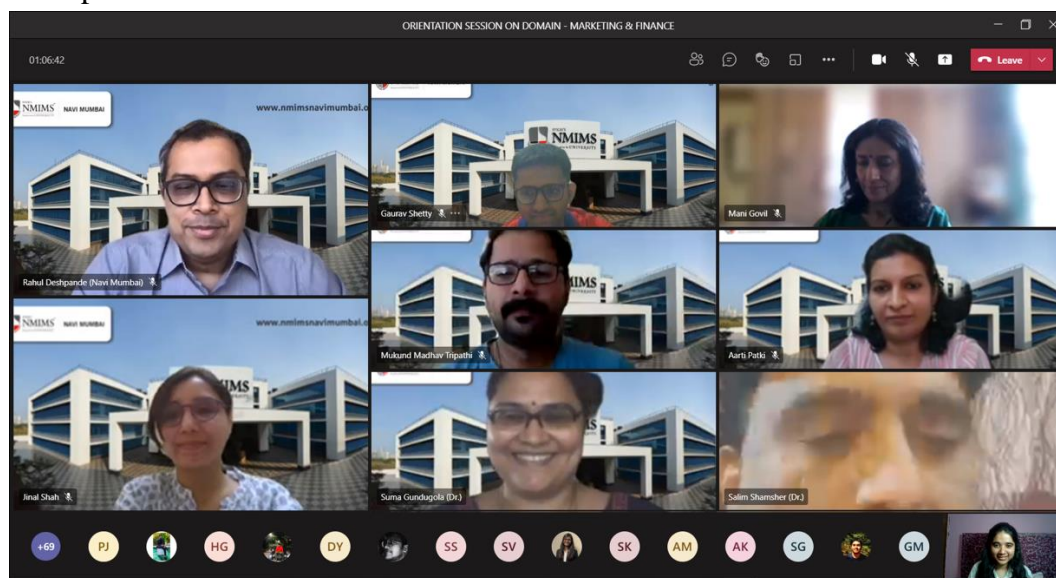


SVKM'S NMIMS Navi Mumbai
School of Commerce
Academic Year: 2020-21

Theme : Choosing the Right Domain - Marketing and Finance
Date : May 5th, 2021
Time : 3:00 pm to 5:30 pm
Venue : Microsoft Teams

At the eve of choosing the right elective for the second year BBA students, a session was organized to throw light on the various aspects of each specialization - Marketing and Finance in order to help them choose the right domain for themselves. The session was ideated by Dr. Salim Samsher the Associate Dean, School of Commerce, Navi Mumbai Campus and organized by Professor Jinal Shah. The President of the Student Council, Ms Sunjana Srivastava, introduced the speakers and the topic of the webinar.



Thereafter, Dr. Salim set the meeting in motion by highlighting the significance of this decision and facets like passion for the subject, appropriate skill set and interest in the field that need to be heeded to in order make it soundly. Thereafter each faculty spoke about the relevance and significance of the choice of electives.

Professor Mukund Tripathi elucidated on the predominance of quantitative knowledge in both the fields, marketing and finance. Professor Mani Govil highlighted the relevance of economic

models, concepts and analysis in the aforementioned industries respectively. Dr. Gaurav Mathur expounded on the indispensability of eloquent communication skills as a prerequisite asset in all fields of Specialization. Dr. Suma Gundugola conveyed the pertinence of Organisational Behaviour and Human Resource Management.

Subsequently, the faculty for marketing - Professor Rahul Deshpande and Professor Jinal Shah spoke about Marketing specialization. They spoke about various avenues in this field include Digital, Retail and Rural marketing, Consumer Behaviour, Services Marketing, Customer Experience Management, Branding and Marketing Analytics. If one is good at quantitative analysis and statistics, the field of Market Research is a good fit.

Students also learnt that Marketing is all about creating value and growth. The requisite skills in order to pursue this field were listed as understanding and empathizing with customers, cognizance of Consumer Behaviour trends and its evolving nature. Resilience and persistence for this domain is paramount. Ability to accept failure and rejection should be viewed as redirection. The objective remains to improve the lives of the people for the better.

The students were advised to utilise the summer break to acquire certifications in fields like Digital Marketing. The importance of management, data and technology skills was further highlighted.

Professor Aarti Patki and Professor Gaurav Shetty elucidated on the opportunities in the field of finance. BBA students were oriented about chartered accountancy (CA) and how it could be pursued alongside BBA course while choosing finance as their elective.

Students were acquainted about various fields like Auditing, Insurance, M&A, Investment Banking, Treasury Analysis, Portfolio Fund management, Risk Management, Hedge Fund Analysis, Derivatives Strategy and Consultation, and Advisory.

Skills and habits of analysis, quantitative aptitude, effective problem solving and decision making whilst being detail oriented, focused, hardworking and disciplined are crucial. For investment banking interpersonal, data analysis and market study a requisite ability. It is important to thoroughly understand the working of the business in order to handle and manage the money.

Students were encouraged to acquire the National Institute of Securities Market (NISM)

Certification and NSE Certificate for Financial Markets (NCFM).

Further, questions of the student audience regarding the respective fields were taken in order to guide and assist them in making a decision.

The Vote of Thanks was delivered by the President, Ms. Sunjana Srivastava thanking the Associate Dean and the Core Faculty of the School of Commerce for this noteworthy initiative and their esteemed presence in the webinar.

90 students attended the Orientation session and following are a few feedbacks given by them: -

“It was an insightful session that helped me learn more about Marketing and Finance as a domain. This session clears out many misconceptions about both parts in particular. Kudos to our faculty for such a great session.”

“I had doubts as to what to do in career in life in general what might be the right decision for me, this session definitely helped for at-least making the decision towards choosing a specialization.”

“Understood the point of view of all the professors which surely helped me to get clarity regarding both the domains.”

The School of Commerce faculty’s sincere effort in lending a hand to help their students in choosing their Specialization was truly valued by all the students seeking their expertise and experience.

Report Prepared by: Geetika Chopra, Vice President and Manaswini Gupta, Chief Secretary, Student Council, School of Commerce

Report Edited by: Prof. Jinal Shah, Assistant Professor, Marketing, School of Commerce