



School of Commerce

Newsletter

Volume 1

Issue 1

Director's Message



Dr. Rashmi Khorana Nagpal
Director I/C

Greetings from NMIMS Chandigarh!

NMIMS Chandigarh is a part of the coveted group of academic institutions being run by the prestigious SVKM Trust Mumbai, which has a legacy of over 43 years in the field of education and has been ranked among the top institutions of India. I am delighted to welcome you here and share some of our institution's outstanding capabilities.

Drawing inspiration from our Mumbai campus, which has been a leader in offering avant-garde Industry 4.0 programs, state-of-the-art labs, regular curriculum updates in keeping with industry trends, international collaborations, unique pedagogy that focuses on experiential learning, and robust industry connections, we provide the same state-of-the-art facilities, right in the vicinity of the tricity where we strive for catering to

the aspiring students across North India. Our vision is to ensure that the students graduating from NMIMS Chandigarh are aligned with the practical facets of the profession and are oriented with practices of the industry and attuned with the requirements of the job market. All the programs offered by the campus are based on AI technology and application-based tools.

The School of Commerce (SOC) provides the B.B.A. and B.Com. Programs. The BBA program offers students a choice of specialization in Marketing and Finance and both the programs offer the possibility of undertaking honours course under the New Education Policy from current academic year 2024-25. Both these programs strongly emphasize hands-on experience and technical training with analytics tools such as Jamovi, Orange, SAS Enterprise, MS- Excel, and SPSS. The program also includes current and cutting-edge courses such as Data Analytics, Digital Marketing, Investment Analysis, Wealth Management, and Entrepreneurship training.

Your time at NMIMS Chandigarh will be enriching and rewarding, and we the management and the faculty members will always motivate you to make the most of the opportunities available and to strive for excellence in everything you do.

I wish you all the best in your future endeavours!

Mentor's Message



Mrs. Sangita Kher
Mentor

School of Commerce, at SVKM's NMIMS Chandigarh imparts undergraduate management and commerce education through its BBA and B.Com programs. Our school's main objective is to impart domain knowledge and focus on developing competencies so that students can embark on managerial career paths and assume a leading role in the corporate world. The courses offer high employability for the student community. We at SOC are engaged constantly in updating our curriculum as per the needs of the industry and changing global economic scenarios. Innovative pedagogy helps students meet the industry expectations from an entry-level graduate.

At SOC, we bring a unique combination of theory and practice; our program emphasizes the development of analytical skills and in-depth application of concepts, tools, and techniques to a wide range of situations faced by managers. The curriculum will help students to gain an integrated perspective across functional areas.

SOC faculty members are dedicated professional professors enthusiastically involved in imparting quality education to our students. They are strict, sincere and professional when it comes to teaching in the classroom, but are humble and warm-hearted when it comes to counselling and hand holding students in their academic requirements. They also work as mentors to students and help them organize various programs on the campus and prepare them for a corporate and business life in the real world.

Academic excellence is our priority, however, undergraduate education is about the holistic development of the students, therefore, curricular, co-curricular and extra-curricular activities are an integral part of SOC. These activities make our students better leaders, improve their communication and interpersonal skills, and prepare them to assume responsibility.

At SOC, we impart education to make our students good decision makers with social sensitivity. Internship at the end of the first year is with NGO, or Social Organization and the aim of this activity is to build social sensitivity among the youth. Internship at the end of the second year imparts a corporate experience. Live projects, experiential learning, and corporate interface are some of the activities that make students industry-ready for real-world challenges.

I am happy to inform the students that NMIMS School of Commerce has made changes in the curriculum as per the National Education Policy (NEP) – 2020.

Our School has taken many positive steps to follow best processes and deliver quality education to our students. You will get a glimpse of these activities in this Newsletter. I am wishing you all the best during your tenure at SVKM's NMIMS School of Commerce.

Bustling Business

Commerce courses are a ticket to a bright, rewarding career in the field of entrepreneurship, management, accounting and finance.

Dr Naimitya Sharma (Published in "The Tribune" April 26, 2024)

Technological change is taking place at an unprecedented pace, both globally and locally. In this context, the question that often arises in the minds of young students at the verge of choosing their undergraduate specialisation is whether it makes sense to pursue a commerce or management degree. There are ample reasons for students to choose BCom or a BBA in the current circumstances as these courses are the gateways to a well-rounded career in the field of Finance, Accounting, Entrepreneurship and Management.

Fitting into finance

There is a rising demand for Finance professionals in India and abroad. Interestingly, this demand is there in both private and public sector. With fast-paced economic growth, increased digitisation and embeddedness of finance capital in various segments of business activity, there is a growing need for skilled finance professionals in the country. New emerging areas within finance include Risk management, Investment management, Fintech and Personal finance advisory services. To make a career in these emerging fields, undergraduate commerce and management degree from reputed institutions provide the necessary intellectual and skill background.

Accounting adds on

Another sector in the economy where a lot of upheaval is taking place is accounting and corporate governance. Modernisation and formalisation of Indian economy offers huge potential and real growth for further development and consolidation of the Accounting and Governance space in terms of employment and start-up opportunities. Some emerging areas are: Regtech, ESG research and advisory, Financial Forensics, CSR amongst others. The increased pace of start-up activities in India offers ample amount of opportunities for future corporate governance professionals.

These opportunities will be amenable to graduates having deep-rooted understanding of accounting, finance and regulation related with governance of a corporate entity. Reputed institutions offer excellent BCom honours degrees focusing on developing the skill set required for being successful in accounting and corporate governance field.

Data analytics

Additionally, fast-paced change and consolidation is taking place in business/data analytics space as well. Corporates and other organisations of all hues are evolving towards consolidating data driven decision-making processes. With increase in complexity of data, the task of analysing and making business sense out of it is becoming more demanding. There is a great demand for young professionals who are adept in the task of setting up, managing and driving data-driven decision-making processes. Commerce and management students interested in these opportunities should look for BBA and BCom programmes that offer ample exposure to disciplines related with quantitative-qualitative research and computing, necessary for making inroads in modern day analytics verticals.

Right marketing

Changes in consumer preferences and technology are affecting the field of marketing as well. Social media is playing crucial role in this space. Many innovative jobs and self-employment opportunities have emerged in the area of social media management. Branding, product launch, customer engagement are being driven via social media channels. This presents a great opportunity for students interested in making a career in social media management.

Good institutions offer dedicated courses for learning social media management in experiential learning format along with integrating linkages to other fundamental courses of management. Increased focus on data driven decision-making impacts the strategic marketing space as well. It is crucial for young professionals to be adept in skills related to marketing analytics. Strategic decision making towards brand management, brand expansion and equity require skilled and trained young managers who can be relied on to develop and carry forward an organisation's strategic vision. There are changes in preference of students and young professionals in the current scenario.

Entrepreneurship skills

The favourite destination for many students in terms of a career these days is Entrepreneurship. For commerce and management students, it is a great career avenue. Reputed institutions offer dedicated incubation facilities even for undergraduate students for developing their ideas for a start-up. A well-rounded skilled commerce and management professional is also a very good partner for technological driven start-ups as they have the capability to undertake specialised fundamental tasks like feasibility studies, financial management and control, brand development, human resource management, economic analysis, among others. As is evident, opportunities galore for commerce and management students after an undergraduate degree.

Aiming high

In terms of academic progression, they can always choose to go for higher education if they want to widen their horizon after undergraduate programme. A career in research and teaching is also an option by pursuing reputed doctoral programmes from top institutions. Many of these doctoral programmes offer attractive stipend and scholarships to admitted research scholars.

