

## **Activities for the academic year 2017-18**

### **Guest lectures:**

- Dedeepya John, Senior Knowledge Advisor, Society for Human Resource Mgmt., India spoke on Strategic Human Resource Mgmt. in India.
- Nandini Pai, Head – USRM, Employer Branding & HCM Communication shared inputs on Employer branding.
- Mark Menezes, Entrepreneur, Markrich Industries, spoke on managing stress at work.
- Apeksha Poojari, an H.R. expert delivered lectures on organizational culture.
- S. S. Nathan, Official consultant on GST spoke on GST and its impact on Indian businesses.
- Arvind Sundaresan, VP and FSI head of Asia, Pacific, Japan, SAP had an industry interaction with the students on SAP.
- Vinita Charles, DGM, Nuvoco Vistas Corp Ltd. had an industry interaction with the students on career path in H.R.
- Adrian Rosario, responsible for the diversity function, HR Department, IBM India shared industry inputs on managing diversity from the global perspective.
- Jenecia Menezes, I.T. expert, spoke on Human resource Information system.
- Jenny Benoy, Ph.D. researcher, University of Limerick shared her expertise on international pool of human resources.
- Purv Shah, who works as a stock consultant, guest analyst for a show on Doordarshan News, content developer at BSE Training Institute and trainer to security market regulators of international delegations, shared knowledge on innovative financial services.
- CA Kapil Thakore, Financial Analyst at CNBC TV 18, shared knowledge on Risk management.
- Satish Bendre to conduct a workshop on professional grooming.

The department also collaborated with well-known institutes like Meghnad Desai Academy of Economics, Kohinoor Business School, Indian Institute of Digital Education and others, to expose the students to the wide horizon of career paths in big data, economics, digital marketing, M.B.A. and foreign education. With the aim of training students for entrance exams, the department collaborated with Career Launchers and I.M.S. to conduct mock entrance tests. The toppers of the same were awarded cash prizes and scholarships. We also invited other guest speakers to train our students in presentation skills, resume building and interview skills.

### **Certificate courses:**

- The T.Y.B.M.S. marketing students enrolled for the Online Google Certificate Course 'The online Marketing Fundamentals'.

- The B.M.S. department in collaboration with FinStat Analytics Ltd. instituted a short-term certificate course on Big Data analytics. The first module of the same, namely, 'Basic and Advanced Excel' began in the second half of the academic year 2017-18.

#### **Peer interaction:**

In the month of July, the well-known Focolare movement was invited to conduct a workshop, 'Pulse' for all the B.M.S. students. The workshop had twin goals; one to inculcate in our students a good value system and to motivate them to initiate change in our society in their own small way, the other goal was to further the B.M.S. buddy project.

#### **Book review:**

To inculcate in the students the habit of reading, the department encouraged students to read management books and write a review on the same.

#### **Movie Screening:**

There was a screening of the documentary movie 'Not Alone' to brace the students to face the challenge of depression, a rampant problem among the youth of today.

#### **Field visits:**

- The Finance students were taken for a visit to SEBI and the RBI Monetary Museum.
- The HR students had an outbound training programme conducted at Lonavala.
- The department organized a field trip for all three years, to Parag Food Pvt. Ltd.'s Gowardhan's Bhagyalaxmi Cow Farm & GO Cheese Plant in Manchar, Pune.

As part of the B.M.S. course, students are expected to undertake various live projects. Some of these for this year included projects on company strategic management analysis, finding the entrepreneur in you, making a 'best out of waste' product, mock interviews for H.R. students, designing an innovative product, visit to rural markets, presentations on H.R. policies and role plays based on case studies in industrial relations, real time project on creating a market in digital space, planning a business model, case study analysis in sales and distribution of companies, research on retail stores, stock market analysis and the like.

#### **Interactive learning through the Inter collegiate Management fest, AURA 'Embrace the manager in you'**

Events:

1. Marketing 'F.I.T. wars' which was based on social media marketing (F.I.T. connoting Facebook, Instagram and Twitter), 'Prison break' (marketing event) had games on real world competition for market space and marketing and management concepts, 'What's in the box' (marketing event) where participants had to make and sell an unsaleable product, where their marketing skills were tested and 'Ad mad' (marketing event) based on advertising.

