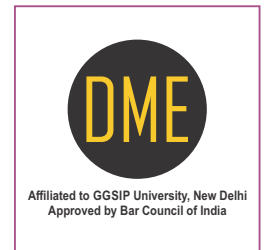


# COMMUNITY NEWSLETTER

# Management@DME



OFFICIAL NEWS LETTER OF THE DME MANAGEMENT SCHOOL

Theme – Importance of Skill Enhancement

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IN THIS ISSUE:

| Departmental Events

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## Editorial

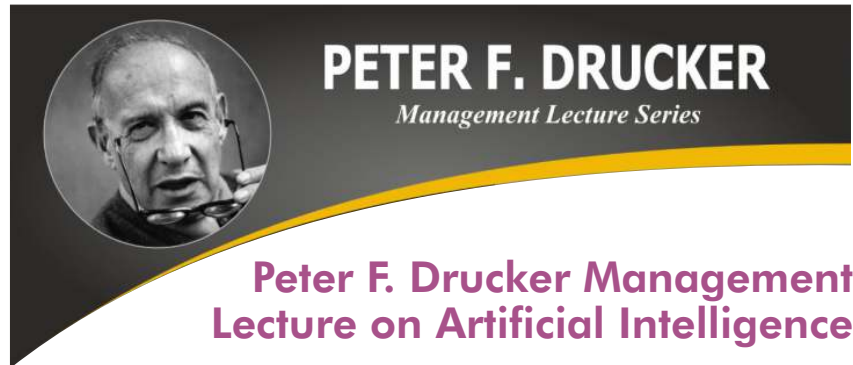
### Skill Enhancement: Strategy to Ace the Game

Most of us have the ability to survive at a given job/ Profession or Occupation, but that is not what is going to help us in the near future. Degree/ Education/Qualifications are important as eligibility to enter a certain field. Once we enter the industry from that point growth depends on our ability to constantly adapt and learn new relevant skills. Sometimes this may require un-learning old patterns/skills and quickly pick up the latest skills. As teachers, we recently witnessed an archetype change in the education set-up. Now Blended learning and flipped classroom are a necessity for education providers. All the teachers quickly became students to learn online teaching tools, techniques and understanding of new platforms that earlier we were unfamiliar with.

Similarly, every industry and its employees had to realign themselves into the new normal and pick up new skills to beat the COVID impact. Skill enhancement is needed by not only the newcomer but also by existing employees hence its all-pervasive requirement. No matter what is your field there is always a scope of continuous self-enhancement. However, it is always good to conduct **Self- SWOT Analysis** and find out the Gap Areas in existing skills set and go for proactive skill enhancement. Otherwise sooner or later it will become a survival strategy when more people will pick up the skill set around you and start replacing employees who lack a certain skill.

Those professionals who are right now on career break due to various reasons must focus on unceasing self-enhancement and treat this break as Blessing in Disguise. Newly acquired skilled will propel their launch back into the industry and will take them to greater heights. Any opportunity to attain and new skill should never be left unexploited. **Hence it is not just about being in the game but aching the game with self-enhancement.**

**Dr. Poorva Ranjan,**  
Professor & Head - DME Management School  
Head – Mentoring Cell



"Management is doing things right; leadership is doing the right things" -Peter F. Drucker (The Founder of Modern Management)

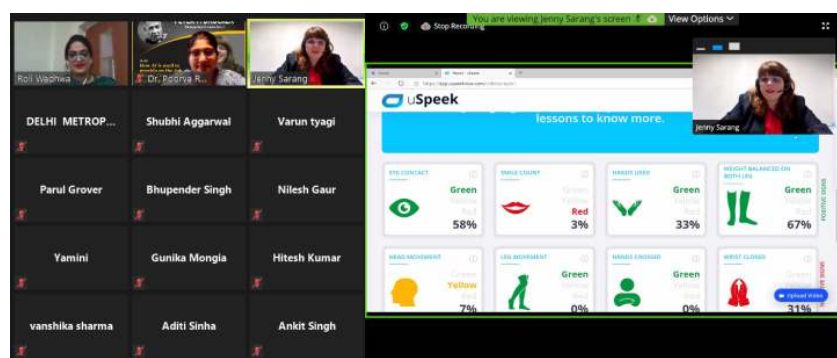
On 28th August 2020, DME Management School organized a Guest Lecture for Management students as a part of its Peter F. Drucker Lecture Series. Ms. Jenny Sarang, the Co-Founder of Myjen AI Private Limited was the esteemed guest for the lecture. The session was hosted by Ms Roli Wadhwa, Dr Shuchi Goel and Mr Bhupinder Singh. The topic for the session was How AI is used to provide on the job, just in time and personalized skill Development Training

