

TALKER



SCHOOL OF MANAGEMENT

Under the School of Management, KCCILHE offers Bachelor of Business Administration, BBA Course which is a full time three years 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. BBA is one of the most sought bachelor degree programs after 12th.

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.

For BBA programme, KCC Institute of Legal and Higher Education is one of the Best Colleges affiliated with GGSIP University New Delhi situated in Greater Noida Delhi-NCR.



ABOUT TALKER

At School of Management, we are always on the move. Our students always stay busy with various activities along with regular classes like industrial trips, participating in Inter-college events, winning awards, engaging in guest lectures and workshops etc.

Since there is so much happening at our School of

Management, we wanted to capture all the activity and memories. It is hence that Talker, the School's first newsletter was formed and the first issue launched in January 2019. We are happy to present its second issue covering campus curricular activities from Jan 2020 to June 2020.



FELICITATION CEREMONY OF ACADEMIC ACHIEVERS

An award is a form of honour, a kind of recognition aimed to felicitate one's excellent contribution in a chosen field. To recognise the hard work of its students KCCILHE School of Management conducted a felicitation ceremony on 9 January 2020 for the meritorious students. In this ceremony, trophies and certificates were awarded to academic achievers of BBA by the Director Prof. (Dr.) Bhavna Agarwal to boost their confidence and inspire them to undertake higher aims in their subsequent journey.



A LESSON OF SOCIAL DUTY 'DAAN UTSAV'

the underprivileged along with the students and faculty members. Generous contributions were made by the members of KCC group, students and staff alike. It was an spiritually uplifting experience for the students as they witnessed the process of "Waste to Wonder". They covered the entire segregation process and learnt how this organisation enabled furthering the distribution of the items among the underprivileged people pan India .

Serving the Underprivileged should be an important feature of one's character. KCCILHE strives to inculcate this feature in students and staff through charity events. "Prayas- we stand for you" the Community Connect Society of KCCILHE culminated its collection drive "Daan Utsav" on 8 January,2020 by visiting Goonj- an NGO for

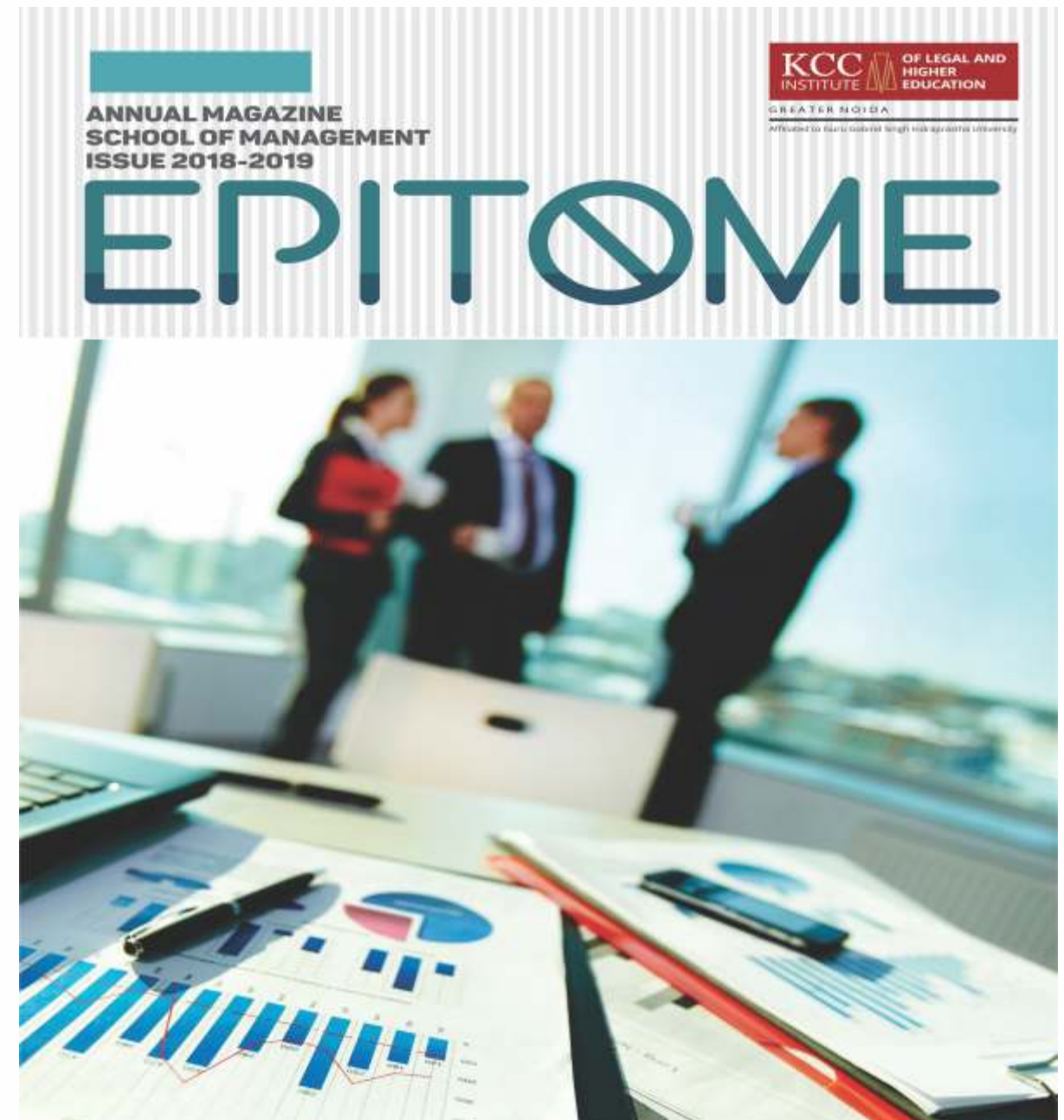


RELEASE OF THE ANNUAL MAGAZINE 'EPITOME'

A memoir and a source of informative updates, these two aspects are simultaneously achieved through a Magazine.

