



**Jaypee Business School**  
a constituent of JIIT Noida

# **JBS NEWS AND VIEWS**

**(APRIL' 20 TO JUNE' 21)**



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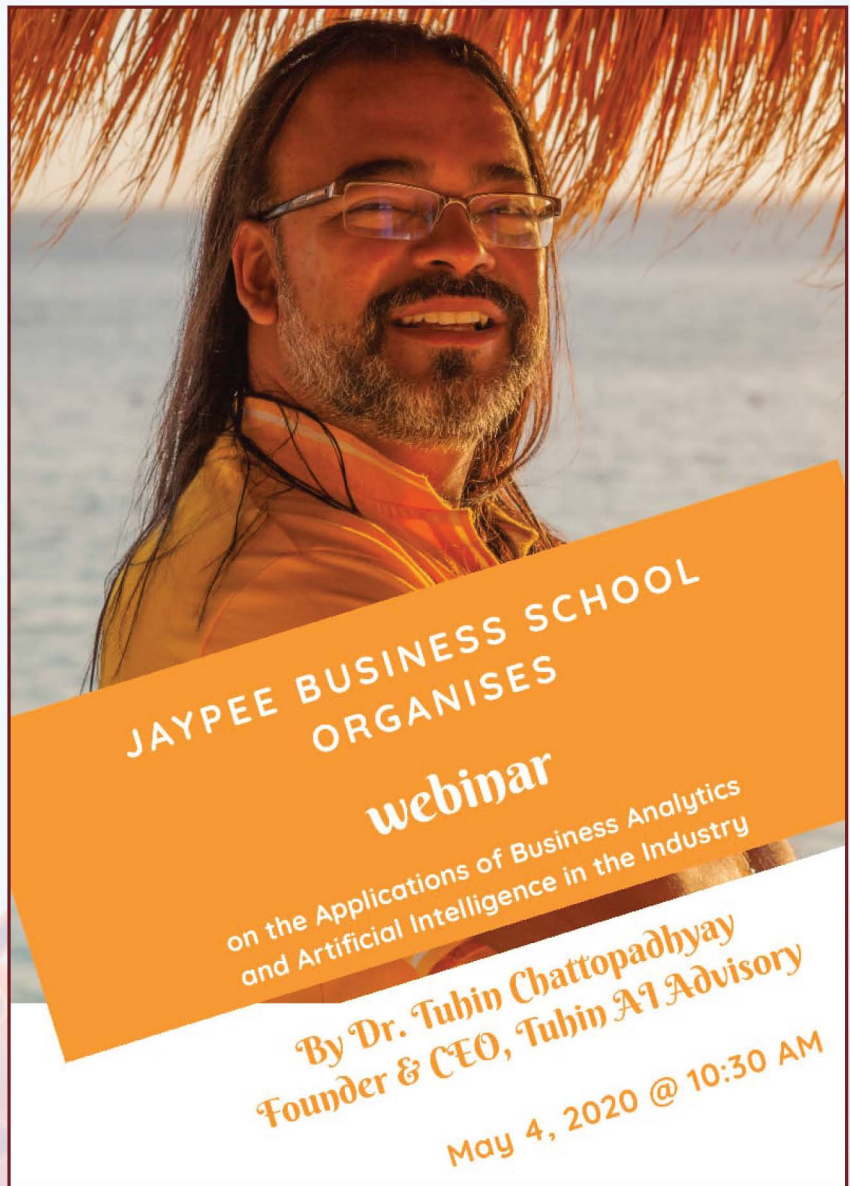
**Webinar:** Applications of Business Analytics and Artificial Intelligence in the Industry

**Date:** May 4, 2020

**Guest:** Dr. Tuhin Chattopadhyay, Founder CEO Tuhin AI Advisory

Today organizations and business firms around the world are harnessing the power of data to transform the business scenario. The quantity of data being generated and collected is increasing exponentially with each passing minute. However, merely accumulating data cannot benefit an organization.

Considering the high demand of business analytics jobs in India, JBS Noida organized a webinar on Applications of Business Analytics and Artificial Intelligence in the Industry. The Guest speaker, Dr. Tuhin Chattopadhyay, Founder CEO Tuhin AI Advisory, discussed the various dimensions of this topic. He mentioned that only by transforming the data into a valuable asset, companies can add value to their core foundation. He concluded the webinar by stating that *“the key to success lies in converting the massive amount of data into actionable information that can drive profitability, scale-up revenue, and boost the overall efficiency of an organization.”*





**Webinar:** Impact of COVID-19 on Small and Medium Businesses.

**Date:** May 12, 2020

**Guest:** Mr. Mayank Gupta, Founder CEO To Be Honest

COVID-19 pandemic hit the world, causing illness, death, and widespread economic devastation. Social-distancing restrictions and health- and economic-driven demand shifts from COVID-19 are expected to shutter many small businesses and entrepreneurial ventures. With the aim to gain insights about the Impact of COVID-19 on Small and Medium Businesses, JBS Noida organized a webinar on May 12, 2020. The Guest speaker, Mr. Mayank Gupta, Founder CEO To Be Honest, discussed the various impacts of pandemic on small entrepreneurial ventures and also highlighted various techniques for entrepreneurs to survive this pandemic. Overall, It was a very insightful session for every participant of the webinar.

**Jaypee Business School**  
**Presents Fifth Webinar**  
**Under Leadership Connect Series**



**Mr. Mayank Gupta**  
**Founder & CEO, To Be Honest**

**A Session on Impact of COVID -  
19 on Small and Medium  
Businesses**

**Date: May 12, 2020 @ 5:00 PM**

**Webinar:** A session on Getting Aspired and Creating Inspirations

**Date:** May 16, 2020

**Guest:** Mr. Himanshu Jaisinghani, Mercedes Benz, Alumni JBS 2009-11

Under leadership connect series, JBS Noida organized a session on Getting Aspired and Creating Inspirations. The Guest speaker was Mr. Himanshu Jaisinghani, Mercedes Benz., Alumni JBS 2009-11. He shared his own journey of professional life and how he landed up with a job in Mercedes Benz.

# Jaypee Business School Presents Sixth Webinar Under Leadership Connect Series



**Mr. Himanshu Jaisinghani**  
**Mercedes Benz**  
**(JBS Alumnus-2011 Batch)**

**A Session on "Getting Aspired!  
and Creating Inspirations"**

**Date: May 16, 2020 @ 10:45 AM**

## ACHIEVEMENTS

JBS, Noida is the proud recipient of CSR Excellence in Education Award for the year 2020.



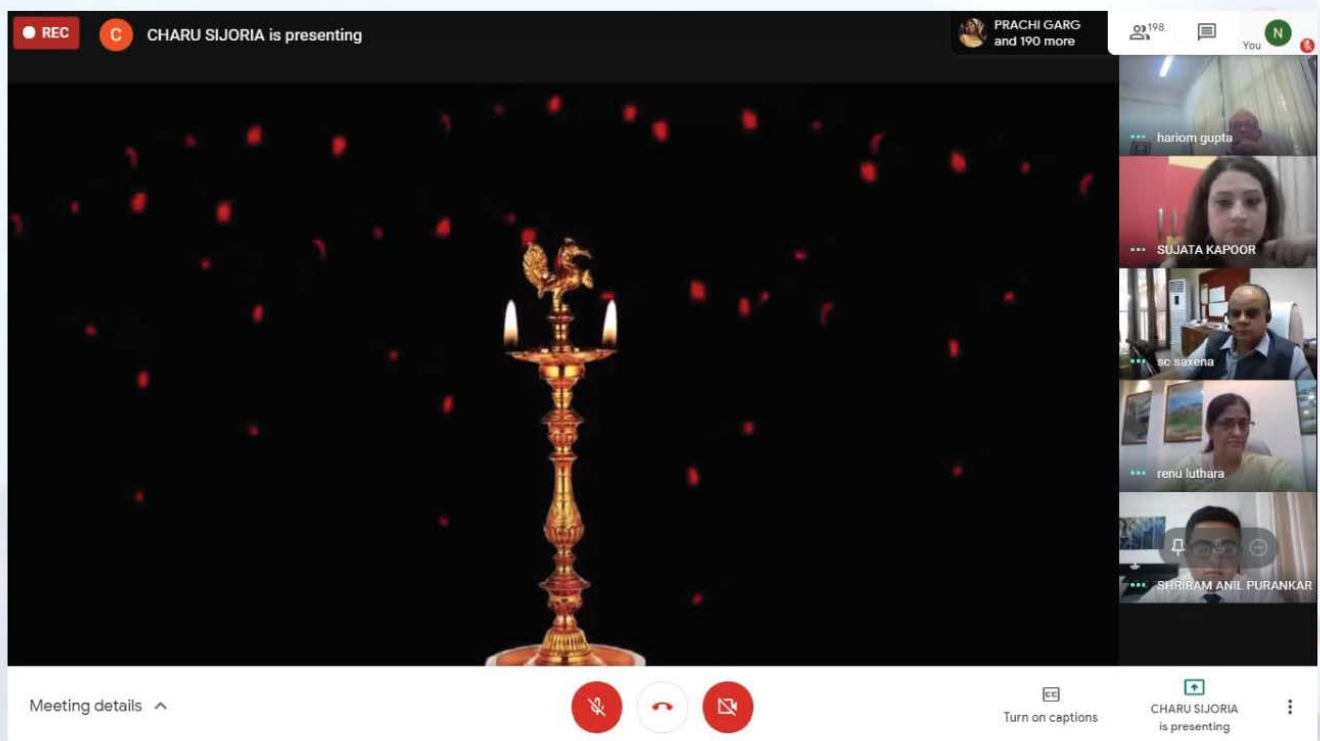
*National conference on Sustainability in business practices*

**Date: 25th - 26th September 2020,**

Business organizations nowadays are integrating sustainability into their business so they can do well by doing good. The sustainability practices help in maximizing the opportunities and minimizing the negative impact of



their business operations on the environment, communities and economies in places. The increasing concern for environment and society has led to sustainability practices which will ensure a liveable future. Considering long-term prosperity of global companies, JBS Noida organized a National conference on Sustainability in business practices on 25th -26th September 2020, with an objective to provide a platform to business managers and academic researchers to share and update their knowledge for sustainable business and keep pace with the sustainable environment. In "Sustainability in Business Practices -2020" conference, we witnessed the conceptual, theoretical, and/or empirical quality research papers in the broad areas of Sustainable Business Management. There were also prominent speakers from the industry who shared their key experiences and words of wisdom. Mr. Anand Raja Ganesan, Principal Consultant & Advisor- HCL Technologies, discussed about sustainable development goals and how we can consider balance scorecard as framework to balance present and future. Dr. Radha Sharma, Chair Professor of Raman Munjal (Hero MotoCorp) highlighted the role of gender equality and gender equity in sustainable growth. We also witnessed a constructive discussion on early warning signs limits to growth by Prof. M.P. Gupta, Chair Professor- Dhananjaya. Mr. Sushil Sharma, General Manager at NTPC, talked about sustainability from a global perspective. Dr. B. Chandra – former professor (Department of Maths) IIT Delhi, emphasized on the uses of AI in businesses. Prof. V.K Kaul, Professor of Business Economics-University of Delhi, highlighted the economic, social and financial crisis. Prof. C.P. Gupta, Professor of Finance (Department of Financial Studies) – University of Delhi, expressed how finance will be relevant for sustainable development. How designing sustainable HRM will be a good strategy was discussed by Dr. V.P. Singh – Professor, Jaipuria Institute of Management, Lucknow. Dr. D.V. Shetty, Executive Director of GAIL India, expressed his thoughts on the significance of VUCA environment. Dr. Subir Verma and Mr. Sanjay Chaturvedi talked about the HR challenges in sustainable development growth. Overall, it was a great learning experience for everyone who was associated with NCSBP'20.





