



**MANIPAL UNIVERSITY  
JAIPUR**

MUJ/Q&C/021/F/1.01

Event Report Format



**MANIPAL UNIVERSITY  
JAIPUR**

**FACULTY OF MANAGEMENT & COMMERCE**

**SCHOOL OF BUSINESS & COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**GENDER CHALLENGES IN CORPORATE**

**Date : 08<sup>th</sup> July, 2022**

**Timing: 09:50-12:00 PM**

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

Dr Birajit Mohanty

HoD, Business Administration



Content of Report

1. Introduction of the Event
2. Objective of the Event
3. Beneficiaries of the Event
4. Details of the Guests
5. Brief Description of the event
6. Program Scheme
7. Lecture Plan
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9. Brochure or creative of the event
10. Attendance of the Event



## **1. Introduction of the Event**

### **1. Introduction of the Event**

The session was conducted for present students by industry experts . The keynote speaker “Ms. Devika Khurana” is from corporate, who discussed about the “Gender Challenges in Corporate”. The session was very informative for students as it would help them prepare well to face such challenges.

### **2. Objective of the Event**

- To make the students ready to face challenges related to gender issues in corporate.
- While being part of the corporate culture, understand how to encourage a friendly and safe environment.

### **3. Beneficiaries of the Event**

Students of Faculty of management and commerce.

### **4. Details of the Guests**

Keynote Speaker – Ms. Devika Khurana, Account Executive - Wieden+ Kennedy

### **5. Brief Description of the event**

The event was organized on 08<sup>th</sup> July, 2022 on the topic “Gender Challenges in Corporate”. The event was organized for the students of Management and Commerce. The session was taken by “Ms. Devika Khurana” who discussed about her journey and role in corporate. The discussion focused on how the students can prepare themselves well to face the corporate culture. She also shared her experiences in the corporate world. It was an interactive session, where students asked their queries. The session was conducted to train and develop students for their corporate world.

### **6. Program Scheme**

<b>SEMESTER IV</b>						
<b>Course No.</b>	<b>Subject Code</b>	<b>Subject Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	BB1201	Human Resource Management	3	0	0	3

## 7. Lecture Plan

Lect. No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1	Briefing of Syllabus & Course-Handouts	To make students understand about teacher's expectations & course outline	Lecture & Discussion	NA	NA
2	Concept, functions.	Explain the concept of HRM & its Functions	Lecture & Discussion	1201.1	1 <sup>st</sup> Sessional End Term
3	The changing environment of HRM	Understand how the environmental factors influence HRM	Lecture & Discussion	1201.2	1 <sup>st</sup> Sessional End Term
4	Globalization	Understand the implications on HRM	Lecture & Discussion	1201.2	1 <sup>st</sup> Sessional End Term
5	Cultural environment,	Analyze its impact on HRM	Lecture & Discussion	1201.2	1 <sup>st</sup> Sessional End Term
6	Work force diversity	Analyze its impact on HRM	Lecture & Discussion	1201.3	1 <sup>st</sup> Sessional End Term
7	HR as a strategic partner	Understand the concept of HRM not just as a function but as a strategic partner of business organisation.	Lecture, Discussion & Videos	1201.3	
8	Work life balance	Understand the significance of WLB.	Lecture and discussions	1201.4	1 <sup>st</sup> Sessional End Term
9	Human Resource forecasting demand and supply, Skill inventories	Explain the concept of HRP and skill inventory.	Lecture & Discussion	1201.4	1 <sup>st</sup> Sessional End Term



