

NEWS LETTER

(Department of Management)

APRIL, 2025

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Baisakhi is a vibrant festival celebrated mainly in Punjab, marking the harvest season and the beginning of the Sikh New Year. It is observed on April 13 or 14 every year with great enthusiasm. Farmers rejoice as they reap the fruits of their hard work and offer gratitude to God. Gurudwaras are beautifully decorated, and special prayers are held.



NISCHEY UPPAL
BBA

A key highlight of Baisakhi is the grand fairs, where people engage in folk dances like Bhangra and Gidda. The festival also holds historical importance, as it commemorates the formation of the Khalsa by Guru Gobind Singh in 1699, which symbolizes courage and unity among Sikhs. People wear colorful clothes, prepare delicious food, and share joy with family and friends. Baisakhi, therefore, is not just a festival but a representation of hard work, devotion, and community spirit, bringing people together in celebration and gratitude.



VANI
BBA

Baisakhi is one of the most significant festivals in India, particularly for farmers in Punjab. It marks the joyous occasion of harvesting wheat, the main crop of the region. After months of hard work, farmers celebrate their success with enthusiasm and thank God for a prosperous yield.

The day begins with special prayers in Gurudwaras, followed by Nagar Kirtans—processions where people chant hymns. Traditional fairs are organized, featuring folk dances, music, and delicious food. Baisakhi is also a time for community bonding, as families and friends come together to share happiness. Additionally, the festival holds religious importance, as it was on this day that Guru Gobind Singh established the Khalsa, promoting values of bravery and equality. The energy and joy of Baisakhi reflect the essence of Punjab's rich culture, making it a festival of unity, gratitude, and celebration for both farmers and the Sikh community.

Baisakhi is an important festival celebrated in India, especially by Sikhs and farmers. It holds dual significance—marking the harvest festival and the foundation of the Khalsa in 1699 by Guru Gobind Singh. For Sikhs, Baisakhi is a spiritual occasion, as they visit Gurudwaras to seek blessings and remember the sacrifices of their ancestors.



VIHAAN
BBA

Processions, known as Nagar Kirtans, fill the streets with devotional songs and chants. Socially, the festival strengthens community bonds, as people prepare festive meals and distribute food to the needy. It is also a time for fairs, traditional performances, and cultural programs. Farmers express gratitude for a successful harvest



March Pursuits

Mon	Tues	We d	Thur	Fri	Sat	Sun
					1 Fundamen tal of Digital Marketing	2
3	4	5	6	7 AICTE IDEA Lab Tech Fest- 2025	8	9
10	11 Youth Diplomacy Workshop	12	13	14	15	16
17	18	19	20	21	22	23 Attend News18 India Diamond State Summit
24	25	26	27	28	29	30
31						

GLIMPSES OF MARCH ACTIVITIES

Master Class on Fundamental of Digital Marketing



The Department of Management successfully organized a Master Class on Fundamentals of Digital Marketing featuring Mr. Vishal Mehra, CEO of iRam Technologies Pvt. Ltd. He provided valuable insights into digital marketing, highlighting its vast scope and benefits. Mr. Mehra shared his expertise on the latest marketing trends, emphasizing their practical applications in today's business landscape. The session was highly interactive, as he addressed students' queries related to various aspects of marketing. His real-world experiences and industry knowledge offered students a deeper understanding of digital marketing strategies. The session proved to be an enriching experience, equipping students with essential knowledge to navigate the evolving digital marketing domain effectively.



AICTE IDEA Lab Tech Fest- 2025

BBA students from Lingaya's Lalita Devi Institute of Management and Sciences explored the AICTE IDEA Lab exhibition at AICTE, New Delhi. They witnessed groundbreaking innovations in 3D printing, robotics, and IoT, experiencing firsthand how ideas transform into real-world solutions. This immersive visit ignited their creativity, fostering an entrepreneurial mindset and emphasizing the significance of collaboration and problem-solving in technological advancements. Engaging with cutting-edge technologies broadened their perspectives, inspiring them to contribute to future innovations. The exhibition provided invaluable insights into modern industry trends, reinforcing the importance of innovation in business and management. The experience left students motivated to explore emerging technologies and integrate them into their academic and professional journeys.



GLIMPSES OF MARCH ACTIVITIES

Master Class on Marketing and Automation



The Department of Management successfully organized a Master Class on Marketing & Automation at Lingaya's Lalita Devi Institute of Management & Sciences. The session was conducted by Mr. Ajay Nair, an esteemed alumnus of BBA (Batch 2011-2014), currently serving as Head of Marketing & Automation at Chegg Inc.



Mr. Nair provided insightful knowledge on Automation as an industry, its scope, applications, and benefits. He also shared his experiences at LLDIMS, inspiring students with his professional journey. Additionally, he addressed queries related to career opportunities in Management and Commerce, offering valuable guidance.

