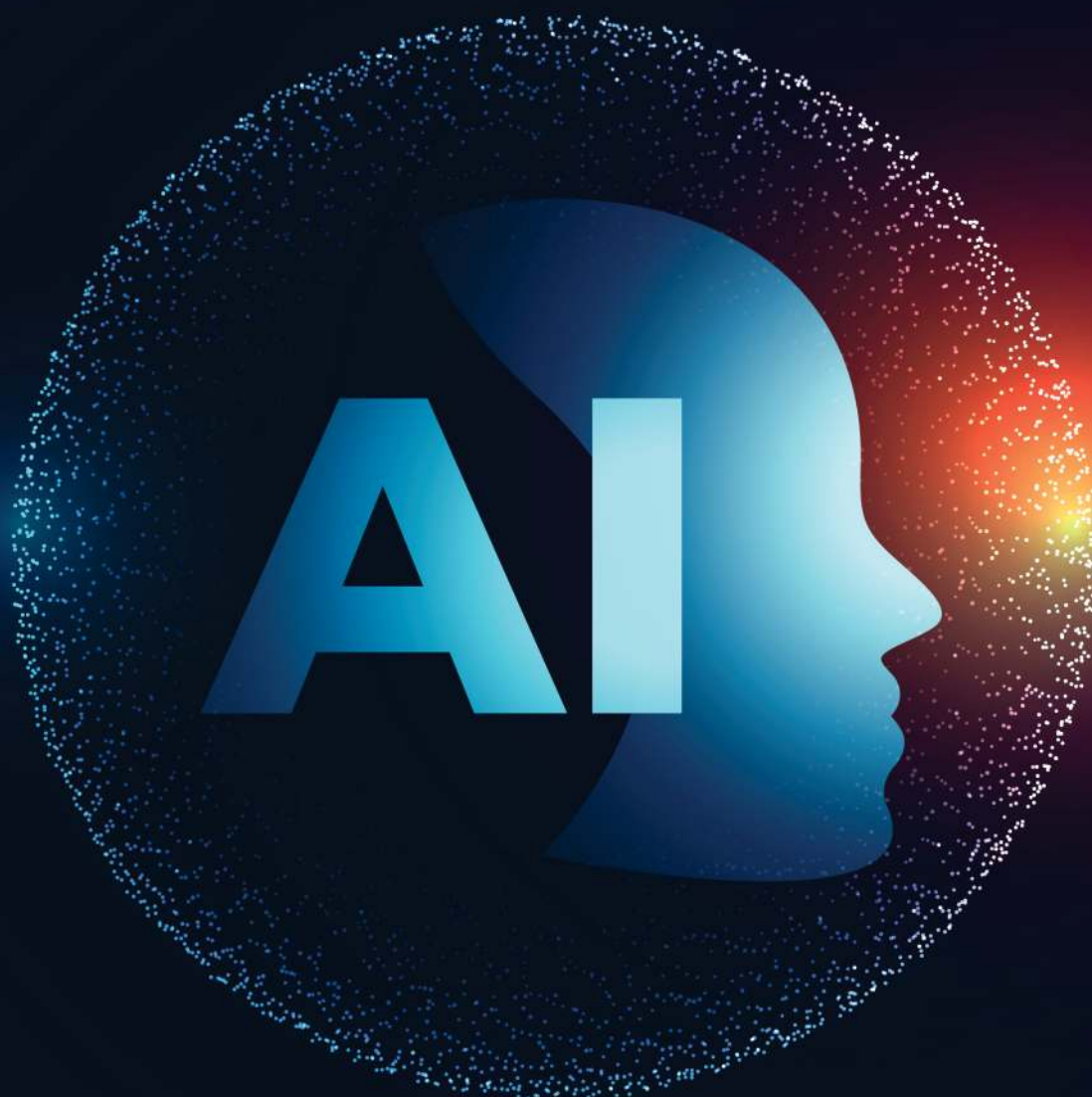


IAMR BizSphere

Connecting Classrooms to Boardrooms

Volume 01 | Issue 01 | July 2026

Theme of the Month: AI Frontier



BBA DEPARTMENT MONTHLY MAGAZINE

Compiled by the Editorial Team, BBA Department



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FROM THE DESK



Chairperson 's Message

At IAMR, we believe education goes beyond degrees—we blend academic rigor with real-world exposure to build adaptable, ethical, and visionary leaders. Driven by curiosity, innovation, and integrity, our vibrant community continuously strives for excellence in an ever-evolving global landscape. May this edition of *IAMR Chronicle* serve as a testament to our collective growth and inspire us to shape a brighter tomorrow together.

