

ACTIVITY REPORT

Name of the activity	Career in Business Research	Date	Apr 5,2022
Name of the Moderator	Dr. Sandhir Sharma	Time	11:00 am to 01:00 pm
Name of the Resource Person	Dr.Ashish Mahajan	Mode	Offline
Nature of the activity	Career Counselling Session	Program & Batch	MBA, Batch 2021
Number of students participated	52	Academic Session	2021-22

About the Activity

The purpose of the session was to make the students understand various career options in business research. Some of the positions that open for an individual after pursuing a course in business research include research analyst, research consultant, marketing associate, legal associate, Inside sales manager, digital marketing associate etc. The speaker made students aware about various career paths that call on their analytical skills and creativity which lead to success in business. The session was interactive and included insights about the concept with the help of real-life examples.

Aligned Activity Outcomes with Objectives

S. No	Activity Objectives	Activity Outcomes
1.	To make students understand about various career options in business research.	Student developed an understanding about the career options in business research.

GLIMPSES OF THE ACTIVITY



Dr. Ashish Mahajan interacting with students and about various career paths in Business Research