

VOLUME 2 ISSUE 1.

JANUARY 2023

NMIMS KNOWLEDGE TRENDSETTERS



"PLACEMENT PREPS"



This Newsletter is brought to you by NMIMS
Prof. Y. K. Bhushan Information and Knowledge Resource
Centre.

Libraries are known as gateways to Knowledge.
This Newsletter aims to communicate information of various fields
at one place which will help to improve the knowledge of the users.

PREFACE

Dear Reader,

Celebrating New Year with the Anniversary edition!

A Step ahead in knowledge sharing, the NMIMS Library has always been dedicated to serving the needs of its users by providing excellent information services and a collection of literature.

A year back, the **NMIMS Knowledge Trendsetters** was launched to provide broad insights to our students, not only restricting it to Library updates but also providing information and insights from which they can learn from.

Catering to every user's need, we have developed and introduced various columns and sections over time.

We are presenting the 2nd Volume, 1st issue of our Library Newsletter, "**NMIMS Knowledge Trendsetters**," wherein this quarter's theme is "**Placement Preps**."

This issue will help the users prepare their best for the interviews and other exams. We have connected our students with the industry by exposing them to industrial expert interviews, company transformations, and entrepreneurs' speak and presenting them with their seniors' placement experiences in this issue. In addition, this issue contains FAQs about the library, Rankings obtained by our Institute, information on a subscribed database, and much more exciting news.

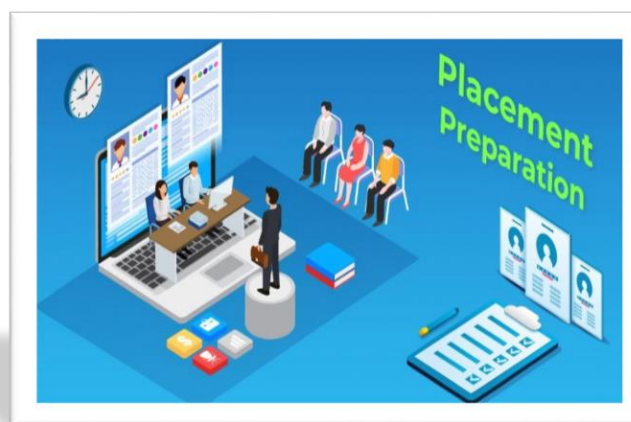
Happy reading!

Thanking you all for your active support,

Stay Tuned and Stay safe.

IN THIS ISSUE

PLACEMENT PREPS & HBR PICKS	ACADEMIC - INDUSTRY LINKS	FAQS ABOUT LIBRARY
RANKING INDICATOR	NMIMS UPDATE ON THE GO!	LIBRARY SERVICES AND FESTIVE SPIRIT



PLACEMENT PREPS

FEW ARTICLES AND IMPORTANT EXPERT SPEAKS FOR ACADEMIC-INDUSTRY LINKAGES

ACADEMIC-INDUSTRY LINKS HELPFUL FOR STUDENTS' PLACEMENTS

Industry 4.0

Mr. Jayesh Shah
 Column, Business World Magazine
 17th December 2022,
 Volume 42. Issue. 04

The world has already seen three Industrial revolutions since the 18th century, and the fourth is underway.

The Fourth Industrial revolution, also known as Industry 4.0, was a term coined by the German government.

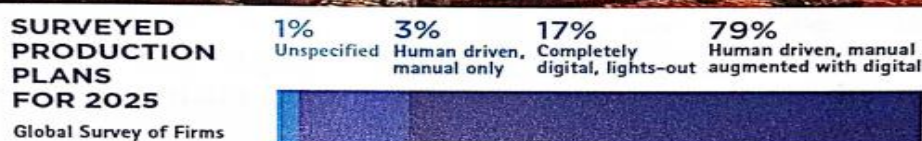
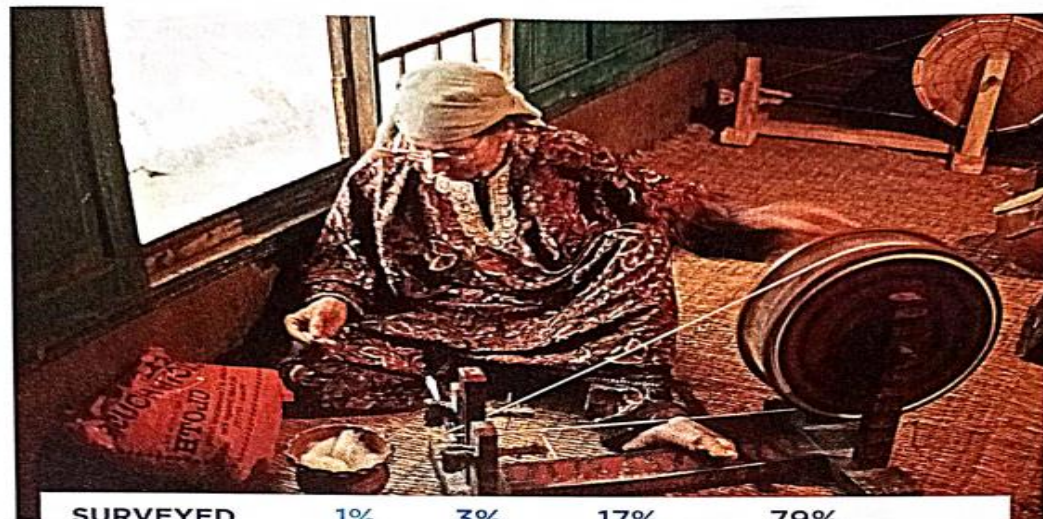
The four components of Industry 4.0 are: -

1. Interconnectivity
2. Information Transparency
3. Technical assistance
4. Decentralized decision-making

While the earlier three revolutions did cause major changes, this fourth one is fundamentally different.

It brings about the fusing of physical and digital technologies, known together as cyber-physical systems (CPS), and leverages interconnectivity via the Internet of Things (IoT), real-time data analytics, artificial intelligence, and cloud computing.

Read more from pg. 26. (Magazine available in NMIMS SBM Library).



HBR PICKS

Designing work that people love

Volume 100, Issue.3
 May – June 2022

Stop Selling, start collaborating: The secret to fostering lasting client relationships

The triple-fit canvas expands a limited product-centric view to encompass a customer-centric perspective. It shifts the focusing new opportunities for mutual growth.



A joint value-creation strategy with customers can help develop leading indicators that predict new problems rather than analyzing lagging indicators that reveal old ones.

Read more from pg.no.112.
 (Magazine available in NMIMS SBM Library).

Skill, Productivity, and growth interlinked. Key to Jobs.

Mr. Vikas Singh

Column, Business World Magazine

17th December 2022,

Volume 42. Issue. 04

A crux Study highlights that the young and educated ‘wait’ 42 months for jobs compatible with their qualification. The eager ‘accept’ and get absorbed in low-productivity segments of the unorganized sector.

‘Continued’ engagement in family firms and farms is the last resort.

India at 75 is the fifth largest economy, and yet exhibits none of the characteristics of a developing country.

