



# IILM

ACADEMY OF HIGHER LEARNING  
LUCKNOW

## Newsletter

**Jan 2023 – Jun 2023**

# EDITORIAL

Dear Readers,

IILM Lucknow has had a dynamic and lively first few months of the year, with an array of activities and initiatives taking place between January and June 2023. This newsletter summarizes the major activities during this period including ZEAL 2023, several Guest Lectures, activities related to the International Year of Millets, the Farewell Party for Batch 21-23, amongst others. Overall, the college community demonstrated an enthusiastic and engaged spirit, providing students with numerous opportunities to enrich their college experience.

As always, do revert in case of any feedback. Your suggestions are always welcome and valued.

Happy Reading!!

Regards,

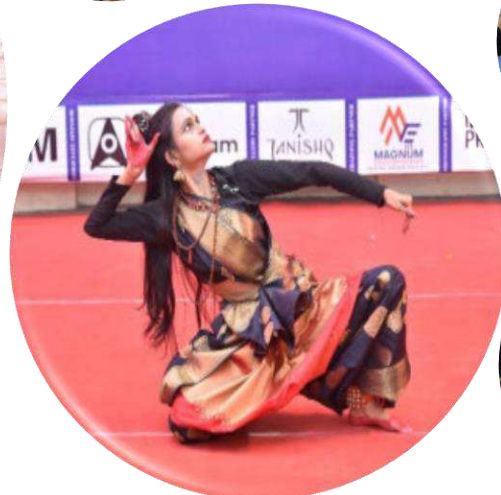
Editorial Team





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# Academic Events



## EBSCO Training Session

On 19th January 2023, IILM Lucknow organized a training session on the EBSCO Business Source Elite database for its faculty, staff, and students. The session was conducted separately for each group with the aim of raising user awareness and teaching them how to effectively search for journals, articles, case studies, books, magazines, and other resources to enhance their learning. The training coordinator for the session was Mr. Sanjay Kumar Misra, Librarian, and the Resource Person was Mr. Lakhpat Singh Naruka, Training Manager at EBSCO Information Services in New Delhi.



# My Journey from IILM Lucknow to Axis Bank

On Thursday, April 20, 2023, IILM Lucknow organized an Alumni Experience Sharing Session for its first-year PGDM students. The guest speaker for the session was Ms. Aayushi Pandey, an alumna from Batch 2019-21, who is currently working as Deputy Manager at Axis Bank.



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LUCKNOW

#MeetWithAlumni

**Alumni Talk Series "Experience Sharing"**

**My Journey from IILM Lucknow to Axis Bank**



**Ms. Aayushi Pandey**  
IILM Lucknow Alumna Batch 19-21  
Deputy Manager  
Axis Bank

*Exclusively for IILM Students*



**Apr 20, 2023**  
11:00 AM







During the session, Ms. Pandey shared her journey from IILM Lucknow to Axis Bank, including her learnings, experiences, and challenges faced during her transition phase. She also provided an overview of the banking industry and the importance of Axis Bank's contribution to the Indian banking sector. Additionally, she discussed her role as Deputy Manager - CRM and provided detailed knowledge on Customer Relationship Management and its functionality and importance in the banking industry.

Ms. Pandey advised students to focus on improving their communication skills, domain knowledge, CV writing skills, IRDA and other banking-related certifications, developing patience and confidence, and gaining a strong command of tools such as MS Office. She also shared some tips and tricks to help students overcome challenges in their corporate journey. Overall, the session was interactive and informative, and students found it highly beneficial. The session was organized by Mr. Nitin Mohan, Manager - Corporate & Alumni Relations at IILM Lucknow.

# My Journey from IILM Lucknow to IBM

IILM Lucknow organised the Alumni Talk Series "Experience Sharing" for its PGDM students on Monday, Jan 9, 2023. The guest for the session was Ms. Anamika Pandey (Batch 2019-21) who is currently working as Service Associate HR at IBM.

Ms. Pandey talked about her "Journey from IILM Lucknow to IBM" and shared her learnings, experiences and challenges faced during her transition phase from IILM Lucknow to IBM. She also shared some tips and tricks with the students to help them overcome challenges in their corporate journey. Students found the session really intriguing and informative. The session was organised by Mr. Nitin Mohan, Manager – Corporate & Alumni Relations, IILM Lucknow.



**Anamika Pandey**  
(Batch 2019-21)  
Service Associate HR  
IBM

*Exclusively for IILM Students*



**Jan 09, 2023**  
**11:30 AM**





# **My Journey from IILM Lucknow to Bajaj Allianz Life Insurance Company**

On Friday, April 07, 2023, IILM Lucknow organized an Alumni Talk Series session titled "Experience Sharing" for its PGDM 1st Year students. The session featured Mr. Arpit Pandey, a Bajaj Allianz Life Insurance Company Premier Wealth Manager (Deputy Area Manager) and Batch 2018-20 alumnus.

Mr. Pandey shared his experience and learnings during his journey from IILM Lucknow to Bajaj Allianz Life Insurance Company, discussing the challenges he faced during his transition phase. He provided an overview of the Insurance Industry and Bajaj Allianz Life Insurance Company's operations, along with his role as Deputy Area Manager. Mr. Pandey also discussed the significance of insurance product knowledge, networking skills, people management skills, and the use of Excel in day-to-day work.

In addition, Mr. Pandey shared some tips and tricks to help students overcome challenges in their corporate journey. The students found the session interactive and informative. The session was organized by Mr. Nitin Mohan, Manager - Corporate & Alumni Relations, IILM Lucknow.

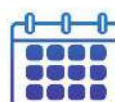


**Arpit Pandey**

**(Batch 2018-20)**

**Premier Wealth Manager (Deputy Area Manager)  
Bajaj Allianz Life Insurance Company**

***Exclusively for IILM Students***



**Apr 07, 2023**

**11:00 AM**





# My Journey from IILM Lucknow to Deloitte USI

On Saturday, April 15, 2023, IILM Lucknow organized a session in its Alumni Talk Series "Experience Sharing" for PGDM 1st Year Students. The guest speaker for the session was Ms. Mansi Shrinet, a Batch 2017-19 alumnus, who currently works as an Analyst in Talent Acquisition at Deloitte USI.

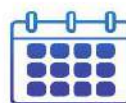
During her talk, Ms. Shrinet shared her experiences, learnings, and challenges encountered while transitioning from IILM Lucknow to Deloitte USI. She provided insights about the recruitment processes of the big four companies such as Deloitte, KPMG, E&Y, and PWC, and her current job role in Deloitte USI as an Analyst in Talent Acquisition.



**Mansi Shrinet**

**IILM Lucknow Alumnus Batch 17-19  
Analyst - Talent Acquisition  
Deloitte USI**

***Exclusively for IILM Students***

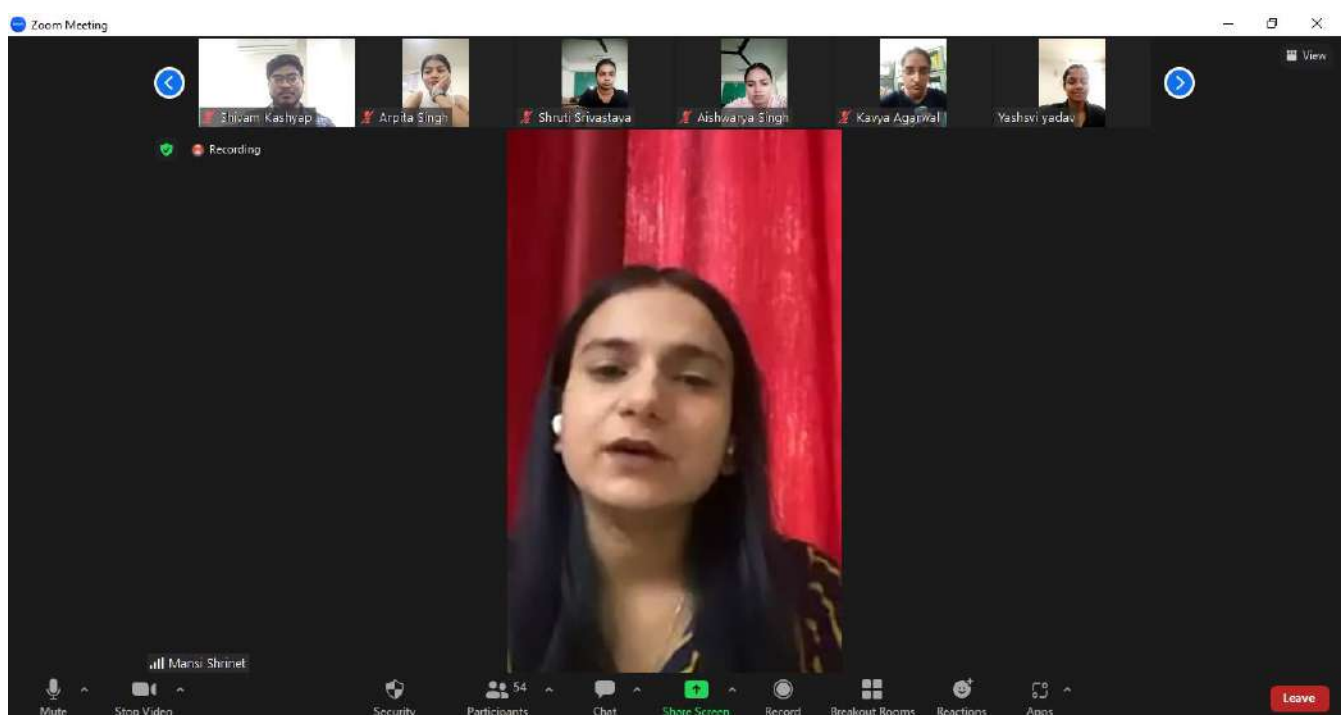
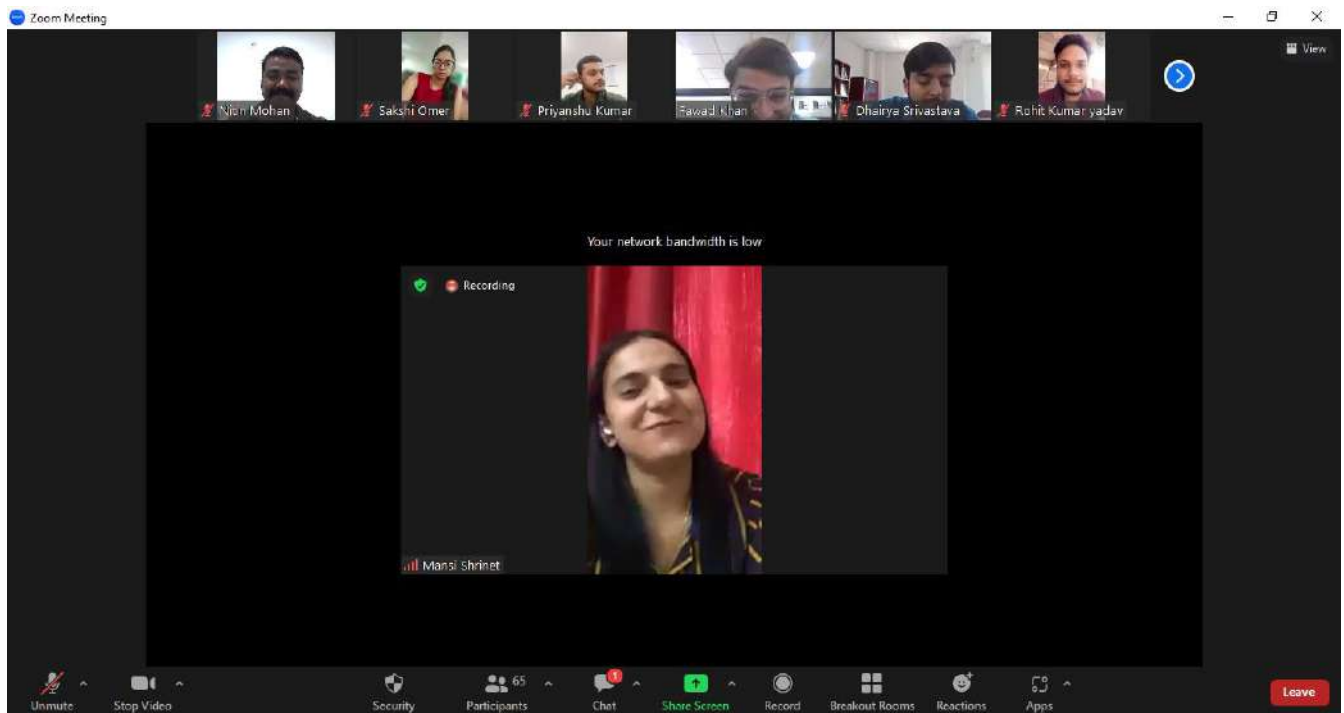


**Apr 15, 2023  
11:00 AM**



Ms. Shrinet advised the students to focus on improving their communication and public speaking skills, MS Office skills, certification courses as per market trends, the importance of Versant rounds, strong domain knowledge, analytical skills, and more.

Finally, Ms. Shrinet shared some tips and tricks with the students to help them overcome challenges in their corporate journey. The session was organized by Mr. Nitin Mohan, Manager - Corporate & Alumni Relations, IILM Lucknow, and the students found it motivating and informative.



