



MANIPAL UNIVERSITY
JAIPUR

VOLUME 3
APRIL – JUNE
2024

MANAGEMENT INSIGHT
NEWSLETTER

BY DEPARTMENT OF BUSINESS
ADMINISTRATION



DEPARTMENT OF BUSINESS
ADMINISTRATION

APRIL - JUNE 2024

BUSINESS THOUGHT

**“IF YOU DON’T BUILD YOUR
DREAM, SOMEONE ELSE
WILL HIRE YOU TO HELP
THEM BUILD THEIRS.”**

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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 April - June 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, April - June 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 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.

FACULTY DESK



"DIGITAL FRONTIER: EXPLORING THE FUTURE OF ECONOMIC INNOVATION"

**BY DR. ADITI SONI, ASSISTANT PROFESSOR,
DEPARTMENT OF BUSINESS ADMINISTRATION**

Post COVID-2019, the digital economy stands as a cornerstone of innovation, efficiency, and growth. The advent of technology, connectivity, and data has unleashed a wave of transformative trends, reshaping industries, economies, and societies at large. From e-commerce giants to fintech disruptors, the digital economy encompasses a wide array of sectors and players, each contributing to its dynamic and multifaceted nature.

Moreover, the rise of digital payments has transformed financial services. Fintech companies leverage technology to offer innovative payment solutions, peer-to-peer lending platforms, robot-advisors, and



blockchain-based cryptocurrencies. Developments in the financial technology have revolutionized the financial sector and enhanced the access to financial services to the remote locations as well. However, the digital economy also presents challenges and considerations. Issues such as cybersecurity threats, data privacy concerns, digital divide disparities, and regulatory complexities require proactive strategies and collaborations among stakeholders. Balancing innovation with responsible practices is essential to harnessing the full potential of the digital economy while addressing societal, ethical, and environmental implications.

Moreover, the digital divide persists, with disparities in access to technology and digital literacy exacerbating socio-economic inequalities. Bridging this gap requires concerted efforts in digital education, infrastructure development, and inclusive policies that ensure no one is left behind in the digital revolution.

In navigating the digital frontier, collaboration and partnerships are key factors. Public-private collaborations, industry consortia, and academia-industry partnerships foster innovation ecosystems that drive research, development, and adoption of cutting-edge technologies. Cross-sector collaborations also enable holistic solutions to complex challenges, from sustainable development to healthcare advancements.

In conclusion, the digitalization in the country is shifting the business towards cashless economy and increasing the reliance on the technology and internet access. Hence, the policy makers need to bridge the inequality in terms of access to resources digital literacy and fundamental education for the successful digitalization of economy.

EVENTS

• FOMC AWARD CEREMONY



Faculty of Management and Commerce, Manipal University Jaipur organized an Award Ceremony on 8th April to felicitate those students who had been recognized for their different achievements through the academic year. The students of BBA, IMBA & BBA (Business Analytics) were honoured with the appreciation certificates for getting their recognition in many categories like Scholarship, Academic Excellence, Research Excellence, Extra Mile Award and Alpha of the Department. The Faculty of Management and Commerce was grateful to the Hon'ble President Dr. G. K Prabhu, Manipal University, Jaipur for gracing the event by his esteemed presence and words of wisdom.



