From the Editor's Desk

Dear Readers,

Welcome to the July 2025 edition of our e-Newsletter—an insightful roundup of academic innovation, program updates, and thought leadership from our online learning community.

This issue brings exciting developments from our Online MBA and BBA programs, where we continue to enhance the learning experience through updated curricula and practice-driven insights. Our focus remains clear: to deliver flexible, future-ready education that meets the evolving needs of today's learners. In keeping with this mission, we are proud to host a series of expert-led webinars featuring distinguished voices from fields such as Finance, Management, Healthcare, Technology, Sports, and Education. These Friday evening sessions provide more than knowledge—they offer real-world context, challenges, and fresh perspectives that prepare our learners to lead their lives & careers with confidence. Our programs are designed to create meaningful academic engagement while equipping the participating   students and professionals with skills they can apply immediately. Whether you're seeking to deepen your expertise, explore new career paths, or remain connected to industry trends, this newsletter offers direction and inspiration. Thank you for being part of our learning community. We look forward to continuing this journey with you as we shape the future of online education—together.

Hope you enjoy going through this e-Newsletter.

Happy reading...............

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Editorial Team

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Student Induction Program

Before the commencement of semester 1 of the Online MBA program, we conduct bridge and fundamentals sessions. Such sessions help the learners with the

- Basic fundamentals and problem solving basics required for smoothly progressing through the program
- Improving their interpersonal and communication skills required for career growth
- Refresh their learning skills

The sessions enrich the learners' hands on experience with Excel, Soft Skills, Accounting & Finance basics and Business Analytics concepts. The sessions for the upcoming batch of Online MBA commenced on 3rd July, 2025 and will continue until the start of Semester 1 with one session every week.

Student's Achievement

Ms. Geetha Akkaramani, student of Class of 2024-26, January batch successfully completed Certificate Course on Principles of ESG and Sustainability for Business from Arizona State University.

Mr. Ashish Khare, student of Class of 2024-26, November batch successfully completed Swayam Online Course on Generative AI and Large Language Models from Indian Institute of Management, Bangalore.

Ms. Roobi Sachan and her team participated in NTPC's annual 'Business Minds' Management Games and successfully advanced to Level 2. This prestigious event was organized by the All India Management Association (AIMA), which uses its proprietary business simulation software, Chanakya, to create real-world strategic challenges. This international competition involves managing a virtual company with the goal of achieving the highest investment performance, offering a dynamic and competitive learning experience.

Student Scholarship

Students listed below secured merit scholarships for their exceptional performance:

Rakhee Sajith

Mohammad Altamash

Belide Sahithi

Lalatendu Samantaray

Nethravathi B G

Sai Kiran Peddi

Hemant Gera

Anik Chawla

Priyanka Hariharan

Dr. K. Veena, Faculty in HR, successfully completed Swayam Online Course in Introduction to Psychology from Savitribai Phule, Pune Univertsity, Pune.

Dr. Anuradha Chavali, Program Coordinator – Online BBA has been honoured with the Best Senior Faculty Award 2025 by NRA, registered under the Ministry of MSME, Govt. of India. She has been nominated for the same for her outstanding contribution and successful completion of an IEEE funded project.

Venke Sharma, Professor of Practice - Marketing, is a distinguished global technology and marketing leader with 25+ years of transformative experience. Till April 25, he served as Global Product Strategy Head at Sprinklr, driving strategy for their USD 160M Insights product and integrating generative AI solutions. His work positioned Sprinkler as a Leader in Forrester's Q4 2024 Social Suites Report. At Disney Star (2013-2024), he pioneered "The Distillery," a world-class intelligence center that revolutionized content programming and marketing across Disney's Asia Pacific operations. This innovation earned him

a Gold Drum Award for data-driven TV programming. He established comprehensive digital marketing practices for Disney Star across linear TV and streaming businesses spanning sports and entertainment verticals.

Earlier, he built digital powerhouses at Leo Burnett Worldwide and Tribal DDB India. His ground breaking work included Indonesia's first social web movie series for P&G Downy and the "Jaagore OneBillion Votes" campaign for Tata Tea, which won India's first Cannes Cyber Lion. He is an MBA Gold Medalist from Osmania University and a qualified Independent Director from the Indian Institute of Corporate Affairs. Venke authored "The Indestructible Brand: Crisis Management in the Age of Social Media" and he is recognized by SAP as one of India's most influential digital thought leaders. His PhD thesis submitted to Mumbai University focused on the impact of social media on media consumption. Currently, he advises AI start-ups Vidopix (Bangalore) in the insights domain and BeondHub (Hyderabad) in advertising. He combines academic rigor with practical expertise as he teaches courses in consumer insights, integrated marketing, brand building, digital marketing, CRM, and AI-driven marketing.

The Center for Distance and Online Education (CDOE), IFHE Hyderabad has successfully hosted 180+ fascinating webinars by the prominent speakers across industries on contemporary issues. The webinars held from April 2025 to May 2025 include:

Constructive Intervention in India's Education: NPTEL and SWAYAM Online

Speaker: Dr. Mangala Sunder Krishnan,
Professor Emeritus and Former Head, Department of Chemistry,
Indian Institute of Technology Madras

The Role of the Social Impact Sector in India's Development

Speaker: Mr. Verghese Jacob,
Management Mentor and Social Innovator

Charting a Leadership Role in a Rapidly Changing Technology World

Speaker: Mr. P R Ramesh,
Independent Director and Former Chairman, Deloitte India

LEADERSHIP IN PUBLIC LIFE: Balancing Vision, Values and Governance

Speaker: Sri M M Pallam Raju,
Former Union Cabinet Minister, Govt of India

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

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

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.

