

**ACTIVITY REPORT**

<b>Name of the activity</b>	Value Added Course on CRM leadership, Management 4.0, realizing your potential-The truth about positive thinking	<b>Date</b>	10 th -14 th October,2022
<b>Name of the Moderator</b>	Dr. Shefali Saluja	<b>Time</b>	9:00 am -4:00 pm
<b>Name of the Resource Person</b>	Prof. Brigitte Ilg	<b>Mode</b>	Offline
<b>Nature of the activity</b>	Value Added Course	<b>Program &amp; Batch</b>	Integrated Programme in Management (IPM) (Integrated BBA/BCOM -MBA Batch 2020 and Batch 2021) BA(Eco) (Batch 2020 and Batch 2021)
<b>Number of students participated</b>	40	<b>Academic Session</b>	2022-23

**About the Activity**

Students had an interactive learning session with Professor Brigitte who hailed from Baden-Württemberg Cooperative State University, Germany as a part of Global Business Week 2022. Students learned about “CRM leadership, Management 4.0, realizing your potential, The truth about positive thinking”. Prof Brigitte addressed the students on Cultural models and the functions of Stereotypes. Additionally the students were guided on doing business with understanding the concepts of e-CRM and related technologies. There were sessions on Direct and Indirect communication as well. The sessions also included various activities on Team building and cultural intelligence. On the last day of the session, the students bid her farewell with a Gratitude speech, some Indian gifts and took photographs with the Global professor and the Faculty Buddy Dr.Shefali Saluja. The session was very informative and students gave very positive feedback for the sessions taken by Prof. Brigitte

**Aligned Activity Outcomes with Objectives**

<b>Activity Objectives</b>	<b>Activity Outcomes</b>
1. To make the students understand the organizational need, benefits and process of creating long-term value for individual customers	Learners were able to understand the benefits of doing business in an innovative environment, english proficiency, a strong start-up business culture, direct communication and infrastructure.
2. To Build a personal action plan to implement learning in the workplace.	Students were able to gain perspectives into the technological and human issues relating to implementation of Customer Relationship Management in the organizations

**GLIMPSES OF THE ACTIVITY**



Image 1-Group picture of the class students with Prof Brigitte



Image 2-Professor Brigitte interacting with students of IPM and BA Economics