We suffer high (about 40 million) unemployment, and even more acute ‘under employment’. A crux study of the last two economic boom cycles confirms a slowing pace of job creation. The correlation between corporate revenue and jobs is weakening, down to 0.15 percent from 0.4 percent for every one per cent growth in topline and is at a historic low.

Jobs are key to inclusion and upward mobility.

Read more from pg. 20. (Magazine available in NMIMS SBM Library).

HBR PICKS

The New You Business

Volume 100, Issue.1

Jan – Feb 2022

How to compete on Personal Transformations

Drawing on our work in understanding customer needs and how to design innovative offerings and meaningful experiences, we have created a three-step process for learning what customers in general or specific-sets of customers would consider in general or specific sets of customers would consider a successful transformation.

Read more from pg.no. 72.

(Magazine available in NMIMS SBM Library).

Sensemaking for Sales

Volume 100, Issue.1

Jan – Feb 2022

Your customers are overwhelmed with information, help them figure out what they need to know.

The amount of product and service information available to B2B customers has become overwhelming, Analyst reports, corporate blogs, display advertising, email marketing, infographics, podcasts: All are competing for the opportunity to influence buyers. So much accurate and trustworthy information exists online that B2B customers dedicate only 17% of their purchase process to talks with potential suppliers.

Read more from pg.no. 122.

(Magazine available in NMIMS SBM Library).

TIM HINDI HUMAN RESOURCES DEVELOPMENT • JOBS • TECHNOLOGY 21 DEC 2022

Study reveals huge dissimilarities in employee experience

A Qualtrics report on people management underlines mismatch between how executive leaders in India rate their employee experience and how the teams they lead rate theirs



Qualtrics 2023 Employee Experience Trends Report has taken the lid off what it calls “concerning disconnect” in how senior and executive leaders in India rate their employee experience and how the teams they lead rate theirs. According to the new research released by Qualtrics, against the backdrop of a talent shortage in India and expected economic headwinds in 2023, this gap is directly impacting the ability to retain and enable talent.

The Qualtrics study goes on to spell out the interventions that ought to be made by employers to bridge this employee-experience gap between those on the top of the totem pole (senior and executive managers) and those below them (middle-level managers and junior employees). It is about amping up the onboarding experience for new recruits; empowering managers with tools and resources to improve engagement levels in their teams; focussing on employees’ career goals; leading from the front and demonstrating the stated values of the organisation.

Based on 1,000 responses from professionals in India, the Qualtrics 2023 Employee Experience Trends Report shows two-thirds of senior and executive leaders (65%) reporting that their expectations at work are being met compared to 48% of middle-managers and junior employees. In particular, middle-managers and junior employees report lower levels of intent to stay, well-being, engagement, and inclusion. Satisfaction with pay also varies between the two groups – and the gap is increasing year on year. In contrast, findings from the Qualtrics study reveal how closing the experience gap can help employers increase retention and productivity. Across all levels of the workforce, workers whose expectations are met at work are 1.8 times more likely to stay with their employer for longer, and 1.4 times more likely to go above and beyond.

“Against the backdrop of increasing rates of burnout, financial stresses caused by the rising cost of living, and evolving employee needs, the Qualtrics findings must serve as a wake-up call for business and HR leaders in India. There is a clear gap in the experience organisations think they are delivering to their teams and what is actually being provided, and failure to address it can have serious implications – from struggling to retain top talent, cultivating employee wellbeing, and maintaining productivity and performance,” says Lauren Huntington, Employee Experience Solution Strategist, Southeast Asia and India, Qualtrics. In addition to closing the experience gap between leaders and their teams, the Qualtrics 2023 Employee Experience Trends Report pinpoints key trends employers need to focus on in 2023 to ensure employee expectations are met.

Onboarding experience
In India, engagement, intent to stay, and meeting employee expectations are lowest among employees who have been with their current employer for less than 12 months. These findings demonstrate the challenges organisations face onboarding employees in rapidly changing environments, and the need to adapt systems and processes accordingly.

A toolkit for managers
The behaviours and actions of managers are among the most pervasive drivers across all employee-experience metrics in India, highlighting the critical need to provide leaders with the tools and resources they need to effectively and confidently lead their teams.

Employee’s growth
Believing career goals can be met at the employees’ current organisation are in the top two drivers of intent to stay and inclusion, revealing the importance of prioritising growth.

Walking the talk
Employees’ belief in organisational values is among the top ten drivers of nearly all the key employee-experience metrics – including well-being, intent to stay, inclusion, and meeting expectations – reflecting a need to understand what employees care about most and acting accordingly.

“What we have seen through our research is that in India and across the globe, employee expectations continue to evolve at a rapid rate. As employers work to address the employee experience gaps that remain and emerge in their organisations, it is critical they are focused on understanding what obstacles and friction points their teams are running into so that they can be removed for the entire workforce. And as the Qualtrics findings show, for organisations that do this well the rewards will be significant,” says Georgie McIntyre, Lead Author for the Qualtrics 2023 Employee Experience Trends Report and Employee Experience Scientist, Qualtrics.

For this employee experience trends report, Qualtrics surveyed nearly 29,000 working individuals across 27 countries in Q3 2022. One thousand respondents were from India, which includes 455 junior to manager-level employees; and 545 senior and executive leaders

The Corporate Wonderland!

Mr. K.A . Narayan & Sunandan Bhanja Chaudhary

In the corner, Business World Magazine

24th September 2022,

Volume 41. Issue. 24

Is the corporate world like Alice in Wonderland...as conceived by the world-famous author Lewis Carol as early as 150 years ago?

It took Alice courage to enter a rabbit hole to find land inside, which gave her so many life lessons.

How often, navigating through our stages in life and navigating through corporate-life we realize that true leadership lessons are rooted in Environments, Experiences, and Evolution. What does it exactly mean?

Read more from pg. 24. (Magazine available in NMIMS SBM Library).

Could e-commerce shake up the World of Advertising?

Mr. Ajai Kumar Dayal

Column, Business World Magazine

03rd December 2022,

Volume 42. Issue. 03

The radical change in the last two decades has made it increasingly difficult for the physical stores to compete.

The advertising market in India clocked \$11.1 billion last year, of which digital advertising was around 31.6 percent or \$3.5 billion. As the online retail business grows, so will the emphasis on e-commerce advertising.

Read more from pg. 32. (Magazine available in NMIMS SBM Library).

Why this is India's Decade

Mr. Ridham Desai, MD, Morgan Stanley

Expert Speak, Dalal Street Investment Journal,

05-18th December 2022.

As that future is largely here, we now turn our attention to "The New India" to mark the next phase of growth. Critically India has a number of advantages that we believe will last through the end of this decade. In fact, it is perhaps the only major economy poised to benefit from four global megatrends: demographics, digitalization, decarbonization and delocalization.

Ridham Desai, MD, Morgan Stanley India presents his opinion about what the new India holds in terms of changes in the country's economy.

Read more from pg. 52. (Magazine available in NMIMS SBM Library).

TRANSFORMING COMPANIES

Transforming TATA

The Week,
Volume 40, No. 44
October 30, 2022

Once a sprawling conglomerate of about a hundred companies, Tata Group is in the middle of consolidation drive to become a future-ready, tech-savvy business group.

