



MANIPAL UNIVERSITY
JAIPUR



NEWSLETTER

DEPARTMENT OF MANAGEMENT



JAN '26 – JUNE '26

DEPARTMENT OF MANAGEMENT

TAPMI SCHOOL OF BUSINESS
FACULTY OF MANAGEMENT, COMMERCE & ARTS

VOL. 3



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ABOUT US

Department Of Management (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 Department Of Management (TSB) at MUJ is on equipping the graduates of today for the careers of tomorrow.”

DEAN'S MESSAGE



PROF. BRAJESH KUMAR DEAN - FACULTY OF MANAGEMENT, COMMERCE & ARTS

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

Our mission at Department Of Management (TSB) 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 Department Of Management (TSB), 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 Department Of Management (TSB), 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 Department Of Management (TSB), 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 Department Of Management (TSB), Manipal University Jaipur, and for being part of our vibrant academic community.

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EVENTS

AD-INNOVATE



The Department of Management, Department Of Management (TSB), organized Ad-Innovate, a creative advertising competition designed to encourage innovation and strategic thinking among students. Participants were challenged to conceptualize and develop advertisements for assigned products and themes, applying key marketing principles in a practical setting.

The event emphasized the importance of brand positioning, persuasive communication, consumer engagement, and creative storytelling in modern advertising. Students presented unique campaign ideas, demonstrating their ability to blend creativity with marketing strategy while effectively addressing target audiences. Ad-Innovate provided an excellent platform for enhancing presentation, teamwork, and problem-solving skills, inspiring participants to think like future marketing professionals and gain hands-on experience in the dynamic world of advertising and brand management.

FINANCIAL LITERACY PROGRAM



The Department of Management, Department Of Management (TSB), organized the FinLit – Financial Literacy Program for MBA and MBA (Business Analytics) students on 2nd and 3rd February 2026. Conducted in collaboration with the National Institute of Securities Markets (NISM) and the Aditya Birla Capital Foundation, the program aimed to strengthen students' understanding of personal finance and investment fundamentals.

The sessions covered key topics such as financial planning, mutual funds, capital markets, investment strategies, and risk management, enabling students to make informed financial decisions. Interactive discussions and quiz-based assessments enhanced the learning experience while introducing participants to career opportunities in the financial services sector. The program successfully highlighted the importance of financial literacy as an essential life skill and managerial competency, preparing students to make responsible financial choices in both their personal and professional lives.

ESSENTIAL SOFT SKILLS AND MODERN EMPLOYABILITY



The Department of Management, Department Of Management (TSB), organized a two-day expert session on 11th and 12th March 2026, conducted by Ms. V. Parameshwari, a Life Skills Coach, Senior Counsellor, and Psychologist. The session was designed to equip MBA students with the interpersonal and professional skills required to excel in today's corporate environment.

Through interactive discussions and practical examples, students gained valuable insights into effective communication, interview preparation, professional etiquette, confidence building, and workplace behavior. The session also emphasized the importance of teamwork, adaptability, emotional intelligence, and leadership in achieving career success. By bridging the gap between academic knowledge and workplace expectations, the program enhanced students' employability skills and prepared them to confidently navigate interviews, internships, and future professional challenges.

TRANSFORMING HR INTO BUSINESS HR



The Department of Management, Department Of Management (TSB), organized an expert lecture on 17th March 2026 on "Transforming HR into Business HR: Modern Practices for Engagement and Work-Life Integration." The session was conducted by Dr. Mita Dixit and Dr. Arunima Halder, who shared valuable insights into the evolving role of Human Resources as a strategic business function.

The speakers discussed the recruitment lifecycle, including internal and external hiring processes, talent acquisition, employee engagement, and workforce planning. Students gained a deeper understanding of how HR contributes to organizational growth by aligning people management practices with business objectives. The session also highlighted contemporary HR trends, work-life integration, and the importance of creating an inclusive and productive workplace. It provided students with practical knowledge of modern HR practices, preparing them for managerial roles in today's dynamic corporate environment.

POP CULTURE MARKETING



The Department of Management, Department Of Management (TSB), organized an engaging expert session by Mr. Nabh Gupta, Founder & CEO of At The Moment (ATM) and former marketing leader at Amazon Prime Video, Viacom18, BookMyShow, and IMDb. The session offered students valuable insights into the dynamic world of pop culture marketing, social media trends, and consumer engagement.

Drawing from real-world marketing campaigns, Mr. Gupta explained how brands leverage emerging trends, cultural moments, and digital platforms to create meaningful connections with their audiences. He also emphasized the concept of "EQ is Greater Than IQ," highlighting the importance of emotional intelligence, creativity, and empathy in effective leadership and brand building. The session encouraged students to think beyond conventional marketing strategies and understand how emotional connections and cultural relevance play a vital role in building successful brands in today's fast-evolving digital landscape.

