## **PRABANDHAN**

Annual Newsletter of Department of Management Maharaja Agrasen Institute of Technology



Page 2 PRABANDHAN

#### **About the Department**

The Department of Management was established in the year 2004 under GGSIP University with an intake of 60 students. The intake was subsequently increased to 120 in 2011 and has intake of 180 students since 2012. The Department is committed to achieve excellence in management education & research and assesses the success of its programs using the highest standards of quality. A group of well qualified, experienced and highly motivated faculty is engaged in providing quality education to the future managers and prepare the students in wider field of management to take up challenging jobs in the area of:-

#### Finance Marketing Human Resource Management

Since its inception, the Department has been the first choice of the students seeking admission in the private management institutes under GGSIP University. The students from the Department are heavily recruited by both academia and industry. Many of the ex-students of the Department occupy top positions in both academia and industry.

The Department works with a vision "To develop institute of higher academic learning known for its total commitment to excellence in technical and management education and research with a holistic concern for quality of life, environment, society & ethics".

## **HOD's Message**



Department of Management is committed to develop excellence in management education thereby providing managers with a rich blend of managerial, entrepreneurial, technical and social skills. Our endeavour is to provide well qualified and well-equipped management personnel to the Industries on a continuous basis. To achieve this purpose, the department takes initiative to develop not only the academic knowledge on different business subjects but also develop various soft skills such as communication skills, problem-solving and decision making skills and critical judgment skills of our students. Along with this, we also focus on inculcating social, cultural, ethical & human values in our students. A team of well qualified and experienced faculty members ensures provision of quality education through interactive teaching —learning process.

Emphasis is placed on learner-centric education wherein students are encouraged to take initiative in planning and organizing various curricular, co-curricular & extra-curricular activities. This learner-centric education is augmented by the practical experience during six weeks industrial training which equips our students to handle various challenges in the industry as well as society. There is a regular interaction with industry experts on various management issues along with Industrial Visits to leading Industrial Organizations. Our students are placed with the top national and multinational companies in India. With excellent infrastructure, dedicated faculty members and high-quality students, we are constantly moving our department towards ever increasing success and growth.

Chief Editor: Dr. Amit Gupta

Editors: Mr. Rajiv Jain, Dr. Ritu Gupta, Mr. Vivek Kuchhal

## Renewable Energy through the Lens of Entrepreneurship

The Department of Management, MBA, MAIT organized a webinar on 20th April, 2021 on the topic 'Renewable energy through the lens of entrepreneurship'. The speaker ,Mr. Sanjeev Aggarwal who is an alumni of prestigious institute, IIM Ahmedabad and also the MD and CEO of Amplus solar motivated students of our department through his experiences and journey of his entrepreneurial life. The webinar was attended by First year and second year MBA students along with faculties of MBA Department.

The welcome speech was given by Director, MAIT, Prof (Dr.) Neelam Sharma. It was followed by the inspirational and motivational speech by the speaker of the event, Mr. Sanjeev Aggarwal.

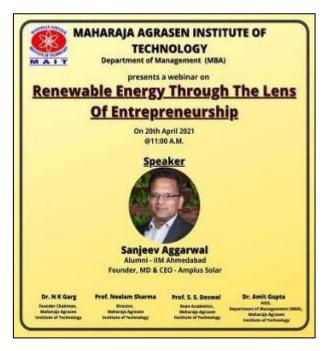
Mr. Aggarwal emphasized that the whole world has become so complex and how we should try to cope with it and used the term like VAUC, i.e. Volatile, Ambiguous, Uncertain and complexity. He made the things clear to students that they must choose what fascinates them more and to focus in their specific objectives. Following are the few takeaways from his session:

- 1. Develop core competence
- 2. Focus on end objectives
- 3. Keep your expectations low
- 4. Say NO more often and have patience
- 5. Be an investor and not stock broker.

Later on, he spoke on his own startup, Amplus solar. After his speech, he gave all answers of all query raised by the students mainly regarding the challenges that are likely to be faced by all entrepreneurs.

