



DECEMBER 2020 | VOL.1

B BYTES NEWSLETTER

DEPARTMENT OF MANAGEMENT
INDIRA GANDHI DELHI TECHNICAL UNIVERSITY FOR WOMEN,
NEW DELHI



EDUCATION. ENLIGHTEN. EMPOWER.

About This Issue:

Department of Management of IGDTUW has been actively engaged in enhancing not only the academics of the students, but it has also engaged them in extra-curricular activities. By doing this, this department has tried to ensure that students don't become just bundles of knowledge but they are an amalgamation of knowledge and fun. These activities are manned by the students themselves along with the valuable cooperation of the faculty members. Those who are running these groups, shoulder responsibility which grooms them for future roles as successful managers.

SOCIETIES



Department of Management

The Department of Management is the latest feather in the cap of IGDTUW. Having established in 2019, with the vision to be recognized globally as the destination for future business leaders, it aims to provide skill-based practical business management education and develop analytical skills and entrepreneurial capabilities among young women to transform them into future business leaders.

Currently, the Department of Management offers a Three Year - Full-Time Bachelor of Business Administration (BBA) program and a Two Year - Full-Time Master of Business Administration (MBA) program.



BBA (BACHELORS OF BUSINESS ADMINISTRATION)

A three years, the full-time course started in 2019 that caters to discrete domains of management and providing each student the liberty to find their niche and foster the values of a leader.



MBA (MASTERS OF BUSINESS ADMINISTRATION)

A two years, full-time MBA course was launched in the academic year 2020. This course enables the need students to imbibe managerial skills for smooth professional conduct.

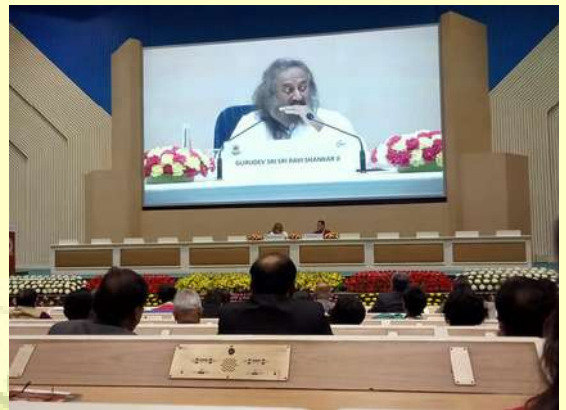


EVENTS

Vigyan Bhawan Event

September 2019

The Students of BBA attended the session "Fireside Chat" of Gurudev Sri Sri Ravishankar Ji with Mr. T V Mohandas Pai on the second day of the 15th FICCI Higher Education Summit at Vigyan Bhawan. The session was enlightening for the students.



Career in Management

Sept, 2019



A special session on Career in Management" was organized in collaboration with ICFAI Business School. Professor Ranika Chaudhary delivered the special session to the students of BBA. The session was very informative and students learned about various opportunities available in different verticals of Management.

Inauguration of new building

Oct, 2019



A Special Puja was organized for the inauguration of Management Block above Library. Honourable Vice-Chancellor, IGDTUW graced the occasion a by lighting the Lamp and offering prayer to the Goddess Saraswati. All the Faculty members and students of BBA very enthusiastically participated in the event. .

Internshala Talk

Oct, 2019



The INTERNSHALA TALK session was organized for the management students in the college on 14 October, 2019.

The main aim of the session was to inform the students about how they can make use of different opportunities to gain experience, boost their resume and soft skills.

SAMANVAY -The Economics and Research Society of IGDTUW



The human race's curiosity has expressed itself in the creation of various fields of study that examine specific aspects of the world around us. The 'natural' sciences like physics and chemistry study the behavior of the basic particles and elements of the universe and their interactions with each other. The 'humanities', on the other hand, study the creations of humans, such as literary texts and the arts.

Interspersed between these two is

the Economics—a 'social science' which deploys a highly quantitative, data-driven, problem-solving approach towards understanding the behaviour of the human beings. Economics, therefore, is the field of study that is best placed to track, study, project and predict human behavior; and as such is one of the most important and relevant skills for the world today, helping us choose wisely when it comes to one's personal, social and professional lives.

