




Metric 1.3.1

Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum

INDEX

Sr. No.	Document	No of Courses
1.	MBA Syllabus Courses	102
2.	Guest Sessions	50
3.	Institute Social Responsibility Activities	43


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Number of courses relevant to Cross cutting Issues

Cross cutting Issues- Professional Ethics, Gender, Human Values, Environment and Sustainability into Curriculum.

Sr. No.	Courses	Professional Ethics	Gender	Human Values	Environment and Sustainability
4.	MBA Syllabus	61	20	27	28
5.	Guest Sessions	50	18	30	22
6.	Institute Social Responsibility Activities	15	9	17	14


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List of courses relevant to Cross cutting Issues

Cross cutting Issues- Professional Ethics, Gender, Human Values, Environment and Sustainability into Curriculum.

MBA Department

Sr. No	Course No	Course Code	Course name	List of Courses relevant to cross cutting issues
1	101	GC-01	Managerial Accounting	Professional Ethics
2	102	GC-02	Organizational Behaviour	Professional Ethics, Gender, Human Values
3	103	GC-03	Economic Analysis for Business Decisions	Professional Ethics, Environment and Sustainability
4	104	GC-04	Business Research Methods	Professional Ethics
5	105	GC-05	Basics of Marketing	Professional Ethics, Gender, Human Values, Environment and Sustainability
6	106	GC-06	Digital Business	Professional Ethics, Gender, Environment and Sustainability
7	107	GE-UL-01	Management Fundamentals	Professional Ethics, Human Values
8	109	GE-UL-03	Entrepreneurship Development	Professional Ethics, Gender, Human Values, Environment and Sustainability
9	111	GE-UL-05	Legal Aspects of Business	Professional Ethics, Gender, Human Values
10	113	GE-IL-01	Verbal Communication Lab	Professional Ethics, Gender, Human Values
11	191		Human Rights - I	Professional Ethics, Gender, Human Values, Environment and Sustainability
12	192		Introduction to Cyber Security - I	Professional Ethics, Gender, Human Values, Environment and Sustainability


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Sr. No	Course No.	Course Code	Course Name	List of Courses relevant to cross cutting issues
1	201	GC	Marketing Management	Professional Ethics, Gender, Human Values, Environment and Sustainability
2	202	GC	Financial Management	Professional Ethics, Environment and Sustainability
3	203	GC	Human Resources Management	Professional Ethics, Gender, Human Values
4	204	GC	Operations & Supply Chain Management	Professional Ethics, Environment and Sustainability
5	207	GE	Contemporary Frameworks in Management	Professional Ethics, Human Values
6	208	GE	Geopolitics & World Economic Systems	Professional Ethics, Environment and Sustainability
7	205 MKT	SC MKT	Marketing Research	Professional Ethics, Gender, Environment and Sustainability
8	205 FIN	SC FIN	Financial Markets and Banking Operations	Professional Ethics, Environment and Sustainability
9	206 FIN	SC FIN	Personal Financial Planning	Professional Ethics, Gender
10	206 HRM	SC HRM	Employee Relations & Labour Legislation	Professional Ethics, Gender, Human Values, Environment and Sustainability
11	217 HRM	SE HRM	Labour Welfare	Professional Ethics, Gender, Human Values, Environment and Sustainability
12	206 BA	SC BA	Data Mining	Professional Ethics, Human Values
13	291		Human Rights-II	Professional Ethics, Gender, Human Values, Environment and Sustainability
14			Communication Skill	Professional Ethics, Human Values, Environment and Sustainability

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Sr. No	Course No.	Course Code	Subject Name	List of Courses relevant to cross cutting issues
1	301	GC-11	Strategic Management	Professional Ethics, Gender, Human Values, Environment and Sustainability
2	302	GC-12	Decision Science	Professional Ethics, Environment and Sustainability
3	303	GC-13	Summer Internship Project	Professional Ethics, Human Values
4	307	GE-UL-14	International Business Environment	Professional Ethics, Human Values, Environment and Sustainability
5	305MKT	SC-MKT-04	Sales & Distribution Management	Professional Ethics, Gender, Human Values, Environment and Sustainability
6	304FIN	SC-FIN-03	Advanced Financial Management	Professional Ethics
7	304HR	SC-HRM-03	Strategic Human Resource Management	Professional Ethics, Gender, Human Values
8	305HR	SC-HRM-04	HR Operations	Professional Ethics, Gender, Human Values, Environment and Sustainability



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Sr. No	Course No	Course Code	Generic Core Courses	List of Courses relevant to cross cutting issues
1	402	GC - 15	Indian Ethos & Business Ethics IV	Professional Ethics, Human Values, Environment and Sustainability
2	405	GE - UL - 19	Global Strategic Management	Environment and Sustainability
3	408	GE - UL - 22	Corporate Social Responsibility & Sustainability	Professional Ethics, Human Values, Environment and Sustainability
4	403 MKT	SC - MKT - 05	Marketing 4.0	Professional Ethics, Human Values, Environment and Sustainability
5	403 FIN	SC - FIN - 05	Financial Laws	Professional Ethics, Human Values, Environment and Sustainability
6	404 HR	SC - HRM - 06	Current Trends & Cases in Human Resource Management	Professional Ethics, Gender, Human Values, Environment and Sustainability
7	415 HR	SE - IL - HRM - 21	E - HRM	Professional Ethics, Environment and Sustainability
8	404 BA	SC - BA - 06	Artificial Intelligence in Business Applications	Professional Ethics


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List of courses relevant to Cross cutting Issues

Sr. No	Course Code	Course Name	PE	G	HV	ES	Brief Justification
1.	101	Managerial Accounting	Yes	-	-	-	This discipline covers topics such as budgeting, cost analysis, performance evaluation, and strategic planning. It involves interpreting financial data to aid in planning, controlling, and decision-making within an organization.
2.	102	Organizational Behaviour	Yes	Yes	Yes	-	It covers topics like leadership dynamics, team dynamics, communication patterns, and organizational culture. This knowledge equips MBA students with the skills to effectively manage teams, motivate employees, and foster a positive work environment, ultimately contributing to organizational success.
3.	103	Economic Analysis for Business Decisions	Yes	-	-	Yes	It involves analyzing factors like supply and demand, pricing strategies, market structures, and cost-benefit analysis to make informed decisions. Through economic analysis, students develop critical thinking skills and strategic insights to navigate complex business landscapes and drive growth.
4.	104	Business Research Methods	Yes	-	-	-	It covers various research methodologies such as quantitative, qualitative, and mixed methods approach. Students learn to design research studies, collect relevant data, and apply statistical analysis to draw meaningful conclusions.



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5.	105	Basics of Marketing	Yes	Yes	Yes	Yes	This involves market research, segmentation, and targeting to tailor products or services to specific customer segments effectively. MBA students learn how to develop compelling value propositions that differentiate their offerings from competitors and resonate with target customers
6.	106	Digital Business	Yes	Yes	-	Yes	It focuses on leveraging technology and digital platforms to drive innovation, optimize operations, and create value in the digital economy. Students learn about e-commerce, digital marketing, data analytics, cybersecurity, and emerging technologies like AI and blockchain.
7.	107	Management Fundamentals	Yes	-	Yes	-	It provides a comprehensive understanding of core principles essential for effective leadership and organizational success. Through case studies, simulations, and practical exercises, students develop skills in decision-making, problem-solving, communication, and teamwork.
8.	109	Entrepreneurship Development	Yes	Yes	Yes	Yes	It covers topics such as opportunity identification, business planning, financial management, marketing strategies, and risk assessment. The goal is to foster an entrepreneurial mindset and empower students to pursue their own business ideas or lead entrepreneurial initiatives within existing organizations.
9.	111	Legal Aspects of Business	Yes	Yes	Yes	-	Legal aspects of business in MBA programs cover the fundamental principles of business law and how they apply to various aspects of corporate operations. Students learn about contracts, torts, intellectual property, employment law, and regulatory compliance.



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10.	113	Verbal Communication Lab	Yes	Yes	Yes	-	Through interactive exercises, role-playing scenarios, and presentations, students practice articulating ideas clearly, delivering effective speeches, and engaging in productive discussions.
11.	191	Human Rights - I	Yes	Yes	Yes	Yes	It examines the principles of human rights, diversity, and inclusion within the context of corporate responsibility. Students learn about global standards and frameworks for human rights protection, as well as strategies for integrating human rights considerations into business practices.
12.	192	Introduction to Cyber Security - I	Yes	Yes	Yes	Yes	The course aims to familiarize students with basic cyber security principles and best practices to mitigate cyber threats and safeguard organizational assets. It provides an overview of the fundamental concepts, threats, and measures related to protecting digital assets and information systems.
13.	201	Marketing Management	Yes	Yes	Yes	Yes	It delves into the strategic planning and execution of marketing activities to achieve business objectives. Students learn how to develop marketing strategies, allocate resources effectively, and measure the performance of marketing initiatives.
14.	202	Financial Management	Yes	-	-	Yes	It focuses on the effective management of financial resources within organizations. Students learn to assess investment opportunities, optimize capital structure, and evaluate financial performance.
15.	203	Human Resources Management	Yes	Yes	Yes	-	It covers topics such as recruitment, selection, training, performance management, compensation, and employee relations. Students learn how to align HR practices with business objectives, foster employee



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							engagement, and create inclusive work cultures.
16.	204	Operations & Supply Chain Management	Yes	-	-	Yes	It focuses on the efficient management of production processes, logistics, and distribution networks to deliver products and services effectively. Students learn to optimize operations, reduce costs, and improve customer satisfaction through effective supply chain management practices.
17.	207	Contemporary Frameworks in Management	Yes	-	Yes	-	It focuses on the Leadership and Development techniques for professional as well as personal life.
18.	208	Geopolitics & World Economic Systems	Yes	-	-	Yes	The course covers topics such as trade agreements, economic alliances, geopolitical conflicts, and their implications on business strategy and decision-making. Students analyze geopolitical trends, international trade dynamics, and geopolitical risks affecting business operations.
19.	205 MKT	Marketing Research	Yes	Yes	-	Yes	It focuses on the systematic gathering, analysis, and interpretation of data to inform marketing decisions. Students learn various research methodologies, including qualitative and quantitative approaches, to understand consumer behavior, market trends, and competitive landscapes.
20.	205 FIN	Financial Markets and Banking Operations	Yes	-	-	Yes	It provides insights into the functioning of financial markets and the operations of banking institutions. The course covers topics such as asset valuation, risk management, investment strategies, and banking operations.
21.	206 FIN	Personal Financial Planning	Yes	Yes	-	-	It focuses on empowering individuals to manage their finances effectively to achieve their financial goals. The course equips students with the knowledge and skills to assess their financial situation, set financial



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							goals, and develop personalized financial plans.
22.	206 HRM	Employee Relations & Labour Legislation	Yes	Yes	Yes	Yes	The course equips them with an understanding of the legal and ethical responsibilities of employers, as well as strategies for promoting positive employee relations and resolving disputes effectively. Students explore topics such as labor laws, collective bargaining, grievance handling, workplace diversity, and employee rights.
23.	217 HRM	Labour Welfare	Yes	Yes	Yes	Yes	It covers various initiatives and programs aimed at enhancing the quality of work life, health, safety, and social security of workers. Students learn about employee benefits, welfare schemes, occupational health and safety standards, and labor laws related to employee welfare.
24.	206 BA	Data Mining	Yes		Yes		It explores techniques for extracting valuable insights and patterns from large datasets to support decision-making. Students learn about data preprocessing, exploratory data analysis, and various data mining algorithms such as classification, clustering, and association rule mining.
25.	291	Human Rights-II	Yes	Yes	Yes	Yes	It expands on the principles of human rights and their application in diverse business contexts. Students delve deeper into topics such as corporate social responsibility, ethical leadership, and stakeholder engagement.
26.		Communication Skill	Yes		Yes	Yes	It focuses on developing effective oral and written communication abilities essential for business leadership. Through practice sessions and feedback, students refine



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							their communication style and learn to tailor messages to diverse audiences.
27.	301	Strategic Management	Yes	Yes	Yes	Yes	It examines the formulation and implementation of long-term organizational goals and plans to gain competitive advantage. Students learn about strategic analysis, strategy formulation, and strategy implementation.
28.	302	Decision Science	Yes	-	-	Yes	It explores quantitative techniques and models to support strategic decision-making. Students learn about probability, statistics, optimization, and simulation methods to analyze data and solve complex business problems.
29.	303	Summer Internship Project	Yes	-	Yes	-	It provides students with an opportunity to gain practical experience and apply classroom learning in real-world business settings. The experience allows students to develop professional skills, expand their network, and explore career interests while contributing value to the organization.
30.	307	International Business Environment	Yes	-	Yes	Yes	It examines the global factors influencing business operations and strategies. Students explore topics such as global trade, multinational corporations, foreign investment, and cultural diversity.
31.	305MKT	Sales & Distribution Management	Yes	Yes	Yes	Yes	It focuses on the strategic planning and execution of sales activities and distribution channels to maximize revenue and market reach. Students learn about sales techniques, customer relationship management, channel management, and retailing strategies.
32.	304FIN	Advanced Financial Management	Yes	-	-	-	It delves into complex financial concepts and strategies to optimize corporate finance decisions. Students



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							explore topics such as capital structure, dividend policy, mergers and acquisitions, and international finance.
33.	304HR	Strategic Human Resource Management	Yes	Yes	Yes	-	It focuses on aligning HR practices with organizational goals to drive sustainable competitive advantage. Students explore topics such as talent management, performance appraisal, succession planning, and organizational development.
34.	305HR	HR Operations	Yes	Yes	Yes	Yes	It covers the practical aspects of managing day-to-day HR functions within organizations. Students learn about HRIS (Human Resource Information Systems), payroll administration, employee benefits, and compliance with labor laws and regulations.
35.	402	Indian Ethos & Business Ethics IV	Yes	-	Yes	Yes	It delves into the principles of ethical conduct and the cultural values inherent in Indian business environments. Students explore topics such as duty, action, and the importance of integrity, honesty, and social responsibility in business practices.
36.	405	Global Strategic Management	-	-	-	Yes	It examines the formulation and implementation of strategies to compete effectively in the global marketplace. Students explore topics such as international market entry, global expansion, cross-border alliances, and managing multinational operations.
37.	408	Corporate Social Responsibility & Sustainability	Yes	-	Yes	Yes	It explores the ethical and environmental dimensions of business practices. Students learn about the importance of integrating social and environmental considerations into corporate strategies and operations.
38.	403 MKT	Marketing 4.0	Yes	-	Yes	Yes	It explores the evolution of marketing strategies in the



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							digital age. Students learn about leveraging digital technologies and platforms to engage with consumers in a connected world
39.	403 FIN	Financial Laws	Yes	-	Yes	Yes	It covers the legal frameworks and regulations governing financial transactions and practices. Students learn about laws related to securities, banking, taxation, corporate governance, and financial reporting.
40.	404 HR	Current Trends & Cases in Human Resource Management	Yes	Yes	Yes	Yes	It explores the latest developments and real-world cases in HR practices. Students analyze contemporary HR trends such as remote work, diversity and inclusion, talent management, and HR technology adoption.
41.	415 HR	E - HRM	Yes	-	-	Yes	It focuses on leveraging technology to streamline HR processes and enhance employee management. Students learn about HRIS, online recruitment, performance management tools, and employee self-service portals
42.	404 BA	Artificial Intelligence in Business Applications	Yes	-	-	-	It explores how AI technologies are transforming various aspects of business operations. Students learn about machine learning, natural language processing, and robotic process automation, among other AI techniques.


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1	101	GC-01	Managerial Accounting
2	102	GC-02	Organizational Behaviour
3	103	GC-03	Economic Analysis for Business Decisions
4	104	GC-04	Business Research Methods
5	105	GC-05	Basics of Marketing
6	106	GC-06	Digital Business
7	107	GE-UL-01	Management Fundamentals
8	109	GE-UL-03	Entrepreneurship Development
9	111	GE-UL-05	Legal Aspects of Business
10	113	GE-IL-01	Verbal Communication Lab
11	116	GE-IL-04	MS Excel
12	119	GE-IL-07	Foreign Language – I
13			Human Rights - I
14			Introduction to Cyber Security - I


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1	201	GC	Marketing Management
2	202	GC	Financial Management
3	203	GC	Human Resources Management
4	204	GC	Operations & Supply Chain Management
5	207	GE	Contemporary Frameworks in Management
6	208	GE	Geopolitics & World Economic Systems
7	210	GE	Qualitative Research Methods
8	216	GE	Foreign Language – II
9	205 MKT	SC MKT	Marketing Research
10	206 MKT	SC MKT	Consumer Behaviour
11	218 MKT	SE MKT	Product & Brand Management
12	220 MKT	SE MKT	Digital Marketing - I
9	205 FIN	SC FIN	Financial Markets and Banking Operations
10	206 FIN	SC FIN	Personal Financial Planning
11	217 FIN	SE FIN	Securities Analysis & Portfolio Management
12	220 FIN	SE FIN	Financial Reporting
9	205 HRM	SC HRM	Competency Based Human Resource Management
10	206 HRM	SC HRM	Employee Relations & Labour Legislation
11	217 HRM	SE HRM	Labour Welfare
12	219 HRM	SE HRM	Learning and Development
9	205 OSCM	SC OSCM - 01	Services Operations Management - I
10	206 OSCM	SC OSCM - 02	Supply Chain Management
11	217 OSCM	SE OSCM - 01	Planning & Control of Operations
12	219 OSCM	SE OSCM - 03	Inventory Management
9	205 BA	SC BA	Basic Business Analytics using R (Python)
10	206 BA	SC BA	Data Mining
11	217 BA	SE BA	Marketing Analytics II
14	220 BA	SE BA	Tableau II
15	291		Human Rights-II
16	292		Introduction to Cyber Security -II
17			Communication Skill

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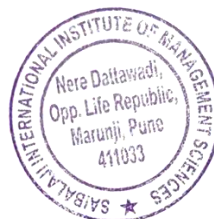
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Sr. No	Course No.	Course Code	Subject Name
1	301	GC-11	Strategic Management
2	302	GC-12	Decision Science
3	303	GC-13	Summer Internship Project
4	307	GE-UL-14	International Business Environment
5	308	GE-UL-15	Project Management
6	309	GE-UL-16	Knowledge Management
7	304MKT	SC-MKT-03	Services Marketing
8	305MKT	SC-MKT-04	Sales & Distribution Management
9	313MKT	SE-IL-MKT-08	International Marketing
10	314MKT	SE-IL-MKT-09	Digital Marketing -II
11	315MKT	SE-IL-MKT-10	Marketing of Financial Services -II
7	304FIN	SC-FIN-03	Advanced Financial Management
8	305FIN	SC-FIN-04	International Finance
9	312FIN	SE-IL-FIN-09	Behavioural Finance
10	313FIN	SE-IL-FIN-10	Technical Analysis of Financial Markets
11	319FIN	SE-IL-FIN-16	Treasury Management
7	304HR	SC-HRM-03	Strategic Human Resource Management
8	305HR	SC-HRM-04	HR Operations
9	313HR	SE-IL-HRM-08	Psychometric Testing and Assessment
10	317HR	SE-IL-HRM-12	Compensation and Reward management
11	319HR	SE-IL-HRM-14	Change Management & New Technologies in HRM
7	304OSCM	SC-OSCM-03	Services Operations Management -II
8	305OSCM	SC-OSCM-04	Logistics Management
9	312OSCM	SE-IL-OSCM-07	Manufacturing Resource Planning
10	316OSCM	SE-IL-OSCM-11	Operations and Services Strategy
11	317OSCM	SE-IL-OSCM-12	Six Sigma for Operations
7	304 BA	SC-BA-03	Advanced Statistical Methods using R
8	305 BA	SC-BA-04	Machine Learning & Cognitive intelligence using Python
9	312 BA	SE-IL-BA-06	Social Media, Web & Text Analytics
10	313 BA	SE-IL-BA-07	Industrial Internet of Things
11	316 BA	SE-IL-BA-10	Predictive Modelling using SPSS Modeler

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1	401	GC - 14	Enterprise Performance Management IV
2	402	GC - 15	Indian Ethos & Business Ethics IV
3	405	GE - UL - 19	Global Strategic Management
4	408	GE - UL - 22	Corporate Social Responsibility & Sustainability
5	403 MKT	SC - MKT - 05	Marketing 4.0
6	404 MKT	SC - MKT - 06	Marketing Strategy
7	409 MKT	SE - IL - MKT - 13	Customer Relationship Management
8	412 MKT	SE - IL - MKT - 16	Retail Marketing
5	403 FIN	SC - FIN - 05	Financial Laws
6	404 FIN	SC - FIN - 06	Current Trends & Cases in Finance
7	409 FIN	SE - IL - FIN - 21	Fixed Income Securities
8	412 FIN	SE - IL - FIN - 24	Strategic Cost Management
5	403 HR	SC - HRM - 05	Organizational Diagnosis & Development
6	404 HR	SC - HRM - 06	Current Trends & Cases in Human Resource Management
7	413 HR	SE - IL - HRM - 19	Employee Engagement and Ownership
8	415 HR	SE - IL - HRM - 21	E - HRM
5	403 OSCM	SC - OSCM - 05	E Supply Chains & Logistics
6	404 OSCM	SC - OSCM - 06	Industry 4.0
7	409 OSCM	SE - IL - OSCM - 14	Enterprise Resource Planning
8	410 OSCM	SE - IL - OSCM - 15	World Class Manufacturing
5	403 BA	SC - BA - 05	Economics of Network Industries
6	404 BA	SC - BA - 06	Artificial Intelligence in Business Applications
7	409 BA	SE - IL - BA- 13	E-Commerce Analytics-II



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8	410 BA	SE - IL - BA- 14	Healthcare Analytics
9	493		Introduction to Cyber Security -II
10	494		Skill Development


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Program Name: MBA

Course Name: Managerial Accounting

Course Code: GC-101

Course Content

1. Basic Concepts

Forms of Business Organization. Meaning and Importance of Accounting in Business Organization, Basic concepts and terms used in accounting, Capital & Revenue Expenditure, Capital & Revenue Receipts, Users of Accounting Information. Accounting Concepts and Conventions, Fundamental Accounting Equation, Journal, Ledger and Trial Balance.

2. Financial Statements

Meaning of Financial Statements, Importance and Objectives of Financial Statements. Preparation of Final Accounts of sole proprietary firm.

3. Cost Accounting

Basic Concepts of Cost Accounting, Objectives, Importance and Advantages of Cost Accounting, Cost Centre, Cost Unit, Elements of Cost, Classification and Analysis of Costs, Relevant and Irrelevant Costs, Differential Costs, Sunk Cost, Opportunity Cost, Preparation of Cost Sheet.

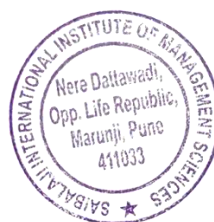
4. Short Term Business Decision Techniques

Marginal Costing: Meaning, Principles, Advantages and Limitations, Contribution, P/V Ratio, Break-Even Point (BEP), Cost Volume Profit (CVP) Analysis, Short Term Business Decisions–Product Mix Decisions, Make or Buy (Outsourcing) Decisions, Accept or Reject Special Order Decisions, Shutting Down Decisions.

5. Exercising Control

Budgetary Control & Standard Costing: Budgetary Control: Meaning of Budget and Budgeting, Importance, Advantages and Disadvantages, Functional Budgets–Raw Material Purchase & Procurement Budget, Cash Budget and Flexible Budget. Standard Costing: Meaning, Importance, Advantages and Disadvantages, Cost Variance Analysis. Material Variances– Material Cost Variance, Material Rate Variance, Material Usage Variance, Material Mix Variance and Material Yield Variance. Labour Variances –Labour Cost Variance, Labour Rate Variance, Labour Efficiency Variance, Labour Mix Variance, Labour Idle Time Variance and Labour Yield Variance.


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Program Name: MBA

Course Name: Organizational Behaviour

Course Code: GC-102

Course Content

1. Fundamentals of OB:

Evolution of management thought , five functions of management, Definition, scope and importance of OB, Relationship between OB and the individual, Evolution of OB, Models of OB (Autocratic, Custodial, Supportive, Collegial & SOBC), Limitations of OB. Values, Attitudes and Emotions: Introduction, Values, Attitudes, Definition and Concept of Emotions, Emotional Intelligence - Fundamentals of Emotional Intelligence, The Emotional Competence Framework, Benefits of Emotional Intelligence , difference between EQ and IQ. Personality & Attitude: Definition Personality, importance of personality in Performance, The Myers-Briggs Type Indicator and The Big Five personality model, Johari Window, Transaction Analysis, Definition Attitude Importance of attitude in an organization, Right Attitude, Components of attitude, Relationship between behaviour and attitude.

2. Perception:

Meaning and concept of perception, Factors influencing perception, Selective perception, Attribution theory, Perceptual process, social perception (stereotyping and halo effect). Motivation: Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor Model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories- Equity Theory of Work Motivation.

3. Group and Team Dynamics:

The Meaning of Group & Group behaviour & Group Dynamics, Types of Groups, The Five -Stage Model of Group Development Team Effectiveness & Team Building. Leadership: Introduction, Managers V/s Leaders. Overview of Leadership- Traits and Types, Theories of Leadership. - Trait and Behavioural Theories.

4. Conflict Management:

Definition and Meaning, Sources of Conflict, Types of Conflict, Conflict Management Approaches. Organizational Culture: Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity.

5. Stress at workplace:



Work Stressors – Prevention and Management of stress – Balancing work and Life, workplace spirituality. Organizational Change: Meaning, definition & Nature of Organizational Change, Types of Organizational change, Forces that acts as stimulants to change. Kurt Lewin's- Three step model, how to overcome the Resistance to Change, Methods of Implementing Organizational Change, Developing a Learning Organization.


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Program Name: MBA

Course Name: Economic Analysis for Business Decision

Course Code: GC-103

Course Content

1. Managerial Economics:

Concept of Economy, Economics, Microeconomics, Macroeconomics. Nature and Scope of Managerial Economics, Managerial Economics and decision-making. Concept of Firm, Market, Objectives of Firm: Profit Maximization Model, Economist Theory of the Firm, Cyert and March's Behaviour Theory, Marris' Growth Maximisation Model, Baumol's Static and Dynamic Models, Williamson's Managerial Discretionary Theory.

2. Utility & Demand Analysis:

Utility – Meaning, Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus. Demand - Concept of Demand, Types of Demand, Determinants of Demand, Law of Demand, Elasticity of Demand, Exceptions to Law of Demand. Uses of the concept of elasticity. Forecasting: Introduction, Meaning and Forecasting, Level of Demand Forecasting, Criteria for Good Demand Forecasting, Methods of Demand Forecasting, Survey Methods, Statistical Methods, Qualitative Methods, Demand Forecasting for a New Products. (Demand Forecasting methods - Conceptual treatment only numerical not expected)

3. Supply & Market Equilibrium:

Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance, Market Equilibrium and Changes in Market Equilibrium. Production Analysis: Introduction, Meaning of Production and Production Function, Cost of Production. Cost Analysis: Private costs and Social Costs, Accounting Costs and Economic costs, short run and Long Run costs, Economies of scale, Cost-Output Relationship - Cost Function, Cost-Output Relationships in the Short Run, and Cost-Output Relationships in the Long Run.

4. Revenue Analysis and Pricing Policies:

Introduction, Revenue: Meaning and Types, Relationship between Revenues and Price Elasticity of Demand, Pricing Policies, Objectives of Pricing Policies, Cost plus pricing. Marginal cost pricing. Cyclical pricing. Penetration Pricing. Price Leadership, Price Skimming. Transfer pricing. Price Determination under Perfect Competition- Introduction, Market and Market Structure, Perfect Competition, Price-Output Determination under Perfect Competition, Short-run Industry Equilibrium under Perfect Competition, Short-run Firm Equilibrium under Perfect Competition, Long-run Industry Equilibrium under Perfect Competition, Long-run Firm Equilibrium under Perfect Competition. Pricing



Under Imperfect Competition- Introduction, Monopoly, Price Discrimination under Monopoly, Bilateral Monopoly, Monopolistic Competition, Oligopoly, Collusive Oligopoly and Price Leadership, Pricing Power, Duopoly, Industry Analysis. Profit Policy: Break Even analysis. Profit Forecasting. Need for Government Intervention in Markets. Price Controls. Support Price. Preventions and Control of Monopolies. System of Dual Price.

5. Consumption Function and Investment Function:

Introduction, Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Multiplier, Accelerator. Business Cycle: Introduction, Meaning and Features, Theories of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions.


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Program Name: MBA

Course Name: Business Research Methods

Course Code: GC-104

Course Content

1. Foundations of Research:

Definition of Research, Need of business research, Characteristics of scientific research method, Typical Research applications in business and management. Questions in Research: Formulation of Research Problem – Management Question – Research Question – Investigation Question. The process of business research: Literature review - Concepts and theories - Research questions - Sampling - Data collection - Data analysis - Writing up - The iterative nature of business research process, Elements of a Research Proposal. Practical considerations: Values – researcher & organization. Ethical principles - Harm to participants, Lack of informed consent, Invasion of privacy, SPPU - MBA Revised Curriculum 2019 CBCGS & OBE Pattern Page 37 of 115 Deception, Reciprocity and trust, Affiliation and conflicts of interest. Legal considerations - Data management, Copyright.

