



Monthly Newsletter



NOVEMBER & DECEMBER, 2024

ACADEMIC & STUDENTS

November 11-13 : Power - BI Workshop



Power - BI Workshop for students provided a comprehensive introduction to data analytics and visualization, focusing on Power - BI's key features and functionalities. Over three days, participants gained hands on experience in data transformation, modelling, and creating interactive dashboards, equipping them with essential skills for Real-World Data Analytics. (**Faculty Coordinator: Ms. Aditi Mishra**)

December 16 : Commencement of Even Semester of BBA Programme



The BBA programme at IIIM started its Even Semester on December 16, 2024, with a lot of enthusiasm and a sense of starting over. This was reflected in the energy that filled the campus as students and staff welcomed this new phase in their lives. The term is expected to bring about new chances for academic progress, personal growth and cooperative ventures with determination coupled with a desire to learn from the students.

STUDENT ACHIEVEMENT

November 12 - 13 : Aaiyam Management event by SPEC



On November 12 & 13, MBA Students Participated in A Management Event organized by SPEC, Anand . It was a two day event of learning, competition, and networking. Total 12 students went and showcased their management skills. **Nakshatra Patel (23MBA136)**, **Jacquelene Jacob (23MBA052)**, **Mansi Patel (23MBA134)** & **Kirtan Shukla (23MBA201)** were the Runners - up for the Ad - Making show.

FACULTY ACTIVITIES

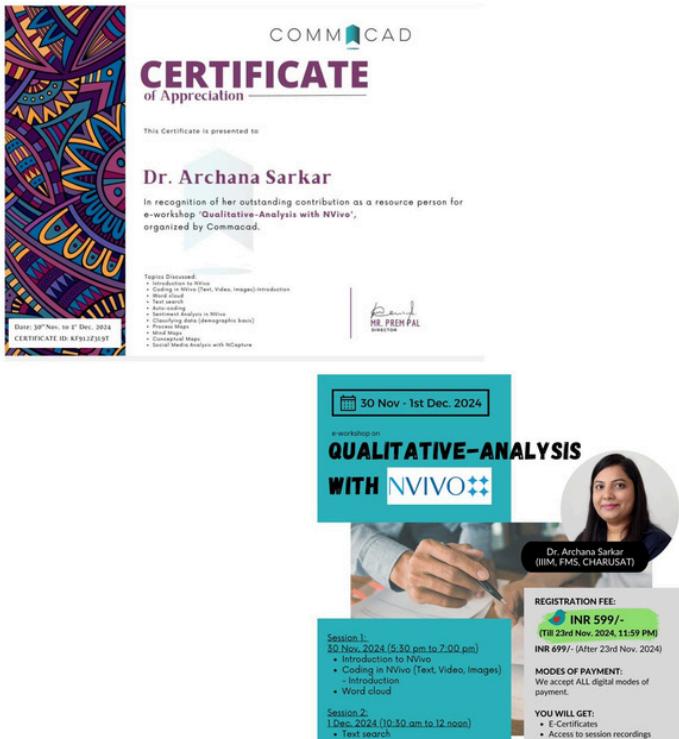
November 23 & December 21 : Faculty Sports Day



Faculty members engaged in a series of innovative management games designed to enhance leadership, decision-making, teamwork, and strategic thinking skills. These games, incorporating real-world scenarios, facilitated interactive learning and practical problem-solving. (**Faculty Co-Ordinator: Mr. Mahendra prajapati**)

FACULTY ACHIEVEMENT

November 30 & December 1 : Delivered Expert Talk at COMMCAAD



Dr. Archana Sarkar, was invited as a Resource Person for a Two - Day National Level E-Workshop on “**Qualitative Analysis with NVivo**,” organized by Commacad Education Technologies on 30th November and 1st December 2024. Dr. Archana Sarkar delivered a comprehensive training on NVivo's advanced functionalities for qualitative data analysis. The sessions encompassed a broad spectrum of topics, including an introduction to NVivo, manual and automatic coding of text, videos, and images, generating word clouds, conducting sentiment analysis, classifying demographic data, and creating visualizations such as process maps and mind maps. The workshop also featured an introduction to social media analysis using NCapture.