The session started with welcoming the Guest Speaker by Ms Roli Wadhwa. Ms Sarang is an alumna of Faculty of Management Studies (FMS), Delhi University and has an illustrious career spanning over thirty years across various sectors. She has been actively involved in conducting training and coaching programs and started her company - Myjen AI Private Limited a year ago. Her company provides skill development applications using advanced Artificial Intelligence techniques (AI).

During the lecture, Ms Sarang enlightened the students about how AI is the real game-changer in today's market. She elaborated on how using AI techniques, companies are upgrading the skills of their employees. Furthermore, she discussed about how AI can play a critical role in the process of hiring, training and personal development programs. She also discussed about the tools developed by her company – uSpeak and kWurd which using AI can assess a person's verbal and writing ability upon a simple video download.

The session was intriguing and students posed several pertinent questions with regards to AI which were patiently addressed by Ms Sarang. Towards the end of the session, Ms Sarang also highlighted the need for imbibing new age skills - critical reasoning and emotional quotient to stay relevant in the post Covid times. The lecture was extremely enriching as it enhanced students' knowledge about advancements in the field of AI.

Ms. Roli Wadhwa  
Assistant Professor



# Orientation Week DME Management School

*"Education is the passport to the future, for tomorrow belongs to those who prepare for it today."*

- Malcolm X

One must never cease to learn because learning keeps us growing. Even in the current challenging times of Covid-19 pandemic, teachers and the entire academic fraternity have been continuously striving to provide education and training to their students in a new avatar. At the onset of the new academic year, DME Management School organized an Orientation week for BBA 2 Year and 3 Year students from August 4, 2020 to August 7, 2020. The four-day orientation program witnessed animated discussions and experience sharing by a number of eminent personalities from academia and industry which paved the path for the upcoming semester.

## Day 1, August 4

The first day of the Orientation week began with live interaction on the Zoom platform from 9:30-11:00 am. The keynote speakers of the day, Dr. Ravi Kant Swami - Director DME, Dr. Poorva Ranjan - HoD and Head Mentoring Cell and Dr. Swati Jain, Associate Professor, DME Management School addressed the students and faculty members with their words of encouragement. In his welcome address "Guidance and Expectation Setting", Prof. Ravikant Swami guided the students and motivated them to not be limited by circumstances; rather endeavor to look for opportunities in crisis. He emphasized the fact that our institution, being located in Sector 62, Noida, which is the hub of IT and innovation, should inspire us more to adopt the novel technologies and online teaching pedagogy. The institute, with its state-of-the-art, two-stage teaching pedagogy, is putting in all the possible efforts to make online teaching as effective and lively as classroom teaching, and students must adapt to this new normal and look for ways to excel. With his blessings and good wishes, the students were emboldened to be prepared for the new academic session.

Dr. Poorva Ranjan mentored students about Academic Discipline. She encouraged the students to be regular and attentive in watching the video lectures and attending the live Tutorial lectures as per the Timetable. She reiterated the fact that, along with academics, students should actively participate in a myriad of activities and initiatives hosted by Student Societies & Committees at DME throughout the year. The students were assured of every kind of assistance and doubt clarification with their mentors and heads at college. Dr. Swati Jain, Associate Professor, DME Management School also gave a warm welcome address to the students and inspired them to strive for excellence in each of their future endeavors and prosper to become leading managers. She motivated students to not limit themselves by the circumstances, rather create the best out of it and emerge as winners.

