

Management Outlook



Department of Management Studies
Raj Kumar Goel Institute of Technology, Ghaziabad



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Corporate Wishes.....



Shri Vinay Gupta
Former General
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I hope everyone had a safe sail from 2020 into 2021. As we all dig into 2021 with lots of hopes and excitement I am sending my warmest New Year wishes to all the readers of Management Outlook.

New Year is the time of reflection of what we have accomplished and the new goals and resolutions we long for. The 2020 has taught all of us a lesson that the worst situations can also give opportunities. The Market is still full of opportunities, just we need to tap the right one and on the right time. Believe in yourself and you are half done. Hard work will always pay later or sooner.

As a part of its contribution Ghaziabad Management Association is striving to outline the present and future problems concerning management, while looking for perfect harmony in human relationships, which can take many forms, such as corporate, employers, employees, customers, and the members of the society we

Live in and facilitate individuals and organizations to include best management programs. I congratulate Department of Management Studies at RKGIT for their efforts at the time of pandemic also to keep the students engaged and motivated. Good Luck.

Wishes from Executive Director.....



Dr. D K Chauhan
Executive Director
RKGIT

New Year comes with new resolutions, new hopes, new beginnings and to start fresh new story. A story that would embark 2021 and create memories to celebrate and cherish. Leaving the old habits inculcating the new ones will be the start to the story. Let's put in the best foot forward and respond to the positive vibes and smile each day that passes by. Celebrate each day and thank for the hopes, ecstasy and love with which we are surrounded. I wish the readers a Very Happy New Year and hope this year brings you a new positive change in your lives.

Inside Story

- Council Activities
- Business Stories
- Upcoming Events
- students corner
- Wonder Smiles

From Desk of the Editor in Chief.....



Dr. Vibhuti
Head – MBA
RKGIT

So here we are, another year, another canvas, so many opportunities, so many dreams. Year 2020 has made us learn the balance between the expected and the unexpected. It is the time to leave the past and move into the present. Present is bright, lovely and colorful if we perceive it to be. Let us dream, because, yes, dreaming is the seed to success. Dream colorful, think colorful, do colorful. Life is what we make of it. Wishing everyone a very happy new year with new hopes and resolutions...

The E Magazine Management Outlook will take you through the journey of RKGIT-MBA, the way the Department of Management Studies has lived it's each moment.

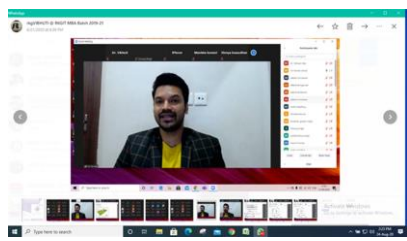
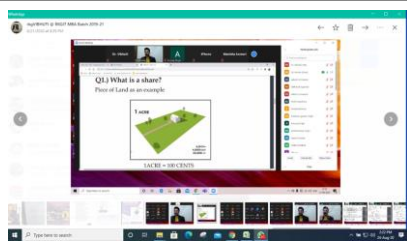


Virtual Industrial visit to Shriram Piston

The virtual industrial visit to Shriram Piston was organized by department of management studies (MBA), RKGIT Ghaziabad in association with Ghaziabad management association on 8th August'2020 from 11:00 am to 12:30 pm. For 2nd Year Management students.

In the presentation given by Mr.Lalit Gupta participants were introduced to the Product Range, Technology Partners for different product, Domestic OEM customers, Global OEM customers, OEM share of business, Piston plant, Classification of product, Outline of piston, Process of piston machining of Gasoline & Diesel, Product special features, Multi operation equipment.

In Virtual tour of production area of piston participants were introduced to the live production process of pistons. There were two process of piston production, one was manual where man power was required and second was automation where robot, automation machine works and with very less manpower.



Webinar on Stock Markets

The webinar on Stock Markets was organized by Department of Management Studies (MBA) RKGIT, GZB for 2nd year students on 21st Aug'20. Sri Harsha MD- Shine Projects was the speaker of the webinar.

