

School of Management and Commerce NEWSLETTER

THE ASSURGENT

October 2023 Highlights

"If you cannot do great things, do small things in a great way"
 ~Napoleon Hill

Learning Beyond Classroom



QUIZIVERSE

Students from SMC, MRU were engaged in a healthy competitive and learning QUIZ competition organized in two rounds. Prelims took place on 17th October 2023 and the Finale was conducted on 26 October 2023. The event was successfully organised under the guidance of Mr Neeraj Chopra and Dr Madhvi Kush with the dedicated efforts of MBA(Business Analytics) 3rd-semester students Dipanshu, Soumya, Rahul, Tina, and Vanshika.

Tata Steel Industrial Consulting Orientation Program

Charting a Path to Excellence, bridging the Industry Academia Gap as Tata Steel Industrial Consulting launches their online learning platform for students at MRU.



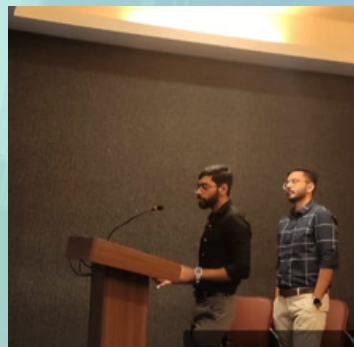
ALUMNI TALK
 ON
CORPORATE CULTURE AND RESUME WRITING

ARCHIT GUPTA
 (BBA FAA - 2017-2020)
 BUSINESS INTELLIGENCE ANALYST
 IN SIFI TECHNOLOGIES

DESH PAREEK
 (BBA FAA - 2017-2020)
 LEAD IN BUSINESS OPERATIONS & OPTIMISATION
 NTT INDIA LTD.

FRIDAY 20, OCTOBER
 10AM- 11:15 AM

SCHOOL OF MANAGEMENT AND COMMERCE

Where Past Meets Present – Alumni Connect

SMC, MRU recently had the privilege of hosting a highly informative and engaging alumni lecture focused on "Corporate Culture and Resume Writing." The event, featured distinguished alumni from BBA FAA 2017-2020, Archit Gupta currently working as an Intelligence Analyst at SIFI Technologies and Desh Pareek Lead in Business Operations and Optimization at NTT India LTD.



Digital Marketing Workshop

SMC in collaboration with Yung Minds, coordinated by Prof (Dr) Yogita Sharma and her student volunteer team successfully conducted a 10-hour Hands On Digital Marketing Workshop over three days from October 12 to October 17, 2023.

Integrated Learnings



LinkedIn Event : Road Show and Campus Ambassador Program

A LinkedIn Road Show and Campus Ambassador program organised by MRIIRS in collaboration with LinkedIn on 30 October 2023. Students from SMC, MRU attended and participated on the spot QUIZ competition. Ms Yatee Singh 3 Semester BBA BA stood at first position.

LinkedIn Learning

The unique collaboration brings together the academic excellence of Manav Rachna University with LinkedIn Learning's cutting-edge online courses to offer students, a comprehensive educational experience. This has introduced students to a wide networking with industry leaders and fellow learners, foster professional relationships, and to unlock new opportunities through this joint initiative.



International Exposure

Global Internship 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.



Faculty Accolades



Dr Sunil Kadyan Associate Professor SMC, MRU appeared in Live Studio Program at NIOS on “Financial Planning for Individuals” dated 14 October 2023.



Mr MK Koul, SMC MRU delivered a training session on Maintaining quality Processes in Hygiene and Sanitation on 26 October 2023, organized by IQAC MRU at the I Block Auditorium.

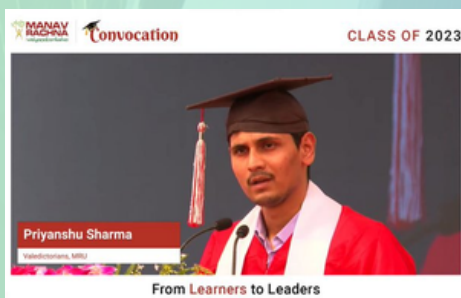


Prof (Dr) Tanushri Purohit and Dr Sunil Kadyan conducted online training sessions for Bankers on ‘Advanced Business and Financial Management at Indian Institute of Banking and Finance (IIBF) on 30-31 October 2023.

Research & Publications

- Dr. Rashi Benerjee presented a research paper titled 'An analysis of key enablers in the adoption of mobile wallet services' at the National Conference on G20 India: Vasudhaiva Kutumbakam by JC Bose University of Science and Technology, YMCA, Faridabad.
- Dr. Pooja Kapoor presented a research paper titled 'How IT adoption can give small business an Edge' at the National Conference on G20 India: Vasudhaiva Kutumbakam by JC Bose University of Science and Technology, YMCA, Faridabad.
- Dr. Pooja Kapoor research paper has been published in E3S Web Conf. Volume 430, 2023 15th International Conference on Materials Processing and Characterization (ICMPC 2023).
- Dr. Pooja Kapoor published a book chapter on ‘Factors Influencing Consumer Acceptance of Mobile Wallets: A Comprehensive Review’ in a book Business Innovation, transformation, Sustainability.
- Dr. Tanushri Purohit & Dr Sunil Kadyan has published a patent titled ‘A progressive skill development model- UPYOUTH.’
- Dr. Animesh Singh has been an Editor of Book titled as ‘Business Innovation, transformation, Sustainability.’
- Dr. Khushboo Gulati published a patent titled ‘Classroom Participation Detection Device’ Application Number - 202211071433.

Convocation 2023



Embracing New Horizons: Congratulations to the Graduating Class of 2023!

Month of October was concluded by celebrating the journey of Learners to Leaders at MRIIRS and MRU on 28 October 2023. Ms Saptarna Shivani (BBA EFB 2023) represented School of Management and Commerce as flag bearer and Mr Priyanshu Sharma (BBA HCM 2023) from SMC MRU delivered Valedictorian speech at the Convocation 2023.

Editorial Team

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