

## PROFESSIONAL LECTURE SERIES: LECTURE-5

### OPPORTUNITIES FOR FRESH MANAGEMENT GRADUATES AND INDUSTRY EXPECTATIONS

24<sup>th</sup> FEBRUARY 2018

Gitarattan International Business School organized a lecture under Professional Lecture Series on 24<sup>th</sup> February 2018 on the topic “Opportunities for Fresh Management Graduates & Industry Expectations”. The Lecture was delivered by Mr. Anand Kumar Chaturvedi, Head - Marketing, Mars Wrigley.



In the first part of session, he started with a brief information on the concept of perception and its perceived values for the corporate. He also emphasized on bigger choice of career under following facts:

- (a) To build a career is a matter of choice.
- (b) Burning your desire for career.
- (c) Always think big.

During second session, he explained issues to enter into the corporate with attitude & commitments. He further explained that no one survive in industry without proper attitude and commitment. Capabilities, Commitment & Culture are the present need of every Industry.

In the end, Mr Chaturvedi emphasized on the opportunities for fresh management graduates in. He explained how to enter in industry in proper manner. He explained the requirement of industry through the model of Potential vs. Performance and Skill vs. Attitude model.

**Compiled by: Dr S C Gaur, Associate Professor, GIBS**