



**ims noida**

QUALITY FORMS & RECORDS

QFR : ACA : 20

FORM FOR REPORT

PAGE NO 01 of 02

**Event:** Extempore Competition  
**Date & Day:** 26<sup>th</sup> February 2020  
**Schedule:** 11:30 am onwards  
**Venue:** Seminar Hall  
**Program:** BBA 1, 2, 3 year (Regular)  
**No. of Students:** 60 - 80  
**Activity In charge:** Dr. Ruchi Tripathi

**Report:**

Every moment of our life is unscripted. What comes on our platter at that allotted two minutes time is completely unknown. Perhaps that's the beauty of this competition.

IMS , Noida – BBA Department organized an extempore competition on 26<sup>th</sup> February' 2020 in seminar hall. Participants were asked to speak on the given topic for maximum 5 minutes. The participants were judged on content, relevance, fluency and confidence.

To imbibe the true spirit of learning and enhance effective communication skills. The students spoke eloquently on varied topics like zero, junk food v/s healthy food, LPG etc. The event was a great learning experience for the students as they learned to express their views and opinions spontaneously. The judges and HOD – Ms Neerja Anand applauded all the participants and congratulated the winners. The manner in which the students presented their thoughts and opinions was commendable and praiseworthy. **The whole event was well conducted under the guidance of Dr. Manju Gupta.**

Following were the results of the competition:-

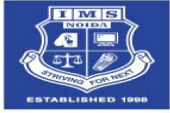
First Position – Saurav Kant (2D)

Second Position – Utkarsh Singh(2D)

Third Position – Uttam Singh (6C)

**Submitted By:**  
**Dr. Ruchi Tripathi**  
Assistant Professor (Mgmt)

**Submitted To:**  
**Ms. Neerja Anand**  
( HOD-BBA)



**ims noida**<sub>s</sub>

QUALITY FORMS & RECORDS

QFR : ACA : 20

FORM FOR REPORT

PAGE NO 01 OF 01

**Presentation Competition on Union Budget 2018**

**Event: Presentation Competition.**

**Date & Day: 22<sup>nd</sup> March, 2018**

**Schedule: 1:00 PM to 3:00 P.M**

**Venue: -Seminar Hall, IMS, Noida**

**Program: - BBA (Regular) 2<sup>nd</sup> and 4<sup>th</sup> Semester.**

**No. of Students: 25**

**Report:**

Education and competition are two common elements of all human values. Any kind of competition plays an important role in academic achievement because it helps students to know their strengths and improve their performance.

**IMS, Noida Presentation Competition on 22<sup>th</sup> Feb'2018** with the aim to get acknowledged with the Union budget and its Impacts.

Our objective was to provide a ground to our students so as to present their views about union budget. Organizing such events helped the students to have proper knowledge financial policies of our economy. It played an important role in motivating students to perform and outshine in their creative skills and offered a chance for participants to gain substantial experience, adopt innovative techniques, showcase talents, analyze and evaluate outcomes and uncover personal ability. The sight was truly beautiful, watching all students showing their talents.

The outcome was spectacular! Each team presented a rich and varied vision of Union Budget. The judges **Ms Radhika Chitkara, Ms. Rachna Gupta, Ms Sonakshi Choudhary** were overawed by the variety of ideas behind each presentation.. Each team's perception, originality and artistic talent were truly amazing!

They also discussed the impacts of Union budget shall be on which sections of the society. Well, virtually, each of the teams was a winner and such enthusiasm deserves to be lauded but the:-

**1<sup>st</sup> place was taken by Group ( Priyanka gupta,Pavna)**

Whole event was extremely well organised under the guidance of **Ms. Radhika Chitka and Ms. Sonakshi Choudhary.**

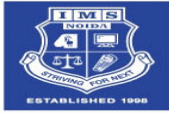
**Submitted to:**

**Ms Harkranjit Kaur**

**Program Director (BBA Regular)**

**Submitted by:**

**Ms. Sonakshi Choudhary.**



**ims noida**

QUALITY FORMS & RECORDS

QFR : ACA : 20

FORM FOR REPORT

PAGE NO 01 OF 01

**Poster Making Competition (Theme- Eco-Friendly Holi)**

**Event: Poster Making Competition**  
**Date & Day: 26/02/2018, Monday**  
**Schedule: 1:00 PM to 3:00 PM**  
**Venue: AF1-, IMS, Noida**  
**Program: - BBA (Regular) 2nd, 4th, 6th Semester**  
**No. of Students: 30**  
**Report:**

Education and competition are two common elements of all human values. Any kind of competition plays an important role in academic achievement because it helps students to know their strengths and improve their performance.

