

# PGDM RETAIL MANAGEMENT

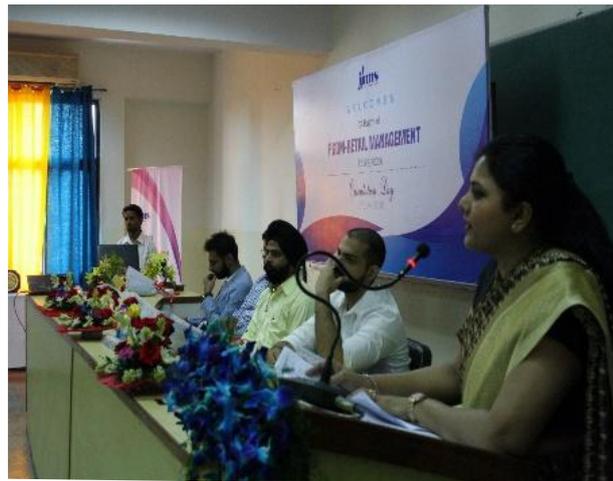
## NEWSLETTER

JULY'2018-SEPTEMBER'2018

On 3rd July 2018, JIMS family warmly welcomed the new students (batch 2018-20). The Orientation Day started with the interaction with our esteemed alumni where they shared their experiences with the new students; followed by address and blessings by Mr. Pawan Gupta, Director, and the Guests of Honours Mr. V.K. Aggarwal, Vice Chancellor, JaganNath University, Jaipur and Mr. Shwet Pandey from Retailers Association of India.

### PGDM-RM Batch 2018-2020 Glimpse of Trimester-I

- Orientation Programme
- Workshops and Guest Sessions
  - Skills Vs Knowledge
  - Building Foundation for Corporate Success
  - Creative Communication through Advertising
  - Transformational Leadership
- Industrial Visit
  - Coca Cola
- Mall Visit
  - DLF Emporio, VasantKunj



The subjects taught to the students in trimester-I are Managerial Economics, Quantitative Techniques, Accounting for Managerial Decisions, Marketing Management-I, Principles & Concepts of Retail, Fundamentals of Management and Organizational Behaviour, IT Application in Management, Business Communication and Environmental Scanning. The focus is on inculcating the decision making skills, analytical and critical thinking skills in the students. All above subjects has been taught using case study approach, articles discussion, presentations, group discussions, role plays etc.

Various workshops and guest sessions were conducted during the trimester in order to build their attitude and behaviour, and enhancement of skillset.

Workshop on "**Building Foundation for Corporate Success**" was organised on 14th July, 2018 where the emphasis was laid on skillset required for entering and surviving into the corporate world.



A session on "**Managerial Traits and Effectiveness**" was organised on 12th July 2018 where focus was given on various managerial traits which every manager should possess: leadership, communication, adaptability, developing other people, building relationships and constant development.



A **workshop on Creative Communication through Advertising** was organised on 21st July, 2018 to help students in analysing and evaluating every commercial advertisement, which is more inventive and unique, leaves long term impact on the customer.

An **Industrial visit to Coca-Cola plant** (Moon Beverages Limited), Greater Noida was organised on 13th August, 2018 to give live exposure of manufacturing facilities at the leading beverage company of the country.



A **Mall Visit to DLF Emporio, VasantKunj** was organised on 6th August 2018 to gain insight on the fundamentals learnt in the class to compliment the practical aspects. The students got the opportunity to interact with the retailers of luxury brands like Bvlgari, Dior, Jimmy Choo, Versace, Emporio Armani etc and got the practical exposure of luxury brands and their visual merchandising displays.



An **Aptitude Test** was organised on 8th August, 2018 to add value to the students in terms of their readiness for the placement process. It aims in enabling students to demonstrate their knowledge which improves their chances of getting employed in the area of their choice.

**Creador-The Retail Club:** It's a students driven club where students conceptualize, plan and execute various activities. In this trimester Retail Club students organised "Quizzical Suspects" for the students at JIMS. It was a fun based quiz and learning activity in which students got the opportunity to showcase their general awareness and a chance to win with the game 'Snakes and Ladders'.



### Club Activities

- **Retail Club**-Quizzical Suspects
- **Marketing Club**-Product-O-Mania
- **HR Club**-Corporate Expectations from Budding Managers: Myths & Realities" & " Team Dynamics, Leadership, Effective Communication, Quality & Time Management
- **Finance Club**- IPL Bidding Simulation Game
- **E-cell Club**-Entrepreneurship Motivation

# *Fun & Frolics*

## **RM-Extravaganza 2018 and Freshers Party**



Mentorship meetings are conducted time to time so that students can seek guidance from their respective mentors on various critical issues like opting for live projects, choosing major and minor specialisation etc.

Greater industry exposure via live projects was provided to the students so that they can have a first hand experience of the industry. This connectivity adds the personality and changes the outlook of the students to visualise the things through different directions.

Trimester I ended with the End Term Examination giving them the opportunity to show case their academic value addition through a pen paper examination format.

**We believe that education is the passport to the future; tomorrow belongs to those who prepare for it today. We hope that this journey will create a fruitful and healthy relationship with each one of you. We promise you to give our best to provide your ward the best of guidance required for a successful career.**

**Dr. Deepika Saxena**  
**HOD (PGDM-RM)**

### **Corporate Exposure through Live Projects**

- Kantar IMRB
- Bagrry's India Ltd
- Britannia Ltd.

### **PROUD MOMENTS**

#### **1<sup>st</sup> Position in HR Club Activity**

Ashka Kakkad  
Richa Kapri  
Mansi Ahuja  
Jayati Shree  
Monika Valeja  
Neeraj Yadav  
Vivek Yadav

Archit Anand Choudhary  
Abhishek Gaur  
Dipi Goel

#### **3<sup>rd</sup> Position in Marketing Club Activity**

Kartik Saxena  
Loveen Kukreja  
Abhishek Goel  
C. Akash

*Congratulations to the Winners!*