



ANURAG GROUP OF INSTITUTIONS

SCHOOL OF BUSINESS MANAGEMENT

A GUEST LECTURE ON “STRATEGIC MANAGEMENT & PLANNING”

31.08.2018

The School of Business Management, AGI has organized a guest lecture on “**Strategic Management & Planning**” and the guest speaker was MrSudhirChoudary, Professional Skills Enhancement Consultant and Trainer, Skills Enhancement Training Centre, Intelligent Learning’s System Pvt Ltd. The session was attended by 150 (MBA I & II year) students and the overall feedback from the students was excellent and very much useful, have learned the importance of Strategic management and planning in every walk of life.

The session was focused on

- How strategy can be framed for mission and vision achievement,
- To develop the competitive edge in the market with the help of BCG Matrix and
- Ansoff Model further the session also focused on the development of student personality.

Gallery:

