



**MANAV RACHNA
UNIVERSITY** 

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**MANAV
RACHNA
UNIVERSITY**

PANORAMA

Bi-Annual Newsletter Edition
(July 2023-December 2023)

**School Of
Management &
Commerce**

SUCCESS STORIES...

“Entrepreneurs are the crimson bloodline of every thriving society and culture, manned by an indefatigable ethos and an assiduous non-quivering commitment to envisioning a reality that is beyond many people’s waking fantasy”.



Mr. Rahul Khurana

**Founder- Texnology digital
solutions Pvt. Ltd.**

I, Rahul Khurana, initially earned the Prestigious and notoriously difficult to attain Chartered Accountancy certification purely due to my intellect - a pinnacle for many, but just a stepping stone for me.

My entrepreneurial ambitions melded with the trade acumen, spotted an opportunity in the refurbished laptops industry. I founded an IT company specializing in refurbished laptops, whose inevitable success was a passing gesture of its founder’s mentality.

The company’s boldly articulated vision and my relentless commitment to the same, marked with toppling benchmarks across the domains of customer service, quality, quickly earned me the award for “Best IT company for refurbished laptops”, Indicating my shrewd instincts for Product Value and its subsequent delivery.

My journey is expansive and moonlights the unexplored paths of Finance and Entrepreneurship, constantly evolving, constantly inspiring and constantly thriving in a tumultuous business landscape, which for many has induced nauseating defeat. My story is an inspiration for aspiring professionals and business enthusiasts alike, encouraging them to embrace their dreams and turn them into reality.

SUCCESS STORIES...

“An Entrepreneur’s accomplishment is measured in units of satisfaction, from crumpled sighs to roars of decimating gumption. Their path didn’t even exist as a concept until they walked it, conquered it, and made it their own, the remnants of their journey is a path traversed by a determined few and vanquished by even less.”



Ms. Shaifaly Sangal
Founder- Yung Minds

I, Shaifaly Sangal, in addition to being a founder of an HR consulting firm (YUNG MINDS), I am also an NLP coach and a competent Ho’oponopono healer, a therapy whose benefits have transformed both personal and professional relationships alike. To say, I did multiple hats is an understatement; in addition to the above I also run a charitable foundation “BHAVISHYA”, which actively uplifts women and children through their various initiatives.

My entrepreneurship exploits span over Two Decades of successful negotiation with cascading business terrains, and volatile canvas strokes of the competition. I am also the President of UP HR-WICCI (Women Indian Chamber of Commerce & Industry), in addition to above responsibilities I am also a part of Industrial advisory committee of Shri Mody's University and has also been associated with Lady Shri ram College as a mentor and on advisory board of Aap Ki Khabar.

A trail-blazer, my acumen for business and compassion for humanity, have lead me to a fulfilling journey of exploration and selflessness, in service of both the economy and society alike.



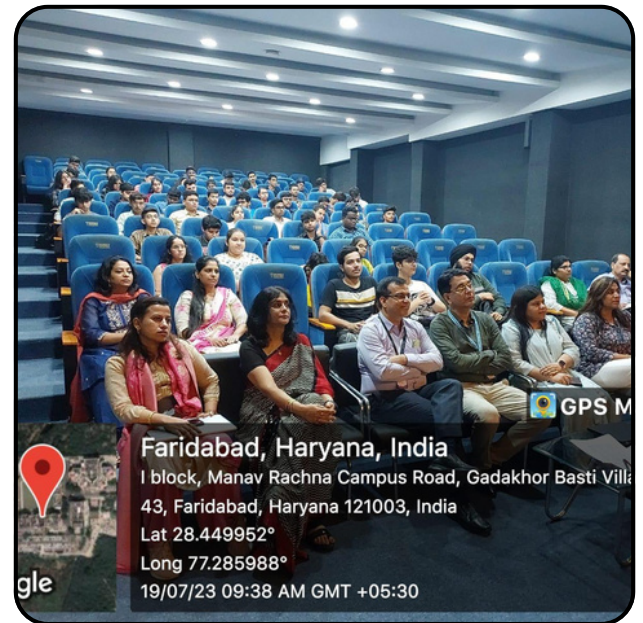
EVENT REPORTS

SMC–DEPARTMENTAL ORIENTATION-2023--- (DAY 1) FOR IST SEM ON 19TH JULY 2023

On July 19, 2023, Manav Rachna University's School of Management & Commerce officially launched its departmental orientation. The I Block Auditorium was the gathering place for all of the 2023 Batch students. Students completed the session's joining report and the attendance was recorded. Students were introduced to SMC faculty members by SMC Dean Dr. Parul Jhajharia and HOD Dr. Pragati Chauhan.

The department's vision and mission were also presented to the students in a presentation. The department introduced the students to the terms "mentor mentee," "CO POs," "advance," and "slow learner." Using solar signs as a clue, students were encouraged to engage in enjoyable interactions with their classmates through journal writing exercises led by Drs. Animesh, Rashi, and Pooja.

With enthusiasm, the students participated in the activity.



An alumni engagement session was held for the students with the aim of strengthening the alumni network and fostering a sense of community. Jishni Koparappu and Deepsi Batra from the 2018 batch engaged in a conversation with the pupils.

For the benefit of our students as they set out on their individual academic and professional journeys, both alumni provided insightful commentary, firsthand knowledge, and the mantra for professional success.

Dr. Dalip Parimoo led a leadership and team-building exercise. The pupils took part in a variety of specially created exercises meant to foster a sense of teamwork among them. In addition, the kids were informed about the importance of instilling leadership traits in them as future managers.

Another tool used to accomplish this was interactive activity. With tremendous excitement, the kids engaged in the session and derived significant benefits from it. Students were excited for yet another day of learning and connecting in the School of Management & Commerce as the day came to an end on a positive note.

SMC–DEPARTMENTAL ORIENTATION-2023--- (DAY 2) FOR IST SEM ON 20TH JULY 2023

The second day of departmental orientation was led by the Department of Management and Commerce. The first Bridge course session was



attended by eager students. Two cohorts of students were separated from each other. BBA FAA + BBA BA and BBA GOM + HCM make up batch 1. Drs. Ruchi and Seema offered a bridge course on statistics, Dr. Pooja Kapoor taught accounting, and Dr. Sandhya taught economics. The Career Development Cell of the CDC conducted the following session. Dr. Hanu Bhardwaj and her team of twenty-five provided the students with an update on the CRC cell's operations and how important

it is to their career advancement and personal growth. At 1:30 pm, the "Meet and Greet with our Knowledge Partners" event got underway.

