

Acropolis Faculty of Management & Research (AFMR)



ADMISSIONS

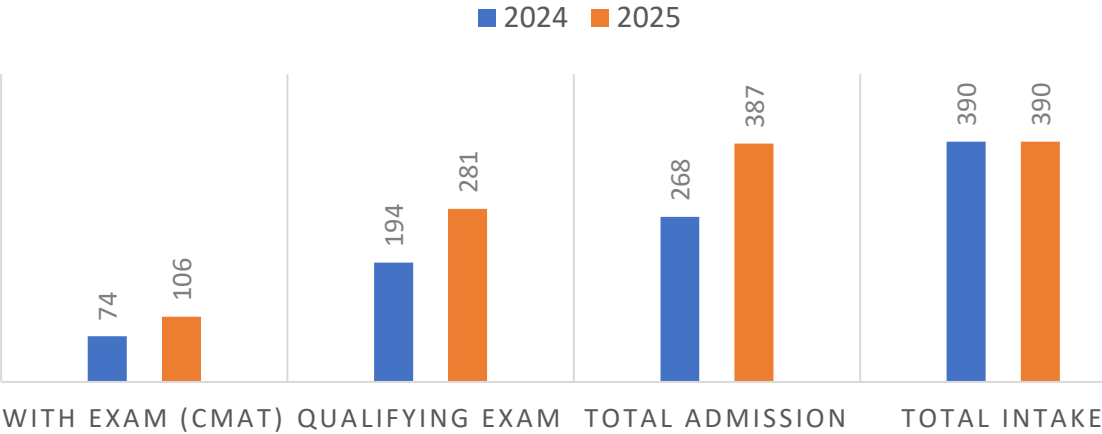
**ACROPOLIS FACULTY OF
MANAGEMENT &
RESEARCH, INDORE**



AFMR Comparison 2024 and 2025



AFMR COMPARISON 2024 AND 2025



AFMR	2024	2025
With Exam(CMAT)	74	106
Qualifying Exam	194	281
Total Admission	268	387
Total Intake Allowed	390	390

