



From the Editor's Desk

Dear Readers,

We are thrilled to present the seventh edition of our e-Newsletter! This edition is packed with exciting updates from our Online MBA and BBA programs, showcasing recent webinars, workshops, achievements, research publications, and university news. It offers a dynamic glimpse of academic and professional experiences of our faculty and learners. We host engaging webinars every week with industry experts across fields in Healthcare, Technology, Sports, and Academia. These sessions provide insights into the latest trends, challenges, and opportunities, in various sectors. These virtual interactions facilitate knowledge enhancement for our stakeholders which help them make work related decisions. We take pride in sharing the success stories of our learners, along with testimonials that capture their transformative learning journeys. We are equally delighted to present the list of scholarship recipients for their outstanding academic achievements. May these stories of accomplishments and innovation fuel your own aspirations and propel you towards excellence in your academic and professional journey.



Hope you enjoy going through this e-Newsletter.

Happy reading.....

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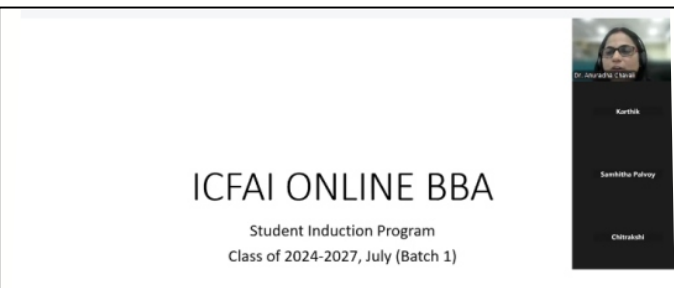
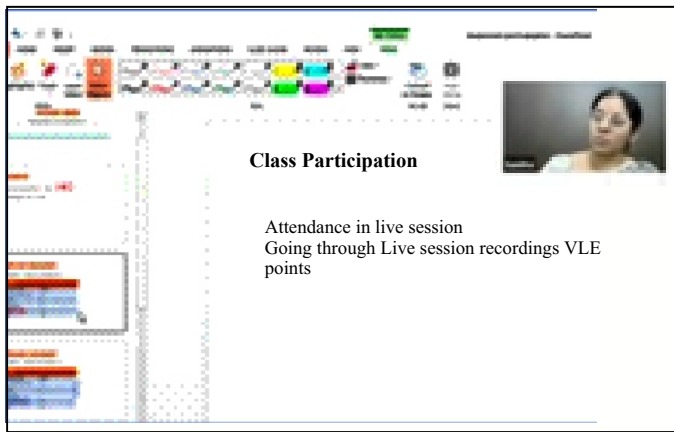
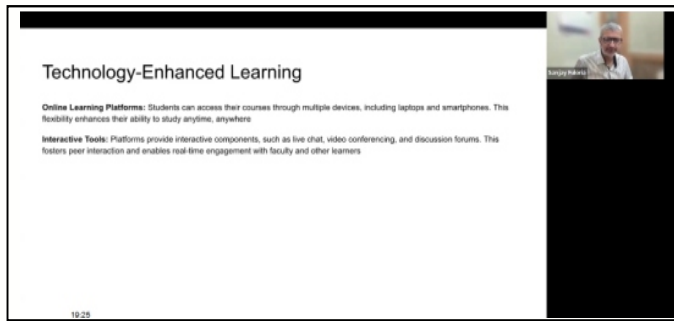
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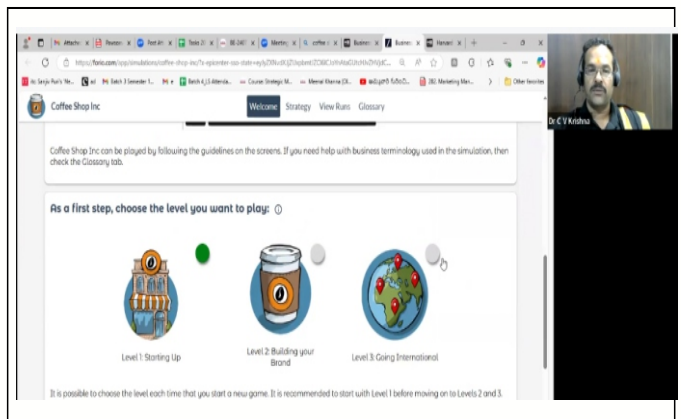