- FAREWELL PARTY



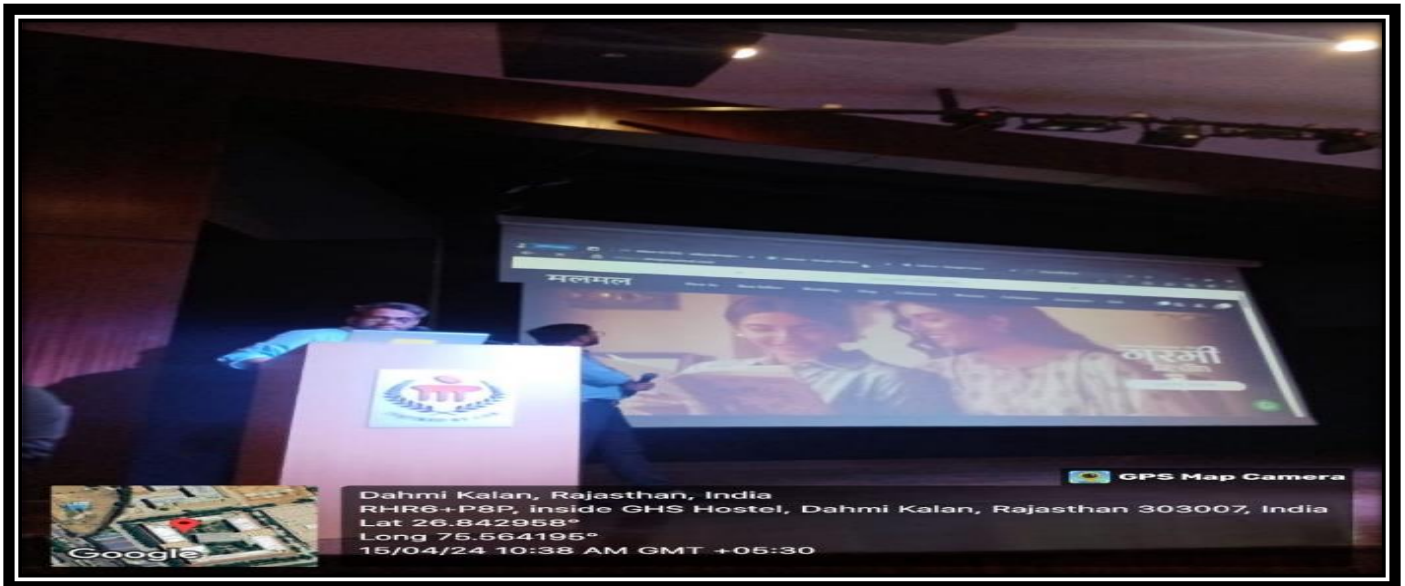
A memorable farewell event of pass out batch 2024 of BBA was organized by School of Business and Commerce on 23rd April ,2024 at TMA Pai auditorium. The event marked the end of an era and the beginning of new journeys for many. As attendees gathered to bid adieu, emotions ran high, blending nostalgia with excitement for the future. The event was meticulously planned and served as a poignant reminder of the bonds forged and memories cherished.

• IPL MOCK AUCTION

The IPL mock auction event was organized by MARKSOC (Marketing and Finance Club) of Manipal University, Jaipur in collaboration with Directorate of Student's Welfare. It provided students with an immersive experience mirroring the excitement of real IPL auctions. Held on 18th and 20th April 2024, the event unfolded in two rounds, with round 1 taking place in academic block 2 and round 2 in the Vasanti Pai Auditorium. Thirty teams participated, each representing an IPL franchise, including iconic teams like Chennai Super Kings, Mumbai Indians and Royal Challengers Bengaluru. Participants conducted thorough research before selecting their teams and delving into the auction process.



- **ENTREPRENEURIAL BOOT CAMP**



Department of Business Administration and Directorate of Entrepreneurship Cell organised Entrepreneurial Boot Camp on 10th & 15th April. The two days event was filled with discussions, brainstorming, pitch deck evaluations, ideation, and lots more. Three industrial partners viz, Skill nation Kids, Bizstart and Majestic Marketing will help student and faculty entrepreneurs in shaping their ideas into full-fledged start-ups. Attendees had the opportunity to connect with peers, gain valuable insights from experienced professionals and present their concepts to a panel of esteemed judges.



SEMINAR / WORKSHOP

- Controller of Examinations team and Department of Business Administration, Manipal University Jaipur, jointly organized a Seminar on “**Academic Bank of Credits (ABC): Significance, Features and Functions**” on 12th April, 2024 at Smt. Sharada Pai auditorium. The resource person of the event was Prof. Namita Rajput, Professor in Department of Commerce at Sri Aurobindo College, Ex-Principal (OSD)- Sri Aurobindo College, a prolific researcher and speaker, NBA assessor, NAAC consultant and Expert member of 'UGC SAKSHAM'. The seminar aims to understand the significance, features, and benefits of Academic Bank of Credits (ABC).

