



**Dr. Akhilesh Das Gupta Institute of Technology & Management**  
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## **PRABANDHAN INSIGHTS**

**Newsletter (August 2023 to December 2023)**

# **SCHOOL OF BUSINESS STUDIES (BBA)**

### **From the desk of Course Director - BBA**

It gives me immense pleasure to connect with each of you through the pages of our esteemed BBA newsletter, Prabandhan Insights. In the rapidly evolving landscape of business and management, staying informed and connected is pivotal. Prabandhan Insights serves as a conduit to facilitate this connection, offering a platform for insightful discussions, innovative ideas, and the latest developments in the School of Business Studies (BBA). Our commitment at ADGITM goes beyond imparting knowledge; we aim to cultivate future leaders and innovators. Through Prabandhan Insights, we encourage our students, faculty, and industry experts to collaborate, share experiences, and contribute thought-provoking perspectives. This newsletter embodies the spirit of exploration, providing a glimpse into the diverse facets of management studies, industry trends, and the exceptional achievements of our community members. I extend my gratitude to the editorial team and contributors whose dedication has made Prabandhan Insights a repository of knowledge and a source of inspiration. I invite each of you to actively engage with the content and continue to make Prabandhan Insights a vibrant platform for learning and exchange.

Best wishes

### **From Editor's desk : Mr. Samarth Saxena – Assistant Professor, BBA**

I am delighted to introduce the latest edition of our Departmental Newsletter, "PRABANDHAN INSIGHT." It is an honor to oversee this newsletter for the esteemed BBA Department at ADGITM, and I find great joy in doing so. Our Management Department is devoted to nurturing talent and unlocking the potential of our students. Our dedicated faculty members provide steadfast support and guidance, motivating students to pursue their goals diligently. They serve as a source of encouragement, encouraging students to showcase their skills and capabilities through active participation in various departmental activities and events. This newsletter provides a comprehensive overview of the department, highlighting all the events held between August and December 2023.



**Prof. (Dr.) Divya Gangwar**



# SEMINAR ON IMPACT OF DIGITALISATION

September 13th, 2023



The Management Department of ADGITM College orchestrated a seminar on September 13, 2023, with the explicit purpose of exploring the profound impact of digitalization within the realm of management. Dr. Vineeta Mishra, a distinguished faculty member from IFCAI Business School, Gurgaon, expertly led the seminar. During the seminar, the seismic influence of digital technologies on innovation, competitiveness, and the evolving workforce was underscored, offering a comprehensive view of the digital landscape and its potential to drive modern business success.

The seminar highlighted the significance of adapting to digital transformation in the creation and execution of business strategies. The discussion encompassed the indispensable role of data analytics, AI, and automation in elevating decision-making processes and gaining a competitive edge. There was a particular emphasis on the value of leveraging digital tools to comprehend consumer behavior and preferences. Furthermore, the imperative need to secure digital assets and data was emphasized, with a call for proactive risk management and the implementation of robust cybersecurity measures to shield businesses from cyber threats.

# WEBINAR ON “BRIDGING THE SKILL GAP IN ACADEMIA & INDUSTRY”

September 20th, 2023

The Management Department of ADGITM College organized a webinar on September 20, 2023, to tackle the pressing issue of bridging the skill gap between academia and industry. Faculty members from both sectors convened to address this issue. Led by Mr. Anand, Professor BFSI & Finance at IBS Gurugram, the webinar emphasized the importance of integrating industry-relevant skills into curricula. Mr. Anand highlighted the role of internships, mentorships, and on-the-job training in preparing students for the workforce. He stressed curriculum alignment, experiential learning, and mentorship in equipping students for practical challenges. Moreover, he advocated for student-oriented classes, employing techniques like role-playing and case studies.



The webinar's final session fostered discussions, allowing attendees to engage with the speaker. This exchange of ideas contributed to understanding how academia and industry can collaborate effectively, addressing concerns and insights. Overall, the webinar provided valuable insights into narrowing the academia-industry skill gap.

# WORKSHOP ON “FINANCIAL PLANNING, CAPITAL MARKETS, INVESTMENT & WEALTH MANAGEMENT EDUCATION”

October 4th-6th, 2023



The Management Department of ADGITM College, in partnership with the National Institute of Securities Market (NISM), successfully conducted a two-day workshop on October 4th & 6th, 2023, focusing on financial planning, capital markets, investment, and wealth management education. Day one delved into financial planning and wealth management, offering participants insights into setting financial objectives, budgeting, and managing personal finances effectively. The afternoon session explored wealth management strategies, including investment diversification and long-term financial planning.

Day two centered on capital markets and investment education, providing a comprehensive overview of stock markets, bonds, and various investment strategies. Designed to benefit final-year BBA students, the workshop offered a valuable platform for enriching financial knowledge and acquiring essential skills in financial planning, investment, and wealth management. It underscored the importance of financial literacy and prudent financial planning for long-term financial success, emphasizing the collaboration between academia and industry in fostering financial education. Overall, the workshop served as a testament to ADGITM College and NISM's commitment to empowering individuals with the knowledge and skills necessary to navigate the financial landscape effectively.





# TACTICAL FUN

October 12th, 2023

The Sankalp Society recently hosted the highly anticipated "Tactical Fun" Role-Playing Competition, aiming to cultivate a plethora of skills among participants. With a focus on fostering creative thinking and problem-solving, the event challenged participants through various role-playing scenarios. Moreover, it served as a platform for enhancing communication, adaptability, and teamwork skills. The competition's vibrant atmosphere encouraged participants to showcase their wit and humor while navigating through the challenges.

Structured meticulously, the competition featured preliminary elimination rounds leading to the main event. The rounds, including I-Play, Ad-Fictio, and Geek-Gathering, tested participants' abilities to conduct high-stress interviews, create uproarious TV advertisements, and devise innovative marketing strategies, respectively. Primarily catering to BBA students, the competition provided an ideal opportunity for participants to enrich their competencies and imagination. Overall, the "Tactical Fun" Role-Playing Competition stood out as a platform for holistic skill development and creative expression.



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BBD GROUP

TECHNOUSAV 3.0  
Presents  
**TACTICAL FUN**

12, October  
Enroll

2nd Block,  
4th Floor,  
Room No. 2409

11:30 a.m

Contact Details  
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