

## MBA- II Professional Skill Development (NUES)

### Group Discussion Evaluation

- List of GD Topics: 1. Artificial Intelligence: Pros and Cons  
2. Is our system ready for E-Vehicles  
3. Start up Culture- Fad or Trend Setter  
4. E-learning a substitute for Classroom Education'

S. No.	Enroll. No.	Name	Content (10)	Articulation (10)	Body Language (10)	Initiation and Leadership (10)	Total (40)
1	113703923	Ansh Sehgal	10	10	10	10	40
2	213703923	Mayank Kapoor	8	9	8	8	33
3	313703923	Muskan Sharma	8	8	7	8	31
4	413703923	Anurag Mishra	9	9	8	9	35
5	513703923	Akshit Nayyar	9	9	8	9	35
6	613703923	Adarsh Singh	10	10	10	10	40
7	713703923	Shyam Aggarwal	8	9	8	8	33
8	813703923	Jatin Kumar Jha	7	8	7	7	29
9	913703923	Ambuj Garg	9	9	8	9	35
10	1013703923	Sahil Ansari	8	9	8	8	33
11	1113703923	Valusha Verma	10	10	10	10	40
12	1213703923	Varsha Papnoie	9	8	8	9	34
	1313703923	Nikhil Gohlan	7	7	7	8	29
14	1413703923	Nitisha Kumari	8	8	8	9	33
15	1513703923	Muskan	9	9	8	9	34
16	1613703923	Jatin Rawat	10	10	10	10	40



17	1713703923	Tushar Choudhary	8	9	9	9	9	35
18	1813703923	Dushyant Kumar	8	7	8	8	7	30
19	1913703923	Rahul Lakra	7	8	9	9	8	32
20	2013703923	Aparna Tikoo	9	9	9	9	8	36
21	2113703923	Rajat Singh	0	0	0	0	0	0
22	2213703923	Anurag Singh	10	10	10	10	10	40
23	2313703923	Rahul Pal	7	8	8	7	30	
24	2413703923	Muskan Sejwal	10	10	10	10	40	
25	2513703923	Kartikay Sonkar	10	10	10	10	40	
26	2613703923	Sarthak Tyagi	8	8	8	7	31	
27	2713703923	Hansika Sharma	10	10	10	10	40	
28	2813703923	Divya Pawar	9	8	9	8	34	
29	2913703923	Yash Jahagirdar	8	8	8	8	32	
30	3013703923	Vansh Khatter	7	7	9	7	30	
31	3113703923	Amanpreet Singh	7	9	9	9	34	
32	3213703923	Arnaw Kumar	8	8	9	8	33	
33	3313703923	Pooja Sharma	8	9	8	9	34	
34	3413703923	Gursimar Kaur Arora	9	8	9	9	35	
35	3513703923	Adeeba Khan	10	10	10	10	40	
36	3613703923	Akansha Diwedi	8	7	8	8	31	
37	3713703923	Rohit Sharma	7	7	7	8	29	
38	3813703923	Deepti Jain	10	10	10	10	40	
39	3913703923	Priya Gupta	10	10	10	10	40	
40	4013703923	NAKUL SEJWAL	8	7	8	7	30	
41	4113703923	ANKIT	7	7	7	6	27	
42	4213703923	TRIPTI PRAKASH	8	8	7	8	31	
43	4313703923	TARANJEET SINGH	6	7	6	6	25	
44	4413703923	ZAIN AHMAD	10	10	10	10	40	
45	4513703923	DEEPAK KUMAR	9	9	9	9	36	
46	4613703923	ROMIL CHOPRA	10	10	10	10	40	
47	70113703923	NANDINI PRAKASH	8	8	8	7	31	
48	35113703923	TUSHAR SEHGAL	7	7	7	7	28	
49	35213703923	UJJWAL GUPTA	8	8	8	7	29	

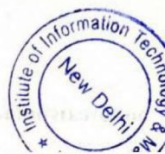


Dr. Rajni Kataria  
Director  
Institute of Management & Technology  
New Delhi

49	35313703923	AMAN GARG	8	7	7	7	29
50	35413703923	GEETIKA BHARDWAJ	9	8	9	8	34
51	35513703923	JAI SOLANKI	10	10	10	10	40
52	35613703923	ADITI KATOCH	10	10	10	10	40

Dr. Latika Malhotra  
Subject Faculty

**Rachita Rana**  
Director  
**Dr. Rachita Rana**  
Institute of Information Technology &  
Management, New Delhi



Criteria	Levels/Marks achievable in COs			
	Levels	Good (3)	Fair(2)	Needs Improvement(1)
	Range	(40-33)	(32-17)	(16-0)
Criteria-wise Marks with marking parameters				
Content	10	Comprehensive and complete topic related information.	Most important information covered	Significant information omitted
		Background topic research, accurate factual data and its relevance in real life included	Only background topic research conducted. Some factual data omitted	No background research or relevance in real life done
Articulation	10	Information presented is logical, interesting sequence which group can follow	Information presented is logical, which group can follow	Audience has difficulty following presentation because student jumps around
Body Language	10	Maintains eye contact with group throughout the discussion	Maintains eye contact for most of the time	Occasionally maintains eye contact
		Formal dress code is being followed.	Semi-Formal dress code is being followed.	Formal dress code is not being followed.
		Good Volume & energy, proper pace and diction with appropriate gestures	More Volume/energy needed at times, fair pace & diction, appropriate gestures	Low Volume & energy, pace too slow or fast, distracting gestures
Initiation & Leadership	10	Initiated the discussion and proactive participation	Moderate participation	No initiative taken
		Great demonstration of team spirit	Moderate team ethics	Less decision making skills
<b>Total Marks</b>	<b>40</b>			

**Rachita Rana**  
 Dr. Rachita Rana  
 Director  
 Institute of Information Technology &  
 Management New Delhi



Course: MBA 2023-25

Group Discussion Marks & Attainment

Sem: II

Subject Code: 116

Subject Name: Group Discussion Evaluation

S.No	Enrollment No.	Student Name	Marks Allotted	
			Marks (40)	Percentage
1	00113703923	Ansh Sehgal	40	100
2	00213703923	Mayank Kapoor	33	82.5
3	00313703923	Muskan Sharma	31	77.5
4	00413703923	Anurag Mishra	35	87.5
5	00513703923	Akshith Nayyar	35	87.5
6	00613703923	Adarsh Singh	40	100
7	00713703923	Shyam Aggarwal	33	82.5
8	00813703923	Jatin Kumar Jha	29	72.5
9	00913703923	Ambuj Garg	35	87.5
10	01013703923	Sahil Ansari	33	82.5
11	01113703923	Valusha Verma	40	100
12	01213703923	Varsha Papnoie	34	85
13	01313703923	Nikhil Gohlan	29	72.5
14	01413703923	Nitisha Kumari	33	82.5
15	01513703923	Muskan	34	85
16	01613703923	Jatin Rawat	40	100
17	01713703923	Tushar Choudhary	35	87.5
18	01813703923	Dushyant Kumar	30	75
19	01913703923	Rahul Lakra	32	80
20	02013703923	Aparna Tikkoo	36	90
21	02113703923	Rajat Singh	0	0
22	02213703923	Anurag Singh	40	100
23	02313703923	Rahul Pal	30	75
24	02413703923	Muskan Sejwal	40	100
25	02513703923	Kartikay Sonkar	40	100
26	02613703923	Sarthak Tyagi	31	77.5
27	02713703923	Hansika Sharma	40	100
28	02813703923	Divya Pawar	34	85
29	02913703923	Yash Jahagirdar	32	80
30	03013703923	Vansh Khatter	30	75
31	03113703923	Amanpreet Singh	34	85
32	03213703923	Arnaw Kumar	33	82.5
33	03313703923	Pooja Sharma	34	85

34	03413703923	Gursimar Kaur Arora	35	87.5
35	03513703923	Adeeba Khan	40	100
36	03613703923	Akansha Diwedi	31	77.5
37	03713703923	Rohit Sharma	29	72.5
38	03813703923	Deepti Jain	40	100
39	03913703923	Priya Gupta	40	100
40	04013703923	Nakul Sejwal	30	75
41	04113703923	Ankit	27	67.5
42	04213703923	Tripti Prakash	31	77.5
43	04313703923	Taranjeet Singh	25	62.5
44	04413703923	Zain Ahmad	40	100
45	04513703923	Deepak Kumar	36	90
46	04613703923	Romil Chopra	40	100
47	70113703923	Nandini Prakash	31	77.5
48	35113703923	Tushar Sehgal	28	70
49	35213703923	Ujjwal Gupta	29	72.5
50	35313703923	Aman Garg	29	72.5
51	35413703923	Geetika Bhardwaj	34	85
52	35513703923	Jai Solanki	40	100
53	35613703923	Aditi Katoch	40	100

Students scoring more than 60%	52
Attainment	3

*Rachita Rana*  
**Dr. Rachita Rana**  
 Director  
 Institute of Information Technology &  
 Management New Delhi



### Rubric for Case Study Analysis for MBA Students (Total: 20 Marks)

Phase	Unsatisfactory (1)	Satisfactory (2)	Good (3)	Excellent (4)
<b>1. Understanding of Case Background &amp; Issues (4 Marks)</b>	Minimal or no understanding of the case background and key issues.	Basic understanding of the case but misses some key issues or facts.	Adequate understanding of the case and identification of key issues.	Comprehensive understanding of the case, with all key issues thoroughly identified and critically analyzed.
<b>2. Application of Concepts &amp; Theoretical Framework (4 Marks)</b>	Little or no application of relevant concepts or theories to the case.	Basic application of theoretical concepts, but lacks depth or clear connection to the case.	Adequate application of concepts/theories to explain case issues; moderate depth.	Exceptional application of multiple concepts/theories with deep analysis and innovative perspectives on the case.
<b>3. Data Analysis &amp; Interpretation (4 Marks)</b>	Insufficient or incorrect analysis of data; fails to interpret key data insights.	Basic analysis; some data is interpreted but lacks depth and clear relevance to the case.	Adequate data analysis with reasonable interpretation; some insights are drawn but may lack depth.	Outstanding data analysis; deeply insightful and provides critical conclusions from data interpretation.
<b>4. Problem Solving &amp; Decision-Making (4 Marks)</b>	No or poor decision-making; fails to address the main problem(s) in the case.	Basic problem-solving approach; solutions are provided but lack depth or feasibility.	Reasonable solutions presented with moderate analysis of pros and cons; some practical feasibility.	Exceptional problem-solving and decision-making; innovative, well-supported, and feasible solutions addressing all aspects of the case.
<b>5. Recommendations, Action Plan and Articulation (4 Marks)</b>	Recommendations are vaguely articulated, impractical, or irrelevant to the case context.	Basic recommendations provided; some lack feasibility or relevance to the case.	Good recommendations; reasonably practical and linked to the case issues, but lacking in some depth.	Highly practical, relevant, and innovative recommendations with a well-defined and well articulated, actionable plan.