MANIPAL UNIVERSITY
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UNIVERSITY OF DELHI
3.28 SCORE

SEMINAR
On
**ACADEMIC BANK OF CREDITS (ABC):
SIGNIFICANCE, FEATURES AND
FUNCTIONS**

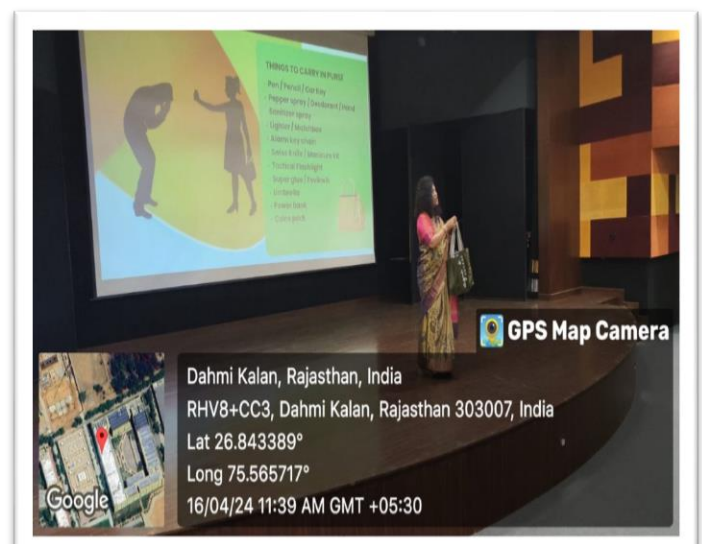
Organized by
The Controller of Examinations Team
and
Department of Business Administration

APRIL 12, 2024

Conveners:
Dr. Suhasini Verma
Department of Business Administration
Mr. Mohit Kumar Sharma
Assistant Controller of Examinations

Resource Person:
Prof. Namita Rajput
Department of Commerce
Sri Aurobindo College
University of Delhi

- Department of Business Administration in association with Rotary Club Jaipur organised a Self Defence Workshop on 16th April 2024. Experts from Rotary Club exhibited various self-defence techniques in the workshop which can be immensely useful in real life. Mrs Pallavi Singhvi, Chairperson, Rotary Self Defence Academy, Rotary Club Jaipur was the Chief Guest and Mr Sanjeev Sankhla, Chairman, Road Safety Cell, Rotary Club Jaipur and founder, was the Guest of Honour. Several students and faculties attended the event. The students learned practical techniques, improved their awareness, and their inner strength and equipped themselves with the techniques for self-defence.



- An International guest lecture was jointly organized by Department of Languages, Literatures and Cultural Studies and Department of Business Administration on the theme "***Cross-Cultural Dialogue: Advancing Business French and French Culture for University Students***" on 15th April ,2024. The resource person for the event was Ms. Sylvie Fournier, French Language and Culture Expert from French Education Department, France. Ms. Fournier gave insights on Business French and Intercultural aspects for the Manipal University Jaipur, students interested in pursuing their Higher Education or Career Opportunities in France.



STUDENT PH.D AWARD

Dr Arun Yadav successfully defended his viva on 2nd April ,2024 under the guidance of Dr Jampala Maheshchandra Babu at Department of Business Administration. We thank the external examiner Prof. Darshana Dave, Professor and Dean of school of Management, Sardar Patel University, for her valuable insights and constructive feedback and also SDC members and DRC members for support of the entire journey. Looking forward to seeing the impact of this research in near future.



