



MANIPAL UNIVERSITY
JAIPUR

VOLUME 4
JULY –
SEPTEMBER
2024

MANAGEMENT INSIGHT NEWSLETTER

**BY DEPARTMENT OF BUSINESS
ADMINISTRATION**



DEPARTMENT OF BUSINESS ADMINISTRATION

JULY - SEPTEMBER

BUSINESS THOUGHT

**“Success often comes to those
who are willing to keep going
even when it gets tough. Don't
give up — your breakthrough
might be just around the corner.”**

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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 (Hons / Hons with research)
- BBA (Business Analytics)
- Integrated MBA

OUR LEADERS



DR. N. N SHARMA
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 July - September 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 comprehensive 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 initiative-taking, independent, train them through case studies, and by putting them in practical situations for enhancing their decision-making ability – essential to accept leadership roles in the future.

FROM HOD'S DESK



I am pleased to present Management Insight, the newsletter of the Department of Business Administration, July – September 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.

NEWS & EVENTS

• WORKSHOP / FDP

1. The Department of Business Administration organized Five days online workshop on “From Theory to Practice: Teaching Case Studies for Quality Education (SDG - 4)” with the collaboration of MUJ-TEC for faculty members of Manipal University Jaipur from Monday, 05-08-2024 to Friday, 09-08-2024 .

The workshop focused on case study pedagogy and will be beneficiary to get in-depth knowledge of Case Study teaching. Case studies enable the professors to enhance the grasping of the students and improve their cognitive and analytical thinking. This workshop will enable the professors to develop insightful case studies and bring real-world scenarios into the learning environment.

The workshop was conducted in an Online mode . The workshop was convened by Dr. Alpa Sethi, Dr. Rishi Vaidya , Dr. Aditi Soni & Ms. Deepti Singh.

MANIPAL UNIVERSITY JAIPUR
Faculty of Management and Commerce
School of Business and Commerce
Department of Business Administration
in Collaboration with MUJ – TEC
is organizing
Online Workshop on

**From Theory to Practice:
Teaching Case Studies for Quality Education (SDG - 4)**
August 05-09, 2024 10:00 am to 12:00 Noon

Speakers

 Dr. Avantika Singh Assistant Professor Department of Management Central University of Rajasthan	 Dr. Ankita Sarmah Assistant Professor Dept. of Humanities & Social Sciences IIT Guwahati	 Dr. Prachi Bhatt Professor Fore School of Management New Delhi
 Dr. Preeti Tiwari Associate Professor Jindal Global Business School	 Dr. Jaspreet Kaur Professor Vivekananda Institute of Professional Studies Delhi	

Organizers

 Prof. Brajesh Kumar Dean FoMC	 Prof. Vijaylakshmi Sharma Director-MUJ-TEC	 Dr. Narender S Bhati HoD Business Administration	 Dr. Naresh Kedia Deputy HoD Business Administration
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Conveners

 Dr. Alpa Sethi Assistant Professor	 Dr. Rishi Vaidya Assistant Professor	 Dr. Aditi Soni Assistant Professor	 Ms. Deepti Singh Assistant Professor
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2. Department of Business Administration, School of Business and Commerce, Manipal University Jaipur University conducted a 5-day FDP on "Fostering Creativity in Research Across Disciplines and Career Stages" from 5th – 9th August ,2024.



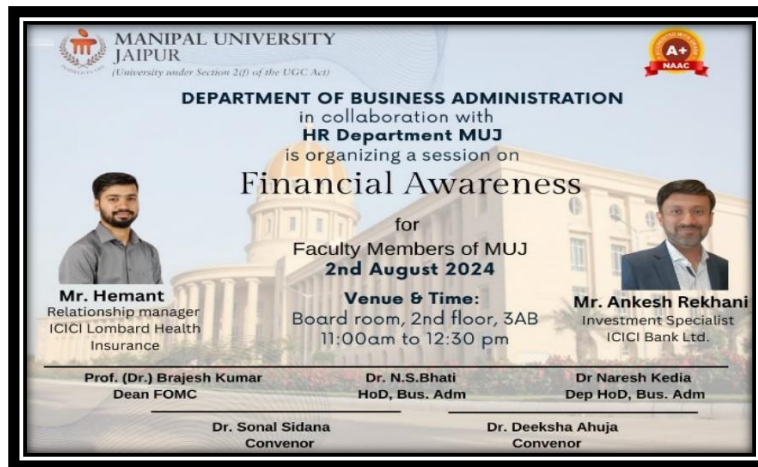
• GUEST LECTURES

The Faculty of Management and Commerce organized a distinguished guest lecture by Mr. Yashraj Bhardwaj, Co-Founder - Pretonic Infotech, IDEAX Solutions LLC, Work lab & Partner - Ensure Equity LLP, on 24th August 2024, He addressed the students of FOMC and interacted with the Faculty Members as well.



