



JIET SCHOOL OF
MANAGEMENT, JODHPUR

horizon

Dept. of Management Studies (MBA)
Issue - 10 | December, 2016 | Half Yearly Newsletter



JIET

Group of Institutions

www.jietjodhpur.ac.in



To become a globally recognized institution in technical and professional education, and to provide career and research oriented, value based education to serve the society.

VISION

MISSION

- To **develop** a holistic educational approach that blends fundamentals and hands-on experience.
- To **build** a diverse academic environment that fosters problem solving ability, team spirit, leadership, and commitment towards quality.
- To **promote** exchange of ideas, innovation, research and entrepreneurial skills so as to face global challenges.
- To **inculcate** ethical values and sense of responsibility towards society.

Vision to inspire
a whole nation

Program Education Objectives

- I. To train the students of the Management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.
- II. To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- III. To encourage and train the students in a way that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.
- IV. To prepare the students to acquire professional skills in ethical context to function as professional or entrepreneur.
- V. To acquire necessary managerial skills and professional knowledge to pursue successful careers, involve in research and development, to address and solve problems to fulfill the needs of the society in the various specializations related to Human Resource, marketing and Finance etc.

Program Outcomes

Graduates of the Master of Business Administration Degree program will be able to:

1. Develop ability in students to apply management fundamentals in practical business world.
2. Exhibit capacities such as taking initiatives and innovative thinking and to impart zeal of self-learning.
3. Identify, assess and shape entrepreneurial capabilities and to evaluate their potential for the success of business.
4. Demonstrate the ability to assess and evaluate the complexities of dynamic competitive global environment.
5. Apply professional solutions in socio-environmental context for sustainable development.
6. Generate, choose and apply suitable techniques, resources, management skills, research and IT tools towards complex management problems with its limitations.
7. Develop the ability to listen carefully and to read attentively and express ideas with clarity in written and oral communications.
8. Create and nurture ethical standards and commitment to professional ethics, responsibilities and norms of the management practice.
9. Develop attitude on contemporary issues towards the need for creativity, integrity, leading and managing change, globalization, and technology management.





RENDEZVOUS WITH THE HEAD

It is my pleasure to welcome you to the 10th edition of biannual newsletter, "Horizon", of the Department of Management Studies, JIET. In addition to put extraordinary milestone, tremendous work is being continuously done by our team members throughout the semester. In this issue, you will find details of various activities, events and achievements of our students and faculty members organized and accomplished during the past six months.

Happy reading and a Merry Christmas and a very Happy New Year to our dear readers!

With regards



Prof. (Dr.) Punita Soni
HOD, MBA (JIET)

EDITOR'S WORD

"We write to taste life twice, in the moment and in retrospect."

- Anaïs Nin.

Newsletter is the mirror which reflects all the efforts put together by faculty members and the students of the department. The events, activities and achievements of last six months are captured in the "Horizon". I hope that the 10th edition of the biannual newsletter makes for an interesting read.

Best wishes,



Ms. Mitali Dutta
MBA (JIET)



YOUR IDEA.
YOUR BUSINESS.

YOUR MBA

Inside This Issue :

Guest Lectures (Experts from outside JGI)	- 02
Expert lectures (Experts from within JGI)	- 02
Faculty Development Programme 2016	- 02
Orientation Program	- 03
Freshers' Day Celebration	- 03
Open House 2016	- 04
Essay competition	- 05
Star program 2016	- 05
Industrial Visit	- 05
Internal Seminar	- 05
Managerial Ability & Competency (MAC) Club	- 06
Training and Placement Activities	- 06
Academic Results	- 07
Faculty Accomplishments	- 07
Question Bank	- 08
A Management Story	- 09

GUEST LECTURES (EXPERTS FROM OUTSIDE JGI)

- Mr. Madhurjya Baruah (Chief Manager, Oil India Limited) delivered an expert lecture on "Soft Skills" required for a Successful Management Career." He emphasized upon the attributes like enthusiasm and zeal to learn, transparency, team worker, friendly temperament that an organization seeks for while hiring a candidate.
- Mr. Tonmoy Dutta (Deputy Chief Engineer) delivered an expert lecture on 'Cross culture Management.' Mr. Dutta is associated with overseas projects of Oil India Limited and he highlighted the challenges as well as the opportunities that a manager needs to face while dealing in a cross culture environment.