Keeping above aspects in mind, Samanvay-The Economics and Research Society was introduced on 29 November 2019. Samanvay aims to foster and propagate an environment in which students can enhance their quality knowledge in the domain of economics and research that will equip them with practical and theoretical insights of the subject.

EVENTS

Cross-Week

Sept 20-26, 2020



Cross-week was an online event of seven days, where the participants were required to search the word particular to the themes. The themes were different for each day like Covid 19, Economics, Technology related etc. This event was an ice breaker in the Covid times involving the participants in fun filled journey of the words.

Webtalk on Agricultural Reforms

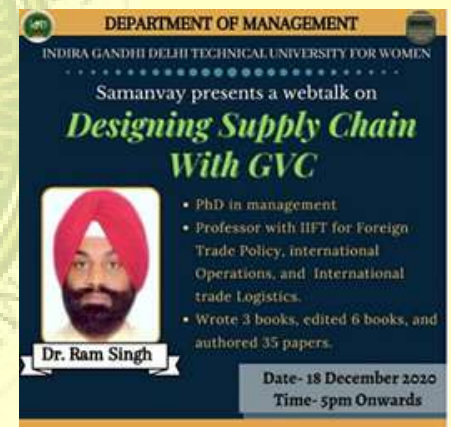
Oct 26, 2020



Keeping the latest policy changes in mind, a Web talk on Agricultural Reforms was organized, with the Mr. Vishal Dagar, Assistant professor Amity University as the speaker for the web talk. He addressed the big picture of the agricultural sector on issues faced by farmer, what the government is doing, and what ought to be done to make the conditions better. Mr. Dagar fully stacked the session with realities and facts regarding the farm bills.

Webtalk on Designing Supply Chain with GVC

Dec 18, 2020



In today's world, it's not the organization that are competing, it's the supply chain that is competing. Keeping this in mind, a web talk was organized on the topic: Designing Trade Supply Chain with GVC. The department was delighted to host Dr. Ram Singh, Professor IIFT, Delhi as the speaker for the event. He enlightened us with a holistic overview of the topic covering geopolitics and policy prospective as well.



Smanavay.igdtuw



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MUDRA-The Finance and Investment Society of IGDTUW



An investment in knowledge pays the best interest. –Benjamin Franklin
Finance attracts young people who are eager to make big money, but it only retains those that are truly interested in solving financial problems. Career in finance offers high pay and fast career placement after graduation. With a motive to make finance as a career for the students by working in close association with thought leaders and organizations, providing students a

platform to hone their corporate communication skills MUDRA (₹) - The finance & investment society of IGDTUW came into existence. It also focuses on Corporate communication, founded in April, 2020 with the motto of breaking down concepts like networking, finance and making them more fun and engaging for the students. The Society combines educational programmes like seminars, guest lectures and workshops with fun

events. The Mission of the Finance Society is to improve students' understanding of financial aspects of management and to learn, engage and access in the field of Finance and Corporate world in an easy and insightful way.

This society helps students to explore different and difficult financial terms in an uncomplicated way. It also engages students in activities involved in managing corporate communication.

EVENTS

Learn From Home Webinar

July 4, 2020



The event in the series "Learn from Webinar" invited Ms. Kriti Singhal. It was an interactive session where she told her success story of creating India's fastest growing youth committee. Ms Kriti Singhal has conducted over 1000+ workshops and has been featured in BBC News, Times of India and more. She is also an entrepreneur, a happiness coach, a mentor to students from all across the country

The webinar focused on professional hacks, people skills that can help us grow in the corporate world, followed by a Question- Answer round with the speaker.

Learn From Home Webinar

Oct 26, 2020



Webinar on the financial breakdown of the social media Industry. The guest speaker was Mr. Sabby BG who told about the financial breakdown of the social media Industry, Future jobs in the industry, youtube analytics, brand collaborations.