The session was attended by a majority of the students across all the six sections of both second and third year. The session was open to discussion regarding any queries, doubts, or apprehensions in the minds of students which were addressed by the speakers. All the faculty members of DME Management School joined the session that marked the beginning of a great academic year. The session was hosted and managed by Ms. Pooja Tripathi (Assistant Professor, DME Management School) and Dr. Shuchi Goel (Assistant Professor, DME Management School).

## Day 2, August 5



On the second day of the Orientation week at DME Management School, students and faculty members had an enriching session on the topic **"Strategies adopted by Real-estate organization during COVID-19 and way forward"** on Zoom platform from 9:30-11:30 am. The keynote speaker for the session was Mr. Maneesh Gaur, AVP-Sales, WAVE CITY, who shared his expertise and experience in the real estate sector. Mr. Maneesh Gaur has more than 20 years of experience in sales and marketing and has worked in various industries before joining the real estate sector. He started his session with a general discussion on the meaning and importance of real estate. Quoting the words of Mark Twain, "BUY LAND, THEY AREN'T MAKING IT ANYMORE", he emphasized upon the significance of land as the most valuable possession. He embraced the students with facts and figures wherein he mentioned that 90% of billionaires got their wealth from investing in land. He emphasized that land should be considered as the safest investment, either for rental purposes or holding it and then sell after the value appreciates. He also talked about concepts like emotional buying, sentiments attached to homes and hometowns, demonetization, RERA, and many more and their impact on the real estate sector. Covid-19 has undoubtedly posed unprecedented challenges, but the silver lining is that the recovery rate is improving. It has transformed the way we work, we live, we talk, we play, and many more. He mentioned the fact that, due to this pandemic, the nature of homes, offices, and other workplaces has transformed significantly. Decentralization, Redistribution, and restructuring are the key things of this transformation. He inspired the students to not limit oneself by challenges as they are a part of everyone's life—even the deities like Lord Rama.

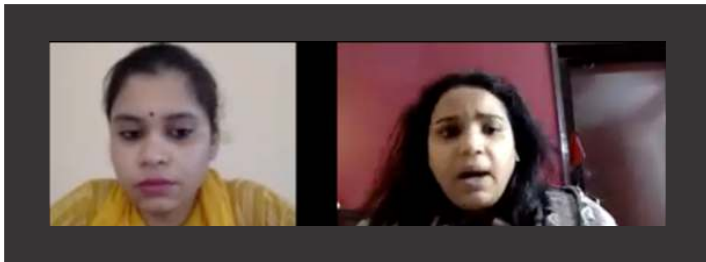
Although there is a negative sentiment amongst the customers to invest and reduced capacity to spend, but there is still potential of buying in the long term. He introduced the Wave City to students and the technologies they use in building and connecting with their customers. Virtual tours of the city, sharing layout plans on digital platforms, and many other initiatives have been taken post-pandemic to stay connected with the prospective homebuyers. The opportunity this pandemic created was that the entire family could sit together and watch the virtual tours as buying a property (both residential as well as commercial is a family decision) is generally a family decision. Also, he updated the students about various initiatives taken by the government, like an increase in the moratorium to stimulate demand.

He concluded the session on the note that India, being a developing country with wheels of economic growth turning all around, has a huge potential and by 2040, it is estimated that the real estate sector will be the biggest employer, creating new and better opportunities. It was followed by the Question and Answer round from the participants who inquisitively shared their queries and apprehensions. It was truly an engaging, enriching, and insightful session thoroughly enjoyed by all the participants. Ms. Roli Wadhwa, Assistant Professor, DME Management School presented the vote of thanks. The session was hosted and managed by Ms. Roli Wadhwa and Ms. Parul Grover, Assistant Professors, DME Management School.

