



ACTIVITY REPORT

1st September' 2015 to 30th September' 2015



**BHARATI VIDYAPEETH DEEMED UNIVERSITY
INSTITUTE OF MANAGEMENT & RESEARCH, NEW DELHI**

'A' GRADE UNIVERSITY STATUS AWARDED BY MHRD, GOVT. OF INDIA
ACCREDITED WITH 'A' GRADE BY NAAC

An ISO 9001:2008 14001:2004 Certified Institute

HIGHLIGHTS

1. EVENTS / CONFERENCES / WORKSHOPS ORGANIZED :

- a) "Ride Safe – An Awareness Programme" Seminar organized for BBA III Semester by BVIMR, New Delhi in association with HEROMOTOCORP on 3rd September, 2015
- b) "Guruvandana 2015 – Teacher's Day Celebrations" organized by BVIMR, New Delhi on 5th September, 2015
- c) "International Ozone Day – An Environmental Awareness Programme" celebrated at BVIMR, New Delhi on 16th September, 2015
- d) "Inaugural of COPROSCHOOL - A Finishing School" by BVIMR, New Delhi in association with Corporate Resource Center on 18th September, 2015
- e) "HR Conclave on Opportunities & Challenges for HR" by BVIMR, New Delhi in association with Corporate Resource Center on 19th September, 2015
- f) "Book Donation Camp" by BVIMR, New Delhi from 4th September, 2015 to 16th September, 2015
- g) Spanish delegation representing CESTE University, Zaragoza, Spain visit to Bharati Vidyapeeth Deemed University Institute of Management and Research on 18th September, 2015
- h) Launch of MS Office 2016 on 23rd September, 2015
- i) FDP on Financial Econometric using E-views, September 23rd – 27th, 2015
- j) MDP on Mantra for Managerial Efficiency on 24th September, 2015

Guest Lectures (Corporate Academia Connect)	3
Guest lecture for Business Environment for BBA – I Students	
Guest Lecture on Export Documentation FOR MBA III Students	
Guest Lecture on Entrepreneurship Development FOR BCA V Students	

3. FACULTY ACHIEVEMENTS:

Seminars/ Conferences/Workshops Attended/ As a Key Resource Person	1
Paper Publications in National/International Journals/Magazines	12

DETAILED REPORT

1. EVENTS / CONFERENCES / WORKSHOPS ORGANIZED :

a) “Ride Safe – An Awareness Programme” Seminar organized for BBA III Semester by BVIMR, New Delhi in association with HEROMOTOCORP on 3rd September, 2015

Event	:	“ Ride Safe - An Awareness Programme”
Date of the event	:	3 rd September, 2015
Time	:	11:30am-1:30 pm
Conducted by	:	HEROMOTOCORP, A CSR Initiative
Audience	:	BBA III Semester
Venue	:	Auditorium; Bharati Vidyapeeth Deemed University Institute of Management And Research (BVIMR), New Delhi
Objective of the event	:	To reduce road accidents, save human lives and preserve revenue of country by imparting systematic rider training and road safety education.

Following were the speakers :

- (1) Mr. Sunil Malhotra; Senior Safety Officer, HERO MOTOCORP
- (2) Mr. Ajay; Marketing Officer, HERO MOTOCORP
- (3) ASI, Delhi Traffic Police
- (4) Delhi Traffic Police

Following Faculty members felicitated the guests and were present to coordinate the event:

- (1) Dr. Aparna Marwah Bawa, (HOD - BBA III Semester)
- (2) Dr. Ashima Bhatnagar; HOD (BBA III Semester)
- (3) Mrs. Tripti Tiwari; Faculty Member
- (4) Mrs. Roopam Jyoti Das, and Mrs. Rajji; Faculty members – Road Safety & Traffic Management
- (5) Dr. Ajay Sahni; Faculty Member

The event was jointly organized by Bharati Vidyapeeth Deemed University Institute of Management And Research along with HEROMOTOCORP, A HERO Group Company, and was supported by Delhi Traffic Police. It was a CSR initiative by Hero Group and BVIMR. As Road Safety Management is being taught as a subject to BBA III semester's students, the event turned out to be an opportunity to learn the safety measures to be adopted while being on the road.



Mr. Sunil Malhotra - Senior Safety Officer, HERO MOTOCORP addressing the students of BBA III on Road Safety & Awareness Issues in Delhi/NCR.

The speakers apprised the students about Dos and Don'ts related to driving two and four wheelers, and impressed upon them the need to be extra cautious while driving, as there is always a possibility that mishaps are going to occur not always due to the fault of drivers, but due to callous and irresponsible driving approach of others on the Delhi roads owing to lack of driving sense.

Some videos clippings were also shown to substantiate the increasing concern as far as road accidents' numbers in Delhi is concerned.