The vote of thanks was given by HOD, Dr. Amit Gupta, MBA, MAIT.

The students and faculties learnt a lot through valuable interactions during the event.





Page 4 PRABANDHAN

## Data Analytics and Visualization Using MS -Excel

Maharaja Agrasen Institute of Technology, Department of Management organized webinar on 11Th May 2021, on the topic Data Analytics and Visualization for MBA – II and IV semester students in association with Analytics Training Hub (ATH). Analytics Training Hub, a unit of Medhya Analytics Solutions Pvt. Ltd. and founded by Anil Dhawan in 2016.

The speaker of the session was Mr Anil Dhawan .Mr. Anil Dhawan has over 8+ years' training and consulting experience and has trained thousands of corporate professionals and individuals for Excel & VBA across the world. Also, he has been offering his consulting services to start- ups, SMEs, Big Corporate and Business Individuals to setup their initial reporting, automating their ongoing reporting tasks and building reporting templates using Microsoft Excel & VBA skills.

The following topics were covered in the webinar

- 1. Presenting Newly Added Features to Modern Excel
- 2. Quick Tips & Tricks of Excel & VBA
- 3. Analyze Data
- 4. New Data Types
- 5. Glimpse of Newly Introduced Modern Excel Functions
- 6. Custom Function To Extract First Name using VBA

The session proved to be good learning experience for MBA students interested in exploring Data Analysis and Visualization as career choice. Webinar guided students as how to purse learning data analytics and visualization using MS- Excel.



## Student Development Program "TIME MANAGEMENT"

Department of Management, MBA, MAIT organized an online "Time Management" workshop for the development of students of MBA Second Semester students, which was conducted by Mr Vivek Kuchhal, Associate Professor at Department of Management, MAIT.

This training program explored the art of time management by learning the basic components and techniques of time management. Most people today struggle to manage their time in all walks of life and in turn they are not able to meet the deadlines a lot of time. This generates a lot of avoidable stress to them and the people associated with them. Students have to balance their time on various activities and find time for their studies also. A couple of video clips were shared by the speaker to familiarize the students with the type of issues which exist and what are the 15 golden rules of time management.

This program talked about the component analysis of time followed by a live demonstration of how to do it on a day-to-day basis. Mayonnaise Time Management Experiment was shown to the students, which clearly highlighted the importance of Must Do, Essential and Desirable tasks classification just like we use Golf Balls, Pebbles and Sand used in the experiment. If the day is filled by non-essential tasks, no time would be left for Important activities, which were symbolized by Golf balls in the experiment.

Also, the theories of time management were discussed in the later part of the presentation with focus on actual tips and tricks to manage time in a better way. This would help in understanding the root cause of bad time management by most people.

The workshop cum talk was well received by the students and the following were the key take aways from the program:

- Understanding of the concept of time management
- Learnt the various components of activities from time management perspective
- Learnt how to prioritize the activities so that vital obligations are never missed out
- Understood how to practice time management in real life
- Applied and developed time management plan through practice
- Understood the importance and value of time management

A total of 91 students attended the program





Page 6 PRABANDHAN

# Student Development Program 'Professional & Smart CV writing'

Department of Management, MBA, MAIT organized an online "Professional & Smart CV writing' workshop for the development of students of MBA Second Semester students, which was conducted by Dr. Anju Bharti, Assistant Professor at Department of Management, MAIT.

This exclusive training program explored learning to design a CV to summarize all academic, professional and personal (where relevant) achievements in order to entice or interest a hiring manager when applying for a new job opportunity.

The main purpose was to make students understand as to how they should present themselves on their CV, how to prioritize their skills according to requirement of the hiring industry and win interview. All students enthusiastically participated in this online course. Their query was answered at the end of the programme.

The online training on CV writing was very fruitful and motivational for the MBA students. Student's query was handled by the presenter Dr. Anju Bharti and students were satisfied and promised to move ahead with the CV writing skills.





