



MANIPAL UNIVERSITY
JAIPUR

VOLUME 7
APRIL – JUNE
2025

MANAGEMENT INSIGHT NEWSLETTER

**BY DEPARTMENT OF BUSINESS
ADMINISTRATION**

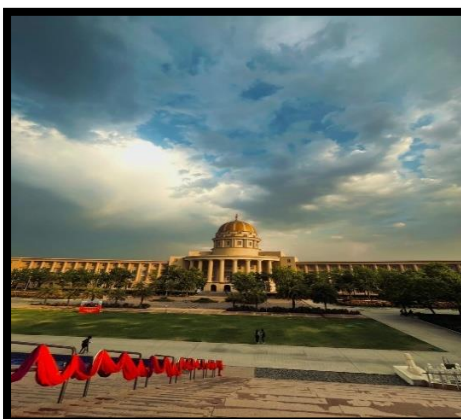


DEPARTMENT OF BUSINESS ADMINISTRATION

APRIL – JUNE, 2025

BUSINESS THOUGHT

**“Success is not final; failure
is not fatal: It is the courage
to continue that counts.”**



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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



DR. KARUNAKAR. A. KOTEGAR
PRO PRESIDENT
MANIPAL UNIVERSITY JAIPUR



DR. AMIT SONI
REGISTRAR
MANIPAL UNIVERSITY JAIPUR



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



DR. TINA SHIVNANI
HEAD OF DEPARTMENT(BBA)
MANIPAL UNIVERSITY JAIPUR



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

FROM DEAN'S DESK

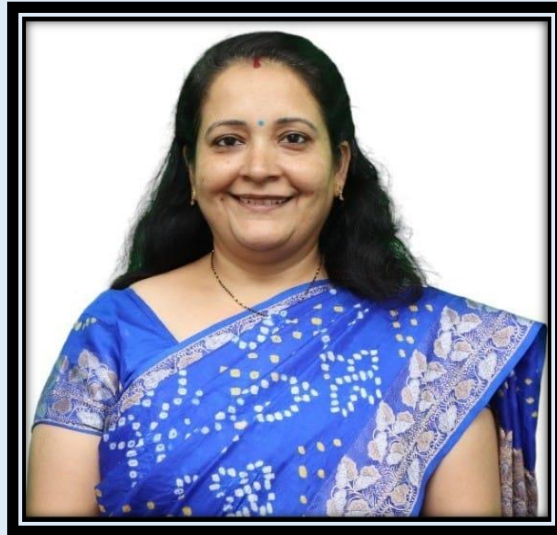


I congratulate and convey my best wishes to the Department of Business Administration and the entire editorial team on the launch of the April – June 2025 newsletter Management Insight.

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, April – June 2025 issue.

Department focuses on equipping students with fundamental business and management skills. It covers areas such as finance, marketing, human resources, entrepreneurship, and business analytics. The department aims to develop leadership, problem-solving, and decision-making abilities through theoretical knowledge and practical applications like case studies, internships, and industry projects. 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 casebased 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

- The Faculty of Management, Commerce, and Arts at Manipal University Jaipur organized the prestigious “Dean’s List Award Ceremony” on Tuesday, 8th April 2025. The event recognized and celebrated the students who have achieved the highest CGPA in their respective classes. This ceremony served as a platform to honor academic excellence and encourage students to continue their pursuit of knowledge and excellence.



- We Congratulate Dr. Deepti Singh on her remarkable research publication on the topic titled “Modelling connectedness and diversification among socially responsible investments in Asia” has been successfully published in the International Journal of Sustainable Economy (SCOPUS indexed).



- An industry expert lecture was conducted on the topic “Budgeting Essentials: Characteristics and Critical Role in Finance” in online mode on 06/04/2025.



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

Faculty of Management, Commerce & Arts
Department of Business Administration



4 QUALITY EDUCATION



Industry Expert Session
On
**“Budgeting Essentials:
Characteristics and Critical Role
in Finance”**



Resource Person:

Mr Nalin Sharma
Sr Manager (New Business)
Indian Oil Corporation Limited

*Date: April 6th, 2025 &
Time: 9.30 AM – 12.30 PM on MS Teams*

Dr. Aditi Soni (Convener)
Dr. Ritu Toshniwal (Convener)

- An Industry Expert Session on Organization Behaviour was conducted by Mr. Varank Sastry, Global Director of Marketing & Business Development, Premaloka International, Bali, Indonesia on 3rd April , 2025.



