

# TALKER

THINK  
OUTSIDE  
THE BOX

## SCHOOL OF MANAGEMENT

Under the School of Management, KCCILHE offers Bachelor of Business Administration, BBA Course which is a full time three year undergraduate program for young managers in the making. The course enhances one's skills and imparts knowledge that is imperative to achieve success in the field of management. It is one of the most sought bachelor degree program after 12th. It includes complete knowledge of leadership and management.

The BBA degree program is an undergraduate course, which aims to impart academic excellence, holistic education, global relevance and contemporaneous curriculum to future budding managers.

The main thrust is to demonstrate a critical, ethical and reflective approach to the field of management. The emphasis is to expose the current scenarios to the students that demand structuring of unstructured complex problems and in turn help them in analytical and decision-making skills to equip them to lead complex organizations, in a cross-continental environment.

KCC Institute of Legal and Higher Education is one of the Best College for BBA in IP University New Delhi situated in Greater Noida Delhi-NCR..

## ORIENTATION DAY

School of Management of KCCILHE always welcomes new entrants by organizing an Orientation program which is conducted by seasoned professionals. This year, the orientation program for the second batch of undergraduate students of BBA was organized on 19<sup>th</sup> August 2019. Students and their parents were formally welcomed and introduced to the culture of the Campus and University.

The orientation began with a brief inaugural ceremony at KCC Auditorium. The dignitaries present on the occasion were Mr. Deepak Gupta (Chairperson), Ms. Poonam Gupta (Vice Chairperson), Dr. Rakesh Yadav (Director – KCCITM), Mr. Pravin Kumar (Guest Speaker), Ms. Preeti Bhardwaj, all the faculty members and the staff of KCCILHE.

The day started with a detailed discussion by Guest Speaker, Mr. Pravin Kumar advisor / consultant, a corporate trainer and a motivational speaker. In his unique style of presentation, he introduced the freshers to many exclusive examples and challenges in the world economy at large with reference to creative thinking and innovation. The school fresh youth were simply swept away by his encouraging words. It was very encouraging to see the young boys and girls opening up so fast with self confidence. The students were also briefed about required training programs planned to develop competencies to approach the job market.





# TEACHER'S DAY

The students of School of Management celebrated Teacher's Day on 5th Sept 2019 to show their gratitude toward teachers. Program began with 'Saraswati Vandana' followed by the thought and talk highlighting the contribution of teachers in a student's life. Students presented well-rehearsed plays, songs and dances.

They took great effort and ensured that teachers enjoy every minute. The efforts of students were appreciated by teachers thus making the event a grand success. Anurag Tripathi, Saurabh Narang, Tanmay Sharma and others, participated with great enthusiasm.



As an official welcome for the batch 2019-22, The fresher's party" CLOUD BURST 2019 " was hosted by the seniors students with great Pomp & Show on 14 Sept 2019. The students of second batch, Yogesh Badhouria and Ayush Mathur welcomed the gathering. The event started with Saraswati Pooja followed by singing and dancing performances. After this, all the other participants of this great evening came up with their unique ramp walk.

All the students lived it to its theme "BOLLYWOOD".

The party witnessed a spree of competition among students to grab title of Mr. & Ms Fresher, Best Dancer, Best singer, Best Entertainer and Best Actor. Finally, Arnob Sharma was adjudged as Mr. Fresher and Sagar Sharma was awarded as Best Singer.

## FRESHERS PARTY





## EXCURSION TRIP- DHAUJ

BBA I Year students went to the wild camp Dhauj located in the pristine Aravali Valley the oldest mountain range of the world on 5<sup>th</sup> October 2019. The trip was structured to teach team development stages, effective team building and group cohesiveness. Students were divided into three teams and each team along with a guide and a faculty member was taken for hiking in the picturesque range of the Aravali's. The walk through the range was steep but a one-time experience cherished by all.

After a tiring yet joyful walk, the next in store was team building activities called number in the circle, passing the ball, head or tail, tug of war and obstacle games etc. Along with the activities, students also relished delicious breakfast, a wonderful lunch and tasty evening snacks. The trip to Dhauj achieved improved interpersonal relationship at the end.



## GUEST LECTURE

School of Management organized a Guest Lecture on 09.10.2019 by Prof J S Gujral, Former Professor University of Delhi and Ex-Director, Kamal Institute of Higher Education and Advance Technology in the year 2018, for the students. Prof. Gujral talked on "Contemporary Issues of Management" talked about the 'reality' of the contemporary issues at the workplace. He shared various examples with students to tell them "How things are different from expectations".

In particular, he shared a critical perspective of real work environment and day to day challenges.