The students were counseled about the following main measures to be adhered to, while they are driving on Delhi Roads:

- (1) Wearing ISI marked head gears/helmets bearing the no. 4151;
- (2) Become aware of hazards of road;
- (3) Avoid triple riding on two wheelers;
- (4) Fasten seat belt while in the car;
- (5) Maintain a minimum distance of 3 multiplied by the speed at which one is driving i.e. if one is driving at a speed of 40 km/hour, then the distance to be maintained from the vehicle in front is; to be $3 \times 40 = 120$ meters.
- (6) Avoid talking on mobile phones while driving, as the risk of accident increases by 400%.

The event was concluded with a vote of thanks by Mr. Yash Chopra who was the students' anchor and all the BVIMR faculty members also thanked the speakers for sparing their valuable time and sharing useful information regarding road safety measures.

b) "Guruvandana 2015 – Teacher's Day Celebrations organized by BVIMR, New Delhi on 5th September, 2015

It is often said "To teach, is to touch a life forever!" With this idea in mind and to break the monotony of daily teaching, Administration and other related management work at a prestigious B-school where focus is always on providing quality education, like every year, a small celebration to honor teaching, non-teaching and other supporting staff was organized at Bharativedyapeeth University Institute of Management & Research, Delhi on 5th September, 2015.



In India, 5th September is celebrated as Teachers Day as a mark of tribute to the contribution made by teachers to the society. 5th September is the birthday of a great teacher Dr. SarvapalliRadhakrishnan, who was a staunch believer of education, and was a well-known diplomat, scholar, the President of India and above all, a teacher. At BVIMR, Teacher's day is celebrated as 'Guruvandana' to depict the Indian tradition of Guru-Shishya Parampara an expression to show gratitude towards all the faculties and mentors.



This year too, the event was organized on September 5, 2015 at the BVIMR auditorium which started with the lamp lightening ceremony by the Director-in charge Dr. Vikas Nath denoting the opening of the event along with all Deans who later felicitated the Director and invited him to share his feelings on the occasion. Dr. Vikas Nath shared his words of wisdom in his own style with a presentation and stories making his speech a great learning for all, the teaching and non-teaching, including other support staff. He stressed on ignoring the negative attitude, being thankful for what we are getting, take every opportunity to create positive character amongst ourselves and our students, communicating correctly, unlearn & relearn and create ripples in the lives of everyone we meet!. After the inspirational presentation, Training & Placement cell of BVIMR, known as Corporate Resource Cell released their all new CRC manual "Corporate Connect". It is a book with BVIMR CRC's important information and guidelines for students regarding the summer internship, the projects to be undertaken and important information related to placement. Book release as followed by cake cutting ceremony to celebrate the day and birthday of those who also shared this date.



Next, a small skit created and enacted by the talented team of BVIMR staff members Ms. Roopam, Dr. Tyagi, Ms. Bhavika, Ms. Gagan Deep, Ms. Swati Sharma, Ms. Supreet, Ms. Bhawna, Dr. Broto, Dr. Pankaj Saini, Ms. Sarita and Dr. Srivastav along with Mr. Prem Prasad and Mr. Prem Sharma. It was really a colorful way of trying to peep inside a typical day at BVIMR. The event progressed with sharing of few motivational videos and thoughts by staff members. Finally, event ended with felicitation of entire family of BVIMR teaching, non teaching and support staff. It was indeed a memorable day for all!



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c) “International Ozone Day – An Environmental Awareness Programme celebrated at BVIMR, New Delhi on 16th September, 2015

“We have to save our sky – There is a hole and we have a lot more to do.” With this spirit in the milieu, Bharati Vidyapeeth Deemed University Institute of Management and Research (BVIMR), New Delhi celebrated “International Ozone Day – An Environmental Awareness Programme” on 16th September, 2015.

The International Day for the preservation of the Ozone Layer is celebrated across the globe on 16th September. The day marks the anniversary of the signing of the Montreal Protocol in 1987 and reminds us of the pledge to organize events, encourage efforts that would raise awareness of the effects of increased ultraviolet radiation reaching the earth's surface as a result of ozone layer depletion.

Rapid ozone layer depletion poses constant threat to the humanity and is a matter of grave concern all over the world. Today the humanity all over the globe decries for its preservation together with preserving environmental resources, neat and clean.

Dr. Vikas Nath rightly said that the magnitude of disastrous impact of ozone layer depletion has a direct affect on agricultural produce and crop yield per hectare, onset of skin cancer and cataract problem in the eyes is a clear sign of ozone layer depletion. It would cost 38 trillion dollars to create oxygen for 6 months for all human beings on the Earth but Trees do it for free therefore, “Save the trees and plant the trees. It is high time when we start taking care of ourselves and have faith that we will save our lovely planet Earth. Car pooling is one way where we can protect our environment thereby preventing traffic congestion and pollution.