EXPERT LECTURES (FROM WITHIN JGI)

- Prof. (Dr.) H K Bedi (Advisor & Mentor (JIETSOM)) delivered an expert lecture on 'How to Handle Criticism' to MBA students of I and III semester on 22 August 2016.
- Prof. Manish Bafna (Dept. of ME (JIET)) delivered an expert lecture on 'Emerging Opportunities for Managers' on 26 August 2016 to the MBA (I semester) students.
- Prof (Dr.) H K Bedi delivered expert lectures on 19 and 29 Sep on the topic 'Transactional Analysis' to MBA (I semester) students.

FACULTY DEVELOPMENT PROGRAMME 2016

- Patron interaction with Prof. (Dr.) H.K. Bedi (Director (JIET School of Management)) and guest lecture by Shri Kishan Deora on 11th July 2016 on the topic "Difficulties in promoting Products in Market" was very value oriented and refreshing in nature. Both the lectures were full of inspiration and motivation.
- A session on "Magic Number of Retirement" was delivered by Prof. (Dr.) Punita Soni (Head (DMS (JIET))) on 9th July 2016.
- A session on "Product Strategy And Service Sector Challenges" by Dr. Abhishek Soni (Assoc. Prof.) on 16th July 2016
- A session on "Carbon Credit" by Ms. Mitali Dutta (Asst. Prof.) on 12th July 2016.
- Sessions on "Data Analyst Session and Crowd Funding" by Prof. (Dr.) Punita Soni highlighted the upcoming new concepts in corporate on 16th July 2016.
- A session on "GST" was taken by Ms. Mitali Dutta (Asst. Prof.) on 14th July 2016.
- Mentor mentee interaction and personality development activities on 12th July 2016 by Prof. (Dr.) Punita Soni. The various video sessions on JAC Ma, TajSats Catering, Carbon Credits, Motivation videos on Entrepreneurs, Arunima Sinha, Cloud Computing video were the star highlights of the FDP-2016
- The local industry visit during the FDP to Ganesham Handicraft (16 July 2016) and Footwear Design & Development Institute (FDDI), Jodhpur (18th July 2016) added a new flavor to this year FDP-2016. The visit was very fruitful as we learnt new management styles, the working methodology, operational strategies of the two different companies.
- Session on "Workplace Wellness" on 13/7/2016 by Ms. Divya Sharma (Asst. Prof. (DMS (JIET)))
- Personality Building exercise conducted by Ms. Divya Sharma (Asst. Prof. (DMS (JIET))) on 14 July 2016 was very interactive.

ORIENTATION PROGRAM

The Orientation Program for the new batch of MBA was organized by the Department of Management Studies, on 16 August 2016 in MBA Conference Hall. The occasion was graced by the presence of Er. Navneet Agarwal (Director General, JGI) Prof. (Dr.) Rajendra Karwa (Campus Director, JIET, Prof. (Dr.) H K Bedi (Advisor & Mentor (JIETSOM)), Prof. (Dr.) Punita Soni (Head (Department of Management Studies) and the faculty members of the department. The special guests Mr. Tushar Sharma (Branch Manager, Birla Sun Life Insurance, Jodhpur) and Mr. Yogesh Moondra (Proprietor Volkswagen and Shakun Honda, Jodhpur).

The program began with an expert lecture on 'Teaching Methodology: with Special Reference to Case Studies' by Prof.(Dr.) Abhishek Soni. It was followed by an overview on 'Rules for Examination & Assignments, Attendance and Tutor system' given by Prof. (Dr.) Punita Soni.

