

NEWS LETTER

INSTITUTE OF MANAGEMENT STUDIES

(FULLY-OWNED, RUN & GOVERNED BY RANCHI UNIVERSITY, RANCHI)

Year : 2023



Volume : 01



Month : April

VC's Message

Management education has a vital role to play in today's competitive business environment. Business schools, especially in a developing nation like ours, have an important task of imparting value and skill-based education to students so that they could positively contribute to the growth of the economy.

I am happy to note that Institute of Management Studies is not only delivering quality Management education at highly affordable fee, over the past several years, but has also been playing the role of a catalyst to the young minds in their pursuance for a career, as well as, in the direction of imbibing social and ethical values in them.

Many of our past alumni are well placed in leading companies in India and abroad. I am sure that in the years to come the Institute will earn much greater name in the field of management education.

We have the 2 year full time MBA programme running successfully and with this we look forward to launching an Executive MBA programme this year for working professionals.

I find it pertinent to quote here the poem of Rabindranath Tagore:

"Where the mind is without fear and the head is held high; 'Where knowledge is free;

Where the world has not been broken up into fragments by narrow domestic walls;

Where words come out from the depth of truth;

Where tireless striving stretches its arm towards perfection; Where the clear stream of reasons has not lost its way into the dreary desert sand of dead habit;

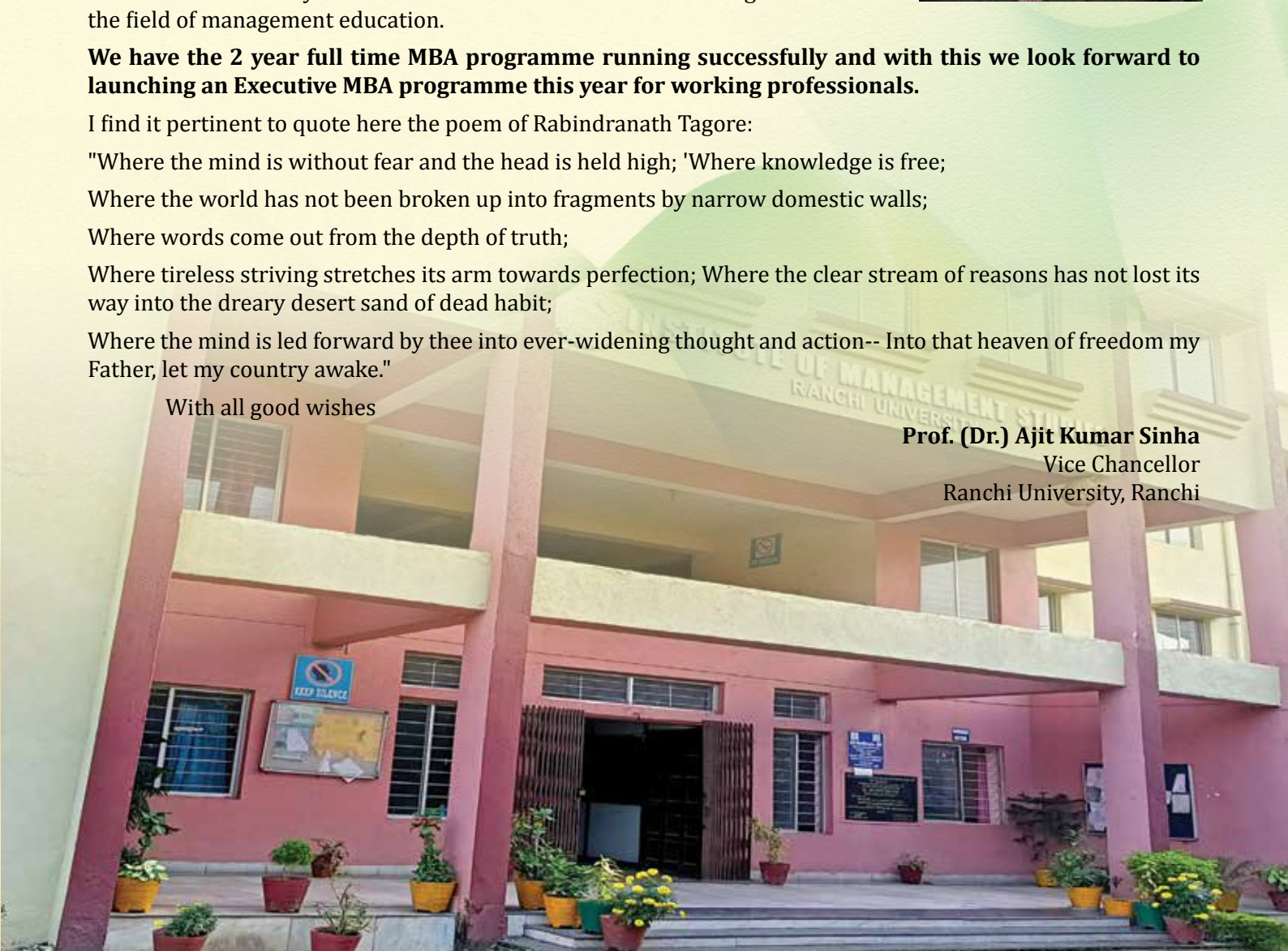
Where the mind is led forward by thee into ever-widening thought and action-- Into that heaven of freedom my Father, let my country awake."

