

Curriculum Vitae

Manisha Yogesh Thorat
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Academic Details

- M.B.A. from School of Commerce and Management Science S.R.T.M.U. Nanded in 1999 with first class.
- B.Sc. from D.S.M. College, Parbhani with first class in 1997

Faculty Development Program: -

1. Attended one faculty development program on “Using VCD as Case tool for Management Teaching.” Organized by Chate Business School, Aurangabad.
2. Participated in National Seminar on “Managing Changes and Challenges for Sustainable Development in Post Crisis Era”, organized by Marathwada Mitra Mandal’s College of Commerce.
3. Attended AICTE sponsored National Seminar on “Emerging Trends in Rural Marketing in India”, organized by Erode Builder Educational Trust’s Group of Institutions, Kangayam, Tamilnadu.
4. Participated in the Workshop on “Emotional Intelligence” organized by Department of Management Sciences, Maharashtra Institute of Technology, Aurangabad.
5. Attended one-day workshop on “Dare to Dream-Leadership Summit” on 13/03/2015 organized by AIMA.
6. Attended Two-week ISTE Workshop on Environmental Studies Conducted by IIT Bombay Under the National Mission on Education through ICT (MHRD, Govt. of India) from 2nd -12th June 2015.

Professional Experience:

Total Work Experience: - 15 Years.

Visiting Faculty

1. Organization: IOMR, MGM
Designation: - Visiting Faculty
Duration: - July 2023 to November 2023
Class: BBA III Semester and BBA Vth Semester
Subject: Marketing Management, Advertising and Brand Management
2. Organization: - MIT, Aurangabad.
Designation: - Visiting faculty
Duration: - November 2021 to March 2022
Class: TYCSE
Subject: Managerial Economics, Finance and Costing
Teaching Method: Online and Offline

3. Organization: - ICEEM, Aurangabad.

Designation: - Visiting Faculty

Duration: - November 2021 to March 2022

Class: MBA 2nd Year

Subject: Consumer Behavior, Brand Management, Retail Management and Advertising Management

Teaching Method: Online

Assistant Professor: MIT, Aurangabad

Duration: 2010 to 2016

Job Description

- Challenged and motivated students through in-depth lectures and discussions
- Lectured and communicated effectively with students from diverse backgrounds
- Reviewed books and journal articles for potential publication
- Served on academic or administrative committees that deal with institutional policies, departmental matters, and academic issues
- Developed, maintained, and taught online courses

Lecturer: Shreeyash Institute of Technology

Duration: 2009 to 2010

Job Description

- Taught classes in alignment with learning objectives as outlined by the department.
- Administered student performance evaluations dependent upon course.
- Consistently received the highest student-satisfaction, course-evaluation.
- Utilized various communication platforms (email, phone, and print) to communicate class expectations and assignments to students.

Industrial Experience: - 8 Years

1. Organization: - Centaur Pharmaceuticals Ltd.

Designation: - Area Manager

Duration : - 2 Years

Area of Working: - Nashik, Malegaon, Manmad.

Job Description:

- To meet doctors & convince them to prescribe company products.
- Responsible for achieving targets.
- Introduce new company products in the market.
- To do market survey & suggest steps for improvement.
- To handle a team of 3 MRs.

2. Organization : - Pharma Veda Ltd.

Designation : - Territory Manager

Duration : - 6 Years

Area of Working: - Parbhani, Nanded, Jalana, Hingoli

Job Description:

- Monitoring customer buying trends, market conditions and achieve sales goals

- Communicated regularly with territory, regional managers for daily support and planning for accounts
- Analysed sales data to identify areas for territory improvement.
- Cultivated relationships with key accounts in territory.

Academic Project Undertaken

1. Title :- Starting a New Enterprise
Service :- Manufacturing of Flowerpots
City :- Parbhani
Responsibility: - Market Research & Financial Aspects.
2. Title :- General Observation
Organization :- MSSCL
City :- Parbhani
Responsibility: - Functional Area Observation.
3. Title :- Impact of Advertising on Buyer Behaviour.
City :- Parbhani
Responsibility: - Market Survey.

Personal Details: -

Date of Birth: 22nd March 1977

Marital Status: Married.

Address: C/O Yogesh Thorat,
R. H. No. 5, Abhishek Valley,
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Linguistic Abilities: English, Hindi, Marathi