Jaypee Business School  
Presents



# NATIONAL CONFERENCE ON SUSTAINABILITY IN BUSINESS PRACTICES

25TH & 26TH SEP  
2020

Chief Guest



Mr. Anand Rajaganesan  
HCL technologies

Keynote Speakers



Dr. Radha Sharma  
MDI Gurgaon



Prof. C. P. Gupta  
Delhi University



Mr. Sushil Sharma  
NTPC



Dr. B. Chandra  
IIT Delhi



Prof. V. K. Kaul  
Delhi University



Dr. V. P. Singh  
Jaipuria Lucknow



Mr. D. V. Shastry  
GAIL



Prof. M. P. Gupta  
IIT Delhi



CONTACT US

Dr. Sujata Kapoor (9818879618)  
Dr. Charu Sijoria (9609770483)  
jbsconf2020@gmail.com

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REC R Anand is presenting T Tanu Khare and 215 more 09:22:4

# Sustainability in Business Practices

R Anand  
Jaypee  
25<sup>th</sup> Sep 2020

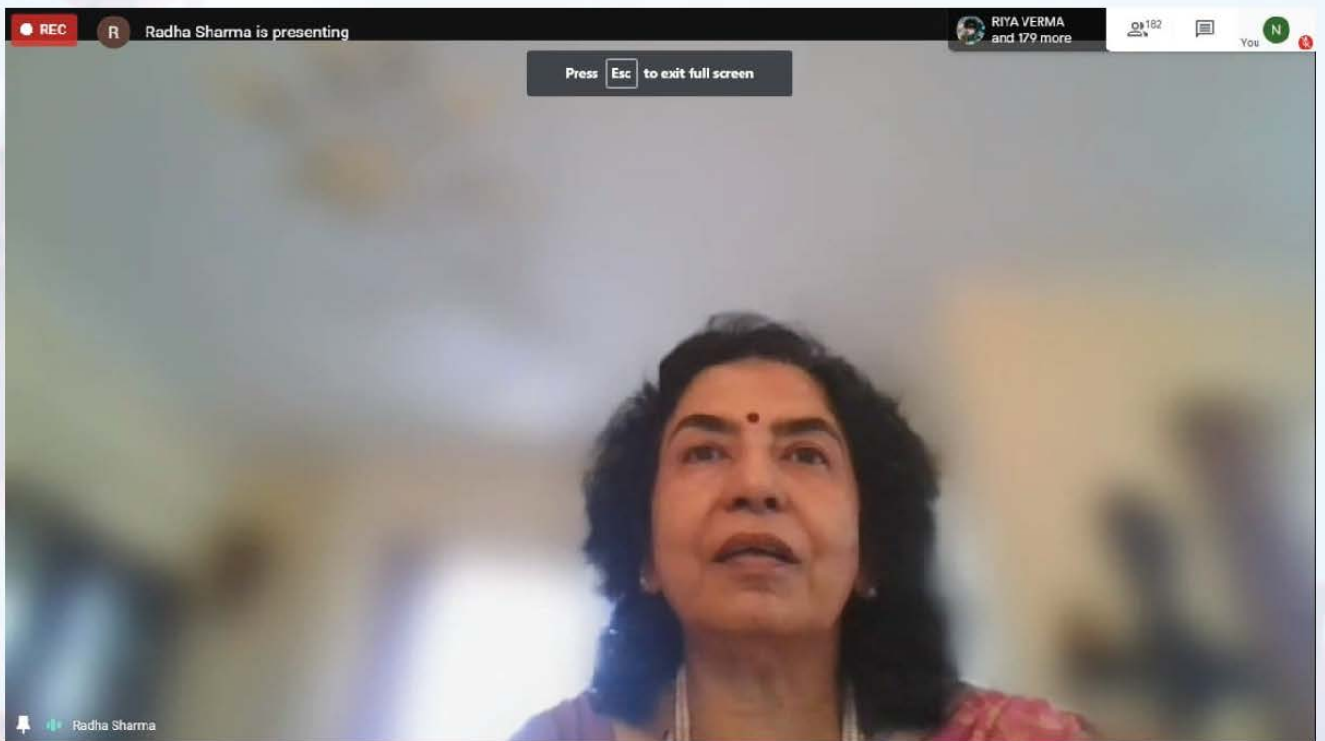
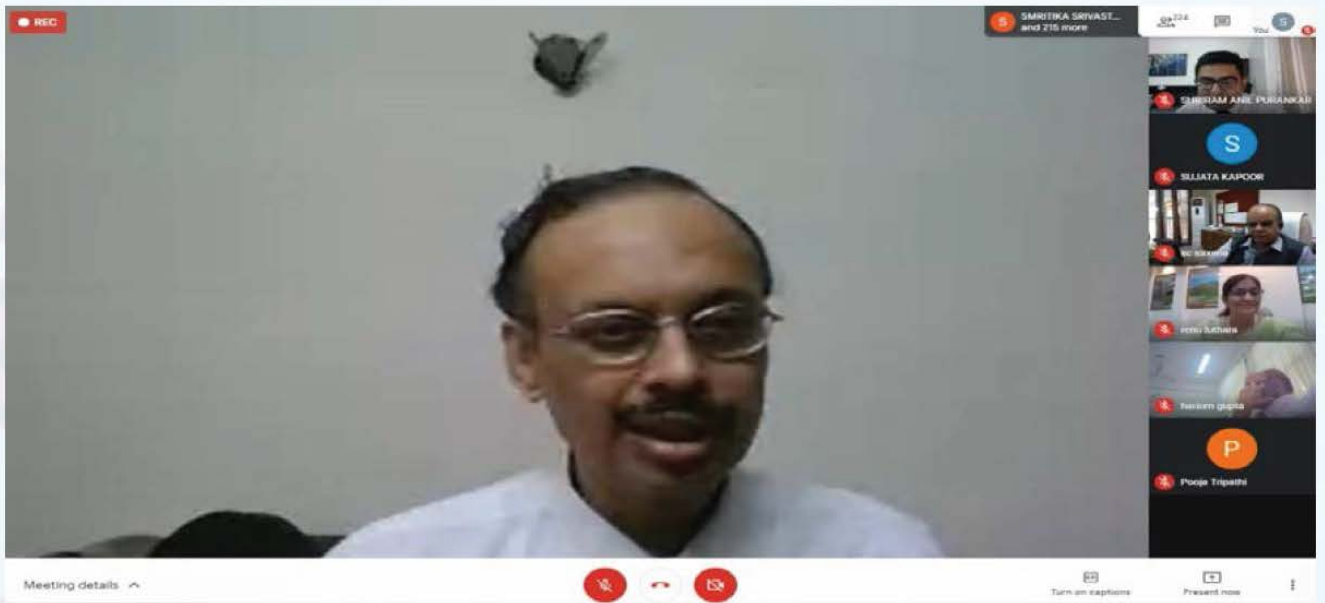
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S SHIRAM ANE PURANKAR  
S SAJATA KAPOOR  
R Anand  
R Anand  
harim gupta

REC SWETA GOEL and 200 more 09:20:3 You N

Meeting details ^

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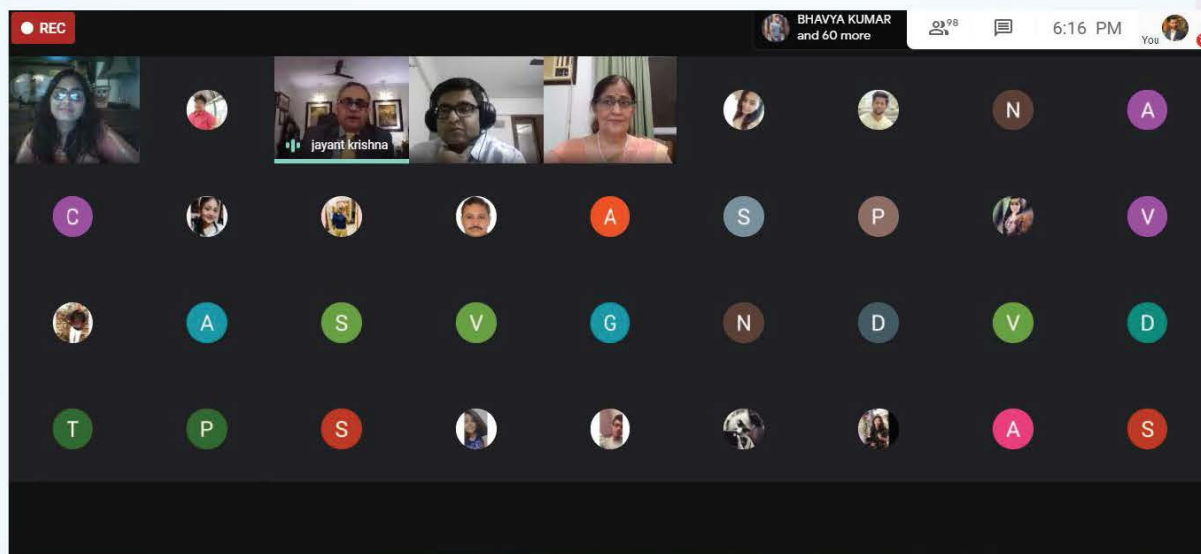


**Webinar:** Disruptive marketing

**Date:** 23rd and 24th October'20

**Speakers:** Dr. Ram Singh and Mr. Jayant Krishna

Jaypee Business School, Noida organized an online seminar on Disruptive Marketing. It is mainly focused on the key conversations envisioned to drive business forward and influence marketing. This 2-day event enlightened speakers about "Disruptions in the Trade: Implications for India" and "Disruptive ways to strengthen UK-India Bilateral Economic Corridor".