# My Journey from IILM Lucknow to JP Morgan

IILM Lucknow conducted an online session on Alumni Experience Sharing for its first-year PGDM students on Friday, March 31, 2023. The guest for the session was Mr. Nikhil Verma (Batch 2018-20), who currently serves as a Team Leader at JP Morgan.

During the session, Mr. Verma shared his journey from IILM Lucknow to JP Morgan and discussed the experiences and challenges he faced during his transition. He provided a brief overview of his job role and the operations of the company. Additionally, he shared tips and tricks to help the students overcome challenges in their corporate journey. The students found the session intriguing and informative. The session was organized by Mr. Nitin Mohan, Manager – Corporate & Alumni Relations, IILM Lucknow.



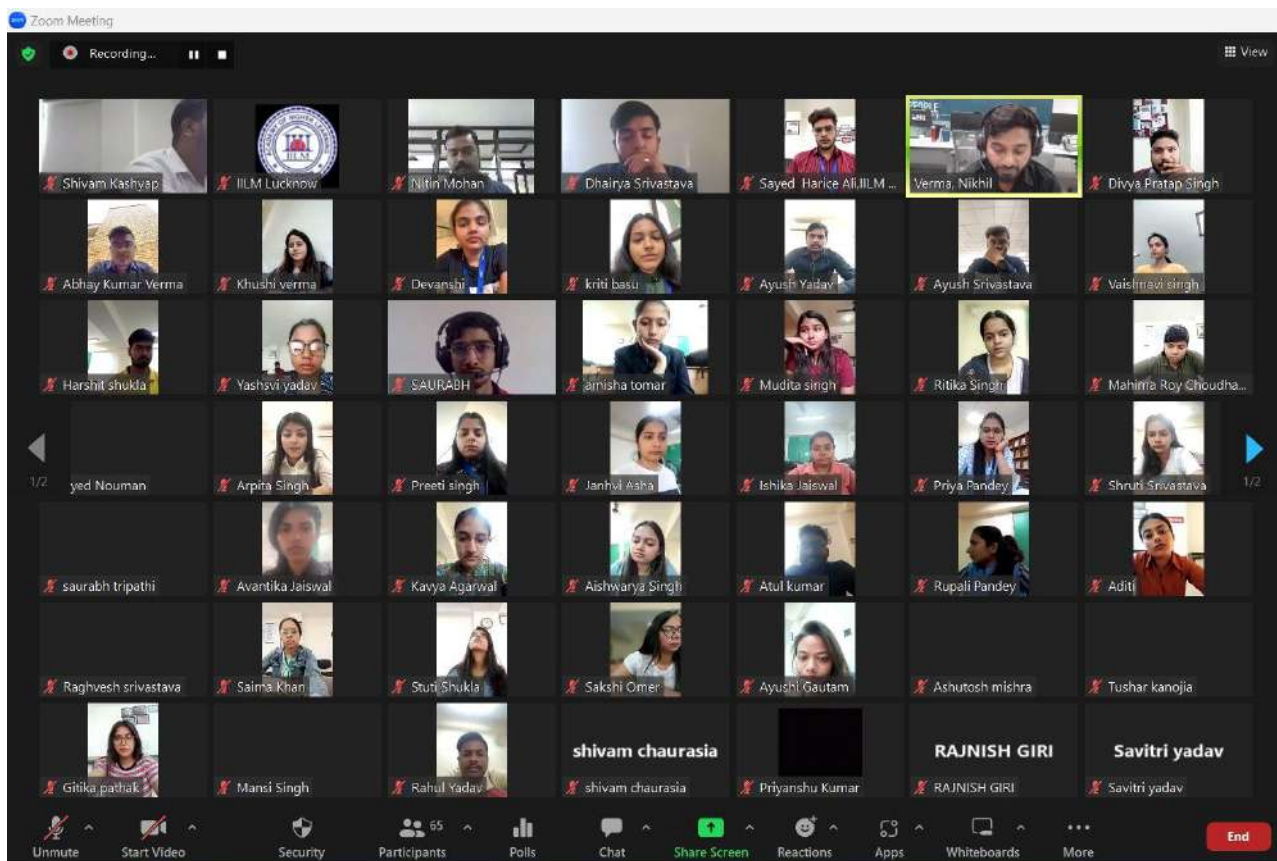
**Nikhil Verma**  
(Batch 2018-20)  
Team Leader  
JP Morgan

*Exclusively for IILM Students*



**Mar 31, 2023**  
12:00 PM





## My Journey from IILM Lucknow to BoB BNP Paribas Mutual Fund

On Saturday, April 1, 2023, IILM Lucknow organized an Alumni Experience Sharing Session for its 1st Year PGDM students. The guest speaker for the session was Mr. Rishabh Tripathi (Batch 2018-20), who is currently working as Deputy Manager at Bank of Baroda AMC.

During the session, Mr. Tripathi shared his experiences, learnings, and challenges faced during his transition from IILM Lucknow to Bank of Baroda AMC. He provided a detailed explanation of industry operations, his job role, and various Bank AMC-related job openings and their eligibility criteria. He also stressed the importance of product knowledge and various finance-related certificate courses.

In addition, Mr. Tripathi shared some tips and tricks to help students overcome challenges in their corporate journey. The students found the session highly informative and interactive. The session was organized by Mr. Nitin Mohan, Manager – Corporate & Alumni Relations, IILM Lucknow.



**Rishabh Tripathi**  
(Batch 2018-20)  
Deputy Manager  
BoB BNP Paribas Mutual Fund

*Exclusively for IILM Students*



**Apr 01, 2023**  
**11:00 AM**







## Retail Sector Week Activity

From March 20 to March 24, 2023, a Retail Sectoral Activity Week was held with the objective of providing hands-on experience in retail activities to students. The aim was to train them in various aspects of retail management such as logistics handling, visual merchandising, counter display, selling skills, and space management techniques.

During the week, students visited various retail stores in Lucknow to observe and understand the concepts of retail store management, including layouts, formats, the role of managers, sales executives, and customer relationship executives. They also gained practical knowledge of IT and software used by Retail companies.

The students were divided into teams of five and were assigned to different types of retail stores to visit, including LULU mall (Food & Grocery), Decathlon (Health & Fitness), PVR & Hamleys (entertainment and leisure), Patanjali (Pharmacy), Shoppers Stop & Reliance Trends (Departmental Stores), Madira & Artage (Specialty Store), and others.





In addition, the students had the opportunity to interact with industry experts through two guest lectures:

Mr. Mahendra Rawat, Assistant Manager- State HR, Reliance, who provided insights into the working culture, skill set requirements, growth opportunities, and job opportunities in the retail sector.

Mr. Anant Gupta, ASM, Smart Bazar, who gave insights into the working model, roles and responsibilities of sales personnel, KRA, and job opportunities in retail, with a special reference to Reliance Retail.

Overall, the students found the week-long activity to be informative, interactive, and helpful in gaining practical knowledge and experience in the retail sector.



# Awareness Program on Intellectual Property Rights

On January 13, 2023, IILM Lucknow's Institution's Innovation Council organized an Awareness Program on Intellectual Property Rights for both faculty and students. The program aimed to raise awareness about various types of Intellectual Property Rights (IPRs) under the National Intellectual Property Awareness Mission-2.0 (NIPAM-2.0). The resource person for the session was Mr. Yasir Abbas Zaidi, an Examiner of Patents & Designs (Group 'A' Gazetted) and NIPAM Officer at the Patent Office in Delhi. During the session, Mr. Zaidi explained the straightforward process of patent filing for AICTE institutions and how students can contribute to the commercialization of patents. The program proved successful in addressing concerns, queries, and myths about IPRs that both faculty and students had.





## Ehsaas: Woollen Clothes Donation Drive

Ehsaas Campaign: On January 19, student volunteers from IILM Lucknow selflessly donated blankets to bring warmth and joy to those in need during the winter season. The volunteers began by distributing blankets to the staff of IILM Lucknow before venturing out to identify and assist beneficiaries in nearby slums. The act of kindness brought much-needed relief and smiles to those who received the blankets.



## Chintan - The HR Role play

Chintan -The HR Role play was organized under the Academic events in Zeal 2023 on February 24, 2023. The students were given interesting situations involving employee issues, interpersonal dilemmas, and employee behaviors. The teams were supposed to enact the situations and analyze different perspectives in workplace settings. Ms.Vishi Sukhwani HRBP , HCL Technologies was the judge for the event . Gold medal was won by team from ILLM Lucknow followed by silver medal for National PG College and Bronze by SMS Lucknow.





## #KhulKeBol

IILM Lucknow organized a special campaign #KhulKeBol, a joint campaign by We The Young in partnership with MTV Staying Alive Foundation on Feb 10. The campaign focused on making young people aware about issues like Tuberculosis, mental wellbeing, and sexual health. The campaign included screening of engaging videos and talks by experts to help students be more aware about their health, safety, and choices at a very crucial stage of their life. The students had engaging interaction with students about issues around health, sexual health and safety that concern young people daily but are not spoken about enough. The program also includes screening of 2 episodes from MTV Nishedh. MTV Nishedh is the only Indian show that deals with sexual health and tuberculosis and this youth-centric show is based on college students, who face a series of challenges and are unaware of how to deal with it.



## Guest Session on Prevention of Hearing Loss

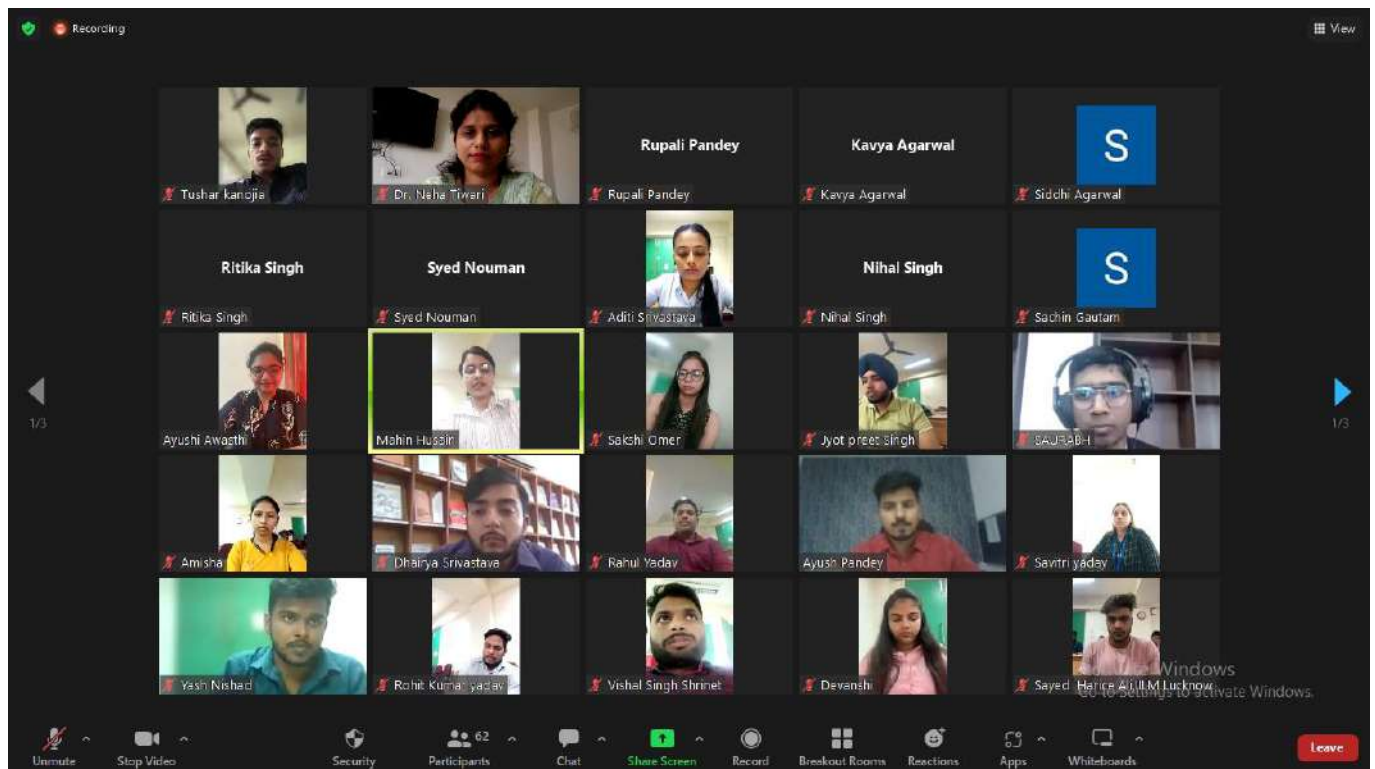
On March 18, an expert from Sachetataa Foundation conducted a session on the prevention of hearing loss for the students of IILM Lucknow. Dr. Neha was the resource person for the session and discussed various reasons and levels of hearing loss. She also addressed common myths and prejudices related to hearing impairment. The students actively participated in the session, making it an interactive and informative experience.





# Alumni session on "Skills for a Successful Career in E-Commerce."

On April 10, IILM Lucknow conducted an online alumni session on "Skills for a Successful Career in E-Commerce." The session featured two alumni speakers, Ms. Ayushi Awasthi, Sales Executive at Naukri Fast Forward Service, and Mr. Ayush Pandey, Sales Executive at 99 Acres.com. Both speakers, who were part of Batch 2020-22, shared their journey from being students to successful sales professionals in the E-Commerce sector. They also provided valuable insights on the skill sets required for success in the industry and offered tips on how to prepare for the placement season. The session was informative and engaging, with the alumni speakers sharing their experiences and knowledge with the current students.



