



RUKMINI DEVI

Institute of Advanced Studies

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Guest Lecture

TITLE	Submission of Web Report for Guest Lecture by Dr. J K Goyal for MBA
Resource Person/ Facolitator	Dr. JK Goyal , Director JIMS
Date	13/10/2018
Summary	<p>The business environment is highly susceptible to influence by global changes. Global forces and trends regularly change, and as such influences how businesses interact with consumers and deal with competition. From changing global economy to shifting mind-sets, business environment has been transformed by events dictated by the changing global forces and trends, leaving companies with no choice but to adapt to the new dynamics. The dynamic business environment is a challenge for survival not only for the companies but the employees too who need to update themselves with the ever changing trends of the market.</p> <p>Dr JK Goyal, the speaker for the guest lecture, shared practical tips, information and live examples for students on how to attain managerial skills and create a niche for oneself. As such, business leaders should develop new ways of thinking to ensure their business remains successful and relevant by responding in the right time to these emerging issues.</p> <p>Sir gave insights on the above challenge , and shared some key points like A company's growth is directly related to the growth of the industry and hence, growth of the nation. This technological improvement is now a part of the access to information that almost every company has now. IT revolution has increased the initial cost but decreased the variable cost associated with the business. .Sir said students should develop their abilities to thrive and adapt in dynamic business environments, enhance on core skills like higher order thinking skills, analytical skills, essential computational skills, writing and reading skills, and technology skills . A career ready person capitalizes on personal strengths, talents, education, and experiences to bring value to the workplace and the community through his/her performance, skill, diligence, ethics, and responsible behaviour. A career ready person has explored various career options and is cognizant of the skills and education required. Sir highlighted the need to have a long term vision in business. In his concluding remark he acquainted the students with case studies to make them understand the dynamics of the business. The lecture was very interactive and Students had a wonderful learning experience.</p>