Bright prospects

Students and parents are also worried about job prospects right after an undergraduate degree. A good undergraduate education alone might not be enough for becoming competitive in the job market. That is why good institutions offer ample amount of opportunities to students to develop real life research, volunteering and management skills. Developing a portfolio of projects, assignments, institutional responsibilities undertaken throughout your undergraduate degree, along with interesting internships can work as a good signal for employers. Completing a BBA Finance or Marketing from a reputed institution can provide them with a good start in the world of management and governance. It is, thus, advisable that students who wish to study commerce and management at undergraduate level take the plunge with confidence.

Course correction

Some students, even when they are clear about pursuing a career related with commerce and management are in a fix about making a choice between BCom and BBA programme. While there are many common subjects in both the programmes, a BCom degree focuses on accounting and finance. Students inclined towards making a career in Accounting can go for a BCom degree. Choosing the honours course is beneficial as it provides an edge in the job market at later stages. On the other hand, the focus of BBA is on Management. Many institutions offer excellent specialisations in BBA programmes.

One important fact to remember is that BBA programmes are now AICTE approved, making these programmes join the league of technical education. This is an important indicator of the changing times, where business processes are becoming more technical in nature.

A broad-based degree like BBA can be an excellent starting point as it offers exposure to various disciplinary backgrounds like Economics, Finance, Management, and Communications. These subjects become building blocks for a future in managing businesses or even doing a start-up. Students should keep in mind the technical nature of this course.

Humane Approach

- Many students lament the fact that commerce and management education is devoid of other human concerns and focus too heavily on accounting and finance.
- With changing student preferences, and dynamic skill requirements along with focus on emotional intelligence and environmental concerns, institutions with focus on quality higher education, offer excellent opportunities for students to develop all facets of their personality.
- Environmental ethics, commerce labs, soft skill training, along with world class methods of delivering education via experiential learning and case method can work wonders for creating a more humane and engrossed educational environment.
- Some of the top institutions offering these programmes design out of class activities with the help of student projects, student led associations and workshop groups to enhance student learning in an applied fashion.

Student led Club Activities

Corporate Interface Cell

Solution for Pollution



NMIMS Chandigarh's School of Commerce hosted the "Solution for Pollution" event on January 29, 2024. The event showcased diverse ideas, each team demonstrating creativity and commitment by presenting business models for a sustainable future. Dr. Rajeev Kumar, Chairperson, Department of Environment Studies, Panjab University, served as the esteemed judge. Winning ideas included Fliprinters, a reverse printing process for paper reuse, and Aeroguard, a filter for exhaust pipes.

Crisis Code Event: Navigating Turbulence with Strategic Acumen



On the 16th of August, the Corporate Interface Cell (CIC) orchestrated a riveting and intellectually stimulating event called the "Crisis Code." This event, aimed to simulate real-world crisis situations and assess how effectively participating teams could navigate and resolve them. The event showcased the power of critical thinking, decision-making, and strategic communication – skills imperative for any organization grappling with unexpected challenges.

The event saw participation from six dynamic teams, each composed of bright young minds eager to prove their mettle in crisis management. The teams were presented with their respective crisis scenarios and given a limited timeframe to analyze the situation and formulate a crisis management strategy. It tested participants' ability to think on their feet and highlighted their capacity to prioritize actions in the face of ambiguity.

After a rigorous day of brainstorming, strategizing, and simulating, it was the PR Nightmare Team that emerged victorious. Their ability to seamlessly blend quick thinking, tactful communication, and collaboration set them apart. Their strategy not only addressed the immediate crisis but also outlined a comprehensive plan for rebuilding the company's reputation and mending relationships with stakeholders. Their success displayed the importance of a multifaceted approach to crisis management, encompassing both short-term damage control and long-term brand restoration.

Elevate Pitch Competition



On February 23, 2024 the Corporate Interface Cell of the School of Commerce hosted an electrifying event titled "Pitch Craft - Elevator Pitch," igniting the passion and creativity of its students. With a focus on refining crucial skills for the corporate realm, participants were challenged to craft persuasive pitches for innovative products within a tight timeframe. From portable espresso machines to UVC wands, the array of products sparked ingenious pitches, showcasing the students' ingenuity and resourcefulness. Despite the time constraints, each

presenter demonstrated adept critical thinking and effective time management, impressing the esteemed panel of judges. Beyond the thrill of competition, the event provided a valuable platform for students to sharpen their abilities in communication, research, and presentation – all essential facets for success in today's dynamic business landscape. Pitch Craft - Elevator Pitch was a resounding success, displaying the innovative spirit and talent within School of Commerce. The winner of the competition was Aryan Sharma (FYBBA), and Kshitij Goswami (FYBCOM) and Angad Singh Sohal (FYBBA) secured runner-up position.

Student led Club Activities:

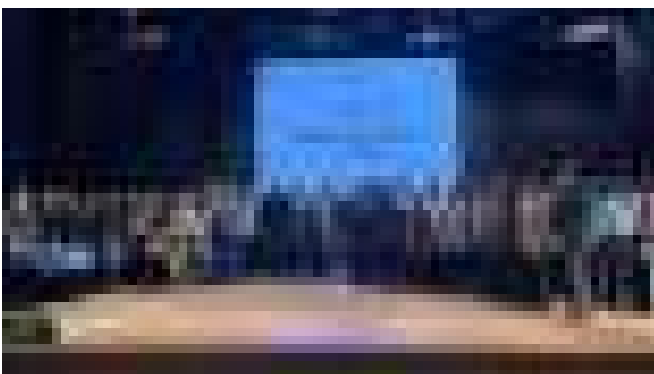
Prayatna Club

Blood Donation Drive



SOC, NMIMS Chandigarh Campus, in collaboration with Rotary and Blood Bank Society, successfully organized a Blood Donation Camp on September 20, 2023. This event, led by the student-run Social Responsibility Club "Prayatna" from the School of Commerce, garnered participation from 60 donors, including faculty, students, and staff. Dr. Manish Rai, Director of Rotary and Blood Bank Society, ensured strict safety measures. The partnership between NMIMS and Rotary was marked by trust and adherence to rigorous testing procedures, assuring safety and professionalism for every donation. Notably, there were a significant number of first-time donors, reflecting the NMIMS community's commitment. Refreshments promoted a sense of camaraderie, complementing the spirit of giving. The organizing committee, headed by Maaheen Hassan (Head of "People Welfare"), Dhruv Kapoor (President of the Club), and Sankalp Saxena (Head of the Finance Department) from the Third Year BBA, played a pivotal role in the event's success, highlighting teamwork, commitment and dedication"

Financial Inclusion Drive 2.0



The Social Responsibility Club of Students at the School of Commerce (SOC), NMIMS Chandigarh, known as "Prayatna," partnered with Union Bank of India for the second edition of its Financial Inclusion Drive, held on campus from March 20 to 27, 2024. This collaboration follows the success of last year's initiative with the State Bank of India.

The drive commenced on March 20, 2024, with a seminar on Financial Inclusion led by members of the

Prayatna Club. Senior representatives from Union Bank of India shared insights into various financial schemes offered by both the government and the bank. The seminar aimed to educate students, faculty, staff, and workers of NMIMS Chandigarh about these schemes. In the interim, student volunteers engaged with workers and staff members to assess their financial inclusion status using a questionnaire.

The drive concluded on March 27, 2024, wherein Prayatna organized the Financial Inclusion Camp in collaboration with Union Bank of India. The camp aimed to facilitate staff members and workers in opening bank accounts and accessing government-sponsored schemes related to financial inclusion. The Financial Inclusion Camp was met with enthusiastic participation, with 35 individuals attending. A total of 23 bank accounts were initiated on the spot, while 20 individuals availed themselves of various government and bank schemes to enhance their financial well-being. Attendees also benefited from one-on-one financial counselling sessions with Union Bank officials.

