



## From the Editor's Desk



### Dear Readers,

Welcome to this edition of our e-Newsletter—a vibrant reflection of innovation, achievement, and academic excellence!

In this issue, we bring you exciting updates from our Online MBA and BBA programs, showcasing how we continue to redefine digital learning with cutting-edge curricula and industry-driven insights.

In an ever changing and competitive world, staying ahead requires continuous learning and meaningful industry connections. We facilitate this by hosting engaging weekly webinars featuring renowned experts from Healthcare, Technology, Sports, and Academia. These sessions are more than just discussions—they are insightful explorations of emerging trends, industry challenges, and new opportunities that shape the future.

Through our Online programs, we provide dynamic virtual interactions for our learners, professionals, and stakeholders to gain valuable knowledge. This empowers them to make informed work-related decisions. Whether you're looking to refine your expertise, explore new career avenues, or simply stay updated, our newsletter shows you the path to success.

Join us on this journey of lifelong learning—because the right knowledge, at the right time, can make all the difference!

Stay connected as we continue to shape the future of online education!

*Hope you enjoy going through this e-Newsletter.*

*Happy reading.....*

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### Editorial Team

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# Student Induction Program

A one-hour orientation session was conducted for all the batches of MBA on 4th February, 2025 from 5 pm to 6 pm to introduce students to SWAYAM courses. SWAYAM is a program under the Government of India which has many online courses presented by premium Indian Institutes / Universities. We are offering the courses (under SWAYAM platform) to students as an extended bouquet of elective courses to choose as per their interests. The orientation session focused on facilitating students to comprehend what is SWAYAM, why SWAYAM and steps ahead. The session was conducted by Prof. U.L. Sunita and Dr. K. Veena, where a comprehensive introduction was given by Prof. U.L. Sunita and the experience of doing a course from SWAYAM was shared by Dr. K. Veena.

The screenshot shows a Zoom meeting interface. On the right, a video feed shows a woman (Prof. U.L. Sunita). The main screen displays a PDF document titled "IIMB-SWAYAM January 2025 Semester Exam Schedule.Pdf". The document contains a table with the following structure:

| Subject / Discipline | Course Title  | 24-Feb |        | 25-Feb |        | 26-Feb |        | 27-Feb |        |
|----------------------|---|--------|--------|--------|--------|--------|--------|--------|--------|
|                      |   | Slot 1 | Slot 2 | Slot 1 | Slot 2 | Slot 1 | Slot 2 | Slot 1 | Slot 2 |
| Marketing            | ABCs of Supply Chain  | Yes    |        |        |        |        |        |        |        |
| Marketing            | Advanced Product Quality Planning (APQP)                          |        |        | Yes    |        |        |        |        |        |
| OBHR                 | Advanced Topics in Organizational Behavior                        |        | Yes    |        |        |        |        |        |        |
| Marketing            | Advances in Toulmin Marketing                                     |        |        |        |        | Yes    |        |        |        |
| Marketing            | Advertising and Sales   |        |        |        |        |        |        | Yes    |        |
| Marketing            | Affiliate Marketing   |        |        |        |        |        |        |        | Yes    |
| Finance              | AI in Accounting  |        |        |        |        |        |        |        | Yes    |
| Finance              | Banking and Financial Markets: A Risk Management Perspective      |        |        |        |        |        |        | Yes    |        |
| Finance              | Banking and Insurance   |        |        | Yes    |        |        |        |        |        |
| Finance              | Beginners Budget to Cost and Management Accounting                | Yes    |        |        |        |        |        |        |        |
| Finance              | Behavioral Finance  |        | Yes    |        |        |        |        |        |        |
| Communication        | Business Communication  | Yes    |        |        |        |        |        |        |        |
| Communication        | Business Communication Essentials                                 |        |        | Yes    |        |        |        |        |        |
| Marketing            | Business Environment  |        |        |        |        | Yes    |        |        |        |
| Finance              | Business Negotiations   |        |        |        | Yes    |        |        |        |        |
| Strategy             | Corporate Strategy: Advanced Concepts and Applications            |        |        |        |        |        |        |        | Yes    |
| Media Management     | Crafting Influence: The Art of Media Management                   |        |        |        |        |        |        | Yes    |        |
| Marketing            | Customer Centricity   |        |        |        | Yes    |        |        |        |        |
| Marketing            | Customer Relationship Management                                  |        | Yes    |        |        |        |        |        |        |
| Data Science         | Data-Driven Marketing Decision Making                             |        | Yes    |        |        |        |        |        |        |
| Finance              | Derivatives Mastery: From Theory to Practice in the Indian Market |        |        |        |        |        |        | Yes    |        |
| Marketing            | Digital Marketing   | Yes    |        |        |        |        |        |        |        |

The screenshot shows a Zoom meeting interface. The main video feed shows a woman (Dr. K. Veena). There are two smaller video feeds in the top right corner showing other participants. The meeting title is "Orientation on Swayam Courses".

