



MANIPAL UNIVERSITY
JAIPUR

VOLUME 1
JULY –
DECEMBER
2023

MANAGEMENT INSIGHT NEWSLETTER

BY DEPARTMENT OF BUSINESS
ADMINISTRATION



DEPARTMENT OF BUSINESS ADMINISTRATION SESSION JULY – DECEMBER 2023

BUSINESS THOUGHT

**“THE BIGGEST RISK IS NOT TAKING ANY RISK. IN A
WORLD THAT’S QUICKLY CHANGING, THE ONLY
STRATEGY THAT IS GUARANTEED TO FAIL IS NOT
TAKING RISKS.”**

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INTRODUCTION

The Department of Business Administration was established in 2016. The department fosters excellence in teaching graduate in business administration. Apart from classroom learning, students are given practical exposure through frequent industry interactions and internships with reputed banks and financial institutions, chartered accountants, hotels and other concerned industries.

DEPARTMENT VISION

The vision of BBA department is excellence in management education with focus on holistic development of students.

DEPARTMENT MISSION

The mission of BBA department are –

- Promotion of inclusive quality management education and lifelong learning.
- Nurturing students and making them competent professionals and responsible citizens with a global outlook.

PROGRAMMES OFFERED

- BBA
- BBA Business Analytics
- BBA IMBA (integrated BBA + MBA)

OUR LEADERS



DR. G. K. PRABHU
PRESIDENT
MANIPAL UNIVERSITY ,JAIPUR



CMDE.(DR.)JAWAHAR .M. JANGIR
PRO PRESIDENT
MANIPAL UNIVERSITY, JAIPUR



DR. NITU BHATNAGAR
REGISTRAR
MANIPAL UNIVERSITY, JAIPUR



PROF. (DR) BRAJESH KUMAR
DEAN, FOMC
MANIPAL UNIVERSITY ,JAIPUR



DR NARENDER SINGH BHATI
HOD(BBA)
MANIPAL UNIVERSITY ,JAIPUR



DR. NARESH KEDIA
DEPUTY HOD (BBA)
MANIPAL UNIVERSITY ,JAIPUR

HOD DESK



I am very pleased to present Management Insight, the newsletter of the Department of Business Administration, July -December 2023.

The department imparts management education for development of a student's personality with humane and global outlook. It also strives to shape students towards academic excellence and provides holistic and professional education relevant to the country's progress in the field of business administration.

The newsletter has the details of the development and achievement of department and the students. It is comprehensively designed and will present a broad outlook of the department. Our department has evolved itself with such a pedagogy that enables the students to be future ready with all the required skill set.

We follow a comprehensive teaching, learning pedagogy including case-based teaching, business games, simulation exercise, experiential learning expert talks from industry and academia.

I congratulate and convey my best wishes to the Department of Business Administration and the entire editorial team on the launch of first newsletter.

PLACEMENT OF BBA DEPARTMENT

S No.	NAME OF STUDENT'S	NAME OF EMPLOYER	PAY PACKAGE
1	YUVRAJ SINGH RAJAWAT	ADDA24/7	Rs 6,00,000
2	ASHISH RAJ	YILLS EDUTECH Pvt LTD	Rs 7,00,000
3	RISHAB JOSHI	GANESHAM INTERNATIONAL	Rs 7,20,000
4	DEEPANSHU BATRA	S. K. FOOTCARE	Rs 5,50,000
5	SHREYA GUPTA	INDIGO CABIN CREW	Rs 4,87,140
6	LUCKY GOYAL	BANSAL SILVER ORNAMENTS	Rs 5,50,000
7	RAHUL RAMANI	RAHUL TEXTILS	Rs 6,00,000
8	GRANTH JAIN	JHOSHI DESIGN STUDIO	Rs 5,00,000
9	NAMAN GUPTA	JAI SHARDA TILES \$ GRANITE	Rs 6,00,000
10	KHUSHI SINGHAL	K.S. CHAINS	Rs 5,52,000



