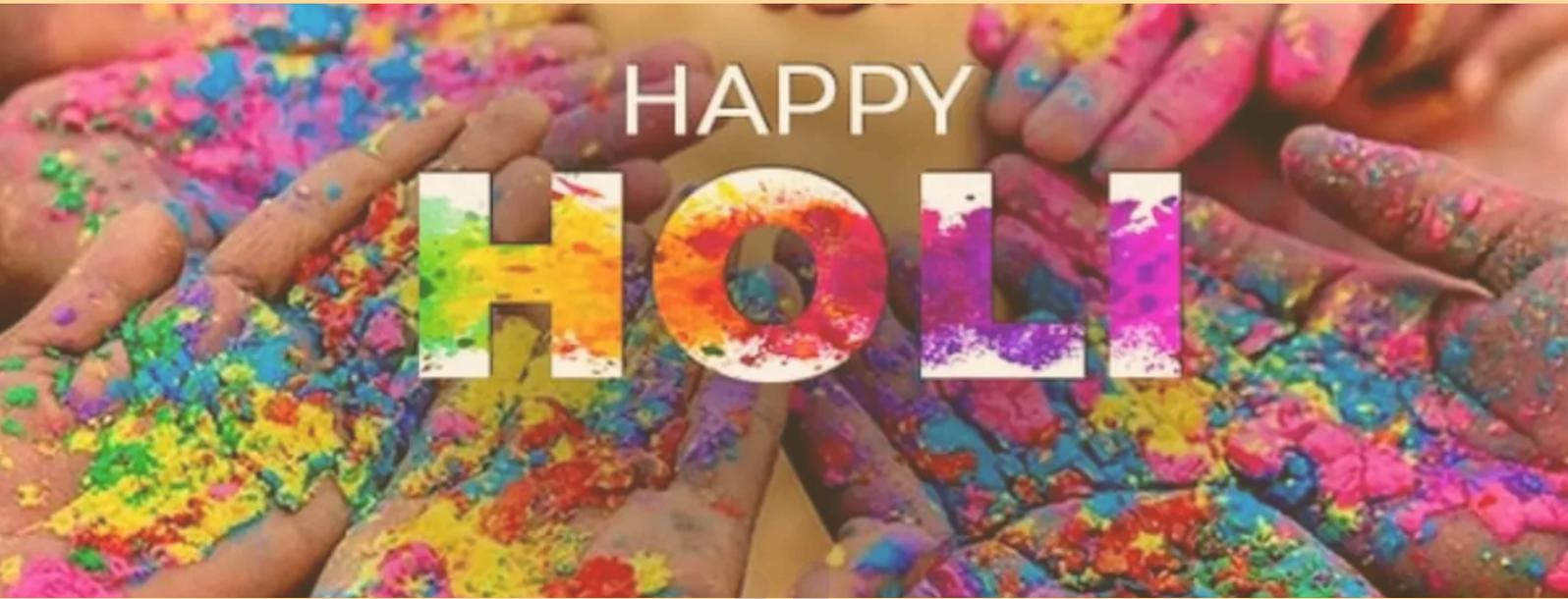


NEWSLETTER

MARCH, 2026

DEPARTMENT OF MANAGEMENT



Holi, the festival of colors, is one of the most joyful and vibrant festivals celebrated across India and in many parts of the world. It marks the arrival of spring, symbolizing new beginnings, happiness, and the triumph of good over evil. The festival is deeply rooted in the legendary story of Prahlad and Holika, which highlights the power of faith and righteousness over negativity. Holi celebrations begin with Holika Dahan, where a bonfire is lit to signify the burning of evil forces and the cleansing of negative energies. The following day, known as Rangwali Holi, people come together to play with bright colors, splash water, dance to lively music, and share laughter. Traditional sweets like gujiya and refreshing drinks add flavor to the celebrations. Holi breaks social barriers, bringing people closer regardless of age or status. It strengthens bonds among friends, families, and communities, spreading love, harmony, and festive cheer all around.