STUDENT PLACEMENTS

PROGRAM NAME	NAME OF STUDENT PLACED	NAME OF EMPLOYER
BBA	SANNIDHYA MALIK	ACCENTURE
BBA	KANIKA MAHAJAN	ACCENTURE
BBA	SIDDHARTA SOOD	ACCENTURE
BBA	CHAHT JOSHI	ACCENTURE
BBA	MEHAK ARYA	DOMENTO
BBA	KAVERI KHANDELWAL	DOMENTO
BBA	ANJANA MEHER	CONCENTRIX
BBA	HRISHITA CHARAN	TALSMART
BBA	BHAGAT SINGH	TALSMART
BBA	SHUBHAM MITRA	DEUTSCHE BANK
BBA	DIVYA GUPTA	DEUTSCHE BANK
BBA	BHAVYA VIJAY	GENPACT

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FACULTY OF MANAGEMENT AND COMMERCE
SCHOOL OF BUSINESS & COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

Congratulations




Kaveri Khandelwal
For Getting Placed in **Domato Book Co.**

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FACULTY OF MANAGEMENT AND COMMERCE
SCHOOL OF BUSINESS AND COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

Congratulates



MS.HRISHITA
For Getting Placed in
TALSMART

MANIPAL UNIVERSITY
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FACULTY OF MANAGEMENT AND COMMERCE
SCHOOL OF BUSINESS AND COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

Congratulates

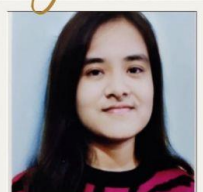


MS.KANIKA MAHAJAN
For Getting Placed in
ACCENTURE AND TALSMART

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FACULTY OF MANAGEMENT AND COMMERCE
SCHOOL OF BUSINESS AND COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

Congratulates



MS.ANJANA MEHAR
For Getting Placed in
TALSMART FOR CTC OF 17.6 LPA

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FACULTY OF MANAGEMENT AND COMMERCE
SCHOOL OF BUSINESS & COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

Congratulations



Mehak Arya
For Getting Placed in **Domato Book Co.**

STUDENT ACHIEVEMENTS

- The Department of Business Administration, School of Business and Commerce congratulates Anushka Sharma, a proud alumna of BBA(Pass out Batch 2021) on her successful role as a Tax Consultant at Deloitte.



It is with great pride we announce the admission of Kashish Jain and Ramay Mehta, BBA VI Semester Students into the prestigious Master of Business Administration (MBA) program at the University of Sydney.

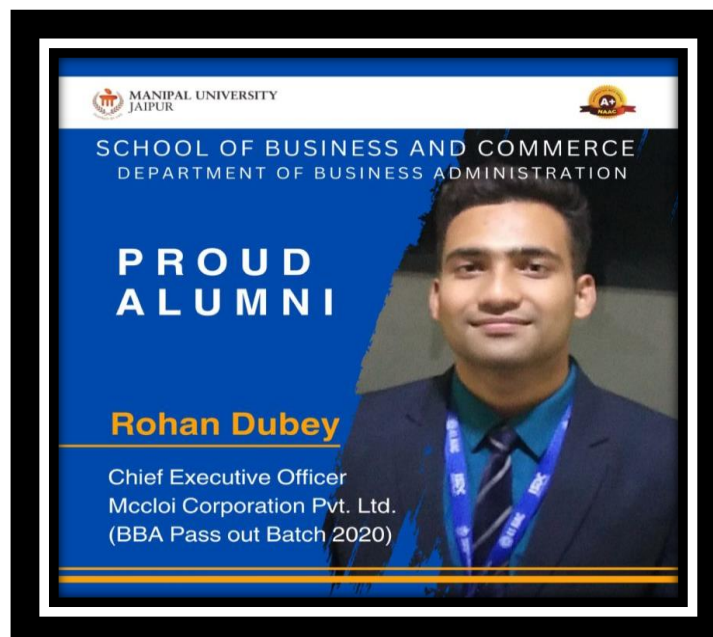
We encourage our student's community to join us in celebrating this milestone achievement and to offer their support and encouragement to them as they pursue their academic and professional goals at the University of Sydney.



- Vivek Anand, a BBA VI semester student, has been signed as a model under A Little Fly Modelling Agency and have walked for the Lovebirds Studio SS'24 collection (Vogue Magazine). While modelling he has been working with the club CACTUS of Manipal University, Jaipur.



- The Department of Business Administration, School of Business and Commerce congratulates Rohan Dubey, a proud alumna of BBA (Pass out Batch 2020), on his successful role as a Chief Executive Officer at Mccloi Corporation Pvt. Ltd.