Mr. Sabby BG is a content creator, YouTuber And produces international content that caters to the interests of Indian audience.

Movie Night With Mudra

Dec 17, 2020



Movie Night With Mudra was an event organized to infuse the stock market knowledge into the students. The virtually held event showcased the Netflix Episode that helped the students to have the basic about stocks.

After the movie there was a healthy discussion about the key takeaways from the movie. Students shared that how this short movie generated their interest towards stocks and would love to have more such engaging & informative events.



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mudra-the-finance-and-investment-society-igdtuw

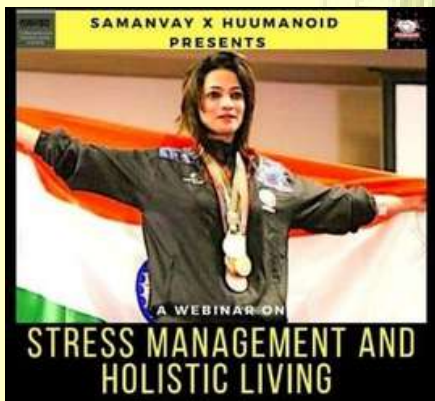
HUUMANOID – Human Resource Society of IGDTUW



HUUMANOID is the Human Resource Society of Indira Gandhi Delhi Technical University for Women. We introduced our tagline/slogan as "U make it Ingenious!". The philosophy behind the extra U in the name defines the ability of a Human to do things in a clever, original and innovative manner. The objective of the society is to help students to shape themselves into professionals before entering the corporate world. Through workshops, seminars, webinars, fun events, value-adding activities, industry-oriented summits and competitions etc; society provide a platform to develop new skills and explore oneself.

Stress Management & Holistic Living

JULY 26, 2020



Ms. Archana Jain is a world champion in powerlifting and a motivational speaker. She talked about the role of yoga, exercises and how these contribute to mental and physical wellness and hence productivity. The webinar started with the life story and challenges faced by Ms. Archana Jain. After that, she provided with some tips and tricks to remain calm when feeling anxious during tough times.

EVENTS

Preparation of CAT, GMAT and Non-MBA options

OCT 3, 2020



Prof. Sandeep Mann has 30 years track in servicing of Indian large corporate and MSME apart from global entities. He has been instrumental in enabling admissions of thousands of students to IIMs, IITs, and US schools.

The webinar started with brief introduction about CAT, GMAT and other MBA related exams. After that the speaker told about many Non-MBA options that one can pursue. Some very useful strategies, idea plan, tips and hacks were discussed during the webinar.

Resume Building and Self-Selling

NOV 6, 2020



Mr. Anshumali Saxena who is an Institutional Builder, Leader - Mentor, Sales -Marketing, Branding - Innovator.

The Spotlight of the webinar was "Let your CV talk about you and Be as creative as you can". He emphasized to use graphics, different shapes and figures to make your CV stand out in the crowd. He also emphasized to keep ourself (i.e. your skills) updated according to the requirements of the world.

How to get high paying Jobs & Internships

DEC 15, 2020



Mr. Shivansh Garg is the founder of Young Engine which is a Youth Organization. He provides opportunities of internships, jobs and career enhancements workshops to the students.

The session was focused on tips and tricks to get the dream job & Internship in the desired organization. Students were delighted to get such a wonderful insight from the session.

Vartta-The Business News Society of IGDTUW



In order to be an optimistic manager one should always focus on ongoing trends and situations and should mold its business into that direction. One should have a brief understanding about a certain change in trend and technology. One should be free to adopt new changes in order to grow its business.

An important source of all such information is newspaper. Vartta, the business society, IGDTUW is working to achieve this goal. We bridge this gap and bring closely the business news to the students to keep them updated. The society works on enhancing communication skills, confidence and team spirit amongst team members.

One integral part of Vartta society is, SAT-FACT, which weekly surprise of facts and techniques followed by certain companies. Real and genuine facts added in this section.