February Pursuits

Mon	Tue	Wed	Thu	Fri	Sat	Sun
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2 Session on Union Budget, 2026	3	4 IBM Skill Build Learning Workshop	5	6	7	8
9	10	11	12	13	14	15
16	17 Industrial Visit to Yakult Danone India Pvt. Ltd	18	19	20 Think Tank Challenge – Idea Hackathon 2K26	21 AIMA’s Platinum Jubilee & National Management Day	22
23 Workshop on “Entrepreneurial Journey – Basics to Advanced Concepts with Hands-on Immersion”	24	25 Session on “The Financial Timeline: Key Decisions for Your 20s, 30s and Golden Years”	26	27	28	

GLIMPSES OF FEBRUARY ACTIVITIES

Session on Union Budget, 2026



The Department of Management successfully organized an academic event on 'Union Budget 2026' with the objective of deepening students' understanding of the Union Budget and its far-reaching implications for the Indian economy. The session was enriched by insightful discussions led by our esteemed Session Chairs—CA Ashish Dua, Prof. Rajnikant Verma, and Prof. Urmila Bharti—whose expertise and analytical perspectives added significant academic value to the programme.

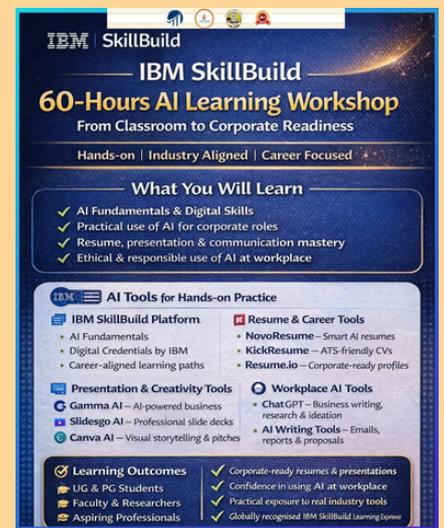
During the session, the speakers highlighted the key features of Budget 2026, focusing on major policy announcements, fiscal priorities, sector-wise allocations, and reform-oriented measures. Special attention was given to the budget's impact on economic growth, employment generation, infrastructure development, taxation, and social welfare initiatives. The discussions also explored the long-term vision of the government and how Budget 2026 aims to balance economic stability with sustainable development and inclusive growth.

Students participated actively throughout the session, demonstrating keen interest and awareness. They raised thoughtful and relevant questions related to inflation, public expenditure, industry incentives, and the role of the budget in shaping future economic prospects. The interactive nature of the discussion encouraged critical thinking and helped students connect theoretical concepts with real-world economic policies.

Overall, the session proved to be highly knowledgeable and insightful. It successfully enhanced students' understanding of the Union Budget while fostering analytical skills and economic awareness, making the event a meaningful academic experience for all participants.

GLIMPSES OF FEBRUARY ACTIVITIES

IBM Skill Build Learning Workshop



The students of the Department of Management, LLDIMS actively and successfully participated in a one-day hands-on workshop on AI Tools for Career Readiness and CV Building. The workshop was designed to familiarize students with the practical application of artificial intelligence in enhancing resumes, career planning, and professional presentation. Through interactive sessions and real-time demonstrations, students gained valuable exposure to AI-driven tools that support job readiness and career advancement in today's technology-driven employment landscape.

In addition to the workshop, the students completed an intensive 60-hour blended learning programme, which combined live instructor-led training with structured self-learning modules through IBM SkillsBuild. This comprehensive programme enabled students to strengthen their competencies in digital literacy, analytical thinking, emerging technologies, and essential workplace skills. As a significant outcome of this initiative, students earned more than 40 industry-recognised certificates from the prestigious IBM brand, greatly enhancing their academic profiles and employability potential.