With all good wishes

Prof. (Dr.) Ajit Kumar Sinha

Vice Chancellor

Ranchi University, Ranchi



From the Desk of Director, CVS & Registrar



In the complex and unpredictable business environment today, change is the only constant that keeps harrowing one and all. To overcome the increasingly multipronged challenges of Change, businesses and leadership need to adapt and strategically respond to gain and sustain competitive advantages.

I am happy to see IMS emerging as a forerunner among the more socialistic and value oriented institutions of higher learning in this part of India. I am sure that this Institute will carry on with its rich legacy of providing affordable, high quality education and continue bettering lives of many promising students, particularly from the underprivileged and deprived sections of the society. I extend my good wishes to the entire team IMS.

Dr. Mukund Chandra Mehta
Director, CVS & Registrar
Ranchi University, Ranchi

From the Desk of Director Desk...



2 years after the creation of the new State of Jharkhand, IMS Ranchi University was established as a center of excellence, to create a vibrant and skilled managerial workforce – which would meet the needs of the economy. With almost 2 decades of history behind us, we have established our name as an Institute of repute for our 2 year full time MBA programme. As a part of our growth, we have learnt new age skills and made our courses market ready – in terms of post COVID economic job roles and needs in Marketing, Finance and HR. This is seen by the placements which our batch of 2022 saw and the pre placements which the running batch of 2023 is seeing.

We do not focus on just course and reading – but help our students in the space of research and live study, as is evident by the MOU which we have signed with Coal India for Study Internships for our students. Our Language lab – currently focuses on English language development (IELTS ready) – but we shall be focusing on foreign languages too.

This year we also hope to launch our much awaited Executive MBA programme for working professionals at IMS.

With so many new things coming our way, we have started a renewed focus on Faculty Training and Development to ensure that we have the latest and best knowledge to impart to our students.

Our redoubled efforts to work on Personality Development and Communication Skills – has already borne fruits, evident by our MNC placements and our high salary packages last year and this year for the running batches.

We shall take bolder and stronger steps to change the face of education for our students, this year.

Prof. (Dr.) V S Tiwari
Director
Institute of Management Studies, Ranchi University, Ranchi

From the Desk of the Dy. Director CVS

Education is one of the important foundations of human development. Knowledge, competencies and experience obtained through education define how people see the world and develop their future career. There are huge challenges in today's global and highly competitive market environment and as teachers we have to ensure that our students are ready to face those challenges.



The curriculum of the Institute is helping students to develop their managerial ability and acumen to deal effectively with a variety of business situations. Apart from academic activities, the co-curricular, sports, cultural and social-service activities form important components of our pedagogy, life and culture at IMS.

We look forward to being recognized as one of the premier management schools in the country.