EXPERT SESSIONS

Date	Name of Resource person	Topic	Convener
3.04.2024	Mr. Nalin Sharma	Mastering Contract Costing: A Strategic Guide to Financial Excellence	Dr. Ritu Toshniwal & Dr. Aditi Soni
13.04.2024	Mr. Utkaarsh Tikku	Role of Distribution Channels	Dr. Saroj Ranjan & Dr. Sonali Sharma
13.04.2024 & 14.04.2024	CA Amit Jain	Working Capital, Receivables and Dividend Policy	Dr. Shweta Mishra
24.04.2024	Mr. Praroop Bhatt	Costs Decoded: Understanding Behaviour, Control & Decision-Making Implications.	Dr. Ritu Toshniwal & Dr. Rishi Vaidya
26.04.2024	Mr. Giriraj Shanker	Understanding The Business Environment In The Present Scenario Of Macroeconomics	Dr. Himanshu Bagdi & Dr. Pragya Mondal
27.04.2024	Mr. Anurag Vijay	Role Of Marketing in The Changing Environment	Dr. Saroj Ranjan & Dr. Sonali Sharma
27.04.2024	Ms. Archita Dash	Navigating Financial Waters: Exploring The World of Derivatives	Dr. Aditi Soni & Dr. Rishi Vaidya
28.04.2024	Dr. Sonali	Enhancing Your Interview Skills: Tips and Strategies	Dr. Manisha Choudhary

MANIPAL UNIVERSITY JAIPUR
 (University under Section 2(f) of the UGC Act)
 Faculty of Management and Commerce
 School of Business & Commerce
 Department of Business Administration

Expert Session
 On
"Mastering Contract Costing: A Strategic Guide to Financial Excellence!"

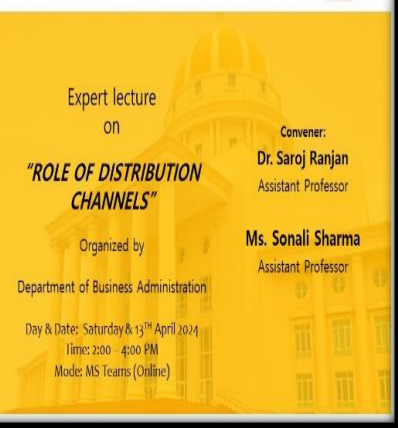






Resource Person:
 Mr. Nalin Sharma
 Sr. Manager (New Business)
 Indian Oil Corporation Limited

Date: April 3rd, 2024 &
Time: 9:15 -11:15 AM on MS Teams

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

MANIPAL UNIVERSITY JAIPUR
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Expert lecture
 on
"ROLE OF DISTRIBUTION CHANNELS"

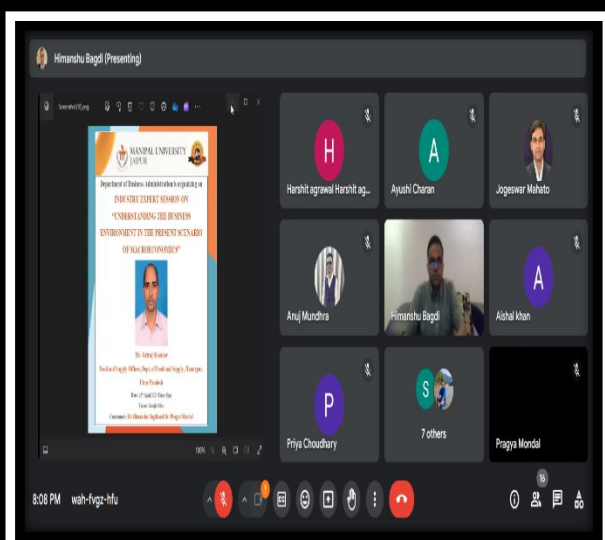
Convener:
 Dr. Saroj Ranjan
 Assistant Professor

Ms. Sonali Sharma
 Assistant Professor

Organized by
 Department of Business Administration

Resource Person:
Mr. Utkaarsh Tikku
 Proprietor, M/s Asha Foods

Day & Date: Saturday & 13th April 2024
Time: 2:00 - 4:00 PM
Mode: MS Teams (Online)



Manipal University Jaipur logo and name are visible in the top left of the presentation slide.

