



Management Outlook



Department of Management Studies

Raj Kumar Goel Institute of Technology, Ghaziabad

Bi Annual E- News Magazine

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Corporate Wishes: "Embracing Artificial Intelligence in Business Management: A Roadmap for Future Leaders"



Gyan Prakash
Associate
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at J.P. Morgan

The advent of Artificial Intelligence (AI) has brought about a paradigm shift in various sectors, including business management. As the managers of tomorrow, it's crucial for management students to comprehend how AI can redefine their approach to decision-making, strategic planning, and operational effectiveness.

AI can also be a powerful tool in strategic planning. It can detect patterns and trends in the business environment that may not be immediately evident to human observers. This data can be utilized to devise strategies that are more attuned to market conditions. For instance, AI can help to pinpoint emerging market niches or shifts in consumer preferences.

AI is also reshaping human resource management. It can automate tasks such as resume evaluation and interview scheduling, and discern patterns in employee behaviour and performance, assisting managers in making informed decisions about recruitment, training, and performance management.

As management students, preparing for an AI-dominated future is essential. This preparation involves understanding AI, cultivating data literacy, staying abreast of AI advancements, and appreciating the ethical considerations of AI usage.

In summary, AI presents enormous potential for improving management practices. Management students must arm themselves with the knowledge and skills to effectively and ethically utilize AI, guiding their organizations towards a more efficient, data-driven, and innovative future.



Nishi Pathak
Editor
Management
Outlook

From the Desk of the Editor

For every disciplined effort there are multiple rewards and recognition. As the semester has come to an end, students are geared up with facing the new career growth and challenges with full dedication and commitment. But no one can come across success just by hoping for it. To achieve true success, one needs the strength of mind & body; to struggle and work hard to reach the fullest potential. Ingredients of success are the right attitude, self-discipline & capability to put one's goal before his or her needs, if a person is really driven towards success.

I bring forward the issue of MANAGEMENT OUTLOOK-Management E- Magazine. This Bi Annual E-Magazine will take you through the journey of RKGIT-MBA, the way Department of Management Studies has lived its each moment.



Inside Story

- Council Activities
- Faculty Corner
- Student Corner
- Upcoming Events



Vision

To develop the nation's youth into influential management professionals and entrepreneurs by providing value-based management education to serve industry and society both nationally and globally.

Mission

- M1: To excel academically in the management field through contemporary teaching methodology.
- M2: To develop ethically sound corporate leaders and entrepreneurs by providing value-based education.
- M3: To train future managers and practitioners with the latest business knowledge and skills to meet the emerging needs of corporate world and society.
- M4: To bridge the gap between academics and industry by developing cordial relations with the business world.

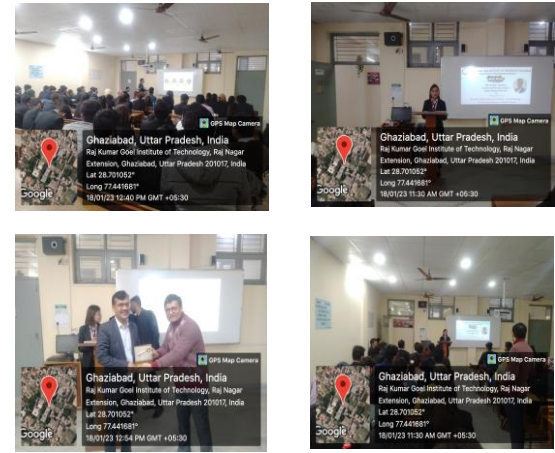
"Freedom of mind is the real freedom" – Dr. Babasaheb Ambedkar

Guest Lecture – Key Indicators for a Successful Entrepreneur”

Guest Lecture on “Key Indicators for a Successful Entrepreneur” was organized by Markovic Club of Department of Management Studies (MBA) RKGIT, GZB for MBA students on 18th January’2023. Mr. Sanjay Kansal, founder and Managing Director of Amex Techpro pvt ltd was the speaker for the day.