Participants were introduced to the history of Stock market i.e. how did stock market come into existence, how the digitalisation of stock market did took place etc. The speaker also introduced students to NSE & BSE. Broadly following topics were covered during the webinar:

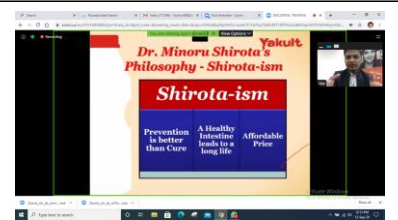
- 1) Why invest in stocks
- 2) Trading and Demat account
- 3) Broker selection for Dmat account opening
- 4) Trading equipments (Equity & Derivatives)
- 5) Market participants

Virtual Industrial Visit-Yakult Danone India pvt ltd

The virtual industrial visit to Yakult was organized by department of management studies (MBA), RKGIT Ghaziabad on 12th September'2020 from 12:00 pm to 1:30 pm for 2nd Year Management students.

The flow of this Virtual tour to industry was as follows:

- 1- Presentation Given by Mr.Aadish. In this presentation participants were introduced to the Product Range, Technology Partners for different product, Benefits of the product, Domestic Market, Global Market, Product special features, Multi operation equipment used to manufacture Yakut.
- 2- Virtual tour of production area of Yakult In this participants were introduced to the live production process of Yakult, starting from manufacturing, filling &Packaging, Quality control and other factory operations.



Virtual Workshop on Placement Awareness Session

The virtual Workshop on placement awareness session was organized by department of management studies (MBA), RKGIT Ghaziabad on 23rd September'2020 from 10:30 am to 12:00pm for 2nd Year Management students.

The key points that need to be kept in mind, while going through the interview process were discussed.

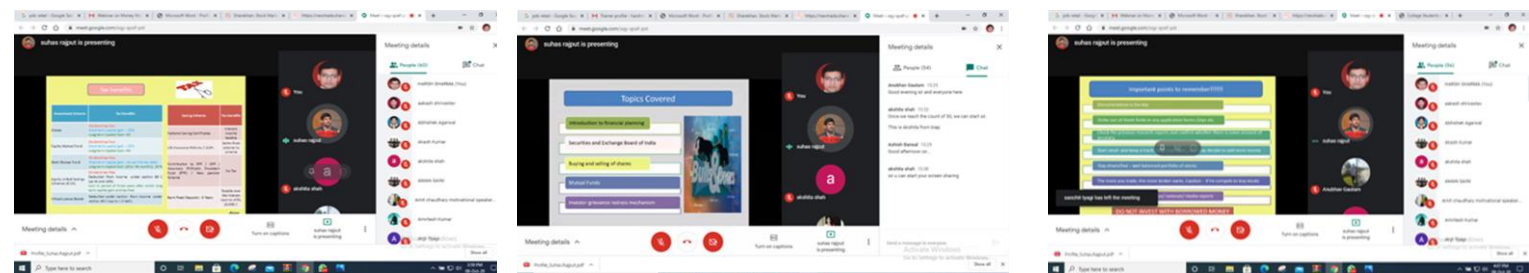
Through this workshop the students were sensitized about:

- 1) RKGIT Placement policy.
- 2) Importance of Resume
- 3) Important parameters for placement.
- 4) Importance of soft skills, according to current industry requirement.
- 5) Importance of mentioning various summer projects and other projects undertaken by students during the course in the resume.

This session helped students understand Industry requirements, in order to prepare well and make themselves placement ready. Through this session the students understood the various phases of the campus recruitment process by leading companies offering challenging job profiles.

Webinar on Money Markets

The webinar on Money Markets was organized by Department of Management Studies (MBA) RKGIT, GZB for 2nd year students on 8th Oct'20. Mr. Suhas Rajput - Currently empaneled to conduct IAP Sessions for NSE & BSE. Former Empaneled trainer with Securities Exchange Board of India (SEBI) & American Academy of Financial Management (AAFM) was the speaker for the Webinar.



Workshop On Product Selling

Selling skills are critical in organizations that rely on ongoing buying from customers or clients. Selling is generally one of the most persuasive forms of promotion a company has. Persuading prospects to make purchases is a common objective of sales.

Keeping in mind the importance of Selling for an organization, RKGIT (MBA) organized a Workshop on product selling on 09th November'20 for MBA 2nd Year students.

The main objective of the workshop was to familiarize the student with the product selling techniques and give them in depth understanding of various other important parameters like product promotion, importance of customer relationship and customer retention.

During the Workshop a product selling competition was organized for the student managers where 6 teams participated.

It was a fun filled activity where all the students participated and learned the basic techniques related to selling.



