



# JAIPURIA SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

April Issue

## NEWSLETTER

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### Director's Message The First Window

**Just One Point**  
**Dr.SK Mahapatra**

When we see something new for the first time, it stays in our memory for long, sometimes forever. Our first year students going out for Summer internships will get a glimpse of their future role in Business Management through their respective SIPs. It is but a real window! Those who understand this reality shall make full efforts for making real transactions through their first window. The changes for getting the much sought after PPOs do come through the transactions you make at your SIP window.

The passing out students will be joining their first jobs this month. I congratulate each one of you for your success and wish you all a bright career with a glorious future. Remember, where you are starting your career is important but the positivity and energy you can carry into your first job will eventually determine the height you shall climb, and will define you as a person in future.

Make best use of this first opportunity. May you have all the good luck and God speed to live your dream.

### JSB RECEIVING AWARD FOR BEST MANAGEMENT INSTITUTE FOR PLACEMENTS 2018

#### Awards & Accolades April 18, 2018

Jaipuria School of Business was felicitated with the award for the **Best Management Institute for Placements 2018** by **Center for Education Growth and Research (CEGR)** at the **4th Higher Education Summit** organised at Le Meridien Delhi. The Award was presented by **Sh. Arun Kumar, Member of Parliament**. Dr. S.K. Mahapatra, Director; Prof. Yusuf Mehdi, Faculty In Charge, Corporate Relations and Ms. Sweety Singh, Head, Corporate Relations received the award at the ceremony which was attended by more than 200 senior academicians, corporate leaders and bureaucrats from all over India. It was indeed a proud moment for the institute



**The Director, Dr. S.K. Mahapatra, awarded with Outstanding Academic Leader of the Year 2018 Award**  
By  
**Centre for Education Growth & Research**  
For contribution to Education and Skill at 4<sup>th</sup> HE Summit



#### Dubai Study Tour – Felicitation of Students

**April 4, 2018**

The Chairman, Shri Shishir Jaipuria & Corporate Advisors to the Group, Shri Vinod Malhotra and Shri Partho Kar had an interactive session with the students who were part of the Institute sponsored International Study Tour to Dubai. The students shared their experience of the visit and talked about the learning opportunities they received at this tour. The students had visited many public and private sector companies in Dubai and had first-hand experience of how those companies operated. The students expressed gratitude to the Chairman for giving them this wonderful learning opportunity. Later, the Chairman gave certificates to the students for successfully completing the study programme.

### Workshop on "SPSS Version 25.0"

April 23, 2018

A one-day workshop on 'SPSS Version 25.0' was organized at JSB under the aegis of the **Center for Advanced Data Analytics**. The workshop was conducted by **Mr. Subhadeep, SPSS trainer at IBM Bangalore**.

Data Analytics has become one of the major areas of interest these days as it supports decision making in the organizations. It refers to qualitative and quantitative techniques and processes used to enhance productivity and business gain. Data is extracted, acknowledged and bifurcated to identify and analyze the inherent patterns in a project. The importance of Data Analytics and its fast growth has made it necessary to understand, in detail, the various technique that may be used to analyze big data today especially for the would be managers. Further, since the first year PGDM students will soon be going for their summer training, they'll require to draw inferences from raw data, and will have to apply various tests to analyze the data collected; knowledge of SPSS is the per-requisite of a good project report. The workshop on SPSS organized by JSB was a step ahead in the same direction. The trainer talked about the business applications of SPSS and how it affects decision making in organizations directly or indirectly. The workshop was indeed very informative.



### J-Gate Training

April 12, 2018

The **Center for Lifelong Learning** at JSB organised a one-day training programme on J-Gate. The training session was conducted by **Mr. Jaipal Singh Sisodia from J-Gate** who shared information about the use and importance of J-Gate.

J-Gate is an electronic gateway to global e-journal literature. Launched in 2001 by Informatics India Limited, J-Gate provides seamless access to millions of journal articles available online offered by 12,058 Publishers. It presently has a massive database of journal literature, indexed from 50,152 e-journals with links to full text at publisher sites.

The workshop was organised to help the students and the members of the faculty understand what the new system had to offer and how to access them. Research, in any educational institutions, is the very core of excellence. The database of J-Gate gives access to numerous research articles and papers which help in extending the research further. The training session was very informative and motivated the library users to make full use of the resources made available by the institute.