Mr. Siddhant Chandela, Mr. Vikas Khosla, Mr. Shakeel Ahmed Khan, and Dr. Nancy were invited by Dr. Khushboo. Students were made aware of the critical role that NSIC plays in the growth of entrepreneurship by Mr. Shakeel Ahmed, and his scholars also discussed their personal experiences with NSIC.

Following this, the students' understanding of the function of IoA in the Business analytics programme was enhanced by our expertise partners from ISDC, Mr. Vikas Khosla and Mr. Sidhant. Later on, Dr. Nancy inspired the students to pursue careers in entrepreneurship and discussed the significance of start-ups in the modern world. Dr. Pragati, Ms. Vandana, and Dr. Parul were present at the session. It was a worthwhile meeting. A vote of thanks was given by Drs. Parul Jhajharia and Khushboo to end the session.

SMC—DEPARTMENTAL ORIENTATION-2023--- (DAY 3) FOR IST SEM ON 21ST JULY 2023.

On July 21, 2023, the School of Management and Commerce hosted an industry visit to Moon Beverages, a Coca-Cola bottling plant located in

Greater Noida. At 10:45 a.m., Miss Richa and her staff started the visit by giving the students an overview of the organisation. They were informed about the brand's journey from the beginning. Later, the pupils were shown about the store. The completely automated Mazza beverage bottling line was demonstrated to the pupils. The way the intricate machinery functioned and how quality permeates every facet of the business process served as a teaching tool for the pupils. The plant's purifying

and storage method for syrup was also demonstrated to the pupils. The Coca-Cola museum provided the children with an engaging experience as they saw the brand's century-long time capsules in the shape of its famous bottle designs. They were also informed about the brand's involvement in elementary education in Indian villages and its range of corporate social responsibility initiatives, including sustainable business practises. After that, the students participated in a Q&A session and an exercise made just for them. The pupils were served cool soft drinks that were produced in the factory as the excursion came to an end.



SMC–DEPARTMENTAL ORIENTATION-2023--- (DAY 4) FOR IST SEM ON 24TH JULY 2023



The students gathered in the auditorium of I Block, where attendance was recorded. Students interacted with faculty mentors. Dr. Shweta and Miss Sandya taught bridge courses in accounting and economics. Students engaged in lively discussion and asked questions of their faculty mentors. Students created posters as part of an activity led by Miss Kushboo and Miss Sandhya. The SDGs were the subject. Students painted posters on the subject and came up with original concepts

A winner was declared for the competition. Every poster was hung up on the department's walls. Dr. Bindu Aggarwal led an engaging workshop. Topic: "Shree Mad Bhagwat Geeta: A Management Lesson." The Geeta Management Concept was the main focus of the session. The four lessons, which represented leadership, empathy, karma, and role and responsibility (Dharma), were delivered by Dr. Bindu. The students participated in a variety of self-awareness and leadership-related exercises.

SMC–DEPARTMENTAL ORIENTATION-2023--- (DAY 5) FOR IST SEM ON 25TH JULY 2023

Ms. Vandana and Ms. Srishti led a fascinating movie review session. The movie "Pursuit of Happiness" was selected for this task. Students engaged enthusiastically in the film critique, displaying a great deal of passion. Their main lessons learned were the power of attraction and how to maintain grace and tenacity throughout difficult times.

Miss Vandana and Srishti led a thought-provoking conversation about how what you want is actually seeking you to end the session. Following this, Dr. Vinod Kumar Murthy led an educational session on the "Use of Analytics." He serves as the national head of IT and analytics for ISDC. The necessity for analytics in day-to-day operations to increase corporate profitability was the topic of an engaging conversation with the students.



SMC–DEPARTMENTAL ORIENTATION-2023--- (DAY 6) FOR IST SEM ON 26TH JULY 2023

Ms. Shaifaly Sangal, the founder of Yung Minds, led an incredibly inspiring and energising session. Students asked a number of questions about startups and how they operate during the interactive session. Various topics regarding the analysis of market gaps and the identification of leverageable opportunities were also covered in the event. Following this, Ms. Sandhya and Ms. Srishti Bathla performed an Ad Mad Show even for the first-semester BBA students. Pupils enthusiastically embraced the products, coming up with creative brand names, punchlines, and acting out advertising for the selected goods.





SMC–DEPARTMENTAL ORIENTATION-2023--- (DAY 7) FOR IST SEM ON 27TH JULY 2023

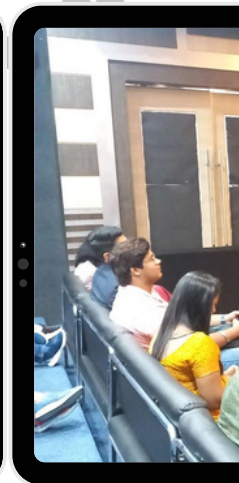
Dr. Savita Sharma led an engaging workshop on mindfulness: An essential ability for students in the twenty-first century. Mr. Rahul Khurana (Deloitte) then led a very insightful and participatory discussion on "Identifying Opportunities with a Hawk Eye (session by start-up entrepreneurs)." The motivational session involved active participation from the students. The winners of the poster-making competition and the Ad-Mad Show were later revealed. The Dean and HoD presented prizes to the winners. Ms Srishti led an educational session on the Global Immersion Programme. Along with student testimonies from the previous batch on their experiences on the GIP tours to Singapore and Dubai, details about the daily programme were covered.



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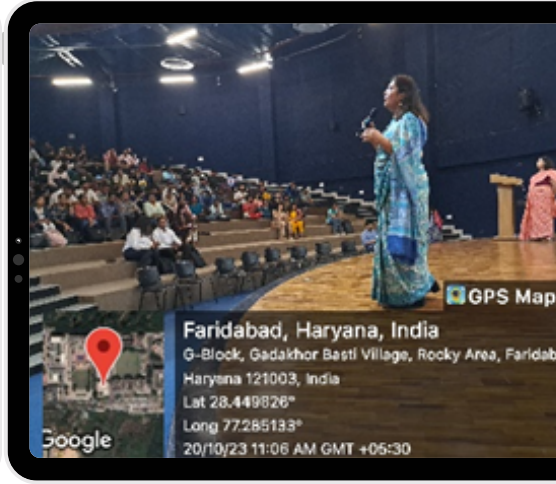
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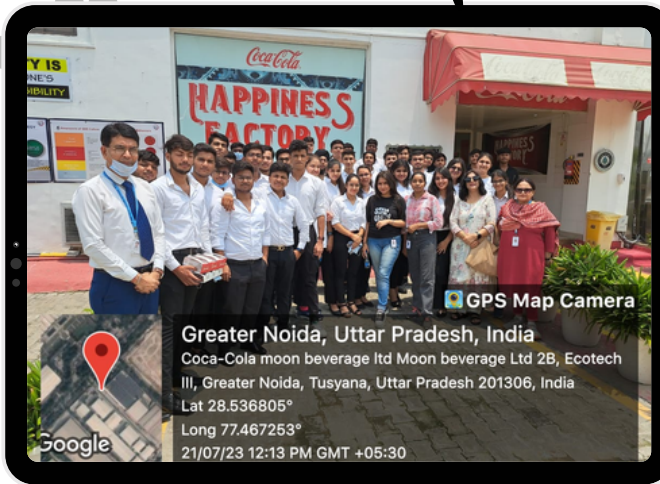


