

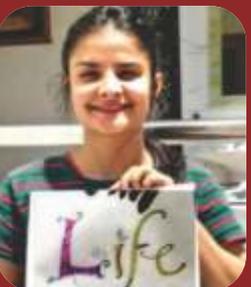


# PACIFIC MANAGEMENT NEWS

The Newsletter of Faculty of Management, Pacific University, Udaipur

Volume No. 09 | Issue No. 02 | January - June 2020

## PACIFIC FIGHTS COVID-19



Virtual Orientation Program

Virtual Internship in Reputed Companies

Online Classes

Virtual Faculty Meetings

Webinar Series

## DEAN'S DESK



Welcome to yet another edition of Pacific newsletter!!

The Pacific campus is a dynamic venue where young minds are always on the move to learn, upskill and reskill. May it be the orientation programme, inter-college events or winning awards or engaging guest lectures and conducting contemporary workshops or getting the students placed in good companies or simply unwinding with fun outings, the campus is always beaming with such plethora of activities.

What started as yet another eventful session at Pacific turned out into life changing phase for not only India but for the world. With the outbreak of Covid-19 pandemic in the mid session, a revolutionary change in the teaching learning environment and pedagogical approaches was experienced at Pacific. Without losing much time institute equipped itself for the online mode, not only for the regular teaching of the curriculum but also for the value added and student development programs, which are the regular features at the campus.

Pacific MBA has always endeavoured for 360 degree development of aspiring students through experiential learning hobby clubs, Study Circle, Forum Activities, continuous industry academy interactions and industry enabled certificate programs.

In Student Development Programs we adopt diversified pedagogical approaches to enrich the learning. It includes case

discussion and analysis, role plays, management games, economic and business story discussion, presentation on contemporary issue, use of e-resources & audio visual aids, operational labs, project based and problem based learning methods and so on.

Study Circle Activities are conducted for first year students as professional booster. Various study circles are formed to ensure the participation of each and every student. Study circles are formed for amalgamation of creativity and knowledge. Activities like debate, top business discussion, quiz, book review, business plan development, creative writing etc. are conducted under study circles.

Clubbed with the traditional education, specialized forums are formed for the final year students to give a touch up to the excellence. Different forum activities are organized on monthly basis to enhance practical skills of the students. Forum activities make the students ready to face the tough competition in the corporate world by building upon their skills in the relevant area of their specializations.

We run more than 21 experiential learning hobby clubs, to name the few we have entrepreneurship and innovation club, elocution and debate club, adventure club, Eco sensitivity club, digital marketing club and so on. These clubs give the students the required edge to build their communication skills, leadership qualities as well as organizing ability along with pursuing their hobbies in a creative manner.

Under the impact of pandemic, institute gave priority to virtual internships and webinars. Internships are a key channel to give students the much-needed advent into the real world work environment. The institute was resilient to adapt the blended hybrid program mixing online and physical internship modes to propel learning opportunities. Likewise, the institute organised numerous webinars in digital mode for continuing the learning. Very large number of students across the globe could get useful insight along with relevant resource persons.

I wish all the readers happy reading !!

**Prof. Mahima Birla**  
Dean, Faculty of Management  
(Pacific University)

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# Events and Activities Conducted by the Institute Before Covid-19 (BC)



# Prodigious Beginning of the Semester

6 Jan'2020 marked the beginning of the next semester for the MBA Batch 2019-21 with the three days Orientation Program. The program was designed under the Pacific Knowledge Series to equip the students with the knowledge of requisite business concepts and business skills for improving their academic success. Prof. (Dr.) Mahima Birla, Dean, Faculty of Management, Pacific University, inaugurated the program with the lighting of the lamp and extended a warm welcome to the II Sem. students.

In her welcome address, she deliberated upon the very practical real life lessons. She told the students about the need and importance of good communication skills, leadership qualities and team skills to attain higher professional growth. She concluded her talk by emphasizing on skill building and the importance of learning by doing.

Right after the inaugural ceremony, the day started with the first session by Dr. Shivoham Singh, Assistant Professor, who took an expert session to share his knowledge about 'The Key Trends shaping the Finance Industry'.



DAY I

Dr. Shivoham began his session with elaborating the transformations being undertaken by financial institutions to stay relevant in the future. He further highlighted such trends which include the ongoing digital transformation, the emergence of Fintech companies, the increasing role of Artificial Intelligence and robotics and re-thinking the concept of money. He skillfully contrasted the changes in the industry that occurred over

the years. Further, the emergence of new Fintech companies through bank- Fintech partnerships, were explained by him with diversified examples. Towards the end, Dr. Shivoham focused on the need for the financial institutions to shed their non-core operations and retain only those businesses that provide true differentiation for customers.

The queries of the audience were well answered by Dr. Shivoham which made the session a highly interactive one. This marked a successful start of the three days long event.



**DAY II**



The second day of the Orientation Program on 7 Jan, 2020 was titled 'International Finance' where Dr. Pallavi Mehta, Associate Professor, was invited to share keen insights over the topic.

Dr. Pallavi began the session on International Finance by introducing the subject and its importance in different streams of management such as Marketing, Finance or HR. Further she explained different types of market structures and their way of working.

**DAY III**

8 Jan' 2020, the third day of the Orientation Program marked the presence of Professor Dipin Mathur, Director, Pacific Business School. The theme of the day was 'Redefining Culture for Employee Engagement', a highly important concept for budding HR students.

Prof. Mathur began the session with an explanation regarding how the industry has changed over the span of time and why employee engagement is the dire need of every organization today. He further explicated the factors like generation change, technology advancement, economy changes etc. Prof. Mathur then focused on how to use interesting employee engagement techniques to enable employees increase their potential. He gave suitable examples to support his argument and further elucidated the steps to enhance an individual's skill set and the need to constantly upgrade the skills to stay relevant in the market.



## Book Review Contest-2020

**T**he silent influence of books,” wrote the Irish preacher Henry Giles, “is a mighty power in the world... passive and noiseless though they be, they yet set in action countless multitudes, and change the order of nations.”

Based on this, The Faculty of Management, PAHER University organized its annual event Book Review Contest-2020 on Feb. 11, 2020 with an objective to inculcate reading habit among the young buddies and improve their presentation, vocabulary and confidence.

The Institute received an overwhelming response from the participants, in all 74 reviews were received on different books of different genre out of which 44 reviews were selected for presentation. On the said day, the participants from FMS, UCCMS, Bio-Tech (MLSU), Pacific Business School, Faculty of Management, Pacific Institute of Hotel Management, Pacific Institute of Business Studies and other constituent units of PAHER University extended good deliberations.

Master Aarav of standard 7, the youngest book reader added value to this event by presenting a review of his book which was highly appreciated by one and all present there.



The Chief Guest in the inaugural ceremony was Prof. Rajeshwari Narendran, Head-Department of Business Administration, UCCMS, MLSU, Udaipur who motivated students and gave tips to write reviews and

also gave mantras to get success in life. On this occasion Prof. Mahima Birla, Dean FM, PAHER, stated the importance of reading habit, she gave many examples of the voracious readers who are successful today because of their reading habits. To judge the event we have had Dr. Sangeeta Dhar and Dr. Nivedita Manish from Dainik Bhaskar. The event was coordinated by Prof. Subhash Sharma.



## UTTARAYAN 2020

**T**he Faculty of Management, Pacific University organized Uttarayan' 2020 -Annual Management Fest on 5 March 2020. The Fest started off with the inaugural function which was graced by Dean, Faculty of Management, Prof. Mahima Birla. In her inaugural speech, she emphasized on the value of skills sets that management students should attain to become more employable and competitive.



