

THE GSIMR TIMES



Govindram Seksaria Institute of Management & Research, INDORE
(Approved by AICTE & Affiliated to D.A.V.V. Indore)

Volume 19/February 2022

Editorial...

“If you think you can do a thing or think you can't do a thing, you're right.”

Henry Ford, industrialist founder of the Ford Motor Company

Its time for university exams and after long-time exams is organized in offline (regular) mode. Amid omicron it was quite challenging for students to keep themselves healthy and prepare well for exams. Challenges are part of life and we at GSIMR strive to imbibe the spirit to tackle tough situations with great ease.

This edition of “The GSIMR Times” is focussed on skill development in terms of professional and spiritual level. Donating blood is a lifesaving act and students of GSIMR participated in this noble cause in collaboration with blood bank – M.Y. Hospital.

Activities by team Mission Planners and team Agrima were conducted with high spirit. The management games and activities were fun-filled as well as provided great leaning to the students. First semester students were prepared for formal presentations by scheduling presentation sessions on topics related to their curriculum. Our future managers deeply dig various difficult topics nicely and all of them got chance to learn from their as well as other's mistakes.

Learning and achieving is an ongoing practice at GSIMR and focussing on the same various activities are organized on regular basis. We at GSIMR believe that management students need to be prepared for facing the professional world skilfully and they should be acquainted with professional environment.

Happy Reading!

Editorial Team

Chief Editor: Dr. Sangeeta Jain

Editors: Dr. Neha Modi and Dr. Shameen Warsi

Student Editors: Ms. Arpita Saksena (MBA III Sem)

Gopika Thakur, Prabhjyot Singh (MBA I Sem)

Showcasing Presentation Skills

Students of GSIMR's Semester I showed their presentation skills and covered topics from every nook and corner of their MBA I semester syllabus. Presentations were held on 19th and 20th January 2021.

Students explored topics like - Application Software, Introduction of Computer, Barriers of Communication, Non-Government Organisation, Emotional Intelligence, E- Business, Electronic Data Interchange, E-business Models, Industrial Revolution 4.0, Monetary Policy, Organisational Behaviour Model, Roles of Manager, Strategic Planning and Policy, Derivatives market, The Securities and Exchange Board of India, Demonetization, E- Business Model, Planning, Channels of Communication, F.W. Taylor and Weber's Principal of Management, Liberalisation, Privatisation and Globalization, System and Application Software, Conflict of Management, Attitude, Niti Aayog, Cyber Crime, Production and Cost, Six Sigma, Demand Theory, Basic of Communication, Contemporary Management issues and Challenges, Stress Management, FDI and FII, Functions of Management, Ethics, Morality and Law, Foreign Exchange Market Mechanism, Goods and Services Tax, Data Message Security, Problem and challenges of Indian economy, Individual Behaviour, Payment System, Fiscal Policy, Online Marketing, Accounting: An Introduction, Financial Statement, Business Environment, Operating System, Multinational Corporations, Theory X and Y, Security Environment, Staffing, Crypto currency & Metaverse, Balance of Payment, Leadership, Foreign Trade, Motivation, 14 Principal of Management, Organising, WTO and its impact on Indian Business, Introduction to Management, Concept of Managerial Economics, Process of Communication, Online Business and Employment Services, Controlling, Customer Satisfaction, Share Market, Planning, Supply Theory, Psychology, Break Even Point.



Academic Excellence

Major Research Project (MRP)/Summer Internship Project (SIP)/On job Training (OJT) develops the understanding and implementation capabilities of research problems to enhance the ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems. This is the best way to put classroom knowledge to practice.

Students worked hard in compiling their MRP/SIP/OJT reports and the final assessment was scheduled in the form of Viva – Voce on 15th Jan'2022. Dr. Geeta Neema from IIPS, Indore was appointed as external examiner for Viva – Voce of MRP/SIP/OJT. Viva was conducted following covid protocols and necessary precautions.

Case Study Presentation

On 4th of January, Dr. Shweta Sharma & Dr. Utkarsha Soni participated in 44th National Case writing workshop Organised by Prestige Institute of Management & Research, Indore.

They presented their case on “Dosa Magic: A Case of Rebranding Through Product Innovations”.



"Republic Day Celebration"

The Constitution was adopted by the Indian Constituent Assembly on 26 November 1949 and came into effect on 26 January 1950 with a democratic government system, completing the country's transition towards becoming an independent republic. Flag hoisting was done at GSIMR on 26th January to commemorate the republic day of India.



Word of alumni...

