

## Orientation Day Program Discussion

**Topic:** Interaction with Head of the Department

**Speaker:** Prof. Dr. Rabin Mazumder

**Time:** 9:30 AM

**Location:** BBA Auditorium

### Discussion:

The orientation day program began at 9:30 AM in the BBA Auditorium, where students gathered to meet and interact with the Head of the Department, Prof. Dr. Rabin Mazumder. Dr. Mazumder started the session by welcoming the new batch of students and introducing them to the department's vision, mission, and values.

He highlighted the importance of the BBA program in shaping future business leaders and elaborated on the various opportunities available to students. Dr. Mazumder discussed the curriculum, emphasizing the balance between theoretical knowledge and practical application. He also spoke about the importance of participating in extracurricular activities and internships to enhance learning experiences.

During the interactive session, students had the opportunity to ask questions and share their expectations. Dr. Mazumder

addressed their queries with insights into academic support, research opportunities, and career prospects. He encouraged students to make the most of their time at the university and to seek guidance from faculty members whenever needed.

The session concluded with Dr. Mazumder expressing his confidence in the students' potential and his commitment to supporting their academic journey. The interaction left the students feeling motivated and eager to embark on their educational adventure.



## Orientation Day Program Discussion

**Topic:** Interaction with Dean

**Speaker:** Prof. Dr. Sundeep Singh Sondhi  
(Dean)

**Time:** 3.20-4.10 PM

**Location:** BBA Auditorium

### Discussion:

The Department of BBA at the Institute of Engineering and Management (IEM), Kolkata, proudly hosted its Orientation Day on 1st July 2024. The event marked the beginning of a new academic journey for the incoming batch of BBA students, filled with excitement and anticipation.

The highlight of the program was an inspiring keynote address by the esteemed Dean, Dr. Sundeep Singh Sondhi. Dr. Sondhi welcomed the new students and their families, emphasizing the importance of this new phase in their academic careers. He shared valuable insights on the evolving landscape of business education and the myriad opportunities that lie ahead for the students.

Dr. Sondhi encouraged the students to embrace the challenges and opportunities that come with a BBA degree, highlighting the importance of critical thinking, innovation, and leadership skills in today's dynamic business world. He also emphasized the commitment of the faculty and the institution to provide a supportive and enriching learning environment.

The Orientation Day program included an introduction to the curriculum, faculty members, and various student support

services available at IEM Kolkata. Students were given a comprehensive overview of the academic resources, extracurricular activities, and professional development opportunities designed to enhance their learning experience.

The event concluded with an interactive Q&A session, where students and their parents had the opportunity to engage directly with Dr. Sondhi and other faculty members, addressing their queries and concerns.

Overall, the Orientation Day program set a positive tone for the upcoming academic year, leaving the students motivated and eager to embark on their educational journey at IEM Kolkata.





**Topic:** Interaction with Ratri Ghatak

**Speaker:** Ratri Ghatak

**Date:** 2<sup>nd</sup> July & 4<sup>th</sup> July, 2024

**Time:** 2.30-3.20 PM

**Location:** Section A,B,C

**Discussion:**

On 2nd July 2024, the Department of Bachelor of Business Administration (BBA) at IEM Kolkata hosted a program featuring esteemed guest speaker Ratri Ghatak, a renowned actress celebrated for her roles in both television and cinema. The event commenced at 2:30 pm and provided students with an insightful session on the intersection of media and business, highlighting Ms. Ghatak's experiences and expertise in the industry. Her presence enriched the learning experience, offering valuable perspectives on creativity, entrepreneurship, and the entertainment sector to the eager audience of budding business professionals.



**Topic:** Alumni Interaction with Aritra Hazra

**Speaker:** Aritra Hazra

**Date:** 2<sup>nd</sup> July & 4<sup>th</sup> July, 2024

**Time:** 2.30-3.20 PM

**Location:** Section A,B,C

**Discussion:**

The Department of Bachelor of Business Administration (BBA) at IEM Kolkata organized an alumni meet on 2nd July 2024, from 2:30 to 3:20 pm, bringing together graduates from the batch of 2019-2022. The event featured Aritra Hazra as

the esteemed guest speaker, an alumnus who had previously worked as an associate at Amazon and is now set to pursue an MBA in HRM at IISWBM (Calcutta University) starting this academic year. Mr. Hazra shared valuable insights into his professional journey and experiences at Amazon, offering current students and fellow alumni valuable perspectives on career development and educational pursuits. The alumni meet proved to be an enriching occasion for networking and learning from the successes of former students in the business field.



