



MANIPAL UNIVERSITY
JAIPUR

VOLUME 2
JANUARY –
MARCH
2024

MANAGEMENT INSIGHT

NEWSLETTER

BY DEPARTMENT OF BUSINESS
ADMINISTRATION



DEPARTMENT OF BUSINESS
ADMINISTRATION

JANUARY – MARCH 2024

BUSINESS THOUGHT –

SUCCESS IN BUSINESS COMES
WHEN YOU THINK BIG, TAKE RISKS,
AND NEVER SETTLE FOR AVERAGE.
DON'T BE AFRAID TO DREAM
BEYOND THE ORDINARY AND
STRIVE FOR GREATNESS - THAT'S
WHERE TRUE SUCCESS LIES."

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INTRODUCTION TO BBA DEPARTMENT

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
HEAD OF DEPARTMENT(BBA)
MANIPAL UNIVERSITY JAIPUR



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

FROM DEAN'S DESK



I congratulate and convey my best wishes to the Department of Business Administration and the entire editorial team on the launch of the January - March 2024 newsletter Management Insight.

Our vision is to create World Class Manager and Leaders who will manage and create powerful organizations in the emerging and changing scenarios corporate landscape. The curriculum of different programmes is industry oriented and based on best global practices. Different pedagogic tools not only help our students develop a holistic approach and perspective towards business but also enable them with the capability to seize opportunities in a competitive business environment as well.

The aim is to develop students as global citizens, and inculcate qualities like broad-mindedness, respect, and appreciation towards diverse cultures for a life changing experience. We build our students to be self-motivated, independent, train them through case studies, and by putting them in practical situations for enhancing their decision-making ability – essential to take up leadership roles in the future.

FROM HOD'S DESK



I am pleased to present Management Insight, the newsletter of the Department of Business Administration, January – March 2024 issue.

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 the newsletter.

FACULTY DESK



TITLE: THE EVOLUTION OF THE WEB: FROM WEB 1.0 TO WEB 4.0 AND IT'S IMPACT ON OUR LIVES.

The internet, often referred to as the World Wide Web, has undergone a remarkable evolution since its inception. From the static, read-only pages of Web 1.0 to the dynamic, interactive platforms of Web 2.0 and beyond, each phase has shaped not only the way we interact with technology but also our entire way of living. Let's delve into the journey of the web through its four generations and explore how each has influenced various aspects of our lives.

WEB 1.0: INFORMATION AGE –

Web 1.0 marked the dawn of the internet age, characterized by static web pages that offered limited interaction. It was essentially an era of one-way communication, where users consumed information without the ability to contribute or engage actively. Websites consisted of basic HTML pages, primarily used by corporations and organizations to publish content. This era laid the foundation for the digital landscape we know today, providing a platform for information dissemination and online presence.



WEB 2.0: THE ERA OF INTERACTION –

With the advent of Web 2.0, the internet underwent a paradigm shift towards user-generated content and interactivity. Social media platforms, blogs, wikis, and other collaborative tools emerged, empowering users to create, share, and interact with content in real-time. This era revolutionized communication, enabling individuals to connect globally and participate in online communities. Shopping experiences became more personalized, entertainment became on-demand, and social engagement transcended geographical boundaries.

WEB 3.0: THE RISE OF SEMANTIC WEB –

Web 3.0, also known as the Semantic Web, introduced a new level of intelligence to the internet. It focused on enhancing the understanding and interpretation of web content by machines, enabling more meaningful search results and personalized recommendations. Natural language processing, metadata, and machine learning algorithms played a crucial role in this evolution. Platforms like Google Search exemplify the Semantic Web's ability to deliver relevant and contextually rich information, catering to individual preferences and interests.