Webinar on HR-Analytics and Career Opportunities

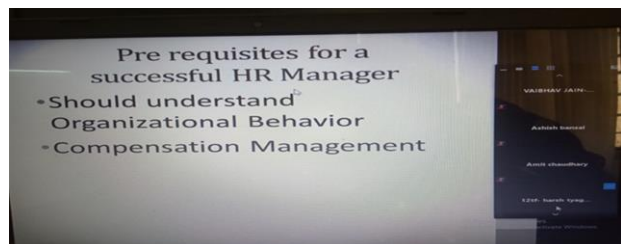
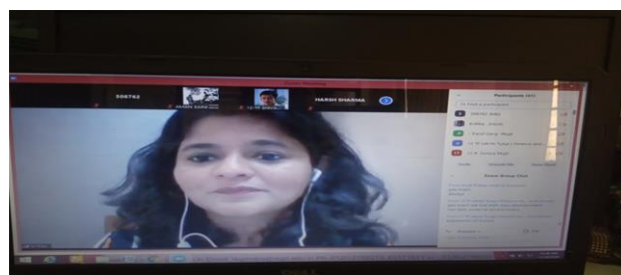
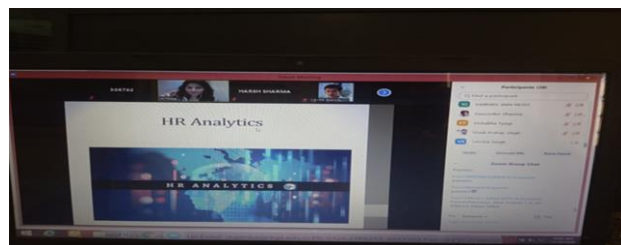
The webinar on HR-Analytics was organized by Department of Management Studies (MBA) RKGIT, GZB for 2nd year students on 18th Nov'20. Ms. Kritika Chaturvedi - A certified personality development and soft skills trainer from National Institute of Education and Training was the speaker of the webinar.

- Participants were introduced to the importance of Data for the organisation and for the employees i.e. how interpretation of Data is done and how it helps in decision making and performance improvement.

- The speaker also discussed about measuring the impact of HR metrics, such as time to hire and retention rate, on business performance.

- Broadly following topics were covered during the webinar:

- 1) Basic understanding of HR-Analytics and its importance.
- 2) Understanding of different HR-process.
- 3) Job analysis.
- 4) Data driven staffing.
- 5) Training and development.



"If you're brave enough to say goodbye, life will reward you with a new hello." —

Paulo Coelho

Digi- Cultural Fiesta- A series of Competitions- Management Fest 2020

In the wake of Covid-19, online is the new normal. Thus, for celebrating the talents together Department of Management Studies, Raj Kumar Goel Institute of Technology, Ghaziabad has provided a platform by organizing online inter college Digi-cultural fiesta 2020 - a series of e- competitions from 26th July to 31st August'2020. Students from more than 100 colleges of BA, BBA, BCA, Bcom, and Btech all over India have participated in this competition online. Various Competitions organized are Dancing, Singing, Poetry, Treasure Hunt, Ad-Mad Show, and Mimicry/ Dubbing Video Competition through online mode. Participants have to submit their 2min (max) video of the event they have participated in through e-mail and also submit it on our youtube channel RKGIT MBA

https://www.youtube.com/channel/UCyL_MMk93H8RzkO42DfdnQQ

A Nominal Fee of Rs. 20 was charged from all the participants of Dancing and Singing. Certificate of Participation was given to all the participants. Exclusive prizes were given to the winners.

The winners of various events are:

Dancing Competition

- 1) Winner- Neha Singh
- 2) Runner Up- Deep Tyagi

Singing Competition

- 1) Winner- Shamit Sharma
- 2) Runner up - Saksham Sinha

Poetry Slam

- 1) Winner- Tanya
- 2) Runner Up-Adarsh Srivastava

Ad- Mad Show

- 1) Winner-Uddhav Sankdhar
- 2) Runner Up-Anushka Sharma

Treasure Hunt

- 1) Winner- Avinash Paul, Preema Maria
- 2) Runner Up- Soundarya H.S



Collage Making – Drug Education: Need of the Hour

Department of Management Studies launched a campaign on Drug education through a collage making competition. The campaign was open from 1st - 5th October 2020. Students from all courses (Btech, Pharmacy, mba) participated in the campaign.

Drug education is the planned provision of information, resources, and skills relevant to living in a world where psychoactive substances are widely available and commonly used for a variety of both medical and non-medical purposes, some of which may lead to harms such as overdose, injury, infectious disease (such as HIV or hepatitis C), or addiction.