- Our esteemed faculty members, Dr. Meenakshi Sharma and Dr. Nishu Gupta, have published a research article titled "Analysing the Impact of Educational Tools on Fostering Sustainable Consumption in Children" in the Asian Education and Development Studies – a Q1, Scopus-indexed journal.



- AIC MUJ organized Entrepreneurial Summit 2.0 on “Digital Transformation and the Future of Entrepreneurship: Harnessing AI, Blockchain, and Emerging Technologies” in collaboration with Federation of Rajasthan Trade and Industry (Women Wing), E- Cell, MUJ and Department of Business Administration, TAPMI School of Business, MUJ on 17th April 2025.

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

RISING RAJASTHAN
RAJYU, RESPONSIBLE, READY

AIC MUJ
ATAL INCUBATION CENTRE FOUNDATION

NITI Aayog

Supported By
AIMA **e-cell** **INSTITUTION'S INNOVATION COUNCIL** **MARKSOC** **PITCHERS**

Atal Incubation Centre, Manipal University Jaipur
in Collaboration with Federation Of Rajasthan Trade And Industry(Women Wing) and E-Cell
is organizing

**Digital Transformation and the Future of Entrepreneurship:
Harnessing AI, Blockchain, and Emerging Technologies**

Panelists

CHIEF GUEST

Ms. Malini Agarwal
ADG Civil Rights and Anti-Human Trafficking Unit

Moderator

Dr. Sandeep Joshi
CEO, AIC, MUJ

Mr. Mahavir Pratap Sharma
General Partner, Swishin Ventures

Ar. Tushar Sogani
Chairman Assoccham ESIC

Mr. Vigyan Lodha
Managing Director, Majestic Basmati Pvt. Ltd.

Mr. Chintan Bakshi
Partner - Incubation at TIMA Ventures Jaipur, Rajasthan, India

Mr. Amit Bhargava
Managing Director at Amitek Infra P Ltd India

Dr. Alka Gaur
President, Federation Of Rajasthan Trade And Industry

Ms. Anila Choraria
Assistant Director, Ministry of Micro Small & Medium Enterprise (MSME)

Mr. Anish Thomas
Director Partnerships, Marwari Catalysts

Dr. Shiva Gaur
Corporate Legal Advisor & Investor

CA Vijay Agarwal
FORTI Joint Secretary Youth

Dr. Madhu Bala Kaushik
Convener

Ms. Prachi Chandrawat
Convener

Dr. Surbhi Sharma
Co-Convener

9:45 AM **Wednesday, 17 April 2025** **Venue: Smt. Sharada Pai Auditorium**

- Department of Business Administration organized an FDP on Case Teaching on 15th and 16th May 2025 with the collaboration of Yangpoo University Partners and content supported by Harvard Business Publishing. The FDP was facilitated by Prof. Abhishek, Professor, IMT Ghaziabad (FPM- IIM Ahmedabad, MBA, IRMA), a highly experienced academician in case-based pedagogy. This FDP aims to equip faculty members with effective methodologies and best practices for teaching through Harvard Business School cases and other cases.

- The BBA Department at Manipal University Jaipur proudly hosted an inspiring Entrepreneurship Conclave, bringing together visionary founders, young student entrepreneurs, and academic leaders to celebrate innovation and enterprise! The guest of the event was Mr. Sumit Shrivastav, Founder – Startup Chaupal, Jaipur, Mr. Himanshu Rajpurohit, Founder– Nexera& Mr. Sidharth Choudhary, Founder – Namo Restro. 15 in-house student entrepreneurs who are turning ideas into impactful ventures were felicitated. The felicitation ceremony was graced by: Prof. Dr. Karunakar A Kotegar, Pro President, Prof.(Dr.)Brajesh Kumar, Dean & Dr. Tina Shivnani, Head of Department (BBA).



DEPARTMENT OF BUSINESS ADMINISTRATION

MANAGEMENT INSIGHT

- The Department of Business Administration, TAPMI School of Business, Manipal University Jaipur, in collaboration with The Times Of India (Bennett & Coleman), organised its first-ever Business Analytics Conclave 1.0 — a dynamic platform designed to explore the evolving landscape of business analytics, AI, and data-driven innovation. The event was organised on 24th April, 2025.