*Rachita Rana*  
 Dr. Rachita Rana  
 Director  
 Institute of Information Technology &  
 Management



## Case Study

**Programme: MBA      Semester: II      Paper Code: MS 106      Academic Year: 2023-24**

**Subject Name: Business Research**

**Max. Marks: 20**

### Course Objectives and mapping with Course Outcomes

S. No	Course Objectives	Course Outcomes (COs)
1.	To acquaint the student with the concepts of research, research design, research process, concepts	<b>CO2, CO5, CO6</b>
2.	Students should be able to use tools and techniques of data analysis.	
3.	To understand process of effective report writing to conduct research and analysis for effective decision making.	

### Expected Course Outcomes (COs)

- CO2:** Formulate and articulate research questions and specify research objectives and hypothesis.
- CO5:** Analyse quantitative data by identifying and applying various statistical tests and interpret the result for drawing generalizations
- CO6:** Write a report and Present the finding in a structured manner with coherent argument in logically persuasive style and analyse the implications for bot practices and future research.

Case study "**Data Driven Decision Making at NovaTech Solutions- Addressing Declining Customer Retention through Research**" attached.

### Rubrics

Assessment Criteria	Weightage
Information and understanding of the problem	25%
Application/Synthesis of concepts/ Practical Implementation/ Critical Thinking	50%
Conclusion/ Implication/Discussion/Presentation	25%

### Guidelines for submission

- The assignment should be typed in word processed or legibly handwritten
- 1.5 line spacing should be used with text justified in word processor.
- Tables and figures should be named properly.
- For all assignments make sure pages are securely fastened, preferably with a staple in the top left-hand corner and placed in a folder

**The following information should appear on the cover page of the assignment:**

- Assignment No
- Submitted to
- Submitted by (Name & Enroll No)
- Date of submission

*Rachita Rana*  
Dr. Rachita Rana  
Director

Institute of Information Technology &  
Management New Delhi



## Case Study

on

### ***Data-Driven Decision Making at NovaTech Solutions - Addressing Declining Customer Retention through Business Research***

#### **Company Overview**

NovaTech Solutions is a software-as-a-service (SaaS) company that provides cloud-based business management solutions for small and medium-sized enterprises (SMEs). Their flagship product is a project management platform that integrates various tools for task management, communication, and analytics. Over the past five years, NovaTech had achieved steady growth, building a strong base of clients across various industries.

Despite NovaTech's initial success, the company began facing significant customer retention issues. Over a 12-month period, their churn rate increased from 10% to 25%, which was alarming given the importance of retaining clients in the SaaS industry. With higher churn, the company's acquisition costs also increased as it became more expensive to replace lost customers.

Key challenges identified:

1. **High Customer Churn:** Customer retention had dropped sharply, leading to a negative impact on revenue.
2. **Unclear Customer Behavior:** NovaTech had limited insight into why customers were leaving, as their internal customer data wasn't being effectively analyzed.
3. **Inconsistent Product Usage:** Data showed that customer engagement with the platform was inconsistent, but there was no clear understanding of which features were most valued or underutilized.
4. **Lack of Personalized Support:** Customers often cited in feedback surveys that they felt the platform wasn't tailored to their specific needs, but there was no structured approach to handle this information.

#### **Research Objective**

NovaTech's goal was to:

- Identify patterns in customer churn and pinpoint the main reasons for dissatisfaction.
- Use customer and usage data to understand which features were underperforming.
- Implement data-driven solutions to improve customer retention.

Rachita Rana  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



## Research Methodology

To address these challenges, NovaTech initiated a business research project focused on customer data handling and analysis. The research was conducted in three phases:

1. **Customer Data Analysis-** NovaTech examined its customer database to identify key trends. The research team segmented customers based on various factors such as company size, industry, length of time using the platform, and interaction patterns. Data such as login frequency, feature usage, and customer support interactions were pulled from the platform's analytics tools.
2. **Churn Analysis with Machine Learning-** A predictive model was built using machine learning techniques to identify patterns in customer churn. Variables such as declining platform engagement, support ticket volume, and feature adoption were used to predict the likelihood of a customer churning. The model aimed to provide early warnings so that NovaTech could take preemptive measures.
3. **Qualitative Research: Customer Interviews and Surveys** To complement the quantitative data, NovaTech conducted in-depth interviews and surveys with customers who had recently canceled their subscriptions. The goal was to uncover qualitative insights on user experience, perceived value, and reasons for leaving the platform. This feedback was analyzed alongside the churn model to identify common themes.

## Findings

1. **Low Engagement with Core Features:** The data revealed that many users were only engaging with a small portion of the platform's features. The project management and task-tracking tools were widely used, but advanced features such as analytics, team collaboration tools, and integrations with third-party apps were underutilized.
2. **Customer Onboarding Issues:** The research identified a strong correlation between poor customer onboarding and higher churn rates. Customers who didn't receive sufficient training or guidance on using the platform's full capabilities were more likely to leave within the first six months.
3. **Feature Overload:** Many customers felt overwhelmed by the number of available features, leading to frustration. The data indicated that companies with fewer than 50 employees found the platform overly complex for their needs.
4. **Inadequate Customer Support Customization:** The qualitative interviews revealed that many customers felt the support provided by NovaTech was too generic. Smaller businesses, in particular, wanted more personalized assistance in setting up and optimizing the platform for their specific workflows.

Rajiv Rana  
Director  
Institute of Information Technology & Management  
New Delhi



## Solution Implementation

Based on the research findings, NovaTech implemented several data-driven strategies to address the identified problems:

1. **Feature Optimization and Simplification-** NovaTech reorganized the platform to create tiered service plans. Basic plans offered core project management and task-tracking features for smaller businesses, while advanced plans included the more complex tools (such as analytics and third-party integrations) for larger enterprises. This simplified the user experience for smaller clients and made it easier for them to adopt the platform.
2. **Enhanced Onboarding Process-** A revamped onboarding process was implemented. NovaTech introduced personalized onboarding sessions for new customers, offering one-on-one training to help them become familiar with the platform. A dedicated customer success team was created to check in with users at key milestones during their first six months, ensuring they were fully utilizing the platform's features.
3. **Proactive Retention Measures Using Predictive Analytics-** The predictive churn model was integrated into NovaTech's CRM system. When the model flagged a high-risk customer, the retention team could proactively reach out with offers such as additional training, a personalized consultation, or discounts. This helped prevent churn by addressing issues before customers decided to leave.
4. **Customer Support Personalization-** NovaTech improved its customer support by creating industry-specific support teams. These teams specialized in tailoring solutions for customers in different sectors, offering more relevant guidance and recommendations based on industry needs. The support team also started gathering feedback from customers during regular check-ins to identify areas for continuous improvement.

Within nine months of implementing the changes:

**Reduced Churn Rate:** NovaTech successfully reduced its churn rate from 25% to 12%, with many customers who were previously at risk renewing their contracts.

**Increased Feature Engagement:** Feature adoption improved by 30%, especially for advanced features, after the introduction of tiered service plans and the enhanced onboarding process.

**Customer Satisfaction:** Surveys showed a 25% increase in customer satisfaction, with clients particularly appreciating the personalized support and tailored training sessions.

**Revenue Growth:** Despite reducing churn, NovaTech also managed to grow its customer base by 15%, driven by the improved customer experience and increased referrals from satisfied clients.

## Conclusion

By leveraging business research and effectively handling data, NovaTech Solutions was able to identify key issues related to customer churn and feature underutilization. Through predictive

Rachita Rana  
Dr. Rachita Rana

Director  
Information Management &



analytics, customer segmentation, and personalized support, NovaTech significantly improved customer retention and engagement, leading to enhanced customer satisfaction and revenue growth. This case highlights the importance of data-driven decision-making in addressing business challenges and optimizing performance.

- Q1. How did NovaTech's use of predictive analytics and machine learning help in identifying at-risk customers, and what impact did this have on customer retention?
- Q2. What role did customer segmentation and qualitative research play in uncovering the mismatch between product offerings and customer needs?
- Q3. How did NovaTech's approach to feature optimization and personalized support contribute to both reducing churn and improving overall customer satisfaction?

Gopaal Kumar

Rachita Rana  
Dr. Rachita Rana  
Director

Institute of Information Technology &  
Management, New Delhi



# Institute of Information Technology and Management

**Business Research  
MS-106**

**MBA-II  
Batch 2023-25**

**Adeeba Khan  
03503703923**

*[Handwritten signature]*  
*[Date: 15/20]*

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management, New Delhi



# Case Study: Resolving Customer Retention Issues through Business Research and Data Handling NovaTech Solutions

## Company Overview

- **Company:** NovaTech Solutions (SaaS for project management tools)
- **Target Audience:** Small and medium-sized enterprises (SMEs)
- **Initial Success:** Strong client base due to product quality and integration of tools.
- **Problem:** Increasing customer churn and inconsistent product usage leading to declining revenue.

## Problem Statement

- **High Customer Churn:** 25% churn rate (up from 10%).
- **Unclear Customer Behavior:** Lacked insights on why customers were leaving.
- **Inconsistent Feature Use:** Certain product features underutilized.
- **Generic Customer Support:** Customers felt services weren't tailored to their needs.

## Research Objectives

- Understand customer churn patterns.
- Identify product feature usage and misalignment.
- Analyze customer behavior to improve retention.
- Enhance support for personalized customer experiences.

## Research Methodology

1. **Customer Data Analysis**
  - Segmented customers by behavior, usage, and support data.
2. **Churn Analysis Using Machine Learning**
  - Built predictive models to identify churn indicators.

