



ABIMS Times

Newsletter of Al-Barkaat Institute of Management Studies, Aligarh

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O you who believe! Be afraid of Allah, and be with those who are true
(Qur'an 9:119)

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In this Issue

Messages
Campus Buzz
Student Buzz
Article
Poem
Upcoming Events

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Message

Al-Barkaat Institute of Management Studies has been progressing well as a management institute since its inception. It's really heartening to see its unflinching focus on quality education and ethics which has endeared itself to one and all.

ABIMS Times, the quarterly newsletter of the institute is in its sixth year. I have always found it a publication on sound lines that does much to encourage a soul of camaraderie and goodwill between the organization and its stakeholders. I find it illuminatingly involving and the articles and write-ups are fascinating and enlightening even to the lay-reader. The newsletter is also an example of typographic magnificence.

While scholarly and imaginative flourishes are exceptionally alluring and important, there are different components needed in such a publication that might justify its existence. The most important among them is that the newsletter should act as a voice, outlet and sentinel in the field and it gives me immense pleasure to note that ABIMS Times has managed it with élan. I wish it all the success and hope that it continues on its march to success in the same vein.



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ABIMS Times



Director's Message

I am happy to say that our Newsletter for July & October, 2014 quarters combined is ready and it is bringing out to its readers the communication on Institute's events and activities, updates on academic contribution of faculty members, details on literary achievements & academic contribution of students, information on upcoming events of Institute etc.

Besides organizing various literary & cultural events throughout this period, the first quarter of the period has witnessed visiting of campus by many reputed companies and organizing their Campus Placement Drives selecting a good number of final year students for various positions in Marketing, Sales, HR and Finance disciplines. In addition to this, there has been an equally a good number of students selected through off campus selection process. On this front, our result has been quite satisfying. The second quarter has been the period of admissions for the Academic Year 2014-15 followed by commencement of regular classes of the session from August, 2014 as per university notification. The classes are continuing in full swing. The sessional tests, first and subsequently the second one very recently for both the classes were conducted as per our Academic Calendar. As the odd semester exams. of university are likely to commence from second week of December, 2014, the syllabus is to be completed by the end of November, 2014 following mock exams. from first week of December, 2014. The second year students are working on their Summer Training Project Reports to be submitted before the commencement of examinations. From mid of 3rd semester itself the students are into placement mode as invitations to and enquiries with companies are well received & responded and hopefully this time again we are going to end up our placement exercise with great success. The students this time are becoming very enthusiastic and putting in their efforts for this as it is rightly said, 'enthusiasm is the mother of effort, and without it nothing great was ever achieved'.

We, at Al-Barkaat besides building strong core academics with good combination of soft skills development, try to imbibe a right kind of attitude with total concentration to make them independent, socially responsible and groomed individual by imparting holistic education to them. And as ever the Al-Barkaat Institute of Management Studies and its dedicated team will remain committed to providing a quality and value based education to all its students.

My best wishes to all its readers and well-wishers.

Dr. Waseem Ahmad

Vision

To be a quality management institution of international repute, the Institute aims to work earnestly to get wide recognition and establish its academic credentials among business leaders, corporate community and academics through its contribution to knowledge, industry and society. To be devoted to holistic education and continuously evolve and develop its teaching methods to attain higher standards of utility and quality education. To encourage creativity and to develop scientific attitude with spiritual foundation.

Mission

To be a centre of excellence through academic research, industry partnership and consultancy.
To impart quality management education.
To offer opportunities for training and development to students for better placement.
To produce competent management graduates for responsible positions in the industry.
To produce character and to cultivate human values in students.

From the Editor

Winter is just peeping in through the cracks and our session is also coming to an end, a session that saw many new initiatives and new fire in the old ones. The new batch has settled in beautifully in the cozy but challenging environs and is thriving like their seniors. ABIMS Times keeping a close watch!

