

JAI HIND COLLEGE
BASANTSING INSTITUTE OF SCIENCE &
J.T. LALVANI COLLEGE OF COMMERCE
AND
SHEILA GOPAL RAHEJA COLLEGE OF MANAGEMENT
AUTONOMOUS



Bachelor of Business Administration
BBA
(INDUSTRY INTEGRATED)
Program

In collaboration with

TATA CONSULTANCY SERVICES (TCS)

Year of establishment 2021
Bachelor of Business Administration (BBA)
(Industry Integrated)

COURSE COORDINATOR

Dr. Rakhi Sharma

LLB, MBA, UGC (NET), PhD

OVERVIEW

Jai Hind College, in collaboration with Tata Consultancy Services (TCS), established the BBA programme in 2021 to address the widening gap between educational institutions and industry requirements.

The BBA (Industry Integrated) programme at Jai Hind College is a three-year undergraduate course that offers a unique learning experience to students by blending industry exposure with academic knowledge. This special programme is designed to bridge the gap between classroom learning and the real world, providing students with practical experience through TCS's industry-specific projects. The comprehensive curriculum of the program covers various aspects of business management, providing students with a comprehensive understanding of business principles, practices, and processes.

By the end of the course, students are equipped with practical and application-oriented education that prepares them for employment in various sectors, including banking, insurance, financial services, and retail. Ultimately, the program equips students with the necessary skills to become effective leaders and decision-makers in the corporate world.

STUDENT PROFILE

The BBA programme has a diverse student profile, with 42% male and 58% female students. 56% of students have completed their HSC, 5% have completed their ISC, 36% have completed their CBSE, and 3% come from other educational backgrounds. Furthermore, 44.3% of students come from outside Mumbai.

COURSE OUTLINE

MoU with Tata Consultancy Services Ltd., brings the real world to the classroom. This is a uniquely designed program to create a full-fledged corporate oriented professional which is first of its kind in India. The curriculum of this course is specially designed based on the industry requirements, giving ample opportunities for placement. The following TCS designed electives will equip students with relevant skills to manage business processes apart from relevant concepts in management:

- Finance & Accounting for Business Process Services
- Banking for Business Process Services
- Insurance for Business Process Services
- Capital Markets for Business Process Services
- Market Research and Retail

- Campus to Corporate Transition
- Managing Business Processes
- Logistics and Supply Chain Management

GOALS OF THE PROGRAMME

1. To provide conceptual knowledge and application skills in the domain of Commerce & management studies.
2. To provide knowledge and skills in almost all areas of business to be able to meet expectations of business and to handle basic business tasks, thus equipping students to take up jobs in different sectors of commerce, trade, and industry.
3. To sharpen the students' analytical and decision-making skills.
4. To provide a good foundation to students who plan to pursue professional Programs. 5. To facilitate students to acquire skills and abilities to become competent and competitive in order to be assured of good careers and job placements.
6. To develop entrepreneurship abilities and managerial skills in students to enable them to establish and manage their own business establishments effectively.
7. To develop ethical Business professionals with a broad understanding of Business from an interdisciplinary perspective.

KEY FEATURES

- The exclusive feature of this Programme is the integration of subjects specially prepared by industry experts to incorporate the implementation of analytical and decision-making skills. ● The Programme is taught by faculty who would be trained by these industry experts. The faculty would undergo several “Train the trainer” initiatives for this purpose.
- Due to the hands-on experience and training in critical thinking and practical skills, students are very well equipped to pursue careers in ITeS and other business sectors.
- The industry-academia interface allows for a seamless transition into the workplace. ● In the fifth semester students undertake an exclusive “Campus to Corporate” paper, to train them to enter the practical business environment.

PROGRAM OBJECTIVES

- To provide students with experience in integrating the concepts and techniques from the various functional areas of business and generating solutions for contemporary business problems.
- To create awareness about the industry environment and demonstrate a thorough understanding of the internal structures and processes of businesses at multinational level.
- To demonstrate competence in applying the tools and techniques of business management in the major domains of business process industry.
- To identify, articulate and disseminate core organizational values and to propose possible solutions for the ethical, global, and social issues of various business options for all stakeholder groups.
- To transform the students to play a leading role in the community.
- To sharpen the students' analytical, critical thinking and decision-making skills.
- To facilitate students to acquire skills and abilities to become competent and competitive in order to be assured of good careers and job placements.
- To develop entrepreneurship skills in students to enable them to establish and manage their own business establishments & start their venture effectively.
- To develop ethical Business professionals with a broad understanding of Business from an interdisciplinary perspective.

PROGRAM OUTCOME

- PO1. Demonstrate an understanding of every dimension of business & to analyse the character of the future business environment.
- PO2. Propose and implement appropriate decisions in all areas of business management including finance, marketing, and operation.
- PO3. Demonstrate the diverse knowledge of business and corporate laws and their applicability in business, finance, and audit.
- PO4. Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option.
- PO5. Develop broad-based business skills and knowledge, development of general and specific capabilities to meet the current and future expectations of the business, industry, and economy, at the national and global level.
- PO6. Appreciate the significance of sustainable development.
- PO7. Achieve higher levels of proficiency and self-actualization through the pursuit of life-long learning.
- PO8. Create, select, and apply appropriate techniques, resources, modern management to complex management activities with an understanding of the limitations.
- PO9. Exhibit the competencies required to undertake Business Process Management as a viable career

option.

PROGRAM SPECIFIC OUTCOMES (PSOS)

- PO10. Demonstrate adequate preparation for career development through the acquisition of a solid foundation in the ITES industry.
- PO11. Apply the competencies and creativity required to undertake Business Process Management as a desirable and feasible career option.

