

### 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.

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## 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	CO2, CO5, CO6
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

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## 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.

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## 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.

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## 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

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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

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# Institute of Information Technology and Management

**Business Research  
MS-106**

**MBA-II  
Batch 2023-25**

**Adeeba Khan  
03503703923**

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*[Circled date: 15/20]*

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# 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.

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### 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.

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- **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.

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**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.

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**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.

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**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.

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## 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.

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**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

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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	8	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

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**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

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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

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## Lessons

## Introduction to Training, Learning and Development

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- 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

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## Title

TITLE

Introduction to Training, Learning and Development

SUBTITLE

An optional subtitle

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## Lessons



## Introduction to Training, Learning and Development

7:30 ☆ 5

- 1 Introduction to Training, Learning a...
  - 2 Importance of Training, Learning, an...
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  - 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

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

## 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

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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



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**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 endeavours:

- 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

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



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 Dr. Rachita Rana  
 Director  
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# INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

Dated: 31/1/2024

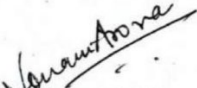
Notice No.: 260

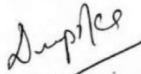
## Seminar on Union Budget


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.			

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Director

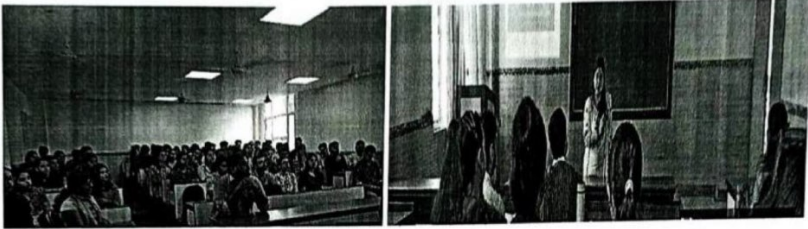
Institute of Information Technology &  
Management New Delhi



**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  
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# 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

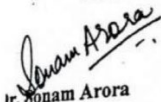
Expected Outcome: The expected outcome of the remedial classes is, can boost a student's confidence. As they gain a better understanding of the material, students may feel more confident in their abilities, which can positively impact their overall approach to learning.

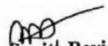
Date: 11 December, 2023; Monday till 22 December

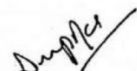
Time: As per Time Table

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  
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# 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)

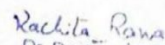
Venue: Room No. 204 & 205

  
Dr. Sonam Arora

Class Mentor

  
Dr. Deepika Arora

(HOD - MBA )

  
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Director  
Institute of Information Technology &  
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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			
2	Dr. Megha Kanojia	Quantitative Methods	16/11/23 25/10/23	8:30-9:30 4:30-5:30	21 18	Dr. Megha Kanojia
3	Deepika Arora	AFM	19/10/23 25/10/23	8:30-9:30	09 22	Dr. Deepika Arora
4	Dr. Harman Malhotra	ITM	21/10/23 19/11/23	9:30-11:30 am 1-2 p.m.	23 05	Dr. Harman Malhotra

\* 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 thuesday  
(CAT)

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## 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

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## 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

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## 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

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## 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

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## 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

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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		Mayank Chawlin	P	P	P	P	P	P	
31		Mohd Areeb	A	P	P	P	P	P	

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## MASTER OF BUSINESS ADMINISTRATION(MBA)

### BRIDGE COURSE MODULE

#### MBA 105: MANAGERIAL ECONOMICS

#### COURSE OVERVIEW

#### LECTURE 1

##### Introduction to subject

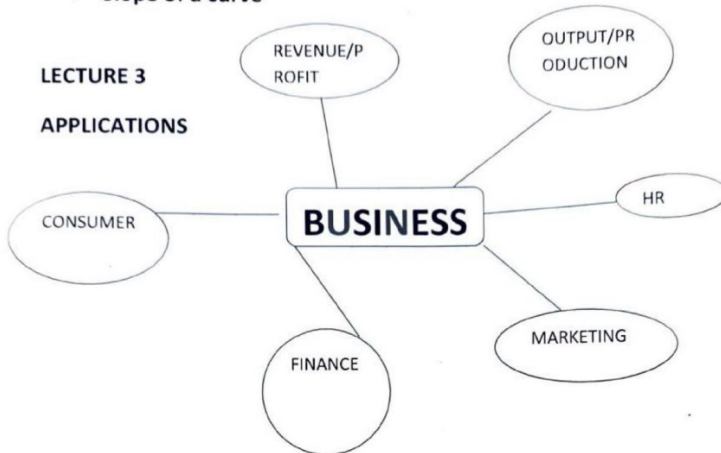
- Meaning of economics
- Why to study economics
- What problems of economy does study of economics solve
- How economics can be applied to study day to day problems
- Branches of study
  - (a) Microeconomics
  - (b) Macroeconomics
- Business/managerial economics
  - Concept , significant, practical applications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

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## 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)

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## 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

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**INTERNSWARE  
INTERNSHIP CELL - IITM**

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**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 logo at the top right. The central text reads 'INTERNWARE INTERNSHIP CELL - IITM In Association with MANAGEMENT CLUB Brings to 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.

**INTERNWARE**  
INTERNSHIP CELL - IITM  
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**MANAGEMENT CLUB**  
Brings to you

**GD X MANAGEMENT SAPIENS**  
Theatre of Free thoughts

**SCHEDULE**  
MARCH 24, 2023

<b>Registration</b> Time : 8:30 am to 9:45 am Venue : Auditorium	<b>Opening Ceremony</b> Time : 9:45 am to 10:15 am Venue : Auditorium	<b>GD Competition Round 1</b> Time : 10:15 am onwards Venue : Room 301 & 307	<b>Mock Stock</b> Time : 10:30 am to 12 noon Venue : Lab No.3 & 4
<b>Business Plan</b> Time : 12 noon to 2:00 pm Venue : Room 309	<b>Quiz</b> Time : 1:00 pm to 3:30 pm Venue : Room 308	<b>Ad Selfie</b> Time : 3:00 pm to 4:30 pm Venue : Room 309	

**MARCH 25, 2023**

<b>GD Competition Round 2</b> Time : 9:30 am onwards Venue : Auditorium	<b>Just-A-Minute</b> Time : 10:00 am to 11:30 am Venue : Room 309	<b>Case Study</b> Time : 11:00 am to 1:00 pm Venue : Room 308	<b>Ad Mad</b> Time : 2 noon to 2:00 pm Venue : Room 309	<b>Award Ceremony</b> Time : 2:30 pm onwards Venue : Auditorium
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*Deepika*

Dr. Deepika Arora  
Coordinator – Management Club

*Mandeep*

Dr. Mandeep Singh  
Manager – Training & Placement

*Rachita*

Prof. (Dr.) Rachita Rana  
Director

*Rachita*

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:

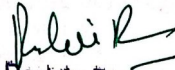
GD Round 1  
Mock stock  
Business Plan  
Business Quiz  
Ad Selfie

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:

  
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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