On September 23, Tata Group announced the merger of seven of its metal companies into Tata Steel. The decision involved months of planning and many rounds of board meetings; the goal is to bring in simplicity and sale.

- It makes sense to have a simplified structure – T.V. Narendran, MD and CEO, Tata steel.
- In five years, we should have 10 electric vehicles – Shailesh Chandra, MD, Tata Motors Passengers Electric mobility.
- We are focusing on growing portfolio and getting scale – Sunil D'Souza, MD and CEO, Tata Consumer Products.

Read further the whole interviews and a detailed note on how transformations are planned and what impact they carry.

Read more from pg.no. 122. (Magazine available in NMIMS SBM Library).

About Companies and Experts speak under 30 and 40 from various sectors!

Under – 40 Achievers

Connecting with the Consumer – Mr. Aditya Babbar
Senior Director – Marketing, Samsung India Electronics

Aditya Babbar aims to develop an organization that is exemplary and is constantly evolving to deal with changing consumer behavior. He is responsible for driving strategies around product development.

Read more pg.no. 98 (Business world Magazine, 03rd December 2022) Magazine available in NMIMS SBM Library

Some more interviews listed in this Magazine –

1. Expanding Horizons Globally – Aman Arora – Co-founder, Director & CMO - Keventers
2. Serving two Indias – Ameya Padmakar Velankar – Head Marketing, India – Uber systems India.
3. Driving the Digital Explosion – GM Marketing - The Body shop India
4. Engineering meets marketing – Head of Growth Marketing – HealthPlix
5. Reimagining Dining Post-Covid – Chief Marketing officer – Pizza Hut India.

Under – 30 Achievers

Set the Smart Watch on fire – Mr. Arnav Kishore
Founder & CEO – Fire Bolt

The volatile nature of consumers in today's times is a thing to decode, Mr. Kishore said – Nowadays, customers are a good source to disrupt our approach to the product". For instance, smartphones today are a combination of both price and features. That's what works; that's what sells.

Read more from Pg. No.90 (Business World Magazine, September 2022) Magazine available in NIMS SBM Library

Some more interviews listed in this Magazine –

1. Leveling up Gaming – MR. Danish Shah Founder & CEO – Gamestacy
2. Making Jewellery Logistics secure – Mr. Bhavik Chinai - Group CEO - BVC Logistics
3. Grooming at Luxe – Mr. Krishna Gupta – Chairman – Lloyds Luxuries
4. Building Marketing Automation – Ms. Pooja Brahmankar – Director – UpScalio
5. Giving a Contemporary spin to Ayurveda – Mr. Parag Kaushik – Co-Founder and Director – of Upakarma Ayurveda.

Fastest Growing Companies – Growth Despite Challenges

- ❖ India's Leading and one of the world's most efficient integrated steelmakers, JSW Steel, has been growing responsibly across markets with innovations, digitalization, and sustainability as its key drivers.
- ❖ Speaking about UltraTech, a part of the globally renowned Aditya Birla Group, has grown to become India's largest cement manufacturer. It is also second-largest cement manufacturer worldwide accounting for more than 7 percent of the global capacity in cement.
- ❖ For 40 years, Apollo has been steadfast in providing world-class integrated healthcare to patients with outcomes which are comparable to the best healthcare needs of the future.

Read more such inspiring stories of top 30 such companies from Pg. No. 36 (Business World Magazine, October 2022) Magazine available in NIMS SBM Library

CUSTOM MADE

Moulding a new crop of business managers for Industry 4.0

By – Kamal Karnath
Open Magazine,
Volume 14, Issue. 49.
December 12, 2022

*Engineers build the World,
MBAS run it.*

The MBA talent output in India has seen some interesting swings over the last decade.

The organic growth of MBA output that followed the clean-up has ushered in a new generation of MBAs since 2016.

Delhi, Bengaluru, Hyderabad, Mumbai and Pune are the hotspots for MBA talent.

The top five locations account for over 48% of the professionals with an MBA in India.

The MBA Journey that began in the second industrial revolution is due for revamp and refresh after weathering decade of Industry 4.0.

With hyper connectivity, visualization and boundless workspaces, the demand on the business managers and leaders is getting complex by the day.

Read more from pg.no. 146.
(Magazine available in NMIMS SBM Library).

SHARING EXPERIENCES WITH THE LIBRARY

Ohh yess, I am looking forward to it.
But what about the preparations??
We would prepare for the academics part and
what else to prepare?

Look, the Placements Notification is finally here,
Campus Placements would start in next 15 days.

Let's Prepare and get ready to crack it.



Heyy Folks! Let's read some latest happenings about the industry and some interview/column articles form many journals at one place: Library!
Common hurry lets, Let's Start Preparing ourselves for the placements



And how about connecting with our seniors and asking them their placement experiences and clearing our few doubts



INSIGHTS FROM SENIORS!!

How did you prepare for your placement processes?

I have prepared for my placements like most of the other students in the batch. A few things which helped me in the interview process are:

1. Hygiene Questions: One of my friends at NM(Shyam) suggested a very basic and important tip: to write all the hygiene questions manually in notes using pen & paper. He told me to refer to amazon interview questions and asked me to think of every possible question from my CV. Then he asked me to write answers for those questions and practice them. This helped me a lot to be confident in interviews. It might sound very simple but this is really powerful and it's specifically recommended for people who are not very great with their communication skills
2. GD/Case interview: We had a small group where we used to conduct Mock GD/ Case discussions. Mock gd/case discussion followed by feedback helped us a lot. We practiced from different b-school casebooks
3. Common Google sheet to record the actual interview GD topics and case questions where we used to refer to the topics and prepare. We had this common sheet for our division and we asked everyone in our division to update this after the interviews.

What advice do you have for the placements?

Any tips, or mantras you would like to share with the students?

1. Clear thought on the roles that you want to apply and the most important thing is not to be swayed by salaries and just focus on the roles/profiles that you want to get in
2. Trust the process and be focused on your goals (might be a cliché one). But this will be really helpful
3. Self-introspection after every interview will definitely help

How did you prepare for your placement processes?

Mock GDs and Mock PIs. It is vital that one is thoroughly prepared with GDs and PIs as most companies have these two criteria for shortlisting.

What advice do you have for the placements, any tips, or mantras you would like to share with the students?

Mantra: Placements are not about being the best, but knowing how to cope even in the worst scenarios. Be calm, confident, and positive always!

What are the mistakes to avoid as students; on or off the campus during placements?

Always know about the company you are sitting for in the interview. Company mission, vision, strategic goals, current news/ happenings in the company.

Name of the student –

Prithiviraj siran kumar

Course –

MBA Core

Batch Year –

2022



Name of the Student -

Malvika.Srivastava

Course –

MBA HR

Batch Year –

2022



MANAGEMENT THOUGHT

Wishing Everyone a very Happy and Prosperous New Year!

Getting started with a new year, 2023! We all look forward to having a great year ahead, having defined the goals we wish to work hard on and try to achieve it.

