

## ABOUT THE INSTITUTE

Dr. Akhilesh Das Gupta Institute of Technology & Management (ADGITM) formerly known as Northern India Engineering College (NIEC), New Delhi was established by BBDES, LUCKNOW in the year 2003. ADGITM has an aesthetically designed campus spread over approximately 9 acres of lush green environment at Shastri Park. The Campus comprises of five interconnected blocks covering a built up area of approx. 3.0 Lac square feet. ADGITM offers Under Graduate and Post Graduate level full time Professional programs approved by AICTE in affiliation with Guru Gobind Singh Indraprastha University (GGSIPU), Delhi.

## ABOUT THE DEPARTMENT

Department of Management was established in 2004. The department has been conceived as a centre of intellectual excellence, catering to the needs of the aspiring generation of students through its two year full time MBA programme as designed by Guru Gobind Singh Indraprastha University-the affiliating university. The norms and standards for the delivery of the courses are as laid down by All India Council for Technical Education (AICTE), Ministry of HRD, Government of India and the affiliating University- are followed at the college.

## Director's DESK

Greetings and warm welcome from ADGITM Family. ADGITM is a thriving Institute that encourages a four-way partnership between Students, Parents, College and Industry. The strength of this bond is reflected in the success of our students. With a team of well qualified, experienced and motivated faculty, I am confident that our engineers and managers will not only be humane but also will be capable of facing many challenges of their professional life. So, go ahead, broaden your horizons and get set for an unbeatable learning experience at ADGITM.

**Prof. (Dr.) Sanjay Kumar**  
Director, ADGITM

## From the Desk of DEAN



I have recently joined ADGITM as Dean & Head (Management Courses) and in the few days I have been a part of this vibrant institution I have realized that it is a great opportunity for me to move forward towards making the Department of Management Studies a platform for developing future leaders who are ready to face any challenge both in the professional and personal front. While writing the Dean's message for the second issue of newsletter, I demanded a very small space as 'Actions speak louder than words.' With this I want to reiterate my promise to take the Management Studies Department to unprecedented heights.. 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.

Dr Abhinav Baxi  
Dean & Head (Management Courses)

## From the Desk of EDITOR

Welcome to the second issue of the newsletter 'MANAGEMENT TIME SQUARE'. We cannot wait to share this new selection of activities, accomplishments, research and upcoming events of MBA Department. I am grateful to **Prof. (Dr.) Sanjay Kumar, Director, Dr. Akhilesh Das Gupta Institute of Technology and Management** and **Dr Divya Gangwar, Head of Department (MBA)** for giving me this opportunity. I am also thankful to all the people, without whom this newsletter issue was not possible

**Ms Teena Gupta**  
Editor-in-Chief (MBA)

## **FACULTY ACHIVEMENTS**

### **SHIKSHA GAURAV PURUSKAR 2018**

Mr Jugesh Chandra was awarded with **SHIKSHA GAURAV PURUSKAR 2018** for his outstanding and exemplary contribution towards education, skill development and research by Centre for Education, Growth and Research on 21st December, 2018 at India International Centre, New Delhi.

### **PAPER PRESENTED**

**Gupta Teena**, Product Placement in Hindi Movies: A Strategy for Managing Brand. National Conference on Business Transformation Green, Growth, Globalization, & Governance, 16 November, 2018, BCIPS, Dwarka, New Delhi.

**Chitkara Ankita**, Product Engagement on Social Media - A new channel of distribution in making. 6th International Conference on Management Practices & Research on New Horizons in Global Business, 20<sup>th</sup> July, 2018 at APJ School of Management, Dwarka.

**Chitkara Ankita**, Impact of Green HR Practices on Organizational Performance. Jaipuria International Management Conference on Sustainable, Smart and Socially Responsible Organisations: The roadmap to business excellence, 23<sup>rd</sup> June, 2018 at Jaipuria Institute of Management, Indore.

### **PAPER PUBLISHED**

**Gupta Teena**, Product Placement in Hindi Movies: A Strategy for Managing Brand. In: Proc on Business Transformation Green, Growth, Globalization, & Governance

**Gupta Ekta**, Failure of Annual Performance Review and Way Forward -A study of few select Companies. International Journal of Advance and Innovative Research. ISSN No-2394-7780 ,Volume -5 ,Issue - 4(XIV , Oct-Dec 2018),Page No- 49-58.

**Gupta Ekta**, Work Life Balance and Its Impact on Employee Engagement In: Proc on Use of Technology in Service Dector :Beyond Metro. ISBN : 978-81-931585-5-5

**Chitkara Ankita**, Impact of Green HR Practices on Organizational Performance .Unnayan: International Bulletin of Management and Economics, ISSN No- 2349-7165.

