



JAYPEE BUSINESS SCHOOL SAMBANDH

NEWSLETTER

Volume 1 / Issue 1 / 2024

The memories with us from school will be kept forever.

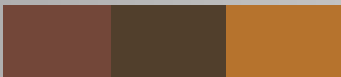
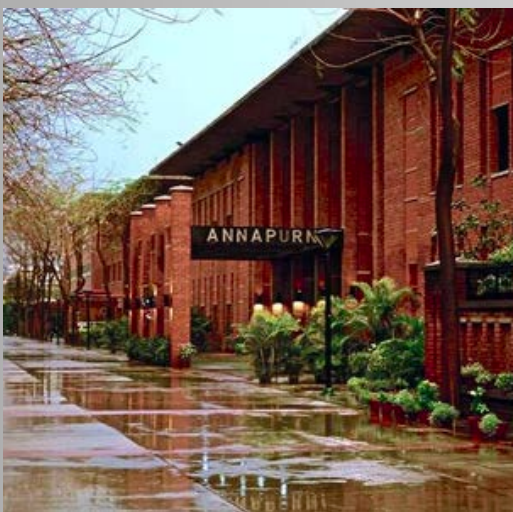
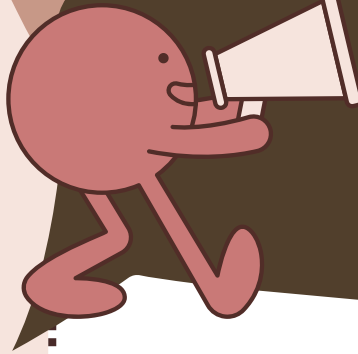




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SCHOOL NEWS

2024
EDITION

YOUR NEWSLETTER ABOUT OUR SCHOOL!

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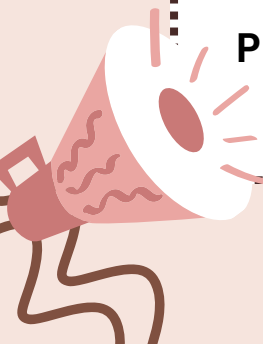
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SAMBANDH

NEWSLETTER



MESSAGE FROM PRO CHANCELLOR



As a Pro Chancellor of Jaypee Institute of Information Technology,

I am indeed very happy to know that the 4th Edition of the online newsletter of the Jaypee Business School (JBS) is going to be released shortly. It is a very good initiative of the JBS which puts in record the events taken place in a particular span of time.

The JBS was established as a Constituent Unit of the JIIT Noida in the year 2007 and is doing very well since then. Besides running MBA program from its inception, JBS has also started BBA program about 5 years back. BBA program of the JBS has been accepted very well by the admission seekers, and every year, the number of applicants is increasing. First batch of the BBA graduated in May 2022.

JBS faculty and research scholars are working on different research problems in different areas of management and publishing a good number of quality research papers.

JBS has also started conducting Management Development Programs (MDPs) for the professionals from Industry. These programs are being received very well by the Industry. JBS fosters a culture of innovation and creativity in its activities.

In conclusion, I would like to express my sincere appreciation to JBS students, faculty, and staff for their hard work and dedication.

I am connected with the JBS for the last about 14 years, and confident that JBS will attain greater heights in future.

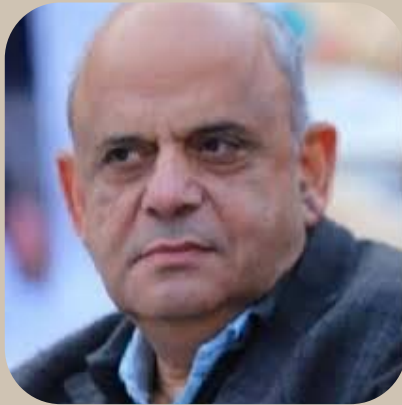




SAMBANDH

NEWSLETTER

FROM THE DESK OF THE VICE CHANCELLOR



As a Vice Chancellor of Jaypee Institute of Information

Technology, we reflect on the journey of Jaypee Business School over the past three years, I am filled with immense pride and satisfaction that JBS is launching an online newsletter Sambadh. Since 2022, our institution has made significant strides in fostering a culture of academic excellence, innovation, and entrepreneurship. Our commitment to providing holistic education has enabled our students to excel in various fields, from finance and marketing to human Technology,resources and operations.

At Jaypee Business School, is providing students with a comprehensive education that goes beyond the classroom. Our faculty members are renowned experts in their fields, providing mentorship and guidance to nurture the next generation of leaders. They inspire and motivate our students to think critically, solve complex problems, and develop innovative solutions.

Our institution's focus on academic

excellence is evident in our rigorous curriculum, which is designed to provide our students with a strong foundation in business principles and practices. Our students are encouraged to participate in various extracurricular activities, such as case studies, business plan competitions, and industry internships, which help them develop practical skills and apply theoretical concepts to real-world problems.

In addition to academic excellence, we also emphasize the importance of innovation and entrepreneurship. Our Chancellor has declared 2021-30 as a decade of Innovation. Recently we have approved funding for about 20 student startups at Ride Innovation Lab. RIDE is a platform for students to showcase their innovative ideas and entrepreneurial spirit. We encourage our students to think creatively, take risks, and develop innovative solutions to complex problems.



Newsletter

MESSAGE FROM THE **DIRECTOR DESK**



the needs of the industry.

In addition to academic excellence, we have focused on building strong industry partnerships. We believe that industry relevance is crucial in management education. Our partnerships with top companies provide our students with opportunities for internships, placements, and research collaborations. Our alumni have excelled in their careers, and we are proud of their achievements.

As Director of Jaypee Business School, I am honored to reflect on our institution's remarkable journey over the past three years. Since 2022, we have made significant strides in establishing ourselves as a premier business school in India. Our commitment to academic excellence, industry relevance, and social responsibility has yielded impressive results.

At Jaypee Business School, we believe in the importance of academic excellence. Our faculty members are renowned experts in their fields, and they have made significant research contributions. Our curriculum is designed to provide our students with a strong foundation in business principles and practices. We have introduced innovative programs that cater to

We have introduced initiatives to foster a culture of entrepreneurship and innovation. Our students have excelled in various competitions, including business plan competitions and hackathons. We have established an incubation center to support start-ups and provide our students with opportunities for entrepreneurship.

As we look to the future, we are committed to continuing our journey of excellence. We will strive to provide our students with a world-class education, foster a culture of innovation and entrepreneurship, and prepare them for success in an ever-changing global landscape.

JAYPEE BUSINESS SCHOOL

Newsletter

MESSAGE FROM THE EDITOR'S DESK



As i sit down to pen my thoughts for this milestone publication, I am filled with a sense of pride and accomplishment. The past three years have been a transformative journey for Jaypee Business School, and it has been my privilege to be a part of this institution's growth.

As Editor-in-chief of this newsletter, I have had the opportunity to witness firsthand the Dedication, Passion, and hard work that has gone into creating this commemorative issue. This newsletter is more than just a collection of articles and phtographs; it is a testament to the spirit of excellence that defines Jaypee Business School from its inception, our goal was to create a publication that would showcase the best of Jaypee Business School.



CDP- Research Methodology and Data Analysis

Date: July 25-30, 2022

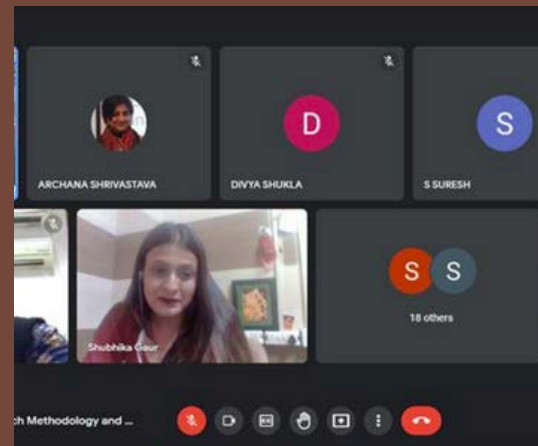


"Enhancing Research Excellence: Jaypee Institute of Information Technology (JIIT), Noida's 5-Day Online Research Methodology and Data Analysis Program.

From July 25-30, 2022, Jaypee Institute of Information Technology (JIIT), Noida, conducted a pioneering online Management Development Program (MDP) titled "Business Research and Data Analysis" for its faculty members. Designed to address challenges in data handling and interpretation, this comprehensive program aimed to enhance research skills and knowledge in business and management, social sciences, and business analytics.

Led by renowned experts, including Dr. Rajnish Kumar Misra, Dr. Shriram A. Purankar, Dr. Sujata Kapoor, Dr. Charu Sijoria, and Dr. Mansi Khurana, the program covered critical topics such as research philosophy, research proposal development, sampling design, measurement and scales, data screening, hypothesis testing, correlation and regression analysis, factor analysis, and structural equation modeling using AMOS software.

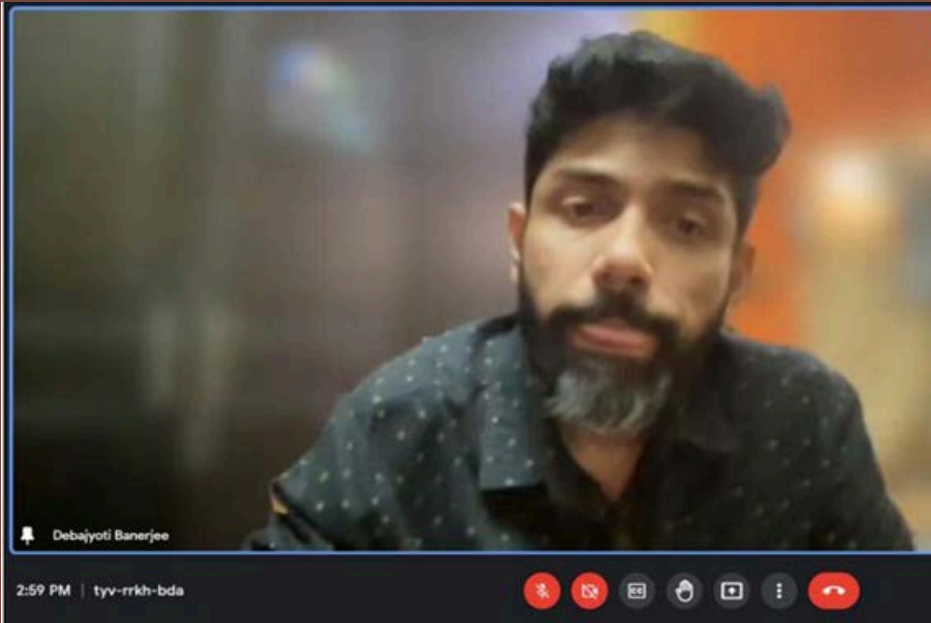
Through a blend of learning and practice sessions, participants gained hands-on experience in data analysis techniques and research methodologies, enabling them to make informed decisions in their respective fields. Dr. Misra's introductory sessions set the tone, briefing participants on global research trends, research philosophy, and the importance of avoiding pitfalls. Subsequent sessions delved deeper into specific research techniques, providing valuable insights into exploratory and descriptive designs, questionnaire development, and data interpretation.



By investing in its faculty's research capabilities, JIIT solidifies its position as a leading institution for business and management education, equipping its educators to navigate the complexities of contemporary management and drive innovation

Seminar on Customer Acquisition and Engagement in Digital Marketing through Gamification and AI

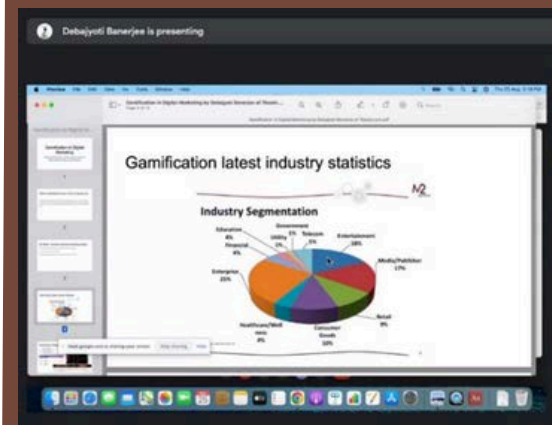
Date: August 18-26, 2022



From August 18-26, 2022, a groundbreaking online seminar revolutionized the digital marketing landscape, focusing on "Customer Acquisition and Engagement in Digital Marketing through Gamification and AI." This nine-day workshop brought together marketing enthusiasts, professionals, and entrepreneurs eager to master the art of new-age marketing. Led by renowned digital marketing expert, Mr. Debajyoti Banerjee, Founder and CEO of Seven Boats, a premier digital marketing agency and academy, the seminar empowered participants with cutting-edge strategies and techniques.

The workshop's primary objectives were to learn the power of AI in digital marketing, audience conversion and acquisition techniques, gamification strategies, and deriving marketing decisions from web analytics. Mr. Banerjee, with 18 years of experience and certifications from Google and LinkedIn, shared his expertise, providing invaluable insights into the rapidly evolving digital landscape. Throughout the seminar, participants gained hands-on knowledge of AI-driven digital marketing, gamification techniques to boost audience engagement, effective strategies for customer acquisition and conversion, and leveraging web analytics for data-driven marketing decisions.

The Seminar's impact was profound, with participants reporting enhanced understanding of digital marketing's latest trends and tools, practical knowledge of AI and gamification applications, improved skills in audience acquisition and engagement, and ability to analyze web analytics for informed decision-making. The online platform facilitated seamless interaction between participants and Mr. Banerjee, fostering a collaborative learning environment. This seminar demonstrated the potential of online learning, bridging geographical gaps and providing access to expert knowledge.



Mr. Debajyoti Banerjee's expertise and guidance have empowered a new generation of marketers to thrive in the digital landscape. This pathbreaking seminar has set a benchmark for future digital marketing workshops, underscoring the importance of staying updated with the latest trends and technologies.

Shikshak Parv - Teacher's Day Report

“Celebrating the Pillars of Education: Shikshak Parv - Teacher's Day”

Date: Sept 5, 2022



The prestigious Shikshak Parv - Teacher's Day event was a resounding success, as students, faculty, and staff came together to honor the unsung heroes of education. The festivities commenced with a thought-provoking lecture by Prof. Rajnish Kumar Mishra on "Role of teachers as envisaged in National Educational Policy 2020." He eloquently highlighted the pivotal role teachers play in enhancing classroom learnings and fostering employability skills in students at all levels. The lecture was followed by an array of captivating cultural performances by talented students from both BBA and MBA batches. The faculties then took center stage, engaging in a hilarious dumb charades game, divided into two teams. The event was further enriched by mesmerizing singing performances by Dr. Garima and Dr. Divya, showcasing their hidden talents.

The grand finale featured Dr. Shivani and Dr. Vishal presenting a heartfelt vote of thanks to the students, accompanied by a poignant message from Prof. Sunil. This joyous celebration not only acknowledged the tireless efforts of teachers but also served as a testament to the strong bond between students and faculty.

Through Shikshak Parv, the institution reaffirmed its commitment to recognizing and appreciating the dedication, passion, and hard work of its teaching fraternity. As the event drew to a close, the atmosphere was filled with gratitude, camaraderie, and a renewed sense of purpose. This special day will be etched in the memories of all who attended, serving as a reminder of the profound impact teachers have on shaping young minds and futures.

In the words of Prof. Sunil, "Teachers are the backbone of our education system, and their contributions are invaluable. As the institution looks forward to another academic year, Shikshak Parv will continue to be a beacon of inspiration, fostering a culture of appreciation and respect for the teaching community."

