

# NEWSLETTER

October, 2024

(Department of Management)

## शिक्षक दिवस

- गुरुः साक्षात् परं ब्रह्म तस्मै श्री गुरवे नमः
- त्वमेव विद्या द्रविणं त्वमेव, त्वमेव सर्वं मम देव देव
- गुरौ न प्राप्यते यत्तन्नान्यत्रापि हि लभ्यते
- गुरु बिन ज्ञान न उपजे, न मिलै मोक्ष
- गुरु बिन लखै न सत्य को, गुरु बिन मिटै न दोष



गुरु ब्रह्मा गुरु विष्णु गुरु देवो महेश्वरः।  
गुरु साक्षात् परब्रह्म तस्मै श्री गुरवे नमः।

## HIGHLIGHTS

- Guest Lecture on Marketing Management and It's Implication in Life Management
- AIMA program
- Poster Making Contest
- Workshop on Managing Emotions and Self
- Two Days Induction Program
- Orientation Program
- Pre Placement Drive



# September Pursuits

Mon	Tues	Wed	Thur	Fri	Sat	Sun
						1
2	3 Guest Lecture	4	5 AIMA program	6 Poster Making Contest	7	8
9 Workshop	10	11	12	13	14	15
16	17	18 Induction Program Day 1	19 Induction Program Day 2	20	21 Orientation Program	22
23	24 Pre Placement Drive	25	26	27	28	29
30						

*"TAKE UP ONE IDEA. MAKE THAT ONE IDEA YOUR LIFE - THINK OF IT, DREAM OF IT, LIVE ON THAT IDEA. LET THE BRAIN, MUSCLES, NERVES, EVERY PART OF YOUR BODY, BE FULL OF THAT IDEA, AND JUST LEAVE EVERY OTHER IDEA ALONE. THIS IS THE WAY TO SUCCESS."*

*— SWAMI VIVEKANANDA*

# GLIMPSES OF SEPTEMBER ACTIVITY

## MARKETING MANAGEMENT AND ITS IMPLICATION IN LIFE MANAGEMENT

The Management Department at Lingaya's Lalita Devi Institute of Management and Sciences organized a guest lecture on September 3, 2024, at the institute's Seminar Hall. The lecture, titled "Marketing Management and its Implication in Life Management," was delivered by Dr. Akshay Mishra, Assistant Professor at the College of Vocational Studies, Delhi University. Dr. Mishra explored how marketing strategies can be applied to personal and professional life management, offering practical insights to students. The session was highly engaging, providing attendees with valuable perspectives on aligning marketing principles with everyday decision-making processes.



## ALL INDIA MANAGEMENT ASSOCIATION

Students from the Management Department of Lingaya's Lalita Devi Institute of Management and Sciences participated in a prestigious program organized by AIMA at the Indian Habitat Centre. The event featured esteemed speakers, including Prof. TG Sitharam, Chairman of AICTE; Mr. Nikhil Sawhney, President of AIMA and Vice Chairman of Triveni Turbine Ltd.; Prof. Bhimaraya Metri, Chairman of AIMA Board of Studies; Ms. Rekha Sethi, Director General of AIMA; and Dr. Rohit Singh, Director of AIMA CME. This enriching event offered students valuable insights into emerging trends in education, professional excellence, and leadership, inspiring them to pursue academic and career growth. The interaction with industry leaders broadened their understanding of the evolving management landscape.



## POSTER MAKING CONTEST

The Management Department of Lingaya's Lalita Devi Institute of Management and Sciences organized a Poster Making Contest on September 6, 2024. The contest saw enthusiastic participation from BBA students, who created posters on a variety of themes. Each participant displayed their creativity and understanding of their chosen subjects, crafting visually appealing and informative posters. After completion, the students presented their posters in their respective classes, explaining the ideas and messages they aimed to convey. The contest not only fostered creativity and teamwork but also provided a platform for students to enhance their presentation skills and express their perspectives visually.



# GLIMPSES OF SEPTEMBER ACTIVITY

## WORKSHOP ON MANAGING EMOTIONS AND SELF

The Department of Management at Lingaya's Lalita Devi Institute of Management and Sciences organized a workshop on "Managing Emotions and Self" on September 9, 2024, in the Seminar Hall. The workshop was conducted by Ms. Anjali Biyani, a renowned Game Master, Soft Skills Trainer, News Anchor, and Voice Over Artist. All students from the BBA department attended the session, where Ms. Biyani shared valuable insights on emotional intelligence and self-management. The interactive session allowed students to learn practical strategies for handling emotions effectively in both personal and professional environments. The workshop provided a meaningful platform for self-reflection and growth, encouraging participants to apply these skills in their daily lives.



