

Online

## LECTURE PROGRAMME

ON

### **“Transformation in Bussiness Education in 21<sup>st</sup> Century: Trends and Prospects”**

Organized By: 15 minit Xikhya and Cosponsored by IQAC, Dr. BKB College

Dated: 12<sup>th</sup> Feb, 2022—05.30 pm to 7.00 PM

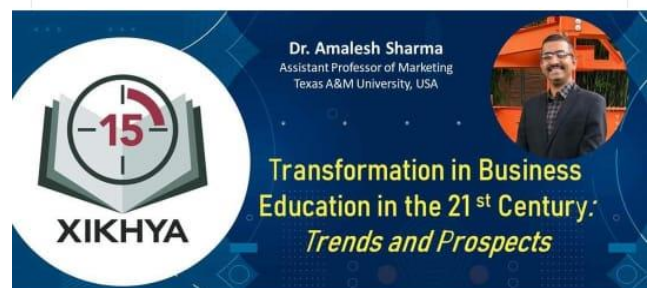
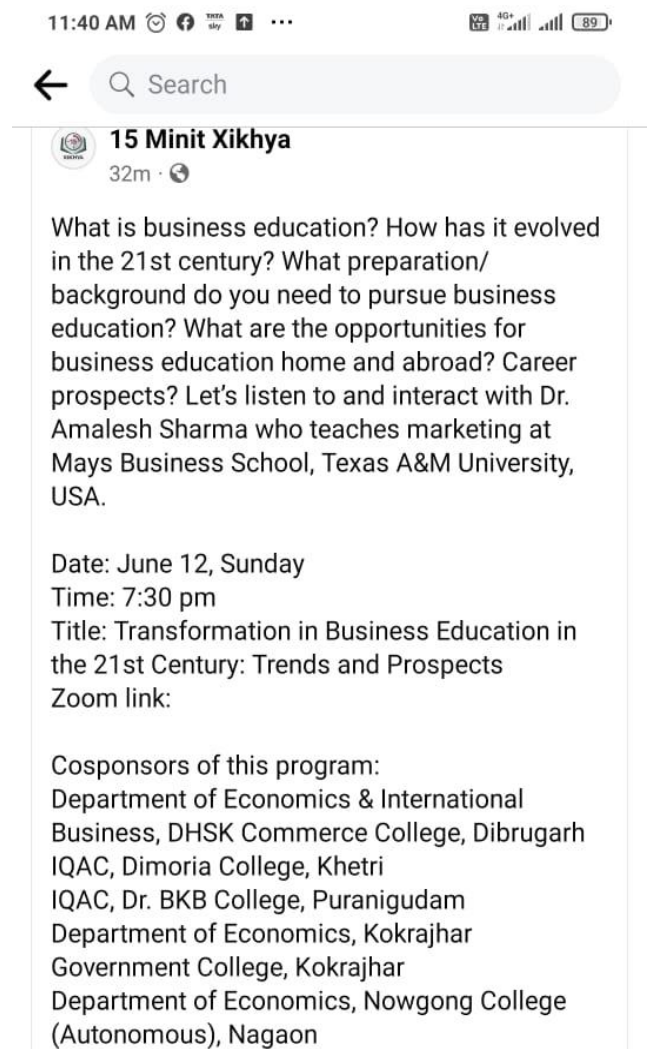
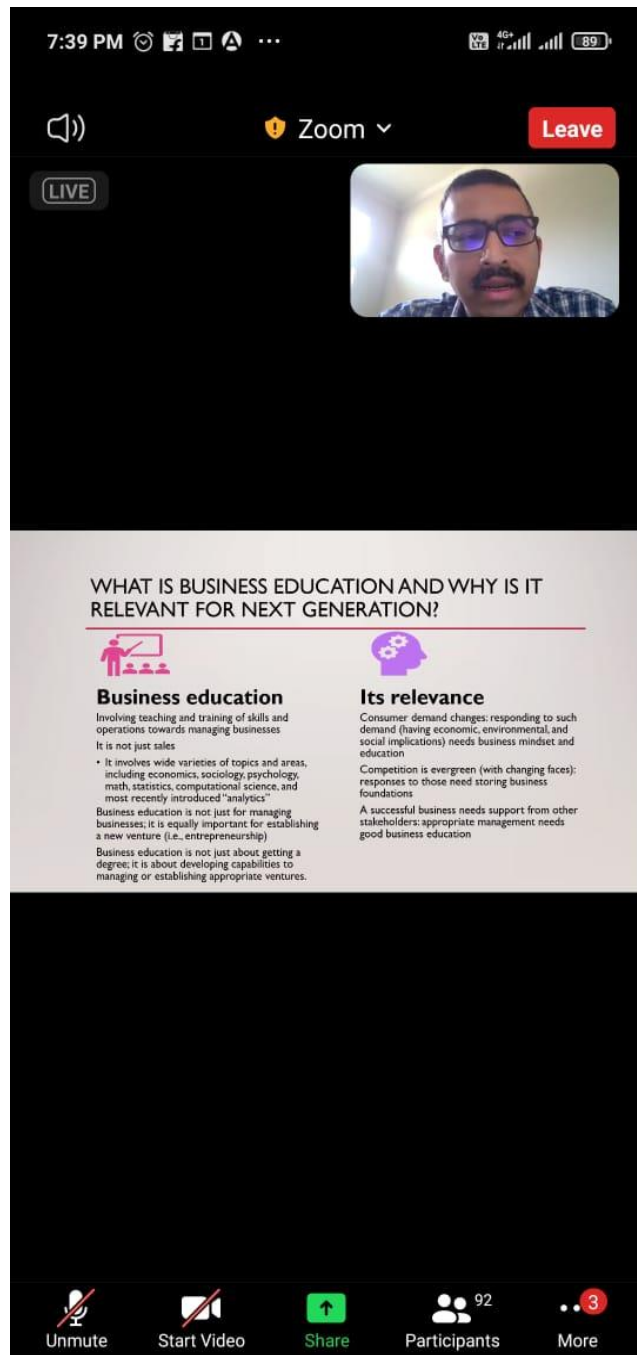
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#### **Report of the Programme:**