The mega event aimed at bringing to the fore - the talent of management students coupled with quest of knowledge and a spirit of fun n frolic. A perfect platform to unleash the potential and showcase the multifaceted aptitude of the students. The students gained firsthand experience in management events through planning, resource mobilization and team work. The fest had an exciting and diverse array of activities, ranging from academic to cultural to sports activity. There were total of 6 activities organized. The events held on the day were Budding Manager, AD-ZAP, Treasure Hunt, Singing, Dance and Mr./Miss Uttarayan.

The cultural activity garnered the most plaudits and enthused the participants. All the activities were equally appreciated and so designed to test not only the team spirit of the participants, but to facilitate communication and help foster creativity and innovation.

This is yet another event of Faculty of Management which has been managed throughout the day by the collaborative efforts of faculty members, office staff and students under the able guidance of Professor Mahima Birla.



**PACIFIC UNIVERSITY**

## COVID-19

### SYMPTOMS

- FEVER
- COUGH
- SHORTNESS OF BREATH
- SORE THROAT
- HEADACHE

### PREVENTION

2019 - nCoV

- STAY HOME
- EAT HEALTHY
- WASH HANDS
- SLEEP REGULARLY

DOCTOR ADVICE

PHYSICAL DISTANCING

**Pacific University**  
 Pacific Hills, Pratapnagar Extn, Airport Road, Debari, Udaipur, Rajasthan 313003  
 Website : <https://www.pacific-university.ac.in/>

**Prof. Mahima Birla**  
 Dean, FM

Crisis will not last forever and life will blossom again.

Every crisis in human life comes to teach good lessons. With firm faith, enhanced confidence, self discipline and positive thoughts we are sure to beat this harsh time. God has blessed every human with the wonderful ability to overcome hardships and emerge as a winner.

I am sure together we will get through this pandemic and life will blossom again.

Take Care of Your Loved ones and stay safe

# Events and Activities Conducted by the Institute After Covid-19 (AC)

# Online Ph.D. Viva of Research Scholars

The fact that Covid-19 has magnificently transformed the teaching-learning system cannot be denied. It has created a new academic landscape altogether which leads to the learning process not being hampered due to distances or any natural calamity.

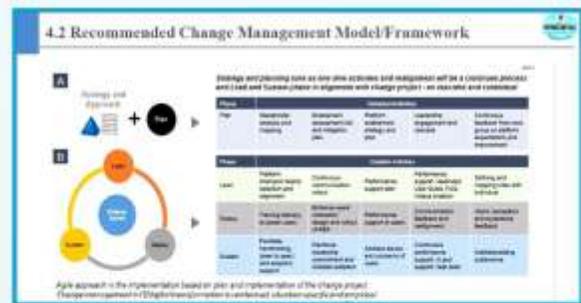
Moving along with this changing trend, Faculty of Management, Pacific University, feels proud to conduct the first online Ph.D. Viva of two Research Scholars pursuing their research work under the supervision of Professor Pushpkant Shadkwipec.



**First Online Ph.D. Viva of Scholars Conducted by Department of Management, Pacific University**



**Professor Mahima Birla, Dean Faculty of Management, welcoming the Panel Members**



**Scholars, Mr. Manoj Kumar Prasad and Mr. Rohit Kanda presenting their research work before the Panel Members**

# Webinar Series

Teaching has always been considered the most noble profession on the Earth. But, unfortunately, the current education system does not cater to the needs of the changing times. The current teaching learning process demands teaching to be combined with technology, which gives tremendous leverage to educate people without any barriers. This education system could be simply termed as the New Age Teaching.



This is the time to create digital teachers who can strongly influence the learners with their impactful knowledge. The present education system looks forward to create a strong digital ecosystem and impact people with delivery of knowledge using technical channels.

Pacific Institute of Management, one of the top B-schools in Udaipur believes in moving hand in hand with time and thus it made magnanimous efforts to ensure that the teaching learning process is not hampered by the current lockdown situation.