**IMS, Noida Eco-Friendly Holi poster competition on 26<sup>th</sup> Feb'2018** with the aim to aspire towards environment well-being and to raise the students' interest over environmental issues.

Our objective was to encourage students to celebrate festivals in an innovative way. Organizing such events helped the students to remain in close touch with their culture and also nature. It played an important role in motivating students to perform and outshine in their creative skills and offered a chance for participants to gain substantial experience, adopt innovative techniques, showcase talents, analyze and evaluate outcomes and uncover personal ability. The sight was truly beautiful, watching all students sprawled on the floor, trying to do their best to make their vision of Eco-friendly Holi come true.

The outcome was spectacular! Each team presented a rich and varied vision of Eco-friendly Holi. The judges **Ms Harkiranjit Kaur, Ms. Ankita Sethi, Ms Richa Aggarwal** were overawed by the variety of ideas behind each poster. Each team's perception, originality and artistic talent were truly amazing!

They also spread the message of celebrating safe and pollution free Eco-friendly Holi. Well, virtually, each of the teams was a winner and such enthusiasm deserves to be lauded but the:-

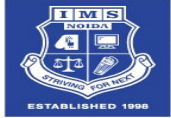
**1<sup>st</sup> place was taken by Group 4 (Shubhangi Singhania, Alisha Singh, Shalini Shishodia)**

**2<sup>nd</sup> winners were Group 2 (Ananya Yadav, Aarti Singh)**

Whole event was extremely well organised under the guidance of **Dr. Ruchi Tripathi and Ms. Mrinalini**

**Submitted to:**  
**Ms Harkranjit Kaur**  
**Program Director (BBA Regular)**

**Submitted by:**  
**Dr. Ruchi Tripathi**



**Event** Poster/Slogan competition on Matdata Jagrookta Abhiyaan  
(Voter awareness program)  
**Date & Day:** 23<sup>rd</sup> January 2017, Monday  
**Schedule:** 2 pm onwards  
**Venue:** Room No. DG5  
**Program:** BBA 1, 2, 3 Year (Regular, Scholar & Integrated), PGDM  
**Activity In charge:** Dr. Ruchi Tripathi, Ms. Richa Aggarwal

**Report:**

**National Voters day** is celebrated every year on **25th January**, the day on which the Election Commission of India (ECI) was established. The focus is on popularizing electoral participation and disseminating information about electoral processes. It also focuses on all activities meant to generate voter awareness, thereby leading to voter empowerment and eventually strengthening participatory democracy in India, with particular emphasis on participation of youth.

If you hear about thought provoking posters and slogans informing you about right to franchise and the value of your votes on the national media, it could be from **IMS, Noida**. Yes, as a part of voters' awareness program and as part of **National Voter's Day** celebration on **23rd January 2017 (Monday)**, Management department organized an event to felicitate young students who came up with creative posters and slogans to encourage people to vote and to understand the power of votes in strengthening a democracy.

To celebrate National Voters Day, Institute of Management Studies, Noida organized a competition of poster /slogan making where a pledge was administered to the staff and students for "**Shat Pratishat**" voting. The students conveyed the message of strength of democracy and significance of voting

Department Heads **Mr Ashish Jha** and **Ms Harkiranjeet Kaur** explained that the importance of voting. They said that all the Indian citizens and especially young voters should vote ethically and choose government accordingly.

The Judges **Mr. Rishi**, **Mr. Kaship Pandey** and **Ms.K.P Kanchana** also congratulated the winners for their creativity. They said that "there is an urgent need to improve the overall percentage level of voting. Then only can we truly elect a government of our choice," **Ms Mansi Garg** secured **first** position, **Ms. Sneha** stood **second** and **Ms. Aakansha Singh** was **third** in the poster/slogan making competition.