Mrs. Anshu Bansal, Chairperson, IAMR Group of Institutions



Secretary 's Message

True education at IAMR is about empowering young minds with the practical skills, strong values, and confidence needed to lead with purpose. Every achievement highlighted in this edition reflects the dedication, resilience, and creative spirit of our students and faculty. As we celebrate these milestones, I encourage everyone to embrace lifelong learning and keep striving for academic and professional distinction.

Mr. Sanjay Bansal, Secretary, IAMR Group of Institutions



Group Director's Message

It gives me immense pride to share this issue of *IAMR Chronicle*, capturing our ongoing commitment to innovation, research, and holistic development. By bridging the gap between classroom learning and industry demands, we continue to nurture professionals who contribute meaningfully to society. My heartfelt thanks to our faculty, students, and editorial team for making excellence a habit at IAMR.

Dr. P. K. Vashistha, Group Director, IAMR Group of Institutions



Dean Academics' Message

Education is a journey of continuous discovery where core management principles meet cutting-edge innovation like artificial intelligence. At IAMR, we empower students to navigate 'AI Frontier' by pairing foundational business acumen with tech fluency and ethical leadership. This edition celebrates how our community is leveraging technology, creativity, and critical thinking to shape the future of management.

Dr. Shweta Kulshrestha, Dean Academics, IAMR Group of Institutions



HOD's Message

Education is about staying ahead of change. As AI rewrites the rules of business, we empower our students with practical skills and innovative thinking. Congratulations to the team for capturing our milestones in this edition! May this issue inspire you to explore new horizons, challenge conventional ideas, and continuously strive for excellence.

Dr. Pramod Kumar, Head of the Department Management Studies, IAMR Group of Institutions

COVER STORY

The AI Revolution

Reshaping the Future of Business & Management

40%

Faster decisions with AI-driven data

3 in 4

Firms now using AI in one core function

#1

Skill recruiters look for: data fluency

Artificial Intelligence has moved from being a futuristic buzzword to a core pillar of everyday business strategy. For today's BBA students, understanding AI is no longer optional — it is fast becoming as essential as understanding finance or marketing itself. From automated customer service chatbots to predictive analytics that forecast market trends, AI is quietly rewriting the rules of how organisations operate, compete, and grow.

AI in Decision-Making

One of AI's most powerful contributions to management is its ability to convert vast amounts of raw data into actionable insight. Where managers once relied heavily on intuition and past experience, they now have access to real-time dashboards, demand forecasts, and customer sentiment analysis. This does not replace managerial judgment — it sharpens it, allowing decisions to be faster, more accurate, and less prone to bias.

“The organisations of the future will not be run by those who fear AI, but by those who know how to work with it.”

Transforming Core Business Functions

In marketing, AI enables hyper-personalised campaigns that once required entire teams to design manually. In human resources, it streamlines recruitment by screening thousands of resumes within minutes. In finance, algorithms detect fraudulent transactions and assess credit risk with a precision no human team could match at scale. Even operations and supply chain management now depend on AI-driven forecasting to reduce waste and optimise inventory. Across every core function of business, the common thread is clear: AI amplifies human capability rather than simply automating tasks away.

Challenges and Ethical Questions

This transformation is not without its concerns. Questions around data privacy, algorithmic bias, and job displacement are now boardroom priorities rather than academic debates. Future managers will need to balance efficiency gains with ethical responsibility — ensuring that AI adoption strengthens an organisation's values rather than undermining them.

What This Means for Us as Management Students

For BBA students, this is a call to action. The managers of tomorrow will need to be comfortable working alongside AI tools, interpreting data-driven insights, and leading teams through continuous technological change. Building even a basic understanding of AI concepts today — through electives, certifications, or self-study — will be a genuine competitive advantage tomorrow.

Dr. Pallavi Tyagi
Assistant Professor
Editorial Team, BBA Department

MANAGEMENT INSIGHTS

Concept of the Month: The Technology Acceptance Model (TAM) in the AI Era

Integrating AI into business is fundamentally an organisational behaviour challenge. Fred Davis's Technology Acceptance Model (TAM) explains that AI adoption relies on two core cognitive factors that determine whether employees genuinely embrace a new tool or quietly resist it.

Perceived Usefulness (PU)

The belief that AI will boost performance — e.g. HR tools accelerating resume screening without losing quality.

Perceived Ease of Use (PEOU)

The expectation that the tool is intuitive and free of complex effort to operate.

Relevance & Key Takeaway

As organisations deploy generative AI, technology alone does not create value. Implementation succeeds through human-centric design, leadership support, and clear user training.

KEY TAKEAWAY

For future managers, mastering TAM means lowering adoption friction (PEOU) while proving efficiency gains (PU) — ensuring AI investments deliver a real competitive advantage rather than organisational resistance.