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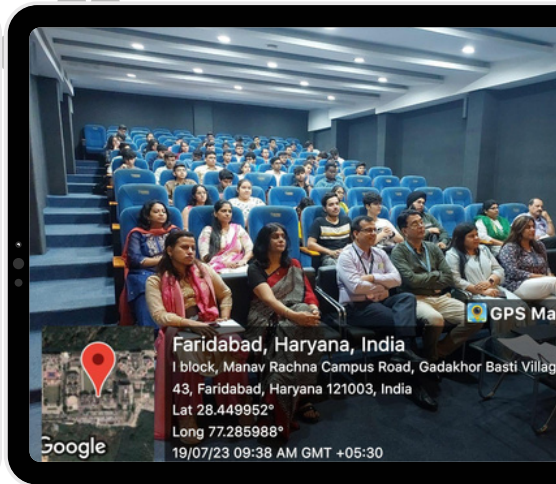


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Glimpses



Greater Noida, Uttar Pradesh, India
Coca-Cola moon beverage ltd Moon beverage Ltd 2B, Ecotech
III, Greater Noida, Tussyana, Uttar Pradesh 201306, India
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Faridabad, Haryana, India
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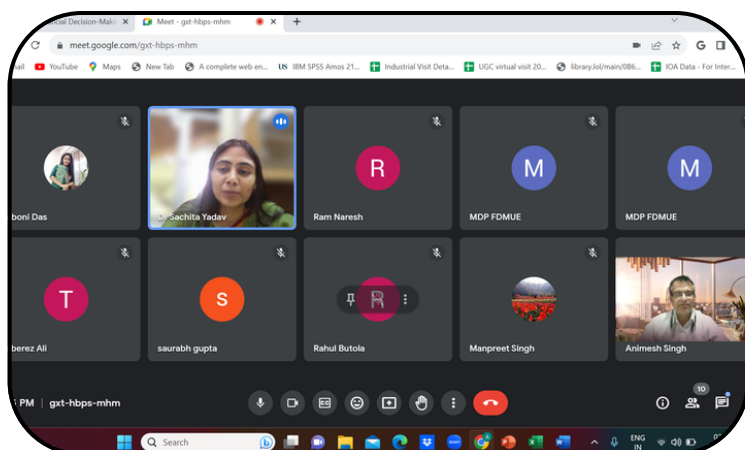
GUEST LECTURE ON "CAREER PROSPECTS IN BANKING INDUSTRY" BY PROF (DR) N K BHASIN, HEAD, PDC, (IIBF) AT SMC

The School of Management and Commerce at Manav Rachna University Faridabad hosted a guest lecture on "Career Prospects in Banking Industry" on 9th August 2023. The lecture aimed to educate students about new job roles and the importance of Banking Professional Certification in their careers. The official vote of thanks was presented by the HOD Prof (Dr)Tanushri Purohit.



ONLINE SESSION ON PIVOTTABLE BY DR. ANIMESH SINGH : MANAGEMENT DEVELOPMENT PROGRAM (MDP) ON "FINANCIAL DECISION-MAKING USING EXCEL"

Dr. Animesh Singh, an Associate Professor at the School of Management & Commerce, conducted an online session on PivotTables for the Management Development Program, focusing on their application in financial analysis, allowing remote attendance. He also demonstrated how PivotTables can simplify and analyze large datasets, making



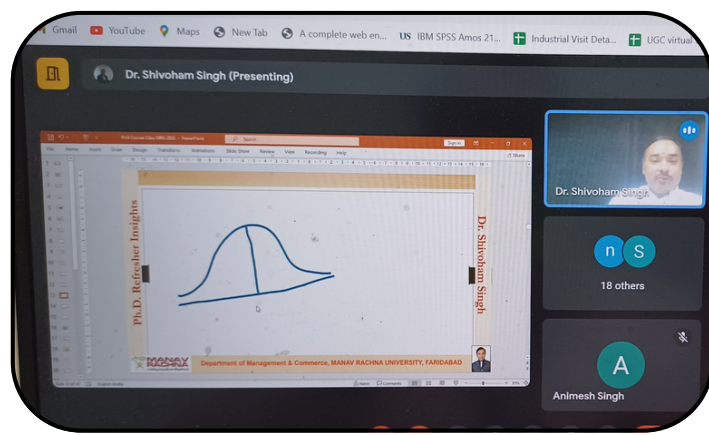
financial data more manageable. Participants learned how to create PivotTables using Excel, select data, arrange fields, and customize layouts. Advanced techniques like data grouping and filters were also discussed. He emphasized the significance of visual representation in financial insight

and participants engaged in an interactive Q&A session, expressing gratitude for his expertise, engaging teaching style, and complex concepts.

ONLINE GUEST LECTURE ON “DECODING HYPOTHESIS TESTING: REVEALING THE INSIGHTS”

The School of Management and Commerce of Manav Rachna University hosted an online guest lecture on "Decoding Hypothesis Testing: Revealing the Insights" for Ph.D. scholars on August 19, 2023. Dr. Shivoham Singh, a renowned statistician, discussed the importance of hypothesis testing in

research and its role in making informed decisions. Over 20 PhD scholars participated in an interactive lecture on hypothesis testing, led by Dr. Shivoham Singh. The event, organized by Dr. Animesh Singh, enhanced participants' understanding and provided valuable insights for their research pursuits.



ONLINE TRAINING SESSION FOR PSU BANK MANAGERS THROUGH INDIAN INSTITUTE OF BANKING AND FINANCE-PDC DELHI ON TOPIC : DIGITAL TRANSFORMATION AND EMERGING TECHNOLOGIES FOR BANKS ON 30TH AUG 2023

Analytics in banking drives business objectives, predicts defaults, optimizes profits, and detects operational frauds. It's used in customer communication, campaign design, and customer relationship management. Social media analytics, strategic analytics, and HR analytics are also utilized for planning and performance tracking.