As students, while pursuing a particular course, we have ambitions and thrive in achieving the same. So this New year, let us brush up for the upcoming placements process and try to crack it by giving our best of everything that we put in.

The first step would be preparing for the upcoming challenges. No, we will not give you traditional and cliché steps to follow. The actions and process have to be decided by the student itself. But yes, we will draw your attention towards the essential areas which you need to focus on.

In the goal-achieving process, the thing students tend to forget these days is preparing themselves only for long-term goals, which would help them to make and sustain the future!

Focusing on short-term goals is good, but is that the only thing you need to concentrate on?

So be clear about your choices and goals, ensure you are aligned with them, and put 100% into them.

Once the goals are set and ready for the placement rounds, remember to follow the following steps to achieve your ambitions and goals.

- Be aware of the organization you will face for the interview.
- Once done, find in-depth (not just about us) information about the organization, how it functions, what area it covers, and so on.
- Read and re-read the role applied for carefully and analyse what it expects from you.
- Once you get to know this frame, questions related to the role and the relevant answers (be prepared and alert that the answers are not only question specific, be open to mending the answers to other suitable questions as well.)
- The most important thing we tend to miss out is to know our own resume thoroughly, make as many questions as you can and prepare well for those question-answers.
- Pro.Tip - Read about the latest happenings in the concerned industry and the industry world as a whole; this will give you the advantage to speak up confidently and proactively.

The secret mantra to crack any placement is to prepare, prepare and prepare.

Wishing all the very best to all our NMIMS students; we hope you achieve great heights in the future!

"There are lots of exams you need to go through to get your aim; successes and losses come and go, but your dedication and hard work will always be with you to lead you towards a step ahead."

Best Wishes!!

**SOME FAQs RELATED HOW LIBRARY
WOULD BE USEFUL IN YOUR
PLACEMENT PREPARATIONS**

*Here are some of the common questions answered about the
Library 😊 😊*

1. Where can I find the full-text of the articles discussed above?

Ans - These magazines and full-text articles are available in SBM Library. You can visit the library. If from other campuses, you can visit and coordinate with your respective library.

2. Are there any online resources available for reading the latest economic news or some general articles on a topic?

Ans – Yes, the library subscribes to various databases, of which under the 'Research Databases' tab, the students can refer to CMIE Economic Outlook and ISI emerging markets databases to get the economic news. Students can also refer to JSTOR for general subject articles.

3. How can I access/log in to the E-Library?

Ans.- You can access the E-Library using [NMIMS e-Library](#) Link, click on **Login**, Select the **LDAP** option on the left, and enter your login credentials.

For faculties/staff –

The username and password would be the same as their office machine credentials.

For Students –

Username – SAPID@svkgrp.com

Password – Wi-Fi password is given by the institution.

4. How can I get complete information about a company?

Ans – You can log-in into the e-library and go to ISI emerging database or CapitaLine Database; you can then search for the desired company and get more information about it.

5. How do I know which database to refer to according to my information needs?

Ans. – Each Database and its information content is stated in the Quick usage guide available under the Library Resources tab in the LMS Portal. It can also be found on the [NMIMS e-Library](#) website stated as User Manual.

6. Where can I find more services provided by the library?

Ans. – Students can find other information about the library and the services provided by the library under the Library Tab in the LMS Portal.

7. How do I access the Turnitin account?

Ans – The students receive a mail from Turnitin with the activation link, they have to set a password, by this the account is made active, which is then ready to use.

8. Where can I access Harvard Business Review Journal or any other journal similarly?

Ans – Students can access not only the HBR issues by visiting their respective Libraries. Along with HBR, the library subscribes to many such scholarly journals which students can visit the library and explore.

“The only thing you absolutely have to know, is the location of the Library”

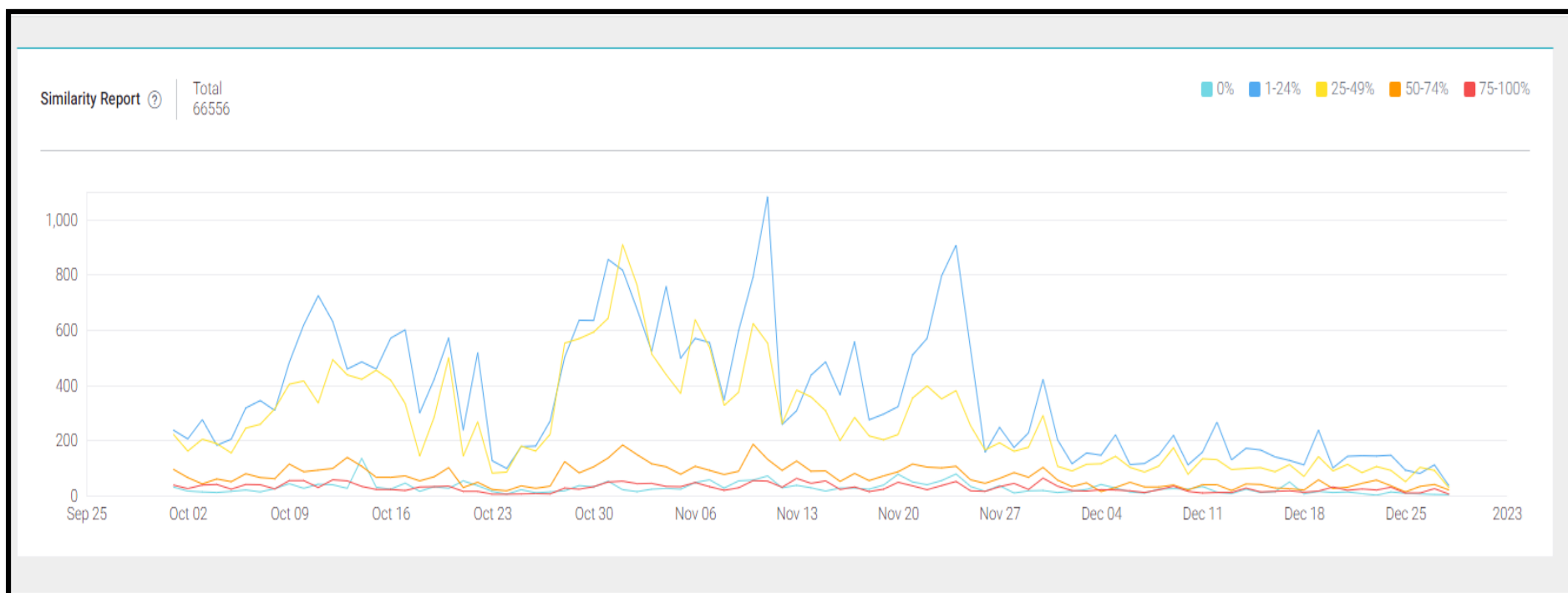
– Albert Einstein

TURNITIN USAGE OF THE QUARTER

The below report states the number of users who have checked their work for plagiarism using Turnitin software.