GUEST OF HONOUR INCLUDED RENOWNED PEOPLE LIKE :

Shri. Sandeep Kumar - Minister of SC/ST Welfare, Government of New Delhi, Shri Girish Soni - Honorable MLA of Delhi Association, Mr. Rohit Gulani - VR Neighbours and Mr. H.S Sohal (IFS) - Director, Mahatma Gandhi Institute for combating Climate Change; Government of NCT of DELHI



Shri. Sandeep Kumar - Minister of SC/ST Welfare, Government of New Delhi, Shri Girish Soni - Honorable MLA of Delhi Association, Mr. Rohit Gulani - VR Neighbours and Mr. H.S Sohal (IFS) - Director, Mahatma Gandhi Institute for combating Climate Change; Government of NCT of Delhi lighting the pious lamp along with Dr. Vikas Nath – Director – BVIMR, New Delhi on the occasion of International Ozone Day – An Environmental Awareness Programme celebrated at BVIMR, New Delhi on 16th September, 2015.



Dignitaries like Shri. Sandeep Kumar - Minister of SC/ST Welfare, Government of New Delhi, Shri Girish Soni - Honorable MLA of Delhi Association, Mr. Rohit Gulani - VR Neighbours and Mr. H.S Sohal (IFS) - Director, Mahatma Gandhi Institute for combating Climate Change; Government of NCT of Delhi along with Dr. Vikas Nath – Director – BVIMR, New Delhi on the occasion of International Ozone Day – An Environmental Awareness Programme celebrated at BVIMR, New Delhi on 16th September, 2015.



Students participating in the Rangoli Event on the occasion of International Ozone Day – An Environmental Awareness Programme celebrated at BVIMR, New Delhi on 16th September, 2015.

Further, our honorable Director Dr. Vikas Nath took a great effort in creating more awareness about the current issue of CARBON FOOTPRINT via the help of presentation which left a remarkable impact on everyone present. Students and the faculty of the institution showed up great enthusiasm to give the event a great start and making it a success. The day was followed by a series of events such as Environmental Quiz, Marketing Tambola, Street Play, Ad-Mad Show, Installation, Shoot Your Talent, Turn Codes (debating for and against), 50-50 Venture, Face Painting, T-Shirt Slogan Writing and many more.

All the events are related to some major environmental issues that the world is facing today. it is not all about winning or losing but it is all about participating. The prestigious ceremony of 'INTERNATIONAL OZONE DAY cum BVIMR GEMS' took place in the auditorium wherein, guests were being invited to throw light upon the noble day and synthesize upon the same and thereby, creating awareness among the folks.

d) “Inaugural of COPROSCHOOL - A Finishing School by BVIMR, New Delhi in association with Corporate Resource Center on 18th September, 2015

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The finishing school of BVIMR

Event : COPROSCHOOL - A Finishing School by BVIMR in association with CRC
Date : September 18, 2015
Venue : BVIMR's AUDITORIUM
Time : 10:00 am.

On September 18, 2015, at 10:00 am, the dream of Honourable Dr. Shivajirao Kadam, Vice-Chancellor, Bharati Vidyapeeth University, Pune was realized when CORPOSCHOOL, a Finishing School of BVIMR was officially inaugurated in association with CRC, by Dr. Vikas Nath, Director-BVIMR' along with the Guests of Honour; Ms. Anshu Sisodia, Corporate Trainer, and a famous media personality, and Mr. Mohit Guglani, Entrepreneur and a Marketer, with CORPOSCHOOL Committee members.



During the Lamp Lighting ceremony, BVIMR'S CORPOSCHOOL Finishing School Committee members; Dr. Ajay Sahni (Chairman), Mrs. Seema Chowdhary; (member), and Mrs. Gagandeep; Project Incharge - Coprorate; Mrs. Neelam Sharma, Head :CRC, Dr. Lokinder Kumar Tyagi, Chairman: CRC Committee, were also present.



The inauguration was marked by felicitation of Guests by Dr. Vikas Nath, and felicitation of Director Sir by Dr. Ajay Sahni. Dr. Vikas Nath gave an eloquent address to the audience, regarding the long felt need to initiate a finishing school at BVIMR, and thereby fulfilling the dream of Vice-Chancellor Sir. He also apprised the audience with the concept of finishing school, and how this school will lend value addition to the overall corporate culture savoir-faire to BVIMR students.



A Brochure was also released to mark this occasion by Director Sir, the Guests of Honour, and CORPOSCHOOL Committee members. While releasing the brochure, Dr. Vikas Nath emphasized upon the name of the school as a combination of CORPORATE AND SCHOOL, hence CORPOSCHOOL, that itself reflects the philosophy behind this finishing school.



Ms. Ansu Sisodia and Mr. Mohit Guglani also shared their views regarding the importance of etiquette, mannerisms, attire, grooming, communication and other related aspects that are not included in the syllabi of institutes/colleges/schools education. It's here, that Finishing School, like CORPOSCHOOL will be instrumental in giving the finishing touches to the overall personality of students, so that they could get in the corporate world, and grow and prosper following the norms as per CORPOSCHOOL's various well researched training modules.