EXPERT LECTURES

A.Y.	NAME OF SPEAKER	COMPANY NAME	TOPIC	DATE
2023-2024	MR. RAHUL KHATRI	SCHLUMBERGER, PUNE	DATA VISUALIZATION USING POWER BI	12 JULY'23
2023-2024	MS. KRITIKA SHARDA	IMPA	SIGNIFICANCE OF COMMUNICATION IN BUSINESS ORGANIZATION	21 AUG'23
2023-2024	MR. PARESH GUPTA	GCEC GLOBAL FOUNDATION (GCEC)	MOTIVATION	22 AUG'23
2023-2024	MR. ASHISH SHARMA	SHODH SETU	TIME MANAGEMENT	23 AUG'23
2023-2024	MR. MOHIT BADAYA	STARTUP AND MARKETING CONSULTANT	BRAND POSITIONING	24 AUG'23
2023-2024	MR. JAI VERMA	FOUNDER OF OBVIOUSLY	BRAND MANAGEMENT	25 AUG'23
2023-2024	MR. SHREYANSH BOHARA	KMINDZ EDUCATION	DEVELOPING THE SALES FORCE	12 SEP'23
2023-2024	CA VEER SINGH	CHARTERED ACCOUNTANT	FINANCIAL MARKETS AND MUTUAL FUNDS	14 SEP'23
2023-2024	MR. VEDANT SINGH	TEXTILE INDUSTRY	PRODUCTION SYSTEM OF SAREE MANUFACTURING UNIT	18 SEP'23
2023-2024	MR. DEEPAK KUMAR	PRINCIPAL ENGINEER, ANALYTICS AT NAGARRO	DATA ANALYTICS IN THE MODERN BUSINESS WORLD	18 SEP,23
2023-2024	MS. NANDINI SAHDEV	HUMAN RESOURCE PRIDE GLOBAL	FOSTERING POSITIVE EMPLOYEE RELATIONS	25 SEP'23
2023-2024	MR. PRANAV	ENTREPRENEUR, AUTHOR, HEALTHCARE LLP	MODES OF ENTERING IN INTERNATIONAL BUSINESS	30 SEP'23
2023-2024	MR. ABHISHEK PATODIYA	CO- FOUNDER OF AFTAB COMMUNITY	BUSINESS DECISIONS AND DATA IN TODAY'S DIGITAL MARKET	30 SEP'23

DEPARTMENT OF BUSINESS ADMINISTRATION

NEWSLETTER

2023-2024	MS. SMRITI SHARMA	MANAGING DIRECTOR DEUTSCHE BANK	CAREER OPPORTUNITIES IN BANKING INDUSTRY	04 OCT'23
2023-2024	MR. KRISHNA CHAITANYA JHA	INDIA INFRASTRUCTURE FINANCE COMPANY LTD	HUMAN RESOURCE VALUATION	26 OCT'23
2023-2024	MR. GAUTAM NAUTIYAL AND MR. SHEKHAR SATI	OWNER OF HIRING CRAFT CONSULTANCY AND RETIRED NAVY OFFICER	RECENT TRENDS IN HR	26 OCT'23
2023-2024	MR. RIGVED PIMPALKAR	MAXIM RESEARCH	LECTURE ON GLOBAL MICRO FINANCE TRENDS AND WAY FORWARD	27 OCT'23
2023-2024	MR. PRIYANK DADHICH	INFONIC SOLUTION AND PINKCITY JOBS	MARKETING IMPORTANCE AND MINDSET	28 OCT'23
2023-2024	MS. METHAN MACKAY AND MS. MISHELLE BLEASE	REGIONAL MANAGER SOUTH ASIA, WALES UNIVERSITY	HIGHER EDUCATION OPPORTUNITIES ABROAD	30 OCT'23
2023-2024	MR. SRAVANTHI KODUKULA	MANAGER FLIPKART BRANDS AD	EXPLORING THE DIGITAL SPACE IN MARKETING	01 NOV'23
2023-2024	MR. KAPIL BAGADDEO	COLLABERA DIGITAL	LEADERSHIP SKILLS	01 NOV'23
2023-2024	MR. OMPRAKASH GUPTA	TATA MOTOR FINANCE	RECENT TRENDS IN MARKETING	04 NOV'23
2023-2024	MS. ANSHIKA JADOUN	SOCIAL MEDIA CONSULTANT	ENHANCING SKILLS FOR THE CORPRATE WORLD	08 NOV'23
2023-2024	MR. ANIRUDH SHARMA	ARIHANT GROUP	BASICS OF INVESTMENT AND HOW TO CREATE A PORTFOLIO	09 NOV'23
2023-2024	MR. ABHISHEK BHADURI	DEPUTY VICE PRESIDENT KOTAK MAHINDRA BANK LTD	LECTURE ON BASICS OF BANKING INSURANCE AND FINANCIAL SERVICES	06 – 11 NOV'23
2023-2024	MR. CHANDRA PRAKASH	AREA MANAGER ADITYA BIRLA GROUP	INDIAN FINANCIAL SERVICE	15 – 21 NOV,23
2023-2024	DR. HIMANI GOYAL	HIMALAYANS FOOD AND BENERAGE PVT.LTD	PERFORMANCE MANAGEMENT AND EMPLOYEE ENGAGEMENT	22 – 25 NOV'23
2023-2024	DR. ATUL PARVATIYAR	EDUCATION, RAWLS COLLEGE OF BUSINESS, TEXAS TEC UNIVERSITY	MICROECONOMICS	29 NOV'23 – 01 DEC'23