Mr. Om Rathore

BBA 2nd Year Student, Batch 2025–2028

Case Study: Starbucks & Deep Brew AI

Starbucks uses its proprietary AI engine, Deep Brew, to handle high-volume operational and personalisation challenges across thousands of global stores. Deep Brew drives three key areas of the business:

Personalisation

Delivers real-time, tailored menu recommendations on the mobile app based on customer history, weather, and time of day.

Operations

Forecasts store traffic to automate inventory reordering and optimise barista scheduling.

Store Expansion

Analyses demographic and traffic patterns to select optimal new store locations.

Starbucks proves that AI shouldn't replace the human touch — it should enable it. By automating backend logistics and data analysis, Deep Brew frees employees to focus on what matters most: human connection and customer service.

Ms. Vanshika Tyagi

BBA Final Year Student, Batch 2024–27

INDUSTRY & ECONOMY WATCH

Business Pulse — July 2026

The Indian business landscape continues to evolve at a rapid pace, shaped by accelerating digital adoption, shifting consumer preferences, and deeper integration with global markets. For management students, staying alert to these shifts is as important as mastering classroom theory — today's headlines often become tomorrow's case studies.

Trends to Watch

TECHNOLOGY	AI Moves From Pilot to Practice Enterprises across sectors are shifting from experimenting with AI tools to embedding them into core workflows — from customer support to supply chain forecasting — making AI fluency a baseline expectation for new hires.
FINANCE	Digital Payments Keep Redefining Retail UPI-led digital payments continue to reshape how Indian consumers and small businesses transact, pushing traditional retailers and BFSI players to accelerate their own digital and fintech partnerships.
WORKPLACE	Hybrid Skilling Becomes the Norm Organisations are increasingly pairing on-the-job learning with short, certifiable upskilling programmes — mirroring the industry-academia certification tie-ups many IAMR students are already pursuing.

Sector Spotlight: EdTech & Skilling

EdTech has emerged as one of the most active recruiters on campus this season, and the sector's momentum reflects a broader shift in how India approaches skilling. Beyond traditional test-prep, platforms are expanding into personalised learning paths, vernacular content, and direct-to-industry certification — creating fresh roles in content strategy, growth marketing, and customer success for BBA graduates.

WHY THIS MATTERS FOR YOU

Sectors that recruit heavily today — IT, EdTech, BFSI — are also the ones being reshaped fastest by AI and automation. Understanding both the business fundamentals and the technology driving change gives you a real edge in placements and beyond.

Editorial Team, BBA Department

INDUSTRY & ECONOMY WATCH

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Editorial Team, BBA Department

STUDENT CORNER

Voices, Verses & Views from Our Students

POETRY

युवा होने का भय



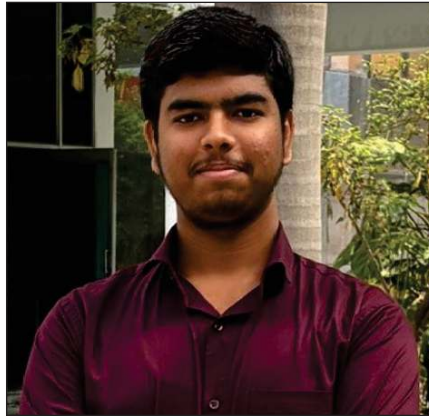
कभी-कभी न जाने क्यों भय लगता है उसे,
अपने युवा होने से ।
एक अभिशाप-सा लगता है न जाने क्यों
यह सोचकर कि उसने,
एक ऐसे परिवार में जन्म लिया है,
जिसे समाज ने मध्यमवर्गीय नाम दिया है ।
जिसका युवक जी रहा है, अनेक ग्रन्थियां लिए हुए ।
देख रहा है अपने भविष्य से, खिलवाड़ होते हुए ।
समाज से हतोत्साहित, व्यवस्था से उपेक्षित ।
परिस्थितियों से निरुत्साहित, समय से दिग्भ्रमित,
हृदय से व्यथित, एवम् — स्वयं से ही कुण्ठित ।
ये युवक, अर्थात् — आज का संहारकर्ता, भविष्य का निर्माणकर्ता ।
उसे, कभी-कभी न जाने क्यों भय लगता है, अपने युवा होने से ॥

— Ms. Mouli Jain, BBA 1st Year, Batch 2026–2029

STUDENT CORNER

TECH TALK

Telepathy is Real: How a Coin-Sized Chip Lets You Scroll With Your Mind



Have you ever wished that you could control your phone or computer just by thinking about it? Well, it sounds like magic or a crazy sci-fi movie, but actually it's not!

A company called Neuralink has created a tiny brain implant using technology known as Brain-Computer Interfaces (BCI). It is about the size of a small coin and directly links your brain to your everyday computer. Instead of physically tapping a screen or clicking a mouse, you just think about moving a cursor — and it moves!