DEAN'S AWARD CEREMONY



The Department of Management, Department Of Management (TSB), celebrated the Dean's Award Ceremony to recognize and honor students for their outstanding academic performance, leadership, and overall excellence. The event acknowledged the dedication and consistent efforts of students who demonstrated exceptional commitment throughout the academic year.

The ceremony served as a source of motivation for the student community, encouraging them to strive for excellence in both academic and co-curricular pursuits. Faculty members applauded the achievements of the award recipients and emphasized the importance of perseverance, discipline, and continuous learning. The event reflected the institution's commitment to nurturing talent and fostering a culture of merit, inspiring students to pursue higher standards of personal and professional growth.

FAREWELL CELEBRATION



Farewell Celebration



The Department of Management, Department Of Management (TSB), organized a heartfelt Farewell Celebration to bid adieu to the graduating batch. The event brought together students and faculty to celebrate the achievements, friendships, and memorable experiences shared during their MBA journey.

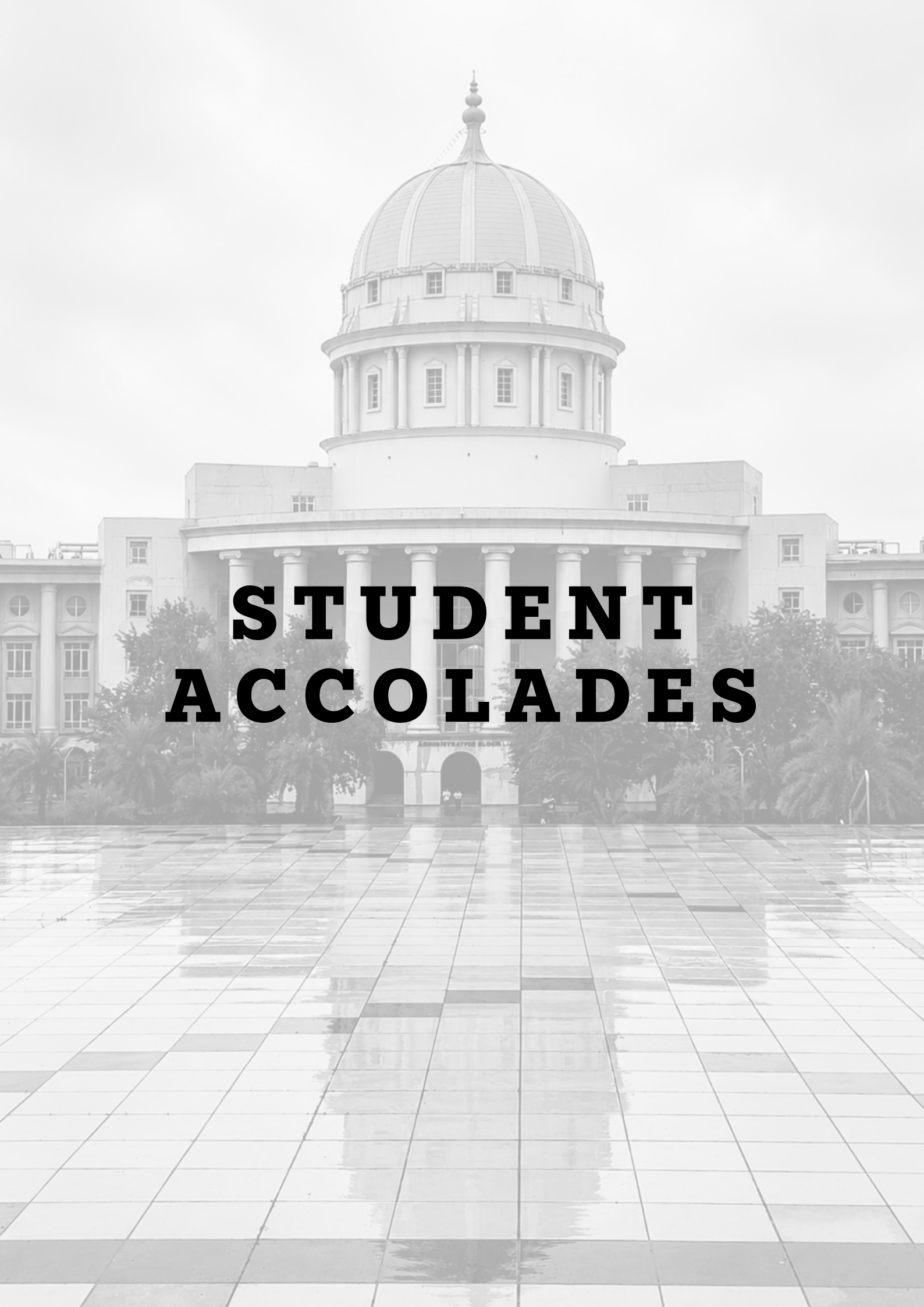
The celebration featured cultural performances, interactive activities, and moments of reflection, creating a warm and joyful atmosphere. Faculty members extended their best wishes to the graduating students, encouraging them to embrace future opportunities with confidence and integrity. The event concluded with expressions of gratitude, nostalgic memories, and hopes for continued success, marking the end of one chapter and the beginning of a promising professional journey for the outgoing batch

