



M. R. Desai Arts and E. E. Laher Kosadiya Commerce College, Chikhli, Navsari, - 396521
Managed by Vimal Uchcharat Kelavani Trust, Chikhli. Affiliated to VNSGUI, Surat.

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Workshop on Stock Exchange Market and Strategic Management

Date: 14/02/2024

Venue: Shri M R Desai Arts & EELK Commerce College, Chikhli

Aims and Objectives of the Workshop

Aims:

- To provide students with a comprehensive understanding of the stock exchange market and its operations.
- To equip participants / PG students with strategic management skills necessary for effective business administration.
- To bridge the gap between theoretical knowledge and practical application in the fields of finance and business strategy.

Objectives:

- To introduce the basic concepts and terminology of the stock exchange market.
- To explain the functioning of stock exchanges and their role in the economy.
- To discuss the importance of strategic management in business success.
- To provide practical insights and real-world examples of strategic management applications.
- To encourage interactive learning through discussions, case studies, and Q&A sessions.

Workshop Coordinators:

- Assistant Professor A. C. Patel
- Smt. H. N. Desai
- Dr. Kureshi

Speakers:

- **Mr. Ayush Desai:** Financial Analyst
- **Dr. Aditi Bhatt:** Principal, S D Jain College, and former faculty at University of Auckland, New Zealand

Beneficiaries:

- M.Com students (127)

Outcomes: By the end of the workshop, participants gained:

- A foundational understanding of the stock exchange market and how it operates.
- Familiarity with key terms and concepts used in stock trading and market analysis.
- An understanding of the principles of strategic management and its significance in business.
- Knowledge on how to apply strategic management techniques in real-world business scenarios.
- Developed critical thinking and decision-making skills relevant to finance and business strategy.