MANIPAL UNIVERSITY JAIPUR
(University under Section 2(f) of the UGC Act)

Department of Business Administration
&
Department of Commerce

Expert session
on
"Performance Appraisal"
By
Roopali Sharma, HR Manager, XA Group India

Date: November 4th, 2023 Time: 12 Noon-2:00 PM on MS Teams (Link:
https://teams.microsoft.com/join/19%3ameeting_ODE1Y2VtYTAhN2M2OS00OTlmLWJmODetNzY2MWM0NGEzNGMz%40thread.v2%3fcontext=%7b%22Tid%22%3a%2227283dd-4c0b-4d0b-ba91-228cd83fd1%22%2c%22Oid%22%3a%22967e3f89-247c-4044-a960-a62657ee2eb%22%7d)

Convenors
Dr. Nishu Gupta, Assistant Professor, Department of Business Administration
Dr. Suraj Kumar, Assistant Professor, Department of Commerce



MANIPAL UNIVERSITY JAIPUR
(University under Section 2(f) of the UGC Act)

HR INSIGHTS
In collaboration with
School of Business & Commerce
presents

ElevateXperience
workshop
on
Basics of HR & Recent trends in HR
on **Thursday, 26th October 2023** in **TMA Pai Auditorium**
from **11:00am to 2:00 pm**.

Come and join us in yet another mind-opening and elevating workshop with highly skilled and experienced speakers.

Our guest speakers

Mr. Gautam Nautiyal
Founder & CEO of
HiringCraft Consulting LLP
Alumnus of IIM Kozhikode

Captain Shekhar Sati
Veteran Naval Officer & Ex-
Captain of the Indian Navy

Dr. Deeksha Ahuja
Faculty co-ordinator
HR INSIGHTS

Dr. Sonal Sidana
Faculty co-ordinator
HR INSIGHTS

Dr. Ravi Ranjan
Assistant Professor
School of Commerce

MANIPAL UNIVERSITY JAIPUR

Department of Business Administration and
Department of Commerce

In Collaboration with
Directorate of Student Welfare,
Directorate of Sports, NCC & NSS

is organizing a
Societal Connect Activity
An Awareness March on
POWER OF VOTING

26th October 2023
Venue: Panchayat Bhawan,
Dehmi Kalan

MANIPAL UNIVERSITY JAIPUR
(University under Section 2(f) of the UGC Act)

SUSTAINABLE DEVELOPMENT GOALS

DEPARTMENT OF BUSINESS ADMINISTRATION
IN ASSOCIATION WITH
FINANCE CLUB
ORGANISES
POSTER MAKING COMPETITION
ON
UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS

1ST PRIZE- RS 1500/- 2ND PRIZE- RS 1000/-
THERE ARE FIVE CONSOLATION PRIZES WORTH RS. 500/- EACH.

PLEASE FILL YOUR ENTRIES BY 10TH AUGUST 2023
[LINK FOR THE FORM](#)

The competition is open for all undergraduate students of all streams across the country.

