



ACTIVITY REPORT

1st October' 2015 to 31th October' 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

ACTIVITY REPORT FOR THE PERIOD – 1st October' 2015 to 31st October' 2015

HIGHLIGHTS

1. CORPORATE RESOURCE CENTRE (CRC) ACTIVITIES:

- a) 7 Companies visited the campus for placement in the month of October and Workshops/ Mentoring Programs / Pre –Interview Training were conducted by CRC.

2. EVENTS / CONFERENCES / WORKSHOPS ORGANIZED:

- a) CORPOSCHOOL' s Dress Smartly; Dress Elegantly Campaign in BVIMR Campus w.e.f. September 28, 2015
 b) BVIMR Soccer Tournament on 25th, 29th, 30th September & Finals on 1st October, 2015

3. GUEST LECTURES (CORPORATE ACADEMIA CONNECT)

Number of Guest Lectures Conducted	5
<ul style="list-style-type: none"> ➤ Report on Guest Lecture for Organizational Behaviour in BBA III Semester ➤ Report on Guest Lecture for Enhancing Presentation Skills in MBA I Semester ➤ Report on Guest Lecture for Services Marketing in BBA V Semester ➤ Report on Guest Lecture for Consumer Behaviour in MBA III Semester ➤ Report on Guest Lecture for Concept & Application of MIS and Knowledge Management” in BBA III Semester 	

4. FACULTY ACHIEVEMENTS:

Seminars/ Conferences/Workshops Attended As a Participant	1
Paper Publications in National/International Journals/Magazines	5

5. STUDENT ACHIEVEMENTS & ACTIVITIES IN OFF-CAMPUS

13 Students have won laurels for BVIMR, New Delhi in various Off-Campus Activities

DETAILED REPORT

1. CORPORATE RESOURCE CENTRE (CRC) ACTIVITIES :

PLACEMENT & TRAINING ACTIVITIES

(October 2015)

S. No.	Company's Visited	Status
1	Capital IQ	In Process
2	Thomson Digital	1 Selected
3	Vistara	5 Shortlisted
4	Loyd Ventures	3 Shortlisted
5	Koeing Solutions	5 Shortlisted
6	Human First	7 Shortlisted
7	To The New Digital	2 Shortlisted

Training Course and Conference/Seminar/ Workshop/Symposia Conducted

Sr. No.	Name of the faculty and designation	Programme	Duration	Organized by
1	Mrs Neelam Sharma & Gagandeep Kaur, Dr. L.K Tyagi, Ms Swati Sharma	Mentoring Program for MBA 1 year	10-10-2015	CRC
2	Mrs Neelam Sharma & Gagandeep Kaur, Dr. L.K Tyagi, Ms Swati Sharma	Counselling session For MBA Final for placements	Continue activity	CRC
3	Mrs Neelam Sharma & Gagandeep Kaur, Dr. L.K Tyagi, Ms Swati Sharma	Conducted GD for Final year MBA students	CCPPT Session	CRC
4	Mrs Neelam Sharma & Gagandeep Kaur, Dr. L.K Tyagi, Ms Swati Sharma	Workshop on Digital Marketing for MBA final year, conducted By heroes	16-10-2015	CRC
5	Mrs Neelam Sharma & Gagandeep	Pre- Interview	Continue	CRC

	Kaur, Dr. L.K Tyagi , Ms Swati Sharma	sessions for MBA Final	activity	
6	Ms. Gagandeep & Mr. Chaubey	Inauguration of 2016 Microsoft Office for BCA (Won prize by students as well as faculty)	One Day workshop	CRC
7	By CRC	AMCAT Aptitude Test by Aspiring Minds	10 – 10 2015	CRC

2. EVENTS / CONFERENCES / WORKSHOPS ORGANIZED :

a) **CORPOSCHOOL' s Dress Smartly; Dress Elegantly Campaign in BVIMR Campus** **w.e.f. September 28, 2015**

As a reinforcement activity to imbibe formal dressing sense among BVIMR's students, after the launch of CORPOSCHOOL, the finishing school of BVIMR on September, 18, 2015, a photo shoot of MBA Second Year Students was executed on 26 September, 2015 from 2:30 pm till 6pm, by Mr. Ankit Barua, Mr. Sumit Kaushik, BVIMR's Admission, Brand Management and Marketing Team and Dr. Ajay Sahni, Chirman- CORPOSCHOOL , BVIMR. The Students of MBA II Year were identified on the criteria of formal corporate attire and BVIMR's Identity Cards, and their pictures were shot by a team of Professional Photographers. After a very strict and rigid screening by Prof.(Dr.) Vikas Nath, Director-BVIMR, 20 pictures were selected with slogans depicting the value and importance of Formal Dressing Sense.