Such competitions do not only strengthen ones' confidence in themselves to vote but also helps in developing awareness about it. Young learners are the best messengers to spread the awareness of the social and global issues and their voice do leave an impact on ones' mind.

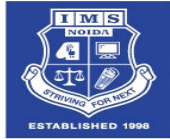
Management students presented posters and slogans on the voter awareness day and highlighted the importance and ideas of elections and voting which were not only thought provoking but spread awareness about voting rights of Indian citizens. Students were full of liveliness and enthusiasm and gave their best. They were more interested to raise the social issues with which they can help everyone understand the real face of the society.

Although few students won the competition but the euphoria created by all the participants will be felt for a long time.

The whole event was very well organized under the supervision and guidance of **Ms Harkranjeet Kaur ( Program Director-BBA)**.

**Submitted By:**  
**Dr. Ruchi Tripathi**  
**Assistant Professor (Mgmt)**

**Submitted To:**  
**Ms.Harkiranjit Kaur**  
**(Program Director-BBA)**



**ims noida**

QUALITY FORMS & RECORDS

QFR : ACA : 20

FORM FOR REPORT

PAGE NO 01 of 02

**Event:** **The Game of Brains, Intra School QUIZ Competition**  
**Date & Day:** 22nd September 2016, Thursday  
**Schedule:** 12:30 – 03:30 pm  
**Venue:** **Seminar Hall**  
**Event Co-ordinator:** **Mr. Mayank Sharma**

### **Report:**

Department of BBA, School of management at IMS-Noida organized **The Game of Brains, Intra School QUIZ Competition** on 22<sup>nd</sup> September 2016. This quiz was unique in its own way, as it was conceptualized by team of 6 budding Quizzers of BBA 3<sup>rd</sup> year, named under a team “GREY CELLS” and they really made them work hard this time at this quiz which saw largest participation ever in a Quiz Competition at IMS with 28 teams participating in preliminary round from BBA Ist Year (Regular & Scholars), 2<sup>nd</sup> year (Regular & Scholars), 3<sup>rd</sup> Year (regular)

The event saw huge enthusiasm as each of them was fighting tough for getting into further rounds. Many a rounds saw tie-ups between 2 or more teams together which were settled through special quizzing through buzzers.

In the beginning, **Dr. D.J Pati, Dean-Academics & Dr. Reenu Bansal, Program Director – BBA** blessed & motivated students for furtherance of such events with high morale & winning spirit. They also congratulated team Grey Cells for their idea & its flawless execution.

For the first round 8 teams were selected out of 28, which began with theme based dedicated rounds on academics, business (Logo’s, punch lines, CEO’s, Biographies), entertainment (movies, songs, dialogues) and sports round, rapid fire.

More than 400 questions were put to floor for answering, and high end quizzing was seen. The winning teams were as follows:

**1<sup>st</sup> prize – BBA Third year**

**2<sup>nd</sup> prize – BBA Second year**

**3<sup>rd</sup> prize – BBA First year**

Towards the end **Ms. Barsha Chabaria, Station head, Salaam Namaste** took a quick refreshing session with all students & audience in her unique way.

The winning trophies & certificates were awarded by **Dr. D.J Pati Dean-Academics & Dr. Reenu Bansal, Program Director – BBA.**

Team Grey Cells & Student Co-ordinators were awarded with letter of appreciation, gift hamper from Cornitos, WOW passes by **Ms. Barsha Chabaria, Station head, Salaam Namaste.**

Team Grey Cells has 6 members: (BBA 3<sup>rd</sup> Year)

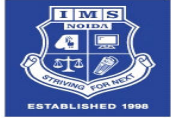
- a) Mayank Bhardwaj (Quiz Master)
- b) Johnson Kumar
- c) Atharv Rajvansh
- d) Chatrapati Anand Kumar Patel
- e) Astha Sharma
- f) Chitrangad Kashyap

Student Co-ordinators:

- a) Narendra Kumar
- b) Dominic Wilfred Goodwin
- c) Karishma K Singh
- d) Rabindranath Mahato