December 21: Delivered Expert Talk at S.M.S.T.M. Arts and Science Women's College

**Webinar on
QUALITATIVE RESEARCH:**
From Theory to NVivo
Application

SATURDAY 21,
DECEMBER 2024 7 PM-9 PM

Platform: Google Meet
E certificate will be provided to all participants

Dr. Archana Sarkar
(Assistant Professor
Indukaka Ipcowala Institute of Management
Faculty of Management Studies
Charotar University of Science and Technology, Anand, Gujarat)

Register Now

CLICK HERE

For any queries
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ORGANISING COMMITTEE

Dr. Anwar Shafi
Principal
S M S T M Arts and Science
Women's College

Dr. Abidha Kurukkan
Assistant Professor, Deptt. of Psychology
S M S T M Arts and Science Women's College

Ms. Riswana MP
Managing Director,
Digiref Research Academy

Dr. Archna Sarkar, served as a Resource Person for a webinar titled “**Qualitative Research: From Theory to NVivo Application**”, organized by S.M.S.T.M. Arts and Science Women's College, Athavanad, Kerala, in collaboration with Digiref Research Academy, Tamil Nadu, on 21st December 2024. The session covered topics such as Introduction to Qualitative Research, Conducting Qualitative Analysis, Overview of NVivo for Qualitative Analysis, Auto-Coding of Texts in Nvivo, Generating Word and Text Queries, Conducting Sentiment Analysis.

HAPPENINGS @ IIIM

November 23 : Expert Talk for Online BBA & MBA Students

On November 23, 2024, Indukaka Ipcowala Institute of Management and Smt. Chandaben Mohanbai Patel Institute of Computer Applications have jointly organized an Expert Talk on **"Preparing for the Future: Harmonizing Education, Skill Building and Side Hustles."** under the Alumni Interaction Series for the Students of Online UG (BBA & BCA) and PG (MBA & MCA) Programmes at CHARUSAT.

Name of the Expert: Mr. Deven Patel
(Customer Research Advisor at Unitywater, Australia)

(Faculty Co-Ordinators: Ms. Khushboo Bhatt & Dr. Divyang Purohit)



EXPERT TALK *under* ALUMNI INTERACTION SERIES

PREPARING FOR THE FUTURE: HARMONIZING EDUCATION, SKILL BUILDING, AND SIDE HUSTLES

MR. DEVEN PATEL

Customer Research Advisor
at Unitywater, Australia



November 23, 2024 | Saturday
12:00 PM Onwards

Target Audience:
Students of Online UG & PG
Programmes at CHARUSAT



Scan the QR Code to Join the session!

December 19 : Management Quiz Competition for Online BBA & MBA Students



CHAROTAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (CHARUSAT)
FACULTY OF MANAGEMENT STUDIES (FMS)
INDUKAKA IPCOWALA INSTITUTE OF MANAGEMENT (IIIM)



Date
December 19, 2024

MANAGEMENT QUIZ COMPETITION

Winner

Event Convener



Prof. Dharti Patel



Vishwa Patel (24FOBBA0010)



Divy Brahmbhatt (24FOMBA0022)



Virali Patel (24FOBBA0013)

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iiim_charusat

Indukaka Ipcowala Institute of Management - CHARUSAT

On December 19, 2024, IIIM organized a Management Quiz Competition for the students enrolled in the Online BBA and MBA Programmes. The main aim of the Management Quiz Competition was to enhance students' understanding of management concepts, encourage critical thinking, and promote the practical application of knowledge. It prepared students for future academic and professional challenges, fostering a deeper learning experience. (**Faculty Co-Ordinator: Ms. Dharti Patel**)

HAPPENINGS @ IIIM

December 27 : "विज्ञापनम्" AD-MAKING COMPETITION



The "**विज्ञापनम्**" **Ad-Making Competition** was designed to ignite creativity, critical thinking, and teamwork among students while offering hands-on experience in advertising and marketing. The event featured three exciting rounds: Creative Sparks, where teams presented a pre-recorded ad; Impactful Voices, which focused on on-the-spot ads for social causes; and Instant Impact, a challenge to create instant ads for assigned products or services. Total 20 Students participated in the event, and the following students secured winning positions:

Princi Patel (23BBAB044), Hetvi Rabadiya (23BBAB055), Nisha Parmanandani (23BBAB027) Secured first position. Maahi Y Madan (24BBAB031), Yanshi Dhami (24BBAB016), Simran Gwalani (24BBAB020), Diya Hiteshkumar Patel (24BBA075), Shital Raghubhai Maru (24BBA053) **Secured second position for the contest.**

(Faculty co-ordinator: Ms. Margi Mehta)

CAMPUS PLACEMENT OPPORTUNITIES

Date	Name of the Company
November 12	Acorn Universal Consultants
November 12	Citrus Bug Techno labs Pvt. Ltd.
November 14	Inventvv Software Services Pvt Ltd
November 17	Sarjan Software System Pvt Ltd
November 30	Optimised Solutions Limited
December 02	DIT interactive Pvt Ltd
December 02	Niva Bupa health Insurance
December 23	Fingertips technologies Pvt. Ltd
December 25	Mafatlal Industries Limited
December 26	Fundsaudit
December 31	Infineon Technologies Pvt Ltd
December 30	Alian Software
December 30	Jyoti Electronics

STUDENTS' CORNER



Ms.Krishna Bhanushali (24BBAB004)

Student | BBA Business Analytics | Semester 1,
IIIM | CHARUSAT

Today's youth: useless or used less
They say we're lazy, wasting time,
That we don't care, don't even try.
But they don't see the skills we hold,
Or the dreams that we've yet to unfold.

We're judged too young, too inexperienced,
Our opinions dismissed as irrelevant.
But we're not useless, just underused,
In a world that hasn't yet given us a chance to prove.

We're not useless, but we're used less,
Our potential hidden in quiet recess.
If only they'd look and understand,
The power we hold with just a hand.

They don't see the strength we hide,
The potential that's trapped inside.
We're waiting, ready, to make our mark,
But for now, we're left in the dark.

STUDENTS' CORNER

MENTOR-MENTEE RELATIONSHIP: FOSTERING ACADEMIC AND PERSONAL GROWTH

Ms.Binal Dave (23MBA031)

Student |MBA Programme | Semester 3,
IIIM | CHARUSAT



Mentoring is two-way street. Mentor gets wiser while mentoring, and the mentees gains knowledge through his/her mentor – Marisol Gonzalez.

As a student, I have realized the importance of mentors through my interactions with Dr. Gaurav Rajput Sir. The mentor-mentee relationship provides a platform for the exchange of knowledge, skills, and experiences, enabling mentees to navigate their academic journey more effectively. In academia, mentorship plays a crucial role as students encounter various challenges, from managing demanding coursework to embarking on their professional paths.

Mentors play a crucial role in the academic and personal growth of mentees by offering guidance, support, and insightful advice. Their mentoring helps mentees overcome challenges and develop as individuals in their academic endeavors. By encouraging introspection and self-assurance, mentors also serve as role models, imparting essential qualities for personal growth. The mentors share their knowledge and provide constructive criticism to help mentees understand the professional environment, increasing their preparedness and capability in their pursuits.

Mentorship provides mentees with insight and guidelines, thus leading to improvements in academic performance and career development in one's career. Thus, a mentor can show one the strengths and weaknesses of a mentee and subsequently guide them through personal advice meant to promote growth.

strengths and weaknesses of a mentee and subsequently guide them through personal advice meant to promote growth.

Mentor provide Emotional Support and help Building Self-Confidence and the mentorship bond could come with support to help students overcome the demands of academic life, something very necessary for their growth. There could be instances when the mentor gets to talk to the mentee and pushes them through such demanding periods, thus giving them resilience and trust in themselves.

Mentor help to develop critical thinking and problem-solving abilities, as well as effective communication skills, shall be developed under the mentorship. It shall be possible for the mentors to guide their portages on developing the skills through the practical experience and provision of feedback.

The mentorship cultivates long-term career success. Compared to the non-mentored ones, job satisfaction and promotion success are high for those mentored. People will feel more prepared for their professional roles due to mentorship. A mentor has much stronger networking in the discipline; perhaps that's a very helpful thing to get a student internship, job placement, or even collaborative work. Sometimes, it can have so much more impact on professional or social exposure and accessibility for a student.

