



ANUKRITI 2019

ISSUE: April'19-March'20

MIND SPLASH

Judge your
success by
what you
had to give
up in order to
get it..

-Dalai Lama

<http://www.amity.edu/abs>

AMITY BUSINESS SCHOOL

ABS

*We are the
dreamers.*

MIND SPLASH

ANUKRITI 2019



DESK OF TEAM

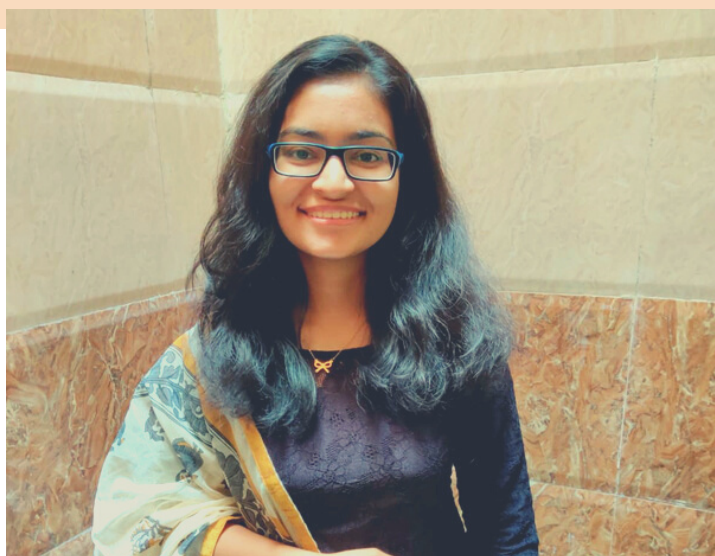


DESK OF EDITOR

THE TEAM !

BY THE SEA

THIS CREATION OF IDEA IS WHAT ANUKRITI SYMBOLIZES. IT AIMS AT CREATING A SPARK IN THE MIND AND HEARTS OF PEOPLE IN SYNCHRONIZATION WITH HAPPENINGS OF THE WORLD AND AMITY BUSINESS SCHOOL.



STUDENT TEAM



STUDENT TEAM

**CHOOSE LIFE! CHOOSE LOVE!
CHOOSE HEALTH! CHOOSE HAPPINESS!**



Amity works with a mission to create the ambience of excellence in which new ideas, research projects flourish and the leaders and innovators of tomorrow emerge. In any top University of the world, research is the foundation which leads to a strong academic orientation. ABS has one of the most distinctive team of Faculty and Researchers who are constantly augmenting their research and publications and hence leading the Institute to pinnacles of academic achievement.

ABS provides holistic education and strives to create managers of vision, mission and action and above all of commitment. The focus of ABS is on developing a global perspective amongst their students to create a new cadre of management professionals who are multi-skilled and have a capability of function as cross functional teams and with a deep understanding of ethical and value based business processes.

Amitians of ABS are instilled with compassion, loyalty and commitment that makes them an invaluable asset of any organisation.

AMITY UNIVERSITY

ABS endeavours to be an institute committed towards innovation, knowledge - sharing openness and entrepreneurial skills for developing a new generation of global managers. ABS shall continue to hold passion for knowledge , teamwork and a caring attitude.



VISION

The diagram features three overlapping hexagons: a dark grey one at the top labeled 'VISION', a light blue one on the left labeled 'VALUES', and a light orange one at the bottom labeled 'MISSION'. A yellow hexagon overlaps the other three. Decorative elements include a grid of small grey triangles on the left, a cluster of yellow dots near the 'VISION' hexagon, and a cluster of grey dots near the 'MISSION' hexagon. There are also small teal and orange diamond shapes scattered around the hexagons.

VALUES

MISSION

To develop the personality of a student by making them not only intelligent professionals but also good individuals, with understandings and regards for human values, pride in their heritage and culture, a sense of right and wrong, and yearning for perfection.

**Taking the vision of
Amity Business forward
under the guidance of**



My mission is nation building through education and beyond.

Dr. Ashok K. Chauhan

Founder President, Ritnand Balved Education Foundation
(The Foundation of Amity Institutions and the sponsoring body of Amity Universities) Chairman, AKC Group of Companies



We are creating centres of thought leadership across the world, where faculty, scientists and brilliant students can explore and expand the frontiers of knowledge.

Dr. Atul Chauhan

Chancellor, Amity University
President, Ritand Balved Education Foundation
CEO, AKC Group of Companies

Heartiest Gratitude for Felicitating & Supporting Our Efforts..!!

*Education is not the learning of the facts,
but the training of the mind to think....*

- Albert Einstein

At Amity, we focus on each & every student, to bring out their full potential and empower them with a winning attitude.

Dr. B. Shukla

Vice Chancellor, Amity University Uttar Pradesh

M.Tech. (IIT Kharagpur), Ph.D. Queen's University, U.K.
Council member of AIMA



"FROM THE DESK OF DEAN"

-FMS & DIRECTOR, ABS



**You are the captain of your soul
and master of your fate !!**

WORLD OF EXPRESSION

**DISCOVER INNER WORLD OF
THOUGHTS !!**

Dear Readers,

"THE TREASURE HOUSE IS WITHIN YOU"

You're like a captain navigating a ship. He or She must give the right orders, or the ship is wrecked. In the same way, your must give the right orders including thoughts and images, which controls and governs all your experiences.

The law of life is the law of belief. a belief is a thought in your mind. Do not believe in things that will harm or hurt you.

Believe in things that inspire, strengthen and prosper you.

**CHANGE YOUR THOUGHTS, AND YOU CHANGE
YOUR DESTINY !!**

"FROM THE EDITOR'S DESK"



GET A VISION

You are a child of infinite life, which
knows no end, and you're an heir
to eternity ..

The fruit of Spirit is love, joy,
peace, patience, gentleness, faith ,
goodness !!

Dear Readers,

The profitable pointers!

- 😊 Welcome the advancing years. It means you are moving higher on the path of life, which has no end.
- 😊 Do not delay your faith and convictions.
- 😊 Look ahead, for at all times you are gazing into infinite life.
- 😊 Do not hide your light under a bushel.
- 😊 Fill your mind with the truth of God and radiate the sunshine of his love- this is youth

You are wonderful !

