

ACTIVITY REPORT

Name of the activity	Value Added Course on Personal Branding	Date	11-15 th September, 2023
Name of the Moderator	Col. Bikram Ahluwalia	Time	9:30am onwards
Name of the Resource Person	Ms. Neha Gupta	Mode	Offline
Nature of the activity	Value added Course	Program& Batch	MBA(HR) Batch 2023
Number of students participated	60	Academic Session	June-Dec, 2023

About the Activity

From September 11th to 15th, 2023, MBA HR students embarked on an enlightening journey of professional growth through a value-added course on personal branding. This transformative experience was led by none other than Neha Gupta, the distinguished Managing Director of Neha Gupta Talks. Her expertise and insightful guidance left an indelible mark on the participants, equipping them with the tools and knowledge to stand out in the competitive world of human resources and beyond.

Aligned Activity Outcomes with Objective

Activity Objectives	Activity Outcomes
1. To help management students to gain a comprehensive understanding of personal branding, its significance in the corporate world, and how it relates to their career goals.	Students gained clarity on their unique personal brands, identifying their strengths, values, and areas of expertise.
2. To enhance participants' communication skills, both written and verbal.	Students developed stronger communication skills, enabling them to craft compelling elevator pitches, cover letters, and resumes.
3. To optimizing students' online presence through LinkedIn and other professional platforms.	Students optimized their LinkedIn profiles, engaged in meaningful networking.
4. To foster professional growth by empowering students with the tools and knowledge needed to excel in the competitive field of human resources and beyond.	Students equipped with the knowledge and skills acquired during the course that results into increased confidence in securing internships and job opportunities

GLIMPSES OF THE ACTIVITY



Image 1: MBA (HR) Department conducting a value added course for students.

Image 2: Student with the certificate, after the session.

Image 3: Flyer of the session