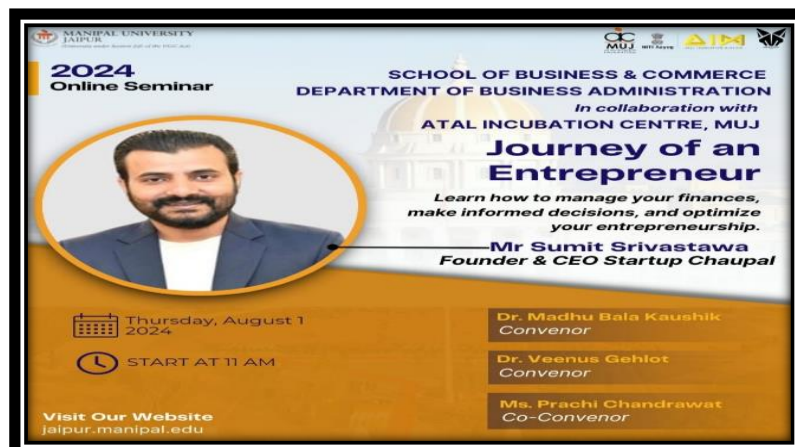
• TRAINING SESSION

The Department of Business Administration organized a “Financial Awareness” training session with the collaboration of HR department for faculty members of Manipal University Jaipur on 2nd August 2024. The session gave in-depth knowledge of Personal Financial Management, Financial Security, Health Security, Financial Fraud Awareness and Pension Scheme after Retirement.



• SEMINAR

The Department of Business administration in collaboration with Atal Incubation Centre, Manipal University, Jaipur organized an online seminar on *Journey of an Entrepreneur* on 1st August 2024. The speaker for the session was Mr. Sumit Srivastava, Founder & CEO startup Chaupal. The online seminar was convened by Dr. Madhu Bala Kaushik, Dr. Venus Gehlot & Ms. Prachi Chandrawat. The online seminar aimed on learning how to manage your finance, make informed decisions, and optimize your entrepreneurship.



• MOU

Manipal University Jaipur and The Institute of Chartered Accountants of India has officially signed a Memorandum of Understanding (MoU) on 5th July 2024, at New Delhi with the objective of fostering strategic collaboration and mutual support in advancing professional standards and practices within the accounting profession.

The MoU was initiated by Dr. Veenus Gehlot, Assistant Professor, Department of Business Administration, SBC, FoMC under guidance of Dr. Brajesh Kumar, Dean FoMC, Dr. Narender Singh Bhati, HOD and Dr Naresh Kedia Deputy HOD, Department of Business Administration, SBC, FoMC.



• Alumni Meet

The Faculty of Management & Commerce organized an alumni meet for students on 13th September 24. There were many activities for alumni like Interaction with the faculty members and fellow students, alumni sessions, singing/poetry/ standup comedy by the alumni, fun activities etc.

MANIPAL UNIVERSITY JAIPUR

FACULTY OF MANAGEMENT AND COMMERCE & CENTRE FOR DISTANCE AND ONLINE EDUCATION IN ASSOCIATION WITH DIRECTORATE OF ALUMNI RELATIONS & MANIPAL UNIVERSITY JAIPUR ALUMNI ASSOCIATION

Invites you to Join

ALUMNI MEET 2024

networking and rejoining: a trip down memory lane

13th September 2024 **11:00 onwards** **Mode-Hybrid**

Event Highlights

- ★ **MUJ Alumni Portal**
Digital space designed exclusively for MUJ's esteemed alumni community.
- ★ **Alumni Talk**
Listen to heartwarming stories and experiences shared by our esteemed alumni.
- ★ **Networking & Reconnecting**
Catch-up with old friends, make new connections and expand your professional network.
- ★ **Second AGM of Manipal University Jaipur Alumni Association**

alumni@jaipur.manipal.edu **@alumnimuj** **MUJ-AlumniConnect** **mujalumni.in**

• ATAL FDP:

Department of Business Administration, Faculty of Management & Commerce, organized an AICTE Training and Learning (ATAL) Faculty Development Program (FDP) on "Empowering Change: Strategies for Social Enterprise Management" from 9th - 14th September , 2024.

The FDP aims to provide participants with comprehensive insights and advanced strategies for managing social enterprises and driving impactful social change. All interested faculty members, researchers, and industry professionals were invited to join the FDP. The coordinator & co- coordinator for the FDP were Dr Madhu Bala Kaushik & Dr Veenus Gehlot respectively.