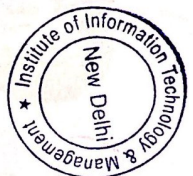
## AD-MAD

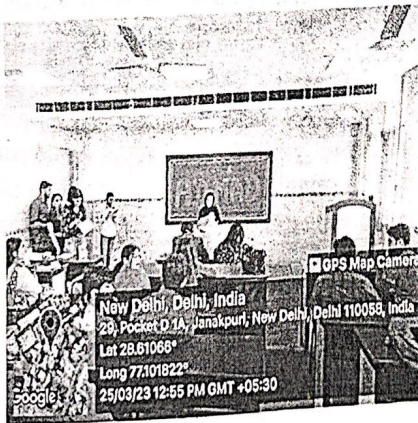
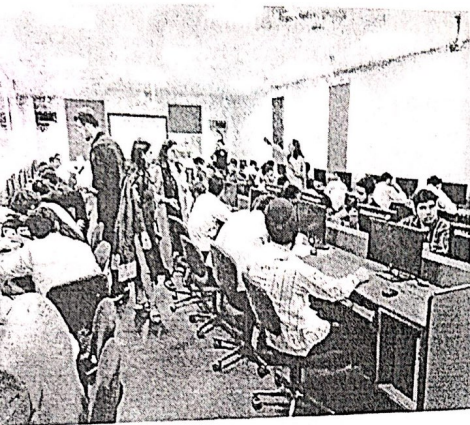
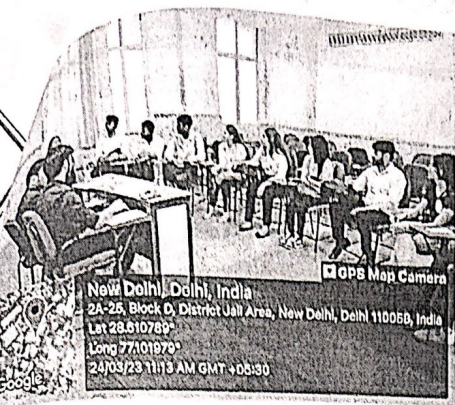
- II position - Kritika Bajaj & Yakshit Goyal, BBA II year, Information Campus  
I position - Dushyant Chhabra, BCA, I year & Rohit, B.Com.(H), I year, Information Campus

## 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

Institute of Information Technology & Management  
New Delhi





*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

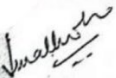
Students of MBA III Semester are hereby informed that they are being allotted Corporate Mentors with the intent of fostering a seamless transition between academic learning and industry requirements. The allocated corporate mentors have been carefully selected to offer their expertise and mentorship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

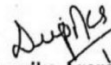
Date: September 4, 2023


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

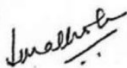
### MBA- III Semester

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.

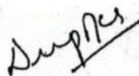
**Date & Time:** September 23, 2023, 9:30 AM onwards

**Venue:** Room No. 204



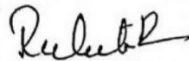
Dr. Latika Malhotra

(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

# 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)

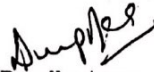
The following students are required to give a Business News Review Presentation and Book Review as per the following schedule. Each student will get 7 minutes for presentation and 5 minutes for discussion.

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**

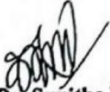
**MBA (Batch 2022-24)**

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

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 Singh	00113703923	Ansh
22.	Yash Jaiswal	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



10/11/2022

**INSTITUTE OF INFORMATION TECHNOLOGY &  
MANAGEMENT**

**Circular / MBA /04**

**MBA**

**PROJECT DISSERTATION HANDBOOK**

**MBA (II Year)**

**2022-24**

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



Dear Student

In this handbook you will find key information relating to the Project Dissertation and it is important that you keep it in a safe place for reference purposes throughout the period of study. If there is further information which you need to know or queries that you may want answers, please contact either to your project guide or the project coordination at [latika.malhotra@iitmipu.ac.in](mailto:latika.malhotra@iitmipu.ac.in) at any time.

At "Masters" it is expected that extensive additional reading will take place and that research will be in-depth and relevant. Please ask your guide for advice as to "what is expected" in terms of the Project Dissertation so that you maximize your chance of succeeding. In addition you will find that effective time management has a crucial role to play in this respect.

Throughout your period of study you will have an experienced guide who is a specialist in their area. For example, all members of the MBA program team are actively involved in research, consultancy and other scholarly activities. Consequently faculties like to facilitate discussions and contributions so that theory and practice are integrated, so enhancing the learning process.

Finally, if you have any suggestions or problems, please do not hesitate to inform the program coordinator.

I wish you a successful and enjoyable period of dissertation writing and hope it will be both rewarding and productive.

Good Luck!

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



# The MBA Project Dissertation

## **Introduction**

The Project Dissertation is an important part of your MBA studies. It provides an opportunity to demonstrate your ability to work independently on a well-defined problem in a coherent, well-organised and critical manner. An MBA project dissertation is not a consultancy project, nor is it a descriptive company report; rather it is a critical investigation of a specific problem or issue. You will need to demonstrate an innovative, academic approach to problem solving.

Please read the following pages carefully, including the valuable information placed in the Appendices. If you have further questions please do not hesitate to contact your guide, mentor or programme director.

## **Purpose of the dissertation**

The aim of the dissertation is to produce a piece of research that advances knowledge in the subject area of business management. The dissertation encourages students to explore areas that have not been investigated previously, ideally incorporating managerial problems or a business scenario that have important organisational implications.

More specifically, the dissertation aims to provide the student with experience in handling data in an organisational setting and in applying relevant concepts and theories appropriate for the business environment. Information and data are collected, analysed and interpreted in such a way that final conclusions are both reliable and valid.

## **Nature of the Dissertation**

Students have the opportunity to submit two types of dissertation – a practical, often empirically based project, or a theoretical dissertation. The organisational project approach usually entails applying theoretical knowledge to a workplace problem or issue. In investigating the workplace issues primary data is gathered, which may be qualitative or quantitative in nature. Throughout, the emphasis is on conducting an analytical investigation and combining literature and data to ascertain the nature of the problem. Particular attention needs to be paid to the reliability and validity of the approaches used.

Theoretical dissertations are predominately based on existing published material. Following the identification of the problem to be investigated, the approach involves an in-depth study of the literature, combining synthesis and critical analysis. The approach also provides a rigorous evaluation of the methods used, the conclusion drawn and the theories proffered in the literature. Theoretical dissertations will be judged by the degree and level of critical analysis employed in evaluating the literature relating to the identified problem.

*Rachita Rana*

Dr. Rachita Rana

Director

Institute of Information Technology &  
Management New Delhi



## Choice of Dissertation Topic

In order to proceed with the dissertation, an outline proposal must be presented to your guide (see Appendix 1).

The dissertation should represent a piece of work that investigates a specific organisational problem or issue. Your choice of topic is important. The area needs to be specific and reasonably narrow, as the dissertation needs to be completed in a relatively short time.

### Research proposal / Synopsis

Students will be given two weeks in which to submit a proposal. This will be of approximately 1,500 words. The proposal will be formally assessed. The contents will comprise:

- Proposed title
- Background - rationale
  - suitability of student
- Objectives
- Key references and brief summary literature review
- Methodology
- Chapterization Plan

### Marking Criteria

The dissertation will be assessed for its overall quality, with the emphasis being upon how components fit together and the suitability of the work for master's level research. The work must be informative and analytical, with students being able to synthesize research findings to improve the quality of management decisions. It is important that students justify their research choices.

**Justification for Study Direction**– analysis of the issue or problem; justification surrounding the importance of the topic; background detail to the organisation (if applicable); clarity and preciseness of research question(s) and objectives.

**Critical Review of Literature**– critical appraisal of the appropriate literature; contrasts and compares relevant sources; references are integrated within the narrative to support the discussion; identification of significant concepts, theories and debates; linkage of the literature to the objectives; accurate referencing.

**Methodological Considerations**– justifies methodological approach in relation to research question; clearly links discussion to own topic; justifies research design and suitability of methods employed; relevancy and accuracy of the methods used, leading to valid and reliable data; clear documentation and explanation of primary data collection methods (where applicable); awareness of alternative methodological approaches

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Dr. Rachita Rana  
Director  
Institute of Information Technology &  
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**Discussion and Conclusion**– synthesis of data, concepts, models etc. identified in literature; critical analysis of key findings; relevant structure; appropriate linking of findings to the objectives; relationship of the study to literature; conclusions are drawn from analysis; key points organised and summarised effectively; awareness of limitations; provides reasoned and supported recommendations.