Dr. Smriti Singh
Dy. CVS, Ranchi University, Ranchi

Message from the Coordinator IMS



IMS Ranchi University was established in 2002 with a defined purpose of becoming an institute which could impart quality Management education and make its students Job ready. For over two decades now, the institute has nurtured young minds with a rich heritage of academic excellence, developing learning frameworks that have been well ahead of times.

Over the last so many years IMS Ranchi University has established itself as having the ability to provide quality education and apt changes to its curriculum and systems of pedagogy – to incorporate the ever changing needs of the dynamic national and international economy.

Post COVID we have focused on bringing the new age market needs and teaching our students with a combination of in house faculty, guest faculty and Corporate Experts. Our efforts have started bearing fruits in the form of placements at national and international levels in reputed MNCs. Our students have been appreciated by their corporate employers and many have gone on to become the youngest Zonal Heads in the Eastern regions.

We are now looking forward to adding the Executive MBA programme for working professionals this year along with our 2 year Full Time MBA programme.

We are also looking at creating a healthy space for growing new ideas and starting short-term courses on Digital Marketing, Business Analytics, Data Analytics, entrepreneurship at IMS Ranchi University

Dr. Neelu Kumari
Course Coordinator, IMS, Ranchi University,
Assistant Professor, University Dept. of Economics
Ranchi University, Ranchi

ABOUT IMS

The Institute of Management Studies (IMS) was established in the year 2002 as a constituent unit of Ranchi University for imparting high quality education in the field of business management. The Institute has since then made rapid strides and has today emerged as one of the better known management institutes in the region. An ideal institution is driven by the success of its students and IMS too, has been harnessing all its resources for the all-round development of students. The innovative range of academic, co-curricular and extra-curricular activities coupled with investments in infrastructure & technologies has helped the students to better face the challenges of the competitive business world. The contribution of the Institute in the field of management education has been widely recognised by the students, professional associations, industry, society and all concerned.

We have the 2 year MBA full time course with a specialization in Marketing, Finance, HR and IT. This course has found acceptance among students and corporates alike – for the richness of pedagogy and content, along with the live internship and learning opportunities for the students.

This year we hope to launch the Executive MBA programme for Working Professionals. The course is specially designed to incorporate the updated and changing needs of modern management – and promises working professionals not just theoretical concepts and knowledge but practical know how of the intricacies of Management. This

IMS and the CCL MOU

An MOU was signed with CCL and IMS Ranchi University for the Summer Internship Programme for 120 of its 250 student strength.

This is a one of a kind MOU which has been inked and the first of its kind for MBA colleges in Jharkhand. The students from the 4 streams of Marketing, HR, IT and Finance shall benefit – each stream will have a capacity of 30 students each.

This internship shall be between June to August each year – thus covering the UGC norms of a 45 day Summer Internship for this full time MBA programme.

Students stand to gain not just technical knowledge but live on job training from the largest PSU in Jharkhand.

TEAM IMS – TEACHING

- | | | |
|---------------------------------|---------------------------|--------------------------|
| • Dr. N. R.Tripathy | • Mr. Dhananjay Kishore | • Ms. Anita Shekhar |
| • Dr. (Ms.) Manisha Kumari | • Dr. (Ms) Alka Singh | • CMA. Arunjay Kr. Singh |
| • Dr. (Ms.) Shilpi Abha Khalkho | • Dr. (Ms). Kajal Rai Dev | • Dr. Nazia Abbas Abidi |
| • Dr. (Ms.) Soni Kumari | | |
| • Dr. Pooja Kumar | • Ms. Malavika Sharma | |
| • Dr. Amit Shekhar Tirkey | | |

CLUBS AND COMMITTEES:

CLUBS AND COMMITTEES:					
	Name of Committee / Club	Chair	Co Chair	Student Member 1	Student Member 2
1	Library	Dr Shilpi Abha Khalko			
2	Student's Welfare	Dr Soni Kumari	Dr N R Tripathi	Ashish Kumar	Nutan Kumari
3	NCC and NSS	Dr Shilpi Abha Khalko		Aarti Kumari	Arbaaz Khan
4	Research and Journals	Dr N R Tripathi	Dr Shilpi Abha Khalko		
5	IT Tech	Dr Manisha Kumari		Kaushik Dan	Abhinav Singh
6	Anti Ragging Cell	Dr Puja Kumar	Dr Soni Kumari		
7	Discipline Committee	Dr Amit Shekhar Tirkey	Dr Manisha Kumari		
8	Mentoring and Guidance	Dr Amit Shekhar Tirkey	Dr Soni Kumari		
9	Internal Quality Assurance	Dr N R Tripathi	Dr Amit Shekhar Tirkey		
10	Counselling Cell	Dr Puja Kumar	Dr Manisha Kumari		
11	Debate and Quiz	Dr Alka Singh		Hemant Kumar	
12	Business and Industry Study and Analytics	CMA Arunjay Kr Singh	Ms Malavika Sharma	Vishal Sagar	

13	Dramatics	Dr Kajal Rai Dev		Sangeeta Kumari	Priya Kumari
14	Finance Whiz	CMA Arunjay Kr Singh	Dr Alka Singh	Abhinav Singh	Aashish
15	Marketing Rulers	Ms Malavika Sharma		Ashish Kumar	Ashwini Kumar
16	HR Phoenix	Dr Kajal Rai Dev		Udit Singh	Mansi Singh
17	Entrepreneurship Horizons	Ms Malavika Sharma		Alpana Jessica	Vatsal
18	IT Tech Kids on the Block	Dr Kajal Dev Rai		Pragati Bhushan	Sharmila Choudhary
19	Cultural Programs	Dr Nazia Abbas Abidi	Dr Kajal Rai Dev	Kaushik Dan	BulBul Kumari
20	Alumni Association	Dr Alka Singh		Vishal Sagar	
21	Placement Committee	Dr Alka Singh		Yash Veer	Alisha N Lakra
22	Language Skill Rockers (English,Spanish)	Ms Malavika Sharma		Ben Sameul	Randeep
23	Women's Development Committee	Ms Anita Shekhar	Ms Malavika Sharma	Madhumita	Eram Khan

COURSES AT IMS RANCHI UNIVERSITY

MBA Programme at IMS

The full-time programmes have been designed for ambitious young graduates who wish to achieve long-term professional goals through an industry-ready curriculum. The vision is to nurture competent graduates with productive skill and traits such as strong domain expertise, professional integrity, service mindedness, leadership, entrepreneurial orientation and social consciousness. The programme is spread over a period of two years and is divided into four semesters. The courses in the first year are all compulsory, as they provide a balanced foundation in the basic disciplines of management. After completion of the second semester, the students undertake a six- week Summer Internship in industry for gaining hands-on experience. As a part of the Summer Internship project, students submit a detailed project report and make a formal presentation before a review panel consisting of faculty members and business executives from industry and academics. The second year courses are a mix of compulsory (core) courses and electives in the specialization areas of students' choice.

Elective Courses Offered : Marketing, Finance, HR & IT

Executive MBA Programme for Working Professionals will be launched this year

PLACEMENTS AT IMS RANCHI UNIVERSITY

The success of any good MBA programme lies in the kind of Placement the said campus provides to its students. This has become a huge challenge for all Campuses in the Post Covid Job Market Scenario.

At IMS Ranchi University, we acknowledged this challenge during the 1st phase of the Pandemic and started working on a detailed Market study for existing Job roles and the up coming Job roles which have been induced by an emerging AI oriented Economy.

This effort has now started showing its results with the placement of the batch of 2022 – where we saw 120 students register for Final Placements, of which 79 got placed.

Further, we had for the first time Large MNC Consulting firms like Earnst And Young (EY) come to Campus with an HR Analyst role and with a package of 9.5 Lakhs (4 placed). The next peak was at 6.5 Lakhs with Wipro. The Average Salary for the batch of 2022 ranged at approximately 3.8 lakhs.

Another win for us has been the bulk hiring done by Reliance Retail for all its new retail stores from IMS – RU (27 students) – and the entry into the Healthcare Space with Medanta Ranchi and Marketing team (3 hires). Tech and Telecom Companies like Just Dial and Vivo also formed a large hiring base.



