

Bi-Annual Newsletter
“SAMVAAD”

Department of Business Administration
MJP Rohilkhand University, Bareilly UP



M.J.P. Rohilkhand University was established in 1975 as an affiliating University. Its status was upgraded to affiliating-cum-residential university in 1985 when four teaching Departments were established in the campus. In 1987 three more Departments were added. In August 1997 Rohilkhand University was renamed as Mahatma Jyotiba Phule Rohilkhand University.

The University has taken an overall perspective of development plan and thereby modified University status by including new Faculties of Engineering and Technology, Management, Applied Sciences, Education and Allied Sciences etc.

DEPARTMENT OF BUSINESS ADMINISTRATION



The Department of Business Administration commenced its journey by starting its MBA programme with an intake of 30 students. Today it is running four degree programmes namely MBA Two years (Full Time), MBA(Marketing)Two years (Full Time), MBA(Part time) Three years and Doctoral Programme in Business Administration (Ph.D). The department has smart classroom, syndicate room, auditorium, computer lab with modern audio visual techniques. The department has experienced and young full time-core faculty in all functional areas of management .

MESSAGE FROM HEAD OF DEPARTMENT



It gives me great pleasure to announce that department has started its bi-annual newsletter “SAMVAAD”. At the outset, I would like to thank the faculty members and the students who have been continuously involved in ensuring that “SAMVAAD” takes a real shape in this period of pandemic so that un interrupted communication with different stakeholders takes place .The students and faculty members of department are always proactive in taking initiatives in technical, cultural and social events.The department has organized various programmes like Webinars, Workshops and Faculty Development Programmes keeping in the view the development of both students and teachers. I hope that this newsletter will serve the purpose of reflecting all activities of department and it will inspire others to do their best.

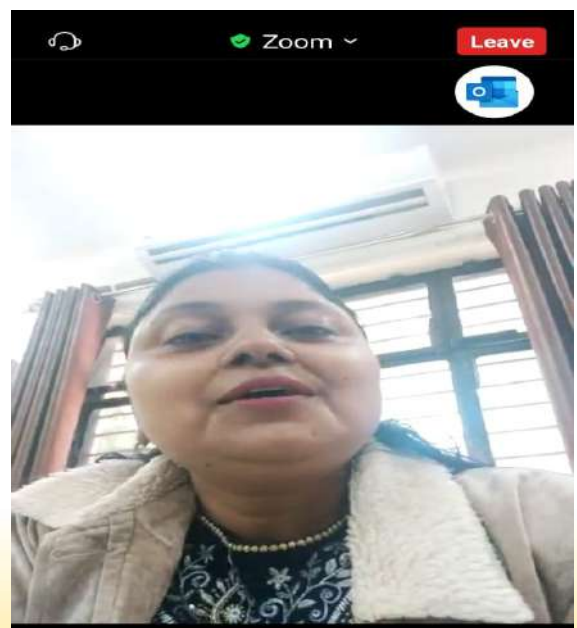
In the next few months the department has planned various curriculum and co-curriculum activities about which stakeholders will be continuously informed through this newsletter.We look forward for the remarkable accomplishments of different stakeholders and wishing the best for them.

INSIDE THE ISSUE

- Orientation program on 4 November, 2020.
- Workshop on “How to Make Online Teaching More Effective using G-suite” on 7th November, 2020.
- National webinar on “Investor Awareness During Covid-19” on 12 December 2020
- National webinar on “Power of Compounding” on 4 December 2020.
- Online workshop on BBA/MBA (Rural Management) Curriculum Development on 9 December 2020.
- Virtual Conference on “Innovation , Intellectual Property Rights with special focus on Entrepreneurship” on 22 December 2020.
- National webinar on “Management -A Visit to Ancient Wisdom” on 30 December 2020.
- Mentor -Mentee Session

ORIENTATION PROGRAMME

The orientation programme was organized on 4 November for first year students. The aim of the programme is to introduce the new students to their college life and to give the opportunity to faculty members to get connected to the new students.



Event Duration :- 5 Hours

Event Time :- 01:00 – 06:00 pm

WORKSHOP ON G-SUITE

The workshop on “How to make Online Teaching more Effective using G-Suite is being organised on 7 November 2020 from 2:00 pm to 5:00 pm.

