



ABIMS Times

Newsletter of Al-Barkaat Institute of Management Studies, Aligarh

Volume: 2

Issue: 1

January, 2010

"The best deeds are the continuous ones even if they are small in size."

Prophet Muhammad (PBUH)

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Editorial Office

Al-Barkaat Institute of Management Studies

Post Code, Annapurna Road, Aligarh-202122

Tel: 0571-3291308, 3299871, Fax: 0571-2720967

E-mail: abimstimes@gmail.com

www.abims.ac.in

Director's Message

I am feeling happy in sharing the news that the Institute is coming out with second Issue of its Newsletter, "ABIMS Times" for the period November, 2009 to January, 2010 in the month of January, 2010. This issue is especially close to my heart as it carries the news of our Chairman being ranked as the 44th Most Influential Muslim in the world by the Prince Alwaleed Bin Talal Center for Muslim-Christian Understanding and The Royal Islamic Strategic Studies Centre of Georgetown University, United States of America. It is a matter of great joy and satisfaction for all of us that its Inaugural Issue which came out in the month of October, 2009 and reached out to a maximum number of people has received wider acceptability and great appreciation. Launching of Newsletter has started serving its purpose of disseminating information about ABIMS, its academic & co-curricular activities and the reasons of its very existence to its various stakeholders as a voice of ABIMS. The messages received on its launching both from Prof. Kripa Shankar, the Vice Chancellor, UPTU and Prof. Mirza S. Saiyadain read as, "this brings in the necessary transparency in the functioning of institutions" and "a newsletter that describes the various activities of an organization contributes to the transparency" respectively. It is true, we believe in transparency because the organizations that are most respected and valued are known for their highest level of transparency. The efforts of editorial members have brought us glory; its success is beyond everyone's expectations. Glory is not in achieving but it is in striving, success lies in hard work. Someone has rightly said which I quote, "striving for success without hard work is like harvesting without having planted". I congratulate them for this success and acknowledge their time commitment for bringing out its second issue. Success is a journey, not a destination. It is an on-going process. I wish that their every small effort brings in improvement in publication of ABIMS Times and it receives all the admiration and success in future as it deserves. God bless them.

Dr. Waseem Ahmad

From the Editor's Desk

The response to the introductory issue of ABIMS Times has exceeded all our expectations. The avalanche of mails and letters filled with words of appreciation and encouragement has really given us a booster shot. All your suggestions have been incorporated in the current issue. As you will notice, the newsletter itself has been given a thorough makeover keeping in tune with the festive spirit prevailing at the campus in view of our Chairman being bestowed upon the honour recognizing him among the Most Influential Muslim Personalities in the world. This news has pumped up our pride and sent our spirits soaring.

Keep the comments pouring in.

Faraz Ahmad

Our Pride-Our Mentor

It is a matter of great pride that our Chairman, ABIMS Governing Body and the President, Al-Barkaat Educational Society, Prof. S. M. Amin has been recognized and enlisted as the 44th Most Influential Muslim of the World out of 500 Muslims worldwide in a study jointly conducted by The Prince Alwaleed Bin Talaal Center for Muslim-Christian Understanding and The Royal Islamic Strategic Studies Centre of Georgetown University, United States of America. They have recently published their 1st Edition-2009 List of 500 Most Influential Muslims of the World placing him at 44th position. It is the first survey of its kind in the world.

Functions felicitating him on achieving this honour are being held throughout the world. The prominent citizens of Aligarh felicitated him at a grand function organized and the Al-Barkaat family was also delighted to get an opportunity to do the same.



Student Buzz

Milan '09

MBA final year students organized *Milan '09* - an interactive session for the first year MBA students. *Milan '09* 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 seniors and juniors introduced themselves, sang, joked and laughed. Towards the end of this fun filled program seniors promised juniors to help them throughout the course. It truly marks the beginning of their bonding. The program was conducted in the presence of two faculty members.





Job Fair, Gurgaon

A Job and Career Fair was organized by AIPMA, Gurgaon and ALGOL School of Management and Technology, Gurgaon on 11th and 12th December 2009 in Gurgaon (Haryana) where the students got an opportunity to interact with a gamut of blue chip Companies. The students of various participating colleges also benefitted by one to one counseling for their queries regarding their career. The Management Festival was titled "COMBAT 2009".

