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## GLBIMR Organizes Life-Saving Blood Donation Camp



Greater Noida, September 3, 2024: GL Bajaj Institute of Management and Research (GLBIMR) hosted a successful Blood Donation Camp on Tuesday, in collaboration with the Armed Forces Transfusion Centre blood bank. The initiative, led by faculty coordinators Dr. Arvind Kumar Bhatt and Prof. Atul Arora, garnered an overwhelming response, with 121 students participating in this life-saving cause.

Many students expressed pride in contributing to such a vital cause, recognizing the importance of giving back to society and addressing the national need for blood donations. The camp reflected GLBIMR's strong commitment to social responsibility, providing students with an opportunity to make a meaningful difference in the lives of those in need.



## GLBIMR Hosts Global Expert Talk on Cross-Cultural Leadership



September 3, 2024 – GL Bajaj Institute of Management and Research (GLBIMR) organized a thought-provoking Global Expert Talk on “Cross-Cultural Perspectives: Organizational Culture in a Global Context.” The session was led by Prof. Kakul Agha, Discipline Leader–HR at Skyline University College, Sharjah.



The event focused on the critical importance of understanding cultural differences in global organizations and their impact on leadership, collaboration, and decision-making. Prof. Agha provided valuable insights, drawing on Hofstede’s Cultural Dimensions framework and offering practical strategies for managing culturally diverse teams.



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## Ms. Sheetal Jerath Sharma from Grant Thornton Inspires PGDM Batch at GLBIMR



Greater Noida, September 6, 2024 – The PGDM auditorium at GL Bajaj Institute of Management and Research (GLBIMR) was alive with energy as Ms. Sheetal Jerath Sharma from Grant Thornton delivered an engaging Expert Talk to the PGDM 2023 batch.

Ms. Sharma shared practical insights on what the corporate world expects from fresh graduates, highlighting her memorable "Pizza Theory" to emphasize the importance of having a unique "X factor" to stand out in the job market. She also emphasized key qualities like hunger for learning, resilience, and a positive attitude.





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## GLBIMR Hosts Expert Talk with EnigmaLearning Founder Ms. Smriti Gupta on Data Analytics



Greater Noida, September 10, 2024 – GL Bajaj Institute of Management and Research (GLBIMR) welcomed Ms. Smriti Gupta, Founder of EnigmaLearning and former Assistant Manager at HSBC, for an insightful Expert Talk titled "From Campus to Corporate."

Ms. Gupta highlighted the growing importance of data analytics in today's corporate world, emphasizing key qualities like integrity, fairness, and leadership for professional success. She provided valuable advice on enhancing resumes and mastering critical data analysis skills, including proficiency in data tools, analytical thinking, and attention to detail.





## GLBIMR Hosts Alumni Talk on Financial Acumen for PGDM 2024 Batch



September 12, 2024 – GL Bajaj Institute of Management and Research (GLBIMR) held an insightful Alumni Talk on "Financial Acumen: Accounting Essentials for Managers," featuring Ms. Ankita Dixit, Assistant Manager at UFlex Limited, Holography Division.

Ms. Dixit shared key financial concepts such as budgeting, cash flow analysis, forecasting, and financial analysis, providing PGDM 2024 batch students with crucial skills to navigate the complexities of business management.



The session began with an introduction by HOD Mr. Anand Rai, while Prof. Nidhi Srivastava presented a token of appreciation to Ms. Dixit for her valuable insights. The talk empowered students to apply accounting principles in real-world business scenarios.





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## GLBIMR Participates in AIMA's 51st National Management Convention

New Delhi, September 11-12, 2024 - GL Bajaj Institute of Management and Research (GLBIMR) proudly participated as a Bronze partner in AIMA's 51st National Management Convention at the Taj Palace, New Delhi. PGDM Batch 2024-26 students had the unique opportunity to attend this prestigious event, themed "India's Ascent: Navigating Global Uncertainty"





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The convention featured inspirational keynotes from Mr. Jyotiraditya Scindia Union Minister, Ministry of Communication and Mr. Sachin Pilot, alongside thought-provoking sessions from industry leaders at Tata Steel, Air India, Kirloskar, and more.





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## GLBIMR Hosts Investiture Ceremony for PGDM Batch 2024-26

Greater Noida, September 14, 2024: GL Bajaj Institute of Management and Research (GLBIMR) marked a significant milestone with the Investiture Ceremony for the PGDM Batch 2024-26. The event, held under the visionary leadership of Mr. Pankaj Agarwal, Vice Chairman of GL Bajaj Educational Institutions, and the esteemed guidance of Dr. Sapna Rakesh, Director of GLBIMR, was a celebration of leadership and responsibility.





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The highlight of the event was the oath-taking ceremony, where the newly appointed club leaders were presented with their badges and appointment letters. They pledged to uphold the values of integrity and responsibility in their leadership roles, marking the beginning of their journey as future business leaders.

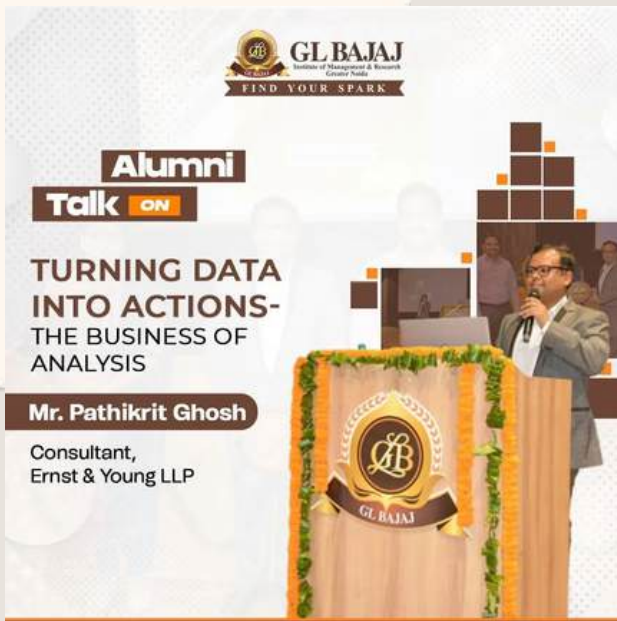




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## GLBIMR Hosts Alumni Talk on Data-Driven Decision Making



September 14, 2024 – GL Bajaj Institute of Management and Research (GLBIMR) organized an insightful Alumni Talk featuring Pathikrit Ghosh, Consultant at Ernst & Young (E&Y), for the PGDM 2023–25 batch.

The session, titled “Turning Data into Actions – The Business of Analysis,” emphasized the pivotal role of data in business decision-making. Mr. Ghosh shared strategies on how future managers can leverage data to enhance operations, identify growth opportunities, and develop impactful business strategies

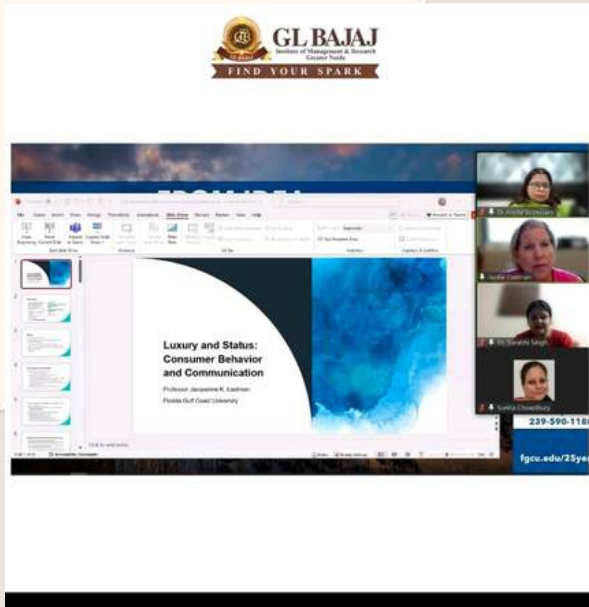




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## Luxury Marketing Insights at GL Bajaj IMR



On September 16, 2024, PGDM 2023 batch students at GL Bajaj Institute of Management and Research attended a session titled "Marketing Communication for Luxury Experience in Consumer Behaviour," led by Prof. Jacqueline Eastman from Florida Gulf Coast University. The session explored how luxury brands engage modern consumers through sustainability and social media.

