



**MANIPAL UNIVERSITY  
JAIPUR**

**FACULTY OF MANAGEMENT AND COMMERCE**

**SCHOOL OF BUSINESS AND COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**INDUSTRY-CONNECT INTERACTIVE SESSION**

**on**

**Principles of Success for Undergraduates**

**Date of Event (20-09-2022)**

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## 1. Introduction of the Event

Industry expert Interaction was organized to share with the students the mantra for success and share the journey of an entrepreneur.

### Objective of the Event

- To develop the skills of the students for success.
- To understand the journey as an entrepreneur.
- To prepare the students to be a successful entrepreneur.

## 2. Beneficiaries of the Event

The event was beneficial for students as it would help the students develop themselves as an entrepreneur and also develop their skills of as a successful entrepreneur.

## 3. Details of the Guests

**Mr. Pranav Vashista (Serial Entrepreneur, Writer)**

**Principles of Success for Undergraduates**

## 4. Brief Description of the event

The session was of two hours on 20th September 2022 from 11:00 AM to 01:00PM. The speaker was from BBA Pass out batch 2019. He discussed how to develop their skills as an entrepreneur. In the session he shared his journey as a serial entrepreneur, the challenges and the path that led to the success. He also shared his experience of working on various projects. He mentioned about his book that he wrote regarding managing finances “The Millennial Money Primer”.

## 5. Program Scheme

SEMESTER I						
Course No.	Subject Code	Subject Title	L	T	P	C
	BB1101	Fundamentals of Business Organization and Management	4	0	0	4

## 6. Lecture Plan

<b>Lecture no.</b>	<b>Contents</b>	<b>Session Outcomes</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of assessing outcomes</b>
1	Introduction to Management: Concept and Significance and Nature	Discuss the basic details of management	Lecture	[BB1101.1]	Class Quiz Mid Term 1 End Term
2	Management Process, Skills roles and Functions, Levels	Discuss the process, skills and roles in management	Lecture	[BB1101.1]	Class Quiz Mid Term 1 End Term
3	Functions and Levels of management	Analyze different functions and levelsof management	Lecture	[BB1101.1]	Class Quiz Mid Term 1 End Term
4	Classical Approach- scientific management	Examine the classical management thought	Lecture	[BB1101.2]	Class Quiz Mid Term 1 End Term
5	Administrative Management	Recall the administrative managementapproach	Lecture	[BB1101.2]	Class Quiz Mid Term 1 End Term

6	Bureaucracy and Neo-Classical Approach	Discuss the concepts of Bureaucracy and Neo-Classical thoughts	Lecture	[BB1101.2]	Class Quiz Mid Term 1 End Term
7	Human relations movement approach	Examine the human relations movement approach	Lecture	[BB1101.2]	Class Quiz Mid Term 1 End Term
8	Behavioral approach	Analyze the behavioral approach of management	Lecture	[BB1101.2]	Class Quiz Mid Term 1 End Term
9	Modern Approach- Quantitative approach, Systems approach and Contingency approach	Examine the modern approaches of management	Lecture	[BB1101.2]	Class Quiz Mid Term 1 End Term
10	Activity	Analyzing above mentioned concept through activity	Class room discussion	[BB1101.2]	Class Quiz Mid Term 1 End Term
11	Sole Proprietorship	Discuss the sole proprietorship	Lecture	[BB1101.3]	Class Quiz Mid Term 1 End Term
12	Partnership: Concept and Types of Partnership	Examine the concept of partnership and types	Lecture	[BB1101.3]	Class Quiz Mid Term 1 End Term
13	Partnership: Types of Partners & Partnership Dissolution	Examine the types of partners and partnership dissolution	Lecture	[BB1101.3]	Class Quiz Mid Term 1 End Term

