BBA | 6th | 2nd | B | 08021301719 | High | High | High | High, Average |
| 33 | Priyanshu Bhatt | BBA | 6th | 1st | C | 35517001719 | Very high | Very high | Very high | Very high |
| 34 | Ankit Kumar Jha | BBA | 6th | 1st | C | 35317001719 | Very high | Very high | Very high | Very high |
| 35 | Sarthak Verma | BBA | 6th | 1st | B | 09117001719 | Very high | Very high | Very high | Very high |
| 36 | Tushar Sharma | BBA | 6th | 1st | C | 35917001719 | Low | Average | Average | Average |
| 37 | Jahnvi Nayyar | BBA | 6th | 1st | C | 1217001719 | Very high | Very high | Very high | Very high |
| 38 | Disha Bansal | BBA | 6th | 1st | C | 14217001719 | High | High | High | High |
| 39 | Mahak Malhotra | BBA | 6th | 1st | C | 14317001719 | High | High | High | High |
| 40 | Mehul Bhalla | BBA | 6th | 1st | C | 14417001719 | Average | Average | High | Average |
| 41 | Priya Mathur | BBA | 6th | 1st | A | 05017001719 | Average | Average | Average | Average |
| 42 | Umang Gupta | BBA | 6th | 1st | C | 13617001719 | Average | Average | Average | Average |
| 43 | Deepanshu | BBA | 6th | 1st | C | 14517001719 | High | Very high | High | Very high |
| 44 | Harshita | BBA | 4th | 1st | A | 04317001720 | High | Very high | High | Very high |
| 45 | Harshri Yadav | BBA | 4th | 1st | A | 04617001720 | High | High | High | High |
| 46 | Abhay Gupta | BBA | 4th | 1st | C | 35117001720 | High | High | High | High |
| 47 | Harshit Taneja | BBA | 4th | 1st | A | 04217001720 | Very high | Very high | Very high | Very high |
| 48 | Krish Kathuria | BBA | 4th | 1st | B | 06517001720 | High | High | High | High |
| 49 | Nitika | BBA | 4th | 1st | B | 08917001720 | High | High | High | High |
| 50 | Faguni | BBA | 4th | 1st | C | 50817001720 | Very high | Very high | Very high | Very high |
| 51 | Jahanvi Garg | BBA | 4th | 1st | A | 05217001720 | High | High | High | High |

| | | | | | | | | | | |
|----|---------------------|-----|-----|-----|---|-------------------|-----------------|---------------|-----------------|-----------|
| 52 | Yash | BBA | 4th | 1st | C | 14417001720 | High | High | High | High |
| 53 | TanmayRautela | BBA | 4th | 1st | C | 12217001720 | Very high | Average | Average | Very high |
| 54 | Manpreet Kaur | BBA | 4th | 1st | C | 35817001720 | Very high | Very high | Very high | Very high |
| 55 | Shubham Kumar | BBA | 4th | 1st | C | 36617001720 | High | High | Average | Average |
| 56 | Navya Chakrawarti | BBA | 4th | 1st | B | 08617001720 | Average | Average | High | High |
| 57 | Nidhi | BBA | 4th | 1st | B | 08817001720 | High | High | High | High |
| 58 | Ishika Sharma | BBA | 4th | 1st | A | 05017001720 | Very high | High | Very high | Very high |
| 59 | Palak | BBA | 4th | 1st | B | 09117001720 | High | High, Average | High | High |
| 60 | Anushka Goel | BBA | 4th | 1st | A | 01617001720 | Average | Average | Average | Average |
| 61 | Harshita Mahwshwari | BBA | 4th | 1st | A | 04417001720 | Very high, High | Very high | Very high | Very high |
| 62 | Himanshu Jain | BBA | 4th | 1st | C | 35417001720 | Average | Average | Average | Average |
| 63 | Yash Gupta | BBA | 4th | 1st | C | 36817001720 | Average | Average | Average | Average |
| 64 | Kanika Jain | BBA | 4th | 1st | C | 50517001720 | Very high | Very high | Very high | Very high |
| 65 | Pranav Saddi | BBA | 4th | 1st | B | 09317001720 | High | High | High | High |
| 66 | Sanchit Khanna | BBA | 4th | 1st | B | 10917001720 | Average | Average | Average | Average |
| 67 | Nakul | BBA | 4th | 1st | C | 36017001720 | High | High | High | High |
| 68 | Tushar Bindal | BBA | 4th | 1st | C | 12417001720 | High | High | High | Average |
| 69 | K. Gopal Rao | BBA | 4th | 1st | C | | High | High | Very high | Average |
| 70 | M.K Ganesh Raj | BBA | 4th | 1st | B | 07417001720 | Very high | Very high | Very high | Very high |
| 71 | Jatin Malhotra | BBA | 4th | 1st | A | 05417001720 | High, Average | Average | Average | Average |
| 72 | Lakshay Bhardwaj | BBA | 4th | 1st | B | 06317001720 | Average | High | Average | High |
| 73 | Rajat | BBA | 4th | 1st | C | 36217001720 | High | Very high | High | High |
| 74 | Manisha | BBA | 4th | 1st | B | 079117001720 0 | Average | Average | Average | Average |
| 75 | Komal Gupta | BBA | 4th | 1st | B | 06417001720 | Average | Average | High | High |
| 76 | Prerna Rawat | BBA | 4th | 1st | B | 09617001720 | High | Very high | Very high, High | Very high |