



In This Issue:

- Page 1** ▪ BBA Orientation
- Page 2** ▪ DME Centre of Career Development
▪ Drucker Management Lecture Series
- Page 3** ▪ Articles
- Page 4** ▪ Events



FROM EDITOR'S DESK

It is my immense pleasure to bring out the August issue of the monthly newsletter for current semester. New batch has joined last month and we welcome them at DME. We appreciate that they have come with lots of expectations and dreams and brought with them varied talent. We wish them all the luck for their future endeavours. It is time for the faculty to reinvent and innovate itself to help students sharpen their skills and realize their dreams.

Department is proud of launching a DME CENTRE FOR CAREER DEVELOPMENT, in collaboration with Career Launcher. It has kindled a spark of hope and optimism. It is expected to equip our students with soft skills & providing them an edge in the employability market. The onset of the new academic year has also brought along new opportunities and challenges and Department is fully geared to avail these opportunities and face these challenges by planning innovative academic and co-curricular activities. DME is spreading its wings; strong, fast and wide enough to soar new heights and to explore new horizons.

The month of August also reminds us of our struggle for freedom. On that note we are grooming our students as knowledgeable, confident and value oriented individuals so that they can understand the real meaning of freedom.

Bindu Sharma

UPCOMING EVENTS

| | |
|---|------------------------|
| <i>Teachers' Day Celebrations</i> | <i>- 5 September</i> |
| <i>Lecture on Drug Abuse</i> | <i>- 6 September</i> |
| <i>Health Camp for DME</i> | <i>- 7-8 September</i> |
| <i>Faculty by 'YOUWECAN'</i> | |
| <i>Debate Competition by Literary Society</i> | <i>- 27 September</i> |

Editorial Board: Ms Bindu Sharma, Ms. Navya Jain, Ms. Roli Wadhwa

The BBA Orientation

The BBA Orientation for the batch 2017-2020 was held on 13th August, 2017 under the gracious presence of our Vice Chairman, Mr. Aman Sahni, Director General, Justice Bhanwar Singh, Director Officiating, Dr. Bhavish Gupta and HOD, Dr. Azad Chhillar and Career Launcher's motivational speaker Mr. Subrath. The Chief Guest for the orientation was Dr. Anu Lather, Pro VC, DTU, a renowned academician and researcher.



Dignitaries on Dais

The event was attended by students along with their parents, giving the institute and its faculty members the opportunity to welcome them heartily. After all, the institute intends to gain their partnership and cooperation in order to develop their wards into professionals with strong human values over a journey of three years.

The Director General had profound words to offer, enumerating many life lessons and management lessons for the students. The Director Officiating congratulated students and parents for choosing DME and praised healthy competition between departments which fosters the best in all. The head of the department addressed the students with his encouraging words.

Mr Ramanuj Mishra from Career Launcher took the opportunity to give a glimpse into the coaching preparation to be offered to students for competitive exams in management. This initiative called DME Center for Career Development will enable our students to ace the competitive exams and shine in GDPI rounds.

Finally, our esteemed Chief Guest addressed the gathering, emphasizing on the importance of compassion. She discussed at length about important values that students must imbibe, being humble, hardworking, aware and showing gratitude towards all those who support them in their pursuit of excellence - their family, friends, teachers and the Alma Mater. She expanded the 3Cs to 5 Cs, adding courtesy and compassion to it.

DME Centre of Career Development

On 25th August, 2017, the Management Department at DME welcomed the Career Launcher team and BBA students to the launch of the DME Centre for Career Development and an Orientation Programme for the same. This endeavor seeks to prepare BBA students for competitive exams in management through coaching for various aptitudes (quantitative, verbal, logical reasoning), personality development and GDPI skill development.