**Effective Communication**– presentation of material in a logical order; presents error free work with respect to spelling, grammar, typos and references; uses appropriate academic style; includes full and detailed bibliography.

### **Plagiarism**

Plagiarism, which is taken seriously by the institute, is an extremely serious offence, if the students found guilty of cheating shall be debarred from exam.

In short, all words, concepts, ideas that are not your own must be attributed and referenced. In progressing your dissertation it is appropriate and necessary to consult the work of others, however when other people's work is used in your writing this must be made clear within the text and referenced fully in the bibliography. You must fully understand that passing off another person's works, thoughts and ideas as your own, is deemed as cheating. In particular, you should not extract sentences, or paragraphs from a book or article without placing them in direct quotation marks and referencing the source. Moreover it is always advisable to paraphrase the same and then present it.

### **Supervision**

The dissertation is the responsibility of the student and an opportunity to demonstrate their ability to complete a major study independently. The final dissertation must be the product of your own work, rather than that of your guide or friends. Your guide is there to provide advice on the methodology and relevant literature needed to complete a competent dissertation.

### **Areas in which guide can provide advice is set out below:**

- The identification, and refining of a subject area to achieve an achievable topic
- Approaches to conducting a literature review
- Methodology, with respect to an appropriate match between the research question and paradigm.
- Methods (where applicable) to include data gathering techniques such as interview schedules, questionnaires, and focus groups.
- Analysis of findings (where applicable)
- Overall structure and layout

### **To achieve the above guides should:**

- Maintain contact through regular meetings – As per the schedule notified Appendix-v
- Be assessable at appropriate times and respond in reasonable time to justified requests.
- Maintain adequate records of the supervisory process.

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Dr. Rachita Rana  
Director

Institute of Information Technology  
Management New Delhi



### **Key student responsibilities include**

- Discussing with the guide from time to time and updating about your progress in work.
- Adhering to schedule of meetings.
- Taking the initiative in raising problems or difficulties.
- Maintain the progress of work in accordance with the stages notified in the schedule.
- Maintain an adequate record of meetings and advice provided.

If you are using a questionnaire, or interview schedule, it is important to seek advice from your guide. In addition, it is extremely important that, before any thought is given to administering a questionnaire or schedule, your guide clears the final draft. If the data-gathering instrument is poor then, the data, discussion and conclusions will also be poor.

### **Support and Guidance**

This document is only a guide to the processes associated with the dissertation. It includes information about the supervisor's role, your responsibilities and other important detail. If you experience problems whilst undertaking your dissertation, please consult with your guide first and then, if necessary, with the Programme Coordinator. Although the dissertation can be hard work (with sleepless nights!) it is a rewarding experience for it is an independent piece of work that belongs to you and will contribute to you gaining your MBA.

Your main point of contact will invariably be your guide, with whom you will have the greatest contact and provide the overall direction you need. At your initial meeting with your guide you need to establish the preferred means of communication. It is important to keep your supervisor informed and if you do consult with other faculty then it is polite to seek your supervisor's opinion about the issues raised. However, please bear in mind that other faculty members are frequently busy supervising their own dissertation students.

### **The Supervisor-Student Relationship**

It is important that at the onset of the master dissertation, students and their supervisors are aware of their duties and individual responsibilities and the procedures available to deal with any problems which may arise.

The supervisor's role is to give guidance, direct you and answer your queries. For instance, they may give you advice on the various literature sources, or inform you of possible methodological approaches, or statistical tests, or generally comment on your structure and content. The responsibility for all these areas lies with the student and it is your decision as to what you include or exclude, but listen to your guide carefully for they are experienced in supervising and marking dissertations.

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



It is not the supervisor's role to correct all your written pages of writing; you will need to take ownership of the dissertation. Ensure that you use the spell and grammar check in Microsoft Word as you progress. Although the guide will not always make specific and detailed comments they will support you in the best possible way. Before you submit your final dissertation you will need to get it proofread to ensure that it is as error free as possible. Professional help or a competent friend or colleague might be able to assist.

### **Suggested Reading**

Many textbooks are available to assist you in your studies. In addition, students will require subject specific references depending on the subject area being investigated. Finally, to assist you in the dissertation process, a number of texts are listed below:

- Becker, H (1986) „Writing for Social Scientists: how to start a thesis, book or article“, Chicago, MI., University of Chicago Press
- Bolker, J (1998) „Writing Your Dissertation in Fifteen Minutes a Day“, New York, Henry Hold & Company.
- Fisher, C (2004) „Researching and Writing a Dissertation for Business Students“, Harlow, FT Prentice Hall
- Hart, C (2004) „Doing Your Masters Dissertation: essential study skills“, London, Sage Publications
- Meloy, J.M. (2001) „Writing a Qualitative Dissertation: understanding by doing“, Mahwah, NJ., Lawrence Erlbaum
- White, B (2002) „Writing Your MBA Dissertation“, London, Thomson Learning
- White, B (2003) „Dissertation Skills: for business and management students“, London, Thomson Learning

**ALL THE BEST!**

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



## APPENDIX I MBA Dissertation Proposal check list sheet

Name: .....

Date: .....

Mobile No. & Contact e-mail: .....

1. Which specific subject area of business management are you investigating?  
(Key area).....
2. What is the specific problem or issues to be investigated? (What you are seeking to find out  
– 'we don't know ...' and why is it important?)

Problem: .....

Importance: .....

3. What is your proposed research question(s)? (State clearly and precisely)

.....

.....

4. What are your research objectives? (Use appropriate phrases i.e. 'critically appraise', 'to investigate')

a. ....

b. ....

c. ....

d. ....

e. ....

5. Which research design are you proposing? (Tick as appropriate)

Experimental  Exploratory  Comparative  Literature based  Case Study

Action research  Descriptive  Mainly quantitative  Mainly qualitative

Any Other Pl. specify  \_\_\_\_\_

6. How do you intend gathering your main data?

**Note: All the Guides must maintain this sheet with them for all the students they are guiding.**

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



## APPENDIX II Guide to a Typical Project Dissertation

**Defining the Topic Area**– Initial tasks relate to the clarification of what is being investigated and why it is important. Justification needs to be provided, along with the rationale. Having defined the problem or issue it is important to place it in context by providing an overview of the organisational setting or environment. Finally, if a specific organisation is being investigated then the importance of the investigation to the organisation needs to be explained.

At this early stage it is essential to establish a clear direction for your investigation so that you know your purpose and can begin to structure your work around it. Although the title of your dissertation may change, a working title often helps to maintain a focus for your ideas and thoughts. In addition to the research question you need to outline the objectives; that are the statements of what you aim to achieve during the investigation.

**Literature Review**– This involves extensive reading around the subject area, to establish a thorough understanding of relevant work that has been undertaken. The approach needs to be critical and it is at this stage that you may become more knowledgeable about your topic area than your peers or even your supervisor if the investigation is very specific. A key emphasis should be on analysing the material and not merely making a record. Concepts should be grouped under appropriate sub-headings, with writer's views being contrasted and compared within these.

In conjunction with the literature review there is often a need to research other organisations and gather secondary data relating to how other organisations or sectors are tackling the problem, or dealing with the issue.

**Methodology**– This section incorporates two parts - the philosophical perspective and the applied methods. The focus must be on the justification of the philosophical approach and the rationale behind the methods being used. In justifying the chosen philosophy it is important to relate it to your actual subject area – you should not be writing about say positivism in a vacuum, you need to relate it to your subject area and justify the choice in terms of the topic being investigated. It is equally important to justify the methods adopted and explain your rationale for rejecting alternative methods. You need to comment on the terms of reliability and validity, again in relation to your subject area and topic. Finally, if statistical methods are used these equally need justification.