2. Research Design:

Concept, Features of a robust research design. Exploratory, Descriptive, Quasi Experimental, Experimental research designs, Concept of Cause and Effect, Difference between Correlation and causation. Types of Variables – Independent, Dependent, concomitant, mediating, moderating, extraneous variables, Basic knowledge of Treatment & Control group, Case study design. Cross-sectional and Longitudinal designs, Qualitative and Quantitative research approaches, Pros and Cons of various designs, choice of a research design. Hypothesis: Definition, research Hypothesis, Statistical hypothesis, Null hypothesis, Alternative Hypothesis, Directional Hypothesis, Non-directional hypothesis. Qualities of a good Hypothesis, Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance.

3. Data & Measurement:

Meaning of data, Need for data. Secondary Data: Definition, Sources, Characteristics, Advantages and disadvantages over primary data, Quality of secondary data - Sufficiency, adequacy, reliability and consistency. Primary Data: Definition, Advantages and disadvantages over secondary data. Measurement: Concept of measurement, what is measured? Problems in measurement in management research - Validity and Reliability, Levels of measurement - Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison & Forced Ranking - Concept and Application. Questionnaire: Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Online questionnaire tools.

4. Sampling:



Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame, determining the sample frame, Sampling errors, non-sampling errors, Methods to reduce the errors, Sample Size constraints, non-response. Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling. Non-Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. Determining size of the sample: Practical considerations in sampling and sample size, (sample size determination formulae and numerical not expected)

5. Data Analysis & Report Writing: Data Analysis:

Cleaning of Data, Editing, Coding, Tabular representation of data, frequency tables, Univariate analysis - Interpretation of Mean, Median Mode; Standard deviation, Coefficient of Variation. Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Line charts, Histograms. Bivariate Analysis: Cross tabulations, Bivariate Correlation Analysis - meaning & types of correlation, Karl Person's coefficient of correlation and spearman's rank correlation. Chi-square test including testing hypothesis of association, association of attributes. Linear Regression Analysis: Meaning of regression, Purpose and use, Linear regression; Interpretation of regression co-efficient, Applications in business scenarios. Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test. Non-parametric tests: Binomial test of proportion, Randomness test. Analysis of Variance: One way and two-way Classifications. Research Reports: Structure of Research report, Report writing and Presentation.


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Program Name: MBA

Course Name: Basics of Marketing

Course Code: GC-105

Course Content

1. Introduction to Marketing:

Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing – Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty, Concepts of Markets, Marketing V/S Market Competition, Key customer markets, market places, market spaces, Meta-markets, Digital Markets, Brick & Click Model. Impact of Globalization, Technology and Social Responsibility on Marketing. New Consumer Capabilities, New Company Capabilities. Functions of Marketing Manager. Linkage of Marketing functions with all functions in the organization. Company orientation towards market place: Product – Production - Sales – Marketing –Societal – Relational, Holistic Marketing Orientation. Selling versus marketing. Concept of Marketing Myopia. Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value

2. Marketing Environment:

Concept of Environment, Macro Environment & Micro Environment – Components and characteristics, Needs & Trends, Major forces impacting the Macro Environment & Micro Environment, need for analysing the Marketing Environment. Analysing the Political, Economic, Socio-cultural, Technical and Legal Environment. Demographics.

3. Segmentation, Target Marketing & Positioning:

Segmentation - Concept, Need & Benefits. Geographic, Demographic, Psychographic, Behavioural bases of segmentation for consumer goods and services. Bases for segmentation for business markets. Levels of segmentation, Criteria for effective segmentation. Market Potential & Market Share. Target Market - Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, Long Tail Marketing. Positioning - Concept of differentiation & positioning, Value Proposition & Unique Selling Proposition.

4. Consumer Behaviour:

Meaning & importance of consumer behaviour, Comparison between Organizational Buying behaviour and consumer buying behaviour, Buying roles, Five steps consumer buyer decision process – Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase behaviour. Moment of Truth, Zero Moment of Truth, ZMOT, Moderating effects on consumer behaviour.

5. Marketing Mix: Origin & Concept of Marketing Mix, 7P's -

Product, Price, Place, Promotion, People, Process, Physical evidence. Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC and Strategies across stages of the PLC.



Program Name: MBA

Course Name: Digital Business

Course Code: GC-106

Course Content

1. Electronic Commerce:

The Digital Revolution and Society, The Digital and Social Worlds - The Digital Economy, The Digital Enterprise, Virtual Communities, Online Communities, Defining Electronic Commerce, Emerging E-Commerce Platforms. E-Business, Electronic Markets and Networks; The Content and Framework of E-Commerce, Classification of E-Commerce by the Nature of the Transactions and the Relationships Among Participants, E-Commerce Business Models, Integrating the Marketplace with the Marketspace, Web 2.0. Drivers, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, customers, citizens and society.

2. Mobile Commerce, Social Commerce and IoT:

Mobile Commerce, Attributes Applications and Benefits of M-Commerce, Mobile Marketing - Shopping and Advertising. Social Commerce: Social Commerce, Social Business (Enterprise), Social Business Networks and Social Enterprise, Social Media, Platforms for Social Networking; Social Media Marketing, Enterprise 2.0, Improved Business Models. Entrepreneur Networks, Enterprise Social Networks, The Benefits and Limitations of Social Commerce, Benefits to Customers, Retailers, Employees, players in the ecosystem. Social Collaboration (Collaboration 2.0) - Essentials of Social Collaboration, Consumer-to-Consumer Electronic Commerce (C2C), Person-to-Person models. Internet of Things: Concept of IoT, Smart Homes and Appliances, Smart Cities, Smart Cars, Wearable Computing and Smart Gadgets.

3. Digital Business Ecosystem:

Electronic Commerce Mechanisms, Online Purchasing Process, E-Marketplaces - Types, Components and Participants, Disintermediation and Reintermediation; Customer Shopping Mechanisms - Webstores, Malls, and Portals, Webstores, Electronic Malls, Web (Information) Portals. Intermediaries: Roles of Intermediaries in E-Marketplaces, Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts, Electronic Catalogs, E-Commerce Search Activities, Auctions - Traditional Auctions Versus E-Auctions, Dynamic Pricing. Changing Supply Chains: Structure of the Supply Chain, EC Order Fulfilment Process, Speeding Up Deliveries, Partnering Efforts and Outsourcing Logistics, Order Fulfilment in Make-to- Order (MTO) and Mass Customization. Digital Payments: Smart Cards, Stored-Value Cards, EC Micropayments, Payment Gateways, Mobile Payments, Digital and Virtual Currencies, Security, Ethical, Legal, Privacy, and Technology Issues.

4. Digital Business Applications - I:



Electronic Retailing: B2C Electronic Retailing, Characteristics, Advantages, Limitations, E-Tailing Business Models, Classification of Models by Distribution Channel, Referring Directories, Malls with Shared Services. Social Shopping – Concept, Benefits and Drivers, Social Shopping Aids – Recommendations, Reviews, Ratings, and Marketplaces, Real-Time Online Shopping. The Online Versus Off-Line Competition, Click-and-Brick models, Product and Service Customization and Personalization. Fintech: E-Banking, Mobile Banking, Pure Virtual Banks, Insurance, and Stock Trading, Other Mobile Finance Applications. Digital Government: Government-to-Citizens, Government-to-Business, Government-to-Government, Government-to-Employees Models, Internal Efficiency and Effectiveness, E-Government and Social Networking, M-Government. E-Learning, E-Training, and E-Books: Basics of eLearning, Characteristics, Advantages, Limitations, Distance Learning and Online Universities, Online Corporate Training, Social Networks and E-Learning, E-Learning Management Systems, Electronic Books.

5. Digital Business Applications - II:

Online Travel and Tourism Services: Characteristics of Online Travel, Benefits, Limitations, and Competition in Online Travel Services. E-Employment: Online Job Market, Social Networks Based Job Markets, Social Recruiting, Virtual Job Fairs and Recruiting Events, Benefits and Limitations of the Electronic Job Market. E-Health: Definition, Electronic Medical Record Systems (EMR), Doctors' System, Patients Services, Medical Devices and Patients Surveillance. Entertainment, Media & Gaming: Service Industry Consumer Applications. Digital Products, Internet TV and Internet Radio, Social Television (TV) Mobile Entertainment, Mobile Marketing, Mobile Streaming Music and Video Providers, Entertainment in Cars; Gaming - Mobile Games, Social Games and Gamification, Business of Social Games, Educational Social Games; Mobile Gambling, Mobility and Sports; Social Entertainment.


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Program Name: MBA

Course Name: Management Fundamentals

Course Code: GE-UL-01

Course Content

1. Basic Concepts:

Manager, Managing, Workplace, Organization, Management Functions, Mintzberg's Managerial Roles, The Universality of Management, Approaches to Management - Early Management, Classical Approach, Behavioural Approach, Quantitative Approach, Contemporary Approaches. Managerial Competencies: Communication, team work, planning and administrative, strategic and global competencies; Managerial Skills; How Is the Manager's Job Changing? Importance of Customers to the Manager's Job, Importance of Innovation to the Manager's Job, Importance of Sustainability to the Manager's Job.

2. Planning:

Concept, need, nature, Management by Objectives (MBO) - Process of MBO - Benefits of MBO, Planning and Performance, Goals and Plans, Types of Goals, Types of Plans, Setting Goals and Developing Plans, Approaches to Setting Goals, Developing Plans, Approaches to Planning, Planning Effectively in Dynamic Environments.

3. Organizing:

Organization, Organizing, Organizational Structures, Principles of Work Specialization, Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Formalization. Mechanistic and Organic Structures, Factors Affecting Structural Choice - Strategy, Size, Technology, Environmental Uncertainty. Traditional Organizational Designs - Simple Structure, Functional Structure, Divisional Structure, Matrix Structure, Team Structures, Project Structure, Adaptive Organizations – Boundary less Organization, Virtual Organizations, Learning Organization, Flexi Work, Tele-working, Global Organizations.

4. Decision Making:

The Decision-Making Process - Identifying a Problem - Identifying Decision Criteria - Allocating Weights to the Criteria - Developing Alternatives - Analysing Alternatives - Selecting an Alternative - Implementing the Alternative - Evaluating Decision Effectiveness. Making Decisions: Rationality, Bounded Rationality, The Role of Intuition, The Role of Evidence-Based Management. Types of Decisions & Decision-Making Conditions. Decision-Making approaches - Quantitative approach, Environmental Approach, System Approach, Ethical Approach, Intuitive Approach, Case Study Approach Decision-Making Styles - Linear–Nonlinear Thinking Style Profile, Decision-making Biases and Errors. Effective Decision Making in Today's World - Correctness of decision, Decision environment, Timing of decision, Effective communication of Decision, Participation in decision Making-Implementation of decision.

5. Controlling:

Controlling, Definition, need and Importance, The Control Process, Managerial Decisions in Controlling, Feed-forward / Concurrent / Feedback Controls. Financial Controls, Information Controls, Benchmarking of Best Practices.



Program Name: MBA

Course Name: Entrepreneurship Development

Course Code: GC-UL-03

Course Content

1. Entrepreneurship:

Concept of Entrepreneur. Intrapreneur, Entrepreneurship and Manager. Difference between Entrepreneur and Intrapreneur, Entrepreneur and Entrepreneurship. Attributes and Characteristics of successful entrepreneurs. Functions of an Entrepreneur, Classification of Entrepreneurs. Role of Entrepreneur in Indian Economy, Developing entrepreneurial culture, Factors influencing Entrepreneurship Growth - Economic, Non-Economic Factors, For profit or Not for profit entrepreneurs, Constraints for the Growth of Entrepreneurial Culture, Entrepreneurship as a career, Entrepreneurship as a style of management, Emerging Models of Corporate Entrepreneurship, India's start up revolution-Trends, Imperatives, benefits; the players involved in the ecosystem, Business Incubators-Rural entrepreneurship, social entrepreneurship, women entrepreneurs, Cases of Tata, Birla, Kirloskar and new generation entrepreneurs in India.

2. Theories of entrepreneurship:

Innovation Theory by Schumpeter & Imitating, Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social change by Everett Hagen.

3. Entrepreneurship development:

Entrepreneurial Competencies, Developing Competencies. Concept of entrepreneurship development, Entrepreneur Training and developing, Role of Entrepreneur Development Programs (EDP), Role of DIC, SISIEDII, NIESBUD, NEDB, EDP - Objectives – contents – methods - execution. Role of Mentors. Innovation and Entrepreneurship, Design Thinking Process. Role of consultancy organizations in promoting Entrepreneurs, Problems and difficulties of Entrepreneurs - Marketing Finance, Human Resource, Production; Research - external problems, Mobility of Entrepreneurs, Entrepreneurial change, occupational mobility - factors in mobility.

4. Role of Central Government and State Government in promoting Entrepreneurship:

Introduction to various incentives, subsidies and grants, Export Oriented Units, Fiscal and Tax concessions available, Women Entrepreneurs - Role, Problems and Prospects, Reasons for low women Entrepreneurs, Assistance Programme for Small Scale Units – Institutional Framework – Role of SSI Sector in the Economy – SSI Units – Failure, Causes and Preventive Measures – Turnaround Strategies. Future of Entrepreneurship Development and Government, Start Up India, Make in India.

5. Enterprise Promotion: Creating Entrepreneurial Venture, Entrepreneurship Development Cycle, Business Planning Process, The business plan as an entrepreneurial tool, Elements of Business Plan, Objectives, Market Analysis, SPPU - MBA Revised Curriculum 2019 CBCGS & OBE Pattern Page 48 of 115 Development of product / idea - Resources, Capabilities, and strategies, identifying attributes of



strategic resources, Opportunity Analysis, innovator or imitator, SWOT analysis, Internal and External Environment Analysis, Industry Analysis, Embryonic Companies and Spin off's, Porter's five forces model, Identifying the right Business Model Canvas, Seven Domains of John Mullins, Opportunities in Emerging/Transition/Decline industries, Opportunities at the bottom of the pyramid, Opportunities in social sector, Opportunities arising out of digitization, Marketing, Finance, Organization & Management, Ownership - Franchising, networking and alliances, Buying an existing business, Critical risk contingencies of the proposal, Scheduling and milestones. (9)


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Program Name: MBA

Course Name: Legal Aspects of Business

Course Code: GC-UL-05

Course Content

1. The Contract Act, 1872:

Essential Elements of Valid Contract, Essential elements of Valid Contracts, Contracts of Indemnity & Guarantee, Contingent Contract, Quasi Contract, Discharge of contract, Breach of contract-Meaning & remedies, Agency - Creation of Agency – Agent and Principal (Relationship/rights), Types of agencies.

2. Sale of Goods Act, 1930:

Contract of sale of goods, Conditions & warranties, Transfer of property or ownership, Performance of the Contract of Sale, Rights of unpaid seller, Sale by Auction.

3. The Negotiable Instrument Act, 1881:

Negotiable Instruments – Meaning, Characteristics, Types. Parties, Holder and holder in due course, Negotiation and Types of Endorsements, Dishonour of Negotiable Instrument – Noting and Protest.

4. The Companies (Amendment) Act, 2015:

Company – Definition, Meaning, Features and Types, One Person Company, Incorporation of Company – Memorandum of Association (MOA), Articles of Association (AOA), Share capital & Debentures, Acceptance of deposits, Appointment of director including woman Director.

5. The Consumer Protection Act, 1986:

Unfair & Restrictive Trade Practices, Dispute Redressal Forums – District, State & National Forum, Composition, Jurisdiction, Powers, Appellate Authority. Information Technology Act, 2000, Digital Signature, Electronic Governance, Electronic Records E – Contracts, E – Business models, E – Commerce & Security, Cyber Crimes. Intellectual Property Laws – Understanding of concepts of patents, copyrights, trademarks and designs



Program Name: MBA

Course Name: Marketing Management

Course Code: GC-201

Course Content

1. Product:

Meaning, The Role of Product as a market offering, Goods & Services Continuum, Classification of consumer products- convenience, shopping, shopping, unsought goods. Classification of industrial products- materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length, The Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products, New Product Development Process - Idea Generation to commercialization. Branding: Concept, Definition, Commodity Vs. Brand, Product Vs Brand, Concept of Brand equity.

Pricing: Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives, determining demand, estimating costs, Analysing competitors' pricing, Selecting pricing method, selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing), Pricing in online marketing (free, premium, freemium). Price Change: Initiating & responding to price changes.

2. Place:

Meaning, The Role of Marketing Channels, Channel functions & flows, Channel Levels, Channel Design Decisions - Analysing customers' desired service output levels, establishing objectives & constraints, Identifying & evaluating major channel alternatives. Channel Options - Introduction to Wholesaling, Retailing, Franchising, Direct marketing, Introduction to Omni channel & hybrid channel options. Market Logistics Decisions - Order processing, Warehousing, Inventory, and Logistics.

3. Promotion:

Meaning, The role of marketing communications in marketing effort. Communication Mix Elements - Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing. Concept of Integrated Marketing Communications (IMC), Developing Effective Communication - Communication Process, Steps in Developing effective marketing communication - identifying target audience, determining communication objectives, designing a message, choosing media, selecting message source, Collecting feedback. Shaping the overall promotion mix: promotional mix strategy, push-pull strategies.

4. Product Level Planning:

Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans - Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control. Marketing Evaluation & Control - Concept, Process & types of control - Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control, Marketing audit.



Program Name: MBA

Course Name: Financial Management

Course Code: GC-202

Course Content

1. Business Finance:

Introduction to Business Finance, Meaning and Definition of Financial Management, Objectives of Financial Management- (Profit Maximization and Wealth Maximization), Modern Approach to Financial Management- (Investment Decision, Financing Decision, Dividend Policy Decision), Finance and its relation with other disciplines, Functions of Finance Manager

2. Techniques of Financial Statement Analysis:

Introduction, Objectives of financial statement analysis, various techniques of analysis viz Common Size Statements, Comparative Statements, Trend Analysis, Ratio Analysis, Funds Flow Statement & Cash Flow Statement

3. Working Capital Management:

Meaning of Working Capital, its components & types, Operating Cycle, Factors affecting working capital, Estimation of working capital requirement. (Total Cost Method & Cash Cost Method)

4. Capital Structure:

Meaning and Factors affecting Capital Structure, Different sources of finance. Concept and measurement of Cost of Capital (measurement of Specific Cost and WACC), Trading on Equity, Concept of Leverages and its types.

5. Capital Budgeting:

Meaning, Definition of Capital Budgeting, Time value of money. Tools of evaluation of the project based on traditional techniques and modern techniques - ARR, Payback Period, Discounted Payback Period, NPV, PI & IRR



Program Name: MBA

Course Name: Human Resource Management

Course Code: GC-203

Course Content

1. Human Resource Management:

Concept and Challenges - Introduction, Objectives, Scope, Features of HRM, Role of HRM, Importance of HRM, Policies and Practices of HRM, Functions of HRM, Challenges of HRM. Introduction to SHRM: Define SHRM, importance and nature. HRM Models: Harvard Model, SHRM “matching model”.

2. HR Acquisition & Retention: Human Resource Planning:

Definition, Objective, Need and Importance, HRP Process, Barriers to HRP. Job Analysis Process – Contents of Job Description & Job Specification, Job description Vs job specification, Job design, Factors affecting Job design, Job enrichment Vs job enlargement. Recruitment Introduction & Sources of Recruitment, Difference between recruitment and selection-Recruitment, Selection Process, Induction and Orientation. Career Planning-Process of career planning and development Succession Planning Process, Transfer and Promotion. Retention of Employees: Importance of retention, strategies of retention.

3. Managing Employee Performance and Training:

Performance Appraisal & Performance Management – Definition, Objective, Importance, Appraisal Process and Appraisal Methods. Why to measure performance and its purpose. Performance Appraisal Vs Performance Management, Potential Management. Training and Development - Definition – Scope – Conceptual framework of Training and development of Employees, Role of Training in Organizations, Objectives, The Training and Development Process, Training Need Assessment, Types of training, Difference between training and development, E-Learning. Benefits of training, Evaluation of Training Effectiveness: Kirkpatrick model.

4. Compensation Management:

Concept, Objectives, Importance of Compensation Management, Process, Current Trends in Compensation. Factors in compensation plan. Wage/ Salary differentials, Components of salary. Incentives and Benefits – Financial & Nonfinancial Incentive, Fringe Benefits. Employees Separation - Retirement, Termination, VRS, Golden Handshake, Suspension, Concepts & Methods, Grievance Procedure in Indian Industry.

5. Emerging Trends in HRM:

HRIS- Need, Advantages & Uses of HRIS. HR Accounting- Concepts, Objective, Advantage, Limitation & Method. HR Audit- Concept, Objective, Scope & Process. HR Shared Services- Concept, Objective, Benefits, Issues creating HR Shared Services



Program Name: MBA

Course Name: Operations and Supply Chain Management

Course Code: GC-204

Course Content

1. Introduction to Operations and Supply Chain Management:

Definition, Concept, Significance and Functions of Operations and SCM. Evolution from manufacturing to operations management, Physical distribution to Logistics to SCM, Physical Goods and Services Perspectives. Quality: Definitions from various Perspectives, Customers view and Manufacturer's view, Concept of Internal Customer, Overview of TQM and LEAN Management, Impact of Global Competition, Technological Change, Ethical and Environmental Issues on Operations and Supply Chain functions.

2. Operations Processes:

Process Characteristics in Operations: Volume Variety and Flow. Types of Processes and Operations Systems - Continuous Flow system and intermittent flow systems. Process Product Matrix: Job Production, Batch Production, Assembly line and Continuous Flow, Process and Product Layout. Service System Design Matrix: Design of Service Systems, Service Blueprinting.

3. Production Planning & Control (PPC):

Role and Functions of PPC Demand Forecasting: Forecasting as a Planning Tool, Forecasting Time Horizon, Sources of Data for forecasting, Accuracy of Forecast, Capacity Planning. Production Planning: Aggregate production Planning, Alternatives for Managing Demand and Supply, Master Production Schedule, Capacity Planning - Overview of MRP, CRP, DRP, MRP II. Production Control: Scheduling, Loading, Scheduling of Job Shops and Floor Shops, Gantt Charts.

4. Inventory Planning and Control:

Continuous and intermittent demand system, concept of inventory, need for inventory, types of inventories - seasonal, decoupling, and cyclic, pipeline, safety - Implications for Inventory Control Methods. Inventory Costs - Concept and behaviour of ordering cost, carrying cost, and shortage cost. EOQ – definition, basic EOQ Model, EOQ with discounts. Inventory control - Classification of material - ABC Analysis -VED, HML, FSN, GOLF, SOS. (Numericals expected on Basic EOQ, EOQ with discounts & ABC), Inventory turns ratios, Fixed Order quantity Model - Periodic Review and Re-order Point.

5. Supply Chain Management:

Supply chain concept, Generalized Supply Chain Management Model - Key Issues in SCM – Collaboration, Enterprise Extension, responsiveness, Cash-to-Cash Conversion. Customer Service: Supply Chain Management and customer service linkages, Availability service reliability perfect order, customer satisfaction. Enablers of SCM - Facilities, Inventory, Transportation, Information, sourcing, Pricing

Program Name: MBA

Course Name: Contemporary Framework in Management

Course Code: GC-UL-207



Course Content

1. Emotional Intelligence:

What is Emotional Intelligence, Benefits of EI, Understand the difference between Trait EI and Ability EI, 5 Dimensions of Trait EI Model - Self Awareness (SA), Managing Emotions (ME), Motivation (M), Empathy (E), Social Skills (SS) - Self-awareness (SA) - Self Awareness, Seeing the other side, Giving in without giving up, Life Positions – you and only you can choose your mindset, Managing Emotions (ME) - Self-Regulation, Managing Emotions, The ‘EQ brain’ and how it works, The science of emotions, Understanding Emotions, Find your self-control, Using Coping Thoughts, Using Relaxation Techniques, Self-Motivation (M) – Optimism, Pessimism, The balance between optimism and pessimism, The power of re-framing, Empathy (E) – Empathy, Barriers to empathy, Developing your empathy, Social Skills (SS) - Social skills, Making an impact, Creating a powerful first impression, Assessing a situation, Being zealous without being offensive, Traits of a person with high social skills. Determine your EQ

2. The 7 habits of highly effective people:

Paradigms and principles, Inside-out, The seven habits - an overview - Private victory Habit 1. Be proactive: principles of personal vision, Habit 2. Begin with the end in mind: principles of personal leadership, Habit 3. Put first things first: principles of personal management, public victory. Paradigms of interdependence. Habit 4. Think win/win: principles of interpersonal leadership, Habit 5: Seek first to understand, then to be understood: principles of empathetic communication, Habit 6. Synergize: principles of creative cooperation, Renewal. Habit 7. Sharpen the sword: principles of balanced self-renewal

3. Five dysfunctions of a team:

Absence of trust—unwilling to be vulnerable within the group, Fear of conflict— seeking artificial harmony over constructive passionate debate, Lack of commitment—feigning buy-in for group decisions creates ambiguity throughout the organization, Avoidance of accountability—ducking the responsibility to call peers on counterproductive behaviour which sets low standards, Inattention to results—focusing on personal success, status and ego before team success

4. The 21 irrefutable laws of leadership:

The law of the lid, The law of influence, The law of process, The law of navigation, The law of addition, The law of solid ground, The law of respect, The law of intuition, The law of magnetism, The law of connection, The law of the inner circle, The law of empowerment, The law of the picture, The law of buy-in, The law of victory, The law of the big Mo, The law of priorities, The law of sacrifice, The law of timing, The law of explosive growth, The law of legacy.



5. Good to Great:

Level 5 Leadership - Leaders who are humble, but driven to do what's best for the company, First Who, Then What: Get the right people on the bus, then figure out where to go. Find the right people and try them out in different seats on the bus (different positions in the company), Confront the Brutal Facts: The Stockdale paradox, Hedgehog Concept: Three overlapping circles: What lights your fire ("passion")? What could you be best in the world at ("best at")? What makes you money ("driving resource")? Culture of Discipline: Rinsing the cottage cheese, Technology Accelerators: Using technology to accelerate growth, within the three circles of the hedgehog concept, The Flywheel: The additive effect of many small initiatives.


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Program Name: MBA

Course Name: Geopolitics & World Economic Systems

Course Code: GC-UL-208

Course Content

1. Introduction to Global Economic & political Systems:

Meaning of Global Economy and its History Structure and Components of Global Economy, Theory of Hegemonic Stability, Differences among National Economies, Market Oriented Capitalism, Developmental Capitalism, Social Market Capitalism, Comparative Analysis, Effects of Globalization on Indian Economy.

2. The Trading System:

Debate over Free Trade – Functions of GATT and WTO, The Uruguay Round and World Trade Organization, Trade Blocs – EU, OECD, OPEC, SAARC, ASEAN, NAFTA, Threats to Open Trading System, Developments in International Trade Theory, Bi-lateral, Multilateral Trade Agreements, Impact of Trade wars in liberalized economy.

3. International Trade Laws:

International Contracts of Sale of Goods Transactions, International Trade Insurance, Patents, Trademarks, Copyright and Neighbouring Rights. Intellectual property Rights, Dispute settlement Procedures under GATT & WTO, Payment systems in International Trade, International Labour Organization and International Labour Laws.

4. International Monetary System:

The International Financial System - Reform of International Monetary Affairs - The Bretton Wood System and the International Monetary Fund, Controversy over Regulation of International Finance, Developing Countries' Concerns, Exchange Rate Policy of Developing Economies.

5. Contemporary issues and Challenges in Global Economic Environment - Indian perspective:

Globalization and its Advocacy, Globalization and its Impact on India, Fair Globalization and the Need for Policy Framework, Globalization in Reverse Gear-The Threatened Re-emergence of Protectionism. Euro zone Crisis and its impact on India, Issues in Brexit, World recession, inflationary trends, impact of fluctuating prices of crude oil, gold etc.



Program Name: MBA

Course Name: Marketing Research

Course Code: SC-MKT-205

Course Content

1. Introduction to Marketing Research:

Definitions - Marketing Research, Market Research, Scope and Limitations of Marketing Research, Role of Information in Marketing Decisions, Value and Cost of Information, Marketing Information System and Marketing Research, Marketing Decision Support System, Threats to Marketing Research, Relationship between Marketing Research & Marketing, Organizing Marketing Research function, Evaluating utility of Marketing Research, Online Marketing Research, Recent Trends in Marketing Research, Marketing Research Industry in India.

2. Marketing Research Proposal:

The marketing research brief, The Marketing decision problem and marketing research problem, Defining the marketing research problem, developing the research approach, The decision maker & the environment, alternative courses of action, objectives of decision maker, consequences of alternative courses of action, Translating decision problem to research problem, The marketing research proposal (Background - basic problem/opportunity , Objectives , Research Design – Qualitative & Quantitative approaches, Data Requirements, Data collection methods, Data collection instruments, Population definition, Sample Plan, Sample size, Sampling Methodology, Statistical analysis, Cost Estimates, Time line, Appendices), Report Writing, Ethical Issues in Marketing Research – participant issues, sponsor issues, corporate espionage, code of ethics.

3. Advanced Analytical Tools:

(a) Conjoint Analysis: Conceptual basis, procedure, type of data required, key decision, how to interpret output, applications to study trade off patterns of consumers as related to different levels of marketing mix elements (Question on interpretation of output is expected)

(b) Factor Analysis: Conceptual basis, type of data required, procedure, PCA, interpreting factor matrix (factor loadings, communalities, Eigen value), determining number of factors using latent root criteria & scree test, interpreting & naming factors, applications in consumer behaviour studies (interpretation of output is expected)

(c) Cluster Analysis: Conceptual basis, type of data required, procedure, clustering methods – single linkage rule, how to interpret output, applications related to psychographic & lifestyle market segmentation (interpretation of output is expected)

(d) Multi- dimensional Scaling & Perceptual Mapping: Conceptual basis, type of data required, key decision attribute based versus non-attribute-based approaches, procedure, how to interpret output, applications related to target market selection & positioning (interpretation of output is expected)



(e) Discriminant Analysis (Two Group Case): Conceptual basis, type of data required, determining the coefficients, interpreting discriminant function & classifying subjects using discriminant function, applications in marketing (interpretation of output is expected)

4. Marketing Research Applications - I:

(a) Sales Analysis and Forecasting: Mining internal customer and sales data, In-store shopper marketing research and Retail shop audits, margin trend data, targeting best customers, identifying most efficient and effective advertising and promotion methods to reach existing consumers, Consumer panels, Customer satisfaction research, Concept of Market demand and Market potential, Forecasting, forecasting methods, choosing a forecast model, forecast errors. Moving Average and Exponential Methods, Decomposition Methods, Regression Models.