The active participation and commitment shown by the students reflect their eagerness to acquire future-ready skills aligned with current industry requirements. Such initiatives play a crucial role in bridging the gap between academic knowledge and practical industry expectations.

Building on this positive momentum, the Department of Management will soon announce a Mini Job Fair, featuring both technical and non-technical roles, aimed at providing corporate employment opportunities to industry-ready students.

GLIMPSES OF FEBRUARY ACTIVITIES

Industrial Visit to Yakult Danone India Pvt. Ltd



The Department of Management successfully organized an industrial visit to Yakult Danone India Pvt. Ltd. for BBA students as a part of its practical learning and industry exposure initiative. The visit was aimed at bridging the gap between theoretical knowledge and real-world business practices, especially within the FMCG sector. It proved to be an enriching and insightful experience for the students.

During the visit, students were given detailed exposure to real-time manufacturing processes, starting from raw material handling to final packaging. The company officials explained the importance of automation, standardized procedures, and efficiency in large-scale production. Special emphasis was laid on quality control systems, hygiene protocols, and safety standards maintained at every stage of production, highlighting Yakult's commitment to consumer health and product excellence.

Students also gained practical insights into production management, supply chain mechanisms, inventory control, and logistics operations. The session further covered marketing strategies, distribution networks, and brand positioning adopted by the company to maintain its strong presence in the competitive FMCG market. The interaction helped students understand how operational decisions directly influence cost efficiency, product quality, and customer satisfaction.

The visit encouraged students to ask questions and engage in meaningful discussions, which enhanced their understanding of industrial operations and corporate functioning. Such initiatives reflect the Department of Management's continuous effort to provide experiential learning opportunities and prepare students for future professional challenges by exposing them to real-world industry practices.

GLIMPSES OF FEBRUARY ACTIVITIES

Think Tank Challenge – Idea Hackathon 2K26



The Think Tank Challenge – Idea Hackathon 2K26, organized by the Department of Management and Commerce at Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS), New Delhi, was successfully conducted on 20th February 2026. The event aimed to foster innovation, critical thinking, and problem-solving skills among students while encouraging them to present ideas aligned with the national vision of Viksit Bharat. The hackathon witnessed enthusiastic participation from students, who showcased creative, practical, and forward-looking ideas addressing contemporary social, economic, and business challenges.

The event was evaluated by a distinguished panel of judges comprising Prof. Dr. Sanjeev Sharma from University of Delhi, Mr. Siddarth, Senior Manager at IBS, and Dr. Prapti Paul, Dean Academic Affairs & Faculty, IBS. Their valuable feedback, critical evaluation, and industry-academia perspectives greatly enriched the learning experience for participants.

Students presented their ideas with confidence, supported by logical reasoning, feasibility analysis, and innovative approaches. The judges appreciated the relevance of the ideas, teamwork, presentation skills, and alignment with sustainable development and national growth objectives. The interactive question-and-answer sessions further enhanced the depth of discussions and learning.

The event concluded with a prize distribution and certificate felicitation ceremony, recognizing outstanding performances and active participation. Overall, the Think Tank Challenge – Idea Hackathon 2K26 was a grand success, reflecting the institution's commitment to nurturing innovation, leadership, and future-ready managerial talent.

GLIMPSES OF FEBRUARY ACTIVITIES

Student Participation in AIMA's Platinum Jubilee & National Management Day



The students of the Department of Management had the privilege of attending AIMA's Platinum Jubilee – 70th Foundation Day & 20th National Management Day, along with the 16th Managing India Awards, held on 21st February 2026 at Taj Palace, New Delhi. The prestigious event was organized by the All India Management Association (AIMA) and marked a significant milestone in India's management journey.