Student Induction Program



ICFAI Online successfully organized a five-day orientation program for its inaugural BBA Batch from November 18 to November 22, 2024. The sessions introduced students to the program's salient features, including UGC regulations, LMS functionality, evaluation components and Semester 1 courses. Led by distinguished resource persons such as Dr. Sanjay Fuloria, Director CDOE, Dr. Anuradha Chavali, Prof. U.L. Sunitha, and Dr. C.V. Krishna, the program emphasized student engagement and support services. This comprehensive orientation program set the stage for helping the students navigate their academic journey confidently.

On Day 5 of the BBA online orientation program, Dr. C.V. Krishna facilitated the Harvard Business simulation game “Coffee Shop Inc”. This engaging activity allowed students to manage a coffee business across three levels, addressing challenges like branding, operations and global expansion. The participants enthusiastically embraced the game, gaining valuable insights into strategic decision-making, adaptability, customer satisfaction and profitability.



Faculty Achievements

Dr. Sheela Rosalyn, Faculty of HR, has published a research article on "Driving Organizational Excellence: Interdisciplinary Perspectives in Marketing, HR, and Finance" in Library Progress International (Scopus Indexed Journal) Print version ISSN 0970 1052 Vol.44, No.3, Jul-Dec 2024: P. 19210-19217.

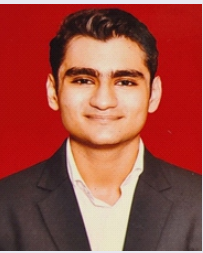
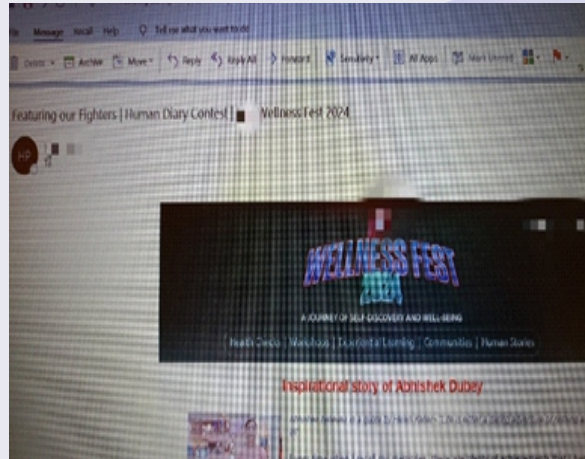


Dr. K Veena, Faculty of HR, successfully completed Faculty Development Program on “Artificial Intelligence and its Applications in Business Management” from 16/12/2024 to 21/12/2024, hosted by Asian School of Business and conducted by AICTE Training and Learning (ATAL) Academy.

Student Achievements



Mr. Abhishek Dubey, a student of Class of 2024-2026 January batch, got promoted as Lead Consultant Role at Infosys. He was also featured in the Human Diary Contest held as a part of Wellness Fest within the organization and participated in Generative AI Art Contest held at Infosys to present his creativity on the Topic: "Reimagining IT Services in World of AI".



Mr. Amit Suhasaria Aryan, a student of Class of 2024-2026 October batch, working as Assistant Store Manager - Tata Starbucks, achieved the position of Coffee Master. He says the award has enabled him to inspire his fellow team to be a guardian & champion of coffee quality served and also to raise coffee awareness in business environment.



Ms. Srinija Guthula, working as Data Analyst at Accenture, a student of Class of 2024-2026 October batch, received Rising Star award for achieving positive outcomes. This award is for new team members who have achieved positive outcomes within 4-12 months of joining.



