



**Academic Advisory Council Meeting
May 4, 2019**

The Academic Advisory Council of Jaipuria School of Business met today at The Leadership Center, reviewed and approved the PGDM curriculum and syllabus for Academic Year 2019-20.

The AAC consists of 20 eminent Corporate Leaders and accomplished Academicians including CEOs, COOs, CFOs, CHROs, Directors and Professors, who suggested many innovative ideas for improving the learning experience of students. It meets annually before start of the new academic session to review and suggest updates in the curriculum as per industry requirements / feedback.

This year the AAC was attended by Mr. Vinod Malhotra, Member-BoG, JSB; Mr. Anil Jain, Ex-MD, BSNL; Mr. Sajjan Kumar, ED- IOCL; Mr. Harish Dua, Faculty, IICA; Mr. NK Gupta, Former Director (Finance), RailTel; Mr. Govind Maheswari, CFO, Bajaj Energy Ltd; Mr. Gauravv Mittal, CMD, ITCONS e-solutions; Mr. Mayur Ramgir, President & CEO, Zonopact Inc; Dr. Lawrence Peris, Director-The Search House Pvt Ltd; Dr. UM Amin, Professor and other experts from Industry & Academia.



**Director's Message
"Life Long Learning"**

**Just One Point
Dr. SK Mahapatra**

A new season has arrived. Students graduating from schools are moving into colleges for their undergraduate studies, and college graduates are entering into higher education or professional education or the job-market. Our campus is getting ready to receive college graduates from all over India, who will be joining the 12th Batch PGDM programme, and the 10th Batch graduates are getting settled into the jobs that they have picked up in the Corporate World. The Cycle of Learning and Employment for the 10th Batch is complete and the new cycle of learning for the 12th Batch is starting. The 12th Batch is going through a prolonged induction programme in the current season, and the new Batch shall be formally inaugurated on 5th of July at the end of the induction period. The 11th Batch of PGDM is in the thick of Summer Internship, which is their first brush with corporate life. They will return mature from the summer internship to resume their classes in the 4th Trimester in second week of July. They will start their specialization journey, in the second year, armed with their hands-on corporate experience and the fundamentals of management domains that they have learnt in the first three Trimesters of the First Year of PGDM.

From July, the JSB campus will be abuzz with cheerful voices of the students. For those who have completed their journey in campus, a new relationship as alumni has just begun. Now there will be no fixed routine, nor committed schedule of classes but a new commitment on both sides, to be part of a much longer journey together as alumni and alma mater for updating each other with new knowledge and new skills.

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In-campus FDP

May 17, 2019

Dr. Damayanti Datta, Associate Professor, JSB conducted a FDP on "PPT: An effective aid to teaching" at the campus. One of the prime teaching methodologies used in imparting courses involves presentation of lessons in through ppt. The purpose of the FDP was to introduce the faculty to effective ways of using PPTs to teach students. The workshop involved lectures, discussions and exercises. It was attended by the Faculty members at JSB.



FDP on Data Analytics

Dr. Santosh Kumar, Faculty, JSB attended FDP on "Advance Data Analysis Techniques: SEM & Econometrics" organized by Maharaja Agrasen Institute of Technology, Rohini, New Delhi. This FDP was conducted from 24th May 2019 to 29th May 2019.

The purpose of attending this FDP was to acquire knowledge of the research tools and techniques used in high quality research journals and get an hand-on experience of the same. Resource persons for the FDP were Dr. Hamendra Kumar Dangi, currently an Associate Professor in Department of Commerce, University of Delhi and Dr. Sunita Arora, an Associate Professor with the Department of Commerce, Government College for Girls, Sector-14, Gurugram.

In picture below: Dr. Santosh Kumar receiving the Certificate of Participation after the programme



Just One Point

This is the age of Industry 4.0 and Education 4.0. Like the Mumbai City, Education 4.0 never sleeps. The age of Life Long Learning has arrived. The shelf-life of skills are getting shorter by the day, and there will be a continuous need for learning new skills in future to keep the job in the Industry 4.0 era. Four skills will rule the New Age which is also called the Knowledge Era – Critical Thinking, Creative Problem Solving, Cloud Computing and Communication. The edge for these skills will come from four technological innovations – Artificial Intelligence, Machine Learning, Block Chain Applications, and, Design Thinking. The Syllabus of our PGDM program might be dated as it is largely a dictate of regulatory bodies, but we are free to innovate the Curricula. Keeping in view the requirements of time, massive upgradation of the IT infrastructure and changes in instructional methodology has been adopted for the new season starting in July 2019. The Computer Center has been overhauled with new Systems and a brand new MOOC Lab has been established. The Innovation Lab is also on the agenda for 2019 and its setting up shall be hastened by students with dreams to become entrepreneurs from Campus start-ups. The Library has been rechristened as Life Long Learning Centre and its membership is now open to all alumni of JSB, valid for lifetime. The entire knowledge resources of the Campus will be available to students for their entire life. The alumni can take part in skill-updating MDP sessions in the Campus, and also participate as faculty for such programmes for the benefit of fellow-alumni and students.

Welcome aboard the ship of Life Long Learning!

