

ACTIVITY REPORT

Name of the activity	Path to Excellence –From Campus to Corporate	Date	18 th Oct. – 9 th Nov, 2023
Name of the Moderator	Dr. Rajni Bala	Time	1:15 – 4:15 pm
Name of the Resource Person	Dr. Anuj Gupta	Mode	Offline
Nature of the activity	Value Added Course	Program& Batch	BBA(DM) 2021-2024 BBA (DM) 2022-2025
Number of students participated	64	Academic Session	July- December, 2023

About the Activity

The Centre for Digital Marketing, Strategy and Analytics, Chitkara University, Punjab organized a Value added course on Path to Excellence –From Campus to Corporate for BBA Digital Marketing students. Resource Person Dr. Anuj Gupta, founder Mockopedia help students to develop the analytical, critical thinking, and problem-solving abilities necessary for a variety of competitive tests, academic endeavour, and professional jobs. Throughout the program, students delved into various analytical skills essential for a digital marketing career. The curriculum covered a spectrum of topics, including Average, Ratio and Proportion, Number System, Age Problems, Simple Interest, Compound Interest, Time and Work, Time, Speed and Distance, and Permutation and Combination. These topics were carefully chosen to provide a well-rounded understanding of mathematical concepts relevant to the field of digital marketing. The emphasis on analytical skills is particularly pertinent in the digital marketing landscape, where data-driven decision-making is a cornerstone of success. The course not only aimed at imparting theoretical knowledge but also focused on practical applications of these skills. Through hands-on exercises, case studies, and real-world scenarios, students were able to apply their newfound knowledge, bridging the gap between theory and practical implementation. The interactive nature of the sessions fostered a dynamic learning environment, allowing students to ask questions, seek clarification, and engage in discussions. As a result, the Value-added course not only enhanced the analytical prowess of BBA Digital Marketing students but also provided them with a holistic understanding of how these skills translate into success in the corporate world.

Aligned Activity Outcomes with Objectives

Activity Objectives	Activity Outcomes
Develop and enhance the analytical, critical thinking, and problem-solving skills	Students should demonstrate improved analytical proficiency, as reflected in their ability to analyze and solve complex problems using the learned mathematical concepts.
Enable students to apply analytical skills to real-world scenarios	Students should be able to apply the acquired analytical skills to address real-world challenges in digital marketing,

GLIMPSES OF THE ACTIVITY



Resource Persons delivering the session