On 27 September, 2018 the Acrylic Frames of 3 feet x 5 feet were installed on strategic areas of the campus, so that the students could relate to these role models who have become the face of the institute. The whole campaign has been planned and initiated by Dr. Vikas Nath along with COPOSCHOOL Finishing School's team, to impress upon the students to be presentable and bring in the corporate culture right in their institute; BVIMR. As a result of this innovative campaign, the students' overall spirit is upbeat, and they are encouraged and looking forward to being the next face of the institute.

The next phase of this campaign will be to highlight about all students' probability of being the next face of the institute, provided they fulfill the selection criteria as laid down by Dr. Vikas Nath, which was communicated by Director Sir through sms to all the students. The selected students will become the face of the institute, and shall be recognized with certificates, and

they will further be a part of BVIMR's promotional campaigns on digital media, their pictures will be published in BVIMR Mirror; Newsletter and posters.

Dr. Ajay Sahni has been delegated the task of disseminating the information regarding the selection criteria of how the students will be selected for the next phase of the institute campaign along with his team of foreign language teachers. Dr. Ajay Sahni will be selecting the students based upon their formal dressing sense, identity cards and other formal dressing etiquette. After this a photo shoot will be carried out and the campaign will move to the second phase with the valuable guidance and advice of Director Sir.



Snippets of s Dress Smartly; Dress Elegantly Campaign

b) BVIMR Soccer Tournament on 25th, 29th, 30th September & Finals on 1st October, 2015

Every day is just a day, but after the regular college hours, it takes few more hours of practice and hard work to make a better team. After constant hard work and passion for soccer, the team prepared itself to give a playful performance. The first day of match began with enthusiasm and zeal. On first day, two matches took place; the first one was between MBA

1st year and MBA 2nd year, where the victory goal was made by MBA 1st year. Later to which, the 2nd match was between BBA 2nd year and BBA 3rd year where the final year team won.

The first day of match was nothing but loads of excitement, vigor and passion, and so, looking forward to the next day with same amazement with another batch of matches.

The matches were BBA 3rd year VS BCA and MBA 1st year VS BBA 1st year. Among these, BBA 3rd year and MBA 1st year stood victorious.



**Dr. Vikas Nath – Director – BVIMR, New Delhi & Mr. Ajay Kumar – Sports Incharge
wishing the players before the Soccer Tournament**

The last and the final day of the matches, it was a brawl between BBA 3rd year and MBA 1st year. It was a match of constant hard work and dedication towards the game which was shown prominently by both the teams. Taking their efforts to another level and not giving in to the opponents, their only motive was to win. Along with fun and excitement, the match took turns when the experienced players of both the teams tried to put up such a great show.

In the end, the victory was in honour of MBA 1st year, promising many more victories ahead.



Winners of the Soccer Tournament – MBA 1st year students

3. GUEST LECTURES (CORPORATE ACADEMIA CONNECT)

a) Report on Guest Lecture for Organizational Behaviour in BBA III Semester

- Date** : 9th October, 2015
Time : 9:00 am to 1:55 pm
Topic : “Organization Culture”
Speaker/Trainer : Ms. Shweta Kwatra, Director AMS Consultants
Objective : The objective of the Guest Lecture was to give practical corporate exposure of Organization Culture prevailing in various organizations across the world to BBA III Semester students.
Organized by : Dr. Ashima Bhatnagar, Assistant Professor (HRM, OB & Management)
Ms. Sonal Singh, Assistant Professor (HRM)

At BVIMR, we are organising guest lecture to imbibe students with the corporate culture & how theoretical knowledge may be used further in their corporate experience. To keep the students abreast with Institute-industry interaction, we organised a guest lecture for BBA III semester students on Organization Culture dated on 9th October, 2015. It was our privileged to listen to Ms. Shweta Kwatra, Director AMS Consultants.



Ms. Shweta taking the session.

As the session began she gave a brief introduction about her experience of 10 years with the corporate named as GE, Convergys, Accenture in Convergys where she was earlier employed and then as the session moved forward she started interacting and started imparting her knowledge related to her work experience and made them understand the concept of organization culture. She also emphasised on “It is only us who make organisation culture.