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- WHAT'S GOING TO BE YOUR STORY (#FUTURESTUFF)

SCOOP IT!

ABS NEWS & EVENTS

ABSOLUTE POWER, TOTAL CONTROL &
THE WINNER...

CULTURAL CLUB EVENTS



TEACHER'S DAY

A game of Pictionary was played by Dean FMS and Mr Ramesh Bagla and other teachers were supposed to guess the picture. The teachers were entertained by the dancing and singing of the students. There was also a skit dedicated to teachers which grabbed every once attention. Teachers are unsung heroes that stand behind every successful man and women.

PARICHAY 2019

FRESHER'S PARTY

The theme for Parichay was Fire and Ice.

The winners-

MR. ABS- AMAN SHRIVASTAVA

MS. ABS- AARUSHI SONDHI

MR. WELL DRESSED- RAHUL KUMAR

MS. WELL DRESSED- AKANKSHA



Marketing Club Events

THE BIG BANG THEORY



Date- 29th Aug, 2019

JURY- Mr. Sparsh Bagga (Director at Online Promotion House) and Ms. Kitty Bagga (Area Sales Manager at Sai Webtel Technologies Pvt. Ltd.)

DETAILS- There were two rounds in the event that revolved around the concept of branding strategies.

ROUND 1- Brag The Tag

ROUND 2- "Brand It"

RESULTS- Winning Teams:

1st – Ashish Murthy

2nd – Himank and Ayush Bhatnagar

3rd – Nandini Jain and Aprajita

PRIZES- Prizes Won:

1st Prize – Coffee Mug and bakery

coupons worth Rs 300 each

2nd Prize – 16gb Toshiba pendrive and bakery

coupons worth Rs 300

3rd Prize – Bakery coupons worth Rs 400 each.

Date- 3rd Oct, 2019

JURY- Mr. Rohit Mohan, Deputy General Manager and Training

Lead at Samsung Electronics and Dr. Vinamra Jain, Assistant Professor, Marketing and International Business Department at Amity Business School.

DETAILS- There were two rounds in the event.

ROUND 1 –"Sell-fie"

Round 2 (Final Round) – "Eco-Mart"

PRIZES-

1st Position– Neeti Mittal and Aman

Shrivastava

2nd Position– Awais and

Shahbaz

3rd Position– Abhay and Jayant



Finance Club Events



FIN-O-HOLICS

DATE-8th Aug,2019

DETAILS- There were total of three rounds in the event, one screening round, and two main rounds.

ROUND 1- CROSSROAD- In this every team was provided with crossword puzzle which has to be solved. The maximum score earners were qualified for next round, 8 teams went ahead for further rounds.

ROUND 2- HEAR ME OUT- In this round the teams came one by one and one of the member had to guess the names of the companies while the other member lip-synched the name of those companies. The twist in this round was that the person guessing the companies names was made to listen songs using earphones which made it difficult for them to identify the company. The top 4 teams after the two rounds proceeded to the third and final round.

ROUND 3- RAPID FIRE- each team was given 1 minute for a maximum of 10 questions. Questions were displayed on screen, if you know the answer, say it loud, otherwise say next.

RESULTS-

1st Position- Vishakha and Mansi Tanwar

2nd Position- Aditya and Shubrahleem



BUSINESS

PREMIER LEAGUE.

DATE- 3RD OCT, 2019

DETAILS- There were total of three rounds in the event, one screening round, and two main rounds.

ROUND 1- TRUTH AND LIE- In this every team was provided with a set of news, few true and few false. The participants had to identify as to which were true or false. The maximum score earners were qualified for next round, 8 teams went ahead for further rounds.

ROUND 2- GREEN FINANCE- This was a buzzer round. In this the teams were given questions on companies who have taken initiative for the environment. The participants had to answer after pressing the buzzer. The top 4 teams after the two rounds proceeded to the third and final round.

Round 3- BPL 2.0- This round was the stock market simulations for investment round. Here the participants had to bid on eminent personalities, whoever they found the best. The participants were given some news about the personalities on the basis of which they had to decide whether to bid on them or not.

PRIZES--

1st Position- Timcy and Neha Devi

2nd Position- Priyanka and Umang

3rd position- Kumar Samridh and Tanya Sethi



ENTREPRENEURSHIP CLUB EVENTS



GREEN SHIFT

DATE- 22 August, 2019

DETAILS- The Entrepreneurship Club conducted the Green Shift event that was aimed to use the Plastics Waste and Recycle the plastic in an effective manner. The event was organized in two stages. Participants were told to participate in the team of 2.

ROUND 1- Plastic waste was provided in equal quantity to all 18 participants. The participants were required to make a product within the time slot of 25 minutes with the fixed quantity of material provided to them and then present their product to the judges.

ROUND 2- The judges shortlisted top 7 teams from 1st round. These teams had to make a product within 10 minutes by using their current product and one product from the remaining products of other non-selected 11 teams. These products were provided to them through the chit system and after that the teams have to present their finished products to the judges.

PRIZES-

1ST PRIZE- SONAM \$ ANSHUMAN KR SINGH

2ND PRIZE- TANYA MAHESHWARI \$ DIVY

SRIVASTAVA

3RD PRIZE- PRIYANKA HARBOLA \$ PRERNA SHARMA



BIZZWINGS

DATE- 19 September, 2019

DETAILS- Participants were supposed to introduce a product or service and present it through PowerPoint presentation or physical model of product. Every Participant were given 3 minutes to present their presentation in front of the judges and then followed by 2 minutes of questioning by the esteemed judges. Participants brought some great products which serves good purpose.

WINNER-

AL VIJAY ARVIND - MBA(GENERAL)

ECO HOUR

HR CLUB EVENTS

COMPETENCES EN ENTREVUE

DATE- 29th August'19

DETAILS- Aiming to provide an insight on Competency based Interviews. The HR Club organized a workshop named 'Competences en Entrevue'. The guests for the event were Dr. Anu Singh, the Senior Manager at Fiserv (India) and Ms. Parul Priyadarshan, Talent Advisor at Expedia Groups. The tool Behavioural Event Interview (BEI) was used in order to facilitate a better understanding of one's own self and competencies through role plays.