Ms. Shanu Jain  
Assistant Professor

## Day 3, August 4

Orientation Day 3 was held on 6th Aug 2020 through Zoom. The session was hosted by Dr. Shuchi Goel, Assistant Professor, DMS and co-hosted by Ms. Pooja Tripathi, Assistant Professor, DMS. Speaker of the day was Ms. Manpreet Sodhi on 'Mental/Emotional Health Issues and Pandemic Safety Guidance to Students'. Ms. Manpreet Sodhi is Consultant Clinical Psychologist with Fortis Healthcare. The session began with the discussion on the current COVID situation and the response of the people towards it. Ms. Sodhi explained to the audience comprising mainly of BBA 2nd and 3rd Year students, the concept of locus of control and how it should be applied in the present COVID times. Desire for things which are not in our control during the ongoing crisis leads to an increase in anxiety, anger and stress. Ms. Sodhi suggested a solution to the problems as perceived by the people presently is to focus only on the things that can be controlled by them. She also advised the audience to discuss their problems of stress and/or depression with someone close to them or with a professional. It was a highly interactive session wherein the students shared their experiences about mental/emotional health issues. Queries were also put forward to the speaker by the students.



Dr. Shuchi Goel  
Assistant Professor

## Day 4, August 5

Orientation Day 4 was held on 6th Aug 2020 through Zoom. The session was hosted by Ms. Navjot Suri, Assistant Professor, DME Law School and Ms. Parul Grover, Assistant Professor, DMS. Speaker of the day was Ms. Shwetasharee Majumdar who took the session on 'Use of IPR to Foster Technology Innovation'. Ms. Shwetasharee Majumdar is Managing Partner, Fidus Law Chamber. Ms. Majumdar started the session by discussing about technology, in particular the top technological innovations. She highlighted that all the seemingly unconnected innovations had one common factor, the Intellectual Property Rights. Intellectual Property is a term that is used for all the creations that are a product of human intellect. Ms. Majumdar explained the intangibility of Intellectual Property stemming from its origin. However, she also described that Intellectual Property is protected in a tangible form through patents, copyrights, trademarks and trade secrets. The session then proceeded with the discussion on each of the four forms of protection of Intellectual Property.



Moving ahead, the second session of the day was taken by Mr. Hemant Sahal, Founder, Collpoll. Mr. Sahal talked about digital campus at DME. The last speaker of the day was Mr. Shivang Abhishek, AVP, Customer Success, Collpoll. He interacted with the audience on maximising the use of Collpoll platform.

All the sessions were highly interactive wherein the students were encouraged to address their queries to the speakers. The interactive nature of these sessions also increased the effectiveness of the discussion.

Dr. Shuchi Goel  
Assistant Professor

## DME Knowledge Series: How to Become a Successful Facebook Marketer

On 27th June 2020, DME Management School conducted a category A webinar under the DME Digital Marketing Series. The topic of the webinar was "How to Become a Successful Facebook Marketer". The webinar was conducted on Zoom. The webinar was hosted by Roli Wadhwa and co-hosted by Ms Parul Grover

The resource person of the webinar was Mr. JS Mohanty, Digital Marketing Professional, 9LedgePro. The webinar was interesting and interactive. Mr Mohanty had good knowledge about digital marketing and by constant interaction with the audience through Zoom Chat, the audience was participative during the webinar. The overall feedback of the session was good



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**DME Digital Marketing Series:**

### Become a Successful Facebook Marketer

Date: 27.06.2020  
Time: 11:30 AM  
Duration: 120 minutes  
Day: Saturday  
Platform: Zoom Meet

Highlights of the Session:

- Facebook Intro and Top 5 Activities
- Video Marketing and Tips
- Facebook Ads and The need for Facebook Ads
- Facebook Ad Placements and Type of Facebook Ads
- eCertificates for the Participants