Panel discussion on “Role of teachers in nation building”

Date: Sept 7, 2022



On September 7th, 2022, a thought-provoking panel discussion on "Role of teachers in nation building" took place, shedding light on the significance of educators in shaping the future of a nation. The event commenced with an inaugural address by Dr. Yog Raj Sood, Vice Chancellor, JIIT NOIDA, who emphasized that teachers are the true nation builders. He highlighted the importance of value-based education, as envisioned in the National Education Policy.

The panel discussion, moderated by Dr. Shivani, featured distinguished experts, including Dr. Mehta, Dr. Tripathi, and Dr. Misra. Dr. Mehta stressed the need to rediscover the student-teacher relationship, leading by example to instill value-based education. Dr. Tripathi emphasized the importance of respecting students' opinions, actively listening, and understanding them both inside and outside the classroom. Dr. Misra focused on teachers' role in identifying and developing students' skills, motivating them to unleash their potential through proper perception, thinking, and decision-making.

The discussion was followed by a Q&A session, where panel members shared their insights on various aspects of teacher-student relationships and nation building. The session concluded with a vote of thanks by Dr. Divya.

This panel discussion served as a reminder of the profound impact teachers have on shaping young minds and, by extension, the nation's future. As Dr. Sood aptly put it, "Teachers are the backbone of our education system, and their contributions are invaluable." By emphasizing the importance of value-based education, teacher-student relationships, and skill development, this event inspired educators to strive for excellence and continue playing a vital role in nation building.

Alumini Session (Business Buzz Weekly Event)

Electrifying the Future: Exploring Alternate Powertrain Options and EVs in India

Date: Nov 15th, 2022



On November 15th, 2022, JBS alumni and industry expert, Mr. Preetesh Singh (MBA Batch 2008-2010), delivered an enlightening guest lecture on "Alternate Powertrain Options and Future of EVs in India." This informative session provided valuable insights into emerging alternatives powering the transportation economy.

Mr. Singh, with his expertise, shed light on the pressing issue of India's reliance on massive fuel imports, significantly impacting the country's import-export economy. He delved into the challenges hindering the widespread adoption of Electric Vehicles (EVs) in India, including infrastructure, affordability, and technological limitations.

The 2-hour session was engaging, with Mr. Singh responding to queries and sparking meaningful discussions among attendees. His real-world examples and data-driven insights provided a comprehensive understanding of the EV ecosystem in India.

JBS extends its gratitude to Mr. Preetesh Singh for sharing his expertise and enriching the knowledge of students and faculty. His lecture served as a catalyst for thought-provoking discussions on sustainable transportation solutions and India's energy future.

As India strives to reduce its carbon footprint and dependence on fossil fuels, events like this guest lecture play a vital role in fostering awareness and inspiring future leaders to drive change. We look forward to hosting Mr. Singh again, continuing the conversation on India's energy transition and the exciting prospects of EVs.

Unscripted Brilliance: Extempore Competition 2022

Date: Nov 16th, 2022



On November 16th, 2022, the stage was set for an electrifying Extempore competition, where nine talented students put their spontaneous speaking skills to the test. The event's spontaneity was its hallmark, with participants selecting topics from chits and delivering impromptu speeches within a mere two-minute timeframe. The competition was a thrilling display of quick thinking, creativity, and confidence. Students tackled diverse topics with remarkable poise, showcasing their ability to think on their feet. Judges evaluated performances based on presence of mind, thought coherence, speech structure, and overall confidence. After intense deliberation, the judges announced four winners, but it was clear that every participant had excelled in their own right. The event's two-hour duration flew by, with the audience thoroughly engaged and entertained.

The Extempore competition's primary objective is to assess a candidate's knowledge and reaction time when faced with an unexpected topic. This challenging format pushes students to think critically, organize their thoughts swiftly, and articulate their ideas convincingly.

The success of the event lay not only in the outstanding performances but also in the valuable experience gained by participants. As they navigated the pressure of speaking extemporaneously, students discovered their capacity for creative thinking and effective communication. The Extempore competition 2022 will be remembered as a showcase of intellectual agility, creativity, and confidence. As institutions strive to cultivate well-rounded individuals, events like these play a vital role in shaping the next generation of leaders, thinkers, and communicators.

Voices of Reason: Debate Competition 2022

Date: Nov 17th, 2022



On November 17th, 2022, the debate arena was abuzz with intellect and passion as students engaged in a thought-provoking discussion on the topic "Freebies announced in election manifestos by political parties: Does it impact the economy and welfare?" This competition brought together talented debaters, divided into two groups, to present their arguments for and against the motion. With meticulous research and convincing articulation, participants presented their cases, leaving no stone unturned. The debate was a masterclass in critical thinking, as students delved into the complexities of political manifestos, economic implications, and social welfare. The audience was captivated by the insightful arguments, counterarguments, and rebuttals.

After two hours of intense debate, the judges announced the winners, awarding prizes based on their rankings. While only a few emerged victorious, every participant demonstrated exceptional skill and dedication. The primary objective of this debate competition was to encourage critical thinking, self-reflection, and peer-to-peer learning. By engaging with the topic, students developed a deeper understanding of the issues, honing their ability to analyze complex problems and construct well-reasoned arguments.

As the debate drew to a close, it was clear that every participant had grown, both intellectually and personally. The competition had created a safe space for students to express themselves, challenge their peers, and learn from each other's perspectives. The Debate Competition 2022 will be remembered as a celebration of intellectual curiosity, critical thinking, and effective communication. By hosting such events, institutions empower students to become informed, engaged, and thoughtful citizens, equipped to navigate the complexities of the world around them.

Unlocking Global Career Opportunities: Expert Insights from Mr. Kamal Chhabra

Date: Nov 22th, 2022



On 22 Nov 2022 JIIT welcomed Mr. Kamal Chhabra, Founder and CEO of KC GlobEd, for a captivating guest lecture on "Global Career Opportunities." This enlightening session aimed to broaden students' horizons, exploring avenues in finance and Chartered Accountancy (CA) beyond national borders. Mr. Chhabra, a renowned expert in global education, shared his valuable insights on financial planning and performance. He highlighted the vast opportunities available in US-based financial programs, sparking interest among aspiring finance professionals.

The lecture's primary objective was to provide students with a comprehensive overview of global career pathways in CA and finance-related fields. Mr. Chhabra's expertise and interactive approach made the session engaging and informative. Students gained valuable knowledge on Global career trends in finance and CA, Key skills required for international success and Strategic planning for overseas education and career.

This guest lecture achieved its goals by Broadening students' understanding of global career opportunities, providing actionable advice for pursuing international finance and CA careers and inspiring students to explore certificate courses for enhanced employability.

JIIT extends its gratitude to Mr. Kamal Chhabra for sharing his expertise and inspiring the next generation of finance professionals.

His lecture has motivated students to explore global career avenues, equipping them with the knowledge and confidence to succeed in an increasingly interconnected world.

As institutions strive to prepare students for a globalized economy, events like this guest lecture play a vital role in fostering awareness, skills, and ambition. By collaborating with industry experts like Mr. Chhabra, JIIT continues to empower its students for success in the global marketplace.



Inter-College Art Competition

Date: Nov 23th, 2022



On November 23rd, 2022, JBS hosted an exhilarating Inter College Art Competition, bringing together talented students from various universities and colleges. This vibrant event aimed to inspire participants to express their emotions and thoughts through the universal language of art. The competition's primary objective was to motivate students to tap into their creative potential, using colours and pictures to convey their feelings and ideas. By providing a platform for self-expression, the event encouraged students to showcase their hidden talents and imagination.

As an inter college competition, it offered a unique opportunity for JBS students to interact and socialize with peers from other institutions, fostering a sense of community and camaraderie. Moreover, the event allowed the management team to hone their organizational and leadership skills, ensuring a seamless and successful experience.

The competition was judged by an esteemed panel of experts, comprising Dr. Shriram Anil Purankar, Dr. Shivani Kapoor, and Dr. Ridhima Bhanot Sharma. Their meticulous evaluation ensured that the winners were truly deserving of their accolades.

The Inter College Art Competition 2022 was a resounding success, leaving an indelible mark on the participants and organizers. As institutions strive to nurture creative and well-rounded individuals, events like these play a vital role in fostering imagination, confidence, and community spirit. By providing a canvas for students to express themselves, JBS has inspired a new generation of artists, thinkers, and leaders. As we look forward to future events, we remain committed to empowering students to unleash their full potential and make their mark on the world.

Guest lecture on Business Communication for Career Building

Date: Nov 25th, 2022



On November 25th, 2022, an enlightening guest lecture on "Business Communication for Career Building" was organized, offering valuable insights to students on the significance of effective communication in professional growth. The event commenced with a warm welcome to the guest speaker, Mr. Akharia.

Following a brief introduction by the anchors and a welcome speech by Dr. Rajnish Kumar Misra, Mr. Akharia took the stage to share his expertise on various aspects of business communication. He emphasized the crucial role of verbal and non-verbal communication during interviews, entrepreneurship, startups, and communication.

The session became interactive as Mr. Akharia addressed questions from the audience, clarifying doubts on interview strategies, startup funding, and entrepreneurship. His insightful responses provided practical guidance for students seeking to excel in their careers.

The event concluded with a vote of thanks by Dr. Divya Goel, acknowledging Mr. Akharia's valuable contributions to the students' understanding of business communication.

The guest lecture achieved its objectives by equipping students with essential communication skills for career success, providing practical insights into entrepreneurship, startups, and communication, offering a platform for interactive learning and doubt clarification and inspiring students to develop their communication skills for professional growth.

By hosting such events, institutions empower students to become effective communicators, confident professionals, and future leaders. The guest lecture on "Business Communication for Career Building" will be remembered as an enriching experience, shaping the careers of aspiring professionals.

Unlocking Real-World Insights: Case Study Development Workshop 2022

Date: Dec 22-24th, 2022



From December 22nd to 24th, 2022, JBS hosted a comprehensive Case Study Development Workshop, inaugurated by Prof. Dr. Rajnish Kumar Misra, HOA, JBS. This three-day workshop aimed to develop real-life case studies, focusing on the fertilizer industry, with NFL and KRIBHCO as the companies under consideration.

The Workshop commenced with an informative session by Prof. Sunil Bhatia, providing industry insights and an overview of the fertilizer sector. Participants gained valuable knowledge about the companies, setting the stage for case study development. This was followed by a field visit to NFL and KRIBHCO, Noida, offering delegates a firsthand understanding of the companies' operations.

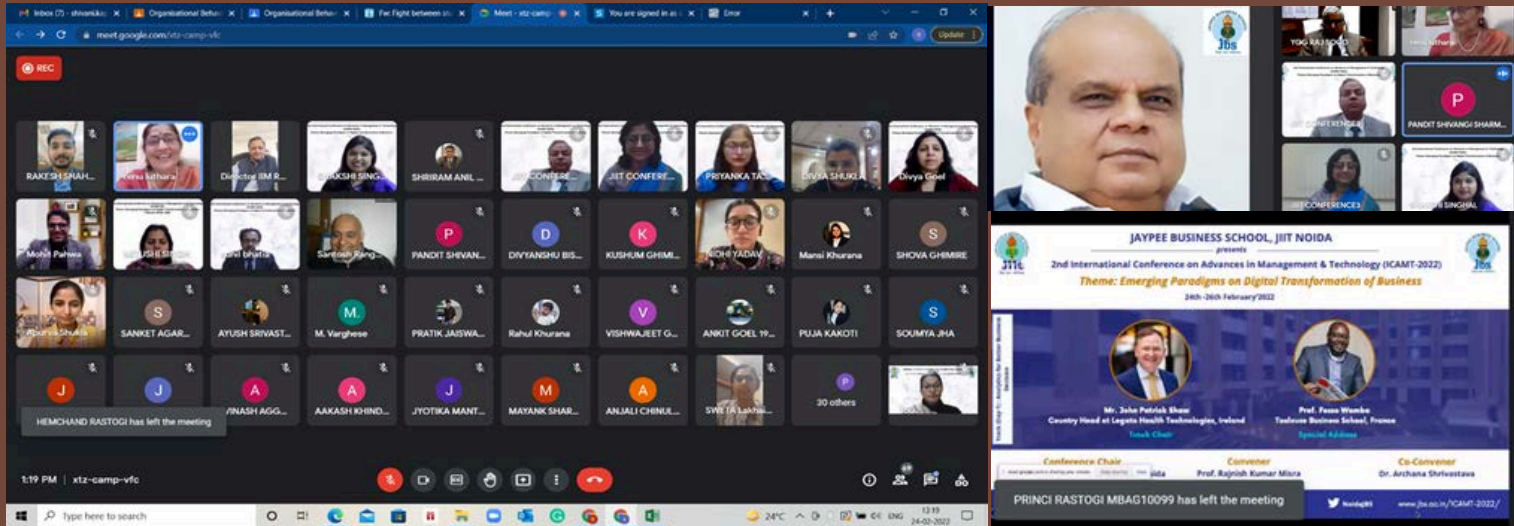
On next day it began with an expert session by Prof. (Dr.) Rajnish Kumar Mishra on "How to Identify a Case Problem." He emphasized the importance of presenting a clear problem statement and providing direction to the case. Prof. Sunil Bhatia then led a session on "Understanding Industry Perspective," where delegates discussed their companies' achievements, challenges, and solutions. This interactive session provided a unique glimpse into real-life market proceedings.

On the 3rd Day of the event delegates presented their case studies to a panel comprising Prof. (Dr.) Rajnish Mishra, Prof. Sunil Bhatia, and Dr. A V Surya. Each group received constructive feedback on their presentations, which included detailed analyses of the companies. The workshop concluded with a vote of thanks by Dr. Archana Srivastava. This Case Study Development Workshop achieved its objectives by developing real-life case studies in the fertilizer industry, providing industry insights and expertise from renowned professionals, fostering practical application of theoretical knowledge and enhancing delegates' understanding of market proceedings and company operations. By hosting such workshops, JBS bridges the gap between academia and industry, equipping students with essential skills. The Case Study Development Workshop 2022 will be remembered as an enriching experience, shaping the minds of future business leaders.

JAYPEE BUSINESS SCHOOL

ICAMT 2022

Date: Feb 24-26th 2022



Jaypee Institute of Information Technology, Noida, hosted the second International Conference on Advances in Management & Technology (ICAMT-2022) from February 24-26, 2022. This prestigious event brought together academics, researchers, and industry professionals to explore the theme "Emerging Paradigms for Digital Transformation of Business," with a focus on advancements in finance and account.

The conference commenced with an inaugural session, setting the tone for thought-provoking discussions and knowledge sharing. Renowned experts and researchers presented their findings on various tracks, including analytics, sustainability, entrepreneurship, and operations management.

A key highlight of the conference was the track on "Evolving Issues in Operation Management," led by Dr. Kunal Ganguly, Professor at Indian Institute of Management Kashipur. He emphasized the significance of digital transformation in improving supply chain efficiency, sustainability, and business growth.

The valedictory session featured keynote addresses by esteemed speakers, including Dr. Sachin Kamble, Dr. Harim Om Gupta, and Mr. Mahender Khari. They shared insights on Industry 4.0 digital transformation, independence and affordability in operations, and redefining education for a sustainable future.

The conference highlighted key takeaways:

- Digital transformation is crucial for business growth.
- IT skills are essential for success in today's business landscape.
- Industry 4.0 requires adapting to new technologies and business models.
- Education must focus on creating ethical, sustainable, and technologically savvy citizens.

As institutions strive to prepare students for an increasingly complex world, events like ICAMT-2022 play a vital role in shaping the minds of future business leaders. By exploring emerging paradigms in digital transformation, ICAMT-2022 paved the way for innovation and growth in the business world.