Further, he shared his views on ethics, social issues, diversity, continuity and change. He correlated all of these issues with real world management problems and encouraged students to look things in the wholistic manner.





# PARLIAMENT & NATIONAL MUSEUM VISIT

BBA students, full of enthusiasm were on educational trip on 10th Oct 2019. Their first stop was 'The National Museum, New Delhi' which overwhelmed them with insight of 5000 years of India's history, culture, and the great medieval civilization. A trip to this amazing museum not only showed them the kind of lives led during pre-historic times and historic times; it also helped them realize the pace of development India has gone through at each and every phase.



The second and the last stop of this trip was "Parliament House (The Sansad Bhawana)". Getting the view of the way the actual proceedings take place and formal protocol is being followed was really a learning experience. Those fascinating headphones which can switch the language, the pillared corridor of the majestic building and large image of Mahatma Gandhi in the lawns left them overwhelmed. The main attractions there were the light and sound show describing the freedom movements of India, the projector show depicting the Dandi March and last but not the least, the wax puppet show for the speech in real voice of JawaharLal Nehru in a replica of the central hall.



# GUEST LECTURE

School of Management invited Mr. Deepak Bhardwaj, Senior Vice-President, Samsung Electronics to deliver a talk on **"INNOVATION AND EMERGING TECHNOLOGIES"** on 14 Oct. 2019.

Mr. Deepak took a very interactive session and started his talk on a motivational note by sharing own personal experience of overcoming his weaknesses and conquering

them with perseverance, audacity and building an inertia of motion. It was a well structured talk to show real life use of ones' SWOT analysis.

Further, Mr. Deepak shared success mantras like challenge the status quo, develop a constructive thought process, avoid crab mentality, attitude of continuous improvement and many more. Students got first-hand information on the current technologies of Samsung, specifically "Augmented Reality". The session ended with a question and answer round, where doubts of the students regarding technologies, usage, challenges, threat were answered by the speaker.





# WORKSHOP

KCCILHE organized a workshop on “CYBER SECURITY” on 18 Oct 2019 with the objective of making BBA students proactive and vigilant. Dr. Anurag Jain, Associate Professor (USICT) GGSIPU, as a resource person updated the BBA students with live case examples of cybercrime and data breaches. Students learnt tips to stay away from hackers who “trespass” into computers from remote locations, to keep personal information safe from unauthorized access and to recognizing virus files shared by email attachments and file sharing.

Dr. Anurag Jain also explained terms like vishing, juice-jacking, ghost ware etc. in a very simple way. At the end, in question answer round, guest took doubts of the students regarding cyber security, challenges, threat and answered with full patience.



# DEEPAWALI MELA

Deepawali Mela 2019 was held on 24th Oct 2019 in KCC premises which offered an opportunity to BBA students to hone their business and management skills. Students put several stalls offering food items, decorative stuff, shawls, handmade jewellery, handmade chocolates which were really appreciable. There was also live singing and music done by the students, their zeal was high throughout the event which made it furthermore lively. Students had also put their talents on display with sketching, mehandi, capture the moments etc.

Various competitions like rangoli making, diya decoration, poster making, best stalls were held to further enhance students' enthusiasm. The winners for all the competitions were felicitated. It was a platform for students to rejoice the festival and put their skills on display. Priyal Shah (BBA Batch 2018-21) – Got the first prize in Rangoli Making. Jayant Jain & his team (BBA Batch 2018-21) – Got the first prize in Collage Making.





# SKILL DEVELOPMENT PROGRAM

A Skill Development Program was organized at KCCILHE on 31<sup>st</sup> October 2019 on “How to Maximize Your Potential” with 3A Learning. The Skill Development Program involved the students in various motivational and team building activities that will help the students to sharpen their overall skills.

The program created an aura of enthusiasm and learning with outstanding student participation and team spirit. In true sense, this Program enhanced the inner potential of each and every student. The Skill development program ended with a doubt clearing session where students asked many questions regarding improving their skills and talents



# SAHITYA VISIT

Students visited to 4th Edition of Literature Festival, SAHITYA AAJ TAK organized by AajTak on 1 Nov.

2019 with an objective of learning the importance of art and literature in today's era. The students got to hear out ingenious masters in different field of politics, drama, music, writing, acting etc. together on one platform. The Lallantop show, by Saurabh Dwivedi with guest Dr. Sambit Patra, Spokesperson BJP, the next

Kailash Kher's live show in Dustak Durbar, SEEDHI BAAT with Manish Sisodia, writer and Deputy CM Delhi. HallaBol was the next stage where students encountered writers Yogita Yadav, Jainandan and Kuldeep Raghav interacting with the crowd about the world of writing. The event had a novel addition of English festival to promote the language and the writing along with Hindi. Altogether the event made students comprehend and get a closer look at art and literature in regions across India.