## Farewell

With tears in our eyes, a smile on our faces, and good wishes in our hearts, we bid adieu to the students of IILM Lucknow Batch 2021-23 and wished them all the very best for their future endeavors. The IILM Lucknow Family was proud, elated, and nostalgic to say goodbye to the students of Batch 21-23 and wishes them a happy and prosperous life ahead.

The farewell was a grand event where our senior batch students were set to embark on their corporate careers. The titles of Mr and Ms IILM were given to Shubham Chaurasiya and Aparjita Singh respectively. Two more titles were awarded, Mr. Spark to Mr. Yash Verma and Ms. Spark to Ms. Nikita Raj.

The Farewell marks a lot of emotions and memories that our students experience in their college life, and IILM Lucknow witnessed this nostalgic event with smiles and hugs.















## Basant Panchimi

India is a nation that is known for its culture, peaceful way of life, and the bond of unity among its citizens. This has been evident since ancient times through our cultural values and traditions. In addition to these, India is also a country that celebrates festivals that honor the glory of nature, one of which is Basant Panchami.

On this auspicious occasion, the faculty, staff, and students of IILM Lucknow offered prayers to Goddess Saraswati. Sweets were distributed to everyone as a way of celebrating this festival of knowledge and wisdom. We hope that Goddess Saraswati blesses us with infinite knowledge to help us grow, learn, and become wise individuals.





# Lohri

Living in a diverse country like India provides us the opportunity to experience and rejoice in the different festivals celebrated across various states throughout the year. Lohri, an important festival celebrated on the 13th of January every year in the state of Punjab, is one such occasion. It is believed to bring prosperity, success, and good health through the celebration of the harvest festival.

IILM Lucknow celebrated Lohri with great zeal and happiness. The students participated in a Kite Flying Activity with enthusiasm and competition. Playing in teams, they learned the intricacies of kite flying, and the activity was filled with fun and frolic, keeping the students happily engaged.



# Guest Session on “Careers in Core Finance and Evaluation of One’s Fitment for such Careers”

IILM Lucknow organized a Guest Session on “Careers in Core Finance and Evaluation of One’s Fitment for such Careers” by Mr. Peeyush Chitlangia, CFA, Founder, FinShiksha.com, and Alumnus- IIM Calcutta & MNIT Jaipur, who has 18+ years of experience in Financial Analysis & Research.

Mr. Peeyush spoke about the nitty-gritty of starting a career in finance sector. He covered the various job roles in detail and also illuminated the students with different skill sets required to acquire the prospective job and to sustain it. The students were able to clarify all their queries, concerns and myths about the jobs pertaining in the financial sector.

The screenshot displays a Zoom meeting interface. The top portion shows a large video feed of Mr. Peeyush Chitlangia, who is wearing a headset and glasses. Above him, a row of smaller video feeds shows other participants, including IILM Lucknow and several students. Below the main video feed, a presentation slide titled "Investment Banking" is visible. The slide content is as follows:

**Investment Banking**

- Bulge Bracket IBs**
  - Goldman Sachs
  - Morgan Stanley
  - JP Morgan
- Mid-Size IBs**
  - Kotak Investment Bank
  - KIC Securities
  - Edenhouse
  - Crescent International
  - Jefferies
- Boutique IBs**
  - Apexus
  - o3 Capital
  - Spark Capital
  - Allegro Capital

The slide also includes a diagram showing "Investment Banking" branching into "Transactions" and "Markets". The bottom portion of the screenshot shows a grid of participant video feeds, including names like Peeyush Chitlangia, IILM Lucknow, Harshit Shukla, and others. The Zoom interface at the bottom includes controls for Unmute, Start Video, Security, Participants, Polls, Chat, Share Screen, Reactions, Apps, Whiteboards, and More.



## Guest Session on "How NBFCs work?"

As a part of NBFC Week, IILM Lucknow organized a guest session on "How NBFCs work?" for PGDM 1st Year students on Saturday, April 15, 2023. The guest for the session was Mr. Anshuman Singh, Batch 2020-22 and Mr. Shashank Tiwari, Batch 2020-22. They discussed their experience, working in Bajaj Finance Ltd. and spoke about the working system of NBFCs.



**Mr. Anshuman Singh**

**Sales Manager  
Bajaj Finance Ltd.**

**Mr. Shashank Tiwari**

**Sales Manager  
Bajaj Finance Ltd.**

**IILM Lucknow Alumni Batch 20-22**

***Exclusively for IILM Students***



**Apr 15, 2023**

**04:30 PM**

## Guest Session on the topic, "Careers in NBFCs".

As a part of NBFC Week, IILM Lucknow organized a Guest Session on the topic, "Careers in NBFCs". The resource person for the session was Mr. Sunil Pawar, HR Manager, NJ Group. He discussed the career opportunities in the NBFC Sector and guided students how to prepare for the same.



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LUCKNOW

### *Careers in Non Banking Finance Companies (NBFCs)*



**April  
14, 2023**



**04:30 pm  
onwards**

**Resource Person:**  
**Mr. Sunil Pawar**  
HR Manager  
NJ Group



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# Banking Sector Week

Under the Banking Sector Week, IILM organized visit to the banks for the students for experiential learning. Students went to Banks like, Utkarsh Small Finance Bank, IndusInd Bank and Equitas Small Finance Bank. Students had an insightful learning experience.

## Students sharing their experience:

"Our visit to Utkarsh Small Finance Bank for an industry visit was a great learning experience. The bank serves customers in rural and semi-urban areas. The first thing that struck me about Utkarsh Bank was its commitment to financial inclusion. The bank has a strong focus on serving the underserved segments of society, such as farmers, small business owners, and women entrepreneurs. It has set up branches in remote areas and offers a range of products and services tailored to the needs of its customers. Another interesting aspect of Utkarsh Bank was its focus on building strong relationships with customers. The bank's staff is trained to understand the unique needs and challenges of each customer and to provide personalized solutions. This has helped Utkarsh build a loyal customer base and differentiate itself from other financial institutions. Overall, my visit to Utkarsh Small Finance Bank was a valuable learning experience."

Mahin Hussain  
PGDM Batch 22-24



Our Visit to IndusInd Bank was an awesome experience. We met Mr. Anmol Gupta Cluster manager. Apart from the branch we visited, he looks for 5 more branches in Lucknow. He answered our questions very politely & also shared his experience & journey. He told us about retail banking, his roles & responsibilities, the major skills required in banking sector, the working culture in the bank and many more things. It am happy with the visit and learning we got.

I hope, we will get more amazing visits like this.

Ankita Singh  
PGDM Batch 22-24





# Guest Session on “Career Opportunities in the Banking Sector and How to Prepare for them”

IILM Lucknow organized a Guest Session on the topic – “Career Opportunities in the Banking Sector and How to Prepare for them” on April 04, 2023. The resource person for the session was Mr. Shameer Sabhlok, Consultant- Banking Training & product Design. It was an insightful session on various roles and profiles in Banking Sector. There was an engaging discussion about profile- specific interview questions.



**Mr. Shameer Sabhlok**  
Consultant  
Banking Training and Product Designing

*Exclusively for IILM Students*

 **Apr 04, 2023**  
12:00 PM



# Inter-College Debate Competition

"Don't raise your voice, improve your argument."

FinAction Club of IILM Lucknow organized an Inter-College Debate Competition, Clash of Minds, 2023 on April 03.

The topic for the debate was – "Fintech will wipe out the Traditional Banking Sector." The jury members consisted of an industry expert and an associate professor. Participants from various colleges in Lucknow presented their arguments competently and with conviction. The battle of words was indeed a treat to the ears.





## ZEAL 2023

The Annual Fest of IILM Academy of Higher Learning, Lucknow, known as Zeal 2023, commenced on February 22, 2023, with great pomp and splendour. This grand event witnessed enthusiastic participation from over 50 undergraduate, postgraduate, and management colleges from the city.

During the first two days of Zeal 2023 (February 22 and 23), a wide array of sports events took place at the Vinay Khand Mini Stadium. These events included Basketball, Volleyball, Badminton, Table Tennis, Kho-Kho, Long Jump, Races, Chess, Archery, Throws, and more. Participants showcased their skills and competed with zeal and determination.





On the final two days of Zeal 2023 (February 24 and 25), a diverse range of academic, cultural, and informal events were organized at the IILM Lucknow Campus. These events encompassed activities such as Business Quiz, Debate, Singing, Selfie competition, Mime, Fashionista, Rangoli, Dance, and Radio Mania. Students and participants enthusiastically took part, showcasing their talents and creativity.

The culmination of Zeal 2023 took place on February 25 with the Grand Prize Distribution ceremony held at the IILM Lucknow campus. The ceremony commenced at 6:00 pm and was graced by the presence of several esteemed guests from academia and corporate circles. Following the ceremony, a lively DJ Night filled with fun and entertainment was organized for all attendees to enjoy.















## Top Placements Batch 2021-23

Name	Name of the company
Aarav	SBI General Insurance Company Limited
Akash Kumar Mishra	HDFC Life Insurance
Anushka Chaubey	HDFC Bank
Aparajita Singh	HDFC Bank
Archita	R1RCM
Ayushi Mishra	HDFC Bank
Bhawna Saxena	Kotak Mahindra Bank
Harshit Bhatt	Cians Analytics
Hitesh Kumar Maurya	HDFC Bank
INSHA	HDB Finance
Karuna Dewangan	Mahindra Finance
Mansi Dixit	HDB Finance
Mansi Keshri	HDFC Bank
Mansi Khanna	HDFC Bank
Mayank Bhatt	Kantar
Mayuri Singh	SBI Life Insurance
Muskan Agarwal	Info Edge
Naman Mittal	HDFC Bank
Navya	Tata Power
Neha Fatima	SBI Life Insurance
Neha Singh	Chola
Nikita raj	Shoptery
Noreen Ashfaq	Deloitte
Prachi Kaushal	HDFC Bank
Pratiksha Tiwari	Kotak Mahindra Bank
Rajmani	SBI General Insurance Company Limited
Riya	Tata Power
Sapna Gupta	Kotak Mahindra Bank
Saumya Dubey	Pardarshi Group
SAUMYA SINGH	uEngage
Saumya Srivastava	Loreal
Shambhavi Chaudhary	SBI Life Insurance
Shikha Pathak	Viraaj Ventures
Shivam Rai	Tata Consumer Goods
Shivani Agarwal	SBI Life Insurance
Shreya Gupta	HDFC Life Insurance
Shreya Singh	Info Edge
Shreyansh Anand	Deloitte
Shubham Chaurasia	Cians Analytics
Sneha Gupta	Viraaj Ventures
Sudhanshu Kumar Singh	HDFC Ltd
Suhel Siddqui	SBI Life Insurance
Sweta Kumari Gupta	Kotak Mahindra Bank
Tushar Sharma	HDFC Bank
Utkarsh Singh	Reliance Retail
Vedant Tripathi	Bajaj Finance
Vishal Singh	HDFC Bank
Vishesh Mehrotra	Sigma Trade
Yash Verma	HDFC Bank





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#Placements

Congratulations!



**Noreen Ashfaq**  
PGDM  
Batch 2021-23

Placed In  
**Deloitte.**  
as  
Tax Consultant

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#Placements

Congratulations!



**Saumya Singh**  
PGDM  
Batch 2021-23

Placed In  
**uEngage**  
as  
Sales Manager

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**PGDM**  
Final Placement  
Batch 2021-23

*Congratulations!*



Shubham



Harshit

For Getting Placed In



as  
Financial Analyst

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**PGDM**  
Final Placement  
Batch 2021-23

*Congratulations!*



Aparajita



Ayushi

For Getting Placed In



as  
Personal Banker

[www.iilmko.ac.in](http://www.iilmko.ac.in)



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LUCKNOW

#Placements

Congratulations!