Student led Club Activities:

Cultural Club

The Cultural Club of SOC–Virsa organized a series of cultural events in the academic year 2023-24. The brief information of the same is given below:

Breaking the Ice:

With the intention to 'Know the Unknowns', the Ice-Breaking session was kicked off on 4 August 2024 to welcome the students with unlimited fun and games. The Club President and Vice President introduced the Cultural Club- Virsa and highlighted the immense importance that the cultural club holds within an educational institution as it not only celebrates diversity and fosters cross-cultural understanding among students but also promotes personal growth, community building, and development of vital skills. From sharing hobbies to daring Jenga moves, the stage was set for unforgettable friendships and memories that would last a lifetime. Music and dance lit up the whole event. Games made them giggle; interact, and tickled their minds. The winners of the games were awarded exciting gifts.

Teacher's Day:



On 5 September 2023, NMIMS Chandigarh came alive with the spirit of gratitude and celebration as the institution honored its beloved educators on the occasion of Teachers' Day. The event commenced with a cake-cutting ceremony, followed by inspirational words of wisdom from the honorable Director, Dr. Jaskiran Kaur. The cultural extravaganza continued with a mesmerizing musical performance that touched the soul of everyone in attendance. The entertainment did not stop there; an energetic dance performance by the talented students kept the excitement alive. To add a touch of fun, a game was conducted wherein the faculty members had to answer riddles and tackle tricky questions. The winning faculty members were rewarded. The celebration ended with a vote of thanks.



Ganesh Chaturthi:



The cultural club hosted the Ganesh Chaturthi celebration from 19 to 28 September 2023. The ten-day event featured Rangoli and Pandal Decoration competitions, showcasing students' artistic and creative talents. The festivities included daily morning and evening Aarti ceremonies with active participation from students, faculty, and staff. On Ganesh Sthapna, students welcomed Lord Ganesha with a captivating dance, followed by a traditional Pooja, Prasad distribution, blessings, and lively dhol dancing. Ganesh Visarjan concluded the celebration with a heartfelt Pooja, an eco-friendly idol immersion within the campus, emphasizing sustainability. This Ganesh Chaturthi celebration united the university community in tradition, creativity, and eco-consciousness.

Lohri:



The event of Lohri was organized by the cultural club on 12 January 2024, depicting a delightful mix of cultural richness and shared enjoyment. The festivities commenced with students sharing insights about the significance of Lohri, followed by an insightful address from the Campus Director, Dr. Jaskiran Kaur. The stage hosted musical performances by students creating a harmonious atmosphere. The highlight of the evening was a vibrant Giddha performance by talented girls from the campus, complemented by a spirited Bhangra performance by the boys. The celebration reached its pinnacle with the lighting of the Lohri bonfire. The atmosphere was filled with the beats of music and Dhol, creating an ambiance of festivity.

C&C – Caps and Cheers:



With the objective of celebrating memories and cultures, the SOC Cultural Club-Virsa organized Caps and Cheers on 20 April 2024, which marked the culmination of the academic year 2023-24. The event was a celebration of the rich experiences students shared and the diverse cultures that colored their journey. Laughter and reminiscence filled the air as moments were revisited that defined times together throughout the year via a theatrical act, where each anecdote added another layer to the tapestry of our collective narrative. The heart of the event lay in the cultural extravaganza — from mesmerizing dances that filled our hearts to soul-stirring musical performances that echoed the melodies. The ramp walk, followed by the Title ceremony, was the highlight of the event. The students were felicitated with certificates and appreciated for their contribution to the cultural club.

Student Learning, Experience and Achievement

Half Marathon, Full learning!

Rajveer Singh Lotay, FYBBA



Leadership is a virtue, being able to learn leadership is a blessing, knowing how to lead is a ticket to success, being able to accept leadership is the greatest sign of leadership.

I, Rajveer Singh Lotay, a student of FYBBA, recently got the opportunity to discharge duties as the Backstage Department Head of the Narsee Monjee Half Marathon 2024. This experience was nothing short of enriching. I was awarded with a certificate for my efforts by Vice-Chancellor Sir, Dr. Ramesh Bhat.

I was honoured to work under the able leadership of my Senior Student Council Members who trusted me with this duty. The backstage department was a critical part of the marathon, as it dealt with dynamic processes such as handing Gift Hampers, Trophies, Cash Prizes and Mementos. All combined, my team was assigned the task of processing over 100 items. All 100 items were to be given out in multiple varieties of permutations and combinations. For example, a race category that had cash prizes didn't have the gift hampers, the ones with the gift hampers, had different race length which called for a different trophy, and many more complexities. Even the trophies differed for the Cash and Non-Cash race categories.

What I mean to say is that this was a lot of information to digest let alone implement. One of the reasons why it was difficult to implement is because of the rate at which we had to process the items towards the main stage. What helped The Team to successfully perform:

1 Being organized

A high velocity event like the prize distribution ceremony, required the items to be arranged in terms of a homogeneous class. The Backstage Team successfully did the same, and sorted and arranged all Gift Hampers, Trophies, Cash Prizes and Mementos in a manner that was best suited.

2 Coordination

The Backstage Team was situated at different places of the stage area. I was keeping in contact with the other Team Heads via Wireless Comms, some members were up on the stage handing over the Gifts and Prizes, some were keeping a track of the order of the ceremony with the event host and making sure that there is no discrepancy in prize distribution, some were helping move the various items up to the stage, whilst the others helped in other miscellaneous tasks. One important aspect of this is that all the activities were happening simultaneously, which demanded there to be coordination among the team.

3 Dedication

Putting in an effort matters, and it shows as well. The Team was dedicated to performing their duties responsibly and never put their interests before the Team's interests. This simple decision led to actual work being done.

4 All work and no play make Jack a dull boy

I observed that for the efficient working of the Backstage Team, some informal factors played a major role. Allowing the members to rejoice in between the duties, allowing them to have their fun increased the productivity massively. The team was also spread out in buddy groups i.e. informal groups which proved to be a boon as they just worked better together.

To conclude, I want to thank the Student Council for putting their trust in me, and my seniors for guiding me throughout this dynamic and unforgettable journey. The first line of this article is a gist of what this year in the Student Council has taught me.

Start-up Pitch Experience by Ojas Banga (FYB.Com)

Ojas Banga, a first-year B.Com student, recently showcased his entrepreneurial spirit at the Innoventure startup summit, where he pitched his company, Natura. Natura specializes in producing biodegradable plastic substitutes from fruit and vegetable peels, aiming to combat the environmental challenges posed by traditional plastics.

Out of 55 participants, Ojas Banga stood out and secured a place in the top 10. His innovative idea impressed the judges and garnered attention for its potential impact on sustainability and environmental conservation. Participating in Innoventure was a significant milestone for Ojas. It provided him with a platform to present his entrepreneurial venture to industry experts, investors, and fellow entrepreneurs. The event served as a catalyst for networking, learning, and growth.

Throughout the summit, Ojas had the opportunity to engage with experienced professionals and entrepreneurs who provided valuable insights into the business world. The judges and guest speakers shared their knowledge and experiences, offering Ojas a deeper understanding of entrepreneurship, market dynamics, and sustainable business practices. The management of the event played a crucial role in ensuring a smooth and enriching experience for all participants. Ojas appreciated the supportive and encouraging environment created by the organizers, which allowed him to showcase his venture confidently.

In addition to presenting his business idea, Ojas also had the chance to learn from his peers. Interacting with other participants provided him with diverse perspectives and ideas, fostering creativity and collaboration. Overall, participating in Innoventure was a rewarding experience for Ojas Banga. It validated his entrepreneurial aspirations and equipped him with valuable knowledge, skills, and connections to further develop his business venture, Natura. As he continues his journey as an entrepreneur, Ojas remains committed to positively impacting the environment and society through innovation and sustainability.