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

BBA – (Industry Integrated) program will produce graduates who will be able to:

1. Be competent, creative, and highly valued professionals in the industry, academia, or government.
2. Be flexible and adaptable in the workplace, possess the capacity to embrace new opportunities of emerging technologies, leadership, and teamwork opportunities- all affording sustainable management careers.
3. Continue their professional development by obtaining advanced degrees in Management or other professional fields.
4. Act with global, ethical, societal, ecological, and commercial awareness, as is expected of practicing management professionals.
5. Adapt to a rapidly changing environment with learned and applied new skills, become socially responsible and value driven citizens, committed to sustainable development.

ELIGIBILITY

A candidate for being eligible for admission to the B.B.A. Program shall have passed H.S.C. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent examination, or Diploma in any Engineering branch with two/three years duration, after S.S.C. conducted by the Board of Technical Education, Maharashtra State, or its equivalent examination from other Boards by securing minimum 45% marks for general category (in one attempt) at the respective examination and minimum 40% marks for the reserved category (in one attempt) shall have to appear for the entrance exam.

DURATION OF THE PROGRAM

3 years six semesters

Note -The program from 2023-24 year onwards will be aligned with NEP 2020.

TEACHING PEDAGOGY

- Case study method
- Web based learning
- Guest lectures
- Seminars and Workshops with relevant companies and organizations
- Presentations and group discussions
- Role play and practical assignments
- Experiential learning

HEALTHY PRACTICES

(a) Orientation: Every year, the students of First Year BBA are given an Orientation at the time of commencement of their Degree College. The orientation is based on the nature, contents and outcomes of the BBA Programme in Jai Hind College. The purpose is to make the students aware of the expectations, listen to their expectations and to create a meaningful dialogue.

(b) Parents -Teachers Meeting: This activity generally takes place in the second semester. The First-Year students organize the entire event and conduct it. In a way, it gives an opportunity to the parents to review the students' performance for the previous semester.

(c) Mentoring: Mentoring for students is done in the areas such as career guidance, business planning, competitive exams etc. Remedial teaching practices are also followed to make sure students are thorough with core concepts.

(d) Group Discussion Club: A group discussion panel trains students on the very crucial aspects of an interview and the GD. Abstract and current affairs topics are chosen to widen a student's capability of discussing the topics eloquently.

COURSE FACULTIES

● **Full-time faculty**

Ms. Aditi Saini

Assistant Professor

SET (Commerce), M.Com (Advance Accounting), B.Com (Accounting and Finance)

● **Visiting faculties**

| SR. NO. | NAME | QUALIFICATIONS |
|---------|----------------------------------|---|
| 1. | Mrs. Upasana Loya | Chartered Accountant, Ex-KPMG |
| 2. | Mr. Kishu Daswani | Corporate Lawyer, Research Person Harvard College - Asia Programme, University of Navarra |
| 3. | Dr. Vinay Pandit | M.Sc in Mathematical Science, Executive MMS in Human Resource Development |
| 4. | Ms. Naziya Khan | Masters in Neuro Linguistic Programming |
| 5. | Ms. Tasneem | L.L.B., Associate Counsel JP Morgan Chase & Co |
| 6. | Bharmal Mrs. Smita Padwal | Graduate, University of Minnesota USA & MBA Nottingham University UK |
| 7. | Mr. Moiz Lakadwalla | MBA, VP- SIGNZY |
| 8. | Dr. Rasika Vaidya | MBA, M.Com, Executive Entrepreneurship |
| 9. | Dr. Meghna Basu Thakur | Program M.A, M.Com, NET, Diploma in HRM |
| 10. | Ms. Adarsh Suri | M.A Economics |
| 11. | Mr. Munawar Patankar | MCA |
| 12. | Ms. Lata Bhide | M.A, NET |
| 13. | Mr. Hitesh Parmar | M.com |

| | | |
|-----|------------------------------|--------------------------------|
| 14. | Mr. Yash Chandiramani | Entrepreneur, Founder Admatazz |
|-----|------------------------------|--------------------------------|

| | | |
|-----|---------------------------------|--------------------------------------|
| 15. | Mr. Hemal Shah | MBA- Investment |
| 16. | Mrs. Rubina Mohammad | MMS |
| 17. | Mr. Trinath Sriram | MBA |
| 18. | Ms. Manjiri Rajadhyaksha | ACCA, UGC NET, M.Com |
| 19. | Ms. Jinal Mehta | CFP, Diploma in Financial Management |
| 20. | Mr. Kunal Luhana | CEO of KK Logistics |
| 21. | Mr. Faisal Tanwar | MMS, BMS |

22. **Mr. Keshav Agarwal** Chartered Accountant

23. **Mr. Aditya Shah** Bachelor of Management studies
Program Structure

SEMESTER I

Course

| Code | Course Title | Credits |
|-------------|--------------------------|----------------|
| CBBA101 | Financial Accounting | 3 |
| CBBA102 | Business Law | 3 |
| CBBA103 | Business Statistics | 3 |
| CBBA104 | Business Communication | 3 |
| CBBA105 | Foundation Course | 2 |
| CBBA106 | Principles of Management | 3 |
| CBBA107 | Principles of Marketing | 3 |

SEMESTER II

Course

| Code | Course Title | Credits |
|-------------|----------------------|----------------|
| CBBA201 | Business Maths | 3 |
| CBBA202 | Business Environment | 3 |
| CBBA203 | Industrial Law | 3 |
| CBBA204 | Business Economics | 3 |