The institute, in order to become digitally empowered, has adopted the technological advancements in education system like the use of Google Classroom, Zoom Meeting Application and Google Hangout Application which assists in conducting the online teaching smoothly.

The institute aims to continue its teaching learning system without any

hassles and deliver knowledge in the most influential manner. For this, it has organized and conducted regular webinars on various contemporary issues by outside experts to keep the students abreast with the current knowledge. The Webinars helped the students and other participants to learn, understand and grasp the important contemporary issues and concepts which would further be useful for them in their professional and corporate life.

The poster is for a webinar organized by the Faculty of Management at Pacific Academy of Higher Education and Research University. The title is "FUTURE OF JOB MARKET AND CORPORATE EXPECTATIONS POST COVID - 19". The date is 27 June, 2020 (Saturday) starting at 11:00 AM onwards. The speaker is Dr. Syed Musawwar Nazki (Performance Coach) and the moderator is Dr. Narendra Chawla (Associate Professor). Registration details include a WhatsApp number (+91 9460117336), a website (Pacific\_mba), and a Facebook page (Pacific MBA). A note states "E-certificates will be provided to all the Attendees".

# Essential Negotiation Skills for Sales Professionals

The First Webinar of the entire series was planned and conducted successfully by the institute on Essential Negotiation Skills for Sales Professionals.

Webinar speakers, Prof. Subhash Sharma, Head of Department, Soft Skills, Pacific Institute of Management, and Dr. Narendra Goyal (Marketing Head, Indian Institute of Skill Development) disseminated knowledge on the powerful business negotiation skills and essential soft skills required by sales professionals.

During the Webinar, Prof. Sharma, discussed the skills required by the sales professionals to maintain positive long-term business relationships.

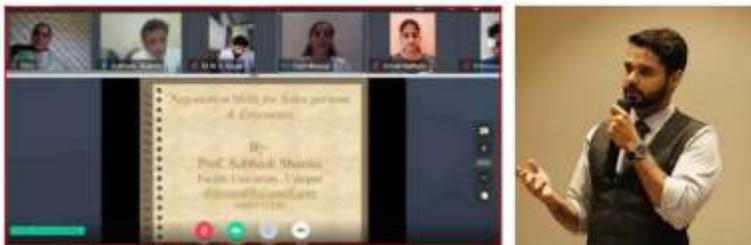
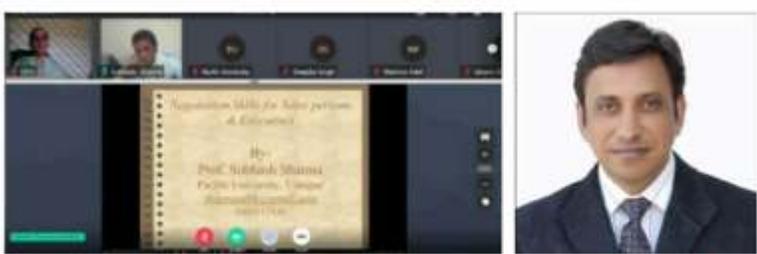
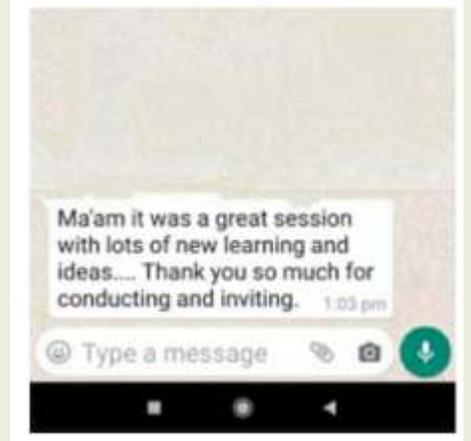
Prof. Sharma elaborated his talk with the help of three Cs of communication i.e.

Connect, Convey and Convince

He further said that the salespersons should connect with the clients rather than convey and convince if they really want to become a superstar in sales.