**Results**– In some dissertation it is appropriate to combine the results and the analysis. If they remain separate then the results, including descriptive data of the sample, are presented without reference to the subject area, although observations can be made on method and the results themselves.

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



**Analysis, or Discussion**– Analyses, or discussion, is a key element of a dissertation as it represents your original thinking in drawing together the literature and your findings. The format the discussion takes can vary according to the research design and subject area; however, this is an area for analytical thought and seeing links and connections between various elements of the investigation. A challenging aspect of any investigation is dividing material so that several key areas are used to develop a logical and convincing argument, rather than presenting an amorphous mass of material. For example, you need to abandon the idea of discussing the questionnaire or interview results question by question – there needs to be a coherent grouping of areas, which invariably relates to the concepts identified in the literature review. It is vitally important that concepts, models, theories etc., from the literature are used to place the analysis in context. There may be a large volume of information, but your task is to identify and analyse the key trends and factors so that they form the core of the investigation.

**Conclusion and Recommendations** – It is important to restate the research question as it is this that provides a focus for the conclusion. Equally, you need to produce evidence that your research objectives have been achieved. In drawing the various strands together the onus is on the writer to produce a cohesive summary of the investigation. Key points need to be identified and illustrated so that the reader knows exactly that which has been discovered, rather than having to pick out the key points for him or herself. An awareness of limitations surrounding the study also needs to be expounded, along with suggestions for future research. A series of recommendations should flow logically from the conclusions and be justified, ideally in relation to the literature and best practice.

**NOTE:** *Students are advised to use the statistical tools for the purpose of data analysis and interpretation.*

**Appendix:** Contains supportive material that would otherwise clutter the main text.

### Reference Section and Bibliography

- Reference Section– contains only sources that have been cited in the main text.
- Bibliography– contains sources cited in the main text and in addition those found useful in undertaking the assignment, but which are not directly cited in the main text.

In your dissertation, you should ensure that you cite and reference all your sources according to the APA Style Referencing. As shown below:

1. India today, “The Melt down: End of good times”, Oct 27, 2008.
2. James M, Kaplan; and etal., “Managing it in a Down Turn: Beyond Cost Cutting”, *Indian Management*, vol.47 issue 11, Nov 08.
3. “How to Save Your Job in Recession”, *Harward Business Review*, September 08.

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4. [www.ibm.com/in](http://www.ibm.com/in), assessed on ( Date & time of visit)

### **APPENDIX III Brainstorming the Structure**

**Brainstorming Checklist for students to keep a check on the content that they have to include in their dissertation.**

#### **Introduction/Background**

- define the problem
- define and justify project – state why it is important
- clearly outline parameters

#### **Review of Literature**

- compare, contrast and evaluate articles, books, thesis etc.
- define where your study fits with the literature

#### **Method Theory/Approach/Method/Materials/Subjects**

- define method, theoretical approach, and instruments
- method of enquiry
- show links between methods used and others
- justify methods

#### **Analysis/Results (Can weave in with the discussion)**

- report steps followed
- document analysis
- report findings
- priorities sections for discussion or appendix

#### **Interpretation/Discussion**

- interpret findings
- justify interpretations
- synthesize results in tables, illustrations, graphs etc

#### **Conclusions/Implications/Recommendations**

- highlight key findings in relation to original aim
- implications for future research
- implications for future practice
- issues beyond the scope of the study

(Adapted from Murray, (2002) *How to Write a Thesis*, Maidenhead, Open University Press)

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## APPENDIX IV

### Sequence of Project Dissertation Report

The final report should be in the following sequence:

- (a) Title Page
- (b) Certificate (s)
- (c) Acknowledgement
- (d) Executive Summary
- (e) Table of Contents
- (f) List of Tables
- (g) List of Figures
- (h) Body of the Report Cauterization Plan
- (i) References/ Bibliography
- (j) Appendices

#### **Title Page**

The format of the title page is attached as Annexure-I.

#### **Certificate**

The format of the certificate is attached as Annexure-II. An undertaking by student duly signed by guide, Project Coordinator/Director of the Institution stating it is an original work and not published earlier.

#### **Acknowledgements**

In the "Acknowledgements" page, the student recognizes his indebtedness for guidance and assistance to the adviser and other members of the faculty. Courtesy demands that he also recognizes specific contributions by other persons or institutions such as libraries and research foundations.

#### **Executive Summary**

An Executive summary is a brief or condensed summary of the work performed. It should be about 3-4 pages in length. It should comprise problem definition, methodology adopted, findings, conclusion limitations and directions for future development, if any.

#### **Contents & List of Tables/Figures/Symbols**

The format of Contents and list of Tables/Figures/Symbols is attached as Annexure-III.

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While compiling the body of report as in Appendix 'B' following aspects must be adhered to as given in. Aspects are:

(a) **Page Size:** Good quality white A4 size executive bond paper should be used for typing and duplication.

(b) **Chapter/Para Numbering:** The chapters are to be numbered as Chapter-1, Chapter-2 etc. The heading/title of the chapter is to appear below the chapter number in uppercase. Paragraphs are to be numbered as 1,2,3 etc. in every chapter separately. Sub-paras are to be numbered as 1.1, 1.2, 1.3---, 2.1, 2.2, 2.3 etc. Sub-sub paras are to be numbered as 1.11, 1.12, 1.13, 2.11, 2.12, 2.13 etc.

(c) **Page Specifications:**

(i) Left Margin : 1.25 inch

(ii) Right Margin : 1 inch

(iii) Top Margin : 1 inch

(iv) Bottom Margin : 1 inch

(d) **Page Numbers:** All text pages starting from Body of the Project Report as well as program source code listings should be numbered at the **bottom center** of the pages.

(e) **Normal Body Text:**

(i) **Font Size:** 12, Times New Roman, 1.5 Lines Spacing, Single Side Writing.

(ii) **Paragraphs Heading Font Size:** 12, Times New Roman, Underlined

(iii) **Page/Title Font Size:** 14

(f) **Table and Figure Number:** Table numbers are to be written above the table and figure numbers are to be written at the bottom of the figure as given below:

(i) Table No.1.1: Five years Sales of XYZ Ltd.

(ii) Figure No.1.1: Organisational Structure

(g) **Binding & Color Code of the Report:**

(i) Hard Bound Report

(ii) Background of the cover page – **BLACK**

(iii) Colour of Letters: **GOLDEN**

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## Appendices

The appendices are to be attached at the end of the report and to be numbered as Appendix-A, Appendix-B etc. right justified at the top of the page. Below the word Appendix write in parenthesis "Refer Para No.". The para number is to be the number in the body of text where the reference of appendix is given. An appendix may have annexure (s). If there are annexure, they are to be attached immediately after the said appendix. The annexure are to be numbered as Annexure-I, Annexure-II etc.

## APPENDIX V

### Schedule of Submissions

Students are required to strictly follow the schedule given below:

Date(s)	Activities	Marks Allotted	Remarks
25 <sup>th</sup> Jan. 2024	Pre- Project Briefing	5	All students to attend
7 <sup>th</sup> Feb 2024	Finalization of Title of Dissertation with the consultation of guide(s)*	-	
9 <sup>th</sup> Feb 2024	Submission of synopsis	5	
23 <sup>rd</sup> Feb 2024	Submission of First progress report to the respective guide(s) (Ch-I & II)	5	
24 <sup>th</sup> Feb- 7 <sup>th</sup> Mar 2024	Questionnaire Designing & Data Collection Phase (Discussion with respective guide(s))		
18 <sup>th</sup> March 2024	Data Analysis and project completion phase		
25 <sup>th</sup> March 2024	Submission of Second progress report to the respective guide(s) (Ch-III & IV)	5	
2 <sup>nd</sup> April 2024	Submission of First Draft of the Project	5	As per Appendix-A, B & C.
8 <sup>th</sup> April 2024	Submission of Final Report(Hard Bound) to the respective guide(s)#	5	
15 <sup>th</sup> April 2024.	Internal Presentation and Viva-voce before the Panel	10	A Power Point based presentation. Twenty minutes each student.
Total Marks		40	

\*Refer list of Guide(s)

# Report has to be checked and approved (signed) by the guide.

Use the statistical tools (SPSS/MS Excel/R, etc.) for the purpose of data analysis & interpretation is compulsory.