**Mayank Bhatt**  
PGDM  
Batch 2021-23

Placed In  
**KANTAR**  
as  
Executive Data  
Acquisition

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**PGDM**  
Final Placement  
Batch 2021-23

*Congratulations!*



Rajmani



Aarav

For Getting Placed In



as  
Executive Trainee

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LUCKNOW

**PGDM**  
Final Placement  
Batch 2021-23

***Congratulations!***



Sweta



Pratiksha

For Getting Placed In



as  
Sales Manager

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LUCKNOW

**PGDM**  
Final Placement  
Batch 2021-23

***Congratulations!***



Yash



Mansi



Naman

For Getting Placed In



as  
AFU - Credit Manager

[www.iilmko.ac.in](http://www.iilmko.ac.in)



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LUCKNOW

**PGDM**  
Final Placement  
Batch 2021-23

***Congratulations!***



Shambhavi



Suhel



Shivani

For Getting Placed In



as  
Development Manager

[www.iilmko.ac.in](http://www.iilmko.ac.in)



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LUCKNOW

**PGDM**  
Final Placement  
Batch 2021-23

***Congratulations!***



Navya



Riya

For Getting Placed In



as  
Executive Trainee HR

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**PGDM**  
Final Placement  
Batch 2021-23

***Congratulations!***



Shreya



Muskan

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as  
Senior Executive Corporate Sales

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#Placements

***Congratulations!***



**Sudhanshu Singh**  
PGDM  
Batch 2021-23

Placed In



as  
Management Trainee

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# **Summer Internship Program Snapshot**

## **PGDM Batch 2022-24**

IILM Lucknow is committed to providing a diverse platform and opportunities to its students to learn and get exposed to the working culture of the corporate world. In this endeavor, the institution has successfully provided summer internship opportunities to Batch 22-24 in various areas such as Operations & Analytics, HR, Research, and Marketing, with some of India's top companies. Here is a list of our sector-wise summer internship recruiting partners:

Companies in the FMCG sector:

- ITC
- Parle
- Amul
- Loreal
- Anmol Industries

Companies in the Banking & Financial sector:

- SBI AMC
- PNB MetLife
- Baroda BNP Paribas
- Nippon India AMC
- Union AMC
- NJ India
- Bajaj AMC
- Max Life Pension Fund Management Ltd
- AU Small Finance Bank

Companies in the Retail, E-commerce & Media sector:

- Shoppers Stop
- Swiggy
- Fever FM

Companies in the Research & Consultancy sector:

- CMIE
- Kantar

Additionally, the students received good stipends from reputed companies such as SBI Funds Management Pvt. Ltd., Union Asset Management Co Pvt Ltd, L'Oréal India Pvt. Ltd., and Swiggy, acknowledging the hard work they had put in during their internships.



ABHAY

SUMMER  
INTERNSHIP  
IN



PGDM BATCH 2022-24



AYUSHI

SUMMER  
INTERNSHIP  
IN



BATCH 2022-24



AMISHA

SUMMER  
INTERNSHIP  
IN



PGDM BATCH 2022-24



NIHAL

SUMMER  
INTERNSHIP  
IN



PGDM BATCH 2022-24



AYUSH

SUMMER  
INTERNSHIP  
IN



PGDM BATCH 2022-24



ATUL

SUMMER  
INTERNSHIP  
IN



BATCH 2022-24







**KRITI**

SUMMER  
INTERSHIP  
IN

**L'ORÉAL**

PGDM BATCH 2022-24




**JYOT PREET**

SUMMER  
INTERSHIP  
IN

Nippon Life  Asset Management Ltd

PGDM BATCH 2022-24




**RAJNISH**

SUMMER  
INTERSHIP  
IN



PGDM BATCH 2022-24




**MUDITA**

SUMMER  
INTERSHIP  
IN



PGDM BATCH 2022-24




**MAHIMA**

SUMMER  
INTERSHIP  
IN

**KANTAR**

PGDM BATCH 2022-24




**RAHUL**

SUMMER  
INTERSHIP  
IN



PGDM BATCH 2022-24



## Online Short Courses

"With a view to fulfil the Topical Knowledge & Skill requirements of Young Professionals, IILM Lucknow organised a series of Short Online Certificate Courses every weekend, starting from the first weekend of May 2023 to June 2023. These short courses were designed by experienced resource persons drawn from both academia and industry, keeping in mind the need of Timely Skilling, Up-Skilling & Re-Skilling of working Professionals, Students as well as Management Educators, to enable them to cope with the changing needs of the competitive & disruptive business world. IILM's Online Certificate Courses provided a wide range of topics, so as to create value for the participants from diverse backgrounds and provide them the opportunity to access contemporary thinking, exchange ideas and gain insights from a diverse range of peers, practitioners, and experts."

S. No.	Name of Faculty	Online Certificate Course	Date of Session
1	Dr. Naela	Finance for Non-Finance Professionals (Basics)	May 6 - 7, 2023
2	Dr. Vibhuti	Mindful Stress Management to ensure Mental Health	May 13, 2023
3	Dr. Fawad	Professional Communication Skills	May 14, 2023
4	Dr. Suchita	Effective Selling Skills	May 20-21, 2023
5	Dr. Sheetal	How to be assertive	27-May-23
6	Dr. Naela	Personal Financial Planning for Salaried Individuals (Basics)	Jun 10, 2023
7	Prof. Ashish	Excel for Beginners	Jun 11, 2023
8	Dr. Suchita	Professional Branding through LinkedIn	Jun 17, 2023



# Finance for Non-Finance Professionals (Basics) on May 6 - 7, 2023

Understanding finance is crucial for non-finance professionals in today's business environment. Finance knowledge empowers individuals to make informed decisions, contribute effectively to their organizations, and achieve professional success. It also enhances business acumen, enables effective resource allocation, supports decision-making, facilitates communication and collaboration with finance professionals, strengthens budgeting and cost control efforts, facilitates performance evaluation, and fosters strategic thinking. By acquiring finance skills, non-finance professionals can add value to their organizations, drive financial performance, and advance their careers.

The course was aimed to develop a Basic Understanding of Finance for individuals who are not directly associated with finance function. The course was meant for individuals working in any Non-Finance Departments of any businesses, with a limited understanding of the role of finance function in the organisation.

The esteemed Resource Person for the course was Dr. Naela Jamal Rushdi, CFPCM, PhD, MBA (Finance) & BSc (ZBC), has over 24 years of experience in teaching Finance, Accounting & Investment courses to post-graduate level management students and working professionals. She has been teaching at IILM Academy of Higher Learning, Lucknow for 16+ years and is currently designated as Director and Professor (Finance).

**Course Content:** The Finance for Non-Finance Professionals (Basics) Program covered the following –

- Why everyone should understand Finance?
- Does Finance mean Debit-Credit?
- Finance Terms
- Understanding Profits & Cash Flows
- Financial Statements - Profit & Loss Statement, Balance Sheet and Cash Flow Statement
- Measuring Financial Performance
- Understanding Costs & Achievement of Breakeven
- Decision Making

**Pedagogy:** The pedagogy involved was Interactive Live Online Workshop, with numerical illustrations and problem solving.


**Learning Outcomes:** The participants developed an understanding of:

- The interdependence of Finance & other management functions.
- The difference between Accounting & Finance.
- Basic Finance Terms.
- Profits, Cash-flows and Working Capital.
- How to read the key financial statements, Balance Sheet, Profit & Loss Statement & Cash Flow Statement.
- Measurement of the performance of a firm from different perspectives.
- Behaviour of Costs, Breakeven Analysis, Use of leverage.
- Effective decision making through knowledge of finance basics.

Zoom Meeting You are viewing Dr. Naeela Rushdi's screen View Options

Recording...

View



**CRUX OF THE MATTER**

EACH FUNCTION AFFECTS A FIRM'S PROFITABILITY, DIRECTLY OR INDIRECTLY.

THEREFORE, IT IS THE RESPONSIBILITY OF EVERY FUNCTIONAL MANAGER TO MAKE SURE THAT HIS/HER ACTIONS **STRENGTHEN** THE BOTTOM LINE (OR PROFIT) AND NOT **WEAKEN** IT.

Farhana

Online Courses

Dr. Naeela Rushdi

Vipul123


Sonal

Ashish Mahendra

Zoom Meeting You are viewing Dr. Naeela Rushdi's screen View Options

Recording...

View



**ARE THESE TRULY NON-FINANCE FUNCTIONS?**

Dr. Naeela Rushdi

From Farhana to Everyone

Yes



# Mindful Stress Management to Ensure Mental Health on May 13, 2023

Stress has ingrained itself into every aspect of our daily lives. However, stress might be beneficial as well, depending on its form. Eustress, the positive side of stress, is distinct from distress, the stress's negative side. This training is designed under the premise that it is essential to manage one's stress and understand effective and mindful strategies to handle stress. It is crucial to effectively manage stress to succeed in various roles in organizations and other settings.

The course was aimed to develop a basic understanding of stress, some handy, on-the-go tips and tricks to handle stress and mindfulness-based stress reduction techniques to ensure mental health. The course was meant for corporate working professionals at Senior, Mid-Senior and Fresher Levels, Police and Army Personnel, Doctors and Individuals struggling with life stressors. The Resource Person for the course was Dr. Vibhuti Gupta, Associate Professor (OB and HR) at IILM Lucknow, has 15+ years of experience in teaching, research and training professionals. Her recent publications on mindfulness and stress are published in some of the best international journals.

## **Key Focused Areas:**

- Do you identify as someone who is anxious, worried, overwhelmed, or over thinking?
- Do you react instead of responding?
- Do you struggle with your personal and professional relationships, or your recent break-up made you feel like dying?
- Do you ruminate often?
- Do you want to effectively handle them all?
- Do you want to integrate purposeful pauses into your day

**Course Content:** The programme content was a mix integrated concepts from modern management with ancient wisdom from both the East and the West. It incorporated mindfulness-based stress reduction techniques to overcome the challenges of stress at the individual and organisational levels.

**Pedagogy:** The participants were able to attend a Two Hours Online Session through Zoom Meeting Application. The pedagogy involved was Lecture, Dialogue and Discussion, and Experiential Processes.




## **Learning Outcomes:**

- The participants were able to understand the Stress
- The participants learned Mindful Stress Management to ensure Mental Health

Zoom Meeting You are viewing Dr. Vibhuti Gupta's screen View Options

Recording...

Mindful Stress Management to Ensure Mental Health



**Dr. Vibhuti Gupta**  
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dr.vibhuti@gmail.com

Dr. Vibhuti Gupta

**Online Courses**

Online Courses

**priyanka sharma**  
priyanka sharma

**Lavanya Soni**  
Lavanya Soni

**Debarshi**  
Debarshi

**T.I.**  
T.I.

Zoom Meeting You are viewing Dr. Vibhuti Gupta's screen View Options

Recording...

Stress

Stress can be defined as a state of worry or mental tension caused by a difficult situation. (WHO)

Stress is a natural human response that prompts us to address challenges and threats in our lives.

Everyone experiences stress to some degree.

The way we respond to stress, however, makes a big difference to our overall well-being.

Stress affects both the mind and the body.

A little bit of stress is good and can help us perform daily activities.

Too much stress can cause physical and mental health problems.

Learning how to cope with stress can help us feel less overwhelmed and support our mental and physical well-being.

Dr. Vibhuti Gupta

**Online Courses**

Online Courses

**priyanka sharma**  
priyanka sharma

**Lavanya Soni**  
Lavanya Soni

**Debarshi**  
Debarshi

**T.I.**  
T.I.



# Professional Communication Skills on May 14, 2023

Professional Communication Skills are crucial for success in today's fast-paced and interconnected world. Effective communication allows one to build relationships, collaborate with others, advance one's career, convey ideas, resolve conflicts, provide excellent customer service, and develop leadership abilities. By mastering professional communication, one can enhance his / her professional success and contribute positively to your work environment.

IILM Lucknow was pleased to extend a distinctive opportunity for individuals seeking to enhance their professional communication skills through a Live Online 2-hour Course, "Basics of Professional Communication Skills," at a nominal fee. This course aims to equip Junior to Mid-career Professionals in various departments of a Business, such as Marketing, Sales, HR, Operations, Logistics, etc., with foundational knowledge and practical insights into professional communication. The pedagogy for this course adopts an interactive workshop-style approach, fostering an engaged and immersive learning environment.

The esteemed resource person for the course was Dr. Fawad Ali Khan, Assistant Professor (Marketing) at IILM Lucknow, possesses over 14 years of experience in honing the communication and personality development skills of young professionals.

## **Key Focused Ares:**

- Do you encounter challenges in effectively communicating with clients and colleagues due to limited familiarity with the fundamental principles of professional communication?
- Do you face constraints in being selected to represent your team or organization in crucial events such as team meetings and client presentations, and seek to understand the underlying reasons for these limitations?
- Do you feel a sense of ambiguity during business meetings about how to continue meaningfully without committing communication errors?

**Course Content:** The programme content involved the basics of Introduction, Verbal Communication Skills, Non-Verbal Communication Skills, Communication in Teams and Meetings and Communication Technology

**Pedagogy:** The participants were able to attend a Two Hours Online Session through Zoom Meeting Application. The pedagogy involved was Lecture, Dialogue and Discussion, Comprehensive Study Materials, Worksheets and Session Recordings to augment participants learning experience.

## **Learning Outcomes:**

- The participants learnt about Verbal Communication Skills
- The participants learnt about Non-Verbal Communication Skills
- Understanding of Communication in Teams and Meetings
- Understanding of Communication Technology
- Deeper understanding of the fundamental principles of professional communication

# What is Professional Communication?

- Context and Purpose
- Tone and Language
- Structure and Organization
- Audience and Channels
- Impact and Consequences

Developing strong professional communication abilities can contribute to improved collaboration, productivity, and success in the professional realm.



Fawad Khan

## Online Course

Online Course



Nidhi Mohan



T.J.



priyanka sharma

## Shubhangi Gupta

Shubhangi Gupta

# Active Listening

- Active listening is a communication skill that involves fully focusing on and understanding the speaker's message.
- It goes beyond simply hearing the words and involves actively engaging with the speaker and demonstrating genuine interest.
- Key elements of active listening include maintaining eye contact, nodding or using other nonverbal cues to show attentiveness, and avoiding distractions.
- Active listeners strive to understand the speaker's perspective, emotions, and intentions, rather than just waiting for their turn to speak.
- Active listening requires withholding judgment and suspending assumptions, allowing the speaker to express themselves freely.
- Reflective listening is an essential component of active listening, where the listener paraphrases or summarizes the speaker's message to ensure accurate understanding.
- Asking open-ended questions and seeking clarification demonstrates active listening by showing a genuine desire to comprehend the speaker's thoughts and feelings.
- Active listeners provide feedback and validation to the speaker, offering encouragement and support.
- Active listening builds trust, rapport, and stronger relationships by fostering effective communication and understanding.
- It is a valuable skill in various contexts, including personal relationships, professional settings, conflict resolution, and leadership roles.
- Practicing active listening enhances communication effectiveness, promotes empathy, and facilitates better problem-solving and collaboration.



