

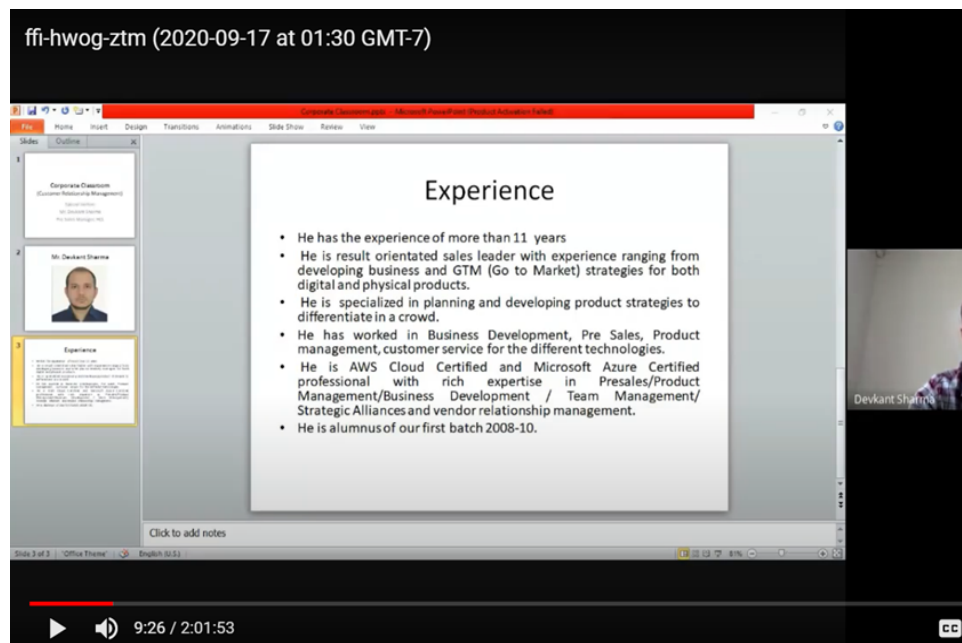
DEPARTMENT OF MANAGEMENT STUDIES NEWSLETTER (July-September 2020)

The Department of Management Studies aims to promote academic growth by offering high quality PG and Doctoral programs. The department was established in 2008. It offers MBA with specialization in Finance, Marketing and HR with an intake of 60 students. The doctoral program was started in 2011. The Department has well educated and research oriented experienced faculty members. The department has modern and well-equipped infrastructure facilities.

EVENTS ORGANIZED

1. Expert Lecture on “Opportunities Available in Customer Relationship Management”

An Expert lecture was conducted on 17th Sept 2020 for the marketing students of MBA final year. 48 students attended the expert lecture. The invited speaker was Mr. Devkant Sharma, Pre-Sales Manager, HCL. He is an alumnus batch 2008-10. Topic of interaction was opportunities available in the area of Customer Relationship Management. He guided the students about the software used for Customer Relationship Management. Interaction with participants was excellent. The expert lecture was coordinated by Dr Rupali Madan.



ffi-hwog-ztm (2020-09-17 at 01:30 GMT-7)

Corporate Classroom
(Customer Relationship Management)

Mr. Devkant Sharma

Experience

- He has the experience of more than 11 years
- He is result orientated sales leader with experience ranging from developing business and GTM (Go to Market) strategies for both digital and physical products.
- He is specialized in planning and developing product strategies to differentiate in a crowd.
- He has worked in Business Development, Pre Sales, Product management, customer service for the different technologies.
- He is AWS Cloud Certified and Microsoft Azure Certified professional with rich expertise in Presales/Product Management/Business Development / Team Management/ Strategic Alliances and vendor relationship management.
- He is alumnus of our first batch 2008-10.

Click to add notes

Slide 3 of 3 | Office Theme | English (U.S.)

9:26 / 2:01:53

Devkant Sharma

CC

2. E-session on Sales Fundamentals & Career Aspects in Sales and Marketing

The e-session on Sales Fundamentals & Career Aspects in Sales and Marketing was given by expert speaker, Mr. Aditya Verma, Regional manager at Pidilite industries limited on 19.10.2020 from 9:00 – 11:00 A.M. He provided a close to reality view point on sales and marketing. He covered three main aspects: (1) the basics of sales, (2) the various do's and don'ts of sales and marketing, (3) the myths regarding corporate life post MBA. More than 180 attendees found the webinar very practical and an enriching experience. The faculty coordinators of the webinar were Dr. Rachna Agrawal and Dr. Rajiv Sindwani.