DATE- 12th September, 2019

DETAILS- Aiming to provide an insight on the need of green HRM, the HR Club organized a fun filled event named 'ECO HOUR'. The Jury members for the event were Dr. Richa Sharma & Dr. Ritesh Dwivedi. The students participated in fun packed games related to green environmental practices to explore the world of Green HRM, a step towards a more sustainable use of resources within organisations.



HR CLUB
PRESENTS

ECO Hour

Introducing Green HRM

participate in fun-filled games
and win exciting prizes!

12th September, 2019
Venue: F3 304
Time: 2:30 p.m. onwards

Register @
<https://forms.gle/dCzZonNRqkDTvAYK9>

Contact:
Joyeeta: +918527226540;
Aviral: +919634298611;
Simran: +918755560748







DEBATE CLUB EVENTS

EVENT 1

DATE- 19th September, 2019

TOPIC- Scrapping of Article 370

A political misadventure or
long-neglected necessity.

WINNING TEAM- Umang and
Sumedh Joshi
BEST SPEAKER- Kahna
Kariwala



EVENT 2

DATE- 10th October 2019

**TOPIC- 5 trillion dollar
economy by 2024, A
realistic goal or a
dangerous distraction
for India?**

WINNING TEAM- Shubham Kaushik S
Dilip



QUIZ CLUB EVENTS

INQUIZITIVE

DATE- 10 October 2019

DETAILS- The aim of this quiz was to check the general awareness of the candidates about the recent happenings in the world of business also the political developments around the world. There were three rounds in the competition.

WINNERS-

Winning team – Sarthak Mittal and Aditya Singhal

First runner up – Saumya Sharma and Aparna bajpai

Second runner up – Arzoo Garg and Shivam

Q-FACTOR

DATE- 23 JAN 2020

There were three rounds-

ROUND 1- MCQ round

ROUND 2- General knowledge and Awareness

ROUND 3- Question Answer round at individual level



OPERATION CLUB EVENTS

OPERATE-N-INNOVATE

DATE- 12th September, 2019

DETAILS- The main objective of this event was to create awareness and importance of operations management in the industry or in a new venture creation and give participants an experience on how they will manage their ventures in real life scenario as far as operations is concerned. 7 teams registered for this event. Each team comprised of 2 team members. Each team was asked to present their future business (start-up) idea focusing on how they will carry out the functions of operations management. Teams came up with the innovative ideas on solving issues related to society by their own venture creations and how they will use different principles of operation management in the process.

WINNERS-

1st Position- Neeti Mittal & Abhishek Kakkar (HR)

2nd Position- Pranjal Kakkar & Himanshu (ENT)

3rd Position- Shreya Pandey & Ankit Mahawar (Gen)



SPSS WORKSHOP

DATE- 8th August, 2019

DETAILS- Operations Club of Amity Business School took the initiative to conduct a Workshop on statistics software SPSS.

This software has wide functionalities and will certainly help a professional in his corporate workplace. A preliminary introduction about the SPSS software was given by Dr. Abhay Kumar Srivastava, followed by an interactive session taken by Dr. Parikshit Joshi.

IT CLUB EVENTS



TECHNOSKETCH

DATE- 29th August, 2019

DETAILS- The IT club of Amity Business School, AUUP organised a informative as well as an interactive event –

Technosketch”. There were two rounds in the event, the first round was a workshop and the second was a poster presentation round.

The judging parameters for the participants were as follows:

Presentation

Concept

Design



SOCIAL SHOUTS

DATE- 30th January 2020

DETAILS- There were two rounds in the event, the first round was an Introduction to Illustrator and the second was a poster/logo making competition.

Winning Teams:

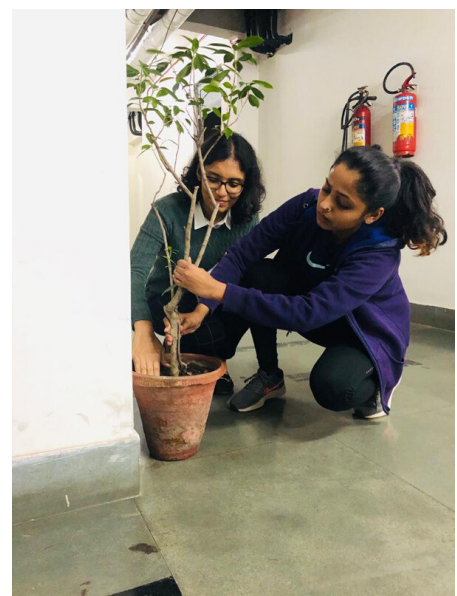
- 1st – Rasshi Rai and Priyanka Ramuka
- 2nd– Partik and Ashish Kumar
- 3rd –Arushi sachan and Naman Agarwal



AMITY
BUSINESS SCHOOL

STUDENT ACTIVITY CELL

**CELEBRATION OF INTERNATIONAL
WOMEN'S DAY AND SWACHHATA
PAKHWADA....!**



AMITY HUMAN VALUE QUATER (AHVQ)



WINTER CLOTHES DONATION DRIVE

Faculty-In charge: Dr. Garima Malik
Venue: Noida

EVENT'S DETAILS

During this event, we understood how a small donation of clothes can bring so much joy on those innocent faces.

Perhaps, because of this small effort from our side, we made those people feel happy and special.



CONCLUSION

Because of this small effort from our side, we made them smile and made sure they feel special.



AMITY
BUSINESS SCHOOL



Happiness is
SPREADING SMILES
:)



AMITY HUMAN VALUE QUATER (AHVQ)



LUNCH BOX DONATION TO 4TH CLASS EMPLOYEES

Faculty-In charge: Dr. Garima Malik
Venue: Noida

EVENT'S DETAILS

During this event, we understood how a donation of lunch box can bring so much joy on those innocent faces. Perhaps, because of this effort from our side, we made all the 4th class employees feel happy and special.