**D**r. Birinchi Kumar Barooah College, Puranigudam, Assam is a part of the Online LECTURE PROGRAMME on “Transformation in Business Education in 21st Century: Trends and Prospects”, which is sponsored By: 15 minit Xikhya. Cosponsors of the programme were IQAC, Dr. B.K.B. College, Puranigudam; Department of Economics & International Bussiness, DHSK Commerce College, Dibrugarh; IQAC, Dimoria college, Khetri; Dept. of Economics, Kokrajhar Govt. College, Kokrajhar; Dept. of Economics, Nowgong College, Nagaon.

The speaker of the programme is Dr. Amalesh Sharma (Assistant Professor of Marketing, Texas A & M University USA). He gave a speech and interacted with the participants on “What is business education? How has it evolved in the 21<sup>th</sup> century? What preparation/background do you need to pursue business education? What are the opportunities for business education home and abroad? Career prospects?”. Prof. Hiranya Kr. Nath, Sam Houston University, Texas, USA also was present in the programme and gave an introductory speech to the participants. One Hundred (100) numbers of participants were present in the programme.

## Glimpses of the Programme:



11:40 AM

89%



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15 Minit Xikhya

32m

What is business education? How has it evolved in the 21st century? What preparation/ background do you need to pursue business education? What are the opportunities for business education home and abroad? Career prospects? Let's listen to and interact with Dr. Amalesh Sharma who teaches marketing at Mays Business School, Texas A&M University, USA.

Date: June 12, Sunday

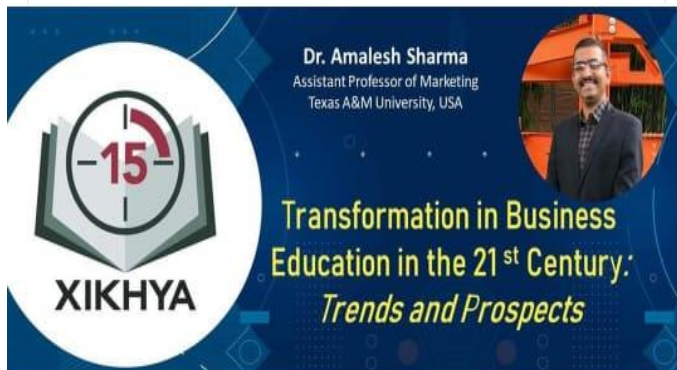
Time: 7:30 pm

Title: Transformation in Business Education in the 21st Century: Trends and Prospects

Zoom link:

Cosponsors of this program:

Department of Economics & International Business, DHSK Commerce College, Dibrugarh  
IQAC, Dimoria College, Khetri  
IQAC, Dr. BKB College, Puranigudam  
Department of Economics, Kokrajhar  
Government College, Kokrajhar  
Department of Economics, Nowgong College (Autonomous), Nagaon



7:48 PM

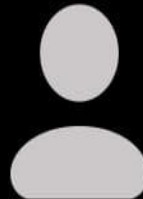
87%



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Abinash Bharali



asharma



Hiranya Nath



15Minit Xikhya



Unmute



Start Video



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Participants



More

7:40 PM

4G+ 89



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## WHAT IS BUSINESS EDUCATION AND WHY IS IT RELEVANT FOR NEXT GENERATION?



### Business education

Involving teaching and training of skills and operations towards managing businesses  
It is not just sales

- It involves wide varieties of topics and areas, including economics, sociology, psychology, math, statistics, computational science, and most recently introduced "analytics"

Business education is not just for managing businesses; it is equally important for establishing a new venture (i.e., entrepreneurship)

Business education is not just about getting a degree; it is about developing capabilities to managing or establishing appropriate ventures.