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



### 3. Qualitative Feedback

- Customer interviews and surveys for deeper insights into dissatisfaction.

### Key Findings

- **Low Feature Engagement:** Advanced features underused.
- **Poor Onboarding:** Correlated with high churn (especially in the first 6 months).
- **Feature Overload:** Platform complexity overwhelmed smaller clients.
- **Generic Support:** Clients needed more personalized solutions.

### Solutions

#### 1. Feature Optimization

- Introduced tiered service plans: Simplified offerings for small clients, advanced features for larger ones.

#### 2. Enhanced Onboarding

- Personalized onboarding and check-ins to improve product adoption.

#### 3. Proactive Retention

- Integrated predictive churn model to identify and address at-risk customers.

#### 4. Personalized Support

- Specialized teams for industry-specific customer support.

### Results

- **Churn Reduction:** Reduced churn from 25% to 12%.
- **Increased Feature Adoption:** 30% increase in advanced feature use.
- **Higher Customer Satisfaction:** 25% improvement in customer satisfaction scores.
- **Revenue Growth:** Customer base grew by 15%, driven by improved retention.

### Conclusion

- **Data-Driven Decisions:** Business research and data analytics were critical in identifying key problems.

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management, New Delhi



- **Customer-Centric Approach:** Personalizing support and simplifying features improved satisfaction and retention.
- **Long-Term Impact:** NovaTech turned around its churn issue and positioned itself for sustainable growth.

Rachita Pina  
Dr Ravi K. Sharma  
Director

Institute of Information Technology &  
Management New Delhi



**Q 1. How did NovaTech's use of predictive analytics and machine learning help in identifying at-risk customers, and what impact did this have on customer retention?**

**Solution:**

NovaTech employed **predictive analytics** by building a machine learning model that analyzed customer behavior data such as login frequency, feature usage, and support requests. This model identified patterns that signaled a customer was at risk of churning, such as declining platform engagement or an increase in support tickets.

By integrating this model into their CRM system, NovaTech's customer retention team was able to take **proactive measures** to prevent churn. They would reach out to high-risk customers before they decided to leave, offering personalized interventions like additional training, consultations, or discounts.

**Impact:**

This approach significantly reduced the churn rate from 25% to 12%, as NovaTech could address issues early, improving customer experience and satisfaction.

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



**Q 2. What role did customer segmentation and qualitative research play in uncovering the mismatch between product offerings and customer needs?**

**Solution:**

NovaTech conducted **customer segmentation**, dividing customers based on factors such as company size, industry, and usage patterns. This allowed them to see clear differences in how various groups were interacting with the platform. For example, smaller businesses found the platform too complex, while larger businesses used more of the advanced features.

In addition, **qualitative research** through customer interviews and surveys provided direct feedback on user experience and specific pain points. This revealed that many customers were overwhelmed by the number of features, while others were not fully utilizing the advanced tools due to poor onboarding or lack of understanding.

**Impact:**

These insights led to the realization that the product was not aligned with the needs of smaller businesses. By simplifying the product for smaller customers and offering more advanced features for larger clients, NovaTech was able to create a better product-market fit, leading to higher satisfaction and engagement.

*Rachita Rana*  
Dr. Rachita Rana  
Director

Institute of Information Technology &  
Management New Delhi



**Q 3. How did NovaTech's approach to feature optimization and personalized support contribute to both reducing churn and improving overall customer satisfaction?**

**Solution:**

NovaTech implemented **feature optimization** by introducing tiered service plans. Basic plans were simplified for smaller businesses, focusing on core project management tools, while advanced plans offered more sophisticated features for larger enterprises. This helped ensure that the platform was right-sized for each customer segment, reducing overwhelm and increasing satisfaction.

Additionally, **personalized support** became a key part of their retention strategy. NovaTech created industry-specific support teams that could provide customized guidance and recommendations to clients based on their specific workflows and needs. They also enhanced the onboarding process with personalized training, helping customers get the most out of the platform.

**Impact:**

These changes resulted in a 30% increase in feature adoption and a 25% improvement in customer satisfaction. Clients appreciated the simplified user experience and personalized support, which strengthened customer loyalty and reduced churn.

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



## Role Play Activity Rubric

Criteria (Marks Range)	Poor (0-2)	Below Average (3-4)	Average (5-6)	Good (7-8)	Excellent (9-10)
<b>Decision Making Abilities(10)</b>	Fails to make decisions or makes decisions that hinder the group's progress.	Struggles to make decisions; choices are often uninformed or inappropriate for the situation.	Occasionally makes good decisions, but some are based on assumptions or incomplete information.	Makes sound decisions most of the time; decisions are thoughtful but may lack full depth or insight.	Demonstrates strong analytical thinking; consistently makes informed, effective decisions that align with role objectives and constraints.
<b>Teamwork &amp; Collaboration (10)</b>	Displays little to no teamwork; may isolate from group or disrupt collaboration.	Limited teamwork; contributes minimally and may not actively engage with others.	Participates in team efforts but contributes inconsistently; collaboration is somewhat lacking.	Collaborates well, fosters a positive environment, but may not fully capitalize on group synergies.	Proactively works with team members, ensures cohesive group dynamics, and enhances others' contributions.
<b>Articulation &amp; Communication (10)</b>	Fails to communicate ideas effectively; disrupts the flow of discussion.	Struggles to articulate ideas; communication lacks clarity or is inappropriate for the context.	Communicates basic ideas but may be unclear or disorganized at times.	Articulates ideas well but may lack some conciseness or clarity; communication is mostly effective.	Communicates ideas clearly, confidently, and concisely; excellent use of language tailored to the context of the role.
<b>Diverse Perspectives &amp; Innovative Thinking (10)</b>	Fails to consider any diverse viewpoints; no evidence of creativity or innovative thinking.	Rarely acknowledges other perspectives or innovative solutions; mostly conventional thinking.	Acknowledges diverse perspectives but struggles to integrate them; limited innovative thinking.	Considers different perspectives and shows some innovation; generates a few creative solutions.	Actively integrates diverse viewpoints and demonstrates creativity; consistently brings innovative, out-of-the-box solutions.

**Rachita Rana**  
 Dr. Rachita Rana  
 Director  
 Institute of Information Technology &  
 Management



**MBA- II Professional Skill Development (NUES)**

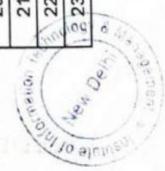
**Role Play Evaluation**

S. No.	Enroll. No.	Name	Decision Making Abilities (10)	Team Work & Collaboration (10)	Articulation & Communication (10)	Diverse Perspectives & Innovative thinking (10)	Total (40)
1	113703923	Ansh Sehgal	10	10	10	10	40
2	213703923	Mayank Kapoor	9	9	8	9	35
3	313703923	Muskan Sharma	8	8	7	8	31
4	413703923	Anurag Mishra	9	9	8	9	35
5	513703923	Akshit Nayyar	9	9	8	9	35
6	613703923	Adarsh Singh	10	10	10	10	40
7	713703923	Shyam Aggarwal	8	9	8	8	33
8	813703923	Jatin Kumar Jha	7	8	7	7	29
9	913703923	Ambuj Garg	8	9	8	8	33
10	1013703923	Sahil Ansari	8	9	8	8	33
11	1113703923	Valusha Verma	10	10	10	10	40
12	1213703923	Varsha Papnoie	9	8	8	9	34
13	1313703923	Nikhil Gohlan	7	7	7	8	29
14	1413703923	Nitisha Kumari	8	8	8	9	33
15	1513703923	Muskan	9	8	8	9	34
16	1613703923	Jatin Rawat	10	10	10	10	40
17	1713703923	Tushar Choudhary	8	9	9	9	35
18	1813703923	Dushyant Kumar	8	7	8	7	30
19	1913703923	Rahul Lakra	7	8	9	8	32
20	2013703923	Aparna Tikkoo	9	9	9	9	36
21	2113703923	Rajat Singh			0	0	0
22	2213703923	Anurag Singh			10	10	40
23	2313703923	Rahul Pal	7	7	8	7	30

*Dr. Rachita Ray*  
Instructor

*Dr. Rachita Ray*  
Instructor

Institute of Information Technology & Management, New Delhi



24	2413703923	Muskan Sejwal	10	10	10	10	10	10	10	40
25	2513703923	Kartikay Sonkar	10	10	10	10	10	10	10	40
26	2613703923	Sarthak Tyagi	8	8	8	8	8	7	7	31
27	2713703923	Hansika Sharma	10	10	10	10	10	10	10	40
28	2813703923	Divya Pawar	9	8	8	9	9	8	8	34
29	2913703923	Yash Jahagirdar	8	8	8	8	8	8	8	32
30	3013703923	Vansh Khatter	7	7	7	9	9	7	7	30
31	3113703923	Amanpreet Singh	7	9	9	9	9	9	9	34
32	3213703923	Arnaw Kumar	8	8	8	9	9	8	8	33
33	3313703923	Pooja Sharma	8	9	9	8	8	9	9	34
34	3413703923	Gursimar Kaur Arora	9	8	9	9	9	9	9	35
35	3513703923	Adeeba Khan	10	10	10	10	10	10	10	40
36	3613703923	Akansha Diwedi	8	7	7	8	8	8	8	31
37	3713703923	Rohit Sharma	7	7	7	7	7	8	8	29
38	3813703923	Deepthi Jain	10	10	10	10	10	10	10	40
39	3913703923	Priya Gupta	10	10	10	10	10	10	10	40
40	4013703923	NAKUL SEJWAL	8	7	7	8	8	7	7	30
41	4113703923	ANKIT	7	7	7	7	7	6	6	27
42	4213703923	TRIPTI PRAKASH	8	8	8	7	7	8	8	31
43	4313703923	TARANJEET SINGH	6	7	7	6	6	6	6	25
44	4413703923	ZAIN AHMAD	10	10	10	10	10	10	10	40
45	4513703923	DEEPAK KUMAR	9	9	9	9	9	9	9	36
46	4613703923	ROMIL CHOPRA	10	10	10	10	10	10	10	40
53	70113703923	NANDINI PRAKAS	8	8	8	8	8	7	7	31
47	35113703923	TUSHAR SEHGAL	7	8	8	6	6	7	7	28
48	35213703923	UJJWAL GUPTA	8	7	7	7	7	7	7	29
49	35313703923	AMAN GARG	8	7	7	7	7	7	7	29
50	35413703923	GEETIKA BHARD	9	8	8	9	9	8	8	34
51	35513703923	JAI SOLANKI	10	10	10	10	10	10	10	40
52	35613703923	ADITI KATOCH	10	10	10	10	10	10	10	40

