



EDITORIAL

Today Management education is a learning environment, the technology exists to transform the old classroom into a dynamic learning environment. Many business managers believe that there is a growing gap between business universe and the management education community. Organizations are looking for web savvy, problem solving oriented graduates that can hit the deck running. Innovation, creativity, critical thinking and analytical skills are the key proficiencies required by modern businesses.

The best business managers and leaders can be built only by effective integration of academic and business practices and proper industrial exposure, although the management education in now more business simulated and backed by latest ICT facilities.

Conventional MBA programs were teaching students more about science of Management then the art and craft of Management, that actually helps Organizations to survive and thrive. Attributes of teaching effectiveness is one of the key elements to the success of any business management Institution.

This issue will unfold various management aspects in different sectors like business and life. It has covered management multifold areas and also shown creatively the way management is an integral part of everybody's life.

Students have shared their view how their personality changed after doing MBA. Alumni shared their experiences by writing testimonials for the organization.

We hope that this issue on "Management Education" will suffice the depth required for understanding management Education

EDITORIAL TEAM

Chief Editor:	Dr.Sangeeta Jain,
Editor:	Dr.Rashmi Badjatya,
Guest Editor:	Dr.Neha Modi
Student Editors:	Ms.Harshita Nafde, Ms. Nisha Sharma



STUDENT PERSPECTIVE

MS. TANUJA MUDE

I am now on the verge of completion of the MBA program, and now I feel the difference in my personality. These two years have been a complete roller coaster in my life. The kind of toil I had during these years was unprecedented. And the end result of this slog is right in front of me. I feel more confident about myself and I am now ready to take on any corporate responsibility, and without doubt I could say that this is because of the Management program(MBA) that I perused from GSIMR. The professors here are what really set the GSIMR MBA apart from other programs. Faculty members urge us to discuss what we are learning and to challenge their ideas. Instead of having a three-hour lecture with the professor doing most of the talking, we are encouraged to participate and give our opinions on topics. Apart from the routine lectures the regular activities that take place in the campus made me to learn through my own experience. The art of getting things done was learnt right here, and that exactly is the essence of Management. Visits to various industries led us to observe the functionality of organizations, that further added to my learning. Most of all, the internship that I went through made me relate everything that I studied in classroom and books to that with the real working of business houses. The Personality Development programs, seminars and workshops led me to even more enhance my traits.

The MBA at GSIMR has given me invaluable experience working through real-life business problems. The professors provide us with real-world examples of how the concepts we are learning in class are being applied in the business world. These connections show us that we're learning practical skills we'll use in our careers.

I am now able to implement the learning that I gained during the MBA program in all spheres of life. Earlier I did not understand a bit about the business news, stock market news my father used to watch, but now, I am able to not only understand it, but also analyze it in terms of our economy and world's economic growth.

Finally I can say that Earning an MBA gives you valuable business acumen, expands your professional network, and creates new opportunities. It's an ideal option to consider whether you want to enhance your career, transition to a new industry, or become an entrepreneur.



MANAGEMENT: A WAY OF LIFE

MS. DRISHTI BANERJEE

“Imagine a family considering their vacation plans. They have a goal: to get away from home and work to spend an enjoyable week or two together. To achieve their goal they must first make a number of related decisions such as these: Where will we go? How will we get there? Where will we stay? What will we do while we are there?”

These decisions cannot be made without considering the resources they have available for the trip. Perhaps they have saved money for the trip or they decide to take out a small loan. Maybe they will rent an RV and camping equipment or buy into a timeshare. They might be experienced backpackers or they might enjoy just chilling at the beach. The family’s decision makers must plan on how to use their resources—both material resources, such as money and equipment, and intellectual resources, such as knowledge and experience—to create a successful vacation. But deciding what they are going to do is not enough; they need to actually do things to get ready for their trip. They may need to make reservations, schedule time off work, get their car serviced, or buy a new camera and appropriate clothing and gear. Finally, if they have made all the right decisions and all the necessary arrangements, they can go on their trip and have a great time.”

As we saw in the earlier example, decision making and planning are required before actions are taken. Defining the goals

of the organization, planning the actions to meet the goals, and organizing the resources needed to carry out the actions are all vital functions of management. Planning and organizing ensure that everyone in the organization is working together toward meeting goals.

Organizations, like families, also have goals. In large organizations, the goals are usually formally defined. A corporate goal may be to

increase market share by 12 percent in two years or to provide 250 free meals per week to a local shelter. In small organizations or family businesses, the goals may be more general and informal, such as to provide a unique dining experience to patrons or to be able to retire comfortably in five years.

