

J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA, FARIDABAD, HARYANA

NAAC 'A+' Grade accredited State University



**Department of Business Studies**

**Report on Expert Lecture  
On "Setting Professional Goals"  
Held on 12th August, 2024**

The Department of Business Studies has organized an Expert Lecture by Prof. Sanjiv Gupta on 12<sup>th</sup> August 2024 on the topic "Setting Professional Goals" for the students of B com under the guidance of chairperson, Dr. Manisha Goel. Ms. Radhika Sharma and Ms. Diksha Miglani, faculty members, Department of Business Studies coordinated the event along with students Sahil Verma and Nishu.



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FARIDABAD, HARYANA**  
( A HARYANA STATE GOVERNMENT UNIVERSITY )  
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**DEPARTMENT OF BUSINESS STUDIES**  
IS ORGANISING  
**EXPERT LECTURE**  
ON  
**" SETTING PROFESSIONAL GOALS "**

**DATE** : 12th August ,2024  
**TIME** : 11:30 to 12:30 pm  
**VENUE** : DEPARTMENT OF BUSINESS STUDIES

 <p><b>CHIEF PATRON</b> <b>PROF. S.K. TOMAR</b></p> <p><b>PATRON</b> <b>Dr. Manisha Goel</b> <small>CHAIRPERSON, DEPARTMENT OF BUSINESS STUDIES</small></p>	 <p><b>EXPERT SPEAKER</b> <b>PROF. SANJIV GUPTA</b></p> <p><b>COORDINATORS</b> <b>Ms. Radhika Sharma</b> <b>Ms. Diksha Miglani</b></p>
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Prof. Sanjiv Gupta, a distinguished career strategist, underscored the strategic significance of goal-setting for career and organizational success. He outlined the SMART framework—ensuring goals are Specific, Measurable, Achievable, Relevant, and Time-bound—as essential for crafting effective objectives. He emphasized the importance of developing a detailed action plan with clear milestones and deadlines, and the need for regular progress reviews and adjustments.

Additionally, Prof. Gupta highlighted the value of seeking feedback and building a support network to foster accountability and motivation. Key best practices discussed included prioritizing high-impact goals, remaining flexible, celebrating milestones, and balancing professional pursuits with personal well-being. His insights provide a robust framework for individuals and organizations to enhance focus, drive performance, and achieve meaningful outcomes.



The expert lecture was organized to provide students with invaluable insights into the diverse career opportunities available to commerce graduates and emphasize the importance of skills, competencies, and continuous learning in the dynamic world of business and commerce. Prof. Gupta inspired and motivated the students to maximize the potential of their education. With his expertise and rich academic background he guided students and gave them an exposure in deciding their ideal career field.

Setting professional goals is essential for guiding career advancement and ensuring organizational success. Clear goals provide direction and focus, motivating individuals and teams by aligning their efforts with both personal aspirations and broader organizational objectives. To set effective goals, it is crucial to follow a structured process: start with a self-assessment to understand current strengths and areas for improvement; define goals using the SMART criteria; create a detailed action plan with milestones; and seek feedback and support from mentors or colleagues. Regular monitoring of progress and making necessary adjustments is key to staying on track.

Best practices include prioritizing high-impact goals, staying flexible to adapt to changes, maintaining accountability, celebrating milestones, committing to continuous learning, and balancing professional ambitions with personal well-being. By adhering to these principles, individuals and organizations can achieve their objectives, foster career development, and drive overall success.



## Best Practices for Achieving Goals

**Prioritization:** Focus on high-impact goals that align with core objectives and offer significant benefits.

**Flexibility:** Be open to revising goals in response to unforeseen changes or new information.

**Accountability:** Establish systems for tracking progress and holding oneself accountable.

**Celebration:** Recognize and celebrate achievements and milestones to sustain motivation and morale.

**Continuous Learning:** Engage in ongoing development to acquire skills and knowledge that support goal attainment.

**Work-Life Balance:** Balance professional goals with personal well-being to prevent burnout and maintain overall health.



The expert lecture was a remarkable success. It effectively achieved its objectives of informing, inspiring, and motivating students. Prof. Sanjiv Gupta's expertise and engaging presentation style captivated the audience, leaving a lasting impact on students and faculty alike. His insights into the diverse career options, the importance of skills and competencies, and the need for continuous learning were invaluable takeaways for the students.