In this very moment when I am being given this opportunity to write about our college, I feel nostalgic. GSIMR, how, where, when it became part of my identity and I of it. I wish to tell you all and my head is struggling to sort out what to tell and the sequence of events that sh. me. I got to know about our college for the first time by my seniors who were part of the organisation I was working back in 2009. And yes, that profound interaction and impression I have had from my seniors made me select this college during the counselling for admission. And then the two years that I spent in the college was a ride, each day when I entered the Gate, and climbed the stairs was one worthy ride. It brings back the memory of how naive and raw I was, and how this place made me upfront to face the challenges that lies ahead. I will take this opportunity to thank the professors, staff, canteen, library,

the books I borrowed, and the noticeboard where my birthday notes were written (so emotive) and where I saw my class schedules, exam timetables, semester results and then finally a day "My name" as selected candidate in an open campus. And it does remind me of the peers with whom I shared the desks, halls, corridors, stage, and ground.

I encourage you all to make most of the time there, for time fleets and these are the formative years for what lies ahead. Keep the chin up and smile often.



Pranita Pandey
GSIMR Batch 2008

Management Career Roadmap 2022

MBA aspirants are required to be future ready and to be future ready, it is required to peek into career prospects and prepare themselves for the same.

Investment Banking: Jobs in the investment banking area have high demand in the market. The responsibility of the employees in this field is to connect investors to fund needing organizations.

Management Consulting: If you are good at problem solving, jobs in management consulting are most suitable to you. The responsibility of professionals in management consulting is to solve organizational issues. Consultants are also responsible for embracing fresh ideas and new problem solving methods.

Entrepreneurship: For the coming years, it is considered as most favourite option among MBAs. Students need creative and innovative skills to excel in this career.

Data Analytics : Due to the digital revolution, big data has

become significant for all types of business such as e-commerce, retail, banking and management, Many popular B-Schools have started offering data analytics course in MBA. Popular companies such as Latent View Analysis, Fractal Analytics etc., hire MBA graduates as data analysts or data scientists.

Private Equity : Similar to investment banking, the investment acumen of a person comes into action in a job profile associated with private equity. Job opportunities in this domain are wide and some of the popular companies that recruit MBA graduates for job roles in private equity are Fullerton, Fidelity Investment, Axis Securities, JP Morgan Chase, Kotak Wealth Management, Bajaj Finserv, ICIC Prudential Asset management, India bulls Housing Finance etc.

Dr. Shameen Warsi
Assistant Professor

Blood Donation Drive

GSIMR's Corporate Social Responsibility (CSR) club "Prayas" organized blood donation drive on 29th Dec'22 in collaboration with blood bank - M.Y. Hospital, Indore. GSIMR is grateful to Dr. Ramu Thakur, Associate Professor MGM, Indore for providing this opportunity. Students activity participated in organizing the entire event and donated blood with great zeal. Faculty co-ordinators

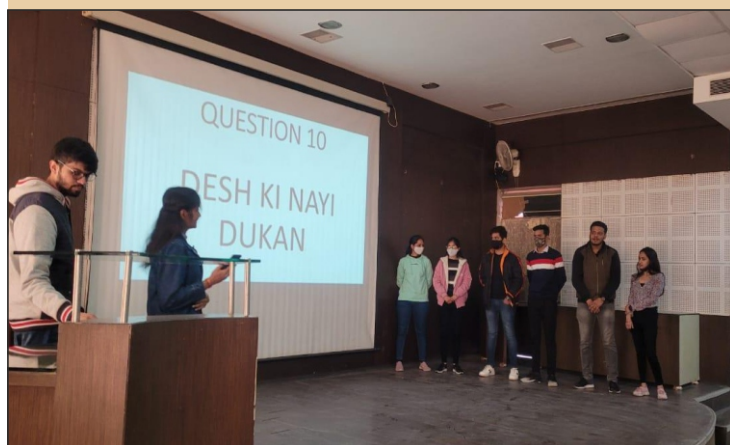


for this event were Dr. Dheeraj Tiwari and Dr. Shameen Warsi.



Campus Buzz

Team Mission Planners : "Let's Face It "
 Date : 5th Jan 2022
 Mentor : Dr. Shameen Warsi
 Team Leaders : Sakib Ahmed & Pratiksha Husnapure



Winners



Aditi Gupta

1st Runner ups



Devansh Gupta

2nd Runner ups



Shiva Singh Baghel

Special Prize



Sakib Ahmed

Team Agrima : "Logical Imagination"
 Date : 12th Jan 2022
 Mentor : Dr. Shweta Sharma
 Team Leaders : Adarsh Lele and Aditi Gupta

Winners



Sonam Sharma

Winners



Ayushi Singh

Runner ups



Nisha Negi

Runner ups



Sakib Ahmed



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3	Yoga for Personal Wellbeing	15	90	Above 18 years
4	Digital Marketing	20	45	10 th Onwards
5	Employability Enhancement Programme	10	36	Graduation
6	Personal Finance	15	NA	Graduation

Workshop	Duration	Eligibility
Business Analytics	2 Days	Any Graduate

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