

DEPARTMENT OF MANAGEMENT STUDIES NEWSLETTER

NEWSLETTER (Vol. 3, Issue 2) April to June, 2021

Introduction

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 intake of 60 students. The doctoral program was started in 2011. The Department also offer Bachelors of Business Administrations (BBA). The department has well educated and research oriented experienced faculty members. The department has modern and well-equipped infrastructure facilities.

1. Activities organised by the department

a). Mac 21, The Marketing Marathon

5th April 2021

To instill competence, creativity and confidence, Marketing club of Department of Management Studies, El Marc organized its annual event MAC 21, the marketing marathon on 5th April 2021 in online mode. The objective was to provide a learning platform to the students where they can learn various marketing and management concepts by actually putting them in action.

Expressing pleasure over the initiative taken by the Club, Hon'ble Vice-Chancellor Prof. Dinesh Kumar stressed on the need of providing utmost opportunities to the students through the club to develop their professional skills required for industry.

Speaking on the occasion, Prof. Vikram Singh, Dean of the Department emphasized that students should involve in a number of activities in the campus, which can help them to be industry-ready and club must organize such activities more often.

Chairperson of the department, Prof. Ashutosh Nigam said that the Club will provide an opportunity to students to practically apply their marketing knowledge and concepts in the "real world", which would help them in enriching their exposure.

Dr. Gunjan Gumber, Coordinator of the Club, apprised everyone about the vision and purpose of the club and event MAC 21.

Mr. Vikas Kumar, Coordinator of the club proposed a formal vote of thanks.

MAC 21 event was coordinated by students team of El Marc Club headed by Himangi, Shubhangi, Simran and Ankit.

Arpit Sharma is presenting

JC BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA, Faridabad
 Department of Management Studies
EL MARC

The Marketing Club Welcomes You To MAC 21

Events
 1. Marketshetra
 2. Quizvertise
 3. Log-d-Tag
 4. Clinkuick

Sponsor:
 BIO-MED

Patron:
 Prof. Dhanish Kumar
 (Vice-Chancellor, JCB EST, YMCA)

De-Patron:
 Dr. S.S. Garg
 (Registrar, JCB EST, YMCA)

Prof. Vikram Singh
 (Dean, Dept. of Management Studies, JCB EST, YMCA)

Prof. Ashutosh Nigam
 (Chairperson, Dept. of Management Studies, JCB EST, YMCA)

Club Coordinators:
 Dr. Gunjan Gumber
 Mr. Vikas Kumar

Student Coordinators:
 Ankit : 9654480253
 Himanshi : 9719746553
 Shubhangi : 8800973289
 Simran : 8860737421

MAC 21

People (83) Chat

Mute all Add people Host controls

- IN CALL
- Gunjan Gumber (You)
 - 1852. Sec-A Ritika Jain
 - 19001301011 DEEPANSH...
 - 19001301018 HIMANI SI...
 - 19001301020 ISHIKA M...
 - 19001301030 MEHAK P...