Resource Person: Dr. Shivoham Singh

SECOND INDUSTRIAL VISIT: COCA-COLA BOTTLING PLANT

The School of Management and Commerce, MRU organized a second industrial visit to the Coca-Cola bottling plant on 23 Aug 2023. The visit provided students with insights into the manufacturing processes, quality control measures, and sustainability initiatives of Coca-Cola, a leading beverage company.



The visit aimed to bridge theoretical knowledge with practical applications and witness the operations of an industry leader like Coca-Cola. The management and staff of the plant were praised for their hospitality and informative sessions, contributing to the success of the visit.

SIGNING OF MEMORANDUM OF UNDERSTANDING BETWEEN MANAV RACHNA UNIVERSITY WITH COMMONWEALTH EDUCATIONAL MEDIA CENTRE FOR ASIA (CEMCA)

Manav Rachna University in Faridabad has signed a Memorandum of Understanding with Commonwealth Educational Media Centre for Asia to host a value-added MOOC on "Lean Six Sigma Foundation" for students and faculty members. The collaboration aims to provide a holistic perspective and leverage students' talents to meet the needs of the contemporary dynamic business environment through the

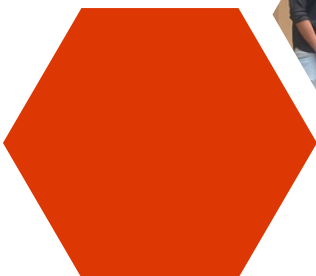



Learning Management System (LMS) of CEMCA.

The course provides students with a comprehensive understanding of Lean Six Sigma, a widely accepted methodology used by organizations to improve processes, product quality, customer experience, and satisfaction. It teaches DMAIC (Define, Measure, Analyze, Improve, and Control) process improvement and enhances employability.

PITCHDECK- A SUSTAINABLE IDEA GENERATION COMPETITION

On 24th August, 2023, the Innovation and Entrepreneurship club, under the pre incubation centre, Manav Rachna University organized a pitching event - "Pitchdeck- A sustainable Idea Generation Competition", to introduce the first-year students to the I&E club. The event commenced with an engaging registration process that drew the attention of aspiring entrepreneurs across the university. The registration period spanned two weeks and was open to all students interested in presenting their innovative business ideas.





The registration period consists of online registration, team formation, idea synopsis, selection criteria, confirmation email. Interested students accessed the registration link to filled out a comprehensive online registration form. Each team submitted a concise synopsis of their business idea, highlighting the problem they aim to solve, their proposed solution, and the potential impact of their innovation.

Upon successful submission of the registration form, participants received a confirmation email containing further details about the event, including the pitch format, evaluation criteria, and important data and time.

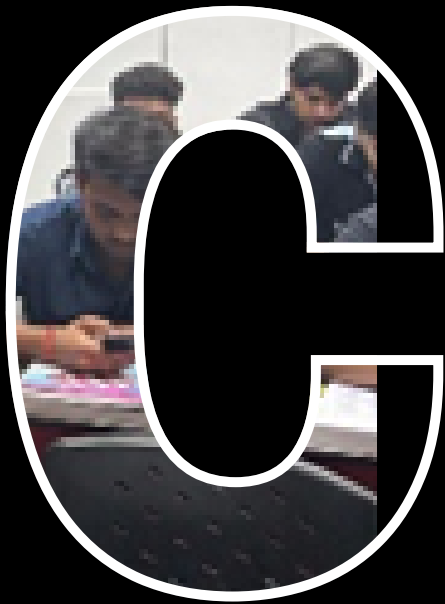
The Pitchdeck event was held on 24th August, 2023 at the K block room no. KG02. The event spanned from 1:50pm to 3:30pm, offering a mix of idea pitching, jury evaluation, and networking opportunities. The Jury consisted of an external guest Mr. Mohit Mahajan, NPDTT, Dr. Pradeep Kumar Varshney, Dean Research, MRU, Dr. Yogita Sharma, Head Innovation, Start-up and Entrepreneurship, MRU and Dr. J.P.Sharma, Associate Professor, ME.

There were total of 10 teams that were selected to present their idea and the jury evaluated them on the basis of novelty of idea, relation to sustainable goal, uniqueness and presentation.

With the opening of ceremony, each participating team took the stage to deliver a compelling pitch of their business idea. Teams were allotted a maximum of 5 minutes for their presentation, followed by a brief Q&A session with the jury. After each pitch, the jury members engaged in private discussion to evaluate ideas based on predetermined criteria.

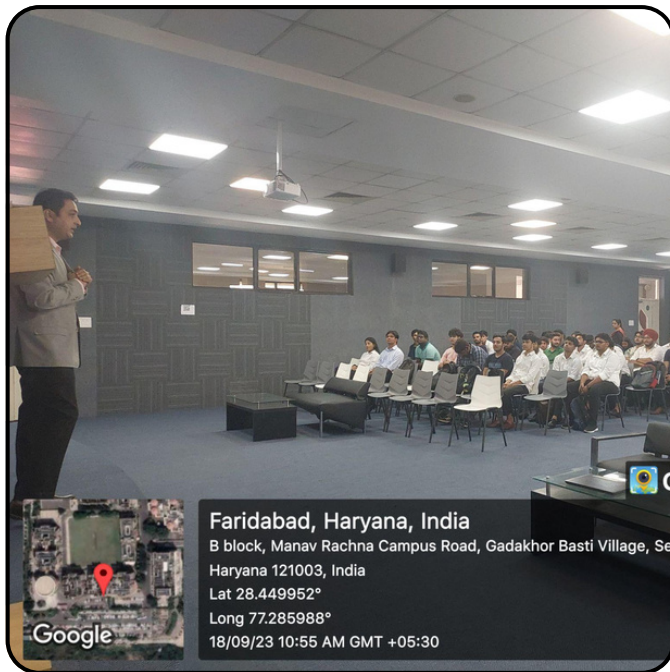
The event closed with an opportunity to connect and exchange insights. The Pitchdeck event's registration process and overall execution highlighted the dedication of the Innovation & Entrepreneurship Club to fostering a culture of innovation within the university. By creating an inclusive platform for first year students to showcase their entrepreneurial ideas, the event contributed to the growth of innovative thinking and provided a stepping stone for potential future ventures.

This whole event was executed by the team I&E Club under the guidance of Dr. Yogita Sharma.



EXPERT LECTURE ON FINTECH : DISRUPTIONS IN THE GLOBAL FINTECH SCENARIO

On September 18, 2023, the London Institute of Banking and Finance (LIBF) Vice President Mr. Amit Pradhan was asked by the School of Management and Commerce to present a guest lecture on the role of fintech in the banking industry. First semester BBA and MBA first and third semester students attended this



workshop. The speaker discussed current global trends in the Fintech sector. He spoke about a number of cutting edge subjects, including BNPL, Generative AI, Neo Banking, UPI Payments, and Embedded Finance. Students engaged in lively conversation with the distinguished visitor during the highly educational session.