**Submitted By:**  
**Mr. Mayank Sharma**  
**Assistant Prof- Management**

**Submitted to:**  
**Dr. Reenu Bansal**  
**(Program Director-BBA)**



**Event:** **SHASTRARTH'16- A Debate Competition**  
**Date & Day:** **18th October 2016**  
**Schedule:** **2:30 p.m. onwards**  
**Venue:** **DF3**  
**Program:** **BBA 1, 2, 3 year (Regular, Scholar & Integrated)**  
**No. of Students:** **43**  
**Activity In charge:** **Ms. Surbhi Jain**

**Report of SHASTRARTH'16- A Debate Competition**

IMS, School of management, Noida, conducted SHASTRARTH'16- A Debate Competition on 18th October 2016.

Students have chosen any one topic from the list of debate topics mentioned below. They have been given chance to put their views in respect to for the motion or against the motion. Time limit for every participant: 5 to 8 minutes.(5 minutes to put his/her views and 2 to 3 minutes to refute opponent's views)

Debate topics-

- How far is competition necessary n regards to the learning process?
- Is peer pressure harmful or beneficial to individuals?
- The poor hardly ever benefit for development programs.
- Poor performance in RIO Olympics, responsibility of sports authority. Agree or disagree?
- Are film stars & cricketers given too much importance in our society?

Ms. Barsha Chabbaria, Head- Salaam Namaste and Ms. Shweta Bhatnagar, Head- International Alliance were invited as Judges who judged debating caliber of participants on different parameters like-

- Content: Examples, Instances, facts and figures used to make content more convincing and reliable.(10)
- Body Language(10)
- Overall Impact(10)

Ms. Vartika Parashar BBA 5<sup>th</sup> sem. Secured 1<sup>st</sup> rank.

Ms. Shraddha-BBA 3<sup>rd</sup> sem. And Mr. Surya Pratap secured 2<sup>nd</sup> rank.



Mr. Prateek Dhar Sharma – BBA 1<sup>st</sup> sem. (Scholars) secured 3<sup>rd</sup> rank.

All the participants spoke very well. It was a mind awakening and enlightening experience for students and gave them a chance to interact with students from other classes too. This experience gave them inspiration and an exposure.

Event was well planned and executed by Ms. Surbhi Jain, Management Faculty, SOM under the guidance and unstinted support of Program Director, BBA - Dr. Reenu Bansal.

**Submitted By:**  
**Ms. Surbhi Jain**  
**Assistant Professor- Management**

**Submitted To:**  
**Dr. Reenu Bansal**  
**(Program Director-BBA)**



**ims noida**

QUALITY FORMS & RECORDS

QFR : ACA : 20

FORM FOR REPORT

PAGE NO 01 of 02

**Event** - Collage Competition  
**Date& Day** - 04.02.2020 & Tuesday  
**Schedule** - 1 pm- 3pm  
**Venue** - AG-1, Block-A  
**Program** - BBA 2nd Semester( 1st Year) & 4th Semester (2nd Year)  
**Faculty Incharge** - Ms.Namrata Jain  
**No. of Students** - 25

**Under Social Awareness Club, Department of BBA organised a Collage Making Competition** for BBA- 2nd Semester & 4th Semester students with the following objectives:-

To explore the students' creativity and imagination along with the improving their presentation skills.,to encourage students to take part in different competitions and to provide a platform to the students to explore and experiment so that they can come up with innovative ideas. Collage making is a very interesting branch of art in which the poster is made by pasting newspaper clippings, internet pictures or they draw pictures.

A great enthusiasm was seen in the students during the event.The effort of the students was remarkable and the most creative collages were adjudged the winner. The theme of collage competition was " Say no to Plastic". **The event was organised by Ms. Namrata Jain under the guidance of Dr. Manju Gupta, Dean Academics. The event was judged by Ms. Harkiranjeet Kaur, HOD management department & Dr. Ruchi Tripathi, faculty of Management.**

The winner of the competition were team members- Haris Khan and team from 2nd Semester. 2nd position was held by team members- Saurav Kant and team from 2nd Semester and 3rd position was held by team members- Shrutiand team from 4th Semester.

At the end, the gathering was addressed by Ms. Harkiranjeet Kaur, Program Director-BBA stimulating the spark of creativity and the efforts of all the participants.