Leadership Experience of Student Head of Innoventure 2024

By Sankalp Saxena, TYBBA

I cannot thank enough to the NMIMS Chandigarh for letting me add another feather to my exceptional and experiential journey as a BBA student. It was such an amazing experience being the Student Head of Innoventure 2024 which enabled me to learn new skills and to explore my potential. We as students got the opportunity to interact with the top entrepreneurs and investors of India who gave us valuable insights and critically analysed our business plans. We got valuable insights on how a business works, different aspects to be taken in consideration when doing a business and focusing upon the feasibility of the idea to convert it into a profitable business. The whole event planning took around two months. Each activity, experts and engagement of stakeholders was meticulously planned and executed. Amidst this all, we had a lot of field experience which led to the overall success of the event. Most importantly I cannot forget to thank the possibility of interactions with multiple teams and experts that enriched my overall learning. This not only enhanced my communication skills but helped in brushing up my leadership skills. The interactions were not limited to students from other institutions, but to outside vendors and most importantly with the entrepreneurs who brought out the best in me. Relationship building is an experiential skill that enabled me to build new relationships with different people personally as well as at organisation level. This also opened doors for growth and development in my soft skills, analytical skills and team work. Nevertheless, coordination has been an important aspect, which was very well showcased between different schools and departments that led to the flawless execution this event. The overall positive feedback given by everyone was very encouraging for me to lead a successful event in future. For me it was the best learning experience that brought positive turn in my journey at NMIMS Deemed-to- be University. The encouragement given by mentors and judges has ignited a spark in me to take part in such initiatives and give my best to them. This would not have been possible without the guidance of Dr. Jaskiran Kaur, Campus Director, NMIMS Chandigarh. A special thanks to our faculty co-ordinators Dr. Deepa Guleria and Dr. Mohit Pahwa for believing in me and always guiding me throughout the event to follow right path, make correct choices, keeping perseverance and being ethical. Kudos to whole Innoventure 2024 Team for making this possible and wishing best for the future series of Innoventure.

Going Places: Navreet's Leadership Tour

By Navreet Kaur Hargun, SYBBA

I'm writing to share an incredible experience I had last summer! I was selected for the InternNation Leadership Tour, a 10-day program held in Delhi, Chandigarh, and Amritsar from June 25th to July 5th, 2023.

Chhatra Sansad, a youth-run non-profit organization based in Gujarat, organized the program. It provides a fantastic platform for young people to interact with leaders and learn from real-life experiences.

Representing Narsee Monjee Institute of Management Studies, Chandigarh Campus, and the state of Punjab, I had the privilege of joining this remarkable opportunity to delve into the world of leadership, innovation, and professional development.

Throughout the tour, I had the chance to meet and engage with prominent political and industry leaders. We participated in discussions, Q&A sessions, and workshops, gaining valuable insights into the latest trends shaping various sectors. This exposure to diverse perspectives and the exchange of ideas significantly enriched my understanding of effective leadership in today's dynamic business landscape.

The tour wasn't just about lectures; it was about active participation. I actively participated in group discussions, workshops, and activities that equipped me with practical knowledge and skills. The experiences shared by accomplished professionals not only broadened my horizons but also ignited a deeper passion for leadership and entrepreneurship within me.

The program also emphasized fostering teamwork, adaptability, and critical thinking, which has left a lasting impact on my personal and professional growth. As a representative of Narsee Monjee University, I strived to uphold the university's values of academic excellence, integrity, and commitment to learning. I actively participated in discussions, shared insights from my academic background, and promoted positive interactions among fellow participants.

Here is the list of dignitaries we met during the trip:

- Shri. Nitin Gadkari (Minister of Roads and Transport of India)
- Smt. Shelly Oberoi (Mayor of Municipal Corporation, Delhi)
- Shri. Ranjan Gogoi (Ex-Chief Justice of India, Member of Rajya Sabha)
- Shri. Arun Singhal (Director General, National Archives of India)
- Smt. Swati Maliwal (Delhi Commission for Women)
- Shri. Anand Narasimhan (Managing Editor, Special Projects and senior anchor at CNN-News18)
- Smt. Shaurya Doval (Indian founder and leader of a right-wing think tank)
- Shri. Subramanian Swamy (Former Member of Rajya Sabha)
- Shri. Bhupinder Singh Hooda (Leader of Opposition of Haryana Legislative Assembly)
- Shri. Deepender Singh Hooda (Member of Rajya Sabha)
- Smt. Atishi Marlena (Minister of Education of Delhi)
- Shri. Jarnail Singh (MLA, Tilak Nagar)
- Shri. Rajdeep Sardesai (Indian News Anchor)
- Smt. BK Shivani

- Shri. Temjen Imna Along (Minister of Tourism and Higher Education of Nagaland)
- Smt. Charu Pragya (Lawyer, National Media Panelist BJP)
- Smt. Charanjit Singh Channi (Former Chief Minister of Punjab)
- Smt. Sukhveer Singh Maiserkhana (Indian Politician and MLA Maur)
- Smt. Amritpal Singh Sukhanand (MLA Bhagha Purana)

The knowledge and insights gained during the tour, I am confident that these will contribute positively to my academic journey and future endeavors.

I would like to express my sincere gratitude to the Placement Cell of Narsee Monjee Institute of Management Studies, Chandigarh, for their support and encouragement, which made this enriching experience possible.

I hope this report inspires you all to seek out similar opportunities to learn and grow!

Stellar Faculty, Stellar Achievements

Research Presentation in Japan



Dr. Vanita Sharma, working as Assistant Professor at the School of Commerce, NMIMS Chandigarh, showcased her research in industrial and applied mathematics at the renowned 10th International Congress on Industrial and Applied Mathematics (ICIAM 2023). Held at Waseda University in Tokyo, Japan, from August 20th to August 25th, 2023, this prestigious event served as a global platform for leading researchers, engineers, academicians, and industrial professionals to exchange insights and innovations.

Dr. Sharma's presentation, titled "Analysis of Love-type wave in a Nonlocal Piezoelectric Composite," showcased the audience the significance of her research findings. Through her analysis, she provided valuable insights into the dynamics of Love-type waves within nonlocal piezoelectric composites, paving the way for advancements in the field of industrial and applied mathematics.

It is noteworthy that Dr. Sharma's participation in ICIAM 2023 was made possible through financial support from the Science and Engineering Research Board (SERB), Department of Science and Technology, Government of India, under file number ITS/2023/002774. This support underscores the importance of her research on a global scale and highlights India's commitment to fostering academic excellence and scientific progress. Dr. Sharma's contributions exemplify the spirit of collaboration and intellectual exchange that drives breakthroughs in mathematics and its applications.

Research leading to International Patent

In a historic milestone, Dr. Hemant Bhanawat and Dr. Deepa Guleria, both Assistant Professors at NMIMS Chandigarh School of Commerce, were recently jointly awarded a patent titled, "Blockchain-based System of Secure Transaction Protocol for Efficient Financial Auditing of Large Organisations" by the German Patent and Trademark Office. Their innovation relates to Financial Transaction Processing and Auditing. It pertains to the application of Blockchain technology in the auditing of financial transactions within large organisations.

The field of financial auditing within large organisations currently consists of methodologies that are primarily manual, time-consuming, and prone to errors. Traditional financial auditing systems are heavily reliant on centralised databases. They have significant limitations in terms of efficiency, transparency, and security. Moreover, the centralised nature makes these systems vulnerable to fraud and cyber-attacks, and their manual components introduce risks of human error and inefficiency. There is an urgent need for auditing systems that are not only capable of handling large volumes of transactions but also provide robust security features, real-time data processing, and transparent audit trails in light of heightened regulatory demands and the sophisticated nature of financial crimes today.

