



ADGITM-SBS (BBA)

PrabandhanInsight (A Half-yearly newsletter)

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From the desk of Course Director



The New Year filled us with new energy and commitment to give more to our students. A number of activities were organized throughout the semester with full participation of the students. This edition of the newsletter covers all in brief. We have also successfully organized our first National Conference, "Contemporary Issues in Business Excellence in the Era of Digitalization". I would like to thank the organizing team for their zealousness and commitment.

I would like to reiterate our commitment towards providing holistic development to the students. This newsletter is a testimony to all the quality teaching; research undertaken, extracurricular events & activities that took place in this semester.

I wish all the success to the editorial board and the institute for bringing out this newsletter. I also congratulate all the persons involved for making this endeavor so enriching and fruitful.

Dr Divya Gangwar
Course Director- (SBS)

From the desk of Editor

Welcome to the second issue of the newsletter "Prabandhan Insight". The newsletter will spotlight activities and events at the Department, highlight the talents of our students and faculty and feature information of general interest. I am grateful to Prof. (Dr.) Sanjay Kumar, Director, ADGITM and Dr. Divya Gangwar (Course Director BBA) for giving me this opportunity. I am also thankful to all the people, without whom this newsletter issue was not possible. I welcome suggestions and feedback that will help us improve further.

I hope you will all enjoy it.

Ms . Puja Garg
Editor in chief (SBS)

Plethora of Activities
“Srijan” Rangoli making competition

The Craftastic club of the department organized a Rangoli making competition on the topic, “Women empowerment” on 18 February 2019. There were total of 12 teams who participated from both first and second year of BBA. Each team consisted of 3 members each. The Rangolis made by the students were judged on the basis of creativity, teamwork, theme, presentation, concept and message.

First position was secured by the team of Farhan, Muskan & Khurshid (BBA 2nd yr).

Second position was secured by the team of Jaya, Kanush & Nitesh (BBA1 yr).

In the end, all the respected dignitaries CEO Shri S. N. Garg, Director Prof. (Dr.) Sanjay Kumar, Director Maintenance Mr. Dilip Singh, and Dean (Management Courses) Dr. Abhinna Baxi congratulated the winners and motivated and praised all the participants for the beautiful Rangolis made by them.



Industrial Visit to Bikano Plant, Greater Noida

To give industry exposure to students, a visit to Bikano Plant was organized for them on 5th & 6th March, 2019. Students of BBA 1st year and 2nd year participated enthusiastically. They learned about how Bikano produce internationally acclaimed packaged sweets, namkeens, snacks, papads, and sharbats.

Students were taken around the manufacturing plant and were explained about the production and packaging process.

Overall, the activity was highly interactive and learning visit for the students on the concepts related to production and operations within a manufacturing plant.



**National Conference on the topic,
“Contemporary Issues in Business Excellence
in the era of Digitalization”**

School of Business Studies (BBA) organized a National Conference on “Contemporary issues in business excellence in the era of digitalization” on 14th and 15th of March 2019. The conference was well attended by eminent academicians, faculty members and scholars from reputed technical & educational institutions and executives from corporate.

In four technical sessions under four different categories titled Finance, Marketing, HR and other issues held over the two days, more than 40 papers were presented at the conference.

The conference was inaugurated by the Chief Guest Shri N.K. Goyal, Guest of honor Mr. Alok Katiyar, CEO Shri. S. N. Garg, Director Prof. Dr. Sanjay Kumar, Assistant Director HR Ms. Pankhuri Aggarwal, Dean (Management Courses) Dr. Abhinna Baxi, Head of departments and faculty members. The inauguration was soon followed by the welcome address by Dean (Management courses) Dr. Abhinna Baxi . He discussed about business excellence and motivated all the participants.

Director Prof. Dr. Sanjay Kumar congratulated the students for conducting a fantastic scholastic event. Mr. N. K. Goyal lauded the Management and the academic administration of the institute for hosting a national conference and enlightened the students about Cyber security and precautions to be taken thereof. Vote of thanks was delivered by Head of Department (BBA) Ms. Puja Garg.

First technical session focused on Accounting, finance and banking track. The session was chaired by Dr. R K Sharma .Research scholars from different universities presented their papers. It was such a knowledgeable event. Dr. R.K. Sharma summed up the session and appreciated for the hard work.

