Report on

Alumni Interaction 'Alumni Engagement Forum'

Date: 2nd May, 2025

Venue: Room No. C412, C Block, K.R. Mangalam University

Event Type: Alumni - Student Interaction

Mode of Activity: Offline

Target Group — BBA — 2nd Year Students

Resource Person (if any): Mr. Shubhashish Singh (Founder, Panther Business Consulting & MBA Student, IIM Indore) & Mr. Noush E Rawan Adil (Senior Executive, Euler Motors)

Coordinators: Dr. Nikhat Mushir, Assistant Professor; Ms. Sukanya Chaudhary, Assistant Professor

Organized by: School of Management & Commerce

Number of Participants: 47 students

## Introduction

The School of Management & Commerce organized the Alumni Engagement Forum on 2nd May 2025, targeted towards BBA 2nd year students. The forum was designed to foster learning from recent alumni who have successfully navigated the early stages of their careers. This interaction provided a relatable platform for students to seek practical advice and prepare for their own professional journeys ahead.

## Objective

The objective of this interaction was to create awareness among students about the importance of self-driven career planning and digital branding. Through real-life examples, the forum intended to instill the importance of goal setting, personal accountability, and building a strong professional presence online. Moreover, it aimed to prepare students to adopt a proactive approach to achieve their desired career outcomes. This event underscores the commitment to SDG 10, which aims to "reduce inequality within and among countries." By facilitating dialogues between current MBA students and alumni from the university's inaugural batch, the

session promoted social, economic, and political inclusion. It provided a platform for sharing diverse career journeys, thereby empowering students from varied backgrounds and ensuring equal opportunities for all participants

**Methodology**

The forum followed an informal offline mode to promote interaction and dialogue. The session began with alumni sharing their personal stories and challenges. This was followed by practical tips and open Q&A where students raised queries about job readiness, career planning, and professional presentation on digital platforms.

## Content

The speakers discussed key topics related to career advancement, including personal goal setting, the power of determination, and digital networking. Mr. Shubhashish Singh stressed the need for clear goals and continuous self-improvement, while Mr. Noush E Rawan Adil elaborated on creating a professional online presence for recruiters. Both speakers gave actionable advice and shared resources that students can use immediately to enhance their profiles.

## Outcome

The session was highly appreciated by the students, who found the content practical and inspiring. Students gained clarity on the expectations of recruiters and understood the value of building a professional identity early in their careers. The forum encouraged students to take ownership of their career journeys and make conscious efforts towards growth and visibility.

## Conclusion

The event successfully fulfilled its aim of equipping students with the knowledge and motivation required to plan their careers systematically. The honest and experience-based sharing by the alumni made the discussion relatable and impactful for the audience.