The most interactive and interesting part of the session was she explained briefly about the factors that affect & shape up the organization culture. She was highly interactive and students were also showing a lot of interest. She gave several examples like GE company, google organization culture etc. To make the session interactive & interesting she also did one activity wherein she picked up 5 volunteers who had to bring about 5 visible changes and then another 5 more changes in their appearance. So one or two of them had got tired and they became reluctant to bring change though the change is inevitable. This session and activity which made them realize that efficiency and greatness in life never comes from our comfort zones & one should be ready to accept changes to some extent.



Activity conducted by Ms. Shweta based on Change

Feed Back:

The Session was very well taken by all the Students. Ms. Goswami, Trainer had involved in the students in open discussion and made it more interesting by conducting a management game. In all it was a good learning experience and a source for insight into the real world scenarios and we would surely enjoy more sessions like these. All the students appreciated the guest lecture organised for them.

b) Report on Guest Lecture for Enhancing Presentation Skills in MBA I Semester

A guest talk was organized for MBA I SEM section A,B AND C on “PRESENTATION SKILLS” by Rita Gangwani, *Personality Architect* , on 14th October, 15 Wednesday.

Ms. Gangwanistarted the session by elaborating on the concept of presentation skills and veered the discussion to how body language, personal grooming, paralanguage are vital in meliorating the quality of an individual’s personality. She also emphasized the importance of organizing the speech and the strategies for beginning and ending the presentation.

She discussed some of the important concepts of Presentation skills like:

- P- Preparing or Planning
- O- Organizing
- D- Developing
- D- Delivery

- K- keep
- I- It

S- Short
S- Simple

B- Bang
O- Opening
M- Mapping
B- Bridging
E- Examples
R- Recap
B- Bang

The talk was indeed a learning experience for the students as they could get the insights of delivering impactful presentations. The session ended with humble vote of thanks extend to the speaker.

c) Report on Guest Lecture for Services Marketing in BBA V Semester

Date : 13 October 2015, Friday from 9.00 am to 10.45 am

Venue : BVIMR Auditorium

Participants : BBA V Semester Students

Name of Industry Expert : Mr. S. Kartikeyan

Description of Expert : Mr. S. Kartikeyan, PGDM (Specialisation – Marketing &HR) from IIM Lucknow, presently associated with ITC HOTELS LTD as Sales & Marketing Manager –Strategy & Leadership role-New Business Venture.

Topic: "Hospitality Industry in India: Challenges and Future"

Event Co-ordinator; Dr. Sanjay Manocha



Mr. S. Kartikeyan addressing participants

Mr. S. Kartikeyan shared with students about Indian Hospitality Sector. Excerpt of his speech is as follows;

- The Tourism and Hospitality industry is the largest service industry globally in terms of gross revenue and foreign exchange earnings. It is also one of the largest employment generators in the world. The driving forces of this industry lie in the recreational, knowledge seeking, religious and business interests of people around the world. The human urge for new experience, adventure, and entertainment plays the role of a catalyst for the growth of this industry. It also has the potential to stimulate other sectors in the economy owing to the cross - synergistic benefits and its backward and forward linkages which makes tourism and hospitality both a cause and consequence of economic development In the Indian context, the story is no different. Despite the few ebbs and flows and the political uncertainty that the whole economy is facing, this industry is poised for long term sustainable growth and looks to stabilize and grow further in the near future.

He also shared Government Initiatives to promote this sector which is as follows;

In India, the Tourism and Hospitality industry is primarily driven by the private sector service providers, while the public sector contribution is significantly through provisions of infrastructure, either directly or through Public Private Partnership (PPP) in hospitality and tourism projects Growth in this industry goes hand in hand with the performance of allied industries such as aviation, transport, basic tourist infrastructure and facilitation systems, etc. Thus, sustainable growth in this sector cannot be attained unless the issues related to these sectors are addressed simultaneously. For the same purpose, following are some of the initiatives that the government has undertaken to give a boost to this robust and growing industry:

Foreign Direct Investment (FDI)

The Hotel and Tourism related industry has been declared as a high priority industry and Foreign Direct Investment (FDI) of up to 100% (under the automatic route) has been permitted for this sector.

Tourism Infrastructure Development

The 12th Plan Five Year Plan is focused on the development of tourism infrastructure in an integrated manner by identifying the important circuits and the gaps in infrastructure amenities in the convergence of resources of various Ministries/ Organisations at the Central and State levels.

