



# JAIPURIA SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

December Issue

## NEWSLETTER

Vol.2 Issue 9/Jan 06, 2018



### MDP "Effective Interpersonal Skills"

December 09, 2017

An MDP on "Effective Interpersonal Skills at Workplace" was held at the JSB campus with **Ms. Reena Singh, Founder of Ananta Intellect Pvt. Ltd.;** **Dr. Timira Shukla, Dean, J B** and **Prof. Yusuf Mehdi, Assistant Professor, JSB** as Resource persons. The programme commenced with the ceremonial invocation of Goddess Saraswati. The Director, Dr. SK Mahapatra in his address, talked about the importance of developing effective interpersonal skills to survive in the fast changing world. Prof. Yusuf Mehdi further 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 essentials for forming interpersonal relationships. Prof. Mehdi also discussed about various types of communication styles and how knowing the communication styles of the team members helps the leaders take effective decisions.

The next session was conducted by Dr. Timira Shukla, who emphasised the importance of listening in developing relationships. Dr. Shukla gave a few exercises to the participants which were indeed very interesting and intriguing. The message was clear - be an effective listener to be an effective speaker.

The post lunch session was conducted by Ms. Reena Singh who very beautifully delineated the basic nuances of a very interesting topic i.e. Transactional Analysis (TA). TA is a psychoanalytic theory and method of therapy wherein social transactions are analyzed to determine the ego state of people as a basis for understanding behavior. Ms. Singh also elaborated the three ego states in TA which affect the behaviour of every human being directly or indirectly. The sessions were remarkably interactive and informative. In the end, the participants were awarded the certificates of participation. The participants also expressed their gratitude to the resource persons for the highly stimulating programme.

### Director's Message

#### Reminiscing 2017

The year 2017 has been a year of great achievements for Jaipuria School of Business. The year began with placement of the students of 2015-17 Batch and progressed through a colourful **SCINTILLA** cultural festival on Campus, a high profile **National Conference at India International Center** on "Banking the Unbanked: Financial inclusion in Digital India", **inauguration of the New Batch 2017-19**, an **HR Conclave** in Campus, a grand **Alumni meet at Hyatt Regency** and a spectacular **Convocation ceremony** for the PGDM Batch 2015-17 in September, and an **International Conference at NDMC Convention Center**, New Delhi in November 2017 with **keynote address by Shri Amitabh Kant, Chief Executive Officer of NITI Ayog**, the nation's topmost Institution for transforming India.

Our National Conference in April was inaugurated by Hon'ble Minister of State for Finance, and our International Conference in November was inaugurated by Hon'ble Union Minister of Commerce, Government of India by video address. A galaxy of Leaders from all walks of life have addressed our Conferences and taken part in the Conclaves and Round tables held in Campus. In the middle of December, our Institute achieved the great feat of 100% Placement of all eligible students halfway through their 5th term. I congratulate the Batch of 2016-18 for this commendable achievement. Not many B-Schools can legitimately claim to have come close to anywhere near the benchmark set by our Institute.

We received **five major awards in 2017** and have received accolades for **our Industry Interface and Placements**. We have been recognised as the best emerging B-School campus in 2017. Our Dean, Academics has been honoured with the coveted Rashtriya Shiksha Gaurav Puraskar. We published our in-house journal OJAS and the global publishing house Bloomsbury brought out our edited Book on "Changing Global Economic Scenario - Strategies for Business Sustainability" with selected papers from our International Conference.

I congratulate each and every Faculty, Staff and Student of 2015-17, 16-18 & 17-19 Batch, for all the success and accolades that you all have been instrumental for bringing to the Campus. The success of 2017 provides the right encouragement to do more and sets the stage to aspire and aim for bigger goals and laurels in 2018.

Best wishes!

