



Govindram Seksaria Institute Of Management & Research
(Approved By AICTE & Affiliated to DAVV, INDORE)

THE GSIMR TIMES

October
Volume: 5

EDITORIAL

Choosing the right career can be extremely challenging. Exploring your first career out of college or considering a career shift, the secret lies in bringing about your insight and imagination to figure out what really attracts you in unleashing your talents and skills.

In the current economic scenario one might find it difficult to overlook financial security. But what eventually matters the most, for maximum number of people, is job satisfaction above salary, which makes them feel contented at work. So, unless there is a dire need for you to take up the first opportunity coming your way, it's instrumental to gauge your primary interests and passions. Initially, it may seem difficult but with careful thinking and insight you can fit your passions into a new career. Various online tools can also be harped upon through the process of self-discovery. Together with personal brainstorming these tools can surely help you find your dream career where you can try achieving the unachievable both, financially as well as in terms of contentment.

Issue will unfold various Horizon of management Alumni continuously sharing their experiences by writing testimonials for the organization. Congratulation team GSIMR for latest placement and connecting corporate leaders to students through webinar.

मेनेजमेंट एजुकेशन में राष्ट्र भाषा का महत्वपूर्ण स्थान है, हिंदी दिवस के अवसर पर इस अंक में हमारे विद्यार्थियों ने स्वरचित रचनाओं के द्वारा अपनी भावनाये अभिव्यक्त की है



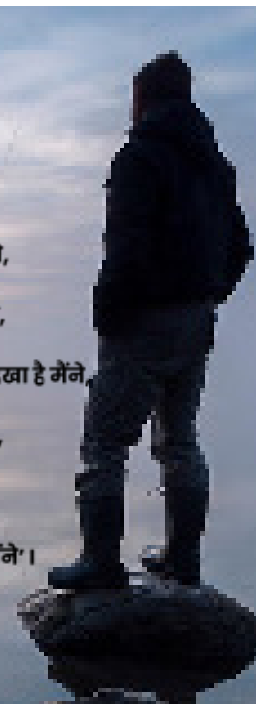
EDITORIAL TEAM

Chief Editor: Dr.Sangeeta Jain
Editor: Dr.Rashmi Badjatya
Guest Editor: Dr. Dheeraj Tiwari
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Ms. Nisha Sharma

'देखा है मैंने'

नन्ही सी कली से लेकर, मुरझाते फूल को देखा है मैंने,
घुटनों से चलना सीखकर, घुटने टेकते उस शख्स को देखा है मैंने,
बारिश की चन्द-चन्द बूंदों से, उभरते हुए सागर को देखा है मैंने,
गहन अंधकार के बाद, प्रातः उस सूर्य की किरणों को महकते देखा है मैंने,
निभाना है किरदार इस जीवन के रंगमंच पर कुछ इस शिद्दत से,
कि जिसे पढ़े कोई और, उसे लिखा हो मैंने।
'क्योंकि मिट्टी से खेलते हुए इंसान को, मिट्टी में मिलते देखा है मैंने'।

- कुमारी अर्चना मेढ़तवाल (MBA II)



FROM THE DESK OF PLACEMENT

Latest Placement



Name : Mr. Rahul Singh Yadav

Company : BYJU'S

Designation : Business Development Associate

Salary: 10 Lacs per Annum

Job profile

Role to counsel the students on learning pedagogies of BYJU'S.

Personalized guidance to parents and students, how can get best out of BYJU'S App .

WORDS OF ALUMNI



Ms. Kavita Vyas
Hr Head
Indira Security

Having studied Business Management at GSIMR is the most blissful thing happened in my Educational and henceforth, my professional life. I learned: Discipline, Nitty gritty of each required subject including case studies, Practical exposure to different industries, All accompanied by the best guidance from the faculties has resulted in a strong, ready to face challenges and a professional 'New Me'

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CORPORATE WEB CONNECT

- Webinars can make education quite convenient and effective in solving problem for the students at the time of Covid -19. Hosting a webinar is one of the most effective ways of building credibility with our audience. The great thing about webinars is that attendees get a chance to see, hear and even interact with the experts.
- Keeping the view GSIMR organized the series of webinar. Eminent personalities from corporate were the speakers of this webinar.