CONCLUSION

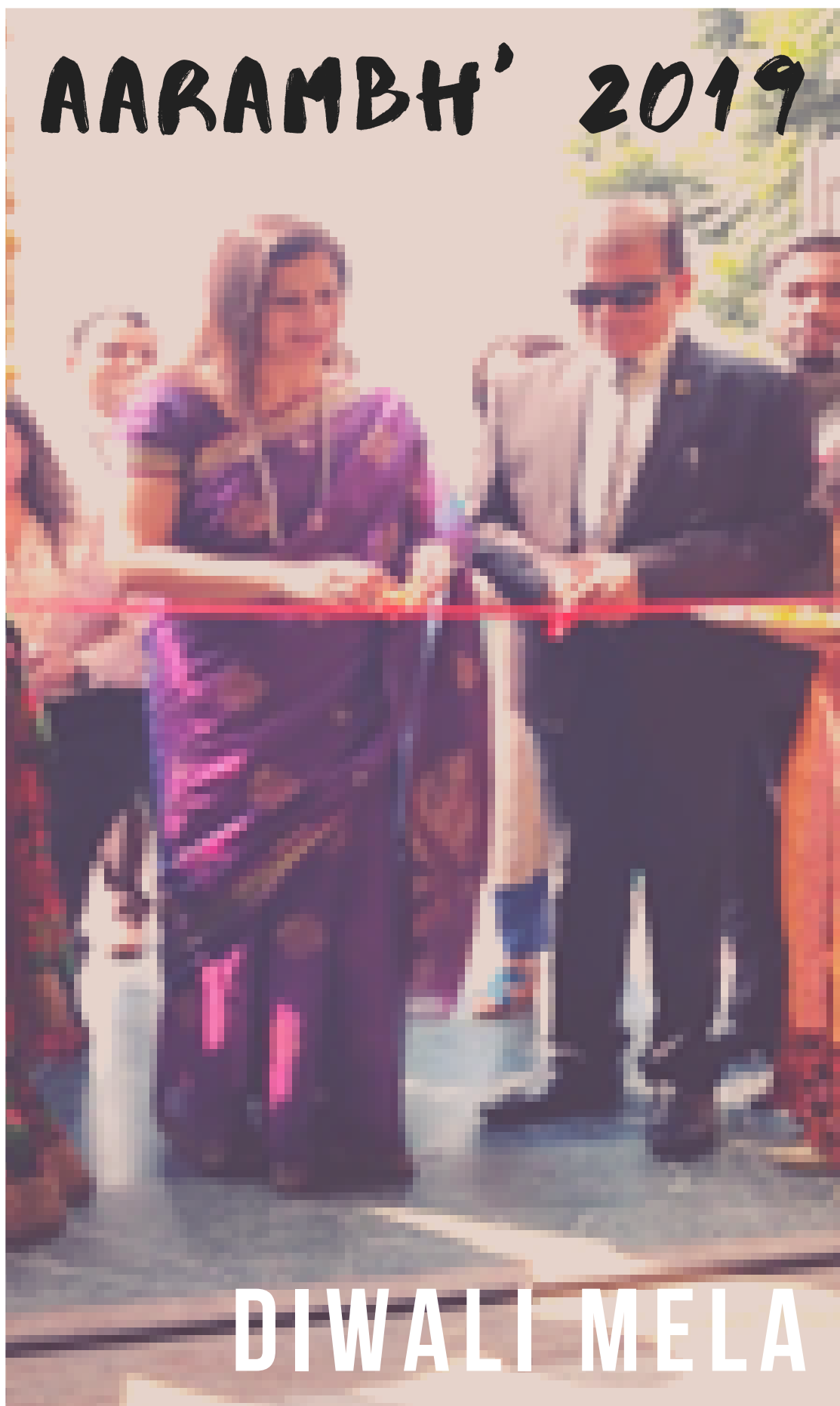
Because of this small effort from our side, we made employees smile and made sure they feel special.



AMITY
BUSINESS SCHOOL

15th & 16th October 2019

AARAMBH' 2019



DIWALI MELA

ARTS AND EXHIBITIONS, EDUCATION

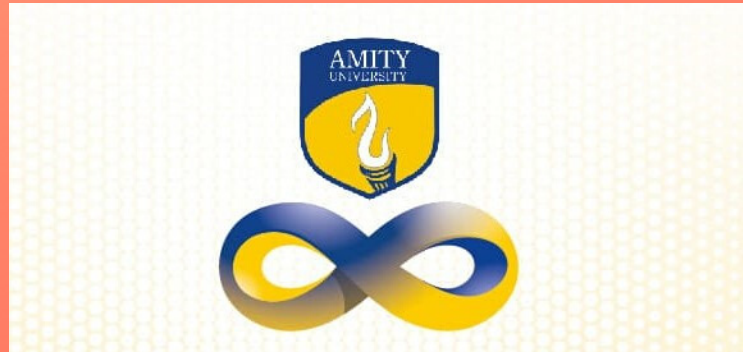
AARAMBH

2019

Taking forward the tradition of celebrating the festival of Joy- Diwali, the students of Amity Business School were back with Aarambh 2019 which was organized by the Amity Human Value Cell under the guidance of Director and Dean FMS Dr. Sanjeev Bansal and our Faculty Coordinator and Mentor Dr. Garima Malik. This event was graced by the honorable chief guest Mrs. Pooja Chauhan Chairperson, Amity Humanity foundation. The funds collected from this event was donated to Amitasha and Atulasha, a noble project wherein an effort is made to bring a transformation in the society by providing free educational and vocational trainings to the less fortunate. The theme of Aarambh 2019 was "War Against Plastic"; it was inspired by the initiative taken up by the honorable Prime Minister of India Mr. Narendra Modi to ban the single use plastic as it is one of the major contributor in increasing the environmental pollution. The students across Amity Business School supported this event by setting up their stalls without any use of Plastic. Around 30 stalls were set up the students and the stalls consisted of Decorative items, Food stalls and Gaming stalls. 6 NGO's had also set up their stalls to collect funds for their varied causes. Aarambh provided a platform to the students to showcase their entrepreneurial skill, develop new and unique business ideas and to emerge as a successful manager. The two-day extravaganza Diwali Mela concluded by donating the funds raised to Amitasha and Atulasha. This event left a sense of contentment and gratitude in the students who realized that even though these kind acts of their might be small, but they will create a significant effect on the whole society.



Infinity' 19



EMERGING AND CONVERGING
TECHNOLOGIES

**BUSINESS IMPLICATIONS OF
CYBER PHYSICAL SYSTEMS**



26TH \$ 27TH SEP, 2019



on
going
events





cultural night





AMITY
BUSINESS SCHOOL

GLOBAL LEADERSHIP RESEARCH CONFERENCE



5TH GLRC' 2020

ABS conducted 5th Global Leadership Research Conference from 25th to 27th February, 2020 on the theme “Digital Transformation and Disruptive Innovation: Drivers for Future Business Growth”. In order to highlight the impact of spirituality and meditation on Management, this year ABS also organized sessions on “Spiritual Transcendence through Meditation – Insights from Indian Wisdom” in collaboration with Heartfulness Institute, USA.