(b) New Product Development and Test Marketing: marketing information for new markets, new product categories, new product concepts, new product design and market validation research, test marketing – uses, types, methods, limitations. Conjoint analysis for understanding consumer preferences and application to product design.

(c) Market Segmentation and Positioning: researching traditional market segments, defining meaningful segments, assessing existing product strength and line extension potential, creative positioning strategy, repositioning strategy research, defining go-to-market strategy, current and potential markets. Use of Factor analysis and perceptual maps.

(d) Pricing research: Pricing research and pricing strategy decisions, optimum price-product-feature configurations and market positioning opportunities.

5. Marketing Research Applications - II:

(a) Brand Research: brand concepts, brand names, brand power research, brand equity survey measurements, Brand tracking studies.

(b) Advertising Research: Concept testing research – evaluating advertising concepts, ad theme concepts and appeals, ad recall surveys, message and theme salience, impact measures, buying motivation and association measures, media research like readership surveys, Media audience tracking studies, TRP, Limitations of advertising research.

(c) International Marketing Research: Marketing research in international context - importance, complexities and issues, International secondary data sources, Primary data collection methods and complexities of data collection in international marketing research, Online data sources and research, Issues in multi-country data analysis - Data comparability and validity problems, major sources of errors, Report preparation and presentation



Program Name: MBA

Course Name: Financial Markets and Banking Operations

Course Code: SC-FIN-205

Course Content

1. Basic Concepts of Indian Financial System:

Structure and Components: Indian financial system in India, Role of financial system in economic development. Introduction to financial Institutions – Banking – Non-Banking Institutions. Role and Functions of Banks and their Contribution to Indian Economy. Introduction to Financial Markets, Functions and Classification. Money Market, Capital markets, Bond markets, Commodity markets, Money markets, Derivatives markets, Futures markets, Foreign exchange markets, Crypto currency market

2. Money Market:

Structure and components: Participants in Indian Money Market, Money Market Instruments, Structure of Money Market, Role of central bank in money market; Players in the Indian Money Market, The reforms in Indian Money Market.

3. Capital Market:

Components & Functions of Capital Markets, Primary & Secondary Market Operations, Capital Market Instruments - Preference Shares, Equity Shares, Non-voting Shares, Convertible Cumulative Debentures (CCD), Fixed Deposits, Debentures and Bonds, Global Depository receipts, American Depository receipts, Global Debt Instruments, Role of SEBI in Capital Market.

4. Banks and NBFCs:

Types of Banks & NBFCs: Central Bank, Nationalized & Co-Operative Banks, Regional Rural Banks, Scheduled Banks, Private Banks & Foreign Banks, Mudra Bank, Small Finance Banks, Specialized Banks, NBFCs. Types of Banking: Wholesale and Retail Banking, Investment Banking, Corporate Banking, Private Banking, Development Banking.

5. Concepts in Banking and Accounting of transactions:

Accounting in banks, Electronic Banking, RTGS, ATM, MICR, OCR, OMR, and DATANET, Petty Cash, Electronic Clearing Service (ECS), National Electronic Funds Transfer (NEFT) System, Real Time Gross Settlement (RTGS) System, IMPS.



Program Name: MBA

Course Name: Personal Financial Planning

Course Code: SC-FIN-206

Course Content

1. Introduction to Financial Planning:

Need for Financial Planning, assessing personal and financial goals, needs and priorities, attitudes and expectations and risk tolerance level, Personal Financial Planning Process, Preparation of Personal Budget, Personal Financial Statements, Responsibilities of a Financial Planner, Time Value of Money, KYC, PAN & AADHAR

2. Investment Planning:

Introduction to Investment Planning, Investment Criteria- liquidity, safety and Profitability, Investment vehicles (Gold, Bonds, Equity, FD, Insurance, MFs, ETFs, Post Office Savings, Real Estate etc.), Risk and Return associated with these investments, Return comparison over a period of time from different asset classes, Investment strategies, Mutual Funds as Investment Vehicle-Special focus on SIP, STP, and SWP, NFOs, Trading in Commodities, Derivatives and F&Os, Crypto currency, Creating an Investment Portfolio, Awareness of mis-selling in investment products.

3. Risk Analysis, Insurance Planning and Debt:

Risk analysis, Concept of long-term risk, Insurance decisions in personal financial planning, Types of insurance cover- mortality, health, disability, property and liability, ULIPs and Term Plans, Credit Card Financing, Types of Consumer and Home Loans- cost and risk, Credit Score.

4. Tax Planning:

What is Tax Deduction? Tax Deductions under the Section and respective Subsections of: 80C, 80D, 80E, 80G, 80 I, Sections 80 JJA, 80QQB, 80RRB, 80TTA, 80U and other relevant sections, Direct Tax Code (DTC), Taxation impact on different investment options, Personal tax planning, Filing IT Returns.

5. Retirement Planning and Estate Planning:

Wealth creation, retirement planning for an individual, Pension Plans, Provident Fund, Gratuity, Life Insurance Plans., General Insurance Plans, Reverse Mortgage Plans, Senior Citizen Schemes, what is Estate? Who needs Estate Planning? Transferring assets during life time, Power of Attorney, transferring assets post death – e.g., Nominations, Will, and Creating Trusts.



Program Name: MBA

Course Name: Employee Relations and Labour Legislation

Course Code: SC-HRM-06

Course Content

1. Introduction:

Background of Employee Relations, Concept, definition, scope, objectives, factors, participants importance of ER, Approaches to employee relations – The Dunlop’s approach, The Social Action Approach, The Human Relations Approach and The Gandhian Approach, Labour policies, role of ILO and its influence on legislation in India.

2. Mechanism for harmonious ER:

Collective bargaining - definition, meaning, nature, essential conditions, functions and importance, process and its implementation, Worker’s participation in management & Problem-solving attitude, Grievance, meaning and forms, sources, approaches, procedures, model grievance procedure and grievance handling committees.

3. Legislations governing Employee Relations:

The Industrial Disputes Act 1947 – Definition of industry, workmen and industrial dispute, authorities under the act, procedure, powers and duties of authorities, strikes and lockouts, layoff, retrenchment and closure, The Contract Labour (Regulation and Abolition) Act 1970 – Advisory boards, registration of establishment, Licensing of Contractors, Welfare and health of contract labour, registers and other records to be maintained.

4. Legislation governing Unions and wages:

The Trade Union Act 1926- Formation and registration of Trade Unions, Principle privileges of a registered trade union, rights of recognised trade unions, types and structure of trade unions, impact of globalisation on trade union movement, Maharashtra Recognition of Trade Union and Prevention of Unfair Labour Practices Act 1971 – Unfair labour practices on the part of Employers and Employees, authorities and punishments under the act, Minimum Wages Act 1948 – Definition of wages, fixation and revision of minimum wages, advisory boards and committees, fixing hours for a normal working day, wages for worker who works for less than normal working day, maintenance of registers and records.

5. Legislation governing working environment:

The Factories Act 1948 – Definitions of factory, manufacturing process, worker, occupier; provisions under health, safety and welfare, working hours, annual leave with wages, prohibition of employment of young children, Maharashtra Shops & Establishment (Regulation of Employment and Conditions of Service) Act, 2017 – Scope, Registration of establishments, opening and closing hours, hours of work,



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interval for rest, spread over, wages for overtime and weekly off, leave with pay and payment of wages and welfare provisions, offences and penalties, Maternity benefit Act, 1961 – Entire Act and latest amendment, The Sexual harassment of women at workplace(Prevention, prohibition and Redressal) Act, 2013 – Definitions of sexual harassment, employee, workplace, complaints committee, complaint mechanism, Aggrieved Woman, Chairperson; Constitution of Internal Complaints Committee, Complaint, Inquiry into complaint, duties of employee.


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Program Name: MBA

Course Name: Labour Welfare

Course Code: SE-HRM-217

Course Content

1. Introduction - Evolution of Labor Welfare:

Origin and evolution of Labour Welfare-objectives of Labour Welfare need and importance of L.W, Classification of Labour Welfare, Work agencies of Labour Welfare, Scope of Labour Welfare, Concepts, philosophy and principles of labour welfare, Plans and labour policy in India and Labour Welfare in India.

2. Labour Legislations in India:

Statutory Welfare Amenities – as per Factories Act, 1948, Plantation Act, 1951, Motor Act 1952, Motor Transport Act. Non-statutory welfare Agencies – Role of Trade Unions, NGOs and Local-self Govt., National Commission on Labour and Labour Welfare, Labour Laws of the Elimination of Child Labour

3. Agencies of Labour welfare:

Agencies of Labour welfare in India (Central Govt., State Govt., Employers & Trade- Unions), Labour Welfare Officer: Role, Qualifications, Functions, Duties, Labour Administration in India

4. Industrial Hygiene & Occupational Health:

Working condition and benefits, Working conditions in the factory safety and accident prevention, Health and hygiene, Canteen organization and management, Organization of credit and consumer co-operative societies-recreational and educational activities-workers education in India, Functions of Labour welfare officers India.

5. Problems of Indian labour:

Problems of Women Labour, Problems of Unorganized labour, Problems of Workers education



Program Name: MBA

Course Name: Data Mining

Course Code: SC-BA-206

Course Content

1. Basic Concepts:

Concept, Definitions and Need of Big Data, Data Mining, Business Intelligence. Data Mining Process, relation to Business Intelligence techniques. Introduction to Data Mining Tasks (Classification, Clustering, Association Analysis, Anomaly Detection). Concept, Definitions of model, descriptive models, predictive modelling, basic terminology. Real-world data mining applications - Big Data Analytics in Mobile Environments, Fraud Detection and Prevention with Data Mining Techniques, Big Data Analytics in Business Environments.

2. Data and Preprocessing:

Understanding of Data, what is data? Types of attributes, properties of attribute values, types of data, data quality, Sampling, Data Normalization, Data Cleaning, Similarity Measures, Feature Selection/Instance Selection, the importance of feature selection/instance selection in various big data scenarios.

3. Classification:

Decision-Tree Based Approach, Rule-based Approach, Instance-based classifiers, Support Vector Machines, Ensemble Learning, Classification Model Selection and Evaluation, Applications: B2B customer buying stage prediction, Recommender Systems.

4. Clustering:

Partitional and Hierarchical Clustering Methods, Graph-based Methods, Density-based Methods, Cluster Validation, Applications: Customer Profiling, Market Segmentation.

5. Association Analysis:

Apriori Algorithm and its Extensions, Association Pattern Evaluation, Sequential Patterns and Frequent Subgraph Mining, Applications: B2B Customer Buying Path Analysis, Medical Informatics, Telecommunication alarm diagnosis. Anomaly Detection: Statistical-based and Density-based Methods, Ethics of data mining, privacy, what can/do firms know



Program Name: MBA

Course Name: Strategic Management

Course Code: GC-11

Course Content

1. Understanding Strategy

Concept of strategy, Levels of Strategy - Corporate, Business and Functional. Strategic Management - Meaning and Characteristics. Distinction between strategy and tactics, Strategic Management Process, Stakeholders in business, Roles of stakeholder in strategic management. Strategic Intent – Meaning, Hierarchy, Attributes, Concept of Vision & Mission - Process of envisioning, Difference between vision & mission. Characteristics of good mission statements. Business definition using Abell's three dimensions. Objectives and goals, Linking objectives to mission & vision. Critical success factors (CSF), Key Performance Indicators (KPI), Key Result Areas (KRA). Components of a strategic plan, Analyzing Company's External Environment: Environmental appraisal, Scenario planning – Preparing an Environmental Threat and Opportunity Profile (ETOP). Analyzing Industry Environment: Industry Analysis - Porter's Five Forces Model of competition, Entry & Exit Barriers.

2. Analyzing Company's Internal Environment

Resource based view of a firm. Analyzing Company's Resources and Competitive Position - meaning, types & sources of competitive advantage, competitive parity & competitive disadvantage. VRIO Framework, Core Competence, characteristics of core competencies, Distinctive competitiveness. Benchmarking as a method of comparative analysis. Value Chain Analysis Using Porter's Model: primary & secondary activities. Organizational Capability Profile: Strategic Advantage Profile, Concepts of stretch, leverage & fit, ways of resource leveraging – concentrating, accumulating, complementing, conserving, recovering. Portfolio Analysis: Business Portfolio Analysis – BCG Matrix – GE 9 Cell Model.

3. Generic Competitive Strategies

Meaning of generic competitive strategies, Low cost, Differentiation, Focus – when to use which strategy. Grand Strategies: Stability, Growth (Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment – Turnaround, Divestment, Liquidation, Outsourcing Strategies.

4. Strategy Implementation

Barriers to implementation of strategy, Mintzberg's 5 Ps – Deliberate & Emergent Strategies. Mc Kinsey's 7s Framework. Organization Structures for Strategy Implementation: entrepreneurial, functional, divisional, SBU, Matrix, Network structures, Cellular/ Modular organization, matching structure to strategy, organizational design for stable Vs. turbulent environment, Business Continuity Planning. Changing Structures & Processes: Reengineering & strategy implementation – Principles of Reengineering. Corporate Culture: Building Learning organizations, promoting participation through technique of Management by Objectives (MBO). Strategy Evaluation: Operations Control and Strategic Control - Symptoms of malfunctioning of strategy – Concept of Balanced scorecard for strategy evaluation.

5. Blue Ocean Strategy



Difference between blue & red ocean strategies, principles of blue ocean strategy, Strategy Canvass & Value Curves, Four Action framework. Business Models: Meaning & components of business models, SPPU - MBA Revised Curriculum 2019 CBCGS & OBE Pattern Page 120 of 273 new business models for Internet Economy– E-Commerce Business Models and Strategies – Internet Strategies for Traditional Business –Virtual Value Chain. Sustainability & Strategic Management: Startups- growth and reasons for decline. Threats to sustainability, Integrating Social & environmental sustainability issues in strategic management, meaning of triple bottom line, people-planet-profits.


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Program Name: MBA

Course Name: Decision Science

Course Code: GC-12

Course Content

1. Introduction

Importance of Decision Sciences & role of quantitative techniques in decision making. Assignment Models: Concept, Flood's Technique/ Hungarian method, applications including restricted, multiple assignments and maximization objective. Transportation Models: Concept, formulation, problem types: balanced, unbalanced, restriction and maximization, Basic initial solution using North West Corner, Least Cost & VAM, Optimal solution using MODI, multiple solution case to be considered.

2. Linear Programming

Concept, Formulation & Graphical Solution. Markov Chains: Applications related to management functional areas, estimation of transition probabilities. Simulation Techniques: Monte Carlo Simulation, scope, and limitations.

3. Probability

Concept, Conditional Probability theorem-based decision making. Probability Distributions: Normal, Binomial, Poisson (Simple numerical for decision making expected). Queuing Theory: Concept, Single Server (M/M/I, Infinite, FIFO), Introduction of Multi Server (M/M/C, Infinite, FIFO) (Numerical on single server model expected)

4. CPM & PERT

Concept, Drawing network, identifying critical path, Network calculations- calculating EST, LST, EFT, LFT, Slack, floats & probability of project completion in case of PERT. Network crashing: Concept of project cost and its components, time and cost relationship, crashing of CPM network.

5. Decision Theory

Concept, Decision making under uncertainty Maximax, Maximin, Minimax regret, Hurwicz's & Laplace criterion, Decision making under risk (EMV, EVPI) for items with and without salvage value. Game SPPU - MBA Revised Curriculum 2019 CBCGS & OBE Pattern Page 121 of 273 Theory: Concept, 2×2 zero sum game, Pure & Mixed Strategy, solution of games with dominance, average dominance method. Sequencing problem: Introduction, Problems involving n jobs-2 machines, n jobs- 3 machines & n jobs- m machines, Comparison of priority sequencing rules.



Program Name: MBA

Course Name: Summer Internship Project

Course Code: GC-13

Course Content

At the end of Second Semester each student shall undertake a Summer Internship Project (SIP) for a minimum of 8 weeks. For SIP, 1 credit is equivalent to minimum 40-45 hours of effective work, SIP shall have 6 credits. It is mandatory for the student to seek advance written approval from the faculty guide and the Director of the Institute about the topic and organization before commencing the SIP.

The SIP may or may not have a Functional Focus, ie. the student may take up a SIP in his/her intended area of specialization or in any other functional area of management. Ideally the SIP should exhibit a cross-functional orientation.

SIP can be carried out in a

1. Corporate Entity
2. NGO
3. SME
4. Government Undertaking
5. Cooperative Sector.

SIP may be

1. a research project-based on primary/secondary data
2. may be an operational assignment involving working by the student on a given task/assignment/project/etc. in an organization/industry.

It is expected that the SIP shall sensitize the students to the demands of the workplace and apply conceptual knowledge in practice...

Each student shall maintain a SIP Progress Diary detailing the work carried out and the progress achieved on a daily basis. The student shall submit a written structured SIP report based on work done during this period. The student shall submit the SIP Progress Diary along with the SIP Report.

Students shall also seek a formal evaluation of their SIP from the company guide. The formal evaluation by the company guide shall comment on the nature and quantum of work undertaken by the student, the effectiveness and overall professionalism. The learning outcomes of the SIP and utility of the SIP to the host organization must be specifically highlighted in the formal evaluation by the company guide. The



SIP evaluation sheet duly signed and stamped by the industry guide shall be included in the final SIP report,

The SIP report must reflect 8 weeks of work and justify the same. The SIP report should be well documented and

supported by-

1. Institute's Certificate
2. Certificate by the Company
3. Formal feedback from the company guide
4. Executive Summary
5. Organization profile
6. Outline of the problem/task undertaken
7. Research methodology & data analysis (in case of research projects only)
8. Relevant activity charts, tables, graphs, diagrams, AV material, etc.
9. Learning of the student through the project
10. Contribution to the host organization
11. References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

The completion of the SIP shall be certified by the respective Faculty Guide & approved by the Director of the Institute.

The external organization (Corporate/NGO/SME/ Government Entity/ Cooperative/ etc.) shall also certify the SIP

work.

The students shall submit a spiral bound copy of the SIP report by 15 September. The Institute shall conduct an

internal viva-voce for evaluation of the SIP for 50 marks between 15th September to 30 September. The Panel shall

comprise of two evaluators appointed by the Director of the Institute/Head of Department (for MBA departments

in engineering colleges). Institutes are encouraged to involve senior alumni, industry experts, recruiters to conduct



the internal viva-voce. The internal viva-voce panel shall provide a detailed assessment of the SIP report and suggest

changes required, if any.

After the internal viva-voce, the student shall finalize the SIP report by incorporating all the suggestions and recommendations of the internal viva-voce panel. The internal guide shall then issue the Institute's Certificate to the student.

The student shall submit TWO hard copies & one soft copy (CD) of the project report before 30th October in Sem III. One hard copy of the SIP report is to be returned to the student by the Institute after the External Viva-Voce. In the interest of environmental considerations, students are encouraged to print their project reports on both faces of the paper. Spiral bound copies may be accepted.

There shall be an external viva voce for the SIP for 50 marks. The external viva-voce shall be conducted after the theory exam of Semester III.

The Internal & the External viva-voce shall evaluate the SIP based on:

1. Clear and concise objectives
2. Clear methodology, articulated using technical terms indicating all steps and tools
3. Citation of substantial current and good quality literature
4. Application of concepts learned in Sem I and II
5. Understanding of the organization and business environment
6. Benchmarks used / Assumptions made
7. Technical Writing & Documentation Skills
8. Interpretation of results and justification thereof and validity of the results presented
9. Utility of the project to the organization
10. Comprehensiveness and stakeholder relevance of the learning experience

Copies of SIP report and records of evaluation shall be maintained by the Institute for a period of 3 academic years.



Program Name: MBA

Course Name: International Business Environment

Course Code: GE-UL-14

Course Content

1. Introduction to International Business
Importance, nature and scope of international business; modes of entry into International Business, internationalization process. Globalization: Meaning, Implications, Globalization as a driver of International Business. The Multinational Corporations (MNCs) – evolution, features and dynamics of the Global Enterprises. Consequences of Economic Globalization, Brexit, Reverse globalization.
2. International Business Environment
Political Economy of International Business, Economic and Political Systems, Legal Environment, Cultural Environment, Ethics and CSR in International Business.
3. International Financial Environment
Foreign Investments - Pattern, Structure and effects. Theories of Foreign Direct Investment, Traditional and Modern theories of FDI, Modes of FDI - Greenfield, Brownfield Investments, Mergers and Acquisitions, Motives of FDI, FDI contrasted with FPI. Basics of Forex Market.
4. International Economic Institutions and Agreements
WTO, IMF, World Bank, UNCTAD Tariff and Non-tariff Barriers. Balance of Payment Account: Concept and significance of balance of payments, Current and capital account components. Introduction to Basic Concept of IFRS.
5. Emerging Issues in International Business Environment
Growing concern for ecology, Digitalisation; Outsourcing and Global Value chains. Labor and other Environmental Issues, Impact of Pandemic COVID-19 on international trade.


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Program Name: MBA

Course Name: Sales & Distribution Management

Course Code: SC-MKT-04

Course Content

1. Overview of Sales Management

a. Meaning, Evolution, Nature and importance of sales management, Strategic role of sales management, Objective and functions of sales management, Emerging trends in Sales Management, b. Careers in Sales Management; Skills required for Sales Managers. c. Impact of Technology on Sales: ERP, Social Platforms, Introduction of Sales Force Automation Systems (SFA) and Mobile technology in sales.

2. Organizing the Sales Force

a. Sales Organization - meaning, Objectives & Structures of Sales Organization, Recruitment, selection and training the sales force, motivation to sales force, Compensation and Evaluation of Sales Force. Duties and Responsibilities of Sales Managers and the Effective Sales Executive. SPPU - MBA Revised Curriculum 2019 CBCGS & OBE Pattern Page 138 of 273 b. Personal Selling: Objectives; Personal Selling Process; Relationship selling, (Primary, Secondary etc. Selling).

3. Sales Planning and Control

a. Sales Planning Sales Forecasting & Budgeting, Sales Quotas and Targets. b. Sales Control: Reporting Formats for Primary and Secondary Sales, Monthly Sales Plan, Territory Sales and Coverage Plan, Daily Sales Call Report, Expired Goods and Breakage Return Report, Fortnightly Sales Review Report, Order Booking Report, Monthly and Quarterly Sales Report. c. Sales Audit: Sales Force Productivity Indicators (Value and Volume); Territory Productivity, per Person per Month Productivity, Sales to Marketing Expenses Ratio.

4. Distribution Management



a. Distribution Management: Introduction, need and scope of distribution channels; Marketing channels strategy; Levels of channels; Designing Channels; Selection and Recruitment of Channel Partners; Channel Conflicts; Techniques to resolve channel conflicts; b. Channel Management Decisions; Channel policies, Concept of Vertical Marketing System (VMS) and Horizontal Marketing System (HMS) c. Channel Information System: Meaning, purpose, Developing channel information system, Elements of Channel Information System, Channel performance evaluation criteria d. Franchising: Significance and importance of Franchisee in Channel Decision; Advantages of Franchisee; Process of appointment of Franchisee; Franchiser-Franchisee relationship. ROI calculation at Dealer Level.

5. Wholesaling, Retailing & Logistics Management

a. Wholesaling: Meaning, functions, classification of wholesalers, Major wholesaling activities and decisions b. Retailing: Meaning, Types of Retailers and retailing formats, Retail strategies, E-Tailing: Structure and Developments in E-tailing, Advantages & Disadvantages of E-Tailing. c. Concept & scope of logistics, Components of logistics - warehousing decisions, Transportation decision, Inventory management decisions: Concept of EOQ, ROP, JIT, online inventory management. d. Concept and scope of Supply chain management, Components of Supply Chain Management.


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Program Name: MBA

Course Name: Advanced Financial Management

Course Code: SC-FIN-03

Course Content

1. Financial Planning and Shareholder Value

Overview of Financial Planning; Long term and short term sources of finance; Financial Statements including Funds Flow and Cash Flow Statements; Importance of Cash Flows; Concept of Financial Distress; Shareholder wealth and managerial behavior; Growth and Value; Concept and features of value-based management; Economic Value Added (EVA): Meaning, Components, Advantages & Drawbacks, Calculating EVA

2. Capital Structure and Firm Value

Assumptions and Definitions; Net Income Approach; Net Operating Income Approach; Traditional Position; Modigliani and Miller Position Taxation and Capital Structure; Tradeoff; Signaling Theory; PBIT - EPS Analysis; ROI - ROE Analysis ; Leverage Ratios; Guidelines for Capital Structure Planning

3. Investment Decisions

Meaning and Process, Risk and Uncertainty in Capital Budgeting: Capital rationing and Project Selection. Inflation and Capital budgeting; Capital budgeting practices in Indian companies

4. Working Capital Management

Determination of level of current assets, Working capital financing by banks; Cash and liquidity Management- aspects of cash management, motives for holding cash and marketable securities, Cash Management Models, Strategies for managing surplus funds; Credit Management: Objectives of trade credit, credit policies. Control and collection of accounts receivables, role of factoring in receivables management (No problems on estimation of working capital).

5. Dividend Policy and Firm Value

Why Firms Pay Dividends ; Factors Influencing Dividend Policy ; Legal and Procedural Aspects ; Bonus Shares and Stock Splits; Share Buybacks and Valuation ; Dividend Policies in Practice; Dividend Models: Walter's model, Gordon's model, Modigliani and Miller's Hypothesis; Models in Which Investment and Dividend Decisions are Related



Program Name: MBA

Course Name: Strategic Human Resource Management

Course Code: SC-HRM-03

Course Content

1. Introduction to Strategic Human Resource Management
Definition and objectives of SHRM, Evolution of SHRM, Strategic Fit, Types of HR strategies, Linking HR strategies to business strategies
2. Components of SHRM
Human Capital management, Valuation of human resources in a strategic level, HR cost, Investments in HR, Formulation of HR strategies, Strategic HR vs traditional HR, HRM in knowledge economy, Challenges and issues in implementation of HR strategies in Indian context
3. HR Planning as a strategy
Business Strategy & HRP, HRP process, Job Analysis, Forecasting and analyzing HR demand (qualitative and quantitative), Supply forecasting (external and internal), Comparison of demand and supply forecasting
4. Specific HR strategies
Talent Management strategies, Career Planning and succession planning, Compensation and reward strategies, Employee engagement strategies
5. Global Dimensions to HR strategy
SHRM in international context, Global competitive advantage, Issues and challenges in SHRM, cross cultural management- developing cross cultural sensitivity, OCTAPACE, Global business ethics



Program Name: MBA

Course Name: HR Operations

Course Code: SC-HRM-04

Course Content

1. Human Resource Administration

Definition, nature, scope, objective, structure of personnel department, personnel policy and its types, maintenance of personnel files and records, Drafting communication in personnel department – Appointment, promotion, transfer, deployment, appreciation letter, notices and circulars.

2. Communications about disciplinary measures

Drafting of memo, warning, show cause, charge sheet, suspension, Inquiry procedure correspondence, termination and dismissal, reinstatement in service.

3. Computation under Social Security Laws

The Employee's Provident Fund and Miscellaneous Provisions Act, 1952 – Contribution, online procedure for opening of account and required documents, rate of contribution of Employer and Employee, administrative charges, interests and penalties, PF calculations and Forms, Amendments till date, The Employee's State Insurance Act, 1948 – Contributions, all 6 benefits, and calculations related to benefits, calculations for payment of compensation, applicability, Amendments till date

4. Compensation and Labour Welfare

The Workmen's Compensation Act 1923 – Definition, Permanent, Partial, Total Disablement arising out of and in course of employment, theory of notional extension, calculation of compensation in case of death and disability, Amendments till date. The Payment of Bonus Act, 1965 – Definition of Bonus, applicability, eligibility, minimum, maximum, Seton and Set-off, disqualification of bonus, Amendments till date. The Payment of Gratuity Act 1972 – Definition of Gratuity, applicability, eligibility, minimum service condition, maximum limit, calculation of gratuity in case of retirement, resignation, death and disablement. Amendments till date.