Prof. (Dr.) H K Bedi emphasized on the importance of 'Time Management' to be a successful manager. Prof. (Dr.) Rajendra Karwa highlighted upon 'Discipline, regular studies and practical exposure as inevitable mantras for success. Mr. Mahendra Daiya informed the students regarding the 'Rules for dress code, syllabus, industrial tour and activities'.

Mr. Tushar Sharma talked about the importance of managerial skills, and the importance of discipline and regularity in studies and the needs to be passionate about one's goals.

The talk by Mr. Yogesh Moondra was engrossing and interactive. He shared his practical experiences and pointed out the key essentials to be a successful entrepreneur. The program was anchored by Ms. Divya Sharma (Asst. Prof.) and vote of thanks was delivered by Ms. Mitali Dutta (Asst. Prof.).

FRESHERS' DAY CELEBRATION

All the students of MBA (I semester) enthusiastically participated in Freshers' Day program 2016 organised at JIET.

The following students were selected for final performance at JCC on 27th August 2016.

- Solo dance – Prayank Bohra
- Group dance – Ani Mathur, Deepti Kareer, Shruti Sharma

The students enjoyed the programme very much.

TEACHERS' DAY CELEBRATION:

The students of MBA department organized a program for the teachers of the department on 5 September 2016 on the occasion of Teachers' Day. The program included a skit by a group of B.Tech students, a skit and few songs by MBA students and unveiling of a photo of Shri. Sarvepalli Radhakrishnan, whose birthday is celebrated as Teachers' Day. He was one of the greatest scholar, statesman and philosopher of India who was the first vice president and second president of India. The program concluded with the words of wisdom of Dr. Punita Soni, Head, and Department of Management Studies.



OPEN HOUSE 2016

All the students of MBA Department enthusiastically participated in Open House 2016 held on 15 and 16 September 2016 and contributed charts and models. There were total 56 charts, 12 static models and 10 working models. The judges were Shri. Ashutosh Vyas, Officer Directorate of Technical Education (external), Ms. Pooja Verma, JIET COE (internal), Mr. Umaid Singh Khichee, entrepreneur Tourism sector (Alumni). The winners from each category are:

Chart and Poster Competition winners:

S.NO.	NAMES	TITLE OF CHART WITH DESCRIPTION	SEM	BATCH
1	Megha Jain	How to be wise as an entrepreneur	III	2015-17
2	Himani Panwar	Skills of Self-Management	III	2015-17
3	Ani Mathur	Yojanas launched by Prime Minister	I	2016-18

Live Model Competition winners:

S. NO.	NAMES	TITLE OF CHART WITH DESCRIPTION	SEM	BATCH
1	Jaswant Panwar Nitesh Mathur	Skill development in fan automation	III	2015-17
2	Namrata Shekhawat Naresh Sagar	Innovation in Railways	III	2015-17
3	Aanchal Gattani Aishwarya Sharma Amrish Kushwaha Anil Mathur Prayank Bohra	Rain water harvesting	I	2016-18

Static Model Competition winners:

S. NO.	NAMES	TITLE OF CHART WITH DESCRIPTION	SEM	BATCH
1	Debasmita Sahoo Nitesh Mathur Shaifali Sharma	Skill and resource development towards energy generation	III	2015-17
2	Deepika Chhetri Payal Verma	CSR	III	2015-17
3	Ankit Mathur Hemant Rajan Chhangani Shubham Jain	Effctive traffic control system	III	2015-17



ESSAY COMPETITION

An essay competition was organized on 5 November, 2016 at ECE Seminar hall JIET COE on the topic, "Public Participation in promoting Integrity and Eradicating Corruption". It was organized by JIET Technical Cell & MBA in association with Indian Oil Cooperation Ltd. 41 students from JIET, COE and CON participated in the competition. Judges of the event were Dr. Punita Soni, Head, Department of Management Studies and Mrs. Sudipta Chhakarborty, Assistant Professor, English Department (PSD). Executives present from Indian Oil Cooperation Ltd. to grace the occasion were Mr. Jayant Kumar Pakra, Senior Operations Manager and Mr. Sahil Arya, Deputy Manager, (Telecommunication and Instrumentation).