The function was very well attended by BVIMR's Deans, HODs, and teaching fraternity. MBA I year and MBA II year students were also a part of this event. After the inaugural, there was a special workshop for three hours for MBA II Year students. This workshop was conducted by Ms. Anshu Sisodia, a Trainer of repute. While conducted this workshop, she called each and every students on the stage and after their introduction, improvised and trained them about the right way of presenting/introducing oneself. This included the body posture, eye contact, position of head and shoulders, movement of hand and other gestures, so that the listener could carry a lasting impression. All these presentations were recorded on a movie camera, and students were shown their weaknesses and strengths spontaneously. After her training lessons, they were again asked to present themselves, and, there was a marked improvement instantly. Secondly, students were asked to train their counterparts, so that their takeaways are further registered. The students of MBA II YEAR ;Sections A, B, C attended this inauguration function and this workshop.



This school will function as a bridge between industry and institute. Most importantly, under the banner of CORPOSCHOOL, BVIMR's faculty members, researchers and academicians will also share their rich academic and industry experience along with the industry professionals and trainers. As a result of these endeavours, the students will be the beneficiaries in the form of identification of their strengths and weaknesses. While strengths will be further strengthened and weaker areas be groomed, the CORPOSCHOOL has been launched with the following objectives, which are to:

- (1) Bridge gap(s) between industry and academia by providing vistas for personality development, last minute grooming;
- (2) Enhance employability skills of BVIMR's students;
- (3) Extend contexts and situation for personal and professional skills and development of students so as to develop and nurture their entrepreneurial spirit;
- (4) Enable students to carve out their niche in job market by developing their right brain hemisphere along with the left brain's, so that they become whole brain thinkers.

Hence the slogan of CORPOSCHOOL has been very aptly decided by Dr. Vikas Nath, Director- BVIMR s:as **“Spool of Skills”**. This spool has modules in the form of Professional Skills, Communication Skills, Telephone Etiquette, Presentation Skills, Life skills etc. which are named as **Corpofine, Corporeal, Corponorms, Corponext, Copschools** respectively. Various other value added skills are developed to equip BVIMRits with the required skill sets to enter, perform, develop and grow in the Corporate World, hence the Prefix Corpo has been added to each of module's names.

e) **“HR Conclave on Opportunities & Challenges for HR” by BVIMR, New Delhi in association with Corporate Resource Center on 19th September, 2015**

BVIMR, New Delhi has got the opportunity to conduct HR Conclave in its college premises on the occasion of release of its Placement Brochure 2015-16. It was conducted to help the MBA final year students getting prepared for their interviews and to prepare them for the corporate life.

Date	:	19th September, 2015
Venue	:	BVIMR Auditorium
Occasion	:	Opening of Placement Session and Release of Placement Brochure 2015-16.
Participants	:	All students of MBA Final Year



Invited Corporate Guests:

1. Dr. Dheeraj Bhardwaj, Vice President, IBM
2. Mr. Sanjeev Asthana, Vice President (HR), Triveni Engineering
3. Mr. Arun Ojha, Dy. General Manager (HR & Logistic) Nissan Logistics
4. Ms. Jayeeta Sutradhar, Manager (HR), Grid Infocom Ltd.
5. Ms. Anju Malhotra, Manager (HR), JKCemets.
6. Dr. Lokinder Kumar Tyagi, Area Chair - HRM & OB (Moderator)



On this occasion, Panel Discussion on “Opportunities and Challenges in HR” was organized and in which renowned corporate leaders like Dr. Dheeraj Bhardwaj, IBM, Mr. Arun Ojha, Deputy General Manager Nissan, Ms. Anju Malhotra, Head HR JK Cements, Mr. Sanjeev Asthana, Head HR to name a few were also present.



Honorable Director Dr. Vikas Nath inaugurated the event with lighting the lamp along with honorable guests, felicitating them and release of Placement Brochure along with esteemed guests and shared insightful thoughts from his experience which students may face while managing a team in a company. He also talked about the importance of team management and team work within the domain of a company.



Dr. Vikas Nath handed-over the dais to Dr. Lokinder Tyagi, Moderator, to start with the Panel Discussions.

Dr. Tyagi, while conveyed gratitude for providing opportunity to moderate the event, inaugurated the Panel discussion with the very first question for Mr. Sanjeev Asthana,

Q.1: Sir, It is undeniable that the challenges and opportunities within the human resource field are constantly growing. May I request you to share your opinion about the opportunities to the Management Students?

Mr.Asthana discussed about employment opportunities available in India, may also refer to Prime Minister's Skill Development Project and also shared employment / career opportunities available to the management students.

Q.2: My next question from Dr. Dheeraj Bhargava, as you will appreciate that in this modern age when world is a global village, how you view it from the international placement point of view.



Q.3 My next question to Ms.JayataSutrathar is that, in your opinion whether our Management Students are ready to grab those opportunities and if not, how they should prepare themselves to accept the challenge of international recruitment?

Q.4 Mr.Arun Kumar Ojha, Sir, May I know what kind of problem HR Professionals encountered in Talent acquisition now-a-days?