Former Executive Director, IOCL joins JSB

Mr. Sajjan Kumar Ahlawat, Former Executive Director, Indian Oil Corporation joined JSB on 1st June as Professor in Operations and LSCM. He will also head the MDP and Consultancy services of Jaipuria School of Business. Prof Sajjan Kumar, has over 35 years of rich experience in various capacities with India's largest Oil Company, IOCL and has deep understanding of all aspects of business ranging from operations to marketing, Human Resources and even finance.

Certification in Marketing Management (IIT Kanpur & NPTEL)

JSB students from batch 2018-20 enrolled themselves for the NPTEL MOOC, for the programme Marketing Management II offered jointly by IIT Kanpur and NPTEL. The enrolled students completed the module and undertook the end term online test. All the students successfully completed the course with *ELITE Score*. Dr. Nitin K Saxena guided the students for this course.



Faculty & Staff News

1. Dr. Vartika Chaturvedi, Associate Professor, HR & Communications participated in the 7th Chai Buddy HR Summit, organized by Core HR-IR group in Gurgaon on 18th May 2019. The speakers from the HR Fraternity included Mr. Mayank Verma Director, PWC Mr. Praful Tickoo VP HR Analytic Genpact and other eminent HR professionals.



2. Dr. Vartika Chaturvedi attended a one-day workshop on "Opportunities in Luxury Industry" at Luxury Connect Business School Gurgaon, on 11th May 2019.

The aim of the workshop was to update the participants about what luxury is and what future does it behold in India. Mr. Abhay Gupta (Founder & CEO of Luxury Connect Business School) was the Resource person for the said workshop.



3. Dr. Vartika Chaturvedi presented a paper at IBS, Pune in HR Conference on "The Next Wave of Business Excellence & Role of HR" held on 14th May. The paper titled 'Employee Retention: a study on higher Education Industry' (HR A 17) was published in their compendium.

Life Skills, Motivational & Happiness Workshop

May 25, 2019

Everyone at some point in time experiences stress and each person has a different way of dealing with it. In the constantly changing environment, having life skills is an essential part of being able to meet the challenges of everyday life.

NMA organised a Life Skill based program that focussed on cultivating personal life skills such as self-reflection, critical thinking and problem solving. The resource person for this workshop was Mr. Deepak Jain, Life Coach & Motivational Speaker. He is also the founder of Vijayash Foundation. Mr. Jain discussed the various perspectives and challenges of our existence and suggested ways to overcome the same through practising of some ground rules based mostly on the preachings of the Bhagwad Gita. The programme was attended by staff and faculty of JSB.

NMA organizes host of various programs for the benefits of its members and this program, though general in nature, essayed its importance for each one of us.



JSB Faculty attend Express Adda

May 8, 2019

The Express Adda is a series of informal interactions organised by The Indian Express Group. This month on 8th of May, 2019, Ruchir Sharma, Head of Emerging Markets and Chief Global Strategist at Morgan Stanley Investment Management was in conversation with Anant Goenka, Executive Director of The Express Group, and Vandita Mishra, Nation Opinion Editor of The Indian Express at the Express Adda held at The Claridges, New Delhi. Dr. Ajay K Patel and Dr. Vartika Chaturvedi, both Faculty members of JSB attended this event.

Ruchir Sharma, as an author, has written widely on global economics and politics, and is also one of the finest observers of contemporary India's politics and economics.



Reward & Recognition – Cash or Kind?

"I can live for two weeks on a good compliment "- Mark Twain

Employee recognition is one of the most important aspects of the Human Resource Management in any organisation which makes an employee feel loved, respected and valued. Recognizing an employee's talent and rewarding him/her for the same is the most desired and sure shot way to increase productivity, employee happiness and reducing turnover. Awards and Accolades are proveniences of mental energy to any employee. Nowadays organizations pay much more attention to the levels of employee engagement since they are intrinsically linked to high levels of employee motivation.

Often people misconstrue a Reward as some sort of financial incentive only. Employees love financial payouts and who doesn't? But the scope of an effective employee rewards strategy has the ability to go far beyond the financial parameters. Non-financial rewards in the form of plaques, medals, titles on various occasions, make an employee feel motivated and encourage other employees to reach the stated benchmark. Time and efforts invested in recognising and appreciating an employee's work go a long way to ensuring employee loyalty which is one of the most desired and sought after trait now-a-days.

Employees are the sources of Creativity, Innovation and Improvement; hence harnessing their talents is vital to an organization's growth and success. A well designed Reward Scheme can not only improve the bottom line but also improve and streamline work processes. A suitably designed reward scheme can also help improve the working environment within an organization thus helping it to create a platform through which employees are given the recognition they deserve for their efficiency and productivity.

**Dr Vartika Chaturvedi, Associate Professor,
HR & Communications
Jaipuria School of Business**

SNAPSHOTS FROM ACADEMIC ADVISORY COUNCIL MEETING HELD ON 4TH MAY



Clockwise from left:

- 1) Dr. Timira Shukla welcoming Mr. Vinod Malhotra, Member, BoG
- 2) Presentation on Marketing Syllabus by Prof Naveen Luthra and Dr Nitin Saxena
- 3) Presentation on Information Sciences syllabus by Dr. Damayanti
- 4) Presentation on Finance syllabus by Dr. Santosh
- 5) Presentation on Commn syllabus by Dr. Vartika
- 6) Dr. NK Gupta presenting the syllabus of QTM