

# **Shaheed Sukhdev College of Business Studies**



**MIC ANNUAL REPORT  
2023-24**

# Management Interaction Cell

## 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 organisation.

## Live Project

The team collaborated on a Live Project Opportunity with RRABBIT. Our role primarily focused on content writing and digital marketing within their dynamic domain. What made this experience truly exceptional was the direct engagement with the founder's office, allowing for a deep dive into the core operations and vision of the company. Moreover, the opportunity to work alongside professionals from MICA brought an added layer of expertise and insight to our research and writing endeavours. Together, we crafted strategic communication campaigns and conducted in-depth analysis to drive RRABBIT's digital presence forward. This project provided a rich learning experience, offering exposure to high-level decision-making processes and the chance to collaborate with industry leaders.

## Knowledge Sharing Sessions

### 1. KSS on Advanced Excel

The knowledge sharing session on advanced Excel was an in-depth exploration of the software's sophisticated features and functionalities. Participants learned how to leverage advanced tools such as pivot tables, macros, and data validation to streamline data management processes. Practical examples and hands-on exercises were used to demonstrate how to manipulate and analyse data efficiently. Additionally, participants gained insights into data visualisation techniques, including creating dynamic charts and graphs to present insights effectively. The session aimed to enhance participants' proficiency in Excel, enabling them to handle complex data tasks with confidence and precision.

### 2. KSS on Data Analytics:

The knowledge sharing session on data analytics provided participants with a comprehensive overview of analytical techniques and methodologies. Topics covered included statistical analysis, regression modelling, and predictive analytics. Participants learned how to apply these techniques to extract valuable insights from data sets and make informed business decisions. Practical examples and case studies were utilised to demonstrate real-world applications of data analytics. The session also emphasised the importance of data integrity, quality, and security throughout the analytical process. By the end of the session, participants had gained a deeper understanding of data analytics principles and acquired practical skills to analyse and interpret data effectively.

### 3. KSS on Canva:

Our knowledge sharing session focused on Canva proved to be an invaluable opportunity for our team to enhance our design skills and streamline our creative processes. Through interactive demonstrations and hands-on exercises, we explored the various features and functionalities of Canva, gaining insights into designing visually appealing graphics, presentations, and marketing materials. The session facilitated an open exchange of tips, tricks, and best practices, empowering each team member to leverage Canva effectively in their respective projects. By harnessing the power of this versatile design platform, we are now better equipped to produce high-quality visuals that effectively communicate our ideas and messages to our audience. This knowledge sharing initiative underscores our commitment to staying abreast of the latest tools and technologies, ultimately enhancing our team's productivity and delivering impactful results.

### **Case-ino Royale**

We will be conducting our flagship event Case-ino Royale Case Study, which tests the participants to their limits and pushes them to strive for better. Last year the competition gathered participation from various prestigious institutes and had a footfall of over 1000 students. The competition helped delve deeper into all the aspects of Management, be it Finance, Marketing, HR, Strategy and aimed at increasing the knowledge of its students through three invigorating rounds. Besides, the winners were aptly rewarded for their hard work and stellar performance

### **MIC'd Up with MIC**

We have conducted multiple podcasts for Mic'd up with MIC, interviewing Renowned Business Schools' alumni, including IIM-ABC, XLRI and ISB. In the podcasts they provide insights enlightening the listeners about their inspiring journey leading to such distinguished institutions including the customary hustle and bustle, jam-packed schedule and most preeminently, the enormous amount of knowledge, endless learning and the constant expansion of skill-sets as the most prominent part of this illuminating journey. Further, most of these speakers have achieved a lot more in their respective careers and help the audience carve out their own journey by inspiring,

guiding and motivating them. We will be launching the first podcast of our third series on 26th April 2024.

### **Strong Alumni Base**

MIC was established in 2010 and our members have been excelling in their careers. We hold a strong alumni base with students studying in IIM- Ahmedabad, Bangalore and Calcutta, XLRI Jamshedpur and Indian School of Business etc. Along with that our students are working in reputed consulting firms ranging from McKinsey, Bain and Company etc.. Through such a strong network, MIC provides its members with exceptional guidance from industry experts.

### **Student Committee**

- President - Lavanya Kumar
- Vice President - Arnab Kumar

**Advisory Committee:** Arohi Jain, Harshil Rana, Khushi Sharma, Kinshuk Guglani, Mukul Saith, Nikunj Gupta, Sahil Malani

**Coordinators:** Meetakshi Dubey, Sheen Koul

**Core Committee:** Bharat Kukreja,, Manvi Kaul, Nimisha Dhawan, Rashi Verma, Sanah Dhawan, Utkarsh Gupta, Vibhor Kumar, Uday Verma

**Organising Committee:** Aaditya Agrawal, Aayush Rathaur, Aayushi Raut, Abhishek Yadav, Aman Kumar, Anchal Singh, Anshu Raj, Arnav Mohekar, Chaitanya Kapoor, Devansh Dhir, Harshit Chaudhary, Harshita Gupta, Jaskeerat Singh, Kartik Bansal, Kavy Rastogi, Krittika Maheshwari, Lakshya Goyal, Mehul kr Meena, Pragya Jyoti, Ritik Singh, Rohit Singh, Ruchika Hazarika, Sharim Malik, Shreshtha Verma, Shubham Bansal, Snehal Srivastava, Vikas Yadav.