5. Components of Payroll System

Maintenance of Statutory Returns – TDS, Profession tax, Form – 16 A and B, Form 26 AS, PF, ESI, Calculation of CTC and designing salary structure Income from salaries, deductions from salaries, meaning of salary for different purposes, perquisites, value of rent free accommodation



Program Name: MBA

Course Name: Indian Ethos & Business Ethics IV

Course Code: GC - 15

Course Content

1. Indian Ethos and Values : Its relevance at Workplace
Indian Ethos- Meaning, Features, Need, Evolution, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Triguna Theory-OSHA Model. Work Ethos meaning, dimensions of Work Ethos. Values - Concepts, Values in business, Value system in work culture, and Values of Indian Managers, Relevance of Value Based Management in Global Change; Impact of values on Stakeholders; Trans-Cultural Human Values, Ethics v/s Ethos, Eastern Management v/s Western Management.
2. Indian Model of Management
Concept of Indian Model of Management in the Indian socio-political environment, Laws of Karma and its relevance in business settings, Indian Heritage in Business-Management. Production and Consumption: Management lessons from Indian heritage scriptures (like Mahabharata & Ramayana), Leadership Pointers from Kautilya's Arthashastra, VEDA Model of Leadership, Corporate Rishi Model, Theory K, WE theory (WestEast Theory)
3. Business Ethics as Applied ethics
Meaning, Characteristics of Business Ethics, Importance of Business Ethics (Long Term growth, Cost reduction, Risk mitigation, Limited resources, etc.) Types of Business Ethics (Transactional Ethics, Participatory Ethics, Recognition Ethics), Factors influencing business ethics. Categories of Ethics (Personal, Professional, Managerial) Business Code of Conduct), Approaches to Business Ethics: Consequentialist & Non- Consequentialist Theories of Ethics - Deontological Theory & Teleological Theory, Kohlberg Six stage moral development.
4. Ethical decision making in business matrix
Framework of Ethical decision making, Ethical dilemmas in different functional areas of Business (Finance, Marketing HRM and International Business), Intellectual Property Rights and Business Ethics, Ethical challenges for Managers, Ethical Decision Making process, it's Model -STEP Model, PLUS Filter Model.
5. Applications of Ethical Principles to Contemporary, Moral and Ethical problems / issues related to Business
Contemporary cases on Corporate Strategy and Climate Change, Corporate Strategy and Natural resource depletion, Corporate Social Responsibility, transparency and accountability, Social Media and E-Platforms. Current ethical issues like Bank scams, Airlines etc.



Program Name: MBA

Course Name: Global Strategic Management

Course Code: GE - UL - 19

Course Content

1. Introduction

The phenomenon of Globalisation Localisation and Glocalization, Factors that push globalisation, The benefits of globalisation, factors that work against globalisation, The localisation pushes, The benefits of localisation and Globalisation, The Global Integration/Local Responsiveness Grid. Strategy making strategy implementing and strategic managing; Globalization and strategic management; Strategic flexibility and learning organization. Competitive strategy and competitive advantage in global market. Assessing Countries' Attractiveness: Country attractive Market and industry opportunities, Assessing industry opportunities, Country risk analysis.

2. Market Intelligence and Designing a Global Strategy

Market Intelligence: Drivers and Benefits, Key Success Factors of World Class Market Intelligence, Intelligence Scope, Intelligence Process, Intelligence Tools – Collecting, Storing, and Communicating Intelligence. Designing a Global Strategy: Entry strategies, Direct Exporting, Licensing, Partnering, Joint Ventures, Buying an organization, Piggybacking, Turnkey Projects, Greenfield Investments. Increased Market Size, Return on Investment, Economies of Scale and Learning, Location Advantages.

3. Global Strategic Alliances and Resources and Business-Level Strategy

Strategic Alliances: Global versus local alliances, typology and framework, Value potential, Partner analysis, Negotiation and design, Implementation of alliance management, Global multilateral alliances, Alliance constellation management, Criteria for successful alliances. Global Mergers and Acquisitions: The rationale for cross-border M&As, Cross-border acquisitions performance, Deciding on the M&A, Integrating the companies: the integration phase, Integrating the companies: the transition phase, Integrating the companies: the consolidation phase (Case studies of global strategic alliances and global mergers and acquisitions are expected).

4. Designing a Global Organisation

Structure, processes and culture, global functional model, geographical model, single matrix model, multi-business global product division model, multi-business geographical model, multi-business matrix model, Hybrid structural models, transnational model.

5. Globalization, Innovation, and Sustainability

Challenges to Strategic Management: Impact of Globalization, Innovation, Sustainability, Theories of Organizational Adaptation, Creating a Learning Organization, Environmental Scanning, Strategy Formulation Strategy Implementation, Evaluation and Control, Feedback/Learning Process, Resources, Capabilities, and Core Competencies, Building Core Competencies, Four Criteria of Sustainable Competitive Advantage. Issues in global strategy implementation; strategy evaluation and control.



Program Name: MBA

Course Name: Corporate Social Responsibility & Sustainability

Course Code: GE - UL – 22

Course Content

1. Corporate Social Responsibility

Fundamental Concepts, Nature and Significance of CSR. Principles of CSR: Accountability-Transparency-Sustainability. Concept of Charity, Corporate Philanthropy, Difference between Charity and Philanthropy, CSR as a key to business success. CSR as a Marketing and Branding tool for the businesses, Strategic advantage of CSR, Corporate Citizenship, and Sustainable Business. Other main aspects: CSR and Corporate Governance, Environmental Aspects of CSR. Evolution and Implementation of CSR in India. Best Global Practices of CSR, OECD principles and CSR. CSR Projects: Conducting CSR activity by involving students at Institute level.

2. CSR Legislations in India

Section 135 of Companies Act 2013. Scope of CSR, Activities under schedule VII, Leadership and CSR. Identifying the key Stakeholders of CSR, CSR & Triple Bottom Line- 3 aspects (Economic, Social, and Environmental). Role of Public sector, Non Profit Organizations and Local self-Governments in implementation of CSR projects. Contemporary issues and hurdles in CSR. Current Trends and Opportunities in CSR, including a Strategic Business tool for sustainable Development. CSR and Business Ethics, Effect of Globalization on CSR, CSR Funds- Criteria & Policies with legal framework. Case studies: Major CSR Initiatives. Project Work: Interview of CSR head of any Organization.

3. Introduction to Sustainability & Sustainable Development

Definition & Concept of Sustainability & Sustainable development, need, importance, education, Philosophical development, Gandhian Thought on Sustainable Development, Sustainable Development and social framework, equitable distribution, difference between sustainable development and green development, criticism, 17-Point charter under United Nations agenda for Global Peace and Sustainable Development – 2030. Sustainability report. Stakeholder Impact: Stakeholders and the power they wield, Reducing socio- environmental costs and risks: managing the downside, driving revenues and creating intangible value: managing the upside. Case Study – Bhutan Case for Inclusive Growth on Environment protection and Reducing carbon footprints, IKEA Company & Sustainability

4. Dimensions of Sustainable Development

(a) Environmental: Natural Resources & Resource Depletion, Management of human energy consumption, Solid waste generation & waste management, Global Greenhouse emission, Air & Water Pollution and Climate Change, Ozone Hole NASA report. Understanding ecological "footprint": Eco-tracking, carbon marketing, carbon credits, economics of sustainability, Designing for the environment and 'greening' the supply chain, regulation. (b) Economic: Achieving economic growth with minimal Environmental degradation, Nature as an economic externality, economic opportunity, introduction & implementation of inclusive growth models for rural development, Sustainable livelihoods for tribal communities. (c) Social: Peace, Security, Social equity & justice, Sustainability and poverty, Human relationship with nature, Human-Nature conflicts, human settlements. Role of Stakeholders: Stakeholder's Engagement, Study of business models for sustainable development: Indian & Global perspectives Role of Volunteers: Role of NGO's, Industries & citizens' participation in sustainable



development Project: Prepare a report on how the countries like Sweden, Denmark etc. are achieving the UN sustainable development goals by performing well in Social & economic issues

5. Sustainable Development & Business Ethics: Sustainability reporting

Triple bottom line reports - The content of sustainability reports (also CSR reports, ESG reports, social and environmental reports) Social accountability standard - ISO 26000: Social responsibility guidance standard, Global Compact Principles, Environmental Impact Assessment, Life Cycle Analysis, Social Impact Assessment. Indian Values and Ethics: Respect for Elders, Hierarchy and Status, Need for Security, non – Violence, Cooperation, Simple Living high Thinking, Rights and Duties, Ethics in Work life, Holistic relationship between Man and Nature, Attitudes and Beliefs. Project: Student to study the Covid-19/ any other current crisis, do desk research and submit the report.


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Program Name: MBA

Course Name: Marketing 4.0

Course Code: SC - MKT - 05

Course Content

1. Introduction to Marketing 4.0

Power Shifts to the Connected Customers, Shift from Exclusive to Inclusive, social communities, Reverse innovation, Frugality change in focus From Vertical to Horizontal, Transition from Individual to Social approach, Online go-to-market option-factor (friends, families, Facebook, Fans, twitter followers) The Paradoxes of Marketing to Connected Customers Breaking the Myths of Connectivity -connectivity as a game changer, lowering entry barriers, disruption, collaboration, co creation, Informed customers vs Distracted customers, brand conversion, Negative Advocacy vs Positive Advocacy, prompted Advocacy The Influential Digital Subcultures Youth: Acquiring the Mind Share, Fast changing Pop culture, Youth as a primary market, early adopters, Women: Growing the Market Share, Women's role in decision-making, Researched decision process, Women's role as a gatekeeper, Netizens: Expanding the Heart Share, well informed, smart and High influence of Netizens.

2. Marketing 4.0 in the Digital Economy

Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing, technologies that drive digital economy, digitally empowered entrants, combining online and offline interaction, Blending style with substance, The New Customer Path Brand clarification of characters and codes-Brand positioning, consistency in Brand characters, Brand differentiation based on Human-to Human touch, Four Ps to 4Cs, Commercializing 4C's Understanding How People Buy: From Four A's to Five A's, Aware, Appeal, Ask, Act, and Advocate. Driving from Awareness to Advocacy: The O Zone (O3)

3. Marketing Productivity Metrics

Introducing PAR and BAR, Decomposing PAR and BAR Driving Up Productivity, Purchase Action Ratio and Brand Advocacy Ratio Industry Archetypes and Best Practices Four Major Industry Archetypes, Four Marketing Best Practices.

4. Human-Centric Marketing for Brand Attraction

Understanding Humans Using Digital Anthropology, Building the Six Attributes of Human-Centric Brands, When Brands Become Humans Content Marketing for Brand Curiosity Content Is the New Ad, #Hashtag Is the New Tagline, Step-by-Step Content Marketing, Creating Conversations with Content

5. Omni channel Marketing for Brand Commitment

The Rise of Omnichannel Marketing. Step-by-Step Omni channel Marketing, Integrating the Best of Online and Offline Channels Engagement Marketing for Brand Affinity Enhancing Digital Experiences with Mobile Apps, Providing Solutions with Social CRM, Driving Desired Behaviorwith Gamification. Mobile Apps, Social CRM, and Gamification, Epilogue: Getting to WOW! What Is a "WOW"? Enjoy, Experience, Engage.



Program Name: MBA

Course Name: Financial Laws

Course Code: SC - FIN - 05

Course Content

1 Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) Act, 2002

Meaning & Definition of Securitisation & Reconstruction, Formation of SARFAESI Act, 2002, SARFAESI Act 2002 - Need for the new law, Objectives, Scheme of the Act, Salient features, Incorporation & Registration of Special Purpose Companies, Funding of Securitisation, Assets Reconstruction, Enforcing Security Interest, Establishment of a Central Registry, Offences & Penalties, Boiler-plate Provisions Applicability, Exempted transactions, SARFAESI Process and Documentation.

2 Corporate Debt Restructuring and Strategic Debt restructuring

Meaning, Definition and Importance. CDR and GDR: difference, mechanism, Scheme, Debt Restructuring Process, Benefits, Corporate Financial Distress, Restructuring, and Bankruptcy. Scheme for Sustainable Structuring of Stressed Assets (S4A Scheme)

3 India Laws and Regulations Governing International Business Transactions

FERA/FEMA, Taxation of foreign income; Foreign investment; Setting up offices and branches abroad

4 The Actuaries Act

Definition, Need, Importance, Objectives, Incorporation of Institute of Actuaries of India, Composition of council of institute, Functions of Council, Registration of Members, Appointment and Prosecution of Director, Constitution of Appellate authority, Appeal to authority, Penalty, Companies not to engage in actuarial practice, Quality Review Board: Establishment, functions, procedure, terms and conditions of chairperson and members of board

05 Insolvency & Bankruptcy code

Introduction, Concept of Insolvency and bankruptcy, Distinctive Features and Evaluation of the Code, Insolvency Resolution & liquidation process for corporate, Voluntary Liquidation of Corporate Person, Insolvency Resolution & Bankruptcy for Individuals & Partnership Firms, Adjudicating Authority under the Code, and Liability of Guarantors during the Corporate Insolvency Resolution Process.



Program Name: MBA

Course Name: Current Trends & Cases in Human Resource Management

Course Code: SC - HRM - 06

Course Content

1. Introduction and Concept of HR Trends

Definition and Concept related to HR Trends, Comparative analysis of HR Trends since 2015, Causes of transformation and evolution in the HR Trends, Digital Disruptions and its impact on HR Trends.

2. Current HR Trends

Technological Interventions in HR Processes and Management (Artificial Intelligence in Recruitment, Data Analytics in transforming HR, Employee Experience Platforms, Feedback Tools to improve Employee Engagement and Productivity, Employee Wellness Apps, Cloud and Mobile-enabled HR solutions

3. Tectonic Shift in HRM Priorities

viz: Managing Workforce Diversity, Establishing Gender Parity and Pay Equality, Providing Mentorship, Assuring Safety at workplace, Catering to Employee expectations, Changing Skill requirements, Conducting Continuous Improvement Programs, Re-engineering work processes for improved productivity, Decentralizing work sites, and Promoting Family work life balance.

4. Enhancement of HR Functions through Current HR Trends

Organisational Culture and Effectiveness, Employee Performance and Satisfaction, Human Resource Planning & Management, Recruitment & Selection, Performance Management System, Training & Development, Career / Succession Planning, Rewards & Recognitions, Employee Engagement, Health & Safety, Administrative Functions.

5. Cases in HRM

a. Automation and Recruitment b. Technology enabled Employee Training and Development c. Employee Experience, Engagement and Evaluation through Technology d. Digital Human Resource Planning & Management. e. Tech Tools in Organisational Culture and Effectiveness.


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Program Name: MBA

Course Name: E - HRM

Course Code: SE - IL - HRM - 21

Course Content

1 Foundation of Human Resource information system (HRIS)

HRIS- Evolution, The Role of Information Technology, Database Concepts and Applications in Human Resource Information Systems, Systems Considerations in the Design of an HRIS: Planning for Implementation, security and privacy in HRIS, emerging trend/shift of HRIS to HRMS

2 e-Talent Management

Introduction recruitment and technology, online recruitment objectives, recruitment strategies and social networking, selection test and assessment, technology issues in selection.

3 e-Training

Introduction, Computer Based Training, Developing effective online learning, Blended learning, Simulations, Mobile technology and training methods, technology for training administration, technologies for training support, Learning management system , choosing new technology for training methods.

4 e-Performance Management

Performance management and payroll- typical data inputs, reports, decision support. Compensation and benefit - typical data inputs, reports, and decision support.

5: Practical applications

Cases - Videos related to HRMS, Case studies related to use of technology in various HRM functions ; problems and prospects of HRMS (5 cases)



List and Reports of Guest Sessions during last Five Years

Sr. No	Date	Title	Guest Name
1.	October 28, 2023	Session 1: Happiness and Well-being Quotient for Young Minds Session 2: Critical Thinking Skills for Developing Personality	Session 1: Mrs. Malti Pilley Session 2: Mrs. Vaishali Bobde
2.	October 21, 2023	Session 1: Sculpting Professional Attributes Session 2: Empowering Ourselves with Financial Independence	Session 1: Mr. Pravin Paritkar Session 2: Mr. Satish Borkar
3.	October 14, 2023	Session 1: The Mindset of HR while Recruiting: Preparation and Upskilling Session 2: The Journey of Self-Discovery: Finding Your Passion and Purpose	Session 1: Mrs. Sheetal Ingale Session 2: Mr. Ashish Wasu
4.	October 07, 2023	Session 1: Personal Appraisal from a Professional point of view Session 2: Mindset to Become an Effective Individual	Session 1: Mrs. Vandana Gote Session 2: Ms. Vinda Bal
5.	October 05, 2023	Workshop - CYBER SAFE CAMPUS	Dr. Ananth Prabhu G
6.	September 23, 2023	Session 1: Success Story in Entrepreneurship Session 2: Dream Building and Roadmap for Career	Session 1: Mr. Sameer Bhalerao Session 2: Mr. Sanjay Agrawal
7.	September 16, 2023	Session 1: Team Building and Goal Setting Session 2: Creating the Winning Edge	Session 1: Mr. Pankaj Mittal Session 2: Mr. Praveen Singh



8.	September 09, 2023	Session 1: Getting Ready for Corporate Session 2: Foundations of Leadership	Session 1: Mr. Sarvesh Dhumal Session 2: Mr. Soham Dadarker
9.	September 02, 2023	Session 1: Insights into the Advertising and Marketing Industry Session 2: Professional Conduct and Industry Expectations	Session 1: Mr. Gaurav Doshi Session 2: Mr. Kamles Pali
10.	August 07, 2023	Session 1: Power of Self-belief & Growth Mindset	Mr. Shashi Sudhanshu
11.	January 28, 2023	Session 1: Time To Act Session 2: Being Resilient	Session 1: Mr. Ravindra Adhau Session 2: Ms. Gauri Gole
12.	January 21, 2023	Session 1: Unleash the Inner You Session 2: "Sales and Distribution	Session 1: Mr. Himanshu Shekhar Session 2: Mr. Santosh Jagtap
13.	January 16, 2023	Session 1: The Future of Technology in Tourism and Hospitality Industry	Associate Prof. Gul Erkol Bayram
14.	December 17, 2022	Session 1: Industry 4.0 & Career Opportunities for Management Professionals Session 2: Role of Marketing Analytics in Today's Business Environment	Session 1: Mr. Vishal Goswami Session 2: Ms. Tanu Chaurasia
15.	December 03, 2022	Session 1: Building Leadership Skills Session 2: The Ultimate YOU	Session 1: Mr. Yashpal Gupta Session 2: Ms. Neha Ratnakar
16.	November 26, 2022	Session 1: Communicate to Conquer Session 2: Expectations of Corporate World from Management Graduates"	Session 1: Ms. Kshitija Naikare Session 2: Mr. Nitin Gawhane
17.	November 19, 2022	Session 1: Behavioral and Interpersonal Skills Session 2: Dream Building and Roadmap	Session 1: Mr. Soham Dadarker Session 2: Mr. ES Sanjay



		for Career	Agrawal
18.	October 07, 2022	Session 1: Entrepreneurship - Vision and Strategy Session 2: Sincerity Always Pays - Be Zealous to Work Hard and Focused	Session 1: Mr. Harish Naiadn Session 2: Mr. Sagar Paignde
19.	September 24, 2022	Session 1: BREAKTHROUGH! (Rise, Shine & Win) Session 2: Session 2: Importance of Attitude and Perception Development	Session 1: Ms. Deepali Kamble Session 2: Mr. Sachin Wadekar
20.	September 17, 2022	Session 1: Corporate Expectations from Management Professionals Session 2: The Success Mantra	Session 1: Mr. Govinda sharma Session 2: Mr. Sudhir mateti
21.	September 10, 2022	Session 1: Navigating Corporate Realities Session 2: Empowering Success: Insights from the Corporate Journey	Session 1: Mr. Pravin Vinayak Session 2: Mr. Sanket Khule
22.	December 18, 2021	Session 1: Design, Thinking, and Entrepreneurship	Mr. Sanket Khule
23.	December 11, 2021	Session 1: Personal Branding - The Secret Sauce of Success	Ms. Taninder Kaur
24.	December 04, 2021	Session 1: Motivational Session Series Session 2: Time Management - Productivity, Efficiency & Performance	Session 1: Mr. Amit Innani Session 2: Mr. Capt. Nitin Joshi
25.	November 20, 2021	Session 1: International Business - Emerging Trends in Business Session 2: How You Should Plan Your Career	Session 1: Mr. Ori Ronen Session 2: Mr. Christopher Jason
26.	November 13, 2021	Session 1: Workshop on "Personality Development" Industry Workshop on "Skill Set Requirement to Crack a Good Company"	Session 1: Mr. Avinash Anand Singh Session 2: Mr. Rajesh Joshi



		Industry Expectations''	
27.	October 23, 2021	Session 1: Workshop on "Interview Techniques - Dos & Don'ts"	Mr. Thomas Kuriakose
28.	September 11, 2021	Alumni Interaction	Mr. Praveen Gautam Mr. Ajay Dwivedi Mr. MaitreyTahmankar
29.	September 11, 2021	Activity-Based Motivational Session and Panel Discussion on"Management Through Sports"	Ms. Rashmi Marathe
30.	August 28, 2021	Motivational Session on "Program Your Mind for Success! Build the Right Mindset"	Ms. Sonia Solanke
31.	August 21, 2021	Session 1: Alumni Interaction- "Greatness is Inspiring Others to Be Their Best"	Ms. Megha Malviya Mr. Puneet Gulati Ms Anushka Singhal
32.	August 21, 2021	Session 1: Effective Leadership and Crisis Management - Lessons Learned from the Pandemic	Mr. Manish Khandelwal Mr. Vikram Puri Mr. Hrishikesh Bhanushali
33.	August 21, 2021	Session 1: Motivational Session on "Kar Ke Dikhayenge - Be Stronger than Your Excuses"	Mr. Pankaj Mittal
34.	August 14, 2021	Session 1: Pride of India IT Sector	Mr. Nikhil Wadgaonkar Mr. Amit Gajwani
35.	March 05, 2022	Session 1:Motivational Session: "DAR KE AAGEY JEET HAI - OVERCOMING FEAR"	Mr. Behzad Randeria
36.	February 26, 2022	Session 1:Digital Transformation - Disruption & Innovation	Mr. Virendra Singh Mr. Sarang Brahme Ms.Manish Sharma Mr. Parag Mehta Mr. Rupesh Sharma Mr. Vipin Killedar



37.	January 29, 2022	Workshop: "Culture Agility in VUCA World"	Ms. Jill Sheldekar
38.	January 22, 2022	PANEL DISCUSSION: Innovation and New Product Development Conclave	Mr. Alok Sheopurkar Mr. Ajay Venkatesh Mr. Tarun Agarwal Mr. Siddharth Sharma Mr. Raj Kewlani Mr. Binish Daniel Mr. Sunil Teli Mr. Arpith Susarla
39.	January 08, 2022	Session 1: Train Your Brain Session 2: Design, Thinking, and Entrepreneurship	Session 1: Ms. Rashmi Marathe Session 2: Mr. Sashi Sudhanshu
40.	May 29, 2021	Session 1: Entrepreneurship - Brand of the Future	MR.NEERAJ KAPOOR
41.	May 22, 2021	Session 1: An Inspiring Success Story - Ordinary to Extraordinary	Mr. Pramod Kumar Rajput Mr. Ajay Tyagi
42.	May 22, 2021	Session 1: Alumni Interaction	Mr. Hussain Kotawala Ms. Revati Yenkie
43.	May 15, 2021	Session 1: Panel Discussion on Next Generation HR Practices, Future Workforce Challenges, and Paradigm Shift for HR Initiatives	Ms Akshatha Karanguthar Ms. AishishGakrey Ms. Gauri Das
44.	May 15, 2021	Session 1: Alumni Interaction	Mr.Hrushikesh dutta
45.	May 08, 2021	Session 1: The Dynamics of FMCG Sector	Mr. Tarun Agarwal
46.	May 08, 2021	Session 1: Alumni Interaction with Mr. Anirudh Patil, Founder & CEO of EV Update Media	Mr Anirudh Patil



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47.	May 01, 2021	Session 1: Balancing Personal and Professional Life	Mr. Yuvaraj Torawane
48	22nd, 23rd, and 24th February 2021	3-Day Happiness Workshop	Day 1: Prashant Mehta Leena Gupta Surbhee Singh Day 2: Trupti Shrimali Catalina Rioseco Pallavi Velury Day 3: Farida Meshwala Hayam Salah
49.	February 22, 2021	Session: Be the Best Version of Yourself & Create your own Reality	Ms. Soniya Solanke
50.	February 20, 2021	Session 1: "Pandemic and Marketing Lessons Learned" - Panel Discussion	Mr. Mandar Khare Mr. Anuj Nagpal Mr. Sumit Jadhav Ms. Cleopatra D'Cuhna


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REPORT ON INDUSTRY-ACADEMIC INTERFACE SESSIONS

Date: May 01, 2021

Time: 12:00 AM - 1:00 PM

Organizer: SaiBalaji International Institute of Management Sciences

Guest Speaker :Mr. Yuvaraj Torawane, (Senior manager, environment, health & safety, mitsubishi elevator India limited)

Session 1: Balancing Personal and Professional Life

Introduction:

The Industry-Academic Interface Sessions featured a highly engaging session with Mr. Yuvaraj Torawane, Senior Manager - Environment, Health & Safety, Mitsubishi Elevator India Limited. The session focused on the critical theme of managing personal and professional life effectively.

Key Highlights:

Importance of Work-Life Balance:

Mr. Yuvaraj Torawane underscored the significance of maintaining a healthy balance between personal and professional commitments.

Discussions revolved around the impact of work-life balance on mental health, productivity, and overall well-being.

Time Management Strategies:

The speaker shared practical time management strategies to help students optimize their daily routines.

Insights were provided on prioritization, setting realistic goals, and creating a conducive environment for both personal and professional growth.

Stress Management Techniques:

Stress is an inevitable aspect of life, especially in a professional setting. Mr. Torawane introduced stress management techniques to help students cope with work-related pressures.

Mindfulness, self-care practices, and effective communication were emphasized as key tools for stress management.

Setting Boundaries:

Discussions included the importance of setting clear boundaries between personal and professional life.

Mr. Yuvaraj Torawane shared his experiences and strategies for maintaining a healthy work-life integration while avoiding burnout.

Interactive Session:



The session concluded with an interactive Q&A segment, allowing students to seek personalized advice from Mr. Yuvaraj Torawane.

Questions ranged from time management tips to navigating challenging situations, providing students with practical insights.

Conclusion:

The session with Mr. Yuvaraj Torawane delivered valuable guidance on the art of balancing personal and professional life. His insights, rooted in real-world experiences, equipped students with practical strategies to navigate the complexities of a demanding professional environment while nurturing personal well-being.

Images of the Session:

The image is a promotional poster for an event. At the top center is the Saibalaji Education Society logo. Below it, a yellow banner contains the text: "CORPORATE RELATIONS OF SAIBALAJI EDUCATION SOCIETY PRESENTS PROFESSIONAL MONTH MAY". The main title of the event is "HOW TO MANAGE PERSONAL AND PROFESSIONAL LIFE" in large, bold, black letters. To the right of the title is a photograph of Mr. Yuvaraj Torawane, a man in a white lab coat and orange tie, speaking into a microphone. Below the photo, his name and title are listed: "Mr. Yuvaraj torawane Senior manager, Environment, Health & Safety, Mitsubishi Elevator India Limited". At the bottom left, the event details are provided: "Saturday, 01/05/2021", "Time: 11am to 12pm", and "Venue: MS Team". A yellow horizontal bar is at the bottom of the poster.



REPORT ON INDUSTRY-ACADEMIC INTERFACE SESSIONS

Date: May 08, 2021

Time: 12:00 AM - 1:00 PM

Organizer: SaiBalaji International Institute of Management Sciences

Guest Speaker :Mr Anirudh Patil(Batch: -2013-2015 FOUNDER & CEO EV UPDATE MEDIA)

Session 1: Alumni Interaction with Mr. Anirudh Patil, Founder & CEO of EV Update Media

Introduction:

The Industry-Academic Interface Sessions featured a captivating alumni interaction with Mr. Anirudh Patil, an esteemed alumnus from the batch of 2013-2015. Mr. Patil, the Founder & CEO of EV Update Media, shared his valuable insights and experiences with the students.

Key Highlights:

Entrepreneurial Journey:

Mr. Anirudh Patil shared his entrepreneurial journey, providing students with a glimpse into the inception and growth of EV Update Media.

Insights into the challenges and successes of establishing a niche in the Electric Mobility and Green Energy sector were discussed.

Opportunities in Electric Mobility and Green Energy:

The speaker shed light on the current landscape and future prospects in the Electric Mobility and Green Energy sector. Discussions included emerging trends, market dynamics, and the role of sustainable practices in shaping the industry.

Industry-Specific Advice:

Mr. Patil offered industry-specific advice, guiding students on potential career paths and opportunities within the Electric Mobility and Green Energy sector.

Strategies for staying updated on industry advancements and preparing for roles in this dynamic field were shared.

Q&A Interaction:

The session concluded with an interactive Q&A segment, allowing students to engage directly with Mr. Anirudh Patil.

Questions ranged from entrepreneurship challenges to insights on the future of electric mobility, providing students with valuable perspectives.

