**BHARATH UNIVERSITY**

**DEPARTMENT OF MANAGEMENT STUDIES**

**ACADEMIC EVENTS CALENDAR 2017 - 2018**

**ODD SEMESTER**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **DATE** | **PROGAM TYPE** | **TOPIC** |
| 1 | June 18th to 22nd | International Conference | Management Challenges and Trends in the Digital Era |
| 2 | July 19th | Guest Lecture | Digital Marketing Strategies |
|  | July 24th | Guest Lecture | The Manager |
| 3 | August 7th | Guest Lecture | Motivation and Stress Management |
| 4 | August 24th | Seminar | How to Handle Job Interviews |
| 5 | September 13th | Guest Lecture | Research Methods for Management |
|  | October 4th | Guest Lecture | Asset - Liability Management |
| 6 | November 8th | Guest Lecture | FDI Issues & Challenges |
| 7 | August 10th | Workshop | Network Marketing - an emerging face of Sales Management |
| 8 | September 4th | Workshop | Corporate Entrepreneurship |
| 9 | October 25th | Workshop | Effects of Money Market on the Banking Industry |
| 10 | September 18th | National Conference | Challenges in Distributing Services through Electronic Channels |

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**ACADEMIC EVENTS CALENDAR 2017 - 2018**

**EVEN SEMESTER**

|  |  |  |  |
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| **S.No** | **DATE** | **PROGAM TYPE** | **TOPIC** |
| 1 | January 24th | Guest Lecture | Small and Medium Enterprise |
| 2 | February 7th | Guest Lecture | Time Management |
|  | February 27th | Guest Lecture | Starting a Technology |
| 3 | March 14th | Guest Lecture | Business Intelligence |
| 4 | March 27th | Guest Lecture | Rural Retailing |
| 5 | April 2 | Guest Lecture | Corporate Expectations |
| 5 | April 11th | Seminar | Customer Focus in New Business Culture |
| 6 | Jan 31st | Workshop | Exit Strategy for Shareholders and Investors |
| 7 | February 15th | Workshop | International Business and Relations |
| 8 | April 4th | Workshop | Startup Management |
| 9 | March 7th | National Conference | Service Marketing: Strategy & Challenges in Era of Globalisation |