The below report shows an average percentage of plagiarism checks retrieved during the plag check done



ONLINE DATABASE USAGE GUIDE

EBRARY (PROQUEST EBOOK CENTRAL) FOR E-BOOKS DATABASE

- ProQuest E-book Central formerly Ebrary is a multi-disciplinary collection of electronic e-books. It has around 2.15 Lakhs ebooks titles available for all subjects.
- Faculty members and students can access Ebrary under E-Books Database by using the below link <https://svkm.mapmyaccess.com/>

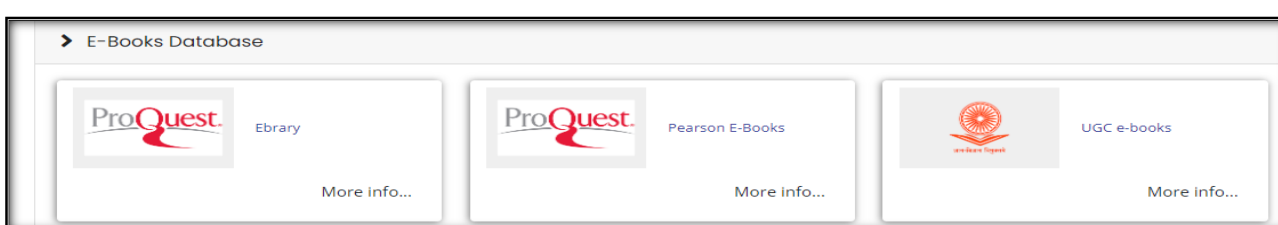


Fig 1 : Shows tab of Ebrary under MapmyAccess

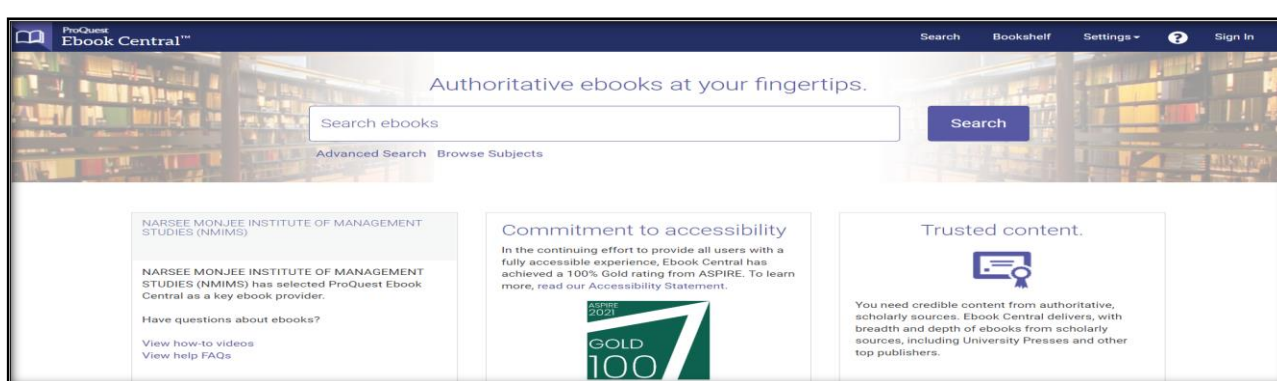


Fig 2: Interface of Ebrary (ProQuest Ebook Central)

Features of Ebrary (ProQuest Ebook Central)

Ebook Central is navigable with just a keyboard – the tab, enter, and arrow keys can:

- Navigate website menus.
- Perform Basic and Advanced searches
- Navigate search results
- Read online including book navigation
- Download eBooks

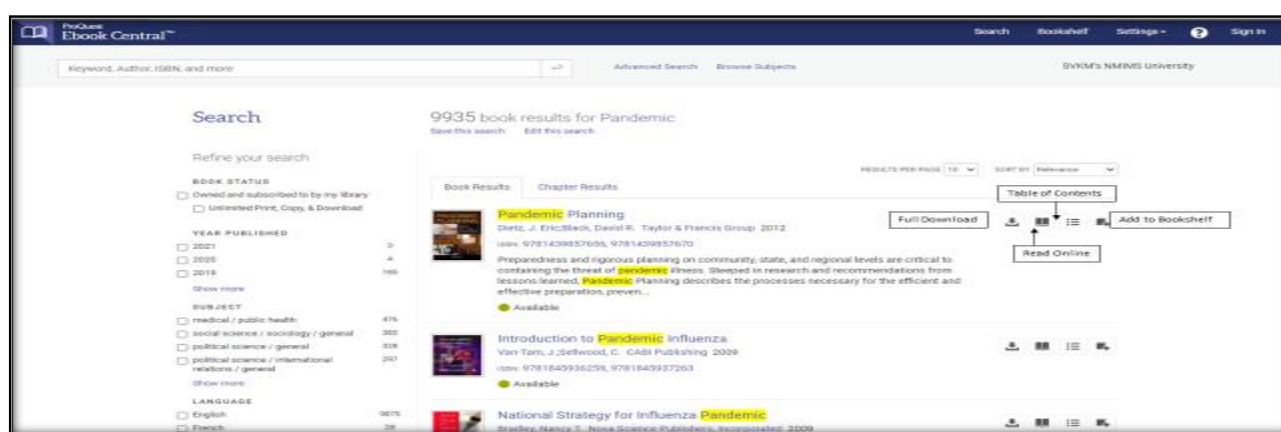
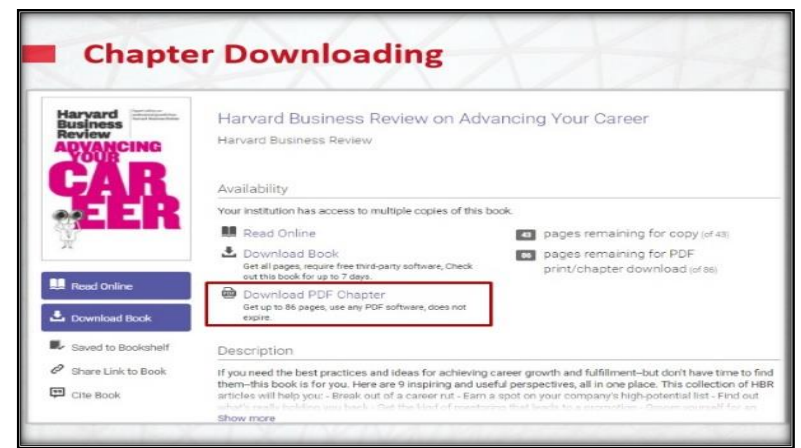


Fig 3: Shows search results for the required key term (ProQuest Ebook Central)

Ebook Central offers books in two formats: EPUB and PDF.

Reading offline (downloaded books or chapters)

- Books with download restrictions (DRM): Some eBooks have rights restrictions set by the publisher. In these cases, full-book access is available through Adobe Digital Editions.
- Books without download restrictions (DRM-free): Within the limits of daily usage, 99% of individual chapters and hundreds of thousands of full titles are available on Ebook Central without download, copy or print restrictions. This content can be easily downloaded to any device, including a laptop, tablet, or phone. The availability information for each book displays the DRM limits. If no limits are present, the availability will read, “There are no copy, print, or download restrictions on this title.”
- Ebook Central will allow you to download chapters of books into PDF to be saved on to your computer. You can download a chapter in the Book Details Page or in the Table of Contents. Next to each chapter will be an option to download that chapter into a PDF.



