



JAIPURIA SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

May Issue

NEWSLETTER

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ACADEMIC ADVISORY COUNCIL MEETING OF JSB



AAC Meeting

May 12, 2018

JSB is a Future Academy that nurtures young talents in different fields of Management and prepares them to be "Future-Ready". The curriculum of PGDM programme at JSB is revised annually through a rigorous curriculum designing process. They are updated by the respective course coordinators in consultation with the members of the Domain Advisory Committee and later the curricula are reviewed by the Academic Advisory Council (AAC). The suggestions of the experts are eventually incorporated into the final syllabus.

The meeting of the AAC constituted of experts from academia and the corporate who reviewed the course plans and syllabi of the courses for the Batch 2018-20. The experts included **Prof. Harsh Verma, FMS, Delhi University; Mr. Harish Dua, CEO, Institute of Good Governance; Dr. Brinda Balakrishnan, Consultant & Trainer; Dr. Lawrence Peris, Consultant & IIM Fellow; Mr. Gaurav Mittal, MD & CEO, ITCON, e-solutions; Mr. Mukund Trivedi, Founder, Straight Drive & Independent Thought-Leader; Dr. Praveen Srivastava, Expert in International Business; Mr. Govind Maheswari, CFO, BPVPL; Mr. Deepak Rai; Dr. Rajiv Gupta, Adjunct Faculty at BITS Pilani, Fore School of Management & SP Jain Global Management Institute; Dr. Jyoti Rana, Faculty of Marketing, DAV Centenary College; and Ms. Ashwini Nandini, Vice President-Delivery, Global Logic.** The session started with an address by the Dean, Dr. Timira Shukla wherein she also introduced the agenda of the meeting. Dr. SK Mahapatra, the Director, JSB chaired the meeting while Sh. Vinod Malhotra and Mr. Partho Kar, corporate advisors to JSB also joined the meeting and shared their valuable suggestions.

The experts reviewed the whole syllabi with a very incisive eye and made recommendations as per the industry requirements. The session was very interactive and highly fruitful in terms of getting the suggestions on improving the course curriculum and the pedagogy for imparting quality education to the students. In the end, Dr. SK Mahapatra expressed gratitude to the members of AAC and the special invitees for their time and valuable advice.

Director's Message

The Pursuit of Success

The pursuit of success generates enormous energy to work and brings satisfaction with every advancement we make towards the Goal. The success that comes with more hardship and failures, tastes sweeter, and erases all bitterness and frustration of past failures. Such success is also more enduring. Abraham Lincoln had seen in his early life, more hardship and failure than all other American Presidents but his fame as a leader of men is most enduring than that of any other President in United States. A long struggle in pursuit of a Great Cause can be very satisfying in the end.

Just One Point

Dr.SK Mahapatra

A new academic session is about to begin. It is time to reset our Goals. It is time to prepare our personal roadmap how to achieve the goal and a checklist to measure our progress towards the goal. John Kennedy used to say, "If you fail to plan, you plan to fail". The root of success lies in planning. We don't have to be worried about the hardship and the struggle that will come our way ahead in pursuit of our Goal. We need to just focus on the Goal and commit ourselves to a Plan. Success will then be following us. Our students will return from SIP worldly wise and now can better appreciate the worth of Kennedy's advice. We wish them good luck in their final lap for a successful career ahead. We welcome the incoming students for the Batch of 2018-20 and wish them two years of successful and exciting cooperative learning in-campus. May our students take their wings here and fly to achieve their destiny.



JAIPURIA GROUP OF EDUCATIONAL INSTITUTIONS

EMPOWER • ENTHUSE • EXCEL

Living up to our philosophy

Congratulations to all students, teachers and parents for the exemplary performance in Board Exams.

ALL INDIA TOPPERS

CBSE 2018

ISC 2018



Anushka Chandra
All India Rank 9 (49/500)
J.S.B. Ghaziabad



Kishij Anand
All India Rank 10 (49/500)
All India Rank 1 in School
J.S.B. Ghaziabad



Kishagra Agarwal
All India Rank 11 (49/500)
J.S.B. Kanpur

CLASS XII RESULT HIGHLIGHTS

Seth Anandram Jaipuria School, Ghaziabad	Seth Anandram Jaipuria School, Kanpur
2 National Toppers	1 National Topper
School Aggregate 87%	School Aggregate 85%
85 Students Secured Above 90%	51 Students Secured Above 90%
50% Applicants Cleared IIT JEE (Mains) 2018	64% Applicants Cleared IIT JEE (Mains) 2018

MDP

May 4, 2018

JSB held a MDP on "Achieving Successful through Effective Communication" at the Panoli Mills, Gujarat unit of Ginni Filaments Ltd. The training was delivered by Dr. Timira Shukla, Professor & Dean (Academics) and Prof. Yusuf Mehdi, Assistant Professor, JSB. Mr. Arun Nag, Unit Head at Panoli Mills addressed the gathering and emphasizing the need for improving and developing effective communication skills to be successful.