365 Day Destination, Visa on Arrival, Campaigns

India caters to all kind of tourists and therefore the government of India aims to make India “A 365 day Destination” that offers a vast array of destinations with exquisite locations from peaceful beaches across Kerala to the snow clad mountains of Kashmir.

Currently, there are 11 countries that are allowed Visa on Arrival, the ministry of tourism is in the process of adding three more countries (France, Germany and Russia) to the list. The consumption demand, emanating from tourist expenditure also creates more employment and generates a multiplier effect on the economy.

The Ministry of Tourism commenced its International TV Campaign (2009- 10 – Extended to 2010-11) for Europe and Americas region, which finished in the first half of the 2010-11. In December 2010, the Ministry launched its International TV Campaign 2010-11 in Europe. Leading TV channels of pan-regional reach are a part of the Media Plan of the Ministry. The Incredible India Campaigns have also become a rage across the world today.

He also explained about challenges and trends influencing future of Indian hospitality industry.

d) Report on Guest Lecture for Consumer Behaviour in MBA III Semester

CLASS : MBA III SEM (SECTION A, B AND C)

SUBJECT : CONSUMER BEHAVIOUR

TOPIC : INSIGHTS INTO CONSUMER BUYING
BEHVAIOUR – CROSS CULTURAL
PERSPECTIVE

NAME OF THE SPEAKER : Mr Vivek Nanda , Head – Direct Sales , Sharp
Electronics (I) Pvt Ltd .

REPORT:

Consumers want more. Consumer behavior is changing fast: new apps, websites, and social media networks are on the scene all the time. Technologies are changing every day – what’s working today is different than what worked last year. There is opportunity to benefit from the changes in consumer behavior by understanding how people consume information. We “go where they go.” The game is to be in the right place at the right time with a compelling message.

What one needs to know very clearly is: Who are my consumers? How do they consume? Why do they do it that way? What motivates their behavior? The speaker made a successful attempt at explaining the cross cultural perspective towards buying behavior .He explained this all through numerous examples of companies like Apple, Nirma, Walmart, Staples, etc. as to how successfully they all have reaped on consumer across borders.

The session was wonderfully taken by the students. This was followed up with the question answer session.



Guest –Mr. Vivek Nanda being felicitated by Mr. Akshit Marwah – Students’ representative of MBA II YEAR

e) Report on Guest Lecture for Concept & Application of MIS and Knowledge Management” in BBA III Semester

BVIMR, New Delhi got the opportunity to organize a guest lecture for BBA Sem-III (all 5 sections) students on “**Concept & Application of MIS and Knowledge Management**” as a part of their course curriculum.



Welcoming and felicitating the Guest Speaker Mr.Rajat Kakkar

Name of the speaker	: Mr. Rajat Kakkar (IBM).
Date	: October 10, 2015.
Venue :	Respective Classrooms.
Timings :	9:00am-1:00pm.

About the Company



IBM India's solutions and services span all major industries including financial services, healthcare, government, automotive, telecommunications and education, among others. IBM helps clients transform and succeed in challenging circumstances. The diversity and breadth of the entire IBM portfolio of research, consulting, solutions, services, systems and software, uniquely distinguishes IBM India from other companies in the industry. IBM India has clearly established itself as one of the leaders in the Indian Information Technology (IT) Industry - and continues to transform itself to align with global markets and geographies to grow this leadership position. Widely recognized as an employer of choice, IBM holds numerous awards for its industry-leading employment practices and policies.

Topics discussed:

➤ Introduction

As the speaker came with extensive experience based knowledge during his long association with IBM, he helped to understand the current scenario of organization and information usage by giving various screen shots and example taken from the real life scenarios for clear understanding of the following topics:

- Introduction to Management Information System (MIS) and Knowledge Management (KM)
- Its uses and applications in various domains of an organization.

➤ **Brief Outline :**

MIS and BI (Business Intelligence) are generally used interchangeably in the industry today. It is important to understand that Information within organization cannot work in Silos. Information that is generally gathered and shared by various departments is as under:

- Workforce / HR related
- Asset Management
- OSS (Operational Support System)
- BSS (Business Support System)
- SCM (Supply Chain Management)
- Call Centre
- Budgeting & Finance
- Information Technology

As in any high performing organization, all of the above factors work in co-ordination we call the information collected not as MIS reports but Business Intelligence as they help in better and informed Decision making.

