

# School of Management and Commerce

## NEWSLETTER

# THE ASSURGENT

## November 2023 Highlights

“The power of concentration is the only key to the treasure-house of knowledge.”  
 -Swami Vivekananda

### SMC Outshines

School of Management and Commerce, Manav Rachna University has soared to new heights, securing a coveted spot among India's Best B-Schools by the prestigious Outlook-ICARE rankings.

Ranked **22nd nationally, 5th in Haryana, and 14th in Delhi NCR**, SoMC stands out as a leading B-school known for its world-class curriculum, supporting faculty, and state-of-the-art infrastructure.



### Learning Beyond Classroom

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 - India 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.





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 Boot Camp

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.



## Placement November 2023

Students from SMC, Chirag Dev, Sneha Bhatia from BBA FAA, and Saksham Bhatia from BBA OM were placed at Wipro on 21 November 2023.

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

## 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 counselling 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 counselling 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.



## Workshop Conducted

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 in New Delhi organized by the Indian Institute of Banking & Finance (IIBF)

## Faculty Awards and Recognition

- Prof. (Dr.) Pragati Chauhan received the Karmasyu Kaushalam Award - Best Teacher of the Year Award on 9th November 2023.
- Prof. (Dr.) Yogita Sharma received the PSM Rashtriya Shiksha Ratna Samman 2022-23 by Prithvi Abhyudaya Educators Associations, India PAAI
- Prof. (Dr.) Yogita Sharma received a certificate of appreciation for outstanding contribution as Convenor for the 34th Chapter Convention on Quality Concepts 2023 by QCFI, Delhi Chapter.
- Dr. Sunil Kadyan was a resource person for the online training session on 'The Management Process for Bankers' at the Indian Institute of Banking and Finance (IIBF) on 1st November 2023.
- Seed Money of Rs 1,31,562 was received for Dhanyosmi-Gratitude as a Habit, a project submitted by Dr Yogita Sharma from SMC, MRU.

## Research and Publications

- Prof. (Dr.) Parul Jhajharia attended the 3rd PRISM Conference at Jacaranda, Indian Habitat Center on 17th November, 2023.
- Dr. Rashi Benerjee published Chapter 'A Systematic Literature Review on Factors Affecting Mobile Wallet Adoption and Future Research' direction ISBN 9789360133405 in a book titled "The Abstract Blueprint"
- Ms. Vandna Zutshi Bhat published the Chapter 'Transforming Labor: Analyzing the Impact of Artificial Intelligence on non-technical Occupations' ISBN 9789360133405 in the book titled "The Abstract Blueprint"
- Dr. Shweta Goel published the chapter "Accessibility of Digital Payments Methods and Challenges Faced by User in Rural Areas of NCR" in a book titled "The Abstract Blueprint: Crafting Research Paper Summaries Edition 2023" published by Mind Your Law, Faridabad. ISBN: 978-93-6013-340-5.
- Dr. Animesh Singh published a paper titled "Validation of happiness at workplace scale in India—an empirical study on EdTech employees" in Industrial and Commercial Training indexed in Scopus, ABI/INFORM, Business Source Alumni Edition/Complete/Government Edition/Corporate/Corporate Plus/Elite/Premier.
- Dr. Animesh Singh published the chapter "Artificial Intelligence & its Impact on Management Practices" in a book titled "The Abstract Blueprint: Crafting Research Paper Summaries Edition 2023" published by Mind Your Law, Faridabad. ISBN: 978-93-6013-340-5.
- Dr. Yogita Sharma Patent Publication: "Classroom Participation Detection Device" Application Number - 202211071433
- Dr. Yogita Sharma Edited a Book titled " Business Innovation, transformation, Sustainability"



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.

### Editorial Team

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