10	Job Design	Knowing how to do job design	Cast Study & Video Demonstration	1201.4	1 <sup>st</sup> Sessional End Term
11	Job Analysis	Understand how job analysis is done and what are its implications.	Cast Study & Video Demonstration	1201.4	1 <sup>st</sup> Sessional End Term
12	Job description	Understand how to do job description and what are its implications.	Lecture & Discussion	1201.4	1 <sup>st</sup> Sessional End Term
13	Job specification	Understand job Specifications and its significance.	Lecture and discussions	1201.4	1 <sup>st</sup> Sessional End Term
14	Recruitment & , selection	Understand the concept of recruitment & selection and the process involved therein.	Case Study & Video Demonstration	1201.4	1 <sup>st</sup> Sessional End Term
15	Orientation	To analyze the importance of orientation program in organizations.	Case Study & Video Demonstration	1201.4	1 <sup>st</sup> Sessional End Term
16	Internal & external sources of recruitment, e-recruitment	Understand various sources of recruitment	Lecture and discussions	1201.4	1 <sup>st</sup> Sessional End Term
17	Steps in placement and selection process	Learning steps involved in selection process.	Lecture & Practical Exercises	1201.4	1 <sup>st</sup> Sessional End Term
18	Selection tests and Interview	Learning how selection tests are designed and conducted	Lecture & Discussion	1201.4	1 <sup>st</sup> Sessional End Term
19	Orientation Program	Understand how orientation is done in an organisation.	Lecture & Practical Exercises	1201.4	1 <sup>st</sup> Sessional End Term



20	Concept, of & training Methods,	Learning the concept of training and skills enhancement of employees .	Lecture & Discussion	1201.4	1 <sup>st</sup> Sessional End Term
21	Compensation Management	Knowing concepts of compensation management being followed by the organizations.	Lecture & Discussion	1201.5	2 <sup>nd</sup> Sessional End Term
22	Components of pay structure and factors influencing compensation levels.	Understand various components and influencing factors in compensation levels.	Lecture & Discussion	1201.5	2 <sup>nd</sup> Sessional End Term
23	Wage differentials, incentives	Learning wage fixation procedure and incentives.	Video Demonstration	1201.5	2 <sup>nd</sup> Sessional End Term
24	Incentives and various methods	Learning various methods of incentives in the organizations	Video Demonstration	1201.5	2 <sup>nd</sup> Sessional End Term
25	Profit sharing, gain sharing	Understanding the concepts and its significance.	Lecture and discussions	1201.5	2 <sup>nd</sup> Sessional End Term
26	Employee's stock option plans.	Knowing why such plans are offered to the employees .	Lecture & Presentation, Case study examples, videos	1201.5	2 <sup>nd</sup> Sessional End Term
27	Performance management- concept	Learning performance management	Lecture & Discussion	1201.5	2 <sup>nd</sup> Sessional End Term
28	Performance Appraisal uses and its various methods.	Understanding how organizations do performance appraisal.	Video Demonstration	1201.5	2 <sup>nd</sup> Sessional End Term



29	Case Study Examples of performance Appraisal	Practical applications of the above concepts in the organizations.	Video Demonstration	1201.5	NA
30	Career Management: Concept	Understanding the significance of career of an employee and how its affects the employee and organisation.	Lecture & Presentation	1201.6	2 <sup>nd</sup> Sessional End Term
31	Career anchors	Analyze the importance of Career Anchors	Case Study & Video Demonstration	1201.6	2 <sup>nd</sup> Sessional End Term
32	Career life	Analyze the importance of Career Life	Case Study & Video Demonstration	1201.6	2 <sup>nd</sup> Sessional End Term
33	Industrial Relations- concept, Evolution	Describe what is industrial relation.	Lecture & Discussion	1201.6	2 <sup>nd</sup> Sessional End Term
34	Industrial disputes, causes	To know what industrial disputes and their causes are.	Lecture & Discussion	1201.6	2 <sup>nd</sup> Sessional End Term
35	Impact of Industrial disputes	Analyze the implications and impact of industrial disputes	Case Study & Video Demonstration	1201.6	2 <sup>nd</sup> Sessional End Term
36	Industrial Dispute Resolution- Mechanism to dispute resolution	Learning how industrial disputes are resolved by the organizations.	Case Study & Video Demonstration	1201.6	2 <sup>nd</sup> Sessional End Term
37	Cultural issues, Compensation issues,	Understand the role of Culture, Compensation issues, Ethnocentric issues Geocentric issues	Lecture & Discussion	1201.6	2 <sup>nd</sup> Sessional End Term