The advent of blockchain technology has introduced new possibilities for enhancing security, transparency, and efficiency in various fields, including finance. Initially popularised by its application in cryptocurrencies, blockchain's potential for broader financial applications, especially in auditing, is increasingly being recognised. However, the use of blockchain for auditing in a way that balances confidentiality with transparency remains largely unexplored and undeveloped.

The invention by Dr. Hemant Bhanawat and Dr. Deepa Guleria introduces a novel approach to financial auditing by employing a dual-layer blockchain architecture, encompassing both private and public blockchains, to enhance the security, transparency, and efficiency of financial transaction processing and auditing. The invention integrates advanced cryptographic techniques, smart contract automation, and user-friendly interfaces and also encompasses scalability and interoperability features, making it suitable for integration with a variety of existing financial systems and databases. The use of blockchain technology in this context represents a significant innovation in the fields of financial auditing, data integrity, and regulatory compliance, offering a robust solution for large organisations facing complex auditing challenges in the digital age.

Research Presentation in Chandigarh

An employee and consumer perspective on greenwashing: A conceptual model

Dr Ankita Bhardwaj, presented a paper at “The International conference on sustainability and sustainable development in India: Past, Present and Future” organised by, University Business School, Panjab University, Chandigarh on March 21, 2024.

Research on corporate greenwashing has expanded rapidly in recent years. At the same time, emerging studies in related literatures have found that employees are seeking out firms that are social and environmental leaders, and employee activism within firms is growing. However, the effect of firms' exaggeration and misrepresentation of environmental claims, or greenwashing, on their own employees has been overlooked. Along with the employee perspective, consumer ideology and response to green washing needs to be studied in detail.

“Green” and more sustainable alternatives are advertised to consumers at nearly every purchasing decision. What consumers aren't always aware of is that these products may not be as environmentally friendly as they state/ seem to be. Greenwashing is a phenomenon in which companies exaggerate or even lie about their claims to mislead and encourage consumers to purchase their products. The product and promotion aspect of the marketing mix is included in the paper. The objective of the paper is to highlight the antecedents and consequences of green washing on employee behaviour and suggest strategies to boost employee retention. According to the person-organisation fit theory employees tend to look for similarities in their own behaviour and that of the organisation. This positive perception is impacted by the instance of greenwashing. For the purpose of person-organisation fit, greenwashing could be a business process greenwashing or philanthropic corporate social responsibility (CSR) greenwashing. The job satisfaction and corporate hypocrisy, employee turnover and organisation cynicism are the consequences proposed in the model. The second objective is exploring the impact of greenwashing on consumer behaviour wherein the focus is on the product related aspects like labelling, packaging and nature of the products (hedonic vs utilitarian) and promotion related aspects like advertising, brand image and subsequent impact on green brand equity.

Research Presentation with Students



Dr. Parul Grover Mahajan (Assistant Professor, SOC) and Ms. Ishita Gulati (Student, SYBBA, SOC) presented a research paper titled “Dynamics of Fintech: Technology Applications and Challenges” at the Indian Council of Social Science Research (ICSSR) sponsored two-day National Conference on ‘Innovative Management Strategies in Business: A Path towards Sustainability – IMSB 2024’. The conference was organized by the Centre of Management and Humanities (CMH), Punjab Engineering College (Deemed to be University), Chandigarh on 15-16 March 2024. The paper was also published in the Edited Book titled ‘Innovative Management Strategies in Business: A Path towards Sustainability’ with ISBN 978-81-97007-08-6. The paper analyzed the application of innovative technologies in the financial sector, examined the challenges posed to fintech, and studied the regulatory landscape that plays a critical role in the fintech industry.

Dr. Parul Grover Mahajan (Assistant Professor, SOC), Ms. Janhvi Goel, and Ms. Suhani Marwaha (Students, SYB.Com, SOC) presented a research paper titled “Green Banking in India – A Case Study of AU Small Finance Bank” at the Indian Council of Social Science Research (ICSSR) sponsored two-day National Conference on ‘Innovative Management Strategies in Business: A Path towards Sustainability – IMSB 2024’.

The conference was organized by the Centre of Management and Humanities (CMH), Punjab Engineering College (Deemed to be University), Chandigarh on 15-16 March 2024. The paper analyzed the Green Banking practices and initiatives adopted by the banks in India along with the untouched area of small finance banks through a case study of AU Small Finance Bank.

MOOCs/FDPs Completed

- Dr. Parul Mahajan (Assistant Professor, SOC) successfully completed 8 weeks (July-September 2023) MOOC-cum-FDP on “Financial Accounting” offered by Swayam-NPTEL in association with IIT Bombay. She was acknowledged as a topper (top 2%) and was rewarded with an Elite-Gold badge.
- Dr. Parul Mahajan (Assistant Professor, SOC) successfully completed 8 weeks (July-September 2023) MOOC-cum-FDP on “Corporate Finance” offered by Swayam-NPTEL in association with IIT Kharagpur. She was acknowledged as a topper (top 1%) and was rewarded with an Elite-Silver badge.
- Dr. Parul Mahajan (Assistant Professor, SOC) successfully completed three NPTEL MOOCs (Alison) on “Diploma in Cost Accounting” (July 2023), “Diploma in Financial Management for Managers” (June 2023) and “Diploma in International Finance” (June 2023).

Academic Research by SOC Professors

S. No.	Year	Name of Faculty	Title of paper	Name of Journal/Conference Proceedings	Indexing	Impact factor
1	2024	Dr. Hemant Bhanawat	Fraud Detection in Financial Statement: A Study Using Beneish Algorithm	International Journal of Managerial and Financial Accounting	ABDC-B, SCOPUS, WoS and UGC	1.4
2	2023	Dr. Hemant Bhanawat	Competencies and Organizational culture: An impact analysis to determine Managerial Effectiveness	International Journal of Business Excellence	SCOPUS and UGC	0.33
3	2024	Dr. Hemant Bhanawat	Securing the Global Enterprise: Cybersecurity and Risk Management in the Business	Springer LNEE series	SCOPUS and WoS	1.9
4	2024	Dr. Deepa Guleria	Green human resource management, personal moral norms and green employee creativity: evidence from Indian eco-tourist hotels and resorts	Evidence-based HRM	ABDC-B, ESCI, Scopus	2.8
5	2024	Dr. Vanita Sharma	A Globally Convergent Iterative Method for Matrix Sign Function and Its Application for Determining the Eigenvalues of a Matrix Pencil	Symmetry	SCI, Scopus, WOS	2.7
6	2024	Dr. Vanita Sharma	Nonlocal Aspect of Piezoelectric Composite on Transmission of Mechanical Wave	International Journal of Applied and Computational Mathematics	Scopus and WOS	2.7

Thought Leadership by SOC Professors: Popular Articles

1. Digital currency: The future of finance, by **Dr. Parul Grover Mahajan, Assistant Professor, School of Commerce, SVKM's NMIMS Deemed to be University, Chandigarh Campus (Published in "Express Computers" January 14, 2024)**
2. Future of Business Analytics: Emerging Trends and Technologies, by **Dr Deepa Guleria, Assistant Professor, School of Commerce, NMIMS Chandigarh (Published in "The Education Times", December 7, 2023)**
3. Five (5) opportunities in Amrit Kaal to transform India's Undergraduate Education into the steel of economic prosperity, by **Dr Naimitya Sharma, Assistant Professor and Program Chairperson School of Commerce, NMIMS Chandigarh, Published in Curriculum Magazine on February 11, 2024**

Digital currency: The future of finance

(Published in 'Express Computers', Jan 15, 2024)

**Author: Dr Parul Grover Mahajan, Assistant Professor - Finance,
NMIMS Chandigarh**

Digital currency has become a revolutionary force in the constantly changing financial world, changing our perception of and interactions with money. Digital currencies, such as Bitcoin, which debuted in 2009, and central bank digital currencies (CBDCs), which have proliferated recently, have the potential to completely transform the financial industry.