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# Project Dissertation Report

on

*Title of The Report*

(Font size = 18)

Submitted in partial fulfillment of the requirements

for the award of the degree of

**Master of Business Administration (MBA)**

To

**Guru Gobind Singh Indraprastha University, Delhi**

Guide:  
(Guide Name)  
Designation

Submitted by:  
(Student name)  
Roll No.:



**Institute of Information Technology & Management,**

New Delhi-110058

Batch (2022 – 2024)

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



**Certificate**

I, Mr./Ms. \_\_\_\_\_, Roll No. \_\_\_\_\_ certify that the Project Dissertation (MS-202) entitled " \_\_\_\_\_ " is an authentic work done by me. The matter embodied in this report has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Signature of the Student

Date:

Certified that the Project Dissertation (MS-202) entitled " \_\_\_\_\_ "

Done by Mr./Ms. \_\_\_\_\_, Roll No. \_\_\_\_\_, is completed under my guidance.

Signature of the Guide

Date:

Name of the Guide:

Designation:

Address:  
Institute of Information Technology &  
Management, New Delhi-110058

Countersigned

Project Coordinator/Director

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Dr. Rachita Rana  
Director  
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FORMAT FOR CONTENTS & LIST OF TABLES/FIGURES/ SYMBOLS

CONTENTS

S No	Topic	Page No
1	Certificate	-
2	Acknowledgement	-
3	Executive Summary	-
4	List of Tables	-
5	List of Figures	-
6	Body of Report ( Chapters)	
7	Summary and Conclusions	
8	References/ Bibliography	
9	Appendices	

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### LIST OF TABLES

Table No	Title	Page No
Table No. 1.1	Number of Employees in Organization XYZ	
Table No. 2.1		

### LIST OF FIGURES

Figure No	Title	Page No
Figure No. 1.2	Sales Figures of ABC Company for 2002 - 08	
Figure No. 3.4		

### LIST OF SYMBOLS

S No	Symbol	Nomenclature & Meaning
1	@	At the rate
2		

### LIST OF ABBREVIATIONS

S No	Abbreviated Name	Full name
1	CRM	Customer Relationship Management
2	EPS	Earnings Per Share.

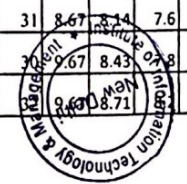
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### CO Attainment for Project Dissertation

Course: MBA		Sem: IV															
S.No	Enrollment No.	Student Name	Phase-1		Phase-2		Phase-3		Phase-4		Phase-5			CO Average(out of 10)			
			CO1	CO2	CO1	CO2	CO1	CO2	CO3	CO4	CO2	CO3	CO4	CO1	CO2	CO3	CO4
1	113703922	Saaniya Tanwar	10	10	9	9	10	10	10	10	39	39	39	9.67	9.71	9.8	9.75
2	213703922	Mohammad Saood	9	9	10	10	10	10	9	9	38	38	38	9.67	9.57	9.4	9.5
3	313703922	Mohd Saami Naseer	9	9	10	10	10	10	10	10	39	39	39	9.67	9.71	9.8	9.75
4	413703922	Divya Sharma	8	8	9	9	9	9	7	7	29	29	29	8.67	7.86	7.2	7.25
5	513703922	Deepanshu Tyagi	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
6	613703922	Manisha	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
7	713703922	Avneesh Kumar	8	8	9	9	9	9	7	7	29	29	29	8.67	7.86	7.2	7.25
8	813703922	Paras Chhabra	9	9	10	10	10	10	9	9	30	30	30	9.67	8.43	7.8	7.5
9	913703922	Manish Pal	9	9	10	10	10	10	9	9	34	34	34	9.67	9	8.6	8.5
10	1013703922	Pooja Dhani	9	9	9	9	8	8	8	8	30	30	30	8.67	8	7.6	7.5
11	1113703922	Aakriti Chauhan	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
12	1213703922	Sahil Batra	9	9	10	10	10	10	9	9	36	36	36	9.67	9.29	9	9
13	1313703922	Anisha Gambhir	9	9	10	10	10	10	9	9	36	36	36	9.67	9.29	9	9
14	1413703922	Abhijeet Kumar	9	9	10	10	10	10	9	9	34	34	34	9.67	9	8.6	8.5
15	1513703922	Simran Rajora	9	9	10	10	10	10	9	9	34	34	34	9.67	9	8.6	8.5
16	1613703922	Sonika	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
17	1713703922	Aman Yadav	8	8	9	9	9	9	7	7	29	29	29	8.67	7.86	7.2	7.25
18	1813703922	Ishant Dhawan	9	9	10	10	10	10	9	9	30	30	30	9.67	8.43	7.8	7.5
19	1913703922	Ritik Bharti	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
20	2013703922	Cheshta Arora	9	9	10	10	10	10	9	9	34	34	34	9.67	9	8.6	8.5
21	2113703922	Kirti Saini	8	8	8	8	8	8	8	8	26	26	26	8	7.14	6.8	6.5
22	2213703922	Gaurav Gautam	5	5	8	8	7	7	6	6	18	18	18	6.67	5.43	4.8	4.5
23	2313703922	Harsh	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
24	2413703922	Ayush	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8
25	2513703922	Ankit Ray	9	9	10	10	10	10	9	9	34	34	34	9.67	9	8.6	8.5
26	2613703922	Revant J	9	9	10	10	10	10	9	9	36	36	36	9.67	9.29	9	9
27	2713703922	Tarun Grover	8	8	9	9	9	9	7	7	31	31	31	8.67	7.14	7.6	7.5
28	2813703922	Ankur	9	9	10	10	10	10	9	9	30	30	30	9.67	8.43	7.8	7.5
29	2913703922	Riya Chaudhary	9	9	10	10	10	10	9	9	32	32	32	9.67	8.71	8.2	8

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30	3113703922	Tanu Jindal	9	9	10	10	10	10	9	9	40	40	40	9.67	9.86	9.8	10
31	3213703922	Namita Bajaj	8	8	8	8	8	8	8	8	28	28	28	8	7.43	7.2	7
32	3313703922	Zahara Alavi	8	8	8	8	8	8	8	8	28	28	28	8	7.43	7.2	7
33	3413703922	Nidhi Pal	8	8	8	8	9	9	7	7	36	36	36	8.33	8.71	8.6	9
34	3513703922	Urvashi	9	9	10	10	10	10	9	9	36	36	36	9.67	9.29	9	9
35	3613703922	Paras Kumar	6	6	8	8	8	8	8	8	38	38	38	7.33	8.57	9.2	9.5
36	3713703922	Necti Sharma	8	8	9	9	10	10	9	9	32	32	32	9	8.43	8.2	8
37	3813703922	Kamini Ghosh	8	8	9	9	10	10	9	9	38	38	38	9	9.29	9.4	9.5
38	3913703922	Hemant Berwal	8	8	8	8	7	7	8	8	37	37	37	7.67	8.57	9	9.25
39	4013703922	Manan Khurana	8	8	6	6	8	8	6	6	32	32	32	7.33	7.71	7.6	8
40	4113703922	Aishwarya Ashok	9	9	10	10	10	10	9	9	30	30	30	9.67	8.43	7.8	7.5
41	4213703922	Naitik Pandey	8	8	8	8	8	8	8	8	36	36	36	8	8.57	8.8	9
42	50113703922	Mohd Aman Ansari	9	9	9	9	8	8	8	8	30	30	30	8.67	8	7.6	7.5
43	50213703922	Inderjeet Singh	8	8	8	8	8	8	6	6	34	34	34	8	8.29	8	8.5
44	50313703922	Simran Singh	8	8	8	8	7	7	9	9	30	30	30	7.67	7.57	7.8	7.5
45	50413703922	Neha Chauhan	9	9	8	8	9	9	8	8	32	32	32	8.67	8.29	8	8
46	50513703922	Tanya Jawlia	9	9	10	10	10	10	8	8	29	29	29	9.67	8.29	7.4	7.25
47	50613703922	Swati Sharma	9	9	9	9	8	8	6	6	30	30	30	8.67	8	7.2	7.5
48	35113703922	Nishita Veerwani	9	9	9	9	8	8	10	10	36	36	36	8.67	8.86	9.2	9
49	35213703922	Anany Sinha	8	8	9	9	8	8	8	8	37	37	37	8.33	8.86	9	9.25
50	35313703922	Shruti Khurana	8	8	6	6	8	8	6	6	30	30	30	7.33	7.43	7.2	7.5
51	35413703922	Mayank Gothwal	8	8	8	8	8	8	8	8	30	30	30	8	7.71	7.6	7.5
52	35513703922	Saksham Rana	9	9	9	9	8	8	8	8	26	26	26	8.67	7.43	6.8	6.5
53	35613703922	Prabhjot Singh Shah	9	9	7	7	6	6	7	7	32	32	32	7.33	7.71	7.8	8