**Dr. Latika Malhotra**  
Subject Faculty

**Rachita Rana**  
Dr. Rachita Rana  
Director

Institute of Information Technology &  
Management New Delhi



**Role Play Marks & Attainment**

Course:MBA 2023-25

Sem:II

Subject Code:116

**Role Play Evaluation**

S.No	Enrollment No.	Student Name	Marks Allotted	
			Marks (40)	Percentage)
1	00113703923	Ansh Sehgal	40	100
2	00213703923	Mayank Kapoor	35	87.5
3	00313703923	Muskan Sharma	31	77.5
4	00413703923	Anurag Mishra	35	87.5
5	00513703923	Akshit Nayyar	35	87.5
6	00613703923	Adarsh Singh	40	100
7	00713703923	Shyam Aggarwal	33	82.5
8	00813703923	Jatin Kumar Jha	29	72.5
9	00913703923	Ambuj Garg	33	82.5
10	01013703923	Sahil Ansari	33	82.5
11	01113703923	Valusha Verma	40	100
12	01213703923	Varsha Papnoie	34	85
13	01313703923	Nikhil Gohlan	29	72.5
14	01413703923	Nitisha Kumari	33	82.5
15	01513703923	Muskan	34	85
16	01613703923	Jatin Rawat	40	100
17	01713703923	Tushar Choudhary	35	87.5
18	01813703923	Dushyant Kumar	30	75
19	01913703923	Rahul Lakra	32	80
20	02013703923	Aparna Tikkoo	36	90
21	02113703923	Rajat Singh	0	0
22	02213703923	Anurag Singh	40	100
23	02313703923	Rahul Pal	30	75
24	02413703923	Muskan Sejwal	40	100
25	02513703923	Kartikay Sonkar	40	100
26	02613703923	Sarthak Tyagi	31	77.5
27	02713703923	Hansika Sharma	40	100
28	02813703923	Divya Pawar	34	85
29	02913703923	Yash Jahagirdar	32	80
30	03013703923	Vansh Khatter	30	75
31	03113703923	Amanpreet Singh	34	85
32	03213703923	Arnaw Kumar	33	82.5
33	03313703923	Pooja Sharma	34	85

*Rachita Rana*  
**Dr. Rachita Rana**

Director

Institute of Information Technology &  
Management New Delhi



34	03413703923	Gursimar Kaur Arora	35	87.5
35	03513703923	Adeeba Khan	40	100
36	03613703923	Akansha Diwedi	31	77.5
37	03713703923	Rohit Sharma	29	72.5
38	03813703923	Deepti Jain	40	100
39	03913703923	Priya Gupta	40	100
40	04013703923	Nakul Sejwal	30	75
41	04113703923	Ankit	27	67.5
42	04213703923	Tripti Prakash	31	77.5
43	04313703923	Taranjeet Singh	25	62.5
44	04413703923	Zain Ahmad	40	100
45	04513703923	Deepak Kumar	36	90
46	04613703923	Romil Chopra	40	100
47	70113703923	Nandini Prakash	31	77.5
48	35113703923	Tushar Sehgal	28	70
49	35213703923	Ujjwal Gupta	29	72.5
50	35313703923	Aman Garg	29	72.5
51	35413703923	Geetika Bhardwaj	34	85
52	35513703923	Jai Solanki	40	100
53	35613703923	Aditi Katoch	40	100

Students scoring more than 60%	52
Attainment	3

*Rachita Rana*  
**Dr. Rachita Rana**  
 Director  
 Institute of Information Technology &  
 Management New Delhi



Manage... Published

Saved

Assign

Share

## Lessons

## Introduction to Training, Learning and Development

7:30 ☆5

- 1 Introduction to Training, Learning a...
  - 2 Importance of Training, Learning, an...
  - 3 Training Needs Assessment
  - 4 Training Methods
  - 5 Training Evaluation
  - 6 Learning and Development Opportu...
  - 7 Training Budget and Resources
  - 8 Training and Development Trends
  - 9 Importance of Continuous Learning
  - 10 Multiple Choice
  - 11 Circle the answer
  - 12 Chat
  - 13 Carousel
  - 14 Multiple Choice
  - 15 That's it!
- New slide

Overview

Settings

Theme

## Title

TITLE

Introduction to Training, Learning and Development

SUBTITLE

An optional subtitle

BUTTON TEXT

OK, let's go!

 Exit button

Give users the option to leave the lesson from this slide.

## Narration

Add an audio track to play when the slide is shown. Note: Narration settings will be disabled when previewing on the admin portal.



Supported file type: mp3

Manage...

Published

Saved

Assign

Share

## Lessons



## Introduction to Training, Learning and Development

7:30 ☆ 5

- 1 Introduction to Training, Learning a...
  - 2 Importance of Training, Learning, an...
  - 3 Training Needs Assessment
  - 4 Training Methods
  - 5 Training Evaluation
  - 6 Learning and Development Opportu...
  - 7 Training Budget and Resources
  - 8 Training and Development Trends
  - 9 Importance of Continuous Learning
  - 10 Multiple Choice
  - 11 Circle the answer
  - 12 Chat
  - 13 Carousel
  - 14 Multiple Choice
  - 15 🔒 That's it!
- ⊕ New slide

📖 Overview

⚙️ Settings

👤 Theme

## Scrolling mix

Add a section



## Prevent image zoom

Disable the ability to explore images by tapping on them to view the image in more detail.

## PROMPT

Scroll to see more

## DONE TEXT

Continue

## Social Learning +

## Narration -

Add an audio track to play when the slide is shown. Note: Narration settings will be disabled when previewing on the admin portal.



Supported file type: mp3

Manage... Published

 Saved
 ⋮



Lessons



## Introduction to Training, Learning and Development

7:30 ☆ 5

- 1 Introduction to Training, Learning a...
  - 2 Importance of Training, Learning, an...
  - 3 Training Needs Assessment
  - 4 Training Methods
  - 5 Training Evaluation
  - 6 Learning and Development Opportu...
  - 7 Training Budget and Resources
  - 8 Training and Development Trends
  - 9 Importance of Continuous Learning
  - 10 Multiple Choice
  - 11 Circle the answer
  - 12 Chat
  - 13 Carousel
  - 14 Multiple Choice
  - 15 That's it!
- New slide

Overview

Settings

Theme

### Horizontal series

background color is set, that color will be used.

#### BACKGROUND COLOR

This color (eg. "orange", "#f90", "rgb(255,160,0)") will be used for the background in lightbox mode.

#### PROMPT

Swipe to continue

#### DONE TEXT

Continue

Social Learning +

Narration -

Add an audio track to play when the slide is shown. Note: Narration settings will be disabled when previewing on the admin portal.



Supported file type: mp3

Prof. (Dr.) Rachita Rana  
Director

Institute of Information Technology  
& Management, New Delhi



# Training and Development Methods i...

Lesson 7/7



## Introduction to Emplo...

12 / 12

### That's it!

You've completed this lesson.

**Exit Lesson**



AA


trainingpreview.edapp.com



Prof. (Dr.) Rachita Rana

Institute of Information Technology & Management, New Delhi




**INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT**  
 Accredited 'A' Grade by NAAC & Recognized U/s 2(f) of UGC act  
 Rated Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi  
 Approved by AICTE & Affiliated to GGS Indraprastha University, New Delhi

## Vision

The Institute aims to be a Centre of Excellence, promoting value based quality education in the contemporary areas of advanced professional studies in Information Technology, Management and Media studies.

## Mission

ITM undertakes:

1. to provide a learning environment that delivers students with up-to-date curriculum & pedagogy, equipping them with strong analytical mind, thinking ability, entrepreneurial and organizational skills required in a dynamic professional environment
2. to foster strategic alliances with industries for real time business exposure
3. to inculcate human values like ethical, social, and moral values amongst students.



## Knowledge Portal

Email ID or Enrollment Number

Password

Login

[For more information visit](http://www.itm.ac.in)



*Rachita Rana*  
 Dr. Rachita Rana  
 Director  
 Institute of Information Technology &  
 Management New Delhi



**Google Account**  
 MBA 2023-25 ITTM  
 1-50 of  
[mha.litimpu.1@gmail.com](mailto:mha.litimpu.1@gmail.com)

Search mail
 
 Primary
  Promotions
 Social

- | Star                     | Sender                  | Subject                                                                                                | Date   |
|--------------------------|-------------------------|--------------------------------------------------------------------------------------------------------|--------|
| <input type="checkbox"/> | Google Play             | New Options to Manage Personalization on Google Play - Hello MBA 2023-25, In the coming we...          | Aug 21 |
| <input type="checkbox"/> | T&P Cell, ITTM          | Re: Folder shared with you: "Upload Internship Certificate By Company (File responses)" - Thanks Dr... | May 9  |
| <input type="checkbox"/> | Mandeep Singh (via ...) | Share request for "Upload Internship Certificate By Company (File responses)" - Share a folder? Ma...  | May 9  |
| <input type="checkbox"/> | Mandeep Singh (via ...) | Share request for "Upload Internship Certificate By Company (File responses)" - Share a folder? Ma...  | May 9  |
| <input type="checkbox"/> | Latika Malhotra (vi...  | Share request for "Upload Internship Certificate By Company (File responses)" - Share a folder? La...  | May 9  |
| <input type="checkbox"/> | Mandeep Singh (via ...) | Share request for "EduLyt India Certificate Internship - EI01516 (og) (1) - Ankur Singh.pdf" - S...    | May 9  |
| <input type="checkbox"/> | Mandeep Singh (via ...) | Share request for "Paras STP certificate - Paras Kumar.pdf" - Share an item? Mandeep Singh (li...      | May 9  |
| <input type="checkbox"/> | MUKESH KUMAR (via G...  | Share request for "Upload Internship Certificate By Company (File responses)" - Share a folde...       | May 9  |
| <input type="checkbox"/> | MUKESH KUMAR (via G...  | Share request for "Upload Internship Certificate By Company (File responses)" - Share a folde...       | May 8  |
| <input type="checkbox"/> | MUKESH KUMAR (via G...  | Share request for "Upload Internship Certificate By Company (File responses)" - Share a folder? MU...  | May 7  |

Inbox
 
 Starred
 Snoozed
Sent
Drafts
More
Labels

Rachita Rana  
 Dr. Rachita Rana  
 Director  
 Institute of Information Technology & Management  
 New Delhi



# INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

Dated: 31/1/2024

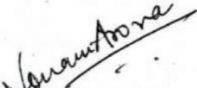
Notice No.: 260

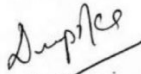
## Seminar on Union Budget


The Department of Management Studies at IITM is organizing a Seminar on Union Budget to discuss the various aspects of Union Budget 2023-24 and analyzing its impact on different sectors of the economy. Students will be able to have discussions on how different industries can align their strategies with the budgetary provisions.

