



Seshadripuram Institute of Management Studies

Approved by AICTE, New Delhi,

Affiliated to Bengaluru Central University,

Recognized by Government of Karnataka.

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SPECIAL LECTURE TITLED MAP YOUR MBA

Students today are facing a challenge with the pandemic wreaking havoc in everyone's lives. Due to this students today are in a dilemma on What Next. To help the students get a better clarity on this, Seshadripuram Institute of Management Studies organized a special lecture on 14th August 2020 which was piloted by Prof. Linda Ann John, Coach, Trainer and an Educator.

Prof. Linda began her session by explaining what the students today have been going through with the pandemic and why is it important for the student to adapt and become dynamic at this occasion. She divided her session into three parts, The Where? The What and The How?. She spoke about the various specializations that the students can pursue when they enter their II Year such as Finance, Human Resources, Marketing, Business Analytics, Productions and Operations and Entrepreneurships and also the various job opportunities available under these specializations. She also explained to the students the industries that are booming at this point of time and the job opportunities available in these industries. She finally enlightened the students about the personal skills and the technical skills that the students are expected to be proficient at when applying for any job. She also threw light on the current trends that are happening in the market because of the pandemic. She answered a lot of questions posed by the students on various issues in a detailed manner

Overall, the webinar was received well by all the participants who reverted with a positive feedback post the session.