<p><b>JAYPEE BUSINESS SCHOOL</b></p>  <p><b>PRESENTS</b></p> <p><b>SEMINAR ON</b></p> <p><b>"DISRUPTIVE MARKETING"</b></p> <p><b>ABOUT THE SEMINAR</b></p> <p>This immersive seminar focuses on key conversations envisioned to drive businesses forward and influence the future of marketing. The seminar promises participants a greater understanding in the breadth of marketing technologies and how businesses can effectively assimilate them into their marketing strategy and operations. Attending this workshop will give participants insights into how managers and strategists successfully gain customer trust and seize the opportunities during these extraordinary times.</p>	<p><b>SPEAKERS</b></p> <p><b>DR. RAM SINGH</b></p>  <p>PROFESSOR, IIFT DELHI <b>TOPIC-</b> DISRUPTIONS IN WORLD TRADE: IMPLICATIONS FOR INDIA</p> <p><b>MR. JAYANT KRISHNA</b></p>  <p>GROUP CHIEF EXECUTIVE OFFICER UK-INDIA BUSINESS COUNCIL <b>TOPIC-</b> DISRUPTIVE WAYS TO STRENGTHEN UK-INDIA BILATERAL ECONOMIC CORRIDOR</p>	<p><b>SEMINAR DETAILS</b></p> <p><b>DATE AND TIME:</b></p> <p>Dr. Ram Singh- October 23, 2020 @ 6:00 PM</p> <p>Mr. Jayant Krishna- October 24, 2020 @ 6:00 PM</p> <p><b>REGISTER YOURSELF AT:</b></p> <p><a href="https://docs.google.com/forms/d/e/1FAlpQLSdT-qFCwoPZzP3f1i17klwNjywxwcfLDLcPbxxcfS3iqbWtA/viewform?usp=sf_link">https://docs.google.com/forms/d/e/1FAlpQLSdT-qFCwoPZzP3f1i17klwNjywxwcfLDLcPbxxcfS3iqbWtA/viewform?usp=sf_link</a></p> <p><b>Certificates will be given to first 100 registered participants.</b></p> <p><b>JOIN US USING GOOGLE MEET AT:</b></p> <p><a href="https://meet.google.com/vbr-mxdi-sms">https://meet.google.com/vbr-mxdi-sms</a></p> <p><b>LIVE STREAMING AT:</b></p> <p><a href="https://stream.meet.google.com/stream/3b8db0f9-051d-4f7d-8c88-cef88648eff">https://stream.meet.google.com/stream/3b8db0f9-051d-4f7d-8c88-cef88648eff</a></p> <p><b>CONTACT US:</b></p> <p>Dr. Shriram Purankar <a href="mailto:shriramanil.purankar@mail.jiit.ac.in">shriramanil.purankar@mail.jiit.ac.in</a></p>
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Meeting details ^

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- AADARSH SHARMA 19609051
- AASTHA DHANAI BBA037
- ADARSH TYAGI
- AMISH GARG BBA038
- ANKIT RAI SM2021109
- ANURAJ TOMAR

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- ADARSH TYAGI
- AJIT KUMAR
- ANKIT RAI SM2021109
- ARCHANA SHRIVASTAVA
- AYUSHI AGARWAL
- CHARU SIJORIA

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People (100) Chat

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- AACHAL JAIN
- ABHINAV VASHISHTHA
- ABHISHEK RATAN
- ADARSH TYAGI
- AKRITI MAMGAIN 1.9609057E7



**Webinar: "Strategies for Managing Personal Finance including Mutual Funds During & After COVID-19"**

**Date:** November 9'20

**Speakers:** Mr. Dev Bhattacharjee, Mr. Suryakant Sharma, Mr. Nitin Joshi and Mr. Ankur Bhatnagar

Jaypee Business School, Noida in association with Securities and Exchange Board of India & Association of Mutual Funds in India announces National Webinar on "Strategies for Managing Personal Finance including Mutual Funds During & After COVID-19" on November 9, 2020. The webinar focussed on several avenues available to an individual for investments in this period of uncertainty and how mutual funds are safe havens during the times of pandemic.



**Jaypee Business School (A constituent of JIIT), Noida**  
in association with  
**Securities and Exchange Board of India (SEBI)**  
&  
**Association of Mutual Funds in India (AMFI)**  
Announces  
**National Webinar**  
on  
**"STRATEGIES FOR MANAGING PERSONAL FINANCE INCLUDING  
MUTUAL FUNDS DURING & AFTER COVID-19"**

Date & Time:	Registration Link:	Contact:
9 <sup>th</sup> Nov 2020 (Monday), 5:00 pm	<a href="https://bit.ly/3mLlu18">https://bit.ly/3mLlu18</a>	9971975366



**Mr. Dev Bhattacharjee**  
AGM, SEBI  
(Guest Speaker)



**Mr. Suryakant Sharma**  
Sr Consultant, AMFI  
(Keynote Speaker)



**Mr. Nitin Joshi**  
VP, NSDL  
(Invited Speaker)



**Dr. Rahul Sharma**  
Associate Professor, JBS  
(Webinar Convener)



**Dr. Ankur Bhatnagar**  
Resource Person, NCFE  
(Webinar Coordinator)

**JOINING LINK**  
<https://bit.ly/3mJGCWF>



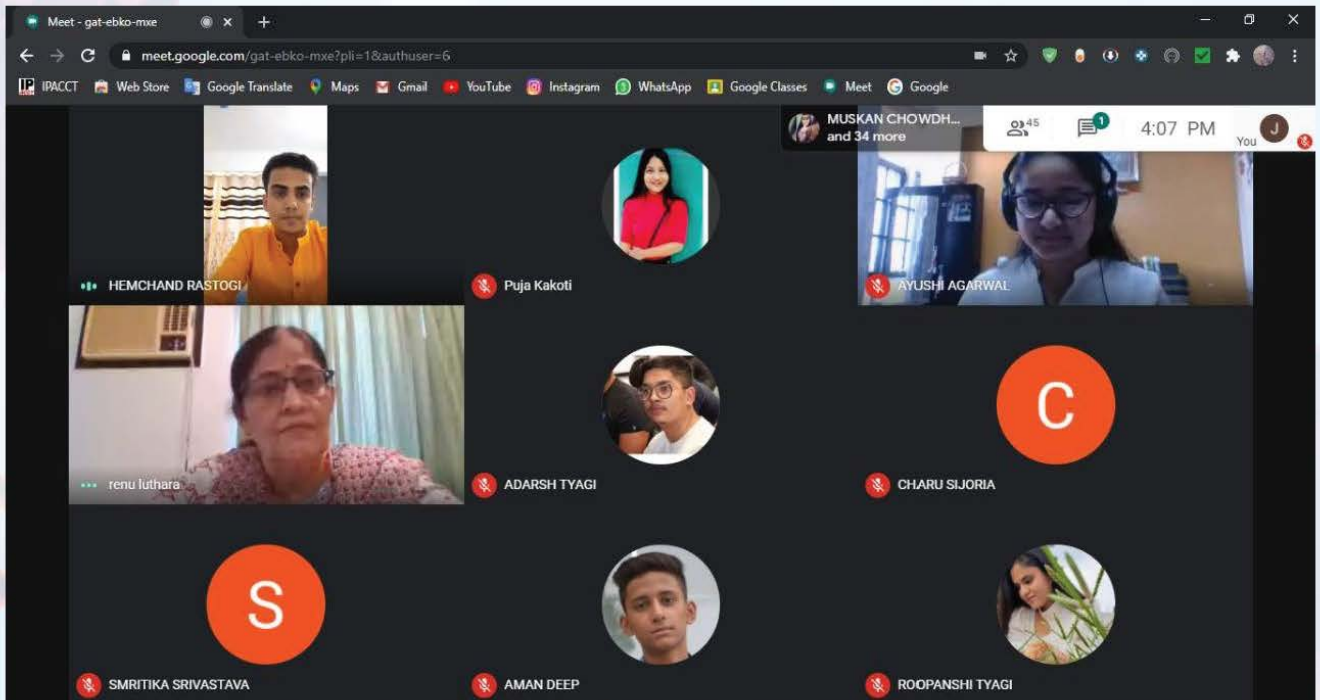
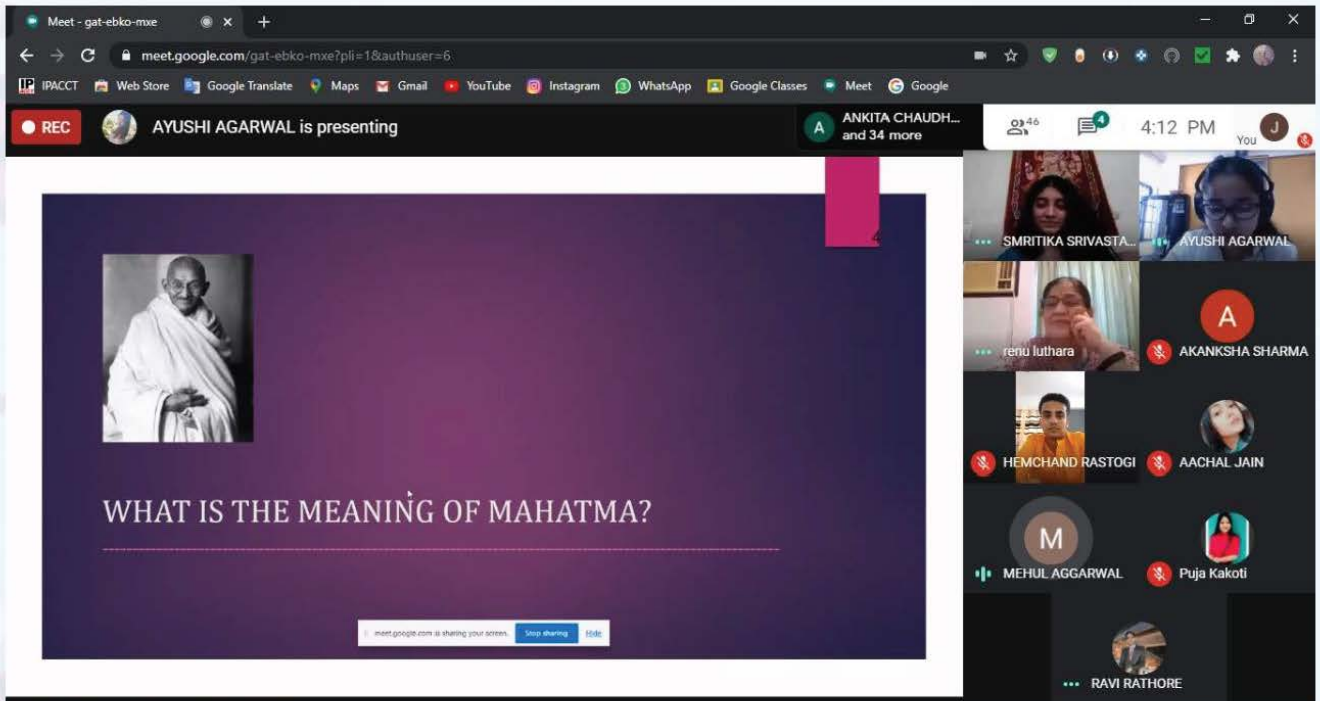
**LIVE STREAMING**



\* E-certificate will be provided to all participants after filling the feedback form

