



# ACTIVITY REPORT

1<sup>st</sup> December' 2015 to 31<sup>st</sup> December' 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. CORPORATE RESOURCE CENTRE (CRC) ACTIVITIES:**

- a) 18 Companies visited the campus for placement in the month of December for Placement Drive.
- b) Two Companies Visited the Campus for Summer Training for BBA & MBA Second Year
- c) One Industrial Visit Conducted for MBA I Year

### **2. EVENTS / CONFERENCES / WORKSHOPS ORGANIZED:**

- a) BVIMR celebrates Annual Alumni Meet 2015 "MILAP" on 19<sup>th</sup> December, 2015.
- b) Faculty Development Program on Advance Regression and Structure Equation Modeling using AMOS from 16<sup>th</sup> – 20<sup>th</sup> December, 2015.

### **3. FACULTY ACHIEVEMENTS:**

<b>Seminars/ Conferences/Workshops Attended As a Participant</b>	<b>3</b>
<b>Paper Publications in National/International Journals/Magazines</b>	<b>4</b>

## **DETAILED REPORT**

### **1. CORPORATE RESOURCE CENTRE (CRC) ACTIVITIES :**

#### **A) PLACEMENT & TRAINING ACTIVITIES** **(December 2015)**

S.No.	Company's Names	Sector	Package	Result
1	Vistara	Aviation	4 to 5 Lacs	1 Selected
2	ITC	Retail	7.2 Lacs after probation	Ms. Sonali Jain shortlisted
3	ITC	Retail	4.5 Lacs	No one selected
4	CSC	IT	3.4 + Variable	No one selected
5	Loyd Ventures	Investment	4.2 Lacs	No one selected
6	DCB Bank	Banking	4.5 Lacs	3 Selected
7	ELGiEquipments Ltd.	Engineers	6 to 7 Lacs	No one selected
8	Buoy International	Marketing/Finance	18 lacs	1 Selected
9	Uflex	Marketing/Fin/ HR	3.8 lacs	4 selected
10	Amazon	IT	4.8 Lacs	
11	VIP Industries	FMCG		Final process could not conduct because of examination
12	Bharati Airtel	Telecomm	4.5 Lacs	Result Awaited
13	Just Dial	E-commerce	4 lacs	No one selected
14	Diamler India Commercial Vehicles			
15	Axis Bank	Banking	4 lacs	Half process
16	Tata Capital	Finance		5 shortlisted
17	IREO			3 Turn Up
18	Nagarro			One selected

## **B) Industrial Visits in the month of December 2015**

<b>S.No.</b>	<b>Class</b>	<b>Name of the Company</b>	<b>Date &amp; Address</b>	<b>Faculty</b>
1.	MBA –I (Section A, B & C)	LT Foods Limited	15 <sup>th</sup> December, 2015 First Visit (09:30 am) Second Visit (01:30 pm) 43 km Mile Stone, GT Road, Bahalgarh, Sonapat	Ms. Ggandeeep Kaur Ms. Tripti Tiwari

## **C) Summer Placement Status For December 15**

Given Summer Training letters to MBA, BBA/BCA Students.

Summer Training Companies Visited for the month of December, 2015:-

- 1) HDFC Bank
- 2) LT Foods

## **2. EVENTS / CONFERENCES / WORKSHOPS ORGANIZED :**

### **a) BVIMR celebrates Annual Alumni Meet 2015 “MILAP” on 19<sup>th</sup> December, 2015**

Bharati Vidyapeeth Institute of Management & Research (BVIMR), New Delhi organized the Annual Alumni Meet MILAP on 19<sup>th</sup> December 2015 where the programme was organized in two segments. In the first segment, people from corporate were invited to share their industry experience & the second segment had the performance of Guru Randhawa to make the event more successful.

The programme began with the traditional auspicious lamp-lightening by our Hon’ble Director Dr. Vikas Nath and corporate members at 6.30 pm. He shared few words and stated “Milap” is not only about the alumni meet but it is also MILAP and meeting of Guru and Shishya Parampara expressing their love and compassion. He also expressed his happiness as MILAP celebrated its 50<sup>th</sup> anniversary this year.