CBBA205 Cost Accounting- Elements & Methods 3 Information CBBA206
 Technology in Business Management 3 CBBA207 Environmental Science 2

SEMESTER III

Course

Code Course Title Credits CBBA301 Entrepreneurship 4 CBBA302 Business
 Economics II 3 CBBA303 Digital Marketing & E Commerce 3 CBBA304
Finance and Accounting for BPS 4 CBBA305 Retail & Market Research 4
 CBBA306 **Insurance for BPS 4 CBBA307 Corporate Finance 3**

SEMESTER IV

Course

Code Course Title Credits CBBA401 Brand Management 4 CBBA402 Strategic
 Management 4 CBBA403 **Managing Business Process 3 CBBA404 Capital**
Markets 4 CBBA405 Taxation-I 3 CBBA406 Banking for BPS 4 CBBA407
 Strategic Cost Management 3

*Internship in Service industry is Mandatory after Semester IV

SEMESTER V

Course

Code Course Title Credits CBBA501 **Logistics and Supply Chain Management**
 5 CBBA502 Agile and Design Thinking 5 CBBA503 Taxation II 5 CBBA504
Campus to Corporate 2 CBBA505 Rural Marketing- Understanding India 3

Finance Electives

CBBA506 Behavioral Finance 5 CBBA507 Advance Financial Management 5

Marketing Electives

CBBA508 Consumer Behaviour and Services Marketing 5 CBBA509 Sales &

Distribution Management 5

SEMESTER VI

Course

Code Course Title Credits CBBA601 Business Ethics and CSR 4 CBBA602

Project Work 5 CBBA603 Operations Research 4 CBBA604 Corporate

Communications 3 CBBA605 Human Resource Management 4 **Finance Electives**

CBBA606 Financial Modeling 5 CBBA607 International Finance 5

Marketing Electives

CBBA608 Advertising and Media 5 CBBA609 International Marketing 5

EVALUATION

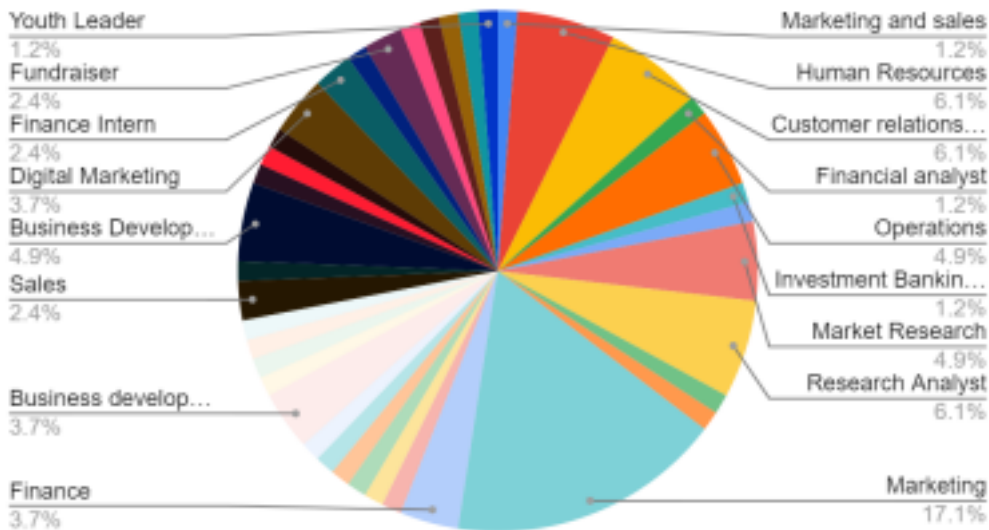
- Evaluation for the BBA programme consists of two components, viz. Continuous Assessment (CA) and Semester End Examination (SEE) with the weightage of 40% and 60% respectively.
- Continuous Assessment (CA) includes: Test/Quiz/Assignment/ Presentation/Project/ Research article/Seminar etc.
- The Semester End Examination will be conducted at the end of each semester. The duration and maximum marks for the Semester End Examination is 2 hours and 60 marks.

INTERNSHIP

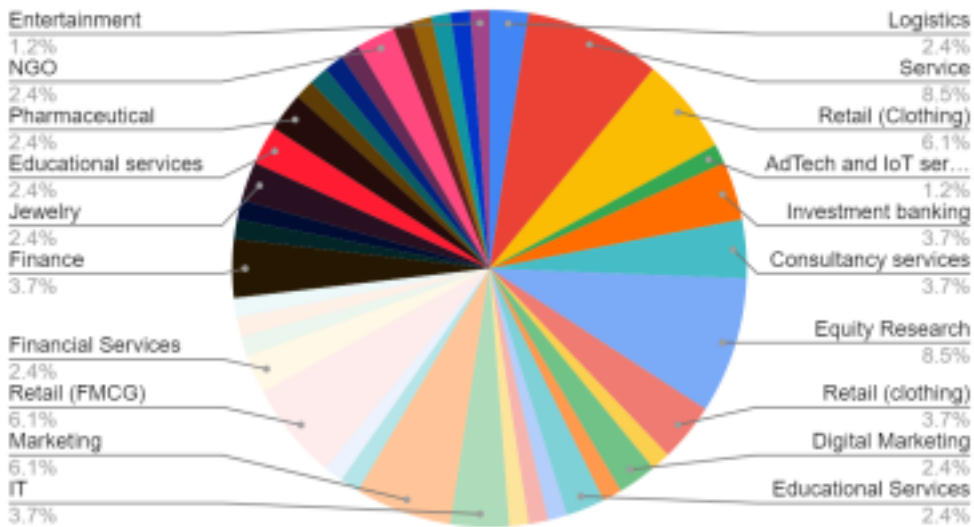
Apart from the mandatory internship in the service industry after Semester IV, students are encouraged to do internships from their first year itself, as they provide valuable opportunities to gain practical experience and apply classroom learning in real-world settings. They offer a chance to explore career paths, develop industry-specific skills, and build a professional network, which results in enhanced resumes, increased job prospects, and often full-time employment opportunities.

