

**Event:** Universal Business Values and Ethics  
**Organized by:** Department of BBA, Institute of Engineering and Management (IEM) Kolkata

**Date:** 8th July 2024

**Time:** 9:30 AM - 10:20 AM

**Guest Speaker:** Mr. Subrata Basak, Ex-Principal, IEM Ashram Campus

The session began at 9:30 AM with a welcome address by a representative from the Department of BBA, IEM Kolkata. The background and accomplishments of the guest speaker, Mr. Subrata Basak, were highlighted.

### **Session on Universal Business Values and Ethics:**

Mr. Subrata Basak commenced his presentation at 9:35 AM.

He discussed the importance of business values and ethics in the corporate world.

The session covered key topics such as integrity, transparency, accountability, and corporate social responsibility.

Mr. Basak emphasized the significance of ethical decision-making and its impact on long-term business success.

He shared real-life examples and case studies to illustrate the application of ethical principles in business scenarios.

### **Interactive Q&A Session:**

The session concluded with an interactive Q&A segment from 10:10 AM to 10:20 AM.

Students had the opportunity to ask Mr. Basak questions about business ethics, challenges in maintaining ethical standards, and best practices.

Mr. Basak provided thoughtful answers and practical advice, encouraging students to uphold ethical values in their future careers.

### **Outcomes:**

Students gained a deeper understanding of the importance of universal business values and ethics.

The session equipped students with knowledge on how to integrate ethical principles into business practices.

Mr. Basak's engaging presentation and real-life examples inspired students to prioritize ethics in their professional lives.



**Event:** Alumni Interaction  
**Organized by:** Department of BBA, Institute of Engineering and Management (IEM) Kolkata  
**Date:** 8th July 2024  
**Time:** 1:40 PM - 3:20 PM  
**Sections:** A, B, C  
**Guest Speaker:** Ms. Puja Sen

The session began at 1:40 PM with an introductory speech by a representative from the Department of BBA, IEM Kolkata. The background and professional journey of the guest speaker, Ms. Puja Sen, an esteemed alumna, were highlighted.

### Alumni Interaction and Ethics:

Ms. Puja Sen commenced her presentation at 1:45 PM.

She shared her experiences and journey after graduating from IEM Kolkata, providing insights into her career path and achievements.

The session focused on the importance of ethics in the professional world, drawing from her own experiences and challenges faced in maintaining ethical standards.

Ms. Sen discussed the role of ethics in building a successful and sustainable career, emphasizing values such as integrity, honesty, and accountability.

She highlighted the impact of ethical behavior on personal and professional reputation and the importance of making ethical decisions in various business scenarios.

### Interactive Q&A Session:

The session concluded with an interactive Q&A segment from 3:00 PM to 3:20 PM.

Students from sections A, B, and C had the opportunity to ask Ms. Sen questions about her career, the role of ethics in her professional journey, and advice for upholding ethical standards.

Ms. Sen provided detailed answers and practical tips, inspiring students to integrate ethical values into their future careers.

### Outcomes:

Students gained valuable insights from an alumna's perspective on the significance of ethics in the professional world.

The session reinforced the importance of maintaining ethical standards and provided practical examples of how to navigate ethical dilemmas.

Ms. Sen's experiences and advice motivated students to prioritize ethics and integrity in their personal and professional lives.



**Event:** Alumni Interaction

**Organized by:** Department of BBA, Institute of Engineering and Management (IEM) Kolkata

**Date:** 9th July 2024

**Time:** 3:20 PM - 4:10 PM

**Sections:** A, B, C

**Guest Speaker:** Ms. Kiran Mazumder, Film and OTT Actress

The session began at 3:20 PM with an introductory speech by a representative from the Department of BBA, IEM Kolkata. The background and career achievements of the guest speaker, Ms. Kiran Mazumder, an esteemed alumna, were highlighted.

### Alumni Interaction:

Ms. Kiran Mazumder commenced her presentation at 3:25 PM.

She shared her journey from studying at IEM Kolkata to becoming a successful actress in film and OTT platforms.

The session focused on her experiences in the entertainment industry, including the challenges and opportunities she encountered.

Ms. Mazumder discussed the importance of perseverance, passion, and continuous learning in achieving success in the competitive field of acting.

She provided insights into the workings of the film and OTT industry, including the significance of networking, auditions, and maintaining a strong personal brand.

### Interactive Q&A Session:

The session concluded with an interactive Q&A segment from 3:50 PM to 4:10 PM.

Students from sections A, B, and C had the opportunity to ask Ms. Mazumder questions about her career, the entertainment industry, and advice for aspiring actors.

Ms. Mazumder provided detailed answers, practical tips, and motivational insights, encouraging students to pursue their passions with dedication.

### Outcomes:

Students gained valuable insights from an alumna's perspective on building a successful career in the entertainment industry.

The session provided practical advice and inspiration for students interested in pursuing careers in acting or other creative fields.

Ms. Mazumder's experiences and motivational insights encouraged students to follow their dreams and work hard to achieve their goals.



**Event:** Alumni Interaction

**Organized by:** Department of BBA, Institute of Engineering and Management (IEM) Kolkata

**Date:** 9th July 2024

**Time:** 2:30 PM - 3:20 PM

**Sections:** A, B, C

**Guest Speaker:** Ms. Ishika Ganguly, Omni Sport Leader Coach (Fitness) and CRM/Digital Referent at Decathlon

The session began at 2:30 PM with a welcome address by a representative from the Department of BBA, IEM Kolkata. The background and professional achievements of the guest speaker, Ms. Ishika Ganguly, an esteemed alumna, were highlighted

Ms. Ishika Ganguly commenced her presentation at 2:35 PM.