3. Enrichment Lecture Series Program from Aug - Sep 2020.

**J.C. Bose University of Science & Technology,
YMCA, Faridabad**
Department of Management Studies
introduces
**ENRICHMENT LECTURE
SERIES PROGRAMME**

Prof. Vikram Singh
Dean (Mngmt, Alumni,
Placement & Corp. Aff)

Prof. Dinesh Kumar
Vice-Chancellor

Dr. S. K. Garg
Registrar

INAUGURAL SESSION
PROFESSIONAL APPROACH TO DECISION MAKING
TUESDAY | AUG 18, 2020
04:00 pm - 05:30 pm

Prof. Ashutosh Nigam
Dept. Chairperson

Dr. Suresh Bedi
Adjunct Faculty
Resource Person

Dr. Sapna Tsneja
Programme Coordinator

Join us by
clicking on

While acknowledging that the all-round development of management students is not only limited to academic endeavours, the department of management studies also introduced 'Enrichment Lecture Series Programme' as a quality initiative. This programme aims to equip the students with professional skills that are needed in the world of business. Under this programme, the department will be holding various sessions for the fast learners with an intent to develop application skills and abilities for higher order thinking among students. The program is open to all students of UG and PG programmes, research scholars and even faculty members. The sessions will be conducted on a regular basis twice a week. The programme was inaugurated by Hon'ble Vice chancellor sir. Sir congratulated the department for having taken such initiative and encouraged to

implement in real earnest. Dean Management, Prof. Vikram Singh, Chairperson Prof. Ashutosh Nigam, faculty members were also present during the session. The sessions will be held by Dr. Suresh Bedi and coordinated by Dr. Sapna Taneja.

4. 'Mark-e-Tact: Marketing Tactics Competition' organised by EL Marc, The Marketing Club of the Department

EL MARC organized an online competition 'Mark-e-Tact: Marketing Tactics Competition' on September 28, 2020.

The Marketing Club of Department of Management Studies, EL MARC organized an online competition 'Mark-e-Tact: Marketing Tactics Competition' on September 28, 2020. The competition was presided by Dean, Department of Management Studies, Prof. Vikram Singh. Prof. Singh said that it is the vision of Hon'ble Vice-Chancellor Prof. Dinesh Kumar, that department is able to organise such events. He emphasized that such programs provide experiential learning and blended learning to the students, which is the need of the hour and department must organise such events on a regular basis. Chairperson, Department of Management Studies Prof. Ashutosh Nigam welcomed the Guest Mr. Anoop Vrinda , CEO and Founder of Kings Lab Innovations Pvt. Ltd., Ms. Jasna Ka, HR Manager of Kings Lab Innovations Pvt. Ltd., Mr. Ajay Kumar, Head Incubation and Startup Cell, Ms. Drishti Sharma, Alumnus, teams from different Institutes and Colleges. The event was sponsored by 'KINGSLAB Innovations Pvt. Ltd'.

The image is a composite of two parts. On the left is a promotional poster for the 'Mark-e-Tact: The Marketing Tactics Competition'. The poster is dark blue with white and yellow text. At the top, it features the logo of J.C. Bose University of Science and Technology, YMCA, Faridabad, and the EL MARC logo. Below the university name, it says 'NAAC Accredited 'A' grade State Government University'. The main title is 'Department of Management Studies' followed by 'EL MARC - The Marketing Club Presents Mark-e-Tact : The Marketing Tactics Competition'. The date 'SEPTEMBER 28, 2020' is prominently displayed. It lists 'Patrons' as Prof. Dinesh Kumar (Honourable Vice Chancellor) and Prof. Vikram Singh (Dean, Department of Management Studies). The sponsor is 'KINGSLAB INNOVATIONS'. 'Student Organisers' listed are Ankit Singla (MBA-III B), Shubhangi Jain (MBA-III A), Himangi Sharma (MBA-III A), and Simran (MBA-III A). 'Faculty Coordinators' are Dr. Gunjan Gumber and Mr. Vikas Kumar, both Assistant Professors. At the bottom, Prof. Ashutosh Nigam is listed as the Chairperson. On the right side of the composite image is a video call window showing a woman, identified as Gunjan Gumber, speaking.

