

# THE ASSURGENT *March 2024*

## LEARNING BEYOND CLASSROOM

### 4 DAY BUSINESS SIMULATION WORKSHOP



The School of Management & Commerce, MRU conducted a 20-hour Business Simulation workshop for students with hands-on experience in a virtual business world where they create their own companies, bootstrap their funds, and get them running in a competitive space.



The game was called “Business Fundamentals- Carbon Fibre Bike Challenge” created and licensed by US Marketplace Simulations. This simulation experience worked towards developing students' analytical and critical thinking skills, developing leadership, teamwork, and interpersonal skills, promoting better decision-making by learning to manage an integrated company, and facilitating learning of important business concepts, principles, and ways of thinking. The resource persons for this workshop were Dr. Pragati Chauhan, Prof -SMC MRU & Simulation Coach, and Dr Bindu Agrawal – Master Simulation Coach.

### QUIZMANIA: KAHOOT SHOWDOWN



The Department of Management and Commerce at Manav Rachna University organized an event titled "Quizmania: Kahoot Showdown" on March 14th, 2024. The event, hosted on the popular online game-based learning platform Kahoot, aimed to blend entertainment with education by testing participants' knowledge of general trivia and entrepreneurship-related questions. The event was successfully coordinated by Dr Sunil Kadyan and Ms Srishthi Bathla.

### PROJECT BASED LEARNING



School of Management and Commerce in association with the Pre-Incubation Unit, IIC, Manav Rachna University has released a book titled Deep Diving: Case Study Illuminating this book was published under the unending efforts of Prof. (Dr.) Yogita Sharma along with her students from BBA EFB Sem 6. The students created their Business ventures in the Project Based Learning Mode (PBL) in the subject of Applied Entrepreneurship, they covered the areas of Team Creation, Problem Identification, Competitor Analysis, and Financial Calculations to kick-start the venture. Having an understanding of the mentioned areas, students were mentored rigorously to take this to the next level. In the next semester on the subject of New Age Entrepreneurship, the students were guided to scribe down all the aspects in the form of Case Studies. Hence, an outcome in the form of an Edited Book with Teaching Notes “Deep Diving: Case Study Illuminating” was possible. The book was unveiled in the presence of Dean SMC Dr. Parul Jhajarhia on 29th March 2024.



School of Management and Commerce, MRU conducted the Faculty Development Program on Research Methodology from 27 Feb to 2 March 2024 in Hybrid mode. Eminent resource persons Dr. Monica Arora - Amity University, Gurugram, Dr. Archana Bhatia DAV Centenary College, Faridabad, Dr. Divesh Kumar – MNIT, Jaipur, Dr. Deepak K. Verma-MNIT, Jaipur were invited to deliver their lectures on various research topics including an understanding of the foundation of research, literature review, scaling, and sampling techniques, Descriptive analytics, and inferential statistics, using AMOS and Smart PLS to analyze data effectively. This FDP was successfully coordinated by Prof. Dr Yogita Sharma.

## FACULTY AND STUDENTS ACCOLADES



Chirag Dev, Ayush Behl, and Ayush Tyagi won 1st Prize in a Case study competition organized by E cell Maitreyi College, Delhi University.



Dr. Pragati was invited as a speaker at the IEEE Women's Week and TechKranti celebration at the Department of Computer Science and Technology, MRU.

Shubham Dhama BBA GOM sem4 won the 3rd prize at NDIM for the best writer category.

## SMC AT MAHAKUMBH EVENT 2024

The special session of the Hon'ble Prime Minister at the Start Up Mahakumbh was attended by MBA second-semester students. The event was held at BharatMandapam Delhi on 20th March 2024. The Startup Mahakumbh was supported by NASSCOM, IVCA, Tie Global, and Bootstrap Foundation, the students were accompanied by Prof. Dr. Pooja Kapoor.



## FACULTY RESEARCH AND EXPOSURE

- Ekta from BBA BA has been placed as a ZAAP associate with a package of 4L, 7th March drive for Zomato.
- DR. Shweta Goel published a research paper on 14th March 2024 titled "Sustainable Computing in India- A Comparative Study of Power Awareness of Individual Users and Computer Professionals" in UGC Care Journal "Journal of Emerging Technologies and Innovative Research" in volume 11, Issue 3, March 2024. ISSN:2349-5162
- Dr. Yogita Sharma authored an Edited Book on Diving Deep: Case Studies Illuminating
- Dr. Yogita Sharma organized a session on Embracing Abundance under the seed money project on Dhanyotsmi



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