Dr. Vikas Nath – Director, BVIMR, New Delhi lighting the pious lamp on the occasion of MILAP-Annual Alumni Meet on 19<sup>th</sup> December, 2015

For the event we had some renowned personalities of corporate world .The esteemed guests for the event were Mr. DHEERAJ SARASWAT, MS. AMANDEEP KAUR & Mr. AMAN SHARMA – CORPORATE MENTORS were felicitated by Dr. Vikas Nath – Director, BVIMR, New Delhi.



Ms. Amandeep Kaur – Corporate Mentor being felicitated by  
Dr. Vikas Nath – Director – BVIMR, New Delhi

Dr Vikas Nath also welcomed and felicitated the Vice President of Alumni Association – Mr. Ambikesh Singh, Mr. Pramod Kumar - Secretary of UB, Mr. Ajay Kumar - Joint Secretary of UB, Mr. Subhash Jaitley - Treasurer of UB, Ms Aakriti Batra - Public Relations UB, Mr. Jaideep Bajaj, Mr. Kavita Sharma, Mr. Mukesh Madan, Mr. Namandeep Singh Nayyar as executive member of UB, Ms Kaveri Sabharwal the associate member of UB.



Dr. A.K. Srivastava, Ms. Neelam Sharma, Mr. Ajay Kumar, Ms. Minakshi Sati were also felicitated as the faculty advisor of the UB and Mr. Chetan Singh Chadha was awarded as an Academic Topper of BBA Batch 2012- 15.

There were achievers award for Mr. Alok Kumar for his innovative contributions in the Marketing Services, Mr. Mukesh Madan the Director of Ameriprise India Pvt Ltd., Ms Barkha as a Senior People Management Professional. There was also an informative interaction by Mr. Ambikesh Singh about the various United Brethren Chapters like in Australia, London, Dubai & Patna. The various members of alumni association shared their views and gave vote of thanks to all the alumni for their participation.

Dr. Vikas Nath – Director – BVIMR, New Delhi and the dignitaries present during the event inaugurated **BVIMR MIRROR – NEWSLETTER & our ALUMNI DIRECTORY.**





Dr. Vikas Nath – Director – BVIMR, New Delhi and members of Alumni Association inaugurating  
BVIMR's ALUMNI DIRECTORY

The event didn't end here as every success needs a celebration which included live performance in the ground by **GURU RANDHAWA**, a renowned Punjabi singer followed by dinner by all the guests.



Crowd dancing on the tunes of **GURU RANDHAWA**, a renowned Punjabi Singer during MILAP 2015 on 19<sup>th</sup> December, 2015

### **b) Faculty Development Program on Advance Regression and Structure Equation Modeling using AMOS from 16<sup>th</sup> – 20<sup>th</sup> December, 2015**

The importance of research in management is for decision making. The major function of management is to take decision and without help of the research and analysis of current situation and future forecasting, decision might not be effective. For this reason, today's Indian Management education needs to focus on linking class room teaching with research and new knowledge creation. Knowledge of business analytics, use of analytical software(s) like SPSS/PASW and AMOS play a vital role today for analyzing large amount of data to reach meaningful conclusions. The software(s) have found importance in research organizations (big and small) and academic research over the past years.

The knowledge of SPSS/ PASW and AMOS software operation would enhance the user skill which in turn can be used in class room teaching and academic research supervision, writing Ph.D and M.Phil dissertations. Academicians would be able to scientifically analyze business data not only for teaching but also for writing and publishing quality research papers.



## FDP OBJECTIVES

Appreciate the complexities involved in the financial world of teaching

- The FDP aims at providing research stimulus to keen learners comprising scholars, academicians and practitioners.
- To understand basic statistics, business data handling and related research issues.
- To have hands on experience and practice of using SPSS/PASW software's for empirical estimation.
- To understand the application of Structural Equation Modeling – AMOS in research.

Bharati Vidyapeeth University Institute of Management & Research (BVIMR) organized a Faculty Development Program on Advance Regression and Structure Equation Modeling using AMOS on December 16 – 20, 2015 at BVIMR Campus at New Delhi.

