

CHANDIGARH BUSINESS SCHOOL OF ADMINISTRATION

MBA Department

An Expert Lecture on Industrial Environment

Date: 13th Sep, 2018

Expert Speaker:

- Mr. Sanjiv Gupta

Venue/Time: MBA-CBSA, Seminar hall at 11:30 am -1:00 pm.



Profile of Expert Speaker:

Mr. Sanjiv Gupta currently working as Management consultant & trainer with universities, institutes and organizations. He has been Chief GM-Manufacturing, SML ISUZU LTD (2011–2017), Business Head, Swaraj Automotive Ltd., (2010-2011) and Plant Head at M & M (Swaraj Division) (1980-2010).

He is member of Board of Studies of various universities and Business Schools and is on the panel of several universities as resource person, examiner and trainer. His papers have been published in various books and journals of repute. He has presented his study at international and national forums. His industrial experience in Manufacturing, Technology, Quality and Projects is more than Thirty five years. At many stages in his career, he has held the position of Head, HR and has been actively associated with pre-placement training and placement sessions at many institutes and universities. He strongly advocates a proactive industry-academia engagement for all-round benefit to all stakeholders. An expert consultant in implementing Supply Chain Management, Lean Manufacturing and TPM in the plant, his special skill lies in improving the Top and Bottom line of the organization through innovation and improving employee involvement through Managerial Techniques.

The event highlights:

Mr. Sanjiv Gupta interacted with the MBA students at CBSA on the topic “Industrial Environment”. 139 students have attended the lecture.

The session was very knowledgeable and interactive. The speaker has discussed about the overall economic, regulatory, social and political conditions that affect all participants in an industrial market in a similar way and cannot readily be influenced by marketing. The speaker has also focused on the HR practices, financial criteria of the company and how to enhance skills according to your ability to recognize key factors in extensive data. The information which speaker was shared about the industrial training and industrial visits will be very useful for the students. The speaker has added his experience to enhance the interest of the audience for job opportunity in the area of HR, Marketing, Finance and Operation Management.

Learning Outcomes:

We believe that the knowledge have shared by speaker will help immensely in the growth of students. The students gave positive feedback and they believe that lecturer has added something to their carrier growth. The discussion was highly interactive with inputs and insights being shared. After the session, they have an idea about the tough competition ahead and how to survive in this competition.

Faculty Coordinator: Ms. Seema Saini (Assistant Professor)