List of winners:

S. No.	Name of Student	Branch	Year/ Sem	Rank	Prize
1.	Tapasya Thanvi	CSE	II YEAR/ III SEM	1	Head Phone + Pen drive + Certificate
2.	Amrish Kushwaha	MBA	I YEAR/ II SEM	2	Head Phone + Pen drive + Certificate
3.	Krati Bhandari	CSE	I YEAR/ I SEM	3	Head Phone + Pen drive + Certificate

STAR PROGRAM 2016

The Head of the department along with all faculty members of the Department of Management Studies have been awarded with 'Double Star' by the Chairman, JGI, Dr. S.L. Agarwal and Campus Director, JIET, Prof. (Dr.) Rajendra Karwa.

INDUSTRIAL VISIT

53 students from MBA I and III semesters along with three faculty members including the Head of department visited Birla White Ultratech Cement Plant at Rajshree Nagar, Khariya Khangar on 26 September 2016. Shri Ranjeet Mohanty (Head, HR) enlightened the students about the effective utilization of business skills and the HR practices prevalent in the organization. Shri. Akhilesh Kumar Singh (Safety Officer) briefed the students about safety standards that are essential and are followed at the plant. Shri Lalit Kumar Sharma and Shri Ajay Sharma accompanied the students and the faculty members and showed them the various operations and processes at the plant. The visit was a great learning experience where students understood the practical applicability of management concepts.

INTERNAL SEMINAR

An internal seminar was organized by the Department on 22 October 2016 where students of MBA III semester gave presentations on various topics in the field of management. Students of MBA, I and III semesters along with all the faculty members of the department,

Prof. (Dr.) H K Bedi – Advisor Management Studies, Head of Department, Dr. Punita Soni attended the seminar. Six presentations were delivered on the topics – Succession Planning, Conflict Management, Power- Authority, Organizational Culture, Group Dynamics, and Six Sigma. Himani Panwar was awarded as the best presenter for her presentation on the topic, "Six Sigma".

MANAGERIAL ABILITY & COMPETENCY (MAC) CLUB

A club was formed under the name of Managerial Ability & Competency (MAC) Club, where 44 students from MBA I and III semester enrolled themselves for membership. The student coordinators for the club are Rajan Chhangani, Ankit Mathur and Shubham Jain.

Vision: To create opportunities for aligning theoretical knowledge with practical exposure in all fields related to management, focusing on finance, marketing and human resource.

Mission: Our mission is to stimulate and promote students interest and to build capabilities and managerial skills by innovative ideas.

On 18th October, 2016, the following presentations were organised by the club:

- "HR Strategy at Tata Power" by Himani Panwar (MBA III Sem)
- "Financial Structure of SBI" by Krishna Vyas (MBA III Sem)
- "Business Game (Company Logo)" by Rajan Chhangai & Himani Panwar (MBA III Sem)

On 24 Oct, adopting the method of "Learn by Fun", a business game – 'Company Logo Quiz' was organized for all the members of MAC group.

TRAINING AND PLACEMENT ACTIVITIES

Students Placed:

Name of Student	Batch	Name of Organisation
Lokesh Rajpurohit	14-16	Varun Beverages Ltd (Pepsi)
Kritika Mathur	14-16	Axis Bank Ltd
Kuldeep Surana	14-16	India Infoline Limited
Meenakshi Chhnagani	14-16	Medipulse, Axis Bank Ltd
Deepika Chhetri	15-17	Global Engineering Corporation
Nitesh Mathur	15-17	Global Engineering Corporation
Reshu Gattani	15-17	Global Engineering Corporation



ACADEMIC RESULTS

Rank	Roll No.	Student Name	Avg. %
1	14MJIXX612	MEGHA PAREEK	79.95
2	14MJIXX603	HARDIK BANSAL	78.78
3	14MJIXX611	MEENAKSHI CHHANGANI	77.35