Dr. Narendra Goyal, added on essential soft skills required for persuading and influencing the customer and enhance the sales volume of the organization.

Convener of the Webinar, Dr. Kulvinder Kaur told that the webinar was attended by corporate professionals and management trainees from varied institutes.



# E-Commerce Scenario Post Lockdown



Second Webinar of the Series was conducted successfully by the institute on Dream Digitally Earn Wisely : E-commerce Scenario Post Lockdown.

Webinar speakers Mr. Udit Varshney, Assistant Professor, Pacific Institute of Management and Mr. Dipen Parekh, Senior IT Executive, TCS, Mumbai, made the participants conversant with how to establish feasible business ideas and boost the existing business.

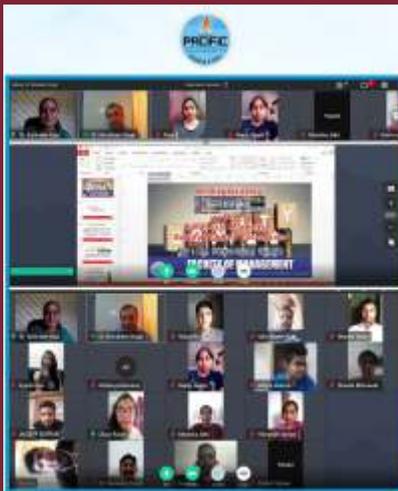


Mr. Varshney acquainted the participants with the requisite online marketing skills to enable them develop their E-commerce business. He discussed with the participants how to make better use of E-Commerce to grow one's business. He further shared with them tips and techniques to become an effective digital entrepreneur & bring success to their business.

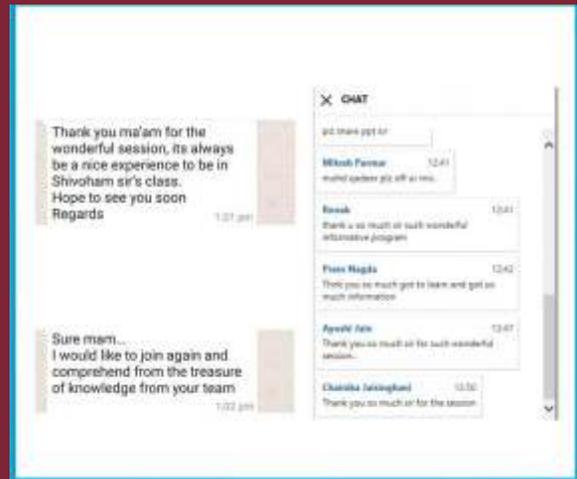
Mr. Dipen Pareek, acquainted the participants with the latest trends in consumers' online shopping habits. He further told the audience that a digital entrepreneur needs to make a deep-dive on customers, particularly top customers to understand exactly how customizable the platform is and why did the entrepreneurs build it that way. He also discussed about some successful merchants who use E-commerce to grow their businesses.

# Financial Markets : Equity Market Essentials

In continuation of the Webinar Series, the Institute conducted its next webinar on the Financial Markets: Equity market essentials on 17 May 2020. Dr. Shivoham Singh, the Key Note Speaker, gave the participants an insight in the area of Financial Markets and various aspects of Financial Markets.