Student Scholarships

Students listed below secured merit scholarships for their exceptional performance:

Sheth Dhruvi Hareshbhai
Aditi Panse
Shah Smit Nimesh
Sridipta Pakrasi
Rahil Arora
Pudu Pravalika
Aditya Anand Rege Hodarkar
G. Harshavardhan Reddy
Ritika Arora
Anupam Malakar

Pitla Dilip
Sowmya N K
Gunna Sai Vishal Reddy
Sanjay Kumar Agarwal
Taduri Saimanish
Gomes Adonica Gilder
Sruthy Puthillath
Chulanki Choudharee
Jeet Hitesh Shah
Sumesh VP

Mainak Hazra
Divyanshu Verma
Gayathri Vijay Pitroda
Manav Chhabria
Ishita
Rohit Kachroo
Chakka Moukthika
Md. Aman
Mukul Kayal
Satabdi Chowdhary

Faculty Profile

Dr. Ch. Naga Ramya Kiran is a Marketing faculty member with ICFAI Online MBA. She completed her Ph.D. from Acharya Nagarjuna University and her MBA from Vikas College of Engineering and Technology, Vijayawada. With 11.5 years of teaching experience, she has taught various marketing courses to MBA and BBA students.

She is a fellow member of the 'International Association of Distance and Online Education' and the 'International Association of Commerce and Management,' with lifetime validity.

She is also a permanent member of the Executive Council of Bestow Edutrex International. In 2022, she received an award for her research efforts at Guru Nanak Institutions Technical Campus and was honoured with the "Iconic Woman of the Year Award," "Best Young Faculty Award," and "Best Thesis Award" at the Global Eminence Awards. She obtained a patent for her research article on "Human Resource Practices in Medium-Size Garment Industrial Units" in May 2022 and qualified for TS & APSET-2014 in Management. Additionally, she completed SWAYAM NPTEL courses in Leadership, Marketing Management-1, and Managing Services.



Business Awareness Quiz



Across

1. A timeline that outlines when project tasks will be completed.
5. The boundaries and deliverables of a project.
7. The first phase of a project, where the project is defined and authorized.
8. The total cost estimate for completing the project.
9. Potential events or conditions that can have a negative impact on the project.

Down

2. The phase where project plans are put into action and work is performed.
3. Tracking the project's progress to ensure it is on track and within scope.
4. The phase where detailed project plans are developed.
6. The final phase of a project, where it is formally closed and completed.



Anupam Malakar

Career Guide was launched in the month of August 2024 as a career guidance page for ICFAI OL learners. It has successfully completed 9 editions to date. Curated by Prof. Sritama Maitra, this bi-monthly page offers valuable career insights to ICFAI Online learners through a mix of articles, videos, podcasts, polls, and peer advice. It supports learners in overcoming career challenges and planning their professional development. The tips featured in each edition cover a wide range of topics, including interview and resume strategies, enhancing managerial skills, preparing for leadership roles, and handling HRM challenges.

Anupam Malakar, a student of Class of 2022–2024 November batch, and VP at Swiss Re, shared his precious career mantra for the learners at ICFAI Online.

With a career spanning 15 years in the insurance, technology, and consulting sectors, he had the privilege of working with some of the most influential companies with global footprints. His 9-year tenure at Swiss Re has engaged him with multiple teams within Corporate Solutions, including the Data Architecture Team, Data Curation & Reporting Team, and the Bangalore Costing and Pricing IT Team. His professional journey is marked by diverse global exposure, involving project execution and delivery stints in various locations such as Kansas City, Zurich, and St. Petersburg etc. In his role, he had delivered numerous costing solutions and IT tools, spearheaded data science projects related to Claims, lead a Data Engineering Team and currently working as a Senior Data Architect. His work has often involved close collaboration with actuaries, ensuring data-driven decision-making processes are both robust and innovative.