MANIPAL UNIVERSITY JAIPUR

Faculty of Management & Commerce
School of Business & Commerce

is organizing
Online Panel Discussion in Collaboration
with AIC MUJ and E-cell Manipal University Jaipur

**Unlocking Rajasthan's Entrepreneurial Potential:
Nurturing Startups for Sustainable Growth**

3:00 PM to 5:00 PM Friday, 25 AUGUST 2023

Panelists

Mr. Mahavir Pratap Sharma
Chair, TIE India Angels and
KASHI (Rajasthan Angels)

Mr. Girish Kumar Sharma
Assistant Director, RSE&E, DFO Jaipur
Ministry of NSRF, Govt. of India

Ms. Richa Sharma
Manager- Direct Credit
Small Industries Development
Board of India (SIDBI)

Dr. Sudipta Arora
Entrepreneurial Research Scientist &
Assistant Professor, Dr. B. Lal Institute Of Biotechnology,
Jaipur

Mr. Girish Gupta
CEO and Co-founder
Coveringsh Innovations Private Ltd,
Jaipur

Organizers

(Cmde) Dr. Jawahar Jangir
Provost & Director, SSC, MUJ

Dr. Dinesh Kumar Saini
Director, E-Cell, MUJ

Dr. Amit Soni
In-charge CEO, AIC, MUJ

Convenors

Dr. Madhu Bala Kaushik
Assistant Professor
Department of Business Administration
MUJ

Dr. Virendra Gehlot
Assistant Professor
Department of Business Administration
MUJ

DEPARTMENT OF BUSINESS ADMINISTRATION

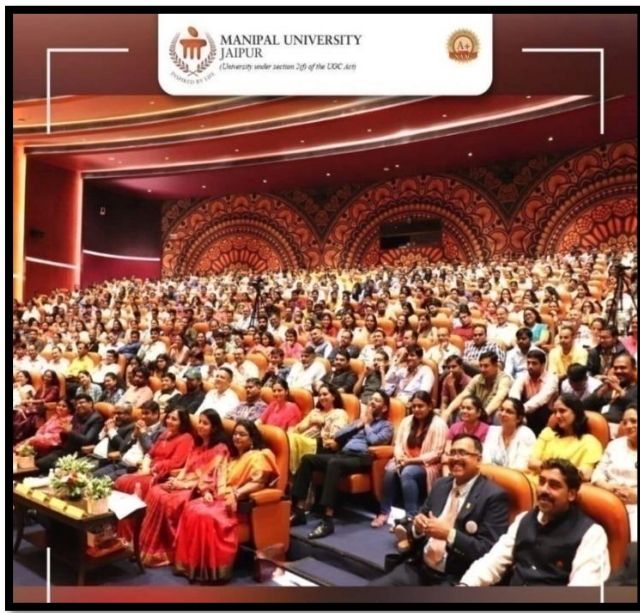
NEWSLETTER

STUDENT ACHIEVEMENTS

NAME OF STUDENT	NAME OF AWARD	AWARDING ORGANIZATION	LEVEL	DATE
JAYANSH SHARMA	ZEST 23	ST. XAVIER'S COLLEGE JAIPUR	STATE	02 FEB'23
DIVYA GUPTA	CERTIFICATE OF PROFICIENCY	S. S.JAIN SUBODH MAHA VIDYALAYA	STATE	04 FEB'23
RISHAB CHOPRA	CERTIFICATE OF PROFICIENCY	S. S.JAIN SUBODH MAHA VIDYALAYA	STATE	04 FEB'23
VIVEK BOHRA	CERTIFICATE OF PROFICIENCY	S. S.JAIN SUBODH MAHA VIDYALAYA	STATE	04 FEB'23
DIVYANSH PATODIA	CERTIFICATE OF PROFICIENCY	S. S.JAIN SUBODH MAHA VIDYALAYA	STATE	04 FEB'23
SHIV ALOK KHANNA	REAEARCH PAPER PRESENTATION	JAIPUR INSTITUTE OF MANAGEMENT	INTERNATIONAL	18 FEB'23
MOHIT SAINI	QWAN KI DO TOURNAMENT	CHANDIGARH UNIVERSITY	STATE	22 FEB'23
SUHANI VERMA	CERTIFICATE OF FIRST POSIYON IN DANCE	STUDIO SAAZ	STATE	21 APRIL'23
PALKESH SAXSENA	FASTEST TEEN	INDIAN BOOK OF RECORDS	NATIONAL	25 MAY'23
HRISHITA SINGH CHARAN	AWARD OF EXCELLENCE	RADHA FOUNDATION	STATE	10 JUN'23
SAMARTH BHARGAV	CERTIFICATE OF SALUTATORIAN	BITS OPEN SPORT MEET 2023	STATE	26 SEP'23
SIDDHARTH SHARMA	CERTIFICATE OF MERIT	YUVA KHEL VIKAS SAMITI	STATE	31 OCT'23
TAIMOOR ALI KHAN	CERTIFICATE OF MERIT	YUVA KHEL VIKAS SAMITI	STATE	31 OCT'23