Fawad Khan



# Effective Selling Skills on May 20-21, 2023

Understanding Effective Selling Skills is essential for success in sales and business. Effective selling skills enable individuals to connect with customers, identify their needs, and offer tailored solutions. By mastering these skills, sales professionals can build trust, establish rapport, and effectively communicate the value of their products or services. Understanding effective selling techniques allows individuals to overcome objections, negotiate effectively, and close deals, ultimately leading to increased sales, customer satisfaction, and business growth. It is a valuable skill set that can positively impact one's career and contribute to achieving sales targets and long-term success in the competitive market.

This course aimed to develop the participant's Skills, Behavior and Confidence to sell face-to-face. The workshop was meant for anyone new to a Sales Role or who has a little experience but no formal training and would like to understand more about the sales process and develop their selling skills.

The esteemed Resource Person for the course was Dr. Suchita Vishwakarma (Ph.D & PGDM) is a highly accomplished, result oriented professional having experience of 18 years with expertise in Sales & Marketing. She has been in sales training by profession & passion.

**Course Content:** The courses covered the following content –

## **Day 1: May 20, 2023**

- Barriers to selling.
- What leads to success in sales?
- Identifying Need using effective sales techniques.
- Steering the conversations.

## **Day 2: May 21, 2023**

- Linking your product to the needs.
- Handling Objections using proven methods.

**Pedagogy:** The pedagogy involved was based on Constructive Workshop.

**Learning Outcomes:** The participants of the workshop were able to develop the understanding of:

- Skill that differentiates between an average salesperson and an effective salesperson.
- How to elicit your prospects' needs and desires.
- How to build up credibility for the customer.
- Ability to Identify Needs
- Ability to Steer Conversations
- Ability to Handle Objections
- Ability to Link Products and Needs

Zoom Meeting    You are viewing Dr. Suchita Vishwakarma's screen    View Options


Recording...    View

*Interesting facts:*  
***Sales is the first skill that a child learns.***

- 80% of sales require **5 follow-up calls** after the meeting. 44% of sales reps give up after 1 follow-up.
- **Thursday** is the best day to prospect. Wednesday is the second, best day.
- Salespeople who actively seek out and **exploit referrals** earn **4 to 5 times** more than those who don't.
- 91% of customers say they'd give referrals. Only **11% of salespeople ask for referrals.**
- Only **13% of customers** believe a salesperson can understand their needs.
- 55% of the people making their living in sales **don't have the right skills** to be successful.

*(Data source: Published in Harvard Business Review )*


**"Everyone lives by selling something."**  
**- Robert Louis Stevenson**




Dr. Suchita Vishwakarma

Zoom Meeting    You are viewing Dr. Suchita Vishwakarma's screen    View Options

Recording...    View



**Systematic Process**



Dr. Suchita Vishwakarma

Online Course	
priyanka sharma	Stuti Gupta
Shubhangi Gupta	Alka Singh
Yuktisha	Vipul
Priya Jaiswal	Manisha
Ishv	Tapsi Srivastava



# How To Be Assertive on May 27, 2023

Understanding How to be Assertive is crucial for effective communication and personal growth. Assertiveness empowers individuals to express their needs, opinions, and boundaries in a clear and respectful manner. It helps build self-confidence, improves relationships, and reduces conflicts by promoting open and honest dialogue. By mastering assertiveness, individuals can advocate for themselves, negotiate effectively, and make their voices heard, leading to greater self-assurance and overall satisfaction in both personal and professional domains.

The course aimed at helping individuals build self-confidence, communicate effectively and develop stronger emotional intelligence to achieve the desired goal. The course was meant for any individual seeking to strengthen, influence and gain greater control over their professional and personal lives. It will be extremely helpful for working professionals for effective people management while maintaining a mix of assertiveness and aggression.

The esteemed Resource Person for the course was Dr. Sheetal Sharma, PhD, MBA & PGDM. A Seasoned Academician & Collaborative Leader with expertise of 20 years in Human Resource Planning & Organization Behaviour

**Course Content:** "Learning the Art of Assertiveness" Program covered the following –

- What does it mean to be Assertive?
- Understanding the importance of Assertive communication with help of various challenging interactions
- Learning when and how to be Assertive using verbal and nonverbal strategies
- Assessment of individual's degree of Assertiveness
- Tips for Assertive communication for personal & professional effectiveness

**Pedagogy:** The pedagogy involved was Activity based Interactive Live Online Workshop using Self-Assessment Techniques.

**Learning Outcomes:** The course enabled participants to:

- Learn the interpersonal skill of assertiveness and become self-confident
- Recognize the main categories of behaviour and how to react to them
- Practice the assertiveness techniques in personal & professional setting
- Learn to be better problem-solvers and effective people managers.

Zoom Meeting | You are viewing Dr. Sheetal Sharma's screen | View Options

Online Course | Dr. Sheetal Sharma | Monika | Nitisha Kapoor | priyanka sharma | Tripti Singh

Recording... | Final ppt LW- Assertiveness \_ILM - PowerPoint (Product Activation Failed)

File | Home | Insert | Design | Transitions | Animations | Slide Show | Review | View | Tell me what you want to do...

From Beginning | From Current Slide | Present Online | Custom Slide Show | Set Up Slide Show | Hide Slide | Rehearse Timings | Record Slide Show | Set Up

Play Narrations | Use Timings | Show Media Controls | Monitor: Automatic | Use Presenter View

## Importance of Assertiveness

- Boost self-confidence
- Consider your emotions and accept them
- Improve Interpersonal communication
- Create win-win situations
- Earn respect from others
- Improve your ability to make your choices
- Gain more job satisfaction
- Create and maintain truthful and healthy relationships
- Helps you to be a negotiator and a problem solver

Slide 5 of 22 | English (India) | Notes | Comments | 73%

Zoom Meeting | You are viewing Dr. Sheetal Sharma's screen | View Options

Online Course | Dr. Sheetal Sharma | Monika | Preeti Sahni | Tripti Singh | DV

Recording... | Feedback Matrix

## FEEDBACK REVIEW MATRIX

	UNEXPECTED	EXPECTED
POSITIVE	HABITUATE IT	CELEBRATE IT
NEGATIVE	EXPLORE IT	ACT ON IT



# Personal Financial Planning for Salaried Individuals (Basics) on Jun 10, 2023

Personal Financial Planning is of paramount importance for salaried individuals. It empowers individuals to manage their money effectively, achieve financial goals, prepare for emergencies, secure their retirement, and make informed financial decisions. By proactively planning their finances, salaried individuals can enhance their financial well-being and enjoy a more secure and fulfilling financial future.

The course was aimed to develop a basic understanding of Personal Financial Planning for young Salaried Individuals with a purpose of achieving Financial Wellbeing. It is meant for salaried individuals of any of the following categories -

- Who were working at entry or middle level, in Private or Public sector, and earn a regular monthly salary.
- Who had a disposable surplus (salary is more than their expenses) but are unable to optimally utilize it.
- Who did not had a disposable surplus (expenses are more than or equal to salary) and crave for creating it.
- Who did not know how to do Personal Financial Planning but want to know about it and do it to achieve Financial Wellbeing

The esteemed Resource Person for the course was Dr. Naela Jamal Rushdi, CFPCM, PhD, MBA (Finance) & BSc (ZBC), has over 24 years of experience in teaching Finance, Accounting & Investment courses to post-graduate level management students and working professionals. She has been teaching at IILM Academy of Higher Learning, Lucknow for 16+ years and is currently designated as Director and Professor (Finance).

**Course Content:** The Financial Planning for Salaried Individuals (Basics) Program covered the following –

- Demonstration of the Power of Compounding & the Erosion in Wealth due to Inflation.
- Why& How should every salaried individual implement Financial Planning in their own lives?
- How to decide what is the basket of correct investment alternatives for you?
- How to prepare oneself for economic emergencies?
- How to plan for a future financial goal, say a child's education?
- How to plan for the golden years of your life (that is, retirement)?
- How to protect one's family against the economic impact of death?

**Pedagogy:** The pedagogy involved was Interactive Live Online Workshop, with numerical illustrations and customised examples.

**Learning Outcomes:** The participants developed an understanding of:

- The most beneficial phenomenon of the economic world – The Power of Compounding; & the deadliest curse – The Reduction in Purchasing Power of Currency
- The concept & elements of Comprehensive Financial Planning
- The available financial instruments & alternatives.
- The making of Financial Plans for Retirement, for Children Education or for Insurance (Life & Health).
- 7 Steps to Financial Wellbeing

Zoom Meeting You are viewing Dr. Naela Rushdi's screen View Options

Recording...

# Expected Learning Outcomes

*Understand & Use -*

- The Power of Compounding
- 7 Steps to Economic Wellbeing using Financial Planning
  - Make a Budget
  - Protect yourself against Risks
  - Protect against Inflation
  - Diversify your Investments
  - Start Goal Based Investing
  - Make Finances Tax-Efficient.
  - Be Involved in Financial Decisions



Dr. Naela Rushdi

IILM Lucknow

Nitin Mohan

Harshit

naveen singh

Tapsi Srivastava

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Recording...

Financial Planning for Salaried Individuals - Saved to this PC

File Home Insert Draw Design Transitions Animations Slide Show Record Review View Help

From Beginning From Current Slide Custom Slide Show ~ Rehearse with Coach Rehearse Set Up Slide Show Hide Slide Rehearse Record ~ Play Narrations ~ Show Media Controls ~ Use Timings ~ Use Presenter View ~ Monitor: Automatic ~ Always Use Subtitles ~ Subtitle Settings ~

AutoSave ON

## What's on your Bucket List ?

Watch a football match in Old Trafford	Launch my own start up venture	To buy the latest Gadgets	Emergency funds for health	Plan for Parent's 50 <sup>th</sup> anniversary
	Holiday to Europe	500 Backpacking Tour to Switzerland		
Supporting a noble cause (Donations)	Buy my first Car	Post Graduation course	Destination wedding at Jaipur	Vacation home in Goa
Buy a guitar and take lessons		Give back to society -- start an NGO	Kids education	Lifestyle upgrade from trains to flights
Upgrading to the latest SUV			Learn Golf	Expenses for Child(ren)
Retire early and rich	Mega graduation bash	Lifetime club membership	Climb Mount Everest	
			Interior Home Decoration	

Slide 4 of 45 Accessibility Investigate

Dr. Naela Rushdi

IILM Lucknow

Mohammad Kh...

Aditi Srivastava

naveen singh

Nitin Mohan



# Excel for Beginners on Jun 11, 2023

Learning Excel is of great importance for beginners and professionals alike. Excel is a powerful spreadsheet software developed by Microsoft that offers a wide range of features and functionalities. It enhances productivity, offers versatility, aids in data analysis and visualization, facilitates financial management, improves problem-solving and decision-making abilities, and contributes to professional growth whether for personal use or professional pursuits, Excel skills are invaluable in today's data-driven world.

IILM Lucknow extended an opportunity for individuals through a Live Online 2-hour Course, "Excel for Beginners," at a nominal fee. The esteemed Resource Person for the course was Prof. Ashish Mahendra (PhD Pursuing & MBA) is a highly accomplished, result oriented professional.

## Course Content:

- Basic Terms in Excel (Formulas & Functions) - IF, SUMIF, COUNT, TRIM, LEFT/RIGHT
- Sorting and Filtering Data - UNIQUE, SORT, FILTER
- Hands on with Important functions for business analytics - VLOOKUP, IFERROR, HLOOKUP, CONCATENATE, COUNTA, COUNTBLANK
- Use of Pivot Tables

**Pedagogy:** The participants were able to attend a Two Hours Online Session through Zoom Meeting Application. The pedagogy involved was Interactive Live Online Workshop, hands-on with practice dataset.

## Learning Outcomes:

- How to turn Raw Data into Actionable Insights
- How to Organize Data in an Easy-to-Navigate way
- How to Perform Basic and Complex Mathematical Functions
- How to Perform Analysis and Summaries of Datasets

The screenshot shows a Zoom meeting interface. At the top, a green bar indicates "You are viewing Ashish Mahendra's screen" and a "View Options" dropdown. Below this, the Zoom meeting controls are visible, including "Recording..." and "View". The main content area displays an Excel spreadsheet titled "Practice File for Excel for Beginners.xlsx". The spreadsheet contains data for 27 employees, with columns for Employee ID, Name, Hourly Wage, Hours Worked, Taxable Income, Taxes to Be Paid, Case1, Case2, Lookup, and hours worked Standard. A "Summary Chart" is visible on the right side of the spreadsheet. The Zoom participant list on the right includes Ashish Mahendra, IILM Lucknow, Ankit singh, Mohd wali, and Ridhika.