Anupam Malakar's Career Advice:

- ▶ **Embrace Continuous Learning:** The technology landscape is constantly evolving. To stay relevant, make continuous learning a part of your career. This could involve online courses, certifications, or even informal learning through blogs and tech forums. Earning a degree on a particular subject matter from a reputed institute will be the best path forward.
- ▶ **Build a Strong Foundation:** Early in your career, focus on building a solid foundation in both technical and soft skills. Mastery of programming languages, understanding system architectures, and having strong analytical skills are crucial. Equally important are communication skills and the ability to work in teams.
- ▶ **Seek Global Experiences:** Don't hesitate to take on international assignments. Exposure to different cultures and business environments not only broadens your perspective but also makes you more adaptable and resilient. My own experiences in the USA, Switzerland, and Russia have been invaluable in shaping my professional outlook.
- ▶ **Focus on Data-Driven Decision Making:** In today's world, data is king. Develop skills in data analytics and data science. These skills are not only in high demand but also critical in driving informed decision-making processes. Leading data science projects and working with actuaries have been some of the most rewarding aspects of my career.
- ▶ **Adaptability and Agility is Key:** The ability to adapt and being agile to new roles and responsibilities is crucial. Transitioning from a Full Stack Software Engineer to a Software Architect, then to Data Analytics, and finally to Data Architecture has taught me the importance of flexibility and continuous evolution.
- ▶ **Networking and Mentorship:** Build a strong professional network and seek mentors who can provide guidance and support. Being able to collaborate and learn from others in the industry is invaluable.

TIP: *A successful career is built on continuous learning, adaptability, and a willingness to take on new challenges. By building a solid foundation, seeking global experiences, and focusing on data-driven decision-making, you can navigate the dynamic tech landscape with confidence and success. Remember, your career is a marathon, not a sprint. Keep pushing boundaries, stay curious, and never stop learning.*



The Center for Distance and Online Education (CDOE), IFHE Hyderabad has successfully hosted 175+ fascinating webinars by the prominent speakers across industries on contemporary issues. The webinars held from December 2024 to January 2025 include.




Women's Financial Inclusion - Need, Business Case & Solutions

Speaker: Ms. Pallavi T Madhok,
Vice President, Advisory Services, South Asia, Women's World Banking

From Concept to Consumer: Building A Homegrown Electronics Brand

Speaker: Ms. Midhula Devabhaktuni,
Co-Founder, Mivi

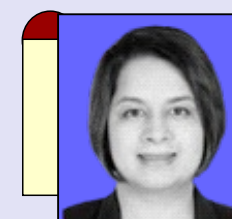



ECO-Swaraj: Transformations Towards a Just, Sustainable World

Speaker: Mr. Ashish Kothari,
Founder-member, Kalpavriksh

Design Your Career

Speaker: Dr. Pavan Soni,
Founder, Inflexion Point Bestselling Author, Adjunct Faculty,
IIM Bangalore & ISB Hyderabad



The Challenge and Charm of Building Integrated Brands

Speaker: Ms. Shaziya Khan,
Brand Communication Strategist & Insight Chaser

All these Webinar sessions were moderated by Prof. R Prasad and Prof. Sudhakar Rao

For more details, visit <https://online.ifheindia.org/webinar.html>



Three of our learners, **Mr. Mainak Hazra**, a student of Class of 2023–2025 July batch, working as Dy. Manager (Supply Chain), Berger Paints India Ltd., and **Ms. Rinki Mathur**, a student of Class of 2023–2025 July batch, working as Asst. Manager, Talent Lifecycle, NAV India and **Ms. Sarah Mallela**, a student of Class of 2023–2025 January batch, pursuing PhD at QUT Australia, won laurels at the 8th SEAA-Peregrine Global Students International Case Competition. Their case on ESG and International Accreditation Agencies – A Unified Approach won the 2nd prize and received critical acclaim for the innovative presentation model adopted by the learners.

The case competition was conducted in two levels with submission of the draft case in the first level. Post acceptance of the draft, the final case and presentation were evaluated. Our learners showcased exemplary teamwork overcoming varied time zones and long-distance collaboration challenges.