JAYPEE BUSINESS SCHOOL

Enhancing Financial Literacy: JBS Management Development Program

Date: Mar 3-5th, 2022



Jaypee Business School (JBS) hosted a three-day Management Development Program (MDP) from March 3-5, 2022, focusing on "Achieving Excellence in Financial Decision Making." This comprehensive program aimed to equip managers and executives with the essential skills to read financial statements, understand financial management principles, and make informed decisions.

In today's fast-paced business environment, financial literacy is no longer limited to finance specialists. JBS recognized the need for all executives to possess a solid understanding of financial management, including resource allocation, funding choices, and expenditure control. This MDP addressed this need, providing participants with a formal understanding of financial management tools and techniques.

The program's primary objective was to enhance analytical abilities, leading to rational decision-making. Through interactive sessions and expert guidance, participants gained hands-on experience with financial management tools and techniques. Additionally, they were introduced to the applications of information technology in accounting and finance, as well as the development of essential soft skills.

Over 20 hours, participants engaged in immersive learning, exploring key aspects of financial decision-making. The program's comprehensive curriculum ensured that participants left with a deeper understanding of financial management and its applications in real-world scenarios. By hosting this MDP, JBS demonstrated its commitment to advancing knowledge and promoting excellence in financial decision-making. This program will have a lasting impact on participants, empowering them to make informed decisions and drive business growth.

As businesses continue to navigate complex financial landscapes, programs like JBS's MDP play a vital role in shaping the minds of future leaders. By equipping executives with the skills to make informed financial decisions, JBS is contributing to the growth and success of organizations across industries.

Unlocking the Power of Integrated SCM in FMCG Industry: A Guest Lecture

Date: April 6th, 2022



On April 6th, 2022, Jaypee Institute of Information Technology, Noida hosted a guest lecture on the theme "Integrated SCM in FMCG Industry," providing students with a unique opportunity to engage with an industry expert and gain authentic real-world insights. The speaker, a seasoned professional with extensive experience in the FMCG sector, emphasized the crucial role of integrated supply chain management in driving business success.

Through a series of engaging examples drawn from his personal experience, the speaker illustrated the concept of integrated SCM and its application in the FMCG industry. Students were captivated by the speaker's expertise and enthusiasm, and actively participated in the session, seeking clarification and exploring real-world scenarios.

Through this experiential learning opportunity, students enriched their knowledge and gained valuable insights into the practical applications of integrated SCM in the FMCG industry. The session not only enhanced their understanding of the subject but also inspired them to explore the vast possibilities in the field of supply chain management.

By hosting such guest lectures, our institution demonstrates its commitment to providing students with authentic learning experiences that bridge the gap between theory and practice. This initiative enables students to engage with industry experts, explore real-world scenarios, and develop essential skills to succeed in their future careers. The success of this guest lecture highlights the importance of industry-academia collaboration in shaping the minds of future professionals. By providing a platform for knowledge sharing and exchange, we can empower students to navigate the complexities of the business world and make a meaningful impact in their chosen fields.

JAYPEE BUSINESS SCHOOL

Exploring Global Implications: Business Buzz Weekly Event at Jaypee Business School

Date: May 6th, 2022



On May 6, 2022, Jaypee Business School, in association with JIIT Economic and Business HUB, hosted a thought-provoking Business Buzz Weekly Event, featuring an interactive presentation session on two timely topics: "Sri-Lanka Crisis and Global Impact" and "Indian Prime Minister Europe Visit and Its Implications." This engaging seminar aimed to facilitate knowledge sharing, insightful discussions, and in-depth analysis of the far-reaching consequences of these events.

The session commenced with an in-depth examination of the Sri-Lankan crisis, delving into its root causes, current status, and potential global repercussions. Experts and participants alike shared their perspectives, exploring the crisis's impact on international trade, diplomacy, and economic stability. The second half of the seminar focused on the Indian Prime Minister's visit to Europe, analyzing the strategic implications of this diplomatic endeavor. Discussions centered around the potential outcomes, including enhanced trade relations, geopolitical alliances, and India's rising global influence.

By hosting such events, Jaypee Business School demonstrates its commitment to fostering a culture of intellectual curiosity, critical thinking, and global awareness. This initiative enables students, faculty, and industry experts to engage with pressing issues, explore new perspectives, and develop essential skills to navigate the complexities of the global business landscape.

Through this interactive presentation session, participants gained a deeper understanding of the complex issues surrounding these events, while presenters benefited from the exchange of ideas and expertise. The seminar provided a unique platform for knowledge sharing, fostering a collaborative environment that encouraged insightful discussions and debates.

Report (Invited talk /other miscellaneous event like Seminar)

Date:Mar 8th, 2022



On March 8th, 2022, Jaypee Business School, JIIT, Noida, commemorated International Women's Day with a thought-provoking panel discussion on "What it takes to be a Leader: Experiences of Women Leaders." The objective was to explore women's pathways to leadership, understand cultural and structural changes required for gender parity, and discover how women can model new leadership paradigms.

Dr. Renu Luthra, Vice Provost, introduced the theme, sharing her experiences as a leader and encouraging women to step out of their comfort zones. Three esteemed speakers shared their journeys as women leaders, highlighting issues related to gender disparity.

Dr. Ankita discussed her work with rural women, empowering them through handmade product manufacturing. Dr. Surabhi Paliwal shared her entrepreneurial experiences, overcoming challenges as a female leader in a male-dominated industry. Ms. Priyanka, associated with Wommenovator, emphasized the need for women to be groomed to face a male-dominated world and for men to be taught empathy.

This event achieved its objectives by:

- Providing a platform for women leaders to share experiences
- Fostering discussion on women's leadership and challenges
- Promoting gender equality and empowerment
- Encouraging women to pursue leadership roles
- Inspiring action towards creating inclusive workplaces.

By hosting such events, Jaypee Business School demonstrates its commitment to empowering women and promoting gender equality. This initiative inspires women to lead, innovates, and shapes the future of leadership.

JAYPEE BUSINESS SCHOOL

Mental Health Awareness Week

Date: May 9-13th 2022



From May 9th to 13th, 2022, Jaypee Institute of Information Technology (JIIT), Noida, hosted a pivotal Mental Health Awareness Week, shedding light on the pressing issue of loneliness. This year's theme, 'Loneliness,' highlighted the growing concern of youth mental health as a high-profile societal issue.

Throughout the week, a series of engaging activities and events brought attention to the importance of mental wellness, encouraging students to foster meaningful connections with friends, family, colleagues, and communities.

The success of this initiative was evident in the enthusiastic participation and engagement from students, faculty, and staff. As a result, JIIT:

- Created a safe space for open conversations about mental health
- Empowered students to take control of their mental wellness
- Fostered a culture of understanding and empathy
- Provided valuable resources and support for mental health concerns
- Inspired a community-wide commitment to prioritizing mental health

As we move forward, JIIT remains dedicated to promoting mental health awareness and support, ensuring a healthy and inclusive environment for all students to thrive.

JAYPEE BUSINESS SCHOOL

Hoops and Cheers: MBA vs BBA Basketball Match at JIIT

Date: April 11th, 2022



On April 11th, 2022, the Jaypee Institute of Information Technology (JIIT) campus witnessed an electrifying basketball match between the MBA and BBA teams. The highly anticipated contest brought together students, faculty, and staff to cheer on their favourite teams and showcase the institute's sporting spirit.

The match began with a lively atmosphere, with both teams displaying exceptional teamwork and determination. The MBA team, comprising seasoned players, faced off against the BBA team, which boasted fresh talent and enthusiasm.

Throughout the game, the intensity was palpable, with each team displaying impressive skills and strategies. The MBA team's experience and coordination were matched by the BBA team's agility and innovative plays.

The crowd's energy was contagious, with cheers and chants filling the air as the teams battled for supremacy. The referees ensured a fair and smooth game, allowing the players to showcase their talents.

In the end, the MBA team emerged victorious, but the true winners were the participants, spectators, and the JIIT community as a whole. The event:

- Fostered camaraderie and teamwork among students
- Promoted physical fitness and well-being
- Encouraged healthy competition and sportsmanship
- Provided a platform for students to showcase their talents
- Strengthened the bond between MBA and BBA students

The MBA vs BBA basketball match will be remembered as a testament to the power of sports in bringing people together and fostering a sense of community.

JAYPEE BUSINESS SCHOOL

Smashing Success: Jaypee Business School Badminton Tournament

Date: May 11-12th, 2022



Jaypee Business School, Noida, hosted an exhilarating badminton tournament on May 11th and 12th, 2022, bringing together management students from across the campus. The two-day event witnessed intense competition, sportsmanship, and camaraderie among participants.

The tournament featured four exciting categories:

1. Ladies Singles: Showcasing individual skill and agility
2. Mixed Doubles: Highlighting teamwork and strategy
3. Men's Singles: Demonstrating speed and precision
4. Men's Doubles: Emphasizing coordination and communication

The matches were held inside the JIIT campus, providing an ideal setting for players to demonstrate their badminton prowess. The tournament attracted a large audience, comprising students, faculty, and staff, who cheered on their favourite players and teams.

Key highlights of the tournament included:

- Impressive serves and returns in the Ladies Singles category
- Strategic partnerships in the Mixed Doubles matches
- Lightning-fast reflexes in the Men's Singles category
- Seamless coordination in the Men's Doubles matches

The success of the badminton tournament has sparked enthusiasm for future sporting events at Jaypee Business School. The event demonstrated the institute's commitment to holistic development, combining academic excellence with extracurricular activities. As the winners were announced and trophies presented, the true spirit of the tournament shone through – camaraderie, sportsmanship, and a shared passion for badminton. The Jaypee Business School badminton tournament will be remembered as a testament to the power of sports in bringing people together and fostering a sense of community.

JAYPEE BUSINESS SCHOOL

Cultivating Future Leaders: Jaypee Business School's Manager of the Year Program

Date: April 11-18th, 2022



From April 11th to 18th, 2022, Jaypee Institute of Information Technology's Jaypee Business School hosted its annual flagship event, the "Manager of the Year" program. This week-long extravaganza brought together budding student managers from across all batches of BBA (1st, 2nd, and 3rd years) and MBA (1st year) to showcase their managerial prowess.

The program was conducted in a hybrid mode, with online activities from April 11th to 16th, followed by an offline finale on April 18th. Students participated individually and in teams, engaging in a multitude of innovative activities.

The program was designed to channelize the students' enthusiasm and energy through a series of engaging activities, enabling them to appreciate the various dimensions of management beyond classrooms.

The "Manager of the Year" program achieved its objectives by:

- Fostering a culture of innovation and entrepreneurship
- Developing leadership and management skills
- Encouraging teamwork and collaboration
- Providing industry insights and real-world applications
- Recognizing and rewarding exceptional talent

The grand finale witnessed the announcement of the "Manager of the Year" award, with the winner being felicitated with a trophy and certificate. The event concluded with a keynote address by a distinguished industry expert, sharing valuable insights on the future of management and leadership.

Jaypee Business School's "Manager of the Year" program has cemented its position as a premier platform for budding managers to showcase their skills and talent. This annual event continues to inspire and nurture future leaders, equipping them with the knowledge, skills, and confidence to excel in their professional careers.

Business Buzz Weekly Event

Date: April 11-18th, 2022



Jaypee Institute of Information Technology, Noida, hosted a thought-provoking BUSINESS BUZZ WEEKLY EVENT on April 15, 2022, titled "GLOBAL IMPACT OF THE ONGOING UKRAINE RUSSIA CONFLICT." Organized by Jaypee Business School in association with IIIT Economic and Business HUB, this immersive presentation seminar delved into the far-reaching consequences of the conflict on the global economy.

The seminar provided participants with a comprehensive understanding of the topic, exploring how the Ukraine-Russia conflict has exacerbated a global cost-of-living crisis, compromising lives, livelihoods, and aspirations for a better world by 2030 ¹. With the world economy still reeling from the COVID-19 pandemic, the conflict has pushed 60% of workers into lower real incomes, while 60% of the poorest countries face debt distress or high risk of it.

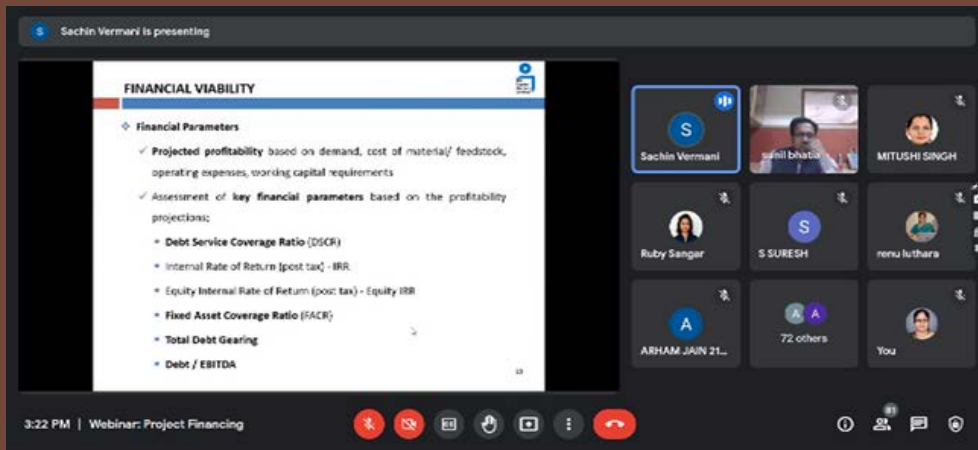
Experts discussed how the conflict affects global markets and food supply, particularly in regions reliant on Ukrainian grain exports. The blockade of these exports worsened hunger crises in countries already experiencing conflict and climate change, such as East Africa, where 22 million people lack access to sufficient food, and 1.5 million children face life-threatening malnutrition.

The seminar also highlighted the impact on energy prices, with Russia's role as a critical natural gas supplier to Europe. The conflict has led to higher prices, fueling inflation and slowing economic recovery from the pandemic. Neighboring economies, particularly in Eastern Europe, face disrupted trade, supply chains, and remittances, as well as an historic surge in refugee flows.

By attending this presentation seminar, participants gained valuable insights into the news surrounding the Ukraine-Russia conflict and its far-reaching implications for the world economy. The event underscored the importance of global cooperation and collective action in addressing the humanitarian and economic crises unfolding as a result of this conflict.

Empowering Future Leaders: Jaypee Institute's FDP on Project Financing

Date: April 19th, 2022



On April 19th, 2022, Jaypee Institute of Information Technology, Noida, hosted a highly engaging Faculty Development Program (FDP)/Short Term Course/Workshop on "Project Financing: Challenges & Opportunities." This online event, conducted through Google Meet, brought together esteemed experts and participants to explore the intricacies of project financing.

The webinar's primary objective was to educate students on the fundamental concepts of project financing and the decision-making processes employed by Indian companies. Renowned industry experts, Mr. Sachin Vermani, Senior Vice-President of Project Advisory & Structured Finance, and Mr. Shravan Yadav, Vice-President (Oil & Gas and Fertilizer Sector), shared their valuable insights.

The interactive session allowed participants to engage with the experts, clarifying doubts and gaining practical perspectives on project financing. Key takeaways from the webinar included:

- Understanding project finance concepts and applications.
- Identifying challenges and opportunities in project financing.
- Analyzing case studies of successful project financing.
- Recognizing the importance of risk assessment and mitigation.
- Familiarity with regulatory frameworks and compliance.