**Submitted By:**  
**Ms. Namrata Jain**  
**Assistant Professors (BBA)**

**Submitted To:**  
**Ms. Harkiranjit Kaur**  
**( HOD-BBA)**



**ims noida**

QUALITY FORMS & RECORDS	QFR : ACA : 20
FORM FOR REPORT	PAGE NO 01 of 01

**Name of the Event: -** HR Quiz Competition  
**Date:** 03 March 2020  
**Venue:** DF6  
**Program-** BBA All Semesters  
**Faculty Incharge-** Ms. Rachna Gupta & Dr. Ruchi Tripathi  
**No. of Students-** 30

Human resource is used to describe both the people who work for a company or organization and the department responsible for managing resources related to employees. Due to the many areas of human resource management, it is required for HR to possess specific skills in one or more areas.

In order to inculcate HR skills into our students and to make them aware about the applicability of HR concepts in real organisations, BBA department, IMS – Noida was proud to host HR club Quiz Activity for the all semester students of BBA in DF6 on 3<sup>rd</sup> March ‘ 2020. The purpose of HR club activity was to bring together the students who are interested in the field of Human Resources Management and help them develop interpersonal skills needed to the corporate.

The competition began with the anchors introducing the concept to all participants. The rules of the competition were further explained. The event helped students to understand the concepts of HR as the questions in first two rounds were framed specifically from the concepts and theories of HR. Also the students learnt to apply knowledge of HR concepts into given situation as the third round was based on concept of Job Analysis: Job Description and Job Specification.

The total teams were 9 in number, each comprising of 3 members of which the 1<sup>st</sup> position was grabbed by Md. Shadab and team 4<sup>th</sup> semester. The 2<sup>nd</sup> position was captured by Roshan and team of 2<sup>nd</sup> semester and Priyanka and team stood 3<sup>rd</sup> of 6<sup>th</sup> semester by their intellectual skills.

The whole event was well organised under the guidance of Dr. Manju Gupta. Ms. Neerja Anand HOD BBA congratulated the participants and winners and appreciated their performance and also encouraged them to participate more such competitions to enhance their knowledge. The program was steered in the proper direction under the supervision of the respected faculty members.

**Submitted By:**

**Ms. Rachna Gupta & Dr. Ruchi Tripathi**



**Event:** Guest Lecture on Japanese Management Strategies and Insights  
**Guest** Dr. Justin Paul  
**Date & Day:** 03/07/2019, Wednesday  
**Schedule:** 10:30 AM to 11:30 AM  
**Venue:** Seminar Hall, IMS Noida  
**Program:** IMS students  
**Faculty Coordinated:** Ms Rachna Gupta

**Report:**

It is rightly said that “tactics without strategy is a noise before defeat” therefore the essence of strategy is choosing what not to do which is well understood by the developed countries – one of which is Japan.

IMS, NOIDA hosted a guest lecture on Japanese Management Strategies and Insights by Dr. Justin Paul on 3<sup>rd</sup> July 2019 in seminar hall for the students of IMS.

Dr. Justin Paul, professor with Rollins College, Florida, & Graduate School of Business, University of Puerto Rico, a 'Distinguished Scholar ' by IIM- Kozhikkode, Kerala, India serves as Senior/Guest/Associate Editor with the International Business Review, Journal of Business research, Services Industries Journal, European Bus Review, Journal of Retailing & Consumer Services, Small Bus Economics, European Journal of International Management, Journal of Promotion Management & International Journal of Emerging Markets. A well known author of books such as Business Environment (4th ed), International Marketing, Export-Import Management (2nd edition) by McGraw-Hill & Oxford University Press respectively.

A former faculty member with premier institutions such as the University of Nagoya University, Japan and Indian Institute of Management. In addition, he has taught full courses at Aarhus University- Denmark, Grenoble Eco le de Management-& University De Versailles -France, University-Lithuania, Warsaw - Poland and has conducted research development workshops in countries such as Austria, USA, Spain, Croatia, China. He has been a Program Director for training diplomats from different countries and also holds two honorary titles- as Professor of Eminence at a Govt University, an invited speaker at several institutions such as University of Chicago, Fudan & UIBE-China, Barcelona and Madrid and has published over 50 research papers in SSCI journals and bestselling case studies with Ivey & Harvard.