Web 4.0: The Era of Personalization and Anticipation –

Looking ahead to Web 4.0, we envision an internet that is not only intelligent but also intuitive and highly personalized. This speculative phase of the web's evolution is expected to leverage advanced technologies such as artificial intelligence, the Internet of Things (IoT), and augmented reality to anticipate users' needs and preferences. From predictive shopping experiences to adaptive entertainment content, Web 4.0 promises a hyper-personalized digital ecosystem tailored to individual lifestyles and behaviours.



IMPACT ON OUR WAY OF LIVING –

- **SHOPPING:** The evolution of the web has transformed the shopping experience, offering personalized recommendations, seamless transactions, and immersive virtual shopping environments.
- **ENTERTAINMENT:** Web-based entertainment platforms have revolutionized how we consume media, with on-demand streaming services, interactive gaming experiences, and user-generated content shaping our entertainment preferences.
- **SOCIAL ENGAGEMENT:** Social media platforms have become integral to modern communication, enabling real-time interaction, community building, and collaborative content creation across diverse demographics.
- **WORK EFFICIENCY:** The web has facilitated remote work opportunities, collaboration tools, and cloud-based productivity suites, enhancing workplace efficiency and enabling flexible work arrangements.

In conclusion, the evolution of the web from Web 1.0 to Web 4.0 reflects a journey of innovation, empowerment, and transformation. Each phase has redefined how we access information, connect with others, and navigate the digital landscape. As we embrace the possibilities of Web 4.0 and beyond, it's clear that the internet will continue to shape and enrich our lives in ways we've yet to imagine.

By,

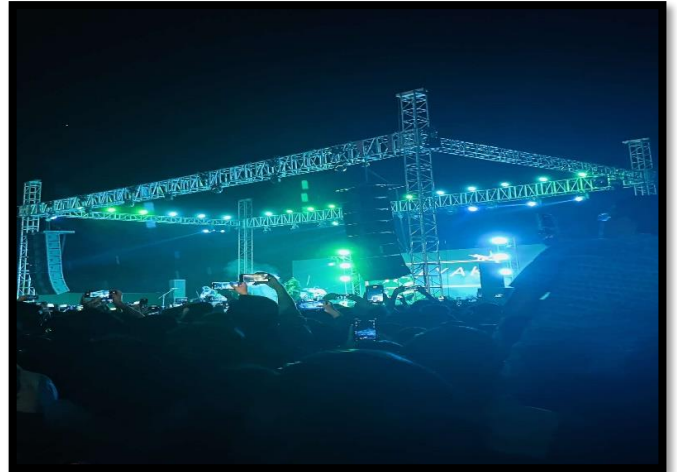
Mr. Aditya Dhiman

Assistant Professor

Department of Business Administration

EVENTS

ONEIROS'24



The Annual Cultural Festival **ONEIROS'2024** was organized from 22nd to 24th February 2024. This celebration brings together students from renowned colleges and universities across the nation. The event promises an enriching experience featuring an array of vibrant performances and exhibitions showcasing the exceptional talents of our youth, all set within a stimulating and dynamic environment.



JASHN-E-BHARAT



School of Business and Commerce, FOMC organized the event **Jashn-e-Bharat** on 29th February 2024 at the Dr TMA Pai auditorium. This event is a celebration of Indian culture and diversity. Participants representing various Indian states took centre stage with captivating dance performances, soulful singing, and a dazzling fashion walk. **Jashn-e-Bharat** is a true testament to India's spirit of unity of diversity.

ALUMNI MEET



The alumni gathering organized by the Directorate of Alumni Relations (DOAR) and Manipal University Jaipur Alumni Association team was truly exceptional. The event featured a warm welcome ceremony, insightful panel discussions covering a range of emerging topics, an engaging virtual talk show with our alumni globally, and captivating dance and musical performances by immensely talented Manipal students. It was a wonderful occasion, and we were thrilled to reconnect with our fellow alumni.