MANIPAL UNIVERSITY JAIPUR

Faculty of Management and Commerce
School of Business and Commerce, Department of Business Administration

In Association with AIC MUJ

**AICTE Training and Learning (ATAL)
Faculty Development Program (FDP)**

on

**Empowering Change:
Strategies for Social Enterprise Management**

September 09-14, 2024 09:30 am to 05:00 pm

Speakers

 Mr. Kaushik Banerjee Vice President-Service Accenture	 Dr Puspendra K. Surya Professor Kirori Mal College University of Delhi	 Dr Falguni Vasavada Professor MICA, Ahmedabad	 Prof. Ranjan Aneja Dean Central University of Haryana Mahendragarh
 Mr. Paresh Gupta TEDx Speaker Founder and CEO GCEC Global Foundation (GCEC), Jaipur	 Dr Jitesh Mohnot Assistant Professor IIT Jodhpur	 Dr Shweta Choudhary Director AIC MUJ	

Organizers

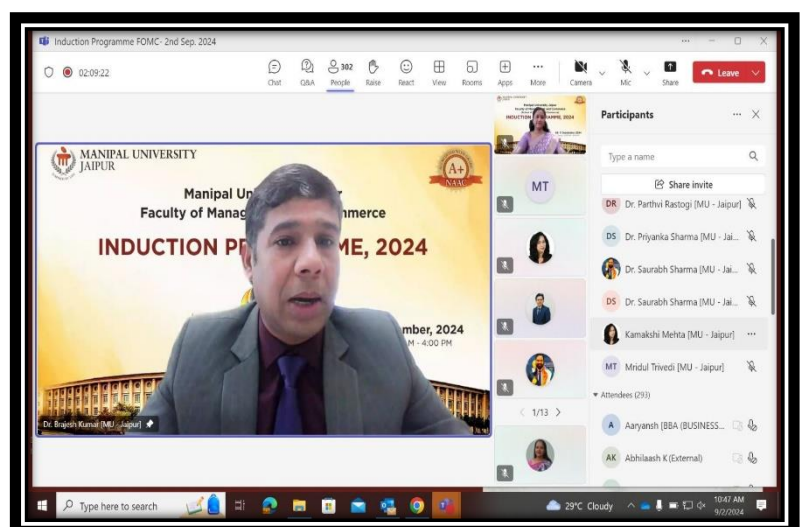
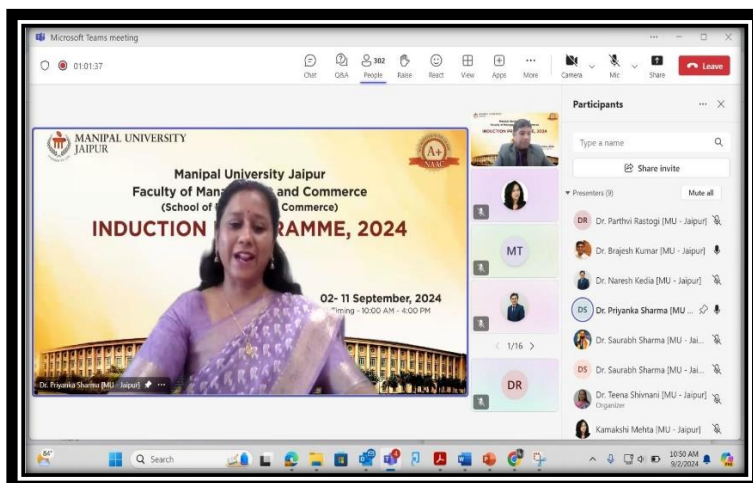
 Dr Brajesh Kumar Dean, FoMC Manipal University Jaipur	 Dr Sandeep Joshi CEO, AIC, MUJ Manipal University Jaipur
 Dr N S Bhati HoD, Business Administration Manipal University Jaipur	 Dr Naresh Kedia Deputy HoD, Business Administration Manipal University Jaipur

 Dr Madhu Bala Kaushik Coordinator Manipal University Jaipur	 Dr Veenus Gehlot Co-Coordinator Manipal University Jaipur
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• INDUCTION PROGRAM

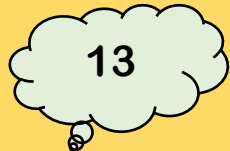
The Faculty of Management and Commerce at Manipal University Jaipur organized Induction Program from 2nd -11th September, 2024 . The programme marks the beginning of an exciting academic journey for new students. The Induction program started with a warm welcome address by the Dr. Brajesh Kumar, Dean, FOMC who emphasized the faculty's commitment to excellence and innovation in management and commerce education. Students were given an overview of the academic framework, including the curriculum and key academic policies by CA (Dr.) Kamakshi Mehta, HOD, TAPMI School of Business, Dr. Narender Singh Bhati, HOD, Department of Business Administration, Dr Saurabh Sharma, HOD, Department of Commerce and Chef Saurabh Sharma, PHD, HOD, School of Hospitality and Tourism.