The winners of the collage competition were:

- 1st Position – Karishma Tyagi, MBA
- 2nd Position – Arya Singh, Btech
- 3rd Position – Priya Yadav, Btech



Green Alliance – Environment quiz

Department of Management Studies at RKGIT organised an online Environment quiz competition - Green Alliance. The quiz was open from 19th October – 25th October 2020. Our Earth is our habitat our Home and the earth is what we all have in common. The purpose of the quiz was check our knowledge of how much do we know our environment. An E certificate to all participants was given.



“Celebrate endings—for they precede new beginnings.” —Jonathan Lockwood Huie

PARICHEY'2020-MBA 1st Year Orientation Programme

Department of Management Studies –RKGIT organized an Orientation Programme PARICHEY 2020” for welcoming 18th batch of MBA Course from 5th Nov- 12th Nov '2020 through Google Meet.

On the first day i.e. 5th Nov” PARICHEY 2020”, was graced by the esteemed presence of Shri Salabh Agarwal- Head of Training & Learning, Ken Lifestyles Pvt. Ltd as Key note Speaker, Mr Akshat Goel Ji Vice-Chairman- RKGIT, Dr. Laxman Prasad- Director (R&D) RKG group of institutions, Dr. D R Somashekar Director –RKGIT, Dr. Vibhuti- Head Department of Management Studies, Heads of various departments.

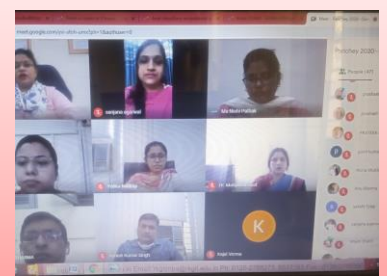
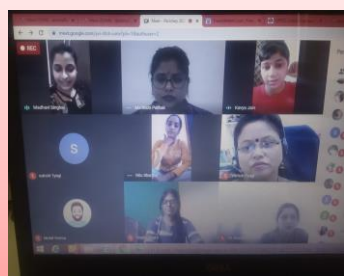
On the Second Day i.e. 6th Nov 2020” PARICHEY 2020”, was addressed by the Dr. Vikesh Kumar, Director Academic- RKGIT and Mr. Baldev Singh Registrar –RKGIT. Dr. Vibhuti- Head Department of Management Studies introduced the students with faculty members of the Department and with the different Departmental Councils. Academic Council was introduced by Dr. Manjusha Goel and Student Activity Council was introduced by Ms. Nishi Pathak.

On the Third Day i.e. 9th Nov 2020 PARICHEY 2020”, was addressed by the Dr. D. K. Chauhan, Executive Director – RKG Group. A brief introduction of two other councils was given to the student. Corporate Resource Management Council was introduced by Mr. Harsh Mohan Sharma and Research & Development Council was introduced by Dr. Ashish Kumar Singh.

On the Fourth Day i.e. 10th Nov 2020 PARICHEY 2020”, was addressed by the Dr. Dilip Moza, Director Placement – RKGIT and Mr. Ritesh Pahuja, GM – CRC. A brief introduction of CRC, it's working and future plans was given by them to the students. The day was graced by the esteemed presence of Shri Neeraj Hans- Chief Operating Officer, Sandhar Technologies Ltd as an Orator.

The Fifth Day i.e. 11th Nov 2020 PARICHEY 2020”, holds importance and auspicious as students interacted with their alumni of various batch. They shared their experiences with students and guide them for their future. The day was addressed by the Mr. Vaibhav Awasthi – State Head- PAYTM, Mr. Nishant Kr. Singh – Senior Sales Officers -Berger Paints, Mr. Pritish Srivastava – Territory Sales Manager- Shivalik Realme India Pvt. Ltd.

On the Sixth Day i.e. 12th Nov 2020 PARICHEY 2020”, was addressed by the Shri H. G. Garg Dean Student Welfare– RKGIT. This was the last day of the Orientation programme an E- quiz was conducted for the students. All the participants were presented with a participating certificate. A feedback of the various activities of the PARICHEY-2020 was also taken.



Business Stories.....

Burger King revamps brand for first time in over 20 years

The rebranding, Burger King's first in over 20 years, includes a new logo with a rounded font that mirrors the shape of its burgers and other menu items.