Answers to the previous quiz:
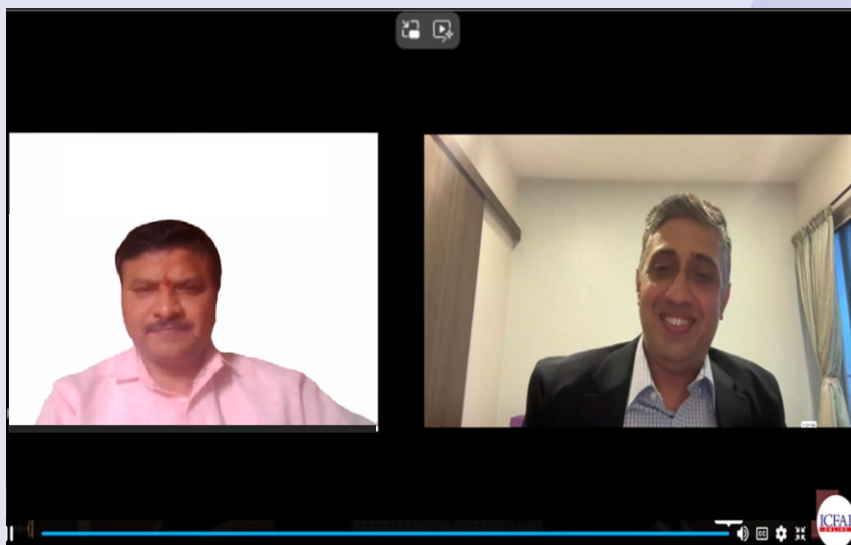
Learning Experiences
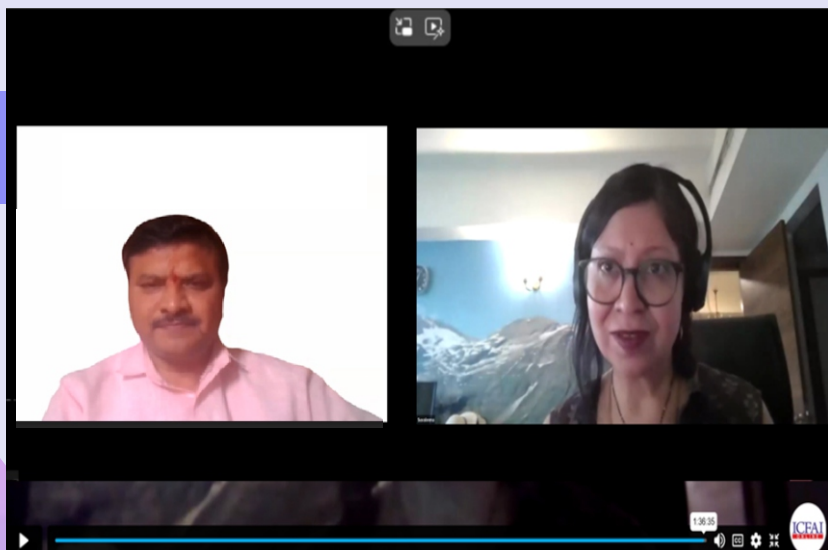
Live Session on Blockchain and Distributed Ledger Technology by Ms.Suvaleena, on June 8, 2025 (Sunday) at 6 PM.

As part of the "Skill Enhancement Session" Ms. Suvaleena Dey, Global Dedicated Instructor, IBM, IBM Certified Expert Project Manager, PMP, and a student of Class of 2023-25 June batch delivered a session on "Blockchain and Distributed Ledger Technology". The session provided useful insights into how blockchain ensures security, transparency, and automation through cryptography, consensus, and smart contracts. With real-world impact across industries, she also highlighted the essential regulatory and security insights vital for informed business adoption.

Live Session on "AI in Marketing" by Prof. Venke Sharma on June 15, 2025 (Sunday) at 6 PM

As part of the "Skills Enhancement Session" Prof. Venke Sharma, Professor of Practice, and Former Global Product Strategy Head – VP Product Management, Sprinklr, Mumbai, delivered a session on "AI in Marketing". The session offered a comprehensive understanding of how AI is reshaping marketing, from disruptions across the funnel to the emergence of Agentic AI driving personalization at scale. It also explored the ethical use of AI, addressing concerns like bias and transparency, while highlighting future trends such as hyper personalisation and creative AI innovations.

Dr. R Prasad, Sr. Director, Academic Wing, IFHE, was one of the two speakers for the session "Balancing Disruptions with Basics" held at the 35th National Annual Convention of Ghaziabad Management Association, Ghaziabad on 24.5.25, under the theme: "Embracing the Future – India Together".

Dr. R Prasad, Sr. Director, Academic Wing, IFHE, delivered a compelling case titled "Artificial Intelligence with Ancient Intelligence" on 17th June, 2025 at the Elets FutureEd Summit 2025, hosted by the Department of Collegiate and Technical Education, Government of Telangana, in collaboration with Elets Technomedia and Digital Learning Magazine.