MAC 21

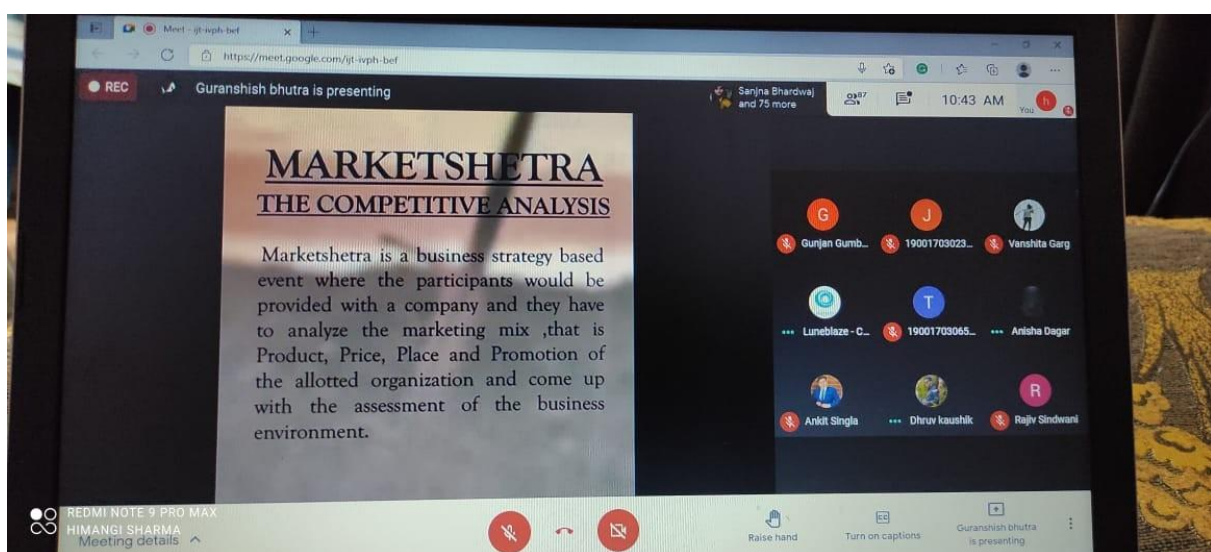
Microphone, End call, Mute

Raise hand

Turn on captions Arpit Sharma is presenting

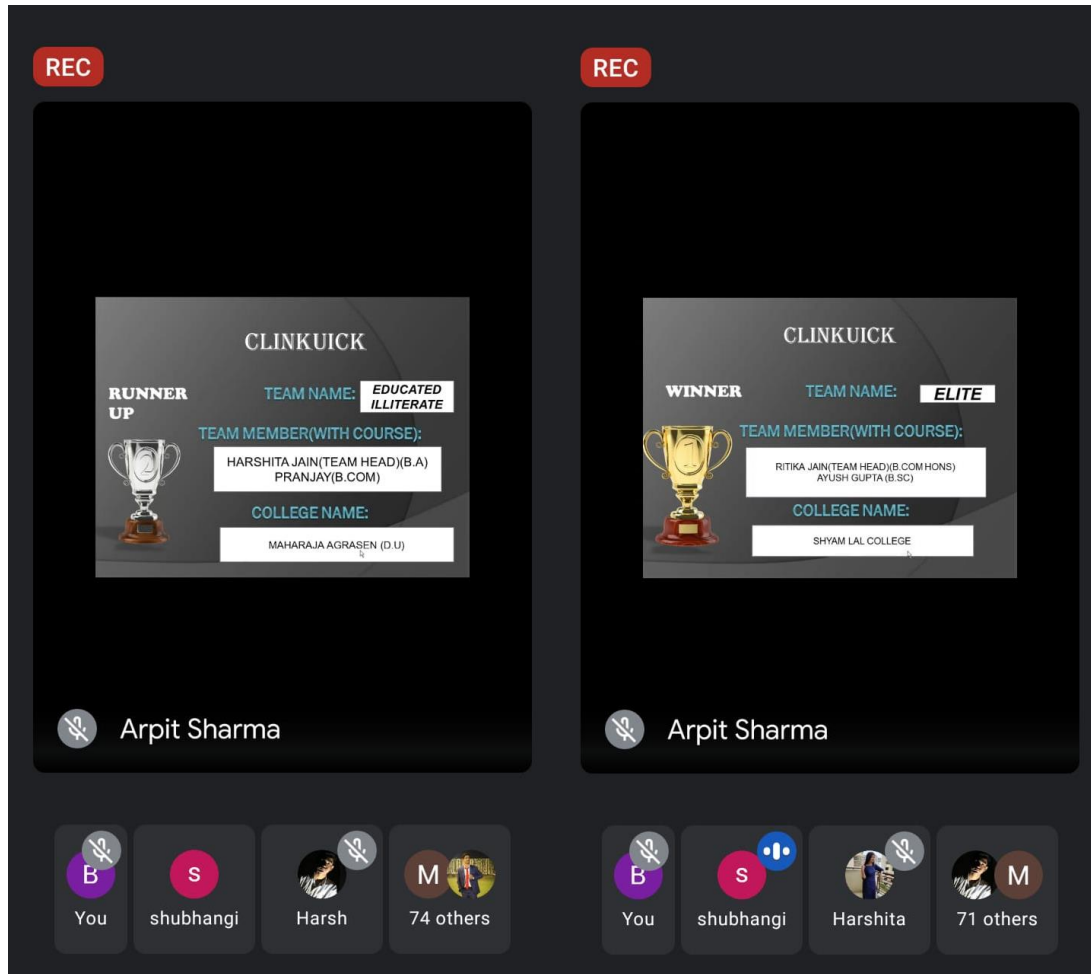
In MAC 21, club organized four competitions, namely Marketshetra, Lod-d-Tag, Clinckquick and Quizvertize. In total 43 teams registered for the event, which included teams from Maharaja Agersen College, Delhi; Sham Lal College, Delhi., Maharshi Dayanand University, Rohtak; DAV Centenary College, Faridabad; Pt Jawahar Lal Nehru College, Faridabad and different departments of JCBUST.