This isn't just theory on paper — it has already been changing lives. The first human patient, Noland Arbaugh, used this technology to play online chess and stayed up all night playing Civilization VI using only his chain of thoughts. The second Neuralink participant, Alex Conley, has already shown he can play Counter-Strike, design computer graphics, or fly a drone using only his thoughts.

The BCI technology uses microscopic threads — twenty times thinner than a human hair — that help the device read signals produced by actual synapses in the neurons of the brain. It's basically like putting on an Iron Man suit, but for your mind! While this tech currently focuses on helping paralysed individuals regain their independence, it may open up a future where our brains and digital worlds become completely connected. In one line: BCI technology establishes a direct communication pathway between the human brain and external processing units

Mr. Nikhil Kumar Singh, BBA 1st Year, Batch 2026–2029

CAMPUS BUZZ

Welcoming the Future Business Leaders: BBA Induction & Bridge Week 2026

The Department of Management Studies at the Institute of Applied Management & Research (IAMR), Ghaziabad, kicked off the new academic year with an inspiring and action-packed Student Induction & Bridge Programme for the BBA First Year batch (2026–2029). Held under the visionary guidance of Mrs. Anshu Bansal (Chairperson, IAMR Group), Mr. Sanjay Bansal (Secretary, IAMR Group), Dr. Pradeep Vashistha (Group Director, IAMR Group), Dr. Shweta Kulshrestha (Dean Academics, Management Department) and Dr. Pramod Garg (H.O.D., Management Department) the multi-day event seamlessly blended academic orientation, hands-on learning, creative showcase, and personal wellness.

DAY 1
July 14, 2026

Grand Welcome & Orientation

The journey began in the IAMR Seminar Hall with enthusiastic registration and document verification, seamlessly managed by Dr. Veenus Tyagi, Dr. Megha Kansal, Mrs. Usha Pandey, Dr. Meenakshi Rohila, and Mrs. Priyanka Singh, alongside student volunteers.

Key Sessions & Highlights

- **Dean Academics Address:** Dr. Shweta Kulshrestha congratulated the incoming batch, highlighting the value of continuous learning, academic discipline, and ethical competencies from day one.
- **Head of Department Address:** Dr. Pramod Garg introduced the department's vision, detailing academic expectations, continuous assessment, and active participation in campus activities.
- **Campus Tour & Academic Overview:** Students explored smart classrooms, computer labs and library resources, with a detailed briefing on the BBA credit system by Mrs. Jagriti Ojha.
- **Conduct & Library Orientation:** Prof. Surbhi Roy covered examination guidelines, attendance rules, and anti-ragging policies, followed by a library orientation led by Mrs. Priyanka Singh.
- **Interactive Ice-Breaking:** Coordinated by Prof. Jagriti Ojha and Dr. Pallavi Tyagi, students shared their career aspirations, strengths, and hobbies.
- **Placement Cell Insights:** Ms. Divyangna Bhardwaj (Training & Placement Officer) mapped out career development pathways, mock interviews, and skill-building initiatives.



CAMPUS BUZZ

Organized by the BBA Department under the banner of the HR Club and coordinated by Prof. Usha Pandey, students participated in an energetic Management Games session. Through business simulations, role-plays, negotiation exercises, and team challenges, students actively put decision-making, strategic thinking, and leadership theories into practice.

DAY 2

July 15, 2026

Management Games - Experiential Learning



CAMPUS BUZZ

Organized by the BBA Department under the banner of the HR Club and coordinated by Prof. Usha Pandey, students participated in an energetic Management Games session. Through business simulations, role-plays, negotiation exercises, and team challenges, students actively put decision-making, strategic thinking, and leadership theories into practice.

DAY 3

July 16, 2026

Yoga & Meditation — Mindful Leadership



DAY 4

July 17, 2026

Poster Making Competition - Creativity Unlocked

As part of the Bridge Course, 11 BBA First Semester students showcased their artistic flair and presentation skills during a Poster Making Competition. Coordinated and judged by Dr. Veenus Tyagi and Dr. Megha Kansal, participants presented concepts ranging from business legend Dhirubhai Ambani to futuristic ideas like Robot Cafés.



Competition Results

Rank	Student	Score
1st Place	Priya	14 / 15
2nd Place	Vanshika	13 / 15
3rd Place	Moli	11 / 15

CAMPUS BUZZ

DAY 5

July 18, 2026

Agentic AI & Generative AI Workshop

As part of Induction Programme 2026, the Department of BCA at IAMR College hosted a workshop on "Agentic AI & Generative AI" for 1st-year BCA and BBA students. Delivered by Data Scientist Mr. Sanju Kumar under the guidance of HOD Mr. Abhishek Singh, the session provided students with key insights into cutting-edge AI technologies, practical industry applications, and emerging career opportunities.