MANIPAL UNIVERSITY JAIPUR

FACULTY OF MANAGEMENT, COMMERCE AND ARTS
TAPMI SCHOOL OF BUSINESS
DEPARTMENT OF BUSINESS ADMINISTRATION

in association with
Bennett & Coleman
THE TIMES OF INDIA

BUSINESS ANALYTICS CONCLAVE 1.0

24 APRIL | 10 AM ONWARDS
Smt. Vasanti R. Pat Auditorium

JOIN NOW

QR Code

Speakers:

- Dr. Ananddeep Kapoor (MD, Director of CIO)
- Gaurav Maheshwari (Chief Information Officer)
- Monika Dubey (Head of Digital Marketing)
- Karthik Muthukrishnan (Chief Marketing Officer)
- Chandan Verma (MD, Director of IT)
- Sandip Karmakar (MD, Director of IT)
- Parag Bhaskar (Chief Financial Officer)
- Deepak Kumar (Chief Financial Officer)
- Ayush Badhara (Chief Financial Officer)

KEY HIGHLIGHTS :-

- Industry Expert panel discussion
- LinkedIn top voices
- Interactive Q & A and networking with expert

Theme focus:-

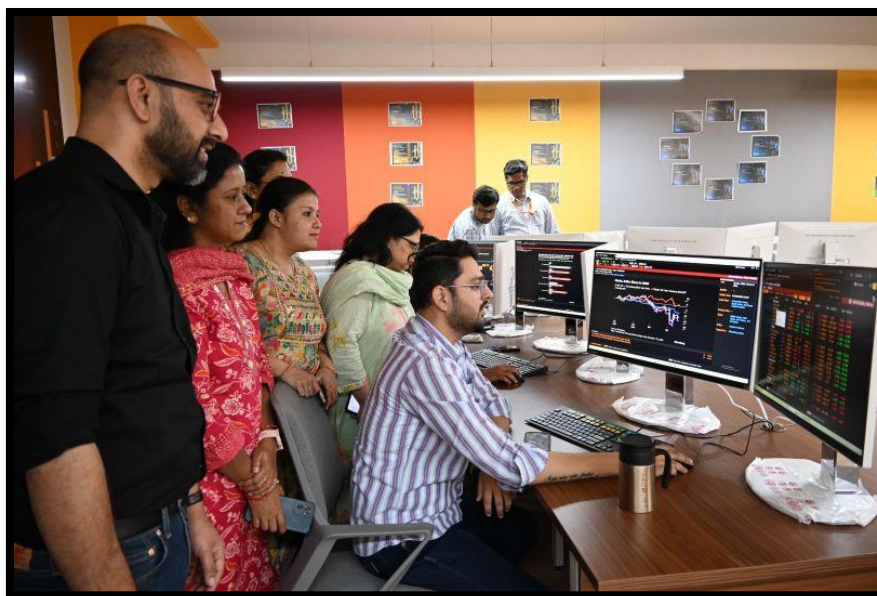
- AI, data analytics, futures of data driven design.

! 150 SEATS ONLY!

Contact :-
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- The Department of Business Administration, TAPMI School of Business, Faculty of Management, Commerce and Arts, launched state-of-the-art Bloomberg Lab — a powerful step towards transforming teaching, learning, and research in the world of finance, economics, and business analytics. This advanced facility will empower both students and faculty with access to real-time global financial data, cutting-edge analytics, and industry-standard tools — bringing the world of finance right into our classrooms.





**MANIPAL UNIVERSITY
JAIPUR**

4

8

17

A+

**FACULTY OF MANAGEMENT, COMMERCE AND ARTS
TAPMI SCHOOL OF BUSINESS
DEPARTMENT OF BUSINESS ADMINISTRATION**

**EDP
ON
BLOOMBERG
FINANCIAL
RESEARCH
ANALYST**



Date: 26 - 30 May 2025
Venue: Fintech Lab Powered by Bloomberg,
3AB Building, Manipal University Jaipur

INDUSTRIAL VISIT

BBA students had an enriching industrial visit to Bisleri International India Pvt. Ltd. (Shri Balaji Industries, Chomu, Jaipur). The visit was led by our dedicated faculty members Dr. Yogesh Mishra and Dr. Ritika Bhatia, who guided students through this immersive learning experience. This visit provided our future managers with a valuable opportunity to observe and understand real-time industrial operations, especially within the FMCG and beverage sector.