Conclusion:

The Alumni Interaction session with Mr. Anirudh Patil provided students with a unique opportunity to learn from a successful entrepreneur in the Electric Mobility and Green Energy sector. His insights and practical



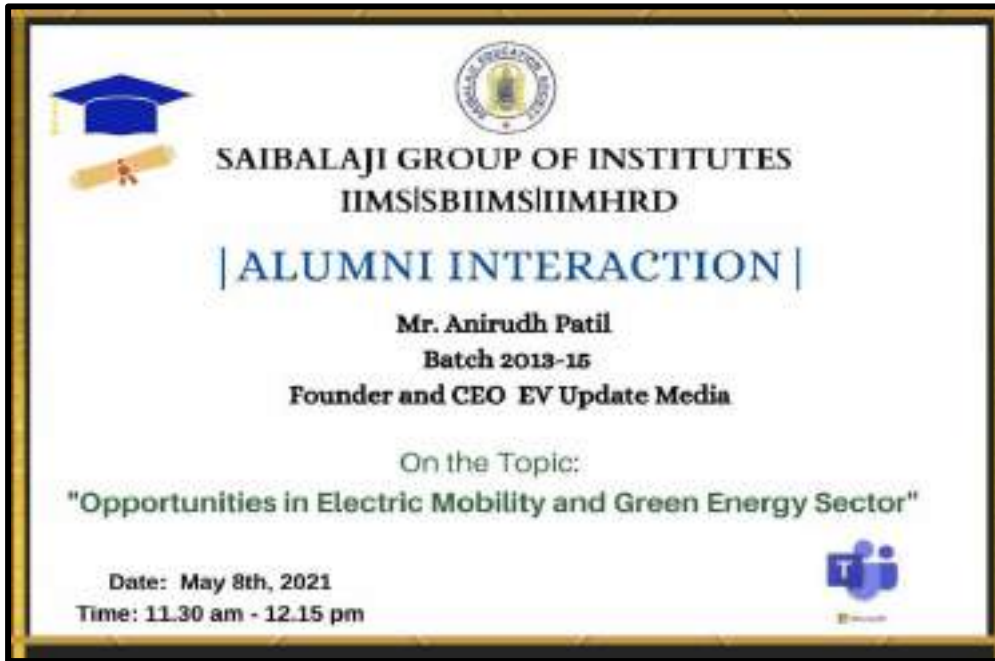
SAIBALAJI EDUCATIONAL SOCIETY
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advice added a valuable dimension to the Industry-Academic Interface series, inspiring students to explore career opportunities in sustainable and innovative industries.

Images of the Session:




Director
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune



Dr. L. K. Tripathy
Director, SBIIMS



REPORT ON INDUSTRY-ACADEMIC INTERFACE SESSIONS

Date: May 08, 2021

Time: 12:00 AM - 1:00 PM

Organizer: SaiBalaji International Institute of Management Sciences

Guest Speaker :Mr. Tarun Agarwal, Branch sales head- Moder trade- Entire South Mondelez International (Erstwhile Cadbury)- Mumbai

Session 1: “The Dynamics of FMCG Sector”

Introduction:

The Industry-Academic Interface Sessions continued with an enlightening session featuring Mr. Tarun Agarwal, Branch Sales Head - Modern Trade, Entire South, Mondelez International (Erstwhile Cadbury) in Mumbai. The session focused on unraveling the intricacies and dynamics of the Fast-Moving Consumer Goods (FMCG) sector.

Key Highlights:

Overview of FMCG Sector:

Mr. Tarun Agarwal provided a comprehensive overview of the FMCG sector, shedding light on its significance in the Indian economy.

Discussions included the diverse product portfolio, consumer behavior trends, and the competitive landscape.

Sales and Distribution Dynamics:

The speaker delved into the intricacies of sales and distribution within the FMCG sector, highlighting key strategies for effective market penetration.

Insights into the challenges and opportunities faced by sales professionals in the fast-paced industry were discussed.

Consumer Trends and Innovation:

Discussions covered evolving consumer trends and the role of innovation in product development and marketing.

Mr. Agarwal shared examples of successful product launches and strategies employed by FMCG companies to stay relevant in the market.

Career Opportunities and Skill Sets:

Students gained valuable insights into potential career opportunities within the FMCG sector.

Mr. Tarun Agarwal emphasized the essential skill sets required for success in sales and marketing roles, encouraging students to develop a holistic understanding of the industry.

Interactive Session:



The session concluded with an interactive Q&A segment, allowing students to engage directly with Mr. Tarun Agarwal.

Questions ranged from industry trends to advice on building a successful career in the FMCG sector.

Conclusion:

The session with Mr. Tarun Agarwal provided students with a deep understanding of the dynamic and competitive landscape of the FMCG sector. His insights into sales and distribution dynamics, consumer trends, and career opportunities served as a valuable guide for students aspiring to make their mark in the fast-paced world of FMCG.

Images of the Session:

The poster is for an event titled "Industry Academia Interface 2021" organized by Sai Balaji Group of Institutes. It features a portrait of Mr. Tarun Agarwal, Branch Sales Head at Mondelez International. The event is a virtual session on "The Dynamics of FMCG Sector" for the 2020-22 batch, held on May 8th, 2021, from 10:00 AM to 11:30 AM. The poster includes logos for Microsoft Teams and the organizing institutions: IIMS, SBIIMS, IIMHRD(W), RBMCACS, and SBPS. The contact information for Sai Balaji Education Society is provided at the bottom, along with the slogan "Yes, You Can...".


Director
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune



Dr. L. K. Tripathy
Director, SBIIMS



REPORT ON INDUSTRY-ACADEMIC INTERFACE SESSIONS

Date: May 15, 2021

Time: 12:00 AM - 1:00 PM

Organizer: SaiBalaji International Institute of Management Sciences

Guest Speaker : Mr. Hrushikesh Dutta (Batch: -2014-2016

FOUNDER & Owner of SKETCH SALON AND WELLNESS)

Session 1: Alumni Interaction

Introduction:

The Industry-Academic Interface Sessions continued with a compelling session featuring Mr. Hrushikesh Dutta, an esteemed alumni from the batch of 2014-2016. Mr. Dutta, the Founder & Owner of Sketch Salon and Wellness, shared his valuable insights and experiences with the students.

Key Highlights:

Entrepreneurial Journey:

Mr. Hrushikesh Dutta shared his entrepreneurial journey, highlighting the inception and growth of Sketch Salon and Wellness.

Insights into the challenges and triumphs of establishing and running a business were discussed.

Industry-Specific Advice:

The speaker provided industry-specific advice, particularly in the salon and wellness sector.

Practical tips on managing a business, understanding customer needs, and adapting to industry trends were shared.

Navigating Challenges:

Mr. Dutta elaborated on the challenges he faced as a business owner and how he navigated through them.

The discussion included insights on resilience, adaptability, and problem-solving in the business environment.

Building and Sustaining a Brand:

The session focused on the importance of branding in the service industry and how Mr. Dutta built and sustained the brand identity of Sketch Salon and Wellness.

Strategies for customer retention and attracting new clients were explored.

Q&A Interaction:

The session concluded with an interactive Q&A segment, allowing students to engage directly with Mr. Hrushikesh Dutta.

Questions ranged from entrepreneurship challenges to industry trends and personal growth.

Conclusion:



The Alumni Interaction session with Mr. Hrushikesh Dutta provided students with a firsthand account of entrepreneurial success in the salon and wellness industry. His insights and practical advice added a valuable dimension to the Industry-Academic Interface series, inspiring students to consider diverse career paths and encouraging them to apply classroom knowledge in real-world scenarios.

The poster features the Saibalaji Group of Institutes logo at the top left. The main title is "SAIBALAJI GROUP OF INSTITUTES" in green, followed by "IIMS | SBIIMS | IIMHRD (W) | RBMCACS | SBPS Organises" in red. The event is titled "Alumni Interaction" in blue, accompanied by a graduation cap icon. The speaker is "Mr. Hrushikesh Dutta, Batch 2014-16, Founder and Owner - Sketch Salon and Wellness". The date and time are "Date-May 15th, 2021, Time:12:00 pm - 12:30 pm". A blue icon of three people is also present. At the bottom left, contact information for SaiBalaji Education Society is provided, including the address and website. At the bottom right, the slogan "Yes, You can..." is written in blue.


Director
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune



Dr. L. K. Tripathy
Director, SBIIMS



REPORT ON INDUSTRY-ACADEMIC INTERFACE SESSIONS

Date: May 15, 2021

Time: 12:00 AM - 1:00 PM

Organizer: SaiBalaji International Institute of Management Sciences

Guest Speaker : Ms AKSHATHA KARANGUTHAR (Head HR - DB Group)

Ms. AISHISH GAKREY (Founder- Har shapers)

Ms. GAURI DAS (VP HR-India factoring)

Session 1: Panel Discussion on Next Generation HR Practices, Future Workforce Challenges, and Paradigm Shift for HR Initiatives

Introduction:

The Industry-Academic Interface Sessions continued with an engaging panel discussion featuring three distinguished speakers:

Akshatha Karanguthar (Head HR - DB Group)

Aishish Gakrey (Founder- Har Shapers)

Gauri Das (VP HR-India Factoring)

The panelists delved into key topics related to the future of HR practices, challenges and opportunities for the workforce, and the paradigm shift required for effective HR initiatives.

Key Highlights:

Next Generation HR Practices:

Akshatha Karanguthar shared insights into evolving HR practices, emphasizing the need for a more dynamic and employee-centric approach.

Discussions included the integration of technology, employee engagement strategies, and the role of HR in fostering a positive workplace culture.

Future Workforce Challenges and Opportunities:

Aishish Gakrey addressed the challenges and opportunities that the future workforce may encounter.

The discussion covered topics such as remote work trends, skill development, and the role of HR in facilitating continuous learning and adaptation.

Paradigm Shift for HR Initiatives:

Gauri Das explored the paradigm shift necessary for HR initiatives to align with changing business landscapes.

The panel discussed the importance of agility, innovation, and inclusivity in HR strategies to meet the evolving needs of organizations.

Interactive Q&A Session:



The session concluded with an interactive Q&A segment, allowing the audience to seek clarifications and insights directly from the panelists.

Questions covered a range of topics, from HR technology adoption to strategies for addressing diversity and inclusion.

Conclusion:

The panel discussion provided students with a comprehensive understanding of the Next Generation HR Practices, Future Workforce Challenges, and the necessary Paradigm Shift for HR Initiatives. The expertise and diverse perspectives shared by the panelists offered valuable insights into the evolving role of HR in the corporate world. The session served as a platform for students to gain practical knowledge and engage with industry leaders on crucial topics shaping the future of Human Resources.

Images of the Session:

The poster is for a panel discussion titled "Panel Discussion On 'Next Generation HR Practices', 'Future Workforce Challenges & Opportunities', and 'Paradigm Shift for HR Initiatives'". It is presented by the Saibalaji Group of Institutes, specifically IIMS | SBIIMS | IIMHRD (W). The panelists are Akshatha Karangutkar (Head HR - DB Group), Aishish Gakrey (Founder - HR Shapers), and Gauri Das (VP HR - India Factoring). The event is scheduled for May 15th, 2021, from 11:00 AM to 12:00 PM. The poster includes the Saibalaji Educational Society logo at the top and a small logo at the bottom right.



REPORT ON INDUSTRY-ACADEMIC INTERFACE SESSIONS

Date: February 20, 2021

Time: 12:00 AM - 1:00 PM

Organizer: SaiBalaji International Institute of Management Sciences

Guest Speaker : Mr. Mandar Khare,(Deputy General Manager - Redington India Ltd. , Pune.)

Mr. Anuj Nagpal,(Business Head, Regional Head - Pune, New Supply, Swiggy)

Mr. Sumit Jadhav,(Head - Business Operations, Udaan.com, Erstwhile GM - Marketing, Toppr; Pune)

Ms. Cleopatra D'Cuhna,(Manager - Branding and Corporate Communications, FM Logistics India)

Session 1: "Pandemic and Marketing Lessons Learned" - Panel Discussion

Introduction:

The Industry-Academic Interface Sessions for [Specify the Event/Program] witnessed an insightful panel discussion on the topic "Pandemic and Marketing Lessons Learned." Esteemed panelists from diverse backgrounds and expertise shared their experiences and insights into the evolving landscape of marketing amidst the challenges posed by the global pandemic.

Key Highlights:

Adapting to Change:

Panelists discussed the rapid shifts in consumer behavior and how companies adapted their marketing strategies to stay relevant during the pandemic.

Digital Transformation:

Emphasis on the accelerated digital transformation in marketing strategies, with a focus on online platforms, e-commerce, and digital communication channels.

Consumer Engagement and Empathy:

Insights shared on the importance of empathy in marketing, understanding consumer needs during challenging times, and building meaningful connections.

Supply Chain Challenges:

Mr. Anuj Nagpal shed light on the supply chain challenges faced by the food delivery industry during the pandemic and the innovative solutions implemented.

Strategic Communication:

Ms. Cleopatra D'Cuhna highlighted the role of strategic communication in maintaining brand reputation and customer trust during uncertain times.

Lessons Learned:



The panelists shared valuable lessons learned from their experiences, providing students with practical insights for navigating the dynamic marketing landscape.

Interactive Session:

The session concluded with an engaging Q&A session, allowing students to interact with the panelists, seek advice, and gain further insights into the world of marketing during and post-pandemic.

Conclusion:

The panel discussion on "Pandemic and Marketing Lessons Learned" proved to be an enriching experience, offering students a comprehensive understanding of the challenges and opportunities that emerged in the marketing domain during the pandemic. The diverse perspectives shared by the esteemed panelists provided valuable insights for students aspiring to excel in the field of marketing.

Images of the Session:

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Organizes

Industry Academia Interface 2021
Batch 2020-22

PANEL DISCUSSION ON: "PANDEMIC AND MARKETING LESSONS LEARNED"

PANELISTS

Mr. Mandar Khare
Deputy General Manager - Redington India Ltd, Pune

Mr. Anuj Nagpal
Business Head, Regional Head - Pune, New Supply Swiggy

Mr. Sumit Jadhav
Head - Business Operations, idrao.com, Extwhills, GM - Marketing, Toppr, Pune

Ms. Cleopatra D'Cuhna
Manager - Branding and Corporate Communications, P& Logistics India

DATE: 20th FEBRUARY 2021, SATURDAY
TIME: 10.00 AM - 12.00 PM



REPORT ON INDUSTRY-ACADEMIC INTERFACE SESSIONS

Date: 22nd, 23rd, and 24th February 2021

Time: 12:00 AM - 1:00 PM

Organizer: SaiBalaji International Institute of Management Sciences

3-Day Happiness Workshop

Facilitators:

Day 1:

Prashant Mehta - Happiness Coach, Pune, India

Leena Gupta - Happiness Coach, Faridabad, India

Surbhee Singh - Happiness Coach, Gurgaon, India

Day 2:

Trupti Shrimali - Happiness Coach, Pune, India

Catalina Rioseco - Happiness Coach, Mexico City, Mexico

Pallavi Velury - Happiness Coach, Hyderabad, India

Day 3:

Farida Mesiwala - Happiness Coach, Mumbai, India

Hayam Salah - Happiness Coach, Jeddah, Saudi Arabia

Introduction:

The Industry-Academic Interface Sessions organized a transformative 3-day Happiness Workshop, featuring renowned Happiness Coaches from diverse locations. The workshop aimed to impart profound insights into achieving harmony between thoughts, words, and actions for lasting happiness.

Key Highlights:

Day 1:

Prashant Mehta, Leena Gupta, Surbhee Singh:

Explored the fundamental principles of happiness and how individuals can align their thoughts, speech, and actions for a harmonious life.



Shared practical tools and techniques for cultivating happiness in daily life.

Day 2:

Trupti Shrimali, Catalina Rioseco, Pallavi Velury:

Delved into the role of mindfulness and self-awareness in fostering happiness.

Conducted interactive sessions to guide participants on incorporating happiness practices into their routine.

Day 3:

Farida Mesiwala, Hayam Salah:

Explored the cultural aspects of happiness and how different regions perceive and pursue a joyful life.

Concluded with a comprehensive overview of happiness as a holistic and global pursuit.

Interactive Sessions:

Each day concluded with interactive Q&A sessions, allowing participants to engage with the Happiness Coaches, seeking personalized advice on their journey towards happiness.

Conclusion:

The 3-day Happiness Workshop was a resounding success, providing participants with transformative insights and practical tools to enhance their well-being. The collaboration of coaches from different parts of the world added a unique cultural perspective to the understanding of happiness, making it a holistic and enriching experience for all participants.

Images of the Session:





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Yes! MINDS
Presents

"Happiness Workshop"

DAY-3


Farida Meshwala
Happiness Coach, Mumbai-India


Hayam Salah
Happiness Coach, Jeddah-Saudi Arabia



DATE: 24th February 2020, Wednesday | **TIME:** 10.00 AM - 1.00 PM (Batch 1)
VENUE: SBIIMS, Paras Hall

DATE: 24th February 2020, Wednesday | **TIME:** 2.00 PM - 5.00 PM (Batch 2)
VENUE: IIMS, Dr. APJ Abdul Kalam Auditorium

Saibalaji Education Society | IIMS | SBIIMS | IIMRDEW |
Sr.No. 54(1)+2(1) Near Dattawadi, Near Hinjawadi IT Park, Pune
Mail ID: info@www.inaapune.edu.in

"Yes, You Can..."

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In association with

Yes! MINDS
Presents

"Happiness Workshop"

DAY-1


Prashant Mehta
Happiness Coach, Pune-India


Leena Gupta
Happiness Coach, Faridabad-India


Surbhee Singh
Happiness Coach, Durgam-India



DATE: 22nd February 2020, Monday | **TIME:** 10.00 AM - 1.00 PM (Batch 1)
VENUE: SBIIMS, Paras Hall

DATE: 22nd February 2020, Monday | **TIME:** 2.00 PM - 5.00 PM (Batch 2)
VENUE: IIMS, Dr. APJ Abdul Kalam Auditorium

Saibalaji Education Society | IIMS | SBIIMS | IIMRDEW |
Sr.No. 54(1)+2(1) Near Dattawadi, Near Hinjawadi IT Park, Pune
Mail ID: info@www.inaapune.edu.in

"Yes, You Can..."



REPORT ON INDUSTRY-ACADEMIC INTERFACE SESSIONS

Date: February 22, 2021

Time: 12:00 AM - 1:00 PM

Organizer: SaiBalaji International Institute of Management Sciences

Guest Speaker : Ms. Soniya Solanke - Founder IExcel Studio & Motivational Speaker

Session : " Be the Best Version of Yourself & Create your own Reality"

Introduction:

The Industry-Academic Interface Sessions for MBA Batch 2020-22 featured an enlightening session on the topic "Be the Best Version of Yourself & Create Your Own Reality" by Ms. Soniya Solanke. As the founder of IExcel Studio and a seasoned motivational speaker, Ms. Solanke brought valuable insights to guide the students on their journey towards personal and professional excellence.

Key Highlights:

Self-Discovery and Personal Growth:

Ms. Soniya Solanke emphasized the importance of self-discovery and continuous personal growth for success in both personal and professional life.

Shared experiences and anecdotes to inspire students to explore their strengths and weaknesses.

Creating a Positive Mindset:

Explored the power of a positive mindset in shaping one's reality.

Provided practical tips on cultivating a positive outlook to overcome challenges and setbacks.

Goal Setting and Visualization:

Guided students on effective goal setting and the art of visualization.

Shared techniques to align actions with aspirations, creating a roadmap for success.

Overcoming Obstacles and Resilience:

Discussed the inevitability of challenges and setbacks in the journey to success.

Shared strategies for building resilience and bouncing back from adversities.

Interactive Session:

The session concluded with an interactive Q&A segment, allowing students to engage with Ms. Soniya Solanke directly.

Students sought advice on various aspects of personal development and career planning.

Conclusion:

The Industry-Academic Interface Session with Ms. Soniya Solanke proved to be an inspiring and enriching experience for the MBA Batch 2020-22. The insights shared by the speaker not only motivated the students



but also provided them with practical tools to embark on their journey of becoming the best versions of themselves. The session encouraged students to take charge of their destinies and create a positive reality through intentional actions and continuous self-improvement.

Images of the Session:

The poster is for an event titled "Industry Academia Interface 2021" organized by Sai Balaji Group of Institutes. It is for the "Batch 2020-22" and focuses on "HR & Finance Specialization". The event is scheduled for "20th FEBRUARY 2021, SATURDAY" from "10.00 AM - 12.00 PM". The speaker is "Ms. Sonia Solanke", who is the founder of Excel Studio and a motivational speaker. The poster includes the motto "BE THE BEST VERSION OF YOURSELF AND CREATE YOUR OWN REALITY" and the slogan "Yes, You Can...". The Sai Balaji Education Society contact information is provided at the bottom.


Director
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune



Dr. L. K. Tripathy
Director, SBIIMS



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Pune



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Director, SBIIMS



REPORT ON INDUSTRY-ACADEMIC INTERFACE SESSIONS

Date: May 22, 2021

Time: 12:00 AM - 1:00 PM

Organizer: SaiBalaji International Institute of Management Sciences

Guest Speaker :Mr. Hussain Kotawala (Marketing Manager, Reliance Retail Ltd)Batch: 2013-15

Ms. Revati Yenkie (Distribution Team Lead, Coca Cola)Batch: 2015-17

Session 1: Alumni Interaction

Introduction:

The Industry-Academic Interface Sessions commenced with a vibrant session featuring alumni interaction. The esteemed alumni who shared their valuable insights were Mr. Hussain Kotawala, Marketing Manager at Reliance Retail Ltd (Batch: 2013-15), and Ms. Revati Yenkie, Distribution Team Lead at Coca Cola (Batch: 2015-17).

Key Highlights:

Professional Journeys and Growth:

Both alumni shared their professional journeys, highlighting significant milestones, challenges faced, and career growth since their time at the institute.

Insights into the marketing and distribution sectors were provided, showcasing the diverse career paths alumni can pursue.

Industry Trends and Changes:

The alumni discussed current trends and changes in their respective industries, shedding light on the evolving landscape of marketing and distribution.

Students gained valuable insights into industry dynamics, helping them align their academic pursuits with real-world scenarios.

Challenges and Learnings:

Mr. Hussain Kotawala and Ms. Revati Yenkie shared the challenges they encountered in their roles and the valuable lessons learned from overcoming these challenges.

Anecdotes and personal experiences provided a relatable context for students.

Advice for Current Students:

The alumni panel offered practical advice to current students on skill development, networking, and navigating the transition from academia to the professional world.

Tips for building a successful career in marketing and distribution were shared.

Interactive Q&A Session:



The session concluded with an interactive Q&A segment, allowing students to engage directly with the alumni panel. Questions covered a range of topics, from career advice to industry-specific queries.

Conclusion:

The Alumni Interaction session marked a successful beginning to the Industry-Academic Interface series. The experiences and insights shared by Mr. Hussain Kotawala and Ms. Revati Yenkie provided students with valuable perspectives on navigating the professional world. The session emphasized the importance of the alumni network in guiding and inspiring current students on their career journeys.

Images of the Session:

The poster features the Saibalaji Education Society logo on the left. The main title is "SAIBALAJI GROUP OF INSTITUTES" in green, followed by "IIMS | SBIIMS | IIMHRD (W) | RBMCACS | SBPS" in blue. Below this, it says "Organises" in red. The event title "Alumni Interaction" is in large blue font, accompanied by a graduation cap icon. Two speakers are listed: Mr. Hussain Kotawala (Batch 2013-15, Marketing Manager, Reliance Retail. Ltd) and Ms. Revati Yenkie (Batch 2015-17, Distribution Team Lead, Coca Cola). The date and time are "Date-May 22nd, 2021" and "Time:12:45 pm - 1:30 pm". At the bottom, it says "SaiBalaji Education Society (IIMS | SBIIMS | IIMHRD (W))", "Sr.No. 54(1+2/1) Nere Dattawadi, Near Hinjewadi IT Park, Pune", "Visit Us : <http://www.saibalaji.edu.in>", and the slogan "Yes, You can...".

~~Director~~
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune



Dr. L. K. Tripathy
Director, SBIIMS



REPORT ON INDUSTRY-ACADEMIC INTERFACE SESSIONS

Date: May 22, 2021

Time: 12:00 AM - 1:00 PM

Organizer: SaiBalaji International Institute of Management Sciences

Guest Speaker :Mr. Pramod Kumar Rajput (Senior Vice President & Vertical Head, Cadila Pharmaceuticals Ltd.)

Mr. Ajay Tyagi (Ex-Learning & Development Head, Cadila Pharmaceuticals Ltd. Founder, VALT Consulting)

Session 1: "An Inspiring Success Story - Ordinary to Extraordinary"

Introduction:

The Industry-Academic Interface Sessions commenced with an uplifting session featuring esteemed speakers, Mr. Pramod Kumar Rajput, Senior Vice President & Vertical Head at Cadila Pharmaceuticals Ltd., and Mr. Ajay Tyagi, Ex-Learning & Development Head at Cadila Pharmaceuticals Ltd. and Founder of VALT Consulting. The session was centered around the captivating theme, "An Inspiring Success Story - Ordinary to Extraordinary."

Key Highlights:

Personal Journeys and Challenges:

Mr. Pramod Kumar Rajput and Mr. Ajay Tyagi shared their personal journeys, highlighting the challenges they faced on their paths from ordinary beginnings to extraordinary achievements.

The speakers discussed the resilience and determination required to overcome obstacles.

Career Growth and Achievements:

Both speakers elaborated on their career growth within the pharmaceutical industry, providing insights into the evolving dynamics of the sector.

Notable achievements and milestones were shared, inspiring students to set ambitious goals.

Leadership and Learning & Development:

Mr. Pramod Kumar Rajput shed light on his role as a leader, sharing leadership principles and strategies for success.

Mr. Ajay Tyagi provided insights into the field of Learning & Development, emphasizing its role in professional growth.

Advice for Aspiring Professionals:

The session included practical advice for students aspiring to succeed in their careers, with a focus on continuous learning, adaptability, and perseverance.



Tips on navigating challenges in the corporate world were shared.

Interactive Q&A Session:

The session concluded with an interactive Q&A segment, allowing students to seek personalized advice and clarification on various aspects of the speakers' journeys.

Conclusion:

The session on "An Inspiring Success Story - Ordinary to Extraordinary" by Mr. Pramod Kumar Rajput and Mr. Ajay Tyagi set a motivating tone for the Industry-Academic Interface series. Their personal stories and professional insights left a lasting impression on the students, encouraging them to aim high and persevere in their pursuit of success. The session exemplified the power of real-world narratives in shaping and inspiring the future professionals of tomorrow.

Images of the Session:

The poster features the Saibalaji Educational Society logo at the top center. Below it, the text reads "SAIBALAJI GROUP OF INSTITUTES" in bold blue letters, followed by "IIMS | SBIIMS | IIMHRD (W)" in green and red. A black banner with the word "Presents" in white is centered below. The main title "Interactive Conversations" is in bold blue, with the subtitle "An inspiring Success Story - Ordinary to Extraordinary" in red. Two circular portraits of the speakers are shown: Pramod Kumar Rajput on the left and Ajay Tyagi on the right. Below each portrait is their name and title. At the bottom left, the date and time are listed: "Date: May 22nd, 2021" and "Time: 11:30 - 12:30 PM". A small logo is in the bottom right corner.

SAIBALAJI GROUP OF INSTITUTES
IIMS | SBIIMS | IIMHRD (W)
Presents

Interactive Conversations
"An inspiring Success Story -
Ordinary to Extraordinary"

Pramod Kumar Rajput
Sr. Vice President &
Vertical Head -
Cadila Pharmaceuticals Ltd.

Ajay Tyagi
Ex- L & D Head -
Cadila Pharmaceuticals Ltd.
Now, Founder of VALT consulting

Date: May 22nd, 2021
Time: 11:30 - 12:30 PM



REPORT ON INDUSTRY-ACADEMIC INTERFACE SESSIONS

Date: May 29, 2021

Time: 12:00 AM - 1:00 PM

Organizer: SaiBalaji International Institute of Management Sciences

Guest Speaker: MR.NEERAJ KAPOOR(Billion dollar Business catalyst | startup investor | serial entrepreneur | spiritual evangelist)

Session 1: "Entrepreneurship - Brand of the Future"

Introduction:

The Industry-Academic Interface Sessions kicked off with a dynamic session featuring Mr. Neeraj Kapoor, a Billion Dollar Business Catalyst, Startup Investor, Serial Entrepreneur, and Spiritual Evangelist. The session revolved around the captivating theme, "Entrepreneurship - Brand of the Future."

Key Highlights:

Entrepreneurship in the Modern Landscape:

Mr. Neeraj Kapoor provided insights into the evolving landscape of entrepreneurship, emphasizing its role as the brand of the future.

The session explored the changing dynamics, challenges, and opportunities within the entrepreneurial ecosystem.

Brand Building Strategies:

The speaker delved into effective strategies for building and establishing a brand in today's competitive business environment.

Key elements of successful brand building, including authenticity, innovation, and customer engagement, were discussed.

Startups and Innovation:

Mr. Kapoor shared his experiences and observations on the startup culture, highlighting the importance of innovation in creating sustainable and impactful ventures.

Success stories and lessons learned from his entrepreneurial journey were woven into the discussion.

Spiritual Perspectives on Entrepreneurship:

The session took a unique turn as Mr. Neeraj Kapoor integrated spiritual insights into the discussion, providing a holistic approach to entrepreneurship.

The connection between personal growth, mindfulness, and entrepreneurial success was explored.