CO Percentage >75				CO1	CO2	CO3	CO4	Average
Level Achievement				48	47	42	44	45.25
% Attainment				0.8	0.78	0.7	0.73	0.75

*Smallesh*  
Dr. Latika Malhotra  
Project Coordinator

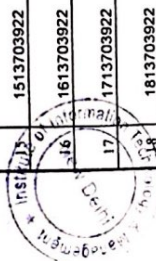
*Deepika* Attainment:3  
Dr. Deepika Arora  
HOD-Mgmt Department

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Institute of Information Technology &  
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Project Dissertation Evaluation Sheet

Course: MBA		Sem: IV		Batch: 2022-24					
S.No	Enrollment No.	Student Name	Project Title	Phase-1	Phase-2	Phase-3	Phase-4	Phase-5	Total
				10 marks	10 marks	10 marks	10 marks	40 marks (out of 40)	
1	113703922	Saaniya Tanwar	Study on digital marketing strategies by Samsung India	10	9	10	10	39	39
2	213703922	Mohammed Saood	Solarization : An area of investment for sustainable development	9	10	10	9	38	38
3	313703922	Mohd Saami Naseer	Promoting opportunities for rural entrepreneurship	9	10	10	10	39	39
4	413703922	Divya Sharma	Infrastructure in India's energy sector: An area of Investment for sustainable future	8	9	9	7	29	31
5	513703922	Deepanshu Tyagi	Private and public investment in post harvest agricultural activities for vilksit bharat	9	10	10	9	32	35
6	613703922	Manisha	Attaining Sustainability through Electric vehicles: Trends and Opportunities	9	10	10	9	32	35
7	713703922	Avneesh Kumar	AI and automation in retail	8	9	9	7	29	31
8	813703922	Paras Chhabra	Multi agent system : A tool for self organised management problems	9	10	10	9	30	34
9	913703922	Manish Pal	Corporate governance for ethical business practices	9	10	10	9	34	36
10	1013703922	Pooja Dhani	Risk management and bank efficiency : A Comparative study of HDFC and SBI.	9	9	8	8	30	32
11	1113703922	Aakriti Chauhan	National Education policy and Higher Education	9	10	10	9	32	35
12	1213703922	Sahil Batra	Stress Among College Students	9	10	10	9	36	37
13	1313703922	Anisha Gambhir	Impact of OTT on Students	9	10	10	9	36	37
14	1413703922	Abhijeet Kumar	Employee engagement strategies in a multinational corporation	9	10	10	9	34	36
15	1513703922	Simran Rajora	IPO and Indian Market	9	10	10	9	34	36
16	1613703922	Sonika	EXPORT process in <b>Kachit Rana</b> <b>institute of information technology &amp; management</b> <b>New Delhi</b>	9	10	10	9	32	35
17	1713703922	Anam Yadav	Sustainability in <b>institute of information technology &amp; management</b> <b>New Delhi</b>	8	9	9	7	29	31
18	1813703922	Ishant Dhawan	Media and consumerism	9	10	10	9	30	34



19	1913703922	Ritik Bharti	Impact of GST on the fast-moving consumer goods sector in India Comparative Study & Analysis of NP(Non-Performing Asset) In Indian Banks and Financial Institutions	9	10	10	9	32	35
20	2013703922	Cheshtia Arora		9	10	10	9	34	36
21	2113703922	Kirti Saini		8	8	8	8	26	29
22	2313703922	Gaurav Gautam	Online Food Delivery Aggregators- A Case of Zomato	5	8	7	6	18	22
23	2413703922	Harsh	Comparative study on the stock exchanges of BSE and NASDAQ	9	10	10	9	32	35
24	2513703922	Ayush	A comparative analysis of the regional rural banks & cooperative banks of India	9	10	10	9	32	35
25	2613703922	Ankit Ray	Financial performance analysis of HUL	9	10	10	9	34	36
26	2713703922	Revanth J	A study on non- performing assets with special reference to HDFC bank	9	10	10	9	30	34
27	2813703922	Tarun Grover	Initial Public Offer: A Case Study on Avenue Supermarts Ltd.	8	9	9	7	31	32
28	2913703922	Ankur	Foreign Direct Investment: Various Changes Introduced in the Recent Years	9	10	10	9	30	34
29	3013703922	Riya Chaudhary	MOTIVATIONAL STRATEGIES AND TOOLS IN BANKING INDUSTRY	9	10	10	9	32	35
30	3113703922	Tanu Jindal	STUDY OF RETENTION STRATEGIES IN BUSINESS PROCESSES OUTSOURCING (BPO) INDUSTRY IN INDIA	9	10	10	9	40	39
31	3213703922	Namita Bajaj	OUTSOURCING MANAGER'S JOB: AN EVALUATIVE STUDY OF HR OUTSOURCING IN INDIAN IT INDUSTRY	8	8	8	8	28	30
32	3313703922	Zahara Alavi	Stress Management: A Study of BPO Sector	8	8	8	8	28	30
33	3413703922	Nidhi Pal	TALENT RETENTION PRACTICES IN HIGHER EDUCATION INSTITUTES AND COLLEGES	8	8	9	7	36	34
34	3513703922	Urvashi	Integration of AI in marketing	9	10	10	9	36	37
35	3613703922	Paras Kumar	Predictive analytics for forecasting consumer behaviour	6	8	8	8	38	34
36	3713703922	Neeti Sharma	Inclusive Corporate Social Responsibility: Integrating Social Justice and Sustainability into Business Practices	8	9	10	9	32	34
37	3813703922	Kamini Ghosh	Increasing Financial Literacy for Improved Financial Inclusion: A Study of Educational Programs	8	9	10	9	38	37
38	3913703922	Hemant Bewral	Financial Inclusion and Gender Equality: Strategies for Closing the Gender Gap in Access to Financial Services	8	8	7	8	37	34
39	4013703922	Manan Khurana	Enhancing Customer Engagement through AI chatbots	8	6	8	6	32	30
40	4113703922	Aishwarya Ashok	Dr. Rachita Parra Designing Inclusive Products and Services: A Case Study of the Tech Industry Major Information Technology & Marketing Strategy for Targeting Diverse Audiences	9	10	10	9	30	34
41	4213703922	Nalini Pandey	Inclusion in Marketing Strategy for Targeting Diverse Audiences	8	8	8	8	36	34
42	50113703922	Mohd Aman Ansan	Breaking Barriers: Exploring the Impact of Diversity and Inclusion in Entrepreneurship	9	9	8	8	30	32





# INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

Date: 10<sup>th</sup> October, 2023

Notice No.: 108

## Workshop on "Business Simulation"

Management Club of IITM is Organising a Workshop on "Business Simulation" with the objective to provide participants with a hands-on and experiential learning opportunity to develop and enhance their business acumen and decision-making skills.