She shared her journey from studying at IEM Kolkata to becoming an Omni Sport Leader Coach (Fitness) and CRM/Digital Referent at Decathlon.

The session focused on her experiences in the fitness and retail industry, including the challenges and opportunities she encountered.

Ms. Ganguly discussed the importance of physical fitness, customer relationship management, and digital marketing in her role at Decathlon.

She provided insights into balancing a career in fitness coaching with digital and CRM

responsibilities, emphasizing the significance of continuous learning and adaptability.

### **Interactive Q&A Session:**

The session concluded with an interactive Q&A segment from 3:00 PM to 3:20 PM.

Students from sections A, B, and C had the opportunity to ask Ms. Ganguly questions about her career, the fitness and retail industry, and advice for aspiring professionals.

Ms. Ganguly provided detailed answers, practical tips, and motivational insights, encouraging students to pursue their passions with dedication.

### **Outcomes:**

Students gained valuable insights from an alumna's perspective on building a successful career in fitness coaching and digital marketing.

The session provided practical advice and inspiration for students interested in pursuing careers in the fitness industry or retail management.

Ms. Ganguly's experiences and motivational insights encouraged students to follow their dreams and work hard to achieve their goals.



## Session on Brand Management in the Digital Age:

Ms. Saheli Aich commenced her presentation at 2:35 PM.

She provided an overview of brand management and its evolution in the digital age.

The session covered key topics such as digital branding strategies, the role of social media in brand building, and the importance of online reputation management.

Ms. Aich discussed the impact of digital technologies on traditional branding methods and how companies can leverage digital platforms for effective brand management.

She shared insights from her experience at SB Infowaves Pvt. Ltd., emphasizing the importance of consistency, customer engagement, and data-driven strategies in digital branding.

### Interactive Q&A Session:

The session concluded with an interactive Q&A segment from 3:50 PM to 4:10 PM.

Students from sections A, B, and C had the opportunity to ask Ms. Aich questions about brand management, digital marketing strategies, and career advice in the field of HR and brand management.

Ms. Aich provided detailed answers and practical tips, enriching the students'



**Event:** Brand Management in the Digital Age

**Organized by:** Department of BBA, Institute of Engineering and Management (IEM)

Kolkata

**Date:** 10th July 2024

**Time:** 2:30 PM - 4:10 PM

**Sections:** A, B, C

**Guest Speaker:** Ms. Saheli Aich

**Designation:** HR Manager

**Company:** SB Infowaves Pvt. Ltd.

The session began at 2:30 PM with a welcome address by a representative from the Department of BBA, IEM Kolkata. The background and professional achievements of the guest speaker, Ms. Saheli Aich, were highlighted.

understanding of brand management in the digital era.

**Outcomes:**

Students gained a comprehensive understanding of brand management and its significance in the digital age.

The session equipped students with knowledge on how to develop and implement effective digital branding strategies.

Ms. Aich's practical insights and engaging presentation style inspired students to explore careers in brand management and digital marketing.



**Event:** Interactive Session

**Organized by:** Department of BBA, Institute of Engineering and Management (IEM) Kolkata

**Date:** 10th July and 11th July 2024

**Time:** 2:30 PM - 4:10 PM

**Sections:** A, B, C

**Guest Speaker:** Dr. Siddhartha Shankar Roy (Sidhu)

**Guest Speaker Background:**

Siddhartha Shankar Roy, widely known as Sidhu, is an Indian singer, lyricist, composer, and playback singer from Kolkata, West Bengal. He is a pioneer of the Bangla Rock genre and the frontman of the band Cactus, which he formed after leaving his dream profession of being a doctor. Sidhu has also acted, presented quiz shows, and hosted musical game shows. His band Cactus has introduced a new genre in Bengali music with popular songs like "Holud Paakhi." Sidhu has composed, written lyrics, and sung for his band and has also ventured into Tollywood

(Bengali cinema). The band has won the Mirchi Music Awards Bangla multiple times.

### **Day 1: 10th July 2024**

#### **Introduction:**

The session began at 2:30 PM with a welcome address by a representative from the Department of BBA, IEM Kolkata. The background and achievements of the guest speaker, Dr. Siddhartha Shankar Roy (Sidhu), were highlighted.

#### **Interactive Session:**

Sidhu commenced his presentation at 2:35 PM.

He shared his journey from aspiring to be a doctor to becoming a celebrated figure in the Bangla Rock music scene.

The session covered his experiences in forming the band Cactus and the challenges and triumphs in the music industry.

Sidhu discussed the evolution of Bangla Rock and the significance of innovation and creativity in music.

He shared insights into his multifaceted career, including acting, presenting quiz shows, and composing for films.

#### **Q&A Session:**

The session concluded with an interactive Q&A segment from 3:50 PM to 4:10 PM.

Students had the opportunity to ask Sidhu questions about his career, music, and experiences in the entertainment industry.

Sidhu provided detailed answers and practical advice, inspiring students to pursue their passions.

### **Day 2: 11th July 2024**

#### **Introduction:**

The second day's session began at 2:30 PM with a recap and continuation of Sidhu's experiences and achievements.

#### **Interactive Session Continued:**

Sidhu continued his presentation at 2:35 PM, delving deeper into his creative process and the making of popular songs like "Holud Paakhi."

He discussed the role of music in cultural expression and the impact of Bangla Rock on Bengali music.

Sidhu shared behind-the-scenes stories of composing for Tollywood and his experiences in the film industry.

#### **Q&A Session:**

The second day also concluded with an interactive Q&A segment from 3:50 PM to 4:10 PM.

Students had another opportunity to engage with Sidhu, asking more in-depth questions

about his creative journey and advice for aspiring musicians and artists.