# Faculty Achievements

**Prof. R Prasad**, Sr. Director, CDOE, IFHE published two case studies “Ethics: Shalya's Decisions Before the Mahabharata War” and “Persuasion Under Pressure: Duryodhana's Negotiation with King Shalya” at The Case Centre, UK (an independent home of the case method, with more than 500-member organisations worldwide and the world's largest repository of case studies used in teaching management subjects and allied disciplines).



**Dr. K Veena**, Faculty of HR, successfully completed a course on “Supply Chain Management” in July, 2024 from Great Learning, a premier global Edtech company that offers online courses, certificates and degrees from world class universities.

Prof. Sweta Anand, Faculty of HR and IT successfully cleared the UGC NET.



**Prof. U.L. Sunitha** and **Dr. Anuradha Chavali** were awarded certificates for their remarkable mentorship to students in the prestigious 8th SEAA-Peregrine International Case Competition 2024. Under their guidance, students secured the second place in this highly competitive global online event.

# Student's Achievement



**Mr. Nannapaneni Sai Swaroop**, a student of Class of 2024 - 2026, October batch, working as HR Manager at Quantela Inc., was awarded with a certificate for 40Under40, an event celebrating Leaders Under Forty by HRAI (The HR Association India, the largest HR forum of India with over 23000 members across the country. The aim of HR Association India is to keep HR Professionals updated on the latest tools and technologies in the field of human resources from the world over).

# Student Scholarship

**Students listed below secured merit scholarships for their exceptional performance:**

|                   |                      |                      |
|-------------------|----------------------|----------------------|
| Rakhee Sajith     | Sai Kiran Peddi      | Nethravathi B G      |
| Belide Sahithi    | Lalatendu Samantaray | Hemant Gera          |
| Mohammed Altamash | Anik Chawla          | Lionel Michael Mould |
|                   |                      | Rohit Kumar Gupta    |

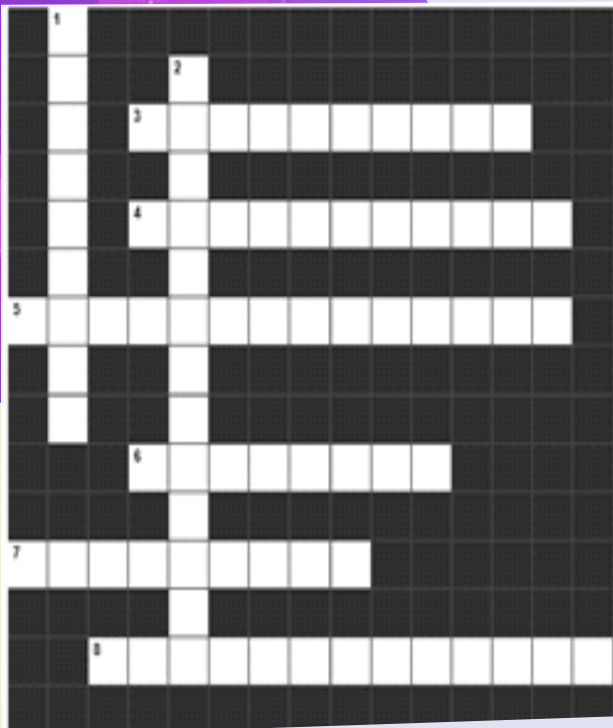
# Faculty Profile

**Prof. Ramesh Krishnan**, Faculty of Marketing, Finance and Operations, holds a post graduate degree in management from IIM, Ahmedabad and a bachelor's degree in engineering from BITS Pilani. His research interests are in Behavioural Sciences which include both consumer behaviour and behaviour finance. His current research is in the area of applying branding concepts in marketing to employer branding.

He was previously associated with ICFAI as the Dean of Adam Smith Business School and Dean of ICFAI National College. Prior to ICFAI, he had worked in the corporate sector in India and abroad.



