

## DEPARTMENT OF BUSINESS ECONOMICS



Generally the year opens with orientation programme for students admitted to the first year. Orientation provides an insight to students about the departmental activities.

In each academic session the students are taken for an industrial trip/ visit. In March 2015 the students were taken to Bhiwadi industrial area where they visited three different industrial units which included Jaquar bathroom fittings, Visteon and Rahul Manufacturing- Steel melting Plant.



In October 2015 **Comicono Crunch** Competition was organised for the students of Business Economics where each participant was required to explain an economic crisis through a comic tale/ strip. Nine teams participated in the competition explaining crisis from Greek Stock market debt crisis to Chinese stock market crash.



The competition was followed with an **Alumni student interaction** where the alumni (**Bhakti Anand, Jyoti Tandon and Srishti Grover**) shared their experiences and views. Both Srishti and Jyoti talked about their corporate experience while Bhakti shared her experience as a Blog Writer.



In January 2016 **Dr. Kulveen Trehan** delivered a talk on “Creative Executions in Indian Advertising” for the students discussing the relevance of Big Ideas in Indian Advertising Scenario.



On 20<sup>th</sup> January 2016 **Gauri Singh and Shaifali Saini** (Alumni) were invited for an Alumni student interaction to discuss relevancy of selecting optional subjects in final year on the basis of the career they want to pursue in future. They also enlightened the students on different career fields available.

