



JAIPURIA
SCHOOL OF BUSINESS

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NEWSLETTER

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JAIPURIA GROUP OF
EDUCATIONAL INSTITUTIONS

EMPOWER • ENTHUSE • EXCEL

LEADERSHIP CONCLAVE

held on
21st and 22nd June
by
Jaipuria Group of Educational Institutions
at
Hotel Pullman, Aerocity, New Delhi



4th Leadership Conclave

June 21-22, 2019

The Annual Leadership Conclave of Jaipuria Group of Educational institutions comprising of its Unit heads and department/business heads was held at the Hotel Pullman, Aerocity New Delhi.

The 2-day event was organised to review and prepare a comprehensive road map for the growth of individual institutions leading to a cumulative growth path as a Group. The Group Chairman Shri Shishir Jaipuria laid emphasis on the need to focus on future oriented education to cater to the ever changing needs of the younger generation and society at large.



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WELCOME
PGDM BATCH (2019-21)
INDUCTION CUM ORIENTATION PROGRAMME
PRARAMBH
11th June to 8th July 19



THE 21-DAY INDUCTION PROGRAMME COMMENCED
ON 11TH JUNE FOR THE NEW INCOMING BATCH OF
2019-21

Director's Message "Creativity Unlimited"

Charles Darwin, in his theory of evolution, noted that all human beings have 'creativity' programmed into their genes, and hence could evolve into the most developed species that ever existed on earth. Humans have adapted most with their living and working environment, and have thus moved on from hunting to agriculture, to factories to electronic gadgets for improving their quality of life and work. The scientific innovations have primarily influenced the economic power wielded by people, and in turn influenced the social order, governance system and common good. The scale of adaptation has been huge but the rate of adaptation has been slow, while people moved from one mode of production and distribution to another, all through history of mankind until Internet and the Big Data knocked the door of civilization.

21st century started with a scare, called the millennium bug that was supposed to put the world in standstill mode as early programmers did not have the foresight to see the number 2000, in their calendar. So all computers were supposed to crash at the midnight of 31st December 1999. No such thing happened, as teams of programmers could detect and detox the bug just in time. This was a grand testimony to human ingenuity and collaboration of computer programmers on an unprecedented scale. The millennium bug but was an omen for what more were to come ahead in the new millennium. Lo and behold, the surprises came one after another and shook the world. An idea that germinated in coffee shops among friends for chatting over the internet became a multi-billion-dollar business called Facebook. Heads of Government communicate on Twitter to convey policies and decisions that can shake the World. Recently, the US President pulled back a missile, announced the decision on twitter instantly and averted what could have triggered the Third World War. AI, IOT, Block Chain, and Big Data have changed the business models at supersonic speed. Technology applied with critical thinking and creativity, is now able to solve age-old problems of society, from healthcare to probity in governance system.

The numbers of businesses that have started with just an idea and crossed a billion-dollar valuation within a decade of that idea being commercially exploited have been growing in first two decades of the new millennium. Creativity and Innovation are testing the limits of human ingenuity. The old companies surviving at the top are also the ones who are willing to change faster, adapt new ideas faster and who refuse to accept past success as insurance for the future. The race for innovation is on. It is in this context, JSB has floated a structured program on Innovation & there is much more to come from the womb of the Innovation Lab, which is a rapidly evolving idea-incubator being set up by the faculty & students in collaboration with Zonopact Innovation Lab, USA. I extend a warm welcome to all our faculty & students to join the Jaipuria Innovation Initiative.

Just One Point

Dr. SK Mahapatra

International Yoga Day

June 21, 2019

The fifth International Yoga Day was celebrated with full enthusiasm and energy at JSB. Brahmakumari Sister Ruchi from the Indore Chapter explained in brief about Raja Yoga meditation. Raja Yoga meditation is practised with 'open eyes', which makes this method of meditation versatile, simple and easy to practice. She also made the participants practice the Raja Yoga as for a few minutes. Sister Ruchi also emphasized upon spiritual awareness which gives us the power to choose good and positive thoughts over negative and wasteful ones.

Mr. Amit, an Entrepreneur by Profession and Disciple of the Brahmakumari's stated the importance of the foods we eat, its quantity and the pace at which it is consumed. He recommended Slow food as one of the healthier options. A plant based diet places lighter load on body organs thus leading to a healthier body.

The day was celebrated through Yoga of the mind and its matter.



Session by ISTD

June 22, 2019

A learning session on Management Theories was conducted by The Indian Society for Training and Development (ISTD) Noida Chapter at the campus. ISTD organizes Training Programs, all over the country both at Chapter and National Levels. Dr. Anubha Walia Human Process Interventionist and founder of the Organization PRISM was the Speaker for the event. Dr. Walia explained the usage of Aristotle's proofs, also known as persuasive appeals: Ethos, Logos, and Pathos as means of persuasion in our daily professional and personal life spheres. The session was enriching and knowledgeable. At the end of the session she had an interesting story making activity for the students using either of the above three tools.



Workshop on Simulation Games

Online management simulation games are excellent teaching resources for Management students. Dr. Debasish Das, one of the veteran in the industry, shared the relevance of simulation games and as an experiential aspect to learning about complex systems. According to Dr. Debasish this type of action learning has more impact on students than simply listening to a lecture or engaging in a case study discussion. Apart from introducing and debriefing about all aspects of the simulation a live hand on experience was shared given to the students through game 'Survival in the desert'.



Innovation Lab @JSB

June 24, 2019

JSB has initiated the process of setting up an Innovation Lab to drive its Entrepreneurship & Incubation Centre into the Run mode.