DAY 6

July 20, 2026

Panel Discussion

As part of Induction Programme 2026, the Department of BCA at IAMR College hosted a workshop on "Agentic AI & Generative AI" for 1st-year BCA and BBA students. Delivered by Data Scientist Mr. Sanju Kumar under the guidance of HOD Mr. Abhishek Singh, the session provided students with key insights into cutting-edge AI technologies, practical industry applications, and emerging career opportunities.



CAMPUS BUZZ

DAY 7

July 21, 2026

Financial Literacy for Youth

The orientation week concluded with an interactive workshop on Financial Literacy, Investment Planning, and Commodity Markets Awareness. Students gained practical insights into budgeting, Mutual Funds, Systematic Investment Plans (SIPs), equity markets, and risk management — empowering them to make responsible financial decisions for long-term wealth creation.

The 2026 Induction and Bridge Programme highlighted IAMR's unwavering commitment to outcome-based, holistic education — preparing fresh entrants to step forward as confident, creative, and industry-ready managers.



INSTITUTE OF APPLIED MEDICINES AND RESEARCH, GHAZIABAD
Estd. 2000

Guest Session on
Financial Literacy
Investment Planning
and commodity Markets

21 July 2026
1:30 PM onwards
Seminar Hall, Management Block

Mr. Chandresh Gupta
SEBI SMART Trainer and Founder of PLAAB Foundation



Industrial Visit: News18 Studio (July 24, 2026)

BBA students participated in an industrial visit to the News18 Network Studio. Guided by faculty mentors Dr. Veenus Tyagi and Prof. Shikha Chaudhary, students explored live studio sets and control room operations. The visit offered valuable practical exposure to media management, newsroom workflows, and corporate broadcast operations.



CAMPUS BUZZ

Industry-Academia Collaborations | IAMR, Ghaziabad The Department of Management Studies at IAMR, Ghaziabad, has partnered with leading industry training partners to offer 40-hour certification programmes for BBA 2nd and 3rd-year students, bridging classroom learning with practical corporate skills:

Henry Education — Power BI Certification

A 40-hour training programme in Microsoft Power BI focusing on data visualisation, dashboard creation, and business analytics — preparing students for analytics, finance, and consulting roles.

IBM SkillsBuild — Digital Marketing & Advanced Excel

A 40-hour programme covering SEO, social media marketing, campaign analytics, and advanced spreadsheets, granting globally recognised IBM credentials.

आईएमआर और हेनरी हार्विन एजुकेशन के बीच एनओयू छात्रों के कौशल विकास और रोजगार क्षमता को मिलावा बढ़ावा



कुलपति डॉ. अशोक कुमार, आईएमआर और हेनरी हार्विन एजुकेशन के बीच एनओयू छात्रों के कौशल विकास और रोजगार क्षमता को मिलावा बढ़ावा देने के लिए एक समझौते पर हस्ताक्षर करते हैं।

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विविध गतिविधियां

आईएमआर-हेनरी हार्विन एजुकेशन में समझौता



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आईएमआर गाजियाबाद-एनएनई समझौते से बीबीए/बीसीए छात्रों की नौकरी-कुशलता को बड़ा बल



आईएमआर और हेनरी हार्विन एजुकेशन के बीच एनओयू छात्रों के कौशल विकास और रोजगार क्षमता को मिलावा बढ़ावा देने के लिए एक समझौते पर हस्ताक्षर करते हैं।

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Editorial Team, BBA Department

FACULTY ACHIEVEMENTS

Celebrating Scholarship, Research & Continuous Learning

DS

Dr. Shweta Kulshrestha
Professor & Dean Academics

- Associate Member of Wissira Research Lab — Membership & Certificate ID: WRL2606024237, issued 29th June 2026.
- Completed a one-week Faculty Development Programme on "AI Powered Smart Teaching, Outcome Based Education & Digital Pedagogy for 21st Century Educators," organised by Don Bosco Institute of Technology (DBIT), New Delhi, 6–10 July 2026.
- Completed a one-week Faculty Development Programme on "Integrating Research, Innovation, Technology and Global Best Practices for Academic Excellence," 6–10 July 2026.
- Delivered an Expert Lecture on "Quantitative Research Methods" on 18th July 2026 at Jigyasa University (formerly Himgiri Zee University).
- Reviewed a research paper for the Asian Journal of Economics, Business and Accounting (Web of Science) — Certificate No. PRAJEBA163369SHW, Academic Year 2026–2027.
- Completed a one-week International (Online) FDP on "Advancements in Artificial Intelligence and Machine Learning for Real-World Applications," organised by the Department of Computer Science & Information Systems, Shri Ramswaroop Memorial University, Lucknow, 13–18 July 2026.
- Enrolled in a Curriculum Design Course on the SWAYAM Portal for the 2026–27 academic session.
- Completed the Faculty Development Programme (FDP) on "AI-Powered Qualitative Research: Enhancing Rigor, Efficiency & Research Impact" (Online), KIET School of Management, KIET Deemed to be University, Delhi-NCR, Ghaziabad, 16–20 July 2026.