Burger King has redesigned its brand including its logo, food packaging and restaurants in order to reflect improvements such as eliminating preservatives, the fast food chain announced on Thursday. "We've been doing a lot in terms of food quality and experience," said Fernando Machado, global chief marketing officer of Restaurant Brands International, which owns Burger King. "We felt that putting a wrap around all that with an upgrade of our visual identity would help signal to our consumers that this is a brand that's evolving." The rebranding, Burger King's first in over 20 years, includes a new logo with a rounded font that mirrors the shape of its burgers and other menu items. Bold colors in shades of brown, red and green are a nod to Burger King's flame grilling process and its use of fresh ingredients, the company said. Burger King earlier this year announced it would remove all artificial colors and preservatives from its signature Whopper burgers as fast food chains are increasingly introducing healthier options to follow consumer tastes. The company's famously quirky plastic-faced mascot - The King - won't be going anywhere despite the rebranding. "We love him the way he is, and he will continue to be weird," Machado said.

Student Corner

THANKS... Teachers

For ALL that you did today in your classroom...
 For Making a Million Little Split Second **DECISIONS** for the benefit of your students.
 For putting your own needs on hold and keeping them the **FOCUS** of your day.
 For **PLANNING** for them long before today ever got rolling.
 For **CHANGING** those plans because they didn't fit someone who needed a little extra.
 For smiling, **LAUGHING WITH THEM** and reassuring their efforts, trails and mistakes.
 For planning your hand on a shoulder that was **EXACTLY** what someone needed.
 For getting down on the physical level of your students because **IT MATTERS**.
 For thinking of a new way to reach someone who wasn't getting it.
YOU MATTER
YES – YOU MATTER.

Kavya Jain – MBA 1st Year

Reinvent Yourself...

Knowing yourself is critical in navigating a career. You have got to know your strength and weakness and know your assets and liabilities. Your strength usually get you hired and may be enough to keep you employed for many years.
 It states that to find yourself, the unique and internal power that can change the word or helps us to get the world in our feet. But in a positive way means that can helps in social welfare and development. Knowing yourself is almost important in meaning your carrier.
 On the other hand, failing tom improve in areas of weakness can limit your opportunities for advancement, or in acute cases, may get your fired. "Improving 1% a days is not even noticeable that's why it's so easy for people to say nothing is happening, and inadvertently cost their lives 1% a day. Focus on that 1% improvement and everything changes."
 These lines are said by the –**James Althuch** to improve or reinvent yourself or their life. The main problem of reinvent yourself or their life. The main problem of reinvent for yourself is "How to become the person you have always wanted to be" Motivation is the main thing to improve yourself and your life. Only you can reinvent yourself nobody can reinvent you. We face new challenges on a daily basis, and we have to continuously adopt if we want to be a successful.

To reinvent yourself Firstly you have to break your bad habit and set your goal and target of your life and do hard work to achieve their goal or aim. Manage your time, your work according to their aim. Some people or some students say that reinvent is impossible but the word itself says **I AM POSSIBLE.**

Prashant Sharma – MBA 1st Year

mark your calendar!

Upcoming EVENTS

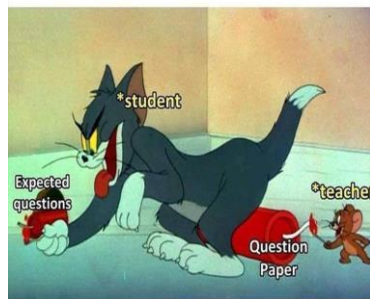
- SHODH 2021
- MANTHAN 2021
- FDP
- LAMHE 2021
- INTERNATIONAL CONFERENCE



Group study with friends be like 🥰



Reality of Exams!



When the examiner almost catches you cheating,so you hit them with the



RUINDOES.COM

How I feel



When my friend is using my phone. 😡



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Department of Management Studies			
Departmental Councils			
Chairperson: Dr. Vibhuti			
Academic Council	Student Activity Council	Corporate Resource Management Council	Research & Development Council
Dr. Manjusha Goel	Ms. Nishi Pathak	Mr. Harsh Mohan	Dr. Ashish K. Singh
Mr. Pradeep Kumar	Ms. Yatika Rastogi Ms. Sanjana Agarwal	Mr. Ashish K. Singh	Ms. Richa Shukla

"The Achievements Of An Organization Are The Results Of The Combined 'Effort Of 'Each Individual".