# Professional Branding Through LinkedIn on Jun 17, 2023

Professional Branding through LinkedIn is essential for professionals in today's digital landscape. By effectively utilizing the platform, individuals can enhance their visibility, expand their network, establish credibility, and unlock various career and business opportunities. Investing time and effort in cultivating a strong professional brand on LinkedIn can yield significant long-term benefits.

IILM Lucknow's Workshop on Professional Branding helps to get a better hold of Social Media presence. If someone who is looking for a New Job, Promotion or Growth in career, one MUST know the Power of Professional Branding. Wake Up & Take Action, otherwise one may miss life-changing professional opportunities. IILM Lucknow extended a distinctive opportunity for individuals through a Live Online 2-hour Course, "Professional Branding through LinkedIn," at a nominal fee. This course was aimed for Junior to Mid-career Professionals.

The esteemed Resource Person for the course was Dr. Suchita Vishwakarma (Ph.D & PGDM) is a highly accomplished, result oriented professional having experience of 18 years with expertise in Sales & Marketing. She has been in sales training by profession & passion.

## **Key Focused Ares:**

- How to have a Professional Presence on Social Media?
- How people in your industry recognize you?
- How you get recommendations?
- Are you able to stand out in your peer group?

**Course Content:** The programme content involved the Understanding and Usage of LinkedIn Platform.

**Pedagogy:** The participants were able to attend a Two Hours Online Session through Zoom Meeting Application. The pedagogy involved was Lecture, Dialogue and Discussion using LinkedIn.

## **Learning Outcomes:**


- Concept of Professional Brand on Social Media
- How to Leverage Brand towards our Professional Growth
- How to build Credibility & Professional Brand



Zoom Meeting You are viewing Dr. Suchita Vishwakarma's screen View Options

Recording...

Who are you????



Dr. Suchita Vishwakarma

IILM Lucknow

Nitin Mohan

Wali

amit kumar

Ms. Nabhjeet Kaur

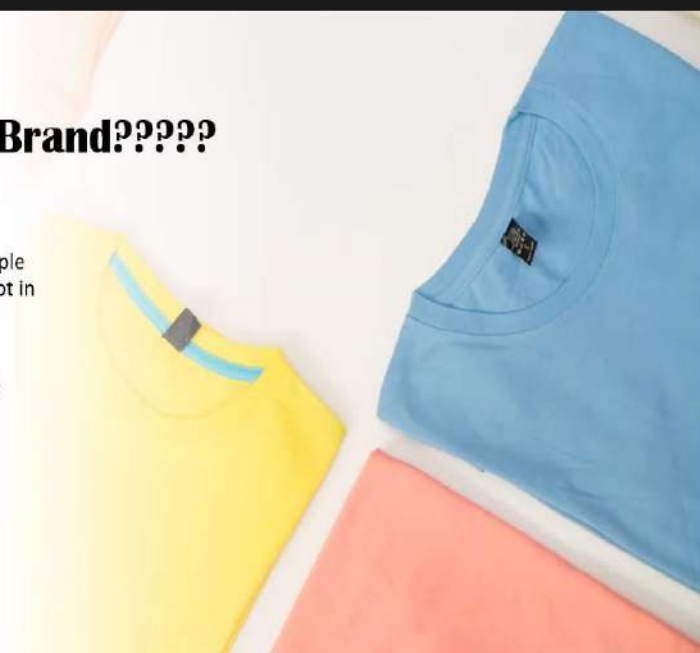
Zoom Meeting You are viewing Dr. Suchita Vishwakarma's screen View Options

Recording...

**Professional Brand?????**

Your brand is what other people say about you when you're not in the room."

~Jeff Bezos, Amazon



Dr. Suchita Vishwakarma

IILM Lucknow

Nitin Mohan

Wali

Nitisha Kapoor

amit kumar

# Round Tables

## HR ROUNDTABLE

A virtual HR roundtable was conducted on May 26, 2023, with the aim of bridging the gap between Industry and Academia, finalizing the module plans of HR core and elective courses, and seeking expert inputs on enhancing students' employability quotient in the HR domain. Eminent panelists from the Industry included Mr. Mudit Dalela, State HR Head MPCG Telecom; Mr. Deepak Mishra, General Manager - Human Capital and Employee Experience at C.P. Milk & Food Products Pvt. Ltd.; and Ms. Ashima Birmani, Senior HRBP (Human Capital Management) for Leadership Hiring and Strategic Initiatives at Apollo Hospitals Lucknow. The HR roundtable also featured esteemed alumni, Ms. Divya Chaturvedi, Assistant Manager-Global Strategic Leadership at Wipro Limited, and Ms. Vishi Sukhwani, Human Resources Business Partner at HCL Technologies. The panelists reviewed the modules and provided valuable inputs on contemporary topics in the HR domain.

The guests also offered various suggestions for augmenting skill-based certifications and live projects. They recommended incorporating the latest pedagogical innovations in the classroom and discussed different approaches for collaborating with Industries for Short-Term Training and Management Development Programs (MDP). The session concluded by emphasizing the enhancement of students' employability through diverse interactions with the industry.

## FINANCE ROUNDTABLE

The Finance Area of IILM Academy of Higher Learning, Lucknow, organized a Finance RoundTable on May 13th, 2023. Seven industry professionals from various sectors were invited to share their expert views on reviewing the curriculum to develop industry-ready finance professionals. The professionals were Mr. A K Nigam, Owner of BPN Fincap Pvt. Ltd; CA Geeta Tolia, Finance & Strategy Expert and Partner at T5-ILS Network; Mr. Ashish Kumar Shukla, Branch Manager at IndusInd Bank; Mr. Mirza Umar Beg, Senior Consultant at EY GDS; CA Arpit Saxena, Manager – IRRBB at HSBC; Ms. Juhi Shukla, Finance Executive at HCL Technologies; and Mr. Kishan Mishra, Senior Analyst at HSBC.

The panelists suggested that the course "Financial Planning and Wealth Management" should be taught to all students as a life skill, rather than being confined to finance students only. They also advised incorporating real-time application-based practical case studies and projects during classroom teaching to enhance students' practical orientation. Several new job-driven key terms emerged throughout the discussion with the experts, such as Digital Banking, cybersecurity, KYC management, Risk Management, RBI Compliances, SOX, Internal Auditing, Anti-Money Laundering, Transaction Monitoring, and Fraud Analyst. These areas were identified as potential avenues for the final placement of students.

Considering the industry's shift towards digital transformation, suggestions were made to emphasize imparting Basic & Advanced MS-Excel, Power BI, and Tableau skills to students, thereby enhancing their employability in the dynamic market. The panelists further recommended that the institute should identify 3-5 focus areas in finance. They also advised discontinuing the Direct & Indirect Tax course, as it does not directly align with available job opportunities. The courses "Security Analysis & Portfolio Management" and "Capital Market Dynamics" were suggested to be merged into a single course with a more practical orientation. Additionally, the panelists recommended that the institute explore its alumni network to identify real-time corporate opportunities such as internships and jobs for current students. Based on the above suggestions, constructive actions will be taken by the Finance Team Members, including Dr. Naela Rushdi (Area Chair), Prof. Tapsi Srivastava, Prof. Ashish Mahendra, and Prof. Nabhjeet Kaur, to bridge the gap between academia and the industry.



## **OPERATIONS/ANALYTICS ROUNDTABLE**

The Virtual Round Table Discussion in the Operations/Analytics Area was held on June 3rd, 2023. The session, led by Mr. Tauseef Irfan, Area Chair for Operations and Analytics, aimed to assess and refine the curriculum to cultivate industry-ready professionals in this field. Mr. Irfan underscored the significance of industry collaboration in curriculum development.

The panel consisted of distinguished external experts: Mr. Mohit Malani, Founder of Buletick.ai; Mr. Bharat Singh, Cluster Operations Manager at Reliance Trends; Mr. Tehseeldar Yadav, Assistant Manager of Logistics & SCM at Reliance Jio Infocomm; and Mr. Vivek Dwivedi, Subject Matter Expert at Main Data Group. Alongside the internal team, they engaged in fruitful discussions that resulted in noteworthy recommendations. The consensus was to offer Operations and Analytics either as a dual specialization or with Operations as a major and Analytics as a minor, given the cross-functional applicability of Analytics. The need to introduce Business Analytics concepts early, particularly for students without a programming background, was stressed. The experts also emphasized integrating practical modules like Supply Chain Analytics and advocating for hands-on field visits. The discussions generated actionable insights, including curriculum modifications, skill enhancement initiatives, and pedagogical advancements. The panelists expressed keen interest in continued collaboration for various industry-institute initiatives.

The session concluded with gratitude for the enriching exchange of insights and a shared commitment to aligning academia with industry demands in the Operations/Analytics domain.

## **MARKETING ROUNDTABLE**

IILM Lucknow is committed to fostering a lifelong learning academic environment. With the aim of fostering idea exchange, sharing expertise, and cultivating knowledge, the faculty members of the Marketing domain conducted a module review for all the proposed courses for the academic year 2023-24 on May 27, 2023. The event was graced by five industry experts with extensive experience in marketing and sales across various sectors.

The external experts and professionals with diverse interdisciplinary interests in the field of marketing who participated were:

- Mr. Alok Tripathi, Revenue Head at Rajasthan Patrika
- Mr. Nitin Malik, DGM, Customer Acquisition, and National Head at Reliance Jio - Retail
- Mr. Suyash Tripathi, Regional Marketing Manager at HDFC Bank
- Mr. Harshit Tripathi, Relationship Manager at ICICI AMC
- Mr. Rishabh R Catchick, Revenue and Catalogue Manager at BeatO

The marketing faculty team hosting the event included Dr. Suchita Vishwakarma, Area Chair Marketing & Associate Professor at IILM Lucknow; Dr. Fawad Khan, Assistant Professor; and Prof. Ridhika Chatterjee, Assistant Professor.

The focus of the discourse was to restructure the curriculum to develop skilled and responsible business leaders, aligning with the government's efforts to reduce the country's employability gap. The discussion centered around outcome-based education, practical learning, fostering entrepreneurial skills, and understanding the concepts and applications of the digital world and AI for the benefit of future managers.

Following a thorough and in-depth deliberation, the panelists recommended the inclusion of fundamentals of Neuroscience and Neuro Marketing, Power BI, and other visualization software. These additions would help students comprehend and interpret customer-related data for improved decision-making. The panelists also explored opportunities to create a practical ecosystem by collaborating with startups, allowing students to gain experience in forming dashboards and utilizing e-CRM tools. Beyond academics, the experts emphasized the importance of developing stress-handling abilities among students.

The industry experts, along with faculty members, engaged in a productive, enthusiastic, and outcome-oriented discussion.

# Academic Advisory Board Meeting

**Day and Date:** Wednesday, June 7, 2023

**Mode:** Online Mode

**Time:** 11 am – 12:30 pm

**Internal Members present.**

Sr.	Name of Member	Designation
1	Dr. Arvind Chaturvedi	Pro-VC& Director, School of Management, IILM Univ, Gurugram
2	Maj. Gen. B.D. Wadhwa	Pro-Vice Chancellor, IILM Univ, Greater Noida
3	Dr.Naela Jamal Rushdi	Director & Professor, IILM Lucknow, Area Chair(Finance)
4	Dr. Sheetal Sharma	Dean & Professor, IILM Lucknow, Area Chair (HR)
5	Dr. Vibhuti Gupta	Associate Professor, IILM Lucknow & Coordinator – Research
6	Dr. Suchita Vishwakarma	Associate Professor, IILM Lucknow, Area Chair(Marketing)
7	Prof. Tauseef Irfan	Assistant Professor, IILM Lucknow, Area Chair(Ops &Analytics)
8.	Dr. Fawad Khan	Assistant Professor, IILM
9.	Dr. Neha Tiwari	Assistant Professor, IILM
10.	Ms. Riddhika Chatterjee	Assistant Professor, IILM
11.	Ms. Tapsi Srivastava	Assistant Professor, IILM



### External Members present

Sr.	Name of Member	Designation
1	Dr. Prakash Singh	Professor Finance, IIM Lucknow
2	Mr. A.K. Nigam	Financial Trainer & Owner, BPN Fincap Pvt. Ltd.
3	Dr. Rakesh Belwal	Professor, Sohar University, Oman
4	Dr. Arshi Naim	Associate Professor, King Khalid University, KSA
5	Mr. Anoop Mishra	Branch Manager, ITC &Alumnus Batch 2004-06
6	Mr. Nitin Malik	DGM Customer Acquisition,(National Head), Reliance JioRetail&AlumnusBatch08-10
7	Dr. Arpita Mehrotra	Assistant Dean, Westford University College, UAE & Alumnus, Batch2010-12

The Academic Advisory Board Meeting for IILM Lucknow was conducted online on June 7, 2023. The agenda covered various aspects, including credit allocation, course delivery methods, electives, student activities, employability enhancement, new initiatives, and more. Dr. Suchita Vishwakarma initiated the meeting, and Dr. Naela Jamal Rushdi, Director of IILM Lucknow, welcomed the panelists, introducing IILM's vision and commitment to nurturing innovative and responsible business leaders. Dr. Sheetal Sharma presented the agenda, highlighting changes based on past feedback and the credit sheet for the forthcoming batch. Electives, course assessment methods, and employability enhancement were discussed, and valuable suggestions were offered by panelists to enrich the academic experience.