Internships done by the students in their first year (2021-2022)

Job Roles



Sectors



| Company | Job Role Sector |
|------------------|--|
| Sublime Life | Brand Management Retail (Skin and beauty) |
| JustDeliveries | Marketing and sales Logistics |
| Attesa Coffee | Human Resources Service |
| PVH arvind | Customer relations office management Retail (Clothing) |
| Brightcom group | Financial analyst AdTech and IoT services |
| Morgan Stanley | Operations Investment banking |
| Sundaram Mutuals | Investment Banking and Compliance Investment banking |

| | |
|--|---|
| Na Shah a | Consultancy services |
| Morgan Stanley | Operations Investment banking |
| AssessHub EQVisors [Registered Name- Pocket My Need Private Limited] Ck and tommy hilfiger | Market Research Consultancy services Research Analyst Equity Research Store Retail (clothing) |
| PVH Arvind - Calvin Klein, Tommy Hilfiger | Customer relations office management Retail (clothing) |
| EQVisors [Registered Name- Pocket My Need Private Limited] | Research Analyst Equity Research |
| Nexsales solutions pvt ltd | Marketing Digital Marketing |
| Icare lift system | Finance Manufacturing and service |
| The Language Network | Operations Educational Services |
| Reliance Brands limited - superdry | Fashion Consultant Retail (clothing) |
| Naya pankh | Team leader Service |
| Admatazz | Design intern Digital Marketing |
| Ogilvy India | Marketing Advertising |
| Capitalland (Ascendas first space) | Investment analysis Real Estate |
| Open Secret | Social Media Marketing Retail (food) |
| I think software labs | Market Research IT |
| Predico Global Research | Research Analyst and Business developer Equity Research |
| Halfbutfull | Business development Marketing |
| Euphoria Pharmace | Pharmaceutical and healthcare |
| Office At Go | Operations & Business Property Technology Development intern services |

| | |
|--|---|
| Pvh arvind | Customer relations office management Retail (Clothing) |
| Finwizad Technology Private Limited (Fisdome) | Market Research Service |
| PVH ARVIND FASHION (Calvin Klein & Tommy Hilfiger) | Customer relations office management Retail (Clothing) |
| Think 9 consumer technology | Marketing Service |
| GenLeap Ecosystem Pvt. Ltd. | Business development Educational Services |
| Snackible | Marketing Retail (FMCG) |
| CapitalSqaure Advisors Private Limited | Management Trainee Consultancy services |
| PV Arvind fashion (Tommy hilfiger) | Customer relationship office management Retail (Clothing) |
| SK Finance Sprect Dynamic Fincap Pvt Ltd Office At Go | Sales Financial Services Sales Service Analysis and accounting Financial Services Property Technology Business development Services |
| Praedico Global Research Pvt. Ltd. ImpactGuru | Market Research Equity Research Business Development Healthcare |
| Rubin jewels | Marketing Retail (Jewelry) |
| Clothinkhub | Operations and E-commerce Apparel |

Focus towards Entrepreneurship

VENTURES BY BBA STUDENTS

The department has always placed a strong emphasis on experiential learning and believes in innovation and lifelong learning. This has led to the formation of ventures over the past year, in

addition to better internships. Here are a few of the startups:

- Taksh Jain | Yours Mentally

Co-founder of one of India's leading Mental Health Podcasts: Yours Mentally, which strives to destigmatize sensitive topics of mental health.

- Drishti Makhija | Drip Over Dose

Founder of jewelry based Start-Up.

- Khushi Rajmane | Subhi & Jaggu Anna

Co-Founder of Subhi, an ice cream shop in Pune and Jaggu Anna a restaurant in Kandivali, Mumbai.

- Divyanshi Maheshwari | The Kiddie Camp

EXTRA CURRICULAR ACHIEVEMENTS

- Kaamya Makhija | Table Tennis

3rd position in Mumbai University's Table Tennis Tournament.

- Simrat Sandhu | Fencer

Participated in University Level Fencing Competition.

- Darren Laishram | SAEC - 2022

Represented the college and ranked in the Top 5 Teams across the country in the Study Australia Entrepreneurship Challenge (SAEC) organized by the Australian Government for students in India.

- Grenesh Sirwani | SAEC - 2022

Represented the college and ranked in the Top 5 Teams across the country in the Study Australia Entrepreneurship Challenge (SAEC) organized by the Australian Government for students in India.

ACTIVITIES OF THE DEPARTMENT

A. CURRICULAR

- Presentations
- Case study sessions
- Seminars
- Workshops
- Book, Documentary and Film reviews
- Live Projects

Here are a few of the sessions that were conducted in the past year:

1. Communication & Personal Growth – Mr. Craig Travasso

Mr. Craig Travasso conducted a guest session for BBA students on public speaking and adapting in the corporate world. He emphasized facing fears, honing speaking abilities, and having a winning attitude.

2. Soft Skills Development & Grooming – Mrs. Smita Padwal

Mrs. Smita Padwal conducted a three-day workshop for soft skills development and grooming, covering interview preparation, public speaking, and pronunciation training. The workshop helped students build confidence, overcome their fear of speaking in crowds, and receive constructive feedback.

