

## MESSAGE

It is heart warming to know that the Department of Business Administration is going to take out yet another issue of its newsletter in January, 2024. The past issues of this newsletter have been very interesting and motivating for the readers. I am told that this issue is going to be a kaleidoscope of all round activities carried out by the department throughout the year.

The adaptation of village Mendori in the last academic session paved a path for social leadership and development of communication skills to the students of BBA in our institute. They not only came to know about the rural fabric of 'Bharat', but they also learnt about various schemes and welfare measures being offered by the State as well as Central government to the villagers. Students also helped the small entrepreneurs of villagers to systematize their business and take it to greater heights.

I have been told that the department has started a new project of reaching out to small vendors who perform their business in roadside small stalls. Our students are consulting them and offering standard solutions for their steady growth and expansion. It is indeed going to be a big help to the society in particular and the nation in general as it will boost up the potential of the main backbone of Indian economy.

The department has conducted a series of interesting lectures on Mathematics and I am sure that this interfaculty activity must have added new feathers in the cap of departmental quest towards excellence. There is also a commendable plan for providing language lab classes to boost up the communication skills of BBA students.

I have been witnessing the wholistic development of our BBA students by ways of taking part in NCC, NSS, Sports and other institutional activities. The efforts being put in the Head and other faculty members of the department are undoubtedly highly commendable. Teachers have taken extra pains for organizing institutional visits for providing the outside exposure to the students.

I am very happy to see the department growing exponentially and I believe that the BBA students of our institute will come out as the sensitive but at the same time very efficient biz leaders. I wish the department all the best and look forward for more such inspirational activities.

**Dr. Pragyesh Agrawal**

Director



## Certificates Distribution Programme



On the 13th of October, 2023, a significant event was held at Manthan Hall to celebrate a successful year of Mandori Village Adoption. Dr. Pragyesh Kumar Agrawal, Director of IEHE graced the occasion as the special guest, along with Krishnakanth Pal, Sarpanch of Mandori Village, and District Program Manager (DPM) Rekha Pandey. The event was organised under the guidance of Dr. Sharda Gangwar HoD, BBA Department. The event featured inspirational speeches, commitments to community development, and the distribution of certificates to recognize the achievements of the students. The event commenced with a warm welcome to all the attendees and guests, setting the tone for a memorable morning.

## Language Usage in BBA Department Classes

The BBA Department recognizes the importance of addressing the linguistic diversity present among our students. We understand that students come from diverse linguistic backgrounds. Therefore, the professors utilize a bilingual approach, incorporating both English and Hindi as their medium of language during class teaching. This approach ensures that all students, regardless of their language proficiency, can effectively understand and follow the lectures and engage effectively with the subject content. The professors also emphasize adaptability, taking into consideration the linguistic preferences and comfort levels of their students. They adapt their language use based on the composition of different class, providing explanations and clarifications whilst taking care of the preferred language of most students. They encourage active participation from all students and provide them the freedom to express themselves in the language they are most comfortable with during doubt-solving, discussions, presentations, group activities and other classroom activities. This approach fosters an inclusive and participative classroom environment.

## Industrial Visit for Skill Development

BBA Department had organised a successful industrial visit to Scope Global Skills University. Located near Narmadapuram Rd, Misrod, Bhopal. The visit was organised with prior permission and guidance of Dr. Pragyes Kumar Agrawal, Director IEHE and Dr. Sharda Gangwar, HOD and Coordinator BBA Department. Dr. Honey Bhargava, Dr. Richa Mishra, Mr. Brajesh Jatav, Ms. Nisha Dinkar were the co-ordinators for this whole industrial visit.



## Seminar on Managerial Skill

The seminar based on vocational course subject commenced by Dr. Sharda Gangwar under the quality education sdgs. Dr. Richa Mishra formally welcoming all the dignitaries present and introducing our expert guest. Our HOD, Dr. Sharda Gangwar felicitated our expert guest Dr. Anupam Bandyopadhyay (Assistance Professor – Gitam) with a planter.



## Motivational thought of an IEHEIAN



On 20<sup>th</sup> September, 2023 a special proficiency orientated seminar was conducted in Institute for Excellence in Higher Education, Bhopal. The seminar was held in the presence of our HOD Of Business Administration and Management Department Dr Sharda Gangwar and other faculty members.

The Chief Speaker of the Seminar was Ms. Neha Adwani, a prominent alumna and an ex-faculty of IEHE Bhopal. The primary objective of conducting this session was to gain the insights of her journey from being a faculty in IEHE to scholar in IIM Lucknow.

## Workshop on Personal Finance and Planning



The workshop on “Personal Finance and Planning” commenced with the lighting of lamp by dignitaries Mrs Payal Saxena (Expert), Dr. Honey Bhargava, Dr. Richa Mishra, Mrs Nidhi Gupta and Mr. Brajesh Jatav (Faculty of BBA Department). Under the headship of Dr. Sharda Gangwar.

## Workshop on Mathematics for Managers

The first workshop on Mathematics for Managers from 8th January, 2024 to 13th January 2024 was organized by the BBA department in cooperation with the Mathematics department. The workshop was initiated with a robust introduction by Dr. Sabha Kant Dwivedi, Associate Professor of Mathematics Department. The last day session commenced with Dr. A. K. Pathak's introduction and his insight on Functions in management. He further talked about the Relation function and the role it plays in Commerce. He not only explained the concept in detail but signified it with real-life examples that the students found relatable. He proceeded to explain Mathematical concepts using non-mathematical examples to settle the information better. Then he elaborated on the functions and spoke about how the functions in Management can be plotted on graphs. He explained the significance of using pictorial representation by plotting on graphs to make it easy to understand and interpret. Plotting the functions on graphs gives us the ability to determine whether it is an increasing function or a decreasing function, graphs make it easier to measure various things. The students found the example and relation helpful in understanding the concepts well and differentiate between the functions in management.





## From the Desk of Chief Editor

It is a great honour to be the Editor for the biz @ BBA Newsletter. The Department of Business Administration and Management IEHE is delighted to launch the fourth edition of our newsletter. In this edition, we have documented various activities in which students have actively participated since the beginning of the second year of the department and various programmes that were organized by the department for the students.

Our BBA students are well known for their hard work and dedication towards the department and the institute. In the 3rd edition, we featured a report about the National conference entitled “Customer Relationship Management”, which was a huge success and a memorable day.

We will also incorporate reviews of the students on “Motivational thought of an IEHEIAN, Relaxation Massage and Grooming”. In the previous semester, we organized two workshops: Personal Finance and Planning, and CRM. An Industrial visit was organized for skill development.

A heartfelt thanks to all the students who contributed selflessly. We plan to organize an inter-college competition, an international seminar, and an MSME workshop on digital marketing in the near future. Last but not least, I would like to express my gratitude to the Director of our institute, Dr Pragyesh Kumar Agrawal and the faculty members of BBA for their unwavering support throughout the creation of this edition.

**Dr. Sharda Gangwar**

## MANAVTA CLUB ACTIVITIES

The Manavta Club, operates under the shared vision of creating a dog-friendly campus environment while actively engaging students and faculty in initiatives aimed at the betterment of canine companions. This report provides an in-depth analysis of the club's activities, impact, and its role in fostering a culture of empathy towards animals within the college community.



संस्थान परिवार के सभी सदस्यों को  
**26 जनवरी 2024**  
गणतंत्रता दिवस की हार्दिक शुभकामनाएँ।

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