# Gandhi Jayanti Celebration

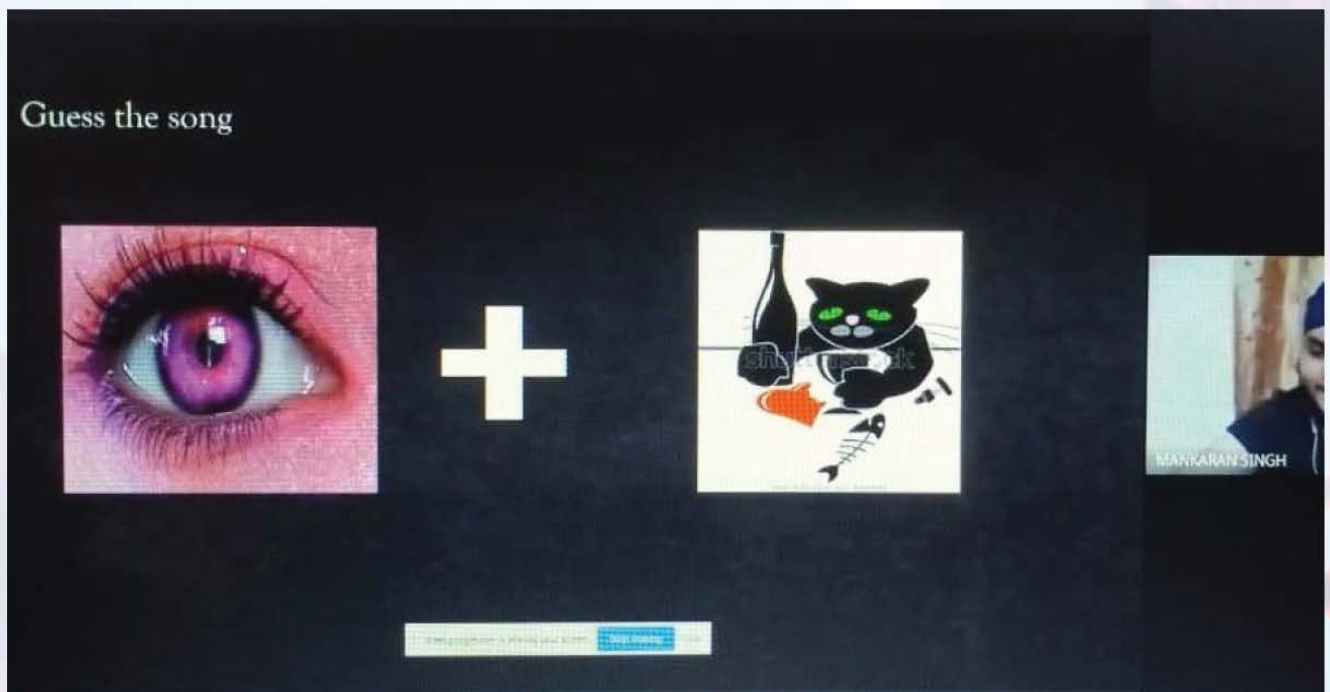
Jaypee Business School, Noida organized a virtual event on the occasion of 151st Gandhi Jayanti on 2nd Oct 2020. This event was celebrated in a virtual mode with lots of enthusiasm and Respect. Activities conducted in the event included Quiz competition and Catching words. Also, the event was enlightened by Gandhi Ji's Slogans.





## "MUSIQUE MUSHARA"

JBS, Noida joyfully conducted musical event "MUSIQUE MUSHARA" on 2nd November at 4:00pm. The event was followed by fun singing games such as antrakshtri, guessing the famous songs and singers, and musical cut. Presence of faculty members and students added fun to the activity and the evening was successfully organized and appreciated.



## "Babumoshai Zindagilambinhibadiahonichaiye"

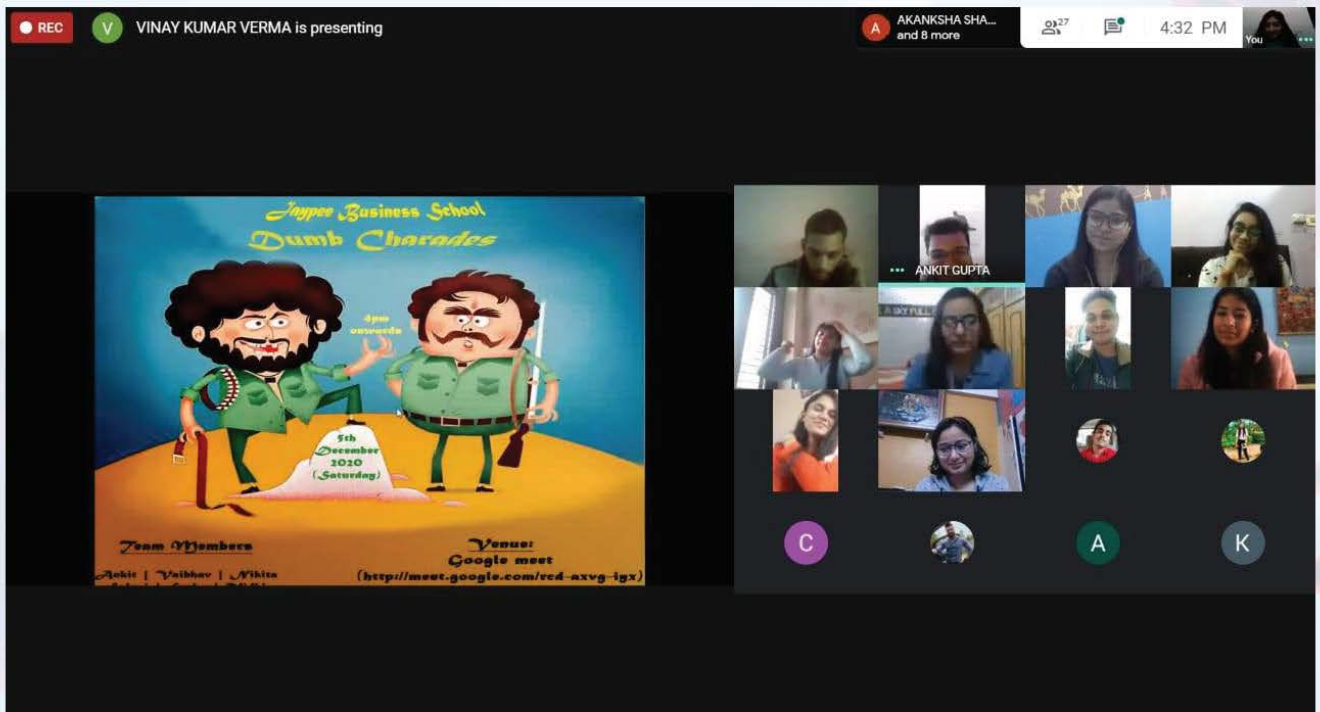
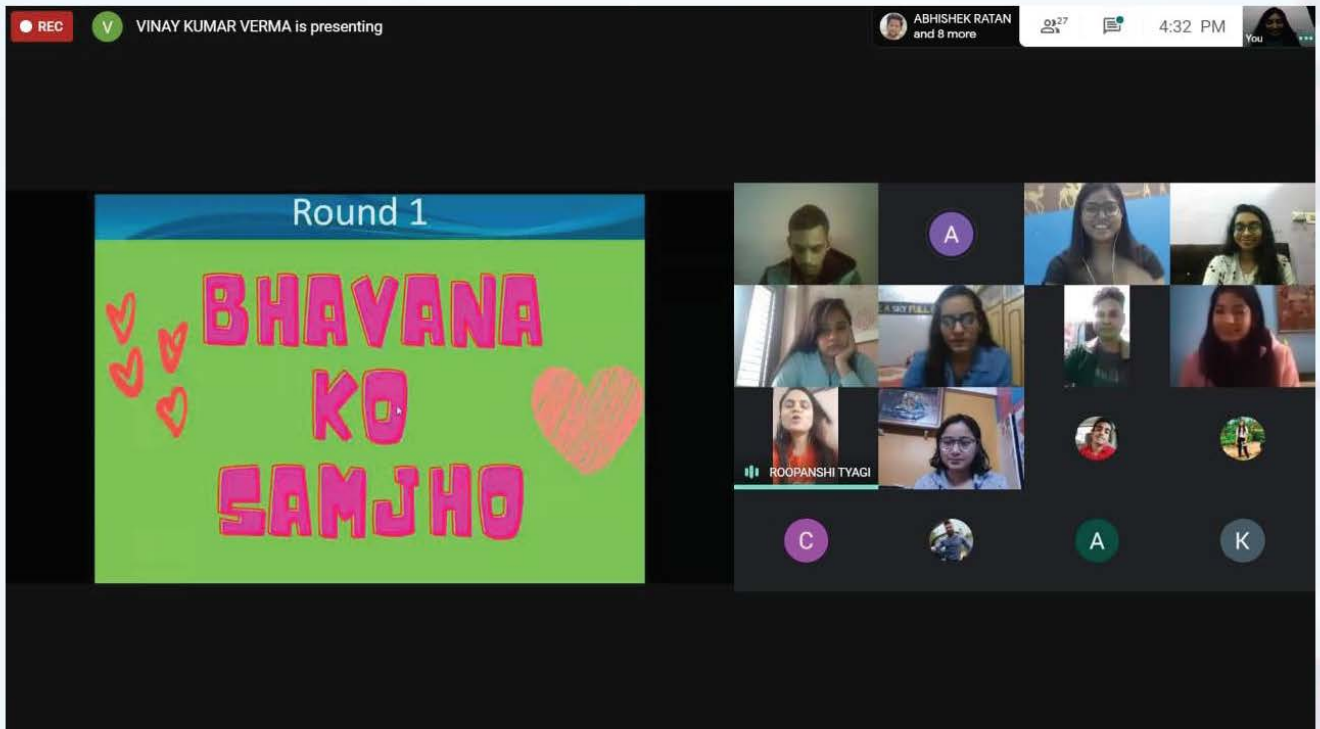
JBS, Noida gave a chance to all the Bollywood lovers to come out and test their cinematic knowledge in a twisting and amusing way. Also, grab the prizes." Cinema khelo or jeeto" event was organized on 10th November at 5pm. The lively environment made the evening pleasant and enjoyable for everyone.





## "Dumb Charades"

JBS organized an event "Dumb Charades" on 5th of December 2020. enriched with lots of amusing rounds such as guessing the movies by recognizing the actions and songs guessing activity in which participants had done the signature step of the songs. In this event teamwork and collaboration amongst the students came up beautifully, in fact, we had a winning team name 'Mogambo'. Overall it was a very lively event.