The second session comprises of papers based on contemporary issues in marketing. The session was chaired by Dr. Sunil Gupta, IGNOU. Participants presented their research papers .

The proceedings on 15th March, 2019 started with a keynote address by Dr. Sanjeev Mittal, Ex Dean, USMS, and GGSIPU and were followed by technical session 3 on contemporary issues in HR. The session was chaired by Dr.Sanjeev Mittal. Delegates presented their papers during the session on how technology is playing a major role in recruitment and selection of employees.

The last technical session 4 which was about other contemporary issues - digitalization, papers were presented. The session was chaired by Dr. J S Gujral, Ex- Professor, and Delhi University. All the paper presenters were appreciated for their hard work. The session 4 came to an end with the motivational thoughts of the Guest.

The valedictory program conducted in the evening, the guest Mr. Sumit Chaudhary, President, Third Millennium congratulated the institute and the Management on organizing a national conference on a contemporarily relevant theme.

Dean (Management courses) Dr. Abhinna Baxi in his concluding address thanked all the delegates, the faculty and students for their magnanimous support and assured that ADGITM will organize more such activities in the future. The Vote of thanks was delivered by Dr. Divya Gangwar.



A Guest Lecture on, “ Entrepreneurship and Business startup”

A Guest lecture on “Entrepreneurship and Business Startup” was organized on 26th March, 2019. The eminent speaker was Mr. Jasbir Singh Walia who has retired as head of Staff Training College and has 44 years experience in Banking. Presently he is associated with NIBF Raipur, as Master Trainee for Indian Post Payment Bank.

He enlightened the students about the concept of Entrepreneurship and qualities of an entrepreneur. He also showed an interesting video on why it is better to become an entrepreneur than an employee which was highly appreciated by the students. The lecture was interesting and gave all the students a great opportunity to learn many things in regard to developing a creative mindset, grabbing business opportunities and becoming an entrepreneur.



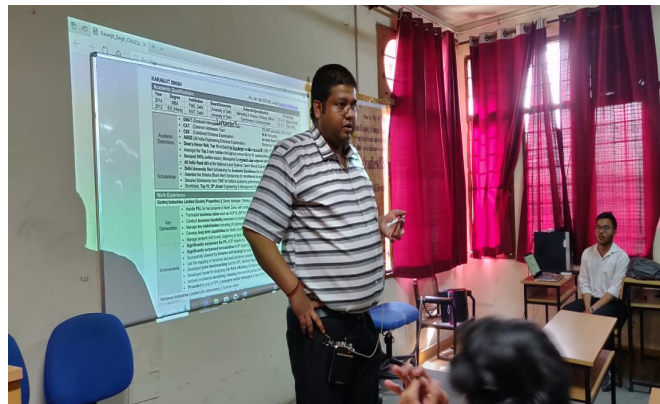
A workshop on Soft skills development

School of Business studies (BBA) organized a workshop on “Soft skills development” that included a session on CV writing and how it can help in securing a job. Mock interviews were also conducted to help the students prepare for the same as they have to undergo summer internship as part of the curriculum.

The workshop was conducted by Mr. Ram Manoram, Senior Knowledge expert of T.I.M.E. Education and Ms. Sonia, T.I.M.E. Education.

Mr. Ram Manoram highlighted the significance of drafting the CV and resume in a proper format in order to grab opportunities in corporate world. He also stressed the need for supplementing educational qualification with soft skills for a successful career.

The workshop also had a session comprising of the tips and guidelines for an effective interview. Mock interviews were conducted for the students to let them understand the concepts discussed in an effective manner.



A Seminar on Idea generation for Business Startup

School of Business studies (BBA) organized a Seminar on “Idea generation for Business Startup”. The panel of experts was Mr. Divyanshu Tyagi, COO Boozey group, Mr. Prateek Nagar, CMO Boozey group & Mr. Tarun Verma, Statistics Head of the group.

Mr. Prateek Nagar spoke about the role of marketing in a startup environment and emphasized on various marketing tactics which can be used to have a competitive edge in the market.

Mr. Tarun Verma enlightened the students about Entrepreneurship, business development and how to effectively manage finances.

