



MARATHWADA MITRA MANDAL'S
COLLEGE OF COMMERCE

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ISO 9001:2015 Certified, Awarded as Best College by Savitribai Phule Pune University.
202/A, Deccan Gymkhana, Pune – 411004
principal@mmcc.edu.in, enquiry@mmcc.edu.in, www.mmcc.edu.in

Department of Business Administration
Report on Student Induction Program- Day 4
Guest Session on “Markets & Money: Exploring Careers in Marketing and Finance Management.”

1. **Event Name:** Student Induction Program- Guest Session on “Markets & Money: Exploring Careers in Marketing and Finance Management
2. **Organized by:** Department of Business Administration
3. **Day and Date:** Thursday, 01st October 2026
4. **Venue:** Sant Dnyaneshwar Hall
5. **Resource Person:** Dr. Elizabeth Kanade
6. **Objectives of the Program:**
 - To introduce students to career opportunities in marketing and finance management.
 - To familiarize students with the roles, responsibilities, and scope of marketing and finance professionals.
 - To highlight the importance of analytical thinking, creativity, communication, and financial literacy in professional growth.
 - To create awareness about the skills and competencies required for careers in marketing and finance.
 - To encourage students to explore career pathways aligned with their interests, strengths, and aspirations.

7. **Audience:**

The session was organised for students of FY BBA and BBA-IB.

8. **Number of Participants:**

A total of 159 students attended the session.



9. Brief description of the event:

The Department of Business Administration organized a guest session titled “Markets & Money: Exploring Careers in Marketing and Finance Management” on 01st October 2026 for the students of the BBA and BBA-IB programs. The session aimed to provide students with insights into the diverse career opportunities available in the fields of marketing and finance management.

The session introduced students to the significance of marketing in understanding consumer behaviour, identifying market opportunities, developing brand strategies, and promoting products and services. Students were made aware of potential career opportunities in areas such as digital marketing, brand management, market research, advertising, sales management, and customer relationship management.

The discussion also highlighted the importance of finance management in business decision-making and organizational growth. Students were introduced to career avenues in financial planning, banking, investment analysis, corporate finance, financial consulting, and financial management. The importance of financial literacy, analytical abilities, numerical aptitude, and informed decision-making was emphasized.

The session helped students understand the skills and qualifications required to pursue careers in these two important domains of business administration. It also highlighted the importance of continuous learning, practical exposure, internships, and industry interaction in preparing students for future professional opportunities.

Through the session, students gained a broader understanding of the relationship between marketing and finance in business organizations. The interaction encouraged them to identify their interests and strengths and make informed decisions regarding their future career paths.

10. Learning Outcome:

- Students gained awareness of career opportunities in marketing and finance management.
- Students understood the roles and responsibilities associated with various professional positions in both domains.
- Students recognized the importance of communication, analytical thinking, creativity, and financial literacy.
- Students developed an understanding of the skills required to enhance their employability.
- Students were encouraged to explore career opportunities based on their interests, abilities, and long-term professional goals.



11. Photographs:



Dr. Elizabeth Kanade addressing the gathering.



Students involved in activity conducted by Dr. Elizabeth Kanade.



12. Acknowledgement:

The Department of Business Administration expresses its sincere gratitude to **Dr. Kishor Nikam, Principal**, for his constant support and encouragement. The department also extends its gratitude to **Dr. Ganesh Patare, Academic Coordinator**, and **Dr. Gurmeet Kaur Rajpal, Head of the Department**, for their valuable guidance and support.

The department expresses its sincere appreciation to **Dr. Elizabeth Kanade** for sharing her valuable knowledge, expertise, and insights. The department also appreciates the active participation of all faculty members and students, which contributed to the successful completion of the session.

Prepared By:



Asst. Prof. Reshma Awati
Event In-Charge

Verified By:



Dr. Gurmeet Kaur Rajpal
Head of Department

Authorized By:



Dr. Ganesh Patare
Academic Coordinator



Dr. Kishor Nikam
Principal