# VIGILANCE AWARENESS WEEK

As per the given guidelines by All India Council for Technical Education (AICTE), KCCILHE Greater Noida, observed Vigilance Awareness Week from October 28, 2019 to November 02, 2019 on the theme "INTEGRITY – A WAY OF LIFE".

Under this, Central Vigilance Commission (CVC) initiated the concept of "Integrity Pledge" which was undertaken by all the students, faculty and staff members of KCCILHE on Friday November 1, 2019 with an aim to promote integrity and to eliminate corruption.



# INFONATIVE 2K19

The College organized "INFONATIVE 2K19" the Inter-College competition on 2nd November 2019 as a part of Vigilance Awareness Week. This event was planned to ensure active participation of students in the Vigilance Week. Thus, multifarious competitions like Creative

Writing, Debate, Slogan Writing, Collage Making, Photography, Media Quiz, RJ Hunt and Tech-Salvo were held to give them opportunity to express their views on the topic in a creative way. After the competition, winners were announced and awarded certificates and Cash prizes.





# FACULTY DEVELOPMENT PROGRAM



A Faculty Development Program on “Emerging Trends in Teaching Pedagogy” from 25<sup>th</sup>- 29<sup>th</sup> November 2019 was held in the campus of KCCILHE. The program was inaugurated by Prof. (Dr.) K.K Aggarwal, Chairman NBA and it was enlightened by the presence of various guests Prof. (Dr.) J.S Gujral, Ex- Director KIHEAT, Prof (Dr.) Vijesh Jain, Dean MDP, Entrepreneurship and Consulting, IMS Ghaziabad, Dr. Abhinav P. Tripathi, Associate Professor IMS Ghaziabad, Dr. V. K. Nangia, former Professor, Dept. of Management, IIT Roorkee, Dr. Om Prakash, Assistant Professor GBU & Dr. Pradeep Tomar, Assistant Professor, School of ICT, GBU.

The one week FDP included different sessions on developing case studies, higher education, research opportunities and innovation in teaching. Participants from various colleges made their presence in the program and were felicitated with certificates in the valedictory session.





# FACULTY ACHIEVEMENTS

## 1. Vikram Kataria – Assistant Professor

- Published paper titled “Business Strategy and Change Management: in KCC Journal of Management, IT and Media, issued in 2019.
- Attended FDP on Integrated Technologies, Approaches and Effective Didactical Mechanism into Teaching, Learning and Research in Current Scenario, sponsored by MSME at IIMT, Karkardooma (New Delhi) in 2019.

## 2. Dr. O.P. Yadav – Associate Professor

- Attended two days NAAC sponsored national workshop on” Evolving trends in quality: role of IQAC” organized by Vivekananda Institute of Professional Studies, affiliated to GGSIPU on 14<sup>th</sup> & 15<sup>th</sup> December, 2018.
- Presented a Research paper in one day National Conference on “Contemporary Practices and Trends in Digital Marketing & Social Media” entitled “ E-Retail Market: Growth and Challenges ”dated 12<sup>th</sup> January 2019 organized by Kasturi Ram College of Higher Education, Delhi affiliated to GGSIPU.
- Published a Research paper entitled “Demonetization and its impact on Indian Economy & Business in Researcher’s voice (A Refereed Journal) Vol-8, June 2018-May 2019 (ISSN 2231-6310)
- Attended FDP on Digital Marketing and Cyber Security organized by Kasturi Ram College of Higher Education, Delhi and in collaboration with APTECH from 13/05/19 to 19/05/19.

## SCHOLASTIC ACHIEVEMENTS

Congratulations students for the brilliant academic performance in the university examination 2018-19.

### ACADEMIC ACHIEVEMENTS

POSITION	STUDENT NAME	%
1	JAYANT JAIN	85.17
2	PRIYAL SHAH	83.67
3	MAITRI BISHNOI	78.83

### OTHER ACHIEVEMENTS

#### Batch 2018-21

#### Jayant Jain

- Got 1st position in Bulls vs Bear competition in Yuva Sapandana Fest held at Shyam Lal College, Delhi University
- Course completed on Mastering the Stock Market from Bombay stock exchange, Shyam Lal college, Delhi University on 1st November 2018
- Online certification on Startup India Learning Program on 26 September 2019
- Working part time in Digital Marketing Company, Corporate Infocom Pvt. Ltd as a Team Leader since 27 March 2019.

#### Yogesh Bhaduria

- Working part time in Digital Marketing Company, Corporate Infocom Pvt. Ltd as a Team Leader since 27 March 2019

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