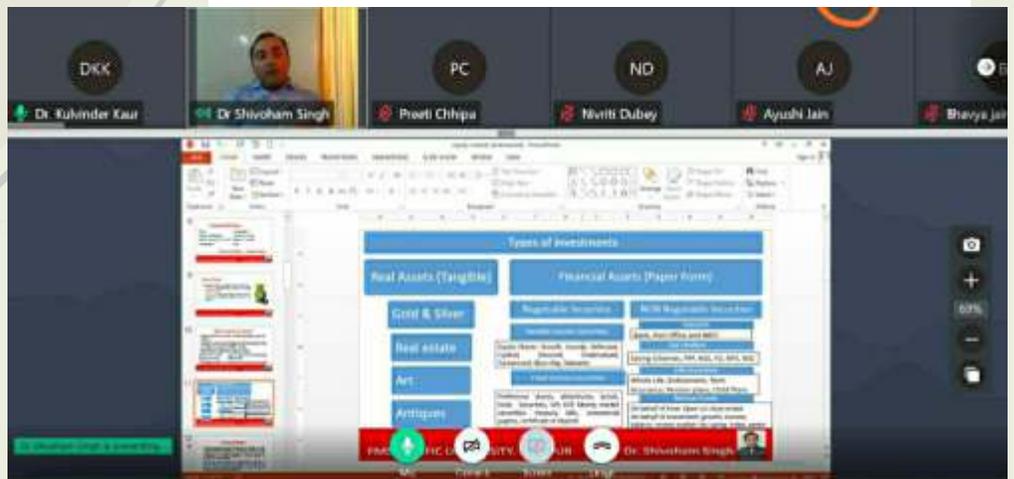
He told the participants that the world stock markets have experienced a swift decline in recent weeks due to the covid-19 pandemic, as such the investors should carefully study and analyze the financial market before making any investments further.



Dr. Shivoham also deliberated on the following points-

- The recent volatility in the financial markets.
- Why stock price fluctuations should be viewed as a normal part of investments ?
- How to beat the COVID-crisis using a special market neutral strategy ?
- How to allocate stocks to your portfolio ?

The Program was attended by students pursuing B.Com, M.Com, BCA, MCA course as well as Corporate Professionals.





# How to Start and Run an NGO

The Next webinar of the series was organized by the institute on 'How to start and run a successful NGO' on 27 May, 2020.

The Webinar was started by Dr. Kulvinder Kaur, the Keynote Speaker where she made the participants conversant with-

- What is an NGO?
- What kind of activities do these NGOs Perform?
- What kind of projects do these NGOs undertake?
- What are the acts applicable to NGOs formation?
- Procedure for NGO formation and Registration

- How do these NGOs arrange funds?

She also made the participants familiar with the essential aspects of -

- Companies Act, 2013
- Society Registration Act, 1860 and
- Indian Trust Act, 1882

She further made the participants aware of the documents required to form an NGO, where she discussed with them about the -

- Trust Deed
- Memorandum of Association
- Articles of Association
- General Power of Attorney (GPA)

Dr. Vikram Mali, Rajasthan Head, Nanubhai Education Foundation, educated the participants on the working style and pattern of various successful NGOs. The Program was attended by students from various institutions as well as Corporate Professionals.



# Internet of Things

The Fifth Webinar of the series was conducted by the Institute on 13 June, 2020 on Internet of Things (IoT), the new technology paradigm which is ready to conquer the entire world by connecting the unconnected.

The Keynote Speaker, Mr. Koustubh Bhattacharya, Chief Operating Officer, UCCI, familiarized the participants with how the network of physical objects is embedded with sensors, softwares and

technologies to connect with other devices and systems.

He further deliberated on -

- How to build new IoT experiences and drive rapid innovations in the business with the intelligent edge.
- How to accelerate own IoT vision.

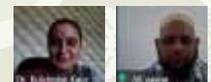
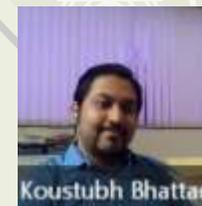
Dr. Ali Yawar Reha, the moderator, acquainted the participants with the key components of IoT and also



educated them on the latest challenges, opportunities and innovations within the Internet of Things which lay its impact across industry sectors.

He elaborated his talk on -

- IIoT and smart Manufacturing
- Developing for the IoT
- Process Optimisation





# Future of Job Market and Corporate Expectations Post Covid-19



7th Webinar of the series conducted by the Institute under the banner of Pacific Knowledge Series on

**Future of Job Market and Corporate Expectations Post Covid-19.**

### Key Objectives of the Webinar :

- Make the participants aware of the Future Job and Career Opportunities in the midst of this Covid-19 crisis.
- Enable the participants explore such opportunities in the current scenario.
- Give the participants an insight into the future skill set requirement for attaining a promising career.