Jaypee Institute's commitment to academic excellence and industry relevance was evident in this event. By hosting such workshops, the institute:

- Strengthens its connections with industry experts.
- Enhances faculty and student knowledge.
- Fosters research and innovation.
- Prepares students for the challenges of the industry.
- Reinforces its reputation as a premier institution.

Seminar on Budget 2022

Date: Feb 19th, 2022



Jaypee Institute of Information Technology, Noida, hosted an enlightening invited talk on February 19, 2022, featuring Dr. Rishi Dubey, Professor at Shri Vaishnav School of Management, Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore. The theme of the discussion was the Union Budget 2022-23, focusing on 'Vision for the Amritkal-India @75 to India @100 years of independence.' Dr. Dubey delved into the government's expansionary fiscal policy to stimulate economic recovery post-Covid-19, highlighting key features and implications of the budget on the economy.

The budget aimed at long-term holistic growth, prioritizing job creation, infrastructure development, and introducing cutting-edge technologies to boost the auto industry¹. Notably, prices of pure fuel increased, while ethanol-blended fuel became cheaper. Dr. Dubey welcomed proposals for regulated digital currency and sovereign green bonds, facilitating accelerated growth and a seamless transition to e-mobility.

Dr. Dubey emphasized the budget's clarity on taxation, demonstrating a business-friendly approach while safeguarding consumer and exchequer interests. He also highlighted the budget's emphasis on self-reliance in defense, with the largest allocation to the sector, and strategic partnerships with Israel in military AI and drone technology.

The Union Budget 2022-23 was characterized as a mid-to-long-term, forward-looking budget, envisioning cost reduction, energy sector revolution, and infrastructure development over 25 years. Dr. Dubey's insightful discussion provided valuable perspectives on the budget's potential impact on India's economic future.

Key Takeaways from the Discussion:

- Expansionary Fiscal Policy: Government's continued efforts to stimulate economic recovery post-Covid-19
- Auto Industry Growth: Prioritizing job creation, infrastructure development, and technological advancements
- Digital Currency and Green Bonds: Welcome moves for accelerated growth and e-mobility transition
- Taxation Clarity: Business-friendly approach while protecting consumer and exchequer interests
- Defense Self-Reliance: Largest allocation to the sector and strategic partnerships with Israel

Spiking Excitement: BBA Volleyball Match at Jaypee Institute of Information Technology Date: Feb 19th, 2022



On April 20th, 2022, Jaypee Institute of Information Technology, Noida, witnessed an electrifying volleyball match between two teams of BBA students. The highly anticipated contest took place inside the JIIT campus, commencing at 4:00 PM and lasting for two thrilling hours.

The match brought together students, faculty, and staff to cheer on their favourite teams and showcase the institute's sporting spirit. The two BBA teams, comprising enthusiastic and skilled players, displayed exceptional teamwork, strategy, and determination. Throughout the match, the energy was palpable, with each team displaying impressive spikes, blocks, and serves. The crowd's enthusiasm was contagious, with cheers and chants filling the air as the teams battled for supremacy.

The volleyball match achieved its objectives by:

- Fostering camaraderie and teamwork among BBA students
- Promoting physical fitness and well-being
- Encouraging healthy competition and sportsmanship
- Providing a platform for students to showcase their talents
- Strengthening relationships among students, faculty, and staff

JIIT's commitment to holistic development was evident in this event, combining physical activity, teamwork, and social interaction. The success of the volleyball match has sparked enthusiasm for future sporting events, cementing JIIT's reputation as a hub for academic excellence and extracurricular activities. As the institute continues to promote sports and fitness, students can look forward to more thrilling competitions and opportunities to develop their skills, build relationships, and create lifelong memories.

The match will be remembered as a testament to the power of sports in bringing people together and fostering a sense of community. As JIIT continues to encourage student participation in sports, we can expect many more thrilling events to come.

Spark of Innovation: Jaypee Business School's Business Buzz Weekly Event

Date: May 20th, 2022



On May 20, 2022, Jaypee Institute of Information Technology, Noida, hosted a captivating Business Buzz Weekly Event, organized by Jaypee Business School in association with IIIT Economic and Business HUB. The event featured an enlightening seminar titled "Future of Electric Vehicles" and "LIC IPO," sparking intriguing discussions and insights among participants.

The interactive presentation session brought together experts, faculty members, and students to share knowledge and explore two pivotal topics:

1. Future of Electric Vehicles (EVs): Delving into the emerging trends, challenges, and opportunities in the EV industry, including government policies, technological advancements, and market dynamics.
2. LIC IPO: Analyzing the implications of Life Insurance Corporation's (LIC) Initial Public Offering (IPO) on the Indian stock market, economy, and investors.

Jaypee Institute's Business Buzz Weekly Event has established itself as a premier platform for thought-provoking discussions and knowledge sharing. By hosting such events, the institute:

- Strengthens its connections with industry experts and researchers
- Enhances faculty and student knowledge
- Fosters research and innovation
- Prepares students for the challenges of the industry
- Reinforces its reputation as a hub for academic excellence and extracurricular activities

The seminar's primary objective was to provide a platform for knowledge sharing, discussion, and networking. Renowned experts and researchers presented their findings, followed by an engaging Q&A session, allowing participants to clarify doubts and gain deeper insights.

JAYPEE BUSINESS SCHOOL

Where Mythology Meets Modernity: Jaypee Business School's 'Mahabharata Meets PUBG' Business Quiz 2022

Date: Jan 22nd, 2022



On January 22, 2022, Jaypee Institute of Information Technology, Noida, hosted an innovative business quiz, "Mahabharata Meets PUBG': Business Quiz 2022," organized by Jaypee Business School (JBS). The 1.5-hour event, held from 3:30 to 5:00 pm, brought together students from various disciplines to test their knowledge and skills in the corporate sector.

The quiz's unique theme blended ancient mythology with modern gaming, reflecting the fusion of traditional wisdom and contemporary trends. This creative approach aimed to enhance participants' knowledge and awareness of the business world, providing a refreshing break from traditional classroom learning.

The quiz featured out-of-syllabus questions, requiring participants to think creatively and connect the dots between seemingly unrelated concepts. This approach helped students develop:

- Critical thinking and analytical skills
- Knowledge of the latest developments in the corporate sector
- Ability to read between the lines and arrive at informed conclusions

JBS played a pivotal role in organizing the quiz, providing students with much-needed early exposure to make them skilled and job-ready. By participating in such events, students gained:

- Industry insights and knowledge
- Opportunities to excel beyond academics
- Enhanced teamwork and communication skills
- A competitive edge in the job market

The "Mahabharata Meets PUBG' Business Quiz 2022" has set a new standard for interactive learning, demonstrating the potential for quizzes to transform business education.

Exploring the Complexities of India-China Business Relations: A Seminar at JIIT, Noida

Date: Mar 24th, 2022



On March 24, 2022, Jaypee Institute of Information Technology, Noida, hosted a thought-provoking seminar titled "Indian start-up ecosystem: India China Business perspective." The event brought together experts and enthusiasts to delve into the intricate dynamics of India-China business relations, despite prevailing geopolitical tensions.

The seminar highlighted key points, including the significant pickup in Chinese investments in the Indian startup ecosystem in 2021, following a slump in 2020¹. Notably, Chinese investors recognize India as the largest market outside China for investments, making it challenging for them to entirely disengage from the country. This realization underscores the likelihood of co-existence, as evident in the smartphone sector, where Chinese brands dominate the Indian market, accounting for 65-70% of sales.

Key Takeaways from the Seminar:

- Chinese Investments in India: Despite tensions, Chinese investments in Indian startups increased in 2021.
- Market Significance: India remains a crucial market for Chinese investors, making complete disengagement challenging.
- Co-existence: The smartphone sector demonstrates the possibility of co-existence despite fluctuations.
- Foreign Investment Opportunities: Geopolitical tensions may drive foreign investors to reconsider allocations to India.
- Regulatory Challenges: Chinese investors face difficulties navigating domestic regulatory changes.

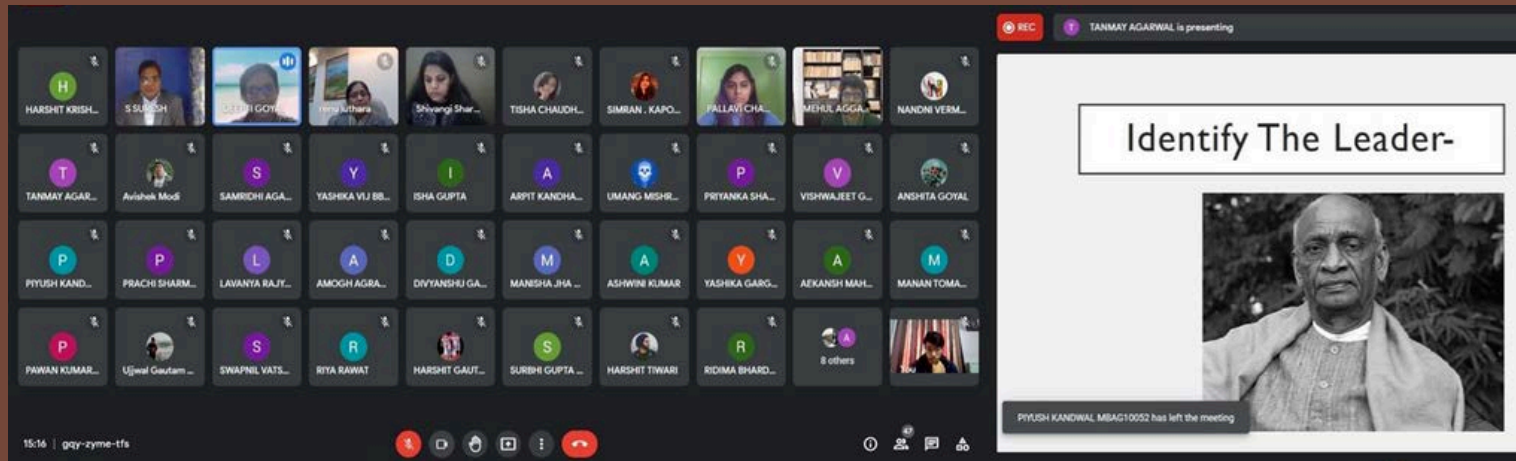
The seminar provided valuable insights into the complex India-China business relationship, highlighting the need for continued dialogue and cooperation. Jaypee Institute of Information Technology's initiative demonstrates its commitment to fostering informed discussions and promoting understanding of critical issues affecting the global business landscape.

By hosting such events, the institute reinforces its reputation as a hub for academic excellence, research, and industry relevance, preparing students to navigate the complexities of international business.

JAYPEE BUSINESS SCHOOL

Gantantra Bharat Republic Day Event

Date: Jan 25th, 2022



On January 25, 2022, Jaypee Institute of Information Technology, Noida, hosted a vibrant Republic Day event, "Gantantra Bharat," on online mode. The occasion was marked with enthusiasm and patriotism, as faculty members and students participated in various activities showcasing their creativity and national pride.

The event's theme revolved around the significance of Republic Day, honoring India's adoption of its Constitution on January 26, 1950. The objective was to foster a sense of unity, patriotism, and cultural awareness among participants.

The celebrations commenced with a series of engaging activities:

- Melodious singing and instrumental music performances
- Republic Day-themed quiz, witnessing enthusiastic participation from three teams
- Exciting games, including "Find the Word in the Puzzle" and "Riddles"
- Poetry recitation by faculty members
- Speeches and fancy dress competitions for students

The quiz saw intense competition, with two teams emerging as winners. The games and puzzle-solving activities tested participants' cognitive skills and creativity. The poetry and speech sessions showcased the artistic talents of faculty members and students, respectively.

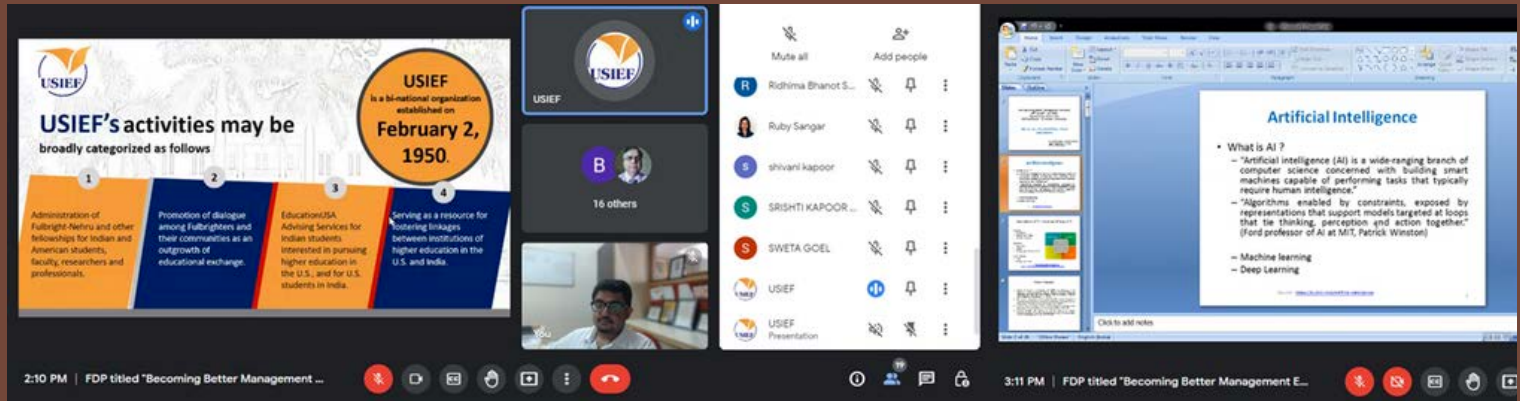
The fancy dress competition was a highlight, with students creatively depicting national icons, historical figures, and cultural symbols. The audience participation round allowed everyone to join in the celebrations, reciting poems, delivering speeches, and showcasing their artistic expressions.

This report captures the essence of Jaypee Institute's Republic Day celebrations, highlighting the institute's dedication to promoting national values, creativity, and community spirit. The Gantantra Bharat event has become an integral part of the institute's cultural calendar, inspiring patriotism and unity among its stakeholders.

JAYPEE BUSINESS SCHOOL

Empowering Management Educators: Jaypee Institute's Faculty Development Program

Date: July 25-30th, 2021



From July 25th to 30th, 2021, Jaypee Institute of Information Technology, Noida, hosted a pioneering Faculty Development Program (FDP), addressing the contemporary challenges faced by management educators. This one-week online event brought together renowned experts to share their experiences, insights, and solutions for effective knowledge transfer.

The FDP's primary objective was to address the challenges management educators face today and find solutions to ensure a smooth flow of information from educators to students. The platform provided an opportunity for speakers to share their experiences, challenges, and solutions, gained over time.

The program commenced with Prof. Dr. Alok Pandey's session, emphasizing the importance of technical and analytical skills in the business world. He highlighted the significance of emotional and spiritual quotient in teams and discussed essential skills required for MBA graduates to thrive in the industry. Dr. Pandey also provided valuable insights on enhancing these skills.

The next session was conducted by Dr. Vinita S. Sahay, who shared her inspiring journey as an IIM director. She candidly discussed the hardships she faced as a woman in academia, providing valuable lessons for aspiring educators. Dr. Chetna Dabas followed, sharing her expertise on IT's transformative impact. She explained how IT can simplify processes and highlighted AI and ML's role in accelerating development.

The FDP's success demonstrated the institute's dedication to empowering management educators. By sharing expertise and experiences, participants gained valuable perspectives, strengthening their teaching methodologies and industry relevance. This event has set a new standard for faculty development programs, paving the way for future collaborations and innovations.