3. Career Guidance – Mr. Archit Kejriwal

Mr. Archit Kejriwal, a Jai Hind College alumnus and director of Job insight and Career insight, conducted a seminar for BBA students on career options, the importance of academics, and the skills and experiences required to get selected for top universities. He also discussed the difference between a master's degree and an MBA.

4. How to Resolve Conflict: Preparation of a healthy work environment – Mr. Kishu Daswani

Professor Kishu Daswani conducted a workshop on conflict resolution, emphasizing understanding different perspectives and calmly dealing with conflicts, including a skit by the students. The session was productive and appreciated by the students.

5. Differentiating Yourself – Mr. Vibhav Parikh

Mr. Vibhav Parikh, a Jai Hind College alumnus, shared his experience of scoring 740 in GMAT and the steps he took to get there with BBA and BMS students. He emphasized the importance of a positive attitude, leadership roles, and extracurricular activities for shaping one's career.

6. Business Development Session – Ms. Komal Khanduja

Miss Komal Khanduja, brand manager for Gillette, gave a talk to SYBBA students on the role of a brand manager, taking them through a project and explaining the process of business development, product launch, promotion, and distribution. The students gained valuable insights and were grateful for the opportunity.

7. Fort Hunt– Mr. Jaimit Doshi

Jai Hind College SYBBA students led by Jai Hind alumnus Mr. Jaimit Doshi, Chief Digital and Marketing Officer at Aditya Birla Sun Life Insurance, participated in a treasure hunt activity around the Fort area of Mumbai to observe and learn about consumer and retail behavior, including differences in old and new store structures. The activity taught valuable lessons in team spirit, time management, and observation.

8. Logistics Unveiled - Mr. Kunal Lohana

Mr. Kunal Lohana, CEO of KK Logistics and an ex-student of Jai Hind College, conducted an interactive workshop for SYBBA students on logistics as a business function, where he introduced students to the industry and engaged them in ideation activities.

9. Mastering Capital Markets and Corporate Actions - Vrushali Marucha from TCS

Vrushali Marucha, Corporate Actions Manager at TCS, conducted a session for SYBBA on capital markets, covering the instruments available to investors in India and the impact of corporate actions on company valuation and the market. The students found the session informative and engaging.

10. Enhancing Processes through Six Sigma - Ms. Divya Namboodiri from TCS

Ms. Divya Namboodiri, a Lean Six Sigma Black Belt, conducted a session for SYBBA students on the significance of fresh perspectives and the application of Six Sigma methodologies in enhancing user experience.





B. CO-CURRICULAR

Summer Internships, Industrial visits, Team Building activities, Guest Lectures, Credit Courses, Interdisciplinary Projects. MOU has been signed to develop skills and the linkages have been created with Industry and various other stakeholders.

MOU Signed with Wadhwani Foundation to launch Foundational Course in Entrepreneurship

Course goals: Students will develop an entrepreneurial mindset through this course program. In this course students will learn the concepts and develop skills for identifying new business opportunities and creating innovative products and services. They will learn how to translate these products /services into viable and sustainable businesses. The course journey includes ideation to a prototype and early customers.

Jai Hind College has signed an MOU Signed with Institute of Risk Management (UK) – India affiliate to offer its global qualifications (Level1 to Level. IRM is the world's leading body for enterprise risk management qualifications

1. THE CASE STUDY COHORT

It is a platform for students to prepare and present solutions to business cases, with help from faculty, mentors and industry experts. The Case Study Cohort sessions focus specifically on training students to adapt a business mindset and focus on solving actual current-affairs business cases analytically.

Mentors, faculty and corporate specialists from the industry are brought in for sessions to impart their knowledge, making it a hands-on environment for well-rounded business discussion. Solving presenting case studies together, coming up with out of the box ideas and Q&A session fluency can propel students towards new experiences and industry exposure.

www.jaihindcasestudycohort.com

2. ENTREPRENEURSHIP CELL AND SKILL HUB (Under RUSA)

Jai Hind College's Entrepreneurship Cell was founded in 2007 and later added Skill Hub in 2018 to provide students with opportunities for learning and upskilling. It is now under the Institution's Innovation Council, established by the Ministry of Education and AICTE to encourage innovation and entrepreneurship among students.

E-nnovate is a 5-day initiative on Business and Entrepreneurship, which featured workshops, speaker sessions, and business competitions. The events included Design Thinking Workshop, Product Market Fit session, Business Snakes and Ladders Competition, Pitch it Out, and Finance and its Future. On the other hand, the Global Entrepreneurship Summit is a platform for startups and students, featuring business competitions, MUNs, speaker sessions, workshops, and masterclasses on relevant topics. It took place on the 10th and 11th of February and covered subjects like Artificial Intelligence, Digital Banking, D2C Startups, Passion, and Profitability, with renowned national and international speakers.

www.jaihindesummit.com

3. INCUBATOR AND ACCELERATOR CENTRE (IAC)

Jai Hind College's Incubator & Accelerator Centre (IAC) is an innovation hub dedicated to empowering student entrepreneurs to scale faster, with collaborations with Wadhwani Foundation and Atal Incubation Center. With 31 startups and 4 cohorts from various sectors across India, the IAC also hosts events like Intellectus and Start Exposition, fostering a culture of innovation and intellectual property awareness.