STUDENTS' CORNER

EVOLVING PATTERNS OF EVALAUTION



Ms.Hineri Desai (22BBAB007)

Student | BBA Business Analytics | Semester 5,
IIIM | CHARUSAT

Earlier, exams meant a system where a student had to mug up theories and write it on a piece of paper to show their academic excellence. But now, as the technology has evolved and mindsets have changed, educational institutions have changed their pattern of assessing students' performance.

I feel proud that IIIM,CHARUSAT is one of them. This article reflects on experiences on evaluation metrics from a student's perspective. This month university level examinations were conducted for UG courses in my institute, where exams were conducted digitally through tablets, which uses eye-scanning to log in to student's account, which is more convenient and paper-free .

Apart from adapting to latest technology, more emphasis is given on application-based learning. IIIM relies on continuous internal evaluation which is communicated with students so can receive feedback and improve their scores. 30% of the total evaluation is done on basis of internal component which comprises of quizzes, online courses, projects, assignments , and group presentations, though sometimes, it is difficult to manage time and seems hectic but these components help in our holistic development.

In practical subjects, 20% weightage is given to viva which clarifies our concepts and enriches our soft skills like logical reasoning, problem-solving.

It not only provides extra-curricular activities, as mentioned in the previous month's newsletters, "prabandhan" was organized which equipped the students with valuable insights and essential soft skills to make them ready for the business world, and "MUN" which provided the students with skills like debating, diplomacy and critical thinking, but also considers participating in such activities in evaluation, which motivates us to participate in such events.

Another thing which I found intriguing was that, in subjects of humanities there was group discussion followed by viva , where we were able to hone our skills like team work , public speaking and research which will make us stand out while applying for higher studies and job positions.

Thus ,IIIM not only provides disciplinary knowledge but also makes the students ready for their future endeavors with industry-relevant skills.

PROFESSORS' CORNER

AI AND ME: A FICTIONAL ACCOUNT OF A LEARNER'S EMOTIONAL TURBULANCE OF TECHNOLOGICAL CHANGE

Ms. Nikita Chhasatiya

Teaching Assistant,
IIIM | CHARUSAT



From the perspective of a learner in the intricate realm of contemporary higher education it is important to understand that AI is not simply a tool to be used, but also a process of embracing, empowering, and recreating ourselves.

The Amplifier for Impostor Syndrome AI can be terrifying at times, and let's face it. Whenever I am using an AI involved research assistant or noticing a student employing advanced language models, I feel incompetent. Will I be sufficient? In a world where machines write complex essays, scan the data faster than I do, and act more creatively than mankind, how can I deliver the same?

Interestingly, this initial dread is slowly transforming into new opportunities, as people grow and explore.

Redefining Personal Learning Identity AI has made me face a basic question: What is not so automated about learning? What can I say about unique human? What can I do which is more important than mimicking machines than ever before? It is impossible to replicate the currencies of human learning such as feelings, intelligence, passion, foresight, perception, creativity, logic, and care.

Learning is Psychological Remix. There is changing psychological generation which is being imparted to the learners. We are the first generation to learn the AI. It lies in the realm of maintaining a complex emotional connection between the self and the technological world where the spirit of innovation coupled with the prowess of the machine is often a major propeller of technology and yet at the same time it scares us while using it.

Technology, while helping us achieve incredible things, also exposes our weaknesses by creating constant pressure to keep up with its rapid changes. Many people, especially those my age, feel the need to always stay relevant by learning new skills and adapting to new tools. This can lead to hidden anxiety and stress, as we quietly struggle to meet these demands and avoid feeling left behind.

In today's society, we are working to take responsibility for using ethical principles to develop AI technology, which we'll call Harmony. Each step in this process becomes a lesson, shaping our moral values. The important question is: how can these powerful tools be used to ensure they truly benefit humanity?

AI highlights both our strengths and weaknesses by reflecting our potential. It captures the uniqueness of life, showing not just how we live now but also what we could become. This space, where ambition meets possibility, is where important learning and growth happen in different areas.

