



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

GTU School of Management Studies

Report on “Expert Session on Portfolio Matrix: BCG & TOWS”

1) **Title of Event:** Expert Session on Portfolio Matrix: BCG & TOWS

2) **Type of Event:** Expert Session

3) **Date, Time and Venue of the Event:**

Date: 28th November 2025

Time: 11:00 am To 1:00 pm

Venue: Room Number 02, GSMS

4) **Description of Event:**

Gujarat Technological University's School of Management Studies (GTU SMS) arranged an expert session on "Portfolio Matrix: BCG & TOWS" to improve students' understanding of strategic management techniques. The goal of the seminar was to assist students in comprehending how the BCG and TOWS matrices are used in real-world business decision-making, portfolio analysis, and strategic planning. The lively and educational event offered practical business insights.

5) **List of Experts and their brief speech:** Dr. A.G.V. Narayanan, Director of Jansons School of Business, Coimbatore discussed the significance of having a distinct mission in any organization and how it explains the purpose of the business. He talked on how to better understand business positions and make decisions by using strategic management tools like the SWOT Analysis, TOWS Matrix, and BCG Portfolio Matrix. He emphasized how businesses should identify Stars, Cash Cows, Question

Marks, and Dogs to distribute their resources sensibly. Using examples from businesses like Tata Motors, HUL, Amul, ITC, and FMCG brands, he also discussed market growth, market share, and competitive positioning. He urged them to think strategically for long-term company success and stressed the significance of comprehending market opportunities (tailwinds) and challenges (headwinds).

6) List and number of Participants:

A total of 54 students from 3rd semester MBA (IB) attended the session.

7) Geotag Photographs of the Event:





8) Flyer of the Event:



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Expert Session
on

Portfolio MATRIX: BCG & TOWS

with Eminent Speaker

Dr. A.G.V. Narayanan
Director, Jansons School of Business, Coimbatore

 **28-11-2025**

 **Room Number 02, GSMS**

 **11:00 AM**

Invitee
Dr. Pankajray Patel
 Director - GSMS

Coordinator
Dr. Kaushal Bhatt
 Associate Professor

Locate us @ : GTU SMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway, Chandkheda, Ahmedabad Gujarat


@GTUSMS



9) Feedback on the Event:

The workshop was well received by the participants. Students valued the speaker's pragmatic approach and thought the topic was very helpful.

Numerous students reported that the seminar improved their comprehension of strategic concepts.

10) Media Coverage of the Event:

The incident was recorded for institutional communication and internal academic records.

11) Social Media Post:



Report Prepared by:

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