The one-week online FDP was a resounding success, providing a platform for renowned experts to share their knowledge and experiences. Jaypee Institute's initiative has contributed significantly to the growth and development of management educators, ensuring they remain abreast of industry trends and best practices.

Maa Tujhe Salam

Date: Jan 26th, 2022



On January 26, 2022, Jaypee Institute of Information Technology, Noida, commemorated the 73rd Republic Day with immense fervor and enthusiasm. This year's celebration held special significance, falling within the 75th year of India's independence, aptly themed as 'Azadi Ka Amrit Mahotsav'. The institute's Jaypee Business School (JBS) family came together to honor India's rich diversity, sovereignty, and secularism.

The event, titled "Maa Tujhe Salam," was a poignant tribute to the motherland. To ignite patriotic sentiments, a singing and dancing competition was organized, inviting students to express their gratitude and tribute through music and dance. The theme resonated deeply, encouraging participants to reflect on India's golden heritage and feel proud to be Indian.

In a unique twist, the competition leveraged social media platforms to engage a broader audience. Participants' performances were uploaded online, and the winners were declared based on the number of likes and comments received. This innovative approach not only fostered healthy competition but also amplified the event's reach and impact.

As the students took to the stage, their performances echoed the sentiments of freedom, strength, and pride that define India's spirit. Through soulful renditions and energetic dance routines, they paid tribute to the nation, its heroes, and its values. The event was a testament to the institute's commitment to nurturing patriotic values and promoting cultural awareness.

The success of "Maa Tujhe Salam" lay in its ability to bring together students, faculty, and staff in a shared expression of patriotism. The event's impact extended beyond the institute's walls, as social media platforms carried the message of national pride and unity to a wider audience.

The 73rd Republic Day celebrations at Jaypee Institute will be remembered as a vibrant tribute to India's diversity, sovereignty, and secularism. Through "Maa Tujhe Salam," the JBS family reaffirmed its commitment to honoring the nation's heritage and promoting unity, pride, and patriotism among its members.

Career Space and Opportunities in fintech

Date:19th April,2023

This event was about the Fintech space and career opportunities we learnt about various aspects of technology and finance.

Our compelling speaker, Ms. Srishti Madan explained how it is helping the firms grow and develop which helped the MBA and BBA final year students clear out the career path.



Apart from that the valuable insights, more emphasis was laid on the various opportunities in Fintech space like:

1. Data Specialist
2. Quantitative analyst
3. Blockchain developer
4. Risk and compliance expert
5. AI developer
6. App developer

And their uses in the finance field along with its importance.

Industrial Visit to National Fertilizers Limited Plant

Date:24th April,2023

The objectives of the visit were the following:

1. Participate in outside the classroom learning.
2. To understand the working of a state-of-the-art Manufacturing facility owned and operated by a Public Sector undertaking unit.
3. To learn about the fertilizer industry.



The visit involved the tour of NFL Fertilizers factory at Panipat, Haryana. The Team of faculty and students from JBS were shown the Control Room from where the entire Fertilizer factory is monitored.

Various other operations like Bagging, warehousing and formation of fertilizer prills were shown to the Team JBS. NFL Representative also gave Team JBS a brief presentation about NFL Panipat. The visit followed by lunch in guesthouse.

Training for Professional World

Date:25th April,2023



The objective of the talk of our insightful speaker, Mr. Prashant Vishwa was to give the students an overview of Career Opportunities and prepare them for the Professional World.

The speaker talked about the perspective of a recruiter and shared valuable insights on what an interviewer seeks in candidates. He has given general guidance on how to excel in the professional world and crack interviews.

Additionally, he emphasized the importance of showcasing one's unique skills and experiences, tailoring responses to align with the company's values, and maintaining confidence throughout the process.

His practical tips included researching the company beforehand and preparing thoughtful questions to ask the interviewer, which can significantly enhance a candidate's chances of success.



Industrial visit to Honda Motors India Ltd. Tapuakara, Rajasthan

Date:1st May,2023



Recently, 23 students and 4 faculty members visited the Honda Tapuakara plant in Rajasthan, one of Honda's largest manufacturing facilities worldwide. The tour offered invaluable insights into the car production process, covering design, prototyping, testing, assembly, and quality control.

The plant's advanced operations include forging, welding, and paint shops, all utilizing cutting-edge automation. It produces an impressive 695 engines and 660-700 cars daily, with a swift engine throughput of 2.5 hours and a cycle time of just 78 seconds. Workers operate in two shifts, benefiting from multiple breaks throughout their 18-hour workday.



The visit emphasized Honda's commitment to sustainability, innovation, and a strong corporate culture. Attendees learned about the company's use of robotics and technology to maintain high production quality, underscoring the importance of efficiency and eco-friendly practices in modern manufacturing. This experience not only enhanced their understanding of the automotive industry but also inspired future career aspirations.

Panel Discussion on "FUTURE OF WORK- INDUSTRY 4.0, INNOVATIONS & 21ST CENTURY SKILLS"

Date:9 May,2023



The Y20 is an official engagement group of the G20, composed of young leaders from the G20 countries. Y20 India acts as a platform for dialogue and negotiations among young leaders. Objective of this panel discussion was to highlight the key issues of Youth and relevance of G20 further to make students aware about global socio-economic issues and mitigation strategies.

the speakers in this discussion included 4 panelist and moderator: Mr. Gaurav Bhatia, Mr. Anil Nagar, Mr. Abhinav Prakash, Mr. Deepanshu Singh and Dr. Divya Goel.

The objective of this panel discussion was to highlight the key issues of youth and the relevance of G 20, further to make students aware of global socio-



economic issues and mitigation strategies. The discussion also aimed to emphasize the importance of youth engagement in policy making, encouraging students to voice their opinions and participate in initiatives that drive change. By understanding the dynamics of global governance, students could better appreciate their potential impact on local and international levels.

Career Opportunities in Financial Sector

Date: 6 May, 2023

The guest lecture by the profound speaker Mr. Pradeep Naithani aimed to educate students about the financial sector's opportunities and challenges.

Mr. Naithani discussed four dimensions of the industry: Banking, Insurance, Capital Market, and Pension funds. He also discussed how students can start their own businesses as entrepreneurs and job seekers in these sectors.



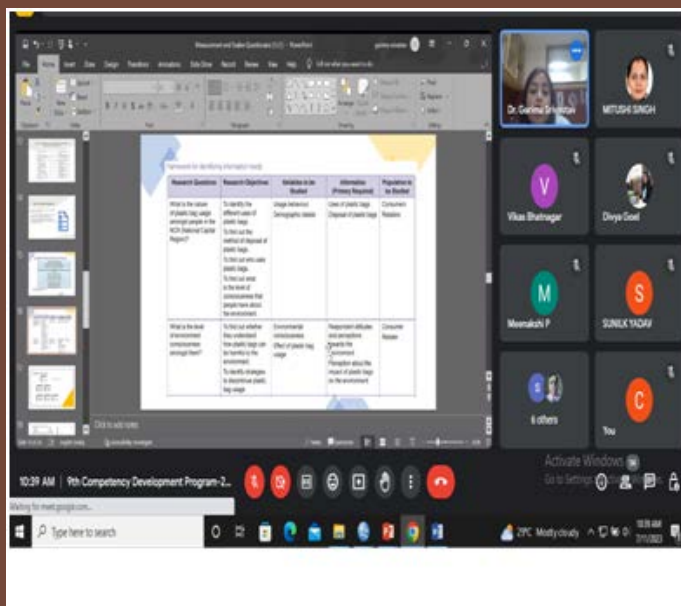
He highlighted the supervision of regulatory bodies, such as SEBI, IRDAI, and RBI, which provide opportunities for students to improve their knowledge and communication to secure good business or jobs. The lecture concluded with faculty members asking questions and Dr. Nikhil Yadav facilitating the lecture.

Research Methodology and Data Analysis

Date:10-15th July 2023

Theme: Research is crucial for societal development, university missions, and innovation. It includes inductive thinking, promotes logical habits, and fosters logical thinking.

Quality-committed institutions need to train faculty and researchers in advanced research methodology for authentic, high-quality research impacting society and culture. This CDP aims to sharpen teaching and research skills, enabling teachers, researchers, and trainers to publish their work in indexed journals.



Dr.Rajnish Kumar Misra introduced a research program, discussing research methodology, trends, and research philosophy. He discussed the importance of research, its meaning, and guidelines, and how researchers avoid pitfalls.

Misra also covered research proposal, design, sampling design, data screening, and hypothesis testing. He also covered social research, hypothesis testing, structural equation modeling (SEM), correlation and regression analysis, and factor analysis.

Dr. Vikas Bhanagar and Dr. Garima Srivastav conducted sessions on correlation and regression analysis, while Dr. Divya Goel discussed ethics and plagiarism in research writing. The program concluded with feedback and certificates distribution.

Session on converting Innovation into a start-up

Date: 22 August, 2023

The poster is for a seminar titled "Converting Innovation into Start-up" organized by Jaypee Institute of Information Technology (JIIIT). It is part of the Institutions Innovation Council (IIC) Quarter IV Activity No. 15. The seminar is held at LT-5 Jaypee Business School, coordinated by Dr. Charu Sijoria and Dr. Archana Shrivastava. The speaker is Mr. Kamal Chhabra, Founder and CEO of KC Global. The date is 22.08.2023 and the time is 11:00 AM. Logos for IIC, JIIIT, and JBS are included.

The seminar aimed to equip students with a comprehensive understanding of innovation and the steps needed to transform innovative ideas into entrepreneurial ventures. The speaker focused on "Converting Innovation into a Start-up," providing valuable insights into the entire process.

Students learned how to identify market needs, validate their ideas, and develop a solid business plan. The discussion also covered essential aspects such as funding options, building a team, and marketing strategies. The seminar also emphasized the importance of resilience and adaptability in the entrepreneurial journey. Students were encouraged to embrace failures as learning opportunities and to continually iterate on their ideas to achieve success in a competitive market.



By the end of the seminar, students were inspired and better prepared to take their innovative concepts and turn them into successful start-ups, fostering a spirit of entrepreneurship.

Resilience and mental wellbeing: JOURNEY WITHIN

Date: 29 September, 2023



The talk aimed to raise awareness about the critical importance of resilience and mental wellbeing, especially in navigating life's challenges. It explored internal factors that contribute to resilience, such as mindset, emotional regulation, and self-efficacy, helping attendees understand how these elements can be cultivated.

By sharing personal stories of triumph over adversity, the discussion vividly illustrated the transformative power of resilience in everyday life. These narratives not only inspired but also provided relatable examples of how individuals have navigated challenges and emerged stronger. Participants learnt about various strategies to cultivate their own resilience, including mindfulness practices that enhance self-awareness, stress management techniques that promote emotional regulation, and the vital importance of building supportive relationships that foster connection and encouragement. Moreover, the talk delved into the significance of maintaining mental wellbeing, emphasizing how resilience directly contributes to improved emotional health and overall quality of life.

Attendees discovered practical tools and actionable insights designed to help them foster resilience in their personal and professional lives. By the end of the session, participants felt empowered and equipped to face challenges with renewed confidence and strength, ready to embrace life's uncertainties with a resilient mindset.



Aptitude Development Session

Date: 29 September, 2023

Mr. Ramanuj Mistra discussed the importance of aptitude in professional development and the advisability of pursuing an MBA abroad. He highlighted the growing opportunities within India and the necessity of going abroad for management education. He also emphasized the importance of showcasing progress in educational pursuits, building a strong profile for MBA admissions, and providing insights on the Master in Management (MIM) course, which lasts 10-12 months.

discussed the benefits and drawbacks of pursuing education abroad, emphasizing India's rapid advancements and career growth opportunities. He highlighted the importance of a well-rounded profile in MBA admissions and job applications, emphasizing innovation, leadership, impact, and initiative. He also highlighted government internships in esteemed institutions, highlighting their value and professional standing. The workshop concluded with an interactive Q&A session for participants.



Career guidance for Corporate World

Date:30 September, 2023



This interactive discussion with Mr. Tarun Kumar briefed career guidance for entering the corporate world, focusing on personality traits suitable for different roles and learning styles.

It highlights options for finance students like NISM for SEBI entry and different markets like capital markets, equity derivatives, and currency derivatives. Students learn to handle work pressure and listen to others in the corporate work environment.

They also learn how to face job interviews, manage career goals, read job descriptions, understand the company, and balance individualism and teamwork.

Inspiring Leadership

Date: 7 October, 2023



this insightful discussion with Mr. Dinesh Sood and Mr. Munir Khan encouraged the students to learn about modern leadership styles is a crucial step in preparing them for future leadership roles.

By providing with real-life examples of leadership issues, they focused on the practical insights that can enhance students' understanding and application of leadership concepts. Furthermore, by actively involving students in event planning, they empowered them to develop valuable skills such as collaboration, decision-making, and organization, all of which are essential for effective leadership. Through these initiatives, they inspired and equip students with the knowledge and experiences necessary to become successful leaders who can navigate the complexities of the modern world with confidence and competence.



Career guidance for corporate world

Date:28 October, 2023

It was a privilege to have Ms. Priyanka Singhal, an Alumni of Jaypee Business School as the guest lecturer. This interaction focuses on key conversations related to career guidance for getting entry into the PSU's. How Employees in Public Sector Undertakings (PSUs) enjoy several privileges, including job security, competitive salaries, and benefits such as healthcare, pensions, and housing allowances.



They have access to professional development and training opportunities, which can lead to career advancement. How students can get entry into the PSU's after doing an MBA and giving career guidance to the students.

Students also got to know that they have to handle work pressure and they should listen to others in the corporate work environment.

Power of Positive Mindset

Date: 28 October, 2023



The lecture by Mr. Amit Pandey delved deep into topics like leadership, life perspectives, and unconventional paths to define genuine success. It left the audience not just inspired but also enlightened about these profound concepts.

Mr. Amit Pandey's engaging lecture provided valuable takeaways, emphasizing the importance of perseverance, adaptability, and personal growth in achieving life goals.

The event served as a platform for meaningful interactions, networking opportunities, and a chance for students to broaden their horizons

Jaypee Bonanza'23 (JBS ANNUAL BUSINESS FEST)

Date: 31 October, 2023

An exciting entrepreneurship simulation activity took place, engaging MBA and BBA students in hands-on business experiences. The objective was to facilitate students in taking their initial steps toward entrepreneurship by simulating a small business environment encompassing marketing, retailing, investing, planning, preparation, and distribution.

Teams of 20 to 25 students participated, each contributing to the venture by selling a variety of products and services, such as hair accessories, face drawing, and fun games like Tumbler Crash. After submitting detailed business plans, including projected investments and marketing strategies, students divided into subcommittees to manage different aspects of their enterprises. The event fostered creativity and teamwork, with profits retained by each team.



Participants received e-certificates for their involvement, while prizes were awarded based on innovation and overall performance, judged by a panel.



The winner of the event was ****Team Chatkaz****, recognized for their outstanding creativity and execution. This activity not only enhanced students' entrepreneurial skills but also provided a platform for practical learning, paving the way for future innovators in the business landscape. The organizing committee ensured smooth operations and maintained discipline, leaving a positive impact on all participants.

Attributes need to excel in the Dynamic Business World

Date: 04 November, 2023



The industry expert, Ms. Sujoya Chatterjee talked about the attributes needed to excel in the business world she divided it into two parts Personal Skills and Business Skills.

She shared her personal experiences and elaborated on the need to learn new things daily She emphasized the need for communication and ways to improve it.