FACULTY AWARDS

NAME OF TEACHER	DESIGNATION	NAME OF AWARD	AWARDING AGENCY	DATE
DR. SONAL SIDANA	ASSISTANT PROFESSOR	OUTSTANDING ACHIEVEMENTS AND REMARKABLE CONTRIBUTION IN THE FIELD OF EDUCATION	SWAMI VIVEKANAND BALIKA SHIKSHA PRACHAR SAMITI JAIPUR	09 MAY'23
DR. SONAL SIDANA	ASSISTANT PROFESSOR	EMINENT TEACHER PROFESSIONAL	LION'S CLUB MOHALI S.A.S NAGAR	09 MAY'23
DR. NUPUR OJHA	ASSOCIATE PROFESSOR	CERTIFICATE OF APPRECIATION	ARYA COLLEGE OF ENGINEERING AND IT	23 JUNE'23
DR. ALPA SETHI	ASSISTANT PROFESSOR	CERTIFICATE OF GRATITUDE	MADHAV VIDHI MAHAVIDYALYA AND RESEARCH CENTER	26 JUNE'23
DR MADHU BALA KAUSHIK	ASSISTANT PROFESSOR	OUTSTANDING CONTRIBUTION IN COLLABORATIVE WORKSHOP ON MSME POLICIES	FICCIFLO	29 SEP'23
DR. VEENUS GEHLOT	ASSISTANT PROFESSOR	OUTSTANDING CONTRIBUTION IN COLLABORATIVE WORKSHOP ON MSME POLICIES	FICCIFLO	29 SEP'23
DR. SHWETA MISHRA	ASSISTANT PROFESSOR	EXCELLENT TEACHER AWARD	BHARTIYA AKIKRAT VIKAS SANSTHAN	28 OCT'23
DR. SONAL SIDANA	ASSISTANT PROFESSOR	EXCELLENT TEACHER AWARD	BHARTIYA AKIKRAT VIKAS SANSTHAN	28 OCT'23
DR. RAJESH KUMAR TAILOR	ASSOCIATE PROFESSOR	FELLOW OF COMMERCE	INDIAN COMMERCE ASSOCIATION	15 DEC'23
DR. RAJESH KUMAR TAILOR	ASSOCIATE PROFESSOR	YOUNG RESEARCHER AWARD	DIGITAL PUBLICATIONS AND INNOVATIVE ACADEMIC RESEARCH ASSOCIATION	21 DEC'23