Speaker introduced participants to the creation of new knowledge-based innovative ventures, industries and more avenues of employment generation opportunities and how the students can be benefited by various government run MSME schemes.

The expert spoke on how entrepreneurs can use innovations to improve the quality of life of common people and create new employment opportunities thus helping in economic growth of the nation.



Industrial Visit to Mawana Sugar Mills, Mawana (Meerut)

The industrial visit to Mawana Sugar Factory was organized by Department of Management Studies (MBA), RKGIT Ghaziabad on 8th February, 2023 for Management students. Presentation was given by company representative. In this presentation participants were introduced to the Product range, technology partners for different product, Domestic market, global market, product special features. Next a tour of production area was organised. In this participants were introduced to the live production process of sugar, starting from manufacturing, filling & packaging, Quality control and other factory operations.

Tally Technical Training – Value Added Course

To impart new technological skills among management students Department of Management Studies, RKGIT Ghaziabad, in association with “AIIT (Master partner of Tally education)” organized a value-added ‘Tally Technical Training’ of 30hrs beginning from 28th March 2023 for 2nd year students. It helped the students to learn about Fundamentals of Accounting, maintaining chart of Accounts, Recording & Maintaining Accounting Transactions, Data Security, Company Data Management, Goods & Services tax.



Guest Lecture “Opportunities and Future of Investment Banking and Data Science”

Guest Lecture on “Opportunities and Future of Investment Banking and Data Science” was organized by Markovic Club of Department of Management Studies RKGIT, Gzb for MBA students on 24th April’2023. Mr. Abhijeet Mehrotra, Vice President-Imariticus Learning was the speaker for the day. The expert spoke on various issues and aspects related to financial market and investing along with various opportunities available for management graduates both in investment banking and Data science domain. The experts also dealt with the aspect of risk-return reward where an individual's level of risk tolerance is assessed.

Alumni Talk

Markovic Club of Department of Management Studies RKGIT, GZB organised an Alumni Talk by Mr. Geetansh Gupta for MBA students on 1st May’2023. Mr. Geetansh Gupta is an Alumnus of (MBA) 2020-22 Batch and currently he is working as Process Associate with Marsh India at Gurgaon. He shared his experiences about college days and importance of having practical exposure to Industry along with studies. He discussed about building of Industry contacts and also the need to strengthen individual portfolio through various value-added courses.



Industrial Visit to Coca Cola Happiness Factory, Greater Noida

The industrial visit to Coca-Cola was organized by the Department of Management Studies, RKGIT Ghaziabad on 3rd May, 2023 for Management students. Participants in the presentation learned about the Coke production cycle, manufacturing of plastic and glass bottles, Water treatment plant & pasteurization process, Controlling, packaging (Robotic) and labelling (Laser Print for coding) and distribution process. The overall experience was highly interactive where students got the live exposure of actual working environment of the corporate.

Guest Lecture “Campus to Organisation-A Journey of Transformation”

Guest Lecture on “Campus to Organisation-A Journey of Transformation” was organized by Markovic Club of Department of Management Studies RKGIT, GZB for MBA students on 4th May’2023. Mr T. Peetambaran, Ex-Executive Director (IS & Digital Business) Bharat Petroleum Corporation Ltd, was the speaker for the day. The expert spoke on various issues and aspects related to Transformation in the career of a student when he moves to corporate world. In his talk, he elaborated about the challenges involved in this transformation and how to adapt to the changes and the new environment. He also shared with the audience the right approach to follow in the transition phase of campus to corporate and what can be the best possibilities to make this phase more interesting.



Guest Lecture - “Financial Empowerment through Wealth creation”

Workshop on Investor awareness programme on the topic “Financial empowerment through Wealth creation”, was organized by Department of Management Studies (MBA) RKGIT, GZB for MBA students on 16th May’23. Mr. Surya Kant Sharma-Senior Consultant-AMFI, currently empanelled to conduct Investor Awareness Sessions for NSE & BSE and Former DGM with Securities Exchange Board of India (SEBI) was the speaker for the Workshop. The expert spoke on various issues and aspects related to financial market and investing. This was conducted as part of the initiative taken by the SEBI for spreading the message of “Lessons of Financial planning for young investors”.