**Event:** Orientation Week Program

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

**Date:** 2nd July 2024

**Time:** 10:20 AM - 11:10 AM

**Guest Speaker:** Prof. Debika Bhattacharya,  
Head of Central Examination Cell (COE)

**Objective:**

The Orientation Week Program aimed to welcome the new batch of BBA students to IEM Kolkata, provide them with essential information about the department, and inspire them through an insightful session by a distinguished guest speaker.

**Program Details:**

**Introduction:**

The event commenced at 10:20 AM with a warm welcome address by the Head of the Department of BBA, IEM Kolkata. The faculty members and staff were introduced, and the students were briefed about the objectives of the orientation week.

**Keynote Address by Prof. Debika Bhattacharya:**

Prof. Debika Bhattacharya, Head of Central Examination Cell, graced the occasion as the guest speaker. Her session began at 10:30 AM and concluded at 11:10 AM.

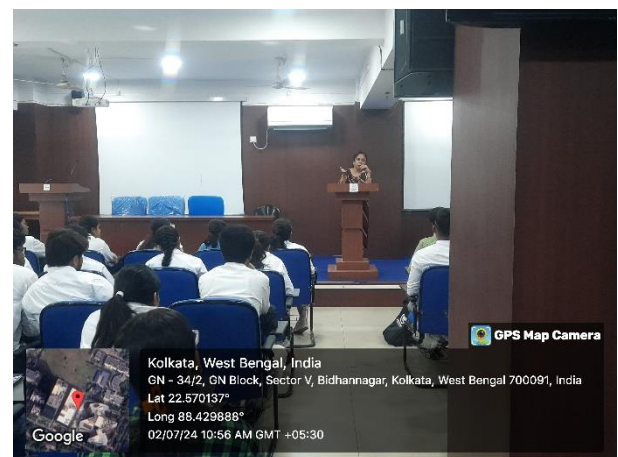
Prof. Bhattacharya provided valuable insights into the academic structure, examination procedures, and the importance of maintaining academic integrity.

She emphasized the significance of setting personal and academic goals and encouraged students to make the most of the resources and opportunities provided by IEM Kolkata.

Her address was followed by a brief interactive session where students could ask questions and seek advice.

**Outcomes:**

The session was highly informative and motivational for the new students, giving them a clearer understanding of the academic environment and expectations at IEM Kolkata. Students felt more connected to the institution and were encouraged to engage actively in their academic journey.



**Event:** Introduction to HR and Activity-Based Management Exercises

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

**Date:** 3rd July 2024

**Time:** 1:40 PM - 2:30 PM

**Guest Speaker:** Prof. Dr. Saikat Chakrabarty

**Introduction:**

The session started at 1:40 PM with an introductory speech by a representative of the Department of BBA, IEM Kolkata. The purpose of the session and the background of the guest speaker, Prof. Dr. Saikat Chakrabarty, were highlighted.

**Session on Introduction to HR:**

Prof. Dr. Saikat Chakrabarty began his presentation with an overview of Human Resources (HR) at 1:45 PM.

He discussed the role of HR in organizations, including recruitment, training, performance management, and employee relations.

Key HR concepts such as talent management, employee engagement, and organizational culture were explained.

**Activity-Based Management Exercises:**

The second part of the session focused on Activity-Based Management (ABM) exercises.

Dr. Chakrabarty introduced the concept of ABM and its significance in improving organizational efficiency.

He conducted interactive exercises to help students understand how to apply ABM techniques in real-world scenarios.

Students participated in group activities and discussions to reinforce their learning.

**Q&A Session:**

The session concluded with a Q&A segment from 2:20 PM to 2:30 PM.

Students asked questions about HR practices and ABM, and Dr. Chakrabarty provided detailed answers and practical insights.

**Outcomes:**

The session provided students with a comprehensive understanding of HR functions and the application of ABM in businesses.

The interactive exercises enhanced students' analytical and problem-solving skills related to management practices.

Students gained practical knowledge and were motivated to delve deeper into HR and management studies.

**Event:** Introduction to HR and Activity-Based Management Exercises

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

**Date:** 4th July 2024

**Time:** 12:00 PM - 12:50 PM

**Guest Speaker:** Prof. Dr. Saikat Chakrabarty

**Introduction:**

The session commenced at 12:00 PM with an introductory speech by a representative of the Department of BBA, IEM Kolkata. The purpose of the session and the background of the guest speaker, Prof. Dr. Saikat Chakrabarty, were highlighted.

