



NABA BALLYGUNGE MAHAVIDYALAYA

(Formerly CHARUCHANDRA EVENING COLLEGE)

27E, Bosepukur Road, Kolkata - 700042

Email: nbmv2005@yahoo.co.in, Website: nbmahavidyalaya.in

Topic: 'Why management education is important after graduation?'

Organises: Naba Ballygunge Mahavidyalaya and IMS Kolkata

Speaker: Mr. Rahool Deb, Lead Mentor, IMS Kolkata.

Date: 30/11/23

Venue: College auditorium.

Link to the seminar on Institution's website: <https://www.youtube.com/watch?v=ec-lgAsGdKg>

The seminar began with a very positive and motivating approach from today's speaker, that right from UG days, one needs to have a clear picture of which way to pursue. He began with a kinesthetic exercise for the students, asking them to raise their hands in a 120 degree angle and then bring it down to one's chin and to do this repetitively for 3 minutes. The reason was to check their tenacity. He went on saying that these days when there are numberless career options for today's youth and fresh graduates, they are more often than not mislead and frustrated due to underemployment and that is why the seminar is organized, to bring them on the right track towards not only a promising career, but one that suits them.



Mr Rahool Deb talking on the needs to have a focus of career choice before graduation, in a seminar on 30.11.2023

He stated that selecting business management as a career can be smart and lucrative due to its varied career trajectories, great demand for accomplished and expert managers across industries, the aptitude to grow critical leadership and problem-solving skills, potential for career advancement, and the opportunity to directly influence an organization's success by making planned decisions and managing resources efficiently and successfully.

Ghosh
Principal
Naba Ballygunge Mahavidyalaya
27E, Bosepukur Road,
Kolkata-700 042



NABA BALLYGUNGE MAHAVIDYALAYA

(Formerly CHARUCHANDRA EVENING COLLEGE)

27E, Bosepukur Road, Kolkata - 700042

Email: nbmv2005@yahoo.co.in, Website: nbmahavidyalaya.in

He catalogued the reasons to choose business management and these include:

- ✦ **Adaptability:** A business management degree opens vistas to various roles within a company, including marketing, finance, operations, human resources, and more, allowing one to specialize based on one's passions and interests.
- ✦ **Leadership Development:** Business management emphasizes improving, refining and practising leadership skills like communication, team building, motivation, and decision-making, which are crucial for success in any professional setting.
- ✦ **Problem-solving Skills:** Managers are constantly faced with experiments and challenges and required to examine, scrutinize and evaluate situations, identify and figure out solutions, and implement effective strategies.
- ✦ **Career Advancement Potential:** With experience and further education, one can move up to higher-level management positions like director, CEO, or even become an entrepreneur.
- ✦ **Impactful Role:** As a manager, one has the knack to directly influence a company's performance by optimizing operations, managing budgets, and making strategic decisions.
- ✦ **High Demand:** Businesses across all sectors require skilled managers, creating a consistent job market with plenty opportunities.
- ✦ **Entrepreneurial Potential:** A business management background provides prized skills for starting one's own company, understanding market subtleties and entrepreneurial undercurrents and tactics, and managing business operations.



Students attentively listening to Mr Rahool Deb, Chief Mentor IMS Kolkata in the seminar on 30/11/2023

Ghosh
Principal
Naba Ballygunge Mahavidyalaya
27E, Bosepukur Road,
Kolkata-700 042



NABA BALLYGUNGE MAHAVIDYALAYA

(Formerly CHARUCHANDRA EVENING COLLEGE)

27E, Bosepukur Road, Kolkata - 700042

Email: nbmv2005@yahoo.co.in, Website: nbmahavidyalaya.in

He said that commonly B. Com students assume that MBA is only for them. Lighting a ray of hope for our B.A students he said that MBA is nevertheless promising after Bachelor of Arts graduation. A management career is a great choice for a BA (Bachelor of Arts) graduate because it provides a wide array of career opportunities across different industries, develops fundamental leadership and communication skills, and equips individuals with the knowledge to analyze and solve complex business problems, making them appreciated assets in any organization; essentially, a BA degree provides a strong foundation in critical thinking and communication which are essential for success in management roles. According to Mr. Deb, key reasons why management is a good career path for a BA graduate as Mr. Deb specified:

- ✦ Diverse career options: A management degree opens gateways to various roles like marketing manager, human resource manager, operations manager, business development manager, project manager, and more, allowing one to specialize based on one's likes and dislikes.
- ✦ Transferable skills: The skills developed in a management programme, such as communication, leadership, problem-solving, decision-making, and critical thinking, are highly transferable across different industries and job functions.
- ✦ Analytical ability: BA programs often emphasize critical analysis and research, which are most needed for evaluating business situations, identifying opportunities, and making well-versed and up-to-date decisions.
- ✦ Leadership development: Management roles essentially focus on leading teams and motivating individuals, which bring into line well with the leadership skills nurtured in a BA program.
- ✦ Flexibility and adaptability: The business world is dynamic, and a management career allows you to adapt to changing market conditions and organizational needs.



Mr Rahool, Deb from IMS Kolkata mentoring the students of NBM on needs of management education after graduation, in a career development seminar on 30.11.2023

Ghosh
Principal
Naba Ballygunge Mahavidyalaya
27E, Bosepukur Road,
Kolkata-700 042



NABA BALLYGUNGE MAHAVIDYALAYA

(Formerly CHARUCHANDRA EVENING COLLEGE)

27E, Bosepukur Road, Kolkata - 700042

Email: nbmv2005@yahoo.co.in, Website: nbmahavidyalaya.in

Some specific management roles suitable for BA graduates, as listed by our esteemed resource person, were noted down by our students:

- ✦ Marketing Manager: Develop marketing strategies, manage brand image, and analyze market trends.
- ✦ Human Resource Manager: Oversee employee recruitment, training, performance management, and employee relations.
- ✦ Operations Manager: Manage daily operations, optimize efficiency, and ensure smooth production processes.
- ✦ Business Development Manager: Identify new business opportunities, build client relationships, and negotiate deals.



Students of NBM listen to Mr Rahool Deb attentively and being informed about Management Education after graduation on 30.11.2023

Outcomes of the seminar

The students were able to:

- ✓ Know the pros and cons of doing MBA
- ✓ Understand the need to be focused on the right career according to attitude and aptitude right from the nascent stage of graduation
- ✓ Be informed about the roles of a manager after attaining MBA

Ghosh
Principal
Naba Ballygunge Mahavidyalaya
27E, Bosepukur Road,
Kolkata-700 042