Q&A Interaction:

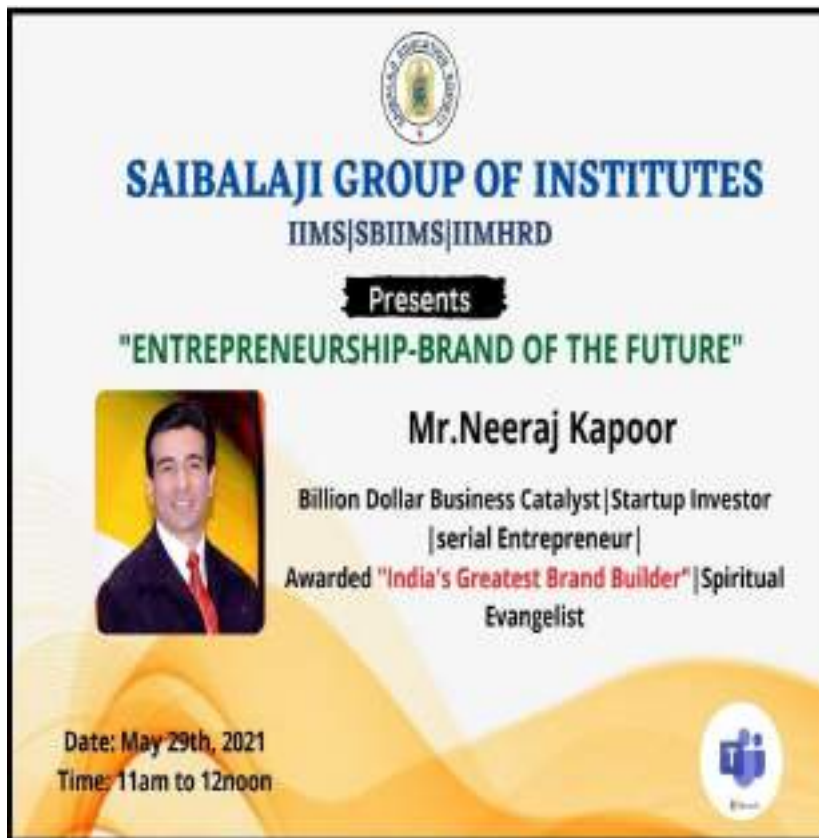


The session included an engaging Q&A segment where students had the opportunity to interact with Mr. Kapoor. Questions ranged from business strategies to personal development and the intersection of spirituality and entrepreneurship.

Conclusion:

The session on "Entrepreneurship - Brand of the Future" by Mr. Neeraj Kapoor set a dynamic tone for the Industry-Academic Interface series. Students gained valuable insights into the multifaceted world of entrepreneurship, with a blend of practical business strategies and a spiritual perspective. The session ignited enthusiasm and curiosity, laying the foundation for a series that promises to bridge the gap between academic knowledge and real-world industry dynamics.

Images of the Session:




Director
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune



Dr. L. K. Tripathy
Director, SBIIMS



List and Reports of Event during last Five Years

Sr. No	Date	Title
1.	31st December 2023	AyushGadre Memorial FUN-RUN
2.	24th November 2023	UMEED 1.0 (Distribution of Diwali Faral, Study Material, Food, Clothes, etc)
3.	2nd October 2023	Cleanliness Drive at Kasarsai Dam
4.	25th September 2023	Food Donation Drive
5.	8th September 2023	Balgopal-DahiHandi Celebration at ZP Primary School, Nere
6.	14th July2023	Annual Health Check-up at Sai Balaji International Institute of Management Sciences
7.	21st June 2023	International Yoga Day
8.	5 th June 2023	Tree Plantation-2023
9.	20th Feburary 2023	DUATHLON 2k23



10.	5 th February 2023	Blood Donation Drive
11.	12 August 2022	Stray Safe Campaign
12.	13 November 2022	Small Gesture of Support for Policemen
13.	22nd October 2022	Food Donation Drive
14.	22nd October 2022	Clealiness Drive
15.	21 st June 2022	International Yoga Day
16.	20 March 2022	Duathlon
17.	7th March 2022	Self-Defense Workshop - LathiKathi for Women
18.	15 th , 16 th and 17 th Feb 2022	Boxing Championship
19.	11, 12 & 13 February 2022	Futzero 2k22 - Corporate Football League
20.	5 th February 2022	Blood Donation Drive



21.	January 26, 2022	Republic Day Celebration at SaiBalaji Education Society
22.	31th December 2021	"Fit" Athon Run for Fitness
23.	24 December 2021	Tree Plantation
24.	19 th December 2021	Pehchaan - A Gesture of Kindness
25.	18 December 2021	Love You Zindagi - Session on Mental Health
26.	14 December 2021	Safai Champions Cleanliness Drive
27.	12 December 2021	Safai Champions Cleanliness Drive
28.	15 th November 2021	Muskan - Visit to Navkshitij
29.	4th November 2021	Vocal for Local Campaign
30.	24 th October 2021	World Polio Day Commemoration
31.	15 th August 2021	Fun Run 2021 and Independence Day Celebration



32.	15 th February 2021	Tree Plantation at SBIIMS Campus
33.	5 th February 2021	Blood Donation Drive - "BoondBoond Ki Keemat"
34.	9 th March 2023	International Women's Day-2023
35.	8 th March 2022	International Women's Day-2022
36.	8 th March 2021	International Women's Day-2021
37.	8 th March 2020	International Women's Day-2020
38.	8 th March 2019	International Women's Day-2019
39.	1 st Sep 2022	Capacity building and skills enhancement Program
40.	29 th September 2022	Capacity building and skills enhancement Program
41.	29 th September 2022	Capacity building and skills enhancement Program
42.	1 st November 2022	Capacity building and skills enhancement



43.	1 st December 2022	Capacity building and skills enhancement
44.	2 nd January 2023	Capacity building and skills enhancement
45.	1 th February 2023	Capacity building and skills enhancement
46.	2 th March 2023	Capacity building and skills enhancement
47.	21 st JUNE 2022	International Yoga Day
48	2 nd October	Clealiness Drive On The Ocassion Of Mahatma Gandhi Jayanti
49.	20 th February 2023	DUATHLON 2k23
50.	5 th February 2022	Blood Donation Drive
51.	5 th June 2023	Tree Plantation
53.	14 th July 2023	Health check-up
54.	4 th July 2022	Workshop On Posh



Ayush Gadre Memorial FUN-RUN

Event Report

Date: 31st December 2023

On the auspicious occasion of 31st December 2023, Sai Balaji Institutes hosted the "Ayush Gadre Memorial FUN-RUN" – a spirited initiative aimed at promoting fitness and raising awareness about road safety. The event was met with immense enthusiasm as participants eagerly engaged in a 3km and 5km run, showcasing their commitment to both personal well-being and community welfare. The vibrant atmosphere pulsed with energy and excitement, reflecting the collective determination to make a positive impact.

The primary outcome of the "Ayush Gadre Memorial FUN-RUN" was the successful creation of awareness regarding the importance of fitness and road safety. Through active participation and engagement, participants not only prioritized their own health and fitness but also contributed to a broader conversation about the significance of adhering to road safety measures. Furthermore, the creation of various posters adorned with impactful awareness messages served as tangible reminders of the event's enduring impact, spreading its message far beyond the confines of the event itself.

Participants: A diverse group of 200 individuals enthusiastically participated in the "Ayush Gadre Memorial FUN-RUN," each bringing their unique energy and enthusiasm to the event. From students to professionals, individuals from all walks of life united in their commitment to fostering a culture of fitness and road safety awareness. Their collective participation underscored the universal relevance of these vital issues and demonstrated the power of community-driven initiatives in effecting positive change.

Fitness Challenge: Participants eagerly took on the challenge of completing either a 3km or 5km run, showcasing their physical prowess and determination to lead healthy, active lifestyles. The atmosphere was charged with excitement and camaraderie as individuals pushed themselves to achieve their personal fitness goals while also contributing to a larger cause.

Road Safety Awareness: In addition to promoting fitness, the event served as a platform for raising awareness about road safety. Through engaging activities and discussions, participants gained valuable insights into the importance of adhering to traffic rules and practicing caution on the roads. This emphasis on road safety aimed to reduce accidents and promote responsible behavior among all road users.

In conclusion, the "Ayush Gadre Memorial FUN-RUN" emerged as a resounding success, leaving a lasting impact on both participants and the broader community. By promoting fitness and road safety awareness in a fun and engaging manner, the event inspired individuals to take proactive steps towards improving their health and well-being while also fostering a safer environment for all. As we reflect on the event's achievements, let us carry forward its spirit of positivity and empowerment, continuing to prioritize fitness and road safety in our daily lives.



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UMEED 1.0 (Distribution of Diwali Faral, Study Material, Food, Clothes, etc)

Event Report

Date: 24th November 2023

The 'UMEED 1.0' campaign, organized by the Rotaract Club of SBES, brought together over 25 dedicated rotaractors from various cities including Pusad, Yavatmal, Bokaro Steel City, Nagpur, Bundi, Kolhapur, Rourkela, Jaipur, Indore, Umred, and more. Spanning from 12th to 18th November 2023, this initiative aimed to extend a helping hand to those in need by providing essential items such as Diwali faral, study material, food, and clothing. Beyond material support, participants also spread light and hope by illuminating homes with traditional lamps (Diya), symbolizing the light of wisdom and hope.

The impact of the 'UMEED 1.0' campaign transcended mere material support, as participants succeeded in bringing smiles to the faces of those they assisted. The distribution of Diwali faral, study material, food, and clothes not only met immediate needs but also instilled a sense of joy and hope within the community. The symbolic act of illuminating homes with lamps served as a beacon of optimism, reminding individuals of the enduring power of kindness and solidarity.

Number of Participants: 30

Material Support: Participants generously distributed Diwali faral, study material, food, and clothing to those in need, addressing both immediate requirements and enhancing overall well-being.

Symbolic Gesture: The act of illuminating homes with lamps (Diya) carried profound symbolism, symbolizing the light of wisdom and hope. This gesture uplifted spirits and fostered a sense of optimism within the community.

Community Engagement: The 'UMEED 1.0' campaign facilitated meaningful engagement with the community, strengthening bonds and reaffirming the importance of collective action in creating positive change.

In conclusion, the 'UMEED 1.0' campaign exemplified the spirit of service and compassion upheld by the Rotaract Club of SBES and its dedicated members. Through their selfless efforts, participants not only provided essential support to those in need but also illuminated hearts with the light of hope and kindness. As we reflect on the success of this initiative, let us continue to nurture the flame of compassion and strive to make a meaningful difference in the lives of others.



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Cleanliness Drive at Kasarsai Dam

Event Report

Date: 2nd October 2023

On the auspicious occasion of Gandhi Jayanti, our honorable Prime Minister initiated the Swachha Bharat Abhiyan, emphasizing the importance of cleanliness and sanitation in our society. In alignment with this noble cause, the Rotaract Club of SBES organized a Cleanliness Drive at Kasarsai Dam on 2nd October 2023.

With the enthusiastic support and contribution of 30 dedicated students, the Cleanliness Drive proved to be a resounding success. Together, we diligently cleaned the tourist spot, removing a significant amount of garbage, with packaged plastic being the predominant waste. This experience served as a poignant reminder of the consequences of irresponsible behavior and the urgent need for collective action to preserve our environment. As we reflect on our efforts, let us reaffirm our commitment to saying no to irresponsible behavior and taking small but meaningful steps to ensure that garbage is disposed of where it belongs.

No. of Participants: 30 students participated in this initiative

Active Participation: The event saw the enthusiastic participation of 30 students from the Rotaract Club of SBES, demonstrating their commitment to contributing to the Swachha Bharat Abhiyan and making a positive impact on their surroundings.

Effective Clean-up: Through coordinated efforts, participants successfully cleaned the Kasarsai Dam tourist spot, removing a significant amount of garbage, particularly packaged plastic waste, thereby enhancing the cleanliness and appeal of the area.

Awareness Message: The Cleanliness Drive also served as an opportunity to raise awareness about the importance of responsible waste disposal and the detrimental effects of littering on the environment. By spreading this crucial message, participants aimed to inspire others to adopt more conscientious behaviors.

In conclusion, the Cleanliness Drive organized by the Rotaract Club of SBES on Gandhi Jayanti was a testament to the collective determination and dedication of its members to contribute to the Swachha Bharat Abhiyan. Through their efforts, they not only cleaned the Kasarsai Dam tourist spot but also advocated for greater environmental responsibility and awareness. As we move forward, let us continue to prioritize cleanliness and sustainability, striving to create a cleaner, healthier environment for all.



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Food Donation Drive

Event Report

Date: 25th September 2023

On the 25th of September 2023, the Rotaract Club of SBES organized a Food Donation Drive at Pune railway station and the surrounding areas, in collaboration with our dedicated members.

The Food Donation Drive proved to be a deeply impactful initiative, as we provided food to 201 individuals in need. Witnessing the stark reality faced by many, with some lacking even basic shelter from the elements, left a profound impression on all participants. The experience served as a poignant reminder of the privilege we often take for granted, highlighting the importance of gratitude and empathy towards those less fortunate.

No. of Participants: 30 students participated in this initiative.

Generous Contribution: With the enthusiastic participation of 30 students, the Food Donation Drive successfully provided meals to 201 needy individuals. This collective effort demonstrated the power of community-driven initiatives in addressing pressing social issues and making a tangible difference in the lives of others.

Awareness of Privilege: Engaging directly with individuals facing homelessness and food insecurity brought into sharp focus the everyday privileges many of us enjoy. The experience served as a humbling reminder of the importance of gratitude and compassion towards those experiencing hardship.

Empathy and Reflection: The Food Donation Drive prompted deep reflection among participants, fostering a greater understanding of the challenges faced by marginalized communities. This newfound empathy inspired a renewed commitment to serving and supporting those in need, both within the local community and beyond.

In conclusion, the Food Donation Drive organized by the Rotaract Club of SBES on the 25th of September 2023 was a powerful testament to the collective compassion and generosity of its members. Through their efforts, they not only provided much-needed sustenance to individuals in need but also fostered empathy, awareness, and a renewed sense of gratitude within the community. As we continue our journey of service and social responsibility, let us remain committed to making a positive impact on the lives of others, one act of kindness at a time.



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Balgopal-Dahi Handi Celebration at ZP Primary School, Nere

Event Report

Date: 8th September 2023

The Balgopal-Dahi Handi Celebration, held at ZP Primary School in Nere, served as a platform for fostering community engagement and instilling a sense of camaraderie among participants, particularly the enthusiastic school children. This event, steeped in cultural significance, provided an opportunity for collective celebration and meaningful interaction within the educational framework.

The outcome of the Balgopal-Dahi Handi Celebration was a testament to the harmonious fusion of tradition and community service. Through active participation, 20 students engaged in the festivities, contributing to a vibrant atmosphere characterized by joy, teamwork, and philanthropy. The act of breaking pots symbolized the triumph of collective effort, while the creation of enduring memories underscored the lasting impact of communal engagement.

No. of Participants: 20 Students participated in this initiative

Community Integration: The event facilitated the integration of the school community with broader societal traditions, fostering a sense of belonging and cultural pride among participants. Through active involvement in the Dahi Handi celebration, students gained firsthand experience of cultural heritage, enriching their educational journey.

Spirit of Giving Back: Central to the ethos of the event was the spirit of giving back to the community. Participants, guided by principles of altruism and service, actively contributed to the festivities, thereby reaffirming the importance of collective action in fostering social cohesion and mutual support.

Memorable Experiences: The Balgopal-Dahi Handi Celebration culminated in the creation of cherished memories, resonating with the spirit of togetherness and celebration. Participants, irrespective of age or background, forged bonds of camaraderie through shared experiences, leaving an indelible mark on the fabric of the community.

In conclusion, the Balgopal-Dahi Handi Celebration at ZP Primary School, Nere, epitomized the spirit of community service and cultural celebration. Through active engagement and participation, students and community members alike embraced the rich tapestry of tradition while fostering a sense of unity and mutual respect. As we reflect on the success of this event, let us draw inspiration from its ethos of inclusivity and cooperation, endeavoring to cultivate a more harmonious and resilient community fabric.



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	उप.	१५	१८	३३

→ जिल्हा → राज्य स्तर



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Annual Health Check-up at Sai Balaji International Institute of Management Sciences

Event Report

Date: 14th July 2023

The importance of maintaining good health cannot be overstated. With this in mind, Sai Balaji International Institute of Management Sciences organized its annual health check-up on July 14, 2023. The event aimed to instill the habit of regular health monitoring among faculty members and students alike, recognizing health as the most valuable asset of any individual.

The health check-up day saw enthusiastic participation from both faculty members and students. A total of 84 students actively engaged in the initiative, demonstrating a collective commitment to prioritize their health. The event was organized seamlessly, ensuring smooth facilitation of health screenings and consultations.

Faculty members set a leading example by actively participating in the health check-ups. Their involvement not only underscored the significance of the initiative but also encouraged students to take proactive measures towards their well-being.

The event yielded several positive outcomes, contributing significantly to the promotion of health awareness within the institute community.

No. of Participants: 84 students participated in this drive

Awareness about Good Health: Through comprehensive health screenings and consultations, participants gained valuable insights into their current health status. This awareness serves as a crucial foundation for adopting healthier lifestyle choices and preventive measures.

Preventive Measures: By identifying potential health concerns at an early stage, participants were empowered to take proactive steps towards preventive healthcare. Encouraging preventive measures is essential for minimizing the risk of chronic illnesses and promoting overall well-being.

The success of the annual health check-up underscores the institute's commitment to fostering a culture of holistic well-being among its members. By prioritizing health initiatives, Sai Balaji International Institute of Management Sciences continues to nurture not only academic excellence but also the physical and mental well-being of its community.

In conclusion, the annual health check-up at Sai Balaji International Institute of Management Sciences proved to be a resounding success, fostering awareness about good health practices and encouraging preventive measures among faculty members and students. As we move forward, let us remain steadfast in our commitment to nurturing a healthy and thriving community within the institute.



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GPS Map Camera

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JP93+2Q9, Nerhe, Maharashtra 410506, India
Lat 18.617791°
Long 73.704427°
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International Yoga Day

Event Report

Date: 21st June 2023

International Yoga Day, observed annually on June 21st, is a global celebration that highlights the profound impact of yoga on physical, mental, and spiritual well-being. Established by the United Nations in 2014, this day aims to raise awareness about the numerous benefits of practicing yoga and promote its integration into daily life. As the world unites in the spirit of holistic wellness, International Yoga Day serves as a reminder of the ancient practice's universal appeal and its potential to foster harmony among diverse communities.

As International Yoga Day completes another year of celebration, it stands as a testament to the enduring appeal of this ancient practice. The global recognition and participation in this day underscore the universal desire for well-being, unity, and balance. By embracing the principles of yoga, individuals and communities can contribute to creating a healthier, more harmonious world. As we reflect on the significance of International Yoga Day, let us continue to explore the transformative potential of yoga in fostering personal and collective well-being.

Institute has organized the International Yoga Day on 21st June 2023 as per the directions given by Government of India and Maharashtra as well as by the statutory bodies governing the Institute.

All the Staff, Students including stakeholders celebrated the Yoga Day by practicing the YOGA in Institute campus.

For the celebration of International Day of Yoga, we had also posted one e-banner on our social media platform on 20th June 2023 to create the conducive environment for yoga participation from all the stakeholders.



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Tree Plantation-2023

Event Report

Date: 5th June 2023

SBIIMS celebrated World Environment Day by tree plantation on 5th June, 2023.

Happy World Environment Day.

On World Environment Day, there's a powerful call to action that resonates around the globe: to protect and nurture the very planet that sustains us. One of the most tangible ways to answer this call is through tree plantation initiatives. Trees are the lifelines of our ecosystem, providing oxygen, combating climate change by absorbing carbon dioxide, stabilizing soil, providing habitats for countless species, and offering a host of other environmental and social benefits. Thus, on this auspicious day, communities, organizations, and individuals come together to plant trees, symbolizing their commitment to safeguarding the environment for current and future generations. Through tree plantation efforts, we not only mitigate the impacts of deforestation and urbanization but also foster a sense of collective responsibility and stewardship towards nature. This World Environment Day, let us join hands in planting the seeds of a greener, healthier planet.

The broader environmental impact of tree planting, such as its contribution to carbon sequestration, biodiversity enhancement, soil conservation, and community resilience, can help gauge the initiative's effectiveness in addressing environmental challenges.

Tree planting stands as a powerful testament to our collective commitment to safeguarding the environment and nurturing the planet we call home.

Outcome: Contributed to environment protection.





DUATHLON 2k23

Event Report

Date:20th February 2023

Activities: DUATHLON 2k23 an Olympic Distance Duathlon that pushed the boundaries and celebrated the spirit of athleticism.

With the rising sun as our witness, we flagged off the event at 6 AM, setting the stage for a day filled with excitement and camaraderie. Athletes from all walks of life came together to showcase their grit, determination, and sportsmanship, making it an unforgettable spectacle.

Event included

- DUATHLON
- Marathon 5KM
- Marathon 10KM
- (5km RUNNING + 40 CYCLING+ 15 RUNNING)

Active participation of all the contestants and their enthusiasm made this event a very successful and memorable event of the year. Congratulations to all the winners and also the participants who were the finishers. The occasion was graced by Ms. Monalisa Khandke, Founder and President SMAP-Georgia and Mr. Pravin Khandke.

The duathlon event provided an exhilarating experience for participants and showcased the dedication and spirit of the athletes involved. From the adrenaline-fueled start to the triumphant finish, the event demonstrated the power of determination, perseverance, and teamwork.

As participants crossed the finish line, they not only achieved personal milestones but also contributed to the vibrant energy of the event, creating memories that will last a lifetime. The duathlon brought together individuals from diverse backgrounds, united by a common passion for fitness, competition, and camaraderie.



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Blood Donation Drive

Event Report

Date: 5th February 2023

On the occasion of Prof. Manish R Mundada Sir's birthday, Founder President of SBES (SaiBalaji Education Society), a blood donation drive was organized in collaboration with Ruby Hall Clinic. The event aimed to celebrate the spirit of giving by encouraging individuals to donate blood and make a difference in the world.

The event commenced with an opening address, emphasizing the significance of blood donation and its impact on saving lives.

Participants were encouraged to join hands in this life-saving cause by donating blood.

A total of 114 individuals, including volunteers and donors, actively participated in the event.

Comprehensive health checkups were provided to all participants, ensuring their well-being before blood donation.

Donors generously contributed blood, exemplifying the spirit of altruism and compassion.

No. of Participants: 114 including health checkup

The blood donation drive witnessed a remarkable response from the community, with numerous donors coming forward to contribute.

Through the collective effort of donors, valuable units of blood were collected, which will potentially save numerous lives in need.

The event successfully promoted awareness about the importance of blood donation and encouraged individuals to become regular donors.

The blood donation drive organized by SBES in collaboration with Ruby Hall Clinic was a resounding success, thanks to the enthusiastic participation of donors and volunteers. By donating blood, participants demonstrated their commitment to humanity and their willingness to make a positive difference in society. The event served as a reminder that each contribution, no matter how small, can have a significant impact on saving lives and fostering a culture of giving. We extend our gratitude to all participants and look forward to organizing more such initiatives in the future.



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Stray Safe Campaign

Event Report

Date: 12 August 2022

The Stray Safe campaign, aimed at addressing the frequent accidents faced by stray animals, particularly dogs, was conducted on August 12, 2022, in Marunji, Dattawadi. The initiative focused on enhancing the safety of stray animals by providing them with neon bands to increase their visibility and reduce the likelihood of accidents.

The campaign kicked off with an awareness session, highlighting the challenges faced by stray animals and the importance of ensuring their safety.

Neon bands were distributed to stray dogs, which would make them more visible to people, especially during low light conditions.

No. of Participants: 09

The distribution of neon bands was accompanied by instructions on how to properly secure them to the animals' collars for maximum effectiveness.

Volunteers also conducted brief sessions on responsible pet ownership and the importance of showing compassion towards stray animals.

The Stray Safe campaign successfully equipped stray dogs in Marunji, Dattawadi, with neon bands, enhancing their visibility and reducing the risk of accidents.

The initiative raised awareness among the local community about the importance of taking measures to ensure the safety of stray animals.

Participants expressed appreciation for the opportunity to contribute to the well-being of animals and pledged to continue supporting similar initiatives in the future.

The Stray Safe campaign in Marunji, Dattawadi, was a step towards creating a safer environment for stray animals and promoting compassion towards them. By providing neon bands to enhance their visibility, the initiative aimed to mitigate the risks of accidents and improve the overall welfare of stray dogs in the area. We extend our gratitude to all participants for their involvement and dedication to this noble cause, and we look forward to continuing our efforts to create a more humane society for both humans and animals alike.



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Small Gesture of Support for Policemen

Event Report

Date: 13 November 2022

On November 13, 2022, a thoughtful initiative was undertaken to express gratitude towards the dedicated policemen who tirelessly serve our community day and night. Recognizing their relentless commitment to ensuring our safety, a group of individuals came together to spend time with and provide essential items for over 40 policemen.

No. of Participants: 16

The event began with a brief introduction acknowledging the invaluable service provided by policemen, who work around the clock to uphold law and order.

Essential day-to-day items such as toiletries, snacks, and other necessities were donated to more than 40 policemen, aiming to provide them with some comfort during their demanding duties.

Additionally, participants spent quality time engaging in conversations and expressing gratitude directly to the policemen, fostering a sense of camaraderie and mutual respect.

The gesture was accompanied by heartfelt messages of thanks, acknowledging the sacrifices and dedication of the policemen in safeguarding the community.

The event served as a powerful reminder of the importance of gratitude and recognition for the tireless efforts of policemen.

Participants gained a deeper understanding of the challenges faced by policemen in their line of duty, fostering empathy and appreciation.

The policemen expressed their gratitude for the gesture, highlighting the positive impact it had on their morale and sense of being valued by the community.

The small gesture of support for policemen on November 13, 2022, underscored the significance of acknowledging and appreciating their selfless service. By donating essential items and spending time with them, participants not only provided practical assistance but also conveyed sincere gratitude for their dedication and sacrifice. This event exemplified the power of collective action in fostering a sense of unity and support within the community. Moving forward, we are committed to continuing to support and honor the invaluable contributions of our policemen.



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Food Donation Drive

Event Report

Date: 22 October 2022

On October 22, 2022, a heartfelt food donation drive was organized across multiple locations including Mumbai, Pune, and Bihar. The initiative aimed to extend a helping hand to those in need, including orphanages, old age homes, and similar institutions.

The food donation drive commenced with a clear objective to provide sustenance and support to vulnerable members of society, including orphans and the elderly.

No. of Participants: 6

Various essential food items, including grains, pulses, vegetables, and packaged goods, were collected and distributed to multiple locations in Mumbai, Pune, and Bihar.

Volunteers engaged in the process of sorting, packaging, and delivering the donated food items with care and diligence, ensuring that they reached those in need.

The event fostered a sense of unity and compassion among the participants, as they worked together towards a common goal of alleviating hunger and supporting marginalized communities.

The food donation drive successfully provided essential sustenance to orphanages, old age homes, and other institutions in Mumbai, Pune, and Bihar.

Participants experienced the profound impact of their contributions firsthand, witnessing the gratitude and appreciation of the recipients.

The event served as a reminder of the importance of empathy, solidarity, and community engagement in addressing societal challenges such as hunger and food insecurity.

The food donation drive held on October 22, 2022, exemplified the spirit of altruism and compassion as participants came together to support vulnerable members of society. Through their collective efforts, essential food items were distributed to orphanages, old age homes, and similar institutions across multiple locations. The event underscored the power of community action in making a positive difference in the lives of others. Moving forward, we remain committed to continuing our efforts to support those in need and foster a more caring and inclusive society.



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CLEALINESS DRIVE

Event Report

Date: 22nd October 2022

Student of SBES Society and Rotract Club organized a special cleanliness campaign on the occasion of Mahatma Gandhi Jayanti it is an annual observance in India that commemorates the birth anniversary of Mohandas Karamchand Gandhi, a pivotal figure in the Indian independence movement and a globally revered advocate for non-violence and peace. Celebrated on October 2nd each year, Mahatma Jayanti serves as a day of reflection, remembrance, and homage to the man fondly known as the "Father of the Nation."

Mahatma Jayanti stands as a testament to the enduring legacy of a leader whose principles continue to inspire generations. As we celebrate this day, we not only pay tribute to the life and teachings of Mahatma Gandhi but also reaffirm our commitment to the timeless ideals of truth, non-violence, and the pursuit of a just and equitable society. Mahatma Gandhi Jayanti is an opportunity for introspection, action, and the collective endeavor to build a world guided by the principles of love, tolerance, and social justice.

Special cleanliness drive was organized for cleaning the bank of MULA-MUTHA River in Deccan Gymkhana area of Pune. Students of our society cleaned the river area as a SAFAI CHAMPIONS.. All Safai Champions of our SBES groups gathered and clean the area of Deccan Gymkhana. The Noble word was appreciated by the members Pune Municipal Corporation. The said drive was organized with Rotract Club of SBES (RID 3131)

On the occasion of Gandhi Jayanti, students remember and celebrate his great soul and his teachings, Inspiring speech by Director Sir for guiding the students to follow the path laid down by great soul. Cleanliness drive was carried out by students of SBES RotractClub..





INTERNATIONAL YOGA DAY

Event Report

Date: 21st June 2022

International Yoga Day, observed annually on June 21st, is a global celebration that highlights the profound impact of yoga on physical, mental, and spiritual well-being. Established by the United Nations in 2014, this day aims to raise awareness about the numerous benefits of practicing yoga and promote its integration into daily life. As the world unites in the spirit of holistic wellness, International Yoga Day serves as a reminder of the ancient practice's universal appeal and its potential to foster harmony among diverse communities.

As International Yoga Day completes another year of celebration, it stands as a testament to the enduring appeal of this ancient practice. The global recognition and participation in this day underscore the universal desire for well-being, unity, and balance. By embracing the principles of yoga, individuals and communities can contribute to creating a healthier, more harmonious world. As we reflect on the significance of International Yoga Day, let us continue to explore the transformative potential of yoga in fostering personal and collective well-being.

Institute has organized the International Yoga Day on 21st June 2022 as per the directions given by Government of India and Maharashtra as well as by the statutory bodies governing the Institute.

All the Staff, Students including stakeholders celebrated the Yoga day by practicing the YOGA in Institute campus.





Duathlon

Event Report

Date: 20 March 2022

Introduction:

The most amazing event "DUATHLON" and Marathon the first mega event of "VISTA 2k22" the only Olympic distance duathlon in any college fest.