Dr Justin who introduced Masstige model and measure for brand, CPP Model for internationalization of firms, and 7-P Framework for International Marketing enlightened all the faculty members and students of IMS by the **Secrets of success of Japanese economy**. He talked about the importance of Japanese brands and companies in our daily lives and reasons of their success of being the world’s third largest economy.

He quoted about the Japanese political framework, employment rate, development, strengths, weaknesses, opportunities, threats, population, economic, social, technological, cultural framework, reward system, labour relations in and of Japan which makes it one of the best in the world.

Shared by him were few of many success stories of the firms like Pfizer, IBM world trade corporation and Inditex S.A (Zara) and developed a case study “Louis Vuitton in Japan” which was the best seller in 2016-17. A talk about one of the most popular concept “KAIZAN” was an icing on the cake. He was very happy to share that greeting with “BOW” is the USP of Japanese which depicts the warmth and acceptance towards people which makes them different from others.

The knowledge delivery and explanation based on Japanese cases and environment, management practices like TQM, JIT etc not only benefitted the students for incorporating their knowledge in actual world, but also

benefitted the faculty members for their practical updation. The program started with lamp lightening ceremony as a tribute to Maa Saraswati- The goddess of knowledge, brief introduction of the Dr Paul followed by his welcome by Dr Manju Gupta (Dean Academics) with a bouquet. Presence of Ms. Harkiranjit Kaur (HOD-BBA) and other eminent faculty members was highly inspiring for the students.

Dr. Paul concluded the session by motivating all to ask questions regarding the session which were responded well by the speaker with supporting examples.

The Vote of thanks was delivered by Ms Rachna Gupta for sharing the knowledge and contents. She also thanked Dr Manju Gupta for giving us the privilege to attend such interesting and knowledgeable session. At last, the session ended with lots of positive appreciation and a cheerful environment.

**Submitted By:**  
**Dr. Ruchi Tripathi**

**Submitted To:**  
**Dr. Manju Gupta**



**ims noida**

QUALITY FORMS & RECORDS	QFR : ACA : 20
FORM FOR REPORT	PAGE NO 01 of 01

**Name of the Event: -** HR Quiz Competition  
**Date:** 03 March 2020  
**Venue:** DF6  
**Program-** BBA All Semesters  
**Faculty Incharge-** Ms. Rachna Gupta & Dr. Ruchi Tripathi  
**No. of Students-** 30

Human resource is used to describe both the people who work for a company or organization and the department responsible for managing resources related to employees. Due to the many areas of human resource management, it is required for HR to possess specific skills in one or more areas.

In order to inculcate HR skills into our students and to make them aware about the applicability of HR concepts in real organisations, BBA department, IMS – Noida was proud to host HR club Quiz Activity for the all semester students of BBA in DF6 on 3<sup>rd</sup> March ‘ 2020. The purpose of HR club activity was to bring together the students who are interested in the field of Human Resources Management and help them develop interpersonal skills needed to the corporate.

The competition began with the anchors introducing the concept to all participants. The rules of the competition were further explained. The event helped students to understand the concepts of HR as the questions in first two rounds were framed specifically from the concepts and theories of HR. Also the students learnt to apply knowledge of HR concepts into given situation as the third round was based on concept of Job Analysis: Job Description and Job Specification.

The total teams were 9 in number, each comprising of 3 members of which the 1<sup>st</sup> position was grabbed by Md. Shadab and team 4<sup>th</sup> semester. The 2<sup>nd</sup> position was captured by Roshan and team of 2<sup>nd</sup> semester and Priyanka and team stood 3<sup>rd</sup> of 6<sup>th</sup> semester by their intellectual skills.

The whole event was well organised under the guidance of Dr. Manju Gupta. Ms. Neerja Anand HOD BBA congratulated the participants and winners and appreciated their performance and also encouraged them to participate more such competitions to enhance their knowledge. The program was steered in the proper direction under the supervision of the respected faculty members.

**Submitted By:**

**Ms. Rachna Gupta & Dr. Ruchi Tripathi**