### Keynote Speaker:

- Dr. Narendra Chawda, Associate Professor, Pacific Institute of Management.
- Dr. Syed Munawwar Naqvi, Freelance Performance Coach and Trainer.



## Achievers' Column

Recognising  
The Exemplary  
Performances  
In Academics,  
Sports & Co-  
curricular  
Activities,  
Pacific  
University  
Felicitated  
Faculties And  
Students On  
The Auspicious  
Occasion Of  
71<sup>st</sup> Republic  
Day



Unveiling of the Edited  
Book Titled  
“Transformation of  
Business and Economy  
in the Digital Era” by  
Prof. (Dr.) Mahima Birla,  
Dean, Faculty of  
Management  
Prof. Dipin Mathur  
Dr. Pallavi Mehta  
Dr. Pushpkant Shakdwipee  
and Dr. Ashish Adholiya

## Participation of Students in Intercollegiate Debate Competition

Eight students of Pacific Institute of Management participated in the Intercollegiate Debate Competition organized by Faculty of Engineering, Pacific University. Out of these 8 students, Abhishek Solanki, II sem student of Pacific Institute of Management secured the first Position and Disha Sisodiya, II sem student of Pacific Institute of Management secured the second position.



First Position - Secured by Abhishek Solanki, II sem student of Pacific Institute of Management.



Second Position - Secured by Disha Sisodiya, II sem student of Pacific Institute of Management

# Students Participation in the Audacity 2020

The II Year students of Pacific Institute of Management participated in the Cultural fest- Audacity, organized by IIM- Udaipur. It was a proud moment for Pacificians, as they secured first position in the Group Dance and Fashion Show and Second Position in Street Play.



Students secured First Position in Group Dance and Fashion Show.



Students Secured Second Position in Street Play

# Tata Crucible Corporate Quiz 2020

Pacific University, Udaipur hosted India's biggest corporate Quiz contest named - Tata Crucible Business Quiz' 2020 on 09 Feb., 2020 with the following objectives -

- Encourage students to improve their intellect and widen their knowledge.
- Provide a platform to the graduate and post graduate students to evaluate their knowledge by taking on the toughest business quiz in India and showcase their talent.
- Ignite students to think differently.

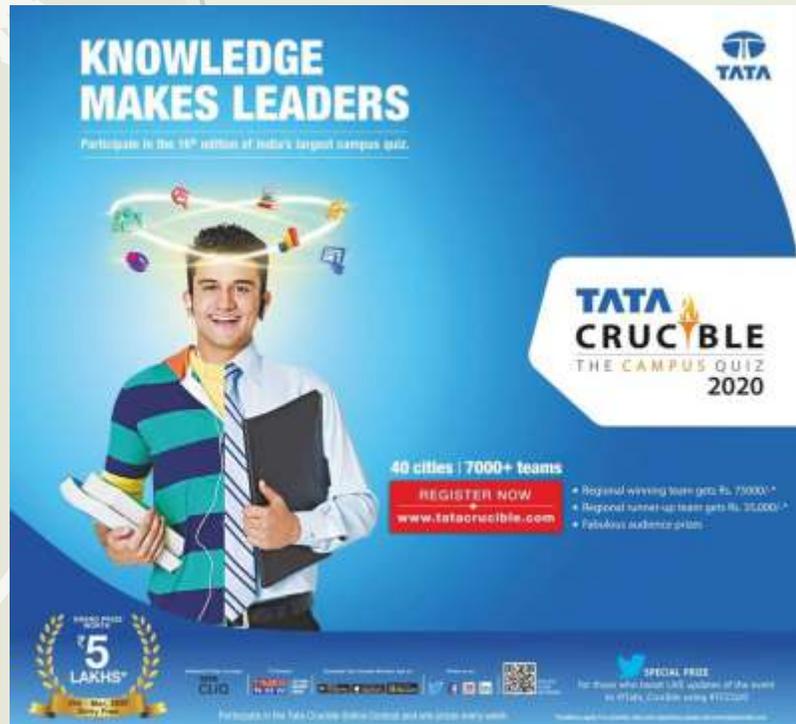
**Quiz Master :** Mr. Giri Balasubramaniam