Session during GLRC 2020 on 25th & 26th Feb, 20

CHIEF GUEST:

GEN. (DR.) **V. K. SINGH** (PVSM, AVSM, YFM (RETD.)), HON'BLE UNION MINISTER OF STATE FOR ROAD TRANSPORT AND HIGHWAYS, GOVT. OF INDIA IN HIS ADDRESS MOTIVATED THE AUDIENCE TO CATCH UP TO THE BUSINESS ENVIRONMENT MOMENTUM AND LABORATED ON LEADERSHIP. HE ALSO TALKED ABOUT THE DISRUPTIONS THAT TECHNOLOGY CAN CAUSE, SO OUR FUTURE LEADERS NEED TO TAKE CARE OF THIS. **"IDEAS ONLY COME IF YOUR MIND IS FREE"**, A COMBINATION OF BOTH, IQ AND EQ IS THE NEED OF THE HOUR. HE CONCLUDED HIS ADDRESS BY TELLING THE AUDIENCE TO WORK SMARTLY AND LEVERAGING THE TECHNOLOGY RATHER THAN BEING DEPENDENT ON THE TECHNOLOGY.



Operations & Quality:

One Forum and two Paper Presentation Sessions.

Finance : One Forum and two Paper Presentation Sessions.

Human Resource:

One Forum and two Paper Presentation Sessions.

Marketing : One Forum and two Paper Presentation Sessions.

Management and Industry Associations

Forum: session included.

Spiritual Transcendence through Meditation:

Insights from Indian Wisdom : Six tracks and one paper presentation session.

ABS JOURNEY - 25 YRS

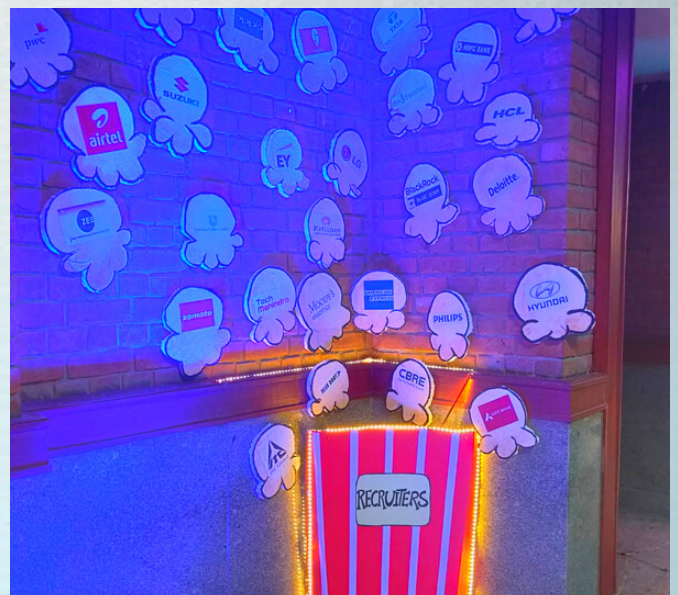
AMITY EXCELLENCE AWARDS WERE CONFERRED UPON FOLLOWING ORGANIZATIONS

- Amity Excellence Awards were conferred upon following organizations
- MothersonSumi INfotech & Designs Limited
- Jubilant Life Sciences Ltd.
- Axis Bank Limited
- Oppo Mobiles India Ltd
- CBRE South Asia Ltd
- Mahindra First Choice
- Frost & Sullivan (GIC) Malaysia Sdn Bhd
- MindWorks Talent Management Pvt. Ltd



Vice Chancellor, Dr. Balvinder Shukla welcomed Gen. (Dr.) V. K. Singh (PVSM, AVSM, YFM (Retd.)), Hon'ble Union Minister of State for Road Transport and Highways, Govt. of India. Taking Amity's tradition forward, lighting of lamp was performed by the dignitaries amidst the chanting of Saraswati Vandana.

Vice Chancellor addressed the gathering by her motivating words and spoke at length on the main theme of the conference, "Digital Transformation and Disruptive Innovation: Drivers for Future Business Growth". In her speech, she spoke on how Amity University has defied the traditional ways of teaching and how the university has always focused on revamping the education system.



ABS JOURNEY 25 YEARS..

BY STUDENTS OF CREATIVE TEAM



GLRC' 2020 CULTURAL NIGHT

GSLRC...

**GLOBAL
SPIRITUAL
LEADERSHIP
RESEARCH
CONFERENCE**

**SPIRITUAL
TRANSCENDEN
CE
THROUGH
MEDITATION:
INSIGHTS FROM
INDIAN
WISDOM**



**25TH \$ 26TH FEB,
2020**

This exclusive spirituality conference will provide an exceptional platform to relive after Inaugural ceremony through powerful sessions, workshop on Meditation techniques from International Speakers, Reiki and other Healing techniques, plenary sessions from experts of Neuroscience to Musician researchers, scientists. The conceptual evidences through research papers will provide an invigorating spectrum of ideas, beliefs, self-assessment to introspect and re-travel and unearth towards a journey of excellence and self-fulfillment. The conference brought academicians, practitioners, researchers and experts from all across India.

GSLRC' 2020



The background of the entire image is a blurred, high-speed photograph of a city street. In the center, a person wearing a light-colored shirt and a cap is walking towards the camera. The background is filled with motion blur, suggesting a fast-moving vehicle or a busy urban environment. The colors are predominantly blue and teal, with some warmer tones from the streetlights or buildings in the distance.

MIND SPLASH...

something striking.....

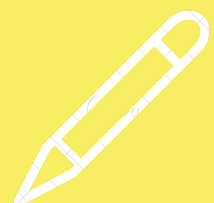


AMITY
BUSINESS SCHOOL

COMFORT ZONE..