The resource persons for the FDP were Dr. R.K.Sharma, Professor - BVIMR, Dr. A.Sajeevan Rao, Professor - BVIMR, Dr. Ajay Chauhan, Professor - IMT Ghaziabad, Dr. B.R.Bhardwaj - Associate Professor - BVIMR and Ms. Geetu Tuteja Assistant Professor - BVIMR, New Delhi

This FDP focuses on helping participants teach effectively using Regression and SEM. The technical aspect of SEM is very important in the real life situation since it deals with complex problems and large numbers of data set. The available SEM 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.**

Social science research is presently passing through a defining time, wherein it is striving for global standards. With a purpose to attain international standards, social science research needs to focus on the philosophy of research and internationally accepted research methods. Today, social sciences are categorized by a diversity of theoretical perspective, methodological strategies, data collection practices and analysis techniques. With the purpose of time social research has come up with new methods and logical approaches. This has created a need to provide training on a continuous basis to faculty members and researchers in order to equipped them with advance methodological skills. It has been observed that many researcher are not able to produce research work of international standards as they are either not in touch with latest research work technique and tools or do not have proper

orientation to use the traditional research methods effectively. This problem is further aggravated by lack of opportunities for the social researchers to refine their skills and to get insights into fresh perspective of research.

Structural Equation Modelling (SEM) is a technique which effectively subsumes a whole range of standard multivariate analysis methods, including regression, factor analysis and analysis of variance. Whilst being a sophisticated theoretical tool, and certainly not easy to implement, SEM actually underlies much of what practicing market researchers do on a daily basis. That is, on the basis of things we can measure, we attempt to make predictions of things we cannot measure. For market research, SEM provides an opportunity (in fact, a requirement) to hypothesise models of market behaviour, and to test or confirm these models statistically. In the paper, some examples are presented to show some of the benefits of this modelling approach. Technically, SEM estimates the unknown coefficients in a set of linear structural equations. Variables in the equation system are usually directly observed variables, and unmeasured latent variables that are not observed but relate to observed variables.

### Glimpses





**Participants of Faculty Development Program on Advance Regression and Structure Equation Modeling using AMOS from 16<sup>th</sup> – 20<sup>th</sup> December, 2015**



### 3. FACULTY ACHIEVEMENTS & ACTIVITIES

#### A) Seminars/ Conferences/Workshops Attended As a Participant

S.No.	Author	Title of the Paper/Article	Conference Details	Date & Venue
1.	Dr. Ajay Sahni Assistant Professor	“The Empathy Connect in Business Operations”	7 <sup>th</sup> International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO' 2015) – Tends & Future Directions)	28 <sup>th</sup> – 30 <sup>th</sup> December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden
2.	Dr. Daljeet Singh Bawa Assistant Professor	“ E-Assessment: An Innovation in Evaluation for Educational Systems”	7 <sup>th</sup> International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO' 2015) – Tends & Future Directions)	28 <sup>th</sup> – 30 <sup>th</sup> December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden
3.	Dr. Aparna Marwah Assistant Professor	“Enterprise Knowledge Management (EKM) as a diagnostic tool to overcome skill-set deficiency in Modern Enterprises”	7 <sup>th</sup> International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO' 2015) – Tends & Future Directions)	28 <sup>th</sup> – 30 <sup>th</sup> December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden

**B) Paper Publications in National/International Journals/Magazines**

S.No.	Author	Title of the Paper/Article	Journal/Magazine	Vol. / Issue
1.	Dr. Ajay Sahni Assistant Professor	“The Empathy Connect in Business Operations”	Conference Proceedings of 7 <sup>th</sup> International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO’ 2015) held from 28 <sup>th</sup> – 30 <sup>th</sup> December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden	Page No. 90
2.	Dr. Daljeet Singh Bawa Assistant Professor	“ E-Assessment: An Innovation in Evaluation for Educational Systems”	Conference Proceedings of 7 <sup>th</sup> International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO’ 2015) held from 28 <sup>th</sup> – 30 <sup>th</sup> December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden	Page No. 91
3.	Dr. Aparna Marwah Assistant Professor	“Enterprise Knowledge Management (EKM) as a diagnostic tool to overcome skill-set deficiency in Modern Enterprises”	Conference Proceedings of 7 <sup>th</sup> International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO’ 2015) held from 28 <sup>th</sup> – 30 <sup>th</sup> December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden	Page No. 89
4.	Mr. Parul Agrawal Assistant Professor	"Innovation Management Tools – An analysis of the anti pollution moves of Delhi’s Chief Minister”	Conference Proceedings of 7 <sup>th</sup> International Conference on Quality, Reliability, Infocom Technology & Business Operations (ICQRITBO’ 2015) held from 28 <sup>th</sup> – 30 <sup>th</sup> December, 2015 at Conference Centre, University of Delhi co-organized by Lulea University of Technology, Sweden	Page No. 90

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