Bitcoin, the forerunner of cryptocurrencies, popularized the idea of a peer-to-peer, decentralized digital currency running on a blockchain. The distributed ledger system known as blockchain guarantees the immutability, security, and transparency of transactions. Thousands of other cryptocurrencies have since arisen, each with special characteristics and applications. Compared to conventional currencies, cryptocurrencies have a number of benefits. They remove middlemen, speed up and lower the cost of cross-border transactions, and provide access to banking to the unbanked population. However, they require a balance between innovation and risk mitigation due to their volatile nature and regulatory uncertainties.

The potential of digital money to promote financial inclusion is among its most intriguing features. Digital currencies can give people a safe and convenient way to interact with the financial system, particularly in areas that lack banking infrastructure. Mobile devices develop as effective instruments for digital asset management, filling the gap between traditional financial services and the unbanked.

Globally, governments and central banks are exploring the creation of digital versions of their national currencies, or CBDCs. CBDCs are issued by the government and are centralised, in contrast to decentralised cryptocurrencies. Their goal is to bring together the advantages of digital currencies with the security and legal protection of conventional fiat currencies. CBDCs can lessen reliance on real currency, simplify financial transactions, and improve the effectiveness of monetary policy.

The increasing significance of digital currencies brings with it problems and regulatory implications. Global regulatory organisations are finding it difficult to manage this quickly changing industry while maintaining financial stability, protecting consumers, and encouraging innovation. Strong cybersecurity measures are essential to protect the digital assets and ensure the integrity of financial transactions from threats like hacking and frauds.

To conclude, digital currency signifies a fundamental change in the way we think about and use money. Through centrally issued CBDCs or decentralized cryptocurrencies, the financial environment is shifting in the direction of a digital-first paradigm. The potential advantages of financial inclusion, efficiency, and innovation place digital currency as a driving force reshaping the financial industry, even in the face of ongoing obstacles and regulatory concerns. The use of digital currency in finance is revolutionary.

(Published in 'The Education Times', December 7, 2023)

Author: Dr Deepa Guleria, Assistant Professor, School of Commerce, NMIMS Chandigarh

In today's rapidly evolving world of business, Business Analytics (BA) stands as a dynamic and versatile tool. It is shaping how businesses operate, strategize, and make informed decisions. In simple terms, BA is the art of using data to draw valuable insights for business decision-making. Business Analytics relies on a combination of advanced tools and technologies, such as data analytics software, databases, machine learning algorithms, and cloud computing, to enable efficient and effective analysis. Its success lies in its ability to convert raw data into valuable information that guides organizations towards optimized processes, better decision-making, and a competitive edge in the market.

Theoretical Foundations

Business Analytics has its roots in various theoretical foundations. If statistics and mathematical modeling lays the groundwork for understanding data and constructing optimization models, Data Mining becomes the key to uncovering patterns and clustering the data for deeper insight.

Forecasting, a component of management science, anticipates various possibilities and DSS

Foundations (Decision Support Systems) empower managers to make informed decisions by creating relevant models. In addition to this, BA also draws inspiration from information technology, behavioral economics, and strategic management.

Applications Across Industries

Business Analytics serves as a source of insight across industries. In the field of retail and online shopping, for instance, it powers customer segmentation, pricing optimization, and inventory management. Take Amazon as an example. It employs analytics to decipher purchase patterns, offer tailored recommendations, and compare prices across retailers. Predictive analytics also ensures efficient inventory management.

In the finance and banking sector, BA protects against fraud and credit risks and safeguards financial transactions. When it comes to healthcare, it aids in predicting patient outcomes by allowing healthcare professionals to allocate resources efficiently. When it comes to insurance companies, BA allows them to leverage analytics to improve pricing strategies by efficiently analysing claims data.

BA helps in streamlining supply chain management too by reducing lead times and enhancing productivity. It can identify defects in real time to ensure quality management.

Telecommunications companies employ BA to predict churn rates and optimize customer retention efforts. While the transportation sector benefits from BA through efficient fleet management, even in the tourism sector, BA can personalize customer experiences and conduct sentiment analysis to boost services.

Building a Rewarding Career

Understanding the remarkable applications of BA naturally leads to the realization of its tremendous career potential. To achieve success in the field, aspiring business analysts need to begin with a bachelor's degree in relevant disciplines such as business, mathematics, statistics, economics, computer science, or engineering.

To gain a competitive edge, students need to expand their skills and proficiency in statistical software like R, Python, Tableau, and Power BI. These tools are vital for analytics professionals. They could consider certifications such as CAP and CBAP to support their professional qualifications.

However, being a successful business analyst is not just about technical skills. It also requires a deep understanding of business challenges, attention to detail, the ability to interpret data accurately, and effective communication. Tailoring your education and skills can significantly elevate your career prospects.

Elevating Marketing Performance

Apart from all its other attributes, BA revolutionizes the world of marketing.

Analytical tools segment clients based on demographics, behavior, and preferences which enables marketers to target consumers with their messaging and campaigns. This, in turn, makes their marketing efforts more focused and pertinent.

Predictive Models foresee consumer behavior, from buying patterns to the likelihood of churn based on available data. Customer Value Assessment calculates the long-term worth of specific clients while guiding decisions on acquisition costs and retention strategies.

Meanwhile, Real-time Campaign Monitoring allows marketers to adapt strategies promptly with insights garnered in real-time and analytics-driven recommendation engines to offer tailored product suggestions and monitor social media sentiment.

Furthermore, analytics aids in ROI analysis, churn predictions, customer feedback analysis, and content optimization. A holistic and effective marketing approach requires combining analytics tools and methodologies with domain expertise.

The Dynamic Future

The future of BA is evolving fast for it is being driven by technological advancements and shifting business needs. Some emergent trends in the field are:

- AI and Machine Learning for precision and accuracy in insights.
- Augmented Analytics to refine reporting processes for deeper insights.
- Big Data for real-time decision-making.
- Cloud-based Analytics for flexibility and accessibility.
- Blockchain for strengthening data security.
- Quantum Computing for accelerating simulations.
- Ethical AI for ensuring fairness and transparency in AI applications.
- Collaborative Analytics for improved decision-making agility.

As Business Analytics continues to evolve, its role in shaping industries and driving innovation remains significant. The journey in this field holds boundless opportunities, making it an exciting and promising career choice.

Five (5) opportunities in Amrit Kaal to transform India's Undergraduate Education into the steel of economic prosperity

(Published in 'Curriculum', February 11, 2024)

Author: Dr Naimitya Sharma, Assistant Professor - Economics and Program Chairperson - SOC

India is one of the youngest nations in the world currently and this advantage from a demographic perspective is going to stay with us for a few more decades. We have a burgeoning young population, which if steered in the right direction, can take our economy and society to the next level of development – from being a low-income economy to a middle to a high-income economy. This is the opportunity of a lifetime for India and needs sincere efforts to benefit from it. It is in the context of this demographic dividend that 'Amrit Kaal' seems plausible.

Challenges

There are immense changes taking place at the global as well as local levels that are both aiding and obstructing the pace of development in India. The nature of work itself is rapidly changing. The increased pace of digitization is changing the nature of skill requirements in favor of technical skills. Artificial Intelligence is bound to change the processes of production. There is a generational shift in the way students, especially at the undergraduate level, think about work and education. More and more students are leaving India for Western countries even for undergraduate education, in some cases, along with their parents. Another important fulcrum shift is taking place or rather has taken place where more and more students at the undergraduate level are now going to pass through the private sector-led higher education institutions. Given the increasing cost of higher education, many of these graduates may have a dominant pecuniary motive behind seeking further education, leading to differences in attitudes and ambitions. If parents finance education, there is a great chance of heightened indifference in the students towards the teaching-learning process.