- Pre-requisite to download the Full book from ProQuest Ebook Central
- Register yourself with NMIMS Email ID.
- You have to download ‘Adobe Digital Editions’ (Free software) to download eBook on your laptop/desktop or Android.

Steps for Full book download



<p>After Registration Step-1- Select your device</p>	<p>Step-2 Get Adobe Digital Edition Software</p>	<p>Step-3 Download your book for maximum 21 days</p>	<p>Step-4 Save your book in the Adobe Digital edition for the reading.</p>

Fig 4: Shows search results for the required key term (ProQuest Ebook Central)

Using the Bookshelf

The bookshelf is your personal workspace within Ebook Central. By default, any title saved in the bookshelf will be in the “Research” folder in alphabetical order. However, you can create new folders, copy books from the Research folder into other folders, or delete the book from your bookshelf. The top right icons will allow you to options for the entire contents of your bookshelf, including sharing a link, emailing, exporting or getting the citations. Icons next to a specific book, are relevant just for that title. They will allow you to read online, return to the table of contents and get the citation. Expanding the 3 dots icon will also allow you to export notes into a text file, share the link to the book, copy to another folder or remove the title from your bookshelf.

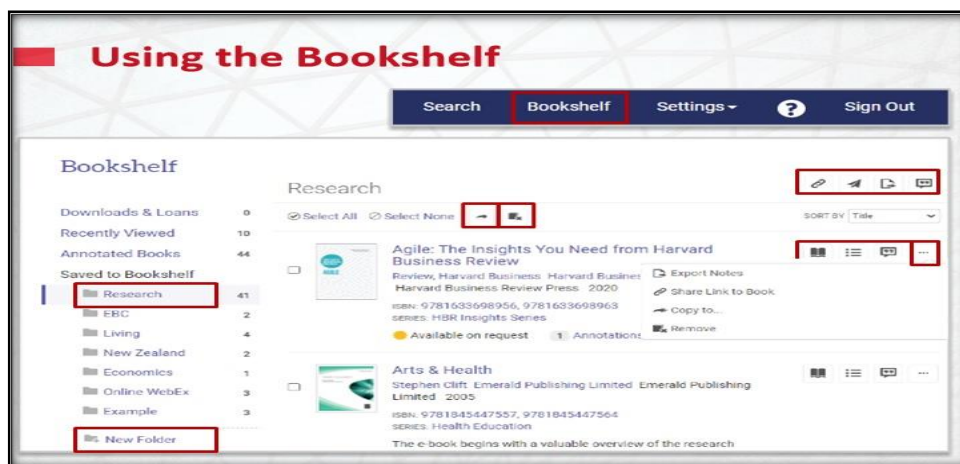


Fig 5: Using the Bookshelf in ProQuest Ebook Central

Annotations

You may annotate the book by highlighting sections of text, adding notes or bookmarking pages. You can manage your annotations by clicking the Star icon on the navigation panel. Here you can find your previous annotations or delete them.

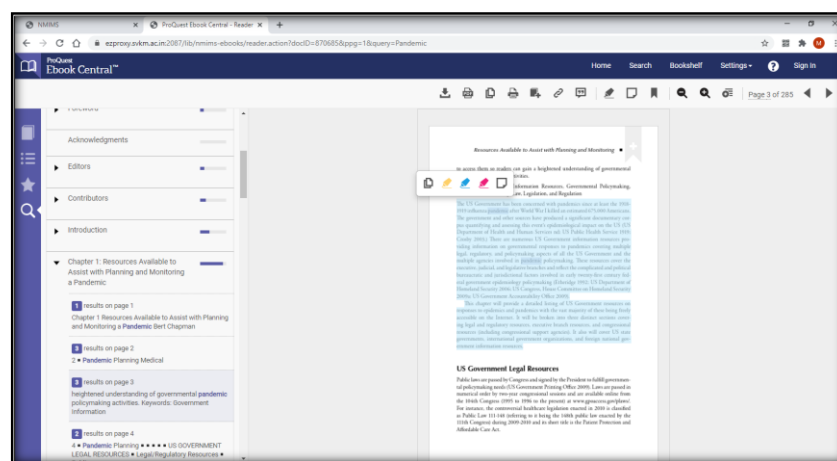


Fig 6: Using Annotations in ProQuest Ebook Central

Please feel free to contact library team for futher details...Happy Learning!!!

Source : <https://proquest.libguides.com/ebookcentral>

ORIENTATIONS AND USER AWARENESS PROGRAMS CONDUCTED ACROSS CAMPUSES

The Library continues to progress and support the learning, teaching, and research activities at NMIMS.

As part of the focus on teaching, learning, and research needs of the faculties and students, we conduct regular training and orientation sessions for the students and faculties frequently so that they are aware of the resources that the Library is providing and also help them to make the most use of the available resources.

The below table shows the number of orientation and training sessions for the usage of the library conducted across various campuses to improve the efficient use of e-resources in the last quarter.

MUMBAI CAMPUS	
SCHOOL NAME	OCTOBER - DECEMBER
SBM/SAMSOE/COE/JDSOLA	10
MPSTME	4
BSSA	2
ASMSOC/SDSOS/KPMSOL/SOD/SOMASA/SOBA/CIS	3
SPPSPTM	6

OTHER CAMPUSES	
CAMPUS NAME	OCTOBER - DECEMBER
BANGALURU	8
SHIRPUR	4
NAVI MUMBAI	4
DHULE	2
CHANDIGARH	4

With a continuing aim, we will see you in the next orientation session.
Till then, Stay Tuned!!

RANKINGS INDICATOR OF THE QUARTER

SR.NO	NAME OF THE SCHOOL	CAMPUS	RANK	RANK NAME
BUSINESS INDIA B-School Special November 28 – December 11, 2022 No. 1140				
1	SVKM's NMIMS School of Business Management	Mumbai	10	Top 10 B-schools in India
2	Narsee Monjee Institute of Management Studies	Bengaluru	A+++	Best B-Schools
OPEN THE MAGAZINE Best B-Schools 2023 12th December 2022 Volume 14 Issue 49.				
3	SVKM's NMIMS School of Business Management	Mumbai	12	Top 100 B-Schools in India- Overall Rankings
4	Narsee Monjee Institute of Management Studies	Bengaluru	40	Top 100 B-Schools in India- Overall Rankings
5	SVKM's NMIMS School of Business Management	Mumbai	1	Top B-Schools Under Private Universities – Zone-Wise / West
6	Narsee Monjee Institute of Management Studies	Bengaluru	2	Top B-Schools Under Private Universities – Zone-Wise / South
7	SVKM's NMIMS School of Business Management	Mumbai	1	Top B-Schools Under Private Universities – State-Wise / Maharashtra
8	Narsee Monjee Institute of Management Studies	Bengaluru	1	Top B-Schools Under Private Universities – State - Wise / Karnataka

