



# PGDM

## NEWSLETTER

[2018-2019]

### Trimester I

On 2nd July 2018, JIMS welcomed PGDM Batch (2018-20) with an enthralling orientation program by inviting the eminent speaker Mr. Deepak Behl, Director HR, The Park. He motivated the new batch by sharing his real-life experiences. Dr Pratima Daipuria, Dean PGDM addressed the future managers by acknowledging them about the pedagogy, industrial exposure and placements.

PGDM introduced (Self Directed Learning)SDL credit-based curriculum for this batch in which students have to obtain a minimum of 126 credits through SSO, Live project, MOOCs course etc. This system will give students a platform to transform their personality and mindset by seeing the ground reality.

This Trimester consists of following subjects:

- \* Marketing Management-I
- \* Self, Society & Organisations (SSO)
- \* Quantitative techniques (QT)
- \* Fundamentals of Management (FOM)
- \* Legal Aspects of Business (LAB)
- \* Business Communication (BC)
- \* Environmental Scanning (ES)
- \* IT Applications in Management (ITAM)
- \* Managerial Economics (ME)

SSO project was conducted in this trimester where around 20 NGOs were involved. Each student has to enrol himself/herself in one of the NGOs and work for 64 hours with them. Every Thursday, students have to go for the outbound project.

The transformation in personality and mindset was reflecting the dedication, sincerity and contribution each student has shown. This project wound up by conducting an event called SSO Photography by class representatives (CR) of the batch. Through poster, photography and power point presentations each student represented her NGO by showing a glimpse of the project.

PGDM Department also organized various guest sessions time to time, such as “Turning aspirations into achievements” for the students so as to make them aware of the current scenario of corporates as well as academics.



PGDM program also provides a platform to the students to showcase their intellectual skills by participating and becoming club coordinators of various clubs such as HR Samanvy, E-Cell Tarkash, Marquest, Investofin and cultural club. Club coordinators of 2nd year organized an interview/audition for selecting club coordinators after the commencement of the Trimester-I so as to delegate the key responsibility to them.

Marketing Club organised Product-O-Mania event on 3rd Aug 2018, which was based on bringing out the innovative ideas by relating 4Ps of marketing. Similarly,



HR Samanvy organized a guest session on “Corporate Expectations from Budding Managers –Myths or realities” by Mr Subhankar Ghose, Chief People Officer, Zoom Insurance Brokers Pvt. Ltd, focusing on some pertinent aspects of work-life such as art of reading people's mind, stress at workplace etc.

Industrial visit to Coca-Cola Factory was conducted for the students, so as to familiarize them with the manufacturing, production and working pattern of the company.



E-Cell club, with the focus on entrepreneurial skills and motivation conducted a session for the students by Prof. H P Singh, NIESBUD, stating the pros and cons of the start-ups, funding and tenure of sustainability in the changing scenarios.

Earning credits by doing live projects is one of the most important aspects of the curriculum. Britannia, Baggary's and Portronics Digital Pvt. Ltd. were the companies which were chosen for polishing the skills of the students.

For becoming an all-rounder and renewing the glory of the college students have an opportunity of participating in different colleges so as to taste the winning spirit of different events.

Abhishek Chandan and Pushendra Singh were the winner of inter quiz competition held in Jaipuria Institute of Management. They received 7,000 INR, certificate and trophy.

The internal assessments and presentations are the part and parcel of the academics for evaluating the performance. Trimester-I came to an end with an end term examination giving them the opportunity to showcase their writing skills through pen and paper format.

We believe in sharing and enhancing the level of knowledge by showcasing it through different angles and aspects and we promise to inculcate the seeds of becoming successful managers in each one of them.