AWARDS AND ACHIEVEMENTS

STUDENT ACHIEVEMENTS

Moin Khan, a student of the BBA program, was awarded by Dean Prof. (Dr.) Brajesh Kumar at the Entrepreneurship Conclave organized by the Department of Business Administration. He was honoured with the “Budding Entrepreneur Award” for his entrepreneurial spirit, innovative thinking, and initiative in the field of business.

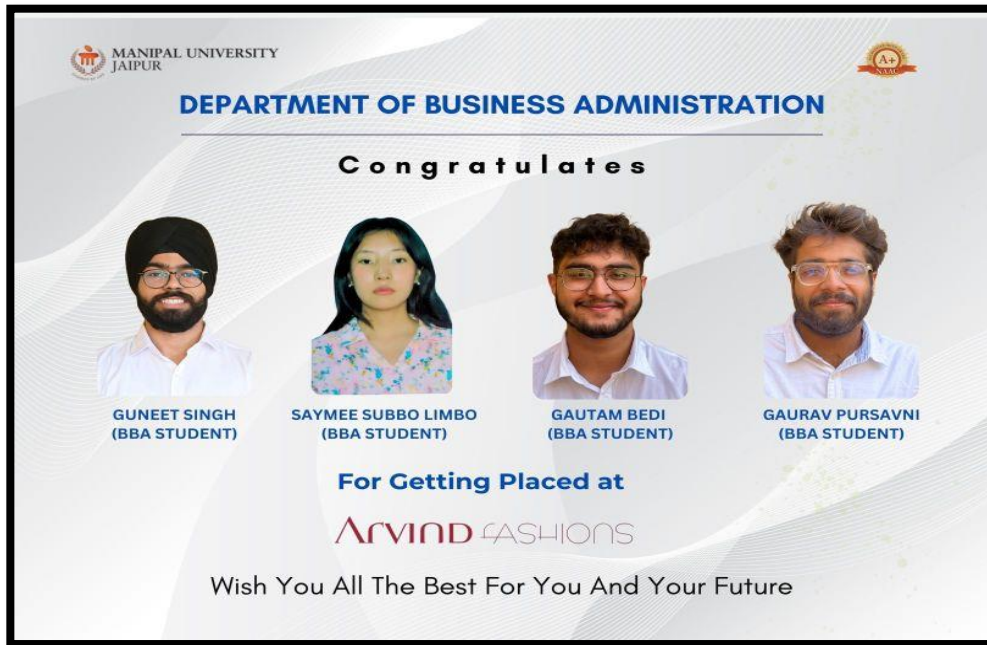


Department of Business Administration, Manipal University Jaipur is proud to share that Ms. Varnika Gahlot, Ph.D. Scholar, successfully presented a conceptual paper at the International Conference on Fintech Innovation and Digital Practices: A Way Towards Sustainable Development organized by MNIT Jaipur on April 17, 2025. The paper was presented under the guidance of Dr. Kirti Goyal, Assistant Professor, Department of Business Administration, MUJ.



PLACEMENTS

Our talented BBA students — Guneet Singh, Saymee Subbo Limbo, Gautam Bedi, and Gaurav Pursavni — have been successfully placed at Arvind Fashions!



Congratulations to Utkarsh Jha, for securing a placement at Teach for India!



FACULTY PUBLICATION

Congratulations to Dr. Priyanka Sharma on the publication of her latest research paper, "Navigating Crisis: The Strategic Role of CSR in Crisis Management and Mitigation," in the Journal of Information Systems Engineering and management.