Mr. Arun Kumar Ojha discussed the problems/challenges, he faced in recruitment and selection of Management students, what kind of short-coming he experienced in hiring the right person with some examples. Mr. ArunOjha, Deputy General Manager Nissan shared his Hiring experiences and what problems they face while hiring. He talked about the cultural differences occur while working in a team and how to tackle them.

Q.5 Next important question come for Mr. Sanjeev Asthana, how these management students should overcome these hurdles in their placement?

Mr. Sanjeev Asthana shared his views on business acumen and corporate expectations from the freshers they hire and the need for reduction of transition time in the learning process of an employee

Q.6 Last question put up to Ms.Anju Malhotra was that It has been observed that now-a-days Girls are more interested in HR Career, how you view it?

Ms. Anju Malhotra, Head HR JK Cements broke the myth that HR jobs are meant for girls only. She however explored various verticals an HR is required to work on in an organization.



Conclave was concluded with the Question-Answer Session, inviting query/questions from the students. Students participated and asked number of questions related to their career and employment opportunity and queries were handled by the expert panel members with most suitable replies.



Vote of thanks was conveyed by Ms.Gagandeepkaur by conveying gratitude to distinguished guests i.e. Dr. Dheeraj Bhargava, Mr. Arun Ojha, Mr. Sanjeev Asthana, Mr.Arun Ojha, Ms. Jayata Sutradhar, Ms.Anju Malhotra etc.

Feed Back:

The participated students expressed their opinion that valuable inputs on the opportunities available for the Management Students and also about the challenges to them in grabbing the placement opportunities will guide and help them in their future life. They were confident enough that the deliberations will help them to attain their career goals. Overall, HR conclave was a fruitful experience for the students who are preparing for placements and helped them to find and choose the right direction by preparing them to face the corporate life with confidence.

BVIMR will continue to conduct such seminars in future as well for the learning and corporate exposure of its students.

f) “Book Donation Camp” by BVIMR, New Delhi from 4th September, 2015 to 16th September, 2015

“There is no friend as loyal as a book”. - Ernest Hemingway. We being Teachers, students who believes in empowering ourselves by acquiring and sharing our knowledge. So, BVIMR Social Club has taken this initiative to share our knowledge by sharing our old books to the unprivileged children who can't buy books and empower themselves with education & knowledge.

“It's not how much we give but how much love we put into giving.”

- Mother Teresa

Continuing our Social awareness Initiatives, trying to help the society with a noble causes like Blood Donation, Joy of giving, Donation to visually impaired society, BVIMR Social Club organized BOOK DONATION CAMP in the campus from 4th September to 16th September , 2015. We campaigned and inspired all the students, teachers and everyone associated with BVIMR to donate Books to help the unprivileged poor kids.



The members of Social Club including students coordinators Sagar (BBA-IV), Jatin Nagpal (BBA-III/B) and Chris Ryan Robinson (BBA-1/A) started campaigning for the Book Donation Camp from last week of August with Posters, SMS and emails to donate their old books to us that would be donated to poor, unprivileged kids who can't buy books and get education. On 4th September 2015, we installed Poster, 3 Donation Boxes at the ground floor, BVIMR Campus that got a good response from the students and teachers at BVIMR. We have collected 271 books including Story Books, Children Grade Books, Text Books, Magazines along with 1 kid's study table-chair, 1 Bag and 10 Learning Probes. The collected Books will be donated to BEHMAN SR. SECONDARY SCHOOL LIBRARY , DISTT.SAMBAL {U.P} and other orphanage the one who is working for the betterment of the unprivileged poor kids.

g) Spanish delegation representing CESTE University, Zaragoza, Spain visit to Bharati Vidyapeeth Deemed University Institute of Management and Research on 18th September, 2015

On September 18, 2015 at 2:30 pm, a Spanish delegation representing CESTE University, Zaragoza, Spain visited Bharati Vidyapeeth Deemed University Institute of Management and Research; BVIMR, New Delhi.

The three member delegation included Mr. Miguel Marin(CEO), Mr. Manuel J. Badal Barrachina, (Academic Manager), and Ms. Raquel Rodriguez(Consultant) of the University in Indian Sub-Continent. The delegation was received in Bharati Vidyapeeth's traditional Indian welcome style, and were formally felicitated by Director of BVIMR; Dr. Vikas Nath.



Spanish delegation representing CESTE University, Zaragoza, Spain along with Dr. Vikas Nath, Director – BVIMR, New Delhi & Dr. Ajay Sahni – HOD, Foreign Language Department

The deliberations included possibilities of exchange programmes related to students and faculty members of Bharati Vidyapeeth Deemed University Institute of Management and Research, New Delhi and CESTE University, Zaragoza, Spain, both at undergraduate and post graduate levels.

After a presentation on Bharati Vidyapeeth and Bharati Vidyapeeth University, Pune and BVIMR, Dr. Vikas Nath deliberated in detail about possibilities and expected collaborations, associations, and linkages, that include summer schools for students of BVIMR, summer internship projects to be carried out in association with CESTE University, with a possibility of industrial visits as well.