FACULTY ACCOMPLISHMENTS

- Mr. Mahendra Daiya (Assoc. Prof.,(Department of Management Studies) submitted his Ph.D. thesis titled 'A Study on Impact of Organized Retailing on Consumers' Buying Behavior (Decision Making Process) and Cost of Living with Special Reference to Jodhpur City'. He is doing his PhD from Jai Narain Vyas University, Jodhpur (Rajasthan).
- A research article titled 'Life Insurance Sector in India: A Decade of Change' authored by Ms. Mitali Dutta(Asst. Prof. (DMS, JIET) has been published in IJARS International Journal of Economics & Commerce., Volume II, Issue 3 (May- June 2016, 1317/1.)
- Ms. Mitali Dutta's (Assistant Prof., Department of Management Studies) research paper on the topic, "Factors to be Considered to Make Life Insurance Popular and Accessible to Bottom of Pyramid (BOP) Segment" in the "International Journal of Commerce, Business and Management (IJCBM)", Volume 5, Sep – Oct 2016.



QUESTION BANK

1. What is break-even point?
The break-even point (BEP) in economics, business, and specifically cost accounting, is the point at which total cost and total revenue are equal; a point where there is no net loss or gain, and one has broken even.
2. What is Six sigma?
Six sigma is a quality benchmark that equates 3.4 defects per million opportunities for each product or service transaction.
3. What is Statistical Process Control (SPC)?
SPC is an optimization philosophy centred on using a variety of statistical tools to enable continuous process improvement
4. Who propounded theory of Comparative Advantage in International Trade?
Davis Ricardo.
5. Define a contract of sale of goods.
It is a contract whereby the seller transfers or agrees to transfer the property in goods to a buyer for a price.
6. What is a special crossing in a cheque?
When a cheque bears across its face an additional of the name of a banker with or without the words 'not negotiable', it shall be deemed to be special crossing. In such cases the banker upon whom it has been drawn will make payment only to that banker in whose favor it has been crossed.
7. What is digital signature?
A digital signature is a mathematical scheme for demonstrating the authenticity of a digital message or documents. In India, it means authentication of any electronic record by a subscriber by means of an electronic method in accordance with the provision of sec 3 of IT Act 2000.
8. What is Job analysis?
Job analysis is the process of gathering and analyzing information about the content and the human requirements of jobs, as well as, the context in which jobs are performed. Thus it involves the tasks that make up the job, conditions under which they are performed, what the job requires in terms of aptitude, attitude, knowledge, skills and the physical condition of the employee.
9. What is Virtual Marketing?
Virtual marketing is the basis of search engines positioning, ranking and optimization, website indexation, banner advertising, e-mail marketing, content development, social media marketing, research and many more. Thus it is the marketing activities that have an insertion of all types of social networking tools to create the brand image of the products or services.
10. Identify the following retail institutions with their logos:



A



B



C



D



E



F



G



H



I



J

Answers: A: Freecharge, B: Book my show, C: Future group, D: Reliance industries, E: HDFC Bank, F: Flipkart, G: Domino's Pizza, H: Titan, I: Tacobell J: Bharat Petroleum

THE MASTER OF JAPANESE TEA CEREMONY

An American professor who had made a lifetime's study of the Japanese tea ceremony heard about an old man living in Japan who was a master of the tea ceremony. He decided to make a special trip to Japan to meet up with the tea expert.

He found the master living in a small house on the outskirts of Tokyo and they sat down to have tea together. The professor immediately started talking about the tea ceremony, his studies, all he knew about it and how he was looking forward to sharing his learning with the old man.

The old man said nothing and started to pour tea into the professor's cup. While the professor talked, the old man continued to pour the tea. The cup was filled to the brim but the old man kept pouring. The tea overflowed and spilled down the sides of the cup in a stream onto the floor.

"Stop!" yelled the professor. "You are crazy. You can't fit any more tea in that cup. It's full!"

"I was just practicing," replied the old man, "for the task of attempting to pass learning to a mind that is already full."

Source: <https://www.shortstories.co.in/master-japanese-tea-ceremony/>



Team Work

Team



PATRON

Prof. (Dr.) H.K. Bedi
Director, Management



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