WORKSHOPS



- The Faculty of Management and Commerce, School of Business and Commerce, Department of Business Administration, organized an online lecture on E-commerce. The lecture was held on 23rd, 25th and 30th January 2024. It was conducted under the supervision of Dr. Madhu Bala Kaushik and Dr. Veenus Gehlot, with Dr. Atul Parvatiyar as the guest speaker. The entire event was managed by students from the finance department namely Jayati Raj Singh, Manav Pilania, Dhruv Verma, Mayank Tyagi and Divya. The three-day event covered a brief introduction and basic concepts of E-Commerce, including two major case studies that significantly impacted the Indian market. Dr. Atul Parvatiyar's engaging presentation made the online lecture both interesting and led to a fruitful discussion.

- The International Student Cell (InSELL-DOIC MUJ) presented a Workshop on “Writing Effective Statement of Purpose (SOP)” in association with the Department of Business Administration & Department of Languages, Literatures, and Cultural Studies for MUJ students with the intention of providing a platform for enthusiasts to learn and gain knowledge about the intricacies of crafting impactful Statements of Purpose (SOPs). Participants gained insights from experienced professionals and academic advisors like Mr. Pawan Solanki, Manipal Alumni and Overseas Education Counsellor with 23 years of experience, who shared valuable tips and industry-specific knowledge. The workshop was interactive, offering hands-on activities that allowed attendees to refine their SOPs under the guidance of seasoned mentors.



EXPERT SESSIONS



The poster is for a Financial Literacy Program cum Expert Session. At the top, it features logos for Manipal University Jaipur, NISM (National Institute of Securities Markets), and SEBI (Securities and Exchange Board of India). To the right of these logos are two boxes representing the UN Sustainable Development Goals: '1 NO POVERTY' with an icon of a family and '2 ZERO HUNGER' with an icon of a bowl of food. The main text in the center reads: 'Faculty of Management & Commerce, School of Business & Commerce Organizes Financial Literacy Program cum Expert Session'. Below this, the date is '23-24 January 2024', the time is '9 am to 2 pm', and the location is 'Room No 222 & 209, 3AB'. On the right side, there is a portrait of Dr. Ishu Tayal, an Empanelled Trainer for NISM & SEBI. At the bottom, the organizers are listed as 'Dr Saurabh Sharma & Dr Narender Singh Bhati' and the conveners as 'Dr Somya Choubey and Dr Ity Patni'.

MANIPAL UNIVERSITY JAIPUR
University under Section 22 of the UGC Act

NISM
राष्ट्रीय प्रतिभुति बाजार संस्थान
National Institute of Securities Markets
An Educational Initiative of SEBI

SEBI
भारतीय प्रतिभुति और विनिमय बोर्ड
Securities and Exchange Board of India

1 NO POVERTY

2 ZERO HUNGER

Faculty of Management & Commerce
School of Business & Commerce
Organizes
Financial Literacy Program cum Expert Session

Date: 23-24 January 2024
Time: 9 am to 2 pm
Location: Room No 222 & 209, 3AB

Dr Ishu Tayal
Empanelled Trainer-
NISM & SEBI

Organizers
Dr Saurabh Sharma & Dr Narender Singh Bhati
Conveners
Dr Somya Choubey and Dr Ity Patni

- National Institute of Securities Markets (NISM) in collaboration with Kotak Securities Ltd. has launched a financial literacy program, a CSR initiative on Education and Livelihood to promote financial literacy among the young citizens of the country. The program covers aspects of financial education for both personal and professional financial planning. The program was organized by School of Business & Commerce, Department of Business Administration in offline mode in which importance of investment was discussed on 23rd January 2024. The expert Guest Dr. Ishu Tayal is presently working with NSDL as Regional Head West and NISM empanelled trainer.



Dr. Ishu Tayal, conducting financial literacy program.



- Department of Business Administration in collaboration with ASSOCHAM, RSDC organized expert lecture on Expert Lecture on the integration of Automation and Artificial Intelligence (AI) on 27th Feb 2024. The event was an insightful exploration into the latest advancements and best practices in leveraging automation and AI technologies across various industries. The lecture featured esteemed industry expert Mr. Arpit Soni, Co Chairman, Assocham RSDC IT Committee and founder and CEO of Creware Technologies, who shared his invaluable insights, experiences, and perspectives on the integration of automation and AI and its impact on businesses today.