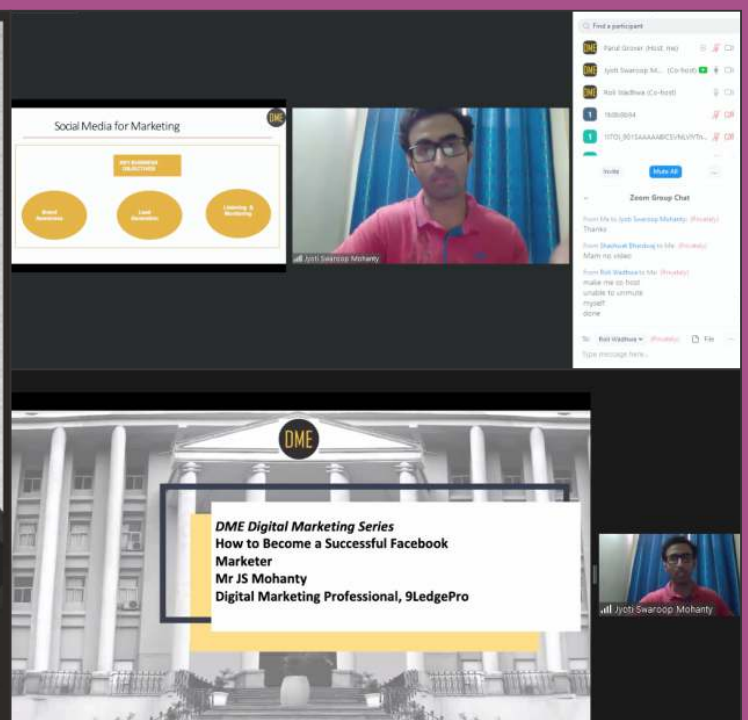
Contact: webinar@dme.ac.in



**Mr. JS. Mohanty**  
Digital Marketing Professional  
9Ledgepro

Hosted by:  
**Ms Roli Wadhwa**  
Assistant Professor  
**Ms Parul Grover**  
Assistant Professor

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**DME Digital Marketing Series**  
**How to Become a Successful Facebook Marketer**  
**Mr JS Mohanty**  
Digital Marketing Professional, 9LedgePro

# DME Knowledge Series: Challenges in Providing Services of Consumer Durables in COVID Era

On 25th June 2020, DME Management School conducted a category B webinar under the DME Knowledge Series. The topic of the webinar was Challenges in Providing Services of Consumer Durables in COVID Era. Guest speaker of the webinar was Mr. Amit Tangri, National Service Head, Inalsa Home Appliances. The webinar was hosted by Ms Parul Grover and co-hosted by Ms. Roli Wadhwa. The webinar was attended by 119 attendees.

The webinar was very informative, Mr. Tangri had profound knowledge of his field. He gave a very practical viewpoint of the current COVID scenario in context of the Service segment of the Consumer Durable Industry. He explained the ongoing practices and trends by sharing the real time situations that he and his team have been facing during this period in the After-sales segment. Towards the end of his address, Q&A session was very well handled by him. He focused on the importance and need of formal education in Management and advised the students to hone their skills today as it is anticipated that India will be a hub of product manufacturing and service delivery in near future as many countries are boycotting China. The overall feedback of the webinar was good.

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**DME KNOWLEDGE SERIES**  
**Challenges in Providing Services of Consumer Durables in COVID Era**  
Date: 25.06.2020  
Time: 03:30 PM  
Duration: 60 minutes  
Day: Thursday  
Platform: Google Meet  
Contact: webinar@dme.ac.in  
E-Certificates shall be provided to all registered participants.

**Mr. Amit Tangri**  
National Service Head,  
Inalsa Home Appliances

Hosted by:  
**Ms Parul Grover**  
Assistant Professor  
**Ms Roli Wadhwa**  
Assistant Professor

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**DME Consumer Durable Repair Amid Corona Era**  
More than 5 million mobile phones, 70,000 refrigerators and 50,000-plus television sets had piled up for repair and servicing in India during the first phase of the lockdown enforced to control the spread of the coronavirus. There were another more than 30,000 microwave ovens, AC and washing machines which needed repair at a time when Indians were locked indoors.

**DME Covid Scare & Consumer Behaviour (case 2)**  
Symptoms: Consumers switching to Online platforms for new purchases  
Cause: Avoiding crowded areas, No entries inside the shops limited touch and feel buying behavior.  
Effect: Uncertain customer density, Calls increased in remote and unserviceable areas.

# DME Knowledge Series: The Key to Grow Traditional Business is to Forget About Traditions Altogether

On 21st July 2020, DME Management School conducted a webinar under the DME Knowledge Series. The topic of the webinar was *The Key to Grow Traditional Business is to Forget About Traditions Altogether*. The webinar was hosted by Ms Roli Wadhwa and Ms Parul Grover and was attended by management students.