#### A Session on "PROFESSIONAL ORIENTATION"

An interactive session on "PROFESSIONAL ORIENTATION" was organized for MBA students batch 2020-22 by the Department of Management (MBA), Maharaja Agrasen Institute of Technology on 26th June 2021. The objective of the session was to enlighten the students on different domains of specialization which will enable them to take a well informed decision. The session started at 11:00 a.m. with a welcome speech by Dr. Amit Gupta (HOD).

Session I: Mr. Arvind Aggarwal, Assistant Vice President, Compliance, Leading Asia Pacific Region, HSBC Bank was the guest speaker of Session I. The title of this speech was "This is where we start - "A little Ambiguity". He provided valuable insights about career opportunities in different fields. The aim of this session was to enlighten the students about the recent trends in the market and how to adapt themselves according to these changes.

He shared that the students must explore their area of interest and choose their specialization accordingly. He further explained that it is a crucial step which requires introspection and one must avoid making hasty decisions regarding the same. Apart from this he laid stress on developing skills and one must focus on improving their capabilities.

He explained the importance of teacher in a student's life with the example from Gita where Lord Krishna acts as a guide to Arjuna and shows him the right path, in the similar manner students must seek the guidance of their teacher.

He further enriched the students about the importance of work life balance with his own personal example. He also emphasized on managing time and focusing on mental and physical health. This was followed by a query session.

Session II: Dr. Nidhi Srivastava, academician and entrepreneur enthusiast with more than 18 years of teaching experience was the guest speaker of session II. The title of her speech was "Current Industry Trends for management professionals". It was an interactive session where she guided the students about different areas of management like finance, marketing, human resource, International business, Data Analytics and Information technology along with new emerging fields like tourism and hospitality, artificial intelligence, strategy, innovation and entrepreneurship etc.

She interacted with the students and played a game where students were required to assess themselves which was followed by what skills sets are required in the industry and how students can make differentiate themselves from others through personal branding. She also guided that student about softs skills and hard skills and the importance of gaining practical knowledge along with theoretical knowledge. After that, she cleared the doubts of the students very patiently.



Page 8 PRABANDHAN

## Webinar on "Stress Management"

Maharaja Agrasen Institute of Technology, Department of Management (MBA), organized a webinar on Stress Management on June 30, 2021. The resource person was Mr. Ankur Ahuja, Assistant Professor at Maharaja Agrasen Institute of Technology. Participants were first year students & faculty members of Department of management. Objective behind this webinar was to enable student to cope up with stress that is affecting their productivity.

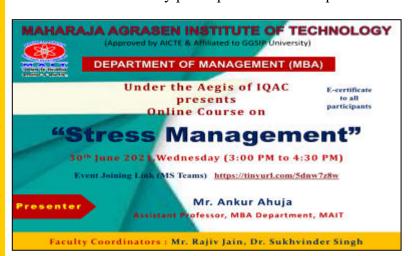
Session began with a light discussion on the mentioned topic, "Problems can-not be avoided but Stress can be avoided." Head of the Department Dr. Amit Gupta motivated students to participate & make it a lively session.

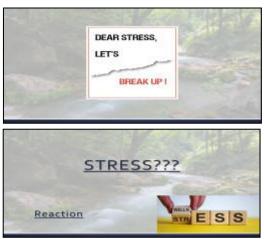
Session continued with different types of Stress, how stress affects us, physically, mentally & emotionally. During the session, students shared their experiences, how stress had affected them in past & what all they did to overcome that stress.

Session focused on ill effects of stress on individuals, A short NLP exercise was conducted with students, He explained how shall the process of unlearning takes place & how bad memories are suppressed by our mind. Speaker shared his life experiences with students, in order to connect with small issues of day-to-day life.

Later in his talk, he discussed various methods, which can help students to avoid stress in their life, benefit of positive thinking & art of finding something positive in everything. Importance of good habits &learning how & when to say no in life.

Mr. Ankur Concluded the session by sharing the importance of developing good habits & how shall we maintain them to fight with stress. Students. Post presentation, query handling session was there, students enthusiastically participated with their queries. Total 77 Students attended the session.