Prof. (Dr.) Tanushri Purohit, the Head of Department, proposed the vote of gratitude.

EXPERT LECTURE ON CAMPUS TO CORPORATE MANTRA

For our BBA-BA 5th semester and MBA-BA 1st and 3rd semester, the Institute of Analytics (IoA) organised a 2-day workshop on CAMPUS TO CORPORATE MANTRA on September 26 and 27, in response to our continuous efforts to increase their various PD sessions in order to boost

their Placement prospects. They attended workshops covering a wide range of subjects, such as how to prepare for and navigate CVs, practise interviews, the latest advancements in business analytics, employer expectations, and non-negotiable business analyst skills. Mr. Hadrine H. Pereira, Assistant Manager and Head of Corporate Relations and Placements at International Skill Development Corporation, Mr. Syed Ismail Zabiulla, Assistant Manager, and Mr. Siddhant Chandel, Regional Manager-Business Relationship at International Skill Development Corporation conducted the sessions.



BOOTCAMP- BUSINESS MODEL CANVAS WORKSHOP

“A business model describes the rationale of how an organization creates, delivers, and captures value” — Alexander Osterwalder.

With this thought in mind, Innovation and Entrepreneurship club, under Pre -Incubation Unit of Manav Rachna University in association with AIC IIT Delhi Sonipat Innovation Foundation is organising a Bootcamp on Business Model Canvas Workshop on 14th September 2023. The speaker for the event was Mr. Manveen Singh Chadha.

Mr. Manveen Singh Chadha is the Senior Manager (Incubation) at FITT-IIT Delhi. Mr. Chadha is steadfast at developing a pipeline of promising deep-tech startups with a vision to enable innovation and contribute towards nation-building. From designing, managing incubation programs to handholding startups to excel in the ecosystem, Mr. Chadha has led various capacity building efforts and technology based entrepreneurship programs including “Delhi Innovation Summit” & “Sonipat Startup Summit” over the course of 10 years of his career.

The event proved to be a great success and resounding success, with approximately 60 participants. This workshop held at G - block, CADR room was curated to cater to aspiring entrepreneurs and students who are keen on mastering the art of creating startups and business models. It helped the participants to gain valuable insights to serve a solid foundation for creating startups. The students were involved in a fun and creative activity wherein they made charts on an innovative product based on SCAMPER technique using stationary items like sticky notes, chart papers, sketch pens. They also presented their unique and innovative ideas in front of everyone. The interactive sessions and engaging activities facilitated a learning and a dynamic environment.

The business model canvas workshop was the collaborative efforts of Innovation and Entrepreneurship club under the guidance of the faculty coordinator, Dr. Yogita Sharma. Overall, the event was extremely insightful and informative and all the participants had a great time.



NATIONAL SMALL INDUSTRY CORPORATION (NSIC) VISIT

On September 21, 2023, the Innovation & Entrepreneurship Club, a part of Manav Rachna University's Pre-Incubation Unit, arranged an industrial visit to the National Small Industries Corporation (NSIC), which is a part of the Ministry of Micro, Small, and Medium Enterprises (MSME) of the Government of India. NSIC is essential to the expansion of micro, small, and medium-sized businesses (MSMEs) in the country. The purpose of this tour was to give students insightful knowledge about MSMEs, government programmes, entrepreneurship, and the day-to-day operations of starting and growing a firm. There were fifty-five people who left to go to NSIC.

Mr. Shakeel Ahmed Khan, a seasoned mentor at NSIC, gave an interesting introductory session to kick off the visit. Mr. Shakeel Ahmed Khan clarified the visit's goals and purpose, highlighting the critical role that NSIC plays in India's economic environment. He went into further detail about how NSIC foster self-



sufficiency, innovation, and job prospects. He gave a thorough rundown of the several government initiatives designed to assist aspiring business owners in the MSME sector during this session. He also described how these programmes encourage young people to start their own enterprises by providing small firms with marketing possibilities, technical help, and financial aid. Mr. Khan also informed the pupils about a 15-day course



that was funded by the Indian government. This course gives prospective company owners the information and abilities they need to successfully navigate the financial side of entrepreneurship and get funding for their ventures.

MOU SIGNED WITH ICAI

On September 6, 2023, in ICAI Bhawan in New Delhi, the School of Management and Commerce and the Institute of Chartered Accountants of India inked a Memorandum of Understanding for our BBA programmes.

CA. Vishal P. Doshi, Chairman of the Academic Board of Studies, and CA. Dayaniwas Sharma, Vice-Chairman of the Academic Board of Studies, ICAI, CA, honoured the occasion. Alongside other dignitaries is Vandana D. Nagpal, Director of the Board of Studies.

The Institute of Chartered Accountants of India (ICAI) is making good progress in closing the knowledge gap that exists between business demands and the nation's commerce degree curriculum, which is in line with NEP 2020.

This Memorandum of Understanding's goal is to encourage and support the creation of cooperative and mutually beneficial programmes that will improve the intellectual environment and cultural growth of ICAI and the Manav Rachna University School of Management and Commerce. These programmes will include faculty development, curriculum and content development, interactive sessions, recorded lectures for instructors and students, and more.

This MOU will facilitate the Accreditation process with ICAI in order to support the students pursuing CA and to transfer their Credits to their BBA programs as per the NEP2021.



MANAGEMENT DEVELOPMENT PROGRAM

The National Institute for Entrepreneurship and Small Business Development (NIESBUD) organized three weeks ITEC Training Programme on Innovative Leadership for Organization Growth and Excellence (ILOGE) from 18 September to 6 October 2023

sponsored by the Ministry of External Affairs. Prof. (Dr.) Parul Jhajharia, Dean, School of Management & Commerce was invited as the resource person for the session on 25th September 2023 at their NIESBUD training centre on the topic Strategic Project Management Integration: Aligning Projects with Organizational Goals for Growth & Innovation. The participants were from countries like Bhutan, Cambodia, Fiji, Ghana, Kazakhstan, Mali, Malawi, Myanmar, Maldives, Niger, Tajikistan, Tanzania, Sri Lanka, Sierra Leone, Uganda and Zimbabwe.