All the Deans, HODs of BVIMR were present during the deliberations and apprised the dignitaries about syllabi, course structures of BBA,BCA and MBA programmes. The delegates were then taken for a campus visit. They were bid Adios by Director; BVIMR; Dr. Vikas Nath and the diplomats were very happy after seeing and feeling the Bharati Vidyapeeth's warm hospitality, campus. They assured of a fruitful business association with Bharati Vidyapeeth University, Pune and BVIMR, New Delhi.

h) Launch of MS Office 2016 on 23rd September, 2015

On Wednesday, 23rd September 2015 at TAJ PALACE, Microsoft has launched the Office 2016 apps across Windows, Android and iOS platforms. These apps are the latest addition to Office 365, Microsoft's cloud-based subscription service that helps users do work in collaboration. Microsoft also announced new and enhanced

Office 365 services built for team productivity.

In the changed scenario of today when majority of people use mobile devices like mobile phones and tablets, Microsoft is focusing on reinventing productivity and business processes for the mobile-first, cloud-first world. The Office 2016 runs on Windows 7 or later Windows OS. It is perfect with Windows 10 and is equipped with built-in intelligence.

The host of the event was Mr. Roshan Abbas. Karan Bajwa-MD Microsoft, Tylor Bryson- GM Marketing operations along with Alok Lall-Director Digital Social-media-marketing unveiled and launch the Microsoft Office Specialist India Championship 2016 Logo.



There were other guests too who shared their experiences about how OFFICE had created a great impact in their lives. The guest list includes :

- ★ Anusha Subramanian – Author of Heirs of catriona
- ★ Anurabh Kumar - CEO of The Viral Fever Media Labs.
- ★ Parikrama Band
- ★ Varun Agarwal – Filmmaker, Entrepreneur and Bestselling author

Then there were workshops that were conducted by different guests for entrepreneurs, teachers and students of schools and colleges.

- ★ A Yearning for learning' conducted by Roshan Abbas for school students.
- ★ Office for the Office' conducted by Mahesh Murthy for Start-Up Entrepreneurs.
- ★ It's a Women world' conducted by Sairee for Women Professionals.
- ★ March of the Young Brigade' by Varun Agarwal.

The students of BCA 3rd year from our college along with faculty members Mr Mahesh Kumar Chaubey and Ms. Gagandeep Kaur attended the workshop conducted by Mr. Varun Agarwal and Mr. Anurabh Kumar. The workshop showcased the features of the New Office and how it will help the people of different fields to make their work easier.



Students of BCA along with Mr. Mahesh Kumar Chaubey and Ms. Gagandeep Kaur

i) FDP on Financial Econometric using E-views, September 23rd – 27th, 2015

Indian management schools (affiliated to universities and/or approved by AICTE) are constantly improving their efforts to add value to their students by quality education. Quality education is a consequence of competent faculty, motivated students and an appropriate pedagogy.

With the emergence of new technologies and innovative business strategies, the entire world has shrunk to a global hub. In this era, managing business has become very challenging for the managers as they encounter complex problems and have to provide solutions for the same. To make appropriate decisions, managers need to analyze the high frequency data. The analysis of such data requires the usage of advanced and sophisticated techniques which are provided by the financial econometricians.

Financial Econometrics is an active field of integration of finance, economics, probability, statistics and applied mathematics. Financial activities generate many new problems to which economics provides useful theoretical foundation and guidance while quantitative methods such as statistics, probability and applied mathematics provide

FDP OBJECTIVES

Appreciate the complexities involved in the financial world of teaching

- Ø The FDP aims at providing research stimulus to keen learners comprising Scholars, academicians and practitioners.
- Ø To exchange views and share knowledge so as to build a road map for overall financial development.

Bharati Vidyapeeth University Institute of Management & Research (BVIMR) organized a **Faculty Development Program on Financial Econometrics using - EViews on September 23-27, 2015** at BVIMR Campus at New Delhi.

This FDP focused on helping participants teach effectively using Financial Econometrics. The technical aspect of financial econometrics is very important in the real life situation since it deals with complex problems and large numbers of data set. The available econometrics tools sometimes do not utilize properly, particularly due to lack of knowledge and understanding of the technique. **The duration of the FDP was for Five days (one week).**

The resource persons for the FDP were Dr. Ajay Chauhan, Professor, IMT Ghaziabad and Dr. RK Sharma, Professor at BVIMR, New Delhi.

The FDP enabled the participants to appreciate the complexities involved in the Financial Econometrics, especially in the area like Finance, Econometrics, Management and Computing. It included techniques such as Regression and its assumptions diagnostic, Dummy and logistic regression, unit root, co-integration, ARIMA, Grangers causality, VAR, VECM, ARCH, GARCH and its applications in the field of corporate finance, financial markets and institutions, securities analysis and portfolio management, international finance, public finance and infrastructure financing.



