



B.V. Patel Institute of Management, Uka Tarsadia University



Date: 27/06/2023

Session on Modern Management

Session Objective: The main purpose of this session is to gain a deeper understanding of contemporary management thought and practice.

Session Outcomes: By session end, students will have a firm grasp on the several schools of thought and methods now used in contemporary corporate management.

Date	27-06-2022
Time	9:30 am to 2:30 pm
Venue:	Shrimad Hall, UTU
Class:	TYBBA
Coordinator:	SRIMCA-MBA, Dr. Kruti Bhatt, Mr. Zaki Shekh from BVPIM
Category	Student Development Cell

Sessions on Modern Management have been arranged for students in their last year of BBA and MBA under the able direction of Dr. Kiran Pandya. It was organized by SRIMCA-MBA on 27th June 2023. The faculty members have also attended the sessions.

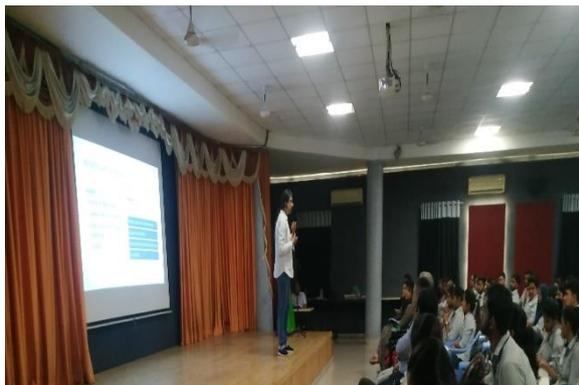
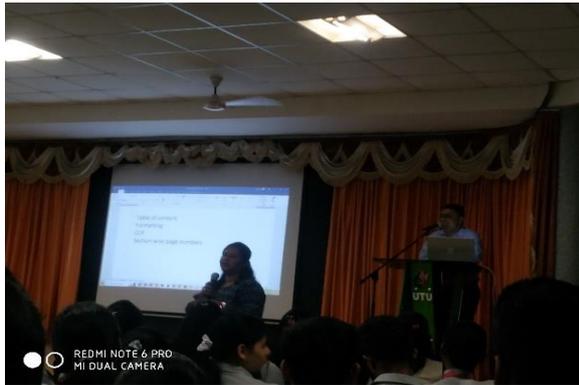
Speakers were Drs. Rajiv Shah (Project Report Preparation), Smruti Bulsari (Data Analytics and Business Decision Making), and Jayesh Desai (Post Pandemic Business Challenges).

The first Session was conducted by Mr. Rajiv Shah where he focused on the topic of Research Report writing. He discussed about different functions of MS Word which can help students in managing their project. He focused on the use of indent, headings, navigation pane, margins and other formatting parameters.

Second session was conducted by Dr. Smiriti Bulsari who have covered different aspects of Big Data Analytics and Decision Making. She started with the difference of Analysis and Analytics. She talked about types of data, types of analytics, software which can be used for data analytics and machine learning. She has also thrown light on the application of analytics in business specifically in Finance, HR and Marketing.

Third session was conducted by Dr. Jayesh Desai. He discussed the post pandemic business challenges. He started with the endemic and its after effects on business. He discussed the emergence of new business perspectives such as self-learning, national security and self-sufficiency, protectionism, remote working and challenges to retain talent.

The sessions were full of modern management practices which would surely help in professional growth of the students.



It was a fantastic day full with lessons applicable to professional life. I'd like to express my gratitude to everyone who helped make the program a success, from volunteers to students to faculty to the administration of the university.