



**NOIDA
INTERNATIONAL
UNIVERSITY**

MANAGEMENT Voice

SBM E-NEWSLETTER

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All Faculties of SBM

About SBM

School of Business Management at Noida International University is committed to excellence, backed with highly qualified and motivated faculty with wide experience in industry, research and consultancy. It offers the most innovative and industry relevant management programs at UG, PG and Doctoral level related to Marketing, Human Resource, Finance, Operations, International Business & IT. The school focuses on imparting the best exposure to our students and faculty members through conferences, workshops, special lectures and invited talks by eminent personalities from Industry and Academia.

Our teaching pedagogy encompasses interactive learning and enabling critical thinking with an in-depth analysis of issues related to contemporary significance. Besides that, we also emphasize active involvement of our students in various co-curricular and sports activities.

Vision

To be recognized as a leading business school nurturing young talent and ideas by imparting quality education through innovative pedagogy and advanced curriculum.

Mission

To provide high-quality educational programmes designed to prepare scholars to take up leading positions in the organizations and drive changes in the global business arena.

Events @ SBM

Induction Program

An Induction program was organized on 23rd September 2021 to welcome new joiners and to introduce them with the faculties and senior students. The objective of this program was to familiarize the students to the new environment and get them accustomed with the culture of the University. This Program was of one week duration which comprised of various learning sessions like Manage your time effectively, Everyday creativity, Basics of Academic writing, Oral and poster presentation, Fundamentals of Group Discussion and Stress Free Learning.



Faculty and student volunteers from the department worked extensively to ensure that the induction was well organized.

Expert Talk

An Interactive session by renowned Management Expert Dr. Pankaj Gupta, was organized for students of SBM on 23rd September. The program was moderated by Director SBM, Dr. Shiv Kumar Tripathi and Ms. Himani Kargeti, Assistant Professor, SBM.

The session focused on imparting knowledge about learning and inculcating K.A.S.H



(Knowledge, Ability, Skills, health) to become successful in career. He explained the concept of self-awareness and the role of self-awareness in figuring out one's own strength and weaknesses. All the students were very much motivated after attending the session.

Workshop

A workshop on linguistic skills was conducted by Ms. Himani Kargeti, SBM for UG and PG students with an objective to improve the student's ability to express their thoughts and ideas and to develop Receptive Language, Comprehension skills and communication skills of students.



Seminar

A seminar on "Relevance of Professional Qualification in Current Scenario" in association with ISDC (International Skill Development Corporation) was organized for SBM students on 30th November, 2021. Mr. Vikas Khosla, Zonal Head- ISDC and Mr. Nikhil Sharma- Regional Manager (North) -ISDC were the Key Speakers in the seminar. Mr. Vikas Khosla has discussed upon the need of skill development and professional qualification in current scenario. The learned speaker enumerated numerous options available for professional qualifications. While emphasizing the need for professional qualification, he brought out the importance of the professional qualification and job creation in particular. The program was coordinated by Dr. Yamini Pandey (Associate Professor) and Ms. Himani Kargeti (Assistant Professor). The session was an interactive one and students have participated enthusiastically.



Expert Lecture

An expert lecture on "Research Paper Writing" for all the research scholars and students of PG courses MBA, M.Com, and BBAMBA was organized on 23rd December, 2021. Dr.Nusrat Khan, Associate Professor - GD Goenka University, Gurugram was the resource person for the expert lecture. She has emphasized on the selection of right journal for the manuscript on the basis of topic, indexing, number of issues, right target audience, geographical area, subject domain, content and keywords. The program was coordinated by Dr. Yamini Pandey (Associate Professor) and Dr. Neha Tomer (Assistant



Professor). Participants have got the hands-on experience on research paper writing as the lecture was blend of theory and practical.

Workshop on SPSS and Research Methodology

The two days online workshop on SPSS & Research Methodology was conducted on 9th & 10th December 2021 at SBM. The workshop covered every aspect of Research Methodology for writing a research paper as well as for the Ph.D/M.Phil students and those who are interested in making research as their career. A large number of faculties and research scholars participated in this workshop. The workshop conveners were Ms. Himani Kargeti with technical support by Ms. Archana Kumari. The primary goal of this online workshop was to bring together research scholars and faculties to learn and understand the various paradigms of research. The resource person of workshop was Dr. Rajesh Upadhyay. He elaborately discussed procedure of data entry in SPSS, data normality check, descriptive analysis, T- test and One-way Anova



in 1st session on 9th December 2021, the techniques and interpretation of regression analysis was conducted in 2nd session on 10th December 2021.