ORIENTATION SESSION OF TATA STEEL INDUSTRIAL CONSULTING

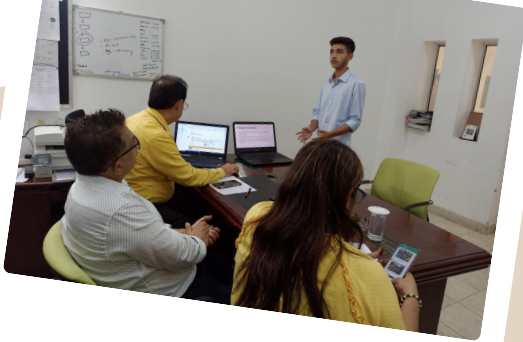
On October 25th, 2023, the Dean and HOD Management welcomed delegates from Tata Steel, a global leader in the steel industry. The session, led by Mr. Jatin Sabharwal and Mr. Sanjay Shukla, focused on familiarizing students with Tata Steel's excellence, innovation, and sustainability, fostering curiosity about TSIC courses and promoting learning and growth. A meeting with Tata Steel representatives explored courses in engineering and Law, fostering stronger ties between academia and industry. A campus tour showcased Manav Rachna's state-of-the-art infrastructure and Centre of Excellence, providing industry leaders with an opportunity to witness the innovative learning environment.

Janhavi Sharma and Ashutosh Singh from the MBA Business Analytics were chosen as student ambassadors for the program.



SUCCESSIVELY GROWING WITH MANAV RACHNA COMMUNITY

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ALUMNI CONNECT- WHERE PAST MEETS PRESENT

School of Management & Commerce had an Alumni Talk by Mr. Archit Gupta (Business Intelligence Analyst in SIFY Technologies) and Mr. Desh Pareekh (Lead in Business Operations & Optimisation, NTT India Ltd.) on “Corporate Culture and Resume Writing” on 20th Oct 2023 at 11.00am. Around 42 participants attended a lecture on Data Analytics at the University, led by experienced mentors. Topics covered included introducing oneself, corporate dilemmas, data analytics, and business intelligence. Key certification skills like POWER BI, Python, MY SQL, Excel, security, and FINACLE were also discussed. Prof. Pooja Kapoor concluded the session with a vote of thanks.



QUIZIVERSE- A QUIZ COMPETITION

The preliminary round of the BBA exam involved 256 students from various disciplines, with 20 securing full marks. The final round, held on 26th October 2023, involved teams of four members, with the following teams emerging as winners:

1st Prize: TEAM A 2nd Prize: TEAM E 3rd Prize: TEAM C



The event was successfully executed by MBA 3rd-semester students, under the guidance of Event Coordinators Mr. Neeraj Chopra and Dr. Madhavi Kush, thanks to their hard work and commitment.

GLOBAL IMMERSION PROGRAM- DUBAI

Global Immersion Program (GIP) took place from September 29 to October 4, 2023. Students from SMC had the opportunity to embark on an enriching GIP Dubai Visit, accompanied by Ms. Srishti Bathla, Assistant Professor at SMC MRU. This visit offered our students a comprehensive multi-experiential learning, featuring an international industry tour and valuable networking opportunities. As part of this GIP, the students got an opportunity to visit three Industries in Dubai namely- 'Fly Dubai', 'Dnata', and 'DAMAC'. Students got a deep insight into how these companies work and how different areas like HR, Operations, Law are managed within the offices.



DIGITAL MARKETING WORKSHOP

The Innovation and Entrepreneur Club at the School of Management and Commerce, in collaboration with Yung Minds, Coordinated by Prof (Dr) Yogita Sharma with her students volunteers team successfully conducted a comprehensive 10-hour Digital Marketing Workshop over three days from October 12 to October 17, 2023. This event was aimed at equipping participants with the latest digital marketing strategies and tools to help them excel in the ever-evolving world of digital business.



Day 1: October 12, 2023

The workshop began with great enthusiasm on the first day with the felicitation to the trainer Mr. Anurag and all the participants by Dean and HOD. Attendees BBA and MBA gathered in the seminar room, fostering a dynamic and diverse learning environment. The day's sessions, led by Mr. Anurag, who is an expert in the field, covered the fundamentals of digital marketing, including SEO, content marketing, and social media marketing. The speakers delved into the intricacies of search engine optimization (SEO), explaining how to improve a website's search rankings and increase online visibility. Attendees actively engaged in discussions and practical exercises, enhancing their understanding of the subject matter.

Day 2: October 13, 2023

The second day was equally engaging, focusing on content marketing and the effective use of social media platforms for business promotion. Practical exercises allowed participants to apply their knowledge and develop content marketing strategies, while group discussions allowed for shared insights and experiences. The workshop also explored the world of social media advertising, discussing the advantages of various platforms and how to run successful campaigns. The interactive sessions facilitated meaningful networking opportunities among the attendees.

Day 3: October 17, 2023

On the third and final day, the workshop concluded with sessions on email marketing, paid advertising, and analytics. Participants learned how to leverage email campaigns, understand the dynamics of pay-per-click advertising, and use analytics tools to measure the success of digital marketing efforts. The event concluded with a certificate distribution ceremony. Attendees received certificates of participation, and several were recognized for their active engagement and impressive performance during the workshop.



ENHANCING FINANCIAL AWARENESS FOR FUTURE BUSINESS LEADERS: NAVIGATING THE FINANCIAL LANDSCAPE.

The session held on November 20, 2023, under the mentorship of Dr. Rashi Banerji, Asst Prof SMC, MRU, included the esteemed presence of Dr. Manisha Jain, who graciously shared her wealth of knowledge with the students of BBA Semester 1.



INDUSTRIAL VISIT CDSL- INTERNATIONAL TRADE FAIR



SMC arranged an Industrial Visit to the India International Trade Fair 2023 on November 20, 2023. This visit was tailored for the third-semester BBA Finance and Accounts students. Dr. Shweta Goel, Associate Professor SMC, MRU, played the role of coordinator for this enlightening industry excursion along with Ms Mona RA SMC.

INDUSTRIAL VISIT CDSL- INTERNATIONAL TRADE FAIR



Students from BBA EFB Semester 5, SMC Harsanjam Singh Nanda, Ayush Garg, and Kunal Khanna, had the privilege of attending the India Startup Summit 2023 at Radisson Blu, Dwarka on October 6, 2023.

MBA BOOTCAMP

A specialized Placement Preparation Boot-Camp was designed exclusively for our MBA - Business Analytics students of semester 3, SMC, Manav Rachna University. The Boot Camp spanned over 26 hours, starting from October 30 to November 23, covering 20 hours of training and 3 hours each for Pre and Post Training Assessments, as well as Mock Interviews.

CERTIFICATE COURSE IN LEAN SIX SIGMA FOUNDATION

SMC launched a certificate course on Lean Six Sigma Foundation (MOOC) in association with the Commonwealth Educational Media Center for Asia (CEMCA). An inaugural session was organized by the team coordinated by Dr. Sunil Kadyan on 7 Nov 2023. The certificate courses are offered to the students and faculty of SMC.