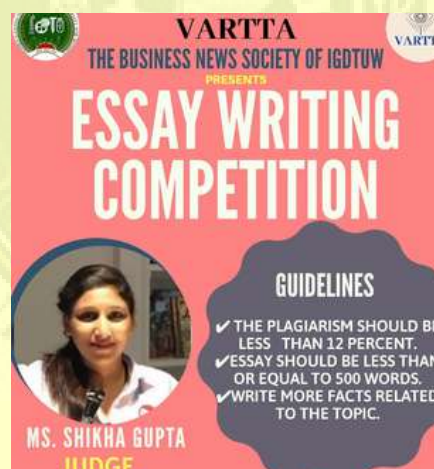
EVENTS

Financial Condition of Developed Vs Developing Countries Post Covid-19 Oct, 2020



In this webinar, Dr. Vivek Bhageria presented his views on the current financial conditions of both developed and developing countries. He presented a brief description about the initiatives taken by both type of countries and in which financial year they would be able to attain their respective economy back. He discussed about the opportunities that India is receiving due to this ongoing pandemic.

Essay Writing Competition Dec 15, 2020



In this essay writing competition student were given the topic "The New Agricultural Farm bill". Participants were given a day's time to submit the essay with word limit of 500 words and plagiarism up to twelve percent. Entries were invited over the mail and best three prizes were announced. This competition was judged by Ms Shikha Gupta.

Group Discussion Dec 17, 2020



Vartta Society conducts a weekly group discussion every thursday. The topic of discussion relates to Economics, Markets, Finance, Technical & Corporate news. This co-curricular activity would help management students in enhancement of their knowledge base.



Vartta.igdtuw



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ZOSH - Marketing Society of IGDTUW

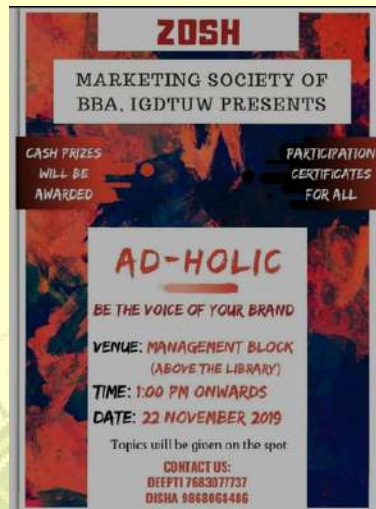


EVENTS

In today's world, marketing is the heart of a business. An effective marketing strategy helps to win new customers and gain an edge over the competitors.

To help students create interest and understand marketing in a fun and imaginative way, the BBA students under the department of Management commenced ZOSH - The Marketing Society of IGDTUW.

ZOSH aims to educate students about different aspects of marketing like Advertising, Branding, Copywriting, Customer Relationship Management (CRM), Direct Marketing, Graphic Design, Digital Marketing, etc.



Ad-Holic

Nov 22, 2019

'Zosh' organised AD MAD, an Advertisement Making Competition for students to showcase their creativity in marketing products and services. The event key focus areas were product designing, business negotiation, and advertisements curation. The event gave the chance to the student to challenge their marketing minds to make an advertisement on the spot while using a prop. With ever changing economies and markets, the advertising and branding strategy of companies is also undergone.

Logo Making Competition

July 14, 2019



The virtual event organised by ZOSH aimed at logo designing by using advertising.

Logistics gave a platform to students, depicted an interestingly broad range of perspectives and understanding of marketing through graphic designing. The scope of the event was to instil the knowledge and Significance of a logo in business, providing an understanding of how a symbol can speak for the organization.

Debate Competition

Sept 19, 2019



The debate competition Market colloquium was organized by Zosh-The Marketing Society of IGDTUW and TechnoLiterati- The Literary Society of IGDTUW. A platform which provided the opportunity to showcase Debating and Marketing Skills. All the participants were given a stipulated time frame to express their view on the topic Marketing - boon or bane for consumers.

GMAT Webinar

Sept 26, 2019



The society organized a webinar for all the MBA aspirants. The speaker for the webinar was Mr. Piyush Beriwal, 99% CAT score holder and 740 GMAT score holder with an experience of over 10+ MBA counselling. Mr. Piyush conducted a very interactive session to let students know all tips and tricks to crack the GMAT exam with flying colors.