• INDUSTRY VISIT

Department of Business Administration, Manipal University Jaipur organised the industrial visit to Omni Ice Cream (Jaipur) for Semester V, BBA students 30th August, 2024. The students got an exclusive behind-the-scenes look at the journey of their favourite ice cream flavors, from raw ingredients to the final packaged product. They explored various facets of the business, including Production Process, Supply Chain Management, Marketing Strategies & Sustainability Efforts.





RESEARCH & INNOVATION

FACULTY INNOVATIONS

PATENT PUBLISHED (July -September ,24)

NAME OF FACULTY	TITLE OF INVENTION
Dr. Shweta Mishra	A Fine Solution to overcome the issues faced during Telework
Dr. Shweta Mishra	Automated Dynamic Pricing System for E-commerce Platforms
Dr Sonal Sidana	System and Method for Human Resource Visualization Processing

FACULTY RESEARCH PUBLICATIONS

(July -September ,24)

TOTAL NUMBER OF PUBLICATIONS	6
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AWARDS & ACHIEVEMENTS

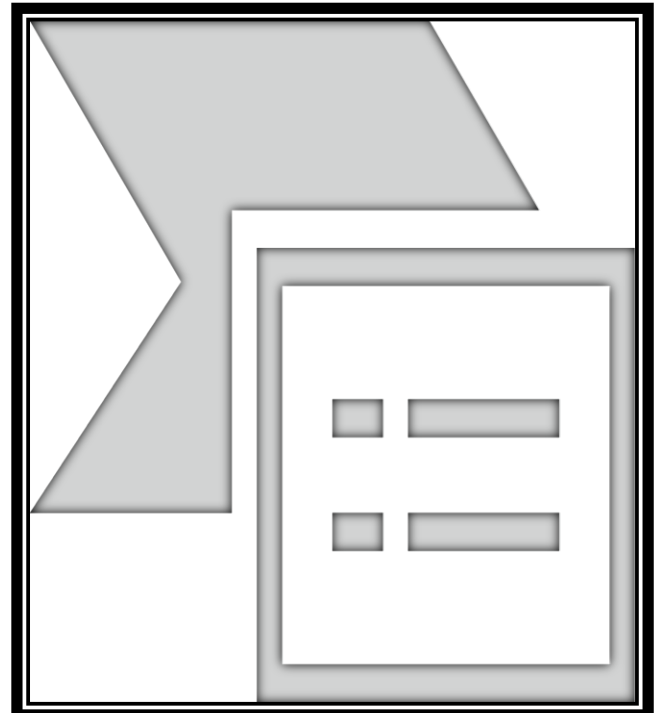
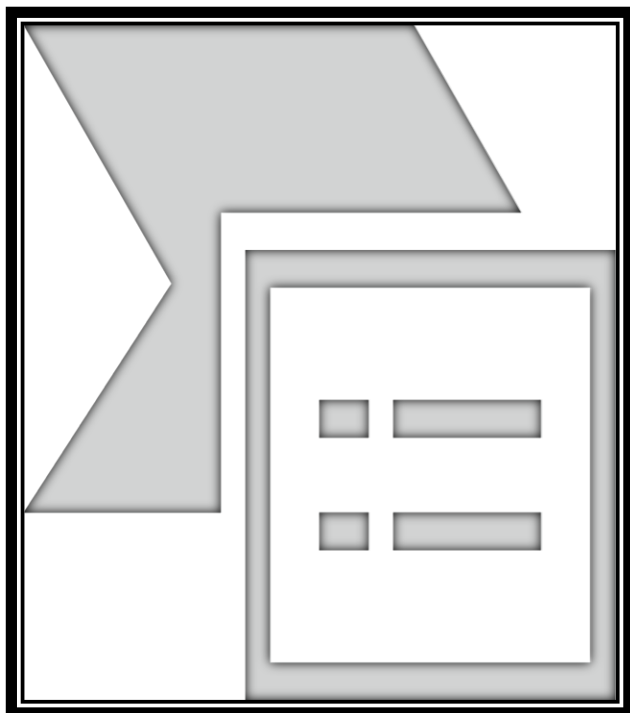
Ph. D's AWARDED (July -September,24)