## Faculty Achievements

(Paper presented, published, attended conferences, seminars and workshops)

#### Mr. Vivek Kuchhal

- One Week online FDP on "Multi-variate Analysis through Advance Techniques" by Banarsidas Chandiwala Institute of Professional Studies from 15 20 March, 2021.
- Presented a paper online on "Impact of Covid 19 on Volatility of Global Financial & Commodity Markets", with full paper published in Conference Proceeding by Bharti Publications, New Delhi, having ISBN # 978-93-90818-65-5 held on March 20, 2021.
- Attended 6<sup>th</sup> International conference on Drivers of Global Economic Recovery organized by MAIMS on April 23, 2021.
- Attended an online One Week FDP on "Research Congress 2021" from 25-31 May, 2021 by MAIMS, Rohini, Delhi.
- Presented a paper on "A literature review of world commodity and financial markets in pandemic times" presented online at 6th International Conference on Drivers of Global Economic Recovery on 23 April, 2021 organized by MAIMS, Rohini, Delhi.

#### Dr. Anju Bharti

- Attended one week e-FDP on Policy initiative and quality enhancement in higher education organized by Academic Research Group, Kolar from 5<sup>th</sup> May to 11<sup>th</sup> May 2021.
- Attended one week e-FDP on 'Multi Technologies' organized by Department of E&TC Engineering, AISSMS Institute of Information Technology, Pune in collaboration with National Youth Council of India & Brainovision Solutions India Pvt. Ltd. And IETE, Pune Section held from 28<sup>th</sup> June to 3<sup>rd</sup> July,2021.
- Attended two days online Indian Communication Summit on 4<sup>th</sup> and 5<sup>th</sup> March 2021organised by SMX Network and Inno Serve group, ASMA, Pune.
- Attended 6<sup>th</sup> International conference on Drivers of Global Economic Recovery Organised by MAIMS on April 23, 2021.
- Attended webinar on 'Covid-19: The bright side in the dark tide' on May 13, 2021 organised by MAIMS.
- Presented two papers at MAIMS 6<sup>th</sup> international conference. Drivers of Global Economic Recovery 23 April 2021 1.Media as a Key Driving Force of Global Economy:
   A Conceptual Paper Focusing on Advertising and Brand Management2. Impact of innovations in digital business and economy in overall growth and development of Organization.

Page 10 PRABANDHAN

Mr. Rajiv Jain	<ul> <li>Presented a paper online on "Impact of Celebrity endorsement on Brand Health" in ICSSR NWRC Sponsored National Conference on "Exploring New Frontiers of the Business: Opportunities &amp; Challenges" with full paper published in Conference Proceeding by Bharti Publications, New Delhi, having ISBN # 978-93-90818-65-5 held on March 20, 2021.</li> <li>Presented a paper online on "Impact of Celebrity endorsement on company image" in ICSSR NWRC Sponsored National Conference on "Exploring New Frontiers of the Business: Opportunities &amp; Challenges" with full paper published in Conference Proceeding by Bharti Publications, New Delhi, having ISBN # 978-93-90818-65-5 held on March 20, 2021.</li> </ul>	
	Attended an online One Week FDP on "Research Congress 2021" from 25-31 May, 2021 by MAIMS, Rohini, Delhi.	
Dr. Neeru Gupta	<ul> <li>Successfully completed R Crash Course for Absolute Beginners held from 21-23rd May 2021organised by JVA EduTech.</li> <li>Published a paper Titled "Building Resilience Amoung Teachers-Challenges and Strategies" in "Parichay- Maharaja Surajmal Institute Journal of Applied Research Vol 4(1) ISSN No. (Online): 2581-7515 pg. No. 1-4.</li> </ul>	
	• Participated in 5th Internation Vision Seminar on "Sustainability in the Age of Disruption" on 26-27th February 2021 organised by Globsyn Business School.	
Dr. Ritu Gupta	One Week online FDP on "Multi-variate Analysis through Advance Techniques" by Banarsidas Chandiwala Institute of Professional Studies from 15 – 20 March, 2021.  AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Data Analytics for Research" from 2021-06-21 to 2021-06-25 at IIM Sirmaur.	
	• Attended one week e-FDP on Policy initiative and quality enhancement in higher education organized by Academic Research Group, Kolar from 5 <sup>th</sup> May to 11 <sup>th</sup> May 2021.	