The event was themed “Transforming for Tomorrow: Growth with Resilience”, which resonated strongly with current global and national business challenges. Eminent leaders from industry, academia, and policymaking shared their experiences and perspectives on leadership, innovation, adaptability, and sustainable growth. The sessions highlighted how organizations and leaders must evolve to remain resilient in the face of rapid technological changes, economic uncertainties, and global disruptions. Students gained valuable insights into contemporary management practices, strategic leadership, and the importance of ethical and inclusive growth. The Managing India Awards segment recognized outstanding contributions by individuals and organizations, inspiring students to aspire for excellence and responsible leadership in their future careers. The interactive discussions and keynote addresses helped students connect classroom learning with real-world managerial practices.

Participation in such a high-profile national event broadened students' professional outlook, enhanced their understanding of industry expectations, and motivated them to develop resilience and leadership capabilities.

The Department of Management continues to encourage student participation in reputed academic and industry forums to ensure holistic development, practical exposure, and alignment with evolving management and leadership trends.

GLIMPSES OF FEBRUARY ACTIVITIES

Workshop on “Entrepreneurial Journey – Basics to Advanced Concepts with Hands-on Immersion”



The students of the Department of Management formally participated in a Two-Day Workshop on “Entrepreneurial Journey – Basics to Advanced Concepts with Hands-on Immersion”, organized by the Faculty of Management in collaboration with the Faculty of Computer Science & Engineering and the Faculty of Inter-Disciplinary Studies. The workshop was designed to provide professional students with a holistic understanding of entrepreneurship, combining theoretical foundations with practical, hands-on learning experiences.

The programme proved to be highly beneficial, as it offered comprehensive exposure to entrepreneurial fundamentals such as idea generation, opportunity identification, and business model development, along with advanced concepts including startup scaling, strategic planning, funding mechanisms, and risk management. Through interactive sessions and practical exercises, students were able to understand how innovative ideas can be transformed into viable business ventures.

A key highlight of the workshop was its emphasis on real-world applications and interdisciplinary collaboration. Students worked in teams, integrating management concepts with technological and interdisciplinary perspectives to solve business problems. Expert interactions and experiential learning activities further enriched the sessions, allowing participants to gain insights from experienced professionals and academicians.

Hands-on immersion through case studies, simulations, and group activities enhanced students’ problem-solving abilities, analytical thinking, and decision-making skills. The workshop also contributed significantly to developing leadership qualities, teamwork, communication skills, and an entrepreneurial mindset among participants.

GLIMPSES OF FEBRUARY ACTIVITIES

Session on “The Financial Timeline: Key Decisions for Your 20s, 30s and Golden Years”



The Department of Management at Lingaya’s Lalita Devi Institute of Management and Sciences (LLDIMS) successfully organized an insightful and informative session titled “The Financial Timeline: Key Decisions for Your 20s, 30s and Golden Years.” The session was aimed at enhancing students’ financial awareness and equipping them with practical knowledge for making sound financial decisions at different stages of life.

The session was conducted by Mr. Lokesh Sethia, a Securities and Exchange Board of India (SEBI) Registered Research Analyst, who shared valuable real-world insights on personal finance, wealth creation, and long-term financial planning. He explained the importance of early financial discipline in one’s 20s, focusing on savings habits, budgeting, and basic investments. For individuals in their 30s, the discussion emphasized strategic investment planning, risk management, insurance, and goal-based financial decisions. The session also highlighted key considerations for the golden years, including retirement planning, asset allocation, and financial security.

Mr. Sethia used practical examples and simple explanations to help students understand complex financial concepts such as compounding, diversification, and smart investing. The interactive nature of the session encouraged students to ask questions and clarify doubts related to investments, career earnings, and future financial stability.

Overall, the session proved to be highly informative and enriching. It enhanced students’ understanding of financial planning and empowered them to take informed decisions for a secure and sustainable financial future. The Department of Management continues to organize such knowledge-driven sessions to promote holistic student development.

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: Budgetary
Control and
Variances**

**BBA 204: Types of
Analytics:
Descriptive**

**BBA 210:
Distribution
Channels and
Institutions**

**BBA 212: Profits &
Gains from Business
and Profession**

**BBA 218:
Sustainability and
Globalization**

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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