

Table 2 : Career Guidance and Counseling Activities conducted during the AY 2021-22

Sr	Date	Resource Person	Topic
1	5/07/2021	Mr. Sagar Patil, Program Manager, Nirmaan	Career Opportunities in Non Profit Organization for MBA Students
2	16/07/2021	Mr. Amitesh Ranjan, Regional Sales Manager, MARS International	Career Opportunities in Digital Marketing for MBA Students
3	21/08/2021	Mrs Rajitha Nair, Statistician & Founder, Rajitha Nair Business Analytics Solutions, Nashik	Research Orientation and Application of Research to Various Fields of Marketing, Finance and HR
4	22/03/2022	Mr. Saurabh Bhosale	How to be the best version of yourself
5	24/03/2022	Mr S R Kulkarni, SRK Consultings, Pune	Industry Expectations from MBA Students
6	24/03/2022	Mr. Ankush Puri, Director, Nuts and Bolts Consulting	Human Excellence for Career Success" conducted by
7	29- 30/03/2022	CA Akash Agarwal, Nashik	2 Days Training Program on "Basics of accounting, finance, share market, and bank"
8	27/06/2022	Rajendra Kore Director, AIMS	How to Search for Brown Diamond Jobs for 10x Career Growth



21st Aug 2021

The Director
AIMBA,
Sangamner

Subject: Report on "Research Orientation and Application of Research to Various Fields of Marketing, Finance and HR"

Dear Sir,

I am delighted to present a report on the "Research Orientation and Application of Research in Various fields of Marketing, Finance and HR" on 21st August 2021. The online workshop was conducted by Mrs Rajitha Nair, Statistician & Founder, Rajitha Nair Business Analytics Solutions, Nashik. The objective behind this workshop was that the MBA students should use their curiosity to conduct research. In her workshop, she took review of importance of market research and the career related to same. By sharing certain stories and examples related to analytics, she explained workshop participants how actually the businesses make data driven decisions and how MBA can explore the career in analytics fields. She acquainted students with various analytical skills opportunities in the field of marketing analytics, business analytics, financial analytics, HR Analytics, Social Media Analytics. She clearly explained the career path to MBA students those who wish to make their career as Data Analyst. Workshop concluded with summarizing key learning takeaways. Prof. R.B. Gawali, Coordinator-Learning & Development delivered vote of thanks.

R.B.G.

Dr. R.B. Gawali
Coordinator-Learning & Development

