



Foundation Day Celebration

On 5 September, 2022, the G.L. Bajaj Institute of Management & Research (GLBIMR), Greater Noida, commemorated its 12th Foundation Day with great zeal and enthusiasm. The day began with an auspicious 'Hawan Ceremony' on campus, attended by Mr. Pankaj Agarwal, Vice Chairman, G.L. Bajaj Educational Institutions, Mr. Kartikay Agarwal, CEO, G.L. Bajaj Educational Institutions, Dr. Sapna Rakesh, Director GLBIMR, students, faculty and staff members. Under the remarkable leadership of Mr. Pankaj Agarwal, GLBIMR was established in the year 2007 under the leadership of Chairman, Mr. Ram Kishore Agarwal and together they have embarked on a journey of imparting quality education to thousands of students and budding professionals.



G.L. Bajaj Institute of Management & Research. PGDM Institute Vision

To be an institute of global repute for imparting knowledge, skill sets, confidence and values for being self-reliant and pleasantly employable.

Mission:

- To create a sustainable learning ecosystem to build cognitive potential.
- To inculcate quality leadership, corporate understanding and global competence.
- To inculcate entrepreneurial skills & startup attributes for the spirit of self reliance.

Case Study Analysis I Workshop

G.L. Bajaj Institute of Management & Research, PGDM Institute, Department of Marketing organized a 2-days workshop on 'Case Study Analysis' on 6 & 14 September, 2022. The resource person for this workshop Mrs. Veena Kumar, Director, Competitive Edge Consultants explained the in-depth analysis through case studies of Cadbury and HUL. The participating students got insight of applying the concepts of marketing management through the case studies. It also enabled students to develop the critical thinking abilities and methodical approach to solve the cases.



The five students namely Abhishek Chourasia, Ujjwal Kumar Singh, Pooja Jha, Tanisha Aggarwal and Pushpanjali Raj of Batch 2022-24, received the Star Performer Award based on their performance in the workshop. Dr. Surbhi Singh and Dr. Arpita Srivastava coordinated the workshop and mentioned how case studies have a huge range of benefits, from insight to influence by offering solutions to complex business problems. More than 200 students of Batch 2022-24 participated in the workshop and extended a note of gratitude to the institute for this great learning experience. .





Non-Verbal Communication I Expert Talk Series

Dr. Jaideep Singh, Director JS CORE Consulting, delivered a thought-provoking expert talk on 'Non-Verbal Communication' on 7 September 2022. Dr. Singh talked about the relevance of communication skills and its association with the corporate world expectations. He elaborated on various types non-verbal communication and demonstrated the same with the help of video clips. Students got to know about the application of proxemics, kinesics, para-language, oculosics and chronemics. Ms. Bhawna Sharma and Dr. Sunita Choudhary managed the session with the help of student coordinators' team of Nupur Malhotra, Aquib Numan Siddiquee and Satakshi Chandel.





Emotional Intelligence for Workplace Success | Expert Talk Series

Expert Talk on 'Emotional Intelligence for Workplace Success' was conducted on September 10 2022 for the students of batch 2022-2024 Ms. Radhika Sharma, Learning Partner and Manager- L&D MetLife was the resource person of this expert talk. The main objective of this session was to apprise the students of the paramount importance of emotional intelligence at the workplace, dimensions of work relationships and self-awareness. Students got to know the difference between emotional quotient and emotional intelligence. They also understood that for becoming effective leaders, one must have a have a solid understanding of how their emotions and actions affect the people around them.

Dr. Prachi Aggrawal with the students' team of Ganesh Anand, Tanisha Aggrawal, Drishti Singh and Naincy Srivastav coordinated the session and encouraged students to spend considerable time developing self-awareness, self-regulation, motivation, empathy, and social skill to excel in the future.





Implications of Financial Statements on Business Decisions | Alumni Talk Series

The institute organized Alumni Talk on 'Implications of Financial Statements on Business Decisions' on 12 September 2022 for the students of batch 2022-2024. The resource person, Mr. Alok Kumar, Derivative Analyst, Share India Securities Ltd., clarified several corporeal learnings based on his real-life experiences. He explained the importance of knowing important metrics such as difference between accounting and finance, estimating the earning capacity of the business concern, determining the operational performance of the company, assessing the financial performance of any company, learning about the tools of financial statement analysis, understanding financial statements, differentiating between comparative and common size financial statements and being familiar with Indian accounting standards and their benefits.