MANIPAL UNIVERSITY
JAIPUR



DEPARTMENT OF
BUSINESS ADMINISTRATION

Congratulations



DR. PRIYANKA SHARMA
(ASSISTANT PROFESSOR)

FOR RESEARCH PUBLICATION

"NAVIGATING CRISES: THE STRATEGIC
ROLE OF CSR IN CRISIS MANAGEMENT AND
MITIGATION"

IN

JOURNAL OF INFORMATION SYSTEMS
ENGINEERING AND MANAGEMENT
(SCOPUS INDEXED)

MARCH 2025

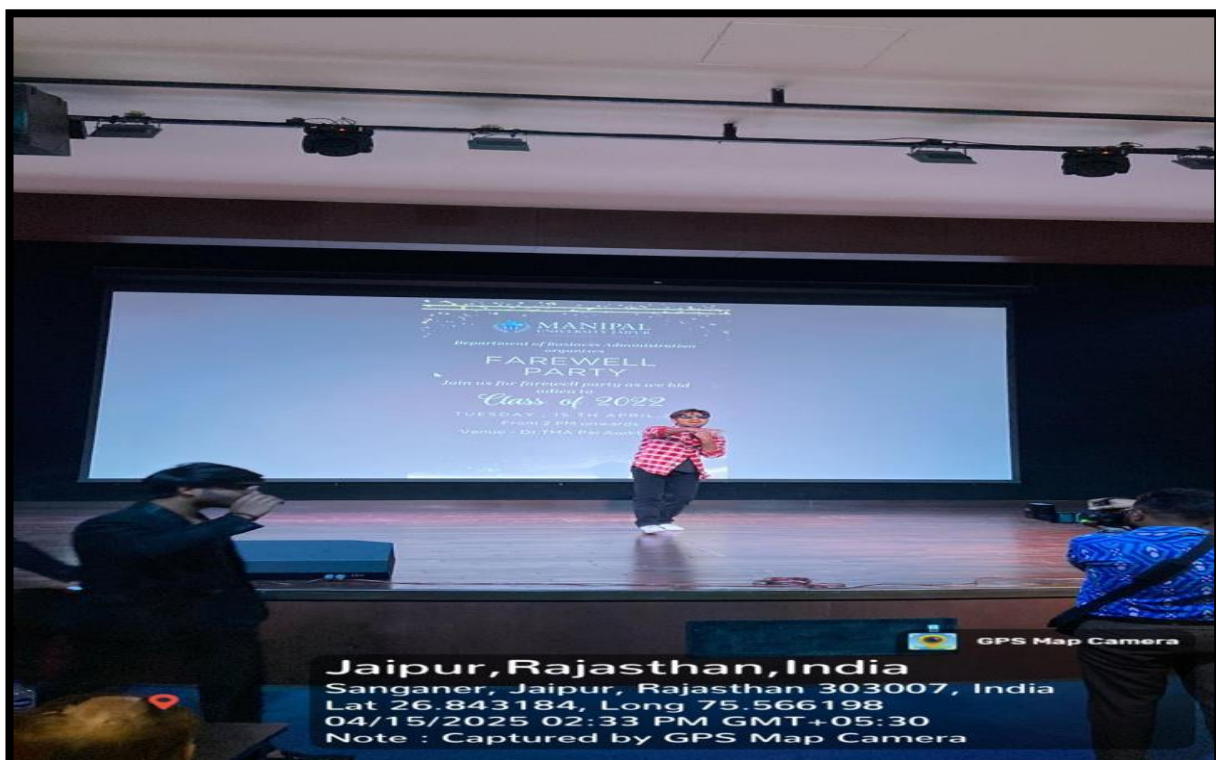
FAREWELL 2025

Farewell event of class of BBA 2022 was held on 15th April, 2025 at TMA Pai auditorium. It was a well-organized and lively celebration filled with memorable moments. It started on a spiritual note with a prayer, creating a peaceful and respectful ambiance. A farewell speech by the Head of Department officially opened the event and set the tone for the evening. The program featured a variety of performances that brought energy and joy to the audience. Students showcased their talents through solo and group dances, melodious singing, and creative acts like beatboxing and poetry. Each performance was unique and added charm to the celebration.

