

SEPTEMBER, 2024

DEPARTMENT OF MANAGEMENT AND COMMERCE

NEWSLETTER



Welcome
Smt. **Droupadi Murmu**
Honourable
President of India

INDIA
Celebrating Maiden
NATIONAL SPACE DAY
on 23 AUGUST 2024

Treasuring The Memory
of **Chandrayaan-3's** Historic
Moon Landing



NATIONAL SPACE DAY

National Space Day in India is celebrated to honor and commemorate the achievements and contributions of India's space program. While India doesn't have a specific "National Space Day" on a single date, several days related to space exploration and achievements are celebrated throughout the year. One of the most prominent days is August 15th, India's Independence Day, when major space missions or announcements by the Indian Space Research Organisation (ISRO) often coincide, showcasing India's advancements in space technology.

THEME: 'TOUCHING LIVES WHILE TOUCHING THE MOON: INDIA'S SPACE SAGA'.

Highlights

- **Articles from Students**
- **Student Induction Program**
- **Orientation Program**
- **Independence Day Celebration**
- **National Space Day**
- **Seminar on Digital Marketing**
- **National sports Day**
- **Small Industrial Day**
- **September Academic Adventure**

Student Corner



Gayatri
BBA 2nd Year



Ayush Naithani
BBA 2nd Year



Archana Ray
BBA 2nd Year

AUGUST, 2024

Celebrating National Space Day: A Journey Through the Cosmos

National Space Day, celebrated on 23rd August, marks India's space achievements, particularly the successful landing of Chandrayaan-3's Vikram Lander on the Moon's southern polar region in 2023. India became the fourth nation to land on the Moon and the first to reach this unexplored area. The 2024 theme, "Touching Lives while Touching the Moon: India's Space Saga," emphasizes the impact of space exploration on daily life. Recent findings from Chandrayaan-3 revealed uniform terrain and support the lunar magma ocean (LMO) hypothesis, shedding light on the Moon's crust formation and mineral composition.

Written By: Gayatri

Inspiring the Next Generation on National Space Day

National Space Day is a call to inspire the next generation of explorers by emphasizing the importance of STEM education. With programs like NASA's Artemis and space camps, students can engage in hands-on learning and dream of future space missions. Organizations like the Planetary Society provide resources to further ignite curiosity. Educators can integrate space themes into lessons, offer virtual field trips to space centers, and host guest speakers to discuss careers in the space industry. National Space Day encourages young minds to dream big and prepares them to shape the future of space exploration.

Written By: Ayush Naithani

National Space Day: Reflecting on the Ethical Challenges of Space Exploration

National Space Day is a time to reflect on the ethical challenges of space exploration, including space debris, colonization, and environmental impact. Space debris poses significant risks to spacecraft, highlighting the need for sustainable space practices. As we move closer to colonizing Mars, ethical questions about ownership and potential exploitation arise, urging us to avoid repeating Earth's colonial mistakes. The environmental impact of rocket launches and space mining also requires careful consideration. With advancing technology, updated regulations, corporate responsibility, and public engagement are essential to ensuring a balanced and ethical approach to humanity's future in space.

Written By: Archana Ray

August Pursuits, 2024

Mon	Tues	Wed	Thus	Fri	Sat	sun
			1 Induction	2 Induction	3	4
5	6	7	8 Orientation	9 Orientation	10	11
12	13	14	15 Independence Day	16	17	18
19	20	21	22	23 National Space Day	24	25
26	27	28	29 Seminar on Digital Marketing & National Sports Day	30 Small Industrial Day	31	

Glimpses of August Activities

Induction Programs (1st & 2nd Aug, 2024)



The induction programs for the management departments greeted the new 1st-year students with a range of engaging and informative activities designed to smooth their transition into college. Spanning a week, the program familiarized students with the academic setting, available resources, and opportunities within their departments.

Orientation Program Day 1 - (8th August, 2024)

The department of management and commerce organised the Orientation Program with an insightful session by Prof. Sanjeev Mittal, who emphasized the importance of Knowledge, Skills, and Attitude (KSA). This was followed by Ms. Vandana Saxena's engaging session on soft skills and digital marketing, where she highlighted their significance in today's professional landscape. The program provided students with valuable guidance to start their academic journey.