On this occasion Duathlon (5km Running- 40 km Cycling- 10 km Running), □□ and Marathon □□♀ (5k and 10k) was organized.

Activities: DUATHLON 2k22. Active participation of all the contestants and their enthusiasm made this event a very successful and rememberable event of the year. congratulations to all the winner and also the participant who were the finishers.

The duathlon event provided an exhilarating experience for participants and showcased the dedication and spirit of the athletes involved. From the adrenaline-fueled start to the triumphant finish, the event demonstrated the power of determination, perseverance, and teamwork.

As participants crossed the finish line, they not only achieved personal milestones but also contributed to the vibrant energy of the event, creating memories that will last a lifetime. The duathlon brought together individuals from diverse backgrounds, united by a common passion for fitness, competition, and camaraderie.

No. of Participants: 150



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Self-Defense Workshop - Lathi Kathi for Women

Event Report

Date: 7 March 2022

On March 7, 2022, in commemoration of International Women's Day, a self-defense workshop titled "Lathi Kathi" was organized by the Maharashtra Lathi Kathi Prashikshan Mandal at the SBES Ground. The workshop aimed to empower women by equipping them with essential self-defense techniques and skills.

The workshop commenced with an enthusiastic introduction, highlighting the significance of self-defense training, particularly for women, in today's world.

No. of Participants: 50

Throughout the workshop, participants were introduced to a range of techniques involving lathis and kathis, traditional weapons used for self-defense in Maharashtra.

The instructors demonstrated the proper techniques for handling and utilizing lathis and kathis effectively, emphasizing both offensive and defensive maneuvers.

Participants actively engaged in practical exercises, honing their skills and gaining confidence in their ability to defend themselves in challenging situations.

The self-defense workshop proved to be a valuable learning experience for all participants, with girl students gaining practical knowledge and skills in self-defense techniques.

By learning how to use lathis and kathis for self-defense, participants felt empowered and better equipped to protect themselves in real-life scenarios.

The workshop fostered a sense of empowerment and confidence among the participants, instilling in them the importance of being prepared and proactive in ensuring their own safety.

The self-defense workshop on March 7, 2022, provided an invaluable opportunity for girl students to learn and practice essential self-defense techniques using lathis and kathis. Organized by the Maharashtra Lathi Kathi Prashikshan Mandal, the workshop successfully empowered participants with the knowledge and skills necessary to defend themselves effectively. As we celebrate International Women's Day, events like these serve as a reminder of the importance of promoting women's safety and empowerment through education and practical training. We extend our gratitude to all participants and instructors for their enthusiastic participation and commitment to personal safety and empowerment.



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Boxing Championship

Event Report

Date: 15th, 16th and 17th Feb 2022

Organizer: SBES and Pimpri Chinchwad city boxing association

Inauguration ceremony of boxing championship

Organize training camps for aspiring boxers to enhance their skills, technique, strength, and conditioning under the guidance of experienced coaches and trainers. Oversee all aspects of event management, including venue selection, ticketing, security, logistics, medical support, officiating, scoring, and post-event evaluations to ensure a successful and memorable championship experience.

The organization and management of the championship, including registration process, scheduling, venue selection, logistics, and adherence to regulations and safety protocols.

The boxing championship proved to be a thrilling and memorable event that showcased the dedication, skill, and passion of the athletes involved. From the intense matches in the ring to the electric atmosphere in the arena, the championship captivated audiences and left a lasting impression on all who attended. Participants demonstrated remarkable determination and sportsmanship as they battled it out for victory, pushing themselves to their limits and inspiring spectators with their courage and resilience. Each fight was a testament to the hard work and preparation put in by the boxers, as well as the expertise and professionalism of the organizers, officials, and support staff who ensured the smooth running of the event.





Futzelo 2k22 - Corporate Football League

Event Report

Date: 11, 12 & 13 February 2022

Organized by: SaiBalaji Group of Institutes in association with Rotaract Club of SBES

Futzelo 2k22, the Corporate Football League Season 6, was organized by SaiBalaji Group of Institutes in collaboration with the Rotaract Club of SBES. The event, inaugurated by Prof. Manish R Mundada Sir, aimed to promote sportsmanship, team building, fitness, and competitive spirit among participants.

The three-day event commenced with an energetic inauguration ceremony, attended by Prof. Manish R Mundada Sir and enthusiastic participants.

No. of Participants: 90, representing various corporate teams, eagerly participated in the football league, showcasing their skills and sportsmanship.

Teams competed in exhilarating matches, displaying teamwork, strategy, and determination throughout the tournament.

The final match saw an intense showdown between the top contenders, with team "Lucifer" emerging as the deserving winners of Futzelo 2k22.

Team "BlackStar" demonstrated commendable performance as the runner-up, showcasing their competitive spirit and resilience.

Futzelo 2k22 provided participants with an opportunity to learn and experience the values of sportsmanship, teamwork, and competitive spirit.

The event fostered camaraderie and mutual respect among participants, transcending corporate boundaries and promoting a sense of unity.

Participants gained valuable insights into the importance of fitness and physical activity in leading a healthy lifestyle.

Through friendly competition and spirited matches, participants honed their football skills while also building lasting connections with fellow teammates and competitors.

Futzelo 2k22, the Corporate Football League Season 6, organized by SaiBalaji Group of Institutes and the Rotaract Club of SBES, was a resounding success. The event not only provided participants with an exhilarating platform to showcase their football prowess but also instilled in them the values of sportsmanship, teamwork, and fitness. As the winners and runners-up celebrated their achievements, they also celebrated the spirit of sportsmanship and camaraderie that defined Futzelo 2k22. We extend our gratitude to all participants, organizers, and supporters for their enthusiastic participation and contribution to making this event a memorable success.



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Rotary Rotaract

SAIBALAJI GROUP OF INSTITUTES
 IIMS | SBIIMS | IIMHRD(W) | RBMCACS | SBPS | SBIC

IN ASSOCIATION WITH ROTARACT CLUB OF SBES

ORGANIZES

CORPORATE FOOTBALL LEAGUE

FUTZELO 2K22

DATE: 11th, 12th, 13th Feb

Prize Pool: ₹50000

First Prize - ₹25,000
 Number of Teams - 11

Contact -
 Prof. Jyoti Khuntia - 976744879
 Sakshi Marpote - 976996167
 Sakshi Kapoor - 8826407001
 Kishorji Kulkarni - 942206009

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Blood Donation Drive

Event Report

Date: Feb 5, 2022

Organizer: Rotaract and Ruby Hall Blood Bank

Introduction: We, Rotaract Club of SaiBalaji Education Society are calling y'all for another noble cause that is "BLOOD DONATION DRIVE" on the auspicious occasion on birthday of Prof. Manish R Mundada Sir (Founder President of SBES). It is said that the giver holds a bigger place than a receiver and you can be giver of life by donating blood. Therefore, we welcome you all to join hands with us by participating for a life-saving cause.

Date- 5th February 2022

We all expect your presence for the drive as we all are united by a purpose to make a difference in the world.

No. of Participants: 120 for health checkup and blood donation.

Organize and host blood donation drives in collaboration with local blood banks or healthcare facilities. Promote the event through social media, posters, and community outreach to encourage participation. Conduct workshops or seminars to educate the community about the importance of blood donation, the donation process, eligibility criteria, and debunk myths or misconceptions surrounding blood donation.

Blood donation is the most important social service to humankind. by donating we can give others a life support. Blood donation at the right time can save millions of lives all over the world every year.

Summarize the importance of blood donation activities in addressing critical healthcare needs and saving lives. Encourage continued support and participation in blood donation efforts to ensure a reliable supply of blood for those in need.



**BLOOD DONATION
DRIVE**



Republic Day Celebration at SaiBalaji Education Society

Event Report

Date: January 26, 2022

On January 26, 2022, SaiBalaji Education Society celebrated the 73rd Republic Day with a spirit of patriotism and enthusiasm. The event commenced with a formal ceremony, marked by the unfurling of the tricolor flag, symbolizing the pride of the nation, by Prof. Manish R. Mundada Sir. The occasion witnessed the presence of faculty members, students, seniors, and alumni, all coming together to honor this significant day. A poignant highlight of the ceremony was a parade march performed by a group of cadets, adding a sense of reverence to the proceedings. Following the formalities, the event transitioned into a cultural celebration, featuring various performances by students.

The Republic Day celebration at SaiBalaji Education Society served as a reminder of the importance of patriotism and unity. Participants were inspired to reflect on the values enshrined in the Constitution of India and to cherish the diversity that makes our nation strong.

A total of 75 individuals, including faculty members, students, seniors, and alumni, actively participated in the Republic Day celebration. Their collective presence and engagement contributed to the success and vibrancy of the event, embodying the spirit of unity and patriotism.





"Fit" Athon Run for Fitness

Event Report

Date: 31 December 2021

On December 31, 2021, the Rotaract Club of SBES and the Student Council of SBIIMS collaborated to organize the "Fit" Athon, a run for fitness event aimed at promoting a healthy lifestyle among students. The event witnessed enthusiastic participation from both students and faculty members, highlighting the collective commitment towards fostering physical well-being.

The "Fit" Athon commenced with a dynamic atmosphere as participants geared up for the run, demonstrating their eagerness to prioritize fitness and well-being.

A total of 150 participants, including students and faculty members, actively took part in the event, showcasing their dedication to embracing a healthier lifestyle.

The run route was carefully planned to provide an enjoyable and invigorating experience for participants, offering scenic views and ample space for running.

Throughout the event, participants were encouraged to maintain a steady pace and focus on achieving their personal fitness goals, fostering a supportive and motivating environment.

As participants crossed the finish line, a sense of accomplishment and satisfaction permeated the atmosphere, reflecting the positive impact of physical activity on overall well-being.

No. of Participants: 150

The "Fit" Athon successfully raised awareness for the importance of leading a healthy lifestyle, emphasizing the benefits of regular exercise and physical activity.

Participants gained a deeper understanding of the role that fitness plays in maintaining overall health and well-being, inspiring them to incorporate more physical activity into their daily routines.

The event fostered a sense of community and camaraderie among participants, as they came together to support each other in pursuit of their fitness goals.

The "Fit" Athon Run for Fitness, organized by the Rotaract Club of SBES and the Student Council of SBIIMS, was a testament to the collective commitment towards promoting a healthier lifestyle within



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the student community. By participating in the event, students and faculty members demonstrated their dedication to prioritizing fitness and well-being. Moving forward, it is imperative to continue organizing such initiatives to encourage and empower individuals to lead healthier, more active lives. We extend our gratitude to all participants for their enthusiastic involvement and support in making the "Fit" Athon a memorable and impactful event.



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Tree Plantation

Event Report

Date: 24 December 2021

On December 24, 2021, a tree plantation drive was organized with the aim of promoting environmental conservation and instilling a sense of responsibility towards nature among students. The event emphasized the vital role that trees play in sustaining life, preserving ecosystems, and mitigating environmental challenges.

No. of Participants: 100

The tree plantation drive commenced with an informative introduction highlighting the significance of trees in maintaining ecological balance and fostering a healthy environment.

The plantation drive focused on planting a diverse range of tree species within the institute premises, ensuring maximum ecological benefits and aesthetic appeal.

Participants engaged in hands-on activities such as digging, planting, and watering the saplings, fostering a sense of ownership and connection to the environment.

Throughout the event, participants were educated about the importance of nurturing and caring for newly planted trees to ensure their survival and growth.

The tree plantation drive resulted in the successful planting of 100 trees within the institute premises, contributing to the enhancement of green cover and biodiversity.

Participants gained firsthand experience in environmental conservation and learned about the crucial role that trees play in sustaining life and combating climate change.

The tree plantation drive on December 24, 2021, was a commendable initiative aimed at promoting environmental awareness and encouraging active participation in conservation efforts. By planting 100 trees within the institute premises, participants demonstrated their dedication to creating a greener and healthier environment for current and future generations. Moving forward, it is essential to continue organizing such initiatives to inspire collective action towards sustainable living and environmental stewardship. We extend our gratitude to all participants for their enthusiasm and commitment to making a positive impact on the environment.



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Pehchaan - A Gesture of Kindness

Event Report

Date: 19December 2021

On December 19, 2021, a heartfelt initiative titled "Pehchaan" was undertaken with the aim of extending a helping hand to those in need. Participants embarked on a mission to identify and assist individuals requiring support, ultimately encountering a poor old man sleeping by the roadside in Wakad, Hinjewadi. The "Pehchaan" initiative began with a compassionate intention to provide assistance to those less fortunate.

No. of Participants: 30

Upon discovering a poor old man sleeping by the roadside, the group immediately took action to assist him. They escorted him to a nearby barber for grooming, ensuring his dignity and well-being.

In addition to grooming, the group engaged in a conversation with the elderly gentleman to ascertain his needs. He expressed a desire for a new shirt and a warm blanket, which the participants promptly arranged for him.

The act of kindness brought a smile to the old man's face, highlighting the profound impact of compassionate gestures on the lives of others.

The "Pehchaan" initiative served as a poignant reminder of the importance of empathy and altruism. Participants experienced firsthand the joy and fulfillment that comes from extending help to those in need.

By providing support and assistance to the poor old man, participants realized the transformative power of small acts of kindness in bringing comfort and solace to individuals facing hardship.

The event sparked a sense of gratitude and appreciation for the blessings in their own lives, fostering a deeper understanding of the value of giving back to the community.

"Pehchaan" - A Gesture of Kindness, undertaken on December 19, 2021, exemplified the spirit of compassion and solidarity within the community. Through their selfless actions, participants not only provided practical assistance to a vulnerable individual but also brought warmth and happiness to his life. As we reflect on the significance of this gesture, let us be inspired to continue spreading kindness and goodwill, making a positive difference in the lives of those around us. We extend our heartfelt gratitude to all participants for their unwavering commitment to serving others with compassion and empathy.



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BEFORE



AFTER

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Love You Zindagi - Session on Mental Health

Event Report

Date: 18 December 2021

On December 18, 2021, a motivational session titled "Love You Zindagi" was organized at Paras Hall, focusing on mental health awareness and positivity. The session, conducted by Mr. Sanket Khule, a renowned motivational speaker and Soft Skills Trainer at TCS, aimed to inspire participants to prioritize happiness and well-being in their lives.

The session commenced with an engaging introduction by Mr. Sanket Khule, setting the tone for an interactive and insightful discussion on mental health and happiness.

No. of Participants: 50 Students participated in the program.

Mr. Sanket Khule shared valuable insights and practical tips on cultivating happiness and maintaining a positive outlook in life, drawing from his expertise as a motivational speaker and software engineer.

The session emphasized the importance of prioritizing mental health alongside physical health, highlighting the interconnectedness between the two aspects of well-being.

Through anecdotes, interactive discussions, and motivational teachings, participants gained a deeper understanding of the significance of mental health and its impact on overall happiness and quality of life.

The "Love You Zindagi" session left a lasting impression on participants, fostering awareness and understanding of the importance of mental health.

Participants gained practical knowledge and tools to enhance their emotional well-being and resilience, empowering them to navigate life's challenges with confidence and positivity.

The session served as a catalyst for promoting open dialogue and destigmatizing discussions around mental health, encouraging participants to prioritize self-care and seek support when needed.

The "Love You Zindagi" session on December 18, 2021, facilitated by Mr. Sanket Khule, served as a valuable platform for promoting mental health awareness and positivity among participants. Through engaging discussions and motivational teachings, participants gained insights into the importance of prioritizing mental well-being and cultivating a positive mindset. As we reflect on the outcomes of this enlightening session, let us continue to prioritize mental health and spread awareness to create a supportive and inclusive community. We extend our heartfelt gratitude to Mr. Sanket Khule and Founder President Prof. Manish R Mundada Sir for their invaluable contributions to this impactful event.



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Safai Champions Cleanliness Drive

Event Report

Date: 14 December 2021

On December 14, 2021, the Rotaract Club of SaiBalaji Education Society organized a transformative cleanliness drive titled "Safai Champions" at Nadi Patra, Deccan. With a shared commitment to environmental stewardship and community service, participants came together to clean the area near the river, setting an inspiring example for others to follow.

The "Safai Champions" cleanliness drive commenced with a rallying call to action, encouraging participants to actively contribute to the cleanliness of public spaces.

No. of Participants: 35

Participants representing the Rotaract Club of SBES enthusiastically participated in the cleanliness drive, demonstrating their dedication to the cause of Swachh Bharat Abhiyan.

Participants embarked on the task of cleaning the area near the river, meticulously picking up litter and debris, and restoring the beauty of the surroundings.

The drive was characterized by teamwork, determination, and a shared sense of responsibility towards the environment, as participants worked tirelessly to make a tangible difference.

Throughout the event, participants also engaged in awareness-raising activities, educating bystanders about the importance of maintaining cleanliness and refraining from littering public spaces.

The "Safai Champions" cleanliness drive contributed significantly to the Swachh Bharat Abhiyan by promoting cleanliness and hygiene in the community.

Participants gained a sense of pride and accomplishment from their collective efforts, recognizing the positive impact of their actions on the environment and society.

The event served as a catalyst for raising awareness about the importance of environmental conservation and fostering a culture of cleanliness and responsibility among the community.

The "Safai Champions" cleanliness drive on December 14, 2021, exemplified the spirit of community service and environmental responsibility. Through their active participation and dedication, participants not only contributed to the cleanliness of Nadi Patra, Deccan but also inspired others to join the movement towards a cleaner and greener future. As we reflect on the outcomes of this impactful event, let us continue to strive towards creating a cleaner and more sustainable environment.



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for generations to come. We extend our heartfelt gratitude to all participants for their unwavering commitment to making a positive difference in the world.



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Safai Champions Cleanliness Drive

Event Report

Date: 12 December 2021

On December 12, 2021, a dedicated group of 32 students participated in the "Safai Champions" cleanliness drive, organized with the aim of cleaning the littered area around Nadi Patra in Deccan. Recognizing the importance of environmental conservation and community responsibility, participants embarked on a mission to restore the beauty of the surroundings and contribute to the Swachh Bharat Abhiyan.

The "Safai Champions" cleanliness drive commenced with a brief introduction highlighting the significance of the initiative and the importance of maintaining cleanliness in public spaces.

No. of Participants: 32

Participants were provided with gloves, garbage bags, and brooms upon arrival, equipped with the necessary tools to carry out the cleaning activity effectively.

Divided into groups, participants diligently cleaned the area around the temple and the river, removing litter and debris from the surroundings.

The event was characterized by teamwork, determination, and a shared sense of purpose as participants worked together to achieve a common goal.

By the end of the cleanliness drive, participants had collected approximately 20 garbage bags filled with litter, making a tangible contribution to the Swachh Bharat Abhiyan.

The "Safai Champions" cleanliness drive yielded significant results, with participants collecting around 20 garbage bags filled with litter, thereby contributing to the cleanliness of Nadi Patra, Deccan.

Through their collective efforts, participants demonstrated their commitment to environmental conservation and community service, setting an inspiring example for others to follow.

The event served as a reminder of the importance of individual and collective action in fostering a clean and sustainable environment for present and future generations.

The "Safai Champions" cleanliness drive on December 12, 2021, was a resounding success, thanks to the dedication and enthusiasm of the 32 students who participated in the initiative. Their efforts not only contributed to the cleanliness of Nadi Patra, Deccan but also underscored the importance of community responsibility and environmental stewardship. As we reflect on the outcomes of this



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impactful event, let us continue to strive towards creating cleaner, greener, and more sustainable communities. We extend our heartfelt appreciation to all participants for their unwavering commitment to making a positive difference in the world.



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Muskan - Visit to Navkshitij

Event Report

Date: November 15, 2021

On November 15, 2021, 40 students participated in the heartwarming event "Muskan" organized at Navkshitij, a home for mentally challenged individuals, located on Marunji Road in Pune. The visit aimed to foster interaction, understanding, and joyous moments with the residents of Navkshitij.

The visit to Navkshitij commenced with an eye-opening introduction to the home, emphasizing its role in providing care and support to mentally challenged individuals in a nurturing environment.

Participants were given the opportunity to explore the creativity of the residents through various activities and interactions. They also watched a video showcasing the life and activities at Navkshitij, gaining insight into the challenges faced by its residents.

The event continued with engaging games and activities, including musical chairs, passing the ball, and cricket, providing opportunities for interaction and bonding between the students and residents.

The highlight of the visit was the spontaneous and joyous dance session, where participants and residents danced together, spreading happiness and creating lasting memories.

The "Muskan" visits to Navkshitij provided participants with a profound understanding of the challenges faced by mentally challenged individuals and the importance of empathy and inclusion.

Participants learned valuable lessons in creativity and resilience from the residents of Navkshitij, gaining a newfound appreciation for their unique perspectives and talents.

The event succeeded in bringing smiles to the faces of the residents, fostering a sense of joy, belonging, and connection among all participants.

The "Muskan" visit to Navkshitij on November 15, 2021, was a heartwarming and enriching experience for all involved. Through meaningful interactions, games, and dance, participants and residents came together to celebrate life, joy, and human connection. As we reflect on the outcomes of this memorable event, let us continue to cherish and celebrate the diversity and resilience of all individuals, spreading love, kindness, and smiles wherever we go. We extend our gratitude to Navkshitij for welcoming us with open arms and to all participants for their genuine compassion and enthusiasm.



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Vocal for Local Campaign

Event Report

Date: 4 November 2021

On November 4, 2021, a meaningful initiative titled "Vocal for Local" was organized with the aim of supporting and promoting local sellers during the festive season of Diwali. Recognizing the importance of local businesses in fostering community bonds and economic growth, 24 participants actively participated in this campaign to help boost the sales of local sellers.

The "Vocal for Local" campaign kicked off with a heartfelt introduction emphasizing the significance of supporting local sellers and artisans, who play a vital role in the fabric of our communities.

Participants were divided into groups and assigned to different local sellers' businesses for a period of 2-3 days. Their mission was to assist the sellers in generating more orders and enhancing their sales during the festive season.

Over the course of the campaign, participants actively engaged with the local sellers, learning about their craftsmanship, products, and unique selling propositions. They also provided assistance in packaging orders, ensuring efficiency and professionalism in the sales process.

The campaign fostered meaningful interactions and collaborations between participants and local sellers, creating a sense of camaraderie and mutual support within the community.

By the end of the campaign, participants gained valuable insights into the challenges and opportunities faced by local businesses, while also contributing to their success and growth.

No. of Participants: 24

The "Vocal for Local" campaign successfully engaged participants in supporting 24 local sellers, thereby amplifying their sales and visibility during the festive season.

Participants had the opportunity to learn from local artisans and sellers, gaining a deeper appreciation for their craftsmanship and dedication to their craft.

The campaign highlighted the importance of community support and collaboration in promoting economic resilience and sustainability, particularly for small-scale and local businesses.

The "Vocal for Local" campaign on November 4, 2021, exemplified the spirit of community solidarity and support for local businesses. Through their active participation and engagement, participants not only contributed to the success of local sellers but also strengthened the bonds within their community. As we reflect on the outcomes of this impactful campaign, let us continue to champion the cause of local businesses and artisans, recognizing their invaluable contributions to our communities and economies. We extend our sincere appreciation to all participants for their dedication and enthusiasm in making the "Vocal for Local" campaign a resounding success.



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World Polio Day Commemoration

Event Report

Date: 24 October 2021

World Polio Day on October 24, 2021, served as a poignant reminder of the global commitment to eradicating polio and ensuring a polio-free future for all children. Rotary International's "One Day - One Focus" initiative, dedicated to ending polio, symbolized the collective efforts of organizations and individuals worldwide in the fight against this debilitating disease. The day also honored the legacy of Jonas Salk, whose pioneering work led to the development of the polio vaccine.

The World Polio Day commemoration began with a reflection on the significance of achieving a polio-free world, emphasizing the importance of vaccination campaigns and community engagement in eradicating the disease.

Rotary International's "One Day - One Focus" initiative, aimed at intensifying efforts to end polio, inspired the Rotaract Club of SBES to participate actively in spreading awareness about polio through social media platforms.

Members of the Rotaract Club of SBES utilized social media channels to educate the community about the importance of polio vaccination, the history of the disease, and the progress made in the global eradication efforts.

Through engaging posts, videos, and infographics, the club raised awareness about polio, dispelled myths surrounding vaccination, and encouraged individuals to support immunization programs.

The initiative received widespread acknowledgment and appreciation from the community, fostering dialogue and collaboration in the shared goal of achieving a polio-free world.

The World Polio Day commemoration, spearheaded by Rotary International's "One Day - One Focus" initiative and supported by the Rotaract Club of SBES, contributed to raising awareness about polio and the importance of vaccination.

Through social media outreach, the event reached a wide audience, educating individuals about the significance of polio eradication efforts and inspiring collective action towards achieving this goal.

The initiative reinforced the commitment of Rotary International, Rotaract clubs, and other stakeholders to work collaboratively towards ending polio, ensuring that future generations are protected from the devastating effects of the disease.

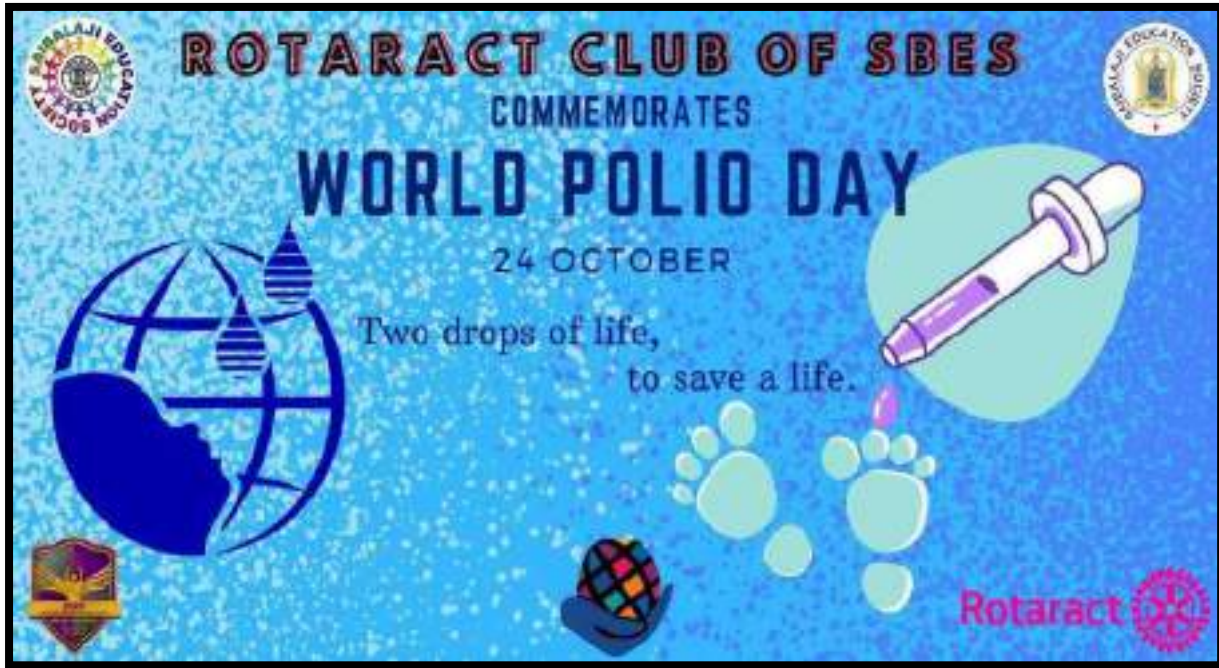
The commemoration of World Polio Day on October 24, 2021, served as a testament to the global solidarity and determination to eradicate polio. Rotary International's "One Day - One Focus" initiative and the proactive engagement of the Rotaract Club of SBES underscored the importance of community-driven efforts in achieving a polio-free world. As we reflect on the outcomes of this meaningful event, let us renew our commitment to immunization programs and continue advocating for universal access to vaccines, ensuring that every child has the opportunity to lead a healthy and fulfilling life, free from the threat of polio.



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~~Director~~
Sai Balaji Educational Society's
Sai Balaji International Institute
of Management Sciences
Pune





Fun Run 2021 and Independence Day Celebration

Event Report

Date: 15 August 2021

SBIIMS Pune celebrated Independence Day with a Fun Run from 5 am to 7 am. The event aimed to promote fitness and unity while paying tribute to the nation's 75th Independence Day.

Approximately 500+ participants from SaiBalaji group of Institutes joined the run, including students, alumni, and faculty members.

The run symbolized a message of "Let's stay fit and stay healthy Together," resonating with the spirit of Independence Day.

Participants ran from anywhere, with family and friends, demonstrating their commitment to personal well-being and national pride.

The event successfully promoted a culture of fitness and unity, fostering a positive and inclusive environment within the community.

The overwhelming response highlighted the collective spirit and camaraderie among participants, reaffirming their dedication to holistic development.

The Fun Run 2021 exemplified SBIIMS Pune's commitment to promoting fitness and patriotism. By bringing together participants from diverse backgrounds, the event celebrated the spirit of Independence Day while emphasizing the importance of health and unity.

India's Super Hero

SBIIMS Pune celebrated Independence day with full enthusiasm and patriotism. Various online activities were organized. Senior and Junior batch students participated enthusiastically. On 75th Independence Day occasion a quiz competition Makers and Shakers of India was organized. The event has covered topics related to India's PM, freedom fighters and defence personnel. Good number of students participated in the event.

Makers and Shakers of India

On the occasion of 75th Independence Day celebration India's Super Hero was conducted to remember the contributions and sacrifices of corporate legends and Unsung Heroes of India. In this event students participated and shared their experience through story-telling with the help of videos. In this event students had covered – Birth, Family, Education, Contribution to India and Life story's motivational message of corporate legends and Unsung Heroes. Event had received overwhelming response from the students.