KCCILHE organized an Inaugural Ceremony on 7 Jan,2020 for the release of its publication of different

schools and Newsletter . All the four schools came up with their own annual magazines. EPITOME, a biannual Magazine of School of Management was released by Director Prof. (Dr.) Bhavna Agarwal. EPITOME has been designed to reflect the creativity driven approach adopted in the pedagogy via the thoughts of the students.



ELECTRIFYING SEMINAR ON ENHANCING RAPPORT USING NLP

School of Management organised a seminar on 'Neuro Linguistic Programming' (NLP) for the students on 9th January 2020. The resource person was Ms. Vandana Tyagi, Head of Talent Development Prescient Healthcare group. The guest speaker was heartily welcomed and was felicitated by Dr. Bhavna Agarwal, Director KCCILHE by presenting sapling as a small token of appreciation.

Speaker elucidated various approaches of NLP based on a model of interpersonal communication chiefly concerned with the relationship between successful patterns of behavior and the subjective experiences i.e. patterns of thought, perceptiveness and boundaries. Ms Vandana Tyagi engaged, motivated and inspired the students with her unique blend of wit, storytelling and humour.



AN INSIGHTFUL SEMINAR ON MODERN RETAIL OPERATION

While being a retailer can be very rewarding, running a store is no piece of cake. To make students aware of retailing strategies followed by established brands, a seminar on Modern Retail Operations in India was conducted for BBA students of KCC Institutes on 10

Jan 2020. KCCILHE invited Mr. Chetan Sharma, Channel Manager, VIP Industries to deliver the session. Mr. Chetan Sharma took a thought provoking session. A rigorous ideation was done amongst the students and the speaker over the retail industry.



TECH BUZZ 2020

A TOOL FOR ASSESSMENT & STUDENT ENGAGEMENT

Unravelling the marvellous capabilities of the human mind is best done through Quizzing. The technical society of KCCILHE organized a technical quiz contest TECHBUZZ-2020 on 13th January 2020. More than 200 students from different departments participated in the mind game but a team comprising Deepak Nayak, Aditya Chawla and Vansh Chopra came out as a clear winning team.



INTERNATIONAL CONFERENCE ON ARTIFICIAL INTELLIGENCE

Artificial Intelligence has taken the centre stage of every imaginable aspect of our life and its influence is set to grow in the foreseeable future. With the aim to keep the faculty and students updated with recent developments in the field of Artificial Intelligence, a two days International conference was organised on 17-18 January, 2020 on the topic Artificial Intelligence -Reinventing Business, Media & Marketing

The selected papers were presented and published in a book of proceedings released on the occasion.

The notable speakers and session chair at the conference were....

- 1. Chief Guest:** Padma Shri Dr. Mahesh Verma Sir, Vice Chancellor Guru Gobind Singh Indraprastha University
- 2. Keynote Speaker:** Prof. (Dr.) Bharat Bhasker, Director IIM Raipur.
- 3. Panelist:** Dr D.J Pati, Director-India Today Media Institute, Noida.
Mr. Atul Tripathi, CTO Tech Mahindra.
Mr. Sidhartha Sindwani, Program Manager, Clinton Foundation
- 4. Session Chair:** Dr. Vikas Garg, Assistant Director Executive Programmes Management Amity University Greater Noida
Prof P.K Agarwal, Dean Faculty of Commerce and Business Studies, Motherhood University, Roorkee



ENTREPRENEURSHIP INITIATIVE AT SCHOOL OF MANAGEMENT

KCCILHE launched " BIZHIVE " a Centre for Innovation, Incubation & Entrepreneurship for the students of BBA on 27 Jan 2020. This society is to serve as a platform with a vision and capability to launch the future business magnates, budding them at a very tender stage with a vision that knows no limits. Inauguration ceremony was graced by the auspicious presence of Mr. Ajay Mahajan, Founder & Business head, Enhance Tech labs. In a seminar followed by the Inauguration, Mr. Mahajan delivered his thoughts on 'Entrepreneurship Development & Business Ideation'



'NO PLASTIC IS FANTASTIC' AN AWARENESS CAMPAIGN

KCCILHE organized "No Plastic is Fantastic Campaign" on 29th January 2020 near Ansal Plaza, Pari Chowk Metro Station, Gr. Noida with the aim to spread awareness about single use plastic and discourage its usage. BBA

students participated with full enthusiasm in the campaign which consisted of various competitions like Slogan writing Competition, Best out of Waste Competition followed by Flash Mob, Nukkad Natak and rap performances.



DIGITAL MARKETING WORKSHOP TO MAKE STUDENTS DIGITALLY RELEVANT

In the universe of Digital Marketing, where everything changes at light speed, what could be better than having hands-on experience on it? A workshop on Digital marketing was conducted on 30 January, 2020 at KCCILHE for the BBA students. Mr. Shashank Agarwal, Google Certified Trainer - Digital Marketing tool a practical session covering Keyword research, long tail and short tail keywords, SERP, http vs https, organic results

and paid results. Students learnt psychology behind search engine optimization and relevance of using correct keywords. Moreover, students got to explore various subtleties of diverse topics such as the procedure of setting up a targeted campaign on any social media especially on Facebook, Google My Business Page Making and methods of getting it verified by Google and setting up a Google AdWords campaign.