The objective of workshop was to Introduce the G-Suite to all the faculty members.

Some of the points discussed were:

- How to create Google Classroom
- Giving assignments and notes to students
- Grading the work
- Doing live classes on google meet.



NATIONAL WEBINAR

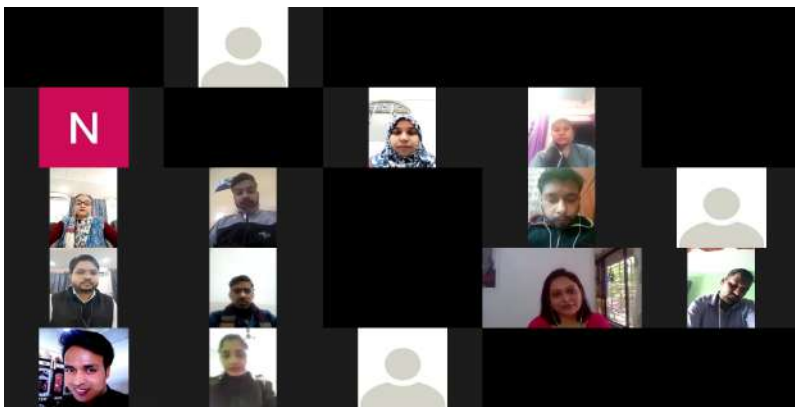
POWER OF COMPOUNDING

The department has organized a National webinar on “Power of Compounding” on 4 December 2020. The objective of webinar was to equip the students with information to handle their finances better as they are stepping into the real world.

Programme covered following aspects :

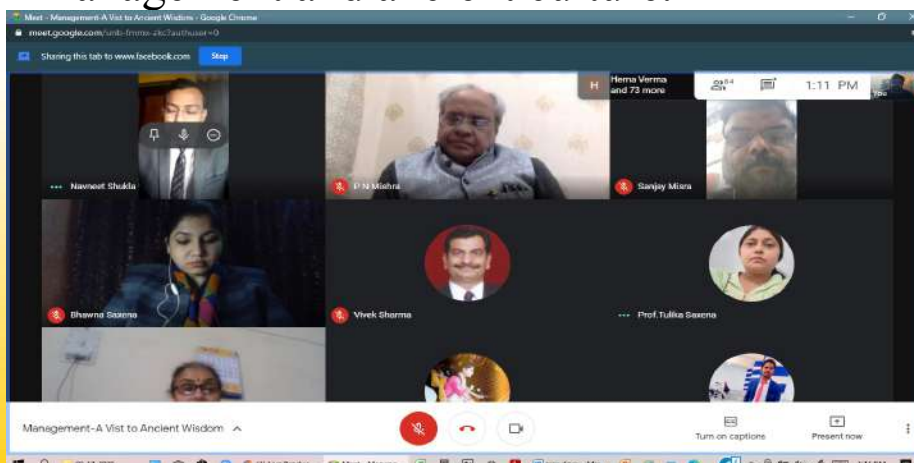
- Understanding mutual fund, their advantages, types .
- Introducing SIP in detail.

The event took place in virtual mode through zoom. Approximately 120 Students were present



A VISIT TO ANCIENT WISDOM ↓

With an aim to establish the relevance of the teachings of Ancient Indian scriptures like Vedas, Upanishads etc in the practice of Modern Management, A National webinar on Management- A visit to Ancient wisdom was organized on 30 December-2020. The Resource person Mr. P.N.Mishra has very well explained relation between modern management and ancient culture.



INVESTOR AWARENESS DURING COVID-19

In association with NV Financial Academy , the Department of Business Administration has organized an Investor Awareness program. There were around 40 students who have participated. The program has really benefitted teachers and students as it has covered some of the crucial points like:

- How can we protect our income, tax returns etc.
- Tax planning to save tax under 80C -ELSS –Notified by Ministry of Finance 2005.
- Inflation Vs Investment –Quality Financial Planning



VIRTUAL CONFERENCE

“Innovation , Intellectual Property Rights with special focus on Entrepreneurship”



On 22 of December 2020 the Department has organized a National Virtual Conference on Innovation, Intellectual Property Rights with focus on entrepreneurship in association with PHD Intellectual Property Facilitation Center, New Delhi.