Dr. Ajay Chauhan (Prof IMT, Ghaziabad) being felicitated by Dr. R K Sharma (Prof BVIMR, New Delhi)



Group photo of the participants Since 1998 of the FDP

j) MDP on Mantra for Managerial Efficiency on 24th September, 2015

Title of the Event : Management Development Programm

Topic : Mantra for Managerial Efficiency”

Date & Time : 24th September, 2015

2.30 to 5.00 PM

Venue: M/s.SBI General Insurance Company ltd., Rajendera Place, New Delhi.

Trainer: Dr.Lokinder Kumar Tyagi, Faculty BVIMR & Corporate Trainer

Participants

There were 23 participants of Asstt.Vice president, Regional Manager, Sr. Manager, Manager, Assttt. Manager, Dy.Managers from different departments like Sales, Claims, HR, Agency & Digital, Operations, Finance, Marketing etc.

Pedagogy : Lecture, Open Discussions, Live case discussion, Video Clips and power point presentations.

Objective : The main objective of this Management Development Programme was to help the participants to know what is Managerial Efficiency and how to attain it.



Brief Report:

After Registration at 2.30 PM when 23 participants gathered in the Training hall at SBI General Insurance Company, Rajendra Palace, New Delhi, the MDP was inaugurated by welcome address by Ms.Anpurna, HR Manager. Mr.Ashok Vohra, Asstt. Vice president, felicitated Dr.LK Tyagi and shared the objective of the training programme with the participants. Dr. Tyagi while conveying his heart felt gratitude to the management of SBI General Insurance took training session and covered the following important areas :-

- 1 Managerial Efficiency
- 2 Skills for managerial Efficiency
 - Initiative
 - Positive Attitude
 - Innovative & Creativity
 - Integration & Loyalty
 - Dedication & Passion
 - Excellent Coordination
 - Effective Communication
 - Team Spirit
 - SMART Work (Planning & Execution)
 - Concentration
 - Passion
 - Time Management
 - Practice, Practice, Practice
 - Celebrations
- 3 How to acquire these skills



The above agenda was discussed with the participants with case study discussion and management game. The imparting of training was made more interesting with the help of audio and video material.

Feed Back:

All the senior executives who participated in the MDP were happy and satisfied with the content of knowledge. They rated this programme most interactive, participative and entertaining too. The participants have given their feedback and all the participants have rated the Training Programme as Excellent.

At the end of the programme Assistant Vice President and two more participants express their thanks for such simple and effective training to their senior executives.

2. Guest Lectures (Corporate Academia Connect)

a) Report on Guest lecture for Business Environment

S.no	Particulars	
1	Date of guest lecture	2-9-2015
2	Class & Sec	BBA-1st Sec E & D
3	Name of speaker	Advocate Pawan Kaushik
4	Subject	Business Environment
5	Subject Faculty	Dr.Pankaj Saini
6	Hod –BBA-2nd shift	Dr.Navneet Gera
7	Area Chair	Dr.Broto Bhardwaj

Topic Discussed : Advocate Pawan Kaushik discussed about basics of Legal environment ,consumer protection Act , Legal system , Types of law(civil and criminal)

Learning from Guest lecture :

He started the session by introducing himself , he shared he has got 15 years of corporate experience particularly he has worked in Indian financial sector(banking and insurance) He has also worked two years as a assistant professor in management field. He is now practicing lawyer in Delhi High Court.



Advocate Pawan Kaushik being felicitated by Dr. Navneet Gera – HOD BBA First Year & Dr. Pankaj Saini

Advocate Pawan Kaushik discussed about What are laws, types of laws, difference between civil and criminal laws, consumer protection, framing and source of laws .

Advocate Pawan Kaushik started by introducing himself to us and then firstly told us about the basics of the legal environment. He told us about the various sources of laws and what is the procedure for framing laws . Secondly he told us about the two types of laws that were civil and criminal laws and the difference between them . At last he talked about Consumer Protection and how can a consumer claim his right .

b) Guest Lecture on Export Documentation

Guest lecture was conducted on 22nd Sept 2015, for MBA III sem students and BBA V sem students specializing in International Business on the theme Export and Import Documentation by subject expert in the field and highlighted various processes involved in the task of import and export documentation. Prof H P Singh (Chief Consultant and Programme Director NIESBUD) Presided over the event and imparted intensive training program in the form of workshop for two hours of brain storming session. He told the students about the importance of the various documents under commercial and regulatory documents. He also discussed as to how they are used in international business. The students were also given out some sample copies of the documents so that they get a better insight of the export and import procedures. The difference and importance of the documents were also made clear.