A WORKSHOP ON  
**MANAGING  
EMOTIONS  
& SELF**

**MS. ANJALI BIYANI**  
Game Master, Soft Skills Trainer,  
News Anchor, Voice Over Artist,  
Self Pranic Healer

📅 9 September 2024  
🕒 10:30am-12:00pm  
📍 Seminar Hall, LLDIMS

**Tanlum**  
TANTALUM ACADEMY



## INDUCTION PROGRAM DAY 1 (18-09-2024)

Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS) organized a two-day orientation program for the freshers of the 2024-25 batch. On the first day, September 18, 2024, the event commenced with a warm introductory welcome speech by Dr. Pranav Mishra, Director of LLDIMS, setting a positive tone for the new academic year. Following the address, Mr. Amit Garg, a Senior Corporate Trainer and Mind Programmer, conducted an engaging workshop on mind programming and leadership development. The session, held in the Seminar Hall, was attended by all first-year BBA students, who gained valuable insights into personal and professional growth through mental conditioning and leadership skills development.

## INDUCTION PROGRAM DAY 2 (19-09-2024)

On the second day of the two-day orientation program for the 2024-25 batch at Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS), held on September 19, 2024, the focus was on practical learning and mental well-being. First-year BBA students were tasked with creating reels based on assigned topics and products, encouraging creativity and teamwork. This was followed by a session on understanding the concept of brainstorming, where students learned how to generate and refine ideas collaboratively. The day concluded with an insightful session on Anxiety and Stress Management, providing students with tools to manage academic and personal pressures effectively. The sessions, held in the Seminar Hall, were well-received by all attendees.



# GLIMPSES OF SEPTEMBER ACTIVITY

## ORIENTATION PROGRAM (21-09-2024)

On September 21, 2024, Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS) organized an Orientation Program for first-year students and their parents at the institute's Auditorium. The event began with the welcome of dignitaries, followed by a lamp-lighting ceremony accompanied by a bilingual prayer and Ganesh Vandana. Director Dr. Pranav Mishra extended his blessings to the students, setting a positive tone for the academic journey. The program featured speeches by distinguished guests, including Mr. Ramesh Yernagula, Director at the Ministry of External Affairs, and Mr. Harsh, a parent. A video showcasing Lingaya's achievements and an introduction to its rules and activities by IQAC Coordinator Dr. Saleem Javed were presented. Dr. Sheweta Gaur briefed the audience on the holistic development clubs. The event also included a solo dance, speeches by campus ambassadors and alumni, a prize distribution for academic toppers, and cultural performances. The program concluded with a vote of thanks, followed by lunch.



## PRE PLACEMENT DRIVE

Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS) organized a Pre-Placement Drive on September 24, 2024, for final-year undergraduate students in collaboration with the All India Management Association (AIMA). The event was designed to provide students with an opportunity to engage with potential employers and enhance their chances of securing job placements. BBA final-year students actively participated, showcasing their skills and readiness for the professional world. The drive included aptitude tests, group discussions, and personal interviews, enabling students to experience the recruitment process firsthand. Industry professionals from various sectors provided valuable insights, helping students better understand employer expectations. This initiative aimed to bridge the gap between academic knowledge and industry requirements, equipping students with the confidence and experience needed to excel in future career opportunities.

# OCTOBER ACADEMIC ADVENTURE

## EXPLORING ESSENTIAL SYLLABUS

### 1st SEMESTER

**BBA 101: Planning and Organizing**

**BBA 103: Matrix Algebra**

**BBA 105: Journalizing Transactions**

**BBA 107: Consumer Behavior and Demand Analysis**

**BBA 111: Computer Software**

### 3rd SEMESTER

**BBA 201: The Sales of Goods Act, 1930**

**BBA 203: Marketing Mix Decision-Product and Pricing**

**BBA 205: Acquisition of Human Resources**

**BBA 207: Budgetary Control and Variances**

**BBA 209: Plant Location and Layout**

### 5rd SEMESTER

**BBA 301: Assessment of Tax**

**BBA 303: Environmental Analysis**

**BBA 305: Introduction to Database System**

**BBA 309: Product Analytics**

**BBA 311 Performance Management Perspective to Training Sub-System**

# STUDENTS ACHIEVEMENTS



## INTERNSHIP SUCCESS

BBA Batch 2022-2025



भारतीय विमानपत्तन प्राधिकरण  
AIRPORTS AUTHORITY OF INDIA



**DEVANSH RATHI**  
Intern  
Airport Authority of India

*Congrats!*

[lldims.edu.in](http://lldims.edu.in)