ALUMNI TALKS

NAME OF ALUMNI	TITLE OF CONTRIBUTION	DATE
RAJIV GUJJAR	MANAGING TIME EFFECTIVELY DURING COLLEGE HOURS	17 AUGUST'23
SAURAV RAJBIR SINGH	BECOMING JOB READY	17 AUGUST'23
SABHYA PANDEY	NETWORKING AND BUILDING PROFESSIONAL RELATIONSHIP	23 AUGUST'23
SHREYANSH BAFNA	HOW TO BUILD CV AND HOW TO CRACK MBA ENTRANCE EXAM	24 AUGUST'23
MR. MOHIT BADAYA	LEARNING AND DEVELOPMENT – A JOURNEY IN MANIPAL	24 AUGUST'23
JAI VERMA	BRAND MANAGEMENT	25 AUGUST'23
SHREYANSH BOHRA	DEVELOPING THE SALES FORCE	12 SEPTEMBER'23
VEDANT SINGH	EFFECTIVE PRESENTATION AND PRESENTATION SKILLS	18 SEPTEMBER'23
TEJASVI UJJWAL	NAVIGATING CAREER TRANSITIONS	21 SEPTEMBER'23
RISHANK KUMAWAT	ADAPTING TO CHANGING ENVIRONMENT	22 SEPTEMBER'23
NEHA SHARMA	SCOPE AND SIGNIFICANCE OF BUSINESS INTELLIGENCE	28 SEPTEMBER'23
ABHISHEK PATODIA	WORK LIFE BALANCE AND WELL BEING	30 SEPTEMBER'23
PRANAV VASHISHTH	SOCIAL ENTREPRENEURSHIP	30 SEPTEMBER'23
ADITYA SHARMA	MARKETING STRATEGIES	30 SEPTEMBER'23
NEHA GOPLANI	WORK LIFE BALANCE AND WELL BEING	17 OCTOBER'23
VAISHNAVI MISHRA	WAT AFTER BBA? OPPORTUNITIES AHEAD	17 OCTOBER'23
ANSHIKA JADOAN	ENHANCING SKILLS FOR THE CORPORATE WORLD	08 NOVEMBER'23

DEPARTMENT OF BUSINESS ADMINISTRATION NEWSLETTER



"HAPPINESS IS THE KEY TO SUCCESS. IF YOU LOVE WHAT YOU ARE DOING, YOU WILL BE SUCCESSFUL."

"SUCCESS IS NOT FINAL; FAILURE IS NOT FATAL: IT IS THE COURAGE TO CONTINUE THAT COUNTS."



"BUSINESS OPPORTUNITIES ARE LIKE BUSES, THERE'S ALWAYS ANOTHER ONE COMING."

STUDENT Ph. D AWARDS

STUDENT NAME	THESIS TOPIC	SUPERVISOR NAME	DATE
MAJOR GENERAL VIKRAM JOSHI	AN ASSESSMENT ENHANCING EFFECTIVENESS OF DISASTER MANAGEMENT PLANS IN INDIA AND SYNERGISING THE ROLE OF DISASTER RELIEF AGENCIES, ARMED FORCES AND CORPORATE FOR DISASTER MANAGEMENT	DR. MEENAKSHI SHARMA CO – SUPERVISOR PROF. (DR). G.L. SHARMA	23 SEP'23
MS. NISHI GUPTA	STOCK RETURN OPTIMIZATION THROUGH EIC FRAMEWORK DISTRESS PREDICTION MODELS AND THEIR EFFECTIVENESS	DR. ITY PATNI	OCTOBER'23
MS. ARPITA AGARWAL	AN EMPIRICAL STUDY ON INDIAN FINANCIAL SECTOR COMPANIES	DR. ITY PATNI	OCTOBER'23
SHWETA GOYAL	CORPORATE GOVERNANCE PRACTICES IN PUBLIC SECTOR BANKS IN INDIA	DR. SUHASINI VERMA	OCTOBER'23

FACULTY INNOVATIONS

NAME OF PATENTEE	TITLE OF PATENT	AWARD YEAR	STATUS
MR. ADITYA DHIMAN	INTELLIGENT SPATIAL EFFICIENCY: THE RESOURCE ALLOCATION SYSTEM	2023	PUBLISHED
DR. MADHUBALA KAUSHIK, MR. ADITYA DHIMAN, DR. VEENUS GEHLOT	SATISFACTION SPECTRUM: A HOLISTIC FRAMEWORK FOR EMPLOYEE WELL BEING	2023	PUBLISHED
MR. ADITYA DHIMAN, DR. MANISHA CHOUDHARY, DR. ZEESHAN	DIGITAL TRANSITION BLUEPRINT: A GUIDE TO GOING ONLINE FOR LOCAL	2023	PUBLISHED