In the first session ,Mr. Mohit Jain chair, MSME Committee PHDCCI has came for welcome and has introduced PHD Chamber.

DR HP Kumar (Former CMD NSIC) has focused on importance of creating jobs to become atamnirbhar .

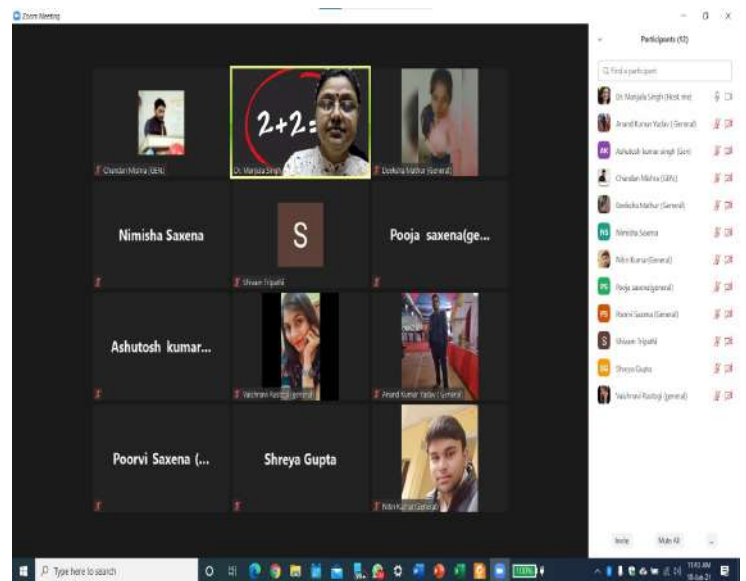
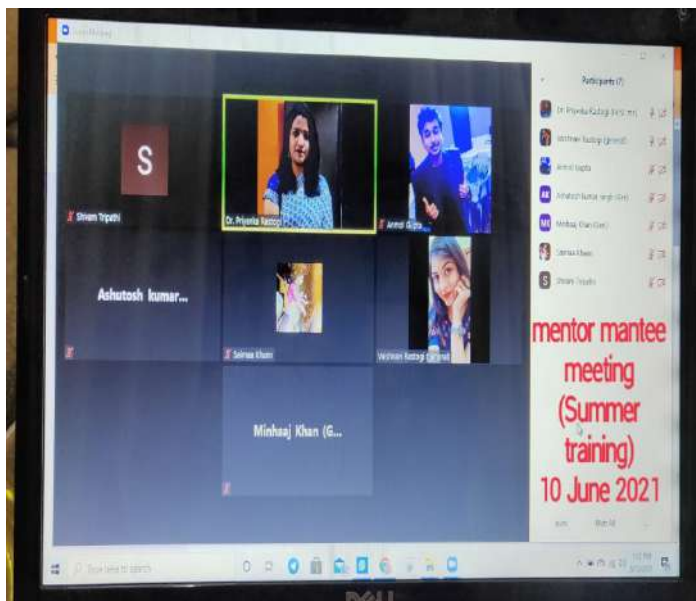
The next speaker Mr. Anil Khaitan (former president PHDCCI) gave the student a framework and tools for evaluating an entrepreneurial and for constructing a plan to pursue the opportunity with special focus on IPR.

In the second session

The final speaker MS. Nishi Shabana (founder Lume Legal) gave insights into trademark intellectual property right procedure and process.

MENTOR - MENTEE SESSIONS

In order to provide guidance to our students in all aspects of life, the department has started mentor -mentee programme from this session. Mentors are continuously in touch with their mentees specially in Covid 19 when physical presence is difficult , mentors are conducting regular meetings through zoom and other platform to solve their issues online. This is leading to the holistic development of the students in terms of personal growth and their academic growth.



ABHIVYAKTI

(THE Wall Magazine)



The department is running Abhivyakti (the wall magazine) since 1999 for students to display their artistic works , any piece of interesting and informative news or anything they want to share with their fellow students in the wall magazine.

DOWN THE MEMORY LANE

DOWN THE MEMORY LANE



Time endears but cannot fade the memories that we have made

2019-2021 BATCH



MBA (MARKETING)



MBA (GENERAL)

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