Orientation Program Day 2 - (9th August, 2024)



Department of Management organised a workshop on Life Skill on dated 9th August, 2024. Speaker Mr. Kundan Kumar who is a director and CEO 3A Learning Solution delivered a valuable session on life skills. The session was insightful and impactful, setting a strong foundation for the students' journey ahead.

Independence Day Celebration - (15th August 2024)

The management department proudly participated in the Independence Day march, showcasing our unity and patriotism. With synchronized steps and spirited enthusiasm, students honored the sacrifices of our freedom fighters. The march symbolized our commitment to the nation's ideals, reflecting the strength and discipline of our department.



Glimpses of August Activities

National Space Day organised on 23rd August, 2024

India's inaugural National Space Day on August 23, 2024, highlighted advancements in space exploration. Dr. Chinnaiyan Ramasubramanian, Pro Vice Chancellor of Lingaya's Vidyapeeth, addressed the event attended by BBA students, emphasizing India's achievements and future goals in space technology and research.



Seminar on Digital Marketing & National Sports Day - (29th August, 2024)

On 29th August 2024, the management department hosted a seminar on Digital Marketing, featuring esteemed speakers Mr. Siddharth Kaim, Project Head, and Mr. Amit Kharbanda, a renowned Digital Marketing Trainer and Expert from the Delhi Institute of Digital Marketing. The seminar provided students with valuable insights into the latest digital marketing strategies, emphasizing practical skills and industry trends. It was an enriching experience, enhancing the students' understanding of the dynamic digital landscape.



On 29th August 2024, LLDIMS observed National Sports Day with great enthusiasm. BBA students actively participated in various sports activities, showcasing their athletic skills and team spirit. The event highlighted the importance of physical fitness and sportsmanship, aligning with the values of National Sports Day. The participation of BBA students not only promoted a healthy lifestyle but also fostered camaraderie and competitive spirit among the participants.



National Industrial Day Celebration (30th August, 2024)

On 30th August 2024, LLDIMS celebrated Small Industry Day with a focus on innovation and entrepreneurship. BBA students took an active role, delivering insightful presentations on the significance of small industries in the economy. Additionally, they showcased their creativity through a poster-making activity, highlighting key aspects of small business management.



September Academic Adventure

Exploring Essential Syllabus Subjects

1st semester	3rd Semester	5th Semester
BBA 101: Introduction of Management and its approaches	BBA 201: The Indian Contract Act 1872	BBA 301: Understanding the GST in India
BBA 103: Principle of Accounting	BBA 203: Introduction to Marketing Environment, Consumer Behavior, and Segmentations	BBA 303: Introduction to Business Policy and Strategic Management Process
BBA 105: Meaning and Scope of Accounting	BBA 205: Introduction to Human Resource Management	BBA 305: Introduction to ISM and Information in decision making
BBA 107: Introduction to Business Economics and Fundamental Concepts	BBA 207: Introduction to Management Accounting	BBA 309: Introduction to Marketing Analytics
BBA 109: Introduction to Entrepreneurial Mindset	BBA 209: Introduction to Production and Operation Management and design of Production System	BBA 311: Understanding the concept Performance Management
BBA 113: Communication Process, Types and effectiveness	BBA 211: Introduction to Business Research	BBA 313: Excel as a basic tool of Financial Modeling

Students Achievements

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INTERNSHIP SUCCESS
 BBA Batch 2022-2025



VEDANT SHARMA
 Intern
 Airport Authority of India

Congrats!

lldims.edu.in

Batch 2021- 24	Batch 2022-25	Batch 2023-26
Nistha Guha 9.099	Yuthika Mahapatra 8.748	Archana Ray 9.106
Deepanshi 9.063	Vani 8.607	Harshita Joshi 8.298
Nancy Abrol 8.908	Yukti Duggal 8.320	Shubham Jha 8.085

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 Director
 LLDIMS