As we write this newsletter update – we have the pleasure of reporting that for the batch of 2023 (ie the running Sem IV) we have had 42 Pre Placement from a registered strength of 127 students. Along with last year’s hiring highs from Earnest And Young (EY) and Reliance Retail – this year we have added 2 new sectors to our Placement repertoire with Ultratech Cement and Cashpore MF.

To understand Market needs and Identify roles for our Students – and train them according to the fast pace emerging economies the Placement Drive today also includes a very active feedback system from all Hiring Companies and Managers. We engage with Company experts on how to train and what to train our students on.

We take pleasure in sharing some of their feedback with you.

CORPORATE EXPERIENCE SHARING FOR CAMPUS HIRES FROM IMS RANCHI UNIVERSITY



It has been a pleasure coming to IMS RU for final placements for Marketing and HR MBA students. Over the last 3 batches we have seen their students excel at their work and appreciated that they are stable and learning oriented. We hope to have a long Campus hiring relationship with IMS RU.

Regards,
Niraj Kedia, Reliance Retail Grocery HR



It was a pleasure hiring young minds from IMS Ranchi University. The selected students have displayed a keenness to learn and adapt to a fast paced consulting role. We are satisfied and look forward to hiring in the future, whenever there is a suitable opening.

Anushka Jain
Campus Team, EY India



We have had a Summer and Winter Internship relationship with IMS RU for the HR department and it has been a pleasure having their students intern with us.

The MBA students who joined our Marketing Team for the final placements are performing well. They are technically

sound, eager to learn and rise upto challenges. We look forward to having more bright minds from IMS RU join us.

Abhishek Victor
DGM Human Resources
Medanta Ranchi



From the desk note of HR department of Cashpor Micro Credit to IMS, it was our first campus drive at IMS, The campus placement team did very good job and the drive was managed very well. Students were very energetic and were well known about the company, they were well dressed and maintained proper discipline during the drive. It will be always a pleasure to continue long corporate relations with IMS.

Thanks with Regards,
Ms. Manshi Singh

INTERNATIONAL PLACEMENT



NAME : **MALAYAJ KUMAR**
JOB TITLE : GENERAL MANAGER
PLACE : LUSAKA , ZAMBIA
SALARY : 12 LPA



NAME : **AMIT KUMAR SINGH**
JOB TITLE : GENERAL MANAGER
PLACE : SEOUL , SOUTH KOREA
SALARY : * 60 LPA *

ALUMNI TESTIMONIALS



I joined SBI Mutual from my campus IMS RU in the year

Today I head my zone and am posted as....

I have also has the pleasure of coming to IMS RU for final placements for Marketing & Finance MBA students.

The batches who have joined us have also proven their mettle in the field and have now achieved excellence awards and promotions.

We hope to have a long Campus hiring relationship with IMS RU.

Posted as : Deputy manager , SBI FUND MANAGEMENT PVT. LTD.



Sr. Analyst

Glad to be Student of IMS Ranchi (MBA - 2020-2022) batch and would wholeheartedly thanks IMS for providing me a wonderful environment and opportunity to learn, grow and secure a place in the corporate. The faculties always supported and motivated to empower myself.

Rahul



Sr. Data Analyst

IMS (2020-22) encouraged me to explore my talent and potential by providing an exceptional integrated learning environment. I am really grateful to my teachers who have changed my whole aspect towards learning. I express my

heartfelt thanks to the institution for giving me the perfect opportunity to explore myself.

Nidhi



Analyst (Specialized solution) at Acuity Knowledge Partners

"My experience at IMS is great and memorable. The mentors at IMS helped us enhance my academic and interpersonal skills. I am thankful to Training & Placement cell for providing a platform to enhance my skills and an opportunity to showcase them.

In the last I am saying that its great place to enhance skills and knowledge."

Aastik Kumar Pathak



I was the student of (2020-2022). I am so grateful that I was part of IMS. The college has all the infrastructure and facilities with well maintained smart classrooms and well equipped library.

The quality of education is very good Professor's make extra effort to explain topic in practical manner. Curriculam is updated and does include all the recent developed field. Which made me achieve my job in my dream company. I am really thankful to Director and all the faculties and staff.