Communication is one of the most powerful skills humans possess. Today's workforce is in the throes of communication overload. They need to navigate an unending stream of information and trends in a fast-changing world. A few are born with a natural knack for effective communication, but the vast majority of successful communicators actually learn the tools and tricks to reach the pinnacle of success. The ability to communicate well is central to our capacity to perform effectively



With the kind of technological advancements, there has been a considerable increase in diversity, globalization, and fierce competition all across the world. This VUCA world poses a very big challenge for the professionals today – the challenge of communicating effectively and efficiently. An altogether new set of communication competencies are required today to achieve success. The focus of the MDP was on the basic as well as finer aspects of verbal communication that significantly contribute to achieving excellence and building and enhancing the competencies that help the professionals attain a competitive advantage.

Prof. Yusuf Mehdi, in his session, discussed the importance of interpersonal communication skills and elaborated how these skills help build interpersonal relationships which are the primary ways to get things done and to make sense of what's happening around us. He further talked about the 7 Cs of communication which make the message clear and effective. Prof. Mehdi also discussed the importance of following e-mail etiquette while corresponding electronically with colleagues, supervisors, and clients.

The next session was conducted by Dr. Timira Shukla, who emphasized the importance of listening in developing relationships. Dr. Shukla gave a few exercises to the participants which brought out the message clear - be an effective listener to be an effective speaker and be a team player to achieve success in the workplace.

The programme was attended by around 35 professionals from the manufacturing plant from different departments.

FACULTY NEWS

- Dr. Nitin Kumar Saxena's paper titled "Smart and Sustainable Offices: A Dynamic Perspective" has been accepted for presentation and publication at the International Conference on "Globalization: Prospects and Opportunities for a New India" organized by Institute of Technology and Science, Ghaziabad.
- His another Research paper titled "Flipped Classroom Approach: Opportunities and Challenges" has been accepted for publication in Literary Endeavour Journal, a peer-reviewed International Journal indexed in SCOPUS and is UGC Approved.
- Dr. Anindita's Research paper titled "Analysis of the impact of FII on Indian Stock Market" has been accepted for the CEGR International Management Conclave in Collaboration with Springer Nature and supported by THSC, Ministry Of Skill Development and Entrepreneurship and MESD, National Skill Development Corporation.
- Dr. Nitin Kr Saxena's Research paper titled "Precursors of Green Marketing: An Exploratory Study" has been accepted for presentation and publication in "International Conference on Business Innovation Technology and Social Sciences, 2018 (ICBITSS '18)". This conference is been organized by Gautam Buddha University, Greater Noida.
- Ms. Sweety Singh was invited to attend the Annual TPO Meet 2018 by NNIT, New Delhi on 12th May 2018.
- Dr. Nitin Kr Saxena underwent a Certification Course on "Multivariate Data Analysis" organized by IIT Roorke.
- Prof Bhupender Singh attended a workshop organized by AICTE titled "Telecom Marathon 2018" a part of the Skilling India efforts.

Live Session at Atal Labs, Vasundhara School, Ghaziabad : To augment the teaching methods and moving beyond the conventional methods of teaching-learning, a live session was organised on 17th May 2018 by Seth Anandram Jaipuria School Ghaziabad in its Atal Tinkering Lab at its campus. The faculty from Jaipuria school of Business attended the workshop. Live 3 D printing was actually a very thrilling experience. Students were working on some activities which was a mix of expression, creativity and building technical knowledge through hands-on making and craft activities. Major take away from this workshop was that the students of PGDM can think of the startup wherein they can use the learning from this initiative by the Government of India



In this issue of the JSB Newsletter, we have included blogs, articles or write-ups by our faculty and staff. JSB encourages its employees to give vent to their thoughts and expressions through writing in its Newsletter.

International Labour Day celebrated at JSB

May 1, 2018

Labour is the part of society on which all economic advancement rests. May Day or International Labour Day is celebrated across the world on 1st May to promote and encourage the international labour associations. Even in the current mechanical era, the importance of labour has not decreased. For example in industry, trade, agriculture, construction of buildings, bridges and roads etc. contribution of labour plays a crucial role.

To encourage the workers, JSB celebrated the International Labour Day in campus wherein all the workers participated. Dr. SK Mahapatra, Director, congratulated all the workers for their hard work and Dr. Timira Shukla, Professor & Dean (Academics) presented them with gifts as tokens of appreciation for their contribution to the institute.

Numbers dance to the tune of concepts....they are not scary

Dr Anindita, Asso Prof

For management students sometimes numbers are very scary. This conclusion is drawn from the talk with so many aspiring students who want to pursue their career in management. Most of the time the reply which is received is that the students are really afraid of numbers and in the subjects which deals with the practical problems. Numbers are really scary, as they are always different in different problems. They need to be mugged up and then reproduced on the paper. Oh! Really it's a great ordeal.

And this is a cliché.

It's not an ordeal, it's only a havoc created in the brain. The reality is that numbers cannot be learnt or understood in isolation. Every number is placed logically and has a solution.