Mr. Pankaj Mirchandani, Founder & CEO - UltraProlink / Managing Director - RCA Techmart Pvt Ltd was the esteemed guest for the session. The session was a discussion to understand the various ways by which old businesses can be revamped. Mr Mirchandani highlighted the skills and education which will be required to manage traditional businesses in a better manner. The session was extremely insightful and thought provoking

**Job Opportunities P.C**  
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• Big Data Analytics  
• Cloud Computing / SAAS  
• Healthcare  
• Online Edu  
• Cyber Security  
• E-commerce  
• AI / ML / Robotics  
• Gig Economy - Content Development / Digital Marketing / Analytics

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**DME KNOWLEDGE SERIES WEBINAR**  
**THE KEY TO GROW TRADITIONAL BUSINESS IS TO FORGET ABOUT TRADITIONS ALTOGETHER**  
Strategies to redefine traditional Sales and Distribution to match post-COVID Business Environment

**Mr. Pankaj Mirchandani**  
Founder & CEO  
**UltraProlink /**  
Managing Director at  
**RCA Techmart Pvt Ltd.**

REGISTERED PARTICIPANTS WILL GET E-CERTIFICATE

**JULY 21 2020 11.30 AM**

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# DME Knowledge Series: Success Factors for Management Professionals during COVID 19

On 3rd July 2020, DME Management School conducted a webinar under the DME Knowledge Series. The topic of the webinar was Success Factors for Management Professionals during COVID 19. The webinar was hosted by Dr Swati Jain (moderator), Ms Roli Wadhwa and Ms Parul Grover and was attended by over 100 participants.

Mr Mohit Nasa, Associate Director, Infosys Limited, Hong Kong was the guest speaker for the session. Mr Nasa elaborated on the key skills and habits which must be developed by budding management professionals. Students proactively participated in this session as they had many career related queries in the Covid scenario.



## Workshop: Holistic Personality and Digital Profile Development for Professional Edge

DME Management School conducted a workshop on the topic "Holistic Personality and Digital Profile Development for Professional Edge".

It was a 7 day comprehensive workshop from 24th to 30th July 2020. The workshop was directed towards the prospective and existing DME students across all schools and focused on dynamic areas of Personality Development, Digital Marketing and Cyber security.

The workshop was inaugurated by Mr. Hemant Sahal, Founder & CEO of CollPoll. Mr. Hemant Sahal spoke about how the education industry is changing over time. It has changed from being concept based to skill based. Also, with the rise of digital learning and teaching both educators and students have begun embracing the concept of blended learning. He appraised the students regarding the upcoming revolution in the Education sector due to the COVID calamity and motivated them to make the most of it in all possible ways.

On the second and the last day of the workshop we had with us Ms. Rati Agarwal, Process Leader and their Brand Champion at Capgemini. All the students and faculty members present on the workshop witnessed a very interesting session on the Essentials of an Impressive paper and video CV. It was a very informative session for the students of final year as very soon they would be exposed to the process of interviews and selections. The other session which was conducted by Ms. Rati was on the topic "Projecting YOU as a Brand – the transition from School to College to Corporate world". This session focused on all the dos and don'ts of carrying oneself in order to give a very positive and long lasting impression. This session was not only enjoyed by the students but the faculty members also gained a lot from it.