EDUCATIONAL VISIT TO INDIA HABITAT CENTER, NEW DELHI

School of Management of KCCILHE organized an educational visit for BBA Students on 31 January to attend North India's Trade Fair for Water, Solid Waste and Recycling held at IFAT Delhi. This visit aimed at giving exposure to various platforms available to enter into industry addressing environmental issues. IFAT Delhi hosted over 45 exhibitors from 10 countries. Projects related to water, wastewater, recycling solutions and environment focused various latest innovations stimulated students' curiosity and forced them for critical thinking.

To know more about products, students interacted with exhibitors and collected first-hand information. They used personal observation and personal interview methods for data collection on their educational visit.

It was amazing for students to be a part of a pooled know-how and technologies from across the world in one place.



SKILL DEVELOPMENT INITIATIVE FOR BUILDING THRIVING CORPORATE CULTURE

Sense of fulfilment and contentment with whatever capabilities we possess is the key to a happy life. A Skill Development Programme was conducted on 4 Feb 2020 that resonated with this idea, "Thriving the corporate world – Joy and Growth for BBA students of KCC

Institute. Session was delivered by Mr. Rajnish Virmani, Managing Partner (India), Positive Momentum Limited. It was an enlightening session wherein the tips to balance between the stress of the corporate world and maintaining happiness inside were given.



PHOTOGRAPHY SKILL SHOWCASE BY BBA STUDENT



BBA students participated in the Snapshot-photography competition organised by the Shutterbugs Society on 4 Feb 2020. Competition was held in several rounds. Like in one round, students captured architecture in which focus was on buildings and its exteriors and interiors, bridges, other structures, and cityscapes whereas in one of the other rounds they captured the Nature. Pictures captured by them were exhibited in a beautiful manner.

VISIT TO PARLIAMENT AND NATIONAL MUSEUM, NEW DELHI

BBA students were on Parliament and National Museum Visit on 6 FEB 2020. Familiarizing the future administrators with the supreme administration of our nation was a very fulfilling and insightful experience for the students of BBA Department. They explored the rich and diverse history that has given shape to the developing India we know now. Students got valuable lessons that would shape them as good administrators in their professional journey.



SKILL DEVELOPMENT PROGRAMME TO TEACH BUSINESS MODELS OFFERING CLOUD COMPUTING

Cloud computing is an important feature of today's data driven world and it is essential for students of all walks to acquaint themselves with this skill. KCC Institute conducted a skill development programme on 'Cloud Computing Technology : Amazon Web Services for the

students of BBA on 7 feb 2020. The resource person Mr. Naveen Kaushik, Sr. Architect, 3 Pillar Global delivered an interactive and informative talk and also took over various questions from the inquisitive audience



VALIANT PARTICIPATION IN ANUGOONJ 2020

The students of KCCILHE actively participated in Anugoonj 2020 : Annual Cultural Festival Of GGSIP University. The main aim of Anugoonj is all round development of students and giving them opportunities and a platform to showcase their talents. There were various competitions of cultural and literary events and our students gave memorable performances in each of them.



WITNESSING THE EXTRAVAGANZA IN 'FUEL 2020'

The excitement among the students was at its peak for the full week from 11 to 15 Feb, 2020. This week was dedicated to celebrate the Annual Fest 'FUEL 2020' which was filled with Song, Dance, Drama, Fun, Laughter and Sports etc. As it was an inter college youth festival, the students team of KCCILHe and other colleges participated in the myriad of events that were on offer. All in all it was a wonderful learning curve.

Most awaited star night of the FUEL 2020 witnessed the presence of Parmish Verma, Parvinder Singh, Dilbagh Singh, Stutee Tiwari and Hashim Firozabadi

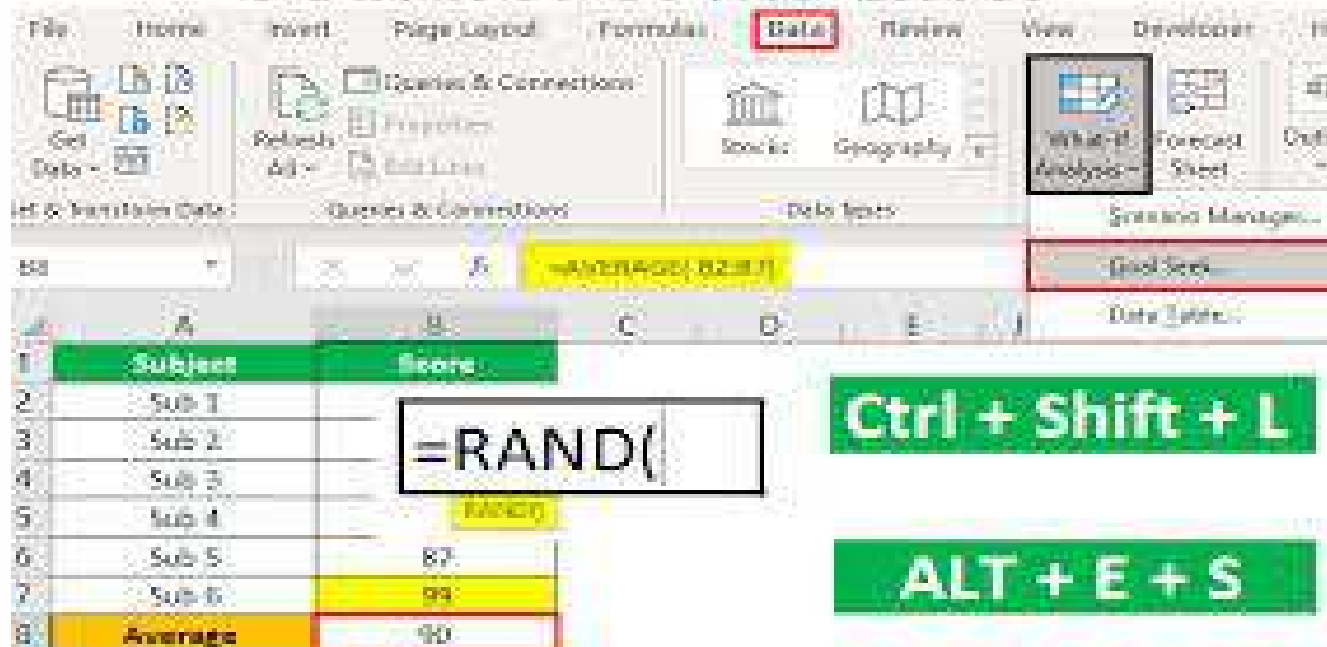


REFRESHER COURSE FOR FACULTY ON ADVANCED EXCEL

A refresher course on Advanced Excel for faculty members was organised between 17 to 29 February, 2020 with the aim to increase productivity when using the Excel program. The event was inaugurated in a small function at the Seminar Hall of KCCILHE in the gracious