She highlighted the importance of the following aspects analyze everything, teamwork is the only way to go, listen intently, and be receptive to feedback. She explained all this with real-world examples

MDP on “Financial Analysis for value Enhancing Decisions”

Date: 16-18 November, 2023

The MDP program covered various topics, including cash preservation, financial statements, team building, and advanced Excel for finance managers. Topics covered included project appraisal, managing time and cost overruns, finance for decision making, challenges in project financing, managing stress, contract management, digital vigilance, and leadership for organizational excellence. The program also covered topics such as managing stress, contract management, digital vigilance, and leadership motivation for organizational excellence. The program concluded with certificates distributed to participants after the sessions. The focus was on fostering a cash-focused culture across people, structure, and processes for sustainable cash excellence.

The Speakers: Dr. Riddhima B. Sharma, Prof. Rajnish Kumar Misra, Prof. Sunil Bhatia, Dr. Sweta Goel, Dr. Nikhil Yadav, Dr. Vishal Gupta, Dr. Shivani Kapoor and Mr. Utsav Agarwal



Mental Health Awareness Week

Date: 20-24th November, 2023

JBS organized a week-long Mental Health Awareness Week, focusing on youth mental health through a variety of engaging activities.

The week kicked off with a Poster Making event, allowing students to express their thoughts creatively. Day 2 featured a Digital Detox, encouraging participants to disconnect from screens and reconnect with themselves. On Day 3, Storytelling sessions facilitated sharing personal experiences, fostering empathy and understanding. Day 4 involved a Social Media Campaign, promoting mental health awareness online. The week concluded with an insightful Expert Talk with Ms. Isha Singh, providing valuable knowledge and strategies for managing mental wellbeing.

Overall, students built meaningful connections through their engagement in these events.



Workshop on Entrepreneurship and Innovation as Career Opportunity.

Date: 20-24th November, 2023

The objective of the seminar was to give the students an understanding on Entrepreneur & Entrepreneurship and guiding them to write the business plan.

The speakers, Mr. Sunil Kumar Yadav and Dr. Vikas Bhatnagar talked about “Entrepreneurship and Innovation as Career Opportunity”. They made students learned about Entrepreneurship and traits of a successful Entrepreneur along with all the critical components required for writing a great business plan. Speakers also provided creative thinking and practical entrepreneurial knowledge to the students.



Guest Lecture : Assessing Customer Value

Date: 13th January 2024



On January 13, 2024, our MBA Final Year students had the privilege of attending a guest lecture on "Assessing Customer Value," a crucial aspect of marketing and business strategy. The engaging session aimed to equip students with the knowledge to understand and measure customer value, driving business growth and success.

The lecture emphasized that customer value encompasses both tangible benefits (price, quality) and intangible elements (brand reputation, customer service). The lecture stressed the importance of crafting unique, relevant, and distinguishable value propositions that set businesses apart from competitors.

The lecture underscored the significance of adopting customer-centric approaches, encouraging students to apply these concepts through case studies and practical workshops.

Our guest lecturer shared valuable industry experiences, providing real-world examples of successful customer value assessment and implementation. The lecture helped the students understand the importance of customer value in business strategy.

The guest lecture on "Assessing Customer Value" enriched our students' understanding of this critical business concept. By emphasizing the importance of customer-centric approaches and providing practical strategies, the session empowered students to drive business success in an increasingly competitive market. The engaging session aimed to equip students with the knowledge to understand and measure customer value, driving business growth and success.

JAYPEE BUSINESS SCHOOL

Guest Lecture : Realization Process Models and Account-Based Marketing Approach Guest

Date: 20th January 2024



The guest lecture for MBA Final Year students provided a comprehensive overview of realization process models in complex projects, focusing on case studies from ABB Asea Brown Boveri and Kleinwort Benson Investment Management. ABB's model highlighted the importance of structured project planning, execution and monitoring in managing large-scale power and automation projects. Similarly, Kleinwort Benson's approach underscored strategic investment decision-making, portfolio management and risk assessment. The lecture also introduced the Account-Based Marketing (ABM) approach, emphasizing its effectiveness in creating personalized marketing strategies, improving customer relationships and enhancing ROI. Key benefits of ABM include better customer engagement and higher conversion rates. The lecture concluded with recommendations for further exploration through additional case studies and practical workshops to deepen understanding and application of these concepts. Overall, the session offered valuable insights into strategic project management and marketing, enriching the students' learning experience.



Industry Visit : Wave Industries Sugar and Distillery Plant

Date: 2nd February 2024



The visit to Wave Industries' Sugar and Distillery Plant offered BBA students a valuable, hands-on learning experience. The tour began with an introduction to the company's history and operations, followed by a detailed exploration of the sugar production and distillation processes. Industry experts provided insights into quality control, safety measures and environmental sustainability, while students interacted with plant managers and employees to understand their roles. A Q&A session allowed for clarification of doubts and the visit concluded with students sharing their reflections and key takeaways. The trip enhanced students' practical understanding of industry operations and bridged classroom theory with real-world application. Recommendations include organizing regular industry visits and incorporating more interactive elements to further enrich the learning experience. Overall, the visit was highly informative, contributing significantly to the students' professional development.

Guest Lecture : Building the Value Stack

Date: 6th February 2024



The guest lecture on "Building the Value Stack" provided MBA Final Year students with comprehensive insights into crafting compelling value propositions. It explored the value stack concept, which includes both tangible elements like product features and price and intangible aspects such as brand reputation and user experience. Strategies for building a strong value stack were discussed, emphasizing the need to understand customer needs, differentiate products, innovate, and engage customers. The lecture featured case studies from various industries, demonstrating effective value stack implementation. Practical advice on aligning internal processes, marketing, sales and customer service with the value proposition was provided, along with metrics and KPIs for measuring value creation. The session concluded with recommendations to delve into case studies and engage in practical workshops to further enhance understanding. Overall, the lecture was highly informative, enriching students' knowledge of value creation and competitive strategy.

Counselling Session on Mental Well Being for students

Date: 8th & 9th February 2024



According to the World Health Organization (WHO) more than 264 million people of all ages around the world have some sort of depression. While this number represents the global population, the contributing factors surrounding depression strike a similar chord, from anxiety and drug and alcohol use disorders, to biological issues such as bipolar affective disorder. An increasing awareness of mental health helps society work toward eliminating its stigmas, but it does much more. For instance, developing a greater understanding of mental illness can allow people to recognize those in their lives who may be dealing with anxiety, depression, or other conditions that affect their mental well-being. This could even include a self-realization of their own mental health conditions. The Power of Providing Help Reducing the stigmas surrounding mental health can be a vital step toward an individual seeking treatment. Once that step is taken, a qualified professional in a counsellor role can gently guide clients toward coping with their condition and improving their well-being. The ability to help others through this journey makes a career in counselling one that can be immensely satisfying.

Industrial Visit to National Fertilizers Limited (NFL) Plant- Corporate Session on Project Appraisal and Finance

Dates : 22nd February, 2024



In the course of the session, Mr. Manoj Bhalla imparted practical insights to the students on the corporate methodologies for project appraisal and determining their feasibility. He elaborated on the strategies for engaging with banks to secure project financing, which includes the crucial task of preparing a Term Sheet. Mr. Bhalla also detailed the practices adopted to monitor projects during their execution to avoid any deviations from the set timelines and budgetary constraints.

Furthermore, the students were given access to the financial model employed for the Fertilizer project of NFL's Joint Venture, Ramagundam Fertilizers & Chemicals Limited, providing them a concrete example of financial planning in action.

Customer Acquisition and Engagement in Digital Marketing through Gamification and AI

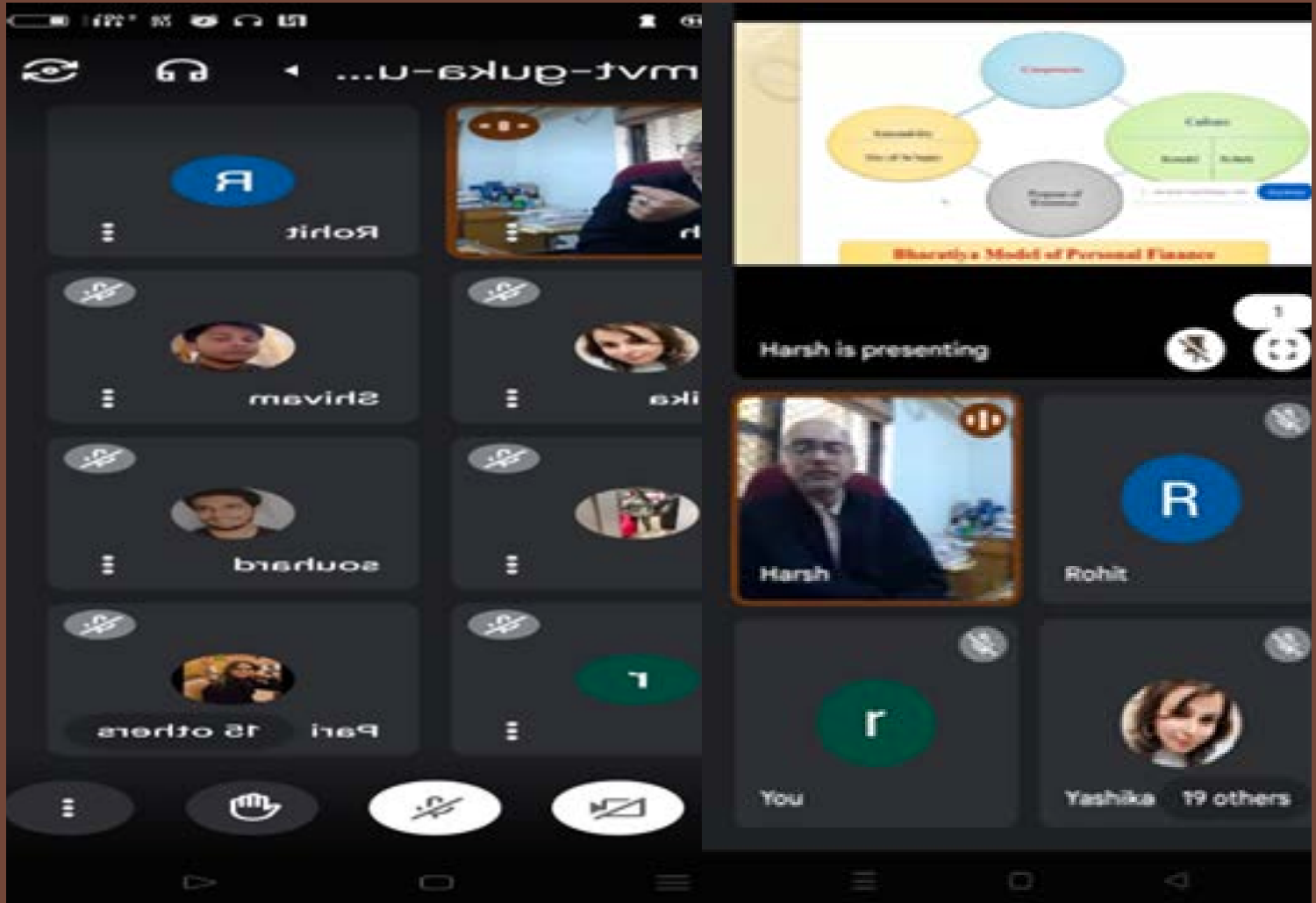
Date-16th -28th February 2024



The workshop consisted of four insightful sessions led by Mr. Debajyoti Banerjee, focusing on various facets of digital marketing. On Day 1, participants learned about the art of new age marketing, exploring concepts like the Poke the Box strategy, the Salt Shaker Test, neuromarketing and binge marketing techniques, alongside a live tutorial on using the AI tool Jasper.ai. Day 2 introduced the AACRO® Model of Digital Marketing, covering audience activation, acquisition, conversion, retention and optimization, along with programmatic marketing and AI in content marketing, including chatbot creation without coding. On Day 3, the focus shifted to gamification in digital marketing, where attendees discussed the M3 model, strategies, industry statistics and various game-making platforms. Finally, Day 4 delved into marketing analytics, emphasizing the ABC model of web analytics, the decision-making process, and essential tools. The workshop attracted a total of 67 attendees, providing them with valuable insights and practical skills for effective digital marketing.

Personal Finance for the Youth (Guest Lecture)

Dates : 19th February 2024



The talk on "Personal Finance for the Youth" aims to equip students with essential knowledge and skills for effective money management. One key objective is to emphasize the importance of ethical financial behavior, highlighting principles such as honesty, integrity and social responsibility in managing finances. Additionally, the discussion will focus on the necessity of establishing emergency funds and securing appropriate insurance coverage to prepare for unexpected expenses or financial setbacks. By encouraging critical thinking in financial decision-making, students will learn to evaluate their options, understand potential consequences and consider the long-term impacts of their choices. This holistic approach aims to foster responsible financial habits that will serve them well into the future.

JAYPEE BUSINESS SCHOOL

"Marketing: A Wonderful Career Opportunity for MBA professionals "

Dates : 21st February 2024



On February 21, 2024, Jaypee Business School hosted an engaging session titled "Marketing: A Wonderful Career Opportunity for MBA Professionals," featuring esteemed speakers Mr. Jitendra Mohan, Project Manager at Tecnova India, and Mr. Manmohan Kohli, Manager of Business Development & Government Relations at Gaming Laboratories International. The talk explored the pivotal role of marketing in business growth and innovation, offering aspiring MBA students and faculty insights into the vast career opportunities within the field. Mr. Mohan shared his extensive industry experience, emphasizing the need for MBA professionals to understand evolving trends and strategies, while Mr. Kohli highlighted the intersection of marketing and technology in the gaming industry. The session fostered lively discussions, with both speakers stressing that marketing is about more than just selling; it involves understanding consumer needs and creating value. They encouraged students to embrace the continuous learning and adaptability required in today's rapidly changing landscape, ultimately inviting them to explore the diverse pathways available in marketing.

MBA from India vs. MBA from Abroad

Date: 21st February 2024



The session on preparing for the CAT/GMAT emphasized starting preparation 6-12 months before the exam, highlighting the importance of consistent effort to achieve high scores. It introduced the Young Leadership Program, which aims to cultivate leadership skills and practical experience for young professionals. A balanced profile, comprising strong academics, a competitive CAT/GMAT percentile, and relevant work experience, is vital for admission into top MBA colleges. Factors such as college reputation, accreditation, placement records and Return on Investment (ROI) should be carefully considered. Effective time management is crucial for balancing study and work commitments; creating a study schedule and prioritizing tasks are recommended strategies. The session concluded with advice on early preparation and staying updated on exam trends, alongside guidance for building a strong MBA application profile. Overall, it provided valuable insights to help students make informed decisions about pursuing an MBA, either in India or abroad.