DEPARTMENT OF BUSINESS ADMINISTRATION NEWSLETTER



MANIPAL UNIVERSITY JAIPUR

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ASSOCHAM

FACULTY OF MANAGEMENT AND COMMERCE
SCHOOL OF BUSINESS AND COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
IN COLLABORATION WITH
ASSOCHAM RAJASTHAN STATE DEVELOPMENT COUNCIL

AUTOMATION AND AI INTEGRATION

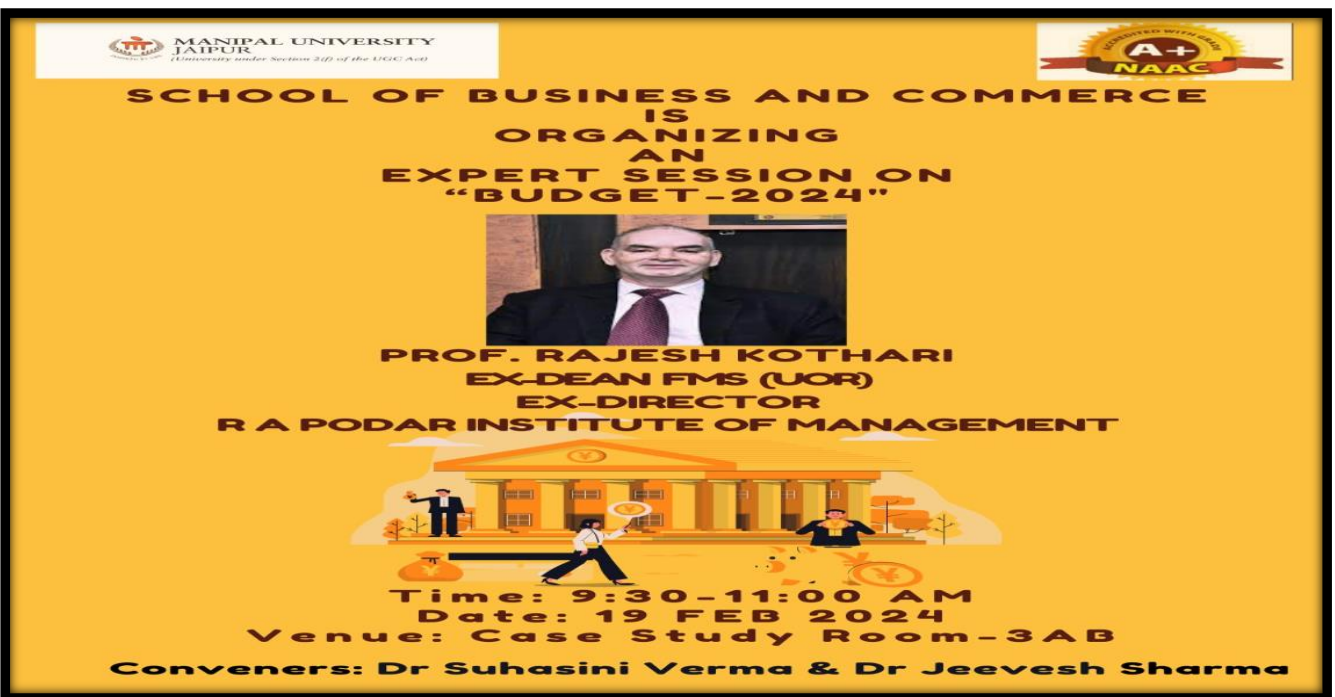
Integrating automation technologies, Artificial intelligence to streamline workflows, Automate repetitive tasks & Unlock new business opportunities

WITH
Mr Arpit Soni
Co-Chair, ASSOCHAM RSDC IT Committee

10:30 AM
AT TMA PAI AUDITORIUM
27 FEB 2024, TUESDAY

CONVENERS:
Dr. Manisha Choudhary
Mr. Aditya Dhiman


- School of Business and Commerce, Faculty of Management & Commerce, Manipal University Jaipur, organized an expert session on “Budget 2024”, scheduled on 19th February, 24.