2. Finance events included 'Aura's Stock exchange', which had a mock electronic stock trading session, 'Baazigar', where one had to make the right financial investment choices to be the winner and 'FinHunt', a financial treasure hunt testing financial literacy.
3. In the HR elective we had 'Magnetise', games based on employee engagement, 'HR combat' covering real case discussions and solutions on industrial relations and 'Drain your brain' covering H.R. concepts of payroll, compensation, HR processes and motivation.
4. Sports tournaments on the turf and internal gaming tournaments in the gaming room and on the college grounds. External gaming events included Foot Tennis, Football and Hockey. Internal gaming events included PS4, Life size Ludo, Minute to win it games, Human snakes and ladders, Carom and table tennis tournaments and tug of war.
5. Workshops on Self- defense ('Judo') for girls and boys, 'Laughter Recipe with the Chef' and also a workshop on 'Blogging as a marketing tool' conducted by the renowned FilterCopy.
6. Students were given an opportunity to display their artistic side at the Sand Art and 'Do-it-yourself' exhibitions. 'eClickZine' was Aura's photography event with a management twist where students had to click pictures of day to day life's activities and portray the management concepts in it.
7. Cultural events: We had a dance event 'Fuse', a blend of Indian and Western dance and a personality event with a twist, 'Split personality'. We also organized 'Mr. And Ms. Aura', a fashion show where one had to walk the ramp without make-up, to drive a point home that it's the aura about you that makes you beautiful and not just your looks. In keeping with this theme, Aura invited a group of acid-attack survivors to walk the ramp. We had many celebrity judges across the three-day cultural events. To name a few, Ms. Perizad Zorabian, Ms. Shruti Sinha, Mr. Saahil Raj and Mr. Mayuresh Wadkar. But the most special day was when Ms. Sushmita Sen, Ms. Khushboo Mendonca, Ms. Vrushali Chavan and Ms. Sheena Bajaj joined in the ramp walk with the courageous acid-attack survivors, which boosted their morale tremendously! We called it 'The Walk of Courage'. One more event based on a social cause was 'Nukkad Natak', a mode of advertising in rural areas. Here the groups had to present street plays on social issues.
8. Social events: Aurathon 2017-18, held on 9 December 2018, was a peaceful walk from college to Bandstand and back, by students from various colleges across the city to bring

to light 7 different problems namely, the Elphinstone stampede tragedy, Depression, Body shaming, cyber bullying, ragging, blue whale challenge and selfie deaths. The students walked silently with posters in their hands that conveyed strong messages on the above issues.

'Wall of Kindness'. This was a donation drive to collect stationery and other useful items for poor children. The CSR team of Aura visited a tribal village in Asangaon on 28 January 2018 to distribute the items received from this collection.

9. Business event modelled on the United Nations: Aura MUN was held on 10 and 11 February 2018. As a pre-event, on 2 February 2018, Aura invited guest speakers to orient the students of our college about how a Model United Nations functions. Aura MUN aimed to be an authentic simulation of the United Nations – with committees like Security Council, UNESCO, a Secretariat headed by the Secretary General, a Press Corp and of course the delegates. For the duration of a Model United Nations conference, every participant or 'delegate' represents a member state of the United Nations in one of the committees of the UN system. At the maiden edition of Aura MUN, there were committees dealing with issues such as health, politics, disarmament and the environment. In their individual committees, the delegates engaged in debates on a wide range of topics, relating to issues as diverse as international peace and security, economic cooperation and development, human rights or the protection of the environment. The ultimate objective of every delegate was to lobby support for, debate and ultimately have passed a resolution on one of the areas within their committee.

**The following students won the Annual College awards:**

- Scott Moraes T.Y.B.M.S.: Outstanding sportsman
- Laura Demello T.Y.B.M.S.: Outstanding Musician
- Alisha D'Souza T.Y.B.M.S.: Best Outstanding student