presence of Director, Prof.(Dr.) Bhavna Agarwal. The Resource Person Mr. Samarth Bhatia covered advanced excel and focused on topics such as Vlookup, pivot table and advanced formatting etc,

Features of MS Excel



A RAZOR-SHARP SEMINAR ON 'UNION BUDGET BASICS'

The scope and impact of Union Budget encompasses the interests of every imaginable work field, thus it becomes essential for students to understand the crucial aspects of the Union budget and its formulation.

The KCCILHE organized a seminar on "Union Budget 2020" on 27 Feb 2020 for BBA students. CA Pawan Rastogi, director KPMC Consultancy Pvt Ltd as a speaker

of the day shared his insights on three prominent themes of the budget 2020 i.e. 1) Aspirational India 2) Economic Development 3) Caring Society. Students also got to know about the Investment Clearance Cell, National Technical Textiles Mission, NIRVIK scheme, National Logistics Policy and Fiber to the Home etc.



TREE PLANTATION DRIVE 'ONE STUDENT ONE TREE'

Our duties towards Mother Nature supersede every other responsibility and hence it becomes vital for students, the future torchbearers of our society, to strive towards the creation of a sustainable world. In order to sensitize our BBA students towards the need to preserve environment and ecology, a tree plantation drive was organized in Noida Girls Inter College, Noida on 3 March

2020. Students planted more than 40 saplings under the 'One Student One Tree' Campaign. Drive ended with an oath taken by the students to contribute their efforts in protection of the environment by planting and preserving trees, conserving water and avoiding wastage of natural resources. The drive was organized under the guidance of Prof. (Dr.) Bhavna Agarwal, Director KCCILHE.

