



**MANIPAL UNIVERSITY  
JAIPUR**

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



# **NEWSLETTER**

**TAPMI SCHOOL OF BUSINESS  
DEPARTMENT OF MANAGEMENT**

**APR'25 - JUN'25  
VOL.2**

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# ABOUT US

TAPMI School of Business (TSB) has been established under the mentorship of TMA PAI Management Institute (TAPMI) with a vision to make it a world class center of excellence in business management education. TSB is one of the top emerging B-Schools in the country. It imbibes excellence in management education in its entirety and adopts all the academic characters of TAPMI, Manipal in its functioning. TSB is an institution that believes in making business education highly relevant in the global context, through constant course updates, regular industry interaction and hands- on exposure.

**“Our focus at the TAPMI School of Business at MUJ is on equipping the graduates of today for the careers of tomorrow.”**



# EDITORIAL BOARD



**Mrs. Parul Choudhary**



**Dr. Smita Sharma**



**Mr. Snehal Chandra**

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**Harshal Tadla**



**Vaishnavi Somchand**



**Umang Jhunjunwala**



**Riya Roy**

# DEAN'S MESSAGE



**PROF. BRAJESH KUMAR**  
**DEAN, FOMC PROFESSOR**

**Our steadfast dedication to promoting professional growth, academic achievement, and the useful application of knowledge is reflected in this newsletter.**

**Our mission at TAPMI School of Business is to develop exceptional talent and equip our MBA students for prosperous careers in their chosen industries. Our goal is to provide a dynamic learning environment where students may benefit from a combination of rigorous academic instruction and real-world experience. This will enable our students to get the practical skills necessary to succeed in the cutthroat, international business world of today.**

**Our programs are meticulously crafted to provide students with a comprehensive understanding of business principles, ethical leadership, and the strategic thinking required to navigate complex challenges. We are committed to instilling the knowledge, skills, and values that will empower our graduates to become influential leaders and innovators.**

**We are grateful that you have chosen TAPMI School of Business, Manipal University Jaipur, as your academic home. Your presence enriches our vibrant academic community, and we look forward to supporting your journey toward achieving your professional goals.**

# **HOD'S MESSAGE**



**CA (DR.) KAMAKSHI MEHTA**  
**HOD, TSB**  
**ASSOCIATE PROFESSOR**

**Welcome to TAPMI School of Business at Manipal University Jaipur!**

**As the Head of Department, This newsletter captures the essence of our dedication to academic excellence, professional growth, and the practical application of knowledge.**

**At TAPMI School of Business, we are committed to nurturing talent and preparing our MBA students for success in their chosen fields. We strive to create a learning environment that combines academic rigor with real-world experience. Our programs are designed to provide students with the knowledge, skills, and ethical principles necessary for leadership and success in the global business arena.**

**Thank you for choosing TAPMI School of Business, Manipal University Jaipur, and for being part of our vibrant academic community.**



# TSB FACULTY



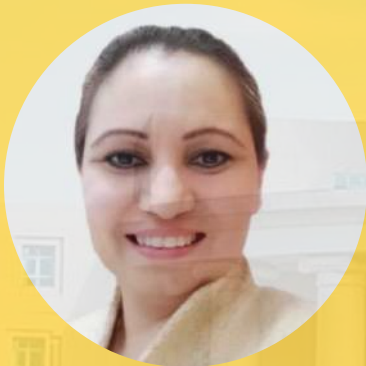
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HoD, TSB



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**Dr. Shilpa Bhakar**  
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**Dr. Aanyaa Chaudhary**  
Assistant Professor

# TSB FACULTY



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**Dr. Jyoti Ranjana**  
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**Mr. Eden Samuel P**  
Assistant Professor



**Mr. Vijay K Sharma**  
Assistant Professor



**Mr. Sarthak Dhingra**  
Assistant Professor



**Mrs. Parul Choudhary**  
Assistant Professor



**Mr. Snehal Chandra**  
Assistant Professor





# **GUEST LECTURES & PLACEMENT DRIVE**



# GUEST LECTURE ON MARKETING ANALYTICS

MBA students at TAPMI School of Business, Manipal University Jaipur, had the opportunity to enhance their understanding of data-driven marketing through an engaging guest lecture on “Unlocking Insights: The Power of Data Analytics in Decision-Making in Marketing.” The session, held on 7th February 2025, was delivered by Mr. Mithun D J, Senior Manager – Data Science (RACE), who brought in-depth industry expertise to the classroom.

