

# Coolstory

A Newsletter of Centre for Online Studies, (COOLS), BIMTECH, Greater Noida  
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## Accreditations & Recognitions



“COOLS is a part of **BIMTECH** to promote higher education in and outside India through collective apparatus of On-line Teaching, Learning and Research. It also aims to impart best theoretical knowledge, analytical & technical skills to produce better future professionals.”

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## Awards and Recognitions

### BIMTECH gets AACSB Accreditation

**B**irla Institute of Management Technology (BIMTECH), a premier private B-School supported by the Basant Kumar Birla group of companies earned the prestigious AACSB Accreditation in Oct 2022. With this coveted international recognition, BIMTECH has joined the elite club of AACSB Accredited B-schools in India and abroad. The US-based accrediting body i.e. Association to Advance Collegiate Schools of Business (AACSB) Accreditation is considered to be a Gold standard in management education. It provides a framework of 15 international standards on which B-Schools worldwide assess the quality of their education. For BIMTECH, AACSB accreditation opens the possibilities for more collaborative research (at national and international levels), and more faculty and student exchanges. BIMTECH, is the 20<sup>th</sup> B-school in India to receive the coveted AACSB accreditation. PGDM online was also accorded AACSB after a special PRT visit and thus making it the first PGDM Online program in the country that has AACSB accreditation from its first batch itself.

## Academic Round-Up

### Curriculum Management Committee (CMC) Meeting

Curriculum Management Committee (CMC) meeting was held on 10 Aug 2022. The main objective of the meeting was to govern the process of creation, regulation, and measurement of the courses of study. During the meeting, experts gave their valuable input on the pedagogy and course content to make it more industry oriented.

## Engagement Activities

### Meet the Admission Team

The admission team of the Centre for Online Studies (COOLS) organized a session 'Meet the Admission Team' for the prospective PGDM (online) learners of cohort 4 on 31 July 2022. During the session, the admission team discussed about the programme structure and familiarized the students with different e-resources of BIMTECH library. Further, the team also briefed the learners about different clubs and the kind of activities that the centre is organising with these clubs. The event was well appreciated by the learners.



Team COOLS and Upgrad interacting with the learners of PGDM (Online)

## Webinar on Career Transition

The Centre for Online Studies (COOLS) organized a webinar on “Career Transition” on July 1, 2022. The resource person for the webinar was Wg Cdr VK Verma. He discussed the Types of Career Transitions such as Jump transition and Bridge Transition. He also threw some light on career transition opportunities. The webinar recorded the presence of more than 50 participants.

## Webinar on Soft Skills in Career Development

Viewing the growing relevance of soft skills, the centre organized a webinar on Soft Skills. Prof. Sangeeta Sharma, Professor, BITS, Pilani was the resource person of the webinar. She said Soft skills not only support our workplace relationships but also determine our success in working with clients and business partners. Prof. Sharma further gave the learners various tips to excel at workplace. The webinar was attended by more than 55 participants.



**Prof. Sangeeta Sharma interacting with the participants**

## Advanced Certificate Program in Enterprise Transformation

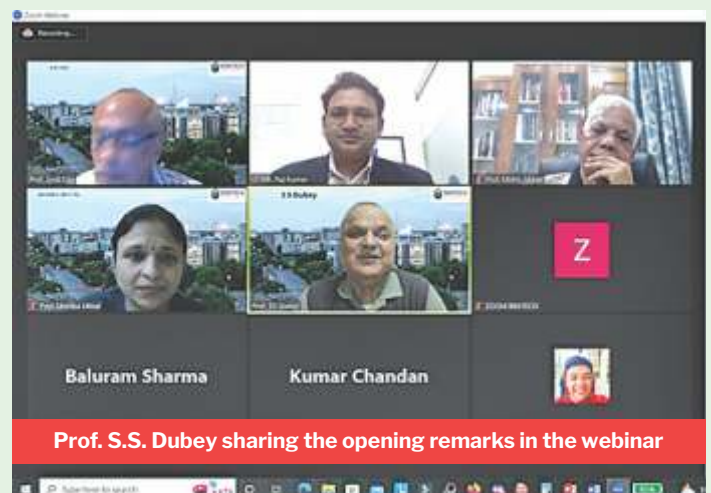
The Centre for Online Studies (COOLS), BIMTECH organized a webinar for Launching the Advanced Certificate Program in Enterprise Transformation on 24 November 2022. Mr. R R Dasgupta, was the panelist of the webinar. This course is designed to help learners avert failure, create cultures of agility and resiliency, and develop a customized blueprint for large-scale business transformation in their organization.



**Mr. R R Dasgupta interacting with the participants**

## Webinar on Enterprise Transformation

The Centre for Online Studies (COOLS), BIMTECH organized a webinar for the Advanced Certificate Program in Enterprise Transformation on 9 December, 2022. Prof S S Dubey, Prof Mohd. Akbar and Prof Monika Mittal were the panelists of the webinar. The session was moderated by Prof. Jyoti Das.



**Prof. S.S. Dubey sharing the opening remarks in the webinar**

## Webinar on “What Makes a Good Leader? Best Tips & Growth Strategies”

The Centre for Online Studies (COOLS), BIMTECH organized a webinar on “What Makes a Good Leader? Best Tips & Growth Strategies” on 19 December, 2022. Prof. R.J. Masilamani, Professor of Strategic Management and Prof. Navin Kumar Shrivastava, Associate Professor of Management Practices at BIMTECH were the panellists of the webinar. More than 60 people attended the webinar. Both the panellists have shared several secrets to be a successful leader. The learners found the session very insightful and captivating.



**Prof. R.J. Masilamani and Prof. Navin K Shrivastava interacting with the participants**

## Webinar on Enterprise Sustenance

The Centre for Online Studies (COOLS), BIMTECH organized a webinar on Enterprise Sustenance on 28 December, 2022. Prof. S S Dubey, Prof.(Dr.) Anuj Sharma, Veteran Wg Cdr Vijay Kumar Verma, and Prof. Manoj Kumar Pant were the panelists of the webinar. The webinar helped the participants in identifying the factors

contributing to the sustenance of an enterprise. Moreover, it also helped the participants to identify various entrepreneurial competencies and their application at different stages of the development of enterprises.



Prof.(Dr.) Anuj Sharma interacting with the learners

## Collaborations

### MoU Signing Ceremony with Imarticus

A Memorandum of Understanding (MoU) was signed between Birla Institute of Management Technology (BIMTECH), Greater Noida, and Imarticus for the online PGDM Programme on 9 September 2022. Dr. Anupam Varma, Deputy Director and Dean (Academics), BIMTECH and Mr. Nikhil Barshikar, Founder and MD - Imarticus Learning inked the MoU in the presence of Prof. S.S Dubey, Chairperson, Centre for Online Studies, (COOLS), BIMTECH. The objective of this MoU is to create outcome-oriented and engaging online programs for management students. The program offers the convenience of acquiring a BIMTECH PGDM online degree from anywhere in the world. The online PGDM program is proposed to have a uniquely immersive approach to learning in a digital environment.



Glimpse of the MoU signing ceremony



Glimpse of the MoU signing ceremony

### BIMTECH launches PGDM-Online with specialisation in Logistics & Supply Chain Management powered by TimesPro

Birla Institute of Management Technology (BIMTECH) powered by TimesPro have launched the two-year online Post-Graduate Diploma in Management in Logistics & Supply Chain Management (PGDM-LSCM), a job-oriented skill-learning programme. Making this announcement at the BIMTECH Campus, the event also included a panel discussion on "Transforming India into a Global Supply Chain Hub" that featured guest speakers from the industry and academia.

Anish Srikrishna, CEO, TimesPro, along with Dr. Harivansh Chaturvedi, Director, BIMTECH and Prof. Sanjiva Shankar Dubey, Head IT and Chairperson COOLS (Centre for Online Studies) were present at the event. Industry experts such as Ravindra Pandey, Vice President, Gopaljee Dairy (Ananda), Ranjan Dhar, CMO, NFS Technology & Consultant, Veritas Technology, and Amar B. Singh, Head, BFSI Growth & Marketing, Tech Mahindra formed a



part of the panel discussion. The panelists opined the academic learning processes should be future-centric and include new-age skillsets to enable learners to stay industry ready.

Speaking at the launch, Dr. Harivansh Chaturvedi, Director, BIMTECH, said, “BIMTECH believes in developing new-age programmes that resonate with industry requirements to bridge the existing skilling gap.” Anish Srikrishna, CEO, TimesPro, said, “With technological interventions like AI, Big Data, IoT, etc., the Indian logistics and supply chain market will grow exponentially and create significant employment opportunities.”



Glimpses of Panel discussion



Glimpse of the MoU signing ceremony

## Panorama of Events

### Campus Orientation of PGDM (Online) Cohort 4

The center organized a campus orientation for cohort 4 on 27th august 2022. The programme started with the welcome address delivered by the honorable director Dr. Harivansh Chaturvedi and the chairperson of COOLS, Prof. S.S. Dubey. It was followed by the address of the Guest of Honour, Mr. Arjun Mohan, CEO upGrad. Thereafter, there were several sessions organized to brief the learners about library resources, clubs, conduits, available career services, etc. More than 45 participants attended the session.