Zosh Marketing



Zosh Marketing



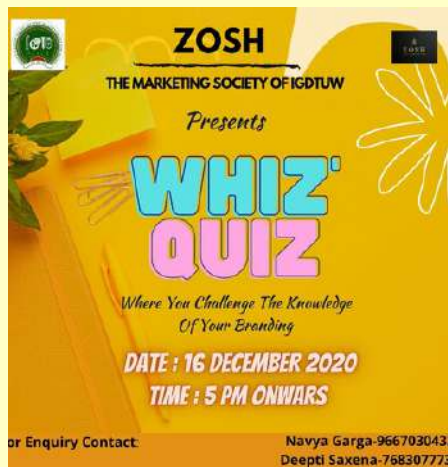
Zosh Marketing

ZOSH - Marketing Society of IGDTUW



Whiz Quiz

Dec 16, 2020



Quiz Whiz organized an event of quiz in which knowledge of branding of the participants was tested. The event creates a sort of interest in the audience as well as participants of knowing more and more about brands and their logos.

For the event **Marketing Through LinkedIn** Mr. Deepak Pareek, Co-founder of Careerkeeda was invited as a speaker. Mr. Daksh Sethi, Founder, and CEO of Guby Rogers guided on how to add connections, how to approach someone professionally. Shared their expertise on LinkedIn ethics, regular content creation, and maintaining business relationships. They gave useful insights on how we can handle hatred on LinkedIn and work in the most professional manner.

Marketing Through LinkedIn

Dec 10, 2020

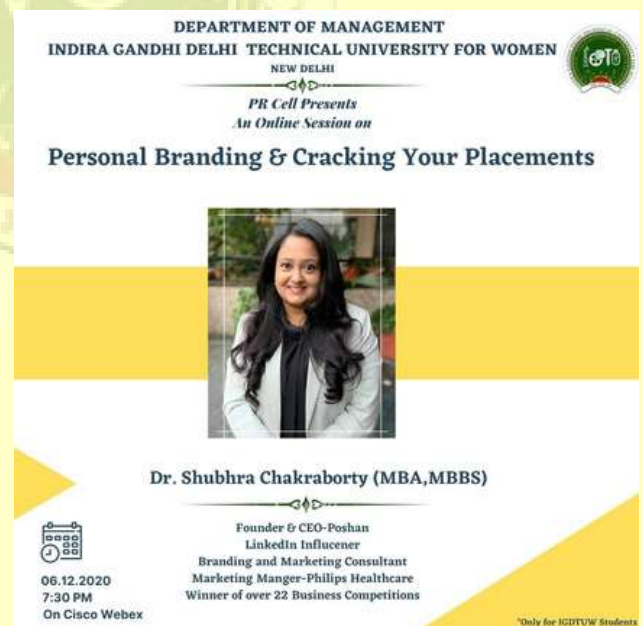


Public Relations Cell

The Public Relations Cell will strive to bring DEPARTMENT OF MANAGEMENT, IGDTUW to the fore through brand building and promotion. The foremost role of the PR Cell is to foster community relations with external stakeholders through media relation activities. The cell accomplishes this role through its regular engagement with all forms of media and also by facilitating Institute's online visibility on different digital platforms like Facebook, Instagram, LinkedIn, Youtube, Twitter, and Blogs. PR Cell ensures that all the important happenings, as well as the event in the institute, are shared with the external world. PR Cell also serves as the first contact point for the aspirants, thereby aiding the admission process. In short, the PR Cell is the institute's window to the outside world.

EVENT

Dr. Shubhra Chakraborty as part of Career Building Webinar on "PERSONAL BRANDING & CRACKING YOUR PLACEMENTS" in collaboration with PR Cell. During the session, Dr. Chakraborty shared her remarkable insights on personal branding, interview preparation and resume building techniques and imparted an understanding of the selection process from a recruiter's perspective. She also addressed student's queries concerning interview preparation. Department of Management, IGDTUW extends its gratitude to Dr. Shubhra Chakraborty for enlightening us with such an informative session.