**Chitkara Ankita**, Product Engagement on Social Media - A new channel of distribution in making. In: Proc on Management Practices & Research on New Horizons in Global Business, ISBN: 978-93-86-238-542.

**Srivastva Shuchi**, Empowering Women of Unorganized Sector through digital transformation . Alleviation: International Journal of Nutrition, Gender & Social Development, ISSN No- 2348-9340

### **FDP/ WORKSHOP/CONCLAVE ATTENDED**

Jugesh Chander attended Indian Construction Festival on *India Road Conference Construction world* as special Invitee at Taj Palace, New Delhi organized by TEMA, New Delhi on 24<sup>th</sup> October, 2018

Jugesh Chander attended one day workshop on *Decoding Block Chain for Business- Present and Future Prospectus* as special Invitee organized by AIMA, New Delhi on 13<sup>th</sup> October, 2018

Jugesh Chander attended 45<sup>th</sup> National Management Convention on *Leadership in age of Disruption in @2030: Creating USD 10 Trillion Economy* at Taj Palace, New Delhi organized by AIMA, New Delhi on 26<sup>th</sup> September, 2018

Jugesh Chander attended a seminar on *Never Again Be Scare to Speak in Public* delivered by Ms Anusha Khurana (IRS) organized by AIMA, New Delhi on 14<sup>th</sup> September, 2018

Jugesh Chander attended *National Education Conclave* at International Multipurpose Hall, New Delhi organized by International Chamber of Commerce and Industry on 11<sup>th</sup> August, 2018

Faculties of MBA Department attended the FDP on *Teaching Methodology* at ADGITM, New Delhi from 17-23 July 2018

## FDP ORGANIZED

MBA department organized five days FDP from May 28th - June 1st 2018 on "Behavioral Finance, SPSS, and EViews". The Programme aimed at enhancing research and teaching capabilities of educators. The primary thrust of the five day programme was to equip the participants with contemporary research and teaching skills. Resource persons were Dr. Asha Chawala, Dr. Sunita Arora, Prof. Sanjiv Mittal and Ms. Swati Khanna

## ADGITM INSPIRATION 2018

An Inter College Project Dissertation Competition: ADGITM Inspiration 2018 was organized by the MBA Department on June 08, 2018 in the College Auditorium. The programme was graced by the presence of Chief Guests Prof. Dr.R.K.Sharma, Dean, Bhartiya Vidyapeeth Institute of Research and Prof. Dr. Sunil Kumar Gupta, Professor, IGNOU. 17 students from different colleges participated in the competition. Ms. Deepanshi Jain, ADGITM, won the first prize



## WELCOME OF MBA FIRST YEAR

The orientation program was conducted by the students of MBA department of Dr. AKHILESH DAS GUPTA INSTITUTE OF TECHNOLOGY AND MANAGEMENT for the freshers to familiarize them with their institution, department and faculty followed by their course structure, subjects and specializations including examination and attendance. They were also introduced to various clubs and societies of the college.



## ACTIVITIES IN MBA DEPARTMENT

**CSR & ECO Club** of MBA Department organized Rakhi Making competition, held on 23 August 2018, in the seminar hall. In this competition, twelve teams of students from MBA participated and enthusiastically competed to win. The competition was concluded with prize distribution ceremony in which certificates & gifts were presented to the winners and gifts were distributed among the small children.



MBA Department organized a workshop on 29<sup>th</sup> August, 2018 to **National Small Industries Corporation Ltd. (NSIC)** located in Okhla for the final year students. The objective of the visit is to provide us an insight regarding internal working of NSIC and to be aware of different opportunities within the industry as well as to see the working of different machinery and to explore classroom concepts with professionals. It broadens the outlook of students with exposure of Industrial visit.





**Alumni Club** of MBA Department organized an Alumni talk on 30<sup>th</sup> August, 2018 by Mr. Mrinal Gosian, Co – Founder, R2G Services who was invited as Corporate Guest Speaker.



**Cultural, Creative and Editorial Clubs** of MBA Department organized a programme for Teachers on 6 September, 2018 in seminar hall. The programme began by felicitating each faculty with a card and a sapling as a token of gratitude. There was also cake cutting ceremony where all faculty members graced the occasion with their presence.



**HR Club** of MBA Department organized 'VISHLESHAN', a Case Study Competition, on 11<sup>th</sup> September 2018 in the Auditorium. In this Competition, ten teams from MBA department participated. The competition was concluded with prize distribution ceremony in which certificates were presented to the winners to encourage the further participation for such events.



**Sports Club** of MBA department organized an 'INTER DEPARTMENT CRICKET TOURNAMENT' between MBA & BBA departments, from 3<sup>rd</sup> to 5<sup>th</sup> October 2018 in college play ground. In the 'TOURNAMENT', four teams from MBA department & one team from BBA department participated. The final match was won by BBA Team. The competition was concluded with prize distribution ceremony in which Trophies, Medals, and Participation certificates were presented to the winners, runner ups, organizers and participants.