MANIPAL UNIVERSITY JAIPUR
(University under Section 3(D) of the UGC Act)

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SCHOOL OF BUSINESS AND COMMERCE
IS ORGANIZING
AN
EXPERT SESSION ON
“BUDGET-2024”



PROF. RAJESH KOTHARI
EX-DEAN FMS (UOR)
EX-DIRECTOR
R A PODAR INSTITUTE OF MANAGEMENT



Time: 9:30-11:00 AM
Date: 19 FEB 2024
Venue: Case Study Room-3AB
Conveners: Dr Suhasini Verma & Dr Jeevesh Sharma

STUDENT'S ACHIEVEMENT

The School of Business and Commerce proudly congratulates Divya and Garvit (Semester IV, BBA) for their exemplary leadership by participating in winter study tour held Ajmam University, UAE. Applauding their dedicated representation of Manipal University Jaipur globally, the recent participation in the winter school at Sharjah Research Technology and Innovation Park showcased their commitment. Beyond exposure, this opportunity has instilled a profound shift in their perspective towards international education and forged significant connections. As they embark on a promising future, we encourage fellow students to engage with Divya and Garvit, tapping into their rich experiences and insights into studying abroad. Their journey exemplifies the transformative impact of global exposure, and we eagerly anticipate their continued success.





FROM ALUMNI DESK



NIKHIL

The Bachelor of Business Administration (BBA) program is a highly sought after degree program that provides students with the knowledge and skills needed to excel in the business world. This program offers a comprehensive understanding of various aspects of business, including management, marketing, finance, accounting, and entrepreneurship.

One of the main benefits of pursuing a BBA degree is that it provides students with a solid foundation in business management. Courses in this program cover a wide range of topics, such as organizational behaviour, strategic management, and leadership, which equip students with the necessary skills to effectively manage teams and resources. Additionally, students also gain critical thinking and problem-solving skills that are essential in the business world. Another advantage of the BBA program is its focus on entrepreneurship and innovation.



DEPARTMENT OF BUSINESS ADMINISTRATION

NEWSLETTER

With the growing importance of startups and the rise of new business models, having an entrepreneurial mindset is crucial. The BBA program not only teaches students about the principles of entrepreneurship but also provides them with practical knowledge on how to launch and run their own businesses. This program encourages creativity and innovation, which are highly valued in today's competitive business environment. Moreover, the BBA program also includes courses in marketing and finance. These courses provide students with valuable insights into consumer behaviour, market research, advertising, branding, and financial analysis. With the knowledge gained from these courses, students are equipped with the ability to develop effective marketing strategies and make informed financial decisions. These skills are in high demand across industries, making BBA graduates highly employable.

Additionally, the BBA program typically incorporates internships, allowing students to gain practical work experience while still in school. These internships not only provide students with hands-on experience but also help them build a professional network in the industry. Many students find their internships to be stepping stones to secure full-time employment upon graduation. Furthermore, a BBA degree opens a wide range of career opportunities. Graduates of this program can work in various sectors, including finance, marketing, human resources, consulting, and entrepreneurship. The versatility of the BBA degree ensures that graduates have numerous options when it comes to choosing their career paths.

In conclusion, the BBA program offers numerous advantages for students interested in pursuing a career in business. It provides a solid foundation in business management, entrepreneurship, and innovation. The program also offers practical experience through internships and opens a wide range of career opportunities. By investing their time and effort into the BBA program, students can gain the necessary skills and knowledge to excel in the dynamic business world.

EDITORIAL TEAM



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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