Isn't it bliss? The feeling of safety and security. The fear of the unknown is the most common in all humans. But what if we never pursue the unknown? What if we close all the doors to uncertainty? To sleep comfortably knowing nothing will surprise tomorrow. As the walls of your comfort zone haunt you, it gets a little too late for you to understand that you were never meant to stay for too long because comfort is a drug that can easily be an addiction. Open the doors to uncertainty, get out in the open knowing nothing is certain. Spend the day trying, fighting, falling, winning, losing and when the time is right, come back to your comfort zone to relax and prepare for another day of uncertainty. Because no one became successful by staying in their comfort zone.

DILIP KUMAR PANDA
MBA (MSS) 2020





RISE OF ONE-YEAR MBA IN INDIA....

An MBA degree is developing significantly in India because of its renowned stature and our country's resilience post-recession. MBA courses are included in several Indian Universities, many students are opting for this respected course. The IIMs And ISBs have built up their reputation in the market so much that even the international students are also eyeing MBA courses in India. There are different sorts of MBAs and so you can pick any relying upon your criteria. The greater part of the students seeks after full time courses directly after they complete graduation. One barely needs any proof to exhibit the prominence of MBA programs in India. However, some new trends have emerged within this field in the recent years. Candidates are progressively veering towards one-year full-time programs as opposed to the conventional two-year programs.

Internationally the one-year MBA program has been highly valued by students. In India, till a decade ago, it was the two-year program that ruled. However now the applicant base has shifted from fresh graduates to working professionals re-evaluating their career goals. These professionals want to refurbish their skills in a short time span and return to a workplace of their choice. In spite of the fact that the duration is shorter, the program is not the slightest bit less thorough when contrasted with a two-year MBA. But in reality, because of the restricted timeframe, the course tends to be more intensive. The major difference is of the admission criteria. Applicants who have applied in the two-year MBA program may or may not have the prior work experience. Their admission to the institute exclusively relies upon their CAT scores. But on the other hand, the one-year PGP follow a more holistic methodology towards enrollment. Applicants are required to have at least 5 years of work experience before applying. The selection procedure not only focuses on academics but on the basis of several criteria, for example, extracurricular interests, leadership potential and various other factors which defines one's personality. The clearest advantage of taking a crack a one-year MBA course is its duration. For a working professional this seems like the best idea for investing their time and money, since they can get back to their profession quickly and at a less cost. Also, the professionals who quit their job to pursue the one-year executive MBA programs have to pay a relatively lower amount of tuition fees. This also results in a smaller debt after post-graduation studies, which you can pay back quickly. Another advantage of this course is that the shorter duration is the smart thing to opt for when the demand for graduates are not high in the market.

The most appropriate time to go for a one-year MBA program is when you feel you've hit a dead-end in your present work profile and don't see the extent of any development, at that point you can settle on a one-year MBA program. Also, when one wants to increase their knowledge or wants to add up to their prior skill or maybe wants to move up the company ladder then the one-year MBA is the right way to go.

Recruiters at such a program wants to see how the students can apply relevant skills in their jobs and they value the past work experience. Every sector in India is now opening up to one-year MBA and is trying to create the right job profiles for these working professionals.

A relatively novel concept, compared to the well-established two-year post-graduate program, unfortunately the one-year program is not widely available across India. Only few institutes in India are offering this curriculum so this becomes far more competitive. But the trends in Indian education sector have changed drastically in the past few years & the one-year MBA has surely risen up as the course everyone wants to opt for. This trend is only expected to rise in the coming days as well.



IS IT A LONG ROAD TO 5 TRILLION ECONOMY ?

"IT IS NOT THE STRONGEST OF THE SPECIES THAT SURVIVES, NOR THE MOST INTELLIGENT THAT SURVIVES. IT IS THE ONE THAT IS THE MOST ADAPTABLE TO CHANGE."—CHARLES DARWIN

The decade that's knocking on our doors now — the 2020s — is likely to be a time when intensify and accelerate prevention of blind activities so as to achieve the goal of eliminating avoidable blindness by 2020.

Along with economic dynamics, science fiction manifests itself in our homes, roads and skies as viable, everyday technologies. Space-based solar technology is an exciting arena. India and its neighbours, are investing heavily in these technologies right now. Cars that can drive themselves, meat that is derived from plants, robots that can be fantastic companions — both in bed and outside, ideas that have been the staple of science fiction for decades — artificial intelligence, universal translators, autonomous cars, gene editing and quantum computing — are at the cusp of maturity now. Many are ready to move out of labs and enter the mainstream. Expect the next decade to witness breakout years for the world of technology. Here's a set of fields where disruptive innovation may be imminent, changing the way Indians live, work and play. Will this quantum leap really have a change in the economy? I think a small change will make a path for our goals to be achieved as small steps lead to big leaps. So we can see it in this the next line that India's vital role in new space age will enormously elevate India's credentials for human spaceflights. Focused research on cognitive space robotics should become a national priority. The next major challenge for India will be to be in the frontline in astrobiology (concerning origins, early evolution, distribution and future of life in the universe) and the development of novel scientific instruments.

MIXED REALITY: Despite the much-hyped yet unmet expectations from the likes of Google Glass, Microsoft HoloLens and Facebook's Oculus, Tesseract and Imagine simply underscore how the fusion of AR and VR technologies — the combination of which is popularly known as Mixed Reality or MR — is coming of age and is no longer in the realm of just sci-fi movies like Blade Runner 2049, where Officer K played by Ryan Gosling develops a relationship with his artificial intelligence (AI) hologram companion Joi.

FUTURE OF SOLAR: Floating solar, on its part, is providing a credible option to address land use concerns associated with wide scale solar implementations. Other parts of the world, including India and California in the US, are piloting similar floating solar initiatives.

INDIANS AND ROBOT BOSSES: Further, workers in India (60%) are most excited about AI, while men have a more positive view of AI at work than women. Oracle and Future Workplace also found that 82% of the workers believe robot managers are better at certain tasks, such as maintaining work schedules and providing unbiased information, than their human counterparts. And almost two-thirds (64%) of workers worldwide say they would trust a robot more than their human manager. In India, that figure rises to almost 90%.