All organizations—businesses, the military, government departments, nonprofit service providers, or public school systems—require management because they all are trying to achieve goals. And although it may seem straightforward, the management process is complex. Management is everywhere. Any time people work to achieve a goal, they are engaging in management. Today, organizations of all types—social, political, and economic—use management techniques to plan and organize their activities.

When people talk about management, they may be referring to very different aspects. They may be talking about the people who are the managers, especially those people in strategic positions who make important decisions for the organization, such as the executive officers, president, or

general manager. Or, they may be referring to the activities and functions of an organization to achieve organizational goals. The people with the responsibility and authority to determine the overall direction of the organization are often referred to as the management of the organization.

Management has the authority to decide what the goals of the organization should be and how those goals will be achieved. Individuals in upper management must be aware of conditions in the organization’s environment and have knowledge of the total resources of the organization. They put these two together to determine the most promising path for the organization to pursue.



MBA



FASHION

MS. AYUSHI GUPTA

Nowadays fashion is bold and daring and this reflects a notorious generation that is not afraid to say what they think, or with what they want.

Fashion is not just a means of clothing your body, it is the essence of your personality and beliefs, and designers are well aware of the power they hold. Designers predictions and designs for the coming season are more hotly anticipated than any other revelation in the world.

Trends in fashion unify woman and men around the world, yet they still allow people the ability to portray their own individual style at the same time.

A period of time portrayed in a picture can be identified immediately just by the style of clothes the people are wearing, and this sums up just how powerful and all encompassing fashion is.

Fashion can change from one second to the next, but what never changes is the hold it has over society, and the role it plays in the modern world.



Life becomes more meaningful when you realize the simple fact that you'll never get the same moment twice.



ALUMNI SPEAK



YASH TOMAR

LEADERSHIP BOULEVARD PVT LTD

Finding the right path to success at the right time is really very important and for that way I had selected GSIMR. The friendly environment, the systematic approach towards imparting education made me a competent individual. The wide range of activities both curricular and co-curricular along and the support from Professors and Placement cell is really very helpful for my future. Thank you GSIMR for the generous contribution you have made to my professional and academic pursuit.

ADMISSION OPEN MBA 2020

ADMISSION HELPLINE NUMBER

9826043999
8319378137
9893158352

E-EVENTS AT GSIMR

Staying home, away from college doesn't have to completely disrupt the learning process. GSIMR rounded up some of the best educational activities to keep students in learning while away from the classroom. Second round of activities encouraged creative thinking and at the same time enabled them learn how to manage events and teams. These steps are necessary to ensure that students aren't just surviving, but thriving during this unprecedented and uncertain period. We think that the students should have all the resources and opportunities regardless of our physical location.

Team - Mind Crusaders
Event - Bindass Bol
Mentor - Ms. Sonam Shrivansh

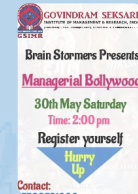


Winner
Piyush Gaur



Runner Up
Khushboo Khare

Team - Brain Stormers
Event - Managerial Bollywood
Mentor - Dr. Rashmi Badjatya



Winner
Prachi Saini



Runner Up
Abhilasha Paliwal

Team - Professional Pyrates
Event - Yaaro Ki Yaari Sabse Pyari
Mentor - Dr. Neha Modi



Winner
Drishti Banerjee

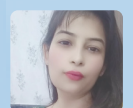


Runner Up
Simran Uppal

Team - Business Buddy's
Event - Talent Show Open Mic
Mentor - Dr. Dheeraj Tiwari

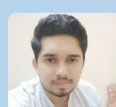


Winner
Nisha Sharma



Runner Up
Aishwarya Jain

Team - Gsimr
Event - Pioneers of Indian Business
Mentor - Mr. Praveen Yadav

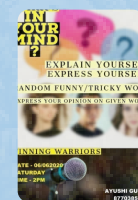


Winner
Sachin Saicher

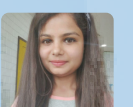


Runner Up
Prachi Saini

Team-Winning Warriors
Event - What's In your Mind
Mentor - Dr. Sangeeta Jain

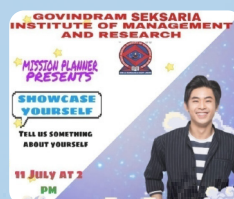


Winner
Sandeep Jain



Runner Up
Rashmi Tiwari

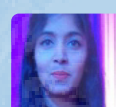
Team - Mission Planner | Event - Showcase Yourself | Mentor - Dr. Deepak Talwar



Winner
Ashutosh Dixit



Runner Up
Nisha Sharma



Runner Up
Abhilasha Paliwal

RANKED

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