Industrial Visit to Samvardhan Motherson International Limited, Noida

On June 2, 2023, Department of Management Studies at RKGIT Ghaziabad organised an industrial visit to Motherson for management students. Participants were exposed to the Product Range, Company joint venture with Sumitomo, existing market share of various products, marketing strategies and USP of the company products during the presentation by the Company Representative. The live production process of Motherson, beginning with manufacture, packaging, quality control, and other factory operations, was introduced to participants in the tour of production area of Motherson.



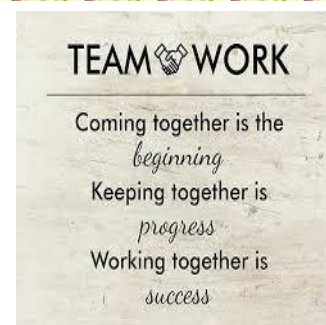
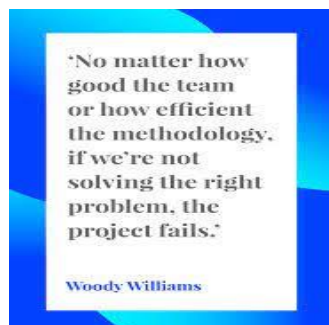
Markovic Club of Department of Management Studies RKGIT, GZB organised an Alumni Talk by Mr. Rajat Chaturvedi for MBA students on 5th June’2023. Mr. Rajat Chaturvedi is an Alumnus of (MBA) 2015-17 Batch and currently he is working as Cluster Manager with Square Yard at Gurgaon. He shared his experiences about college days and importance of having practical exposure to Industry along with studies. He interacted with students and discussed his journey from college to corporate. He motivated students to build contacts with corporate world through social media tools.

Alumni Talk

Super Investor-Mock Stock Trading Challenge

Department Of Management Studies, RKGIT Gzb organised “SUPER INVESTOR” - Mock Stock Trading Challenge from 5th June to 6th June’2023 for students of MBA 1st year. This event allowed the students to get acquainted with basics of share trading. It also helped the students to feel the excitement and taking instant decision involved while making a stock trade. MBA students participated in the event with full enthusiasm making it a grand success. Winners of Super Investor Mock Stock Trading challenge were:

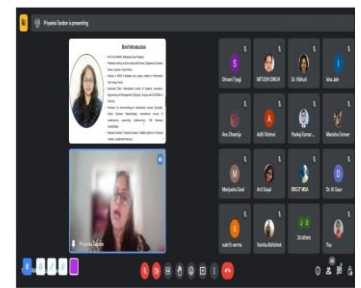
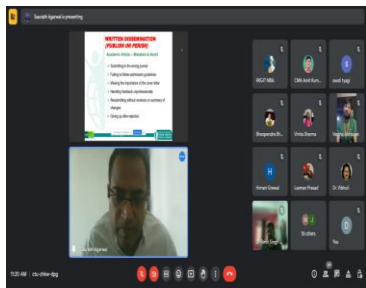
- 1st Position - Ritika Dhyani
- 2nd Position - Nikita Negi
- 3rd Position - Rahul Choudhary



Research and Development Council

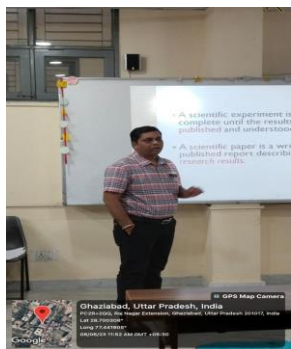
FDP on “Emerging Innovative Tools and Techniques In Writing And Publishing Quality Research Paper”