## 3 days Finance Conclave on Contemporary Issues

Date: December 7 - 9, 2020

Speakers: Mr. Rajeev K Dalmia, Dr. Niti Nandini Chatnani,, Mr. S Balasubramanian

Jaypee Business School, Noida organized a 3 days Finance Conclave on Contemporary Issues on December 7 - 9, 2020. The speaker, Mr. Rajeev K Dalmia briefly talked about how to cope up with the changes happening in the finance sectors rapidly, measures to be taken to avoid the cash flow debt trap, and what are the possible moves and scenarios which can affect our business. Mr. Dalmia gave an insight into the importance of risk assessment for adjustment and growth. The session also focused on Business impact analysis/SWOT analysis as threats. Also, a detailed analysis was done on the Challenges faced by the finance professionals.

Another esteemed speaker was Dr. Niti Nandini Chatnani, Associate Professor of IIFT Delhi. She succinctly expressed her views about Financial Sector and how Indian Financial Market has grown recently. We also had a great discussion on features of Financial Markets i.e., Capital Markets, Money Markets, Foreign Exchange Markets, Commodity Markets. Session was so lucid and comprehensive that even the non-finance students got good grasp about financial markets. Mr. S Balasubramanian, Executive Vice President & CFO of Zensar Technologies, expressed his views on Artificial Intelligence, what are its stages and areas where an organisation want to adopt or emerge its culture in AI? A brief discussion on Computer Vision, Natural Language Processing, Deep learning, Machine learning, and last but not the least benefits of using AI for process efficiencies was also conducted.

**Jaypee Business School**  
Presents  
**" 3 Days Finance Conclave On Contemporary Issues "**

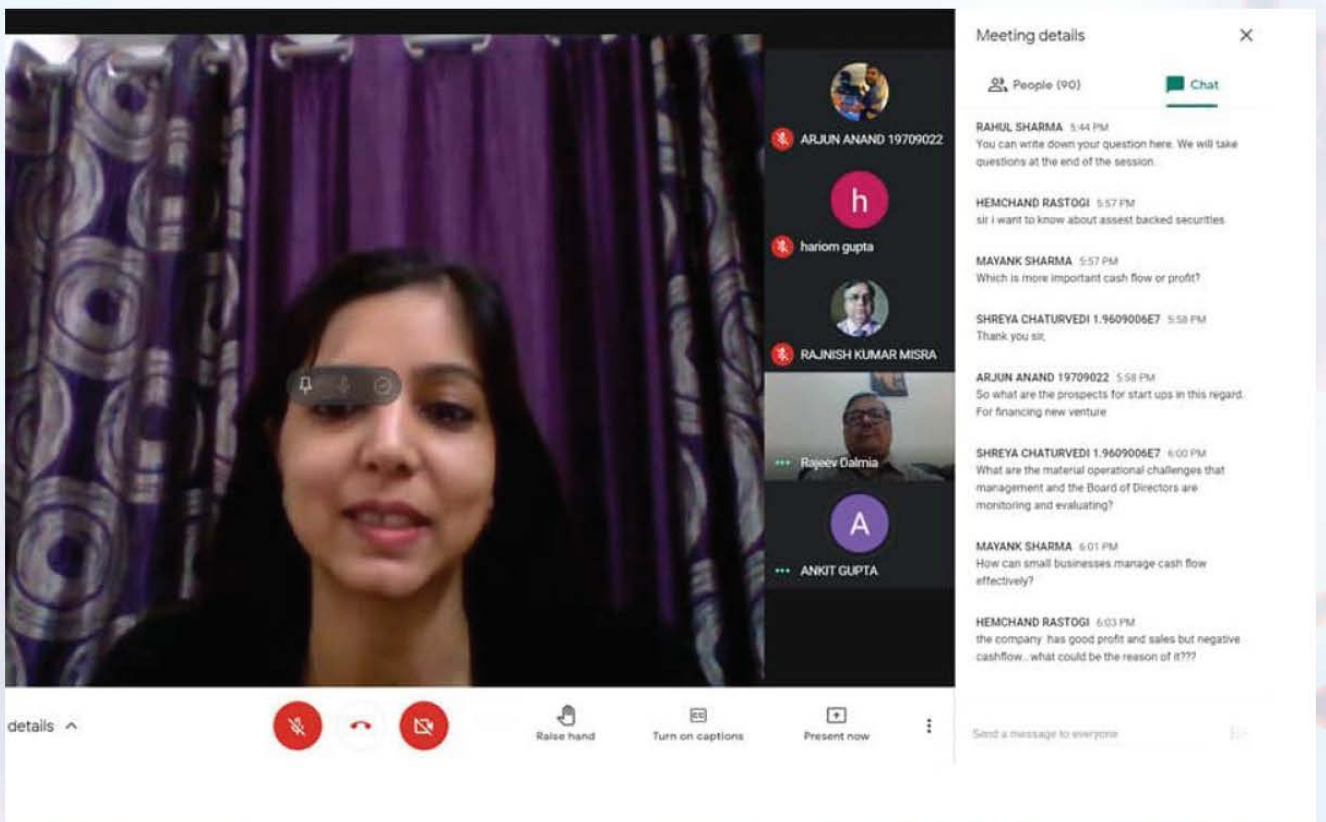
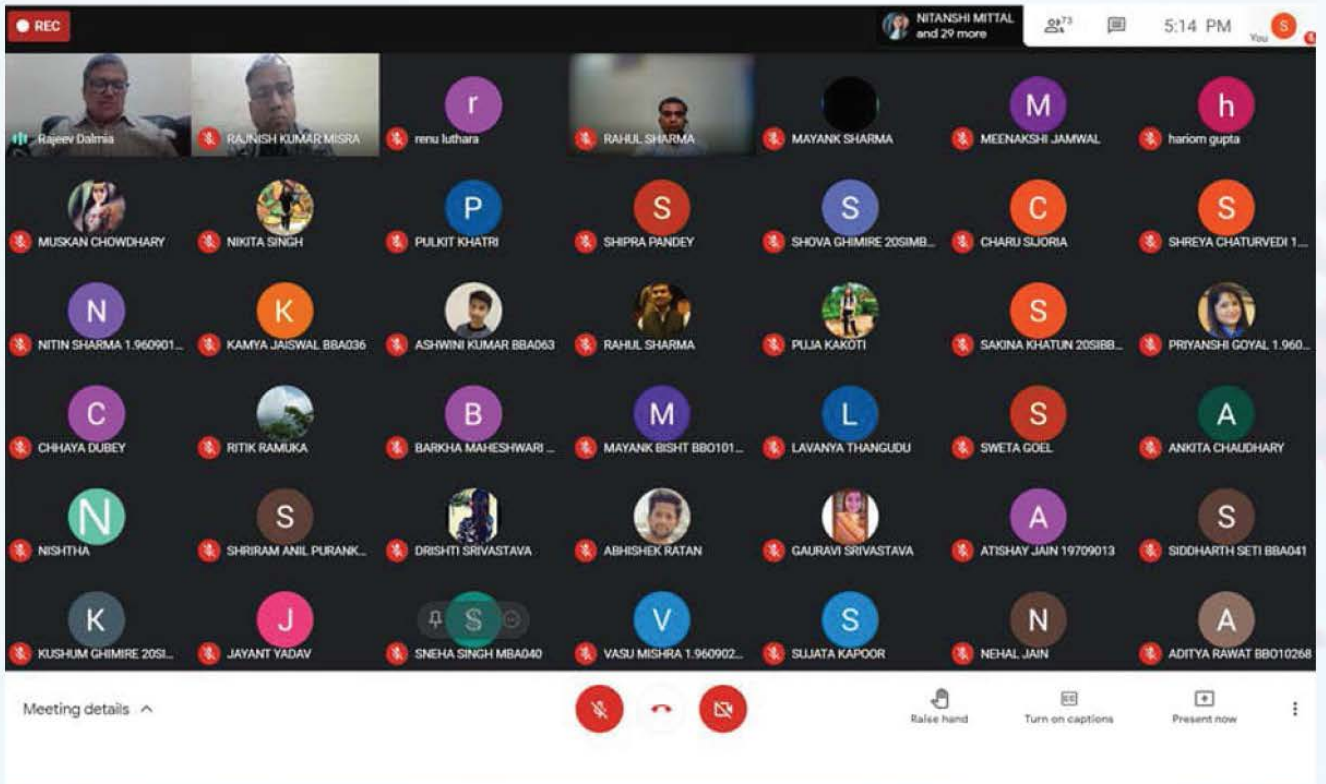
**Mr. Rajeev K Dalmia**  
CFO, DishTv India  
**Date:- 7th December**  
**Topic:- Cash Flow for Business Continuity**