Youth Diplomacy: Shaping the Global Discourse

Lingaya's Lalita Devi Institute of Management & Sciences (LLDIMS) successfully hosted a Youth Diplomacy Workshop, featuring Ms. Ashima Jha, Youth Ambassador, The Diplomatic Club of India, as the resource person. The event brought together enthusiastic students and young professionals eager to explore the realm of diplomacy.

The workshop aimed to educate, inspire, and equip participants with essential diplomatic skills, fostering leadership and global awareness. Ms. Jha shared valuable insights on international relations, negotiation strategies, and diplomatic etiquette.

The interactive sessions encouraged engagement, critical thinking, and cross-cultural understanding. The workshop proved to be a transformative experience, empowering students to become effective global leaders in today's interconnected world.



GLIMPSES OF MARCH ACTIVITIES

Attended News18 India Diamond State Summit-2025



Students from the BBA program at Lingaya's Lalita Devi Institute of Management & Sciences had the privilege of attending the prestigious News18 India Diamond States Summit: Grand Finale at Hotel Taj Palace, New Delhi. This esteemed event celebrated the contributions of Indian states in national progress, bringing together influential leaders, policymakers, and visionaries. Our students actively engaged in discussions, gaining valuable insights into governance, development, and media excellence. The summit provided them with real-world exposure to policy-making and leadership, enriching their academic journey. Interacting with thought leaders, they developed a deeper understanding of India's growth trajectory. The event was a remarkable opportunity for experiential learning, reinforcing their knowledge beyond the classroom.



Session on Financial Empowerment in collaboration with NSE

Students from the BBA department of Lingaya's Lalita Devi Institute of Management & Sciences (LLDIMS) attended a Special Session on Financial Empowerment in collaboration with the National Stock Exchange (NSE). The session aimed to enhance financial awareness and independence among young students. It featured insightful discussions, interactive sessions, and key takeaways on financial literacy, investment strategies, and wealth management. Experts from NSE guided students on prudent financial decision-making, fostering a strong foundation for their future. The event witnessed enthusiastic participation, with students actively engaging in discussions and activities. Capturing the essence of the session, glimpses showcased their eagerness to learn and apply financial concepts, making the event a resounding success.



GLIMPSES OF MARCH ACTIVITIES

Session on Understanding the Corporate Finance



Students from the BBA department of Lingaya's Lalita Devi Institute of Management & Sciences (LLDIMS) attended a Special Session on Understanding Corporate Finance, chaired by Dr. Varun. The session provided deep insights into corporate financial strategies, decision-making, and capital management. Engaging discussions and interactive activities helped students grasp key financial concepts and their real-world applications. Dr. Varun's expertise enriched the session, offering valuable perspectives on financial planning and corporate investments. The event saw enthusiastic participation, with students actively engaging in discussions and case studies. Capturing the essence of the session, glimpses highlighted their keen interest and learning experience, making the event an enlightening and empowering opportunity for future finance professionals.

Faculty Members

- | | |
|--|---|
| 1. Dr. Ashish Kumar Dubey (HOD)
(Associate Professor) | 5. Ms. Kirti Tanwar
(Assistant Professor) |
| 2. Mr. Sandeep Kumar
(Assistant Professor) | 6. Ms. Razia Parveen
(Assistant Professor) |
| 3. Ms. Taruna Chopra
(Assistant Professor) | 7. Mr. Nishant Jaiswal
(Assistant Professor) |
| 4. Ms. Renu Singh
(Assistant Professor) | |

APRIL ACADEMIC ADVENTURE

EXPLORING ESSENTIAL SYLLABUS

2nd SEMESTER

**BBA102: Introduction
to Emerging Trends in
Marketing**

**BBA 104:
Transportation and
Assignment problems**

**BBA 106: Performance
Appraisal and
Compensation
Management**

**BBA 108:
Departmental
Communication**

**BBA 112: E-commerce
Applications**

4th SEMESTER

**BBA 202: Types of
Analytics**

**BBA 204: Dividend
Decisions and
Working Capital
Management**

**BBA 206: Ethical and
Moral Issues in
Business**

**BBA 208:
Computation of Total
Income and Tax
Liability of Individual**

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

6th SEMESTER

**BBA 302: Project
Evaluation and
Control**

**BBA 304: Digital
Promotion Technique
II**

**BBA 306: Induction
and Culture Fit**

**BBA 308: Planning,
Implementation and
Evaluation**

**BBA 310: Recent
Trends in
Investments**

**MR. SANDEEP KUMAR
BBA DEPARTMENT
NEWSLETTER COORDINATOR &
EDITOR**

**DR. ASHISH KUMAR DUBEY
BBA DEPARTMENT
HOD**

**DR. PRANAV MISHRA
DIRECTOR
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