

NEWSLETTER

MARCH, 2025



Holi, the festival of colors, is a vibrant Hindu festival celebrated across India and beyond. It marks the arrival of spring and symbolizes the victory of good over evil, inspired by the legend of Prahlad and Holika. Celebrated with enthusiasm, people smear colors, throw water balloons, and enjoy festive sweets like gujiya. The festival begins with Holika Dahan, a bonfire symbolizing the burning of negativity. The next day, people joyfully play with colors, dance, and sing. Holi fosters unity, breaking social barriers and strengthening bonds among friends and family. It is a time of joy, renewal, and festive cheer.

Highlights

1. Budget Pe charcha, 2025.
2. How to Build a Startup
3. Trip to Madhavgarh Farm.
4. Project Based Training & Data Visualization with Power BI, Tableau & SQL. Docx.
5. AIMA Global Procurement Summit.
6. Food Fiesta.
7. Students Achievements in Interdepartmental Sports events.

February Pursuits

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GLIMPSES OF FEBRUARY ACTIVITIES

Budget Pe Charcha, 2025



The Department of Management at Lingaya's Lalita Devi Institute of Management and Sciences organized Budget Pe Charcha, 2025, an insightful discussion on the Union Budget. The event featured Dr. Satish Kumar Kapoor, Ex-Chief Manager, Union Bank of India, and a visiting faculty at top B-Schools in India, as the resource person. Dr. Kapoor provided a comprehensive analysis of the budget, highlighting its implications on the economy, banking sector, and businesses. He discussed key policy changes, fiscal measures, and their impact on different industries. Students actively participated, engaging in discussions on taxation, government spending, and economic growth. The event successfully bridged the gap between academic learning and real-world economic policies, fostering analytical thinking among future managers. The Department of Management looks forward to organizing more such intellectually stimulating sessions.



How to Build a Startup

The Department of Management at Lingaya's Lalita Devi Institute of Management and Sciences organized an engaging session on How to Build a Startup, featuring Dyumna Madan and Shivam Sood, Founders of Project Clay and renowned participants of Shark Tank India Season 4. The session provided students with valuable insights into entrepreneurship, innovation, and business strategy. The speakers shared their journey of building Project Clay, discussing challenges, fundraising strategies, and key lessons from their Shark Tank experience. They emphasized the importance of market research, product differentiation, and adaptability in the startup ecosystem. Students actively participated, seeking guidance on idea validation, scaling strategies, and investment pitching. The interactive discussion inspired aspiring entrepreneurs to think creatively and take calculated risks in their business ventures. The event successfully bridged theoretical knowledge with real-world experiences, equipping students with practical tools for startup success. The Department of Management looks forward to hosting more such insightful sessions.



GLIMPSES OF FEBRUARY ACTIVITIES

Trip to Madhavgarh Farm, Gurugram



The Department of Management organized an enriching trip to Madhavgarh Farms, Gurugram on, providing students with a delightful experience filled with adventure, learning, and team-building activities. The visit offered students an opportunity to unwind and engage in various recreational activities, including traditional games, cultural performances, and adventure sports, which enhanced their interpersonal skills and encouraged teamwork. The serene environment of the farm allowed students to bond with their peers and faculty members, fostering a sense of camaraderie and mutual understanding. The trip also served as a refreshing break from academic routines, enabling students to experience rural life and appreciate cultural heritage. Overall, the visit to Madhavgarh Farms was a memorable and valuable experience, strengthening relationships among students while promoting experiential learning outside the classroom.

Project Based Training & Data Visualization

Lingaya's Lalita Devi Institute of Management & Sciences (LLDIMS) successfully organized a Project-Based Training and Data Visualization workshop, powered by Grant Thornton, focusing on Power BI, Tableau, and SQL. The session provided students with hands-on experience in data analytics and visualization, equipping them with industry-relevant skills. Experts from Grant Thornton guided participants through practical applications, demonstrating how data-driven decision-making enhances business performance. The workshop covered essential topics such as data modeling, dashboard creation, and real-time analytics, fostering a deep understanding of business intelligence tools. Students actively engaged in interactive sessions, applying their knowledge to real-world datasets, thereby strengthening their analytical abilities.

LINGAYA'S LALITA DEVI INSTITUTE OF MANAGEMENT & SCIENCES
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Organises
PROJECT BASED TRAINING
on Data Visualization with Power BI, Tableau, and SQL.docx
Powered by
Grant Thornton
10th Feb, 2025 - 9th March, 2025
10:00 AM
Computer Lab
LLDIMS Campus
More Info | Mobile: +91 72177-97832 | Our Website: www.lldims.edu.in | FOLLOW US

The event emphasized the growing significance of data analytics in the corporate world, preparing students for future career opportunities. By bridging the gap between academic learning and industry expectations, LLDIMS reaffirmed its commitment to fostering innovation and technical expertise among aspiring professionals.