<p style="text-align: center;">FORTUNE INDIA INDIA's Best B-Schools November 2022 Volume 13, Issue 1.</p>				
9	SVKM's NMIMs School of Business Management	Mumbai	12	India's Best B-Schools 2022
10	SVKM's NMIMs School of Business Management	Mumbai	5	India's Best B-Schools – Zonal Rank/ West Zone
11	SVKM's NMIMs School of Business Management	Mumbai	3	India's Best B-Schools – City-wise Rankings - Mumbai
12	Narsee Monjee institute of management studies	Bengaluru	2	India's Best B-Schools – City-wise Rankings - Bengaluru
<p style="text-align: center;">INDIA TODAY Best B-Schools of India November 2022 Volume 47. Issue 47</p>				
13	SVKM's NMIMs School of Business Management	Mumbai	2	Best B-Schools zone-wise (Private) – West and City Wise
14	Narsee Monjee institute of management studies	Bengaluru	5 – Zone-Wise 2 – City-Wise	Best B-Schools zone-wise (Private) - South
15	SVKM's NMIMs School of Business Management	Mumbai	4	Best B-Schools (Private) – Overall Rankings
16	Narsee Monjee institute of management studies	Bengaluru	17	Best B-Schools (Private) – Overall Rankings
<p style="text-align: center;">BUSINESSWORLD - BW India's Top B-Schools: building blocks of the future 19th November 2022 VOLUME 42, No. 02</p>				
17	SVKM'S Narsee Monjee institute of Management studies	Mumbai	10	Top B-Schools Rankings - Overall
18	SVKM'S Narsee Monjee institute of Management studies	Mumbai	3 – Overall 2 – Region-Wise /West	Top B-Schools Rankings - Private overall and Region wise

19	SVKM'S Narsee Monjee institute of Management studies	Mumbai	10	Top B-Schools Rankings – One-Year Course
<p>BUSINESS TODAY</p> <p>India's Best B-Schools: A BT MDRA Survey</p> <p>November 2022 Volume 31. No.23</p>				
20	SVKM'S Narsee Monjee institute of Management studies	Mumbai	11	India's Best B-Schools – Overall Rankings
21	Narsee Monjee institute of management studies	Bengaluru	32	India's Best B-Schools – Overall Rankings
22	SVKM'S Narsee Monjee institute of Management studies	Mumbai	4 – West Zone 2 – City Wise	India's Best B-Schools – Top 20/Zone – Wise / West and City Wise
23	Narsee Monjee institute of management studies	Bengaluru	7 – South Zone 3 – City Wise	India's Best B-Schools – Top 20/Zone – Wise / South and City Wise
24	SVKM'S Narsee Monjee institute of Management studies	Mumbai	4	Top 100: Private B-Schools
25	Narsee Monjee institute of management studies	Bengaluru	17	Top 100: Private B-Schools
<p>THE WEEK</p> <p>India's Best B-Schools: The Week Hansa Research Survey</p> <p>November 2022</p>				
26	SVKM'S Narsee Monjee institute of Management studies	Mumbai	4 – Overall 4 – Zone-wise/West	B-Schools Private – All India
27	SVKM'S Narsee Monjee institute of Management studies	Mumbai	2	B-Schools Private – Mumbai

NMIMS UPDATES ON THE GO!

❖ Indore: City academician shortlisted for global teaching excellence award

Dr Niranjana Shastri, an associate professor SBM at SVKM's NMIMS Indore, has been shortlisted for Teaching Excellence Award 2022 jointly by the Association of International Certified Professional Accountants formed by members of The Chartered Institute of Management Accountants (CIMA) and the American Institute of CPAs (AICPA) which is one of the largest accounting professional body of the world

Read more at –

<https://www.freepressjournal.in/indore/indore-city-academician-shortlisted-for-global-teaching-excellence-award>

❖ Inkspell, in partnership with NMIMS SOBA, brought an exclusive, in-person edition of the AdWorld Showdown 2022 - The Ultimate Battle of Branding & Advertising

Read more at –

<https://www.prnewswire.com/in/news-releases/inkspell-in-partnership-with-nmims-soba-brought-an-exclusive-in-person-edition-of-the-adworld-showdown-2022-the-ultimate-battle-of-branding-amp-advertising-857605992.html#:~:text=Inkspell%2C%20in%20partnership%20with%20NMIMS,Ultimate%20Battle%20of%20Branding%20%26%20Advertising>

❖ NMIMS opens registrations for NMIMS-CET, NPAT and LAT entrance exams

SVKM's Narsee Monjee Institute of Management Studies (NMIMS) opened registrations for common entrance tests on December 1, 2022.

Read more at –

<https://news.careers360.com/nmims-opens-registrations-for-nmims-cet-npat-and-lat-entrance-exams>

❖ Mumbai: NMIMS' Vaayu take over Sunday streets with flashmob in lead up to festival

The team of Vaayu Fest, the National Level College Festival of SVKM's NMIMS University (ASMSOC) decided to grace the streets of Mumbai and celebrate the youth of today by putting a smile on everyone's faces. It was healing to witness students singing, dancing and filling the air with laughter and love.

Read more at –

<https://www.freepressjournal.in/education/mumbai-nmims-vaayu-take-over-sunday-streets-with-flashmob-in-lead-up-to-festival>

❖ International Study Tour 2022 – Gearing Students of Pravin Dalal School of Entrepreneurship & Family Business Management, NMIMS for The Future

The International study tour undertaken by the students of NMIMS' Pravin Dalal School of Entrepreneurship and Family Business Management was a window to the global world of business and technology. The students of NMIMS' Pravin Dalal School of Entrepreneurship & Family Business Management (PDSE&FB)- the twenty-third cohort traveled to Belgium, Austria, Germany and Switzerland as a part of their international study trip.



❖ Unleash your creativity and passion for technology. Join NMIMS School of Design's B.Des. (Humanising Technology) program

Read more at –

http://timesofindia.indiatimes.com/articleshow/95992508.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

❖ 2 NMIMS SPPSPTM faculty granted patents for research work in pharmacy, technology management

Two of NMIMS Shohababen Pratapbhai Patel School of Pharmacy and Technology Management (SPPSPTM) faculty have been granted with Indian patents for their research work.

Read more at –

<https://news.careers360.com/2-nmims-sppsptm-faculty-granted-patents-for-research-work-in-pharmacy-technology-management>



❖ **NMIMS Hyderabad Appoints Dr Siddhartha Ghosh as Director**

NMIMS, Hyderabad appointed Dr Siddhartha Ghosh as its new Director. In his 22 years of illustrious journey, Dr. Siddhartha Ghosh has been heading various departments with premier institutions in Hyderabad.

Read more at –

<https://indiaeducationdiary.in/nmims-hyderabad-appoints-dr-siddhartha-ghosh-as-director/>

❖ **SVKM's NMIMS Chandigarh Campus's Industry Roundtable stresses regular revision in syllabi to include emerging challenges and contemporary issues**

SVKM's NMIMS, a deemed-to-be-university, Chandigarh Campus has organized an industry roundtable discussion on 'Business, Socio-Legal & Technological Advancement: A Revolution in Higher Education.' The industry roundtable was inaugurated by eminent dignitaries across a wide gamut of business education and concluded on a high note.

