

PGDM- Management Clubs

The Context

With a view to make PGDM students “industry-ready”, we need to sharpen their ability for analysis, problem-solving and communication.

What we have at present is by and large an “academic” environment. While this has served us well, we now need to graduate into one where the knowledge imparted in the classroom is supplemented by inputs that improve attitude (what the students believe and feel) and skills (what they are able to do).

Introducing Management Clubs

More than theoretical inputs, therefore, it shall be our ability to create a “simulated corporate environment” that will enable real learning to take place. In order to generate significant moments of learning. We are introducing the following Management Clubs.

1. Marketing Management Club
2. Industry Interaction Club
3. Information Management Club
4. Finance Club
5. Human Resources Club

The clubs shall enable us to pull together theory, practice, experience and talent on a common platform, while encouraging students to find innovative solutions to real-world business problems.

Over time, this will equip students with the skills that are required in the new business environment, and thus prepare them for better placement opportunities.

Functioning

The clubs shall be modeled on the “by-the-students; of-the-students” principle, thus ascertaining the student accept responsibility for their own development. The activities would be planned and executed by a Students Committee comprising of a Secretary and 2 Joint Secretaries.

The out-of-college activities shall be performed on every Tuesday (for the whole day). In-college activities shall be performed on Friday afternoons (During periods 5, 6 and 7).

Senior faculty members would mentor the clubs on a week-by-week basis.

Evaluation

The performance of each club would be monitored-against the set of criterion defined overleaf-at the end of each month.

Chairman

An Outline:

- Marketing Management Club
- Industry Interaction Club
- Information Management Club
- Finance Club
- Human Resources Club

Marketing Management Club

Purpose

The MM Club is for providing new perspectives on marketing concepts and issues through the creation of a platform where marketing theory meets the real world. This shall enable students to keep abreast with the latest on what companies are doing to break through the clutter in the area of Marketing and Advertising.

Scope of Activities

Members are required to organize activities that enable them to gain practical insights into the marketing, selling and advertising practices of corporations, in both products and services across industry verticals.

Criteria for evaluation

The success of the club shall be measured by the extent to which the members become adept at formulating and executing marketing and communications strategy, such that the companies' revenues are maximized.

Industry- interaction club

Purpose

The I-I Club shall forge strong relationships with the corporate world, with a view to provide opportunities for training and eventual placement. The purpose is to establish corporate linkages with a host of companies in and around Delhi and NCR.

Scope of Activities

Members are required to make presentations to various organizations in order to enable the college to establish corporate linkages. They are also required to arrange for pre-placement talks and invite companies to conduct placement drives in the campus.

The Club should reach out to as wide a corporate base as possible in order to seal "industry partnerships". They are required to maintain regular interaction with companies that we wish to invite for placements (in coordination with CRC).

The members shall also develop and maintain a database of all companies which recruit management students.

Criteria for evaluation

The success of the club shall be measured by the number of companies with which we create "industry partnerships."

Information management club

Purpose

The IM Club shall deal with the vast world of information management and consultancy, and provide key insights that are beyond theoretical horizons in the field.

Scope of activities

The activities of this club shall be focused on the criticality of information-collection and processing of real-time data, generating actionable information and then leveraging that as a key resource, such that it leads to optimized decision making in corporations.

Besides the regular activities, the club shall be active in providing students with regular updates on the tech industry (specifically IT, ITeS and the information consulting industry).

Criteria for Evaluation

The success of the club shall be measured by the extent to which the members become adept at managing information in ways that ensure the companies' success.

Finance Club

Purpose

The FC shall be the forum for enabling students to demonstrate an edge through superior knowledge and grasp of financial concepts, and to provide opportunities for putting theoretical foundations into practice.

Scope of Activities

The club shall perform activities that furthers he members' knowledge of everything in the field of finance, including stock markets, hedge funds, derivative, share buyback, ESOPs and their accounting implications, depositary receipts, merger & acquisitions, etc.

Criteria for evaluation

The success of the club shall be measured by the extent to which the members can stimulate logical thinking that in turn enables the company's financial success.

Human Resources Club

Purpose

The HR Club shall sharpen the students' knowledge, attitude and skills with a view to manage the emerging challenges and issues in the area of human resource management.

Scope of Activities

While enabling knowledge sharing in the field of HR, the club members shall invite corporate heads and leading academics in order to gain insights into the latest development of human resource management. Members shall facilitate live projects, work on increasing corporate interaction and brainstorm on current issues in all aspects of people management.

Criteria for evaluation

The success of the club shall be measured by the skills that members acquire in developing modern HR practices and how well they integrate HR Strategy with the overall business strategy.

Activity List (Common to all Management Clubs)

I. Increase Corporate Interaction

- Invite corporate heads and leading academics
- Set up meetings for summer training
- Present our capabilities to companies for placement
- Organize regular sessions with industry

II. Facilitate Live Projects

- Analyze and present case studies
- Share real anecdotes & experience sharing of corporate initiatives
- Encourage brain-storming and creative problem-solving session
- Select and execute projects, on time and within budgets
- Take on entrepreneurship development projects

III. Organize Events and Presentations

- Organize games to test logic, strategic thinking and decision making abilities
- Facilitate presentation and business scenario simulation
- Create ads and audio-visual show
- Conduct management fests and business quizzes
- Draw upon companies for Seminar sponsorship

IV. Compile Magazines & Newsletters

- Write blogs
- Edit management journals
- Compile compendium of articles
- Publish monthly newsletter
- Collate current trends and happenings
- Analyze company profiles
- Prepare fact brochures, compendiums, budget/Monetary policy analysis.

V. Affiliation and Work Experience

<input type="checkbox"/>	Work with NGO's and other organization
<input type="checkbox"/>	Enrol for institutional membership of Professional Associations(IEEE; National HRD Network, etc)
<input type="checkbox"/>	Present our capabilities to companies for placement
<input type="checkbox"/>	Organize regular sessions with industry
<input type="checkbox"/>	
<input type="checkbox"/>	

Club	Mentor	Co-Mentor
Marketing Management Club	Abhishek Jha	Richa
Industry-Interaction Club	Darshna	Shikha
Information Management Club	Bhupender	Deepak
Finance Club	Manjulika	Bhupender
Human Resources Club	Richa	Darshna