

Management@DME

OFFICIAL NEWS LETTER OF THE DME MANAGEMENT SCHOOL



Affiliated to GGSIP University, New Delhi
Approved by Bar Council of India

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Management Higher Education Week

Management Higher Education Week caters to the higher education academic concerns of management students from under graduate level seeking admission in post graduate level management courses in India and abroad, by providing them relevant information and an opportunity to learn more about leading B- Schools, and elite Management Colleges offering MBA/PGDM (postgraduate management degrees/diploma). Management Higher Education Week (MHEW) at DME was an ideal platform for student and parents to explore the institution search and choose their dream PG institution for a bright future. The week helps in embracing a significant change in the student's and parent's perception by creating awareness in terms of global education scenario. The student – parent community immensely benefits by the endless advantages during the entire week. It is a rare opportunity to meet the finest Post Graduation Level Indian Universities, PG Management Colleges, B-schools, etc., all under one roof, thereby, saving time and cost. Students

can interact face-to-face with the authorities of leading B-schools. In addition, they can seek admission guidance and counseling from the desired institute. Students may collect brochures, prospectus & admission forms. Further, information on institutional infrastructure, facilities, fees, student-teacher ratio, teaching methodology, transport facility, etc., can be obtained. They can get authentic and transparent information on various courses & programs at PG levels. They get an opportunity to learn, understand, compare and evaluate the right educational institution. Finally, they can also know about the global education trends regarding the various happenings and latest developments in the education. Consequently, Management Higher Education Week is an endeavor to spread awareness regarding various higher education options after graduation and supporting the students and their parents to take informed decisions in future.

Delhi Metropolitan Education
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DME Management School Placement Cell
is organising

**Management
Higher Education Week**

25TH - 29TH April 2022
12 pm to 2:30 pm

Institute participating:

- IMS GHAZIABAD
- AMITY INTERNATIONAL BUSINESS SCHOOL
- TIME Management Institute of Management Education Pvt. Ltd.
- Career Launcher
- upGrad
- EXTRA MARKS
- Delhi Technical Campus
Affiliated to GGSIP University, New Delhi - Approved by DTE & Council of Architecture

Venue: Seminar Hall

Ms. Pooja Tripathi
Assistant Professor, DMS

ePMM BBA- 1st, 2nd and 3rd Year

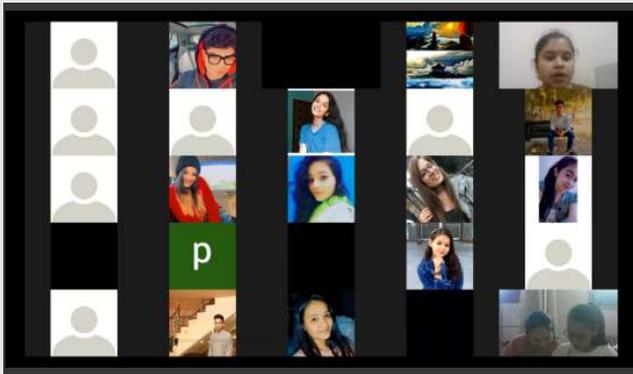
An online parent mentor meeting of BBA, 1st, 2nd and 3rd Year, was held on 2nd April 2022 during 10:30-11:30 am via Zoom. The students were asked to attend the same with their parents/guardians.

Agenda of the PMM were:

- Sharing of Internal Marks / Final Result.
- Sharing of Attendance (Online & Offline) and its Importance.
- Registration for Online Examination

Meeting agendas were discussed in detail during the e-PMM

Dr. Shuchi Goel
Assistant Professor, DMS



BBA Year (A)												
Attendance 15/04/2022												
Sl. No.	Faculty	Subjects	BBA 101 Management Process: Organization Behaviour		BBA 107 Business Economics		BBA 109 IT Applications in Business		BBA 111 IT Applications in Business- Lab		BBA 105 Financial Accounting & Analysis	
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Corporate Readiness Week (BBA Batch 2021-24)

To inculcate the spirit of professionalism in students, the DME Management School organized a Corporate Readiness Week for BBA, 1st Year students from 18th-22nd April 2022 in Nelson Mandela Auditorium during 1:00-2:30PM. The Co-ordinators of this event were Dr. Shuchi Goel, Assistant Professor, DMS and Mr. Swaraj Manchanda, Assistant Professor, DMS.

