

## Department of Management BBA



**Theme:**  
**Management learning from Holi -  
Festival of colors**

# Insights and Reflections from Students



Shreya Dua, BBA 1st Year

## "The Profound Wisdom of Holi: Embracing Empathy, Integrity, and Reconciliation"

Holi, beyond its vibrant colors and festivities, imparts profound lessons. It illuminates the importance of empathy in today's competitive world, urging us to prioritize relationships over transient gains. Integrity and ethics stand as pillars of leadership, emphasizing the folly of shortcuts. The festival fosters reconciliation, urging us to forgive, forget, and start anew. Symbolized by the Holika bonfire, Holi encourages introspection, urging us to incinerate inner evils and obstacles hindering progress. It's a time for leaders to unite their teams, clearing misunderstandings and fostering togetherness. As we celebrate on March 13th, let's not merely revel in merriment but embrace the wisdom Holi imparts. Let's cherish love, forgiveness, and self-reflection, enriching our lives with harmony and peace.

## "Harnessing Holi: Lessons for MBA Success"

Holi, a festival of colors, embodies valuable management lessons for MBA students. It underscores the significance of collaboration, clear communication, and respect for diversity in fostering successful organizations. Creativity, risk-taking, and effective planning showcased during Holi celebrations translate to innovative problem-solving and efficient project management in business. Adaptability, time management, and empathy are crucial traits to cultivate, akin to the festival's spirit of embracing differences and building strong relationships. Moreover, Holi teaches the importance of celebrating success and acknowledging team contributions. For aspiring MBA candidates seeking a transformative educational experience, Jaipuria Institute of Management offers a dynamic curriculum, expert faculty, and industry connections tailored to propel careers forward. Join us to harness these lessons and embark on a fulfilling journey towards leadership excellence. Apply now to Jaipuria Institute of Management and unlock your potential for success in the business world.



Priyanshu, BBA 2nd Year

## "Holi: Embracing Empathy and Integrity in Leadership"

Holi exemplifies the triumph of good over evil, advocating for honesty and integrity in leadership. It emphasizes the importance of prioritizing relationships over fleeting gains. As people come together to celebrate, leaders should seize this opportunity to foster collaboration and unity within their teams. Holi's spirit of forgiveness encourages letting go of grudges and starting afresh, promoting harmony and renewed connections. Just as Holi's vibrant colors spark creativity, envisioning career goals clearly can inspire innovative approaches to achieving them. This festival serves as a reminder to infuse empathy, integrity, and vision into leadership and life.



Aman Kumar Neniwal, BBA Final Year



# "March Pursuits"

MON	TUES	WED	THURS	FRI	SAT	SUN
				1	2	3
4	5	6 WorkShop	7 Industrial Visit	8	9	10
11 FDP	12 FDP Workshop	13 FDP	14 FDP	15 FDP	16	17
18	19	20	21	22 ZEAL	23 ZEAL	24
25	26	27	28	29	30	31

**6th March, 2024:**

## **Workshop on Civil Services by Ms Preeti Kumari**

Ms. Preeti Kumari, ranked AIR 130 in CSE 2022, conducted a workshop on Civil Services on March 6th. With her imminent role as Assistant Commissioner of Police this November, she shared valuable insights on exam preparation and career prospects, inspiring aspirants with her journey and expertise.



**7th March, 2024:**

## **Industrial Visit to Mother Dairy for 1st Year BBA Students**

On March 7th, 2024, BBA 1st-year students embarked on an industrial visit to Mother Dairy. This excursion offered a firsthand understanding of dairy production processes, quality control measures, and supply chain management. Students gained practical insights aligning with their academic curriculum, enhancing their understanding of business operations in the dairy industry.



**7th March, 2024:**

## **Industrial Visit to FinTech Exhibition for Finance Specialization Students**

On March 7th, 2024, students specializing in BBA and B.Com Finance participated in an industrial visit to the FinTech Exhibition. The visit aimed to provide firsthand exposure to financial technology innovations. Students gained insights into cutting-edge trends, fostering a deeper understanding of the intersection between finance and technology.



**11th-15th March, 2024:**

**ICSSR-NRC Sponsored Research FDP**

The Department of Management organized an ICSSR-NRC Sponsored Research Workshop from March 11th to 15th, 2024, conducted in a hybrid mode. Themed "Understanding Research Paradigms: A Foundation for Research Methodology," the workshop featured esteemed speakers including Prof. Sanjeev Mittal, Prof. Durgesh Tripathi, Dr. Arun Kumar Dubey, Prof. H K Dangi, and Dr. Miklesh Prasad Yadav. Participants gained valuable insights into research paradigms and methodology from renowned experts in academia and industry.



**12th March, 2024:**

**Workshop on Career on Financial Planning**

Bajaj Capital hosted a session for BBA and B. Com (H) students on "Career in Financial Planning." Speakers Mr. Rishipal Singh Narang and Mr. Ranjeev Singh Lalotra shared insights on industry trends, required skillsets, and presented real-life case studies. The session, emphasizing the importance of financial planning, provided an interactive Q&A, ensuring an informative and engaging experience for students.



**"Achievement"**

Under the Guidance of Mr. Nimish Bhargav Fashion Team of LLDIMS performed well in the College Fest hosted by NDIM and won 1st Position



## GLIMPSES of ZEAL 2K24



# April Academic Adventure: Exploring Essential Syllabus Subjects

1st Year	2nd Year	3rd Year
BBA 102 Cost accounting: Cost Sheet and Process Costing	BBA 202 HRM: Training and Development, Compensation Management and Management development	BBA 302 Project Management: Financing of Projects
BBA 104 Decision Techniques for Business: Linear Programming	BBA 204 FM: Cost of Capital, Capital Structure and Leverage	BBA 304 Digital Marketing: Digital Promotion techniques
BBA 106 Business Environment: Macro Economics and National Income and Determination	BBA 206 RM: Measurement, Sampling and Hypothesis Testing	BBA 306 IBM: Strategy Making and International business
BBA 108 E-Commerce: Electronic Payment System and Security issues in E commerce	BBA 210 ISM: Cost Benefit analysis and System development	BBA 308 BPS: Formulation of Corporate Strategies
BBA 110 Business Communication: Business Letter Writing and Presentation Tools	BBA 214 MSD: Building emotional Competence	BBA 310 S&DM: Disribution Channels and Institutions



# Internal Date Sheet

Date	1st Year	2nd Year	3rd Year
15-Apr-24	BBA 102 COST ACCOUNTING	BBA 202 BUSINESS ANALYTICS	BBA 302 PROJECT MANAGEMENT
16-Apr-24	BBA 104 DECISION TECHNIQUES FOR BUSINESS	BBA 204 FINANCIAL MANAGEMENT	BBA 304 DIGITAL MARKETING
17-Apr-24	BBA 106 BUSINESS ENVIRONMENT	BBA 206 CORPORATE GOVERNANCE, ETHICS AND SOCIAL RESPONSIBILITY OF BUSINESS	BBA 306, 308,310 (HR, AD&SP, IAPM)
18-Apr-24	BBA 108 E COMMERCE	BBA 208 INCOME TAX LAW AND PRACTICE	BBA 312 ENTREPRENEURSHIP DEVELOPMENT
19-Apr-24	BBA 110 BUSINESS COMMUNICATION	BBA212,214,216 (T&D, SM, FMI)	

Ms. Sugandha Agarwal  
Newsletter Coordinator  
& Editor

Dr. Ashish Kumar Dubey  
HOD (BBA)

Dr. Pranav Mishra  
Director