CAREER COUNSELLING BY SMC , MRU

A career counseling session for school students was conducted at Confluence 23 - 24, Muzaffar Nagar, New Delhi on 5th November 2023. The career guidance was graciously provided by Dr Animesh Singh, Associate Professor SMC, MRU.

Career counseling for school students was conducted at Shiksha Mahotsav Career Fair held at Le Meridian New Delhi on 5th November 2023 by Mr Neeraj Chopra, Asst Prof SMC, MRU.

DIWALI UTSAV 2K23

Celebration of Diwali Utsav 2k23, SMC hosted three competitions, namely Rangoli making, Dia Making, and Cold Cooking for students. Additionally, a cultural program was organized and presented by the students of SMC, MRU.



PLACEMENT- NOVEMBER 2023

Ujjwal Bhalla from BBA OM was placed at Planet Spark on a highest package of 6 LPA on 21 November 2023.



Chirag Dev, Sneha Bhatia from BBA FAA were placed at Wipro with a package of 3.08 LPA on 21 November 2023.



TESTIMONIALS...

LIFE AT #ManavRachna

Manav Rachna University has given me a lot of opportunities to do great in my life. It's main focus on personality development and regular exposure helped me a lot to achieve greater milestones. Manav Rachna not only focuses on academic grades, but also on holistic development of any individual, that builds a true spirit in me to grow efficient.

~ Kushagra Verma
BBA- Business Analytics



Being a part of Manav Rachna University, a world-class institute with a demanding and developing curriculum, makes me incredibly happy. Professionals with extensive training and experience who are enthusiastic about teaching and learning make up the faculty. A range of extracurricular activities provided by the School of Management & Commerce have also aided in my development as a leader, communicator, and team player.

~ Dipanshu Aggarwal
BBA- Finance & Accounts



Studying at Manav Rachna University has been a transformative journey, where the vibrant campus life and well-rounded curriculum have played a pivotal role. The faculty's diversified knowledge has been a guiding light for me since day one. Various experiences and academic challenges have not only enriched my knowledge but also fostered personal growth. Grateful for the nurturing environment that has prepared me for a dynamic future.

**~ Janhavi Sharma
MBA- Business Analytics**



For me, my time at Manav Rachna University has been life-changing, full of intellectual challenges, opportunities for personal development, and enduring friendships. Regular exposure to novel experiences presents numerous chances for education and personal growth. My perspective was widened by the varied courses, and I learned resilience from enduring the highs and lows. All in all, my time at university has made me a more self-assured person.

**~ Isha Verma
BBA- Finance & Accounts**

My perception of myself has changed significantly as a result of my experience at Manav Rachna University. Numerous chances exist for education and personal growth. The fact that I've been exposed to new subjects on a regular basis has been one of the best parts of my college experience. It creates a welcoming environment where people may follow their interests. Achievement in the classroom and involvement in extracurricular activities combined beautifully.

**~ Palak Som
BBA- Health Care Management**



Manav Rachna University, nestled in this vibrant city, has proven to be an exemplary institution that seamlessly integrates top-notch infrastructure, diverse specializations, and a faculty dedicated to nurturing academic excellence. For me, Manav Rachna stands as a testament to academic excellence, offering a holistic educational experience that combines top-tier infrastructure, diverse specializations, and a faculty dedicated to guiding students towards successful careers.

**~ Dipanshu Sapra
BBA- Finance & Accounts**





FACULTY
ACHIEVEMENTS



Faculty Achievements

MONTH	FACULTY NAME	ACHIEVEMENTS/ PARTICIPATION
JULY	Dr. Rashi Banerji	Dr. Rashi Banerji was presented with the Certificate of appreciation for actively participating as faculty placement Coordinator, Corporate resource center by the Central Placement Cell.
	Ms. Vandana Zutshi Bhat	Ms. Vandana Zutshi Bhat was presented with the Certificate of appreciation for actively participating as faculty placement Coordinator, Corporate resource center by the Central Placement Cell.



<p>AUGUST</p>	<p>Dr. Tanushri Purohit</p> <p>Dr. Yogita Sharma</p> <p>Dr. Yogita Sharma</p>	<p>Dr Tanushri Purohit registered a design on Positron Emission Tomography Functional Magnetic Resonance Imaging Machine for Mental Health (Certificate of registration for a UK design - Intellectual Property Office)</p> <p>Dr Yogita Sharma received Certificate of Leadership in recognition of her outstanding contribution and excellent Leadership at International Mentors Conclave 2023 held under the aegis of MENTORx International Education and Economic Exchange Forum.</p> <p>Dr Yogita Sharma authored a blog titled - MBA in Business Analytics : A ticket to corporate Success. It was published on the official website of Manav Rachna.</p>
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<p>OCTOBER</p>	<p>Dr. Animesh Singh</p> <p>Prof (Dr.) Yogita Sharma</p> <p>Mr. Maharaj Koul</p> <p>Prof (Dr.) Yogita Sharma</p>	<p>Dr. Animesh Singh was Editor of a Book titled as " Business Innovation, transformation, Sustainability.</p> <p>Prof (Dr.) Yogita Sharma was invited as a Panelist on “Challenges in the area of Entrepreneurs” at Start-up Summit, 2023 on October 6, 2023.</p> <p>Mr Maharaj Koul in recognition of his constant endeavor and dedication, was felicitated during the culmination of 'उत्सव of Excellence' - CDC Rewards & Recognition on 31st October.</p> <p>Prof. (Dr.) Yogita Sharma received the PSM Rashtriya Shiksha Ratna Samman 2022-23 by Prithvi Abhyudaya Educators Associations, India PAAI.</p>
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OCTOBER	Prof (Dr) Yogita Sharma	Prof. (Dr.) Yogita Sharma Sharma received Certificate of Appreciation for outstanding contribution as Convenor for 34th Chapter Convention on Quality Concepts 2023 by QCFI, Delhi Chapter in October 2023.
NOVEMBER	Prof. (Dr.) Pragati Chauhan	Prof. (Dr.) Pragati Chauhan received the Karmasyu Kaushalam Award - Best Teacher of the year Award on 9th November, 2023.



INDUSTRY CONNECT

Dr. Sunil Kadyan delivered a lecture on Health Insurance- Types, Features on PM E-Vidya Channel (LIVE STUDIO PROGRAMME) at NIOS (GOI), Noida on August 2, 2023



Prof. (Dr.) Parul Jhajharia, Dean, School of Management & Commerce was invited as the resource person for the session on 25th September 2023 at their NIESBUD training centre on the topic Strategic Project Management Integration: Aligning Projects with Organizational Goals for Growth & Innovation.

