

## Campus News & Events

**Event – 1 Date:** 15-10-2024

**Activity Name:** Business Practitioner

**Faculty Coordinator:** Dr Shalu Singh & Dr Pradeep Kumar

**Faculty Coordinator Contact No.** 9886289958

**Guest Name:** Ms Ajita Madan

**Guest Designation:** Co Founder

**Company Name:** NthAdventure

**Topic:** Corporate Development Strategies

**Duration:** 90 Mins

**Venue:** Seminar Hall – 4, 4<sup>th</sup> Floor, FMS, CMS, BS - JU

**No. of Participated:** 120

**Summary: (Write-up required minimum 4 to 5 lines)**

The BP session for MBA students (III sem 2023 batch ) on corporate development strategy by Ms Ajita Madan successfully brought together approximately 120 students to explore key concepts and real-world applications. Participants engaged in insightful discussions and interactive workshops led by industry experts. The event emphasized the importance of innovative strategies in driving business growth and sustainability. Students networked and shared ideas, fostering collaboration and learning. Overall, the event provided valuable insights into the dynamic field of corporate development, equipping students with practical knowledge for their future careers.



## Business Practitioner Session

### Corporate Development Strategies



**Ms. Ajita Madan**

Co Founder  
NthAdventure



October 15<sup>th</sup>, 2024



10:45 AM - 12:15 PM



Seminar Hall - 4

Cohort Profile:

MBA Batch 2023-25, 3<sup>rd</sup> Semester

Sections:

LCSM & IFA and MF & MHR

Faculty Coordinators:



**Dr. Shalu Singh**  
Assistant Professor



**Dr. Pradeep Kumar**  
Assistant Professor