Prof. Eastman introduced Costly Signaling Theory, emphasizing how sustainability can attract status-conscious consumers. She highlighted the impact of the "Love Response" on social media, where timing, hashtags, and influencers enhance engagement, with red heart reactions indicating positive sentiment.





## Expert Talk on “The top Marketing Matrix Models for Strategic Use” | ETS



GLBIMR hosted an incredibly insightful Expert Talk on "The Top Marketing Matrix Models for Strategic Growth" with Dr. Aprajita Prasad, Ex-Director of PwC. The session offered a deep exploration into some of the most powerful strategic tools used in business today.

Dr. Prasad started with SWOT Analysis, illustrating how businesses can assess their internal strengths and weaknesses while identifying external opportunities and threats. This was followed by an in-depth explanation of the BCG Matrix, which helps companies strategically allocate resources to maintain a balance between high-growth and stable segments.





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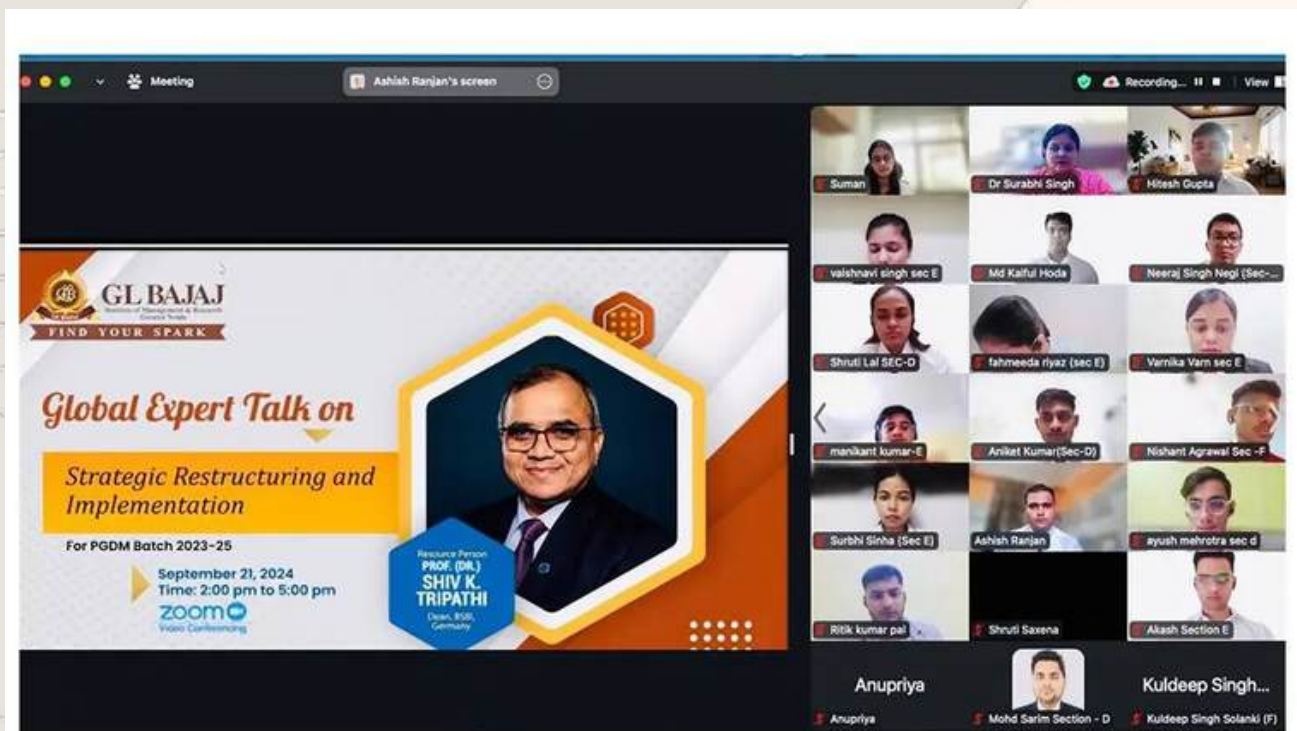
## Global Expert Talk on Strategic Restructuring and Implementation | GTS



At GLBIMR, we had an insightful session on Corporate Restructuring with expert Shiv Tripathi .