Prof (Dr) Yogita Sharma was invited as a panelist on “Challenges in the area of Entrepreneurs” at India Startup Summit, 2023 held at Radisson Blu, Dwarka on October 6, 2023.



Dr. Sunil Kadyan delivered a lecture on Financial Planning for individuals on PM E-Vidya Channel (LIVE STUDIO PROGRAMME) at NIOS (GOI), Noida on October 13, 2023



Mr. Maharaj Koul was the resource person for the training session on “Maintaining Quality processes in Hygiene and Sanitation” organized by Internal Quality Assurance Cell (IQAC) on October 26, 2023.



Prof (Dr) Tanushri Purohit & Dr. Sunil Kadyan were resource persons for the online training session on the topic “The Management Process for Bankers” at Indian Institute of Banking & Finance (IIBF) on October 30-31, 2023.



Prof (Dr.) Tanushri Purohit conducted an interactive one day workshop on “Decision making & Leadership” for senior officials of Punjab & Sind Bank at their Staff Training Centre, New Delhi organized by IIBF on November 18, 2023.



Prof (Dr) Pragati Chauhan was invited as a resource person to conduct Business Simulation Workshop on the topic “Enhancing Students Engagements through Business Simulation” for the faculty at Gurugram University on November 28-29, 2023.



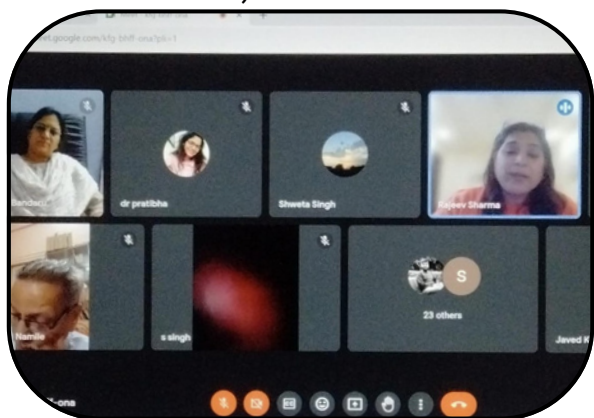
Prof (Dr) Pragati Chauhan was invited as a speaker in One day National Disciplinary Conference on the topic “Empowering entrepreneurship: Driving innovation, sustainability & economic growth through self employment” at Chaudhary Bansilal University, Bhiwani, on November 29, 2023.



Prof (Dr) Pragati Chauhan was invited as a speaker in panel discussion on “Shaping tomorrow’s workforce: Cultivating growth & positive mindsets through strategic collaboration between HEIs” in Happiness & Wellbeing Conclave at Radisson Blu Plaza, Delhi Airports on December 15, 2023.





Prof (Dr.) Yogita Sharma was invited as a Panelist on “How to plan a lesson aligned with NEP 2020 & NCF” organized by Dr. Kalam International Foundation on December 17, 2023.







STUDENT ENGAGEMENTS

Student Engagements



MONTH	EVENT	STUDENTS PARTICIPATED	ACHIEVEMENTS/ PARTICIPATION
JULY	UP State tournament held on 28th July 2023.	Om Chaudhary (BBA-EFB Sem 3)	1st Position 
AUGUST	Summer Internship at Entrepreneurs Media 	Bhavishya Ahuja (BBA-FAA Sem 5) Sneha Bhatia (BBA-FAA Sem 5) Saksham Mittal (BBA-FAA Sem 5)	Completed their Summer Internship 2023 with Entrepreneurs Media and received a good amount as their stipend.



<p>AUGUST</p>	<p>Bi-Annual Newsletter- “Panorama” (SMC)</p>	<p>Sneha Bhatia (BBA-FAA Sem 5) Yatee Singh (BBA- BA Sem 3) Atrizha Priyam (BBA-HCM Sem 3)</p>	<p>Drafting & Assembling Team</p> 
 <p>SEPTEMBER</p> 	<p>Sports</p> <p>G20 Dialogue & University Connect</p>	<p>Om Chaudhary (BBA-EFB Sem 3)</p> <p>Several Students of BBA & MBA from SMC, MRU</p>	<p>Achieved 6th rank in Pre Nationals Senior Category and 1st rank in Junior category at the 32nd All India GV Mavalankar Shooting Championship (PISTOL), also qualified for Nationals.</p> <p>Attended the G20 Event at Pragati Maidan, Delhi.</p>
<p>OCTOBER</p>	<p>Convocation 2023</p>	<p>Bhavishya Ahuja (BBA-FAA Sem 5) Sneha Bhatia (BBA-FAA Sem 5) Saksham Mittal (BBA-FAA Sem 5) Kashish Sharma (BBA-HCM Sem 5)</p>	<p>Volunteering</p>

<p>OCTOBER</p>	 <p>34th Chapter Convention on Quality Concepts- 2023</p>	<p>Saksham Bhatia (BBA-OM Sem 5) Ayush Behl (BBA-FAA Sem 5) Khushboo Chaubey (BBA-HCM Sem 5)</p> <p>Bhavishya Ahuja (BBA-FAA Sem 5) Sneha Bhatia (BBA-FAA Sem 5) Saksham Mittal (BBA-FAA Sem 5) Isha Verma (BBA-FAA Sem 3) Nandini Bhardwaj (BBA-FAA Sem 3) Muskan Yadav (BBA-FAA Sem 3) Manisha (BBA-FAA Sem 3) Diksha Rakesh Kumar (BBA-FAA Sem 3) Pooja Sarkar (BBA-FAA Sem 3)</p>	<p>Volunteering</p> 
<p>NOVEMBER</p>	<p>India Startup Summit 2023</p>	<p>Harsanjam Singh Nanda (BBA-EFB Sem5) Ayush Garg (BBA-</p>	<p>Attended the India Startup Summit 2023 at Radisson Blu, Dwarka</p>



NOVEMBER	Placements 2023	EFB Sem 5 Kunal Khanna (BBA-EFB Sem 5) Chirag Dev (BBA- FAA) Sneha Bhatia (BBA-FAA) Ujjwal Bhalla (BBA-OM)	 Placed at Wipro on a package of 3.08 LPA. Placed at Planet Spark on a highest package of 6 LPA.
DECEMBER	Sports 	Om Chaudhary (BBA-EFB Sem 3)	Qualified for India Team Trials in December 2023





EDITOR

Prof (Dr) Yogita Sharma

STUDENT EDITORIAL BOARD

Sneha Bhatia (BBA-FAA Sem 6)
Janhavi Sharma (MBA-BA Sem 2)
Vanshika Batra (BBA-BA Sem 6)
Saksham Bhatia (BBA-OM Sem 6)

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