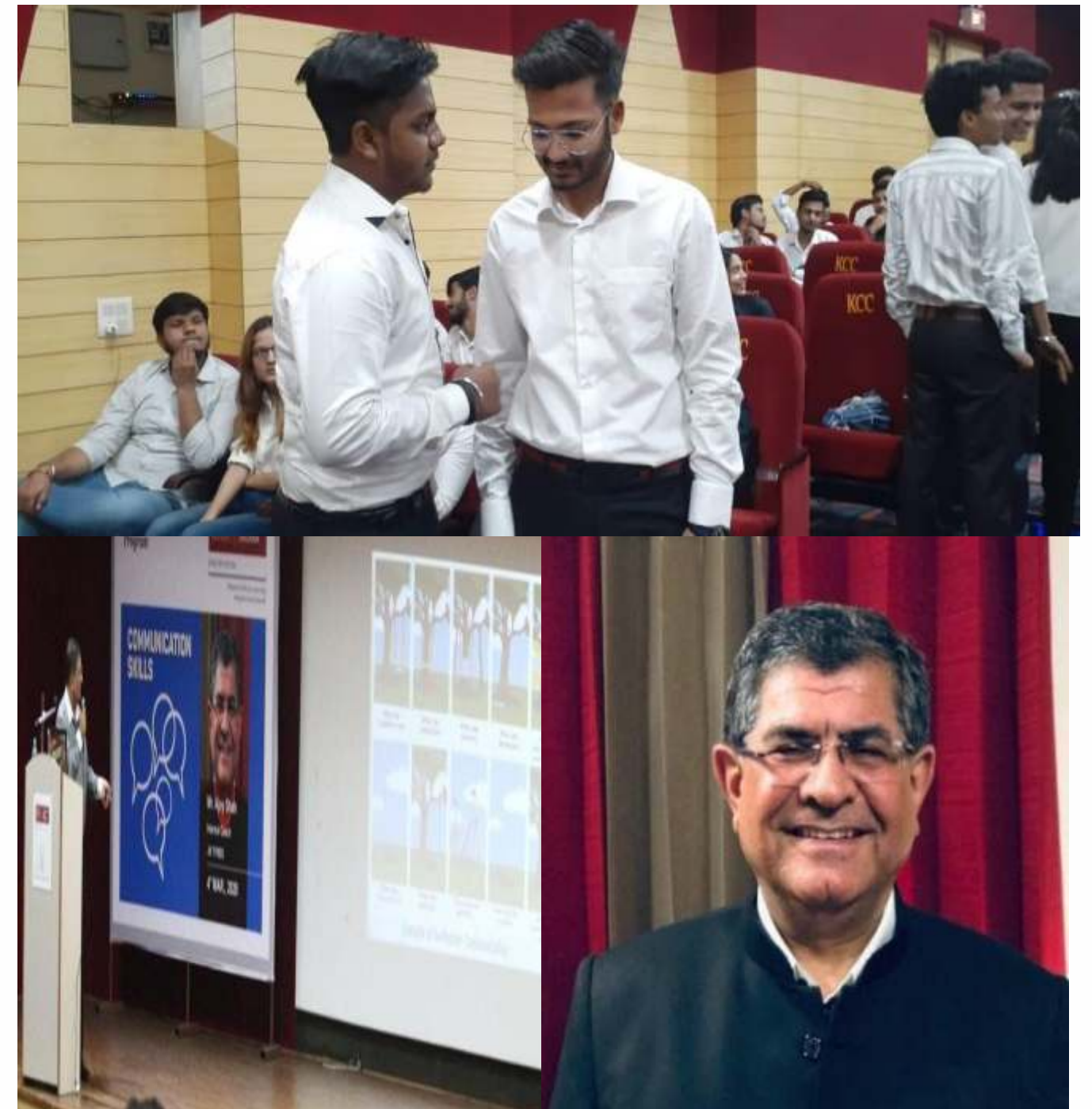


SKILL DEVELOPMENT PROGRAMME TO INCREASE EFFECTIVENESS IN COMMUNICATION SKILLS

Interpersonal and Communication skills are pivotal for the success of any professional. To impart these important skills in our students, a one-day SDP on Communication Skills was organised at the Institute on 4 march, 2020 by the School of Management. The Chief Resource person, Mr. Ajoy Shah, Internal Coach JK Tyres overwhelmed the

audience by his voice modulation and storytelling skill. He engaged students in a very interesting session.

The SDP ended with a pleasant note, with both the student community and the faculty getting benefitted by the Resource person's rich experience and knowledge of corporate life.





'HOLI HAI' A CELEBRATION OF COLORS

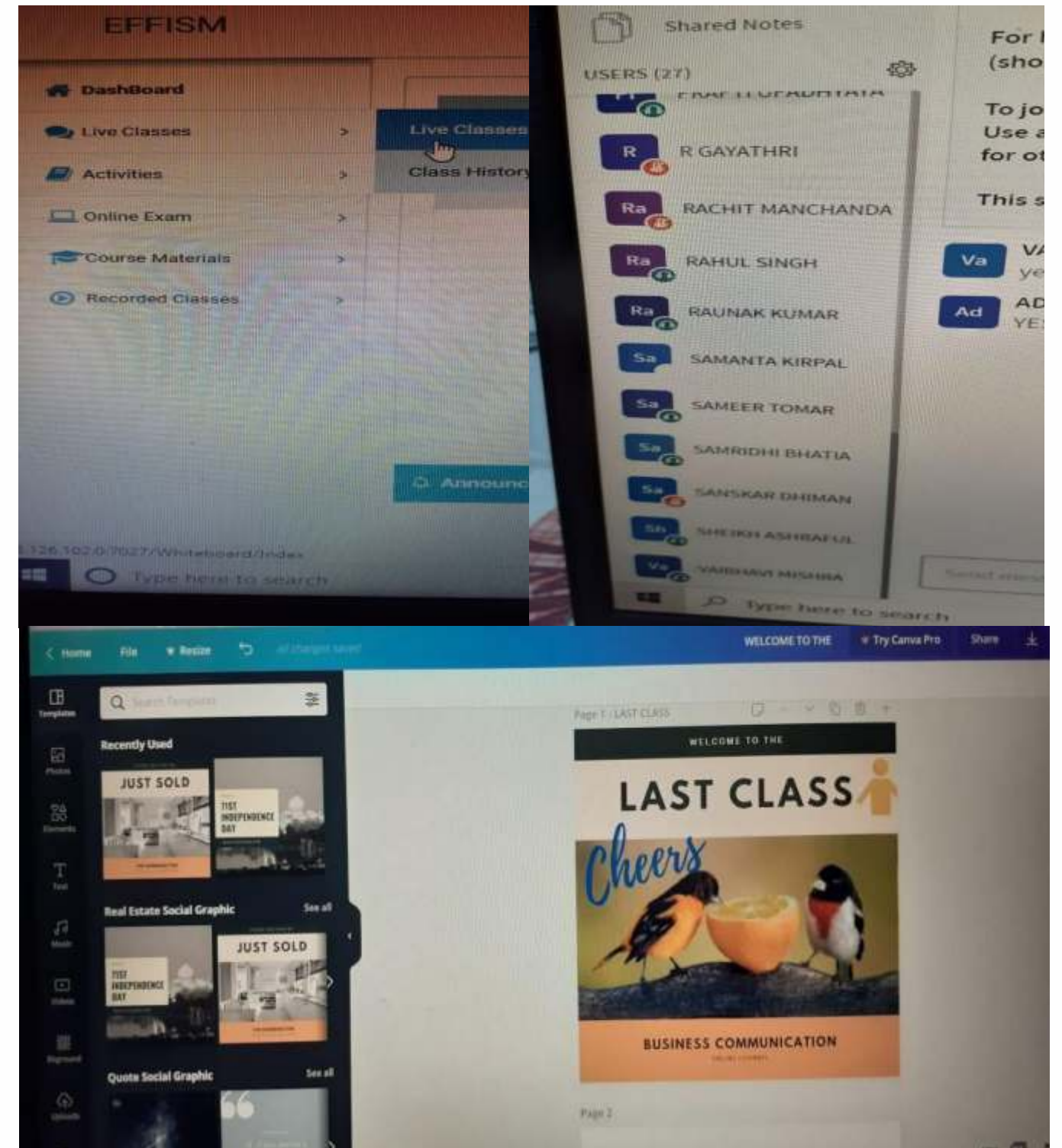
Festival of colours signifying the arrival of spring and its bounty of freshness with colours was celebrated with exuberance within KCCILHE.BBA students had a fun filled, colorful and a playful holi celebration. 'Holi Hai' was unforgettable because it went beyond the colours, it had competitions, cultural events and traditional prayer etc. During the celebration, both students and faculty felt a sense of togetherness and goodwill.



