



MURGAON EDUCATION SOCIETY'S COLLEGE OF ARTS & COMMERCE

Zuarinagar, Goa – 403726

Affiliated to Goa University Accredited by NAAC with B+ Grade (4th cycle)

ACADEMIC YEAR 2021 – 2022

REPORT OF THE ACTIVITY Guest Lecture by Mr. Prashant Naik

- Department of Business Administration
- Date: 27/01/2022 Time: 11 am to 1 pm
- Platform : Google Meet
- Speaker for the Session: Mr. Prashant Naik, VP HR, Smartlink Solutions, Verna
- Audience: SYBBA Students
- No. of participants: 26
- Report in brief: Industry Executive – VP HR – Mr. Prashant Nayak of Smartlink Solutions was invited to interact with students of SYBBA for the course Product Management on 27th Jan, 2022. The interactive session was conducted in two parts –
 - a) Elaborate study on the PLC. This was followed by an interactive question answer session with students.
 - b) Second session started with a video screening of the organization and its activities. This was continued by an explanation of the competitor analysis that the company followed. Strategies followed during the pandemic were also shared.
- Remarks of the Coordinator: The session had practical implication related to managing a product.