The Department of Management Studies, Raj Kumar Goel Institute of Technology, organized a Faculty Development Program from 3rd to 7th April 2023, on "Emerging Innovative Tools and Techniques in Writing And Publishing Quality Research Paper". There were around 100 faculty members from various cities who participated in the FDP. Through this FDP, faculty members learned to write research papers, literature review, identify research gap, design an accurate research design, statistical analysis, result preparation and discussion, and writing conclusions. Through this FDP, faculty and research scholars were prepared to use more and more research methods and publish them in high impact quality journals to develop industries and societies. The Guest of honor for the FDP, Dr. Prayas Sharma, Assistant Professor IIM, Sirmaur (H.P.) encouraged faculty members to conduct research. Faculty members from all over India participated in FDP, including Guru Nanak Khalsa College Yamunanagar, Jaipuria Institute of Management, Centre for Management Development, Modinagar, Invertis university Bareilly UP, Shri Shankaracharya Technical Campus, Dr. A P J Abdul Kalam Technical University, Lucknow, P.G. Department of applied economics & commerce, Patna university, Bihar, IMS Unison University, Dehradun, BBS College of engineering & technology Prayagraj, Vidya School of Business, Moradabad Institute of Technology, Moradabad, Manipal University Jaipur, Maharishi Centre for Educational Excellence Bhopal, Raffles University, Jaypee Business School, JIIT Noida, Institute of Legal Studies, Ranchi University, University of Delhi, SAGE University Bhopal, Bharati Vidyapeeth college of engineering.



Workshop on “Questionnaire Development”

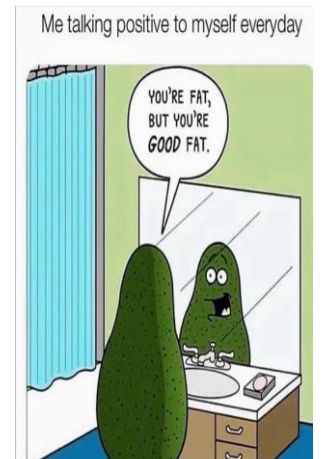
Upskills Club of Department of Management Studies at Raj Kumar Goel Institute of Technology organized workshop on “Questionnaire Development” on 13th June 2023 for students of MBA. This workshop allowed students to gain information about type of questionnaire and how to frame the questionnaire for future research. It also helped students in developing skills and analytical approach. MBA students actively participated in the workshop and felt motivated and encouraged.



Guest Lecture – “How to write Research paper & its Framework”

Upskills Club of Department of Management Studies at Raj Kumar Goel Institute of Technology organized Guest Lecture on “How to write Research paper & its framework” on 8th June 2023 for students of MBA. The session was conducted by Dr. Vijay Agarwal (Associate Professor, Pharmacy RKGIT) as a resource person. He gave an introduction of the research and went on with explaining about each and every concept mandatory for writing a research paper. He included the facts related to literature survey, method sectioning and proceeded with incorporating the importance of pictorial representation in a research paper. Students found this workshop interesting and knowledgeable. Students got to know a lot about how to start their journey on writing their first research paper. They also got to know the idea about publishing.

Recruitment & Selection



Student Activity Council

ALACRITY 2023- The Management Fest

The Department of Management Studies at Raj Kumar Goel Institute of Technology, Ghaziabad organized "ALACRITY 2023" - an Inter College Management Fest on 19th & 20th April 2023. The Management fest was graced by the esteemed presence of Vice-Chairman-Mr. Akshat Goel, Executive Director-Dr. D.K. Chauhan, Group Advisor-Dr. Laxman Prasad, Director-Dr. B.C. Sharma, MBA Head-Dr. Vibhuti Tyagi.

Students from various corners of NCR took part in the Inter College Fest. Some were, KIET Ghaziabad, G.L. Bajaj Greater Noida, Jaipuria Institute of Management Ghaziabad, AKGIM Ghaziabad, RCCV Girls College, IAMR, IMS, ABES, Christ University, Sunderdeep College, JSS Noida, HRIT, Hitech etc. A total of 150 teams participated in the Inter College Management Fest.

