

## Department of Management

MAY, 2024



### HIGHLIGHTS

- 1) Industrial Visit to Coca Cola
- 2) Seminars
- 3) Assessments
- 4) Glimpses of Education Fair
- 5) Closing Ceremony of Zeal 2024
- 6) Placement Highlights



### RIG VEDA LEADERSHIP STORY - INDRA

In the ancient Rig Veda, the heroic figure of Indra, revered as the ruler of the gods, shines in the epic battle against the malevolent demon Vritra. With courage and cunning, Indra leads the gods to reclaim the stolen waters, vital for all life. Armed with a thunderbolt bestowed by Vishnu, he vanquishes Vritra, securing victory and restoring the life-giving essence to the world. Indra's leadership, bravery, and strategic prowess stand as a testament to his legendary status.

The Importance of Leadership

# ऋग्वेद



### AESTHETIC WRITERS



Sobhit-  
final year  
student



Vansh -  
2nd year  
student



Phoolati -  
1st year  
student

## **UNVEILING TIMELESS LEADERSHIP WISDOM FROM THE VEDAS: ESSENTIAL READING FOR EVERY LEADER**

Sobhit Pandey-3rd Year BBA

Effective communication during layoffs is critical for maintaining trust and morale. Transparently sharing the state of the business, providing clarity on the future direction, and demonstrating empathy are key. Leaders should anticipate and address complex emotions, while offering opportunities for employees to ask questions and receive honest answers. Survivor guilt and anxiety must be acknowledged, and discussions should focus on the business rationale behind decisions. Remaining employees need reassurance and a sense of inclusion in the company's journey forward. Creating space for dialogue fosters trust and engagement, aiding in the healing process and reaffirming commitment to those who remain.

## **UNVEILING TIMELESS LEADERSHIP WISDOM FROM THE VEDAS: ESSENTIAL READING FOR EVERY LEADER**

Vansh Mathur-2nd Year BBA

Effective leadership is essential for transformation, requiring vision and strategic direction. However, success hinges not only on leadership but also on its transformative nature. Leaders must challenge norms and adapt with resilience. The term "Veda" derives from "vid," signifying understanding, encapsulating ancient Hindu wisdom. Ten principles emerge from Vedic philosophy:

1. Embrace Versatility: The Ramayana embodies exemplary leadership.
2. Uphold the Law of Action: The Bhagavad Gita prioritizes duty over outcomes.
3. Understand Luck: Upanishads highlight desire, will, deed, and destiny.
4. Harness Brain Technology: Meditation enhances clarity and subconscious processing.
5. Prioritize Practical Wisdom: Guru Dronacharya emphasizes truthfulness.
6. Pursue Holistic Goals: Hinduism advocates morality, prosperity, pleasure, and liberation.
7. Respect Human Agency: Acknowledge individual autonomy.
8. Lead by Example: Lord Krishna's leadership in the Bhagavad Gita serves as a model.
9. Balance Power and Responsibility: Leaders should wield authority responsibly.
10. Foster Unity through Vision: Visionary leadership fosters cohesion amid diversity.

In essence, leadership transformation draws from Vedic wisdom, guiding leaders through today's intricate challenges.

## **THE VEDIC APPROACH TO MANAGEMENT FOR LEADERSHIP**

Phoolwati - 1st Year BBA

The ancient Vedic texts offer profound insights that resonate even in modern management and leadership practices. Central to the Vedic approach is a holistic understanding of leadership as not merely a position of authority, but as a responsibility towards the collective well-being. Leaders are encouraged to embrace versatility, upholding principles of duty over outcomes, and understanding the interconnectedness of actions and their consequences.

Moreover, the Vedic approach emphasizes the cultivation of practical wisdom, respect for individual agency, and the importance of leading by example. By harnessing techniques such as meditation to enhance clarity and subconscious processing, leaders can navigate the complexities of the VUCA (Volatile, Uncertain, Complex, Ambiguous) world with resilience and foresight.

Ultimately, the Vedic approach to management for leadership advocates for a vision-driven, ethical, and inclusive leadership style that fosters unity and prosperity within organizations and societies.

# April Pursuits

MON	TUES	WED	THURS	FRI	SAT	SUN
1	2	3 Industrial Visit Seminar	4	5	6	7
8	9	10	11	12	13 ZEAL Closing Ceremony	14
15 Internal Exams	16 Internal Exams	17 Internal Exams	18 Internal Exams	19 Internal Exams	20	21
22 Internal Exams	23 Internal Project VIVA	24 Internal Project VIVA	25 Internal Project VIVA	26	27	28
29	30 Seminar					

## Seminar on "How to be a Compliance Manager" on 3rd April, 2024

A session on compliance management was conducted by CAs Nitin Anand and Vishal Varshney on April 3, 2024. They highlighted the key responsibilities and skills required to excel in the role. The session emphasized the importance of staying updated with regulations and fostering a culture of compliance within organizations. Attendees gained insights into risk assessment, regulatory frameworks, and effective communication strategies essential for success in compliance management.



## Industrial Visit to COCA COLA on 3rd April, 2024

On April 3rd, 2024, the Department of Management organized a visit to COCA COLA for BBA students, focusing on the company's history, CSR, and sustainability practices. Students observed manufacturing processes of beverages like Fanta and Maaza, gaining insights into production and packaging. They learned about COCA COLA's CSR and sustainability efforts, enhancing their understanding of management principles and industry practices. This visit enriched their theoretical knowledge with practical exposure, fostering skills in business administration.



# Glimpses of Education Fair. 2024



## ZEAL 2024, Closing Ceremony

BBA students  
getting Reward  
for their  
Comendable  
work in ZEAL  
2024



# May Academic Adventure

## Exploring Essential Syllabus Subjects

1st Year	2nd Year	3rd Year
BBA 102 : Contract Costing	BBA 202 : Types of Analytics	BBA 302: Project Evaluation and Control
BBA 104 : Transportation and Assignment Problem	BBA 204: Dividend Decision, Working capital Management	BBA 304: Digital Promotion Techniques II
BBA 106: Economic Environment	BBA 206: Implication of Moral Issues in Different Area of Business	BBA 312 : Role of Entrepreneur
BBA 108: E-Commerce Application	BBA 208 : Computation of total Income	BBA 306: Teams, Appraisal, Employee Engagement BBA 308: Sales Promotion BBA 310 : Recent Trends in Investment
BBA 110: Departmental Communication	BBA 212: Training BBA 216: Sale Budget, Audit, IT, and ethics BBA 218 : Banks, NABARD, DFI, NPA, NBFC's	

# Placement Highlights



Bird Worldwide Flight Services

**JOEL JOSEPH MONSI : 2.5 LPA**



**Sobhit Pandey : 3 LPA**



**PRAGYA RANI : 2.4 LPA**

PRAGYA RANI



**RISHI V RAMESAN : 4.6 LPA**



**DHRUV JASWANI : 1.2 LPA**



**SHAFHA HUSAINI: 1.8 LPA**

## Upcoming

(1) Seminar on "Personality Traits & competencies of an entrepreneur"

(2) External Project VIVA

Ms. Sugndha Agarwal  
Newsletter Coordinator  
& Editor

Dr. Ashish Kumar Dubey  
HOD (BBA)

Dr. Pranav Mishra  
(Director)