The lecture introduced students to the marketing analytics lifecycle, covering the journey from data acquisition and cleaning to modeling and visualization. Real-world case studies from leading e-commerce and retail brands demonstrated how data analytics can optimize campaigns, enhance customer segmentation, and improve return on marketing investment (ROMI). Students also gained exposure to popular tools like Tableau, Google Analytics, and Python, while engaging in critical discussions on data ethics and privacy.

## Key Highlights:

**Data-Driven Learning:** Students explored descriptive, predictive, and prescriptive analytics, understanding how organizations apply them to real business scenarios.

**Practical Exposure:** Live demonstrations of marketing dashboards showcased how visualization tools turn complex data into actionable insights.

**Ethical Perspectives:** The session emphasized responsible use of data, addressing challenges of privacy and ethical dilemmas in digital marketing.

This interactive session not only bridged the gap between academic concepts and industry practices but also equipped aspiring managers with the analytical mindset required to thrive in today’s competitive marketing landscape.





# GUEST LECTURE ON TRAINING & DEVELOPMENT

MBA students at TAPMI School of Business, Manipal University Jaipur, attended an insightful guest lecture under the course Training & Development (MBA7248) on 10th April 2025. The session, titled “Strategic Insights into Modern Training and Development Practices”, was delivered by Dr. Sampath Dorairajan, an eminent academician and industry expert with extensive experience in corporate training, HRD, and talent development.

The lecture aimed to bridge the gap between theoretical concepts and real-world practices in training and development. Dr. Sampath highlighted the strategic role of training in organizational growth, explored modern methods and tools, and provided practical guidance on designing and evaluating training programs. Students were also introduced to key models like the Kirkpatrick Evaluation Model and ADDIE Model, gaining a deeper understanding of structured approaches to employee development.

## **Key Highlights:**

**Industry-Relevant Knowledge:** Real-life case studies and corporate examples were used to explain the evolving landscape of training and development.

**Practical Tools:** Students engaged with proven frameworks such as the ADDIE and Kirkpatrick models to evaluate training effectiveness.

**Interactive Learning:** Activities on training need identification and an engaging Q&A session allowed students to connect theory with practical challenges.

This enriching lecture not only strengthened students’ conceptual clarity but also equipped them with actionable insights on modern training practices, preparing them to contribute strategically to human resource development in dynamic organizational environments.



**Jaipur, Rajasthan, India**  
Sanganeer, Jaipur, Rajasthan 303007, India  
Lat 26.843661, Long 75.564349  
02/07/2025 02:08 PM GMT+05:30  
Note : Captured by GPS Map Camera

GPS Map Camera

# PLACEMENT DRIVE

TAPMI School of Business (TSB), Manipal University Jaipur, recently concluded its highly successful Placement and Internship Drive, creating a valuable platform for MBA students to engage with top recruiters and kickstart their professional journeys. The process was meticulously designed with pre-placement talks, aptitude assessments, group discussions, and personal interviews, enabling students to demonstrate their competencies, confidence, and industry readiness.

Internships serve as a crucial stepping stone in shaping managerial careers, and TSB ensured that first-year MBA students gained industry exposure through summer internships with leading organisations.

This year, recruiters such as **ITC Limited, NAV Backoffice, Bajaj Finance Limited, and Bajaj Finserv** offered paid internships to first-year MBA students, allowing them to experience the corporate environment firsthand while applying classroom learning to real-world business challenges.

