

SVKM's Institute of International Studies

Foundation Program 2020

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CLASS: LEVEL 5

ASSIGNMENT 1: REFLECTIVE ESSAY AND MIND MAPPING

SVKM's IIS, conducted a 3 week foundation program for its L4 and L5 students which was of great use to develop skills and knowledge in specific areas related to our chosen field. The main aim of this course was to ensure that we, as students are able to indulge in more than just the education syllabus and improve our skillset and learn more about the business environment.

With the Covid-19 crisis, the service industry has been affected to a large extent. It has impacted markets and changed the way businesses function in these times. Businesses have not only seen a huge difference in the way the market functions, but also they have had to adapt to this change to survive in the market in the future. Studying and analyzing these trends is of great importance for us, as business and management students. Mr. Runal Mehta, the founder of Simplified. Videos, conducted a session, to give us an insight on how the service industry has been impacted due the Covid-19 crisis. In his session, he also mentioned the need and importance of marketing and the concept of marketing mix. Through this session, I've learnt that, the success of any brand, depends on how well it understands its target market and can articulate what customers want effectively. Not only did this session improve my analytical skills, but it also helped me learn the how a brand functions.

Setting goals and staying focused on what we want to do is very important. A session was conducted by Dr. Shobha Mathew explaining the importance of goal setting and mind management. This session taught me how to effectively organise my time and resources and stay committed to our goals. I learnt that setting a goal helps in recording our progress which is extremely rewarding and keeps us motivated. Another lecture which was extremely important especially during these times of the Covid crisis was the one conducted by Ms Shiela Kuruvilla who explained the importance of taking care of ourselves. The topic of mental health was covered, which was very imperative for a strong and focused mind, especially during these times where the world is going through a tough time. She spoke about how important it is to be positive and keep our minds healthy.

The job market is a competitive one making it a tough curve for recent graduates. Therefore, applied knowledge and internship opportunities are very important. Internships are a great way to experience the work environment in the corporate world and gain experience in our career field. Internships help in learning about workplace culture and employee relations. Ms Chita Reelkar conducted an interesting session on this topic where she also spoke about building our resume. In this session, I learnt about the key points that one needs to remember while making a resume and what an HR expects from its recruits. Also, creating strong professional connections between like-minded people is very important in the business environment. Therefore a session on self-branding on linkedin was conducted by Ms Jinal Shah. This session helped me understand the various points which need to be kept in mind while creating a linkedin profile.

During this course, we were also enlightened about how an academic research report must be presented. It was an incredible session conducted by Ms Moushmi Datta, who explained every detail about how a report must be prepared. Next, we were also taught how to build a sustainable business idea, and the knowledge acquired during this session was extremely beneficial. A session on professional etiquettes was also help, and Ms Chaitee Lele explained this topic in detail. I learnt how to draft a professional email and the professional etiquettes that need to be kept in mind. She also explained dining etiquettes which are of great use to establish our credibility and reputation. Another marketing course conducted by Ms Renuka Chikne was very useful in learning about Influencer marketing. I learnt how social media marketing works and its importance in the digital world. Mr Aejas Lakhani conducted a session on understanding Finance and the market. It was extremely useful as finance is one of the major factors in the business. I also learnt about investment and the stock market.

The college also conducted various interactive sessions such as an extempore competition, a talent show, a debate competition and a virtual stock exchange. All these sessions were an incredible way to interact with each other, share our skills, knowledge and improve our confidence. The foundation week was extremely beneficial and it taught me a lot more about the business environment. It was a wonderful experience and not only did it add value to our knowledge but it also helped us learn more about the real world.