‘CAREER OPPORTUNITIES IN BANKING’ POST PANDEMIC



MR. JOHN ALEX
ED AND CEO
EQUITAS HOLDINGS LTD
CHENNAI

KEY LEARNINGS:

- Banking Industry has job safety as well as job stability.
- The phase to recovery will depend on the outcome of the measures that the RBI has initiated and is likely to take place in the following weeks.
- Aspiring students shall adapt to the changing scenario to excel in this difficult time and must get accustomed to the digital banking.
- Banking industry is emerging as nodal point of all financial solutions & present market scenario has great potential for growth of banking sector which leads to ample of job opportunities professionals with good employability skill get platform to attain his/her Set goals of career.

‘PRACTICE OF 5’S’(CONCEPT OF JAPANESE MANAGERIAL TECHNIQUE)



MR. KESHAV SHARMA
GM, PRODUCTIONS
BRIDGESTONE
INDORE

KEY LEARNINGS:

- Sort, Set in Order, Shine, Standardize and sustain were the 5S that are necessary for every organizational process not only production.
- 5's aims to reduce cost and increase productivity effectively and efficiently. By following this technique organizations can be more systematic
- Apart from the workplace 5's are helping in home management and people can follow this technique for a systematic lifestyle.
- In his webinar he has focused on application of %'s concept to thought process of individual to achieve set goals of life .

‘UNFOLDING BUSINESS ANALYTICS’



MR. SHISHIR JAIN
REGIONAL PRODUCT
MANAGER LEAD
LAZADA (ALIBABA) FROM
SINGAPORE

KEY LEARNINGS:

- Business analytics is a powerful tool in today's market place. Across industries, generating vast amount of data which, in turn, has heightened the need for professionals who know how to interpret and analyse that information.
- Organisations are using data
 - To boost process and cost efficiency.
 - To drive strategy and change,
 - To monitor and improve financial performance.
- Differentiated between the similar terms such as data scientists, data engineers and data analysts. Discussed careers that exist for a data analyst.

‘MARKETING INSIGHTS IN FINANCIAL SECTOR’



MR. RAJNISH CHAUHAN
BRANCH MANAGER
HDFC BANK, INDORE

KEY LEARNINGS:

- Every banking professional is involved in sales and marketing in some or the other way.
- Financial marketers can utilize data to gain insights that can help them offer personalised services and communication, along with the proactive recommendation of products. As a result, customers will truly feel “cared for”, and continue to engage with the financial brand.
- Figured out the concerns of audience about sales and addressed them.

HORIZON OF MBA

Earning a professional business degree, or an MBA, can have a number of both expected and unexpected benefits in your life. In fact, those benefits often extend beyond your career and professional goals and are applicable to your non-work life as well. Surprisingly, increased confidence was one of the highest-weighting and most important nonfinancial benefits of earning an MBA degree. Increased Credibility, more job opportunities, broader worldview are the other benefits.

Although MBA degree itself makes a difference in ones career but an appropriate specialisation keeps you at an edge in your career. One can specialise in either Marketing, Finance, Human Resource, Operations, IT or Business Analytics.

MARKETING MANAGEMENT

One of the basic needs of a business is to market and sell its product or service. Candidates with an MBA degree in marketing are expected to excel in marketing their companies products and services in this highly competitive world. The number

Job Roles

- Marketing Manager •Brand Manager •Market Research Analyst
- New Product Manager •Advertising Manager •Sales Manager

Personal Trait Required

- Good communication skills
- Confident and pleasant
- Enthusiasm for both business and product
- Ability to cope with stress & pressure



HUMAN RESOURCE MANAGEMENT

Human resource basically involves people and its resources management in an organisation. Thus, recruitment, payroll, administration, appraisals etc are part of Human Resource person's job. It is not an industry specific domain, you learn to deal with 'people issues', you can deal with people in any set-up, be it media, IT, manufacturing, or ITES.

Job Roles

- Recruitment Manager •Training Manager •HR Generalist
- HR Manager •Payroll Manager •OD Consultant

Personal Trait Required

- Good communication skills
- Administrative Skills
- Analytical Skills
- People Sensitivity



OPERATIONS MANAGEMENT

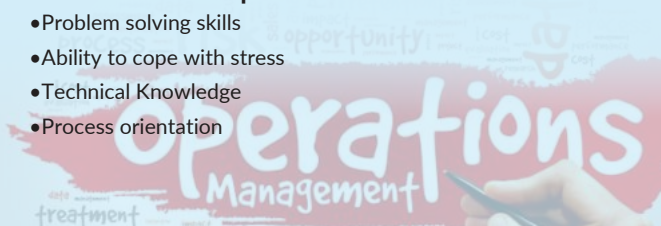
Contrary to the common belief that scope of operations management is restricted to manufacturing sector, it has predominant existence in the services sector like banking, Health services and BPO. Candidate with a MBA in Operation Management would be able to look after an organisation in a better manner as compared to others due to their competency and knowledge regarding handling the operations of an organisation. The demand is in areas like Supply Chain Management and ERP (enterprise resource planning).