Students like **Aditi Kapoor** (NAV), **Sanskriti Wadhwani, Aditi Jain, Punit Pradhan, and Sandeep Singh Bhati** (Bajaj Finance Limited), **Homi Singh** (Bajaj Finserv), and several others secured prestigious opportunities, marking an important milestone in their career-building journey.

One such notable success was Harsh Nawal, who secured a coveted role as Officer – Sales & Client Acquisition (Scale I) with Federal Bank. His achievement stands as a testament to TAPMI SoB's emphasis on practical learning, skill development, and industry interface, equipping students with the confidence to excel in competitive corporate landscapes.

The Placement & Internship Drive 2025 has been a resounding success, catering to both first-year internships and second-year final placements. While first-year students gained invaluable exposure through corporate internships, the graduating batch secured prestigious placements, together marking a defining chapter in their professional journeys.

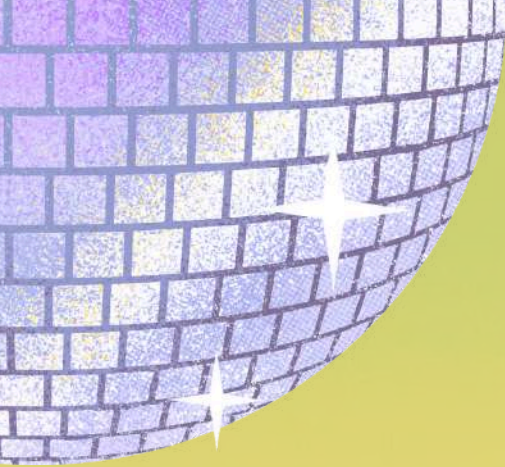


# INTERNSHIPS



# PLACEMENTS





# EVENTS



# PLANTATION DRIVE

TAPMI School of Business, Manipal University Jaipur, organized a meaningful Plantation Drive as part of its social responsibility initiatives, reinforcing its commitment to sustainability and environmental awareness. Students, faculty members, and staff actively participated in planting saplings across the campus and nearby areas, promoting the importance of green cover and ecological balance.

The event aimed to instill environmental consciousness among future managers while fostering teamwork and community spirit. With enthusiastic participation and collective effort, the Plantation Drive not only contributed to a greener environment but also highlighted the institute's dedication to nurturing socially responsible leaders who value sustainability as an integral part of growth.





# FAREWELL' 25- AU REVOIR

We also had the privilege of organising a heartfelt Farewell for our seniors – a true au revoir, marking their last goodbye at TSB. The evening was filled with warmth, laughter, and cherished memories, leaving our seniors deeply touched as they enjoyed every moment of the beautiful celebration. To make the occasion even more special, each senior was given fun and thoughtful titles, adding a playful charm to the evening. Our professors were also honoured with certificates as a gesture of appreciation, making the event memorable for both faculty and students alike.



