

### Guest Lecture on Recent Corporate Strategies

Topic:	"Recent Corporate Strategies" by expert in the field of Strategic Management for the students of MBA II and IV Sem
Date of event:	January 29,2013
Aim of the event:	Aim of this event was to hoard knowledge and make students more dynamic by preparing them for real life exposure with the help of various corporate examples.
Description of the event.	<p>Sir began by defining strategies as “A method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem.” Firstly, sir talked about a situation in ‘Mahabharata’ in which Pandava’s know that ‘Bhishm Pitamah’ will fight only with the males, so they made a strategy to introduce ‘Shikhandi’ in front of him in order to achieve victory over him otherwise, it would not be possible. Sir conveyed the message that ‘ethical and unethical’ both kind of practices are involved while formulating strategies in order to achieve the desired goal.</p> <p>In the presentation, sir covered concepts associated with strategic management and discussed much important news related to various strategies which corporate have opted for. Sir also spoke on how Hero Honda gained profits and launched new models at the time of recession by considering rural market in its marketing strategy. After this sir mentioned regarding ITC’s Human Resource policies in which employees are given ample amount of opportunities to learn and grow, the reason for ITC to have achieved zero attrition. Sir also</p>

	<p>discussed how ego adversely affects a society , for which he used the example of Taj Mahal in which crores of rupees were used to built,while that same money can be used for the arrangement of bread and butter for the poor. After this, sir also gave an example of Spice Jet in which the company was running into losses but they made a strategy for three days in which they provided tickets on discount for Rs.2013 each and they were able to sell a million tickets across their network .Now Spicejet is running in profits. Sir then spoke about the reunion of Ambani family which is considered as a strategic fit for the better global risk management. This strategic fit brings them good global exposure, capital and growth.</p> <p>At the end , this session was very informative and interesting ,as it gave an insight into the industry scenario as well.</p>
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