GLIMPSES OF FEBRUARY ACTIVITIES

AIMA Global Procurement Summit



Students of the BBA Department at Lingaya's Lalita Devi Institute of Management and Sciences actively participated in the prestigious AIMA Global Procurement Summit 2025, held on 10th and 11th February 2025. The summit brought together industry leaders, procurement professionals, and policymakers to discuss the latest trends, challenges, and innovations in procurement and supply chain management. Through panel discussions, keynote sessions, and case studies, students gained valuable insights into strategic sourcing, digital transformation in procurement, and sustainable supply chain practices. The event provided an excellent platform for networking, enabling students to interact with experts and understand real-world applications of procurement strategies. Their participation enhanced their knowledge of industry best practices, preparing them for dynamic careers in business and management. The exposure to global procurement standards and emerging trends further strengthened their analytical and decision-making skills.

Food Carnival

Lingaya's Lalita Devi Institute of Management and Sciences organized the vibrant Food Carnival 2025 on 14th February 2025, bringing together a delightful mix of flavors, creativity, and entrepreneurship. Students of the BBA Department enthusiastically participated by setting up various food stalls, showcasing a diverse range of cuisines, homemade delicacies, and innovative fusion dishes. The event provided students with a hands-on experience in business operations, marketing strategies, and customer engagement. Each stall reflected the creativity and teamwork of the participants, attracting a large crowd of students and faculty members. The carnival not only celebrated culinary diversity but also served as a platform for students to develop entrepreneurial and managerial skills. The lively ambiance, engaging food competitions, and enthusiastic participation made the event a grand success. The Department of Management continues to encourage such experiential learning activities, fostering both business acumen and a spirit of collaboration among students.



GLIMPSES OF FEBRUARY ACTIVITIES

Session on Innovative Teaching Pedagogy

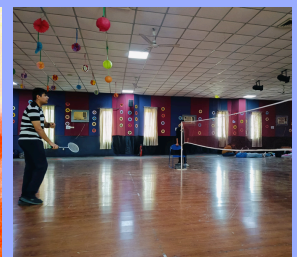


On 13th February 2025, Dr. Anurag Agnihotri from CVS, Delhi University, visited the campus of Lingaya's Lalita Devi Institute of Management and Sciences to engage with the Management and Commerce faculty. His visit was marked by an insightful discussion on the upcoming international conference, where he provided valuable guidance on structuring sessions, selecting research themes, and enhancing academic collaborations. Dr. Agnihotri also shared his expertise on innovative teaching pedagogy, emphasizing modern instructional strategies, experiential learning methods, and technology-driven teaching approaches.

Faculty members actively interacted with him, gaining fresh perspectives on improving student engagement and academic delivery. His insights reinforced the importance of adapting to evolving educational trends to enhance learning outcomes. The session proved to be intellectually enriching and motivating, fostering academic excellence within the department.

Students Achievements in Interdepartmental Sports Events

The Sports Committee of Lingaya's Lalita Devi Institute of Management and Sciences successfully organized various Interdepartmental Sports Events, fostering a spirit of competition, teamwork, and sportsmanship. Students from the BBA Department actively participated in a wide range of sports, including cricket, football, basketball, badminton, and athletics, showcasing their dedication and enthusiasm. Their outstanding performances led them to secure top positions in several events, reflecting their commitment to both academics and extracurricular excellence. The sports fest provided students with an opportunity to develop leadership, resilience, and teamwork while promoting a healthy and active lifestyle. The energy and enthusiasm displayed by participants created an electrifying atmosphere, making the event a grand success. Faculty members and peers cheered for their teams, further boosting morale and motivation. The Department of Management appreciates the efforts of the Sports Committee and looks forward to more such engaging and competitive events in the future.



GLIMPSES OF FEBRUARY ACTIVITIES

February Pathway to Student Success

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CONGRATULATIONS TO LLDIMS ACHIEVER
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सेल SAIL

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TUSHAR VAID
Intern
Airport Authority of India

Congrats!

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DEVANSH RATHI
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Intern
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Congrats!

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"LLDIMS: Where ambition meets opportunity, and success is the destination."

MARCH ACADEMIC ADVENTURE

EXPLORING ESSENTIAL SYLLABUS

2nd SEMESTER

**BBA 102: Marketing
Mix Decision**

**BBA 104: Linear
Programming**

**BBA 106: Training &
Development**

**BBA 108: Business
letter writing and
Presentation Tools**

**BBA 112: Security
Issue in E-
Commerce**

4th SEMESTER

**BBA 202: Data
Visualization**

**BBA 204: Capital
Budgeting**

**BBA 206: Business
Ethics**

**BBA 208: Profits &
Gains from Business
and Profession**

**BBA 212,214,216:
Elective- Unit III**

6th SEMESTER

**BBA 302: Financing
of Projects**

**BBA 304: Digital
Promotion
Technique I**

**BBA 306: Workforce
Planning & Talent
Sourcing Analytics**

**BBA 308: Sales
Promotion**

**BBA 310:
Fundamental &
Technical Analysis**

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