He explored how businesses are adapting to the ever-evolving external environment, emphasizing the critical integration of people, profit, and planet into restructuring strategies for sustainable growth.

Mr. Tripathi highlighted the necessity for companies to remain agile in the face of rapid market changes, regulatory shifts, and environmental challenges. He reassured attendees that restructuring need not be complex; rather, operations can be streamlined to create impactful results.





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## Expert Talk on 'Creating Performance Benchmark' | ETS



On September 21, 2024, Mr. Niraj Kumar, an HR Tech and ER practitioner, conducted a session on "Creating Performance Benchmark" for the HR specialization students of the PGDM second year (2023-2025 batch). The session outlined key steps in benchmarking, including goal setting, competency mapping, defining Key Performance Indicators (KPIs), and comparing performance against industry standards for continuous improvement.

Mr. Kumar emphasized the importance of SMART goal setting (Specific, Measurable, Achievable, Relevant, and Time-bound) in aligning individual and organizational objectives.





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## Expert Talk on "Distribution and Channel Management through e-commerce" | ATS



**GLOBAL ALUMNI TALK ON**  
**STREAMLINING DISTRIBUTION:**  
Consumer Strategies for E-commerce Success

**MR. ABDULLAH NIZAM**  
Category Buyer, Lulu Group international,  
Abu Dhabi

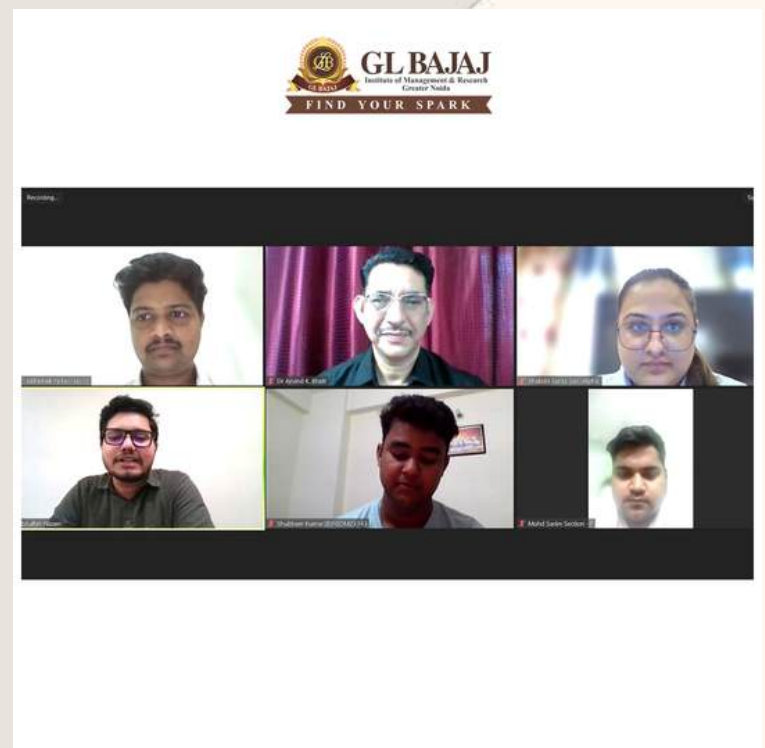
GLBIMR hosted a highly engaging session with our esteemed global alumnus, Mr. Abdullah Nizam, from Lulu Group International, Abu Dhabi, as part of our Global Alumni Talk Series.

Mr. Nizam provided invaluable insights on 'Distribution and Channel Management through E-commerce,' sparking interactive discussions with our PGDM students. He shared practical examples from his extensive industry experience, offering key strategies for effective distribution, leveraging e-commerce, and overcoming logistics challenges.