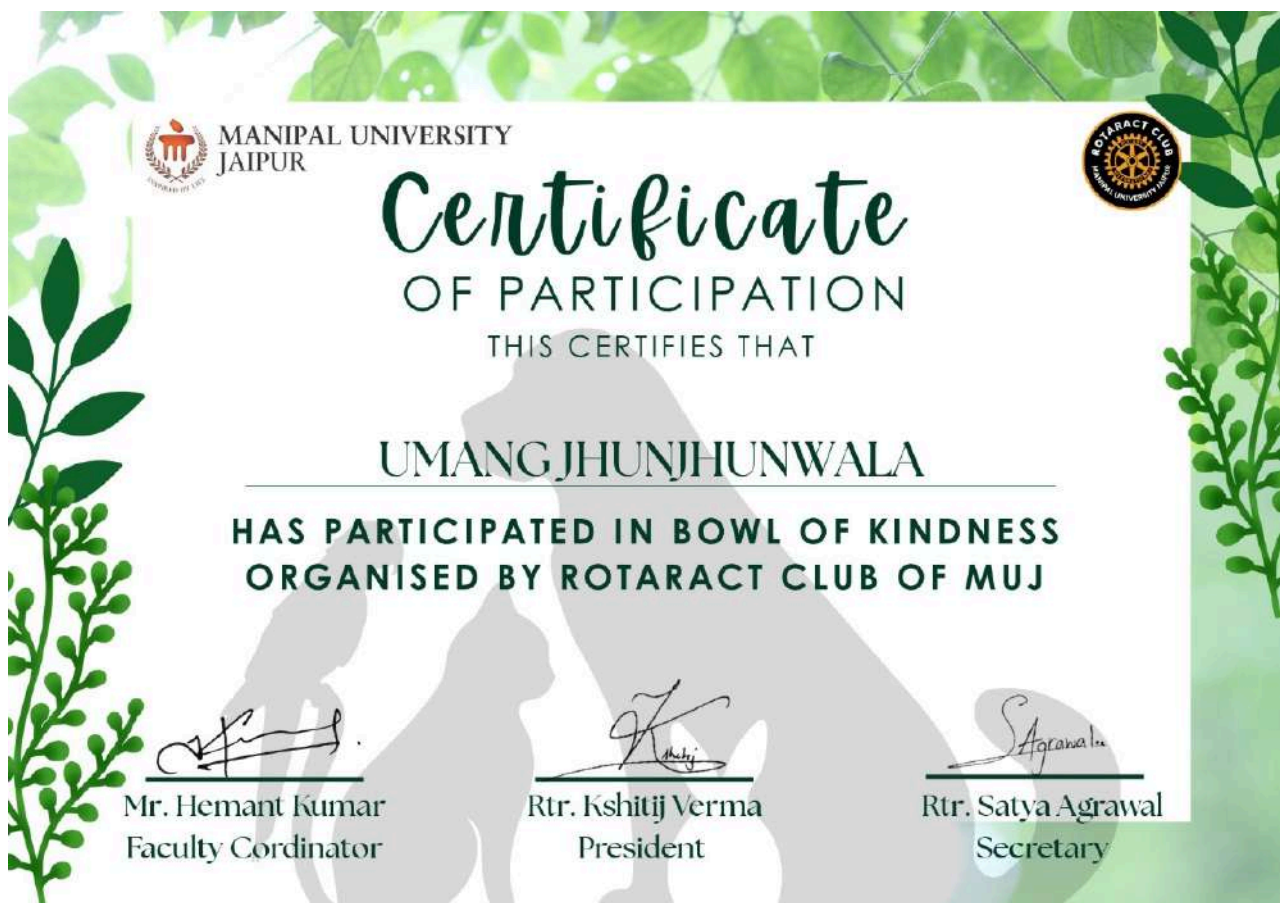


# **STUDENT ACCOLADES**



# BOWL OF KINDNESS

**Umang Jhunjhunwala** actively participated in the “Bowl of Kindness” initiative organised by the Rotaract Club of Manipal University, Jaipur. The event, centered on spreading compassion and care towards animals, encouraged students to contribute meaningfully to the community. His involvement reflected the true spirit of empathy, reminding us that even small acts of kindness can create a lasting impact.



