Mr. Abdul Ghafoor Danish Delivers Lecture through Video Conferencing in Department of Business Administration, AMU Murshidabad Centre

Mr. Abdul Ghafoor Danish delivered a lecture on the topic “Basics of Advertisement Management and Why to Choose Advertisement as a Profession?” through video conferencing in the Department of Business Administration, AMU Murshidabad Centre on 23rd August 2017. This lecture was attended by the student of MBA 3rd semester.

Mr. A. G. Danish is a reputed alumnus of Aligarh Muslim University from the 1988 MBA batch. He is currently working as the CEO of Idea Podd, a Gulf based Advertisement Company, having more than 25 years of experience in the field of advertising.

In his lecture, he urged the students to be more proactive to the challenges being thrown to them from the present competitive world. He also emphasized on the need of inculcating the best management practices to overcome one’s own weaknesses. He answered questions of the students regarding the career opportunities in the advertisement field.

Dr. Badaruddoza, Director, AMU Murshidabad Centre, in his message, said that these lectures are organized for the welfare of the students and to prepare them for facing the industry and screening processes of various organizations confidently. Dr. Nigamanand Biswas, Course Coordinator MBA, expressed gratitude to Mr Danish and also appreciated the efforts of the faculty members and students in arranging the lecture.

The lecture was organised by Dr. Aminul Haque, Assistant Professor AMU Murshidabad Centre and managed by MBA final year students, especially, Mr. Hasan Adeeb Jafri, Mr. Fazalur Rahman and Mr. Daud Rizwan.