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THE PURSUIT

Newsletter(August 2023 to December 2023)

MANAGEMENT DEPARTMENT - MBA

From the Desk of Head of Department – MBA

Prof. (Dr.) Divya Gangwar

As we stride into a new chapter of growth and achievement, I am delighted to extend a warm welcome to each one of you to our latest edition of "The Pursuit." This newsletter embodies the spirit of our collective pursuit of excellence, innovation, and academic prowess within our MBA community. Reflecting on the past year, we have witnessed remarkable accomplishments and milestones reached by our students, faculty, and staff. From groundbreaking research initiatives to impactful community engagements, every achievement underscores our dedication to fostering a holistic learning environment that nurtures leadership, critical thinking, and adaptability. The MBA Department continues to evolve, guided by a commitment to providing cutting-edge education that equips our students to navigate the dynamic landscape of business. Together, let's shape a future where innovation, leadership, and excellence thrive. Thank you for your continued dedication and contributions to our MBA Department.



Prof. (Dr.) Divya Gangwar

From the Desk of Editor

Ms. Pragya Singhal – Assistant Professor BBA

This is my privilege to present our fresh issue of our Departmental Newsletter "THE PURSUIT". It gives me immense pleasure and I really feel fortunate that I got this opportunity to organise the newsletter of MBA Department of our prestigious ADGITM. Our Department of Management always aims in "Nurturing Talent and Harnessing Potential" of its scholars. All the faculty members of our department put on their best efforts to provide everlasting support and guidance to the students and inspire them to reach their ambitions in a planned manner and has proved to be a great source of confidence to encourage the students to represent themselves, represent their talent & prove their potential by giving maximum participation in all the activities or events conducted by the Department. This Newsletter represents our department and an overview of all the events conducted through the duration between August - December 2023.

EVENTS

SEMINAR ON “IMPACT OF DIGITALISATION”

September 13, 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

20th September 2023

The Management Department of ADGITM College hosted a captivating webinar. Its principal objective was to tackle the critical issue of diminishing the skill gap that often exists between academia and the industry. The event united experienced faculty members from both domains to shed light on this pressing concern, with Mr. Anand, a distinguished Professor of BFSI & Finance at IBS Gurugram, adeptly guiding the proceedings.

During the webinar, Mr. Anand placed strong emphasis on the significance of curriculum design that incorporates industry-relevant skills. He underscored the pivotal role played by internships, mentorships, and on-the-job training in preparing students for the rigors of the workplace. Furthermore, he highlighted the importance of aligning curricula, fostering experiential learning, and facilitating mentorship to equip students for the practical challenges they will encounter.



WEBINAR ON “BRIDGING THE SKILL GAP IN ACADEMIA & INDUSTRY

4th October 2023

Day 1: Financial Planning and Wealth Management

The morning session, led by a distinguished finance expert, centred on essential financial planning principles. Participants gained insights into establishing financial objectives, budgeting, and the effective management of personal and familial financial resources. The session emphasized the critical roles of investment diversification and risk management in the context of wealth accumulation. The afternoon session delved into effective wealth management strategies, covering various financial instruments such as mutual funds, bonds, and equities. The discussion highlighted their roles in wealth creation and preservation, emphasizing the importance of asset allocation and long-term financial planning for securing one's financial future. The final session encouraged open dialogue and discussions, fostering an interactive exchange of ideas and solutions, thereby enhancing participants' understanding of effective collaboration between academia and industry.

6th October 2023

Day 2: Capital Markets and Investment Education

Mr. Mukul Jain provided a comprehensive overview of capital markets, offering participants a profound understanding of stock markets, bonds, and the regulatory mechanisms ensuring market integrity. In the subsequent session, he delved into the realm of investments, engaging in an in-depth discussion of various investment strategies, including value investing, growth investing, and market trend analysis. Participants were encouraged to make informed investment decisions, taking into account their risk tolerance and financial objectives. The workshop successfully provided a platform for participants to enhance their knowledge and skills in the realms of financial planning, wealth management, capital markets, and investment education.



TACTICAL FUN

12th October 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.

