

Interface

Vol. 4 | No. 38 | SEPTEMBER 2015

Message from the Editor's Desk



Dear Readers

This issue of the newsletter 'Interface' is reflecting the activities undertaken in the recent month.

The month had gone with lot of activities and life in the campus. This month witnessed many important events like Freshers' 2015, Farewell for the

students of PGDM 2013-15 batch, and Workshops on 'Marketing', 'Corporate HR Practices' and 'Computer Based Skills'.

In Freshers' 2015, the senior batch welcomed their juniors with mesmerizing performances by students and special guest Mr. Tikku Hans, the famous Pop Singer, who enthralled the audience by his peppy Punjabi numbers.

The Workshop on 'Marketing' conducted by our esteemed Director Dr. Lalitya Vir Srivastava was aimed at sensitizing the students of PGDM 2014-16 batch for the corporate requirement and work climate. It was indeed a great value addition to their Marketing Skills.

The Workshop on 'Corporate HR Practices' was designed for enhancing the skills of the students of PGDM 2014-16 batch for the placement opportunity during their upcoming campus drive. The Workshop on 'Computer Based Skills' was aimed at making the students aware of the changing contours of the corporate world.

The Farewell Party hosted for the students of PGDM 2013-15 batch ended with a mixed feelings of joy and sorrow.

I hope you enjoy reading the latest update about the campus. The readers would have a lot to explore in the next edition of 'Interface'.

-Anil Verma

Message from the Dean (Academics)



I wish to take this opportunity to share that Asian Business School is continuously putting strong foot forward on building the budding managers. Despite great challenges, we as a team of Asian Business School is able to achieve our set goals in most productive and qualitative manner. Developing a college strategic plan with set targets and time frames that are evaluated on regular basis is our core strength for achieving our set targets. We believe in "what we promise, we deliver".

As we conduct various activities both on academic and non-academic front on regular basis, we keep the students updated about things happening around in the corporate world. We always believe in the complete transformation of the student personality to meet the expectation of corporate so as to provide the ready human asset.

A warm welcome to the fresher's was given through mind blowing performances by the new and existing students. The audience and the jury members were impressed by the various events.

As it's our tradition to maintain the academic importance along with, we conducted various workshops for grooming the final year PGDM students, to understand the requirement and needs of the corporate and how to manage the interviews and GD & PIs.

In the series of Industry interface, we had esteemed personality Mr. Abhik Saha, Director, Benetton India Pvt. Ltd. who shared the changing trends of market scenario in today's competitive world.

I personally thank all the members of ABS in contributing and putting their outstanding efforts in respective assigned duties which is resulting ABS as the fastest growing, one of the best B-School.

-Prof. (Dr.) Prabhat Srivastava

FRESHERS' 2015 – A Blockbuster Event at Asian Education Group

The Freshers' Party on 12th Sept'15 was an evening that will remain fresh in our memories. The mood of the Freshers' was that of style, elegance, enthusiasm and energy. It was a matter of great pride that the Founder and Chairman of the Asian Education Group, Mr. Sandeep Marwah graced the occasion with his benign presence. We were blessed by the presence of Dr. Lalitya Vir Srivastava, Director, Mr. Saurabh Sharma, Director (Branding) and Mr. Gurdeep Singh Raina, Director (Admissions). The evening unfolded with the invocation of Lord Ganesha followed by lighting of lamp. In his address, Mr. Sandeep Marwah stressed the need for the students to participate both in academics as well as extra-curricular activities for their all round personality development. Dr. Lalitya Vir Srivastava, Director, and Mr. Saurabh Sharma, Director (Branding) motivated the students with their words of wisdom. Ms. Arpita Arora and Ms. Preety Gola, the renowned names from the world of Modelling, were the jury members for the ramp walk for PGDM and BBA students.



The Freshers' Party was a witness to a number of performances by our young and talented students. They simply mesmerized the audience with their performances, be it Dances or Singing. They were picture perfect in their performances and no one could say that they were performing for the first time on the Asian Education Group platform. The ramp walk of the students was simply amazing. Their cat walk was just like any professional model. The esteemed jury members were quite impressed by our young talents.

