

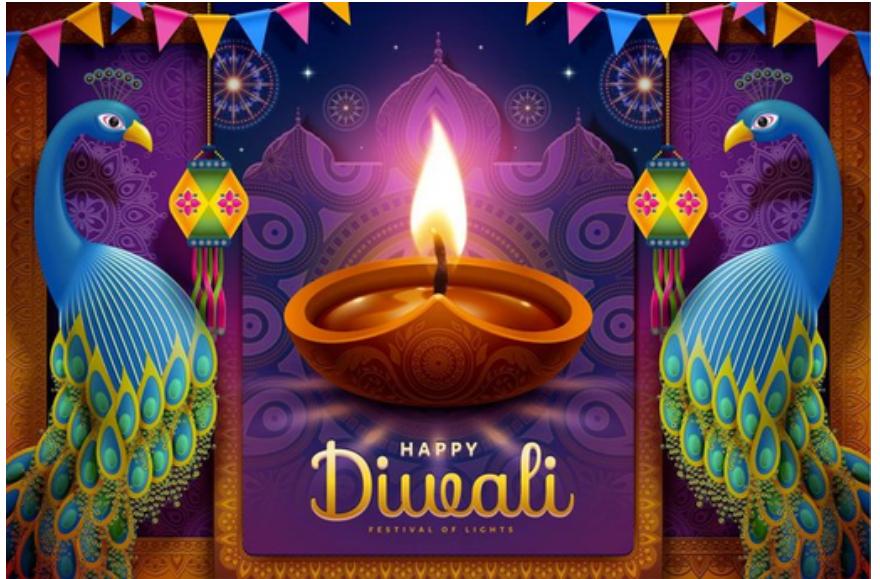
# NEWSLETTER

(Department of Management)

NOVEMBER, 2025

## HIGHLIGHTS

- Session on Neuromarketing: Mind of Consumer
- "Clean India, Green India"
- Blood Camp
- Visit to BSE
- World Investor week Celebration
- Session on Marketing: Case Study
- Diya Decoration Workshop
- Industrial Visit
- Diwali Celebration
- Sports Achievement



Diwali, also known as Deepavali, is one of the most celebrated festivals in India, symbolizing the victory of light over darkness and good over evil. Observed by millions, it is a festival that brings joy, unity, and a sense of renewal. Typically, Diwali falls between October and November, marking the return of Lord Rama to Ayodhya after defeating the demon king Ravana. In honor of his return, people illuminate their homes with rows of lamps, symbolizing the victory of righteousness.

The festival lasts for five days, each day holding special significance. The first day, Dhanteras, is considered auspicious for purchasing valuables, representing prosperity and wealth. The second day, Naraka Chaturdashi, commemorates the defeat of the demon Narakasura by Lord Krishna. Diwali, the third day, is the main celebration where homes and temples are adorned with colorful decorations, diyas (lamps), and rangolis. People wear new clothes, exchange sweets, and offer prayers to Goddess Lakshmi, the deity of wealth and fortune, seeking her blessings for happiness and prosperity.

Govardhan Puja, the fourth day, honors Lord Krishna for his protection, while the fifth day, Bhai Dooj, strengthens the bond between brothers and sisters. Beyond religious observances, Diwali holds social significance as well. Families and communities come together, reinforcing bonds and spreading goodwill.



# October Pursuits

MON	TUES	WED	THURS	FRI	SAT	SUN
		1 Neuromarketing: Mind of Consumer	2	3	4	5
6	7	8	9 Blood Camp	10 Visit to BSE	11 World Investor Week	12
13 Marketing Case Study	14 Diya Decoration Workshop	15	16 Industrial Visit	17 Diwali Celebration	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

# GLIMPSES OF OCTOBER ACTIVITY

## Session on Neuromarketing: Mind of Consumer

The Department of Management organized an insightful session for BBA students on the topic “Neuromarketing: Mind of Consumer.” The session was conducted by Prof. Akshay Mishra, Assistant Professor, College of Vocational Studies, University of Delhi. Prof. Mishra delivered an engaging and interactive lecture for the BBA first-semester students, focusing on the psychology behind consumer behavior and decision-making. He explained how neuroscience is applied in marketing to understand consumer preferences and improve marketing strategies. The session offered valuable insights into innovative and research-driven marketing practices, bridging the gap between theoretical knowledge and real-world applications. Students actively participated and appreciated the session for enhancing their understanding of emerging trends in modern marketing.



## Blood Donation Camp

Students and staff members of the BBA Department actively participated in the Blood Donation Camp organized by the NSS Cell on campus. The event aimed to promote the spirit of social responsibility and humanitarian service among students. A large number of volunteers came forward to donate blood, contributing to a noble cause and spreading awareness about the importance of blood donation. Medical professionals ensured safe and hygienic procedures throughout the camp. The enthusiastic participation of students and faculty members reflected their commitment to community welfare and compassion towards society, making the event a great success.



# GLIMPSES OF OCTOBER ACTIVITY

## “Clean India, Green India”



The NSS students of the BBA Department actively participated in a Cleanliness Drive organized by the NSS Cell on the occasion of Gandhi Jayanti. The initiative aimed to spread awareness about the importance of cleanliness, hygiene, and community responsibility, aligning with Mahatma Gandhi's vision of a clean and self-reliant India. Students enthusiastically took part in cleaning public areas, collecting waste, and interacting with local residents to promote sustainable cleanliness practices. The drive fostered a sense of social responsibility and environmental consciousness among students. Their active involvement and dedication made the event a great success, reflecting the true spirit of Swachh Bharat Abhiyan and honoring the ideals of Mahatma Gandhi.