**RETURN MANAGEMENT**

ECONOMY RETURNS





**1 September - 30 September 2024****Monthly Newspaper****ALUMNI CORNER****Alumnus Of the Quarter (July - Sept)****The Evolving Role of Business Systems Analysts in Modern Organizations**

Business Systems Analysts (BAs) have traditionally been the bridge between business and IT, translating complex business needs into technical requirements for software development. However, with the rapid pace of technological advancements and the increasing complexity of modern organizations, the role of BAs has evolved significantly. They are now expected to be strategic thinkers, data-driven decision-makers, and agile collaborators. BAs are increasingly involved in collecting, analyzing, and visualizing data to identify trends, patterns, and insights. Leveraging data to predict future outcomes and inform strategic decisions.

BAs play a crucial role in facilitating iterative development processes, ensuring that solutions align with evolving business needs. Working closely with cross-functional teams to deliver value quickly and efficiently. BAs are expected to understand and incorporate AI and ML into business solutions. Familiarity with cloud platforms and DevOps practices is becoming essential. BAs are involved in designing solutions that meet the needs and expectations of end-users. Understanding customer interactions and identifying pain points.





## Alumnus Of the Month

### Key Skills Every Business Analyst Should Develop

In today's fast-paced business environment, the role of a Business Analyst (BA) is more critical than ever. BAs act as the bridge between stakeholders and technical teams, ensuring that projects meet business needs and deliver value. To excel in this role, several key skills are essential one of them been Analytical thinking is at the core of a Business Analyst's responsibilities. BAs must be able to dissect complex problems, identify patterns, and derive actionable insights from data. This skill helps them assess business processes and recommend improvements effectively. Effective communication is also vital for BAs. They need to articulate complex concepts in simple terms for diverse audiences, including stakeholders, project managers, and technical teams. Strong written and verbal communication skills ensure that everyone is aligned and informed throughout the project lifecycle.

Business Analysts often encounter challenges that require creative solutions. A proactive approach to problem-solving enables them to address issues quickly and efficiently, minimizing project disruptions. BAs should be able to think critically and propose innovative solutions that align with business goals. While BAs don't always need to be technical experts, a solid understanding of relevant technologies and tools is crucial. Familiarity with data analysis software, databases, and project management tools helps BAs collaborate effectively with technical teams and make informed decisions.



**Srishti Singh**  
**PGDM 2021-23**  
**Senior Associate**  
**Attero**



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GL Bajaj Institute of Management and Research. PGDM Institute, Greater Noida was established in 2007 under the umbrella of GL Bajaj Group of Institutions. GLBIMR.PGDM Institute embarked on the journey to promote higher education in NCR. In record time of 17 years, GLBIMR. PGDM Institute has demonstrated meteoric growth and has carved a distinct niche for itself in the field of management education. GL Bajaj Institute of Management and Research. PGDM Institute, Greater Noida is a leading B-School of North India offering Two Years Full Time Post Graduate Diploma in Management (PGDM) accredited with NBA and approved by AICTE, Ministry of HRD, Govt. of India, with specialization in areas of Marketing, Finance, Human Resource Management, Operations, Data Analytics and International Business.

### Program Educational Objectives (PEOs)

PEO-1 Graduates will be able to contribute to nation-building with advanced practical knowledge in the functional areas of business management while upholding ethical practices.

PEO-2 Graduates will be able to establish benchmarks with the necessary tools and techniques to analyze, design, develop, optimize, and integrate systems for handling complex business problems and uncertainty.

PEO-3 Graduates will be able to demonstrate as effective team players with the capability to lead and appreciate teamwork towards organizational challenges and issues for synergistic growth of multinational organizations: Domestic and global organizations.

PEO-4 Graduates will be ignited with passion and curiosity for lifelong learning and innovation so that they can pursue higher studies and a high level of personal and professional integrity leading to greater societal impact.

PEO-5 Graduates will be competent to take up entrepreneurial initiatives either for their own or within other organizations where they are employed and develop innovative ideas and drive the business through entrepreneurial skills.

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