### Workshop by MHRD at AICTE "Social Media: Use and Effects"

April 10, 2018

The students and members of the faculty at JSB attended a one-day workshop on "Social Media: Use and Effects" organised by MHRD at AICTE, Vasant Kunj.

Social Media has emerged as a significant tool for acquisition and dissemination of information and serves as a platform to obtain updates almost on a real - time basis of current events. In the education sector also it has a lot of importance both for the students and the institutions. In recognition of the importance of social media for the institutions, the **Hon'ble Minister, MHRD** decided to organise this one-day Workshop. It was conducted by the experts from MyGov and the Minister, **Sh. Prakash Javadekar**, himself was present to talk about the same. It was indeed a very informative workshop



A workshop on POSH Awareness and Employee Performance Management was conducted on 3<sup>rd</sup> April, 2018 by Ms. Anjali Khanna, Vice-President HR, Jaipuria Group of Educational Institutions.

The purpose of the workshop was to make the **employees aware about Performance Management System and POSH (Prevention of Sexual Harassment against Women)**. It is very important for the employees of an organisation to be able to set clear and practical goals for himself and at the same time, must also know the pre-requisites and the support required to achieve those goals. Further, the VP-HR informed everybody about the grievance redressal system that is already in place to address the issues related to harassment of women at workplace. In case of any untoward incident, women employees may directly approach the cell and get their problems addressed.

### Farewell for Outgoing Batch

April 8, 2018



As happens every year, the First year students at JSB organized a farewell party "Hasta La Vista" in the college auditorium and bid adieu to the students of the senior batch with a lot of emotions and nostalgia. The function began with a welcome speech by Sunaina Arora, a student of first year. It was followed by an address by the Director, Dr. SK Mahapatra, who wished good luck to the students of the outgoing batch and elucidated with some examples how difficult it is to say goodbye to the seniors who guide and support the new students throughout. He also appreciated the efforts of the first year students in organizing the function.

There were a number of activities planned for the day including dance performances, Ramp walk by the seniors and singing. As a surprise gift to the seniors, a video was also played which was a collection of moments that everybody would always cherish. The video made the atmosphere very emotional as everybody got nostalgic after watching it. Later, all the senior Batch students were given titles by the juniors as tokens of love and appreciation. At the end, all the students got together to dance to the tune of music that displayed perfect bonhomie.



### Expert Talk

April 28, 2018

The first year students of JSB attended a Guest Lecture by **Mr. Sudhir Kumar Sharma, a turnaround specialist and an accomplished Business strategist who is currently the Chief Executive Officer at TRUFOODS Pvt. Ltd., Nairobi, Kenya.** The speaker talked about the 'Joy of Selling'.

The lecture was organized at a very appropriate time since all the first year students will be starting their summer training soon and 'Sales', irrespective of the area students will be working in, is integral to the summer training. In fact, Sales is the base of all organizations because it generates revenue. The speaker talked at length about the strategies to be followed while selling and at the same time about the ethics to be followed while selling.



The selling strategy should always go hand in hand with ethics. Mr. Sharma advised the students to follow the following five mantras in order to achieve success as a salesperson:

- To be thoroughly honest with self and responsibilities;
- To be oneself and to follow what the inner self tells one to do;
- To be hardworking;
- To not to compromise with values under any circumstances; and
- To never to tell lies

The speaker cited various real life examples and situations in order to further emphasize on the above which are applicable to all and which the students absorbed in rapt attention.



### Faculty News

1. **Dr. Santosh Singhal and Prof. Bhupender Singh** presented a combined paper titled "**Digitalisation in India: A Step towards Development**" at the 1<sup>st</sup> International Conference on 'Digital Economy: Innovation and Challenges' organised by the Department of Commerce, Maharaja Agrasen College, University of Delhi on 21<sup>st</sup> April 2018.
2. Paper authored by **Dr. Santosh Singhal** titled: "**Effectiveness of past data for the prediction of future return in NSE**" has been accepted by Journal: Madhav Research and Review (Multidisciplinary International Journal) UGC Approved Journal in April 2018.
3. Research paper by Dr Nitin K Saxena 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 ITS, Ghaziabad.



4. **Dr. Timira Shukla, Dean Academics & Prof Yusuf Mehdi** to hold Executive Development Programmes on Communications Skills titled "**Achieving Success Through Effective Communication Skills**" at different units of Ginni Filaments Ltd. On 3<sup>d</sup> and 4<sup>th</sup> May 2018