38	Revision	Revision	Discussion	Revision	Revision
39	Revision	Revision		Revision	Revision

**8. Brochure of the event**



**Industry Expert Lecture**

**on**

**Gender Challenges in Corporate**

**(July 08, 2022, Time 9:50 AM -12:00 PM)**

**Topic: -**



**Account Executive**

**Widen & Kennedy**

**Coordinators:**

**Dr. Priyanka Sharma**

**Dr. Sunishtha Dhaka**

**Department of Business Administration**

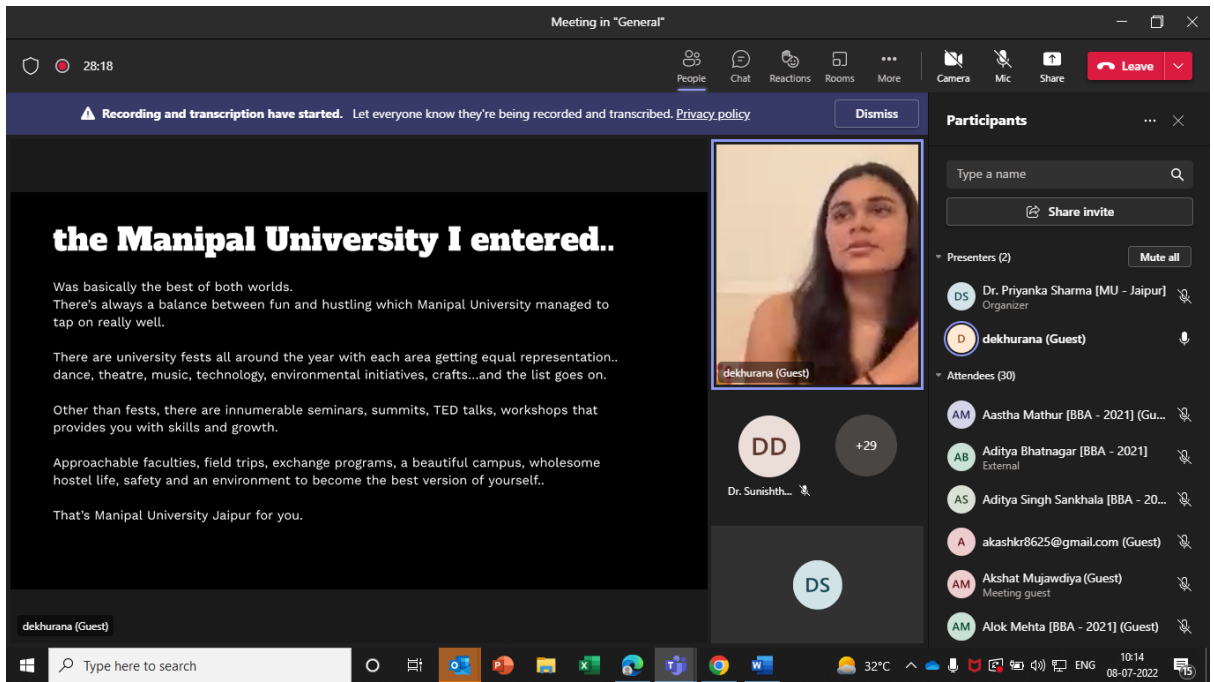
**Organized By:**

**Department of Business Administration**

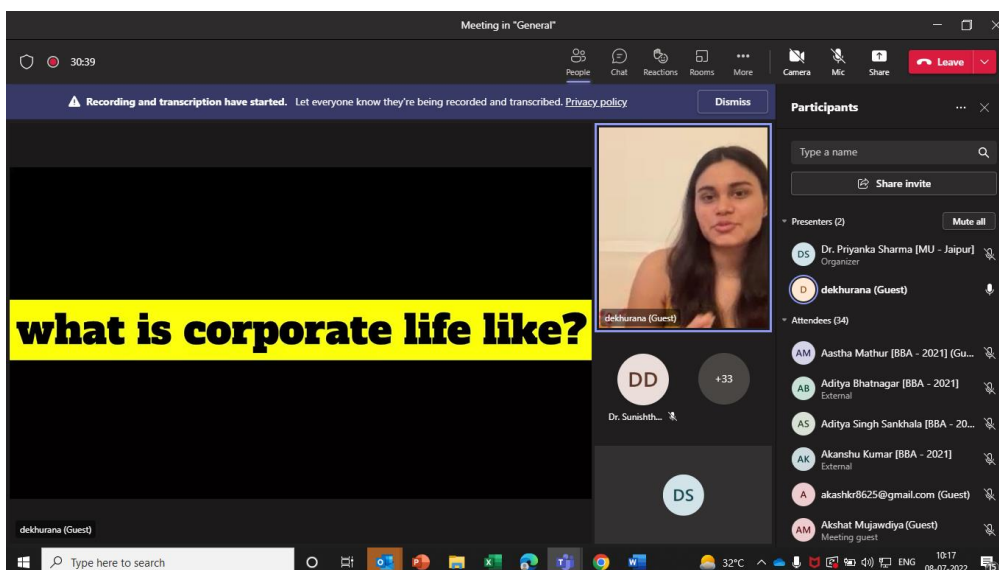
**Manipal University Jaipur**



## 9. Screenshots of the event



Session by Ms. Devika Khurana



Session on Gender Challenges in Corporate



Meeting in "General"

33:42

Recording and transcription have started. Let everyone know they're being recorded and transcribed. [Privacy policy](#) Dismiss

## The BIG Question: GIRLS VS BOYS?

The most common question that arises.

Advertising & Marketing is such a field where there's no fear of not getting equal representations, not giving equal opportunities or facing stereotypes.

Many studies suggest that advertising and marketing have a negative influence on ad reactance towards men and women but as a sector, at least in India, it's the safest sector.