➤ **Current Scenario :**

BI and Performance Management helps us to know how are we performing and for taking decisions on how to improve the performance as required. Hence, it is important to know the capabilities and utilities of MIS which are:

- Ad-hoc Query
- Scorecards
- Reporting
- Exploration and Analysis
- “What-if” scenario modeling

Based on the above information, various analysis can be done using MIS which are:

- Analytical Reporting (Drill)
- Trending (Slice & Dice)
- Scenario Modeling (What-if analysis)
- Projective Modeling (What might be)

Finally after understanding the application of the various analytical tools, the key learnings carried by the students are:

- Practical usage of MIS software
- Various ready-to-use software and features



The extent of customization/modifications that can be done for personalized reporting.

Session in Progress



The participants and students of BBA program at the Guest talk

BVIMR, New Delhi wishes to continue conducting such guest lecturers for its students in future also to keep them updated about the Industry needs and challenges faced in each field.

4. FACULTY ACHIEVEMENTS & ACTIVITIES

A) Participation in FDP/ Attending a Seminar

S.No.	Author	Workshop Details	Organizer	Date & Venue
1.	Dr. Ajay Sahni Assistant Professor	"One Day Professional Development Workshop for Academicians, Translators and Language Professionals."	Indian Translators Association in collaboration with Modlingua Learning Private Limited and Hispanicindia and Hindi Centre, New Delhi	Hispanicindia and Hindi Centre, New Delhi K5, Kalkaji, New Delhi - 110019 31st October, 2015, Time : 10:am to 5:30 p.m

B) Paper Publication in Journals/Books/Magazines

S.No.	Author	Title of the Paper/Article	Journal/Magazine	Vol. / Issue
1.	Dr. Preety Wadhwa Associate Professor	“Impact of demographics on child responses to TV advertising: A study of metropolitan cities in emerging countries, W.S.R.T. New Delhi”	International Journal of Trends in Marketing Management	Volume 4, Issue 09, 2015
2.	Dr. Preety Wadhwa Associate Professor	“ Impact of Television Advertising on Child request strategies and parents’ responses: A 15-Year Review of the Research”	International Journal of Consumer rotection (IJCP)	ISSN 2395-833X Upbhokta Nyay
3.	Dr. Preety Wadhwa Associate Professor	“Impact of television advertising on children and their subsequent Influence on family decision making: A 15-Year Review of the Research”	Educator – The FIMT Journal”	June 2015, Vol.10th ISSN NO. 2277-9736
4.	Dr. Ajay Sahni Assistant Professor	"Symbols- An Effective Marketing Communication Tool in Branding."	International Journal in Commerce,IT and Management	Volume : V (2015), Issue : X Oct., 2015) Page nos. : 1-4
5.	Mr. Parul Agrawal Associate Professor Dr. N.K. Gupta Professor	“Impact of Dividend on Investment Decisions of Small Investors”	Pratibimba – The Journal of IMIS	Volume 2, Issue 5, July – December 2015 ISSN 0972-5466 Page Nos. 23-30

4. STUDENT ACHIEVEMENTS & ACTIVITIES

S. No.	College/ Institution	Activity Name	Student Name	Position	Prize
1	VIPS - Gravity	Face Painting	Rupal Prajapati	1st	Trophy, Certificate and cash prize of Rs. 1500/-
		Face Painting	Rahul Jain	1st	Trophy, Certificate and cash prize of Rs. 1500/-
		Movie Trivia	Shreya Tripathi	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Rupal Prajapati	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Shreya Tripathi	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Sachi Vadera	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Parul Singhal	2nd	Trophy, Certificate and cash prize of Rs. 1000/-
		Paper Dress	Pritika Singh	2nd	Trophy Certificate and cash prize of Rs. 1000/-
2	BVICAM- Student Council	Pictionary	Kunal Sachdeva	2nd	Trophy & Certificate
		Pictionary	Mayank Aggarwal	2nd	Trophy & Certificate
3	Gargi College, DU- Alohomora	Case Study	Ankita Banerjee	1st	Trophy, Certificate and cash prize of Rs. 7000/-
		Case Study	Sourabh	1st	Trophy, Certificate and cash prize of Rs. 7000/-
4	Microsoft	Role Play	Aditi Chopra	1st	Certificate, Pen drive & License of MS Office 2016
			Ravina Verma	1st	Certificate, Pen drive & License of MS Office 2017
			Ekjot Kaur	1st	Certificate, Pen drive & License of MS Office 2018

Prepared by:

Activity Team
BVIMR, New Delhi