



ACTIVITY REPORT

Name of the activity	Communication upskilling for Business Youth Leadership	Date	18 th Feb -18 th May, 2023
Name of the Moderator	Dr. Neeraj Anand	Time	13:15 hrs- 1615 hrs
Name of the Resource Person	Mr. Saurav Roy	Mode	Offline Class
Nature of the activity	Value Added Course	Program& Batch	MBA L& SCM 2022
Number of students participated	64	Academic Session	2022-2024

ABOUT THE ACTIVITY

Chitkara Business School has organised a value-added course on “communication upskilling for business youth leadership ” for MBA (supply chain management) students of the 2022-2024 batch. It was an incredibly insightful and wonderful experience. The session highlighted some key areas of advertising and taught students how to tackle technological advancements like ATS (applicant tracking system) compliance, etc. They often involve a range of activities, from mindfulness exercises to fun activities for boosting our vocabulary and fluency in English. Many examples were given of corporate compliance and how it works in reality. Altogether the session was focused on nourishing students knowledge and providing them with the latest update of corporate trends and current market scenarios.

Activities outcomes with objectives

Activity objectives	Activity outcomes
1. Defined the corporate culture and work politics	Clarity on corporate culture and work ethics.
2. Understand the emerging use of technology	Learned how corporates are embracing technology.
3. To understand the strategies behind marketing	Different marketing strategies and companies who follow them.
4. Refining knowledge and outcomes of the future leaders	In-depth talk about how to become a successful leader in the near future.
5. To define the importance of communication	Communication is the essential part on which business works.

GLIMPSE OF THE ACTIVITY