14	Co-operative Organization : Concept , Features & Types	Discuss the concept of co-operative organization , features and types	Lecture	[BB1101.3]	Class Quiz Mid Term 1 End Term
15	Co-operative Organization : Functions , Rules & Regulations	Discuss Functions , Rules & Regulations of cooperative organization	Lecture	[BB1101.3]	Class Quiz Mid Term 1 End Term
16	Company: Concept, Features &Types	Examine the concept of company and its types	Lecture	[BB1101.3]	Class Quiz Mid Term 1 End Term
17	Company: Formation of company	Analyze the process of formation of a company	Lecture	[BB1101.3]	Class Quiz Mid Term 1 End Term
18	Company: MOA & AOA	Examine the MOA & AOA	Lecture	[BB1101.3]	Class Quiz Mid Term 1 End Term
19	Activity	Analyze the above mentioned types of organizations through activity	Class room discussion	[BB1101.3]	Class Quiz Mid Term 1 End Term
20	Planning: Concept, Importance	Discuss the concept of planning and its importance	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
21	Planning: Strategies, Policiesand Planning Premises	Examine planning strategies, policies and planning premises	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term

22	Process of Planning	Discuss the process of planning	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
23	Decision Making : Concept, Importance & Process	Discuss the decision making concept and its process	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
24	Management by Objectives (MBO)	Examine the concept of MBO	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
25	Organizing: Concept, Importance,	Discuss the concept and importance of organizing	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
26	Process of Organizing	Discuss the steps of organizing process	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
27	Types of Organizational Structures	Analyze the types of organizational structures	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
28	Span of Management, Centralization and Decentralization	Analyze the span of management and approach of Centralization and Decentralization	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
29	Activity	Activity related to planning and organizing	Class room discussion	[BB1101.4]	Class Quiz Mid Term II End Term

30	Staffing: Concept, Scope of Staffing	Examine the concept and scope of staffing	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
31	Manpower Planning	Discuss the manpower planning	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
32	Selection	Analyze the concept and other elements of selection	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
33	Training	Discuss the concept of training	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
34	Performance Appraisal: Concept , Importance	Examine concept and importance of performance appraisal	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
35	Performance Appraisal: techniques	Discuss different techniques of performance appraisal	Lecture	[BB1101.4]	Class Quiz Mid Term II End Term
36	Activity	Activity related to Staffing	Class room discussion	[BB1101.4]	Class Quiz Mid Term II End Term
37	Directing: Concept, Importance	Discuss the concept of directing	Lecture	[BB1101.4]	Class Quiz End Term
38	Motivation: Concept, Importance	Examine the motivation and its	Lecture	[BB1101.4]	Class Quiz



		different elements			End Term
39	Maslow's Need Hierarchy theory	Discuss the maslow's need hierarchy theory of motivation	Lecture	[BB1101.4]	Class Quiz End Term
40	Leadership- Concept, Characteristics of Leadership	Discuss leadership concept and its features	Lecture	[BB1101.4]	Class Quiz End Term
41	Leadership styles	Examine different leadership styles	Lecture	[BB1101.4]	Class Quiz End Term
42	Activity	Activity related to leadership		[BB1101.4]	Class Quiz End Term
43	Communication- Types, Process	Discuss concept of communication along with its types and process	Lecture	[BB1101.4]	Class Quiz End Term
44	Barriers of Communication.	Discuss different barriers of communication	Lecture	[BB1101.4]	Class Quiz End Term
45	Coordinating: Definition, Characteristics	Examine coordinating and its features	Lecture	[BB1101.4]	Class Quiz End Term
46	Activity	Activity related to communication	Class room discussion	[BB1101.4]	Class Quiz End Term
47	Principles and Techniques of Coordination	Examine principles and techniques of coordination	Lecture	[BB1101.4]	Class Quiz End Term
48	Controlling: Concept, Importance,	Examine concept of controlling and its importance	Lecture	[BB1101.4]	Class Quiz End Term



49	Process of Controlling	Discuss the process of controlling	Lecture	[BB1101.4]	Class Quiz End Term
50	REVISION	Revision of syllabus	Lecture	[BB1101.1]- [BB1101.4]	End Term
51	REVISION	Revision of syllabus	Lecture	[BB1101.1]- [BB1101.4]	End Term
52	REVISION	Revision of syllabus	Lecture	[BB1101.1]- [BB1101.4]	End Term

## 7. Photographs of the event with captions



Figure 1: Industry Connect Lecture



Figure 2 : Interactive Session



Figure 3: Industry Expert Interaction



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8. Brochure or creative of the event