Nilesesh Ranjan



Marketing Executive , Medanta

My two years at IMS were great and a memory to cherish for lifetime. It was full of learning and grooming oneself. It gave me an opportunity to meet different kind of people and learned many things. I am thankful to all the faculties, mentors and

entire SET as well as placement cell. Overall it was a great experience and lifetime memory at IMS.

Gautam Ranjan

OUR ACTIVITIES



Poster Competition - Gender Equality Workshop



Flag Hoisting in college campus on Republic Day



Sectoral Awareness Program on Microfinance - Cashpor's M.D



Corporate lecture on Financial Consulting by Mr Nishant Singh from Morgan Stanley



Orientation of new joinees at IMS Ranchi University



Students participated in inter-college competitions held in CCL



Session on Retail marketing by the Zonal team of Reliance Retail.



Orientation programme 2022-24



Inauguration of the Language Lab at IMS Ranchi University by the VC

GRASSROOT VENTURES AND THE MBA STUDENT - INVENTING A NEW AGE ECONOMY : By - Malavika Sharma

Grassroot Ventures and Rural Ventures today form a large portion of the Start Up scene, and yet they are either completely overshadowed by Laptop and Tech Start Ups or are unaware that they have a space in the mainstream Economy.

This is the gap which MBA students of today can help fulfill and ensure that these ventures stabilize and flourish.

The first step for MBA courses and its students is to understand the following:

1. What is a Grassroot Venture?
2. Is the venture solving a social or community problem? Or is the venture focused on “earning” for the entrepreneur (in the latter a complete change of Business can happen instead of just changing techniques of selling and marketing)

Post understanding the venture – the following are the main ways MBA graduates in the field of Marketing, HR, Finance and IT can create “solutions” which will make Grassroot ventures sustainable, scalable and profitable:

1. Marketing

- a. creating new channels, experimenting with new ways to sell product to existing defined customer demographic
- b. defining a new customer base
- c. suggesting alterations in product design, use and price based on Market feedback and analysis
- d. digital marketing
- e. on boarding online market places like Amazon and Flipkart

2. HR

- a. creating a smooth production base – with people processes in place
- b. quality training for the workforce – both on shop floor and packing
- c. helping workforce plan their money better

3. Finance

- a. creating financial systems for the Grassroot venture and entrepreneur to save on taxes
- b. GST id creation and tax filing
- c. helping workforce create augmented income through investment in high return low risk tools

4. IT

- a. creation on website
- b. on boarding digital market places and handling SEO centric digital marketing (this is a combination of Marketing and IT expertise)

The MBA graduates can come on board as a partner to the Grassroot Venture – and retrieve their personal salary costs from actual increased earnings. While the author acknowledges, that this may sound risky – especially since the scale of Grassroot Ventures is small, the MBA graduates can get into a “Consulting Role” for multiple Ventures.

Another aspect can be the formation of a Cooperative Society of Multiple Grassroot Ventures – and the MBA graduate can be a salaried member of the said Cooperative and work for all members Ventures.

Today's economy is fast changing and the Government is also realizing that it is small and micro Grassroot Ventures which will change the future – with MBA graduates seeing a new consulting opportunity here, the Job Market too shall see this positive shift.

ITS NEVER TOO EARLY TO INVEST.....ITS NEVER TOO LATE TO INVEST! By - Dr Alka Singh

As a student and now teacher of Finance, two questions always come up – is it too early for me to invest? And is my money too less to invest?

The study of Finance teaches you the basics rules, systems and processes of how the Stock Market works. It makes you, as a student, understand what these trading tools are and how and why they are used. One thing which most traditional Finance courses lack is a “live experience” of trading which allows the students to practise what they learn and earn in the same stead. We teach them the technical and the fundamental techniques as a part of their academia, but there is no scope in the syllabus for practical experience. This results in a huge gap between what they learn and what they actually need to be learn?

Before we are able to bridge that gap academically – another issue which crops up is “how much is too less to invest”?