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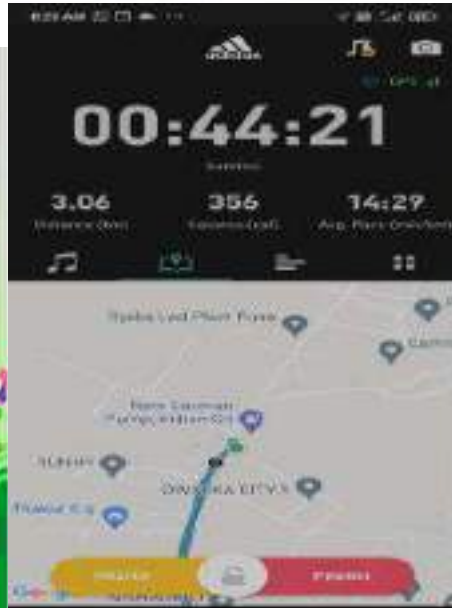


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SAIBALAJI GROUP OF INSTITUTES
IIMS | SBIIMS | IIMHRD (W) | RBMCACS | SBPS
CELEBRATES
75th INDEPENDENCE DAY
ON THIS AUSPICIOUS DAY, WE ORGANISE
STAY FIT STAY SAFE.... FUN-RUN
(RUN FROM ANYWHERE)
15th August, 2021

CATEGORIES:
1 km
3 km
5 km
7 km
& more...

Let's Salute The Nation On This Independence Day



SAIBALAJI GROUP OF INSTITUTE
IIMS | SBIIMS | IIMHRD (W) | RBMCACS | SBPS
MAKERS AND SHAKERS OF INDIA
Organise
Quiz
India's PM
Freedom Fighters
Defence Personnels
DATE:- 7 TH AUG
TIME:- 2:00PM ONWARDS
VENUE:-

SAIBALAJI GROUP OF INSTITUTES
IIMS | SBIIMS | IIMHRD (W) | RBMCACS | SBPS
PRESENTS
INDIA'S SUPER HERO
(An Event of Corporate Legends & Uniting Heroes of India)
on the occasion of
75th INDEPENDENCE DAY
AUGUST 15, 2021

Director
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune





Tree Plantation at SBIIMS Campus

Event Report

Date: 15 February 2021

On February 15, 2021, SBIIMS campus hosted a significant Tree Plantation event, demonstrating its commitment to environmental sustainability. The event aimed to enhance the campus's greenery, mitigate carbon footprint, and promote awareness of eco-friendly practices among participants.

No. of Participants: 100

The primary objective was to plant trees within the institute premises to beautify the surroundings and contribute to environmental conservation efforts.

Interactive sessions were conducted to educate participants about the importance of trees in maintaining ecological balance and reducing carbon emissions.

The event garnered positive feedback from participants, highlighting its success in fostering a greener campus and strengthening the community's commitment to environmental stewardship.

A total of 100 plants were successfully planted on the SBIIMS campus, enhancing its aesthetic appeal and ecological significance.

The Tree Plantation event facilitated the cultivation of a greener environment and instilled a sense of environmental responsibility among participants.

Through interactive sessions, participants gained valuable insights into eco-friendly practices, contributing to heightened environmental awareness and sustainability efforts.

The Tree Plantation event at SBIIMS campus on February 15, 2021, exemplified the institution's dedication to environmental sustainability and conservation. By actively engaging participants in tree planting activities and educational sessions, the event succeeded in fostering a greener campus and a stronger commitment to environmental stewardship. Moving forward, SBIIMS remains committed to promoting eco-friendly practices and contributing to a healthier planet for future generations.





Blood Donation Drive - "Boond Boond Ki Keemat"

Event Report

Date: 5February 2021

On February 5, 2021, SaiBalaji Education Society organized a blood donation camp, "Boond Boond Ki Keemat," in association with Ruby Hall clinic, to commemorate the birthday of our esteemed Founder President. The event aimed to encourage altruism and save lives by collecting blood donations for those in need.

The blood donation camp was organized as part of the Founder President's birthday celebrations, reflecting the spirit of giving and community service.

Participants enthusiastically donated blood, demonstrating their commitment to making a positive impact on the lives of others.

The event saw active participation from members of the community, including students, faculty, and staff members, who came forward to contribute to this noble cause.

Collaborating with Ruby Hall clinic ensured the collection of blood units in a safe and organized manner, adhering to medical protocols and standards.

By the end of the day, a total of 65 units of blood were collected, a remarkable achievement that has the potential to save the lives of more than 200 people in need of transfusions.

The Blood Donation Drive, "Boond Boond Ki Keemat," was a resounding success, resulting in the collection of 65 units of blood.

The donated blood will serve as a lifeline for numerous individuals in need of transfusions, underscoring the critical importance of such initiatives in saving lives.

The event exemplified the spirit of altruism and compassion within the community, reaffirming SaiBalaji Education Society's commitment to making a positive difference in society.

The Blood Donation Drive held on February 5, 2021, was a testament to the power of collective action and generosity in transforming lives. Through their selfless contributions, participants not only honored the Founder President's legacy but also reaffirmed their dedication to serving the community. As we celebrate the success of this meaningful event, let us continue to prioritize acts of kindness and compassion, making a tangible difference in the lives of others.



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Sai Balaji Education Society's
Sai Balaji International Institute
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Pune





INTERNATIONAL WOMEN'S DAY-2023

Date-08th March 2023

Event Report

On 09th March 2023, whole team of SBIIMS gathered together for celebrating International Women's Day. This momentous occasion is not just a date on the calendar; it is a powerful reminder of the extraordinary contributions and resilience of women around the world. On this occasion, we honor their achievements, acknowledge their struggles, and amplify their voices.

International Women's Day is an opportunity to reflect on the progress made in advancing gender equality. We celebrate the achievements of women in various fields, from science and business to politics and the arts. Each success story is a testament to the strength and resilience of women who have overcome obstacles to pave the way for future generations.

The main purpose of celebrating International Women's Day is to renew our commitment to building a world where every woman and girl can live free from discrimination, violence, and inequality. Together, we can create a future where the potential of every individual is recognized and celebrated.



Director
 Sai Balaji Education Society's
 Sai Balaji International Institute
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 Pune



INTERNATIONAL WOMEN'S DAY-2022

Date-08th March 2022

Event Report

International Women's Day celebrated at SBES SBIIMS on **8th March 2022**

Program started with Felicitation of Founder Secretary Prof. Nirupama M.Mundada and Guests

Followed by Felicitation & award ceremony of women achievers for the outstanding contribution in their respective fields.

Award Ceremony: Women Achievers RanRagini 2023

Guests of honor - 1. Ms. Meenakshi Jhamtani, Executive Director- Jhamtani Group Pune 2. Ms. NishittaGhaatge, Managing Director - Sun TourismInternationall Pvt. Ltd. Pune 3. Ms. Kanika Chopra, City Head - Pune, Zomato 4. Ms. Sarita Purkam, Team Leader - Channel, Hindustan CocaCola Beverages Pvt. Ltd., Pune 5. Ms. Neha Kandalgaonkar, Director - BD, SunilamAgrotech Pvt. Ltd., Pune 6. Ms. Saugata Sarker, Owner - Qigroup - A Multibrand Luxury & Lifestyle Platform 7. Ms. Nancy Katyral, Founder & CEO - "The Perfect You", Published Author, Executive Presence & Leadership Coach, Pune 8. Ms. Pranali Vichare, CEO, Talkd Inc. India Pvt. Ltd. 9. Ms. Sherin Mathew, Founder - The UpSkill Studio, Pune 10. Ms. Cleopatra D'Cuhna, Lead - Branding and Corporate Communications, FM Logistic India Pune. 11.Mrs Primla Hingorani 12.Mrs. Lata Bhise 13.Dr.Saniya Siddiqui 14.Ms.Jutika Mahanta 15.Ms.Yashoda Sanjay Gaikwade 16.Akanksha Sambhaji Jadhav 17.Ms. Monica Shah 18. Ms. Ranu Thakur 19.SurashriKulthe 21. Preeti Roongta 22.Mrs. Bharti Vinode

Cultural Event: Student performances like Dance Singing etc

Panel Discussion on "Work Life Balance"

Session on "How to be Financially Independent"- Exploring Investment Opportunities for Women

Awareness program on Women Health

All heads of departments as well as students were part of the program.

Vote of thanks given by the student coordinator.



11:44 AM

Signal strength, Wi-Fi, and battery icons

← Search: womens day in SBIIMS (IIMSc) ×

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Shreya More · 7 Mar 2022 · 🌟

SaiBalaji Education Society
Celebrates International Women's Day
8th March, 2022
C.K.Prahalad Hall, IIMHRD campus

Let's celebrate the spirit of 'The creator of the world ;Womenhood'



10:53 AM

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SBIIMS (IIMSc) official Page
Current And Alumni) :Accredited
by NAAC

Omraaj Jaywal · 5 Mar 2022 · 🌟

She is a Dreamer, she is a believer, she is a doer, she is an achiever, and that she is "You".
Happy Women's Day 🌸🌸🌸🌸



23
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SBIIMS (IIMSc) official Page
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by NAAC

10:52 AM

Signal strength, Wi-Fi, and battery icons

← Search: yoga day in SBIIMS (IIMSc) of

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SBIIMS (IIMSc) official Page
Current And Alumni) :Accredited
by NAAC

Lavanya Arambagi · 5 Mar 2022 · 🌟

Being a woman is a strength..... Take
advantage.....
Happy Women's Day 2k22

- By Shilpa Narote



23
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**SBIIMS (IIMSc) official Page
 Current And Alumni) :Accredited
 by NAAC**

Manish R Mundada · 8 Mar 2022 · 🌍

🌸International Women's Day🌸

SBES takes this opportunity to thank and salute all our Women faculty colleagues for their passion and commitment to their profession of teaching 🌸🙏👩🏫



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 Pune~~



INTERNATIONAL WOMEN'S DAY-2021

8th March 2021



~~Director~~
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INTERNATIONAL WOMEN'S DAY-2020

8th March 2020



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INTERNATIONAL WOMEN'S DAY-2019

8th March 2019



~~Director~~
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Sai Balaji International Institute
of Management Sciences
Pune



Date: 1st Sep 2022

REPORT ON
Capacity building and skills enhancement Program

SBIIMS conducted **Interpersonal Savvy**- Mastering the art of effective interaction, fostering strong connections, and navigating various social situations with grace to the MBA First year students in order to enhance their employability and competitiveness, the said course also helped the students to acquire additional skills and qualifications. The said course helped the students to showcase their achievements and potential to employers and recruiters.

Following aspects has been covered:-

This course focuses on honing interpersonal skills for successful interactions in diverse social contexts. Participants will develop emotional intelligence, communication proficiency, and cultural competence to build strong connections.

- Introduction to Interpersonal Savvy
- Emotional Intelligence
- Building Rapport and Trust
- Effective Communication
- Navigating Difficult Conversations
- Cultural Competence
- Networking and Relationship Building
- Social Intelligence in the Digital Age
- Personal Branding
- Applying Interpersonal Savvy in the Real World

Outcome: Participants will gain confidence in navigating social situations, fostering connections, and excelling personally and professionally.

Course: **Interpersonal Savvy**
Resource Person: **Prof. Shalu Ramnani**
Venue: **Paras Hall, SBIIMS, Pune**


Director
Sai Balaji Educational Society's
Sai Balaji International Institute
of Management Sciences
Pune

Dr. L.K. Tripathy
Director





Date: 29-Sep-22

REPORT ON

Capacity building and skills enhancement Program

SBIIMS conducted **Interactive Simulations & Challenges** – Management Interactive Simulations & Challenges are inherently engaging and enjoyable for the students. management fundamentals Challenges Journey into MBA programs to create active, immersive, and experiential learning experiences that prepare students for the complexities of managerial roles in today's dynamic business environment. By combining theoretical knowledge with practical application, games enhance students' critical thinking, decision-making, and collaboration skills, ultimately preparing them to succeed in their future careers.

Following aspects has been covered: - This games challenges offer an experiential learning environment where students can experiment with different strategies, make decisions, and observe the consequences of their actions in a risk-free setting. This journey by making learning enjoyable and immersive.

- Teamwork and Collaboration
- Risk- Free Exploration
- Engagement and Motivation
- Decision Making Skill
- Critical Thinking
- Face to Challenges

Outcome: Participant will enrich their learning experience, promotes active engagement, and prepares them for the challenges they will face in real-world management roles.

Course: **Interactive Simulations & Challenges**

Resource person: **Dr. Sangita Rajput**

Venue: **SBIIMS Basketball Ground Pune.**


Director
Sai Balaji Educational Society's
Sai Balaji International Institute
of Management Sciences
Pune

Director



Dr. L.K.

Tripathy



Date: 29th Sep 2022

REPORT ON

Capacity building and skills enhancement Program

SBIIMS conducted **Self-Mastery Journey** to help students develop essential personal and professional skills beyond academic knowledge. By engaging in such programs, students can enhance their abilities to navigate complex challenges, build resilience, and foster a growth mindset, ultimately preparing them to become effective leaders in the business world. Overall, these courses aim to empower students with the mindset, skills, and tools necessary for personal growth, leadership effectiveness, and success in their careers.

Following aspects has been covered: - These journeys typically focus on self-awareness, emotional intelligence, leadership development, and teamwork, which are crucial for success in business and management roles. Self-mastery journey courses typically cover a range of aspects aimed at personal and professional development. Following points are covered in this section:

- Self- Awareness
- Emotional intelligence
- Leadership development
- Communication skills
- Stress management
- Teamwork and collaboration
- Goal setting and time management
- Mindfulness and self-care

Outcome: self-mastery journey course empower MBA students with the mindset, skills, and resilience necessary to succeed as effective leaders and professionals in today's dynamic and competitive business environment.

Course: **Self-Mastery Journey**

Resource person: **Prof. Shalu Ramnani**

Venue: **Paras Hall, SBIIMS, Pune**


Director
Sai Balaji Educational Society's
Sai Balaji International Institute
of Management Sciences
Pune

Dr. L. K. Tripathy



Director

Date : 1st Nov 2022

REPORT ON

Capacity building and skills enhancement

SBIIMS conducted **Professional Image Workshop** to help students develop a polished and professional presence that aligns with the expectations of the business world. Additionally, cultivating a strong professional



image enhances students' confidence, credibility, and overall effectiveness in their future careers. The goal of a professional image workshop is to equip students with the knowledge, skills, and confidence to present themselves effectively in professional settings and to make positive impressions on colleagues, clients, and potential employers.

Following aspects has been covered: The workshop journey teaches numerous valuable lessons and provides enjoyable experiences for every participant. In a professional image workshop, several aspects are typically covered to help students develop a polished and professional presence: -

- Personal branding
- Professional attire
- Grooming
- Body language
- Etiquette
- Communication skills
- Digital presence

Outcome: Professional image workshop empowers participants to make positive impressions, build credibility, and advance their careers in the business world. Also, it equips MBA students with the skills, knowledge, and mindset necessary to make a positive impact in their future careers and effectively navigate the professional landscape.

Course: **Professional image workshop**

Resource person: **Prof. Shradha Kulkarni**

Venue: **Paras Hall, SBIIMS, Pune**


Director
Sai Balaji Educational Society's
Sai Balaji International Institute
of Management Sciences
Pune



Dr. L. K. Tripathy
Director



Date: 1st Dec 2022

REPORT ON
Capacity building and skills enhancement

SBIIMS conducted **The Art of Effective Communication** MBA colleges integrate effective communication courses to equip future business leaders with essential interpersonal skills crucial for success in the corporate world.

Following aspects has been covered: effective communication in the context of art can cover a wide range of subjects, depending on the focus and curriculum of the program. Here are some potential topics that MBA students might cover in relation to art and effective communication:


- Verbal Communication
- Written Communication
- Interpersonal Skills
- Cross-Cultural Communication
- Digital Communication

Outcome: Participants not only enhance their employability but also develop into effective leaders capable of driving organizational growth and innovation.

Course: **Art of Effective Communication**

Resource person: **Dr. Deepak Dixit**

Venue: **Paras Hall, SBIIMS, Pune**


Director
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Pune



Dr. L. K. Tripathy
Director



Date: 2nd Jan 2023

REPORT ON

Capacity building and skills enhancement

SBIIMS conducted **Crafting Your Career Narrative** - It's essential for students to articulate their professional journey, skills, and goals effectively. Crafting a compelling career narrative also helps students understand their own strengths, passions, and career objectives more clearly.

Following aspects has been covered- Individuals can create a well-rounded and compelling career narrative that effectively communicates their professional story to others. Crafting a career narrative typically involves addressing several key aspects:

- Personal Branding
- Professional Experiences
- Skills and Strengths
- Career Goals
- Passion and Values
- Challenges and Learning Moments

Outcome: Participants get the ability to effectively communicate your professional journey, skills, and aspirations. This enables you to stand out in job interviews, networking events, and professional interactions, ultimately helping you to advance in your career and pursue your goals with clarity and confidence.

Course: **Crafting Your Career Narrative**

Resource person: **Prof. Dhananjay Salunke**

Venue: **Paras Hall, SBIIMS, Pune**


Director
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Pune



Dr. L. K. Tripathy
Director



Date – 1 Feb 2023

REPORT ON

Capacity building and skills enhancement

SBIIMS conducted **Staying Informed & Engaged** MBA colleges often include courses on staying informed and engaged to equip students with essential skills for the dynamic business environment. This helps them stay updated on industry trends, market changes, and technological advancements, fostering adaptability and strategic thinking crucial for effective leadership in today's competitive landscape. These aspects collectively empower MBA students to navigate complex business environments, make informed decisions, and drive organizational success.

Following aspects has been covered - These aspects collectively empower participants to navigate complex business environments, make informed decisions, and drive organizational success. It typically cover various aspects such:

- Current Events
- Industry Trends
- Market Research
- Strategic Analysis
- Communication Skills
- Networking
- Continuous Learning

Outcome: These outcomes prepare students for leadership roles in dynamic business environments.

Course: **Staying Informed & Engaged**

Resource person: **Prof. Dharendra Kumar**

Venue: **Paras Hall, SBIIMS, Pune**


Director
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Pune



Dr. L. K. Tripathy
Director



Date – 2 Mar 2023

REPORT ON

Capacity building and skills enhancement

SBIIMS conducted **Other Sources Learning** MBA colleges incorporate these courses and learning sources to provide a comprehensive education that prepares students for the dynamic and multifaceted business world. Each of these learning sources offers unique benefits, such as exposure to diverse perspectives, real-world insights, networking opportunities, practical application of theoretical knowledge, and personal and professional development. By integrating these various learning methods, MBA programs aim to equip students with the skills, knowledge, and mindset needed to succeed in their careers and adapt to changing business environments.

Following aspects has been covered –

- Books and Journals
- Online Courses and MOOCs
- Podcasts and Webinars
- Industry Conferences and Seminars
- Case Studies and Simulations
- Networking and Mentoring
- Blogs and Thought Leadership
- Online Forums and Communities
- Experiential Learning
- Start-Up and Entrepreneurial Experiences
-

Outcome: It helps prepare students to navigate the complexities of the modern business landscape and thrive in their careers.

Course: **Other Sources Learning**

Resource person: **Dr. Rishikesh Kakandikar**

Venue: **Paras Hall, SBIIMS, Pune**


Director
Sai Balaji Educational Society's
Sai Balaji International Institute
of Management Sciences
Pune



Dr. L. K. Tripathy
Director



INTERNATIONAL YOGA DAY 21st JUNE 2022

Institute has organized the International Yoga Day on 21st June 2022



International Yoga Day, observed annually on June 21st, is a global celebration that highlights the profound impact of yoga on physical, mental, and spiritual well-being. Established by the United Nations in 2014, this day aims to raise awareness about the numerous benefits of practicing yoga and promote its integration into daily life. As the world unites in the spirit of holistic wellness, International Yoga Day serves as a reminder of the ancient practice's universal appeal and its potential to foster harmony among diverse communities.

As International Yoga Day completes another year of celebration, it stands as a testament to the enduring appeal of this ancient practice. The global recognition and participation in this day underscore the universal desire for well-being, unity, and balance. By embracing the principles of yoga, individuals and communities can contribute to creating a healthier, more harmonious world. As we reflect on the significance of International Yoga Day, let us continue to explore the transformative potential of yoga in fostering personal and collective well-being.

Institute has organized the International Yoga Day on 21st June 2022 as per the directions given by Government of India and Maharashtra as well as by the statutory bodies governing the Institute.



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All the Staff, Students including stakeholders celebrated the Yoga day by practicing the YOGA in Institute campus.


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Pune



Dr. L.K. Tripathy
Director



For the celebration of international day of yoga, we had also posted one e-banner on our social media platform on 20th June 2022 to create the conducive environment for yoga participation from all the stakeholders.


Director
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of Management Sciences
Pune



Dr. L.K. Tripathy
Director



CLEALNESS DRIVE ON THE OCCASSION OF MAHATMA GANDHI JAYANTI



Student of SBES Society and Rotract Club organized a special cleanliness campaign on the occasion of MahatmaGandhiJayanti it is an annual observance in India that commemorates the birth anniversary of Mohandas Karamchand Gandhi, a pivotal figure in the Indian independence movement and a globally revered advocate for non-violence and peace. Celebrated on October 2nd each year, Mahatma Jayanti serves as a day of reflection, remembrance, and homage to the man fondly known as the "Father of the Nation."

Mahatma Jayanti stands as a testament to the enduring legacy of a leader whose principles continue to inspire generations. As we celebrate this day, we not only pay tribute to the life and teachings of Mahatma Gandhi but also reaffirm our commitment to the timeless ideals of truth, non-violence, and the pursuit of a just and equitable society. Mahatma Gandhi Jayanti is an opportunity for introspection, action, and the collective endeavor to build a world guided by the principles of love, tolerance, and social justice.

Special cleanliness drive was organized for cleaning the bank of MULA-MUTHA River in Deccan Gymkhana area of Pune. Students of our society cleaned the river area as a SAFAI CHAMPIONS.. All Safai Champions of our SBES groups gathered and clean the area of Deccan Gymkhana. The Noble word was



appreciated by the members Pune Municipal Corporation. The said drive was organized with Rotract Club of SBES (RID 3131)

On the occasion of Gandhi Jayanti, students remember and celebrate his great soul and his teachings, Inspiring speech by Director Sir for guiding the students to follow the path laid down by great soul. Cleanliness drive was carried out by students of SBES Rotract Club..


Director
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune



Dr. L.K. Tripathy
Director



DUATHLON 2k23

Date:20thFEB 2023

Activities: DUATHLON 2k23 an Olympic Distance Duathlon that pushed the boundaries and celebrated the spirit of athleticism.

With the rising sun as our witness, we flagged off the event at 6 AM, setting the stage for a day filled with excitement and camaraderie. Athletes from all walks of life came together to showcase their grit, determination, and sportsmanship, making it an unforgettable spectacle.

Event included

- DUATHLON
- Marathon 5KM
- Marathon 10KM
- (5km RUNNING + 40 CYCLING+ 15 RUNNING)

Active participation of all the contestants and their enthusiasm made this event a very successful and memorable event of the year. congratulations to all the winner and also the participant who were the finishers .The occasion was graced by

Ms. MonalisaKhandke, Founder and President SMAP-Georgia and Mr. PravinKhandke.

Feedback: Identify specific areas for improvement and recommendations for enhancing the overall experience for participants and stakeholders in future editions of the duathlon event.

Conclusion: the duathlon event provided an exhilarating experience for participants and showcased the dedication and spirit of the athletes involved. From the adrenaline-fueled start to the triumphant finish, the event demonstrated the power of determination, perseverance, and teamwork.

As participants crossed the finish line, they not only achieved personal milestones but also contributed to the vibrant energy of the event, creating memories that will last a lifetime. The duathlon brought together individuals from diverse backgrounds, united by a common passion for fitness, competition, and camaraderie.



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Pune





Blood Donation Drive

Date: Feb 05, 2022

Organizer: Rotaract and Ruby Hall Blood Bank

Introduction: Rotaract Club of SaiBalaji Education Society organized a noble cause that is "BLOOD DONATION DRIVE" on the auspicious occasion on birthday of Prof. Manish R Mundada Sir (Founder President of SBES)

It is said that the giver holds a bigger place than a receiver and you can be giver of life by donating blood.

Therefore, Rotaract welcomed all to join hands with us by participating for a life saving cause.

Date- 5th February 2022

Activities: Organize and host blood donation drives in collaboration with local blood banks or healthcare facilities. Promote the event through social media, posters, and community outreach to encourage participation. Conduct workshops or seminars to educate the community about the importance of blood donation, the donation process, eligibility criteria, and debunk myths or misconceptions surrounding blood donation.

Feedback: Blood donation is the most important social service to humankind. by donating we can give others a life support. Blood donation at the right time can save millions of lives all over the world every year.

Conclusion: The importance of blood donation activities in addressing critical healthcare needs and saving lives. Encourage continued support and participation in blood donation efforts to ensure a reliable supply of blood for those in need.



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**BLOOD DONATION
DRIVE**

Director
Sai Balaji Education Society's
Sai Balaji International Institute
of Management Sciences
Pune



Dr. L.K. Tripathy
Director



Tree Plantation

Date: JUNE 5, 2023

Introduction: SBIIMS celebrated World Environment Day by tree plantation on 5th June, 2023.

Happy World Environment Day.



Activities: On World

Environment Day, there's a powerful call to action that resonates around the globe: to protect and nurture the very

planet that sustains us. One of the most tangible ways to answer this call is through tree plantation initiatives. Trees are the lifelines of our ecosystem, providing oxygen, combating climate change by absorbing carbon dioxide, stabilizing soil, providing habitats for countless species, and offering a host of other environmental and social benefits. Thus, on this auspicious day, communities, organizations, and individuals come together to plant trees, symbolizing their commitment to safeguarding the environment for current and future generations. Through tree plantation efforts, we not only mitigate the impacts

of deforestation and urbanization but also foster a sense of collective responsibility and stewardship towards nature. This World Environment Day, let us join hands in planting the seeds of a greener, healthier planet.



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Feedback: the broader environmental impact of tree planting, such as its contribution to carbon sequestration, biodiversity enhancement, soil conservation, and community resilience, can help gauge the initiative's effectiveness in addressing environmental challenges.


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Health check-up

Date: July 14, 2023

Introduction: Having a health check-up is a very essential initiative for any institute. Keeping a track of our health is a good habit which every individual should follow. The most important asset of any individual is health.

Event overview: The annual health check up was held in SaiBalaji International Institute of Management sciences on 14th of July 2023. The event promoted all the faculty members to have a health check up and be updated about their health condition.





Activities: Physical Examination: A comprehensive physical assessment conducted by a healthcare professional, including measurements of height, weight, blood pressure, heart rate, and general examination of organs and body systems.

Imaging Studies: X-rays, ultrasounds, CT scans, or MRIs to evaluate internal organs, bones, and tissues for abnormalities or signs of diseases.

Screening Tests: Specific screenings such as mammograms for breast cancer, Pap smears for cervical cancer, colonoscopies for colorectal cancer, and other age or risk-specific screenings.

Health Risk Assessments: Surveys or questionnaires to evaluate lifestyle factors, family history, stress levels, and mental health to identify potential risk factors.

Consultations and Counseling: Discussions with healthcare professionals for personalized health advice, diet and nutrition counseling, lifestyle modifications, and recommendations for further screenings or follow-ups.

Eye and Dental Examinations: Evaluations by optometrists or dentists to assess vision, eye health, and dental hygiene.

Feedback: The overall participation was great with all the members participating with full willingness and they all were concerned and curious about the checkup. They felt it is an essential workshop which should be held more frequently.

Conclusion: In conclusion, health check-up activities are pivotal for maintaining overall well-being and preventing potential health issues. These comprehensive evaluations, encompassing various tests and assessments, serve as proactive measures in safeguarding one's health.



WORKSHOP ON POSH

Date: 4th July 2022

Resource Person: Rohini Nikam

Introduction:

Government of India is committed to promote Gender equality and women empowerment by eliminating discrimination across every sector and want to prevent all forms of violence against women as it raises the self esteem and confidence of women. This can be achieved by enforcing constitutional and legal provisions for safeguarding women's rights.

POSH –SHW officially recognized since 1970 as a form violence.

Matter of workplace harassment gained interest amongst the practioner as it is becoming one of the most sensitive area of effective workplace management and this concern requires immediate attention.

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Event Overview:-

Delve into our Prevention of Sexual Harassment at Workplace Awareness Program. This event tackles vital aspects of fostering a safe and respectful workplace. Through insightful discussions, expert guidance, and informative resources, we aim to empower individuals and organizations in creating environments free from harassment. Join us in promoting a culture of dignity and equality.

Activities:-

Our Prevention of Sexual Harassment at Workplace Awareness Program featured impactful activities. Engaging workshops facilitated open dialogue, clarifying policies and addressing concerns. Interactive scenarios enhanced understanding, while expert-led discussions offered practical solutions. Resources and



awareness materials were distributed, empowering participants to contribute to fostering a safe and respectful workplace environment. Also in this awareness session awareness quiz, role play and case study was conducted.

Feedback:-

Feedback was collected on the learning and understanding of the awareness program by the participants on various aspects of the session.

Conclusion:-

our Prevention of Sexual Harassment at Workplace Awareness Program has achieved its goal of fostering a safer, more respectful work environment. Your active participation reinforces our commitment to addressing and preventing harassment. Let's collectively uphold a workplace culture built on dignity, equality, and mutual respect.


Director
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