### Just One Point

Dr.SK Mahapatra



**Workshop**  
**"Technical Communications – Importance & Career Opportunities"**

**December 06, 2017**

Jaipuria School of Business organized a one-day workshop on Technical Writing for its students at the Leadership Centre. The workshop was conducted by **Mr. Rajeev Jain, the first and only NASSCOM certified master trainee of Technical Writing and a certified Scrum Master.**

The speaker revealed the various career opportunities in the field of technical writing like blogging, content creation, content writing, etc. Mastery over technical writing is a must for every professional in today's world where professional written communication is very important to survive in the competitive world. And when it comes to Management students, technical communication skills hold even more importance. A good manager must be sound in technical communication in order to be clear and effective in giving instructions.

The workshop was a very interactive one and included many interesting and intriguing activities. The students thoroughly enjoyed the tasks and at the same time learnt new concepts related to technical writing. In the end, the guest was felicitated with a memento presented to him by the Dean, Dr. Timira Shukla. Prof. Yusuf Mehdi proposed a vote of thanks to the guest for his time and efforts in training the students in technical writing even though the time was very limited. The inputs shared by the trainer would certainly help the students get a base where they can further build up their writing skills.

**Workshop on Life Skills** **December 15, 2017**

A workshop on "Life Skills" conducted by **Mr. Pankaj Munjal, a trainer and a coach** who delivers value-education based holistic program under the aegis of Mind Tune was organized as part of the soft skills training that the students are undergoing at the Institute.

In a constantly changing environment, having life skills is an essential part of being able to meet the challenges of everyday life. The dramatic changes in global economies over the past five years have been matched with the transformation in technology and these are all impacting on education, the workplace and our home life. To cope with the increasing pace and change of modern life, students need new life skills so as to be able to effectively deal with stress and frustration.



The trainer very beautifully brought out the ways through which these life skills may be practiced and imbibed by the students. Soft Skills are skills which can be acquired only through practice and the activities conducted by the speaker during the 3-hour workshop were very apt and engaging. The workshop was organized under the aegis of Centre for Creativity & Innovation.

**Workshop** **December 19, 2017**

The Centre for Creativity and Innovation of JSB organized a workshop on **"Cases and Simulations for Deep Learning and Decision Making in Business Schools"**. The resource person for the workshop was **Dr. Mohan Lal Agarwal, who is a Professor of Business and Director of Continuing Education and Community Engagement at the MCM College, Dubai.** Dr. Agarwal is a US Fulbright Fellow at Boston, European Foundation for Management Development Fellow at Paris and British Council Fellow at Glasgow and Leicester UK.

The purpose of the workshop was to further familiarize the students with the cases and simulations that could be used for better understanding of the concepts of Marketing, Business Development, and Decision Making. The speaker also familiarized the students with the marketing strategies followed by the organizations in the GCC countries, more specifically in Dubai and Abu Dhabi. The students also discussed and solved a case presented by the speaker during the Workshop.





### Industry Visit

December 08, 2017

The Placement Cell of Jaipuria School of Business organised an industrial visit to "C&S Electric Ltd, Greater Noida, Uttar Pradesh". C&S Electric was founded in 1966, with a dream to be a company which plays a vital role in the development of the power infrastructure of India and make the "Made in India" label respected the world over.

The manufacturing plants of C&S Electric are equipped with the best machinery, technologies and systems to rival the best facilities anywhere in the world. The students visited the plant along with the Training & Placement Head, Ms. Sweety Singh. Mr. Dh eraj Pathak, Senior Engineer at the company narrated the students about the functioning of the plant which is into manufacturing of RMU and Panels. Many students got their queries related to marketing strategies, distribution plan, pricing plans resolved by the team at the plant.

### Training Session at Barclays

Jaipuria School of Business in collaboration with the **Global Talent Track** organized **training sessions for the students at Barclays** - a British Multinational bank, and financial services company. The students visited Barclays, Noida in three batches on 7th, 13th and 14th December 2017 respectively. Barclays focuses mainly on retail Banking, Commercial Banking, Investment Banking, and Wealth Management.