Faraz Ahmad

Campus Buzz

Guest Lecture

A Guest Lecture by Mr. Faridoon Shahryar, Content Head, Broadband, Bollywoodhungama.com was held on September 1, 2014 for MBA Final & First year students. Mr. Shahryar elucidated on all the major and minor aspects of shaping one's career in a fruitful manner. He emphasized on the importance of communication and networking skills and also stressed on the necessity of grooming one's personality. On this occasion, Dr. Waseem Ahmad, Director, Al-Barkaat Institute of Management Studies (ABIMS) along with all the faculty members was present.



Workshop

A Workshop on the topic "Entrepreneurship: A Career option for Business Graduates" by Dr. Asif Ali Syed, Associate Professor, Department of Business Administration, Aligarh Muslim University, Aligarh was organized on September 10, 2014 for MBA Final & First year students. The students were made to realize and appreciate the importance of entrepreneurship as a career for business graduates. The important role that an entrepreneur plays in the development of economy of a country was emphasized and the students were made aware of the necessary skills and temperament required for budding entrepreneurs. On this occasion, Dr. Waseem Ahmad, Director, ABIMS along with all the faculty members was present.



Dental Camp

A free Dental Camp was organized on September 27, 2014. In the camp, city based dental surgeons, Dr. S.M. Danish and Dr. Imran of City Hospital conducted a free and comprehensive dental checkup and gave advice on a case-by-case basis.



ABIMS Times

Dr. Waseem Ahmad, Director, ABIMS along with the Faculty Members thanked them and hoped that such camps would continue to be organized in future also.



Swachh Bharat Abhiyan

A cleanliness drive was organized as part of Swachh Bharat Abhiyan in the campus on October 10, 2014. On this occasion, Dr. Waseem Ahmad, Director, ABIMS administered a cleanliness pledge to the students. Dr. Ahmad emphasized the importance of cleanliness and hygiene and symbolically wielded the broom along with all the faculty members and the students.



Guest Lecture

A Guest Lecture by Dr. Mohibul Haque, Assistant Professor, Department of Political Science, Aligarh Muslim University on the topic 'Role of Media in Democracy' was organized on October 18, 2014 for MBA Final & First Year Students. Welcoming the guest, Dr. Waseem Ahmad, Director, ABIMS thanked him for acceding to his request at a very short notice and hoped that the students would be greatly benefitted from his rich knowledge and wide experience. Dr. Haque explained the nuances of the role of media and its contribution in shaping and sometimes manufacturing public opinion.



He also touched upon the various aspects of media and stressed on the importance of understanding the role of media in making and breaking images and personalities. The priorities of the media have undergone a tectonic shift in recent years and nobody can afford to ignore it completely, one must be attuned to the rapidly changing geo-political scenario and be prepared to react accordingly according to Dr. Haque. He was also of the view that democracy is one of the best forms of government and the essence of democracy is dissent, and that is something that the media should always keep in mind. It should give ample space and coverage to the minority opinion and not be swept away by the tide of the majoritarian view.

Student Buzz

Interaction

Students of MBA Final year organized 'Milan 2014 - an interactive session for the MBA First year students on October 11, 2014. 'Milan 2014' provided a pedestal for healthy interaction between the first and final year students. It was an ice breaking session to develop camaraderie between them. The program was conducted in the presence of faculty members.



Faculty Buzz

• A paper jointly by Mr. Faize Nabi, Associate Professor & Head-CDC, Mr. Saif Azam, Associate Professor and Mr. Azmat Ali Khan, Sr. Asstt. Professor, ABIMS entitled "CSR, Green Practices and Profitability of Corporate Sector in India: A Study based on Forbes' India's Top 100 Units" was published in Al-Barkaat Journal of Finance & Management (Volume 6, Number 1, January, 2014, ISSN: 0974-7281) during May-June, 2014.

• A paper by Mr. Babar Mushtaq, Assistant Professor, ABIMS entitled "An Empirical Study of Financial Performance of Life Insurance Corporation (LIC) of India" was published in International Journal of Marketing & Financial Management", (Volume 2, Issue 5, June, 2014, ISSN: 2349-2546).