After the liberalisation of the economy in 1991, despite economic growth, India has not done well in terms of protecting the natural environment. Prime Minister Narendra Modi aimed for a 5 trillion dollar economy by 2024. To attain this target, our GDP needs to grow steadily over the next few years. Experts say it is possible however the biggest challenge is to attain this type of ambitious growth in an environment-friendly way in our present era of climate crisis. It is that the continued economic growth is feasible provided the intellectual economy is expanded through innovation, technology development for cleaner and greener environment and systems. World Bank Report also says a low-emission, resource-efficient greening of the economy should be possible at a very low cost in terms of the GDP growth. World Bank economists argued for an environmentally sustainable future growth, India needs to value its natural resources and ecosystems for superior policy framing and decision-making. Coming to present India, we are witnessing the devastating natural disasters at a higher frequency, fatal heat waves, the worst water crisis and water stress since our independence, are residing in the world's worst-performing cities in terms of air quality, etc. The agricultural sector that employs more than 50% of the Indians, struggles with the huge increment of input costs in terms of chemical fertilizers, pesticides, decreasing farm profitability resulting in farmers' suicide, food and nutritional crisis among rural communities, increasing rural unemployment, etc. From the recent cutting edge research work and a few Indian examples, some strategies maybe implemented and a few successful developmental cases may be replicated to attain the desired green growth with significant job creation. They are as follows such as creating Green Jobs, Community Development and Traditional Knowledge.

According to my survey, I think the economy should target for a suitable approach by emphasizing on infrastructure, technological and rural aspects of the economy.

Let the nation choose the sustainable path to attain our big dreams even with the constraints to attain the 5 Trillion Economy.

ANUSHA GUPTA
MBA (F)-2021

DIVERSE AND INCLUSIVE WORKPLACE IS THE NEED OF THE HOUR...

Having a diverse workplace always foster a positive working environment in which employees will grow and thrive. When employees have different skill set, background and experiences they will be able to collaborate together and learn from each other which make them more well-rounded employees. It also helps in promoting Innovation on a team and within organization when we listen to different ideas from different types of people we will have opportunity to combine those ideas to create innovation for the product and services. There are still people working in an environment where they feel as though they don't belong. Unconscious bias at the workplace it's just that it occurs before we realize and negatively shapes our assessment of people especially when it comes to decision such as hiring promoting and developing talent .Researches shows that diverse, inclusive teams are not only more innovative they are also more engaged and creative in developing product and services to customers. It was found that Diverse companies 70% more likely to capture new markets. We all have the ability to influence the change right now we have to open our self to new ways of doing things to lead inclusively.

JAHNAVI SRINET
MBA (HR) 2020

INTERNET OF THINGS...

Internet of things is a fast-emerging technology captivating attention of information technologists, innovators and academician world over. IoT provides cost effective and reliable solutions to a variety of problems faced by humans. Internet of Things in simple terms can be defined as a connection between the things around us using internet. Today we live in a world where not only people, but things are also connected to each other using the internet. One of the applications is Automotive Industry where In-vehicle Infotainment, predictive maintenance, real-time monitoring etc. are all examples of IoT. For example, Volvo and MG are two companies who have implemented IoT for a better customer experience. They have provided with features like 'Sensus' and 'iSmart' where the user can have real time information about his car. Using a wide variety of sensors available, communication is possible between the things and the environment. Sensors can collect data from the environment and process the data to convert it into meaningful information.

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PERSONAL WORK LIFE BALANCE

Work-life balance is a term used for the idea that you need time for both work and other aspects of life, whether those are family-related or personal interests.

Work-life balance is the lack of opposition between work and other life roles. It is the state of equilibrium in which demands of personal life, professional life, and family life are equal. Work-life balance consists of, but it is not limited to, flexible work arrangements that allow employees to carry out other life programs and practices.

Your best individual work-life balance will vary over time, often on a daily basis. The right balance for you today will probably be different for you tomorrow. The right balance for you when you are single will be different when you marry, or if you have children; when you start a new career versus when you are nearing retirement.

CERTAIN CHANGES ARE AS FOLLOWS:

- A. YOUR WHOLE ROUTINE CHANGES. THE WAY YOU WERE AT THE TIME OF SCHOOL, AT THE TIME OF COLLEGE EVERYTHING CHANGES, SO THERE IS NOTHING TO WORRY ABOUT THAT, YOU ARE ON A RIGHT TRACK.
- B. YOU GET TO MEET NEW PEOPLE JUST LIKE WHEN YOU MEET IN COLLEGES OR SCHOOL, JUST THE DIFFERENCE IS, YOU MEET WITH THE QUALIFIED AND PROFESSIONAL ONES.
- C. AS THE DAYS PASS YOU EARN KNOWLEDGE YOU DEVELOP A SENSE OF RESPONSIBILITIES AND ABOUT HOW QUICKLY YOU HAVE TO REACT IN THAT PARTICULAR SITUATION.
- D. TALKING ABOUT THE LIFESTYLE IT COMPLETELY CHANGES THE WAY YOU DRESS THE WAY YOU TALK THE WAY YOU EAT THE WAY YOU SLEPT AT THE TIME OF COLLEGE DAYS IT COMPLETELY CHANGES.
- E. AND THE MOST IMPORTANT THING IS YOU DEAL WITH THE TERM "WORK PRESSURE". IF WORKING IN AN ORGANIZATION, EVERYONE HAS BEEN ALLOTTED WITH CERTAIN TARGETS THAT HAVE TO BE COMPLETED WITHIN THAT SPECIFIC TIME FRAME. SO HOW TO ALLOCATE YOUR WORK, TO WHOM TO CONTACT; YOU HAVE TO BE READY WITH ALL THE POSSIBLE SOLUTIONS.

