



13th December 2022

Expert lecture on “MBA after B. Pharmacy : A Boon to your Career”

- ❖ **Academic Year** : 2022-2023
- ❖ **Title** : MBA after B. Pharmacy: A Boon to your Career
- ❖ **Activity Under** : PLAN-B Club
- ❖ **Organized by** : Training & Placement Cell of YBCP
- ❖ **Type of Event** : Expert lecture
- ❖ **Guest Speakers** : Mr. Abhiram Desai, Councillor &
Marketing officer, IBS
- ❖ **Venue** : Seminar Hall
- ❖ **Date & Time** : 13th December 2022 at 10.30 am to 12.00 pm
- ❖ **Target group** : Third & Final Year B. Pharm students
- ❖ **Coordinator** : Training & Placement Cell coordinators, YBCP
Ms. Namita S. Bhosale,
Ms. Gauravi H. Sonsurkar
- ❖ **Program Advisor** : Dr. V. A. Jagtap

EVENT FLYER:



YASHWANTRAO BHONSALE COLLEGE OF PHARMACY, SAWANTWADI

PLAN-B Club & Training Placement Cell of
YBCP

in Association with
ICFAI Business School, Pune (IBS)

Organizes

Guest Lecture on

MBA after B. Pharmacy: A Boon to your Career

Tuesday, 13th December, 2022

Time : 10.30 am to 12.00 pm

GUEST SPEAKER



Mr. Abhiram Desai
Councillor & marketing officer



DR. VIJAY A. JAGTAP

Convenor, (Principal)
Yashwantrao Bhonsale
College of Pharmacy



DR. ROHAN K. BARSE

Spandan Club Head
Yashwantrao Bhonsale
College of Pharmacy



MS. NAMITA S. BHONSALE

Event Co-ordinator
Yashwantrao Bhonsale
College of Pharmacy



MS. GAURAVI H. SONSURKAR

Event Co-ordinator
Yashwantrao Bhonsale
College of Pharmacy



YASHWANTRAO BHONSALE COLLEGE OF PHARMACY

Vazarwadi, Charathe, Tal. Sawantwadi. 416510. Dist. Sindhudurg. Maharashtra, India

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OBJECTIVE:

Post graduation in management will make the student able to apply best practices to solve managerial issues. Integrate theories and practice to perform strategic analysis. Demonstrate effective written forms of communication and oral business presentations. Implement leadership skills to work effectively within diverse teams. Management fulfills three basic objectives: organizational, social, and personal. Management is important because it helps in achieving group goals. Increases efficiency, creates a dynamic organization, helps achieve personal objectives, and contributes to the development of society. Digital marketing lets you communicate with your customers in real-time. More importantly, it lets them communicate with you. Think about your social media strategy. It's great when your target audience sees your latest post, but it's even better when they comment on it or share it. The main objective of this lecture was to connect the students with recent trends in the management field.

About The Programme:

PLAN B club & Training & Placement Cell of Yashwantrao Bhonsale College of Pharmacy organized A Expert Lecture on “Post-graduation in Management and Glimpse on Digital Marketing” on 30th September 2022 from 11.00 am onwards. For the said program Dr. V. A. Jagtap sir, Principal, Dr. R. K. Barse sir, PG Head YBCP, Guest Speaker Hon. Mr. Alok Dube sir, Branch manager, IBS, Students of Third and Final Year B. Pharm, Faculty members, TPC coordinators Ms. N. S Bhosale and Ms. G. H. Sonsurkar were present.

The program started with welcoming all guests & participants proceeded with lamp lighting. Ms. Namita Bhosale gave a brief introduction of the Guest Speakers & highlighted the objective of TPC behind arranging this guest lecture for students. Later, the Principal, Dr. V. A. Jagtap, presented a welcome address.

Mr. Alok Dube Sir conducted sessions for students to make them understand the importance of post-graduation in management and to prepare students for competitive exams as well. The main aim was to guide students in management studies and digital marketing. Mr. Alok Dube sir presented the various exams and colleges for management study. He shared his experience of his students in management. Mr. Alok Sir had expressed his views in such a manner due to which our students learnt a lot and promised them to imbibe all those tactics. An Expert lecture was a grand success and efforts put in by Training Placement Cell proved to be fruitful under the guidance of Dr. Vijay Jagtap and PLAN B club & successfully organized by TPC coordinators.

PO ATTAINMENT:

- Planning abilities
- Leadership skill
- Communication
- Life long learning

No. of Beneficiaries:

Third Year B. Pharm	115
Final Year B. Pharm	97

GLIMPSE OF EVENT



The inaugural session with lamp lighting & welcoming of guest with bouquet as Token of love



Guest Speaker conducted a lecture with question answer session

Third and Final Year B. Pharm students attended expert lecture & learned about management & marketing and gave positive feedback about expert lecture

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COLLEGE OF PHARMACY, SAWANTWADI**

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Glimpse of Expert Lecture on : MBA after B. Pharmacy: A Boon to your Career"

PLAN B Club & Training Placement Cell of Yashwantrao Bhonsale College of Pharmacy, Sawantwadi in collaboration with IBS, Pune conducted Expert lecture on 13th December 2022.

For the said event Guest Speaker Mr. Abhiram Desai sir, Councillor and Marketing Officer, IBS, focused on scope of MBA after B. Pharmacy, Various sectors, Different entrance exam, fees structure, etc.