Further he taught the students about the various procedures that are required in commission of international business. He also briefed the students about different ways by which business is conducted between buyers and sellers overseas. After the workshop the forum was open for questions by the students. The queries of the students were handled appropriately by the expert. The session was altogether a great learning experience and was very beneficial.

c) Report on Guest Lecture for Entrepreneurship Development Skills

S.no	Particulars	
1	Date of guest lecture	25-8-2015
2	Class & Sec	BCA (5th)
3	Name of speaker	Mr. M.S.Singh from Scan Mind company
4	Subject	Entrepreneurship Development Skills
5	Subject Faculty	Dr.Pankaj Saini
6	Hod-BCA	Mr.Mahesh Chaubey
7	Area Chair	Dr.Broto Bhardwaj

Topic Discussed : Mr. M.S..Singh discussed about basics of entrepreneurship development ,qualities needed to start his own business,

Learning from Guest lecture : He started the session by introducing himself , he shared he has got 15 years of corporate experience .He is now owner of Mind Scan company deals in business of consultancy, training and development particularly IT, finance and research training .

He talked about definition of entrepreneur and shared following points :

- 1- Qualities of a entrepreneur
- 2- Entrepreneurship challenges
- 3- Examples of Sunil Mittal (Airtel), how he started his business and Bill Gates
- 4- Education field examples (whether director and faculty are entrepreneurs or not)
- 5- Believe in yourself
- 6- Information technology based business

3. FACULTY ACHIEVEMENTS & ACTIVITIES

- A) Participation as a Key Resource Person in FDP/ Attending a Seminar
- a) Dr. Atul Kumar, Assistant Professor was a Key Resource Person for 2 days FDP on Research Methodology and SPSS held at National PG - College, Lucknow on 12-13 September, 2015. He covered aspects like Quantitative Research, Type of Scale, Entering Data into SPSS Descriptive Statistics, Correlation and Regression and T-Test.



Mr. M.S..Singh being felicitated by Dr. Anil Srivastav – Dean BCA & Dr. Pankaj Saini



B) Paper Publication in Journals/Books/Magazines

S.No.	Author	Title of the Paper/Article	Journal/Magazine	Vol. / Issue
1.	Dr. Ashima Bhatnagar Asst. Professor	“Role of Education and Skill Development for Women Entrepreneurship : A model for Women Empowerment”	Innovations & Business : Issues & Challenges	Bharati Publications ISBN No. 978-93-85000-29-4
2.	Mr. Gagan Grover Associate Professor	“An Empirical Investigation into Perception of Retailer in the Indian Retailing”	International Journal of Trends in Marketing Management	Volume 4, ISSN No. 2349-4204 Issue 09, 2015
3.	Dr. Navneet Gera Associate Professor	“Retailers and Customers Perception towards Branded Gems & Jewellery: A Comparative Study”	Gurukul Business Review (An International Refereed Management Journal)	ISSN (Off line): 0973-1466 ISSN (On line): 0973-9262 Volume 2, 2015 Impact Factor: 1.223
4.	Dr. Ajay Sahni Asst. Professor	“Brand Semiotics – A Strategic Marketing Tool for Psychographic Segmentation”	Advances in Economics & Business Management (AEBM)	Volume 2, Issue 11, July – September 2015 P-ISSN: 2394-1545 E-ISSN: 2394-1553 P-1095-1098
5.	Dr. Ajay Sahni Asst. Professor	“Tool in Branding - The Semiotics Way”	International Journal of Business & Administrative Research Review	September 2015 E-ISSN: 2347-856X P-ISSN: 2348-0653
6.	Dr. Pankaj Saini Asst. Professor	“Employee Attrition : Viewing Part with focus to solve future problems for IT & ITES in Gurgaon”	National Research Journal of Human Resource Management	Volume 2, Issue 2, Page 1-8 Year 2015 ISSN No.: 2394-059X
7.	Dr. A.S. Rao Professor	“A Comparative Investigation of Compulsive Buying Behavior of males & females in Delhi/NCR”	IJRMSS	Volume 3, Issue 3(2) July – Sept 2015 ISSN: 2322:0899

8.	Dr. Neelam Sharma Dr. Broto Bhardwaj Associate Professor	“Impact of Social Media & Entrepreneurship Development”	Book edited by Dr. Broto Bhardwaj on “Entrepreneurship” Bharti Publications	ISBN 9789381212530 Page 77-79
9.	Dr. L.K. Tyagi Associate Professor	“A Study of Merits of Talent Management Using ERP, SAP, HCM”	International Journal in Management and Social Science	Volume 3, Issue 10 (October 2015) ISSN: 2321-1784 Impact Factor - 4.358
10.	Dr. L.K. Tyagi Associate Professor	“Employee Effectiveness through e-Performance Appraisal”	IJBM & SS International Journal of Business Management & Social Science	ISSN-2249-7463
11.	Dr. Neelam Sharma Dr. Broto Bhardwaj Associate Professor Dr. Shobha Kushreshtha	“Relationship between Technology and Social Media: A Study in Indian Context”	Journal of Entrepreneurship Management and Media Management	Nowy Sacz School of Business National – Louis University Page 1-17
12.	Dr. Neelam Sharma Dr. Broto Bhardwaj Associate Professor Dr. Shobha Kushreshtha	“Antecedents of Sustainable Strategy: Competencies to Create Sustainable Environment through Social Media”	Smart and Sustainable Built Environment	Vol 2(3), Page No. 23-54 ISSN: 2046-6099

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