

Date- 18, December, 2019



Expert Lecture for MBA (Resource Person- Dr. Ankur Roy)

An expert lecture was organized by the School of Management for MBA students. The aim of this lecture was to provide an intense knowledge about business strategies.

The resource person for the lecture was Dr. Ankur Roy who is currently serving as an **Assistant Professor in Strategic Management in MDI Gurgaon**. He holds doctoral degree in strategic management from Banasthali University and is a post graduate in management with systems specialization. During his ten years in academia he has been associated with institutions like Indian Institute of Management (Ahmedabad), ABV-Indian Institute of Information Technology & Management (Gwalior), etc. for his teaching and research. His research interest includes SME strategy, firm internationalization, family business management and corporate social responsibility.

There were two sessions taken by the expert. The session started by displaying a video from the movie 'Baahubali' and the students were asked to watch it keenly. Next the expert discussed the concept and meaning of strategy in business. A big highlight of the session was to analyse the movie 'Baahubali' and to understand concepts like strategy formulation, strategic assessment of internal and external resources and the strategy implementation and execution.

The second session started by distributing a one page case study on entrepreneurship. There was in-depth case analysis and students were found more active and involved during the session. The case study was about pitching the investors in business. The objective of this case was to make students understand how to pitch the investors with a great impact. Both the sessions for the day were informative and highly interactive. The students enjoyed the sessions with a great deal of learning as reflected from the feedback received from them. The session ended with the vote of thanks by the coordinator.

Few Glimpses of the Expert Lecture:



Rapporteur: Dr. Shahid Amin, Assistant Professor, SOM, ITM University Gwalior