

Shaheed Sukhdev College of Business Studies



**MIC ANNUAL REPORT
2020-21**

Introduction

The Management Interaction Cell at Shaheed Sukhdev College of Business Studies is the official cell for corporate management activities, dedicated to delivering top-notch experiences to every student through regular speaker sessions and knowledge-sharing events. We pride ourselves on being a versatile society, excelling in diverse areas such as marketing, finance, consulting, and design. Our readiness to shoulder responsibilities and take ownership sets us apart. Corporate exposure, a key feature of our college, is precisely what we aim to offer as an organization.

Number of event(s)/sessions/activities/webinars organised by the society in the year:

1. Session on Textual Analysis & Text Mining

The session on textual analysis and text mining provided attendees with an immersive journey into the intricacies of extracting meaningful insights from vast textual data. Through a comprehensive exploration of methodologies, tools, and applications, participants gained valuable insights into the significance of natural language processing techniques like sentiment analysis, topic modeling, and named entity recognition. Cutting-edge advancements in machine learning algorithms, coupled with practical demonstrations and case studies, enriched the learning experience, fostering engaging discussions on the challenges and opportunities inherent in text analysis. The session's success was evident in its enthusiastic reception, with attendees praising the depth of knowledge shared and its practical relevance, leaving them equipped with actionable strategies to enhance their text mining endeavors. It was taken up by Dr. Rajendra P. Srivastava, Emeritus professor of Accounting & Information Technology Systems in the School of Business, University of Kansas, Lawrence, USA.

2. Session on Evolving Career Opportunities in Finance & Fintech

The session, featuring Mr. Mridul Upreti, Founder of YStart and Senior Advisor at IFC, alongside Ms. Tanvi Virmani, Investment Analyst at Inc 42, offered a dynamic exploration of the rapid changes sweeping through the finance industry. Delving into evolving paradigms and the disruptive influence of Fintech, the speakers provided invaluable insights into emerging trends and discussed career opportunities arising from these transformations. With Mr. Upreti's expertise as an active angel investor in tech startups and Ms. Virmani's specialization in blockchain in banking, attendees gained a comprehensive understanding of the shifting landscape and potential career pathways in this dynamic sector.

3. Discussion on UNION BUDGET 2020

A historical discussion on the Union Budget 2020 was led by Dr. Kumar Bijoy, renowned for his expertise in economic analysis and policymaking. Attendees were treated to a comprehensive retrospective analysis, exploring the budget's far-reaching implications and its influence on economic trends over the years. Dr. Bijoy's insightful commentary delved into the budget's key provisions, fiscal strategies, and their effects on various sectors, providing attendees with valuable insights into the evolution of economic policy.

4. Webinar on Commodity derivatives

The webinar on Commodity derivatives, held in joint collaboration between MIC and NCDEX, provided participants with a historical perspective on the evolution of commodity derivatives trading. Keynote speakers shared insights into the development of commodity markets over time, highlighting the pivotal moments and regulatory changes that shaped the landscape. Attendees gained a deeper understanding of the historical context surrounding commodity derivatives, including their role in risk management, price discovery, and market liquidity. Through an exploration of past trends and milestones, participants were equipped with valuable knowledge to navigate present-day challenges and opportunities in commodity trading.

5. MIC'D UP WITH MIC

The MIC'D Up with MIC series commenced with its inaugural episode featuring Mr. Mayank Agrawal, a passionate data scientist, who shared his expertise and insights into the field of data science. With a background in engineering analytics, Mr. Agrawal provided valuable guidance and career coaching to learners across various age groups, shedding light on the intricacies of data science and its applications. The episode offered participants a comprehensive understanding of data science and its job outlook, catering to those interested in pursuing a career in this rapidly growing field.

In the second episode, the series welcomed Ms. Saumya Chugh, an agile and creative brand manager, who deconstructed the hidden insights of brand management. Ms. Chugh, with her experience in building breakthrough ventures, offered valuable insights into the creation of brands in the minds of consumers. Participants were treated to a deep dive into brand management, gaining knowledge on how to build and sustain successful brands in today's competitive market landscape.

The series continued with its third episode, aiming to provide insights into the world of finance, particularly focusing on careers in Investment Banking. The episode featured Mr. Varun, a Project Manager at HSBC, who shared his expertise and discussed suitable entry paths into the field of Investment Banking. Participants gained valuable advice and guidance on navigating the complexities of the finance industry, making it an essential resource for those considering a career in Investment Banking.

Each episode of MIC'D up with MIC provided attendees with valuable insights and advice from industry experts, catering to diverse interests ranging from data science to brand management and finance. As the series continues, participants can look forward to further enriching discussions and opportunities to expand their knowledge across various domains.

6. Webinar on Algorithm Trading

The collaborative webinar between SSCBS and BSE Institute Limited on "Algorithmic Trading Winning Strategies" was a resounding success, featuring Mr. Virender Mansukhani, Founding Director and CEO of Mansukh Securities & Finance, as the keynote speaker. Attendees gained valuable insights into the transformative impact of technology on financial markets, emphasizing the importance of algorithmic trading in navigating uncertainties. Mr. Mansukhani's expertise provided attendees with practical strategies to enhance their algorithmic trading skills, emphasizing the need for domain knowledge expertise in framing effective trading strategies aligned with market movements. The webinar facilitated meaningful discussions, equipping participants with the knowledge and tools to make informed decisions in their trading pursuits.