Expected Outcome: Participants will be able to solve complex business challenges, and contribute more effectively to their organizations' success in the real world.

The details are as follows:

**Resource Person:** Mr. Rahul Jain

Bizwiz Learning, Founder and Director

**Venue:** Room No.205

**Timings:** 12:30 pm to 3:30 pm

**Date:** 27<sup>th</sup> October, 2023

**Registration Link:**

<https://docs.google.com/forms/d/1K8qzCBoOrlvn5mUZHgUhh60JQCbuT84et-9i7QFqil/edit>

**Student Coordinators:**

Revanth (MBA 2022-24 batch)

Mohd: Saami (MBA 2022-24 batch)

Saksham Rana (MBA 2022-24 batch)

Saaniya Tanwar (MBA 2022-24 batch)

Ms. Adeeba Khan, (MBA 2023-25 Batch)

Dr. Sunitha Ravi

Mr. Puneet Chawla

(Member)

Dr. Deepika Arora

(Coordinator)

Prof. (Dr.) Rachita Rana

(Director)

Rachita Rana

Dr. Rachita Rana

Director

Institute of Information Technology &  
Management New Delhi



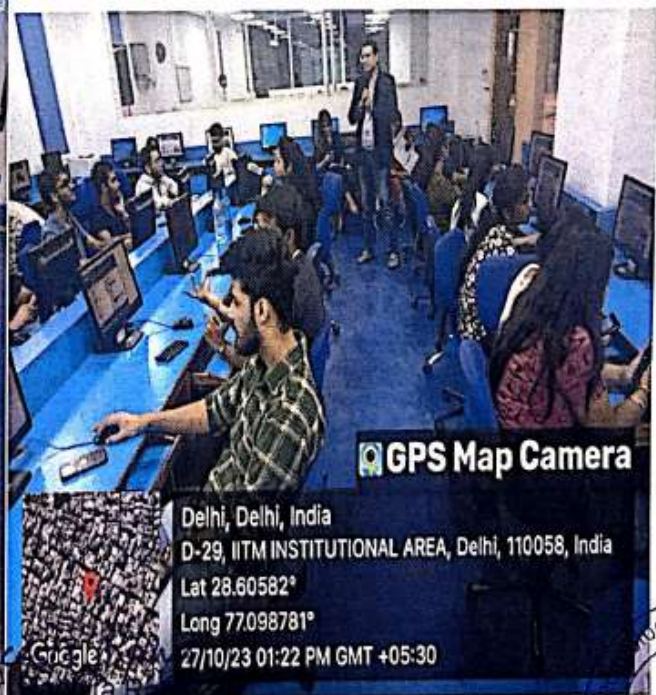
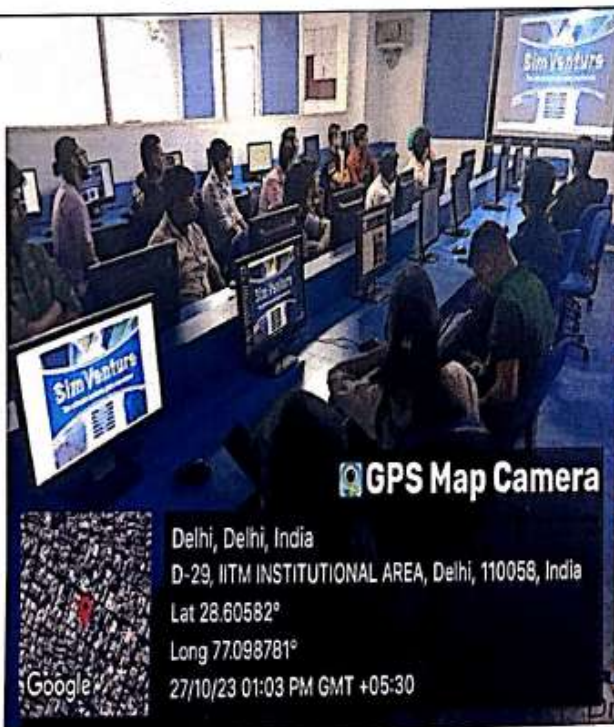
## Institute of Information Technology & Management

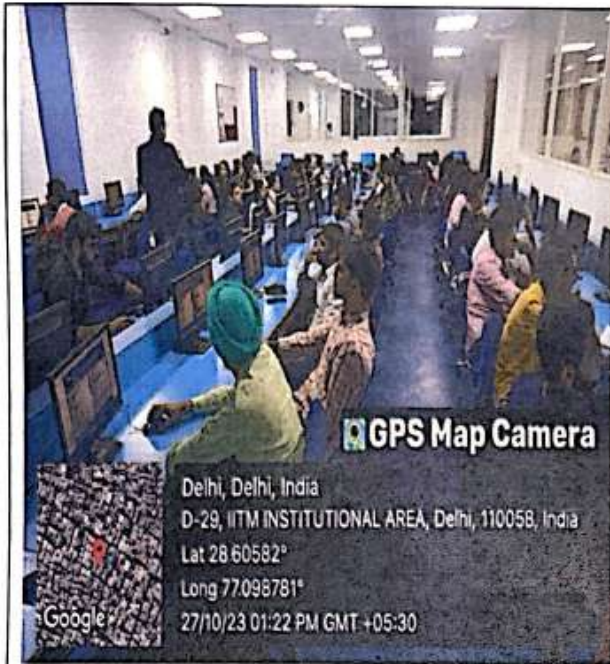
Guru Gobind Singh Indraprastha University, New Delhi

Type of Event	Workshop		
Topic	Business Simulation		
Duration (in hrs)	3 Hour (12:30 pm to 3:30 pm)		
Date(s) of Event	27 <sup>th</sup> October, 2023	No. of Participants attended	60

### Brief Description of the Activity

Department of Management Studies of IITM organised a Workshop on Business Simulation with the objective to provide valuable insights into various business growth and development. The Resource Person for the session was Mr. Rahul Jain, Founder & Director, Bizwiz Learning. During the session students practised various fundamental area research on marketing, finance, Human Resource, Operations etc. Business Simulation Software by Bizwiz learning includes all areas of management. The speaker demonstrated the students about how to use the software for enhancing critical thinking skills. He also conducted one simulation game for students. All students participated and enjoyed the workshop. The workshop not only provided the knowledge of theoretical concepts whereas also provided hands on experience.