The students interacted with **Mr. Sumit Chakraborty, Assistant Vice President at Barclays, Noida**. He talked majorly regarding career guidance and life skills and gave some useful tips on how to perform in a personal interview. He further urged the students to acquire domain knowledge and supplement the knowledge with effective soft skills.

The visit provided the students with a good insight into the functioning of a multinational bank. It was highly useful for them in terms of getting practical knowledge and experiencing first-hand view of implementing concepts learnt in the class rooms into practical life.



"Dr Timira Shukla, Professor & Dean (Academics) of Jaipuria School of Business received the prestigious **Rashtriya Shiksha Gaurav Puraskar**, on December 08, 2017 at the **3rd Higher Education Summit organised by the Center for Education Growth and Research**, at the India International Center, New Delhi" ..

### Seminar by UN GCNI

December 20, 2017

The students of JSB got an opportunity to attend a seminar organised by the **UN Global Network India (UN GCNI) and BMW Group, India** at **The Lalit, Barakhamba Avenue, New Delhi**. The theme of the seminar was "India's Sustainability Dialogue 3.0: SDGs as Growth Drivers".

The Chief Guest for the occasion was **Mr. Suresh Prabhu, Union Minister for Commerce and Industry**, who in his inaugural address talked about the initiatives taken by the Government to provide sustainable growth opportunities to various sectors of the industry. **Mr. Arun Kumar Jain, VP-Northern Region, UN Global Compact Network India & Managing Director, Flour Daniel India**, welcomed the guests and participants to the programme and elaborated the role of SDGs in social development and economic growth in India. Special addresses were delivered by **Dr. Uddesh Kohli, Sr. Adviser, UN Global Compact**, and **Dr. AK Balyan, CEO, Reliance** who further discussed how SDGs are the guiding force of global development action. According to the speakers, social development, environment protection and economic growth can definitely go hand in hand as opposed to the general belief that these cannot go simultaneously. **The keynote speaker, Mr. Vikram Pawah, President, BMW Group India**, talked about sustainability as a critical factor in attracting young and talented employees. Companies are now focusing increasingly on making stakeholders like suppliers, buyers and local communities more resilient. It was a wonderful opportunity for the students to listen to the view points of the renowned personalities from the corporate and academics. Since the students also got the opportunity to be a part of the hosting team, they got a first-hand experience of different activities to be coordinated for successful organization of an event.



## Intra-College Sports Day

December 01, 2017

"All work and no play makes Jack a dull boy."

Participation in organized sports offers the chance for the youth to enhance physical and social skills. Keeping this in view, the Sports Club of Jaipuria School of Business organized a one-day Intra-Institute Sports Event on 1st December 2017 for its students. The objective was to develop in the students a sporting spirit and providing them a venue to display their physical prowess.

The day began with Dr. NK Gupta, Dean Administration inaugurating the event and wishing the participants good luck. The outdoor sports events were conducted at the Institute's playground and the indoor events in the activity hall.

Since winters herald the onset of Badminton as a major sport being played everywhere the sports event at JSB too kicked off with badminton singles' matches that saw a participation of around 28 students. The students showcased a lot of energy and sportsman spirit.



After this exciting start, the various events lined up for the day quickly progressed. Students participated in Table Tennis, Carom, Chess, Pool, Kho-Kho, 100 Mt. Race, and Hand Ball. The major attraction was the cricket matches between the teams of JSB. The matches were very close and exciting.



JSB always encourages participation of girls in all institute activities. Following the same spirit, many girls participated in the games. A cricket match between two Women teams of JSB exuded lots of energy and sportsman spirit. Girls participated in badminton, chess, carom, sprint and kho-kho to name a few thus proving their mettle.



The campus was abuzz with activities and excitement all day. During the closing ceremony, the Director, Dr. SK Mahapatra awarded the winners with trophies and certificates and congratulated the participants for their enthusiasm in sports. He further, urged all the students to keep working hard with the same spirit in extra-curricular activities and in academics as well.