The credit sheet for the PGDM Batch 2023-25 was presented, reflecting adjustments based on industry input and student performance. Electives were chosen with industry prospects in mind, while course delivery methods and assessment techniques were considered, including open book examinations. Extra and co-curricular activities were planned to engage students and enhance their skills, involving alumni and real-world cases. Employability initiatives and analytics development were discussed, with insights shared on faculty development and cost considerations.

The meeting highlighted IILM's commitment to student-centered education, with credits, electives, and assessment methods adapted based on industry insights. Strategies to improve student employability and analytics education were proposed, along with faculty development initiatives. The institution's engagement with alumni and industry stakeholders was emphasized for holistic growth. The meeting concluded with gratitude for the input received and the commitment to IILM Lucknow's ongoing progress.

# Board of Governors Meeting

**Day and Time: Thursday, June 8, 2023**

**Time: 11 AM – 12:30 PM**

**Mode- Online Mode**

**External Members Present**

Sr.	Name of Member	Designation
1	Mr. Kaustav Mazumdar	Member, BOG, Serial Entrepreneur & Angel Investor, Start-up Mentor
2	CA Geeta Tolia	Member, BOG Finance & Strategy Expert, Partner– T5-ILSNetwork
3	Mr. A.K. Nigam	Member, BOG Financial Trainer & Owner, BPN Fincap Pvt. Ltd.
4	Mr. Anoop Mishra	Member, BOG Branch Manager, ITC &Alumnus, Batch2004-06

**Internal Members Present.**

Sr.	Name of Member	Designation
1	Dr.Sujata Shahi	Chairperson, BOG, Vice Chancellor, IILM University, Gurgaon
3	Dr.Taruna Gautam	Vice Chancellor, IILM University, Greater Noida
4	Maj.Gen. B.D.Wadhwa	Pro-Vice Chancellor, IILM University, Greater Noida
5	Dr.Arvind Chaturvedi	Pro-VC & Director, SoM, IILM University, Gurugram
6	Mr. OP Sharma	Vice President, IILM
7	Dr.Naela Jamal Rushdi	Member Secretary, BOG, Director,IILM Lucknow
8	Dr.SheetalSharma	Dean & Professor, IILM Lucknow
9	Dr. Suchita Vishwakarma	Associate Professor, IILM Lucknow
10	Dr. Vibhuti Gupta	Associate Professor, IILM Lucknow
11	Mr. Tauseef Irfan	Assistant Professor, IILM Lucknow
12	Mr. Ashish Mahendra	Assistant Professor, IILM Lucknow
13	Dr. Neha Tiwari	Assistant Professor, IILM Lucknow
14	Dr. Fawad Khan	Assistant Professor, IILM Lucknow
15	Ms. Tapsi Srivastava	Assistant Professor, IILM Lucknow
16	Ms. Riddhika Chatterjee	Assistant Professor, IILM Lucknow
17	Mr. Nitin Mohan	Manager -Corporate & Alumni Relations, IILM Lucknow
18	Ms. Pooja Bhatnagar	Manager -Placements, IILM Lucknow



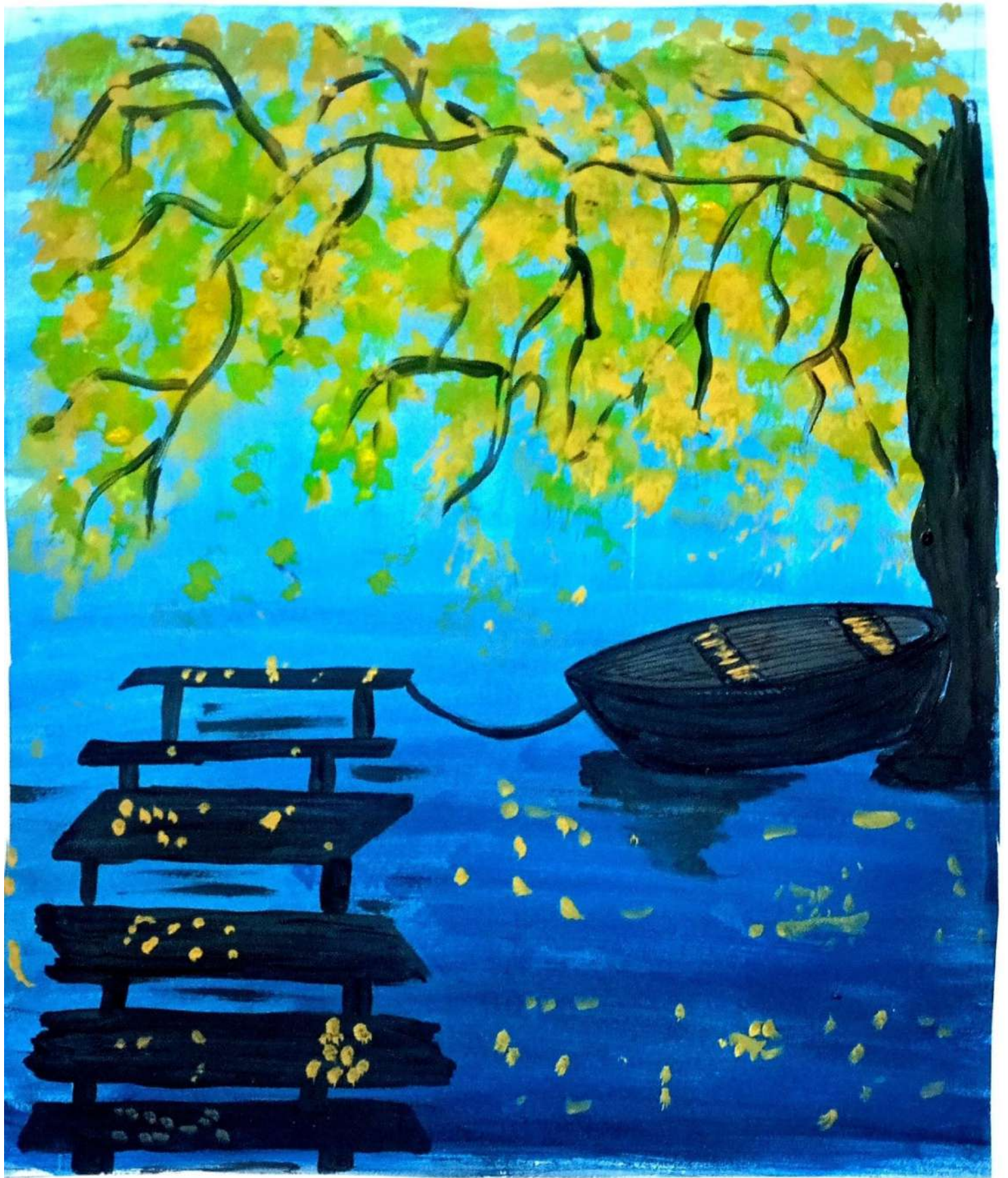
The Board of Governors Meeting for IILM Lucknow was conducted online on June 8, 2023. The meeting covered key areas such as PGDM program enhancements, industry engagement, alumni connections, entrepreneurial mindset development, corporate social responsibility, research, and executive education. Dr. Sujata Shahi and Dr. Naela opened the session, highlighting progress based on past recommendations. Dr. Sheetal discussed the upcoming PGDM batch, aligned with NEP 2020, while suggestions were made to enhance faculty understanding of the policy. Placements and industry engagement were addressed by Dr. Suchita, focusing on improved placements and industry involvement in curriculum and training.

Dr. Fawad presented alumni initiatives, emphasizing alumni chapters and support for young alumni. The cultivation of an entrepreneurial mindset, including an Inter-College Elevator Pitch, was discussed by Dr. Neha. Dr. Sujata emphasized turning students into job creators. Corporate Social Responsibility was presented by Dr. Neha, highlighting community outreach programs and rural immersion. The research agenda, led by Dr. Vibhuti, stressed quality over quantity, and interdisciplinary collaboration was encouraged.

Dr. Naela addressed executive education, including online courses for professionals and potential expansion. The meeting concluded with Dr. Sujata's gratitude for panelists' insights and commitment to implementing the discussed suggestions in the coming year, ensuring IILM Lucknow's continuous development.

# Student's Corner





*Preeti*

Preeti Singh  
PGDM 2022-24

## My first Year Journey At IILM

I have started on a tremendous path of personal and professional growth over the course of the last year. This phase of transformation has been chock-full of fresh encounters, difficulties, and self-discovery. I have gained priceless lessons that have influenced my viewpoint and enabled me to succeed in different facets of my life from taking on thrilling experiences to dealing with unanticipated hurdles.

I vividly recall the lovely day I entered college for the first time on July 7, 2022. It was a fantastic experience after 2.5 years of working in an organisation, and returning to student life was a little challenging, but it was a novel one.

After lunch every day for a month while our foundation sessions were in session, we were paired with different games and activities to help us get to know one another.

Despite being in a new location, a new culture, and a new atmosphere, blending in was not difficult.

We visited Vrindavan Bottlers during the foundation time, and two days later we presented a brief presentation on the themes that were assigned to us.

My first year at IILM was tremendous. I would like to say that IILM does not focus on bookish knowledge; rather, it is an institute that focuses on your overall growth. As a result, I have noticed positive changes in myself, and my family has also noticed these changes. Additionally, because IILM has an open culture, everyone feels respected and valued there. Our faculty, mentors, and staff are also very helpful in every way; they not only assist with academics but also with personal life matters.

I have a BCA and a science background, so the topics of finance and management were quite strange to me. However, with the support of my professors, I was able to handle and gain a deeper grasp of the courses, and I did well thanks to their directions.

The finest experience up until Zeal 2022 came along, when we were aligned to receive sponsorship that helped us to get the confidence in ourselves to engage with more people and create confidence in yourself. It wasn't only about academics, it more focused on extracurricular activities and sports as well.

Organising and taking part in various activities taught us all a lot, and we all had a great time.

After our examinations, we all participate in the interviewing process for summer internships.

I've seen that a range of MNCs visit colleges seeking placement and internship opportunities.

I get Selected at Nippon India Mutual Fund as a Sales Trainee.

And my Summer Internship is also going Good.

I would like to express my gratitude to IILM Academy of Higher Learning Lucknow for helping me to advance both academically and professionally. Without proper guidance, I am unable to develop effective communication, presentation, networking, leadership, proper time management, and managing a balance in my personal and professional life.

**!!Thank you!!**



## How IILM Is Different from Other Colleges

Choosing the right college is a critical decision that shapes a student's educational journey and future career. IILM stands out as an exceptional institution that offers a comprehensive and enriching college experience. With its supportive faculty, affordable fees, vibrant events, and excellent placements, IILM provides students with the tools and opportunities needed to succeed in today's competitive professional landscape. Further I would acquaint you to various aspects which work together to make IILM one of the best institutions of Lucknow.

### **Supportive Faculty: Guiding Students Towards Success**

At IILM, students are fortunate to have a faculty that goes above and beyond to support their academic and personal growth. The dedicated faculty members create a nurturing learning environment, encouraging open communication, critical thinking, and personalized guidance. Whether it's clarifying complex concepts, aiding with projects, or offering career advice, the supportive faculty at IILM play a pivotal role in empowering students to achieve their goals. With their extensive knowledge and expertise, the faculty members prepare students for success both inside and outside the classroom.

### **Vibrant Events: Enriching Experiences Beyond Academics**

At IILM, the college experience extends beyond academics with the vibrant events it organizes. One such event is Zeal, which showcases the institution's commitment to fostering a well-rounded educational journey. Zeal brings together students from IILM and other colleges, creating an atmosphere of camaraderie and healthy competition. This event offers a wide range of indoor and outdoor games, including basketball, chess, kho-kho, and more. Zeal not only promotes physical fitness but also nurtures qualities such as sportsmanship, teamwork, and leadership skills. Participating in these events enriches students' experiences and helps them develop a holistic skill set.

### **Excellent Placements: Empowering Career Success**

IILM takes pride in its strong industry connections and dedicated placement cell. These factors contribute to the institution's remarkable track record of securing excellent placements for its students. Through strategic collaborations with leading companies, IILM opens doors to a wide range of career opportunities. The placement cell works tirelessly to provide guidance, mentorship, and professional development support, ensuring that students are well-prepared for the job market. The college's reputation and alumni network further enhance students' employability, making IILM graduates highly sought after by recruiters.

IILM offers a college experience that goes beyond academics, providing students with a nurturing and empowering environment. The supportive faculty, with their dedication and guidance, prepares students for success in their academic pursuits and professional lives. Affordable fees ensure that quality education remains accessible to all, fostering a diverse and inclusive community. Vibrant events like Zeal foster camaraderie, sportsmanship, and leadership skills, creating memorable experiences. Moreover, IILM's commitment to excellent placements equips students with the opportunities and resources needed to launch successful careers. With IILM's holistic approach to education, students graduate as well-rounded individuals prepared to make a meaningful impact in their chosen fields.



# Alumni Connect

## MY JOURNEY AT IILM LUCKNOW

Life is like a roller coaster, full of twists and turns, ups and downs, and surprises. I, Anamika Pandey, from MBA batch 19-21, would like to share a short glimpse of my journey from IILM to IBM.

