



Volume:2

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From the Editor's Desk



Dear Readers,

Welcome to this edition of our e-Newsletter—a vibrant reflection of innovation, achievement, and academic excellence!

In this issue, we bring you exciting updates from our Online MBA and BBA programs, showcasing how we continue to redefine digital learning with cutting-edge curricula and industry-driven insights.

In an ever changing and competitive world, staying ahead requires continuous learning and meaningful industry connections. We facilitate this by hosting engaging weekly webinars featuring renowned experts from Healthcare, Technology, Sports, and Academia. These sessions are more than just discussions—they are insightful explorations of emerging trends, industry challenges, and new opportunities that shape the future.

Through our Online programs, we provide dynamic virtual interactions for our learners, professionals, and stakeholders to gain valuable knowledge. This empowers them to make informed work-related decisions. Whether you're looking to refine your expertise, explore new career avenues, or simply stay updated, our newsletter shows you the path to success.

Join us on this journey of lifelong learning—because the right knowledge, at the right time, can make all the difference!

Stay connected as we continue to shape the future of online education!

Hope you enjoy going through this e-Newsletter.

Happy reading.....

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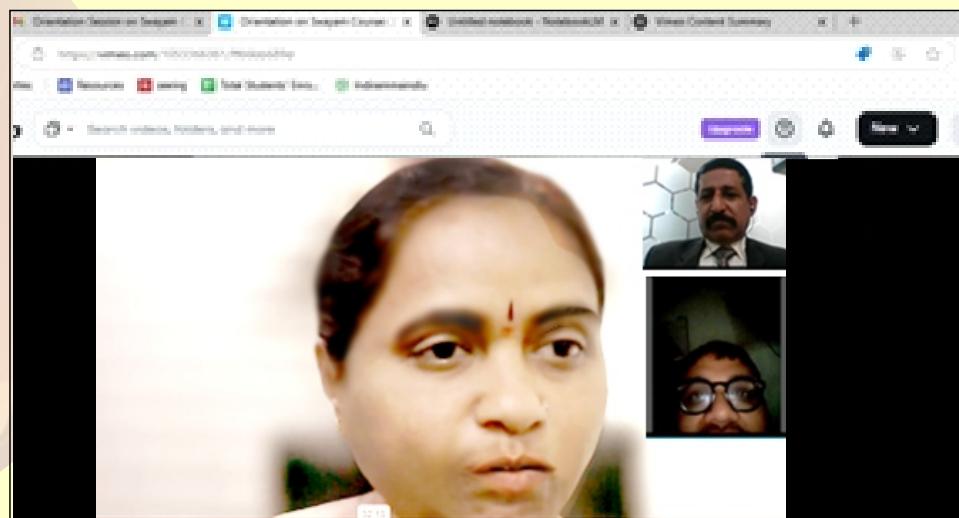


Student Induction Program

A one-hour orientation session was conducted for all the batches of MBA on 4th February, 2025 from 5 pm to 6 pm to introduce students to SWAYAM courses. SWAYAM is a program under the Government of India which has many online courses presented by premium Indian Institutes / Universities. We are offering the courses (under SWAYAM platform) to students as an extended bouquet of elective courses to choose as per their interests. The orientation session focused on facilitating students to comprehend what is SWAYAM, why SWAYAM and steps ahead. The session was conducted by Prof. U.L. Sunita and Dr. K. Veena, where a comprehensive introduction was given by Prof. U.L. Sunita and the experience of doing a course from SWAYAM was shared by Dr. K. Veena.

The screenshot shows a Zoom video conference interface. On the left, there is a presentation slide titled "IIMB-SWAYAM January 2025 Semester Exam Schedule.Pdf". The slide contains a table with course details for various subjects like Marketing, Finance, and Communication across different exam slots. On the right, there is a video feed of a woman with glasses and a red sari, identified as Dr. K. Veena. The overall background is a purple and yellow abstract design.

Subject / Discipline	Course Title	21st May		22nd May		24th May		25th May	
		Slot 1	Slot 2						
Marketing	ABCs of Supply Chain	Yes							
Marketing	Advanced Product Quality Planning (APQP)			Yes					
OBHR	Advanced Topics in Organizational Behavior		Yes						
Marketing	Advances in Tourism Marketing				Yes				
Marketing	Advertising and Sales					Yes			
Marketing	Affiliate Marketing						Yes		
Finance	All in Accounting						Yes		
Finance	Banking and Financial Markets: A Risk Management Perspective							Yes	
Finance	Banking and Insurance			Yes					
Finance	Beginners Blueprint to Cost and Management Accounting	Yes							
Finance	Behavioral Finance		Yes						
Communication	Business Communication	Yes							
Communication	Business Communication Essentials			Yes					
Marketing	Business Environment					Yes			
Finance	Business Negotiations			Yes					
Strategy	Corporate Strategy: Advanced Concepts and Applications						Yes		
Media Management	Crafting Influence: The Art of Media Management							Yes	
Marketing	Customer Centricity				Yes				
Marketing	Customer Relationship Management		Yes						
Data Science	Data-Driven Marketing Decision Making		Yes						
Finance	Derivatives Mastery: From Theory to Practice in the Indian Market						Yes		
Marketing	Digital Marketing	Yes							



Faculty Achievements

Prof. R Prasad, Sr. Director, CDOE, IFHE published two case studies “Ethics: Shalya's Decisions Before the Mahabharata War” and “Persuasion Under Pressure: Duryodhana's Negotiation with King Shalya” at The Case Centre, UK (an independent home of the case method, with more than 500-member organisations worldwide and the world's largest repository of case studies used in teaching management subjects and allied disciplines).