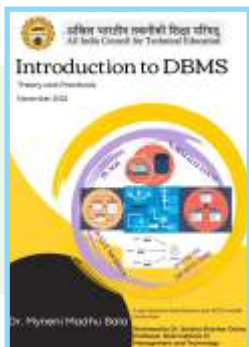


Director, Dr. Harivansh Chaturvedi addressing the learners of PGDM (Online) Cohort 4



Mr. Arjun Mohan, Chief Executive Officer - India at upGrad delivering his orientation message

# Faculty Achievements



## Prof. S.S. Dubey

Prof. S.S. Dubey, Chairperson, Centre for Online Studies reviewed a book entitled **“Introduction to DBMS- Theory and Practicals”** in December 2022.

## Prof. Monika Mittal

Prof. Monika Mittal received the **‘Best Teacher Award’** for the academic session 2021-22 on the founder’s day held on 2 Oct 2022 at BIMTECH in the category of assistant professor. She was awarded for her exemplary influence on student learning outcomes.



## Prof. Manoj Pant

Prof. Manoj Pant was invited by Uniglobe College in Kathmandu Nepal for a teaching assignment from 5 Dec – 20 Dec 2022. He taught the "Sales Management" course to the BBA students there.

# Students’ Corner

## Lyceum Masterclass

The Centre for Online Studies, (COOLS) organized the Lyceum Masterclass on 13 Nov 2022. The overarching theme of this year’s Lyceum Masterclass presentations was **“Making India Self-reliant through Micro, Small, and Medium-sized Enterprises (MSMEs)”**. A total of 4 teams (comprising 4 students in each) presented their ideas. Industry experts have evaluated their performance on several parameters such as communication skills, content, originality of ideas, etc. Moreover, they have also shared constructive feedback with the learners. In the beginning, Dr. Poonam Vyas, the event coordinator briefed the learners about the programme. It was followed by the welcome speech of the chairperson, COOLS, Prof. S.S. Dubey. Thereafter, participants presented their views to the experts on the theme. After that result was declared by Prof. S.S. Dubey. Finally, Prof. Monika Mittal and Prof. Manoj Pant gave the concluding remarks. Team number 4 consisting of Harsha Bali, Heena Sharma, Rishab Poddar and Bajrang Goyal was the winner. Whereas team 1 consisting of Alok Maurya, Shalini Kumar, Susmita Biswas, Tusharika Singh was the runner-up. Attractive prizes and certificates were given to the winner and runner up teams.

## Club Activities



# Students' Corner

## Career –Promotion/Transition

### Learner Achievement

**Suhanaa Uchil**

(Roll No: DM21A105)

Career Transition: Suhanaa Uchil was able to get into an IT firm as a scrum master with the criteria that her PGDM is in progress.

### Aegis Graham Bell Awards- Mr. Alok Maurya ( Roll no- DM22B005)

Aegis Graham Bell Awards is a homage to the eminent innovator, Alexander Graham Bell. The award was established in the year 2010 by Aegis School of Business, Data Science and Cyber Security to celebrate innovators and their innovations. The awards is supported by the Ministry of Electronics and Information Technology; NITI Aayog, Government of India and Skill India. Now in its 13th session nominations collected given in 37 Categories to identify innovation in various industry, technology and social wellness programs. GTS Techlabs owned by Mr. Alok Maurya ( Roll no- DM22B005) is selected as one of the nominees in Innovation in BFSI category, where GTS Techlabs have shown its product feasibility and strength in bringing finance process and communication techniques together to provide banking and financial services to customers.

# Creative Writing

### Short Stories

## Ab Laut Chalein

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**T**he train was moving ahead at its own speed and my mind sitting in it was running backward at twice the speed of it. I remember a little faintly that we all lived together in the villages, personage Grandpa, Grandma who got along with all of us, Tauji, whom we all were very afraid of but he never scolded us, Chachaji was the only one to fulfill our every need, and Father never used to say anything but we used to get scared by his eyes.

Taiji, Maa, and Chachiji together used to do all the household chores in no time. At that time, tea was not available in the morning, then Mathri, Laddu, biscuits, Shakkarpore, and yes Petha and Dalmoth, taking one or two of these things, Grandma used to sit down and all of us children used to stand in a queue. Know how many children we were, all 18! What was it then, breakfast would be available and everyone would get half a glass of milk. Similarly, we used to have a gold rush at night because Dadiji used to narrate very good stories from Ramayana, Vedas,

Upanishads, and Mahabharata, and by listening to them we became knowledgeable.