MJ

Ms. Jagriti Ojha
Assistant Professor

Completed the Faculty Development Programme (FDP) on "AI Powered Marketing & HR Analytics" (Marketing Analytics Track) at GL Bajaj Institute of Management & Research, Greater Noida, 19–20 May 2026.

MS

Ms. Surbhi Roy
Assistant Professor

Completed the Faculty Development Programme (FDP) on "AI-Powered Qualitative Research: Enhancing Rigor, Efficiency & Research Impact" (Online), KIET School of Management, KIET Deemed to be University, Delhi-NCR, Ghaziabad, 16–20 July 2026.

MU

Ms. Usha Pandey
Assistant Professor

Completed the Faculty Development Programme (FDP) on "AI-Powered Qualitative Research: Enhancing Rigor, Efficiency & Research Impact" (Online), KIET School of Management, KIET Deemed to be University, Delhi-NCR, Ghaziabad, 16–20 July 2026.

FACULTY ACHIEVEMENTS

DP

Dr. Pallavi Tyagi
Assistant Professor

- Published a Book Chapter: "Redefining Success in Innovation-Driven Startups: Exploring the Ethical Imperatives of 21st Century Entrepreneurship," in Entrepreneurial Solutions for Global Challenges (eBook), Cambridge Scholars, ISBN 978-1-0364-7407-2, published 13 July 2026.
- Presented a paper, "Industry 7.0: Reimagining the Regenerative Workforce for Industrial Transformation," at the IEEE International Conference on Latest Innovations in Computing and Knowledge (CLICK'26), Hindustan Institute of Technology & Science, Chennai, 16–17 July 2026.
- Completed a professional certification on "Global Collaboration," offered by Harvard Business Impact in collaboration with HBI Education, July 2026.

ALUMNI SPEAK

From Classroom to Career



Ms. Manasvi Bhardwaj

CustomerServiceRepresentative,WiproHRServices|Batch2022–2025

“From classroom to career, you've been with us every step of the way.”

Dear IAMR, they say your career begins the day you get your first job—but ours truly began the day we walked through your gates as students. What we found here wasn't just classrooms and curriculum, but a foundation that would carry us through every challenge the professional world had to offer.

Every lecture that pushed us to think differently, every project that tested our patience, every faculty member who believed in us before we believed in ourselves — it all quietly shaped who we are today. IAMR didn't just teach us subjects; it taught us how to learn, how to adapt, and how to lead.

From nervous fresher's navigating a new campus to confident professionals navigating boardrooms and careers, the journey has been nothing short of transformative. The friendships we built in classrooms became our first professional network. The failures we faced in projects became the resilience we now rely on.

Today, as we stand in our respective careers, we carry a piece of IAMR with us in everything we do. Thank you for being the bridge between who we were and who we've become.



Mr. Kartik Thakur

IIT Jammu|Batch2022–2025

“Supportive mentors made all the difference.”

Dear IAMR, looking back, it wasn't just the syllabus that shaped us — it was the people behind it. They saw potential in us before we saw it in ourselves. They stayed back after class to clear a doubt, pushed us when we wanted to give up, and celebrated our small wins like they were their own.

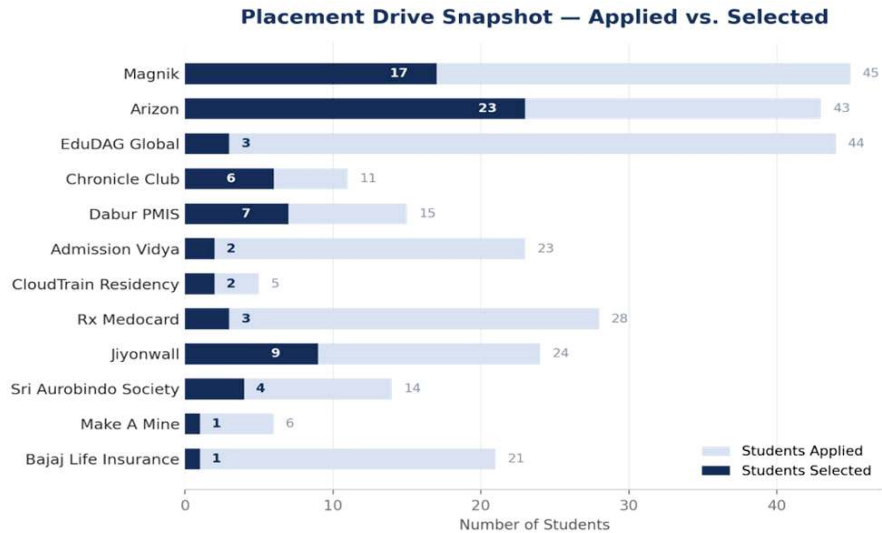
Their guidance wasn't confined to textbooks—it was in the honest feedback, the patient explanations, and the quiet encouragement that told us we were capable of more.