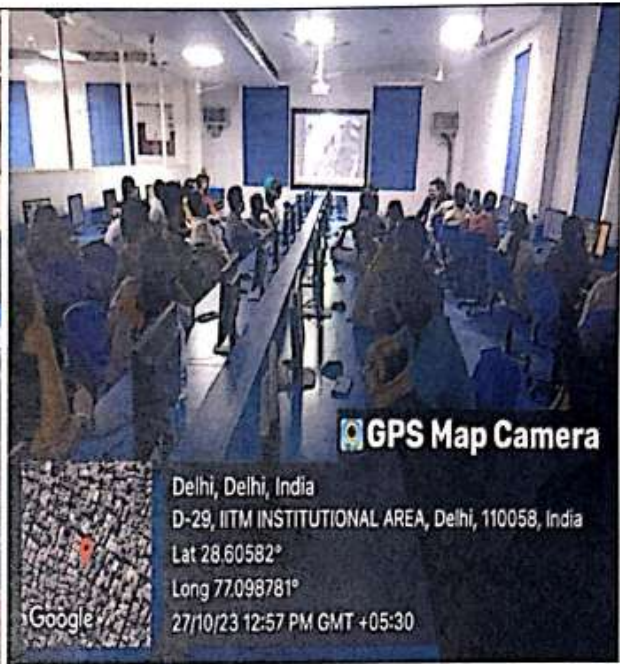




GPS Map Camera

Delhi, Delhi, India  
 D-29, IITM INSTITUTIONAL AREA, Delhi, 110058, India  
 Lat 28.60582°  
 Long 77.098781°  
 27/10/23 01:22 PM GMT +05:30

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Dr. Sunitha Ravi *[Signature]*  
 Dr. Puneet Chawla *[Signature]*  
 Member- Mgmt Club

*[Signature]*  
 Dr. Deepika Arora  
 Convenor-Mgmt Club

*[Signature]*  
 Prof. (Dr.) Rachita Rana  
 Director

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



# SUNDEEP GLOBAL PVT LIMITED

1 E/22, Swami Ram Tirath Nagar, Jhandewalan Extn., New Delhi - 110 055

TO : Institute of Information Technology & Management  
D-29, Institutional Area, Janak Puri,  
New Delhi- 110058

Invoice No 41  
Dated : 3-Oct-23

Sr. No	Particulars	Amount
1	Simulations Charges	45,000.00
Sub Total		45,000.00

Rupees- Forty Five Thousand Only-

For Sundeep Global Pvt Limited

*Rahul Jain*  
RAHUL JAIN  
(DIRECTOR)



Terms of Payment : Within two days from the date of Invoice.

Please make the cheque or RTGS in the name of SUNDEEP GLOBAL PVT LTD

Our Bank Details :

ICICI Bank, New Delhi Branch.

A/c No : 000705012661

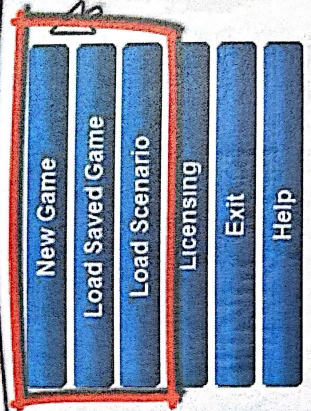
IFS Code : ICIC0000007

*Rachita Rana*  
Dr. Rachita Rana  
Director  
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# simVenture

The ultimate business game experience



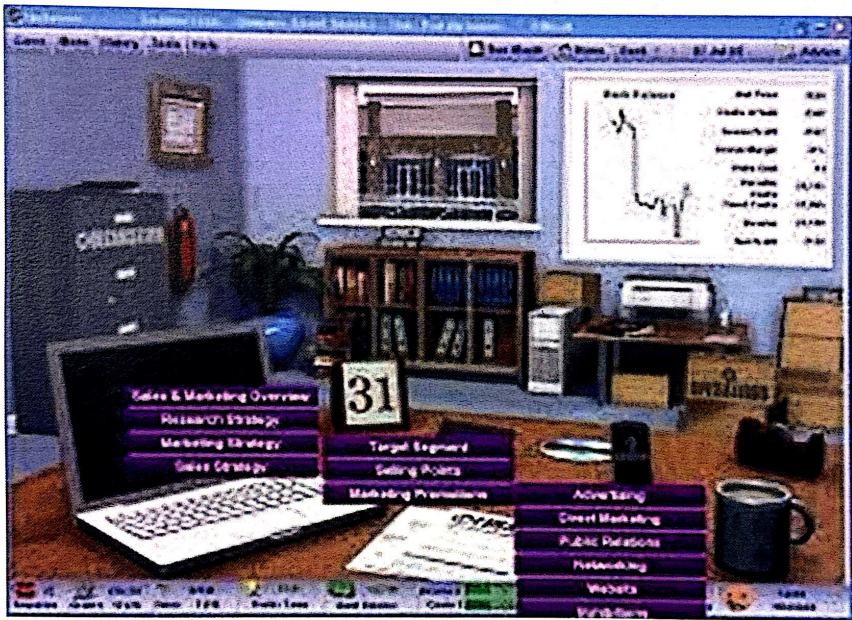
Licensed

Rachita Rana  
Dr Rachita Rana  
Director

Institute of Information  
Management New Delhi



*Business Simulation Software Interface*



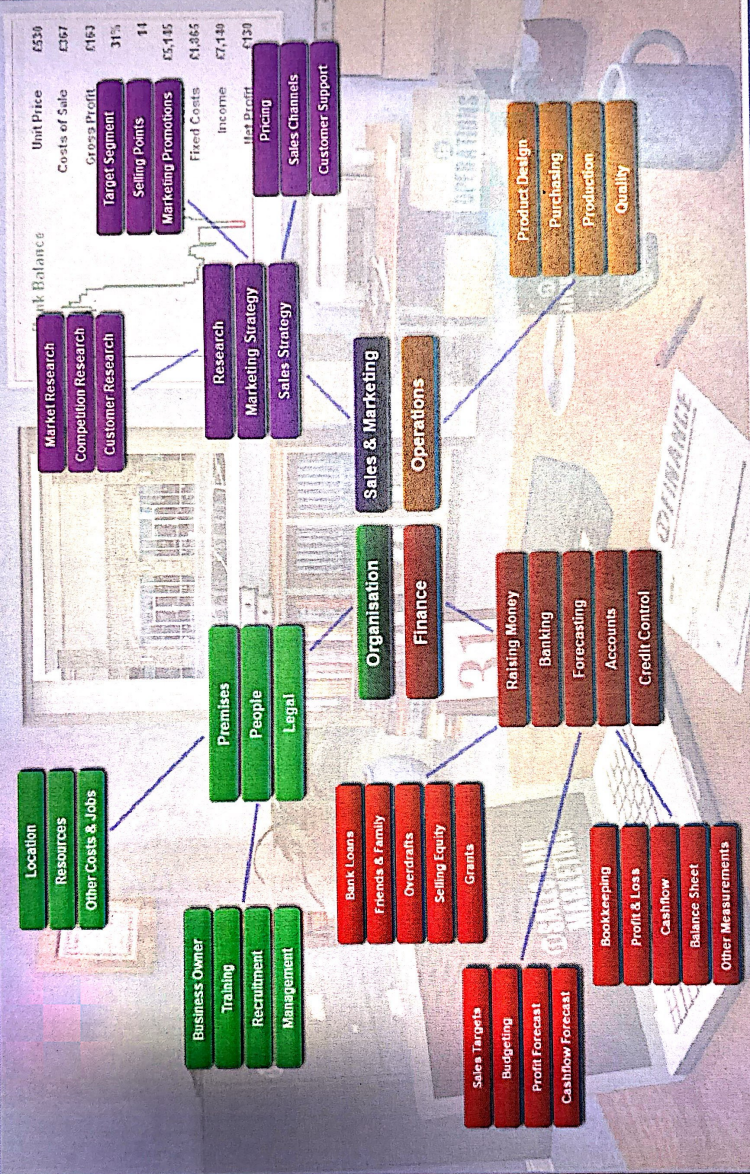
*Rachita Rana*

Dr. Rachita Rana

Director

Institute of Information Technology & Management New Delhi





1 Enquiries  
 403 Orders  
 1(1) Sales  
 0(0) Profit/Loss  
 60 Bank Balance  
 £10,000 Income  
 403 Costs  
 482 Effort  
 46 Time  
 13 Efficiency  
 90% Refreshed  
 Happy

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





# Bizwiz Learning

## CERTIFICATE

OF PARTICIPATION

This certificate is awarded to

VALUSHA VERMA

for the participation in One day Workshop on "*Business Simulation*" on October 27<sup>th</sup>, 2023.

**Mr. Rahul Jain**  
Bizwiz Learning, Founder & Director