But gradually everything changed and due to jobs, they broke up a big joint family into four nuclear families, where there was neither Grandfather nor Grandmother, neither Tauji nor Chachaji. It was just our parents and 5-6 children. Gradually, we also stopped going to the village and walking on the unpaved trails holding Grandfather's hand, because now we were growing up and the burden of studies or working hard to fulfill our high ambition was our objective.

I worked hard and got a job in a foreign company at a very good position. Now I had come abroad, what was the dazzle, cleanliness everywhere, even if you touch the wall it becomes dirty, skyscraper buildings, crowd and hustle and bustle all around. It was as if I had entered the dream world. But after some time I started to realize what I have lost to get these things. Where I don't have anyone, whom should I talk to, with whom should I go, with whom should I share my happiness and sorrow, then what? Neither my grandparents were here, and neither do my parents



or brothers and sisters. I was surrounded by people without senses like robots. I believe that in today's time a person should have money but money is not everything, money makes many things happen, but not everything.

I firmly decided and on the second day in the morning, I gave my relinquishment to the company and started preparing to return back to my homeland because whatever had to be done now it had to be done in my own land. After coming back I got engaged in self-employment work. I went to the

village and while living with uncle and aunt and grandparents, I started doing my job, also educated more villagers and gave them employment too. Now we live together again and Grandfather is also very happy. He blesses me every day.

Then all of a sudden the train braked and my thoughts broke the chain. When I saw, my destination had also arrived - "My Village, my beloved Village."

**Aayush Mishra -DM21B004, C2**

## Article

# Keeping up with the Schedule

It's a no-brainer how timelines can get on your nerves. Being working professionals, we don't get to choose the preferred time to do other activities because of the tight schedule we have on our hands. Things keep on coming from here and there and amidst this hustle, we tend to lose our passions and interests.

The joy of doing other things along with the ongoing job or business gives you a different level of satisfaction and all of this goes in vain if we can't properly manage the schedules. We have various interests like dancing, singing, writing, scribbling, mimicry, learning new skills, reading books/ novels, giving a review of the same, etc. All the interests sound pretty amusing but when you go on to live them, things start to tangle around your head. You straight away face a dilemma of what to do and what not to do and then comes the prioritization which gives you a lot of headaches and all of this tends to operate cyclically.

***You Think, You Do, You face a Dilemma, You Loosen up, and then again You Think.***

The cycle of thinking and managing your schedule plays with your mindset and peacefulness of your psychological health which in turn leaves you at the crossroads. The fun part is that the crossroads keep on coming several times in your life if you plan to do or decide to go ahead with your job as well as passion simultaneously.

The key to managing your schedule lies in the way you operate on a daily basis. Although things might turn out to be monotonous at first instance once you start putting things in order, and keep up with the schedules, it becomes easier for you to explore more areas within your existing job or business boundaries. While doing a PGDM course along with my entrepreneurship, schedules have given me a completely different perspective which is, if you keep on hustling for your passion and interests, the schedules and timelines will automatically align with your sheer determination and courage in achieving more and more in life.

They say you should do one thing at a time but in the current times of the fast-moving world, you can either effectively manage your schedule or else accept defeat with your schedule and keep on living the rustled life. Those days are far gone when a saying was widely used, "Jack of All, Master of None", this rather works in your favour if you want to live your passion along with your jobs and businesses. This has got huge importance, especially after the pandemic, when experts and professionals from several areas were left idle for a long time and ultimately had to diversify. At last, I would like to conclude by mentioning that if you keep on moving with a positive mindset, determination, and adaptation to ever-changing environments and systems, you can go beyond every schedule and achieve things that you wish and desire to.

**Reyansh Ranjan DM21B101, C2**

## Top Five Performers - Cohort -1 (Jan 2021- Dec 2022) PGDM (Online) Programme



**Suhanaa Uchil**  
**DM21A105**  
**Rank 1**



**Sanghamitra Sahoo**  
**DM21A085**  
**Rank 2**



**Deboshree Chatterjee**  
**DM21A134**  
**Rank 3**



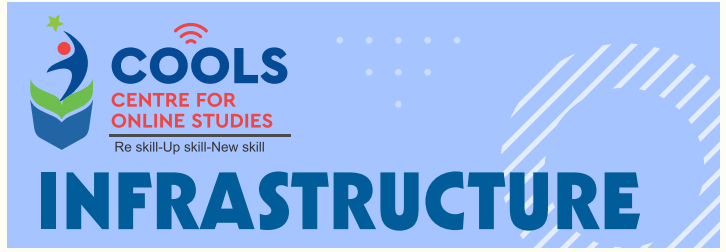
**Krishnanunni C**  
**DM21A137**  
**Rank 4**



**Prakhar Jain**  
**DM21A160**  
**Rank 5**









**Next Batch Starts in February 2023  
Admission open**

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