The Start-Up Expo organized by Jai Hind College (Autonomous) provided an exciting platform for young entrepreneurs to showcase their innovative ideas and inventions. Alongside the expo, the college also organized an Intellectual Property Awareness Session called IP-Flix, which aimed to spread awareness about various intellectual property rights. Additionally, the college conducted 36 mentoring sessions spanning various topics to help startups excel. These sessions provided an opportunity for startups to connect with industry experts and gain insights and knowledge to support their business growth. Overall, these initiatives have helped foster a thriving entrepreneurial ecosystem and support the growth of young startups in India.

C. EXTRACURRICULAR ACTIVITIES

1. JAI HIND BUSINESS CONCLAVE (BBA INITIATIVE)

Jai Hind College, Mumbai has launched its newest event, the Jai Hind Business Conclave, which aims to bridge the gap between classroom learning and the real world. The event provides a platform for industry leaders, business heads, and policymakers to come together and drive innovative ideas towards a shared vision for a better future. This initiative has been launched by the BBA Department during the 75th anniversary of the college.



The business conclave brought together students, entrepreneurs and industry professionals from across the country

City college organises an engaging business conclave

Marking the 75th year of Jai Hind College (Autonomous), students from the recently introduced program, Bachelor of Business Administration (BBA) hosted the Jai Hind Business Conclave (JBC) for undergraduate students, under the mentorship of Dr Ashok Wadia (Principal), Dr Rakhi Sharma (Academic Head and Faculty Chairperson, JBC) and Aditi Saini (Faculty Advisor). The event was managed and organised by Nishka Khandelwal (Student Secretary, JBC).

The business conclave was a two-day event that brought together students, entrepreneurs and industry professionals from across the country. The event was an opportunity for students to learn about the latest trends in business, network with potential employers, and gain insights into the world of business. The event featured panel discussions, keynote speeches, podcasts and workshops.



The two days were preceded by an event, which was held at the National Stock Exchange on the topic of Investments and Mutual Funds. JBC also has a podcast called *Just Be Candid*, which includes episodes with Bhupinder Madaan, Rajesh Shrivastava and Anirudh Somani.

Day one of the event included a mix of PR activities, indoor and outdoor events such as Retail Hunger Games, Surviving On Zero Rupees, International Instability, a case study in collaboration with a leading grooming company and Business Feud. Participants had a chance to win prizes up to ₹1,50,000. The next day began with the keynote session by Vishal Rupani and was followed by workshops and sessions by speakers such as Manhar Garegrat, Pawan Shahri, Tushar Pradhan, Dhisti Desai and Kunal Bajaj.

The highlight was the concluding session — a panel discussion on 'Will AI & Metaverse Change The World Or Kill It?' It was moderated by Purandhar Gopalakrishnan and panelists included people from different professions — Raghuveer Aggarwal, Anirudh Rangaraj and Ian Almeida. The sessions were live-streamed for students, who couldn't attend in person.

The organising team included the Student Joint Secretaries: Tushar Jain (Brand Relations), Avni Mandhan (Public Relations), Manan Vaswani (Marketing), Yashvi Nichani (Events), Nishad Dhote (Legal & Finance), Sneha Sharma (Executions & Technicals), Shemon Chawla (Creatives), Hriti Shah (Media), and the Student Coordinators: Nishita Jain (Brand Relations), Minal Kewalramani & Chinkal Tulsani (Public Relations), Khushi Rajmane & Eshan Agarwal (Marketing), Kanishka Makad (Events), Manan Bansal (Legal & Finance), Taher Sadikot & Harsh Nagda (Executions and Technicals), Deepika Kukreja - (Creatives) and Rati Sahjwani (Media).



Media Coverage
Bombay Times

BUSINESS STANDARD

जयहिंद कॉलेज में 'बिजनेस कॉन्क्लेव' का आयोजन

■ मुंबई, नवभारत न्यूज नेटवर्क, जयहिंद कॉलेज के 75 साल पूरे होने के अवसर पर BBA विभाग ने 20 और 21 जनवरी 2023 को बिजनेस कॉन्क्लेव आयोजित किया गया है, जिसमें ज्ञान अर्जन के अलावा विभिन्न वर्कशॉप एवं व्यवसाय केंद्रित खेल शामिल होंगे, ल्यूमिक्वॉन द्वारा प्रस्तुत इस आयोजन का उद्देश्य व्यावसायिक दुनिया के विद्वान व्यक्तित्वों द्वारा आयोजित अपने व्यवसाय केंद्रित खेलों और व्याख्यानों के माध्यम से कक्षा शिक्षण पारंपरिक कक्षा शिक्षण और वास्तविक दुनिया के बीच की दूरियां कम करना है।

कॉलेज ने पूरे किए 75 साल

सम्मेलन में एमकैनवास के सह-संस्थापक विशाल रूपाणी, स्काईलैब के सह-संस्थापक और सीईओ मनहर गरेग्रेट, एचएसबीसी ग्लोबल एसेट मैनेजमेंट के मुख्य निवेश अधिकारी (भारत) तुषार प्रधान, पाइनएप्पल और यूआई/यूएक्स डिजाइन स्टूडियो की सीईओ और डिजाइन निदेशक धिष्ठी देसाई जैसे दिग्गज मुख्य वक्ता होंगे जो विभिन्न सेशंस को संबोधित करेंगे, कॉलेज प्रबंधन ने बताया कि सत्रों के बाद पैनल डिस्कशन होगा जिसका विषय होगा 'क्या मेटावर्स और एआई दुनिया को बदल देंगे या इसे खत्म कर देंगे?'