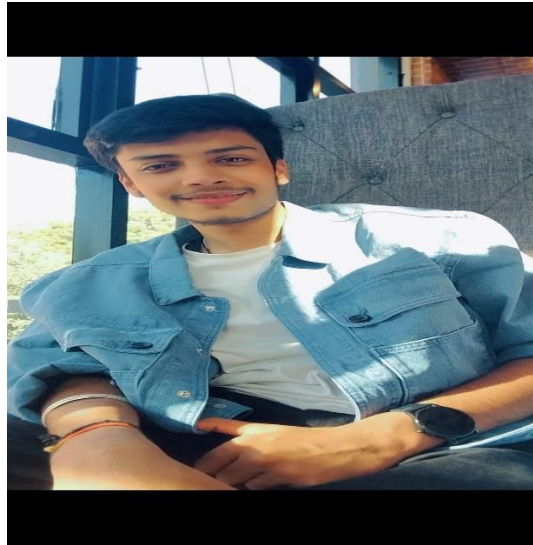
A special video journey reflecting on past memories was presented, which was followed by an appreciation ceremony for the students who contributed to its creation. This segment was heartwarming and brought a sense of nostalgia. Adding to the depth of the event, a documentary made by second-semester students was shown, capturing shared experiences and reflections. More group dances and musical performances kept the spirit of the celebration alive.



Throughout the event, heartfelt expressions and speeches from students added a personal touch. There was also a moment to recognize the judges before the fun-filled ramp walk segment, which brought excitement and style to the stage. The later part of the event included a creative act combined with dance, more student expressions, and the announcement of Mr. and Ms. Farewell, which created a buzz among the crowd. The event wrapped up with a sincere vote of thanks.



STUDENT ARTICLE



KESHAV GANDHI (BBA IV SEMESTER)

Embracing the Future: The Power of Technology Adoption

In today's fast-evolving world, technological adoption is not just an option, it is a necessity. The rapid pace of technological innovation is transforming the way individuals, businesses, and governments operate. The adoption of technology fuels progress, enhances productivity, and opens new doors for creativity and problem-solving.

Technology adoption refers to the process of embracing and integrating new technologies into everyday life or operations. At an individual level, this could mean using a smartphone for banking, fitness, or education. For businesses, it involves leveraging digital tools to streamline operations, reach customers more effectively, and gain a competitive edge. Governments too are increasingly turning to digital infrastructure to improve public services, transparency, and connectivity.

However, the road to successful technology adoption is not without challenges. Resistance to change, lack of digital literacy, security concerns, and infrastructure limitations can slow down the adoption process. To overcome these barriers, a strong emphasis on digital education, robust cybersecurity measures, and supportive policy frameworks is essential.

In conclusion, technology adoption is the key to a smarter, faster, and more inclusive future. It is the catalyst for innovation and the foundation for sustainable growth in the 21st century. Whether you're a student, entrepreneur, policymaker, or professional, embracing technology is no longer a choice—it's the way forward. The future belongs to those who adapt, evolve, and lead with the power of technology.

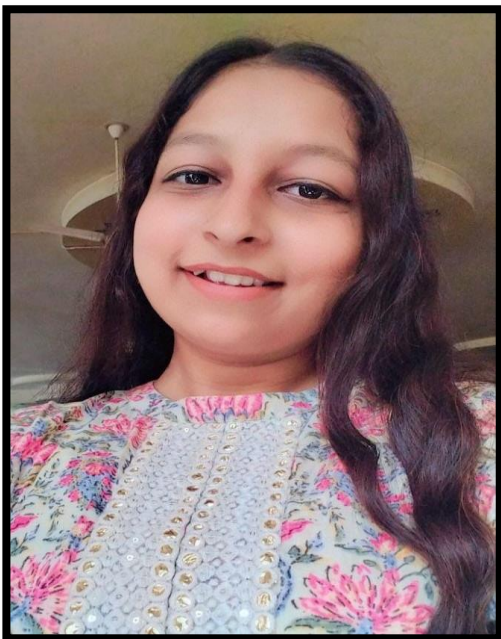
EDITORIAL TEAM



DR. NARESH KEDIA
DEPUTY HOD
MANIPAL UNIVERSITY JAIPUR



DR. MANSI MATHUR
ASSISTANT PROFESSOR
MANIPAL UNIVERSITY JAIPUR



MAHI DHANOTIYA
STUDENT



ANJALI SRIVASTAVA
STUDENT



FEEDBACK AND SUGGESTION FORM –

KINDLY GIVE YOUR FEEDBACK AND SUGGESTION BELOW –

NAME:

CONTACT NUMBER:

FEEDBACK:

SUGGESTIONS:

FOR SUGGESTIONS: mujbbanewsletter@gmail.com