In Marketshetra, each team was allotted two companies and they had to do competitor analysis and craft marketing strategy. Mr. Mahender from Luneblaze and Dr. Rajiv Sindhwani judged the competition. Saksham and Ishika Mendiratta from BBA along with Anisha Dagar from MBA won the competition.

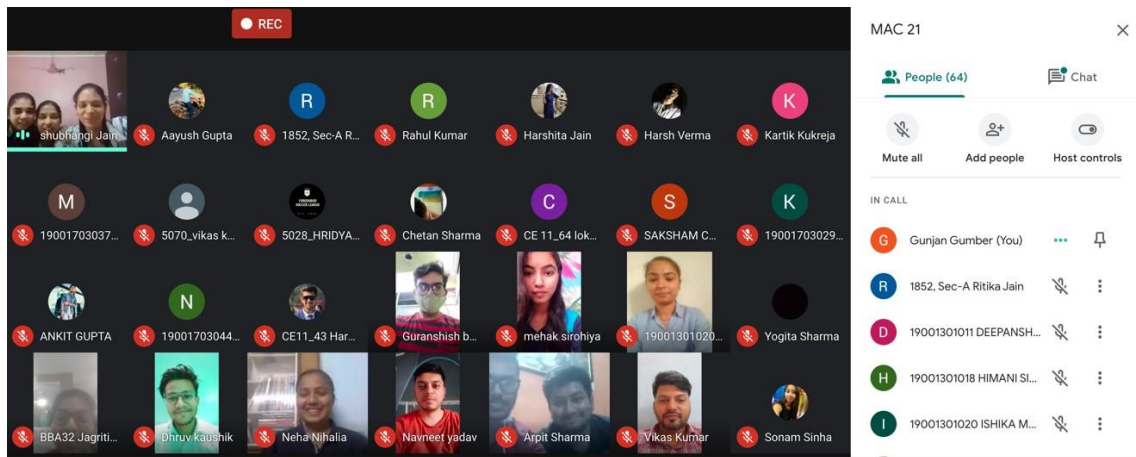


Log-D-Tag was sponsored by BioMed Healthcare each team had to redesign the logo and tagline for BioMed Healthcare. Mr Anthony Bernard, Senior Executive – International Marketing, BioMed Healthcare and Dr. Rupali Madan judged the competition. Harsh verma and Kartkit Kukreja from B.Tech won the competition.

In Clinckquick, teams had to recall the tagline or jingle of the given product or company. Ms. Kashish, MIS Executive at JCB India who is also an alumna of the department and Dr. Gunjan Gumber judged the competition. Ritika Jain and Ayush Gupta, students of Sham Lal College, Delhi University won the competition



Quizvertize was the combination of 2 events – quiz and AD MAD. Quiz was the first round and was conducted on 4 April 2021 and teams which qualified the quiz were eligible for AD MAD round, wherein they had to make a real advertisement for the product allotted to them. Ms. Shefali Devgan, Digital Marketing Executive at Novas IT Services and also an alumna of the department, and Mr. Vikas Kumar, Assistant Professor judged the competition. Vikas Kumar, Raghav Aggarwal and Hridyansh from B.Tech - Electronic Engineering won the competition.



ACHIEVEMENTS OF FACULTY

- Dr. Arti, Research Methods and Data Analysis Tools in Business Applications, Department of Management Studies, JCBUST YMCA, Faridabad 29th to 4th May, 2021.
- Dr. Gunjan Gumber, Professional Development Program, J.C. Bose University of Science and Technology, YMCA. One week (6 days), 28th June to 03rd July 2021.