ABIMS Times

- A paper by Mr. Faraz Ahmad, Assistant Professor, ABIMS entitled "A Comparative Study of TV and Internet Advertising in the Context of Emotions Parameter" was published in EXCEL International Journal of Multidisciplinary Management Studies", (Volume 4 (7), July, (2014), ISSN: 2249-8834).
- A paper by Dr. Ummatul Fatima, Assistant Professor, ABIMS entitled "Integer Compromise Allocation in Multivariate Stratified Surveys", Springer, New York, was published in October, 2014 in "Annals of Operations Research", (Volume 221, ISSN: 0254-5330).

Motivation

There is a student who works hard for achieving a task. He works regularly for the best result possible. One day there was an activity to check out his preparation and it was found that his performance is not as good as he had expected it to be. The student became demotivated and started thinking that he was no good. So, if the student feels demotivated, he will also go into darkness. And if he manages to forget that and starts work afresh for that goal he will finally get success leading to his own happiness and the peace of heart. To shed off this demotivation, here is an example which can motivate the student. It is as follows: Here is the moon which is shining to its full capacity and gives light to the whole world. A black cloud comes and covers it. Moon now cannot give light to the people up to its earlier capacity. There is no mistake of the moon, because it has given its best.

Chandni Garg

MBA Class of 2014

Nature

Roaring clouds across the sky
Tell us that monsoon's here
Dark and floating clouds then pour
Raindrops every where
Clouds make lightening flash over head
And irrigate fields with rain
Clouds make earth its fragrance spread
When wet with drops of rain
Rising from the ocean vast
Clouds fill up with rain
Rain to ocean, back at last
To mingle with ocean again!

Samreen Khan

MBA Class of 2014



ABIMS Times

Essay Writing Competition

An Essay Writing Competition on the topic "cleanliness is next to godliness" as part of the activities related to Swachh Bharat Abhiyan was organized on October 17, 2014. The event witnessed enthusiastic participation from the Students of MBA Final & First year. Dr. Waseem Ahmad, Director, ABIMS expressed satisfaction over the participation of students and hoped that such activities will continue witness similar level of response in the future also.



Debate

As a part of activities related to Swachh Bharat Abhiyan, a Debate Competition was organized on October 25, 2014. The topic of the debate was "Is Swachh Bharat Abhiyan a good initiative?". The students impressed with their oratory and analysis. On this occasion, Dr. Waseem Ahmad, Director, ABIMS along with the faculty members was present.



Prize Distribution

The prizes to the winners of the debate (First prize- Ms. Samreen Naaz, Second prize- Mr. Gohar Zahid Siddiqui, Third prize- Ms. Manika Varshney) and essay competition (First prize- Mr. Musheer Ahmad, Second prize- Ms. Zeba Riyaz, Third prize- Mr. Yahia Ahmed Laskar) were handed over by Dr. Ahmad Mujtaba Siddiqui, Joint Secretary, ABES and Dr. F.U. Siddiqui, Coordinator, ABES. On this occasion, Dr. Waseem Ahmad, Director, ABIMS was present.



ABIMS Times



Blood Donation Camp

A Blood Donation Camp organized by Al-Barkaat Institute of Education in association with Jawahar Lal Nehru Medical College on October 21, 2014 witnessed whole hearted participation of the students, the faculty and Director, ABIMS who also donated blood expressed the hope that such humanitarian endeavors will be taken up by other institutions also.



Campus to Corporate

Mr. Neeraj Joshi, VP-HR and Mr. Faiz Ahmad, DGM-Marketing, The Chopras: Global Education, New Delhi visited ABIMS campus and delivered a lecture entitled "Campus to Corporate" on October 28, 2014. Mr. Joshi familiarized the students with the nitty-gritty of career-building. He also emphasized the importance of communication skills and made the students aware about the various career prospects for an MBA graduate. On this occasion, Dr. Waseem Ahmad, Director, ABIMS along with the faculty members was present.



Upcoming Events

Second Sessional Test

: November 10-14, 2014

Summer Training Presentation:

: November 19-21, 2014

Mock Examination

: December 02-12, 2014

Parent-Teacher Meet

: December 08, 2014

Commencement of End Semester Examination

: December 16, 2014