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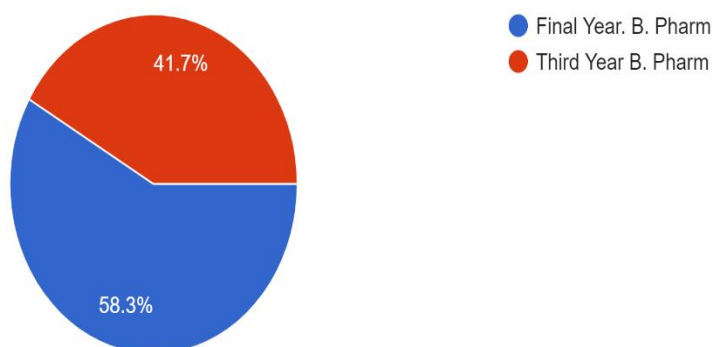
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POST EVENT FEEDBACK FORM GIVEN BY STUDENTS

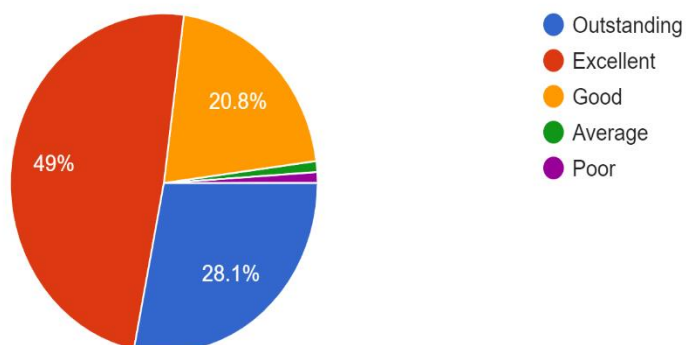
Course Year

96 responses



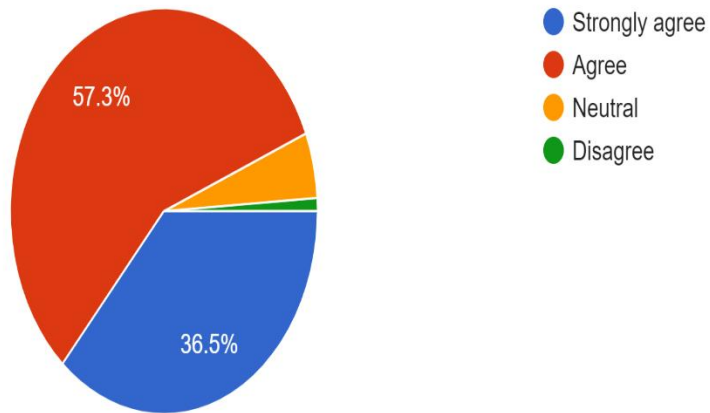
What is your overall assessment of the Guest lecture

96 responses



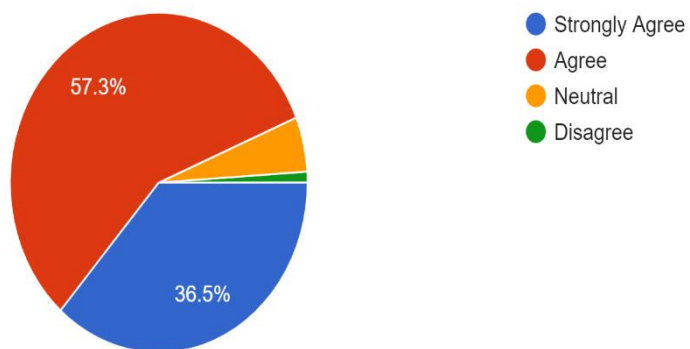
Guest lecture will be useful in future

96 responses



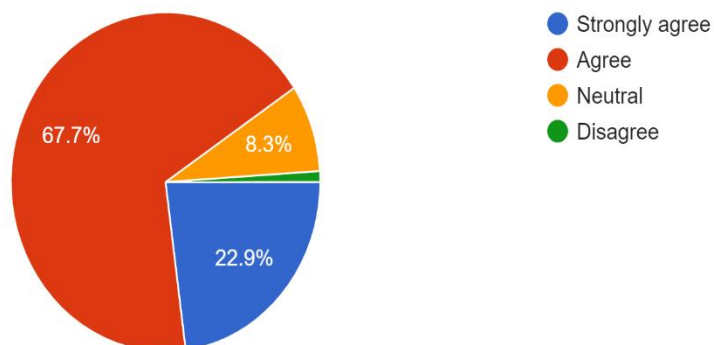
The speaker was knowledgeable about session

96 responses



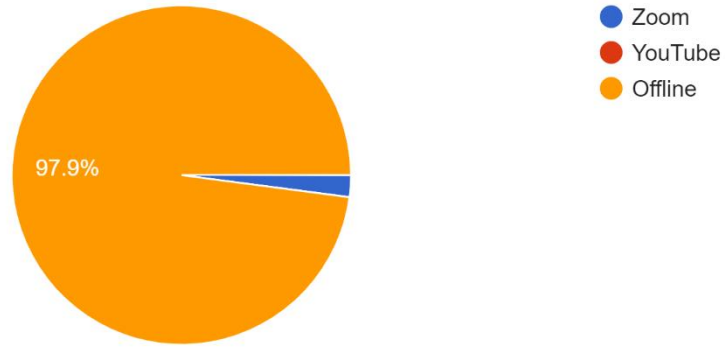
The topic of session was relevant to my course

96 responses



From which platform you had attended this Event?

96 responses



Report prepared by: Ms. Gauravi Sonsurkar.

Ms. N. S. Bhosale; Ms. G. H. Sonsurkar
TPC Coordinators

Dr. R. K. Barse
SPANDAN club Head

Dr. V. A. Jagtap
Principal