THE LOCKDOWN EFFECT - ONLINE CLASSES

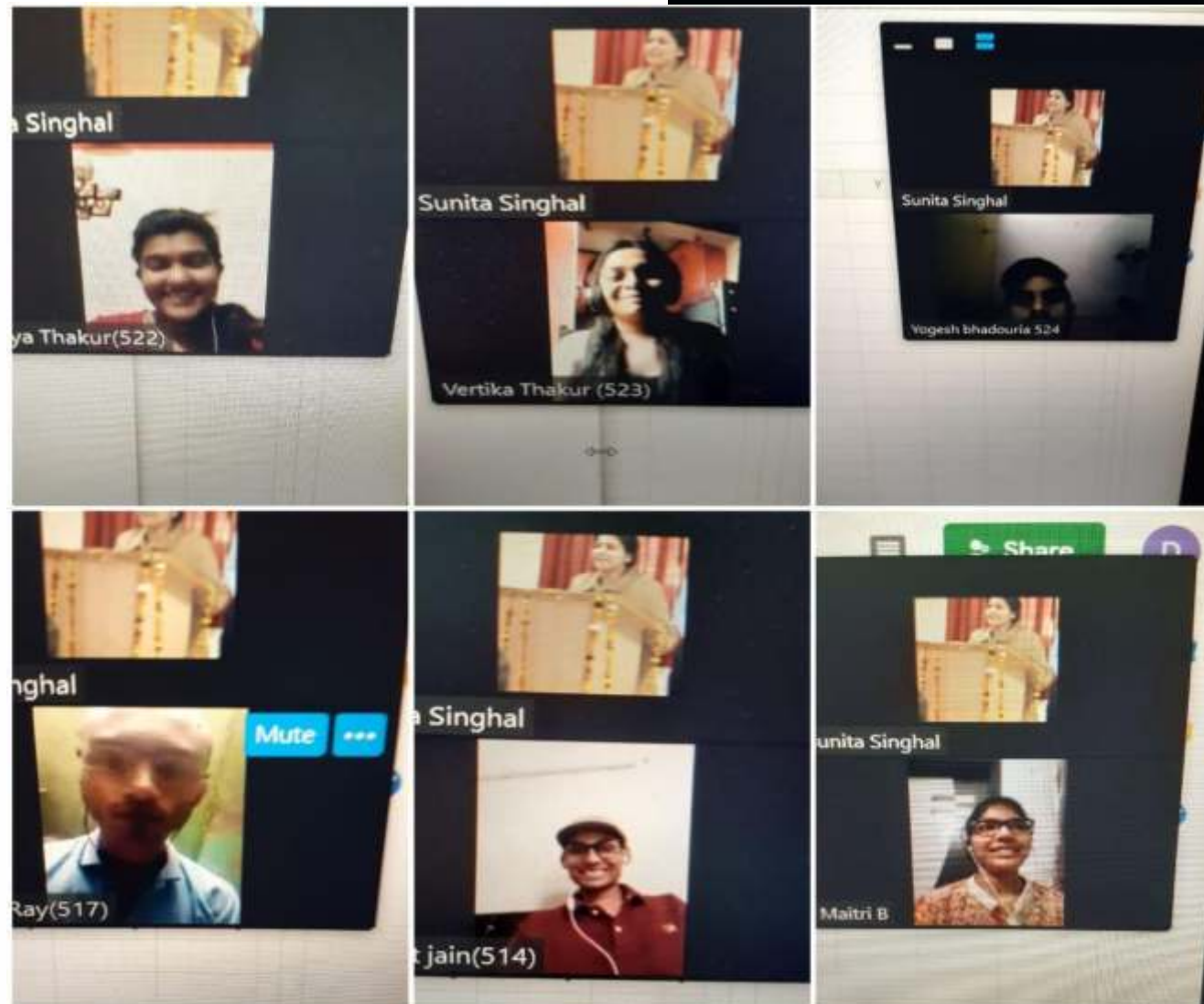
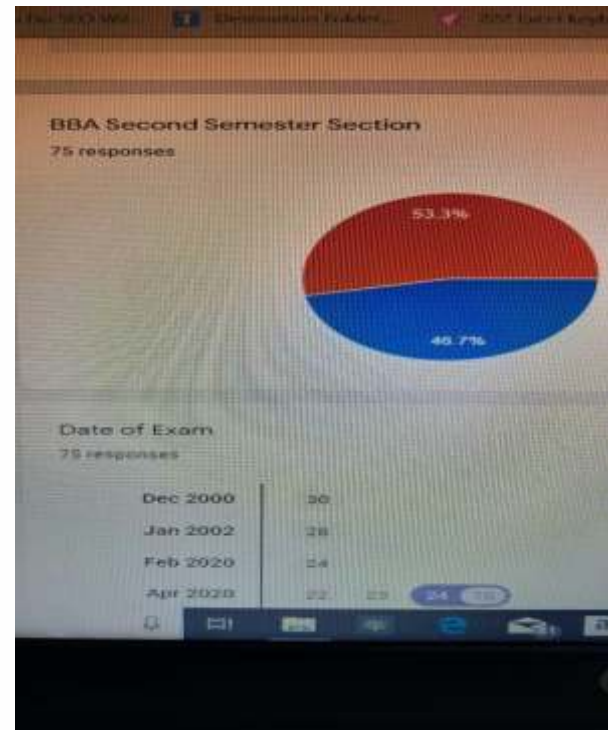
The sudden lockdown due to COVID-19 Pandemic after 22 March 2020 left everyone feeling helpless initially. But very soon, Faculty members took a proactive step that is a hallmark of KCCILHE, and started online classes on Zoom. Slowly, we shifted on Elvis for smooth dissemination of

knowledge. We all experimented with different platforms like ZOOM, GotoMeeting, Google Classroom etc. to ensure course coverage. This overnight shift was not so smooth, several times we faced internet connectivity issues, but overall it has been an empowering experience for Faculty and students alike.



