

UDGHOSH Organized a Workshop on Corporate Communication for Management Students by Human Circle Foundation



UDGHOSH (The forum of MBA students of School of Management, BBD University & BBDNITM) in association with **Young Manager Forum of LMA** and **Indian arm of AIESEC** conducted a workshop through a non-profit organization **Human Circle** at Stepper Hall, BBD- Lucknow on 10th February 2017. Human Circle is founded by two Professionals- Wioleta Burdzy(Poland) and Mr. Kamal Seth (India), who left their jobs in MNCs to start Human Circle in order to inspire young people to take innovative challenges.

The objective of the workshop was to upgrade key skills of students and empower them with knowledge and skills to follow their passion and reach their goals.

Management students were given insights on corporate communication, how to create personal brand, digital footprint, and create an ideal CV. The concept of Unemployment Vs Un-employability was also highlighted. The basic questions haunting the students in the interview process were also answered by the speakers. Their emphasis on the phrase- 'The faster we fail, the faster we learn and the faster we succeed', resonated with the students.

The session concluded on a positive note by highlighting the three mantras to success -Teamwork, Idea and Vision.