The event commenced along with a Training and Placement session by Ms. Pooja Tripathi, Assistant Professor, DMS, wherein she emphasized on Career and Certification under three Management Domains- Finance, Human resources and Marketing.

On Day2, Dr. Shalini Gautam, Associate Professor, DMS, took the forefront and talked about Career and Certification in the field of marketing. An adequate recommendation is a key to success. She suggested some career options in marketing itself where students can indulge themselves which include Digital Marketing, PR Relations, Product Manager, and Brand Manager.

Human Resources is a capital asset, where P stands for people who become an integral commodity in the

corporate world. On Day 3, Dr. Seema Mam, Associate Professor, DMS, led the way and enlightened the students about the magnitude and benefit of Human Resources as a career. A plan and a community are the two valuable elements in Human Resources without which a corporation cannot progress. It is not precisely a female-oriented task, it requires potential, background and resolution.

On the conclusive day of the session, Dr. Rashmi Chawala, Associate Professor, DMS, discussed the significance of Finance as a career. It is one of the oldest and the most vital stream of studies. Finance is a management, which includes, Investment, Savings, Browning, and Accounting. In the words of Warren Buffett, "Price is what you pay, value is what you get".

The programme concluded with a Vote of Thanks by Mr. Swaraj Manchanda.

Ms. Deepali Sharma
BBA, 1st Year



Higher Education Week BBA, 2nd & 3rd Year

DME Management School in collaboration with DMS Placement Cell organized an offline 5 day 'Higher Education Week' during 25th-29th April 2022, 12:00-2:30 pm. The coordinators for the event were Dr. Pooja Sharma, Assistant Professor, DMS and Ms. Pooja Tripathi, Assistant Professor, DMS. It was a five-day event wherein various institutes participated in sharing information regarding various courses offered by them after graduation. This event saw the participation of some high ranked colleges like IMS Ghaziabad, Amity International school of Business, Delhi Technical Campus, Career Launcher, upGrad, etc. These institutions explained the post graduate courses available, the process of admission and highlighted the merits of doing higher education from these famous business colleges. They also discussed about the advantages of doing MBA and other post graduate courses from their respective places as well as shared tips of cracking entrance exams and personal interviews.

As we all know, the first step of admission is cracking the entrance tests like CAT, MAT and GMAT. To explain the process of Examination, Personal Interviews and Group Discussions, college invited institutes like Extra-marks, UpGrad, Educonnect and Career Launcher. The sessions were enlightening for students and the experience of all the experts provided insights regarding the world of education. Experts advised these students to make a clear choice and start working for their future. The session ended with Q&A round and teachers thanking the speakers for enlightening students with their knowledge.

Indeed, it was a great opportunity provided by DME management school and DMS placement cell for students to start their professional career with the guidance of experts in the fields.

Ms Khushi Chaudhary
BBA, 3rd Year



OJAS: Annual Felicitation Ceremony

To felicitate the students for their constant support and remarkable contribution in the various events held during March 2021- March 2022, the DME Management School organised an Annual Felicitation Ceremony-OJAS on 26 April 2022 at 3:00 pm in Nelson Mandela Auditorium.

The event was rightfully named 'OJAS' by the Head of Department, Dr. Poorva Ranjan (the word derived from Hindi word "Ojasvi" which means brilliant, highly intelligent and capable). The ceremony commenced with welcoming of the students, parents, faculty members and dignitaries by Mr. Swaraj Manchanda, Assistant Professor and Co-ordinator, DMS. Sir then invited Prof. (Dr.) Ravi Kant Swami, Director, DMS to share his words of wisdom. Dr. Swami shared with the audience the significance of professionalism and how the students can inculcate it in their lives.

Sir further explained the difference between an academic course and a professional course like BBA. The academic course provides knowledge whereas professional courses involves implementation of this knowledge with exposure to more real-life experiences

The session proceeded with an invitation to the Head, Management School, Dr Poorva Ranjan, who took the forefront and spoke about the attributes the students should possess to become a leader: team building and problem-solving are the two prominent qualities which a manager should have.

The programme proceeded with Mr. Swaraj Manchanda and Dr. Shuchi Goel, Assistant Professor and Co-ordinator, DMS, inviting student volunteers who helped in various event categories for the distribution of certificates. The non-teaching members of DME fraternity who helped conduct various events at DMS smoothly were also felicitated.