WORKSHOP ON ACTIVE LISTENING SKILLS



The Department of Management, TAPMI School of Business, organized a Workshop on Active Listening Skills to strengthen students' interpersonal and professional communication abilities. The session emphasized the importance of attentive listening as a fundamental skill for effective leadership, teamwork, and workplace communication.

Through interactive activities and practical exercises, students learned techniques to improve focus, understand different perspectives, provide constructive responses, and minimize communication barriers. The workshop highlighted how active listening enhances collaboration, builds trust, and leads to better decision-making in professional environments. By developing this essential soft skill, participants gained valuable insights into fostering meaningful workplace relationships and becoming more effective communicators and future managers.



STUDENT ACCOLADES

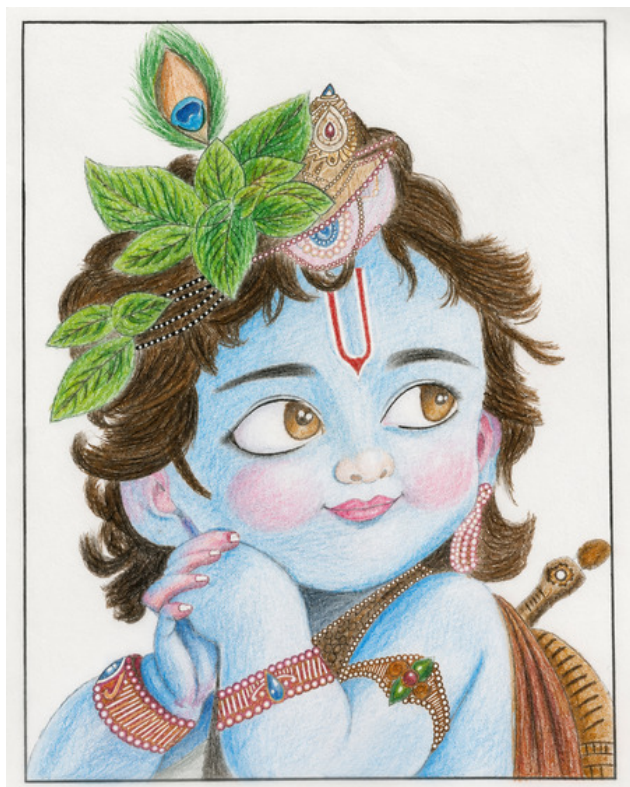
DEAN'S LIST AWARD CEREMONY

(ODD SEMESTER)





CREATIVE WORK



Raghav Saboo
2506110061



Raghav Saboo
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Vani Bansal
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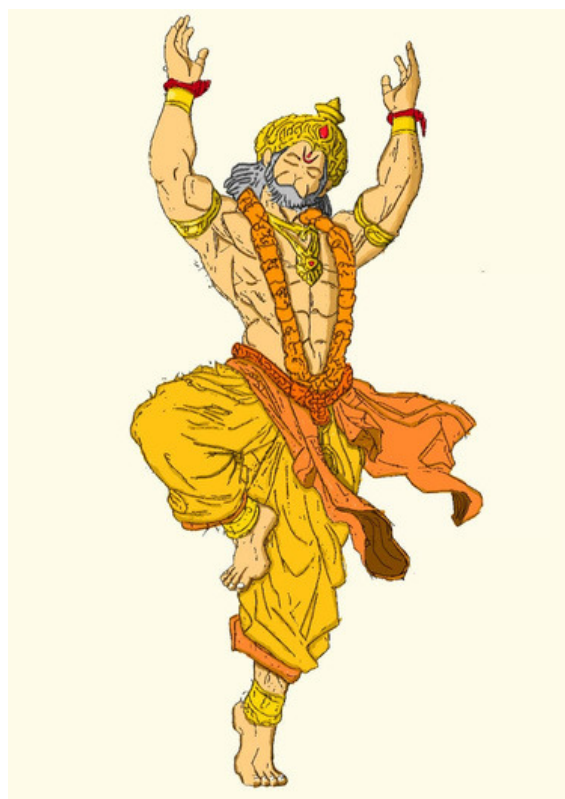
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