MANIPAL UNIVERSITY JAIPUR
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Faculty of Management & Commerce
 Department of Business Administration

Organized Industry Expert Session
 On
Role of Marketing in the Changing Environment





Keynote Speaker:
 Mr. Anurag Vijay

Date: April 27th, 2024
Time: 2:00 PM - 04:00 PM

Convener:
 Dr. Saroj Ranjan
Co-Convener:
 Dr. Sonali Sharma

MANIPAL UNIVERSITY JAIPUR
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Faculty of Management & Commerce
 School of Business & Commerce
 Department of Business Administration

Expert Session
 On
Costs Decoded: Understanding Behavior, Control, and Decision-Making Implications





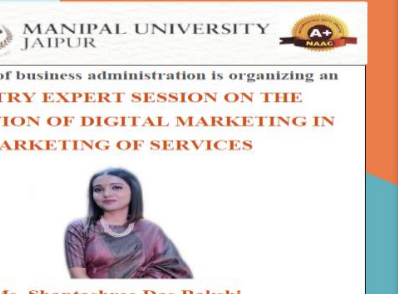


Resource Person:
 Mr. Praroop Bhatt
 Finance Business Partner - Performance Management
 Supply Chain, South Asia
 Unilever

Date: April 24th 2024
Time: 2:30 - 5:00 PM on MS Teams

Dr. Ritu Toshniwal (Convener)
Dr. Rishi Vaidya (Convener)

MANIPAL UNIVERSITY JAIPUR
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Department of business administration is organizing an
INDUSTRY EXPERT SESSION ON THE APPLICATION OF DIGITAL MARKETING IN MARKETING OF SERVICES

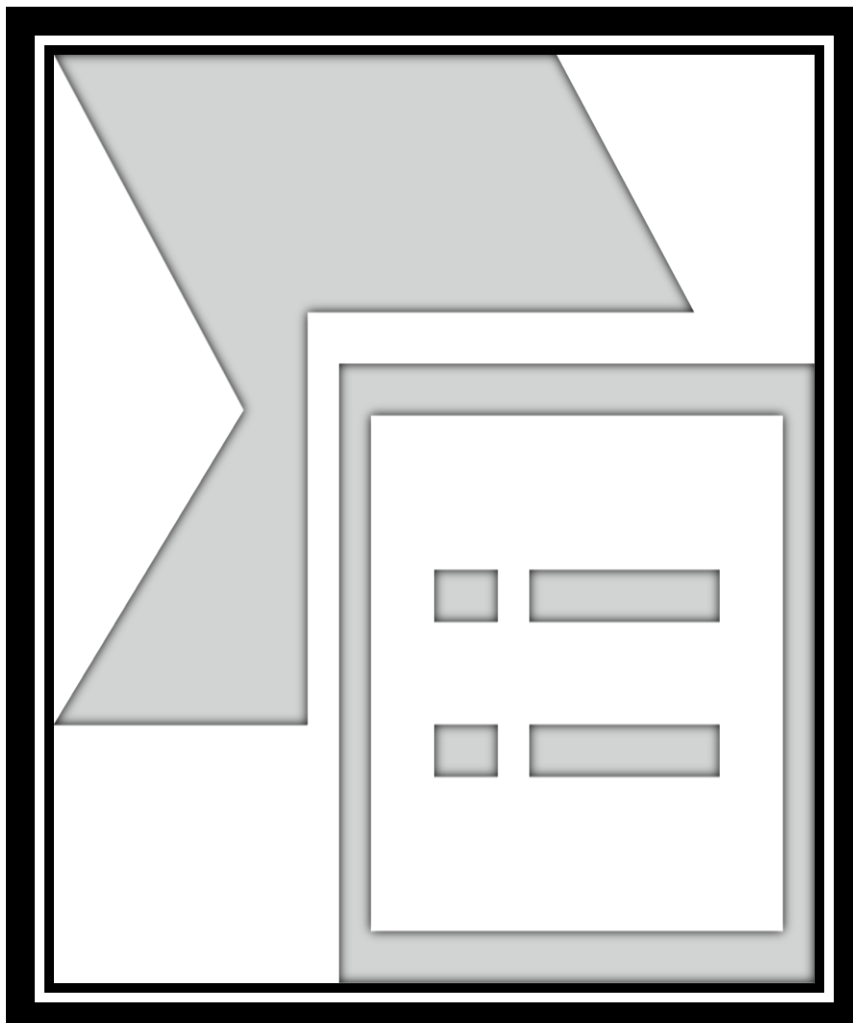
Ms. Shantashree Das Bakshi
 Learning Professional, British Telecom