SL. NO.	NAME OF THE CANDIDATE	NAME OF THE SUPERVISOR	TOPIC
1	Ms. Nidhi Sharma	Dr. R. K. Tailor	Financial Performance Measurement of Public and Private Sector Banks in India: A Comparative Analysis
2	Ms. Kritika Khandelwal	Dr. Bhawna Chahar	Impact of Meta motivation and Goal Orientation on Stress among Athletes
3	Mr. Shailesh Yadav	Dr. Suhasini Verma	Estimation of Infrastructure Investment in India: An Empirical Analysis

STUDENT AWARDS

Students of BBA, 3rd semester from Department of Business Administration, Manipal University, Jaipur took part in Aagaaz 2.0, a management saga event hosted by Vivekanand Global University on 1st & 2nd September ,2024.

SL. NO	NAME OF EVENT	RANK/POSITION	NAME OF STUDENTS
1	Corporate Roadies (Problem-Solving & Presentation Competition)	1st Runner up 🏆	-Aishal khan -Rini Khandelwal -Manvi Gupta
		2nd Runner up 🏆	-Sara Kothari -Pihu Agarwal -Krishna Agarwal -Vansh Bajaj
2	Groove Gala (Dance Competition)	2nd runner up 🏆	Rini Khandelwal -Manvi Gupta -Mayank Mathur -Tanvi Sharma -Suhani Verma
3	Carpe Diem (Personal interview)	1 st 🏆	Sara Kothari
		2 nd 🏆	Pihu Agarwal



FACULTY AWARD

Dr. Priyanka Sharma, Department of Business Administration, received an international award as an honour of recognition for “Emerging Academician” under Global Innovation, Excellence and Research Awards on 14th July, 2024 by MAHSA University, Malaysia.



NEW FACULTY MEMBERS



Dr. Meenu Mathur



Dr. Vijay Amrit Raj



Dr. Niketa Jain



Mr. Mrinal Kanti Mahato



Dr. Pragati Swaroop



Ms. Swati Saini



Ms. Sneha Verma



Dr. Amit Kumar



Mr. Yogesh Mishra



Dr. Jyoti Motwani

FACULTY ARTICLE



Ms. Swati Saini
Assistant Professor

It's Never Too Late: A Message to Students

"It is never too late to be what you might have been"

By George Eliot

Life as a bachelor's student can sometimes feel like a race against time. It's easy to feel like you're falling behind when you observe your peers appearing to be making progress and reaching significant milestones. But here's a powerful truth: It's never too late to start, to change direction, or to pursue what truly matters to you. What really matters is the thought to start once again.

First, let's dispel a common myth—that success is a straight line with a fixed timeline. It's easy to get caught up in the idea that by a certain age, you should have achieved specific things, like landing a dream job, starting a business, or even deciding on a clear career path. However, real life doesn't work that way. Everyone's journey is unique, and the timelines are different for everyone. All great people have stories filled with failures, direction changes, and late starts. Consider individuals such as Steve Jobs, who left college early and overcame many obstacles before helping to create Apple, or Ray Kroc, who waited until he was fifty-one to break into the most successful fast-food cooperation. These tales serve as a reminder that success doesn't follow a set path, it is the destiny and the idea that can strike anytime.

Second, realize that the notion of being "too late" is a construct rather than an actual obstacle. It's a barrier we put in our way because of how we measure up to other people or what society expects of us. You may experience pressure as a student to be well-versed in everything by the time you finish. However, the reality is that there are a ton of opportunities in the world for people in any stage of life. No matter when you take that initial step, it's crucial. Whether you're thinking of switching your major, taking up a new pastime, or even going in a totally different direction professionally, the first step is always the most crucial. It is well said that take the first step, rest the God will see.

Furthermore, you have valuable experiences and talents from your journey. Even though you're beginning from scratch, your prior experiences give you a distinct viewpoint and set of skills. Every step you take toward learning, no matter how late in life, contributes to your overall development.

Lastly, adopting a growth mentality is crucial. This entails viewing obstacles as chances to grow rather than as signs of failure. It's simple to get discouraged if you think you're "behind," but you can consider every encounter as a step forward if you adopt a mindset that prioritizes learning above deadlines. Ultimately, it's never too late to get started. Recall that your path is unique, whether you're thinking about changing your major, pursuing a different line of work, or just wishing to pursue a new hobby. When you choose to give up trying is the one moment when it is really too late. Thus, don't let the fear that it will be "too late" to prevent you from creating the future you want. Instead, take the first step.

EDITORIAL TEAM



DR. NARESH KEDIA
DEPUTY HOD
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