



## Seminar on “Business Journalism for Managers”

Held on 5<sup>th</sup> Nov. 2019

(Organized by the Seminar Committee, Department of Management Studies in collaboration with Department of Commerce)

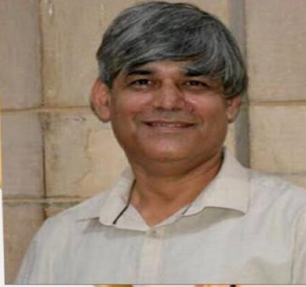
Aryabhatta college  
Department of Management  
Studies  
in association with Department  
of Commerce  
is organising a

Seminar on

**Business  
Journalism for  
Managers**

Date: 5th November, 2019  
Time: 11:30 am  
Venue: Seminar room

Patron: Dr. Manoj Sinha  
Organisor (s):  
Dr. J.K.Singh  
Dr. C.S.Dash



Shishir Sinha, Senior  
Deputy editor, Hindu  
business line  
(Former Senior  
Editor, ABP news)

Coordinator(s):  
Priya Chaudhary  
Sanket Shekhar  
Dr. Aanchal Gupta

## SEMINAR REPORT

Department of Management Studies, Aryabhata College in collaboration with Department of Commerce of the college, organized a seminar on "Business Journalism for Managers" on 5<sup>th</sup> Nov. 2019 in the Seminar Hall. The guest speaker was Mr. Shishir Sinha (Deputy Senior Editor, The Hindu Business Line). The main objective of the seminar was to acquaint students with the career scope of Business Journalism and apprise them with qualities of good communicator and communicative.

Dr. J.K.Singh, Coordinator – BMS course, introduced the guest and also discussed the relevance of the seminar for the students. Dr. Manoj Sinha, Principal of the college, gave a welcome speech for the speaker. Annual Newsletter of the Department of Management Studies "*The Bottom Line*" was launched with the effort of Faculty members and students.





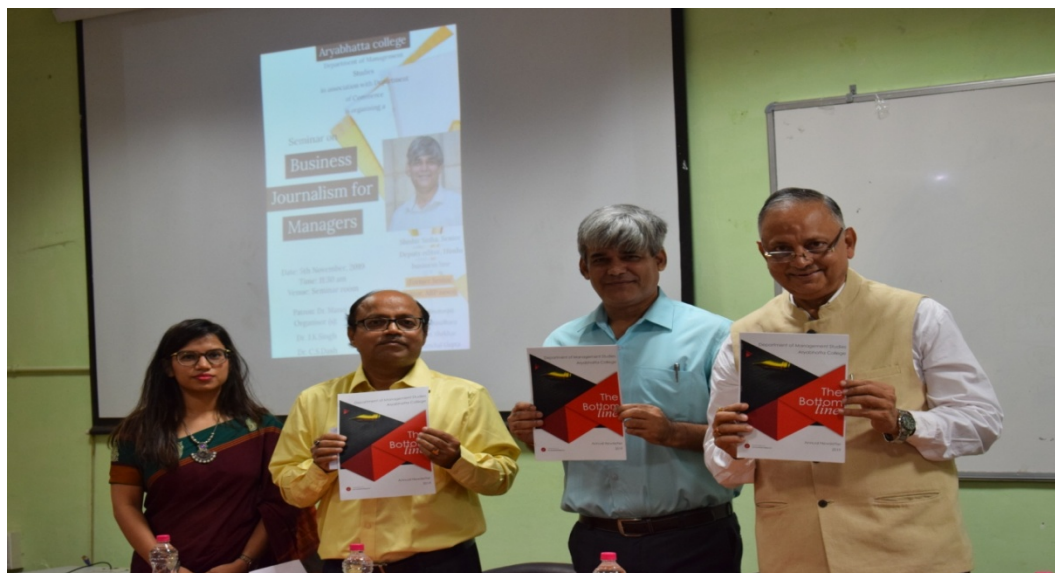
The main highlights of the address of Mr. Sinha are as follows:

1. History of Communication and expression
2. Main components of Effective communication
3. Data and Analysis of Mass Communication: Electronic and Print Media
4. Journalism as a Career Options: Entity to work at and Institute to pursue Business Journalism Education.
5. How communication helped in crisis management of some of the organizations with the example of Nestle, Maggi and Ford.
6. In the last, Mr. Sinha took the questions of students and helped them to solve their queries related to career in journalism

Overall, the session was quite interactive and enriching where students as well as teachers had many takeaways. The seminar was attended by large number of students and faculty members from different departments of the college.

The Department of Management Studies also released its first newsletter "The Bottom Line" and appreciated contribution of Ms. Kavita Gautam - Incharge, Newsletter Committee, Rakshit Sharma -Member and Tushar Agnihotri - Member of the committee.





**Organisers (s): Dr. J.K Singh and Dr. C.S.Dash**  
**Coordinator (s) ; Ms. Priya Chaudhary, Dr. Anchal Gupta, Mr. Sanket Shekhar**