In this regard, International Award Winning Innovator, author, serial-entrepreneur and philanthropist, Mr. Mayur Ramgir undertook a session on Innovation and Entrepreneurship. His organisation **Zonopact Innovation Laboratory** encourages young minds and acts as an incubator to promote innovation and growth of ideas.

JSB has signed an MoU with Zonopact India Pvt Ltd for setting up its Innovation lab, incubation centre and Research in allied area.



Faculty Development Programme

June 5-7, 2019

Faculty members of JSB viz., Dr Nitin K Saxena, Dr Vartika Chaturvedi and Prof Naveen Luthra attended a FDP held by the Management Development Institute, Gurgaon on "**Contemporary Teaching Learning Andragogies in B-Schools**". The Resource Persons for the programme were Dr. Ritu Srivastva - Assistant Professor Marketing, Dr. Neeraj Jain - Professor, Business Communication and Dr. Nakul Gupta - Assistant Professor, Information Systems, all faculty members of MDI

It was a 3-day programme. Day one included the learning of two new techniques: **Storytelling and Theater**, two time-honored techniques which are highly relevant even in contemporary business. On the one hand theatrical techniques build on effective interpersonal and group communication skills, Story Telling revolves around building more effective and engaging content for Communication, Consumption and Action. The programme covered the following aspects: How to use different mode of theatrical techniques for effective verbal and non-verbal communication; Effective Story Telling – designing the plot, arousing emotions; Designing Characters, Roles and Stage Setting (The frame Activity); Building Brand Conversations through the Customer Journey (case of Dove).

Day two started with various Management Games with a structured approach to bring out specific learning, invite behavioural change and connect them back to the real life work area. The focus with respect to the Outbound Training approach was to impart learning on organizational needs such as Leadership, Strategic Thinking, Conflict Management, Team Building, Effective Communication, Mentoring and Skill Development. The programme structure on the second day was: Field Mine Game; Marble in the glass; Blindfold activity; Build the square. A demonstration of Simulation Games as a second technique and as an excellent teaching resource for Management students was made. These Simulation Games could be included in the classroom (indoor) activities' list to demonstrate the practical applications of a business that management students learn in theory during the course. The interest and retention levels are highest when students can visualize and take decision based on what they are taught in theory classes.

Day three included Technology enabled classroom learning. / Blended Learning and Case Method-Innovations with emphasis on classroom learning. The following areas were covered during the third day of the programme: Know the elements of various models in a blended Classroom; Understand how to create and post content and video to google classroom; Make connections with technology standards and best practice; Transfer the learning to students by applying various e-learning tools in an educational setting to engage students in blended/flipped classroom activities; How to differentiate between case and case study; Different modes of Google Search to be used in teaching; Parameters of publishing case in IVEY, HBR and other International reputed publishing house.



Management Games @Induction programme 2019

During the 3-week Induction programme held for the new incoming batch of PGDM 2019-21, various management games like Marble and Pipe, Land Mines, Longest Tower were played by the students to inculcate the Team Building Spirit and aspects of organizational Behavior. Before every game a deep briefing was given and after the game learning outcomes were explained and discussed with the students.



Faculty & Staff News

1. Dr UM Amin Former Director, Centre for Management Studies, Jamia Millia Islamia has joined JSB as Professor in Strategy & Marketing Management.
2. Ms. KP Kanchana has joined JSB as Asst Professor in OB & HR area.
3. Dr. Nitin Kr Saxena, Associate Professor successfully completed AICTE sponsored course on "Data Science Using R & Python" from IIT Roorkee from 24th June - 28th June 2019.
The course was focused on conceptual overview and hands-on experience on many facets of Data science using R in different streams and specialization.
The 5 days course was packed with sessions delivered by eminent speakers from IIT Delhi, IIT Madras & IIT Roorkee.
The objective of the course to use popular data science platforms such as R and Python to introduce data science concepts and theories. It provides an introductory overview of R and Python as a software platform for analytics.



4. A Research paper by Dr Parul Tyagi on "Comparing the Volatility of Returns in Indian and Chinese Pharmaceutical Sector" has been selected for publication in the **Business Analyst Journal Vol 39, Issue 2**. **Business Analyst** is a UGC recognised academic and research journal of India's pioneering institution Shri Ram College of Commerce, University of Delhi.



LEAD Program @ Induction Programme 2019

The fresh batch of students of PGD< 2019-21 were introduced to the idea of Leadership Enhancement and Aptitude Development programme which was a combination of Life Skills and Aptitude Skills Training. Taking "How to create leverage and Be a Brand" as the motto, Skill Clout assisted the new students to pave their journey into the corporate fraternity.

The session commenced with addressing the basic predicaments raised by the student managers like communication level, Industry Expectations, How to raise the bar for self-development, Positive Information Filtration and Personality Vs Persona.

Students enthusiastically participated in the activity "Know Us Better" which motivated the students to mingle with each other before they settle down to the 2 year journey. It's always better to know your squad.

During the programme the importance of Attitude and Aptitude in the current placement scenarios was discussed to help them understand the relevance of each.

Values and the spirit of a Team was yet another characteristic that was stressed upon via "Bottle of my eye" activity, which also made them understand the importance of team building, leadership, cooperation, patience, being an effective team players is next to impossible to incorporate in oneself only by books. It helped in stimulating the actual pressure environment which gave them a broader point of view on how to actually work as a team. The nitty gritty of Resume and Interview Skills with mock sessions were conducted to give the students a real time experience. Aptitude Training was well received by the students, most of them being quick and keen learners.

