



# INTEGRAL UNIVERSITY, LUCKNOW

## Center for Career Guidance & Development

*Creating Possibilities.....Enabling Growth*

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### **Event Report**

## **Seminar on: Spark Model of Personality Development and Business Communication**

The Center for Career Guidance and Development (CCG&D) at Integral University is dedicated to actively supporting students in cultivating their personalities and refining their communication skills. This is achieved through engaging seminars and workshops facilitated by industry experts and/or accomplished alumni. **On January 30, 2024**, CCG&D hosted an enlightening seminar featuring **Ms. Nasreen Ahmed**, a distinguished alumna of Integral University. Currently serving as the **Director of Customer Success at KOI Technologies in Dubai**, Ms. Ahmed brought a wealth of experience to the event. The event aimed to enlighten the students about the pivotal role of communication skills in personal and professional growth. She shared insights into the Spark Model of Personality Development, focusing on business communication and email writing. **108 students** of pre-final and final year across **B.Tech, BCA, and MCA** disciplines attended the seminar.

Ms. Ahmed emphasized the critical importance of communication skills in today's dynamic business environment. She articulated how effective communication is not only a cornerstone of personal relationships but is equally crucial in professional success. With eloquence, she detailed how honing these skills enhances one's ability to articulate thoughts, foster collaboration, and navigate diverse professional landscapes.

A substantial portion of the seminar was dedicated to corporate email writing. Ms. Ahmed delved into the intricacies of crafting impactful emails, stressing their significance in modern business communication. She elucidated on the nuances of tone, structure, and clarity, providing practical tips for creating emails that resonate professionally.

**Dr. Sufia Rahman** from CCG&D coordinated the session. The session concluded with an interactive question-answer round, where students had the opportunity to seek clarifications from the speaker. The event was a resounding success in imparting valuable insights into the Spark Model of Personality Development and Business Communication. The knowledge gained will undoubtedly empower students to navigate the complexities of the professional world with enhanced communication prowess.

### **Glimpses of the session:**



**Ms. Nasreen Ahmed, Director of Customer Success at KOI Technologies in Dubai making a presentation**



**Honorable Vice Chancellor, Prof. Javed Musarrat and Director CCG&D, Dr. Nilanjan Mukherjee presenting a memento to Ms. Nasreen Ahmed**