Job Roles

- Operations Manager •Logistics Manager •Production Manager
- Inventory manager •Quality controller •Material manager

Personal Trait Required

- Problem solving skills
- Ability to cope with stress
- Technical Knowledge
- Process orientation



FINANCE

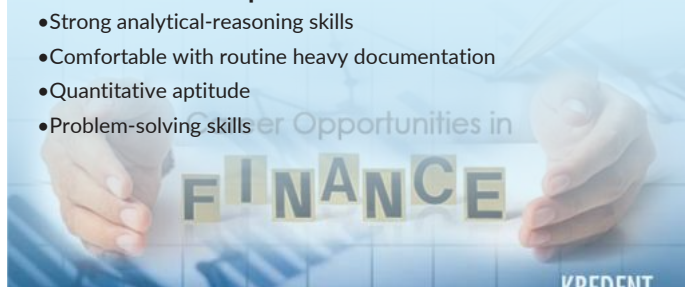
Finance Specialisation prepares you for a variety of career paths such as management of financial institutions as also non-financial organisations, investments and securities brokerage, financial analysis of investments and general management positions.

Job Roles

- Bank Manager •Investment Manager •Financial Analyst
- Credit Manager •Financial manager •Portfolio Manager

Personal Trait Required

- Strong analytical-reasoning skills
- Comfortable with routine heavy documentation
- Quantitative aptitude
- Problem-solving skills



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SYSTEMS & INFORMATION TECHNOLOGY

The MBA programme with a specialisation in Information Technology provides graduate students with the advanced knowledge and skills necessary to assume and discharge the duties and responsibilities of managers in high technology industries.

Job Roles

- Project leaders •Business process consultants •Techno Managers
- Business Analyst •ERP consultant •SAP consultant

Personal Traits Required

- Optimistic
- Leadership
- Interpersonal communication
- Attention to detail
- Work in odd hours
- Understanding of global markets



BUSINESS ANALYTICS

Business Analytics, professionals are trained in data analysis and taught how to use the insights to drive company profit and revenues. Business Analytics experts often report directly to upper management within their organization. They may be in a department of their own but coordinate closely with sales, marketing, and operations.

Job Roles

- Management Analyst •Data Analyst/Scientist •Research Analyst
- Business Intelligence Analyst, •Program and Marketing Managers,
- Big Data Analyst

Personal Traits Required

- Research Acumen
- Good Analytical skills
- Visualization power
- Statistical skill



हिन्दी मेरा मान है, हिन्दी मेरी शान है... हिन्दी हम सब भारतीयों का अभिमान है...

जन जन की भाषा है, हिन्दी... भारत की आशा है, हिन्दी...

हिन्दुस्तान की पहचान है, हिन्दी... हम भारतीयों का गुमान है, हिन्दी...

एकता का प्रतीक है, हिन्दी... परम्पराओं का संस्कार है, हिन्दी...

जिसने पूरे देश को जोड़ा है, हिन्दी... वो मजबूत धागा है, हिन्दी...

माँ की ममता है, हिन्दी... पिता की छाया है, हिन्दी...

हमारे देश की शक्ति है, हिन्दी... साधू संत की गौरवगाथा है, हिन्दी...

हिन्दुस्तान की भाईचारा है, हिन्दी... बड़ों और छोटे का सम्मान है, हिन्दी...

मधुर सी वह राग है, हिन्दी... सुर और संगीत का आधार है, हिन्दी...

भगवान का आशीर्वाद है, हिन्दी... सरल शब्दों में कहें तो जीवन की परिभाषा है, हिन्दी...

हम सबकी अभिलाषा है, हिन्दी... हम सबकी मातृभाषा है, हिन्दी...

हिन्दी मेरा मान है, हिन्दी मेरी शान है, हिन्दी हम सब भारतीयों का अभिमान है।



- गुड़िया कुमारी MBA II

ADMISSION OPEN MBA 2020 USP OF GSIMR

- Special attention given to all students (Mentor System)
- Experienced & renowned faculties
- Regular Extra-Curricular activities such as Sports, Cultural & Management Fest
- Well equipped library with more than 15,000 books
- Well maintained campus ground with sports facility

Admission helpline number:
9826043999
8319378137
9893158352



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