## Business Awareness Quiz



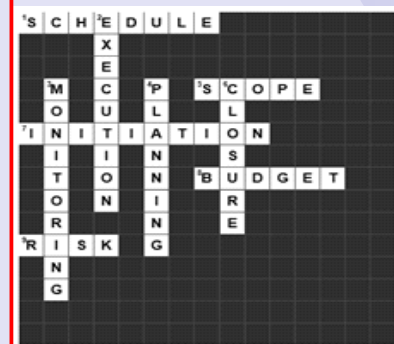
### Across

3. Chemicals used to kill pests, often harmful to the environment.
4. The wearing away of the topsoil, often exacerbated by human activities.
5. The use of microorganisms or plants to detoxify polluted land.
6. A site for the disposal of waste materials by burial
7. Substances used in agriculture and industry that can pollute the soil.
8. The presence of harmful substances in the environment.

### Down

1. The process of converting waste into reusable material to reduce pollution.
2. The removal of trees and forests, leading to soil erosion.

### Answers to the previous quiz:





## **Sandeep R. Pillay**

Career Guide was launched in the month of August 2024 as a career guidance page for ICFAI Online 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.

Sandeep R. Pillay, a student of Class of 2023 – 2025, August batch and Field Support Manager at Pratt & Whitney, shared his career mantra for the learners at ICFAI Online:

“There is no secret ingredient!” said Po's father in Kung Fu Panda. That's how I'd sum up my 25 years' experience in Aviation. The key takeaways from my career have been: 1. Never stop learning. 2. Always have a back-up plan. Don't remain a frog in the well, step out of your comfort zone. This belief influenced me to switch from a predominantly technical role in aviation to that of customer support with a Jet Engine manufacturer. This role has widened my professional horizons beyond expectations.

Learning should encompass not just functional skills, but soft skills like relation building. Shakespeare said, “Give every man thy ear but few thy voice. Take each man's censure but reserve thy judgment.” Be an active listener at the workplace. Networking within and outside your workplace cements your professional reputation but do ensure it is built on trust and integrity.

Pro tip – No post on social media ever disappears, so be responsible in what you express online. Inspiration springs from the most unlikely sources, so shed any pre-conceived bias. Constantly strive for excellence.

Nature has many lessons to offer: 1. Grass survives the storm that fells the mighty Oak... Be flexible, be willing to adapt. Indigo Airlines evolved their product to suit the Indian market. They offer the best value for money in the industry to corner more than 50% of the domestic airline market. They learnt from Air Deccan's mistakes by retaining control of customer facing roles like ticketing. Now they are introducing business class seats as the market matures and Air India has stepped in as their main competitor. 2. Extinction befalls those who do not change with the times. Jet Airways continued to operate as a traditional airline despite the advent of nimbler, no-frills operators. And it did not survive to tell its tale. Job security is a myth, but that should not make you insecure at your workplace. Nobody thought Kingfisher Airlines would fail; the banter was that UB group will raise the price of beer to cover any funding shortfall! But history proved otherwise... And lastly, money is not the sole criteria for success, but lay the foundation for a second income, independent of salary, early in your career... Believe in the power of compounding.”

The Center for Distance and Online Education (CDOE), IFHE Hyderabad has successfully hosted 187 fascinating webinars by prominent speakers across industries on contemporary issues. The webinars held from February 2025 to March 2025 include:



### **Importance of Startups and their Ecosystem in the AI Era**

**Speaker: Dr. J A Chowdary,**  
Founder & Chairman, International Startup Foundation

### **The Personal is Political**

**Speaker: Ms. Aruna Roy,**  
Social Activist, Founder Member, Mazdoor Kisan Shakti Sangathan (MKSS)



### **Leading with Grace: Lessons from Dance, Leadership, and Life**

**Speaker: Dr. Mallika Sarabhai,**  
Renowned Classical Dancer, Choreographer, Activist, and Arts Entrepreneur

### **The Gaza War and The Geopolitical Shifts in West Asia**

**Speaker: Dr. Stanly Johny,**  
International Affairs Editor, The Hindu



### **The Use of Technology in Architecture**

**Speaker: Ar. Krishna Murthy,**  
Founder, Folds Design Studio

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

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



Former RBI Governor Dr. C Rangarajan inaugurated the ICAI PhD Programme in Development Studies and Public Policy for Working Professionals on 12th January, 2025 at ICAI Foundation for Higher Education Campus.