The other sponsors were formbagmail.com, Minds Eye advertising, Big 92.7FM, Dainik Jagran, Eazy Zindagi & Shiksha.com

Apart from this, the major events of the "COMBAT2009" included the following:

- (a) Think Big Business plan presentation
- (b) RAHGDE- Painting Competition
- (c) AD MANIA- ad mad Show
- (d) STRIKE debate Competition
- (E) JHANKAR BEATS- Dance Competition

Major participating companies in Job fair were Reliance Money, Eureka Forbes, NIIT Unique, Intel Management services, WIPRO BPO Informative Consultancy Services .There were around 27 business school stalls in the career fair.

Shaping Young Minds-"Managing Career Expectations"

All India Management Association (AIMA) & Lucknow Management Association (LMA) organized *Shaping Young Minds-Managing Career Expectations* on October 24, 2009 at Sangeet Natak Auditorium, Lucknow. The program was an interaction session of Management Graduates with Indian icons from various fields. The icons invited to the program were Mr. Arun Shourie, M. P.; Mr. Suhas Gopinath, Youngest CEO of the world; Ms. Annu Tandon, M. P., Unnao District; Mrs. Meera H. Sanyal, Country Head, ABN Amro Bank; Mr. Prabhu Chawla, Journalist; Mr. Sachin Pilot, Minister of State for Communications and Technology. Seven Students of ABIMS viz. Mr. Mayank Mittal, Mr. Abdul Fareed, Mr. Prem Prakash Joshi, Mr. Mohd. Rizwan, Mr. Mohd. Arif Jamal, Mr. Muzaffar Husain and Ms. Farha Khalid accompanied by a faculty member, Mr. Faraz Ahmad, attended the program. Mr. Abdul Fareed was on the dais in the session held with Ms. Annu Tandon, M. P., Unnao District.





ABIMS Times

Campus Buzz

Enhancement

From a modest beginning in 2004 when ABIMS launched its 2 years full time MBA Programme with an intake of 60, the Institute has been growing into a fully integrated global business school with a firm belief in developing the budding managers to meet the challenges of today and tomorrow.

As we propose to shift our MBA Program from this year to a new high-tech building within the Campus which is more spacious and complete with all the facilities at par with international standards, we also propose to enhance the Intake of students from the next Academic Session 2010-11 to meet the growing needs of people and share the social responsibility towards us.

Conduct of UPTU Exam

Since last year the institute is successfully conducting the UPTU examination in the institute premises with the necessary infrastructural support. Extensive training has been provided to the faculty & the staff of the institute for smooth conduct of the examination. The institute successfully conducted exams during December, 2009 and January, 2010.

One day workshop on 09-12-09

A one day workshop was conducted by Mr. Abhishek Kumar, Head, Faridabad branch, Yes Bank. The Workshop was an interactive discussion between the resource person and the students of MBA final & first year. The main aim of the Workshop was to give students real-life exposure of interview and Case handling skills. Mr. Abhishek Kumar conducted the Workshop in two sessions. The first session focused on interview handling skills. In the second session a Case Study was discussed with students which was based on the impact of cultural conditioning on leadership behavior.

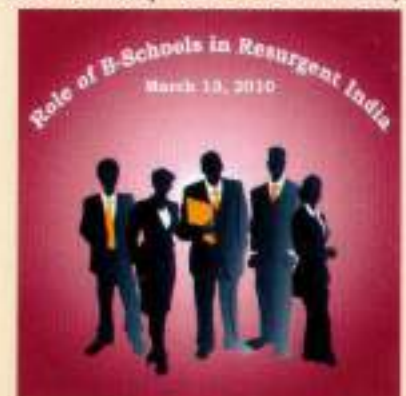


Conference

Role of B-Schools in Resurgent India

The Institute is organizing its 4th National Conference on March 13, 2010 which is titled as 'Role of B-Schools in Resurgent India'. The conference proposes to cover a number of Key Research Areas, relevant to the theme such as-

1. Realigning Management Pedagogy and Curriculum
2. Entrepreneurship, Leadership and Innovation Development
3. Knowledge Creation
4. Inculcating Human Values and Ethical Behavior
5. Building Industry-Academia Interface
6. Policy Making
7. Functional Perspectives of Industry:
Finance, Marketing, Operations, HR and IT



Man, Nature and Management (Contd.)

Pollution is a major contributor to harmful effects in the environment. The rapid and unplanned industrialization has caused a situation where developed and developing worlds are at loggerheads on the issue of lowering pollution especially carbon emissions. The other major contributor is extravagance due to affluence in the society. Industrialization, scientific developments and economic strategies have brought prosperity in many new areas globally. Though this has not been possible without harming the environment. The economical and caring attitude has been eroded too.