This fest gave organizers to showcase their organizing and leadership skills and participants got a platform to showcase their creativity and talent. Various events that were a part of Alacrity were Dance, Singing, Eye Gauge, Movie quiz, Capture Mania, and Food without Fire, Rangoli, and Mehndi, face painting etc. The winners of Alacrity 2023 were:

S.No	Event Name	Winners
1	Solo Dance	1. Deep Tyagi (Sunder Deep College) 2. Abha Shamta (Hi-Tech College)
2	Duet Dance	1. Rituraj Panchal & Roopkishore (IME College) 2. Pranjali Mishra & Pooja Raghav (IAMR College)
3	Solo Singing	1. Siddhi Gaur (IMSEC) 2. Vandana Singh (RCCV College)
4	Duet Singing	1. Gungun & Rani (RCCV College) 2. Isha Vats & Siddhi (IMSEC)
5	Extra Talent	1. Mridul (JSS Noida)
6	Food Without Fire	1. Mohd. Rohaan & Love Goswami (IMSEC)
7	Tech Mind Game	1. Ashish Kumar (HRIT) 2. Himanshu Ruwali (Modern College)
8	Eye Gauge	1. Rani & Gunjan (RCCV College) 2. Raksha & Gungun (RCCV College)
9	Scribble	1. Shikhar & Prashant (IMSEC) 2. Deepanshi & Raksha (RCCV College)
10	Movie Quiz	1. Tanya & Priya (IMSEC)
11	Capture Mania	1. Shivam Upadhayay (Hi-Tech) 2. Aditya Garg (Hi-Tech)
12	Face Painting	1. Brijmohan (ABES College)
13	Mehdika	1. Arpita (RCCV College) 2. Ananya (ABES College)



CSR Initiative - "Good Touch & Bad Touch"

The Department of Management Studies at Raj Kumar Goel Institute of Technology, Ghaziabad organized session on "Good Touch & Bad Touch", on 26th April 2023. The venue was EVA Kids Pre School, Shastri Nagar Ghaziabad. Main objective of the session was to sensitize the children to identify the safe and unsafe touch and prevent child abuse from happening in the society. Through such sessions the children will be able to identify the safe and unsafe touch in the environment and also speak freely to their parents in case of unsafe touch.



"EXTEMPORE" 2023

The Department of Management Studies of Raj Kumar Goel Institute of Technology, Ghaziabad organized the "EXTEMPORE" 2023 on 29th May 2023 for MBA Students.

The objective of the EXTEMPORE was to evaluate and judge student's speaking ability, the flow of their thoughts, and the way they communicate their ideas. It encourages students to think quickly and creatively. Extempore is an excellent approach of practicing communication and time management skills. It allows to showcase knowledge, skills, and personality, while adapting to the situation and feedback. The winners of EXTEMPORE 2023 were:

S. No	Winners	Positions
1	Neha Kamal	First Position
2	Kushal Dubey and Simran Dev Arora	Second Position
3	Gaurav Bhardwaj	Third Position



LAMHE-23

Department of Management studies at RKGIT along with the student managers of MBA 1st year organized "LAMHE'23" - Farewell Party to bid farewell to the 19th batch (2021-23) on 8th July 2023. The farewell party began with the heart-warming welcome of the seniors. A memory movie was created by MBA 1st year students which showcased their entire journey at RKGIT creating cherishable and emotional moments for the students. Mr. And Ms. Farewell were selected on the basis of three rounds on various parameters. Exciting titles with gifts were given to the passing out students which made them ecstatic and nostalgic at the same time. Best event Managers and supporting managers throughout their two-year journey were given to Nimisha, Akshay, Anjali, Anshika Tomar, Anshika Chauhan, Radha Goyal, Rajat Kundra, Princeveer, Shivam. A special award was given to Ms. Muskan Kashyap and Akash Raghuvanshi for their outright talent in singing and dancing. Mr. Rahul and Ms. Nimisha won the titles of Mr. and Ms, Farewell'23.