In this fast-paced dynamic environment, the challenge in front of higher education institutions is to provide education at par with global levels in terms of quality. At the same time, there is also an opportunity to make India a hub of high-quality and reasonably priced undergraduate education in all streams.

The Five Opportunities

Strengthening Teaching-Learning Processes: We need to undertake a few changes in our higher education system's incentives and design. The first change which is required is to adopt global best practices for updating and fine-tuning course curriculum, pedagogy and extra-curricular activities. This requires institutions to have regular stakeholder consultations to update their course content. The involvement of a wide variety of stakeholders can bring in the required dynamism that can in turn generate interest in students towards teaching-learning processes and at the same time ensure highly skilled human capital resource generation. To keep the private-led higher education system from becoming mere producers of degrees or a pipeline for universities abroad and to provide assurance of lifelong learning, time and resources have to devolve towards strengthening teaching-learning processes, the core activity of a higher education institution.

Changes in Exam Environment: The second change that is required is to provide students with an examination environment that mimics their work environment. If we want to move beyond rote learning, we will have to move beyond traditional examinations. This can be a resource-intensive change and will require delivery in phases. The focus in the initial phase could be to have a few examinations, out of the many held per semester, in computer-based or live interaction-based formats. In this context, any projects and assignments given to students need to focus on active learning instead of testing their memory. To move towards enhancing student engagement and skill development, the education system has to devolve resources towards students in the form of more labs, equipment, surveys, books, and better-designed exams to provide opportunities for applying their learning.

HEIs as Consulting Hubs: The third change that is urgently required is in the way we imagine academic institutions. As more and more students will be passing through the private education sphere, there is a need to think of these institutions in a wider context. A replicable example of taking undergraduate-level education seriously in terms of application is that of legal education. Many reputed institutions in this field are offering pro-bono legal advice via their undergraduate students under the guidance of their faculty. As a result, some excellent organizations and startups have emerged in the field of Law. This is a win-win situation for all parties involved. A similar innovation is possible in management education as well, where we imagine a university as a centre of low-cost, high reliability, consulting services for small businesses. Most Indian businesses are in the unorganized sector, and cannot afford high-cost consulting services. Universities can pitch in by undertaking their Corporate Social Responsibility by providing this valuable service via student engagement in consulting activities. Education institutions can become consulting hubs, where students engage with society and acquire higher-order learning, moving beyond classrooms and their monetary interests.

Meaningful Volunteerism: The fourth change that is required is connecting students to volunteering opportunities. There is a need to utilize student intervention to carry out meaningful activities at a large scale – like financial inclusion, gender sensitization, and environmental protection. When students engage as volunteers, they develop lifelong connections with fellow volunteers, they meet like-minded mentors, and above all, they are able to think about and implement solutions to problems they care for. These engagements have the potential to be a highly innovative platform for nurturing and channelling student potential towards developing scalable solutions to persistent problems.

These four potential changes can take us towards making our educational institutions more academically robust by creating an active partnership with society. These have the potential to generate two positive externalities, firstly, more engaged students via active learning and secondly, dedicated student energy towards societal needs.

Inclusive Approach: There is also a fifth change that we need, which is to desist from a top-down approach. A more inclusive and democratic approach where students, teachers and administrators are carefully guided and motivated is desirable. A situation where we create an environment that leads to organic development of such change and innovation is the need of the hour. The former approach can be faster but lacks effectiveness and the latter approach can be time and resource-consuming but promises effectiveness. If we want to create professionals, lifelong learners, dedicated citizens and leaders out of our students, we will have to be patient and creative.

Teaching Excellence

Simplifying Decision Making through Dashboard

As per the requirement of subject Essentials of IT, Mr. Rajveer Singh Lotay student of I year BBA developed Power BI dashboard by analysing actual data set. The present data set consist of 15 columns and 4000+ rows. The data represents lifestyle brand dealing in various types of wearables. The objectives to develop dashboard was that the user gets to know all statistics of the company in a very useful manner and that the condition of the company can be analysed by any common person.



Measuring and Interpreting Brand Performance

In order to measure and interpret brand performance the most widely used method is ‘Blind taste Testing’. In this method, the consumers are not given any cues related to brand elements and they have to identify the brand by plain consumption. To extend the understanding of this method, it was practically applied in TYBBA Semester VI by Dr Ankita Bharadwaj.

All students were asked a qualifying question , i.e, Can they identify an aerated beverage from the taste itself without any branding? All students responded affirmatively. Later all students were given Thumbs-up, Pepsi, Coca Cola and Campa in glasses to taste and determine the brand. Similar exercise was done for Miranda, Fanta and Catch Orange.

Contrary to their claims, only 4 students out of 17 were able to correctly identify the brand. This exercise helped to establish the importance of brand elements and cues.

Innovative Internal Assessment



The selling activity was conducted at campus on (19th October, 2023) as part of internal assessment for final year BBA students mentored by Dr Poonam Sharma. It was a remarkable endeavour that not only displayed the practical application of business concepts but also underlined the importance of teamwork and collaboration in achieving a common goal. This activity was a hands-on experience that allowed us to delve into the intricate dynamics of a business venture, from inception to execution.

The primary objective of this selling activity was to provide students with a real-world experience in managing a business venture. By producing and selling walnut brownies and chocolate cake pops, they were tasked with the responsibility of creating, marketing, and selling products to our college -

community with profits. Our students were able to complete the task efficiently. This not only offered them a practical understanding of business operations and served as an opportunity to apply the theoretical knowledge gained in their coursework."

Placement Cell Activities

NMIMS Chandigarh's HR Conclave (20 January, 2024)

HR professionals at the event included Mr. Anirban Das CHRO Lakshmikumaran and Sridharan Law Firm, Dr. Ajay Sharma, Serial Entrepreneur – CEO & Founder, Metaboxfy, Mr. Hitesh Gulati, Founder, Diversity Ace Business Consulting, Ms. Gunjan Joshi Head Talent Acquisition- Trident Group India, Mr. Manish Verma, VP, Fidelity Information Services (FIS) and Amanjot Kaur, Director, IFM Fincoach.

They also took part in three enlightening panel discussions held at the conclave. This gathering of seasoned professionals offered unique insights into contemporary HR practices.



Entrepreneurship Series

(20 September 2023)

Mr. Simarpreet Singh, with his extensive experience in entrepreneurship, shared invaluable insights into the intricacies of starting and scaling a business. His passion for innovation and commitment to excellence resonated with the audience, as he emphasized the importance of having a clear vision, resilience, and adaptability in the entrepreneurial journey. Complementing Mr. Singh's expertise, Mr. Vivek Atray brought a wealth of knowledge and wisdom from his distinguished career as a former IAS officer and acclaimed author. With his engaging storytelling and motivational anecdotes, Mr. Atray captivated the audience, instilling them with



**18th
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Deemed to be UNIVERSITY

ENTREPRENEUR SERIES

“Forging a New Pathway to Future Success”

Mr. Vivek Atray
Ex. IAS Motivational TEDx Speaker
Expert talk on
“Treatpoints of Change to Transform the World”

Welcomes

Mr. Simarpreet Singh
Executive Director, HARTEK Group
Expert talk on
“Innovation & Entrepreneurship”



Awareness Lecture: BSE Stock Market

25 August 2023

by Ms. Uma Kaushal Deputy Manager, BSE



The BSE session conducted for students of the School of Commerce at NMIMS Chandigarh campus offered a comprehensive understanding of the stock market. Led by Ms Uma, the session provided valuable insights into the intricacies of stock trading, investment strategies, and market dynamics. Through interactive discussions and practical examples, students gained insights into the functioning of the Bombay Stock Exchange (BSE) and its role in the financial ecosystem.