The solutions are many but not enough. But as they say, if you start somewhere and keep moving ahead someday you might reach at your destination. Going by this principle, people have started caring for the environment in various ways. Recycling of wastes leads to preservation of many natural resources and costs. Saving energy and its resources in all forms be it fuel, water or others is necessary. A lifestyle should be adopted which consumes less energy. Examples are shared commuting, fuel-efficient vehicles, moving by foot or through bicycles instead of motored vehicles.

People looking for jobs should prefer companies which are either environment-friendly or are engaged in preserving the environment. Government should expand the span of green rating from automobiles and factories to all organizations; business or others. Planting of trees should be taken as a serious campaign and gardening should be promoted as an individual's hobby.

The crux of the matter is that it solely depends upon our intentions. If we decide that we have to do something to change the things the way they are then there are good chances that we will succeed. So what are we waiting for? Let's start from today, now...

Saif Azam

Asstt. Professor, ABIMS



Editor's Whim

Movie Focus: *Minority Report*

Cast: Tom Cruise, Max Von Sydow, Colin Farrell

Direction: Steven Spielberg

Grasping you by the neck and refusing to let go right from the time the lights go off, *Minority Report* is one breathless and more than quasi-cerebral cliffhanger. Frames plastered with a slightly noirish tinge, dripping with dystopia and oozing restiveness, an authentic futuristic setting, and some sassy directorial cuts, the talkie remains etched in the swirling vortex your brain becomes after this knock your-socks-off experience perhaps for good.

The year is 2054 and crime is on a downward spiral in Washington DC thanks to the department of Precrime which, with the help of three psychics has been seeing and stopping murders before they actually happen i.e. in effect the people arrested had an intention or were about to commit a murder. The police chief John Anderton played by Tom Cruise is mighty bullish on the system's infallibility. That is until the system tags him as a potential murderer.

The film raises some prickly questions: is an intention to perform an act a guarantee that the act will be performed? Is there a system that is flawless? Does keeping an eye on everyone do more harm than good?

Now cut to the field of business management to analyze these respective issues. Companies are pumping billions of dollars in marketing research that tries to ascertain consumers' attitudes and by extension their intention to purchase. Are they getting the information they sought? One can also picture a situation where a manager over-reliant on his MIS and IT systems messes up by following them blindly at the cost of his perceptual and intuitive skills.

And yes what about the cameras in every organization keeping a watch not only on the customers but employees too? Is the Unique Identification card a step in a direction where each movement of every citizen will be tracked (in the flick a semi-quack gives Cruise an eye-transplant to avoid his detection via retina scanners which are ubiquitous in the city).

Answers to the questions the film raises are left to the viewer so it can't really be called a cop-out by the director. There is an odd scene where Cruise appears slightly wooden. It is more than compensated for by solid *Steel* from Spielberg.



Faraz Ahmad



ABIMS Times

Faculty Buzz

● Workshop on "Implanting Authentic Leadership in the Leaders of Tomorrow"

Three faculty members Mr. Faraz Ahmad, Ms Aditi Bhargava and Mr. S.A. Atif Salar (Lecturers, ABIMS) participated in the Workshop organized by Department of Business Administration, Faculty of Management Studies & Research, Aligarh Muslim University, Aligarh on 10th December 2009. The workshop consisted of two technical sessions. These sessions were conducted by the key resource person Prof. Hamid Khan of Our Lady of the Lake University, USA who is also a recipient of the prestigious "OLLU's Commemorative Award of Faculty Excellence" and several other distinguished resource persons. Dr Hamid tried to show the way to develop authentic leadership in the organization that will leave indelible footprints on the sands of time. The Workshop intended to contribute to personal, professional and spiritual growth of leaders of tomorrow and also helped in reflecting on the leadership profile and level of preparedness to assume leadership responsibilities in today's challenging environment.

- Mr. Faraz Ahmad's research paper "Reverse gender bias? A study and its implications" was published in the June 2009 issue of "Integral Review", a journal of Faculty of Business Management, Integral University, Lucknow; ISSN No. 0974-8032
- Mr. Adil Zia has been granted study leave to pursue his Ph. D. in management from the Department of Business Administration, Aligarh Muslim University, Aligarh.

Upcoming Events

- Viva-Voce Examination for Summer Training Project - January 23, 2010
- Commencement of Classes for Even Semesters - February 01, 2010
- Industrial Visits - 3rd Week of February, 2010
- 4th National Conference - March 13, 2010
- Sports Festival - 4th Week of March 2010

