

**Centre for Management Studies  
Madan Mohan Malaviya University of Technology, Gorakhpur**

**Workshops/ Seminar Conducted by CMS**

***Session 2018-19***

**Workshop on ‘Academic Industry Interface for Managerial Skills Development**

Centre for Management Studies, MMMUT organized a two-day workshop on ‘Academic-Industry Interface for Managerial Skills Development’ during January 17-18, 2019. Resource Persons of the workshop included Mr P N Singh, CEO, Rajputra Automotive Industries, Lucknow; Mr Ved Srinivas, Consultant, Prognosys Marcom Ltd., Gurgaon, and Mr Daniel Arthur. The workshop focused on opportunities lies in industry for MBA students as well as challenges they face. The workshop had 100 participants including both faculty and students of CMS.



Online link: [http://www.mmmut.ac.in/News\\_content/31110newsletter\\_07232019.pdf](http://www.mmmut.ac.in/News_content/31110newsletter_07232019.pdf)

**Workshop on 'Business Analytics'**

Centre for Management Studies, MMMUT, in association with IIM Kozhikode’s ‘ECHOES-18’ and Makeintern.com, organized a five day workshop on ‘Business Analytics’ conducted by Mr Amit Chikara during October 11-15, 2018. The workshop focused on business intelligence and analytics and emphasized the crucial role played by business analytics in business decisions and corporate performance. The workshop was attended by 120 participants including faculty and students.

Online link: [http://www.mmmut.ac.in/News\\_content/25455newsletter\\_01092019.pdf](http://www.mmmut.ac.in/News_content/25455newsletter_01092019.pdf)

**Workshop on 'Data Analysis and Marketing Decisions for Business'**

Centre for Management Studies, MMMUT organized a two days workshop on ‘Data Analysis and Marketing Decisions from Business’ during October 5-6, 2018. The workshop focused on marketers for companies of all sizes who rely on marketing data analysis for drive decision making, forecast outcomes, evaluate the effectiveness, of marketing campaigns, identify market opportunities and potential new audiences. 116 participants including CMS faculty and students participated in the workshop.

Online link: [http://www.mmmut.ac.in/News\\_content/25455newsletter\\_01092019.pdf](http://www.mmmut.ac.in/News_content/25455newsletter_01092019.pdf)

***Session 2017-18***

**Workshop on ‘Data Analysis in Market Research’**

Centre for Management Studies, MMMUT organized a two-days workshop on ‘Data Analysis in Market Research’ during September 21-22, 2017. Resource Persons of the workshop included Prof Sanjay Medhavi and Mr Ambrish Singh from Department of Business Administration, University of Lucknow and Prof Tanuj Nandan, School of Management Sciences, MNNIT, Allahabad. The workshop witnessed participation of 115 students and faculty members.



Online Link: [http://www.mmmut.ac.in/News\\_content/13524newsletter\\_03202018.pdf](http://www.mmmut.ac.in/News_content/13524newsletter_03202018.pdf)

### **Workshop on ‘Recent Marketing and Strategic Issues in Solar LED Lights Business’**



Centre for Management Studies, MMMUT organized a two days’ workshop on ‘Recent Marketing and Strategic Issues in Solar LED Lights Business’ during November 9-10, 2017. The workshop was conducted by Mr Ved Srinivas, Research Consultant, Prognosys Marcom Ltd., Mumbai and Mr P N Singh, MD, Rajputra Automotives Pvt. Ltd, Lucknow. 112 students and faculty of CMS participated in the workshop.

Online Link: [http://www.mmmut.ac.in/News\\_content/13524newsletter\\_03202018.pdf](http://www.mmmut.ac.in/News_content/13524newsletter_03202018.pdf)

### **Session 2016-17**

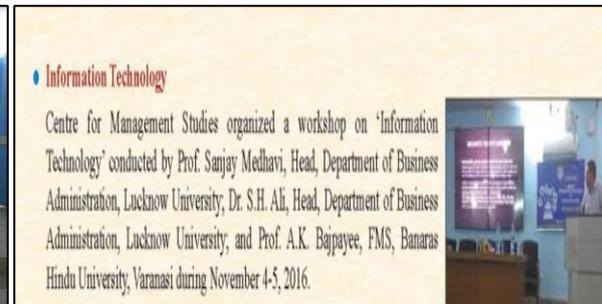
### **Workshop on ‘Effective Marketing & Managerial Skills’**

Centre for Management Studies, MMMUT organized a two-day workshop on ‘Effective Marketing and Managerial Skills’ conducted by Prof Nagendra Yadav, Head, Department of Management, and Dr Abhishek Srivastava, both from Dr Shakuntala Mishra National Rehabilitation University, Lucknow on September 24-25, 2016. During the workshop, Prof Yadav introduced and discussed about the major marketing and managerial skills with the students and gave real life examples for different skills and experiences. The workshop was attended by 110 participants including MBA students and CMS faculty.



### **Workshop on ‘Role of Information Technology in Business Strategies’**

Centre for Management Studies, MMMUT organized a two day workshop on ‘Role of Information Technology in Business Strategies’ conducted by Prof Sanjay Medhavi and Dr. S.H. Ali, both from Department of Business Administration, University of Lucknow; and Prof. A.K. Bajpayee, FMS BHU, during November 4-5, 2016. The workshop was attended by 105 participants including CMS faculty and students.



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