



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: 76

Resource Person:

Mr. Satish Anand, Trainer and Motivational Speaker.

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.

Feedback:



List of Beneficiaries:

Sl.No	Name	Program	Sem.	Shift	Division	Enrollment No.	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				
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	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