#### **Students Accolades**



Page 12 PRABANDHAN

## **Placements**

S.No.	Company Name	Selected
1.	ICICI Bank	7
2.	Extramarks Education India Pvt. Ltd.	4
3.	S&P Global Market Intelligence	6
4.	Info Edge (India) Ltd.	4
5.	BYJU'S	2
6.	Planets Spark	3
7.	Protiviti	4
8.	Better.com	2
9.	Moody's Analytics	5
10.	Evalue	2
11.	InfoAxon Technologies Ltd.	2
12.	POSist Technologies Pvt. Ltd.	3
13.	IHS Markit	2
14.	Laksh Human Resources India Pvt. Ltd.	3
15.	Cue Maths	4
16.	Yellow AI	2
17.	Naukri.com	3
18.	E & Y	3
19.	Lido Learning	3
20.	Nagarro Software Pvt. Ltd.	4
21.	Bajaj Finance	2
22.	Bada Business	4
23.	Canara HSBC	1
24.	Square Yards	3
25.	SMBC	1
26.	VISTARA Airlines	2
27.	IDFC First Bank	3
28.	HDFC ERGO Health Insurance	2
29.	THG Publishing Pvt. Ltd.	2
30.	Nysa Global	2
31.	Robotron	2
32.	IAnalyzer	4
33.	Veative Lab Pvt. Ltd.	3

Volume 7, Jan-Jun, 2021 Page 13

#### Alumni Feedback



When I talk of my Gurus becoming my friends and imparting knowledge becomes so easy, I look at MAIT. MBA, one of the most prestigious and tough nut to crack, became a cake walk for me at MAIT.

From the classroom experience to on-field practical talk, my two years taught me alot. From Kalpana ma'am's HR lessons to Vivek Sir's financial theory classes, Rajiv Sir's entrepreneurial skills to Sanjiv Sir's technical skills, MAIT has grown me from a girl to woman.

I will forever be thankful to each and every faculty, supporting staff and my mates to make me what I am today.

Ms. Dairya Kapoor MBA (2018-20) Batch



My MBA experience at MAIT refined my views on career development. Life in MBA MAIT was amazing; it was like learning with fun. One gets to learn the practical implications of the theoretical knowledge. Being a part of various clubs taught me to overcome various challenges in corporate world. Lastly, I would like to thank the faculties at MAIT to bring the best within us.

Mr. Nipun Soni MBA (2018-20) Batch



It was a journey of making unforgettable memories. The best thing about the college, especially the MBA department is the faculty, who always encouraged us to take initiatives and do things on our own. This helped us in building confidence and skills to face the corporate world with ease!

Mr. Sudhanshu MBA (2018-20) Batch



The course will give you lots of opportunities to broaden your horizons in terms of time management, mentorship, skill enhancement, co-curricular activities and much more. I was determined to experience all of them and I did. This is the stage where I realized things will not be spoon fed to us and I had a fun time exploring that. The more you ask for, the more will be given to you.

Ms. Vrinda Agrawal MBA (2018-20) Batch



My experience at MAIT was very different and has led me to explore and learn new things in terms of personal and professional aspects. I am thankful to all the faculty members of our college for all their continuous efforts and constant support throughout the curriculum. We got numerous opportunities to be part of different societies like finance , entrepreneurship and marketing societies. The various co-curricular activities built confidence and leadership skills in us. A balance was maintained between extra curricular activities and academics. Time to time guest lectures , seminars , national conferences were organised for our overall growth. I personally had constant support of all the teachers which contributed towards my growth.

Ms. Aanchal Khurana MBA (2018-20) Batch