

The Department of Commerce [B.COM (H)]

&

The Department of Business Administration [B.B.A (H)]

In Association with IQAC, SXCB.

Organizes a Special Talk

On 8th December, 2022 at 12:00 P.M.

Venue: Loyola Multipurpose Hall, St. Xavier's College, Burdwan.

On 8th December, 2022, The Department of Commerce [B.COM (H)] and The Department of Business Administration [B.B.A (H)], organized a special talk in association with IQAC, SXCB. The key note speaker of the event was Dr. Arpit Trivedi. The topic for the event was "Beyond the Obvious".



It was an hour session. The event was attended not only by the B.B.A (H) and B.COM (H) students but also by the other department students. Dr. Arpit Trivedi is one of the distinguished and celebrated management faculty and marketing consultant with rich experience of 18 years in the industry. He has helped many renowned MNCs and national brands to position themselves in the minds of Indian consumer. Rev. Fr. Dr. G. Paul Arockiam, S.J., Principal, St. Xavier's College, Burdwan, was also present in the special talk.



Marketing Myopia was the key topic of his lecture. He presented a beautiful slide based on the topic Marketing Myopia. He gave so many live examples for better understanding of the topic which led to an energetic and exciting interaction session among the students and Dr. Arpit Trivedi. This already showed how successful was the event. A special thanks to our H.O.D, Mr. Vishal Maheswari, who was the key coordinator of the special talk.

We ended the seminar on a grand note. This special talk will help the students not only in their academic but also in their professional career. The entire department was blessed to have Dr. Arpit Trivedi for enlightening the students





St. Xavier's College, Burdwan

THE DEPARTMENT OF COMMERCE [B.COM (H)] AND
THE DEPARTMENT OF BUSINESS ADMINISTRATION [B.B.A (H)]
ORGANIZES SPECIAL TALK
IN ASSOCIATION WITH IQAC, SXCB

'BEYOND THE OBVIOUS'

by Dr. Arpit Trivedi

He is one of the distinguished & celebrated management faculty & marketing consultant with rich experience of 18 years in the industry. He has helped many renowned MNCs & national brands to position themselves in the minds of Indian Consumer. He is authority in depicting market dynamics & guiding organizations to grow in testing times.



8TH DECEMBER, 2022



**LOYOLA MULTIPURPOSE HALL,
ST. XAVIER'S COLLEGE, BURDWAN**



12 NOON TO 1:00 PM