When I got admission, I was extremely excited to explore new things in life, from gaining experience through studies to participating in different activities. This is what life is meant to be - always turning the next chapter with excitement and joy. However, I never thought that I would become so emotionally connected to this part of my college journey. Touchwood, I was truly blessed with the best teachers, and I was even more eager to learn new things every day.

But as someone has rightly said, life doesn't always go according to plan; it always has some unexpected turns. Sadly, our batch was only able to attend classes for 6 months as the coronavirus disrupted everything in March 2020. Due to this, our batch became famous as the "COVID batch." We, the students, also became worried about our careers. However, our teachers didn't lose the courage to guide us in the best possible manner. I can relate to the saying that a teacher is someone who can inspire hope, ignite the imagination, and instill a love of learning. They found the best way to guide us by teaching online. Though we were not physically present, the teachers made us feel comfortable by being mentally present and supporting us with their best efforts.

Moving ahead in life, there comes a point where you have to turn the page to accomplish the next task you have planned. After completing my MBA, my main goal was to secure a job in the best organization. After MBA, I climbed the stairs by doing several internships, and finally, I reached my destination by getting the opportunity to join IBM.

I cannot express in words how important a role my teachers played in my life. No matter what position I am in today, I will always be grateful to them for their support.

## HOW TO DEAL WITH A SUBORDINATE WHO IS GOOD AT HIS JOB, BUT IS ARROGANT

Finding someone who is really good at their job as a subordinate might seem like a manager's dream, but it can quickly turn into a nightmare when that employee becomes arrogant.

For starters, it may help to remember that those who display arrogance usually do so as a way of camouflaging their deep insecurities.

Generally, arrogant people won't listen to what you have to say, so sometimes you just need to smile and nod, comfortable in being the more secure person.

When someone is driving you crazy with their arrogance, you might ask them, very politely, "May I ask how you became such an expert on this subject? Did you study? Did you learn this from having a bad experience? Is there anything you know nothing about that I might be able to help you with?"

In the above context, I would like to share a few steps that might be helpful for management experts who are dealing with such types of nightmares in their workplaces.

### **These steps are as follows:**

**Step 1:** Attitude is one part of performance. Sit down with the staff member immediately and explain that even though their work results are excellent, their interactions with other people are unacceptable, and that distinction will begin to influence performance reviews and other measures of success on the job. Talk about the difference between arrogance and self-confident assertiveness, and explain that arrogance and insubordination are extremely damaging to careers.

Let them know what behavior is not acceptable. Be specific in your descriptions of which behaviors and actions must stop. Be sure to have examples of their past behavior (especially toward you). Make sure they listen, and let them know that you will be monitoring their behavior.

**Step 2:** Make an improvement plan. If they are unaware of how they misbehave or act out, offer them professional assistance. Either you can coach them yourself, or tell them to seek outside professional assistance from a coach or counsellor. Let them know that you are trying to help preserve their personal and professional well-being.

**Step 3:** Make the significance clear. Those who are arrogant often think that the company needs them so badly they can get away with anything. Let them know that if things don't improve, the ship will sail without them. You can let them know that they are important, but their behavior toward others is contrary to the company's values.

**Step 4:** Keep track of progress. At every step, document what you've said and done, and keep others in your company informed of what's going on. Especially since they've been biased toward your problem employee, take every opportunity to show them that you're being fair and methodical in your dealings.



**Step 5:** Set a time to meet again. Let them know they have a certain set time in which to show improvements. After six months (or whatever time you set), there will be another review to see if the attitude and behavior have changed. Firmly and explicitly tell them that this is a non-negotiable point: If there is no change, there will not be a position available for them after six months.

**Note:** *The above-discussed steps are highly influenced by Lolly Daskal, CEO and founder of "Lead from Within", and are very helpful for management experts like us.*

In the above-discussed 5-step formula, we have to be very careful about the circumstances that happen in between and remember to avoid the following situations:

Ignoring an arrogant person may be effective in getting them to leave you alone, but recognize that arrogant people have a way of taking up the air in a room. So even though they're not talking to you, you may still find them annoying to be around.

Try not to get into any type of debate with them because they'll never hear your side of the story, and if they do, they will continually tell you that you're wrong. Often, arrogant people will try to make you feel insecure and at fault. They do this in an attempt to demonstrate control over the situation. If this happens to you, do not get mad at all; that's what they want from you. Instead, consciously understand their belittling actions and see their intended conclusion from their perspective. Act wise and in control, but don't escalate the situation by responding in an angry or hostile manner.

Lastly, I would like to thank everyone for reading my article, and I hope it may be helpful to those who need it.

**Ashish Kumar Shukla**  
**Batch2005-07**  
**President- IILM Lucknow**  
**Alumni Association**

## **Landing A Top Role in Investment Banking, Asset Management and Trading - Some Top Tips**

It is no secret that looking for a new job can be stressful and overwhelming. But you need to keep your emotions/anxiety aside and follow a few tips.

### **1) Think Thoughtfully About What Area You Want To Work In:**

First, and perhaps most importantly, try and figure out where your passion and interests lie and where you might be best suited. Remember you will be doing this job every day. And no one knows you better than you. So make sure you think deeply about the 'type' of work you think you may enjoy.

For example, banking and trading are two very, very different roles and often require very different personalities and skill sets.

So do your research. Picking the right area will pay off in the long run (and save you a lot of heartache along the way).

But don't worry, it's very rare if someone picks their dream job straight out of university, you can absolutely still work it out later down the line (I did).

### **2) Invest In Yourself:**

Strong technical and quantitative skills are already highly sought after. Developments in AI this year have put rocket fuel into that demand...So make sure your technical skills are top-notch and that often requires investing in yourself.

A small investment in yourself, paired with a bit of sacrifice will pay off handsomely in the future.

Every employer dreams of hiring candidates that come in and contribute from day one. Of course, you can learn on the job. But showing that passion and willingness to put in the hard work before you have even started shows great determination and grit.

### **3) Develop Your Critical Thinking, Communication, Emotional Intelligence And Teamwork Skills:**

In a world with an endless stream of data available, being able to critically think, draw concise conclusions and have the ability to communicate your view with conviction will become increasingly valuable.

Communication skills, emotional intelligence, creativity and interpersonal skills are NOT going away. In fact, in the age of AI, they are likely to become an increasingly valuable skill for every candidate to possess.

The ability to work thoughtfully in a team or with clients will put you at a huge advantage when trying to secure your future.

#### **4) Pick A Growing Area:**

The best job opportunities in the future will be in finance and tech and there will continue to be a plethora of roles available. But if you can combine those technical skills with strong interpersonal skills, you will have a great chance of being really successful.

**5) Ask for help/suggestions** - Do not try and tackle this undertaking on your own. Once you have identified your preferred area, make lists of people you know within those industries, and do not be afraid to reach out. Talking to someone who is not your friend or family can give you a different perspective.

#### **6) Don't Be Too Hard On Yourself - Everything Will Work Itself In The End:**

Rejection is a hard pill to swallow, but it's an essential part of your journey. Do remember, all of those top finance people on TV that you look up to, all had to start somewhere. Everything will work itself out in the end and if it doesn't work itself out, it's not the end!

Good luck.



# **Faculty and Staff Achievements**

**Dr. Vibhuti Gupta**  
**Associate Professor (OB & HRM)**

**Online Courses Conducted and planned:**

- Conducted an online “Mindful Stress Management to Ensure Mental Health” session on May 13, 2023.
- Conducted a session on Business Process Reengineering for the Sr. officers of the Sugar Industry and Cane Development Department, UP on Feb 1, 2023.

**Research Update:**

1. Gupta, V., Upadhyay, S.K. & Malik, C. (2023). Rescuers Need To Be Rescued: Multi-pronged Strategies to Ensure Mental Well-Being Among Police Personnel. J Police Crim Psych. <https://doi.org/10.1007/s11896-023-09590-6>. ISSN No. 0882-0783 (Springer Nature Journal, Indexed in SCOPUS Q1-best quartile, Web of Science).
2. Gupta, V., & Sinha, N. K. (2023). Emotional Disorders, Dispositional Mindfulness, and Mediating Role of Acceptance in Undergraduate and Postgraduate Students. Vikalpa. <https://doi.org/10.1177/02560909231166498>. ISSN: 0256-0909 Online ISSN: 2395-3799. (Indexed in SCOPUS, Chartered Association of Business Schools (ABS), DeepDyve, Directory of Open Access Journals (DOAJ), Dutch-KB, EBSCO, Indian Citation Index (ICI), J-Gate, OCLC, Ohio Portico, ProQuest).
3. Tiwari, Neha, Shukla, Shalini, Sharma, Sheetal and Gupta, Vibhuti (2023). Maternal Guilt, Gender Stereotyping and Work Life Conflict: A Study On Women Business Leaders In Asia-Pacific. GIS Science Journal, 10 (2), 628-643. ISSN-1869-9391, DOI:20.18001.GSJ.2022.V10I2.23.40751. (Indexed in UGC Care)

**Dr. Suchita Vishwakarma**  
**Associate Professor (Marketing)**

**1. Online Courses Conducted**

- Conducted a session for Bansal Institute of Engineering and Technology on "Quality Assurance by academic institutions" on Jan 04, 2023.
- Conducted an online workshop on Effective Selling Skills May 20-21, 2023 for Sales Executives/ freshers/students.
- Conducted an online workshop on Professional Branding through LinkedIn on June 17, 2023 for Midlevel and junior level Managers/Executives/ freshers/ students.

**2. Research Update**

- Got a Paper published titled "Green Economy: An Opportunity for Sustainable Growth of Asian Countries" in UGC Care II indexed in WoS, Clarivate Analytics; Impact factor 1.528; ISSN NO: 2230-5807
- Got a paper published titled "Deferred Payment Facility- A Mechanism to Ease Purchase Decisions" in a peer reviewed Journal indexed in EBSCO, Ulrichs-Web, J-Gate, PKP Index, and Cross-ref; Print ISSN: 2249-1066, E-ISSN - 2455-8656  
<https://doi.org/10.21567/adhyayan.v12i2.02>
- Got acceptance for a book chapter titled "U-Turn" in Achieving Cultural Sustainability" for a book titled "Management for Sustainable" in AAP, Francis & Taylor publication ISBN: 978177416704

**3. FDP/Courses Attended**

- Attended 2 Day Simulation FDP organized by Market Place Business Simulation on 15-16, April 2023 through online mode.

**Ms. Nabhjeet Kaur**  
**Faculty Associate (Finance)**

**• Research Update:**

Published a Research Paper titled " Evolution, Acceptance, and Adaptation of Fintech: A Road Map towards Sustainable Development" in a Journal named Adhyayan (Volume 13, Issue 1) which is indexed in EBSCO and JGate Database. This study reviews the literature on the evolution of fintech in terms of regulations and policies, as well as the role of fintech in achieving financial inclusion and sustainable goals.

**• FDP/Courses Attended**

Attended the " Online Summer Bootcamp Certificate Course on Valuation" organized by the ICMAI Registered Valuers Organization on 17th-18th & 24th -25th of June 2023. Registered Valuers provided the exposure to valuation in respect of property, stocks, shares, debentures, securities, goodwill, and other assets. The participants were given extensive exposure through project work on Valuation.



**Prof Ashish Mahendra  
Asst Professor (Finance)**

- Conducted 3 days online workshop on **"Bibliometric Analysis Using R"**

The three-day workshop (FDP) on bibliometric analysis had the following objectives. Firstly, it aimed to provide participants with a comprehensive understanding of bibliometric analysis and its relevance in research evaluation and scholarly communication. Secondly, it aimed to familiarize participants with the fundamental concepts, methods, and techniques used in bibliometric analysis. The workshop also focused on enhancing participants' skills in using bibliometric software tools and databases for data retrieval and analysis, ensuring they were well-equipped to interpret bibliometric results accurately and make informed decisions based on the findings. Lastly, the workshop aimed to foster a collaborative learning environment, allowing participants to network with experts and peers in the field of bibliometric analysis, encouraging discussions, knowledge sharing, and the exploration of potential applications in participants' respective research and academic fields.

- Conducted 1 day Online Course – **"Excel for Beginners"** on Jun 11, 2023 with the following objectives in mind
  - Introduce participants to the basic features and functionalities of Microsoft Excel, enabling them to navigate the software effectively.
  - Familiarize participants with essential spreadsheet concepts, such as entering data, creating formulas, and formatting cells, to build a strong foundation in Excel usage.
  - Enable participants to understand and utilize common Excel functions, such as SUM, AVERAGE, and COUNT, to perform calculations and analyze data.
  - Teach participants how to create and modify charts and graphs in Excel, allowing them to present data visually and effectively communicate insights.
  - Provide hands-on practice and real-life examples to reinforce learning and ensure participants gain practical skills that can be immediately applied in their personal or professional tasks involving data management and analysis.

**Prof. Tapsi Srivastava  
Asst Prof (Finance)**

**FDP/Courses Attended**

- Completed an online program titled, "13 Steps to Overcome Poor Self-image and Low Self-Esteem" offered by Image Consulting Business Institute. The program offered ways to improve the self-image problems and lead an enriching life.
- Attended a workshop on "Research Paper Writing " offered by COMMCAD.
- Completed a workshop on "Data Analysis with SPSS" with COMMCAD.
- Completed a workshop on "How to Develop a Questionnaire" with COMMCAD.

# IILM Academy of Higher Learning, Lucknow



## Connect With Us!

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