Read more at –

<https://news.easysiksha.com/svkms-nmims-chandigarh-campus-industry-roundtable-stresses-regular-revision-in-syllabi/>

❖ **NMIMS, Department of Psychology organizes riveting therapy and launches it's 'The Psychlic Zone' magazine on World Mental Health Day**

SVKM's NMIMS Sunandan Divatia School of Science (SDSOS), Department of Psychology organized a one-day multi-therapeutic event to improve mental health at its Mumbai campus on the occasion of World Mental Health Day celebrated on October 10.

Read more at –

<https://spandan.nmims.edu/2022/10/12/nmims-department-of-psychology-organizes-riveting-therapy-and-launches-its-the-psychlic-zone-magazine-on-world-mental-health-day/>



❖ **NMIMS Professors Featured in Stanfords List of World's Top 2% Scientists for the 2nd Consecutive Year**

SVKM's NMIMS set an example for the second consecutive time; for being selected in Stanford's list of world's top 2 percent scientists. Known to be a premier B school offering multi domain specialisations, NMIMS has produced over 800 plus innovative research papers and professionals which are much appreciated by global organisations.

Read more at –

<https://indiaeducationdiary.in/nmims-professors-featured-in-stanfords-list-of-worlds-top-2-scientists-for-the-2nd-consecutive-year/>

❖ **NMIMS & Sobus Ventures Studio partner for student startup ecosystem & community impact**

NMIMS Shirpur Campus signs MoU with Sobus Ventures Studio (SVS) to establish Center for Innovation & Entrepreneurship. SVS will establish a multi-disciplinary Centre of Excellence to give an impetus to Sustainable Agriculture, Textile, Health Innovations & Technology.

Read more at –

<https://www.prnewswire.com/in/news-releases/nmims-amp-sobus-ventures-studio-partner-for-student-startup-ecosystem-amp-community-impact-840430297.html>



EYE ON COMPETITORS!

- ❖ **Team Vision from XLRI, Jamshedpur Wins the Cummins India “REDEFINE 2022” B-School Case Study Competition**
Cummins India hosted the grand finale of ‘REDEFINE 2022’, its flagship B-school case study competition, today at their India Office Campus (IOC), Pune. Team Vision from Xavier Labour Relations Institute (XLRI), Jamshedpur (Delhi Campus) was awarded the competition winner and received a trophy and cash prize. Team QuadrAngles from Narsee Monjee Institute of Management Studies (NMIMS), Mumbai bagged the first runner-up position. The winning teams will also be enrolled in a mentorship program with the Cummins India leadership.
Read more at –
<https://indiaeducationdiary.in/team-vision-from-xlri-jamshedpur-wins-the-cummins-india-redefine-2022-b-school-case-study-competition/>
- ❖ **IIM Lucknow launches new MBA (entrepreneurship and innovation) programme**
These courses would be multi-disciplinary, covering all areas of management and allied fields. Course content, cases, exercises and materials will be aligned and relevant to entrepreneurial ventures at the startup stage.
Read more at –
<https://www.hindustantimes.com/cities/lucknow-news/iim-lucknow-launches-new-mba-entrepreneurship-and-innovation-programme-101671211934607.html>
- ❖ **BITSoM’s median summer internship stipend increases 33% to Rs 2 lakh**
Read more at –
<https://www.financialexpress.com/education-2/bitsoms-median-summer-internship-stipend-increases-33-to-rs-2-lakh/2915396/>
- ❖ **Nippon Steel, Suzuki Motor are new recruiters at IIM Ahmedabad placements**
In its summer placements for the flagship Post Graduate Programme (PGP) class of 2024, the Indian Institute of Management Ahmedabad (IIMA) saw new recruiters such as Nippon Steel, Suzuki Motor Corporation (International), Nucleus Office Parks among others.
Read more at –
<https://bloncampus.thehindubusinessline.com/b-school-corner/nippon-steel-suzuki-motor-are-new-recruiters-iim-ahmedabad-placements/article66114634.ece#:~:text=In%20its%20summer%20placements,Nucleus%20Office%20Parks%20among%20others.>
- ❖ **IIM-Tiruchi receives its first MBA accreditation from AMBA**
Accreditation from the AMBA, the world’s leading authority on postgraduate management education, represents the highest standard of achievement.
Read more at –
<https://www.thehindu.com/news/cities/Tiruchirapalli/iim-tiruchi-receives-its-first-mba-accreditation-from-amba/article66010295.ece>
- ❖ **IIM Ahmedabad sees the two-year MBA programme getting phased out in a decade**
Read more at –
<https://www.businesstoday.in/education/story/iim-ahmedabad-sees-the-two-year-mba-programme-getting-phased-out-in-a-decade-352587-2022-11-11>
- ❖ **IIT Madras launches Interdisciplinary Dual Degree program on quantitative finance**
Indian Institute of Technology Madras (IIT Madras) has launched Interdisciplinary Dual Degree (IDDD) programme on ‘Quantitative Finance,’ as per an official statement. The course would be jointly offered by Departments of Management Studies, Computer Science and Engineering and Mathematics for BTech dual degree students.
Read more at –
<https://www.financialexpress.com/education-2/iit-madras-interdisciplinary-dual-degree-programme-quantitative-finance-business-programme/2912743/>
- ❖ **IIM Udaipur Wins Inter B-School Governance Consulting Competition**
Read more at –
<https://indiaeducationdiary.in/iim-udaipur-wins-inter-b-school-governance-consulting-competition/#:~:text=Udaipur%3A%20The%20Indian%20Institute%20of,Nationals%20Round%20Winners%20of%20the>
- ❖ **How a robotics contest led to start-ups and go-getters**
Read more at –
<https://www.hindustantimes.com/cities/mumbai-news/how-a-robotics-contest-led-to-start-ups-and-go-getters-101670755682942.html>
- ❖ **A first: NAAC benchmarks for affiliated colleges released**
Read more at –
<https://timesofindia.indiatimes.com/city/mumbai/1st-naac-benchmarks-for-affiliated-colleges-released/articleshow/96123036.cms>

LIBRARY'S FESTIVE SPIRIT

The Team library celebrated Diwali and Christmas with all the festive spirits.

The Diwali in the Library was celebrated with a message of How only one lamp (diya) can lighten a dark room, similarly even one book can enlighten the student and change his life.

Library being a knowledge hub facilitates its all users with various resources to fulfill their information needs serving as that one lamp in a dark room of information overload.

The Christmas was celebrated by making a Christmas tree with the help of books conveying the importance of reading books in one's life and how the knowledge keeps growing like the tree by reading books.



ACCESS TO LIBRARY RESOURCES ON A CLICK



Previous Years'
Question
Papers through LMS
Portal



Library Resources
through LMS Portal



Library
OPAC



E-LIBRARY
Through
Mapmyaccess



User Manual for usage
of e-resources in e-
library



Harvard Business
Review Journal



Library Orientation on
usage of e-resources

Team Library – NMIMS

For More Information, Contact-

SVKM's NMIMS (Deemed to be University)

Prof. Y. K. Bhushan Information and Knowledge Resource Centre, Mumbai

V. L, Pherozeshah Mehta Rd, Vile Parle West, Mumbai, Maharashtra 400056



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