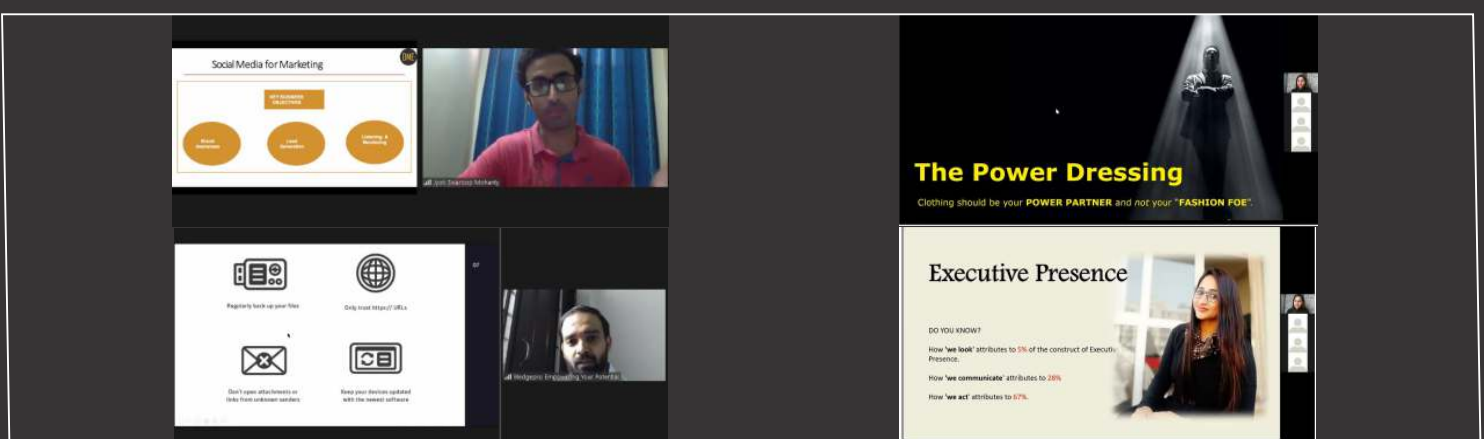
DME Management School had also invited speaker from the technical area to conduct the session. We had with us Mr. Jyoti Swaroop Mohanty, certified Microsoft trainer and Mr. Parth Shukla, Co-Founder of Knowledge Pro which is a Microsoft Authorized Education Reseller.

Mr. Mohanty conducted three session in the workshop on the topics: Personal Profile website on WordPress, Understanding LinkedIn for Education and professional edge and Instagram to leverage profile or a start-up. The importance and technicality of Social media presence during this era were highlighted in these sessions. These were very interactive sessions loaded with interesting questions from the participants. All the three session conducted by Mr. Mohanty gained the maximum attention of the students and were highly appreciated by them.

Mr. Parth Shukla discussed a rather serious topic with the audience which enabled them to think about what is mostly ignored. The topic of this session was "Essentials of cybersecurity while managing professional & personal digital presence". Even the most tech-savvy and people who are very active on the socially media are not well aware of the concept and importance of cyber security. The lack of cyber security converts the boons of technology into banes. The young adults, asl like to categorize the freshly out of school buds, are the most prone to cyber-crimes due to their lack of knowledge in this area. The session conducted by Mr. Parth was very illuminating and intriguing and imparted a lot of education to the audience.

The workshop was concluded with a warm vote of thanks by Prof. (Dr.) Poorva Ranjan, Head DME Management School to all the coordinators, guests and participants of the workshop.

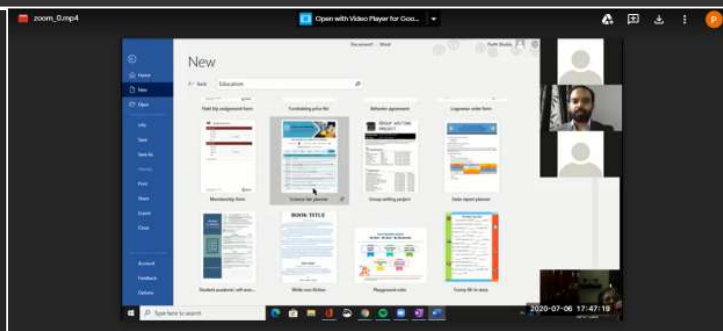
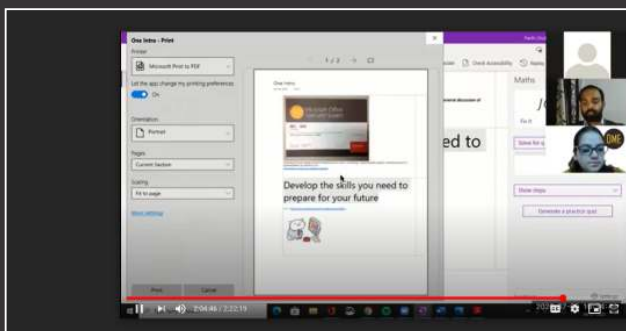
*Ms. Parul Grover  
Assistant Professor*