Mr. Divyanshu Tyagi very well explained the difference between established business and startup and the various factors responsible for a successful startup. He also explained how new and updated technology is a major factor for successful startups in today’s ever changing and dynamic market



Seminar on Internship and Corporate Culture

In order to assist the second year students of BBA program for their career development and summer internships, School of Business Studies(BBA) organized a seminar on “ Internships and Corporate Culture” on 16th April,2019. The seminar was conducted by Mr. Aavaig Kamal (Head, Training & Placement Cell, ADGITM and Dr. Abhinna Baxi, Dean, Management Studies.

The seminar comprises of two sessions focusing on summer internships and understanding corporate cultures. Session 1 focused on summer internships and the various tactics to get them. Mr. Aavaig Kamal explained about why internship is essential and plays a crucial role in one’s career path. He also discussed about various internships opportunities that are available according to student’s specialized areas in Finance, Marketing and Human Resources. He also added that to get an internship, having a good command over communication skills is very important.

Session 2 emphasized on corporate culture and Dr. Abhinna Baxi talked about organizational practices and policies. He informed and motivated students for developing networks of informational and career related contacts. He also encouraged students to learn and practice written and oral communication, practicing presentational and meeting skills.



“Sadbhavna”, a social initiative for the visually challenged

To mark the second death anniversary of our late Founder Dr. Akhilesh Das Gupta, “Sadbhavna”, a social initiative for the visually challenged was organized on the occasion of ‘Akhil Jyot’ on 12th April, 2019. The team visited two Blind schools, National Blind Youth Association and Bhartiya Blind Educational. The students distributed gifts to blind persons and spent some time with them. Everybody sat together and interacted with songs and dances.

It was a cherishable as well as a big learning experience for all the team members.



Faculty Development Programme on “Innovations in Teaching Pedagogy in Business Education”

A one week faculty development programme on “INNOVATIONS IN TEACHING PEDAGOGY IN BUSINESS EDUCATION” was held at School of Business Studies (BBA) from 24th April,2019-30th April,2019. The FDP aims to provide opportunities to faculty members to learn new and innovative techniques in the field of rapidly changing Business Education. The Programme also intends to develop the knowledge of participants for simulation with advanced

techniques in the relevant field for inculcating learning values in students and guiding and monitoring their progress. The FDP was attended by more than 25 participants from different institutes.



STUDENTS CORNER

Paper presentation by students in the National Conference:

Student Consumer perception about Online shopping- Tushar Goyal & Shalu Agarwal (BBA IV Sem)

Role of Digital Marketing In 21st Century- Shikhar Mayank (BBA II Sem)

Impact of technology on HR practices- Ms. Ribeka Agarwal (BBA IV Sem)

How Digitalization has transformed Health Care in India- Sakshi Sharma & Megha Soni (BBA IV Sem)

Impact of Digitalization on Education Sector- Palak Arora & Megha Bodani (BBA II Sem)

by Rudyard Kipling

If you can keep your head when all about you
Are losing theirs and blaming it on you;
If you can trust yourself when all men doubt you,
But make allowance for their doubting too:
If you can wait and not be tired by waiting,
Or, being lied about, don't deal in lies,
Or being hated don't give way to hating,
And yet don't look too good, nor talk too wise;
If you can dream - and not make dreams your master;
If you can think - and not make thoughts your aim,
If you can meet with Triumph and Disaster
And treat those two impostors just the same:
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop and build'em up with worn-out tools;
If you can make one heap of all your winnings
And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings,
And never breathe a word about your loss:
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them: "Hold on!"
If you can talk with crowds and keep your virtue,
Or walk with Kings - nor lose the common touch,
If neither foes nor loving friends can hurt you,
If all men count with you, but none too much:
If you can fill the unforgiving minute
With sixty seconds' worth of distance run,
Yours is the Earth and everything that's in it,
And - which is more - you'll be a Man, my son!

Proud Moment Indeed!!!

Dr. Divya Gangwar was invited as Speaker for the 22nd Economic Symposium on "Digitalisation in Logistics - Opportunities and Challenges, an International Perspective" organised by the Anhalt University of Applied Sciences, Bernburg, Germany held on 11th April, 2019.

A talk on "Digital Revolution-Transformation at Indian Railways" was delivered by her at the symposium.