The programme concluded with a Vote of Thanks given by Dr. Shuchi Goel. She acknowledged the tireless efforts made by the organisers for hosting this event and expressed her gratitude to the audience for making time for the event.

Ms. Deepali Sharma
BBA, 1st Year



Peter. F Drucker Series Management Lecture Series On Cosmetic Market in India and Careers thereof

Peter F Drucker session held at DME Management School on 21st April 2022 at 1:00 pm via Zoom. The Co-ordinators of the session were Ms. Pooja Tripathi, Assistant Professor, DMS, and Dr. Shuchi Goel, Assistant Professor, DMS. Mr. Rakesh Misri, Co-founder and Business Head, Jovees was the resource person who addressed the students on 'Cosmetic Market in India and Careers thereof'.

Mr. Rakesh started the session by apprising the students how they can typically do their best when they have enough motivation. Motivation makes people do things correctly and perform well. Sir also suggested being theoretically strong as it will help in succeeding in the future. Further, he stressed upon the importance of time being the most important factor in ensuring successful life. The speaker also told that we don't have to focus on CASH but focus on KASH which stands

for Knowledge Attitude Skills and Honesty when we are engaged in our start-ups.

Moving ahead, Sir discussed about the Indian Cosmetic Industry and different careers that students can enter into. He highlighted the importance of pursuing MBA after BBA. He also explained in detail how Jovees got its first hundred orders. Further, he discussed about the strategy that was adopted by the company- Push Strategy.

At last the speaker advised the students to sharpen their skills, never give up in life and work hard because there is no substitution for that. The session ended with a Vote of Thanks by Ms. Pooja Tripathi.

Mr. Naved Jamal, BBA 2nd Year
Dr. Shuchi Goel, Assistant Professor, DMS

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PETER F. DRUCKER
Management Lecture Series

Topic:
Cosmetic Market in India and Careers thereof

Mr. Rakesh Misri
Co-founder and Business Head
Jovees

April 21 | 1.00 pm

Contact: webinar@dme.ac.in

B-12, Sector 62, Noida
Tel.: 7042667951, 7042667516

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Open House Session by Outreach Cell

The Outreach Cell of Delhi Metropolitan Education (DME) conducted its first Open House Session on April 30, 2022. The session was taken by Prof. (Dr.) Ravi Kant Swami, Director DME, and Dr. Shalini Gautam, Head Outreach. The session was conducted to give information about the admission process of GGSIPU. It was attended by not only the students residing in Delhi-NCR but also by students from Agra, Etawah, Lucknow, Jaipur, Singrauli, Varanasi, Saharanpur, and Mirzapur.

At the end of the open session, the students asked lots of questions and cleared their doubts regarding the admission process to GGSIPU. Looking at the positive response to the first open session of this year, the Outreach cell is planning to conduct a series of sessions in May & June, 2022.

Dr. Shalini Gautam
Head-Outreach

The screenshot displays a Zoom meeting interface. The main window shows a PowerPoint slide titled "Which course is the best for me?". The slide features a bell curve diagram with three vertical bars below it, representing student success rates for different streams: 25% for the first stream, 50% for the second, and 25% for the third. The text on the slide states: "25% students belonging to each stream are very successful.", "50% students belonging to each stream are successful.", and "25% students belonging to each stream are not successful." To the right of the main window, three video feeds are visible, showing participants: Dr. Shalini Gautam, Prof. (Dr.) Ravi Kant Swami, and another participant from Delhi Metropolitan Education Noida.

The second screenshot shows a PowerPoint slide titled "GGS इंद्र प्रस्थ University". The slide features a large image of the university's campus buildings. To the right of the main window, three video feeds are visible, showing participants: Dr. Shalini Gautam, Prof. (Dr.) Ravi Kant Swami, and another participant from Delhi Metropolitan Education Noida.

Patron-in-Chief: Mr Vipin Sahni, **Patron:** Mr Aman Sahni, Justice Bhanwar Singh **Editorial Board:** Prof. Dr. Ravi Kant Swami, Dr. Poorva Ranjan, Dr. Shuchi Goel **Design & Layout:** Mr. Anmol Mehta

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