Date: 27th April, 2024 **Time:** 6pm - 9pm
Venue: Microsoft Teams

Convenors: **Dr. Pragya Mondal and Dr. Himanshu Bagdi**

FACULTY DEVELOPMENT PROGRAM

The Department of Business Administration in collaboration with Directorate of Research, Manipal University Jaipur, organized a 5-days Faculty Development Program on "***From Idea to Impact: Mastering Research Methods and Quality Publication Strategies***" from May 20th – 24th, 2024. The FDP was conducted in a hybrid mode & was designed to provide participants with cutting-edge strategies and insights to excel in the academic world. It also aimed to enhance research capabilities and help participants learn the secrets of publishing high-impact papers.



QUIZ

1. When was Manipal University Jaipur established?

- a) 2009 b) 2011
c) 2013 d) 2015

Ans – 2011

2. What is the official mascot of Manipal University Jaipur?

- a) Lion b) Tiger
c) Eagle d) Panther

Ans - Panther

3. Which of the following is not a constituent college of Manipal University Jaipur?

- a) Manipal Institute of Technology b) Manipal College of
Pharmaceutical Sciences
c) Manipal College of
Dental Sciences d) Manipal School of
Architecture and Planning

Ans - Manipal Institute of Technology

4. What is the motto of Manipal University Jaipur?

- a) Excellence in Education b) Knowledge is
Power
c) Inspired Teaching, Innovative Learning d) Let there be
Light

Ans - Inspired Teaching, Innovative Learning

5. Which former president of India is associated with the founding of Manipal University Jaipur?

- a) Dr. A. P. J. Abdul Kalam
- b) Dr. Sarvepalli Radhakrishnan
- c) Dr. Rajendra Prasad
- d) Dr. Zakir Husain

Ans - Dr. A. P. J. Abdul Kalam

6. Which major campus facility is known as the "Knowledge Tower" in Manipal University Jaipur?

- a) Central Library
- b) Auditorium
- c) Sports Complex
- d) Research Centre

Ans - Central Library

7. What is the official sports team's name of Manipal University Jaipur?

- a) Manipal Jaipur Titans
- b) Manipal Jaipur Panthers
- c) Manipal Jaipur Lions
- d) Manipal Jaipur Warriors

Ans - Manipal Jaipur Warriors

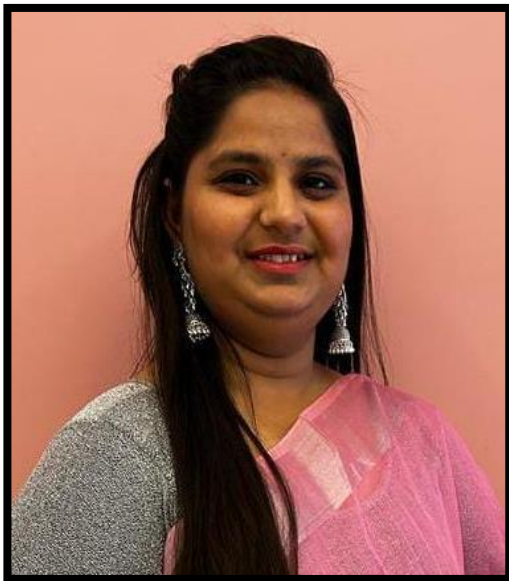
EDITORIAL TEAM



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