**Editorial Club** of MBA Department organized 'Rachnaye', an Intra - College Poetry Competition on 4<sup>th</sup> October 2018 in Auditorium. It was graced by chief guests Dr. Harish Naval and Dr. Harvinder Kumar. In this Competition, seventeen students from various departments of college participated. The competition concluded with prize distribution ceremony in which certificates were presented to the winners and participation certificates to rest of the participants to encourage the further participation for such events.



**Operations Club** of MBA Department organized a "SPSS WORKSHOP" on 25<sup>th</sup> October 2018. Students of MBA Department introduced SPSS to participants and conducted the tutorial session where the participants were given a step by step guidance of using the SPSS software. The workshop was concluded with prize distribution ceremony where Director Prof. (Dr.) Sanjay Kumar and CEO, Mr. S.N. Garg presented the participants with certificate as a token of appreciation and encouraged the students to keep participating in similar events organized in the future.

An industrial visit to **Center for E-governance** for MBA First year students was held on the 12<sup>th</sup> & 16<sup>th</sup> October 2018. Mentor navigated the session through various topics of e-governance like various schemes of government in order to develop the ICT in India as well as recent developments and achievement in this area.



Empirical 2018, Inter College Summer Training Report Competition, was organized by the MBA Department on October 26, 2018. The programme was graced by presence of Chief Guests Dr. R. K. Sharma, Professor, Bhartiya Vidyapeeth Institute of Management and Research and Dr. Navneet Gera, Associate Professor at Bharti Vidyapeeth Institute of Management and Research, New Delhi. 11 students from different colleges participated in the competition. Ms. Sapna Sharma, AIMT, won the first prize



## **STUDENT'S PARTICIPATION OUTSIDE THE INSTITUTE**

Shantnu Sharma and Ankush Arora participated in Electron Quiz on 5<sup>th</sup> September, 2018 at NTPC, Noida.

Riya Asija, MBA 1 Year, participated in Case Folio Competition on 29<sup>th</sup> September, 2018 at Technia Institute of Advanced Studies, Rohini.

Shantanu Sharma, MBA 2<sup>nd</sup> Year, participated in Abhyuday 2018, Inter College Summer Internship Project Competition on 3 November, 2018 at Rukmini Devi Institute of Advance Studies, Rohini.

Raj, Harinder Singh and Deepali, Students of MBA 1 Year, participated in Inter College Business Plan Competition 2018, 20<sup>th</sup> October, 2018 at Rukmini Devi Institute of Advance Studies, Rohini.

Payal Soni, Girish Rathore and Raman Sharma, Students of MBA 2<sup>nd</sup> Year, participated in Inter College Business Plan Competition 2018, 20<sup>th</sup> October, 2018 at Rukmini Devi Institute of Advance Studies, Rohini.

## **TOP RANKERS**

### **MBA Sem IV**

I	SAUMYA JHA	81.43%
II	POORNIMA CHAUHAN	81.14%
III	DEEPU KUMAR MISHRA	80.0 %

### **MBA Sem II**

I	VARSHA ANAND	81.35%
II	NAVNEET KAUR	81.18%
III	DIKSHA PARASHER	80.88%

## **UPCOMING EVENTS**

- Inflore, Management Fest in February, 2019.
- National Conference by Management Department on 7<sup>th</sup> - 8<sup>th</sup> March, 2019
- Farewell Party for MBA Final Year in April, 2018.



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## 10 MANAGEMENT TIPS FOR GREAT LEADERS

### Share information

Communicate the news that you can, so minds don't wander.

### Say thanks

People want to feel appreciated! A simple thank-you note doesn't cost a thing, and it makes a huge difference.

### Empower through delegation

We know no one can do it as well as you can, BUT you need to delegate to give yourself time to complete tasks more appropriate for your level.

### Adjust your style

You have many different communication styles and personalities on your team.

Don't think that you can manage everyone the same way, and don't assume everyone likes to be managed the way you like to be managed.

### Set small milestones

If you can't match last year's numbers, set milestones that can be reached.

### Have fun

Your team wants to enjoy going to work. Play ten minutes!

### Remove obstacles

Bureaucracy stifles creativity and innovation. Cut down some of the paperwork.

### Give feedback

Your direct reports want feedback, and it's crucial in making your team as productive as possible.

### Raise your hand

When your people see you putting in extra hours, they are inspired to jump in and follow your lead.

### Focus your time

It's the old 80:20 principle. Focus the majority of your time and attention on the 20% of your people and projects that generate 80% of your results.