The detailed schedule is as follows:

S No.	Class	Timings	Room No.	Day & Date	Panelist
1	MBA II sem	10:30 am onwards	204	7th Feb 2024;	Dr. Latika Malhotra, Ms. Saguna Kathuria

  
Dr. Sonam Arora  
Class Mentor

  
Dr. Deepika Arora  
HOD-Mgmt

  
Prof. (Dr.) Rachita Rana  
Director



**Institute of Information Technology & Management**  
**Guru Gobind Singh Indraprastha University, New Delhi**

Type of Event	Student Seminar		
Topic	Seminar on Union Budget		
Duration (in hrs)	3 Hours		
Date(s) of Event	7th Feb. 2024	No. of Participants attended	42
Objective of the Event:			
1. To understand the impact of the Union Budget on various sectors of the economy			
2. To develop critical skills in analyzing government fiscal policies			
<b>Brief Description of the Activity</b>			
A seminar on the Union Budget was conducted by the department of Management studies for MBA students to provide them with a comprehensive understanding of the financial and economic strategies outlined by the government in the annual budget. The seminar's primary objectives were to help students comprehend the budget's impact on various sectors and enhance their analytical skills in evaluating fiscal policies. The seminar included discussions on key budget highlights, such as changes in taxation policies, fiscal deficit targets, and government initiatives for economic growth. Real-world case studies were analyzed to demonstrate how companies and industries respond to fiscal changes. In the interactive session, students engaged in discussions about the implications of the budget on businesses and the broader economy. They were encouraged to explore how fiscal policies affect decision-making in companies and how industry leaders use budget insights for strategic planning. Overall, the seminar provided MBA students with valuable insights into the complexities of the Union Budget and its influence on the business landscape, equipping them with the tools to navigate and analyze future fiscal policies in their professional careers.			

*Rachita Rana*  
Dr Rachita Rana  
Director

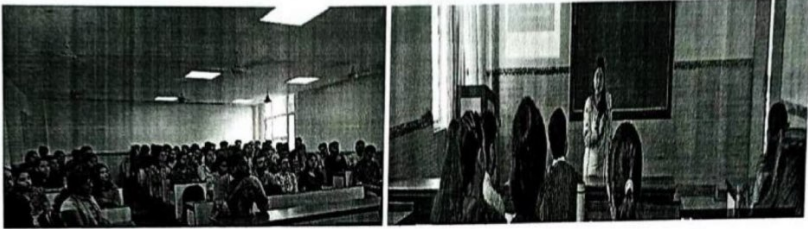
Institute of Information Technology &  
Management New Delhi



**Outcome of the Event:**

1. The event enriched the students with the awareness amongst students towards the impact of Union Budget on various sectors of the economy.
2. Students were made to critically analyze the fiscal policies of the government.

**Geo Tagged Photo**



*Sonam Arora*

Dr. Sonam Arora  
Event Coordinator

*Deepika*

Dr. Deepika Arora  
HOD- Management

*Rachita Rana*

Prof. (Dr.) Rachita Rana  
Director

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



# Institute of Information Technology & Management

Notice No. 224

Dated: December 9th, 2023

Remedial Classes

FOR  
MBA Students

Management department of IITM informs student that their will be remedial classes for all those who feel deficient or need extra mile learning

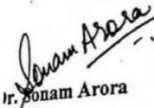
Expected Outcome: The expected outcome of the remedial classes is, can boost a student's confidence. As they gain a better understanding of the material, students may feel more confident in their abilities, which can positively impact their overall approach to learning.

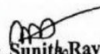
Date: 11 December, 2023; Monday till 22 December


Time: As per Time Table

Resource Person: Faculty Member

Venue: Room No. 204

  
Dr. Sonam Arora  
Class Mentor

  
Dr. Sunita Ravi  
Class Mentor

  
Dr. Deepika Arora  
(HOD-MBA)

  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



# Institute of Information Technology & Management

Notice No. 450

Dated: May 9, 2024

## Remedial Classes

FOR

MBA Students

Management department of IITM is Conducting remedial classes for MBA students. The purpose of these classes is to help students grasp concepts they may have struggled with previously. The outcome ideally involves a better understanding of the subject matter.

Expected Outcome: The expected outcome of these classes is that it aims to empower students who lack confidence in their abilities by providing a supportive environment where they can make progress. The ultimate goal is to help these students catch up with their peers academically, leading to measurable improvements in their academic performance..

Date	Name of the Faculty	Subject and Timings
13.05.2024	Dr. Raghav Jain	FM (9:30-10:30)
13.05.2024	Dr. Gopal Singh Latwal	BR (10:30- 11:30)
13.05.2024	Ms. Saguna Khajuria	SOM ( 11:30-12:30)
13.05.2024	Ms. Shalini Giridhar	Financial Derivatives (10:30- 12:30 )
14.05.2024	Dr. Gopal Singh Latwal	BR (9:30-10:30)
14.05.2024	Ms. Saguna Khajuria	TIM (10:30-11:30)
14.05.2024	Dr. Raghav Jain	FM (11:30-12:30)

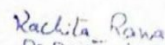
Venue: Room No. 204 & 205

  
Dr. Sonam Arora

Class Mentor

  
Dr. Deepika Arora

(HOD - MBA )

  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

REMEDIAL LECTURE

MBA FIRST SEMESTER

S. No.	Name of Faculty	Subject Name	Date	Time	No. of Students	Signature of Faculty
1.	Dr. Latika Malhotra	MOOB	25/10/23	3:30-4:30	21	[Signature]
2.	Dr. Megha Kanojia	Quantitative Methods	16/11/23	3:30-4:30	18	[Signature]
3.	Deepika Arora	AFM	19/10/23	8:30-9:30	09	[Signature]
4.	Dr. Harman Malhotra	ITM	21/10/23	9:30-11:30 am	22	[Signature]
			19/11/23	1-2 p.m.	09	[Signature]

\* Extra classes are scheduled

7-8 pm on wednesday and  
(online) friday for AFM because  
of lack of time available  
in college duplex.

Remedial classes have been organized  
for all student on every thursday  
(CAT)

Prof. (Dr.) Rachita Rana  
Director  
Institute of Information Technology &  
Management, New Delhi



## BRIDGE COURSE MODULE

### ACCOUNTING FOR MANAGEMENT

#### LECTURE 1

#### INTRODUCTION TO ACCOUNTING

#### LECTURE OBJECTIVE:

To make the students aware about the basic terms related to financial Accounting

#### CONTENTS:

- Definition of Accounting
- Objectives and Role of Accounting
- Functions of Accounting
  - Recording,
  - Classifying
  - Summarizing
  - Interpretation
  - Communication
- Branches of Accounting
- Book Keeping Vs. Accounting
- Users of Accounting Information
- Advantages of Accounting
- Demerits of Accounting

*Rachita Rana*  
Dr Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



## LECTURE 2

### ACCOUNTING PRINCIPLES AND STANDARDS

#### LECTURE OBJECTIVE:

To make students aware about various principles and standards related to financial accounting

#### CONTENTS:

##### Accounting Concepts

- Separate entity
- Money measurement
- Going concern
- Accounting period
- Cost
- Revenue recognition
- Matching
- Dual aspect
- 

##### Accounting Convention

- Full, fair and adequate disclosure
- Conservatism or Prudence
- Consistency
- Materiality

##### Accounting Standards

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



## LECTURES 3-4

### JOURNALIZING TRANSACTIONS

#### OBJECTIVE:

To know the relevance of golden rules of accounting

#### CONTENTS:

##### Journal

- Advantages of Journal
- Explanation of the transaction

##### Classification of Accounts

- Personal accounts
- Real accounts
- Nominal accounts

##### Rules of Debit and Credit

##### Compound Journal Entry

##### Opening Entry

##### Accounting Equation

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



## LECTURE 5

### LEDGER AND SUBSIDIARY BOOKS

#### OBJECTIVE:

The basic aim of this lecture is to understand the meaning of ledger and procedure of its preparation from the books of primary entry.

#### CONTENTS:

Introduction

Posting

- Balancing of Ledger Account

Subsidiary Books of Accounts

- Cash book
- Purchase day book
- Sales day book
- Purchase return book
- Sales return book
- Bill receivable book
- Bill payable book
- Journal proper

Cash Book

- Simple cash book
- Two columnar cash book
- Three columnar cash book
- Petty cash book

Rachita Rana  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



## LECTURE 6

### TRIAL BALANCE

#### OBJECTIVE:

To provide an insight into the preparation of Trial Balance as well as identification and rectification of errors.