Startup pitching session titled 'From Vision to Venture'

18 August 2023

The Start-up Entrepreneur Series Judged by Mr. Sidharth S Oberoi, Founder and CEO of LetsShave



School of Commerce at NMIMS Chandigarh campus hosted a startup pitching session titled 'From Vision to Venture: The Start-up Entrepreneur Series,' featuring Mr. Sidharth S Oberoi, Founder and CEO of LetsShave. The event provided students with a unique opportunity to gain insights into the entrepreneurial journey first hand. Mr. Oberoi shared invaluable wisdom garnered from his own experiences, emphasizing the importance of resilience, innovation, and strategic planning in building a successful venture. Moreover, the session served as a platform for students to display their startup ideas and receive constructive feedback from Mr. Oberoi and their peers.

Cracking Interviews without Fear

12 February, 2024

By Neha Gupta Career Counsellor, Motivational Speaker, Personal Branding Coach



The highlight of the session was the mock interview segment, where students engaged in one-on-one interview simulations tailored to their needs. This hands-on approach allowed students to apply their learning in a supportive environment and receive personalized feedback. Overall, the organization of the session contributed to a positive and enriching experience that equipped students with essential skills and confidence for their upcoming interviews.

HR Talk by HR Manager from Tynor Pvt Ltd

16 February 2023

Ms. Deepika Sharma and Sr. Executive HR Mr. Rahul Mittal



Organized to enhance students' understanding of company work culture and HR processes, the HR Talk at Tynor featured Manager HR, Ms. Deepika Sharma, and Senior Executive HR, Mr. Rahul Mittal. The session provided invaluable insights into Tynor's hiring processes, internship opportunities, and organizational ethos. Ms. Sharma and Mr. Mittal shared valuable perspectives on the company's culture, values, and career development pathways, empowering students to align their aspirations with Tynor's dynamic environment.

Exposure Galore:

Expert Lectures, Talks, Industry Connect!

Innovation Meets Entrepreneurship at INNOVENTURE 2024 at NMIMS Chandigarh



SVKM's NMIMS Chandigarh conducted a two-day event dedicated to the spirit of innovation in the form of their Innoventure 2024 event held during April 1-2 2024. The highlight of the event was the presence of the Shri Banwarilal Purohit, Hon'ble Governor of Punjab & Administrator of Chandigarh, who was present as chief guest on the second day. In his address at the event, lauding NMIMS Chandigarh's initiative, Hon'ble Governor, he encouraged the students to firmly say no to ill-gotten wealth and stay on the path of honesty and truthfulness while taking a pledge to serve the country. The event was also graced by the esteemed Chancellor of SVKM's NMIMS, Mr. Amrish Patel assuring that NMIMS Chandigarh will continue to pursue its goal of empowering young students with the skills and knowledge they need to be self-reliant.



CHANDIGARH

INNOVENTURE 2024 

MEET OUR EXPERT



Kaushik Roy
Founder & CEO
Bijani Biotech



Vidur P Bansal
Founder
Werkave



Dr Puran Singh
Associate Professor
IIT Mandi



Gurpreet Singh
Vice President
IQVIA



Anant Vidur Puri
Partner
Sevenson Venture Partners



Satish Kumar Arora
Vice President
SE, Chandigarh, CO-Founder at
Apartment9 & Gamble Pvt. Ltd.



Shiven Tondon
Principal
Job Wireless



Brahm Alreja
Director
Innovative & Research Pvt. Ltd.



Hitesh Gulati
Founder
Diversity App



Hetal Sonpal
Speaker
Nutan



Nikita Mishra Khurana
Founder
CIVIL



Deepali Gulati
President, CSR Council
WGL



Ekant Aggarwal
Ekant & Associates
Pvt. Ltd.



CA Sahil Makkar
MD
Punjab Angles Network (PAN)



Rishabh Gupta
Founder
Nutan Agriculture (NAN Food)



Puneet Verma
Founder & CEO
Cybrin Software Solutions
Pvt. Ltd.

The event ushered in an impressive guest panel composed of industry thought leaders, company founders, investors and business experts as judges of the main event. The panel of judges provided a world-class benchmark for students to rise in their entrepreneurial endeavours. Our students got a chance to showcase their skills and pitch their ground-breaking ideas in the form of groups, with an average of 5-10 minutes to complete their pitches, depending on the pitching round. In addition to winning exciting cash prizes, this event allowed participants to directly network with industry leaders, gaining valuable professional insights and finding inspiration to take the next steps in their journey as future founders, entrepreneurs and CEOs.

Expert Lecture on “Budget Concepts and Budgeting in GOI”



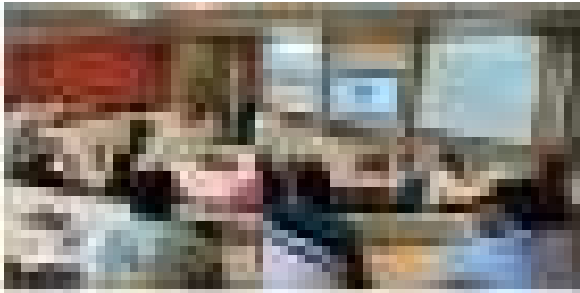
Mr Kapil Patidar, a JNU New Delhi and Harvard Alumni presented the nitty gritty of budgetary management to the class of FYBCOM and SYBCOM on April 26, 2024. This session was aimed at increasing practical exposure of students and making them motivated towards their course on Indian Economy.

Expert Lecture On Effect Of Strategy On Financial Management



On behalf of the SVKM's NMIMS Chandigarh Campus, we were blessed and thrilled to have expert speaker for the session on “Effect of Strategy on Financial Management” on 31st January 2024 in Chandigarh Campus by Dr. Pavan Nagpal, El Camino College, California (USA). His perspective on the interplay between strategic decision-making and financial management was very valuable to our audience, which comprised faculty and students from School of Commerce and School of Law.

Expert Lecture On Experiential Journey From Ideation To Deployment



School of Commerce conducted an expert session of Dr. Karminder Ghuman, Chief Coordinator, Science & Technology Entrepreneur's Park, and Associate Professor and Area Chair – Marketing & Entrepreneurship. The discussion was on the preparing a Business Plan that converts mere business idea into an executable business. The focus was to help students understand the financial, marketing and legal feasibility of their respective business plans that they were working on and guide them regarding the same.

Expert Lecture on “Derivatives of Function and its Application to Business and Economics”

SCHOOL OF COMMERCE
EXPERT LECTURE ON
DERIVATIVES OF FUNCTION
&
IT'S APPLICATIONS TO BUSINESS AND ECONOMICS

SPEAKER
Dr. Munish Kansal
Assistant Professor, Thapar Institute of Engineering and Technology, Patiala

DATE 3rd April, 2024
TIME 11:00 A.M. - 1:00 P.M.
VENUE E-201
SMIMS, Chandigarh Campus

Dr Munish Kansal, Assistant Professor, Thapar Institute of Engineering and Technology, Patiala, delivered a lecture on derivatives of functions and their applications in business and economics, which was both insightful and beneficial for students. The lecture provided students with a strong foundation in understanding how changes in one variable impact another, a crucial concept in finance, economics, and business strategy.

Expert Lecture: Dr Puran Singh, IIT Mandi



Renowned for his academic and professional expertise in the field of researching and guiding start-ups, Dr. Puran Singh, Associate Professor, IIT, Mandi delivered an expert lecture on Entrepreneurship at NMIMS Chandigarh on April 2, 2024. Dr Singh is Founder Director of IIT Mandi's incubator called 'Catalyst'. Based on practical, empirical insights from his own incubation experience, his lecture focussed on educating young minds of NMIMS about some of the important principles of undertaking a start-up venture.

Professional Destination of our Founding Batch:



Kritika Goyal



Samarthaya Nanda



Lokesh Mittal




Yashmit Chawla




Anmol Chohan



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