जय हिंद कॉलेज में बिजनेस कॉन्क्लेव

■ मुंबई, नवभारत न्यूज नेटवर्क, जय हिंद कॉलेज, मुंबई ने अपनी 75वीं वर्षगांठ के पर दो दिवसीय 'जय हिंद बिजनेस कॉन्क्लेव' के पहले संस्करण का आयोजन किया, हिंदी दैनिक 'नवभारत' इस कॉन्क्लेव का मीडिया पार्टनर रहा, कॉलेज के बिजनेस एडमिनिस्ट्रेशन प्रोग्राम के पहले बैच द्वारा प्रिंसिपल डॉ. अशोक वाडिया, फैकल्टी चेयरपर्सन डॉ. राखी शर्मा और फैकल्टी एडवाइजर अदिति सैनी के मार्गदर्शन में पैनल चर्चा के साथ-साथ स्पीकर सत्र, कार्यशालाएं, प्रबंधन कार्यक्रम शामिल थे, डॉ. राखी शर्मा ने कहा कि कॉन्क्लेव का उद्देश्य उद्योगपतियों, व्यापार प्रमुखों और देश के नीति निर्माताओं के नवीन विचारों को आगे बढ़ाना है, एक बेहतर और उज्ज्वल नए भारत को बढ़ावा देने के लिए एक अनूठा मंच प्रदान करना है।



कॉर्पोरेट जगत के वक्ताओं ने रखे विचार

पहले दिन एक केस स्टडी प्रतियोगिता शामिल थी, जिसमें बिजनेस की कक्षा में सीखे गए कौशल का वास्तविक जीवन में उपयोग शामिल था, जिसे बॉम्बे शेविंग कंपनी ने प्रस्तुत किया, दूसरे दिन कॉर्पोरेट जगत के वक्ताओं ने अपने जीवन से सीखे पाठों के बारे में बात की, इस अवसर पर विशाल रूपाणी (पूर्व सह-संस्थापक और

सी.ई.ओ./सी.ओ.ओ. एम-कैनवास) और तुषार प्रधान (चीफ इनोवेशन ऑफिसर इंडिया एच.एस.बी.सी. ग्लोबल एसेट मैनेजमेंट), दृष्टि देसाई (सी.ई.ओ. और डिजाइन निदेशक, पाइनएप्पल यूएक्स/यूआई डिजाइन स्टूडियो) और कुणाल बजाज (कैपिटल नेटवर्क प्रमुख-ब्लूम वेंचर्स) आदि उपस्थित थे।

जय हिंद महाविद्यालयात व्यवसाय परिषद

मुंबई, (वा.) जय हिंद महाविद्यालयाच्या ७५ वर्षे पूर्ण झाल्याबद्दल बीबीए विभागाने २० आणि २१ जानेवारीला जय हिंद व्यवसाय परिषदेचे आयोजन केले आहे. यात ज्ञान-निर्मितीच्या दृष्टिकोनावर भर असून, कार्यशाळा आणि व्यवस्थापनाबाबत मार्गदर्शन करण्यात येणार आहे. जाणकार आणि अभ्यासू व्यक्तिमत्त्वांद्वारे विद्यार्थ्यांना मार्गदर्शन मिळणार आहे. एम कॅन्व्हासचे सीईओ विशाल रुपानी, कॉईन डीसीएक्सचे सीईओ मनहर गारेग्रट, क्रोम हॉस्पिटॅलिटीचे सीईओ पवन शाहरी, एचएसबीसीचे तुषार प्रधान, धिस्ती देसाई आदी उपस्थित राहणार आहेत. एका सत्रांनंतर प्रश्न उत्तरांचे सत्र होणार असून बदलत्या तंत्रज्ञानाबाबत यावेळी चर्चा होणार आहे. जय हिंद कॉलेजच्या बीबीए विभागातर्फे हा कार्यक्रम आयोजित केला जात आहे, विभाग प्रमुख निशका खंडेलवाल, स्नेहा शर्मा, यदीथ निचानी, तक्ष जैन, शेमन चावला, हती शाह, मनन वासवानी, निशिता जैन, खुशी राजमाने, रती सहजवानी, मनन बन्सल आहेत. ,हर्ष नागडा, ताहेर सादिकोट, चिंकल तुलसानी, अवनी मानधन, दीपिका कुकरेजा, निषाद धोटे आदरणीय डॉ. राखी शर्मा, अदिती सैनी यांच्या मार्गदर्शनाखाली आयोजन केले जात आहे.



Jai Hind College Organises Business Conclave











Investverse - Pre-Event: It conducted its first pre-event, "INVESTVERSE," in collaboration with HDFC Mutual Funds and the NSE Academy, on the topic of Investment and Mutual Funds. The event was held at the National Exchange in BKC, Mumbai, and saw the participation of around 300 students from diverse backgrounds studying at Jai Hind College.



Just Be Candid – Podcast: Jai Hind Business Conclave also has a podcast titled "Just Be Candid. It aims to foster honest conversations, provide straightforward insights, and frank opinions. The platform invites qualified professionals from various industries to share their fresh perspectives and reignite motivation. It features episodes with notable personalities like Mr. Bhupinder Madaan, co-founder of Theka Coffee, Mr. Rajesh Shrivastava, former CEO of JK Helene Curtis, and Mr. Anirudh Somani, Chief Product Officer at 360F. Stream it now:

<https://open.spotify.com/show/0JPjxahRCMNGuPV1FPT4sK?si=742f753374b648b1>

JBC brought together students, entrepreneurs, and industry professionals from all corners of the country. Over two power-packed days, the event offered a unique platform to learn about the latest trends in business, network with potential employers, and gain valuable insights into the world of business.

