



**GALGOTIAS UNIVERSITY**

*School of Business Kaleidoscope*

***Year : 2019 , Session July to December 2019***



# **GALGOTIAS UNIVERSITY**

## ***School of Business Kaleidoscope***

### ***Message from The Vice Chancellor***



*Dear students,*  
*It gives me immense pleasure in welcoming, on behalf of the entire campus community of GalgotiasUniversity, the new entrants to one of India's top-ranked universities.*  
*It's our commitment to nurture brilliant students who'll be amongst the most sought after by leading corporates, and who'll play a defining role in impacting the future of India. To enable this, we provide a truly wholesome education experience that's most enriching through learning from top faculty, maximum industry interaction, and all-around personality grooming.*  
*I once again welcome the newly admitted students to the portals of this vibrant University and wish them memorable and rewarding study tenure and emerge as professionals with a distinctive edge. I would urge you to study with passion and work hard to reach your goal.*  
*At GalgotiasUniversity, our goal is not only to dramatically impact your lives but to prepare you to impact the lives of millions across India and the world.*

***Wishing you all the very best.***  
***PROF. (DR.) RENU LUTHRA***  
***(Vice-Chancellor, Galgotias University)***



# Message from Dean, SOB



**Sadananda Prusty , Ph.D**  
**Dean School of Business, Galgotias University**

*Welcome to the School of Business, Galgotias University! We, as a Business School, work earnestly to equip students to take leadership positions in industry and society as socially responsible change agents. You will experience School's rigorous and progressive international pedagogies appropriate to your course content and your peer group. The case study method, based on the Harvard Business School Case Studies library is among the pedagogies used for most of the courses. The gap between theory and practice is narrowed through on-campus and on-site interaction with corporate leaders. This is a significant feature of the curriculum design of all the Programs offered by the school and students find numerous interaction windows through guest lectures, project work, seminars, industrial site visits, and summer internships. The school has been among the first to adopt the 'flipped classroom' approach where students are encouraged to access and internalize lectures and lecture material through online or on-campus library delivery and use class time for collaborative peer-to-peer learning. Besides the standardization and internalization of management principles, a great emphasis is placed on independent, out-of-the-box thinking. All course outlines are as per the AACSB format designed by our faculty members.*

*As a premier business school, we ensure excellent intellectual capital development through quality education for all our stakeholders. A team of excellent, experienced world-class faculty and a bank of industry experts is the driving force that embodies up-to-the-minute knowledge and process from across the world. The school has excellent international tie-ups with institutions and universities in Europe and the USA, which enable content development, research, student and faculty exchange. The school also has deep industry linkages at all stages of a student's education span and new courses are often designed in step with latent market demand for a particular human resource, such as the Business Analytics course designed and implemented in collaboration with IBM. The school is encouraging faculty members and students to involve in practical research projects carried on through Questioner software.*

*Industry has responded very positively to the quality education imparted by the school and placements stand at 100% with each student receiving multiple offers and excellent packages. I feel proud to mention that the list of recruiters grows with each passing year.*

*We invite you to visit our website or campus, interact with the students and the faculty, and be a part of the Galgotias University family.*



***Experience A Great Education Culture At One Of India's leading universities***

### **Academic Instruction**

#### **Vision :**

To be known globally for value-based education, research, creativity, and innovation

#### **Mission :**

- Establish state-of-the-art facilities for world-class education and research.
- Collaborate with industry and society to align the curriculum,
- Involve in societal outreach programs to identify concerns and provide sustainable ethical solutions.
- Encourage life-long learning and team-based problem solving through an enabling environment.

### **Outcome BASED EDUCATION (OBE)**

Outcome-based education is student-centered instruction that focuses on measuring student performance i.e., outcomes. Outcomes include knowledge skills and attitudes. OBE involves steps of the definition of learning outcomes set target achievement, design of curriculum and syllabi, implement teaching-learning processes, specify assessment and evaluation schemes, derive attainment, review and take corrective actions based on attainment, put corrective actions back on to the system, and monitor continuous improvement. Students are advised to take benefit of this innovative and futuristic pedagogical approach STRATEGIES for Success

#### **A) On-going Evaluation**

- Students will be evaluated continuously, acquire marks for attendance and participation in the classroom; weekly assignments; minor and major projects fieldwork; feedback from group members, industry clients, and professors; and, CAT 1, 2, and final examinations. This system gives you many opportunities to prove (and improve) yourself for the duration of each semester.
- In this demanding program, you will be assessed on your performance, professionalism, and work ethic, every day, both in and out of the classroom. Faculty members are looking for stars, and our corporate partners rely on professors for their recommendations. The more you put into your education at Galgotias, the more you will get out of it, and the more successful your future will be.