### Its relevance

Consumer demand changes: responding to such demand (having economic, environmental, and social implications) needs business mindset and education

Competition is evergreen (with changing faces): responses to those need storing business foundations

A successful business needs support from other stakeholders: appropriate management needs good business education

Unmute

Start Video

Share

Participants 96

More 3



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Participants (100)		Participants (100)	
MD	Madhurima Das	UK	Utpal Kalita
MB	MANUJIT BARMAN	VB	Violina Bairagi
N	Nurzamal	V	vivo 1901
PC	POCO C31	DD	Deepshikha Dutta
PB	puberun bordoloi	DH	Dibyajyoti Hazarika
RI	Rajul Islam	GM	Galaxy M30
R6	realme 6	MD	Madhurima Das
RC	realme c11	MB	MANUJIT BARMAN
S	Sadia Laskar	N	Nurzamal
SS	Samsung SM-E625F	PC	POCO C31
SN	Sri Nabajyoti Saikia	PB	puberun bordoloi
SD	Sunia Das	RI	Rajul Islam
TH	Tishya Hazarika	R6	realme 6
Invite		Invite	

7:44 PM		7:44 PM	
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Participants (100)		Participants (100)	
SP	Sikhamoni Patar	P	purabideka90850@gmail.com
S	Sonia	RB	Rafika Begum
SB	Spardha Baruah	RP	Raja Paul
S	Srija_ Devthakur		Rashmi Rekha Bora
SB	Sumon Bora	R9	Redmi 9
SC	Sweta Choudhury	RH	Rozina Hasina
TB	Tina Bordoloi		Ruchi Saikia
TN	TRIDIB NATH		Sandhan Bharadwaj
TD	Tulika Devi	SS	Semim Sultana
US	Ujjal Sut	SM	Shania mirza
UP	Ujjwibita Phukan		Sharmin Surita
UK	Utpal Kalita	S	Shilpika
VB	Violina Bairagi	SP	Sikhamoni Patar
Invite		Invite	

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Participants (100)

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Nayan Baruah

NJ

Nayan jyoti saikia

NC

Neha Chowdhury

NM

Niharika Mahanta

PD

Pankaj Das

PP

Partha Protim Sarmah

PB

Peri Borah

PS

Pinki Sarkar

PB

Plaban borah

PD

Prastuti Devi

PS

Priyadarsiny Sarmah kashyap

PR

Pujashree Rajkhowa

PS

Punam saikia

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purabideka90850@gmail.com

Invite

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Participants (100)

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Jitumoni bora

JB

Joyeeta Sabarna

JS

Kamalina Nath

KN

L. Changsan

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Manaswini Goswami

MG

Marjina Ahad

MA

Minakshi Bayan Borah

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Moniram Hanse

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Mrinal Ghosh

Nayan Baruah

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Nayan jyoti saikia

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Participants (100)

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Abinash Bharali (me)

15Minit Xikhya (Host)

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asharma (Co-host)

Hiranya Nath (Co-host)

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munima (Co-host)

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Sanghamitra Goswami (Co-host)

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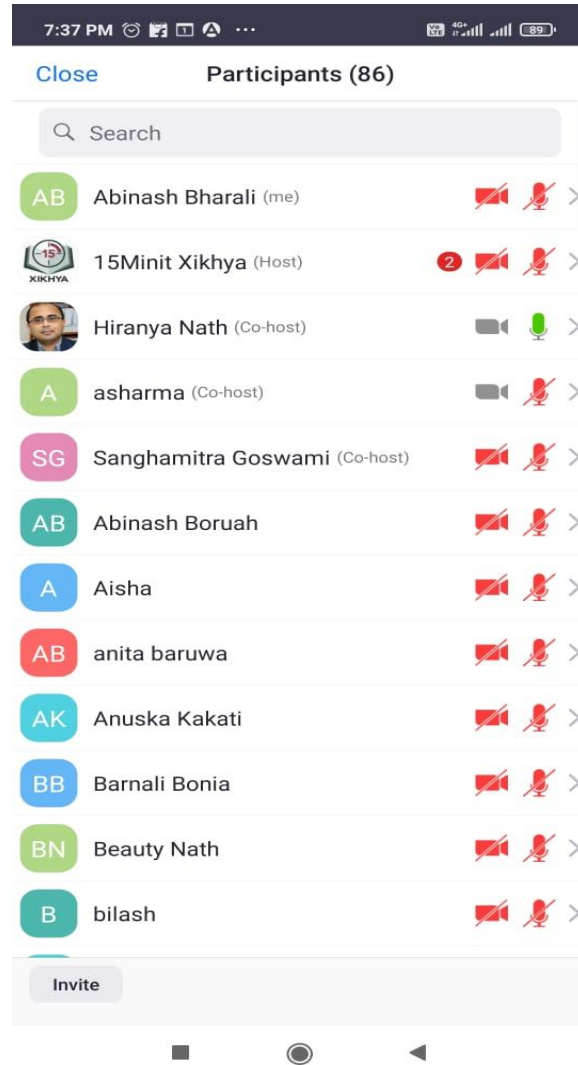
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Semim Sultana

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Invite



*Abharali*

(Dr. Abinash Bharali)

IQAC, Coordinator

Dr. BKB College, Puranigudam