**Organized by :** Tata Group

**Total Participation :** 14 Teams

**Winners of the Contest :** IIM, Raipur

Cash Prizes were awarded to the winners along with participation certificates to all the contestants.



Winners of the Quiz



Runners up Team



# Placements at Faculty of Management, Pacific University

Placements @ Faculty of Management is perhaps one of the most crucial activity from the students perspective. The institute invites several corporate professionals to the campus for Guest Lectures, Forums, Seminars, MDPs etc. This provides opportunities to students to get first hand information from the professionals about the corporate expectations and requirements.

To drive placements, Faculty of Management has appointed a placement committee and full time placement officer who are responsible to invite several renowned companies to the campus. Various FMCG, automobile, banking, IT/ ITES have returned year after year to recruit from Faculty of Management.

## List of Companies that visited the Pacific Institute of Management for Campus Recruitment

**ICICI Bank**

**AU Bank**

**Orbityc**

**HDFC**

**Urban Ladder**

**Mahindra Holidays**

**Elan**

**Just Dial**

**CLink**

**3T Tech.**

**Spandana**

**Rajasthan Live**

**Calvin Klein**

**Cognus**

**Byju's**

**A shining ray of laughter in the dark tunnels of this pandemic lockdown!**



**Students Selected in Spandana Sphoorty and ICICI Bank Ltd.**

### SPANDANA SPHOORTY



**As Executive Trainee@3.6 LPA**

**SPANDANA SPHOORTY ranks in the Top 3 Micro Finance Companies in India & in Top 5 across the Globe**

### ICICI BANK LTD.



**As Deputy Manager @4.12 LPA**

# Virtual Meetings during the COVID-19 Pandemic

The Covid - 19 pandemic has prompted a shift in Faculty Meetings & events, moving from in-person gatherings to a more virtual implementation. Pacific Institute of Management embraced these changes during these unprecedented, uncertain times to expand its reach to all the faculty members and other staff members and engaging and empowering them to connect when ever needed.

Pacific Institute of Management used these virtual options to hold meetings, technical talks and

lectures for the students. Platforms like Zoom, Google Meet, Go to meeting were used to connect with the faculty, administrative staff and the students.



# Educational Connect during Social Disconnect

## Virtual Departmental Meetings During the Pandemic



### HR Department

Distances and natural calamities can never be a barrier to effective learning. The current pandemic covid -19 is a perfect example to this. The Faculty Members along with the Dean conducted several online meetings to decide the present and future teaching pedagogies with an objective to provide maximum advantage of digital teaching to its students.



### Finance Department



### Marketing Department





## Online Classes with Creativity @ Pacific University



Creating moments of joy, sharing a pen during a Live Online Lecture I  
Kudos to students of FMS for such great creativity

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Pacific Group of Management Institute

#### CHIEF EDITOR

Prof. Mahima Birla

#### EDITORS

Dr. Kulvinder Kaur  
Mr. Udit Varshney

#### DESIGNED BY

Praveen Choubisa

## PACIFIC GROUP OF INSTITUTES

Post Box No.12, Pratap Nagar Extn., Airport Road

Udaipur - 313003, Ph.: 0294-2491506, 2491507, Fax: 0294-2494512

Email: [pimanagement@rediffmail.com](mailto:pimanagement@rediffmail.com) Website: [pimanagement.org](http://pimanagement.org)