

October 3rd & 4th,25

MASTER CLASS ON STRATEGIC MANAGEMENT WITH MR. RATHINA PAUL M



Students of the PGDM 2024–2026 batch at MCC Boyd Tandon School of Business got a great learning experience during a Master Class on Strategic Management, held on October 3 and 4, 2025. The session was led by Mr. Rathina Paul M, a well-known Sales Architect and author of *Lead to Deal*. Across two days, Mr. Rathina Paul explained the core ideas of strategic management. He highlighted how every business needs a clear strategy and the ability to adapt quickly to market changes. He reminded students that a good strategy isn't just about planning, it's also about execution and flexibility. Students explored real-life case studies of Tanishq and ID Fresh Foods, studied their business strategies, and came up with fresh ideas for improvement. The sessions were interactive, featuring Google Forms and group discussions, which kept everyone actively involved. The top teams received copies of *Lead to Deal* as recognition for their effort. Mr. Rathina Paul's book focuses on improving sales through a human-centered approach, making it a useful guide for anyone looking to grow in the field of sales.

Along with his knowledge and expertise, his humble and approachable nature left a lasting impression. Students walked away motivated, gaining practical insights that connect classroom learning with real-world business strategy.