It has been often remarked that the history of human learning should be written in generations, and the distinct story of the present generation is still unwritten. Rather than being victims of technological change, we position ourselves as thoughtful, critical, and optimistic advocates for a new and improved paradigm of education.

Our generation's journey with AI is about embracing its power responsibly while preserving and celebrating the unique essence of human learning and growth.

LEGAL PERSPECTIVE: LITERATE BUT UNEDUCATED.....



Ms. Ojisha Bharadwaj

Assistant Professor,
IIIM / CHARUSAT

"Yeh Jawaani.... Hai Deewani....!"

Trending! You ask anything to Chat bot (Snap Chat AI) and it is going to reply you. Similar to ChatGPT? No. The only difference is you create a personal account on Snap Chat wherein you get access to your Chat Bot. (Snap Chat AI). Chat Bot have claimed that in near future, it will become more personalized, and the common logic is, since youngster has created his or her own personal account, and data already accessed by Snap Chat, is now going to reply your personal question using your own personal data.

You say, you have not given permission. So what? Since there are many Complaints already underlying that, users who have not allowed Snap Chat to access, their location, when such users asked Snap Chat Bot AI, about nearest restaurants, they got perfect reply..!! So day is not far, when youngsters thinking that nobody is knowing about what they are actually asking to Snap Chat Bot, can get hutch Back....!!

"Delhi HC issues summons to Open AI on ANI's copyright violation plea against Chat GPT. In its fresh lawsuit, ANI alleged Open AI of unlawfully using its content to train the chat bot."

And One day, we are going to talk, how unsafe this Snap Chat bot AI is...!"

The DPDP Act is a recent piece of legislation for the processing of personal data in India. It was finally adopted almost six years after the Supreme Court recognized the fundamental right to privacy in Article 21.

In the light of The Digital Personal Data Protection Act 2023, keep an attitude.... Jaha teri yeh nazar hai.... Meri Jaan mujhy khabar hai....!!

**** Tip of the month:** The Ministry of Corporate Affairs ("MCA") has recently introduced an amendment to the Limited Liability Partnership Rules, 2009 ("LLP Rules") vide notification number G.S.R 425(E) dated August 5, 2024 ("Notification"). The Central Government vide MCA notification S.O. 1269(E) dated March 17, 2023, established a Centre for Processing Accelerated Corporate Exit ("C-PACE") at the Indian Institute of Corporate Affairs, Gurgaon, Haryana.

SMILE: A STRESS BUSTER AND HAPPINESS TRACKER

Ms. Jayshree Mehta

Assistant Professor,
FOH - IIIM | CHARUSAT



"Smile is definitely one of the best beauty remedies", said by Rashida Jones. Beauty, abstract or concrete, is the essence with which the world is obsessed, however, smile nurtures both of them. A value to face, shine to eyes, a food to rapport and peace to mind, it is smile undoubtedly. A stranger can become friend, develops a bond with the cord of friendly smile.

Smile as an involuntary gesture, represents kindness, brotherhood and peace. As Dalai Lama says, "A simple smile, that's the start of opening your heart and being compassionate to others." Scientifically it is proved that the smile is a happiness quotient and its intensity certainly gives a spark to the eyes and blush to the cheeks. Since it follows the law of Newton that every action has an equal and opposite reaction, it generally gets a broader and bigger smile in response.

Smile often functions as a friend maker, sometimes it works as an ice-breaker between the strangers or in reuniting people even it symbolizes the joy so can be called as 'Happiness Tracker'.

Apparently, the nature of smile is as complex as it is simple. It has different forms on the basis of its purpose and intensions. If it emerges out to appreciate the things, it can be considered as appreciative smile. When the things get done expectedly, in happiness the smile sets on the lips is peaceful smile with a great relief. Secretive smile on a face wants to reveal only that there is something to hide but it is not the time to spill the beans.

Another version of smile is painful smile. However, painful smile reveals pain to some extent to the near ones but it helps the person to control the cry, despite of shining tears in the eyes; it is sure that the person with painful smile can successfully hide the pain from the crowd.