Mr. Alok Kumar also discussed how Benjamin Graham, the pioneer of value investing, impacted the life of his student Warren Buffett. The session was very informative and interesting for all the participants. Students of batch 2022-24, Aman Singh and Simran Arora coordinated the session and provided all the support for its successful completion under the guidance of Dr. Shuchita Singh.





Teacher's Day Celebration

On the 5th of September, 2022, GLBIMR celebrated Teachers' Day. To mark the commencement ceremonial lamp lighting was done by Dr. Sapna Rakesh, Director, GLBIMR. The students planned an interesting cultural show and reflected their respect and gratitude for faculty members. Classical and modern dances, skits, brief speeches, poetry, and shlokas were performed by the students. Dr. Sapna Rakesh acknowledged the students for their efforts in organizing such an amazing celebration and affirmed that teaching is not just a profession, but a responsibility to guide the youth and shape the nation. She encouraged the faculty members to deliver academic quality and excellence in offering world-class management education to their students.



ALUMNI CORNER

Embracing Blockchain for Business Transformation

Blockchain was introduced in October 2008 as part of a proposal for bitcoin, a virtual currency system for issuing currency, transferring ownership, and confirming transactions. Bitcoin is the first application of blockchain technology. Every day we come across millions of transactions where either the channel is unsecured or the transaction process time is long and tedious. For instance, a typical stock transaction can be executed within microseconds, often without human intervention. However, the settlement—the ownership transfers of the stock—can take as long as a week. That is because the parties have no access to each other's ledgers and cannot automatically verify that the assets are in fact owned and can be transferred. Blockchain promises to solve this problem. The technology behind bitcoin, blockchain is an open, distributed ledger that records transactions safely, permanently, and very efficiently. For instance, while the transfer of a share of stock, with blockchain it could happen in seconds. Blockchain could slash the cost of transactions and eliminate intermediaries like lawyers and bankers. But, like the adoption of more internet technologies, blockchain's adoption will require broad coordination and will take years.



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THE GLB TIMES

1-15 September 2022

Fortnightly Newspaper

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Message from the Desk of the Students Editorial Board

We are proud to present the 87th Edition of the Fortnightly GLBIMR Newspaper 'THE GLB TIMES'. As we strive to keep you updated about the most happening events on the campus, write to us with your suggestions regarding columns to be added to make our student bulletin even more engaging. We look forward to getting your valuable suggestions to deliver the best to our avid readers! Kindly mail us your suggestions at theglbtimes@glbimr.org.

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G.L. Bajaj Institute of Management and Research, PGDM Institute, Greater Noida was established in 2007 under the umbrella of GL Bajaj Group of Institutions. GLBIMR.PGDM Institute embarked on the journey to promote higher education in NCR. In record time of 15 years, GLBIMR. PGDM Institute has demonstrated meteoric growth and has carved a distinct niche for itself in the field of management education. GL Bajaj Institute of Management and Research, PGDM Institute, Greater Noida is a leading B-School of North India offering Two Years Full Time Post Graduate Diploma in Management (PGDM) approved by AICTE, Ministry of HRD, Govt. of India, with specialization in areas of Marketing, Finance, Human Resource Management, Operations, Data Analytics and International Business.

Program Educational Objectives (PEOs):

PEO-1: Graduates will be able to contribute in nation building with advanced practical knowledge in the functional areas of business management while upholding ethical practices

PEO-2: Graduates will be able to establish benchmarks with necessary tools and techniques to analyse, design, develop, optimize and integrate systems for handling complex business problems and uncertainty.

PEO-3: Graduates will be able to demonstrate as an effective team player with the capability to lead and appreciate teamwork towards organizational challenges and issues for synergistic growth of the multinational organisations: Domestic and global organisations.

PEO-4: Graduates will be ignited with passion and curiosity for life long learning and innovation so that they can pursue higher studies, high level of personal and professional integrity leading to greater societal impact.

PEO-5: Graduates will be competent to take-up entrepreneurial initiatives either for their own or within other organisations where they are employed and develop innovative ideas and drive the business through entrepreneurial skills.

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