



**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 Commerce & Directorate of Alumni
Relations**

Alumni Talk series

Online

4th Aug. 2021



1. Introduction of the Event

Technical Chapter of Department of Commerce in association with Directorate of Alumni Relations, Manipal University Jaipur organized an alumni talk on “Future Prospects as Marketing Analyst” on 4th Aug. 2021 from 10.30 – 11.30 AM.

2. Objective of the Event

The aim of this lecture was to make the student aware about the market scenario of different companies. As he is working in a company that will be actual experience for students to know about the working situations in all different company if a person is working as market analytics.

3. Beneficiaries of the Event

This talk was organized for the students of B.Com and B.Com (Hons.) in accounting batch 2020 - 2023 and 2021 - 2024 to make them aware about the recent future prospects on marketing analytics.

4. Details of the Guests

Mr. Mohit Sharma alumni of B. Com(Hons) passed out batch 2018-2021 was the resource person of the Talk. Mr. Mohit Sharma is presently working as Research Analyst in the company Auquan.

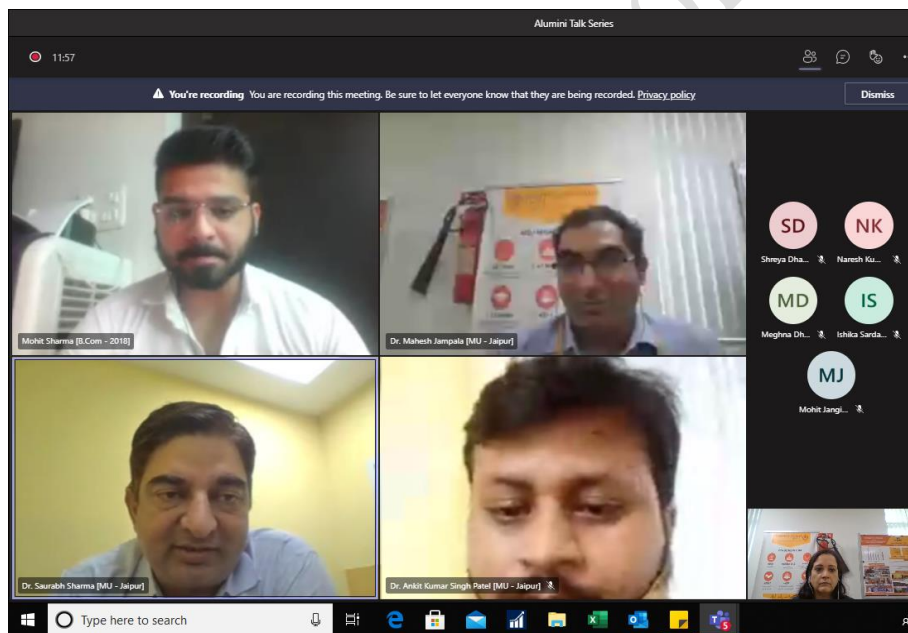
5. Brief Description of the event

The session was started by the welcome speech given by Dr. Saurabh Sharma, HoD, Department of Commerce. As we all know that in current competitive business environment, it has become very difficult to sustain the market share and maintain the market profit. So, it becomes very important to develop the market research in such a way it can ensure the survival of the firm and gain the long-term profit. Mr. Mohit discussed keen issues how Auquan company works and the role he is presently working. He stressed on different research strategies that company targets. The session became very interesting by real life motivating examples given by the expert. Mr. Mohit Sharma Jovially shared his experiences in the journey at MUJ and solved various queries raised by the students. The webinar was concluded with the motivational address delivered by Dr. Sushil Kumar Jain, Incharge Director of Directorate of Alumni Relations. The whole talk was coordinated by Dr. Tina Shivnani & Dr. Mahesh Jampala, Alumni Coordinator, Department of Commerce.

6. Photographs of the event

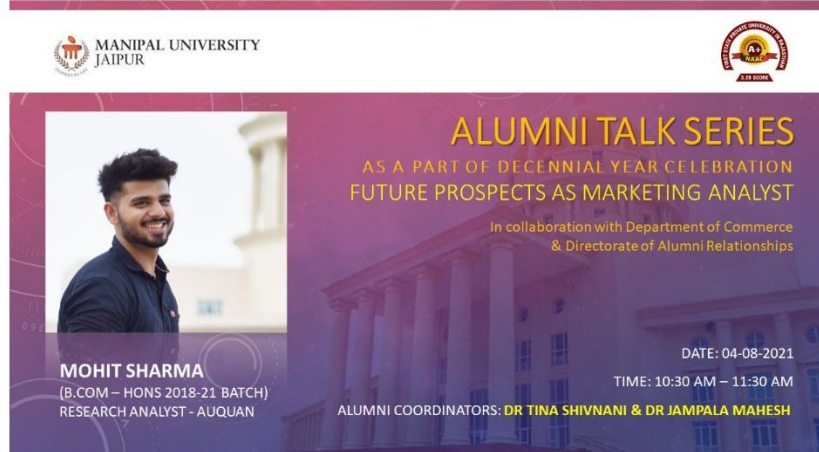


Sharing his experience with B.Com Students



Welcome of Mr. Mohit : HoD Commerce

7. Brochure or creative of the event (insert in the document only)



Brochure of Alumni Talk Series: 4th Aug. 2021

8. Schedule of the event (insert in the report)

The alumni talk series was conducted on 4th Aug. 2021 from 10.30 – 11.30 AM

9. Attendance of the Event :- Total attendee:- 66

Sr. No	Registration Number/Employe e code	Name of Attendee	Name of Dept	E- Mail ID
1	200902003	UMESH KHATRI	Commerce	umesh.200902003@muj.manipal.edu
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59	200903051	RAHUL KISHNANI	Commerce	rahul.200903051@muj.manipal.edu
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64	200903059	ARJUN GOTHWAL	Commerce	arjun.200903059@mu.j.manipal.edu
65	200903060	DIYA SONI	Commerce	diya.200903060@mu.j.manipal.edu
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10. Link of MUJ website stating the event is uploaded on website- NIL

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