Day 1 - Management Games: The 20th of January, 2023 was an action-packed day full of adrenaline-fueled activities, PR activities, indoor and outdoor events such as Retail Hunger Games, Surviving On Zero Rupees, International Instability, Bombay Shaving Company - Case Study in collaboration with Bombay Shaving Company, and Business Feud. These activities provided a chance for participants to showcase their management and leadership skills while competing with their peers. The winners had the opportunity to win prizes up to ₹1,50,000, making it an unforgettable experience.

Day 2 - Speaker Sessions: The 21st of January, 2023, started with a keynote session by Mr. Vishal Rupani, Vice President at Affinity Global Inc., which set the tone for the day's events. The day was packed with workshops and sessions delivered by an impressive lineup of speakers such as Mr. Manhar Garegrat, Co-Founder & CEO of Skrull Labs, Mr. Pawan Shahri, CEO & Founder of Chrome Hospitality, Mr. Tushar Pradhan, Chief Investment Officer at India Equities and HSBC Global Asset Management, Ms. Dhisti Desai, CEO & Design Director at Pineapple - UI/UX Design Studio, and Mr. Kunal Bajaj, Head of Capital Network at Blume Ventures.

The highlight of the day and the concluding session of the event was the Panel Discussion on the topic of 'Will AI & Metaverse Change The World Or Kill It?'. It was moderated by Mr. Purandhar Gopalakrishnan, Co-founder of Jinxed Network and Stitched Network, and the panelists were Mr. Raghav Aggarwal, Co-Founder of Fluid Ai, Mr. Anirudh Rangaraj, Senior Product Specialist at Deloitte, and Mr. Ian Almeida, Founder of Jinxed Network and Co-Founder of Stitched Network.

JBC, presented by Lumicon and Co-sponsored by Vivo, was a remarkable success, bringing together a diverse range of individuals with a shared passion for business, creativity, and innovation.

Publications: JBC's resounding success did not go unnoticed by the media. It was featured in various esteemed publications such as the Bombay Times, SugerMint, ANI News, Viestories, Business Standard, LokMatt Times, Karo Startup, Up18 News, Sangri Times, The Print, Zee 5, and Navbharat, Navarashtra. The coverage by these leading media outlets served as a testament to the event's significant impact and highlights its wide reach and influence in the industry.

Organizing Team: The JBC organizing team was led by Dr. Rakhi Sharma as Faculty Chairperson, with Ms. Aditi Saini as Faculty Advisor and Nishka Khandelwal as Student Secretary. Student Joint

Secretaries included Taksh Jain for Brand Relations, Sneha Sharma for Executions & Technicals, Avni Mandhan for Public Relations, Manan Vaswani for Marketing, Yadith Nichani for Events, Nishad Dhote for Legal & Finance, Shemon Chawla for Creatives and Hriti Shah for Media.

2. THE VOCATIONAL JOURNAL (BBA INITIATIVE)

The Vocational Journal is a cutting-edge newsletter that provides the readers with a platform for enriching content and out-of-class learning. It covers real-world examples, case studies, and important discussions to keep readers informed about major changes in their environment. The journal also focuses on enhancing students' soft skills to help them thrive in their careers.



Segments we include:

Seminars: The Vocational Journal also covered the diverse range of workshops which were organized by college for the BBA students covering topics like soft skills and grooming for the corporate

environment by Mrs. Smita Padwal to conflict resolution for a healthy work environment by Prof. Kishu Daswani. The BBA program is in collaboration with Tata Consultancy Services (TCS) who arranged thought-provoking sessions by Ms. Vrushali Marucha revolving around capital markets and corporate actions along with Ms. Divya Namboodiri on black belt in Lean sigma was covered by the journal. Importance of leadership roles and co-curricular activities and a detailed introduction to the logistics industry were some of the other insightful talks.

Our Achievers: At the very heart of our college are its students - a vibrant and diverse community hailing from both urban and rural backgrounds. Our newsletter includes a special segment that displays the journeys of the students of Jai Hind College - a beautiful fusion of cultures, aspirations, and achievements.

Tips to improve yourself: This section combines a variety of soft skills that can help students succeed in the real world and show them how to advance not only at college but also in the workplace.

Updates about various Committees: Jai Hind College is renowned for its plethora of events that help students develop their abilities and showcase their talents. Our newsletter provides you with all the details so that you do not miss out on any new updates. We also shine a spotlight on the students who are part of the managing team.

Organising Team: The Vocational Journal team is led by the experienced Dr. Rakhi Sharma as Faculty Chairperson, with the dynamic Ms. Aditi Saini as Faculty Advisor and Grenesh Sirwani as the Editor in Chief. Our Senior Editors include Diya Gurnani, Hriti Shah, Riddhi Patel, and Sneha Sharma.

3. TALAASH

Talaash, a management festival organized by the students of BBA and BMS from Jai Hind College, was recently held in Mumbai. The festival, which has been running for 23 years, is known for its entertaining events, social campaigns, and enthusiasm, and is considered a benchmark amongst all fests in the city. The theme of this year's edition was "Olympus," which brought the audience on a journey through the playground of the Gods. The festival had a diverse range of events, including management, informal, and sports events, as well as flagship events like band performance, drama, talent show, fashion show, dance contest, and treasure hunt. In addition to the events, Talaash 2022-2023 also had a special show promotion of the web show "Minus One" in collaboration with LionsGatePlay, with Ayush Mehra, the lead cast of the show, in attendance. The festival was a true celebration of talent, creativity, and passion, and a testament to the hard work of the core team, members, and volunteers in the organizing committee.