Prof. Chhillar, Dr. Bahl, Mr. Ankit & Mr. Ramanuj on Dais

Mr. Ramanuj, Head, Academic Council, Career Launcher inaugurated the orientation session with a very basic but thoughtful question for the students- “Why did you decide to pursue BBA?” Students were quick to share their aspirations and realized that the objective of the professional BBA programme is to pursue a career in management or to start one's own company.



Mr. Ramanuj interacting with students

Mr. Ramanuj asked various other questions to keep the session interactive, giving valuable insights to students on market and industry dynamics. He explained how important business awareness is for students as it demonstrates students' interest and sincerity towards their field of business management. He advised all students to develop the habit of reading business newspapers daily

in order to strengthen their business awareness and understanding. He also emphasized on the need for clarity in one's vision, building a personal brand, gaining expertise in one's specialization, maintaining a good academic score and constantly working towards self-improvement.

Dr. N.K Bahl, Head, Judicial Academy, Department of Law, also quizzed the students on their general knowledge and observation skills, highlighting the importance of



Launching of DME Career of Development

general awareness with respect to competitive exams.

Prof. Dr. Azad. S. Chhillar, HOD, Management, inspired the students with a meaningful lesson about rising above adversity through the life story of Michael Jordan, the basket ball player who achieved international success despite his humble background. He stressed on the importance of maintaining focus on one's objectives and the art of performing well.

Mr. Ankit from Career Launcher echoed the need for discipline and punctuality towards attending the preparatory classes. He outlined the objective of the classes as a means of developing basic aptitude among students, in a manner that can be carried and applied all through their lives.

The Orientation programme gave a glimpse of what students can expect from the classes, scheduled to begin from 29th August 2017. The DME Centre for Career Development will surely instill confidence among the BBA students and help them crack competitive exams in management successfully. Indeed, the future looks promising for our students and we're all set to groom them for the next step in their career.

Peter F. Drucker Management Lecture Series: Motivation and Team Building



Management Faculty with Prof. Dangi

As a part of the “Peter F. Drucker Management Lecture Series”, the Management Department of DME organized a guest lecture on “Motivation and Team Building”. The guest speaker, Dr. H.K. Dangi, Professor, Department of Commerce, Delhi University, enlightened the students on the said topic using video clips from the popular movie “Chak De India”. Dr. Dangi delivered an interactive and informative session where he enumerated various concepts of management such as strategy formulation, team building, motivation, group behavior and leadership.



Prof. Dangi speaking on Management principles

During the session, he focused on the importance of clarity of goals, learning from past mistakes and effective time management. He emphasized that people should move out of their comfort zones and adopt new changes. He advocated that a team leader should be unbiased, well-informed about his/her team and team interest should supersede individual interest.

He clarified the misconception that conflict is dysfunctional.

Conflicts, if managed well and streamlined, can lead to new ideas and creative solutions to problems. Mutual trust and respect is very important for team and organizational success. He stressed upon adequate empowerment and autonomy as being critical in the execution of a project. The team leader need not necessarily be an active participant in the team all the time but can play the role of a catalyst, allowing team members to develop themselves, face challenges and exploit opportunities. To support this, a clip was shown where the girls hockey team coach, Kabir Khan (Shah Rukh Khan) allows and observes his team rise up to the challenge of external threat as a team, each member of the team expressing solidarity and support to each other as they take on a bunch of boys who teased their team members.

The guest lecture was very innovative, rather being a typical classroom, theoretical lecture and there was enthusiastic participation from students. Prof. Dangi's lecture was an embodiment of learning, knowledge and practical application of management concepts. He used and appreciated cinema as a tool of management studies by applying an analytical approach towards cinema.

Management and The Bhagwad Gita

Management as branch of study, is basically a method which makes it easier to live in this world of stress, expectations, desires, ambitions and frustration, as it includes time management, resource management, manpower management, machine management, money management etc. Everyone is in a race to prove himself or herself. But still we are in a state of deprivation, dissatisfaction and in want of more.