Dr. K Veena, Faculty of HR, successfully completed a course on “Supply Chain Management” in July, 2024 from Great Learning, a premier global Edtech company that offers online courses, certificates and degrees from world class universities.

Prof. Sweta Anand, Faculty of HR and IT successfully cleared the UGC NET.



Prof. U.L. Sunita and **Dr. Anuradha Chavali** were awarded certificates for their remarkable mentorship to students in the prestigious 8th SEAA-Peregrine International Case Competition 2024. Under their guidance, students secured the second place in this highly competitive global online event.

Student's Achievement



Mr. Nannapaneni Sai Swaroop, a student of Class of 2024 - 2026, October batch, working as HR Manager at Quantela Inc., was awarded with a certificate for 40Under40, an event celebrating Leaders Under Forty by HRAI (The HR Association India, the largest HR forum of India with over 23000 members across the country. The aim of HR Association India is to keep HR Professionals updated on the latest tools and technologies in the field of human resources from the world over).

Student Scholarship

Students listed below secured merit scholarships for their exceptional performance:

Rakhee Sajith

Belide Sahithi

Mohammed Altamash

Sai Kiran Peddi

Lalatendu Samantaray

Anik Chawla

Nethravathi B G

Hemant Gera

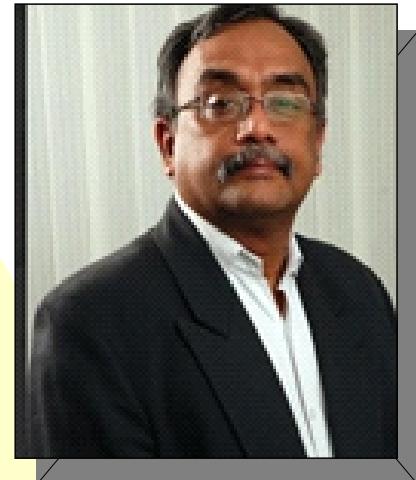
Lionel Michael Mould

Rohit Kumar Gupta

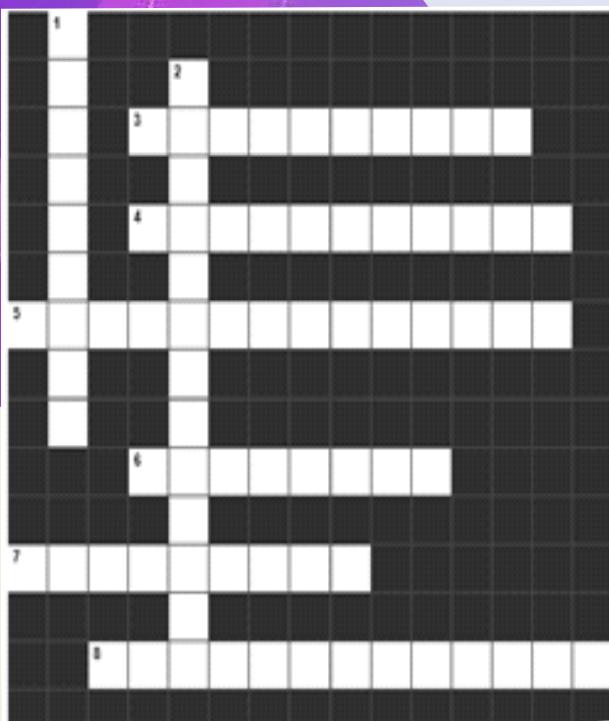
Faculty Profile

Prof. Ramesh Krishnan, Faculty of Marketing, Finance and Operations, holds a post graduate degree in management from IIM, Ahmedabad and a bachelor's degree in engineering from BITS Pilani. His research interests are in Behavioural Sciences which include both consumer behaviour and behaviour finance. His current research is in the area of applying branding concepts in marketing to employer branding.

He was previously associated with ICFAI as the Dean of Adam Smith Business School and Dean of ICFAI National College. Prior to ICFAI, he had worked in the corporate sector in India and abroad.



Business Awareness Quiz



Across

3. Chemicals used to kill pests, often harmful to the environment.
4. The wearing away of the topsoil, often exacerbated by human activities.
5. The use of microorganisms or plants to detoxify polluted land.
6. A site for the disposal of waste materials by burial
7. Substances used in agriculture and industry that can pollute the soil.
8. The presence of harmful substances in the environment.