## World Investor Week

Students of BBA and B.Com actively participated in the World Investor Week Program organized to promote financial literacy and awareness about smart investment practices. The event aimed to educate young investors on the importance of informed financial decision-making, risk management, and long-term wealth creation. Through interactive sessions, expert talks, and engaging discussions, students gained valuable insights into stock markets, mutual funds, and sustainable investing. The program also highlighted the significance of investor rights and responsibilities. The enthusiastic participation of students reflected their keen interest in understanding real-world financial concepts and developing responsible investment habits. Overall, the event proved to be an enriching learning experience, fostering financial awareness among budding professionals



# GLIMPSES OF OCTOBER ACTIVITY

## Marketing Case Study



The Department of Management organized a guest lecture on Marketing Case Study by Ms. Saumya Pandey, Marketing and Brand Strategist, and an esteemed alumna of ISB Hyderabad, IIM Jammu, and MANAGE Hyderabad. The session offered valuable insights into strategic marketing practices and their real-world business applications. Ms. Pandey engaged students with practical examples, case-based discussions, and innovative marketing strategies used by leading organizations. The lecture enhanced students' understanding of how theoretical marketing concepts are implemented in real business scenarios, encouraging analytical thinking and strategic decision-making among participants. The session concluded with an interactive Q&A segment.

## Diya Decoration Workshop

LLDIMS organized a Diya Decoration Workshop on 14th October 2025 in the recreation room on campus. The workshop was conducted to celebrate the festive spirit of Diwali and encourage students to express their creativity through art and design. Students of the BBA Department actively participated with great enthusiasm, showcasing their artistic skills by decorating diyas using vibrant colors, glitters, mirrors, and other decorative materials. The event created a joyful and engaging atmosphere, fostering teamwork and creativity among participants. It also emphasized the importance of preserving traditional crafts while promoting sustainable celebrations. The beautifully decorated diyas added to the festive charm of the campus, making the workshop a delightful and memorable experience for everyone involved.



# GLIMPSES OF OCTOBER ACTIVITY

## Industrial visit



The Department of Management organized an industrial visit for BBA first-year students to Mother Dairy, Patparganj, Delhi, on 16th October 2025. The visit aimed to enrich students' practical knowledge and provide them with real-world industry exposure. During the visit, students gained valuable insights into the company's production, processing, and packaging units, along with its quality control measures and supply chain management practices. The interaction with industry professionals helped them understand how theoretical management concepts are applied in business operations. The visit proved to be a highly informative and engaging experience, bridging the gap between classroom learning and industrial practices while inspiring students to explore career opportunities in the FMCG and dairy sectors.

## Diwali Celebration

The LLDIMS campus was filled with festive cheer as students and faculty came together to celebrate Diwali with immense enthusiasm. The celebration featured vibrant folk dance performances, energetic DJ music, and numerous stalls offering delicious food and fun games. The beautifully decorated campus radiated joy and excitement, creating a lively festive atmosphere. Students showcased their creativity and cultural talent, making the event memorable. The celebration truly reflected the spirit of togetherness, happiness, and cultural richness, spreading positivity and festive warmth throughout the campus. It was a joyful occasion that strengthened bonds among students and faculty alike.



# **NOVEMBER ACADEMIC ADVENTURE EXPLORING ESSENTIAL SYLLABUS**

<b>1st SEMESTER</b>	<b>3rd SEMESTER</b>	<b>5rd SEMESTER</b>
<b>BBA 101: Motivation and Leadership:</b>	<b>BBA 201: Emerging Business Laws and Consumer Protection</b>	<b>BBA 301: Returns and Provisions</b>
<b>BBA 103: Integral Calculus</b>	<b>BBA 203: Plant Maintenance</b>	<b>BBA 303: Formulations of Corporate Strategies</b>
<b>BBA 105: Shares and Share Capital</b>	<b>BBA 205: Report Preparation</b>	<b>BBA 305: Cost Benefit Analysis</b>
<b>BBA 107: Concepts of Macro Economics</b>	<b>BBA 207: Designing Training &amp; Development Programme</b>	<b>BBA 309: Place Analytics, Promotion Analytics</b>
<b>BBA 111: Entrepreneurship Support</b>	<b>BBA 209: Consumer Behaviour -Related and Emerging Issues</b>	<b>BBA 311: Performance Management Systems and Formats</b>

# STUDENT SPORTS ACHIEVEMENTS



The Sports Meet 2025 was organized by Guru Gobind Singh Indraprastha University (GGSIPU), bringing together students from various affiliated colleges to celebrate sportsmanship, teamwork, and physical excellence. Students from the BBA Department of Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS) actively participated in multiple events and showcased outstanding performances across various categories.

On Day 1, the LLDIMS Volleyball Team achieved a remarkable victory in their match held at the GGSIPU campus, setting a winning tone for the event. The highlight of the meet was the exceptional performance of BBA students in Powerlifting. Alan John Saji won the Gold Medal in the 100 kg category, while Lakshya Malik secured another Gold Medal in the 90 kg category. Among the women participants, Shrina Sharma from the BBA Department earned a Gold Medal in the 52 kg category, Tarannum secured a Silver Medal in the 48 kg category, Swati Sharma won a Silver Medal in the 63 kg category, and Nancy Singh earned a Bronze Medal in the 57 kg category.

Continuing their winning streak, the LLDIMS Volleyball Team once again triumphed in their match on Day 2, reinforcing their dominance and team spirit. On Day 3, Samiksha Chaudhary from the BBA Department displayed commendable athleticism by securing the 4th position in the 100m run event.

The overall performance of LLDIMS students at the Sports Meet 2025 reflected their dedication, determination, and enthusiasm towards sports and fitness. Their achievements brought immense pride to the institution and highlighted the college's commitment to nurturing holistic growth among students, balancing academic excellence with sporting excellence.

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