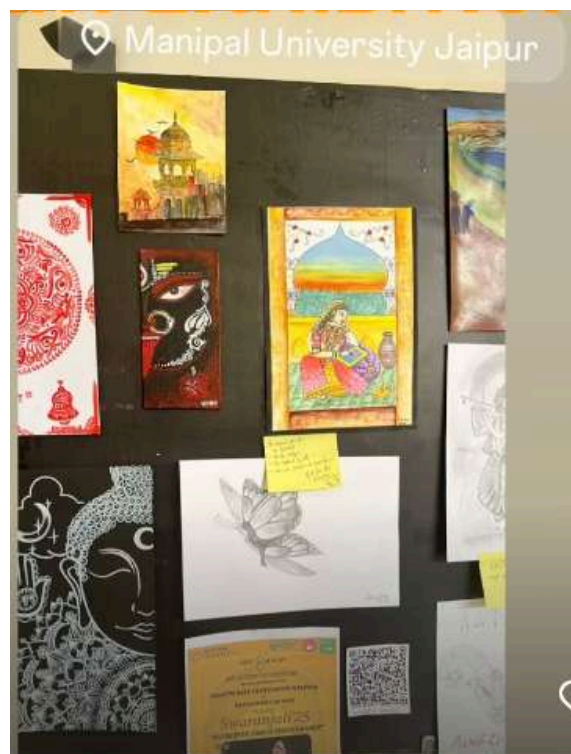


# AALEKHYA – THE ART EXHIBITION

In April 2025, Manipal University Jaipur witnessed a vibrant celebration of culture and creativity through Aalekhya – The Art Exhibition, organised by the MUJ Student Chapter of SPIC MACAY in collaboration with the Directorate of Students Welfare and the Department of Arts. The theme of the exhibition, **“The Essence of India”**, beautifully captured the richness of Indian traditions and heritage.

The event began with a live painting session, where participants were given ample time to explore their creativity and bring their ideas to life on canvas. The following day, our works, along with those of many other talented students, were exhibited for everyone to admire. The exhibition was a wonderful platform to showcase student creativity, and the enthusiasm among participants and viewers alike made it an unforgettable event. The initiative not only highlighted the diversity of Indian art but also gave young artists like us the chance to share our expressions with the university community.

**Notably, Vaishnavi Somchand and Riya Roy from the MBA First Year actively participated in the event and had their artworks exhibited.**







**RIYA ROY**

**MBA 2<sup>nd</sup> Year**

**Business Analytics**



**VAISHNAVI SOMCHAND**

**MBA 2<sup>nd</sup> Year**

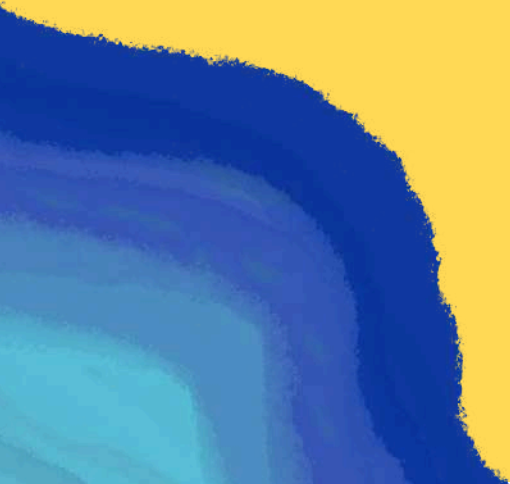
**SECTION-B**



# **CREATIVE WORK**



Art





**BY**

**RIYA ROY**

**MBA 2<sup>nd</sup> Year  
Business Analytics**





**BY**

**VAISHNAVI SOMCHAND**

**MBA 2<sup>nd</sup> Year  
SECTION-B**





# Poetry



# HIM

**His face is so impeccable.**

**So noble,**

**So benevolent,**

**So decorous,**

**So virtuous,**

**So in felicity,**

**Always exalted.**

**His piety towards Shiv,**

**His allegiance towards Kalki,**

**He is Daivik!**

**And that's when I won.**

**I felt jubilant!**

**In seventh heaven,**

**Complacency that I waited,**

**He was a boon from my Shiv!**

**BY**

**VAISHNAVI SOMCHAND**

**MBA 2<sup>nd</sup> Year**

**SECTION-B**

# TABOO

**From hiding about the periods to letting things be as it is...  
We encourage the devolution of the society,  
Even if one tries to bring the change, the cowards come up & say  
" Oh we also tried somewhere at some time but failed, there's  
nothing that can be done to bring the desired change"  
But what if I say the parts of the world that are progressing at a fast  
pace ...  
Do they stay or stayed the same?  
Why are we so obsessed & demeaned by the failures & not celebrate  
or encourage the little tries,  
We the people of the society can individually evolve & erase the  
taboos that factually lies!**