**Session on Introduction to HR:**

Prof. Dr. Saikat Chakrabarty began his presentation with an overview of Human Resources (HR) at 12:05 PM.

He discussed the role of HR in organizations, including recruitment, training, performance management, and employee relations.

Key HR concepts such as talent management, employee engagement, and organizational culture were explained.

### **Activity-Based Management Exercises:**

The second part of the session focused on Activity-Based Management (ABM) exercises.

Dr. Chakrabarty introduced the concept of ABM and its significance in improving organizational efficiency.

He conducted interactive exercises to help students understand how to apply ABM techniques in real-world scenarios.

Students participated in group activities and discussions to reinforce their learning.

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

The session concluded with a Q&A segment from 12:40 PM to 12:50 PM.

Students asked questions about HR practices and ABM, and Dr. Chakrabarty provided detailed answers and practical insights.

### **Outcomes:**

The session provided students with a comprehensive understanding of HR functions and the application of ABM in businesses.

The interactive exercises enhanced students' analytical and problem-solving skills related to management practices.

Students gained practical knowledge and were motivated to delve deeper into HR and management studies.



**Event:** Soft Skills Session

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

**Date:** 5th July 2024

**Time:** 11:10 AM - 12:50 PM

**Guest Speaker:** Mr. Indrajit Lahiri

- **Digital Creator**
- **Actor**

- **Food Blogger as #mohamushkil**
- **YouTuber as @foodkaseries**
- **Published Author**
- **Josh Talks Speaker**
- **LitFest Panelist**
- **Podcaster at @EbongIndrajit**

### **Introduction:**

The session began at 11:10 AM with a welcome address by a representative from the Department of BBA, IEM Kolkata. The background and accomplishments of the guest speaker, Mr. Indrajit Lahiri, were highlighted.

### **Session on Soft Skills:**

Mr. Indrajit Lahiri commenced his presentation at 11:15 AM.

He covered various aspects of soft skills, including communication, teamwork, problem-solving, adaptability, and emotional intelligence.

Mr. Lahiri shared personal anecdotes and experiences from his diverse career as a digital creator, actor, food blogger, and more, to illustrate the importance of soft skills in different fields.

The session included interactive activities to engage students and help them practice their soft skills in real-time.

- **Interactive Q&A Session:**

The session concluded with an interactive Q&A segment from 12:30 PM to 12:50 PM.

Students had the opportunity to ask Mr. Lahiri questions about his career, experiences, and advice on developing soft skills.

Mr. Lahiri provided insightful answers and practical tips for improving soft skills.

### **Outcomes:**

Students gained a deeper understanding of the importance of soft skills in personal and professional development.

The interactive nature of the session allowed students to actively participate and practice their soft skills.

Mr. Lahiri's diverse experiences and engaging presentation style inspired students to pursue continuous improvement in their soft skills.



**Event:** Financial Market Trends

**Organized by:** Department of BBA, Institute



of Engineering and Management (IEM)  
Kolkata

**Date:** 5th July 2024

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

**Guest Speaker:** Mr. Soumya Banerjee,  
Associate General Manager, HCL  
Technologies Limited

### **Introduction:**

The session started at 2:30 PM with an introductory speech by a representative from the Department of BBA, IEM Kolkata. The background and professional achievements of the guest speaker, Mr. Soumya Banerjee, were highlighted.

### **Session on Financial Market Trends:**

Mr. Soumya Banerjee began his presentation at 2:35 PM.

He provided an overview of the current trends in financial markets, including stock markets, bond markets, and commodities.

The discussion included an analysis of recent market movements, factors influencing these trends, and the impact of global economic events.

Mr. Banerjee explained the significance of financial market trends for businesses and investors, and how to interpret these trends for making informed decisions.

He shared insights from his experience at HCL Technologies Limited, emphasizing the role of financial markets in corporate strategy and decision-making.

### **Interactive 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 Mr. Banerjee questions about financial markets, investment strategies, and career advice in the finance sector.

Mr. Banerjee provided detailed answers and practical tips, enriching the students' understanding of financial market dynamics.

### **Outcomes:**

Students gained a comprehensive understanding of current financial market trends and their implications.

The session equipped students with knowledge on how to analyze and interpret market trends for making informed financial decisions.

Mr. Banerjee's practical insights and engaging presentation style inspired students to explore careers in finance and stay updated with market developments.

