

FINANCIAL LITERACY

13TH FEBRUARY 2025 (THURSDAY)



On 13th February 2005, IIC-GIBS organized a session on “Financial Literacy” in Investment Banking, Risk Management, and the Stock Market for BBA Semester 6 (Morning & Evening) and MBA Semester 4 students equipping them with the knowledge to make informed financial decisions in their professional and personal lives. In today’s dynamic business environment, understanding financial principles is crucial for effective management, strategic planning, and decision-making. The session was led by Prof. Alok Sharma, Director of Finshaala.

The session began with an overview of the critical strategies necessary to establish and sustain financial literacy in today’s fast-paced business environment. The speaker emphasized the importance of embracing financial literacy as an essential skill for success. The resource person explained the structure and significance of financial statements, including the balance sheet, income statement, and cash flow statement. Real-world examples were used to illustrate how businesses assess their financial health. The speaker introduced investment strategies, covering stock market basics, mutual funds, and fixed deposits. The importance of long-term financial planning and diversification in investment portfolios was also discussed. The resource person outlined the impact of loans and liabilities on financial stability. The significance of maintaining a good credit score and the factors affecting it were explained in detail. The session also covered essential taxation principles, including personal and corporate tax planning. The legal framework governing financial transactions and compliance requirements was also introduced.

The session addressed common challenges faced by students, such as the complexity of financial terms, lack of practical exposure, and the evolving nature of financial markets. Strategies to overcome these challenges, including continuous learning and practical application, were suggested. Students gained the ability to recognize strategic challenges and opportunities, laying the foundation for effective problem-solving in real-world scenarios. Furthermore, the event encouraged the development of an entrepreneurial mindset, equipping students with the skills to identify and capitalize on opportunities through innovative approaches. Overall, the Financial Literacy session on Investment Banking, Risk

Management, and the Stock Market proved to be an enriching and insightful experience for all participants, effectively preparing them to excel in business and entrepreneurship.

FLYER OF THE EVENT

The flyer is a rectangular graphic with a blue border. At the top left is the giBS logo (Gitarattan International Business School, Grade 'A' Accredited by NAAC, Affiliated with GGSIPU). At the top center is the IIC-GIBS logo (Institute Innovation & Entrepreneurship Cell). At the top right is the IQAC logo (Internal Quality Assurance Cell, Gitarattan International Business School, Delhi). The main text reads 'FINANCIAL LITERACY' in large blue letters, followed by 'IN COLLABORATION WITH' and the 'Finshalla' logo. The date '13th February 2025' is prominently displayed. Below the date, the event details are listed: 'TIME : 11:00 AM - 1:00 PM', 'VENUE : AUDITORIUM', and 'CLASS : BBA & MBA SEMESTER 4 & 6 (FINANCE STUDENTS)'. A photograph of Prof. Alok Sharma, Founder of Finshalla, is on the right side. At the bottom, there are social media icons for Facebook, LinkedIn, Instagram, and YouTube, along with the website 'www.gitarattan.edu.in' and the email 'gibs@gitarattan.edu.in'.

TYPE OF EVENT	IIC
VENUE	Room No. 303
TIME & DURATION	11:00 am – 1:00 pm , 2 hours
CONDUCTED BY	GIBS

ORGANISED FOR	MBA Semester 4 and BBA (Morning/ Evening) Semester 4 and 6
NAME OF THE COORDINATOR	Ms. Mridula Sharma & Ms. Chetna Mahaur
ATTENDANCE	64
RESOURCEPERSON	Prof. Alok Sharma, Founder, Finshalla
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To equip management students with essential financial literacy skills, enabling them to make informed financial decisions in both personal and professional contexts. 2. To provide a fundamental understanding of financial statements, budgeting, investment strategies, risk management, and taxation to prepare students for real-world financial challenges.
LEARNING OUTCOME	<p>By the end of the session, students were able to:</p> <ol style="list-style-type: none"> 1. Understand the structure and significance of financial statements, including the balance sheet, income statement, and cash flow statement. 2. Analyze various investment options, including stocks, mutual funds, and fixed deposits, and make informed investment decisions. 3. Recognize the importance of maintaining a good credit score and managing debt

	<p>effectively.</p> <ol style="list-style-type: none">4. Gain insights into taxation principles and legal compliance in financial management.5. Identify financial risks and utilize insurance as a risk-mitigation tool.
SHORTFALL DURING EVENT	Strength of attendees was less
LINK OF ONLINE VIDEO	https://youtu.be/aWJBq1xYVFw

PREPARED & SUBMITTED BY: MRIDULA SHARMA