From classroom to career, that mentorship became our foundation. The confidence to take on our first job, the resilience to handle setbacks, the clarity to make tough decisions—so much of it traces back to a mentor at IAMR who took the time to guide us.

Today, wherever we are in our careers, we carry their lessons with us. Thank you, IAMR — and thank you to every mentor who made all the difference.

SELECTED STUDENTS

Placement Drive Highlights—Batch 2026



Magnik - 16 Students Selected

Student Name	Course	Status
Prachi Tyagi	BBA1stYear	OfferLetterReceived
Garima Singh	BBA1stYear	Offer Letter Received
Prasang Parashar	BBA1stYear	Offer Letter Received
Riya Tyagi	BBA1stYear	Offer Letter Received
Abhishek Malik	BBA2ndYear	Offer Letter Received
Muskan	BBA1stYear	Offer Letter Received
Sanjana Nayak	BBA1stYear	Offer Letter Received
Bhumika Tyagi	BBA2ndYear	Offer Letter Received
Arpit Mishra	BBA2ndYear	Offer Letter Received
Deepanshu Khanduri	BBA2ndYear	Offer Letter Received
Tanu	BBA1stYear	Offer Letter Received
Jatin Karnatak	BBA2ndYear	Offer Letter Received
Satakshi Thakur	BBA2ndYear	Offer Letter Received
Mansi Yadav	BBA2ndYear	Offer Letter Received
Akhil Kumar	BBA1stYear	Offer LetterReceived
Suraj Singh	BBA1stYear	Offer Letter Received

SELECTED STUDENTS

Arizon - 16 Students Selected

Student Name	Course	Status
Akansha Mandal	BBA	Offer Letter Received
Tanu Tyagi	BBA	Offer Letter Received
Samrat Tyagi	BBA	Offer Letter Received
Shreya	BBA	Offer Letter Received
Vanshika	BBA	Offer Letter Received
Om Rathore	BBA	Offer Letter Received
Uma	BBA	Offer Letter Received
Ishitva Sharma	BBA	Offer Letter Received
Pranav Singhal	BBA	Offer Letter Received
Kirti	BBA	Offer Letter Received
Sayed Aamir	BBA	Offer Letter Received
SaurabhTyagi	BBA	Offer Letter Received
Suraj Singh	BBA	Offer Letter Received
Riya Tyagi	BBA	Offer Letter Received

Jiyonwall - 7 Students Selected

Student Name	Course	Status
Sunny Mehto	BBA 3rd Year	Offer Letter Received
Samarth Bhardwaj	BBA3rdYear	Offer Letter Received
Abhishek Malik	BBA2ndYear	Offer Letter Received
Himanshi Tyagi	BBA3rdYear	Offer Letter Received

SELECTED STUDENTS

Chronicles Club - 6 Students Selected

Student Name	Course	Status
Prasang Parashar	BBA1stYear	Offer Letter Received
Roshni	BBA1stYear	Offer Letter Received
Krish	BBA1stYear	Offer Letter Received
Garima Singh	BBA1stYear	Offer Letter Received
Mohit Kumar	BBA2ndYear	Offer Letter Received
Jagrit Sachdeva	BBA1stYear	Offer Letter Received

rxmedocard - 3 Students Selected

Student Name	Course	Status
Yash Tyagi	BBA Final Year	Joined
Samrat Tyagi	BBA Final Year	Joined

Edu DAG Global - 3 Students Selected

Student Name	Course	Status
Musharraf	BBA3rdYear	Offer Letter Received
Vaishnavi	BBA3rdYear	Offer Letter Received
Ishitva Sharma	BBA2ndYear	Offer Letter Received

Admission Vidya - 2 Students Selected

Student Name	Course	Status
Aanchal	BBA	Offer Letter Received
Riya Tyagi	BBA	Offer Letter Received

QUIZ, PUZZLE & FUN

Test Your Business IQ & Take a Playful Break

Q1. Who is regarded as the father of modern management theory?

- A) Adam Smith
- B) Peter Drucker
- C) Philip Kotler
- D) Henry Ford

Q2. SWOT analysis stands for Strengths, Weaknesses, Opportunities and?

- A) Objectives
- B) Operations
- C) Threats
- D) Outcomes

Q3. Which pricing strategy sets an initially high price and lowers it overtime?

- A) Penetration Pricing
- B) Price Skimming
- C) Bundle Pricing
- D) Fermium Pricing

Q4. In Maslow's Hierarchy of Needs, which needs its at the very top of the pyramid?

