



**30<sup>th</sup> September 2022**

**Expert lecture on “Post-Graduation in Management and Glimpse on Digital Marketing”**

- ❖ **Academic Year** : 2022-2023
- ❖ **Title** : Post-graduation in Management and Glimpse on Digital Marketing
- ❖ **Activity Under** : PLAN-B Club
- ❖ **Organized by** : Training & Placement Cell of YBCP
- ❖ **Type of Event** : Expert lecture
- ❖ **Guest Speakers** : Mr. Alok Dube, Branch manager, IBS
- ❖ **Venue** : Seminar Hall
- ❖ **Date & Time** : 30<sup>th</sup> September 2022 at 11.00 am to 12.30 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  
Expert Talk On

**POST GRADUATION IN MANAGEMENT &  
GLIMPSE ON DIGITAL MARKETING**

On

Friday, 30<sup>th</sup> September, 2022

Time : 11.00 AM.

## GUEST SPEAKER



**Mr. Alok Dube**

Branch Manager of  
IBS, Pune



**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 BHONSALE**

Event Co-ordinator  
Yashwantrao Bhonsale  
College of Pharmacy



**MS. GAURAVI H. SONSURKAR**

Event Co-ordinator  
Yashwantrao Bhonsale  
College of Pharmacy

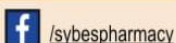


## YASHWANTRAO BHONSALE COLLEGE OF PHARMACY

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

Phone: (02363) 272233/ 272299, Email: ybpharmacy@gmail.com

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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 30<sup>th</sup> 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	95
Final Year B. Pharm	88

## 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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Glimpse of Expert Lecture on : Post graduation in Management and Glimpse on Digital Marketing"

PLAN B Club & Training Placement Cell of Yashwantrao Bhonsale College of Pharmacy, Sawantwadi in collaboration with IBS, Pune conducted Expert lecture on 30th September 2022.



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