#### CONTENTS:

##### Introduction

- Objectives of Preparing Trial Balance
- Errors not Disclosed by the Trial Balance
- Errors in Trial Balance

Example of Trial Balance

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management, New Delhi



INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT, NEW DELHI

ATTENDANCE SHEET FOR MBA (BATCH 2021-23)

MONTH:

SEMESTER:

Bridge Course

Subject Name: A5M

Page Number: 107

S.No	Roll No.	Name	Date						Total
			1	2	3	4	5	6	
1		Ankita Kohli	P	P	P	P	P	P	
2		Ankit Gupta	P	P	P	P	P	P	
3		Chlofat Malhotra	P	P	P	P	P	P	
4		Charvi Bhalla	P	P	P	P	P	P	
5		Chetna Sharma	P	P	P	P	P	P	
6		Devansh	P	P	P	P	P	P	
7		Divya Tomar	A	A	P	P	P	P	
8		Divya Verma	P	P	P	A	A	P	
9		Drishti Yadav	P	P	P	P	P	P	
10		Durdana Nuseer	P	P	A	P	P	P	
11		Gaurav	P	P	P	P	P	P	
12		Gurleen Kaur	P	P	P	P	P	P	
13		Harsh Shokeen	P	P	P	P	P	P	
14		Harsh Vardhan Dubey	P	P	P	P	P	P	
15		Jahnvi Singh	P	P	P	P	P	P	
16		Jaskaran Singh Sagoo	A	A	P	P	P	P	
17		Jatin Ahuja	A	P	P	P	P	P	
18		Jatin Pandey	A	P	P	P	P	P	
19		Jaya Sahni	P	P	P	P	P	P	
20		Kajal Y Kaushik	P	P	P	P	P	P	
21		Kalpna Rawat	P	P	P	P	P	P	
22		Karan Verma	P	P	P	P	P	P	
23		Karishma	P	P	P	P	P	P	
24		Keshav Tyagi	A	A	P	P	P	P	
25		Komal Chandra	P	P	P	P	P	P	
26		Kritika Kalra	P	P	P	P	P	P	
27		Kushi Kumar Singh	P	P	P	P	P	P	
28		Madhu Kumari	P	P	P	P	P	P	
29		Munali Paul	A	P	P	P	P	P	
30		Muyank Chawlin	P	P	P	P	P	P	
31		Mohd Areeb	A	P	P	P	P	P	

Rachita Rana  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management, New Delhi





## MASTER OF BUSINESS ADMINISTRATION(MBA)

### BRIDGE COURSE MODULE

#### MBA 105: MANAGERIAL ECONOMICS

#### COURSE OVERVIEW

#### LECTURE 1

##### Introduction to subject

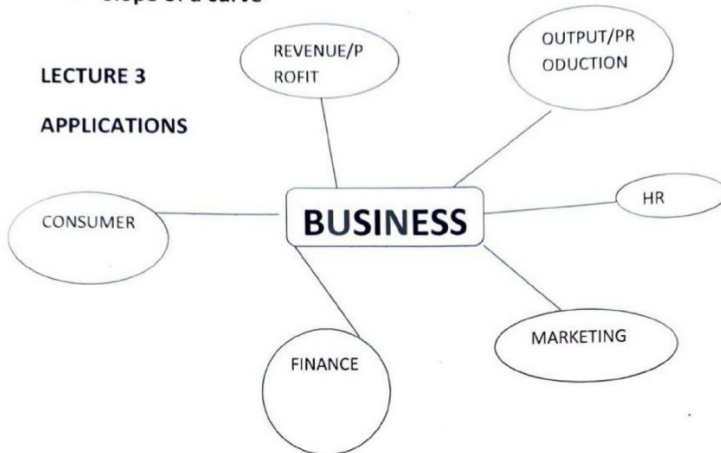
- Meaning of economics
- Why to study economics
- What problems of economy does study of economics solve
- How economics can be applied to study day to day problems
- Branches of study
  - (a) Microeconomics
  - (b) Macroeconomics
- Business/managerial economics
  - Concept , significant, practical applications
- Difference between business economics and economics

#### LECTURE 2

##### KEY TERMS USED IN ECONOMICS

- Marginalism
- Incrementalism
- Opportunity cost
- Risk, return, profits(meaning and interrelationship)
- Uncertainties (how they impact business decision making)
- Time perspective(short run and long run)

- **Equilibrium (meaning, importance, applications)**
- **Axis, origin, dependent and independent variables**
- **Linear and non linear curve**
- **Slope of a curve**



- **Consumer theory- demand analysis**

#### **ORDINAL APPROACH**

- **Indifference curve(shape ,slope, properties)**
- **Budget line(meaning, equation, slope)**
- **Marginal rate of substitution**

#### **CARDINAL APPROACH**

- **Utility**
- **Diminishing marginal utility**
- **Law of equimarginal utility**

*Rachita Rana*  
 Dr. Rachita Rana  
 Director  
 Institute of Information Technology &  
 Management New Delhi



## LECTURE 4

### DEMAND ANALYSIS

- Meaning of demand
- Factors affecting demand
- Demand schedule and demand curve
- Individual and market demand
- Law of demand
- Movement of demand curve
  - (a) Upward and downward movement
  - (b) Rightward and leftward shift
- Elasticity of demand
  - (a) Meaning
  - (b) Factors
  - (c) Methods to measure elasticity
- Cross price elasticity
- Income elasticity
- Advertising elasticity
- Demand forecasting
  - (a) Need
  - (b) Objectives and methods

## LECTURE 5

### PRODUCER THEORY

- Supply (meaning, factors, law of supply, supply elasticity)
- Production
  - Short run (law of variable proportion)
  - Long run (law of returns to scale)

*Rachita Rana*  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



## COST

- Fixed and variable cost
- Accounting and economic cost
- Short run and long run cost
- Explicit and implicit cost
- Private and social cost
- Total cost
- Average cost
- Marginal cost

## LECTURE 6

### DIFFERENT TYPES OF MARKETS

- Meaning and features of market (buyer and seller concept )
- Perfect competition
- Monopoly
  - Artificially created
  - Natural
- Monopolistic
- Oligopoly
- Monopsony
- Bilateral monopoly features and pricing decisions of all market forms

*Rachita Rana*  
Dr Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi





**INTERNSWARE  
INTERNSHIP CELL - IITM**

In Association with

**MANAGEMENT CLUB**

Brings to you



**MANAGEMENT  
SAPIENS**

Theatre of Free thoughts

## SCHEDULE

### MARCH 24, 2023

**Registration**  
Time : 8:30 am to 9:45 am  
Venue : Auditorium

**Opening Ceremony**  
Time : 9:45 am to 10:15 am  
Venue : Auditorium

**GD Competition Round 1**  
Time : 10:15 am onwards  
Venue : Room 301 & 307

**Mock Stock**  
Time : 10:30 am to 12 noon  
Venue : Lab No. 3 & 4

**Business Plan**  
Time : 12 noon to 2:00 pm  
Venue : Room 309

**Quiz**  
Time : 1:00 pm to 3:30 pm  
Venue : Room 308

**Ad Selfie**  
Time : 3:00 pm to 4:30 pm  
Venue : Room 309

**GD Competition Round 2**  
Time : 9:30 am onwards  
Venue : Auditorium

**Just-A-Minute**  
Time : 10:00 am to 11:30 am  
Venue : Room 309

**Case Study**  
Time : 1:00 am to 1:00 pm  
Venue : Room 308

**Ad Mad**  
Time : 12 noon to 2:00 pm  
Venue : Room 309

**Award Ceremony**  
Time : 2:30 pm onwards  
Venue : Auditorium

### MARCH 25, 2023

NOTICE No. 175

February 15, 2023

**GD X Management Sapiens 2023**

Internware – Internship Cell in association with Management Club of Institute of Information Technology & Management (IITM) is organizing Inter College GD Competition and Management Sapiens 2023 (Management Fest) with the aim to attract the best talent and to provide a healthy competition for students to express and exchange their ideas beside exhibiting their skills.

Detailed schedule as follows:

The poster features the IITM logo at the top left and a circular emblem at the top right. The central text reads 'INTERNWARE INTERNSHIP CELL - IITM In Association with MANAGEMENT CLUB Brings you'. Below this is the main title 'GD X MANAGEMENT SAPIENS' with 'Theatre of Free thoughts' underneath. The word 'SCHEDULE' is prominently displayed, followed by the date 'MARCH 24, 2023'. The schedule is organized into two rows of boxes, each containing an activity name, time, and venue. The first row includes Registration, Opening Ceremony, GD Competition Round 1, and Mock Stock. The second row includes Business Plan, Quiz, and Ad Selfie. A horizontal line separates the two days, with 'MARCH 25, 2023' centered below it. The third row includes GD Competition Round 2, Just-A-Minute, Case Study, Ad Mad, and Award Ceremony. The poster has a dark, textured background.

**Registration**  
Time : 8:30 am to 9:45 am  
Venue : Auditorium

**Opening Ceremony**  
Time : 9:45 am to 10:15 am  
Venue : Auditorium

**GD Competition Round 1**  
Time : 10:15 am onwards  
Venue : Room 301 & 307

**Mock Stock**  
Time : 10:30 am to 12 noon  
Venue : Lab No.3 & 4

**Business Plan**  
Time : 12 noon to 2:00 pm  
Venue : Room 309

**Quiz**  
Time : 1:00 pm to 3:30 pm  
Venue : Room 308

**Ad Selfie**  
Time : 3:00 pm to 4:30 pm  
Venue : Room 309

**MARCH 25, 2023**

**GD Competition Round 2**  
Time : 9:30 am onwards  
Venue : Auditorium

**Just-A-Minute**  
Time : 10:00 am to 11:30 am  
Venue : Room 309

**Case Study**  
Time : 11:00 am to 1:00 pm  
Venue : Room 308

**Ad Mad**  
Time : 2 noon to 2:00 pm  
Venue : Room 309

**Award Ceremony**  
Time : 2:30 pm onwards  
Venue : Auditorium

*Deepika Arora*

Dr. Deepika Arora  
Coordinator – Management Club

*Mandeep Singh*

Dr. Mandeep Singh  
Manager – Training & Placement

*Rachita Rana*

Prof. (Dr.) Rachita Rana  
Director

*Rachita Rana*

Prof. (Dr.) Rachita Rana  
Director  
Institute of Information Technology



Date: March 24-25, 2023

No. of Participants: 335

Internware – Internship Cell in association with Management Club of Institute of Information Technology & Management (IITM) organized Inter College Management Fest named as GD Competition X Management Sapiens 2023.