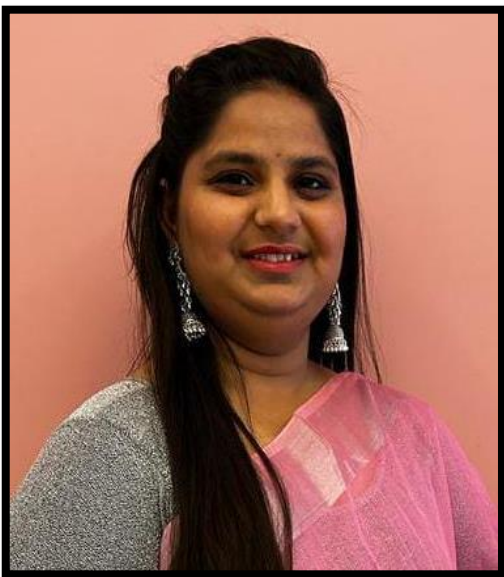
EDITORIAL TEAM



DR. BIRAJIT MOHANTY
PROFESSOR
MANIPAL UNIVERSITY JAIPUR



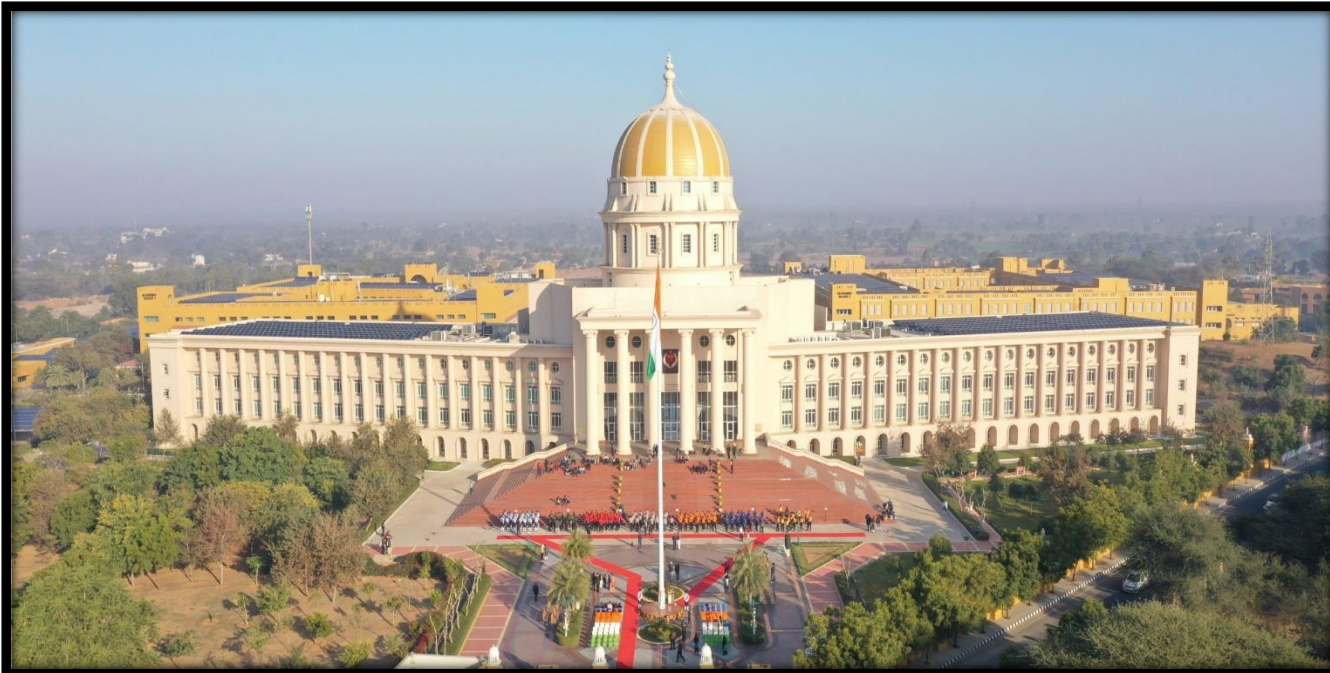
DR. MANSI MATHUR
ASSISTANT PROFESSOR
MANIPAL UNIVERSITY JAIPUR



AYUSHI CHARAN
STUDENT
MANIPAL UNIVERSITY JAIPUR



ANJALI SRIVASTAVA
STUDENT
MANIPAL UNIVERSITY JAIPUR

**FEEDBACK AND SUGGESTION FORM**

KINDLY GIVE YOUR FEEDBACK AND SUGGESTION BELOW –

NAME:

CONTACT NUMBER:

FEEDBACK:

SUGGESTIONS:

FOR SUGGESTIONS: mujbbanewsletter@gmail.com