E-ASSESSMENT OF STUDENTS DURING LOCKDOWN

During lockdown, students submitted their practical files in soft copy and appeared in one to one online viva held on Zoom. Students also appeared in sessional exams as well as Preuniversity exams. Exams were conducted by sharing Google Form on Email id of students. Students were given limited time access to complete the exam in the assigned duration. With vigilant cooperation of parents, KCCILHE could assess students' progress through online tools.



BEAT THE CORONAVIRUS BLUES WITH GRATITUDE AND SELF IMPROVEMENT

KCC INSTITUTES EFFORT TO SUPPLY FOOD TO THE DESTITUTE IN GR. NOIDA

During Lockdown, the College authorities launched a campaign to distribute cooked food packets to people who were deprived of their livelihood and were facing survival problems. KCC Institutes started distribution of packets from the April first week and took care of all social distancing norms while extending this food assistance.



CONTRIBUTION IN INDIA'S FIGHT WITH CORONA

KCCILHE always looks for the ways by which it can enhance the quality of lives of the communities. With a thought that all of us should stand with the country which is facing an unprecedented situation and crisis, KCCILHE

presented a cheque of Rs. 2, 51,000/- (Rs. Two Lac Fifty One Thousands Only) to Mr. Suhas L. Y., District Magistrate, Gautam Budh Nagar as a humble contribution towards Uttar Pradesh Covid Care.

AWARENESS CAMPAIGN BY KCC INSTITUTES



STUDENT'S SOCIETY BUSY IN SPREADING POSITIVITY

As the fear of coronavirus spread across the globe, KCCILHE students worked for the human society and emerged as unsung corona warriors. They put their best efforts to spread positivity in the society. They worked on different campaigns spreading awareness among citizens of India. For example Sports Society started a Campaign

"Lets Kick Out Corona Virus" and made awareness videos. In the same way students of Literary Society worked on the Campaign "Spill the Ink" in which students came out with self-composed poems to make people aware. Societies used Social Media as a platform to convey their messages.