The titles of Mr. Fresher and Ms. Fresher for both PGDM and BBA were given along with Mr. Handsome and Ms. Gorgeous. For PGDM, Sahil Anand was Mr. Fresher and Nikita was Ms. Fresher. For BBA, Mukund Bhist was Mr. Fresher and Akshita was Ms. Fresher. We had a live performance by Mr. Tikku Hans, the famous Pop Singer, who enthralled the crowd by his peppy Punjabi numbers. Dr. Prabhat Srivastava, Dean (Academics) delivered the Vote of Thanks.

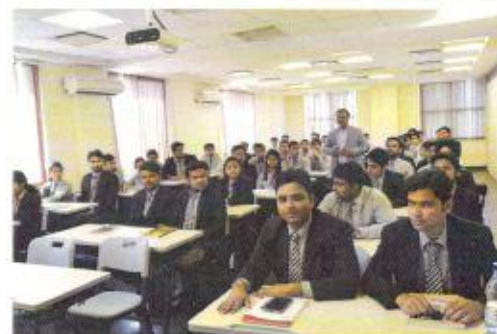
WAY TO GO GUYS!!! YOU'VE NAILED IT !!

Workshop on Marketing @ ABS

At ABS, we believe in aligning the right skill set of our students with the requirement of the global market. In this series of skill enhancement program, a day's workshop on the topic "Bridging the gap between Expected and Actual Performance in Marketing Jobs" was conducted by our esteemed Director, Dr. Lalitya Vir Srivastava on September 09, 2015. The objective was to prepare the PGDM 14-16 students with Marketing Specialization for future challenges. It also aimed at sensitizing them for the corporate requirement and work climate. The workshop touched upon the key focus areas –

- Role and Career Path of Marketing Professionals
- Marketing jobs – Situation Handling
- Decision Making Skills
- Planning and Implementing the Sales Target

The workshop helped the students to enhance their knowledge and understanding about the requirement of Marketing profile at the workplace and analyzing the situation by taking the right decision. It was indeed a great value addition to the Marketing Skills.



MARAVILLOSO RESTA CONNESSO @ ABS

On September 04, 2015, a farewell party was hosted for the PGDM 13-15 batch. It was an evening filled with hues and colours of excitement, energy, happiness, harmony and at the same time mixed feelings of joy and sorrow. The students gathered to celebrate the achievements of our PGDM 13-15 batch. The evening began with an invocation to Lord Ganesha followed by the lighting of the lamp. Dr. Prabhat Srivastava, Dean (Academics) gave a welcome speech and congratulated the PGDM 13-15 batch on becoming alumni from students.

Our PGDM 3rd Semester students made the evening vibrant with their performances, be it their dances or their songs - they left no stone unturned. The seniors were touched at the kind of programs that were organized for them. Various titles were given on the parameters like overall academic performance, behavioural approach, ramp walk etc. The judges adjudged Mr. Umesh as Mr. Farewell and Ms. Japneet as Miss Farewell. This was not all; Mr. Handsome and Miss Gorgeous were also selected. Ms. Sunita Verma, HOD (Students' Affairs) extended the vote of thanks. The evening ended with the crescendo - the boom sound of DJ followed by Dinner.



Considering the efforts that were put in by our PGDM 14-16 students, one could just say- MARAVILLOSO RESTA CONNESSO !!

Workshop on “Corporate HR Practices” @ ABS

A workshop on “Corporate HR Practices” was conducted on September 09, 2015. The objective of the workshop was to make the students aware about the various rules and regulations, policies and procedures related to job responsibility and KRAs of HR professionals. The students were given an opportunity to show their skills like leadership quality, team building, and negotiations etc. The workshop was conducted by Dr. Sandhya Aggarwal, Associate Professor, ABS.

In this workshop, the learned speaker provided the practical knowledge about the needs and requirements of the corporate world which helped the students to minimize the gap between the corporate needs and the quality of students required in various profiles of Human Resource. This workshop was designed for enhancing the skills of PGDM 14-16 batch for the placement opportunity during their upcoming campus drive.



Director, Benetton India guided Asianites

ABS, Noida was graced with the presence of Mr. Abhik Saha, Director, Benetton India Pvt. Ltd. The esteemed guest enlightened the students with his discourse on the topic “Changing trends in apparel / retail industry”.