For example (simplest example that can be taken)

$$FV = 100(1 + 0.08)^1 = 108.0000$$

$$FV = 100\left(1 + \frac{0.08}{12}\right)^{12} = 108.3000$$

$$FV = 100\left(1 + \frac{0.08}{52}\right)^{52} = 108.3221$$

What do these signify? Compound Interest-One formula and some numbers are placed in that and some variations in result are there. But if it is put like this that what would be the future value of my investment of Rs 100, if I get it compounded annually, monthly and weekly, and what is the difference in my income out of this. The picture is immediately clear.

There is logic behind every number. There is a concept based on which they are created. Once the concept is clear they can be understood clearly. Everything is application based which has one established connection with one real life situation be it with individual or an industry.

Career in Marketing Analytics

Dr. Nitin K Saxena, Asso Prof

Marketing Analytics is emerging as one of the big promising careers for Marketing aspirants. Marketing analytics requires a seamless integration of data driven decisions. Most of the organizations across the world are now using marketing analytics in their day to day marketing. Marketing dashboard, Marketing metrics are now the common language in which marketing professionals are interacting in the industry.

Organizations are looking for skilled professional who can play with marketing data, from collecting, coding, interpreting and finally for taking inference to facilitate the marketing decision making. This specialized career requires hands on tools like Excel, Cognos, Watson, Tableau, R, SPSS etc. along with solid marketing concept clarity.

The career has high potential in the near future due to digitalization and technological shift happening in consumer's mind, equally supported by organizations in terms of laying emphasis on managing customer data foot-prints. In a nutshell, companies are looking for "Marketing Analysts"; are you "Ready" for it?

Why are Internships so crucial?

Yusuf Mehdi, Asst Prof

Management education is all about providing a balanced exposure to the would-be managers. The classrooms impart theoretical information and form the foundation whereon the Management students may further build their careers by getting practical exposure and implementing what they have been taught in the classrooms. Nobody can deny the fact that information and knowledge imparted in the classrooms are as important as the base of a building without which even a very beautiful structure will not be able to sustain itself against the gush of string winds. The perfect blend of theoretical knowledge and practical exposure make the PGDM programme stand out from the regular Management Degree programmes. Students regularly participate in various internships and keep gaining practical experience. Summer Internship is the most crucial and critical internship that the Management students are exposed to. The Summer Internships are usually for 6-8 weeks and are perhaps the first actual encounter of the Management students with the real world. Industrial visits, live projects and other shorter internships do teach a lot about the corporate world but since the duration of Summer Internships is relatively longer and students have to work almost as employees, they are exposed to the real life situations.

First of all, whether an internship is paid, for credit, unpaid, or not for profit the value remains the same. Many students are reluctant also as they feel that they may have to do very menial tasks like photocopying, making cold calls, or arranging papers in the mentor's office; but let's face the fact that all these tasks, too, provide learning experience. Moreover, the truth is that not all companies pay in cash but they do pay in other ways. The biggest issue for the young managers is the transition into the real world from the reel world. The fact is "one needs experience to get experience". Employers today seek to hire people who have considerable exposure to the actual market. These employers rely heavily on the Resumes which illustrate relevant work experience through full time jobs or through internships. A practical work background carries major significance while one tries to enter the job market. The competition is stiff. Not only are businesses competing against each other for a competitive advantage, but people are also competing to land that coveted position in a company. Even the best buddy in the classroom becomes a competition the moment one ventures out into the market.

Take a moment and think about it. If you're looking to gain experience, working as an intern is arguably the most advantageous plan of action. That one internship you did over summer could be the difference between winning a job opportunity or losing it.

Let's see a few points as to how internships are investments for your future:

- **Exposure to the real world:** An internship helps you gain the first-hand real life experience of working in the corporate. You learn about the scope and opportunities in different fields which you may later use in choosing your area. You can acquire endless amount of education in your life; not all what you learn will translate directly into your work life but the education will certainly make you a better professional and a better human being.
- **Opportunity to learn and experiment:** You get the opportunity to put into practice what you have learnt in the classrooms. These internships are the laboratories where you may experiment and try using your knowledge as being not a full time employee there is not much to lose. Internships expose you to new people and new situations in a controlled and stable environment.
- **Networking:** Internships give you opportunity to be part of official presentations and meetings in an organization help you build professional connections. You learn how to communicate and behave in the professional environment and your performance as an intern may land you in your dream job profile if you are able to build good connections and prove your capabilities. Networking helps you acquire references for your final placements and may also help you get a professional mentor.
- **Knowing Self:** Aristotle once said that "Knowing yourself is the beginning of all wisdom". The saying holds true even today. The experience you get during the internship will make you go through what shapes your personality. Your internship will not only encourage personal development, but also greater understanding of self. To know yourself is to know your goals and how to best achieve them.
- **Teach You Real Management:** Internships teach you real management. Whole life is actually about managing different parts. As an intern you will learn to manage time, manage stress, and above all manage yourself. As an intern, you work in a fast paced professional world where every minute counts. You learn how to complete tasks within deadlines; how to reach for presentations in time; and how to finish business meetings without wasting time. Apart from time management, you learn stress management. Since, you work almost as an employee, you have to take accountability of certain tasks. The exposure during internships teaches you how to work under pressure and how to stay calm in the face of adversity. These realisations would make you manage yourself in a better way.