# Workshop: Microsoft Tools for Creating Effective Teaching Learning Environment

DME Management School organized seven day online workshop on "Microsoft Tools for Creating Effective Teaching Learning Environment" from 05.07.2020 to 11.07.2020, to enhance skill sets required for online learning platform. The workshop was inaugurated by Mr. Hemant Sahal, Founder and CEO - CollPoll. He enlightened the audience on importance of technology and various IT and ICT Tools adaptation by academic fraternity to manage online education. Other eminent faculty members present in inaugural session were Dr. Ravi Kant swami, the director, and Dr. Poorva Ranjan, Head, DME management school. The day was followed by different sessions on important Microsoft tools like, MS Office word, MS Office Excel, One Note, Microsoft Office PowerPoint, Microsoft Office Publisher, Microsoft Office Visio, and Microsoft Office Project. All the sessions were taken by Mr. Parth Shukla, who is a Microsoft certified trainer and a subject matter expert in application development and data Analytics. The workshop was attended by faculty members and students of DME. The workshop helped the participant to be friendlier with Microsoft tools which they would be using more frequently in this pandemic time. The seven day workshop concluded with address by Dr Madhu Vij, Professor of Finance at the Faculty of Management Studies, University of Delhi. She delivered her talk on role of technology in redefining education setup due to COVID-19 Pandemic. The entire event was very thought-provoking, erudite and a great experience for participant and guests.

Ms Pooja Tripathi  
Assistant Professor



## Importance of IT Skills for Students

Computer knowledge and IT skills are considered a very important skill to possess. Employers expect employees to have basic computer and IT skills because their company has become more dependent on computers. These critical computer and Internet skills are valued in today's academic and professional environments. Society depends on computers; they are in our homes, schools and businesses. Computers and computer devices have grown to hold key roles in schools, homes and the workplace. Many students acquire basic skills in high school so that they know how to operate a computer. In addition, students learn skills such as sending emails, conducting Internet research, creating word processing documents and creating presentations. These basic computer skills help students achieve success in college when they are utilized for processing and presenting information. Many of the educational institutions do combine the best of both worlds: hard bound materials and online computer resources.

Elementary IT Skill Set is comprised of the following:

**Computer Basics:** A computer basics course will help you understand and identify the various components of a computer. You will learn how to operate a computer system as well to perform navigation tasks. In addition, you will learn to access the utility programs to perform maintenance and basic troubleshooting of your own.

**Internet Basics:** You will learn about web browsers such as Chrome, Internet Explorer, Netscape and Mozilla Firefox as well as about Internet security and online privacy. You will learn how to connect to the Internet so you can perform basic searches and locate information quickly and easily. Internet research is an essential skill for college students. Many courses require you to go

beyond the textbook to gather in-depth research about a topic. Understanding how to go to a specific web site, scroll through a webpage, click on a link and use search engines and recommender systems.

**MS-Office Tools:** Word-Excel-PowerPoint-Access is the basic skill set that is required by a student to seek a job. Word processing gives ability to manage text content. Excel gives ability to prepare data for business analytics and complex calculations. PowerPoint gives ability to prepare a business presentations and Access is about database management in an organization.

**Email Ethics:** Fundamental skills such as how to access an email system, receiving, reading, composing, and sending email messages are also important for students.

**Computer Ethics:** Honoring copyright laws, avoiding plagiarism, citing sources and following Internet etiquette is again one more important aspect for students.

In today's era of digital computing environment, there are many MOODLE (Modular Object Oriented Dynamic Learning Environment) platforms that offer MOOC (Massive Open Online Course). Students may enrich and enhance their IT and other domain related skills from platforms like NPTEL (National Programme on Technology Enhanced Learning), edX, Coursera, etc. Where in NPTEL is an initiative by seven Indian Institutes of Technology under MHRD, Government of India, to promote online learning and creating course contents in various disciplines.

Mr Bhupinder Singh  
Assistant Professor

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