**BY**

**RIYA ROY**

**MBA 2<sup>nd</sup> Year  
Business Analytics**



# AMIDST ALL, HE IS THERE

**Amidst the pure solace, He is there.  
Or should I say,  
If He is there, solace is bound to be.**

**Amidst the echoing chaos, He is there.  
Or should I say,  
If He is there, even chaos finds its place  
to be.**

**Amidst the devotion of hearts,  
He is there.  
Or should I say,  
If He is there, devotion is bound to be.**

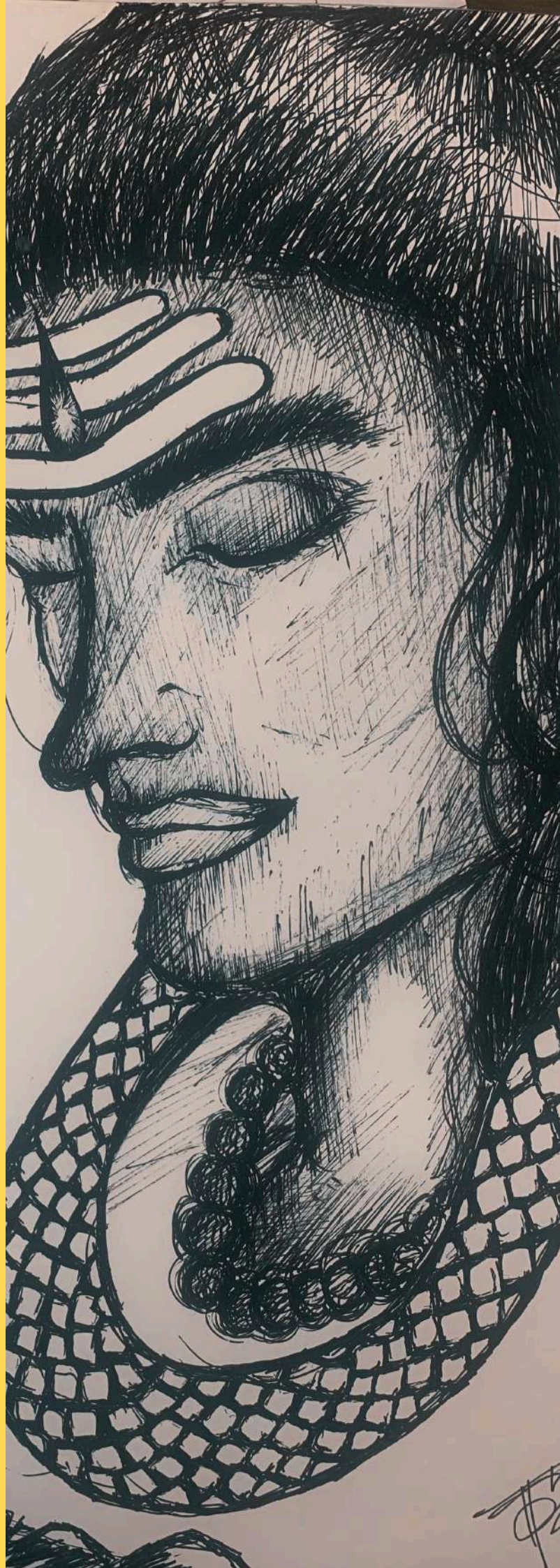
**Amidst the science of the cosmos,  
He is there. Or should I say,  
Science itself is bound to be, for my  
Mahadev to be there.**

**Amidst creation and destruction,  
He is there.  
  
Or should I say, Because He is there,  
Both creation and destruction must be.**

**BY**

**VINAYAK SHARMA**

**MBA 2<sup>nd</sup> Year  
SECTION-B**







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