Down

1. The process of converting waste into reusable material to reduce pollution.
2. The removal of trees and forests, leading to soil erosion.

Answers to the previous quiz:

S	C	H	E	D	U	L	E
X							
E							
M	C	P	'S	C	O	P	E
O	U	L	I	N	S		
I	N	T	O	N	B	U	D
T	O	N	N	I	D	G	E
R	N	N	R	N	R		
R	I	S	K	G			
N	G						



Sandeep R. Pillay

Career Guide was launched in the month of August 2024 as a career guidance page for ICFAI Online learners. It has successfully completed 9 editions to date. Curated by Prof. Sritama Maitra, this bi-monthly page offers valuable career insights to ICFAI Online learners through a mix of articles, videos, podcasts, polls, and peer advice. It supports learners in overcoming career challenges and planning their professional development. The tips featured in each edition cover a wide range of topics, including interview and resume strategies, enhancing managerial skills, preparing for leadership roles, and handling HRM challenges.

Sandeep R. Pillay, a student of Class of 2023 – 2025, August batch and Field Support Manager at Pratt & Whitney, shared his career mantra for the learners at ICFAI Online:

“There is no secret ingredient!” said Po's father in Kung Fu Panda. That's how I'd sum up my 25 years' experience in Aviation. The key takeaways from my career have been: 1. Never stop learning. 2. Always have a back-up plan. Don't remain a frog in the well, step out of your comfort zone. This belief influenced me to switch from a predominantly technical role in aviation to that of customer support with a Jet Engine manufacturer. This role has widened my professional horizons beyond expectations.

Learning should encompass not just functional skills, but soft skills like relation building. Shakespeare said, “Give every man thy ear but few thy voice. Take each man's censure but reserve thy judgment.” Be an active listener at the workplace. Networking within and outside your workplace cements your professional reputation but do ensure it is built on trust and integrity.

Pro tip – No post on social media ever disappears, so be responsible in what you express online. Inspiration springs from the most unlikely sources, so shed any pre-conceived bias. Constantly strive for excellence.

Nature has many lessons to offer: 1. Grass survives the storm that fells the mighty Oak.... Be flexible, be willing to adapt. Indigo Airlines evolved their product to suit the Indian market. They offer the best value for money in the industry to corner more than 50% of the domestic airline market. They learnt from Air Deccan's mistakes by retaining control of customer facing roles like ticketing. Now they are introducing business class seats as the market matures and Air India has stepped in as their main competitor. 2. Extinction befalls those who do not change with the times. Jet Airways continued to operate as a traditional airline despite the advent of nimbler, no-frills operators. And it did not survive to tell its tale. Job security is a myth, but that should not make you insecure at your workplace. Nobody thought Kingfisher Airlines would fail; the banter was that UB group will raise the price of beer to cover any funding shortfall! But history proved otherwise... And lastly, money is not the sole criteria for success, but lay the foundation for a second income, independent of salary, early in your career.... Believe in the power of compounding.”

The Center for Distance and Online Education (CDOE), IFHE Hyderabad has successfully hosted 187 fascinating webinars by prominent speakers across industries on contemporary issues. The webinars held from February 2025 to March 2025 include:



Importance of Startups and their Ecosystem in the AI Era

Speaker: Dr. J A Chowdary,

Founder & Chairman, International Startup Foundation



The Personal is Political

Speaker: Ms. Aruna Roy,

Social Activist, Founder Member, Mazdoor Kisan Shakti Sangathan (MKSS)



Leading with Grace: Lessons from Dance, Leadership, and Life

Speaker: Dr. Mallika Sarabhai,

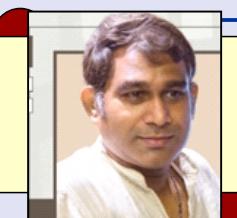
Renowned Classical Dancer, Choreographer, Activist, and Arts Entrepreneur



The Gaza War and The Geopolitical Shifts in West Asia

Speaker: Dr. Stanly Johny,

International Affairs Editor, The Hindu



The Use of Technology in Architecture

Speaker: Ar. Krishna Murthy,

Founder, Folds Design Studio

All these Webinar sessions were moderated by Prof. R Prasad and Prof. Sudhakar Rao

For more details, visit <https://online.ifheindia.org/webinar.html>

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Former RBI Governor launches PhD in DS&PP

The Hans India
Hans News Service | 13 Jan 2025 9:00 AM IST



HIGHLIGHTS

Former Reserve Bank Governor Dr C Rangarajan said that very few institutions across the globe combined domain knowledge with data-driven analytical skills. There is a need to apply updated domain knowledge in every sphere of Development Studies.



Former RBI Governor Dr. C Rangarajan inaugurated the ICFAI PhD Programme in Development Studies and Public Policy for Working Professionals on 12th January, 2025 at ICFAI Foundation for Higher Education Campus.