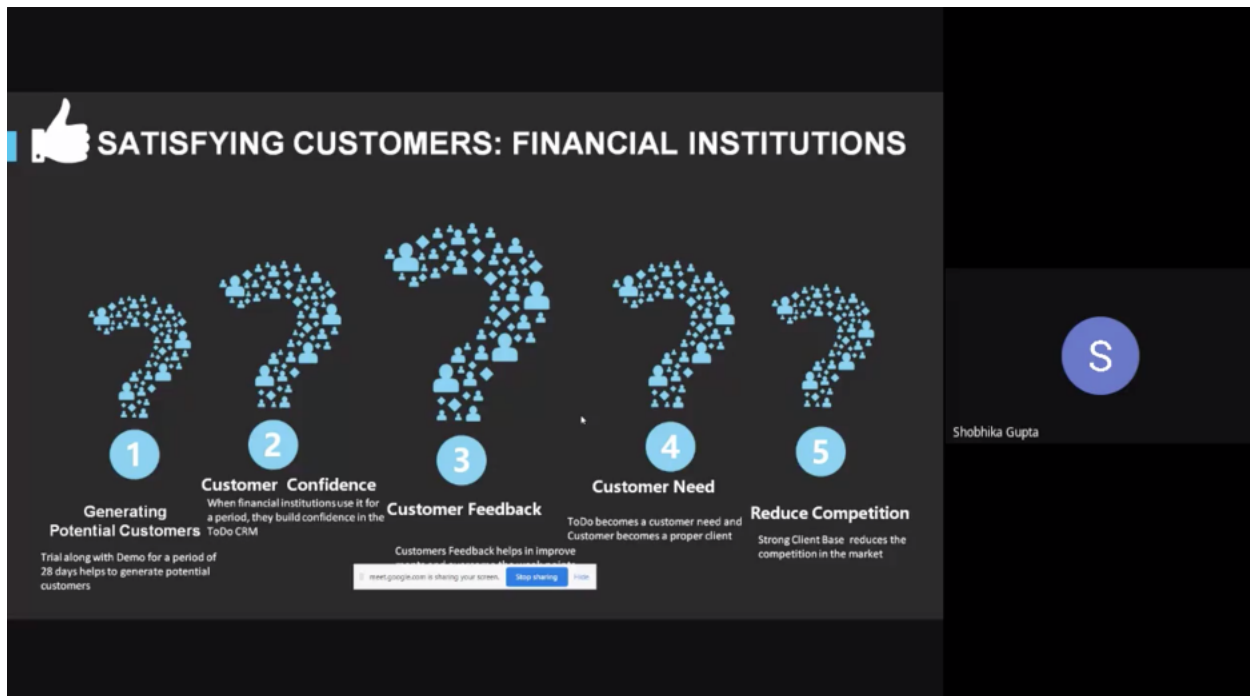
Club Coordinator Dr. Gunjan Gumber explained that the objective of the competition was to develop the critical thinking abilities of the students. Participating teams were provided with a business problem related to an organization and they had to analyze and

understand the current business environment especially the effects of COVID 19 Pandemic and make strategies for the organization to not only recover from the current crisis but also for having a global presence. Mr. Vikas Nagar gave a brief introduction about the club. Mr. Anoop Vrinda, appreciated the efforts of the teams and stressed on the importance of brainstorming and teamwork.

The Second Runner Up was 'Marketing Newbies' of MBA 2nd year from J.C. BOSE UST , YMCA, the First Runner Up was team 'Brain Stormers' of MBA 2nd year also from JC BOSE UST., YMCA and the winning team was 'Killer and Sparkle' of BBA from a College affiliated to Maharishi Dayanand University, Rohtak. The winners will get an opportunity to do internship with KingLab, an IT based company having presence in European, Asian and American markets.

Students of the Club Ankit Singla, Shubhangi Jain, Himangi Sharma, Simran, Himani Singh, Aayushi, Samridhi Rawat, Sonam, Guranshish Bhutra and Arpit Saraswat managed the entire competition.





Research Publications

1. Aggarwal R and Mangla D Paper published in UGC Care “ Titled COVID-19 India: a review of opportunities, Challenges and impact on Health insurance Sector “Volume 10 issue 7 no 13 July 2020 in JuniKhyat Journal ISSN 2278-463
2. Madan, R. & Agrawal, R. (2020). A study of effects of Relationship Marketing Strategies on customer satisfaction: Public and Private Sector banks in India, Pacific Business Review International, 12(11), 92-101.
3. Taneja, S. (2020). Measurement of Perceived Appraisal Fairness: Graph Theoretic and Matrix Approach, International Journal of Disaster Recovery and Business Continuity, 11(3).

Conferences (National/International)

1. Covid 19, Inflation and cashless economy, Friedman Monetarism connection, Global Economic order in post Covid 19 Era: Challenges, opportunities and strategies, 25-07-2020. (International)

2. A Critical study of cashless Economy during COVID 19 in reference to Indian Retail sector, Pandemic effect global economy: Unseen challenges and opportunities post covid 19 diagnosis , 31st July-1st August, 2020. (International)
3. A study of perspective of working women of 'work from home' during COVID 19, Current Issues of Women in the light of Covid 19 pandemic , 10-11 August, 2020. (National)
4. Teachers' perception on online classes – an analysis during Covid -19, Covid 19-Multidisciplinary Perspective, 29th August, 2020. (National)

FDPs, Conclaves Attended by the Faculty

1. Academic Enhancement through Quality Research, 15-19 July, 2020, BSA Educational Institute, FBD.
2. Case writing workshop, 2-3, 20-21 June, 2020, organised by Shri Vishwakarma Skill University, Haryana was attended by Dr. Rachna Agrawal and Dr. Gunjan Gumber.
3. Global HR Conclave, 11-12 July, 2020, JC Bose UST, Faridabad attended by faculty members of the department.