- A) Safety Needs
- B) Esteem Needs
- C) Self-Actualization
- D) Physiological Needs

Q5. What does 'ROI' stand for in business and finance?

- A) Return on Investment
- B) Rate of Interest
- C) Revenue on Income
- D) Ratio of Investment

Q6. Which of the 4Ps of Marketing refers to where a product is sold?

- A) Price
- B) Promotion
- C) Place
- D) Product

Q7. A company's balance sheet shows Assets, Liabilities and__?

- A) Revenue
- B) Owner's Equity
- C) Expenses
- D) Profit Margin

Q8. Which term describes a start up valued at over \$ 1 billion?

- A) Blue Chip
- B) Unicorn
- C) Gazelle
- D) Dark Horse

ANSWERKEY

- 1) Peter Drucker 2) Threats 3) Price Skimming 4) Self-Actualization 5) Return on Investment 6) Place 7) Owner's Equity 8) Unicorn

BOOK / MOVIE REVIEW

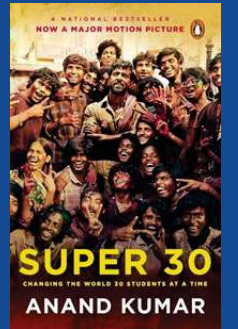
What I Learned From Super 30



MOVIE REVIEW

Super 30

2019 | Biography / Drama | ★★★★★



Watching Super 30 taught me that success is not determined by one's background, but by dedication, discipline and continuous efforts. The movie highlights the importance of believing in yourself even when circumstances are challenging. It also shows how the right guidance and strong leadership can transform lives.

A Management Perspective

From a management perspective, I learned that an effective leader identifies potential in people, motivates them and helps them achieve their goals despite limited resources. Anand Kumar's leadership, planning, problem solving and commitment to his students demonstrate the true essence of management.

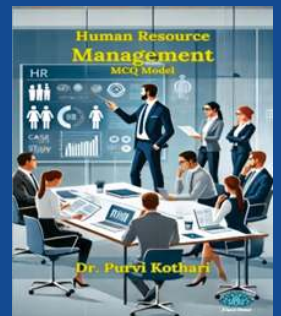
A Personal Takeaway

As a Company Secretary student, this movie inspired me to stay focused, work consistently, and never give up during difficult phases of my journey. It reminded me that success is built through perseverance, integrity, teamwork and the courage to overcome challenges. Super 30 is not just a motivational movie. It is a lesson in leadership, responsibility and excellence.

Ms. Shipra, Pursuing CS, 2024–27 Batch



Human Resource Management MCQ Model



Human Resource Management – MCQ Model by Dr. Purvi Kothari is a well-organized and practical academic resource designed primarily for undergraduate commerce and management students. The book presents a comprehensive collection of multiple-choice questions based on the fundamental concepts of Human Resource Management, making it highly useful for examination preparation and self-assessment. The content broadly covers key topics such as the introduction to Human Resource Management, Human Resource Planning, Job Analysis and Design, Recruitment and Selection, Training and Development, Performance Appraisal, Compensation Management, Employee Welfare, Industrial Relations, Grievance Handling, Labour Laws, and emerging trends in HRM. These topics reflect the core areas generally included in the BBA curriculum.

One of the book's major strengths is its clear structure and exam-oriented approach. The MCQs help students reinforce theoretical concepts, improve analytical thinking, and become familiar with objective-type examination patterns. The language is simple and accessible, making it suitable for learners at different levels. However, the book is primarily intended as a practice guide rather than a detailed textbook. Students should supplement it with classroom notes or standard HRM textbooks to gain a deeper conceptual understanding.

Overall Review:

This book is an excellent revision and practice companion for BBA students. Its systematic coverage of important HRM topics and extensive MCQ practice make it a valuable resource for university examinations and competitive assessments. Overall, it is a highly recommended book for students seeking to strengthen their knowledge and improve their exam performance.

Ms. Pragya, Pursuing CS, 20234–28 Batch

UPCOMING EVENTS CALENDAR

What's Next — August 2026

S.No.	Activity	Coordinator
1.	MARKETING Activity: Ad Mad Show	Prof. Jagriti Ojha
2.	FINANCE Activity: Personal Budget Challenge	Dr. Meenakshi Rohila
3.	PDP (Personality Development Programme)	Ms. Divyangna Bhardwaj
4.	Readiness Session: Resume Building & LinkedIn	Placement Cell
5.	Guest Lecture: Industry Expectations from Management Graduates	External Speaker
6.	Power BI Certification Programme	MoU by Henry Education
7.	Digital Marketing & Advanced Excel Certification	MoU by IBM SkillsBuild

Note: Weeks are indicative for planning purposes. Exact dates and venues for each activity will be confirmed and circulated by the respective coordinators closer to the event.