PERSONAL WORK LIFE BALANCE

CERTAIN EFFECTIVE GROWTH WITHIN YOURSELF

- A. AFTER SOMETIME YOU GET USED TO THAT WORK PRESSURE AND ABOUT HOW TO DEAL WITH IT. YOU HAVE ALL THE ALTERNATE SOLUTIONS AND EVEN WITH THESE SOLUTIONS YOU CAN HELP OTHER EMPLOYEES.
- B. THERE IS A CHANGE OF TONE, i.e. - YOU UNDERSTAND WITH WHOM YOU HAVE TO TALK AND IN WHAT WAY EITHER FORMAL OR INFORMAL. ALONG WITH IT YOU UNDERSTAND WHAT SHOULD BE THE WORD LIMIT WHILE IN A CONVERSATION WITH YOUR SENIORS OR YOUR JUNIORS.
- C. AS YOUR ROUTINE CHANGES YOU DEVELOP NEW AND FEASIBLE ROUTINE THAT WILL NOT HAMPER YOUR BOTH, WORK LIFE AND FAMILY LIFE. ALL THE TIME GETTING INDULGED IN WORK CAN LEAD TO CREATION OF PROBLEMS IN YOUR PERSONAL LIFE.
- D. AND THE LAST THING, YOU WORK, YOU GET SALARY, THE RESPONSIBILITY OF HOW TO SPEND MONEY WHERE TO SPEND IT ALSO GROWS WITHIN YOURSELF. WE ALL KNOW MONEY IS ESSENTIAL FOR SURVIVAL. DURING OUR SCHOOL OR COLLEGE DAYS WE SPEND A LOT OF MONEY WITHOUT EVEN THINKING, BUT AS WE START WORKING, SALARY THAT WE ARE BEING PAID IS ALL BECAUSE OF OUR HARDWORK AND AFTER A CERTAIN POINT OF TIME WE REALISE THE IMPORTANCE OF THAT MONEY.

In a nutshell, it is important to have a positive work-life balance in order to enhance employees' productivity at work that would affect the well-being of an individual itself, the employer and the organization in general. Work-life balance is all about balancing out achievements and enjoyments. An individual has to know why he/she wants to achieve something in life, because of the satisfaction and joy of living that comes afterwards.



AMITY
BUSINESS SCHOOL

ARTIFICIAL INTELLIGENCE

***Dave Waters once said –
“Predicting the future isn’t magic its
artificial intelligence”***

We all know the general meaning of artificial and intelligence right? But here these words have different meanings. For understanding artificial intelligence let's take a practical example. Today we all go to malls. As soon as we enter the mall, we always find a door that senses the footsteps and it opens automatically. This is nothing else but artificial intelligence. Ever wondered why the foreign countries are more advanced and have better technology? It's because of artificial intelligence. This is just a common example that we see every day. There are various things around us that use artificial intelligence.

Artificial intelligence is an area of computer science that emphasizes on the creation of intelligent machines that work and react like humans. We all use smart phones. There is no doubt, that today every smart phone is using artificial intelligence as it has - speech recognition, video calling, fingerprint sensor, face recognition etc. All these have reduced the human efforts. Computers and laptops don't need any human efforts. They are machines that react the same way as human thinks. Apple Company has a feature called Siri which performs every action just by voice. All you need is to say is 'Hey Siri set an alarm for 5:00 am' and the alarm is set. Similarly Amazon has 'Hey Alexa' and Google has 'Hey Google'.

Artificial intelligence methods have also been employed in the development of automatic consulting system. This system provides human users with expert conclusions about specialized subject areas.

Automatic consulting system have been built that can diagnose diseases, evaluate potential, suggest structures for complex organic chemicals and even provide advice about how to use other computer systems.

Thus artificial intelligence is very important and it's mandatory for our developing country to search more on artificial intelligence as it increases the productivity in various fields and provide opportunities for growth.

SAMRATH SINGH GUMBER
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INNOVATION MANAGEMENT



Innovation, innovation, innovation! There's hardly a business event or conversation you can have without hearing the term these days. Innovation has been one of the hottest topics of the last couple of decades, and while a lot of people are sick and tired of hearing about it everywhere, the term and the concept behind it are here to stay.

We've had numerous conversations about managing innovation, and if there's one thing that's been quite evident from the beginning, it's that while there are tons of different concepts and opinions related to the topic, there's surprisingly little consensus on what effective innovation management really is.

What is innovation management?

To begin with, we first need to take a look at what innovation management actually is. Innovation management, as a term, is also a source of much debate. Some argue that the very definition of innovation means that it can't be managed, whereas others are stout believers in building systems and processes for the purpose of creating more innovation. As you can probably guess, the reality isn't as black and white. So, let's first take a step back and consider what the term means.

"Innovation management" thus refers to handling of all the activities needed to "introduce something new", which in practice means things like coming up with ideas, developing, prioritizing and implementing them, as well as putting them into practice, for example by launching new products, or by introducing new internal processes.

Innovation management is simply the process of coming up with and introducing new things and developing the business, one way or the other.

SHUBHANGI BHATNAGAR
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THE CHANGING ROLES OF HR: A STEP TOWARDS DIGITALIZATION

HR surely has come a long way , from conducting operations in closed conference rooms to holding a chief seat at senior leadership table. In recent years, Hr has undergone dynamic shifts in it's roles, functions and overall impact in shaping organizations. The need for digital transformation from operating in a traditional cocoon is no longer an option. The sooner the shift happens, the higher the chances of survival.

Change in the nature of jobs is widening the scope of HRIS (Human Resource Information Systems) with the measurement of HR effectiveness through analytics/tools.

Greater emphasis on HRIS , to store and analyse data and grow business with respect to it's human resources.

Collaboration between human and digital, human resource management sector is projected to reach \$30 billion by 2025 with advancement in predictive analytics , AI, IT or machine learning to perform with much more ease and reduce time span. In one of KPMG's report, 50% of HR leaders feel unprepared to use technology available around them . This has to be changed . The future of HR has arrived, and it is now with a true merging of human capacity with technology.

AASHITA CHAHAR
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AMITY
BUSINESS SCHOOL

WHAT'S GOING TO BE YOUR STORY??

#apprehension (fear or suspicion especially for future)

At the beginning of the job I had this fear,
Will I survive here at least a year?

I needed to give my best,
As this is nothing but a test.

The boss might be rude,
So I wish I could work in solitude.
I was going through this trepidation,
But I was eager to build a foundation.

So I conquered my anxiety,
And started working for the society.

It's been 2 years & every day at 5 I smile and sign out,
What's going to be your story that's up to you to find out.

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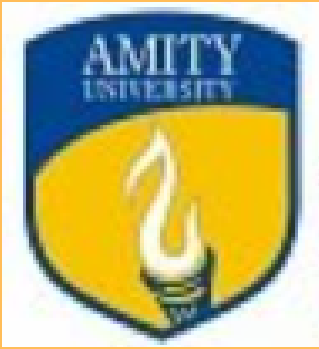
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*ONE'S DESTINATION IS
NEVER A PLACE, BUT A
NEW WAY OF SEEING THINGS.*

- MARIA FAYE WILLIAMS

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