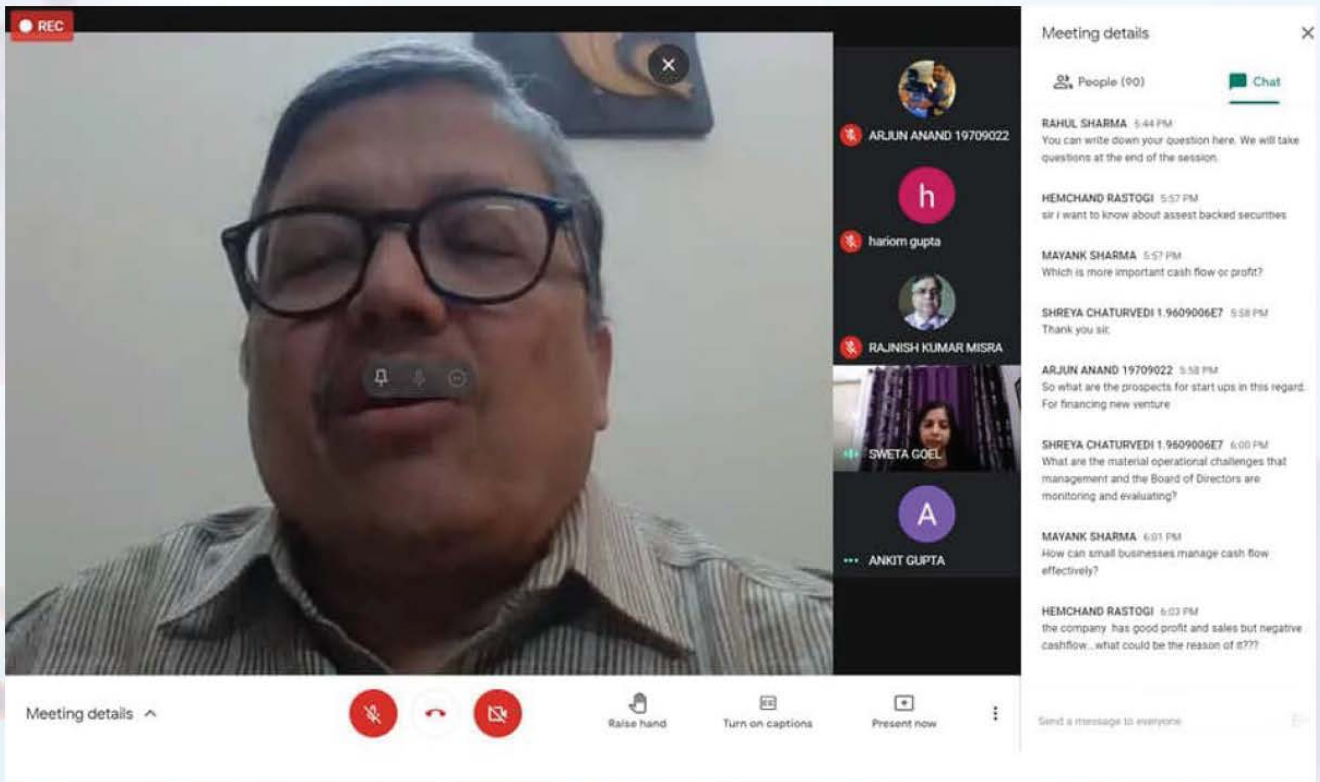
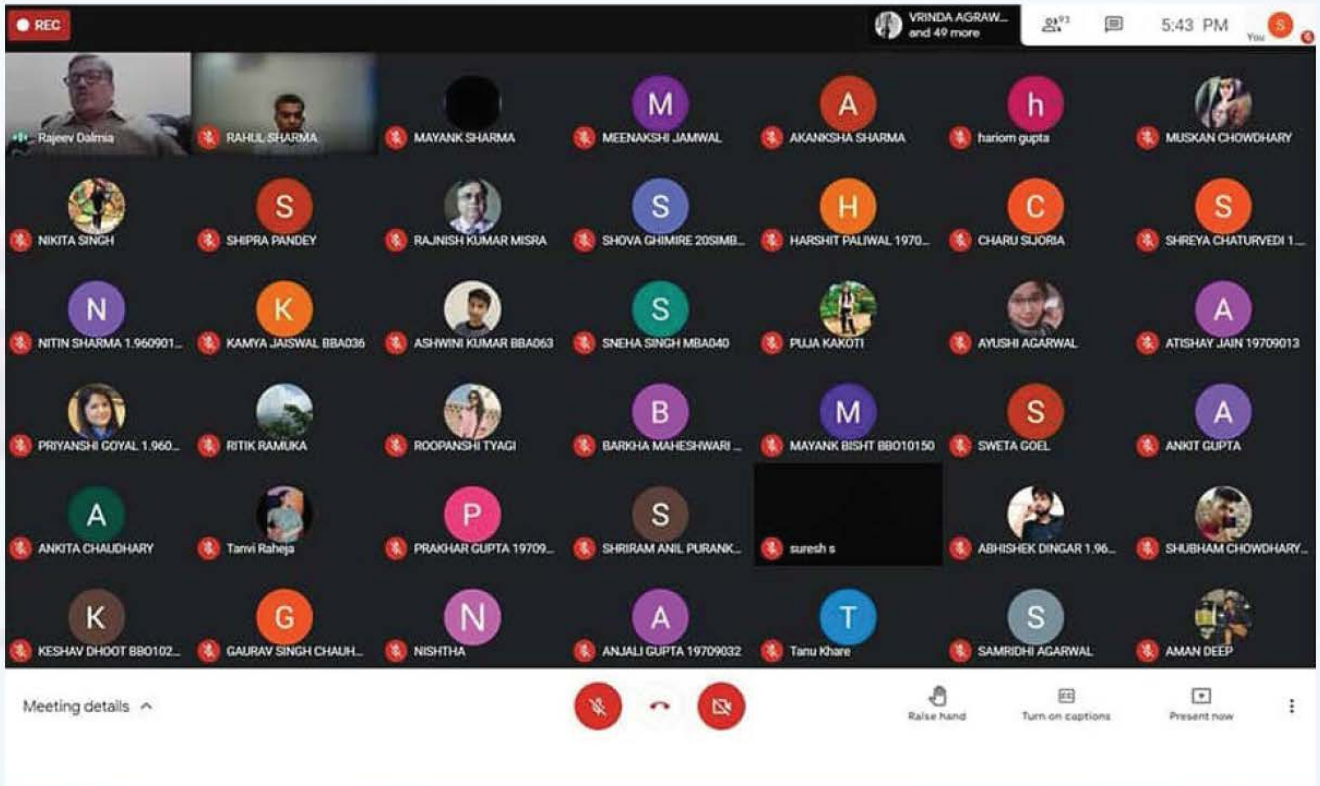
**Dr. Niti Nandini Chatnani**  
Associate Professor, IIFT Delhi  
**Date:- 8th December**  
**Topic:- Growth in Indian Financial Markets and Current Scenario**

**Mr. S Balasubramanian**  
Former Executive Vice President & CFO, Zensar Technologies  
**Date:- 9th December**  
**Topic:- How AI is changing the Financial Landscape**

**Date:- 7th to 9th December 2020**  
**Timings:- 5:00 PM to 6:30 PM**









# The Impact of Covid 19 on Global Supply Chains and Quality Management

Date: December 10, 2020

Speaker: Dr. Kumar Biswas

Jaypee Business School, Noida organized a Webinar on the Impact of Covid 19 on Global Supply Chains and Quality Management on December 10, 2020, at 4:30 pm. The speaker for the day was Dr. Kumar Biswas. The session gave a deep insight into how the supply chain practice has been at the forefront of leveraging digital technologies to ease and build global resilient supply chains. It also made it easier to understand unprecedented challenges for organizations cutting across the business environment, including a possible liquidity crunch, global supply chain disruptions, increase in trade barriers, and a shifting consumer mindset.

**LIVE WEBINAR**

**JAYPEE BUSINESS SCHOOL**  
**Jbs**  
विद्या तत्त्व ज्योतिषमः

**Mr. Kumar Biswas**  
Former Jt. Director,  
Petroleum Planning &  
Analysis Cell, Ministry of  
Petroleum and Natural Gas

## Impact Of Covid 19 On Global Supply Chains And Quality Management

**Thursday, 10th December • 5-6 PM IST**

**REGISTER YOURSELF AT:**  
<https://forms.gle/i8RUMfRoXWCUM7w29>  
Certificates will be given to first 100  
registered participants.



SCAN ME TO REGISTER

**JOIN US USING GOOGLE MEET AT:**  
<https://meet.google.com/vat-uggy-xkm>

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## MILAAP

*There is nothing like returning to a place that remains unchanged to find the ways in which you yourself have altered.* - Nelson Mandela

Jaypee Business School organized a virtual Alumni meet "MILAAP- it's time to reminiscence" on 12th of December, 2020 at 4:30 pm. A video depicting the old photographs of alumni was played to refresh the memories of alumni. Each one of the alumni shared their memories and few games were conducted for them. It was a fun and fascinating trip down the memory lane that gave our alumni an opportunity to see old friends again and catch up with them. They came across places and stories that were almost forgotten. Each one of them got nostalgic..

**JAYPEE BUSINESS SCHOOL**  
a constituent of JIIT Noida

*" Recall it as often as you wish, a happy memory never wears out. "*

**ALUMNI ASSOCIATION INVITES YOU ALL**  
for the

**मिलाप 2020**

*It's time to reminiscence!!!*

*There is nothing like returning to a place that remains unchanged to find the ways in which you yourself have altered.*

Date	Time	Venue
12 • 12 • 2020	4:30pm	Google Meet



## *Career counselling workshop*

**Date:** 12th January 2021

Jaypee Business School, Noida (constituent of JIIT) had organized a career counselling workshop for all the engineering and management students during the winter break which was conducted by CareerGuide.com. It was held on 12th January 2021. It was four hours workshop to bring in clarity in the minds of the students and clear the air with respect to the uncertainties which normally surround at this important juncture of their lives. It also ensured that the students are empowered to make right decisions while selecting a company for the placement drive and model conduct there-in.



## *Panel Discussion : "HR Challenges for the New World Order"*

**Date:** February 27,2021

**Speakers:** Prof. Subir Verma, Mr. Sanjay Chaturvedi and Mr S. Y Siddiqui

JBS, Noida organized HR Panel Discussion on the theme, "HR Challenges for the New World Order" on Saturday, February 27,2021. The speakers for the day were Prof. Subir Verma (Professor in Fore School of Management, Delhi), Mr. Sanjay Chaturvedi (Head Human Resources- Valvoline Cummins) and Mr. S.Y. .

Siddiqui (Executive Advisor- Maruti Suzuki India).The session gave insights about how Gig workforce has presented new dimension to understanding of concepts of organizational behaviour and work for the future. It also sensitised participants about how the organizations responded to the new challenge and worked towards ensuring people's safety and well-being in this crisis but at the same time remaining focused. The event concluded with lots of questions from participants about online hiring and its benefits.

Recording You are viewing Sushmita Chakrabarti's screen View Options

**LOIS LANE**

+1 888 777 8888    loislane@crisismanagement.com    Milwaukee, WI

**Brand Manager**

7 years experience and result oriented brand management professional skilled in marketing, brand & product management. Have delivered impactful results while acting as the brand custodian for the national, international branding for multiple products. Proficient in conducting business plan and resource research and then drafting a complete marketing & communication plan aligned to it. Adapt to the handling execution of both local 4% & 8% marketing including print, radio, TV etc.

**KEY SKILLS**

- Brand Management - Market Research - Advertising - Integrated Marketing - Communication  
- Agency Management - Media Planning & Buying - Sales Promotion

**PROFESSIONAL EXPERIENCE**

**Yellow Comfort FMCG**      Milwaukee, WI | May '19 - Present

The Yellow Comfort group is one of America's leading providers of FMCG products including soap, perfume, shampoo etc.

- Working as the brand custodian of the "freshness" range of deodorants (annual revenue \$20.5 Mio.)
- Responsible for a 10% YoY growth in the sales turnover through complete brand ownership
- Handling and managing a total marketing budget of \$ five across multiple channels

**Stark Tech LLC**      New York, NY | Jun '19 - Apr '19

One of South America's leading manufacturers of consumer electronics devices

- Appointed as the brand custodian for the US laptop brand (annual rev. \$ 5 Mio.) worked with the brandhead
- Responsible for a total marketing budget of \$ 300k in a total media budget of \$ 200k
- Managed & managed the media calendar, budget, media mix & allocations by the media agencies

**INTERNSHIPS**

**M&M**

**Marketing Intern**      St. Louis, MO | Apr '19 - Jun '19

One of the world's leading consumer goods companies with an annual revenue of \$100 billion

- Led analysis of search engine data & a M&M trends to derive brand product platform promotion patterns

**EDUCATION**

**BBA - Marketing**


**JC Barkley**      Berkeley, CA | Jul '18 - Apr '19

The University of California, Berkeley is the top public university in the United States

**ADDITIONAL INFORMATION**

- Languages: English, Spanish

CareerGuide.com



Sushmita Chakrabarti

Unmute Start Video Participants 76 Chat Share Screen Record Reactions Leave



"Nothing we do is more important than hiring people. At the end of the day, you bet on people not strategies" —  
Lawrence Bossidy