The impressive profile of our eminent guest encompasses 17 years of experience in the apparel field across Multinational and Technical Consulting organizations. He enriched them with his insight into the variety of concepts, practices and procedures across Sales and Marketing, Supply Chain management, Finance and Accounts, Human Resources and Information Technology. He talked about how to concentrate on a goal in life and not look for any shortcuts on the way. The students learnt about various concepts and practices in retail and marketing in Benetton, India.



Asianites at CII sponsored “TELECOM CONVERGENCE SUMMIT”

The students of Asian Education Group attended the CII sponsored “TELECOM CONVERGENCE SUMMIT” on the topic “Digital Revolution; Forward Path for Telecom” held on 18th Sept’15 at Maurya Hotel. They had a unique corporate exposure. Each session was chaired by eminent personalities in the field of Telecommunication. The summit touched the following topics -

- ❑ Evolving Technologies: Can India be left behind
- ❑ Internet of Everything- Is there a Limit
- ❑ Net Neutrality
- ❑ Digital Commerce
- ❑ Cyber Security

This summit broadened the horizons of the students and they understood about the new digicom

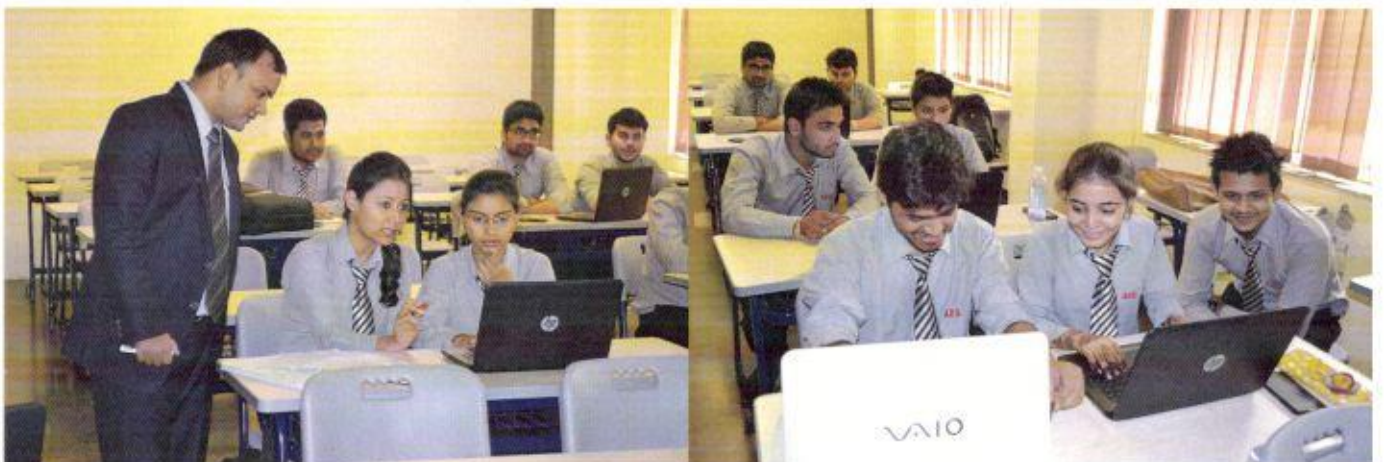
revolution in the making. They came across the who’s who of the corporate world like Mr. Umang Das, Chief Mentor -Viom Networks Ltd, Mr. Shree Parthasarthy, Senior Director, Deloitte, Mr. Rakesh Garg, Chairman, Telecom Commission, Ministry of Telecom Commission and Secretary, Government of India. There were the top brass of the companies like Videocon, Nokia, Datawind, Amdocs, IBM, Uninor, Abode South Asia and many more.



Workshop on Computer Based Skills @ ABS

A three day Workshop was conducted at ABS from 31st August to 2nd September, 2015 by our in house faculty Mr. Brijesh Singh, Assistant Professor (IT) for enhancing the computer based skills of our students, covering a number of topics including an in depth overview of EXCEL using the basic Excel formulae. This workshop was aimed at making the students aware of the changing contours of the corporate world.

The Workshop highlighted uses of Goal Seek and Scenario Manager, Various Methods of Sorting Data, ACCESS DATABASE & RECORD MACRO, Mail Merger with Word & Excel, Removing Duplicates, Data Validation, Linking with one Sheet, Paste Special Features, Excel Help, Exercise & doubt session, were discussed during the Workshop.



For Feedback and suggestions,
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