

# PGDM (BATCH 2017-2019)

## NEWSLETTER

On 3rd July, 2017, JIMS family warmly welcomed the XXV PGDM batch of (2017-19) in the College Auditorium which was packed with enthusiastic fresher-students, parents, faculty and staff members.

After Orientation program the students headed for a workshop on “Team work makes the Dreams work” The workshop was conducted by senior students under the guidance of professors.

Trimester I consists of following subjects ;

- ✦ Managerial Economics
- ✦ Quantitative Techniques I
- ✦ Marketing Management
- ✦ Fundamentals of Management
- ✦ Financial Accounting
- ✦ Legal Aspects of Business
- ✦ Business Communication
- ✦ IT Applications in management
- ✦ Environmental Scanning



The abovementioned subjects lay the foundation of management for the students who wish to become the managers in the upcoming future in renowned companies.

Various workshops and guest sessions were conducted during July to September 2017 as to groom the students .

Talent Hunt was one of the highlighted event organised by Cultural Club on 12th Aug 2017, in which students showcased their unique talents in various field. Brijesh Kulshwah was the winner of the event for his excellent dance performance in second position was tied between Ayush Jain & Ayush Rawat. The three consolation prizes were given to Shradha Srivastav, Shubham Kumar and Devashish Gaur.



On 31st Aug 17, Marketing club organized an event called “Treasure Hunt” 24 teams were selected after elimination round ,who took part in the further rounds which included “product” and “location” round.Finally The Winning team from Section A included Devashish , Vrinda, Ankur and Anuja. First Runner Up – PGDM Team Sec B –.Ritu Saxena , Samridhi,Aanchal Nijhawan, and Debolina Dutta. Second Runner Up – PGDM Team – Sec B - Shashank Gupta ,Piyush Gupta,Shubham Kansal and Prachi Aggarwal.

## GLIMPSE OF TRIMESTER I

### Orientation Program

#### \* Workshops

- ☞ Hum Honge Kaamyab
- ☞ Dale Carnegie on “Positivity and balanced life for digital youth”
- ☞ Digital Marketing

#### \* Guest Sessions

- ☞ Understanding GST
- ☞ GST- Implications on Business
- ☞ Entrepreneurship
- ☞ Digital Marketing Orientation

#### \* Industrial Visit

- ☞ Yakult Danone Ltd
- ☞ Karmaarth Visit

#### \* Club Activities

- ☞ IPL Bidding Game-Finance club
- ☞ Treasure Hunt-Marketing Club
- ☞ Talent Hunt-Cultural Club
- ☞ Rekindling the Vintage- E Cell Club



To view and understand the working environment of an industry, an industrial visit was organised to Yakult Danone India Pvt Ltd at Sonipat, Haryana on 3rd & 10th Aug, 2017.

A visit to Karmaarth visit was organised for the students to sensitise students to the wide gamut of activities. Karmaarth provides skill based training as well as placement assistance to the youth of India.

Finance club conducted a simulation event named IPL bidding on 1st Sept 2017. The prime objective was to improve the budgeting and decision making skills of the students and also to assess their general awareness in different spheres. The first prize of Rs 1500 was won by Gujarat Gladiators ((Jatin Narang, Himanshu Sharma, and Sachin Nagar-PGDM Sec A) while 2nd prize of Rs 1000 and third prize of Rs 500 were grabbed by Kolkata Tigers (Swati Garg, Piyush Kumar and Tarun Kumar-PGDM- Sec B) and Punjab Blasters (Sahil Tyagi, Aditya Yadav and Saumaya Sharma-PGDM Section A, First Year) respectively.



Mentorship meetings are conducted time to time so that students can seek guidance from their respective mentors on various critical issues like opting for live projects, choosing major and minor specialisation etc.

For evaluating the ongoing performance in academics mid term evaluation and various other assessments techniques such as case study, group projects, assignments were held in all the subjects.

Greater industry exposure via live projects was provided to the students so that they can have a first hand experience of the industry. This connectivity adds the personality and changes the outlook of the students to visualise the things through different directions.

Trimester I ended with the End Term Examination giving them the opportunity to show case their academic value addition through a pen paper examination format.

We believe education is a shared commitment between dedicated teachers, motivated students and enthusiastic parents. We hope that this journey results up in creating a lively relationship with each one of you. We are happy to associate with you and promise to provide your ward the best of guidance required for a successful career.

## GLIMPSE OF TRIMESTER I

- \* Corporate Exposure through Live Projects
  - Alue India Ltd
  - Bonita
  - United Biscuits
  - Big Bazaar
  - Delhi Free Duty Service at IGI Airport, Delhi
  - IMRB Kantar
  - Tac House
- \* Quintessence Bulletin Board Competition Winner – Sec A

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