## INTERNSHIP SUCCESS

BBA Batch 2022-2025



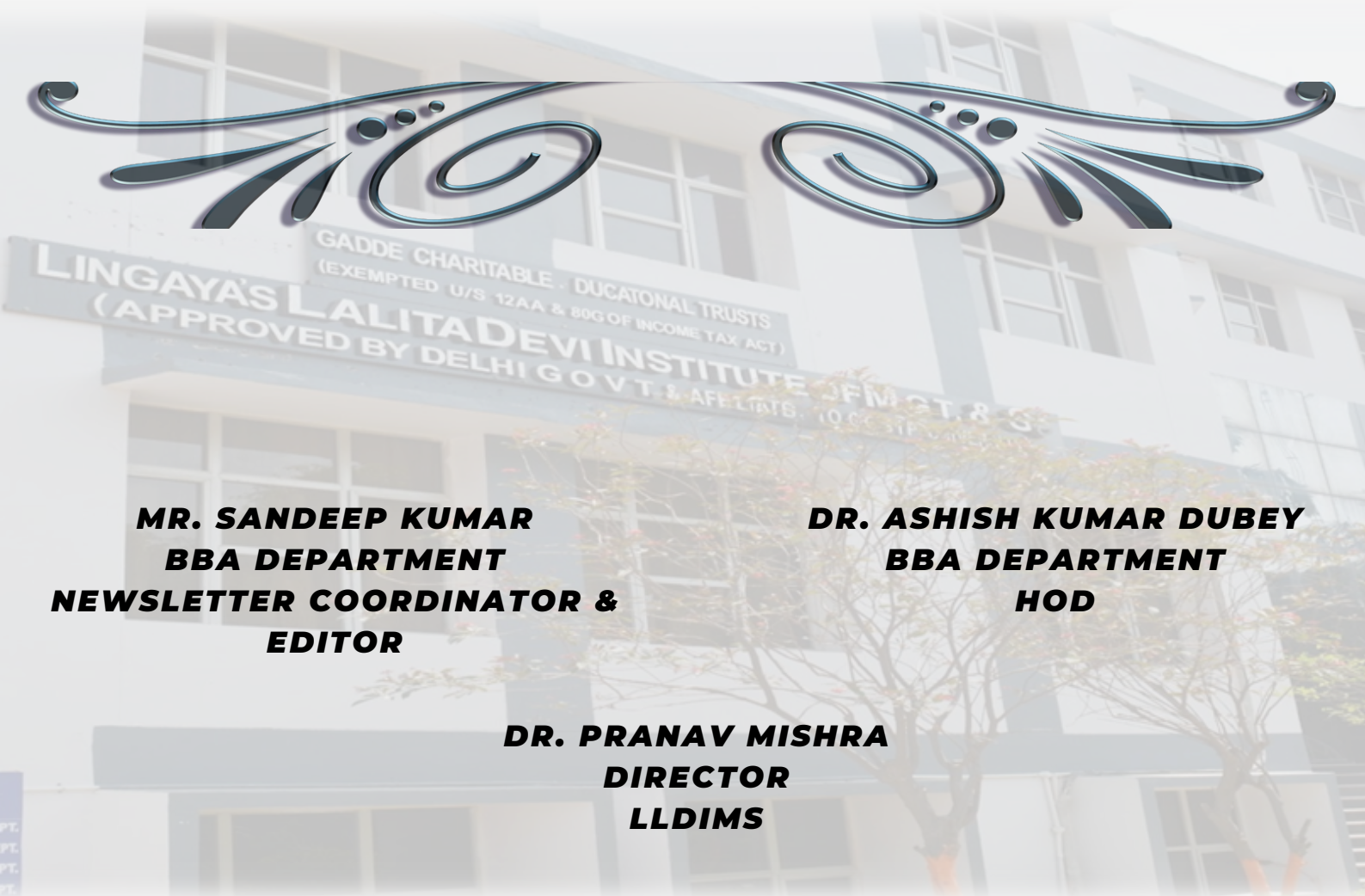

भारतीय विमानपत्तन प्राधिकरण  
AIRPORTS AUTHORITY OF INDIA



**TUSHAR VAID**  
Intern  
Airport Authority of India

*Congrats!*

[lldims.edu.in](http://lldims.edu.in)



GADDE CHARITABLE EDUCATIONAL TRUSTS  
(EXEMPTED U/S 12AA & 80G OF INCOME TAX ACT)  
**LINGAYA'S LALITADEVI INSTITUTE OF MANAGEMENT & STUDIES**  
(APPROVED BY DELHI GOVT. & AFFILIATED TO GGS INDIA UNIVERSITY)

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