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### **Industry Expert Interaction**

**(September 20, 2022, Time 11:00AM -02:00 PM)**

**Topic: - Principles of Success for Undergraduates**



***Mr. Pranav Vashista***

***BBA (2016-19)***

***Coordinators:  
Dr. Priyanka Sharma  
Dr. Sunishtha Dhaka  
Department of Business Administration***



*Organized By:*

*Department of Business Administration  
Under the Technical Chapter  
in Association with  
Directorate of Alumni Relations  
Manipal University Jaipur*

**9. Attendance of the Event (insert in the document only)**

**Total attendee : More than mentioned, as it was during Orientation Programme**

<b>Sr. No</b>	<b>Name of Institution</b>	<b>Place of Institution</b>	<b>Name of Attendee</b>	<b>Name of Dept</b>
1	Manipal University	Jaipur	Dr. Priyanka Sharma	BBA
2	Manipal University	Jaipur	Dr. Sunishtha Dhaka	BBA
3	Manipal University	Jaipur	Dr. Birajit Mohanty	Commerce
4	Manipal University	Jaipur	Dr. Saurabh Sharma	Commerce
5	Manipal University	Jaipur	Dr. Somya Choubey	Commerce
6	Manipal University	Jaipur	Dr. Tina Shivnani	Commerce
7	Manipal University	Jaipur	AVIRAL VAID	BBA
8	Manipal University	Jaipur	BHAVESH SANGTANI	BBA
9	Manipal University	Jaipur	BHAVYA MALIK	BBA
10	Manipal University	Jaipur	DIYA SANJAY MITTAL	BBA
11	Manipal University	Jaipur	ASMA CHHIPA	BBA
12	Manipal University	Jaipur	CHHAVI PAREEK	BBA
13	Manipal University	Jaipur	ARYAN DUBEY	BBA
14	Manipal University	Jaipur	ARYAN DUBEY	BBA
15	Manipal University	Jaipur	DIYA GOGIA	BBA



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16	Manipal University	Jaipur	GAURAV BHARAT PURSWANI	BBA
17	Manipal University	Jaipur	DEVANSH GUPTA	BBA
18	Manipal University	Jaipur	BANDANA YADAV	BBA
19	Manipal University	Jaipur	KUSHAGRA BHARGAW	BBA
20	Manipal University	Jaipur	GAURAV GOHARANI	BBA
21	Manipal University	Jaipur	CHIRAG CHOUDHARY	BBA
22	Manipal University	Jaipur	AYAN KHAN	BBA
23	Manipal University	Jaipur	GARVIT BAJAJ	BBA
24	Manipal University	Jaipur	DEVANSH MITHIA	BBA
25	Manipal University	Jaipur	ASMITA KUMARI	BBA
26	Manipal University	Jaipur	GARVIT GUPTA	BBA
27	Manipal University	Jaipur	AYUSH PAREEK	BBA
28	Manipal University	Jaipur	GAURANG CHAUDHARY	BBA
29	Manipal University	Jaipur	CHAHAL AGARWAL	BBA
30	Manipal University	Jaipur	AYAN JAIN	BBA
31	Manipal University	Jaipur	AYUSH MEHRA	BBA
32	Manipal University	Jaipur	DEVANSH SHARMA	BBA
33	Manipal University	Jaipur	ARUSHI BHARDWAJ	BBA
34	Manipal University	Jaipur	DIVYANSH GHIYA	BBA
35	Manipal University	Jaipur	BALRAM KUMAR	BBA
36	Manipal University	Jaipur	BHAVYA AGARWAL	BBA
37	Manipal University	Jaipur	ISHIKA GANDHI	BBA



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38	Manipal University	Jaipur	CHAARVI GUPTA	BBA
39	Manipal University	Jaipur	DAKSH JAIN	BBA
40	Manipal University	Jaipur	DIPIKA AGARWAL	BBA
41	Manipal University	Jaipur	DIYA KATEWA	BBA

## SIGNATURE

*Priyanka*

*B. S. D.*

**Head**  
**Department of Business Administration,**  
**Manipal University Jaipur**

*Smriti Shakti*

(INDUSTRY CONNECT CO-ORDINATORS)  
BBA