STUDENT'S ACTIVITIES DURING LOCKDOWN



By Dikshant Negi BBA Batch 2019-22



By Vidhi BBA Batch 2019-22



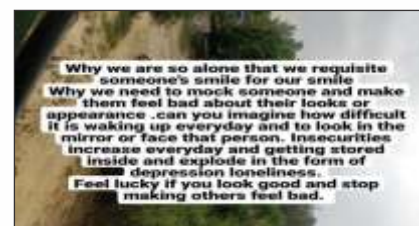
By Aayush Mathur BBA Batch 2018-21



By Apoorva Dubey BBA Batch 2018-21



By Isha Kumari BBA Batch 2019-22

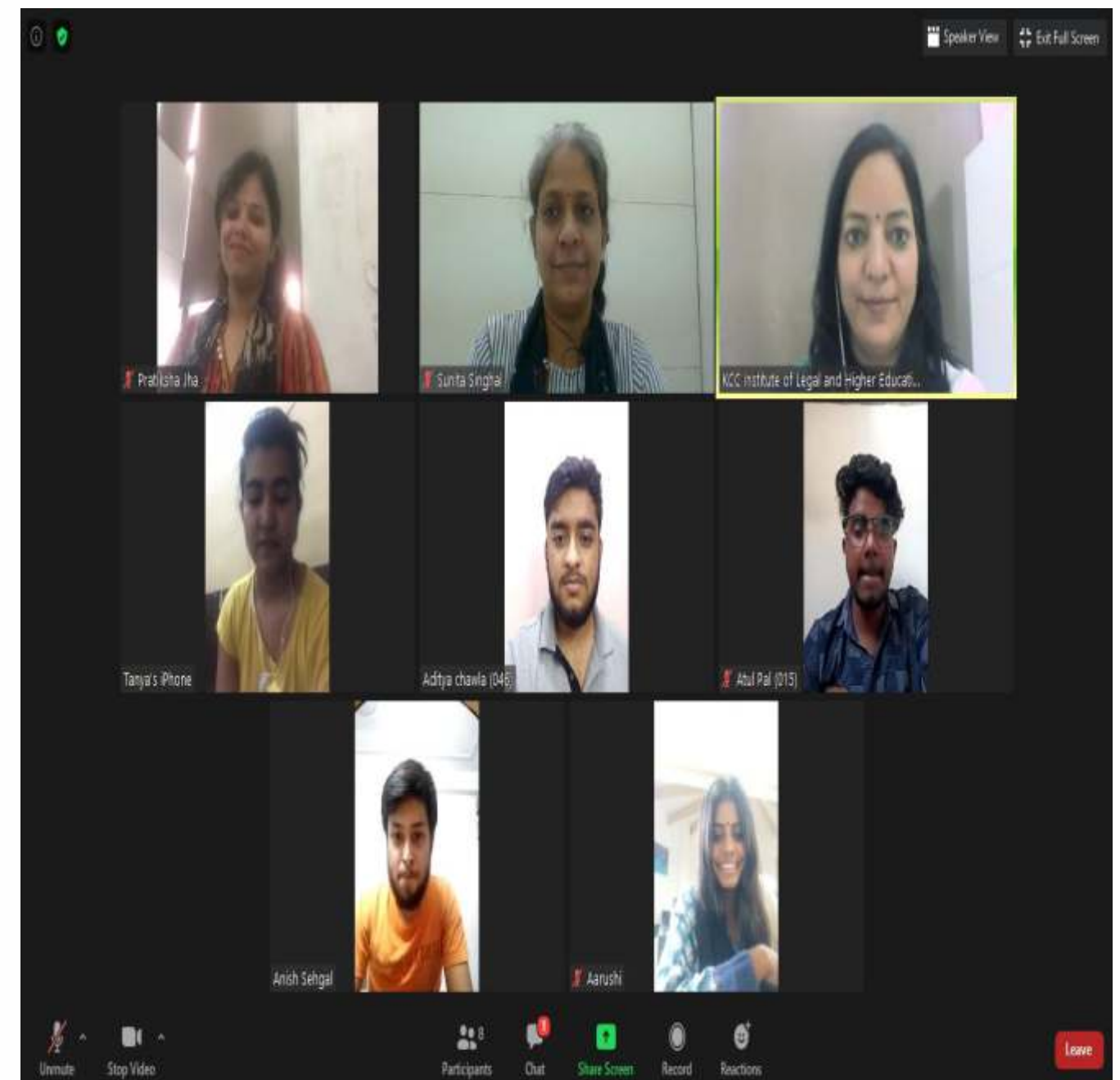


By Rohan Agarwal BBA Batch 2018-21

ONLINE QUIZ TO KEEP STUDENTS ON THE TOES

"Learning gives Creativity, Creativity leads to thinking, Thinking provides knowledge, Knowledge makes us Great....Quiz competitions are always interesting and informative, which provide excitement among the students and also make them aware of current affairs. Technical Society conducted an Online Quiz competition during

Lockdown on 8 June 2020. Students of all the courses gave tough battles to each other. First round was held on Google Form and the top five students showcased their brilliance by rapidly answering the questions in the second round held on ZOOM. Aaditya Chawla grabbed the first position in the close fight with Tanya Thakur.



WEBINAR

TO SPREAD DIGITAL DATA LITERACY

KCCILHE organised its webinar on “Exciting World of Analytics, Artificial Intelligence and Blockchain” on 6 June 2020. Participants from all over India attended and got benefited with the insightful session delivered by Mr. Atul Tripathi. Mr. Atul Tripathi who is a data scientist by profession delivered the session and gave the deep insights about analytics, IOT and Blockchain.

INVITE WEBINAR

Approved by AICTE
Affiliated to AKTU University & GGSIPU New Delhi

GRADE 'A' COLLEGE
of IP University, New Delhi

B.TECH | BBA | BCA | BJMC | B.COM(H)

KCC
INSTITUTES

GREATER NOIDA

EXCITING WORLD OF ANALYTICS, ARTIFICIAL INTELLIGENCE AND BLOCKCHAIN

6th June 2020
Saturday, 12:30 Pm

Mr Atul Tripathi,
*Data Scientist, Advisor,
IISER, Mohali*

PROGRAM OUTLINES

1

Recognizing the key issues regarding Data Analytics, Data Science, Artificial Intelligence, Big Data, Block Chain, AR/VR

2

Understand the overall process of in today's world of Data Analytics, Data Science, Artificial Intelligence, Big Data, Block Chain, AR/VR

3

The art of storytelling through data

4

Application of Machine Learning, Artificial Intelligence, Cloud Computing in the field of Analytics

5

The role of programming languages in the application

6

Gain insights of data mining and predictive analytics

7

Understand and utilize concepts associated with simulation, artificial intelligence and various domain specific analytics models

8

Get cognizant with the associated best-of-breed tools for business analytics

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KCCILHE IN NEWS

Faculty Achievements

Prof. (Dr.) Bhavna Agarwal
Director

- Paper named “Developing The Leadership Capabilities For Creating A Happy Workplace to Leverage Human Resource Potential” Published in the Journal of ICFAI University.
- Attended one day webinar on “Machine Learning and Artificial Intelligence”.
- Attended one week webinar series on “Career Oriented Teaching Learning” in DIGITECH TECHNING LEARNING 2020
- Attended two days national webinar “Managing Personal Finance During Covid-19”.
- Attended “LIVE WEBINAR ON HAPPINESS”.
- Participation in Webinar on “Exciting World of Analytics, Artificial Intelligence and Block Chain” organized by KCC institutes.

Dr. Sunita Singhal
Associate Professor

- Presented Research Paper on “Role of ICT in Rural Development” in 5th International Conference on Recent Trends in Humanities, Technology , Management & Social Development at KIET, Ghaziabad
- Attended MDP on HR Analytics organised by GLBIMR, Gr. Noida
- Attended FDP on Effective Teaching Learning Process & Research Methodology from SCET, Ghaziabad
- Attended e-FDP on Managing online Classes and Co creating Moocs from Ramanujan College, University of Delhi
- Attended e-FDP on "Research Methodology: Tools & Techniques" from IILM Gr Noida
- Participated in Two days e-FDP on Virtual Teaching organised by Dr. M.G.R. Institute, Tamilnadu

Students Achievements

Students of School of Management utilised their time during the lockdown by enrolling and competing online courses.

Mayank Malhotra
(Batch 2019-22)

Completed Google ad's Certification and YouTube Content Ownership Certification



Yash Bhatnagar
(Batch 2019-22)

Completed online course on The Fundamental of Digital Marketing from Google Digital Garage



Vishal Gupta
(Batch 2019-22)

Completed online course on The Fundamental of Digital Marketing from Google Digital



Anjali Sanwal
(Batch 2019-22)

Completed online course on The Fundamental of Digital Marketing from Google Digital Garage



Nishant Trivedi
(Batch 2018-21)

Completed Financial Analysis Course from Udemy



This certificate above verifies that **Nishant Trivedi** successfully completed the course **The Complete Financial Analyst Course 2020** on 04/06/2020 as taught by **365 Careers** on Udemy. The certificate indicates the entire course was completed as validated by the student.

Alasfa Parveen
(Batch 2019-22)

Completed online course on The Fundamental of Digital Marketing
from Google Digital Garage



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Prof. (Dr.) Bhavna Agarwal
Director

EDITOR

Dr. Sunita Singhal
Associate Professor

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