#### **B) Time Commitment Guidelines**

- Success requires a real-time commitment. Nightly homework and weekly projects mean you can no longer float through the University year and expect to make it all up during a final exam. As a the guideline, students attend 100% of their lectures and dedicate another 45 hours weekly



# Student Activity

Date of Event	Activity ( Year 2019, Session July to December ,2019 )	No of Students
03-08-2019	CAVACH (Gender Issues)	145
21-09-2019	Tools and Techniques of digital marketing	78
23 Sep 2019	Industrial special project at Filip kart-Walmart India limited at their warehouse Binola, Haryana	50
04-10-2019	Industrial training at AAJ Enterprises India limited warehouse located at kundli 1, Kundli 2 and Greater Noida	38
05-10-2019	Industrial special project at Filip kart-Walmart India limited at their warehouse Binola, Haryana	48
12-10-2019	Industrial training at AAJ Enterprises India limited warehouse located at kundli 1, Kundli 2 and Greater Noida.	45
13-11-2019	Special grooming session for students in campus on industry developments in logistics and supply chain management.	50
14-11-2019	Special grooming session for students in campus on industry developments in logistics and supply chain management and interview skills.	50
November 2019	Case witing workshop by Dr. Meenakshi	500
December 2019	'Aids Awareness Campaign' was organized by National Service Scheme (NSS) Unit of Galgotias University, Greater Noida.	220

**Galgotias University, NSS Unit was organized a seminar in C- Block auditorium on topic “Gender Issues” on 03.08.2019**

**Key Resource Person :** The Chief Guest of the seminar was Dhruv Galgotias. The seminar was focused on various gender issues existing in our society and the past and current understanding of gender roles

**Learning Outcomes :**

There was a total of 145 Volunteers Participated in the seminar. The objective of the seminar is to understand gender issues, analyses the existing laws, and prepare legal professionals to contribute to the future.



# Student Activity

**Industrial special project at Flipkart-Walmart India limited at their warehouse on 23rd September, 2019**

**Learning Outcomes** : students got practical exposure of warehousing, packaging, customer order fulfillment, transportation and distribution. They also covered 20 seller locations.

**Industrial training at AAJ Enterprises India limited warehouse located at kundli 1, Kundli 2 and Greater Noida on 04th October, 2019**

**Learning Outcomes** : Students got practical exposure of warehouse management, inbound and outbound operations of warehouse, inventory management, packaging, transportation, vendor management and customer relationship management.

**Industrial special project at Flipkart-Walmart India limited on 05<sup>th</sup> October, 2019**

**Learning Outcomes** : Students got practical exposure of warehousing, packaging, customer order fulfillment, transportation and distribution. They also covered 20 seller locations.

**Industrial training at AAJ Enterprises India limited warehouse located at kundli 1, Kundli 2 and Greater Noida on 12<sup>th</sup> October, 2019**

**Learning Outcomes** : Students got practical exposure of warehouse management, inbound and outbound operations of warehouse, inventory management, packaging, transportation, vendor management and customer relationship management.





# Student Activity

Management Conclave Organized by Finance Division on 14<sup>th</sup> November, 2019

it's annual management conclave on 14<sup>th</sup> Nov., 2019 with the theme, 'Recessionary Pressure on Industry'. The management conclave provided a quality platform for highly esteemed speakers from various sectors of the industry to come together and address students through stimulating panel discussions.

MDP conducted for GAIL employees Organized by HR Division on 20<sup>th</sup> November, 2019

03 Days MDP was conducted on 'Working on Collaboration' from 20<sup>th</sup> Nov to 22<sup>nd</sup> November, 2019 for Gas Authority India Ltd. employees at GAIL Training Institute, Noida.

**Key Resources Person :** Prof. (Dr.) Anamika Pandey also discussed about handling difficult people and understanding toxic culture and dealing with it. The focus of the training was to highlight how the participants could successfully collaborate in work groups covering topics like emotional intelligence, interpersonal effectiveness, communication, team chemistry, leadership, motivation and dealing with difficult people.



## *MDP Session of GAIL employees by Dr. Anamika Pandey*



# Special Achievement

1. MOU was signed between Galgotias University, School of Business , Uttar Pradesh and Aaj Enterprises Pvt . Ltd.

Aims and forms of collaboration was:

Aaj Enterprises Pvt . Ltd provide internship/Training to LSCM BBA/MBA students.

2. MOU was signed between Galgotias University, School of Business , Uttar Pradesh and Om Logistics Pvt . Ltd.

Aims and forms of collaboration was:

Om Logistics Pvt . Ltd. provide internship/Training to LSCM BBA/MBA students

## Editorial Team

---

Prof. Pragya Jaiswal

Prof. Nishtha Dwivedi

Prof. Manisha Singh