Next, Satirical smile is very interesting kind of smile. It displays taunting and aggrieved expression on the face. A turn in the conversation where words are more than enough and silence is less than the real requirement of the response, the smile works as a perfect ingredient to give an adequate flavour to the response.

Last decade, an advance version of smile has emerged with the development of the technology which is 'Say Cheese' or plastic smile. People under surveillance, keep smiling with a conscious mind. There might be various purpose of keeping such smile like they wish to look beautiful, charming or happening always; or to make personal or professional rapport selected people in the gatherings and meetings.

To sum up, a smile is a simple yet powerful tool to combat stress in a competitive world. It triggers the release of endorphins, lifting spirits and fostering positivity. A genuine smile can ease tension, strengthen connections, and create a supportive environment, reminding us to embrace benevolence and resilience amidst the challenges we face. Moreover, an unpretentious smile which comes due to happiness, is sole indicator of true enjoyment and a stress buster indeed. It is token of reward, evidence of politeness, gesture of acceptance and since it is contagious, it multiplies positivity.

Keep Smiling and spread Happiness!

Emotional Intelligence and Leadership



Ms. Khushboo Bhatt

Assistant Professor,
IIIM | CHARUSAT

The Modern organization's aptitude of accepting leaders has experienced extreme alterations. These changes have not confined themselves to the conventional operational frameworks but have expanded to cover all spheres. Leaders are never task makers or decision-bound professionals within a team's ecology. They are the pillar of assurance, cohesion and vision. Considering this dynamic role of leadership, an aspect which is fundamentally critical is Emotional Intelligence (EI). The ability to recognize, comprehend and influence emotions within people and oneself facilitates the leaders to engage, motivate and strategize comprehensively.

To undertake leadership based on self-awareness combined with Emotional Intelligence will anchor trust, interactions and persistence within a group of leaders. The inclusion of Emotional Intelligence into the dynamics of leadership opens the doors towards unending potential, self-management and a close understanding of emotions. Autonomy and emotional understanding become core of assisting a leader defining their course of action. Through the understanding of motivations, governance dynamically undergoes a shift.

Self-regulation as a characteristic from self-awareness is also necessary for leaders. This trait enables one to remain unemotional during tasks. They do not raise their voices or allow stress to interfere with their plans. The entrepreneurial spirit is contagious, and a leader who can harness their emotions encourages similar restraint and professionalism amongst the teams.

The effects of Emotional Intelligence in a leader are not solely restricted to the social context but are felt in the organization. Leaders with especially high EIs create environments that encourage teamwork, engagement of employees, and overall better performance of the organization. Employees are more inclined to support and regard such leaders as emotional competence leaders since they foster environments where people are appreciated, understood, and have the willingness to give their best.

In addition, EI is essential in dealing with uncertainty and change. Change is a part of life and the business environment is changing every second and that makes emotionally intelligent leaders the best strategists that are able to manoeuvre their teams during such precarious circumstances. They can articulate and address the fears that people have when change is initiated and are able to manage the communication in an effective and supportive manner. As such, they can alleviate such fears by showing compassion and dependency which in turn increases confidence and the common cause.

For some people, certain components of Emotional Intelligence may be innate or intrinsic, yet it is a quality that can be developed with consistent determination and consistent application. Journaling, getting people's opinions, and joining a mentoring or coaching group are some of the reflective activities that help leaders to develop their EI. More importantly, listening, showing self-control, and becoming sincerely interested in other people's feelings and thoughts help to build emotional intelligence and relationships.

To end with, having an Emotional Intelligence such as Trust and loyalty is not only an advantage in leadership but rather a requirement. Leaders with higher EI contribute positively by improving the process of leadership in high team integration activities within the organization. It allows leaders to create confidence, foster allegiances, and approach the intricacies of interpersonal relationships with genuineness and delicacy. As organizations try to adjust to a world that is becoming more and more integrated and chaotic, the significance and nature of emotionally adept leadership will continue to amplify. There is more to being a leader than just assigning jobs to people – it is about empowering others to do great things. And together with all such engagement comes an even greater phenomenon which is the Emotional Intelligence that considers the ethical equilibrium of the heart and the mind.

Editor

Ms. Khushboo Bhatt