According to The Gita, a man is distressed because he starts his work with an expectation and desire of particular result which actually binds him or her in some limits and he stops thinking beyond that. So, one must do his or her work without contemplating about result. Management also believes that if your performance is good, results will be good too. We should not work on basis of anticipated outcomes; rather we should focus on commitment to work. One should not dissipate his energy on desired results; rather one should concentrate on work itself.

Another lesson from the Bhagwad Gita is that one should avoid ego, greed, lust and desire, which ultimately lead to stress and dissatisfaction. A manager while working should avoid such hindrances and concentrate on work.

Bindu Sharma
Associate Professor, BBA

Quiz Wizard

Quiz Wizard, a quiz competition, was organised by our department under student initiated society called 'ELM'.

'Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them', this was the quote used to zeal up the whole ambience.

The dignitaries Mr Aman Sahni, Vice



Prof. Chandrani addressing the students

Chairman; Mr Bhawar Singh, Director General; Mr Bhavesh Director officiating; Dr. Azad Chhillar, HOD management, were present to encourage the students.



Participants of Quiz Competition

The quiz had three rounds, first for general management and current affairs, second for punchlines and last for company and brand logos. There were 6 teams in total. Each team had 2 participants from their section. 1st year had 3 teams, 2nd year 2 teams and 3rd year one team. There was an audience round after each round to make the quiz interactive.

Each team was welcomed to the podium to face the questions, which ranged from an easy to difficult level.

One of the most competitive rounds was the punchline one; there were questions on subjects like economics, accountancy, business studies and recent affairs of the world. An excited and enthusiastic audience was seen.

At the end, the scores were announced - at 3rd position Team A bagged the prize which had Govind and Harshita from 1st year. Second prize was secured by Nikita and Manmeet of 2nd year. The winners of the Quiz were Tamana and Rajat of 1st year.

A vote of thanks was given by Mrs. Chandrani Ganguly, thanking the student participants, audience and the organizing committee consisting of Deepanshu, Aashi and Raksha from 3rd year, and Komal, Shivani and Yogita from 2nd year.

The efforts of all were evident as the event was a roaring success.



Prof. Chhillar awarding the winners

Swachh DME Day

"A PERSON MIGHT BE AN EXPERT IN ANY FIELD OF KNOWLEDGE BUT WITHOUT CLEANLINESS HIS LIFE IS WASTE".

The Students Welfare Society organised Swachh DME Day on 18th August, 2017. There was an effort to involve everyone in the cleanliness drive and every department participated. The event started with distribution of garbage bags and gloves to all participants. The team members of SWS led the participants. Groups of senior students gave written instruction to the food vendors outside the campus.

They advised vendors that cleanliness is very important and they should adopt all measures to keep the food hygienic. The participants cleaned the area immediately outside the campus.

The Vice Chairman Mr. Aman Sahni and Director General Mr. Justice Bhanwar Singh graced the event with their esteemed presence. They planted saplings on this occasion, as a symbol of environment protection.



CAMPUS SNAPSHOTS

- The 5th Anniversary of DME was celebrated on 9th August 2017. All the faculty members and Dignitaries of the College attended the celebration.



- DME in collaboration with Spic Macay organised a Kathak performance on 31st August 2017. Padmashri awardee Ms Shovana Narayan, a Kathak Maestro, an outstanding dancer gave a performance enriched with a deeper canvas of expression which left the audience speechless.



- Nikita Aggarwal from IInd year participated in slogan writing in Cyberthon' 17 held on 23rd August and won the First prize.



- FLY Committee organised the screening of a Movie "Freedom Writers" on 19th August 2017, at DME.

It is based on the book The Freedom Writers Diary by teacher Erin Gruwell who wrote the story based on Woodrow Wilson Classical High School in Long Beach, California. The movie is also based on the DC program called City at Peace. The title is a play on the term "Freedom Riders", referring to the multiracial civil rights activists who tested the U.S. Supreme Court decision ordering the desegregation of interstate buses in 1961.