Its aim was to attract the best talent and to provide a healthy competition for students to express and exchange their ideas beside exhibiting their skills. The event commenced with the auspicious ceremony of lamp lighting. The two-day event kicked off promising nonstop fun with activities. The campus witnessed plethora of events for the students. On Day 1, following events were conducted:

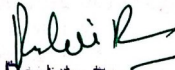
GD Round 1  
Mock stock  
Business Plan  
Business Quiz  
Ad Selfie

Following events were conducted on Day 2:

GD Round 2  
Case study competition  
Ad Mad  
Ad Selfie

This event saw the participation of students across different disciplines from different universities and colleges parts of NCR. like Delhi University, Keshav Vidyalaya, DTU, Asian School of Business, IGNOU, MDU and affiliated colleges from GGSIPU. The event was sponsored by: Homify, Empress Tarot, Yummy Treats, Brajwasi Bites, Chocolypse, Saundaraya, U.K.N Snacks Corner, Face Art Station, Stylicle, Cafetree and The Golden Oven.

The vote of thanks was proposed by Ms. Saloni Indira, member, Internware cell. The event was successfully coordinated by the Faculty Coordinators as well as by the Student Coordinators. The winners were felicitated with a certificate and a trophy. The other participants were also given e certificates as a token of encouragement. Winners of the respective events are as follows:

  
Prof. (Dr.) Rachita Rana  
Director  
Institute of Information Technology  
& Management, New Delhi



## MOCK STOCK

II position - Saurabh, BBA I year, Innovation Campus

I position - Tushar Gupta, BCA I year, Information Campus

## BUSINESS PLAN

II position - Maanshikha & Saloni Indra, B.Com.(H), Information Campus

I position - Utkarsh Bansal - B.Com.(H) II year, DU North Campus

## QUIZ

II position - Garv Talreja, Varun Gupta, Dhruv Gupta, Keshav Gupta, BBA I year, Information Campus

I position - Lakshay Ahuja, Rishi Kakkar, BBA I year, Information Campus

## AD-SELFIE

II position - Bhavya Aggarwal, BBA I year, Raghav Arora, BBA II year, Information Campus

I position - Jay Khandelwal, BCA II year, Aditya Taneja, BBA I year, Information Campus

## JUST A MINUTE (JAM)

II position - Aditya Taneja, BBA I year, Information Campus

I position - Divya Rajpurohit, BBA I year, Information Campus

## CASE STUDY

II position - Arleen Kaur, BBA II year, Divya Rajpurohit & Aditya Taneja, BBA I year, Information Campus

I position - Aditi Mishra & Simran Khurana, BBA I year, Information Campus

## AD-MAD

II position - Kritika Bajaj & Yakshit Goyal, BBA II year, Information Campus

I position - Dushyant Chhabra, BCA, I year & Rohit, B.Com.(H), I year, Information Campus

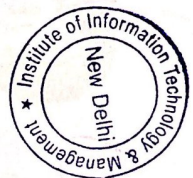
## GD COMPETITION

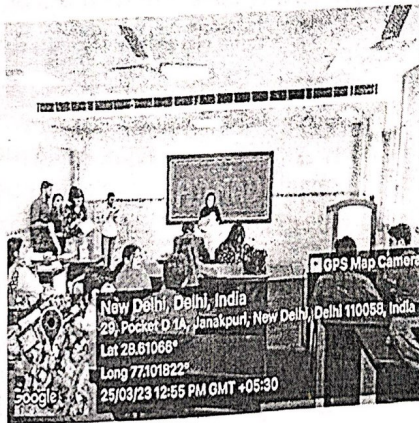
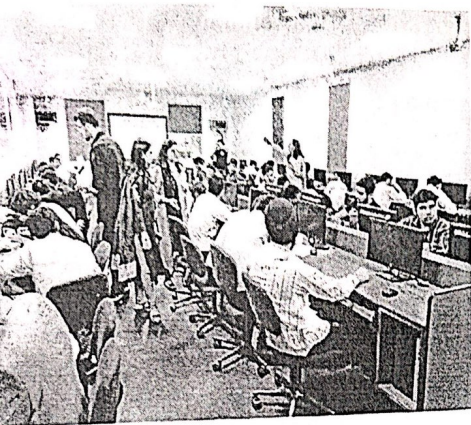
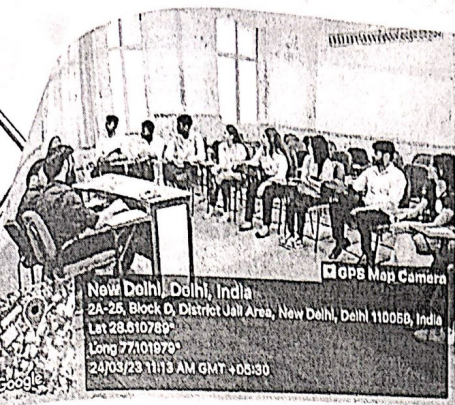
III position - Vinayak Goyal, BCA I year, Innovation Campus

II position - Dhruv Gupta, BBA I year, Information Campus

I position - Shreyansh Bhagwat, BBA III year, Information Campus

Dr. Parvita Rana  
Director  
Institute of Information Technology & Management





*Deepika Arora*  
Dr. Deepika Arora  
Coordinator – Management Club

*Mandeep Singh*  
Dr. Mandeep Singh  
Manager – Training & Placement

*Rachita Rana*  
Prof. (Dr.) Rachita Rana  
Director

*Rachita Rana*  
Prof. (Dr.) Rachita Rana  
Director  
Institute of Information  
& Management



# Institute of Information Technology & Management

Notice No. 14

Dated: August 18, 2023

## Corporate Mentorship Programme

### MBA- III Semester

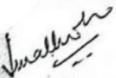
Students of MBA III Semester are hereby informed that they are being allotted Corporate Mentors with the intent of fostering a seamless transition between academic learning and industry requirements. The allocated corporate mentors have been carefully selected to offer their expertise and mentorship throughout this journey. Briefing session for the same is scheduled as:

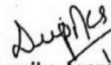
Date: September 4, 2023


Resource Person: Dr. Deepika Arora, Associate Professor, IITM

Venue: Room No. 204

Note: The detailed list of allocation of corporate mentors is enclosed.

  
Dr. Látika Malhotra  
(TPO- MBA)

  
Dr. Deepika Arora  
(HoD-MBA)

  
Prof. (Dr.) Rachita Rana  
( Director)

  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management, New Delhi



**Institute of Information Technology & Management**  
**MBA (2022-24) Corporate Mentors Allotment List**

S. No.	Name	Mentor Name
1	Saaniya Tanwar	
2	Mohammad Saood	Ms. Sakshi Babbar, Sr. Financial Planning Analyst, Ameriprise Financials
3	Mohd Saami Naseer	
4	Divya Sharma	
5	Deepanshu Tyagi	Ms. Gentina George, Relationship Manager, ICICI Bank
6	Manisha	
7	Avneesh Kumar	Mr. Shivam, Deputy Area Sales Manager, Domino Printec India
8	Paras Chhabra	
9	Manish Pal	
10	Pooja Dhani	Mr. Karan Dharni, Group Head - Digital Planning, Omnicom Media Group
11	Aakriti Chauhan	
12	Sahil Batra	
13	Anisha Gambhir	Ms. Kirti Makhija, Research Associate, WNS Global
14	Abhijeet Kumar	
15	Simran Rajora	
16	Sonika	Mr. Karan Dogra, Business Analyst, TCS
17	Aman Yadav	
18	Ishant Dhawan	
19	Ritik Bharti	
20	Cheshta Arora	Ms. Nidhi Kukreja, E-Commerce Analyst, Paxcom
21	Kirti Saini	
22	Rinky Sejwal	
23	Gaurav Gautam	Mr. Sukrit Kapoor, State Moderator, Abacus Educational Services
24	Harsh	
25	Ayush	
26	Ankit Ray	Mr. Kamal Dua, Product Manager, Cardekho
27	Revanth J	
28	Tarun Grover	
29	Ankur	Ms. Kiran, Co Founder & Chief Operating Officer, Aspireze
30	Riya Chaudhary	
31	Tanu Jindal	
32	Namita Bajaj	Mr. Mohit, Assistant Manager, GI Infotech Pvt. Ltd.
33	Zahara Alavi	
34	Nidhi Pal	
35	Urvashi Arora	Mr. Prateek Gupta, Manager, Indiamart Intermesh Ltd.
36	Paras Kumar	
37	Neeti Sharma	
38	Kamini Ghosh	Mr. Arpit Suryavanshi, Assistant Manager - Team Lead, Nivabupa Health Insurance Co. Ltd.
39	Hemant Berwal	
40	Manan Khurana	
41	Aishwarya Ashok	Ms. Anushi Almani, Sr. Associate, Corporate





# Institute of Information Technology & Management

Notice No. 71

Dated: September 20, 2023

## Corporate Mentorship Session - 1

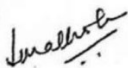
### MBA- III Semester

Students of MBA III Semester are hereby informed that the Training and Placement Cell of the institute is organizing a 'Meet and Greet' session with their allotted Corporate Mentors. The intent of the session is to facilitate interactions to establish a mentoring relationship between students and their corporate mentors.

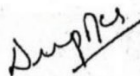
**Expected Outcome:** The session is expected to expand the professional network of students along with guidance on career development, industry trends and job market expectations.

**Date & Time:** September 23, 2023, 9:30 AM onwards

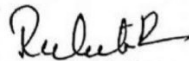
**Venue:** Room No. 204



Dr. Latika Malhotra  
(TPO- MBA)




Dr. Deepika Arora  
(HoD-MBA)



Prof. (Dr.) Rachita Rana,  
(Director)

Rachita Rana  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi





# Corporate Mentorship

Session-1

MBA- III

23 Sept. 2023



एक परिवार - एक भविष्य  
ONE FAMILY - ONE FUTURE



**IITM**  
Nurturing Excellence

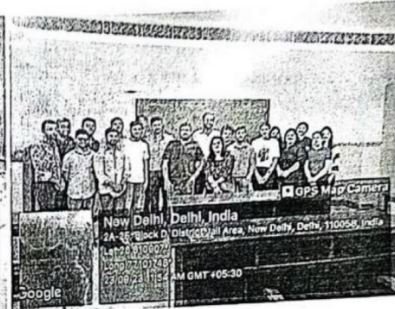
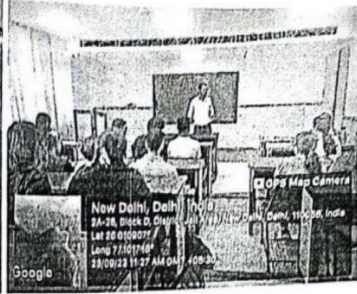
**Institute of Information Technology & Management**  
**Guru Gobind Singh Indraprastha University, New Delhi**

Type of Event	Corporate Mentorship		
Topic	Meeting with Mentors		
Duration (in hrs)	2 Hrs		
Date(s) of Event	23/9/2023	No. of Participants attended	43

**Brief Description of the Activity**

Management Department of IITM organized the first session of the Corporate Mentorship Programme for MBA Final Year Students. The intent of the session was to facilitate interactions to establish a mentoring relationship between students and their corporate mentors. Mr. Kamal Dua, Product Manager, CarDekho, Mr. Sukrit Kapoor, State Moderator, Abacus Educational Services, Ms. Nidhi Kukreja, Senior E-Commerce Analyst, Paxcom, Mr. Karan Dharni, Group Head, Omnicom Media Group, Ms. Priya Singh Sengar, Data Specialist, Nielson IQ and Mr. Jaskaran Singh, Sales Executive, Dot Pe addressed the students and shared their experiences with them. The session helped students expand their professional network with gaining guidance on career development, industry trends and job market expectations.