मेरी आँखों से अपनी सपने देखती है वॉ मेरी माँ
मुझे खुश देखने के लिए कुछ भी करती है वो मेरी माँ
मेरे लिए सारी दुनिया से लड़ जाती है वॉ मेरी माँ
उसके अंदर इतना दुख भरा है पर मेरे सामने हमेशा हस्ती है वो है मेरी माँ
माँ में तुझसे आज कुछ कहना चाहता हूँ
मैं यूँ ही बैठे बैठे सुबह से शाम से रात करता हूँ माँ में तुझे बहुत याद करता हूँ
माँ में तुझे बहुत याद करता हूँ

Shubham Kumar
MBA 1st Year

Oh, this love, it's so true,
It's like a ray of sunshine breaking through,
And though it may seem like a dream,
This love is real, it's all it seems.
Some may say it's just a fantasy,
A figment of my imagination,
But I know that it's destiny,
This love is my salvation.

Vibhor Mishra
MBA 1st Year

"Keep your eyes on the stars, and your feet on the ground."
Theodore Roosevelt

Faculty Corner

Why Would Anyone Follow You?

Why would you want to lead anyone? Anyone who wants to lead others should be humbled by this question, at least for a minute. Leaders require followers, and following is a choice.

Why Should Anyone Be Led by You? is a 10-page essay. Based on considerable studies, the book by Robert Goffee and Gareth Jones finds four surprising characteristics that inspirational leaders possess. Although you could succeed in a leadership role without these traits, few people would want to follow you if you don't have them, according to the writers. Their four main points are outlined as follows:

1. Only disclose a few of your weaknesses

A leader can establish a connection by deliberately displaying a flaw (such as being cranky on Mondays, being a little unorganized, etc.) to show that he is human and fallible, just like you. This increases authenticity and trust. Additionally, it shows people that you, as a leader, are not able to handle everything on your own. It's crucial to use caution and discrimination while revealing your frailties. Don't expose a deadly weakness.

2. Develop your senses

Effective inspirational leaders are skilled at gathering and analysing "soft data" gleaned through interpersonal encounters. They may more quickly spot potential conflicts before they spiral out of control and converse on delicate subjects with more clarity and elegance by learning to interpret what isn't being spoken. The authors caution that it is crucial to examine your impressions with the help of a dependable friend who can serve as a counsellor and by getting input from people you lead.

3. Develop a Firm Empathy

Motivating managers treat their staff with a concept known as tough empathy. They have a strong sense of empathy for their colleagues and the work they undertake. They provide their employees with what they require, not what they desire, at the same time.

4. Be Different, Be Brave

Motivating leaders make the most of their individuality to maintain their social isolation. They maintain a certain air of distance because they understand that leadership is not a popularity contest. The key takeaway is that to maintain and increase their influence, good leaders stand out from the crowd.

Are These Qualities Learnable?

What should leaders do with the writers' fascinating arguments if they agree with them? I believe that some people are born with certain qualities while others never will be. Can you learn them? There are clear difficulties in teaching someone to be sincere or to care about the people they lead. However, by understanding their significance, picking up methods to boost self-awareness and interpersonal skills, and developing the skills to communicate the genuine respect and passion they already have, any leader can significantly increase their leadership influence and skill. And it will do a lot to motivate the people they are in charge of.

Lucky Gupta

Assistant Professor - MBA



Where does today
come before
yesterday?



- Manthan '23
- Alumni Talks
- Expert Talks
- Welcome Party '23

Solve it if you can

	3			9			7	4
6			8			5		
	2			5			8	3
4	3		5	7				
	7	6		2				
	6							
	6	7						
	5			6	3			
8	9							

Which number replaces the question mark??

6	EJI	3
M		D
F		P
K		G
9	NRG	?



What can't talk but will reply when spoken to?

Any suggestions @ npmba@rkgit.edu.in



Raj Kumar Goel Institute of Technology			
Department of Management Studies			
Departmental Councils			
Chairperson: Dr. Vibhuti Tyagi			
Academic Council	Student Activity Council	Corporate Resource Management Council	Research & Development Council
Dr. Manjusha Goel	Ms. Nishi Pathak	Mr. Harsh Mohan	Dr. Shivani Tyagi
Mr. Pradeep Kumar	Mr. Akshay Singh Ms. Lucky Gupta	Mr. Deepak Tomar	Dr. Shikha Mittal

When 'i' is
replaced By 'we'

Even
'illness'
Becomes
'Wellness'