

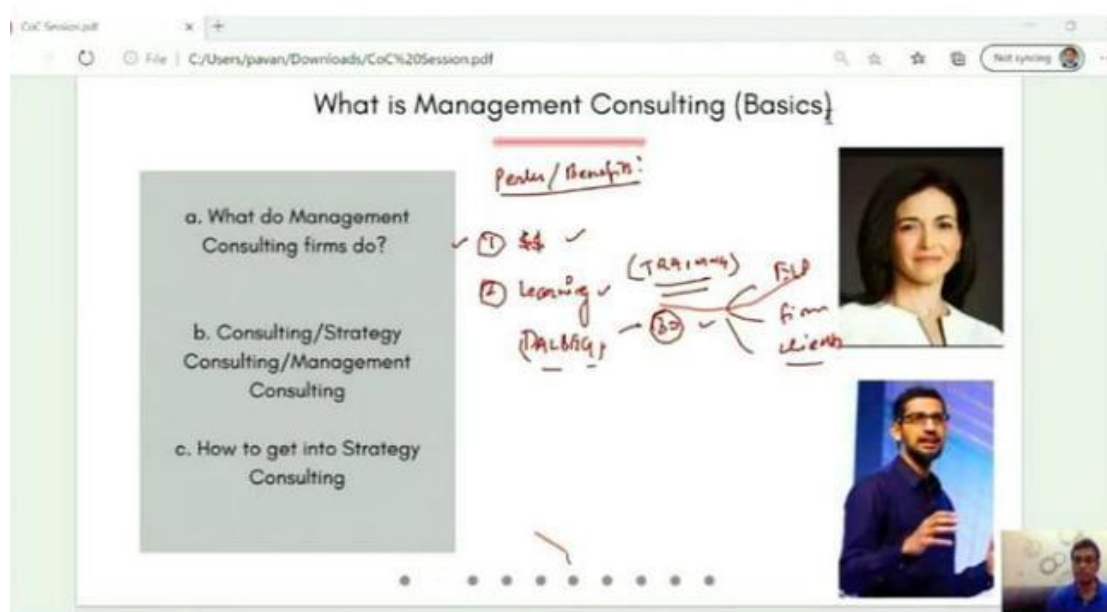
# QUONSULT 2020-21

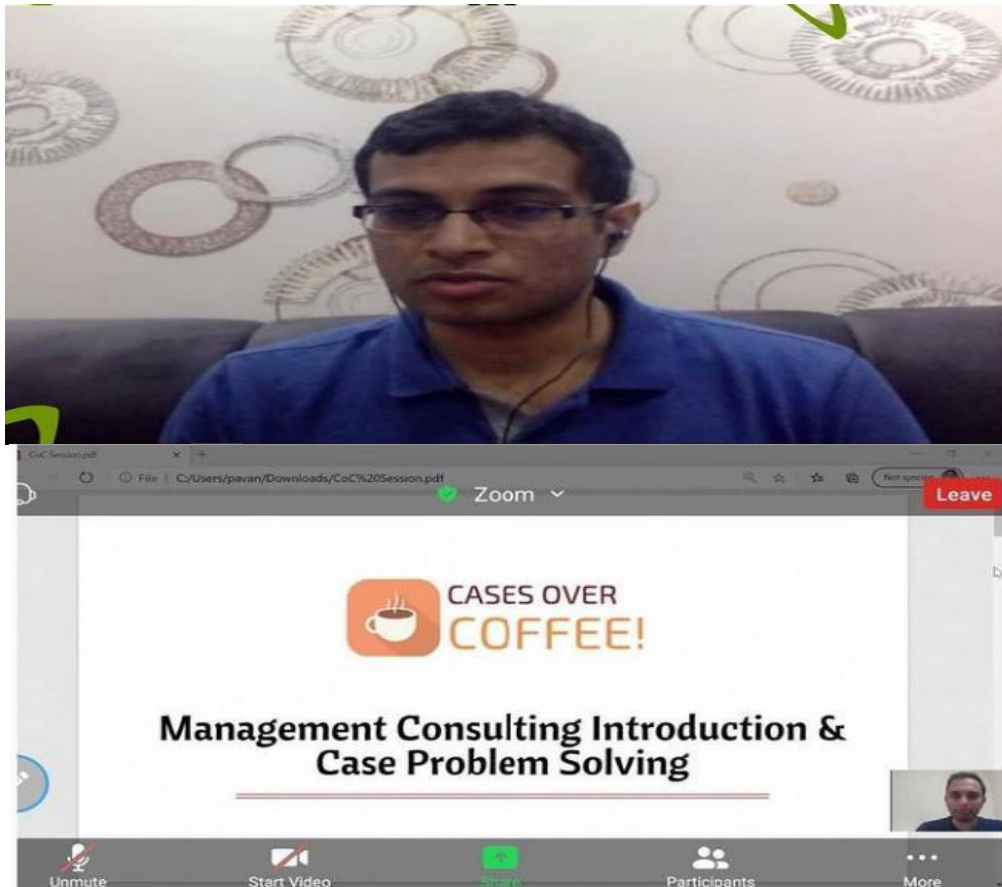
## List Of activities

<u>Name of Workshop/Seminar/Conference</u>	<u>No. of Participants</u>	<u>Date from - to</u>
Consultancy in a broader perspective	54	Sep 5,2020
Digital marketing strategies by Shruti Srivastava	31	Sep 16,2020

### **1) Consulting in broader perspective**

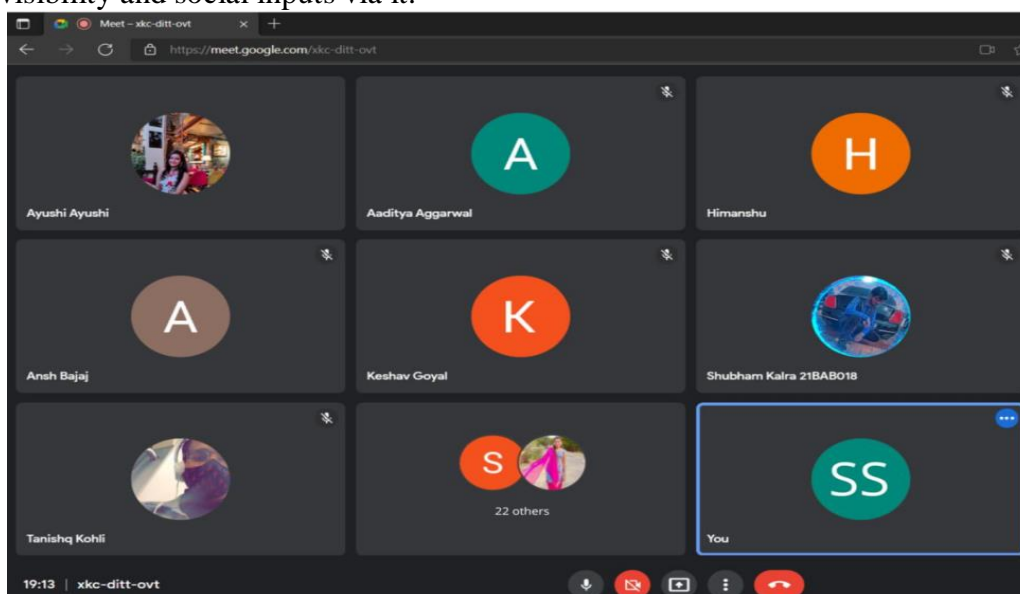
The Consulting Society and ERIC - The Entrepreneurship, Research and Incubation Centre of College of Vocational Studies, organized a session, on 5th September, 2020, in association with Cases over Coffee. Cases over Coffee is a network of university students that is run by professionals from McKinsey, Dalberg, BCG, and Google. The session was taken by Pavan Sathiraju and Akshat Shrivastava, the founders of Cases over Coffee themselves. This webinar mostly focused on Consultancy in a broader perspective. The significance of consultancy primarily revolves around solving various business problems/situations that arises in a particular organization. They gave an outline about several kinds of consultancy and differentiated on the basis of their job description. They even gave a simple real life case to solve and then explained the structured solution to it. Furthermore, they addressed the perks and restrictions that one can encounter in this job profile. With a lot of insights and understanding, they guided the students on how to pursue Consultancy as a career and its flexibility. They elucidated the students about how their strong unique points in resume can give them an edge over others in Interviews. With full of their anecdotes and experiences, they conveyed students a raw outlook about Consultancy as a career option.





## 2) Digital marketing strategies by Shruti Srivastava

We conducted a session with Shruti Srivastava on 16th September, 2020. She discussed the different digital marketing strategies of Corporates. She elaborated on the mysterious ways of online marketing and the impact it set on its audience. She talked about the importance of brand visibility and social inputs via it.



This is to certify that the activity report (Teacher/Department/Society/Association) has been submitted for documentation to Internal Quality Assurance Cell, College of Vocational Studies, University of Delhi.

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