# Geo Tagged Photo



*Malhotra*  
**Dr. Latika Malhotra**  
 IPO- MBA

*Arora*  
**Dr. Deepika Arora**  
 (HOD- MBA)

*Rana*  
**Prof. (Dr.) Rachita Rana**  
 Director

**Rachita Rana**  
 Dr. Rachita Rana  
 Director  
 Institute of Information Technology &  
 Management New Delhi



# INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

Dated: 19<sup>th</sup> September, 2023

Notice No.: 65

## Business News Review Presentation (BNRP) & Book Review


MBA (Batch 2022-24)

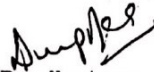
The following students are required to give a Business News Review Presentation and Book Review as per the following schedule. Each student will get 7 minutes for presentation and 5 minutes for discussion.

S. No.	Enrollment No.	Name of Student	BNRP/Book Review	Date	Timings
1	01413703922	Abhijeet Kumar	Business News Review	3 <sup>rd</sup> October, 2023	2:30 pm to 3:30 pm
2	01613703922	Sonika	Business News Review		
3	01813703922	Ishant Dhawan	Business News Review		
4	01913703922	Ritik Bharti	Book Review		
5	02313703922	Gaurav Gautam	Book Review		
6	00113703922	Saaniya Tanwar	Business News Review	4 <sup>th</sup> October, 2023	1:30 pm to 2:30 pm
7	00613703922	Manisha	Business News Review		
8	00913703922	Manish Pal	Business News Review		
9	02413703922	Harsh	Book Review		
10	01313703922	Anisha Gambhir	Book Review		

Faculty Coordinators: Dr. Sunitha Ravi & Dr. Deepika Arora

Note: Attendance is mandatory as it is a part of your internal assessment.

  
Dr. Sunitha Ravi  
(Class Mentor)

  
Dr. Deepika Arora  
(HOD-MBA)

Rachita Rana  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi



Dated: 22<sup>nd</sup> August, 2023

Notice No.:18

**Business News Review Presentation (BNRP) & Book Review**

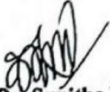
**MBA (Batch 2022-24)**

The following students are required to give a **Business News Review Presentation and Book Review** as per the following schedule. Each student will get 7 minutes for presentation and 5 minutes for discussion.


S. No.	Enrollment No.	Name of Student	BNRP/Book Review	Date	Timings
1	00213703922	Mohammad Saood	Business News Review	28 <sup>th</sup> August, 2023	1:30 pm to 3:00 pm
2	00313703922	Mohd Saami Naseer	Business News Review		
3	00513703922	Deepanshu Tyagi	Business News Review		
4	00713703922	Avneesh Kumar	Book Review		
5	01113703922	Aakriti Chauhan	Book Review		

Faculty Coordinators: Dr. Sunitha Ravi & Dr. Deepika Arora

**Note: Attendance is mandatory as it is a part of your internal assessment.**

  
**Dr. Sunitha Ravi**  
(Class Mentor)

  
**Dr. Deepika Arora**

  
**Prof. (Dr.) Rachita Rana**  
(Director)

(HOD-MBA)   
**Dr. Rachita Rana**  
Director  
Institute of Information Technology & Management New Delhi



# Institute of Information Technology & Management

Notice No. 218

Dated: December 6, 2023

## Guest Lecture on "Emerging Trends in the IT Industry for Management Students"

### MBA- III Semester

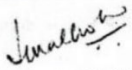
The Placement Cell of IITM, in collaboration with the Department of Management Studies, is organizing a specialized session titled "Emerging Trends in the IT Industry for Management Students". Specifically tailored for MBA final year students, this event will explore the latest trends and technologies in the IT corporate world to help them with a smooth transition in their career from the college to the corporate.

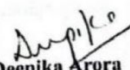
**Expected Outcome:** The session is expected to provide a comprehensive exploration of the dynamic landscape of the corporate world.

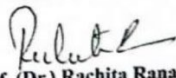
**Resource Person:** Mr. Alok R. Tiwari, Country Head and Director One.com

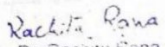
**Date & Time:** December 07, 2023, 12:30 PM Onwards

**Venue:** IITM, Room No. 204

  
Dr. Latika Malhotra  
(TPO- MBA)

  
Dr. Deepika Arora  
(HoD-MBA)

  
Prof. (Dr.) Rachita Rana  
(Director)

  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi





भारत गुरुकुल  
भारत-2023



**IITM**  
Nurturing Excellence

## Institute of Information Technology & Management

Guru Gobind Singh Indraprastha University, New Delhi

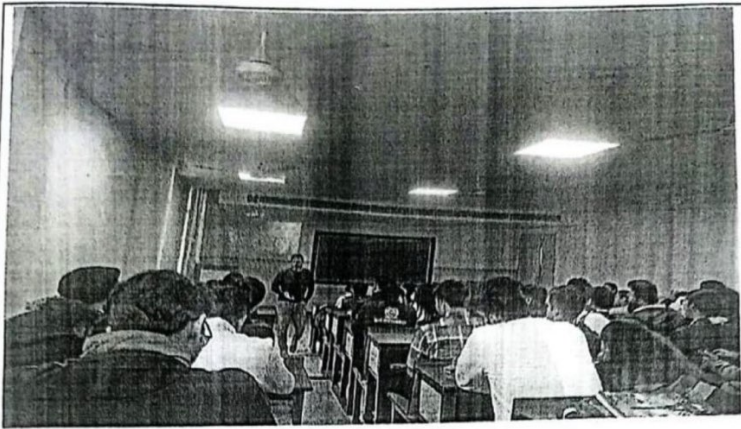
Type of Event	Guest Lecture		
Topic	Emerging Trends in the IT Industry for Management Students		
Duration (in hrs)	(12:30 pm to 1:30 pm) 60 Minutes		
Date(s) of Event	7 <sup>th</sup> December, 2023	No. of Participants attended	50
<b>Brief Description of the Activity</b>			
<p>The session on Emerging Trends in the IT industry for Management Students, held at IITM on the 7th of December, 2023 was an enlightening and thought-provoking event that explored the impact of advanced technologies on industrial processes and operations. The session was conducted by Mr Alok R. Tiwari, Country Head and Director of One.com India. He explained the business world's dynamic paradigm shift. The convergence of artificial intelligence and advanced business intelligence tools is transforming various industries through the promotion of data-driven decision-making, productivity enhancement, and innovation. This event was specifically designed for final-year MBA students, providing them with a platform to delve into the profound impact of Artificial Intelligence (AI), Machine Learning (ML), Blockchain, and Cyber security on various industries. The purpose of the session is to provide insight into how the technologies are changing the face of modern business. The session was overall very insightful.</p>			

*Rachita Rana*  
Dr. Rachita Rana  
Director

Institute of Information Technology &  
Management, New Delhi

Scanned with Okan Scanner





*Latika Malhotra*

Dr. Latika Malhotra  
Faculty Coordinator


*Dr. Deepika Arora*

Dr. Deepika Arora  
HOD-MBA

*Rachita Rana*

Prof. (Dr.) Rachita Rana  
Director

Rachita Rana  
Dr. Rachita Rana  
Director  
Institute of Information Technology &  
Management New Delhi

Scanned with  Olson Scanner



# Institute of Information Technology & Management

MBA - I

Event Attendance

Guest Lecture

Date: 6/12/23

S.No.	Name	Enrolment No.	Signature
1.	Deepthi Jain	03813703923	Deepthi
2.	Priya Gupta	03913703923	Priya
3.	Tripti Prakash	04213703923	Tripti
4.	Geetika Shrivastava		Geetika
5.	Vaishvi Yagnik	01213703923	Vaishvi
6.	Salil Anand	01013703923	Salil
7.	Vaishvi Verma	01113703923	Vaishvi
8.	Kartikay Sonkar	02513703923	Kartikay
9.	Arnav Kumar	03213703923	Arnav
10.	Nandini Prakash	0113703923	Nandini
11.	Ashish Katoch	-	Ashish
12.	Muskan Sharma	00313703923	Muskan
13.	Tushar Chaudhary		Tushar
14.	Divya Panwar	02813703923	Divya
15.	Muskan Sehgal	02413703923	Muskan
16.	Rohit Sharma	03713703923	Rohit
17.	Hansika	02713703923	Hansika
18.	Pooja Sharma	03313703923	Pooja
19.	Rahul Lakshya	01913703923	Rahul
20.	Anurag Mishra	00413703923	Anurag
21.	Ansh Goyal	00113703923	Ansh
22.	Yash Jaggi	02913703923	Yash
23.	Amanpreet Singh	03113703923	Aman
24.	Sarthak Tyagi	02613703923	Sarthak
25.	Nikhil Sehgal	04013703923	Nikhil
26.	AKSHIT NAYYAR	00513703923	Akshat
27.	ANURAG SINGH	02213703923	Anurag
28.	Rajat Sharma	00213703923	Rajat
28.	Jai Solanki		Jai Solanki

Rachita Rana  
Dr. Rachita Rana

Director

Institute of Information Technology &  
Management New Delhi

Scanned with Oken Scanner