Industrial Visit to Mother Dairy Plant

An industrial visit to Mother Dairy Plant at Patparganj, Delhi was organized for MBA 1st &



2nd year on 29/11/2021. The dairy plant is one of the largest liquid milk plants in Asia. The company personnel gave a brief presentation on the company's different processes which included sourcing of milk from farmers from different parts of the surrounding areas, quality control measures adopted by the company, processes related to clarification, hominization and standardization etc. The students were taken to a round of the plant which gave them an opportunity to see all the equipment and processes physically from a close quarter.

Management Quiz

A Management Quiz was conducted on 13th December 2021 for first year students of BBA/BBAMBA/BCOM(H) & BA(ECO). The event was organized by Ms. Himani Kargeti-SBM. The



purpose behind organizing Management Quiz competition was to evaluate the knowledge of the participants within academics as well as beyond academics and to make them familiar with the prospects of quizzes and the objectivity of the questions. Such competition helps students to develop interest in subject areas of Commerce and Management including competitive aspects.

Outbound Activities

Management games and activities for undergraduate students of SBM was conducted by Ms Himani Kargeti. The students participated in various team building activities. With the help of these activities and games students learnt about building and exercising leadership skills and communication skills. Dr. Neha Tomer and Dr. Anusuya Biswas, SBM motivated the students for their involvement in the session.



AD-MAD SHOW

Keeping in view the exposure of students to practical aspects of learning and prepare for the rigor of life, SBM organized AD-MAD Show on 20/12/2021, a creative platform for all participating students to showcase their creative talent. The activity was conducted by Ms. Rashi Singhal and Mr. Rahul Kapoor, faculty members of SBM. Many products like immunity booster, shoes, hair oil, energy drink, smartphones etc. were presented/enacted with catchy slogans and taglines in a humorous manner to enthrall the audience.

The final three teams were selected based on their performances and were rewarded. The Winners were Team Vedic House comprising of BBA V semester.



Congratulations !

Faculty Achievements



Dr. Neha Tomer delivered a talk on virtual excellence: leadership and success in a virtual world at Agarwal P.G. college, Jaipur where she was invited as a keynote speaker. Under her supervision, two research scholars were awarded their M.Phil. and Ph.D degree.

Dr. Neha Tomer published 3 research papers:

“Role of Battery Charging Infrastructure in Electric Vehicle

Adoption in India: An Application of Technology Acceptance Model,” SAE Technical Paper 2021-28-0120, 2021, September 2021

“Impact of Covid -19 on shared mobility in India”; Wesleyan Journal of Research, 13 (81), August 2021.

“Analyzing the importance and impact of training and development on an organization’s sustainability during economic crises”, Empirical Economics Letters, 20 (Special Issue 4), 51-59, December 2022.

Dr. Anusuya Biswas was awarded Doctorate in Economics from Amity University Uttar Pradesh on 18th December 2021. The department extends best wishes to her for a bright future. She has conducted a one-day Online workshop on “Data Analysis using SPSS” and published five Book Chapters in the field of Business Environment and Global Business Strategy.



Dr. Yamini Pandey, published a research paper “Assessment of students’ satisfaction towards the virtual learning in higher education sector during covid-19 outbreak in India”, Elementary education online, ISSN- 1305-3515



Ms. Rashi Singhal, published a research paper “Fashion of Trade at Stock Exchange by a way of digital payments & mobile application: A Study of NSE & BSE stock market”, IJARCMSS, ISSN No. 2581-7930, Vol.4, No.3(II), September 2021



Student’s Achievements



Team Vedic House comprising of students of BBA 5th Semester namely Ms. Varsha, Ms. Juhi, Mr. Vivek Upadhyay, Mr. Ranjeet Kumar Singh win the first prize in AD MAD Show organized on 20th December 2021.



Mr. Ritik Pandey(BBA) and Ms. Jhanvi Tyagi of B.Com (H) won the first prize in Oral and poster competition conducted during the Induction Program.



Management Quiz was conducted for UG and PG students. The winners of Management Quiz were Karishma Shishodia, Dhanvant, Anubhab Jha, Harshit Sethi and Mithun Kumar.



Annual Sports meet of NIU was conducted for UG and PG students. Abesh Kannan of MBA batch represented in the basketball competition and was one of the members of winning team.

GLIMPSES