## JAYPEE BUSINESS SCHOOL

Presents

# “HR Challenges for the New World Order”



**Mr. S.Y. Siddiqui**  
Chief Mentor- Maruti Suzuki, India



**Mr. Sanjay Chaturvedi**  
Head Human Resources-  
Valvoline Cummins Pvt. Limited



**Prof. Subir Verma**  
Professor- HRM and OB  
Fore School of Management, Delhi

Date: 27<sup>th</sup> February, 2021

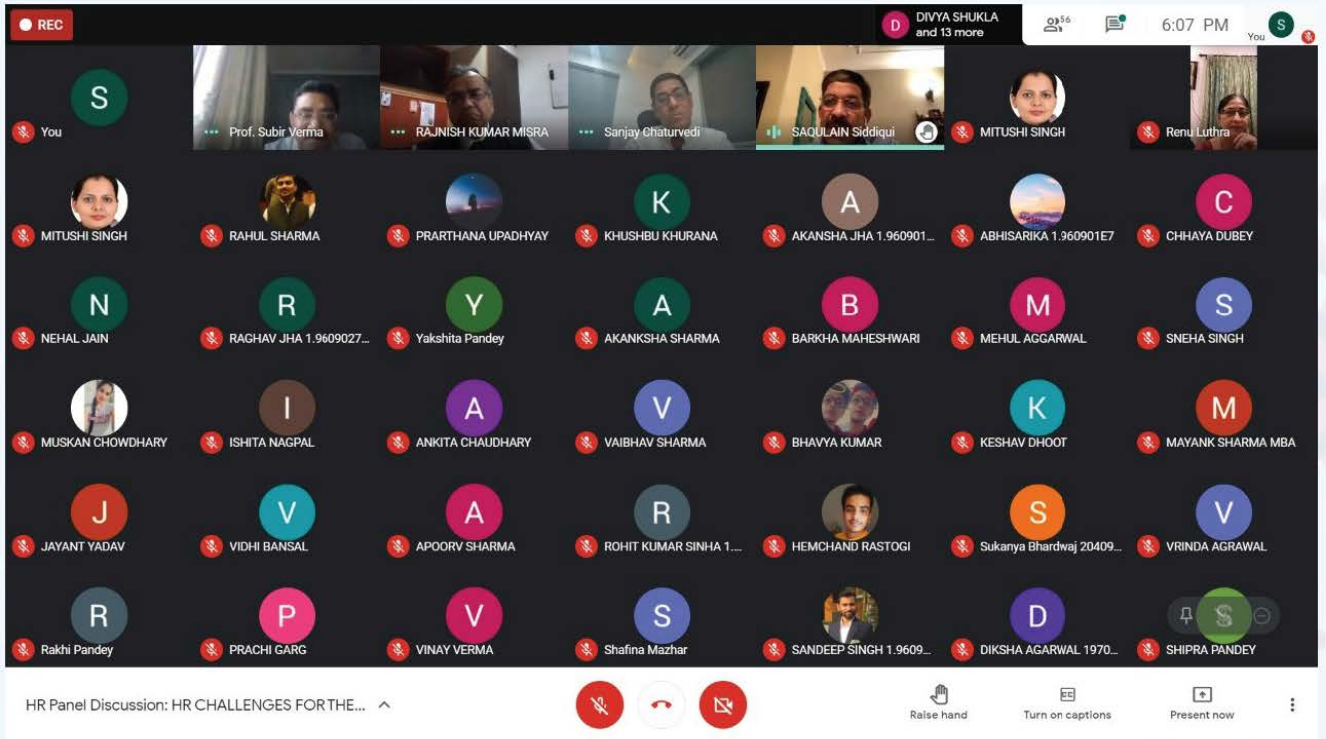
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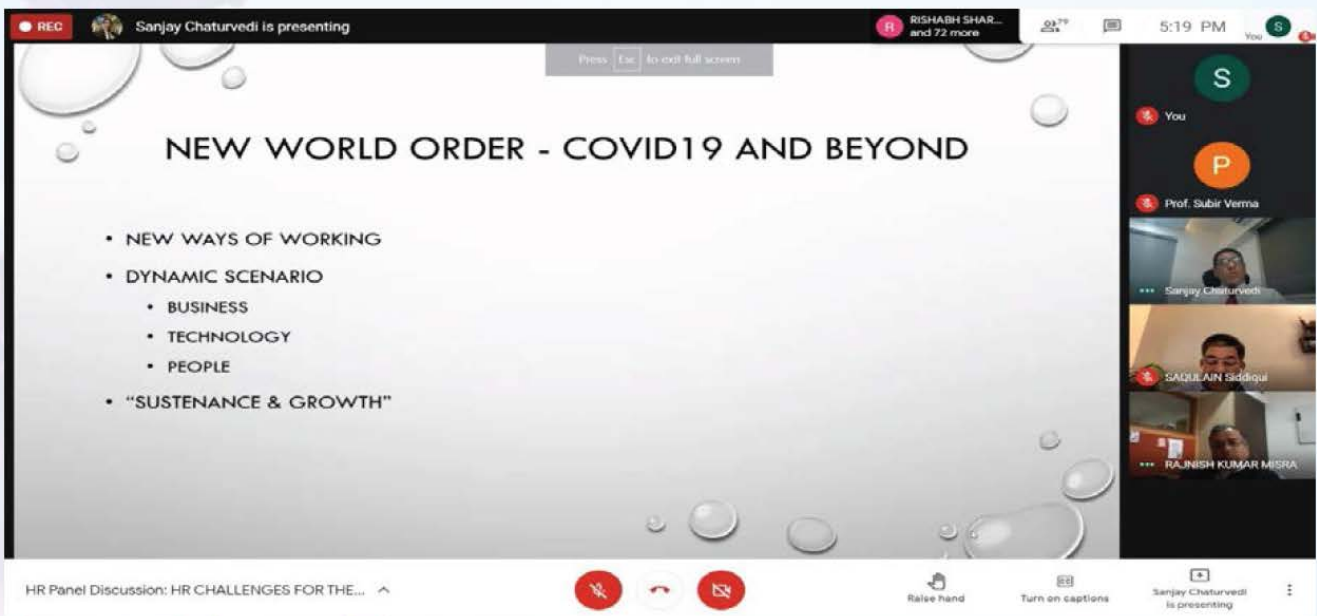
Live streaming: YouTube live

Google Meet Link: <https://meet.google.com/tck-nbuy-sgx>  
 Registration Link: <https://forms.gle/x6RuPxncv9mjrxeu8>

**E- Certificates will be provided**







## ***Webinar : "OPPORTUNITIES IN ENTREPRENEURSHIP FOR MANAGEMENT STUDENTS"***

**Date:** 5th March '21

**Speaker:** Ms. RituMarya

Jaypee Business School, Noida organized a Webinar on "OPPORTUNITIES IN ENTREPRENEURSHIP FOR MANAGEMENT STUDENTS" on 05th March 2021 at 05:50 PM IST. The guests of honour for the day were Ms. RituMarya (Editor-in-Chief, Entrepreneur Magazine). She made students go through the ocean of what entrepreneurship is and how entrepreneurs change the business's nerve centre. The session gave insights about the opportunities that can be created by unmet market needs and technological changes. To get the ideas, environment needs to be scanned and assembling of resources is necessary to take the advantage of the opportunities in the environment.



LIVE WEBINAR

# OPPORTUNITIES IN ENTREPRENEURSHIP FOR MANAGEMENT STUDENTS



OUR GUEST SPEAKER  
**RITU MARYA**  
Editor-in-Chief, Entrepreneur Magazine

Live  
via @YouTube

Register yourself at :-

<https://forms.gle/bh7dv5ufYrF7FATt5>

Date:- 05-03-2021  
Timing:- 05:50 PM IST  
G-Meet Link To Join the Webinar  
<http://meet.google.com/ucs-qewu-qsf>

E-Certificate Will be Provided




# Panel Discussion: 'Gender Sensitization'


Date: 17th March'21

Speakers: Dr. Anita Sharma and Ms. Shagun Gupta.

Jaypee Business School, Noida, organized a panel discussion on the topic 'Gender Sensitization' on 17th March, 2021 at 2:00 Pm. The guests of honour for the day were Dr. Anita Sharma and Ms. Shagun Gupta. The whole webinar was on the awareness of propensity to behave in a manner which is sensitive to gender justice and gender equality issues. It was interlinked with gender empowerment. It inspired everyone to do what they want to and live the life where they have the liberty and freedom to pursue what they want to.




"A Gender Equal Society Would Be One Where The Word 'Gender' Does Not Exist: Where Everyone Can Be Themselves."  
- Gloria Steinim



## JAYPEE BUSINESS SCHOOL

Presents

### "Panel discussion on Gender Sensitization"



**Shagun Gupta**  
Market Insights Analyst- Webhelp



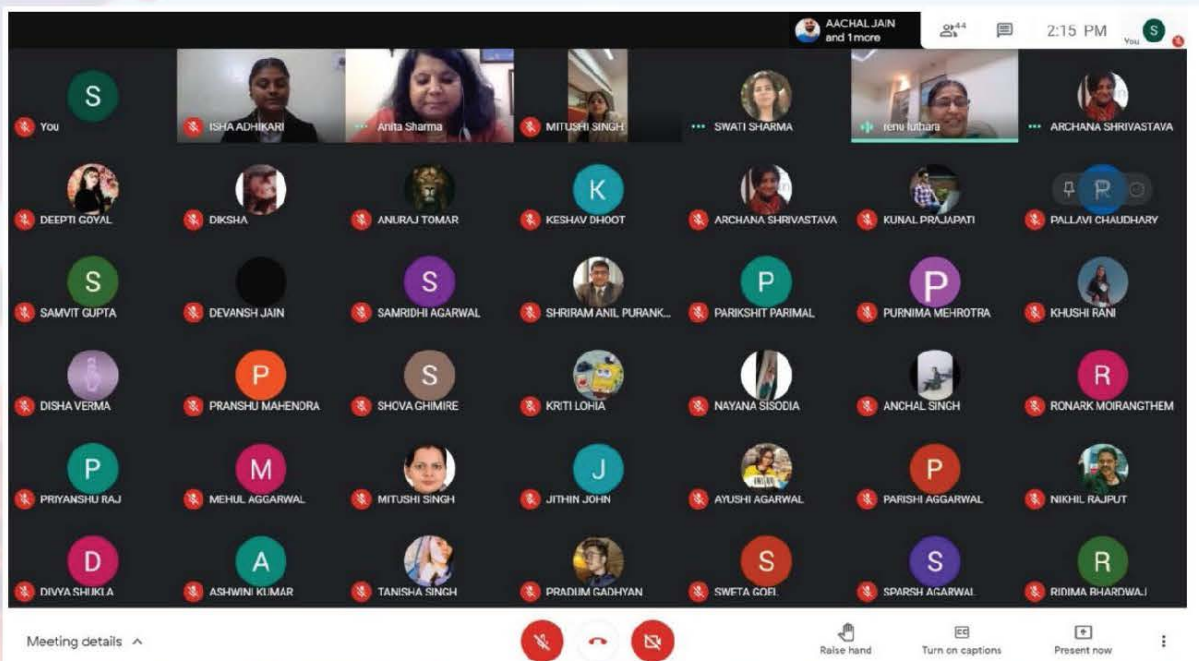
**Anita Sharma**  
Entrepreneur - 'Drive On My Own'.  
And 'INKPOTHUB'.

