



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



Date: 23rd December 2023

Faculty Development Program- Recent Trends in Management

Objective: To gain insights into the latest trends, innovation and advancements into management practices

Outcomes of Session: After the session, participants would learn strategies aligned with contemporary management practices.

Date:	23 rd December 2023
Time:	9.30 AM to 5.30 PM
Venue:	NJ Auditorium, SCET College, Surat
Name of the organizer:	B.R.C.M College of Business Administration, Surat
No. of Participants:	40
Name of participant	Dr. Trishna Shah, Dr. Taral Patel and Mr. Dharamraj Solanki
Category:	Staff Development

B.R.C.M College of Business Administration, Surat had organized one-day Faculty Development Programme on Recent Trends in Management. The programme was started with a breakfast. It was divided into three sessions.

The first session was conducted by Mr. Kedar Vashi, who is handling HR at Coca-Cola Beverages. The session was about multipurpose of learning intervention. The speaker gave insights into importance of emotional intelligence for assessment of employees. He urged everyone to promote the culture of sharing and learning. The speaker shared few tips to make learning and excitement alive at workplace. His session ended with a very good discussion on corporate learning.

The second session was conducted by Mr. Nishith Joshi, founder of Benchmark, who manufactures water heater products. The session was all about the life journey of Mr. Nishith Joshi as an entrepreneur. He shared about various stages of an entrepreneurial journey begins from an idea generation, his technique of scanning the market, his inspiration, his partnership, business planning etc. He also shared his story of creation on funds for his business. Overall

Mr. Nishith Joshi's entrepreneurial journey was dynamic, challenging yet successful. He concluded adaptability, perseverance and willingness to learn from failures as critical qualities for an entrepreneur.

The third session was conducted by Dr. Renuka Garg, who is former Head of the department of Business and Industrial Management, VNSGU and former Dean, Faculty of Management Studies, VNSGU. She gave insights of Marketing 5.0. The Marketing 5.0 session provided an insightful exploration into the evolving landscape of marketing strategies, focusing on the concept of Marketing 5.0. The session had equipped participants with a deeper understanding of the latest trends, challenges, and opportunities in marketing, emphasizing the customer-centric approach inherent in Marketing 5.0.

The different sessions of the Faculty Development Programme proved to be an engaging and informative. It offered participants a comprehensive understanding of the latest trends and best practices in modern management.