**Fun Fact: The Account Management team at my company has majority of women.**

While studies suggest that women are sometimes undermined in terms of salary pay, opportunities and experience discrimination, it is a very less known fact that both genders face the same challenges. While technical and data heavy jobs see more male hirees, women are found in full capacity related to creative jobs like designers, architects, etc.

According to popular opinions, people always believe that women face more injustice in the professional world, but that is absolutely not true.

dekhurana (Guest)

Participants

Type a name

Share invite

Presenters (2) Mute all

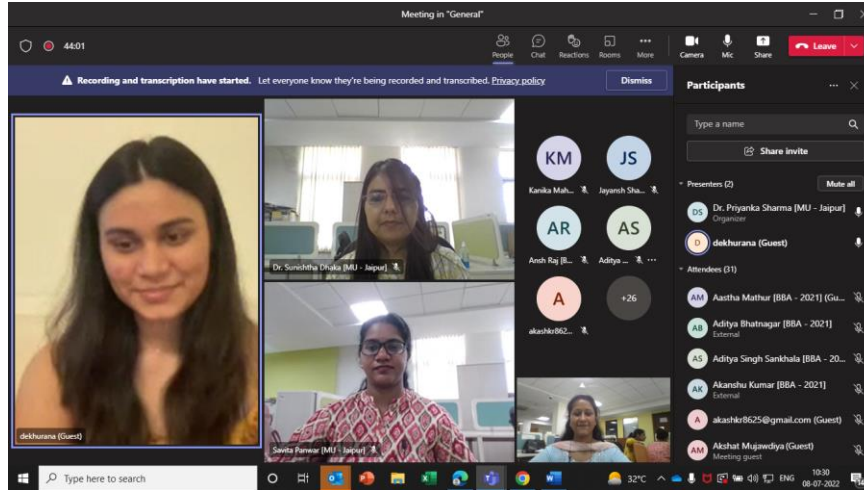
- DS Dr. Priyanka Sharma [MU - Jaipur] Organizer
- D dekhurana (Guest)

Attendees (34)

- AM Aastha Mathur [BBA - 2021] (Gu...)
- AB Aditya Bhatnagar [BBA - 2021] External
- AS Aditya Singh Sankhala [BBA - 20...
- AK Akanshu Kumar [BBA - 2021] External
- A akashkr8625@gmail.com (Guest)
- AM Akshat Mujawdiya (Guest) Meeting guest

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## Session on Gender Challenges in Corporate