Date: 17<sup>th</sup> March, 2021

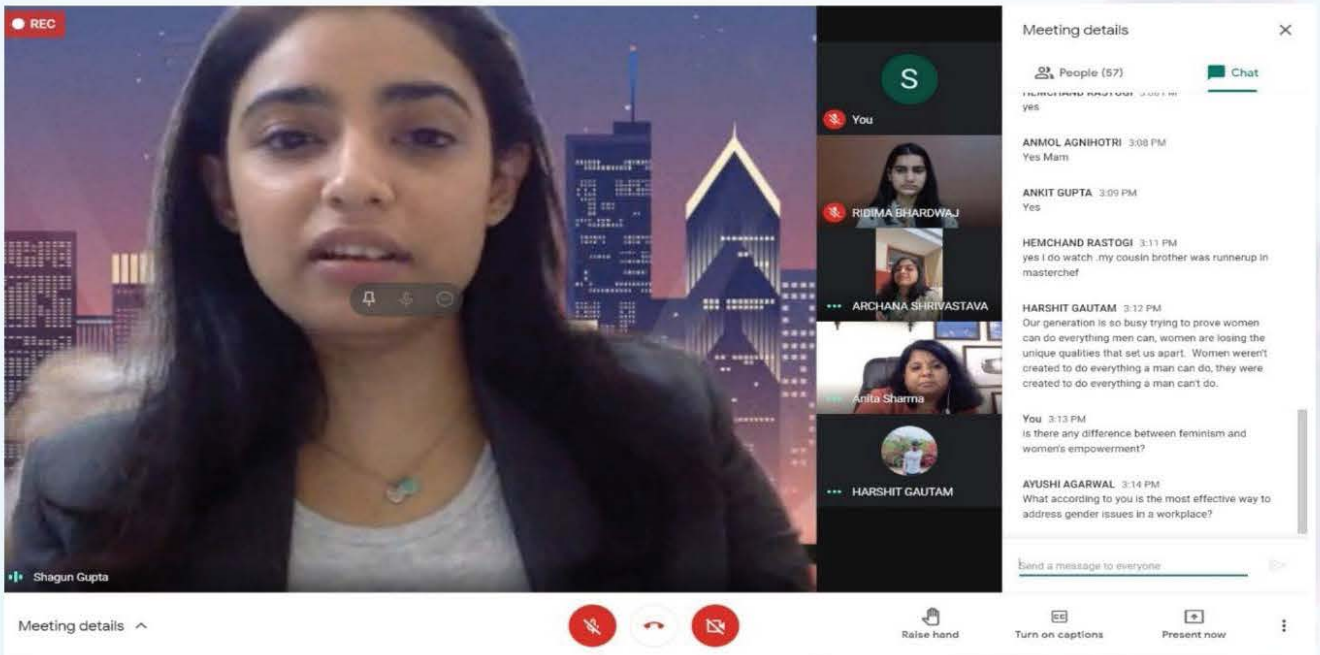
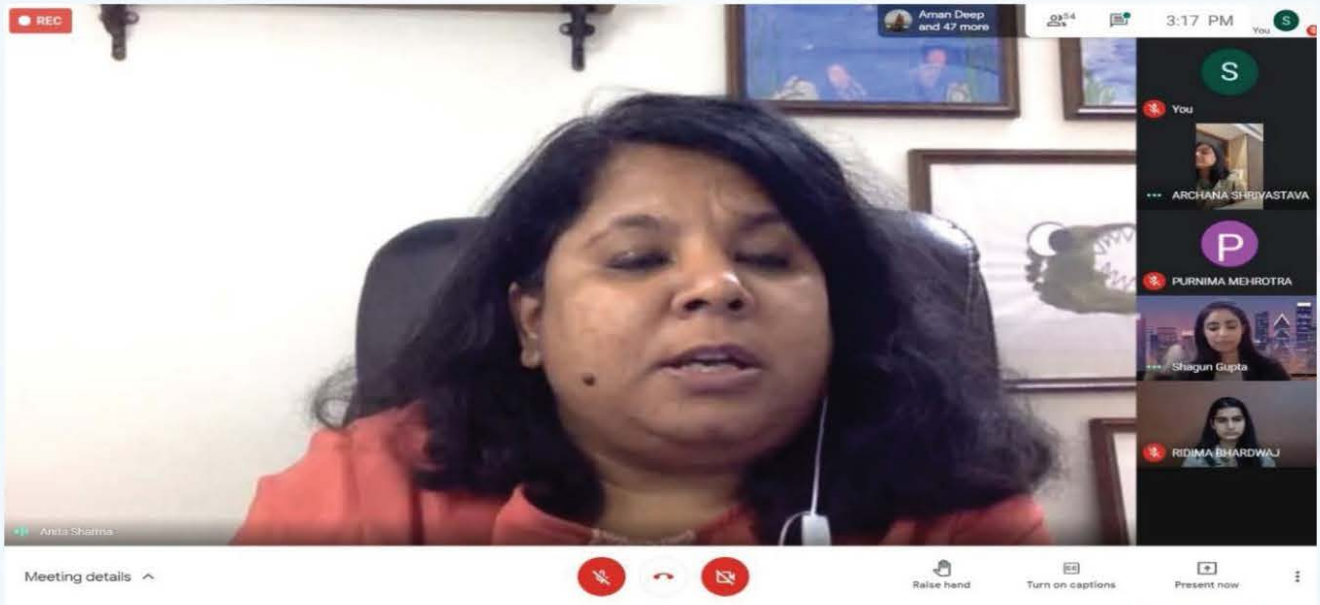
Time: 2pm Onwards

Google Meet Link: <https://meet.google.com/ykg-qmkc-ywk>  
Registration Link: <https://forms.gle/vuv34LfgW2BY4XVS7>

E- Certificates will be provided







## " MIND RUN"

Jaypee business school, organized business quiz- " MIND RUN" on 26th March 2021. It was the game of mind intellect, interest, power, and joy. There were a total of 5 teams consisting of 2 Members each which were shortlisted after the screening round which was held prior to our final round.

**Winning team:** Team Green

1. Sandeep Singh
2. Aachal Jain

**Runner up:** Team Blue

1. Vaibhav Gupta

REC Anita Sharma is presenting SAKINA KHATUN and 46 more 2:24 PM

My Life: **Why????**

My Decisions: **Why????**

My Approaches: **Why????**

**#choosetochallenge**

Meeting details ^

Raise hand Turn on captions Anita Sharma is presenting

**JAYPEE BUSINESS SCHOOL**

**Mind Run**

**1st Price 750rs**      **2nd Price 500rs**

**Test Your Intelligence**

**March 26, 2021**      **<https://bit.ly/392oxia>**

It will be conducted on Google Meet at the link provided to all the participants at 3:00PM

Teams will be made after selection round  
For further information contact  
Vinay Verma :- 9650548092, Smritika Srivastava:- 9910975484








## Online Executive Development Program in Business Analytics

With the objective to develop data driven decision making capacity among the individuals, JBS Noida organized Online Executive Development Program in Business Analytics, anchored by Prof. Ajit Kumar. It was scheduled from 8th May, 2021 to 29th May, 2021. It emphasized on the skill enhancement of the executives on latest business analytics skills used in different departments of an organisation.

Executive Development Program in Business Analytics by JBS, JIIT, NOIDA (2021-05-07 at 22:37 GMT-7)

### Instructors for EDP in Business Analytics

<p><b>Charu Sijoria</b></p>  <ul style="list-style-type: none"> <li>• PhD, IIT Kharagpur</li> <li>• Published many research articles in national and international journals of repute</li> <li>• Corporate trainer in Areas of Data Visualization &amp; Marketing</li> </ul>	<p><b>Mansi Khurana</b></p>  <ul style="list-style-type: none"> <li>• PhD in Statistics, Banasthali University</li> <li>• Worked as a Research Assistant at Concordia University, Montreal, Canada and was a recipient of Canada Commonwealth scholarship</li> <li>• Corporate trainer in Areas of Statistics, Data Modeling, Business Analytics</li> </ul>	<p><b>Ajit Kumar</b></p>  <ul style="list-style-type: none"> <li>• FPM, NITIE Mumbai</li> <li>• Has been a recipient of national research scholarship</li> <li>• Published many research articles in national and international journals &amp; conferences</li> <li>• Taught at premier Business Schools and trained numerous corporates</li> </ul>
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Exit full screen (f)

11:37 / 6:17:04



# Executive Development Program in Business Analytics

DATE: 8, 15, 22 AND 29 MAY 2021

TIME: 11 AM - 5 PM

PROGRAM CO-ORDINATOR:

**Prof. Ajit Kumar**

Assistant Professor, Business Analytics, JBS, JIIT NOIDA

Jaypee Business School, JIIT, NOIDA



AJIT KUMAR

0:00 / 6:17:04



## "Research Methodology and Data Analysis"

JBS Noida Organized the 7th Edition of the Competency Development Program titled, "Research Methodology and Data Analysis" from June 21-26, 2021. The one-week program covered every aspect of the research process right from identification of research topic, research design, sampling, data analysis, and presentation of research in a publishable manuscript. A good number of participants from academia and research participated in CDP held in a virtual mode to learn the nitty gritty of the research process from the team of experts.





### 7<sup>TH</sup> COMPETENCY DEVELOPMENT PROGRAMME

## RESEARCH METHODOLOGY & DATA ANALYSIS

JUNE 21-26, 2021

#### Programme Coverage

- Introduction to Research
- Research Design, Data & Sample Design
- Data Screening and Management
- Data Analysis
- Scientific Reporting

#### Who Should Attend

- The programme is beneficial for:  
Faculty members
- Research scholars
- Executives working in research and consulting organization.

#### Resource Persons:

- Dr. A. V. Surya
- Dr. Rajnish K. Misra
- Dr. Rahul Sharma
- Dr. Shriram A. Purankar

#### Programme Fee & Registration Process

- Registration Fee: Rs. 500/- per participant for external participants. No fee for JBS / JIIT community members.
- Registration with link given below latest by June 19, 2021.
- E-certificate will be issued to the participants on successful participation

<https://forms.gle/GdZejiHD4WxE7Vk99>

### Jaypee Business School

A Constituent of Jaypee Institute of Information Technology

(Declared Deemed to be University u/s 3 of UGC Act.)

A-10, Sector 62, NOIDA, 201309, INDIA [www.jbs.ac.in](http://www.jbs.ac.in)

Contact : Prof. (Dr.) Rajnish Kumar Misra - [rajnish.misra@jiit.ac.in](mailto:rajnish.misra@jiit.ac.in)

Dr. Rahul Sharma - [rahul.sharma@jiit.ac.in](mailto:rahul.sharma@jiit.ac.in)