JAYPEE BUSINESS SCHOOL

International Conference on Advances in Management & Technology - (ICAMT-2024)

Dates : 22nd – 24th February, 2024



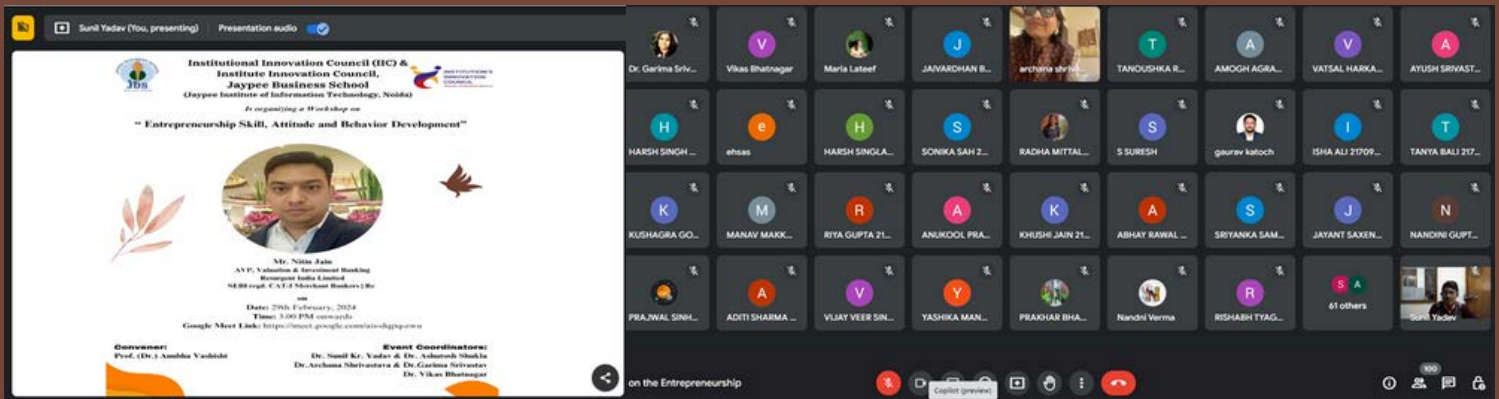
The Jaypee Business School recently hosted the International Conference on Advances in Management & Technology (ICAMT-2024) from February 22nd to 24th, 2024. This prestigious event brought together professionals and researchers from around the world to share innovative ideas and research on sustainable advancements through innovation, collaboration, and implementation. The conference theme, "Embracing Transformations for Sustainable Advancements," aligned with the 17th Sustainable Development Goal (SDG) of Partnership for the Goals.

Under the guidance of coordinators Dr. Mitushi Singh, Dr. Charu Sijoria, Dr. Nikhil Yadav, and Dr. Vikas Bhatnagar, ICAMT-2024 featured six tracks: Digital Business Transformations, Paradigms in People Management and Practices, Innovations, Entrepreneurship, and Sustainability, Finance and Investment, Advances in Operations Management, and Marketing in the Era of Technological Disruption. A total of 63 papers were presented across these tracks, showcasing cutting-edge research and ideas.

JAYPEE BUSINESS SCHOOL

Workshop on Entrepreneurship Skill, Attitude and Behavior Development

Date: 29th February 2024



JBS organized a workshop titled "Entrepreneurship Skill, Attitude and Behavior Development" aimed at equipping students with the essential skills, attitudes and behaviors necessary for successful entrepreneurship. The event featured Mr. Nitin Jain, Assistant Vice President of Valuation & Investment Banking at Resurgent India Limited, as the keynote speaker. With his extensive experience in investment banking, Mr. Jain provided valuable insights into the financial and strategic considerations vital for aspiring entrepreneurs.

The workshop covered several key topics, including the definition and importance of entrepreneurship in today's economy, essential skills such as critical thinking, financial literacy, and effective communication. Mr. Jain emphasized the attitudes that successful entrepreneurs embody, such as resilience, passion and a willingness to take calculated risks. Additionally, he highlighted the importance of behavioral development, focusing on networking, leadership and team management. Real-world case studies from his experience illustrated these concepts in action, making the content relatable and applicable.

An interactive Q&A session allowed students to engage directly with Mr. Jain, asking questions about his career path and insights into business creation. Group activities fostered collaboration and idea-sharing among participants, enhancing the learning experience. By the end of the workshop, Mr. Jain underscored the importance of continuous learning and self-improvement, encouraging students to adopt a proactive approach toward their entrepreneurial aspirations.

Industrial Visit

Dates : 12th March 2024



At Jaypee Business School, an industrial visit was organized for MBA Hospital and Healthcare Management students to familiarize them with hospital operations. The visit included an insightful presentation about Jaypee Hospital's structure and various departments, covering both clinical and administrative functions.

Students were actively engaged, asking thoughtful questions that were addressed by the experts present, which enhanced their understanding of healthcare management. The experience highlighted the complexities of hospital functioning and provided practical insights into the industry.

Concluding remarks emphasized that a career in healthcare management offers exciting opportunities for aspiring graduates. Overall, the visit was a valuable learning experience, leaving students inspired about their future in the healthcare sector.

SEMINAR: “New Government Initiatives in Oil and Gas Sector” Dates : 13th March 2024



Jaypee Business school organized a Live expert session on “New Government Initiatives in Oil and Gas Sector” the intuition behind the talk was to give the students insights into Deep Learning on the government initiatives in oil and gas sector. The speaker, Mr. Amanpreet sing chopra discussed different aspects of energy in India and the contribution of the sector in the Indian economy. This helped the students in understanding the different policies of the government in this sector, importance of natural bio fuel policy, sustainable alternatives towards affordable transportation. The importance of promotion of compressed Bio-gas as green transport fuel.

The talk was very inspiring for the students and the faculties with numerous examples from real life situations. Students thoroughly enjoyed and learnt from the candid and detailed talk.

JAYPEE BUSINESS SCHOOL

SEMINAR - Corporate Governance and Ethics

Dates : 20th March 2024



On March 20th, Jaypee Institute of Information Technology, Noida had the privilege of hosting a seminar on "Corporate Governance and Ethics" featuring Mr. Manoj Kumar Sharma, Executive Director (Finance) at Indian Oil's Corporate Office. With over 35 years of experience in managing finance, accounts, and project finance in the oil and petrochemical industry, Mr. Sharma brought invaluable insights to the discussion.

Mr. Sharma's impressive profile includes managing mega projects worth \$6.6 billion, expertise in foreign currency loans, treasury management, and project appraisal. He holds multiple qualifications, including Certified Management Accountant (CMA), BSc (Hons) in Chemistry, LLB, and MBA (Finance). Currently, he oversees finance-related activities for Indian Oil's Exploration & Production, Natural Gas, Petrochemicals, Alternate Energy, and Sustainable Development verticals.

The seminar aimed to provide an interdisciplinary approach to corporate law, management, and control. Mr. Sharma's lecture focused on three key objectives: understanding the concept of corporate governance, discussing various models, and highlighting its significance in different types of firms.

SEMINAR - Management of Industrial Accidents: Preparedness and Mitigation

Dates : 21st March 2024



The objective of this session is to enhance students' awareness of various industrial disasters, their consequences, and effective management strategies, emphasizing practical applications within the industry.

The expert-led session began with an overview of different types of industrial risks, such as chemical spills, equipment failures and natural disasters like earthquakes and fires. Understanding these risks is crucial for ensuring workplace safety and minimizing potential harm to employees and the environment.

Participants were introduced to techniques for risk assessment, which included identifying hazards, evaluating the likelihood of their occurrence and analyzing their potential impacts. This systematic approach empowers students to proactively address safety concerns in industrial settings.

Furthermore, the session emphasized the importance of hazard detection. Experts shared methods for recognizing early warning signs of potential disasters, discussing both technological tools and manual inspection techniques.

Real-life case studies illustrated the consequences of inadequate disaster management, highlighting the need for comprehensive planning and preparedness. Students engaged in discussions about the implications of various disasters and the importance of having robust emergency response plans.

SEMINAR - Career and Internship guidance for Corporate world Dates : 13th April, 2024



Akash Suman Akash Suman , City Head at Unacademy | Ex spinny| Ex Oyo| Ex Practo| MBA, Sales & Marketing Leadership . He is a alumni of JBS MBA with over 10 years of experience in diverse industries such as SAAS, medtech, hospitality and automobile. Currently, he is City Head at Unacademy and has worked with reputed companies like Oyo, Spinny, Practo and Aon Hewitt.

This interaction focused on providing students with effective internship guidance, emphasizing how they can strategically approach various industries and companies based on their interests and personality traits. Key aspects included crafting a compelling resume that highlights their skills and experiences tailored to specific positions. The importance of a strong cover letter was also emphasized, with students learning to personalize their letters to align with the company's values and goals.

Participants were encouraged to identify five target companies they aspire to work for, as well as five similar organizations, helping to narrow their focus and increase their chances of success. Additionally, students were guided to create a comprehensive pool of 50 companies across various sectors, broadening their internship options. Networking was highlighted as a crucial component of the process, particularly through LinkedIn, where students were encouraged to reach out to HR and Talent Acquisition professionals at their target companies to express interest and seek opportunities.

MDP on Developing Corporate leaders through Interpersonal and team effectiveness

Dates : 18th – 20th April, 2024



Jaypee Business School (JBS) recently hosted a Management Development Program (MDP) from April 18th to 20th, 2024, focusing on "Developing Corporate Leaders Through Interpersonal and Team Effectiveness." The program aimed to enhance leadership skills, emphasizing interpersonal relationships, team effectiveness, and decision-making.

The inaugural session featured Prof. S.C. Saxena, Pro-Chancellor, and Prof. B.R. Mehta, Vice-Chancellor, who stressed the importance of leadership development. Prof. Sunil Bhatia highlighted the inherent leadership qualities in everyone, while Prof. Anubha Vashisht discussed the challenges leaders face in problem-solving.

The program featured renowned faculty members, including Prof. Anubha Vashisht, Prof. Sunil Bhatia, Dr. Shivani Kapoor, Dr. Charu Sijoria, and Dr. Reena Nigam. These sessions equipped corporate leaders with essential skills, fostering networking and collaboration. The program emphasized the importance of emotional intelligence, effective communication, conflict resolution, and financial knowledge in leadership.

Dr. Shivani Kapoor's sessions on emotional intelligence and team effectiveness highlighted the significance of interpersonal skills in leadership. Prof. Sunil Bhatia's discussions on financial issues and global leadership successes/failures provided valuable insights.

SEMINAR - " Healthcare Delivery System"

Dates : 22nd April 2024



Jaypee Business School hosted a session led by Ms. Pooja Chauhan, Senior DGM of Human Resources and Head of Customer Care Services at Jaypee Hospital, titled "Healthcare Delivery System." Ms. Chauhan provided a detailed overview of India's complex healthcare landscape, which integrates both public and private sectors along with traditional and modern medical practices.

She emphasized the challenges of delivering accessible and quality healthcare to a diverse population, focusing on the public sector's role through primary healthcare services and hospitals, especially in rural areas. The private sector's importance was highlighted, particularly in urban centers where demand for healthcare is growing. She discussed various healthcare services, including diagnostic centers and telemedicine, noting their significance in efficient care delivery. She also outlined specialized medical services and the necessity of well-trained professionals for accurate diagnostics and treatment.

Concluding her session, Ms. Chauhan encouraged students to explore careers in healthcare management, highlighting the sector's growth potential and positive community impact. The session was both informative and inspiring, enhancing students' understanding of healthcare delivery and career opportunities.

JAYPEE BUSINESS SCHOOL

Workshop on Business Model Canvas

Date : 23rd April 2024



Noida, Uttar Pradesh, India
J9HC+PGP, A Block, Block A, Industrial Area,
Sector 62, Noida, Uttar Pradesh 201309, India
Lat 28.629277°
Long 77.371498°
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Noida, Uttar Pradesh, India
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The workshop on "Business Model Canvas" organized by Jaypee Business School (JBS) provided invaluable insights for students aspiring to become successful entrepreneurs. Led by Mr. Avinashi Sharan, Director of ProVidya Learning Services, the event focused on equipping students with essential skills and knowledge for designing effective business models.

One of the primary benefits of the workshop was that students learned how to utilize the Business Model Canvas as a strategic tool. This framework encourages entrepreneurs to visualize and develop their business ideas comprehensively, addressing key components such as value propositions, customer segments, revenue streams and cost structures. By working through these elements, students gained a clearer understanding of how to articulate their business concepts effectively. The session emphasized the fundamental questions every business must answer, such as: What problem does the business solve? Who are the target customers? How does the business deliver value? This guided approach not only sharpened the students' analytical skills but also fostered critical thinking about the practical aspects of running a business.

JAYPEE BUSINESS SCHOOL

SEMINAR - "Law and Regulations in Healthcare"

Dates : 25th April 2024



Esteemed speakers DR PRASHANT PANDEY, Director-Med education, research and accreditations. Director- Transfusion medicine & Transplant Immunology, Jaypee Hospital, Sec-128, Noida, delivered an engaging session on " Law and regulations in Healthcare." During a three-hour discussion the speaker discussed on the law and regulations which binds the hospital. The discussion was centred around the medico legal issues associated with the functioning of hospital and the requirement of understanding of legalities for medical professional. While discussing the Indian medical council act, 1956 Dr. Prashant highlights about the professional conduct, etiquettes and ethics, he enlightens the students with the duties of a physician towards the patient, responsibilities towards the paramedical staff and unethical acts and misconduct. He also discussed about the legal responsibility of a hospital. He states that hospital is a public institution, it deals with life and death of the patient. That hospital carries specified responsibilities and liabilities within and outside the organization. Failure to comply invites legal action and breach of any contract held the hospital legally responsible. Therefore, as a hospital administrator we are responsible for all the processes and procedures occurring in the hospital. He also discussed about the responsibility of hospital towards its stakeholders.

The session went well, students learned a lot from the industry stalwart. Several questions were asked and the expert successfully addressed the query of students.

SEMINAR - "DIGITAL MARKETING"

Dates :28 April, 2024



In the field of digital marketing, students can explore a variety of specializations that not only enhance their skills but also pave the way for successful careers. Key areas include social media marketing, where brands leverage platforms to engage with audiences, display advertising, which utilizes visual ads to capture attention, and search engine optimization (SEO), focusing on improving website visibility in search engine results. Performance marketing emphasizes measurable results, while email marketing remains a powerful tool for direct communication with consumers. Affiliate marketing allows individuals to earn commissions by promoting products and video marketing harnesses the popularity of visual content to tell compelling brand stories. Additionally, digital branding plays a crucial role in establishing a brand's identity online, while content marketing focuses on creating valuable content to attract and retain customers. Influencer marketing capitalizes on the reach and trust of social media figures to promote products.

Beyond these marketing types, understanding how brands collaborate with agencies and teams is essential. This involves working closely with SEO experts, designers, video editors and photographers to create cohesive campaigns. Students should also familiarize themselves with various tools that can enhance their marketing efforts, such as Canva for graphic design, Pitch for presentations, Gemini for advertising, Adobe Creator for multimedia projects, ChatGPT for content generation, and Sprout Social for social media management. Mastery of these elements not only equips students with practical skills but also positions them to thrive in a competitive digital landscape.

SEMINAR - GST - Overview, Compliance and Registration

Dates : 30th April 2024



The objective of this session was to create awareness among students about the Goods and Services Tax (GST), highlighting its implications and practical usage. The expert provided a comprehensive overview of GST, explaining its framework, key components and the processes involved in filing it. Students learned about the regulatory landscape surrounding GST, including recent changes in taxation policies and their impact on businesses and consumers.

The session also covered the evolution of taxation in India, illustrating how GST simplifies the tax structure by consolidating various indirect taxes into a single tax. This shift not only enhances compliance but also promotes transparency and efficiency in the taxation process. The expert emphasized the benefits of GST, such as improved cash flow for businesses, the elimination of the cascading effect of taxes and the potential for fostering a unified market.

Overall, the lecture was highly informative, significantly enriching the students' understanding of GST as part of their curriculum. It equipped them with essential knowledge that is crucial for navigating the complexities of taxation in a practical context, preparing them for future roles in business and finance.