The question then arises that as students, we don't have lakhs to invest – so how will we earn? My suggestion as a teacher and a practitioner is to guide people towards a minimum investment amount and process of study by which small earnings can be gained. Earlier the hurdle was off line trading then subsequently trading via a single broker or a brokerage firm – which needed a minimum portfolio size. Today those no longer exist.

Investment in the stock market on shares, commodities has never been easier. Today you have companies like Groww and Zerodha who charge a fees and allow you to directly invest in shares and commodities. You then have complete control over your portfolio and can invest how much ever you want. This flexibility allows you to learn “live”.

Such trading platforms give you ready data analysis and predictions on which you can make informed decisions as a “self trader”. This in turn ensures that you aren't dependant on luck and fate for your money decisions. SEBI and RBI guidelines ensure that as an end user you are protected.

When can we start investing legally? Anyone above the age of 18 can start investing in his / her name legally. But we have seen some investment whizzes who are below 18 yrs and have built an entire portfolio to their name by investing money for others. These however are exceptions and not the rule.

As a teacher and mentor, I am approached regularly by Under Graduate and Post Graduate students on “how to invest” and “how to build their portfolio” on tools like Groww and Zerodha etc. This trend gives me a positive line of thought that there is an awareness and understanding among our youth around Stock Market Trading. We now need to possibly have a specialization paper or training where they can learn to trade properly. This in itself is a huge opportunity of becoming a parallel earning economy.

MANAGING YOUR MONEY WHILE A STUDENT :
By - CMA Arunjay Kr Singh

Financial planning may be the last thing on your mind as a college student. Finding your passion, determining your future path, and, of course, partying are all encouraged throughout college. However, the financial choices you make while in college will have an impact on your life for many years, if not decades.

More people are taking on huge debts to pay for their education as a result of rising college fees and other expenses. However, that debt may have a variety of effects on your future such as how much you would be able to save for retirement, the type of automobile you can afford, and whether you decide to purchase a house or rent. Keeping your debt to a minimum now will make things much simpler once you graduate.

College life might include being in debt, but the smartest students use their financial hardship to their advantage by developing good money management skills. "College is a great time to learn to live within your means," says Eric Roberge, a certified financial planner. You'll need to budget your money and keep your expenses low even after getting your ideal job. Therefore, college is the ideal setting to learn how to manage your personal finances.

Need of Personal Finances

In ten to fifteen years, where do you see yourself? Most likely, your plan calls for some sort of financial security — possibly trips to abroad or a great automobile. You should at the very least have enough money in your budget to enjoy a meal out or get a concert ticket without worrying about your finances. Young folks' debt loads have increased along with education expenditures. Young professionals' personal debt has increased significantly as a result of the high cost of their education, and they scarcely have any money left over to invest in a new property. In other words, you'll pay for or benefit from your financial actions today years from now.

Generating Money: The First Job

Despite the fact that getting paid is empowering, it also forces you to consider a variety of new financial considerations and legal responsibilities. Whether you are beginning a paid internship or a part-time job, you must be aware of your rights and obligations as a worker in order to help pay for your education fees or to participate in a work-study programme.

Taking Care of Your Money

Spending less than you make and saving for the future are the foundations of effective financial planning. Despite how obvious this advice may seem, it is harder to practice living within your means. Just ask the sizable portion of American adults who claim to have neither an emergency fund nor a retirement savings. You may either take charge of your finances as a college student or rely on your parents and credit cards to support your lifestyle. Your college years can provide you a crash education in the latter option, which may be more challenging but ultimately more rewarding.

in taking care of one's finances. Ramen now, fillet mignon later should become your catchphrase. Alternatively said, make a sacrifice today for benefits tomorrow.

Time is on your side for investing and saving.

Young investors profit much from time. Compound interest's wonders allow even a tiny monthly investment to grow significantly. Consider investing Rs. 100 each month and receiving a 6% annual return. At age 40, you'll have the following:

- Rs. 52,431 if you begin saving at age 18
- If you start saving at age 30, you can afford Rs.15.596, depending on whether you want to purchase a house or rent one. Keeping your debt to a minimum now will make things much simpler once you graduate.

IMS IN THE NEWS