Keynote Speaker with Faculty Members

## 10. Attendance of the Event: 43

Sr. No	Name of Institution	Place of Institution	Name of Attendee	Name of Dept
1	Manipal University	Jaipur	Dr. Priyanka Sharma(MUJ1062)	BBA
2	Manipal University	Jaipur	Ms. Savita Panwar(MUJ0707)	Commerce
3	Manipal University	Jaipur	Dr. Sunishtha Dhaka(MUJ0363)	BBA
4	Manipal University	Jaipur	Arihant Jain [BBA - 2021]	BBA
5	Manipal University	Jaipur	Kanika Mahajan [BBA - 2021]	BBA
6	Manipal University	Jaipur	Jayansh Sharma [BBA - 2021]	BBA
7	Manipal University	Jaipur	Ansh Raj [BBA - 2021]	BBA
8	Manipal University	Jaipur	Arnav Agarwal [BBA - 2021]	BBA
9	Manipal University	Jaipur	Aditya Singh Sankhala [BBA - 2021]	BBA
10	Manipal University	Jaipur	Arjun Lal Jat [BBA - 2021]	BBA
11	Manipal University	Jaipur	Atul Yadav [BBA - 2021]	BBA
12	Manipal University	Jaipur	Abhinav Kumar [BBA - 2021]	BBA
13	Manipal University	Jaipur	Arun Goyal [BBA - 2021]	BBA
14	Manipal University	Jaipur	Aastha Mathur [BBA - 2021]	BBA



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15	Manipal University	Jaipur	Anjana Meher [BBA - 2021]	BBA
16	Manipal University	Jaipur	Arjun Sunani [BBA - 2021]	BBA
17	Manipal University	Jaipur	Akshat Mujawdiya	BBA
18	Manipal University	Jaipur	Ayush Jangid [BBA - 2021]	BBA
19	Manipal University	Jaipur	Aditya Bhatnagar [BBA - 2021]	BBA
20	Manipal University	Jaipur	Anant Jain [BBA - 2021]	BBA
21	Manipal University	Jaipur	Kartikey Gupta [BBA - 2021]	BBA
22	Manipal University	Jaipur	Mayank Tyagi Bhardwaj [BBA - 2021]	BBA
23	Manipal University	Jaipur	Naman Beniwal [BBA - 2021]	BBA
24	Manipal University	Jaipur	Jayatiraj Singh [BBA - 2021]	BBA
25	Manipal University	Jaipur	Mansi Bagaria [BBA - 2021]	BBA
26	Manipal University	Jaipur	Palak Chouhan [BBA - 2021]	BBA
27	Manipal University	Jaipur	Manushree Prateek [BBA - 2021]	BBA
28	Manipal University	Jaipur	Nirbhay Nehra [BBA - 2021]	BBA
29	Manipal University	Jaipur	Vivek Bohara [BBA - 2021]	BBA
30	Manipal University	Jaipur	Navya Khetan [BBA - 2021]	BBA
31	Manipal University	Jaipur	Bhagat Singh [BBA - 2021]	BBA
32	Manipal University	Jaipur	Nikhil Naredi [BBA - 2021]	BBA
33	Manipal University	Jaipur	Lokesh Sharma [BBA - 2021]	BBA
34	Manipal University	Jaipur	Krishna Gupta [BBA - 2021]	BBA
35	Manipal University	Jaipur	Siddharth Agrawal [BBA - 2021]	BBA
36	Manipal University	Jaipur	Jay Sharma [BBA - 2021]	BBA
37	Manipal University	Jaipur	Naitik Jain [BBA - 2021]	BBA
38	Manipal University	Jaipur	Alok Mehta [BBA - 2021]	BBA
39	Manipal University	Jaipur	Krishna Mashru [BBA - 2021]	BBA
40	Manipal University	Jaipur	Akanshu Kumar [BBA - 2021]	BBA



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41	Manipal University	Jaipur	Mohit Chandra Shekhar Bhiwaniwala [BBA - 2021]	BBA
42	Manipal University	Jaipur	Archie Agrawal [BBA - 2021]	BBA
43	Manipal University	Jaipur	Mradul Bansal [BBA - 2021]	BBA

## SIGNATURE

*Priyanka*

*Smritika Shakti*

*Birajit*

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

Dr Birajit Mohanty

HoD, Business Administration