SEMINAR - "Adapting to Digital transformation": Examine the Impact of Digitalization on HR practices and strategies" Dates : 4th May 2024



The talk focused on the transformative effects of automation and data-driven decision-making in HR. Panellist 1 highlighted the shift towards strategic HRM for adapting to digital innovations, while Panellist 2 discussed how data insights can enhance productivity and personalize employee experiences. Panellist 3 emphasized HR's role in innovation and creating inclusive workplaces. Panellist 4 provided practical examples of successful HR digital transformation and the forces driving it. Finally, Panellist 5 outlined how adopting advanced technology revolutionizes HR processes, and Panellist 6 stressed the goal of a more agile, data-driven, and employee-centric HR function. Overall, the session showcased the critical importance of technology and data in modernizing HR practices.



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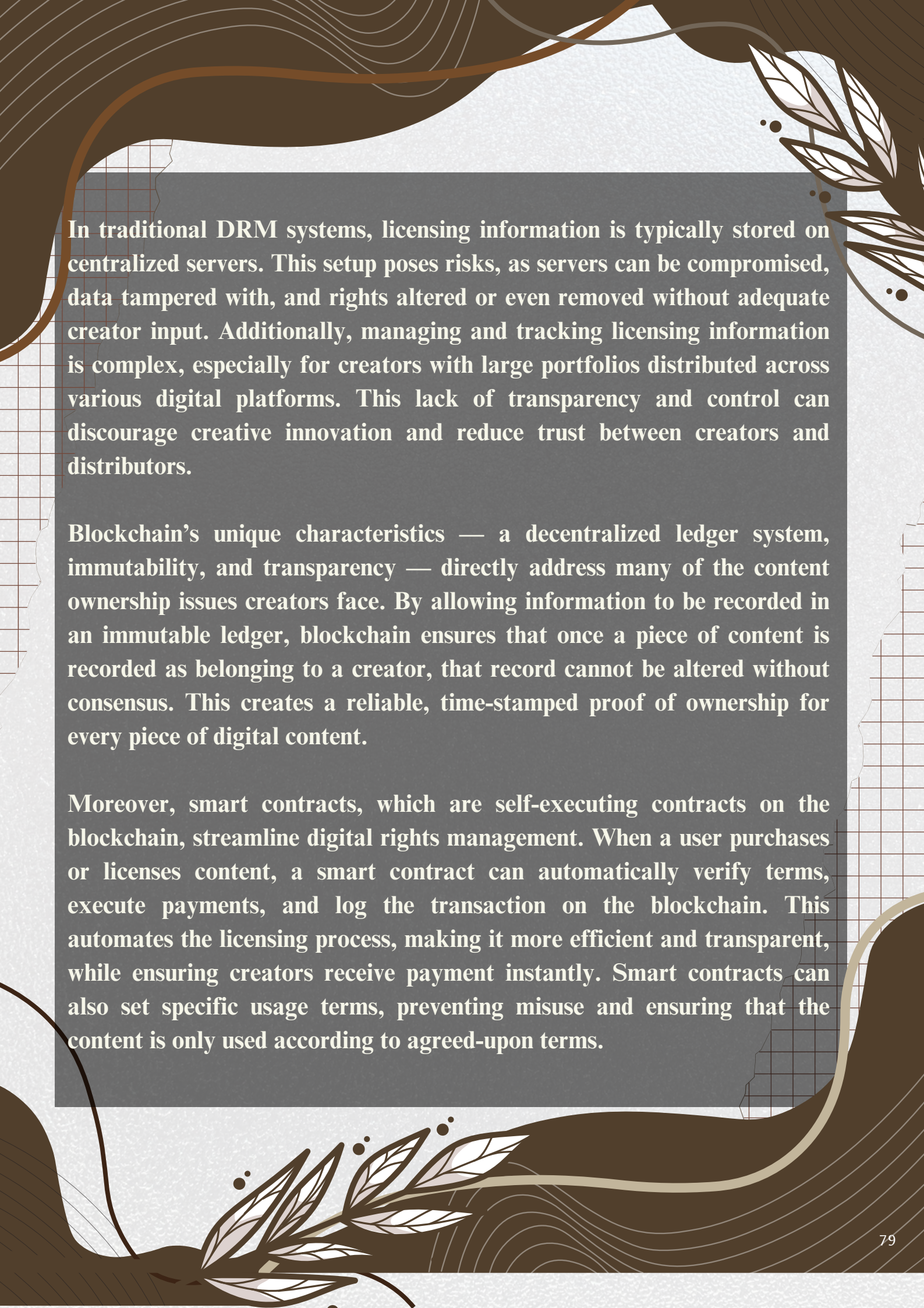
Archana Shrivastava
Program Director

Blockchain for Content Ownership and Digital Rights Management: A New Era of Protection

As digital content continues to dominate media and entertainment industries, issues related to content ownership, piracy, and digital rights management (DRM) have become major challenges. Creators, whether individuals or large companies, face the constant risk of content theft, unauthorized distribution, and lack of transparency in licensing. Blockchain technology, with its secure, decentralized, and transparent nature,

offers promising solutions to protect content ownership and simplify digital rights management.


Digital content ownership has long been complicated due to the nature of the internet, where content can be copied, distributed, and even monetized without the original creator's consent. Musicians, photographers, writers, and video creators often struggle to retain control over their work, especially as unauthorized copies or pirated versions spread online. Current DRM systems can be cumbersome, often depending on centralized authorities, and sometimes fail to prevent unauthorized sharing, leading to lost revenue and limited creative control for artists.



In traditional DRM systems, licensing information is typically stored on centralized servers. This setup poses risks, as servers can be compromised, data tampered with, and rights altered or even removed without adequate creator input. Additionally, managing and tracking licensing information is complex, especially for creators with large portfolios distributed across various digital platforms. This lack of transparency and control can discourage creative innovation and reduce trust between creators and distributors.

Blockchain's unique characteristics — a decentralized ledger system, immutability, and transparency — directly address many of the content ownership issues creators face. By allowing information to be recorded in an immutable ledger, blockchain ensures that once a piece of content is recorded as belonging to a creator, that record cannot be altered without consensus. This creates a reliable, time-stamped proof of ownership for every piece of digital content.

Moreover, smart contracts, which are self-executing contracts on the blockchain, streamline digital rights management. When a user purchases or licenses content, a smart contract can automatically verify terms, execute payments, and log the transaction on the blockchain. This automates the licensing process, making it more efficient and transparent, while ensuring creators receive payment instantly. Smart contracts can also set specific usage terms, preventing misuse and ensuring that the content is only used according to agreed-upon terms.




Blockchain also enables seamless tracking of content across platforms. With every transaction recorded on the blockchain, creators can trace how their content is shared, licensed, or used by third parties, allowing for detailed monitoring and control over digital assets. This transparent record serves as a public ledger, where any misuse of content can be identified and verified, reducing piracy and increasing accountability.

Additionally, blockchain offers the possibility of fractional ownership, where multiple parties can own and receive a share of revenue from a single piece of content. This model is particularly useful for collaborative content, where each contributor can receive payment through blockchain-enabled microtransactions. These small payments are automatically distributed according to the ownership percentage defined in a smart contract, eliminating the need for third-party intermediaries and ensuring fair revenue sharing.

Blockchain technology has the potential to transform digital rights management by restoring power to creators and ensuring fair compensation for their work. Major companies like Sony and the music-streaming platform Audius have begun exploring blockchain solutions for DRM, signaling growing industry interest.

As blockchain technology evolves, it will likely continue to reshape content ownership and DRM, addressing long-standing issues in digital content protection. Although challenges like scalability and mainstream adoption remain, blockchain provides a powerful foundation for a future where creators can retain control over their work, ensuring a sustainable digital economy for the creative industries.



ARTICLE FROM ALUMNI



Samrat Sharma

Is the economy hale and hearty?

India's economy is the fifth largest in the world. Only the United States, China, Germany and Japan have economies larger in size than India. But, are people as affluent in India as in Japan or Germany, if not, why? Unemployment rate in the country has come down but is it because jobs have increased, if not, why? Politicians set the agenda of a five trillion dollar economy but the actual GDP results show a vast difference, why?

We saw inflation dropping suddenly in the last decade but things got expensive in the market, how? There are obvious reasons behind the mismatches mentioned above. Country underwent phases of economic slowdown and coronavirus-led lockdowns in the last decade. Policy making played a pivotal role in turning the country's economic wheels in those trying times. However, many policies that looked flamboyant on paper did not work on ground. Some of the major reasons behind this are inappropriate data sets and methods used for calculation.

Too old data sources

Most data sources crucial for policy making are not only old but very old. The population census, which is the base for most decision-making, is 12 years old; Economic Census is nine years old, Consumption Expenditure Survey is dated by 12 years; Employment Survey is dated by 12 years; Consumer Price Index (CPI), Wholesale Price Index (WPI) and the Index of Industrial Production (IIP) are dated by 12 years; Input Output Table is dated by 15 years and the NIC codes are dated by 14 years. Imagine forming a new decision with such old datasets.

The missing informal economy

India has been an agrarian economy and many informal economies – Kanpur leather factory, Munger gun factory, etc – flourish within the formal economy. However, policymakers do not have means to measure the informal economy and hence the overall economy numbers are mostly skewed.

Inappropriate basket to measure inflation

Food and beverages have 54 per cent weight in establishing rural inflation while it has 36 per cent weight in urban inflation. Housing that occupies 22 per cent weight in urban inflation doesn't have any weight in rural inflation. These are some of the reasons why inflation numbers seem modest on paper but things still feel expensive in the market.

Unemployment

For decades, joblessness has been one of the most burning topics in India. Nevertheless, the government does not have any track of it. Unemployment data in India is released only by one private agency – Centre for Monitoring Indian Economy (CMIE) – but it is accepted and discarded as it suits. It is important to note that a person is not jobless only if he doesn't have a job. He will be called jobless if he doesn't have a job and wants to have one. A person who does not want a job cannot be called jobless. Unemployment rate also comes down if labour force participation deteriorates because of pessimism in the job market. In that scenario, there will be less people in queue for jobs and the unemployment rate will appear to come down.

Choosing real or nominal values

Real values (constant prices) and nominal values (current prices) are different ways to access economic growth and have completely different meanings. Real GDP is adjusted for inflation, while nominal GDP isn't. They are used to find out the macroeconomic growth on different parameters. However, leaders and public speakers choose one over another to suit their own narrative. For instance, second advance estimates suggest that India clocked a GDP of Rs 172.9 trillion in 2023-24. The same estimates suggest that India clocked a GDP of Rs 293.9 trillion in the same year. The difference is that the former is real GDP while the latter is nominal GDP.

Mostly, media and policymakers consider real GDP but in speeches one may often hear leaders talking about nominal GDP without mentioning it. This creates a state of confusion for common people and makes it difficult for them to make fair choices.

Ignoring per capita numbers

Given the large size of the country, India's economy is indeed the fifth largest but an average person in the country has very little resources compared to many other countries with smaller economies. Here comes the role of per capita GDP. On purchase power parity, India's per capita GDP was only \$8,379 in 2022, compared to \$59,065 in Saudi Arabia, \$63,150 in Germany and \$127,565 in Singapore. Hence, one should not turn away the face from per capita figures as that is the only parameter that gauges the condition at ground level. "Statistically, estimates have a margin of error and given the quality of input data and the methods used, the magnitude of the errors can be small, large or even unknown," according to the National Institute of Public Finance and Policy (NIPFP). In the general discourse, such errors are usually ignored and data users often do not have the information on the magnitude of such errors," added NIPFP, which is an autonomous research institute under India's Ministry of Finance.

Status of Data Sources

DATA	STATUS
1. Population Census	Dated by 12 Years
2. Economic Census	Dated by 9 Years
3. Consumption Exp. Survey	Dated by 12 Years
4. Consumer Price Index (CPI)	Dated by 12 Years
5. Wholesale Price Index (WPI)	Dated by 12 Years
6. Index of Indut. Prod. (IIP)	Dated by 12 Years
7. Input Output Table	Dated by 15 Years
8. NIC codes	Dated by 14 Years

Table: Samrat Sharma • Source: National Institute of Public Finance and Policy • Created with Datawrapper



Samrat Sharma is a JBS alumnus and a senior journalist at a national media house.

Faculty REVIEWS



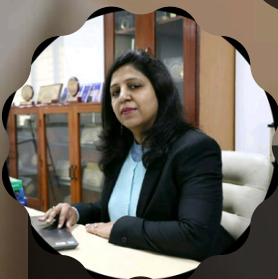
Garima Shrivastava ★★★★★

Jaypee Business School fosters holistic development through experiential learning, industry partnerships, and research-driven approach. Our students grow into capable professionals, equipped to navigate dynamic business landscapes. Proud to be part of this nurturing environment.



Nikhil Yadav ★★★★★

Jaypee Business School has consistently demonstrated excellence in management education. Our focus on industry-relevant curriculum, experiential learning, and holistic development empowers students to succeed. I'm proud to be part of a community that nurtures future leaders, fostering entrepreneurship, innovation, and social responsibility.



Divya Goel ★★★★★

Jaypee Business School provides a transformative education experience, blending academic rigor with industry insights. Our students excel through innovative pedagogy, research, and collaborative learning. I'm proud to be part of this vibrant community.

Faculty REVIEWS



Riddima Bhanot Sharma ★★★★★

Jaypee Business School provides a stimulating environment for students to grow into empathetic leaders and innovative thinkers. Our focus on experiential learning, research, and industry partnerships prepares them for a dynamic business landscape.



Vikas Bhatnagar ★★★★★

Jaypee Business School excels in bridging academia-industry gaps through innovative pedagogy and collaborative research. Our students develop strategic thinking, entrepreneurial spirit, and social responsibility. Honored to contribute to this vibrant ecosystem.



Mithusi Singh ★★★★★

Jaypee Business School offers a transformative education experience, blending theoretical foundations with practical applications. Our students develop critical thinking, creativity, and entrepreneurial skills, preparing them for successful careers and impactful contributions.

A MESSAGE FROM FORMER STUDENTS



Mansi Pandey

Senior Marketing Manager at
S&P Global

My Journey at JBS was truly transformative. The faculty's expertise, industry-relevant curriculum, and supportive environment helped me develop a strong business acumen.



Simran Kapoor

Customer Service
Representative

The rigorous curriculum, expert faculty, & industry interactions helped me develop valuable skills. JBS's emphasis on entrepreneurship and innovation instilled a sense of purpose.



Jayant Saxena

Customer Relationship
Manager at Zomato Gurgaon

Jaypee Business School played a pivotal role in my transformation into a seasoned professional. The faculty's guidance, industry interactions, and peer networking helped me develop strategic thinking and leadership skills. JBS's emphasis on experiential learning prepared me for real-world challenges. Today, I'm proud to be part of a leading organization, driving business growth.

ENTERTAINMENT

LOGIC PUZZLE

Figure out who did what and where they spent their summer holidays.

- Read the clues carefully and use the table below to solve the puzzle.
- Put an **O** for each correct match and an **X** for each incorrect one.

Clues:

- Greta did not go to the beach or the forest.
- The person who went trekking did not go to the mountains.
- Drew went swimming but not in the countryside.
- Pedro went to the forest.
- The person who went camping did so in the mountains.
- Olivia did not relax during her holiday.
- The person who went to the beach went swimming.
- The person who only relaxed did not visit the countryside.
- Greta did not go trekking.

		ACTIVITIES				LOCATIONS			
		CAMPING	RELAXING	TREKKING	SWIMMING	MOUNTAINS	BEACH	FOREST	COUNTRYSIDE
PEOPLE	GRETA								
	OLIVIA								
	DREW								
	PEDRO								
LOCATIONS	MOUNTAINS								
	BEACH								
	FOREST								
	COUNTRYSIDE								



STUDENTS MAZE

Can you help Students find his/her Class?