INNERVE 2020

Innervive is the Annual Technical fest of Indira Gandhi Delhi Technical University for Women (IGDTUW). It organized various events in collaboration with different societies of the Department of Management. It was held between 7th to 8th November, 2020. Due to ongoing pandemic, Innervive 2020 was conducted virtually.



EVENTS

SHARK TANK

Nov 7-8, 2020

MOCK PARLIAMENT

Nov 7, 2020

BOLLY-GYAN

Nov 8, 2020



The event organized by Zosh, the marketing society in collaboration with MUDRA(₹)- The Finance and Investment Society IGDTUW. It was one of its kind business plan competition wherein businesses built by students/student-led organizations have a chance to give an insight into their business models. The event was truly a test of the entrepreneurial spirit of the student business owners.

Mock Parliament was conducted by Samanvay in collaboration with Humanoid, Vartta and Technoliterati. Candidates were allocated specific countries and they had to debate with the perspective of the economy, choosing the right words and facts and had a chance to win prizes worth Rs. 6500. It was a tremendous Economics Debate Competition with a bunch of learned people.

The event organized by Zosh, The Marketing Society. BOLLYGYAN gives the opportunity to showcase participant marketing as well as advertising skills in a funny and creative way.

A good advertisement sells the product without drawing attention to itself. It gave a chance to showcase our marketing and advertising skills and win exciting goodies with Bolly-Gyan.



innervive



innervive



innervive

THE FINE YOU- Mental and Physical Health Society



The Fine You, Mental and Physical Health club aims at creating a space where talking about mental health is as natural as physical health. Here at Fine You, untangle all the knots and feel free to have anonymous conversations. The Fine You, Mental and Physical Health club aims at creating a space where talking about mental health is as natural as physical health.

TheFineYou- mental and physical health club, as the name suggests aims at improving and maintaining mental as well as physical well-being. As students go through some difficult and rough circumstances. Sometimes they are too afraid and shy of sharing their state with anyone. The Fine You is a platform to be open about it. It will be providing care, nurturing growth, enhancing the personality of the

students.

The webinars, seminars, lectures, informal meetups- games, activities, pair-up competitions will explore fundamental aspects of positive psychology including strength, values, and self-compassion, and will give tools to enhance the well-being of everyone.

EVENTS

Fantastic Fridaze

Oct 30, 2020



Fantastic Fridaze was an informal event and was based on certain rounds that were to be completed by the participants. The main idea of the event was to give a rest to the participants from their busy and monotonous schedules and the participants enjoyed it a lot. The online classes, assignments, internships, future career, family issues stressed the participants and they required a positive environment. The Fine You is a platform for talking about the mental health of people so the main idea was to stabilize their mental health. The rounds were based on Bollywood theme and memes (jokes) as it is quite appreciated by the people.

How To Stay Fit In This New Normal

Nov 10, 2020



A webinar based on "How to stay fit in this new normal" was a formal event. The speaker of the event was Dr. Anupriya (PT) who is a brilliant physiotherapist with more than three years of experience with eminent hospitals like BLK Super Specialty and Indian Spinal Injuries Centre. The webinar was based on the idea to talk about the physical health of people and how Covid-19 affected the physical health and physical exercise of the people. The speaker discussed the importance of physical exercise in Covid 19 times, the importance of right posture, problems caused by the wrong posture.

Is Mental Illness Normal Among Youngsters?

Dec 19, 2020



Ms. Paliwal guided us upon how we can avoid depression, stress and overthinking. Mental illness is common among youngsters. She provided us with many solutions by which we could find a way out of mental illness. She herself witnessed mental illness and got herself a proper treatment which did help her. Depressing or suicidal thoughts are something becoming really common among our generation. The event conducted by Ms. Paliwal actually helped us to identify the "cause" of us being unhappy and mentally sick along with a solution to avoid it.



thefineyou_igdtuw



the-fine-you-igdtuw

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