PLACEMENT DATA

College Placed

142

Self
Placed

40

Highest Package – **16LPA**

Average Package – 4.92LPA



Grant Thornton

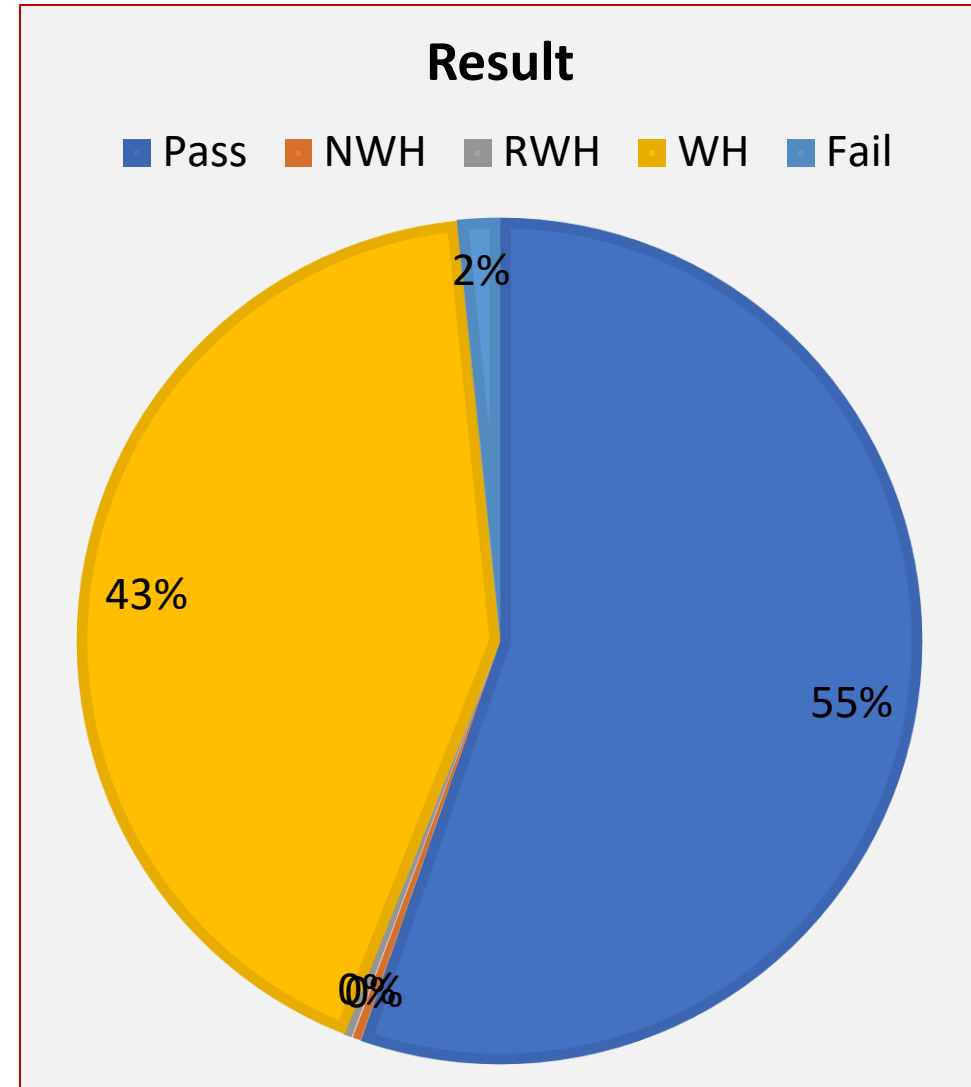


PANTALOONS



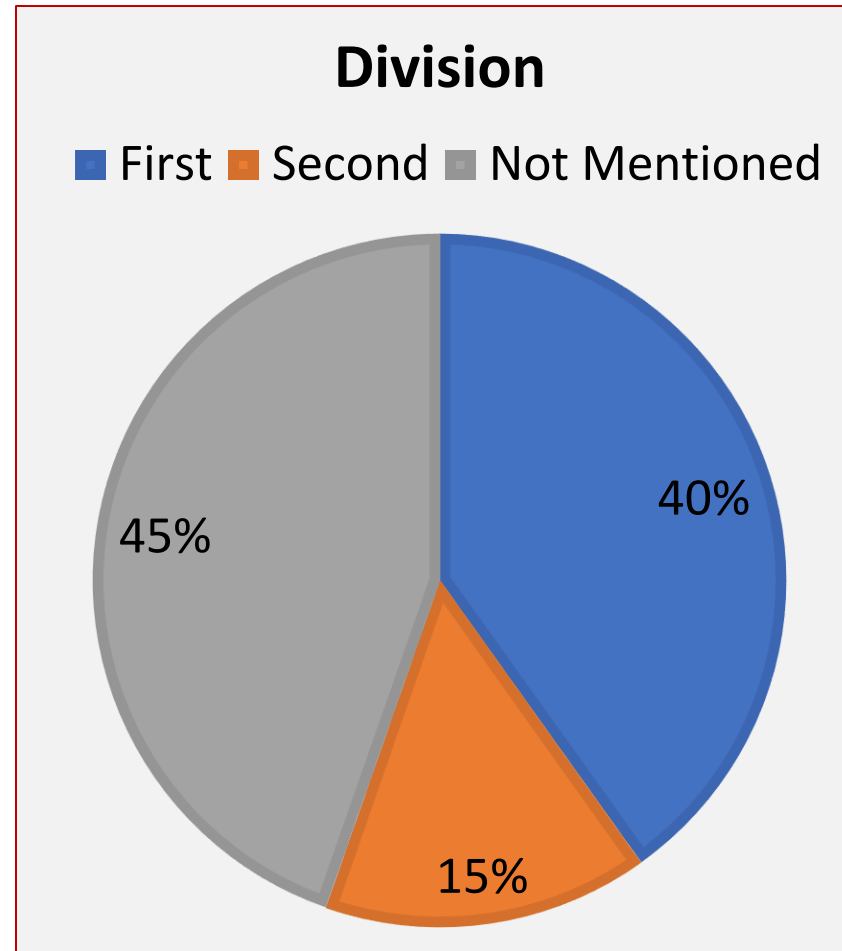
AFMR MBA Batch 2023-25 IV Sem. Result Analysis

Result		
Pass	171	(55%)
NWH	1	(0.3%)
RWH	1	(0.3%)
WH	131	(43%)
Fail	5	(2%)
Total	309	



AFMR

Division	
First	124
Second	47
Not Mentioned	138
Total	309



Certification and Value-added Courses

- Certificate Program in Banking, Finance, and Insurance (CPBFI)

a) March-April 2025

➤ NPTEL & SWAYAM Certificates

Proposed Certification and Value-added Courses with AI integration

- Advanced Excel and SQL certification
- Digital Marketing
- Mock Stock
- IBM SPSS Modular
- Sales Force
- Business Simulation
- NPTEL & SWAYAM Portel

Industry Visits Details

List of Companies - For AFMR Industry Visits (IIPC) 2024 - 2026 Academic Session				
MBA - Academic Year 2024 -2026				
S.No.	Company	Location	Visit date	No. Of students
1	Balaji Wafers Ltd.	Rau Pithampur	5th December	50
2	Tata International Ltd.	Dewas Industrial Area	13th January	36
3	Shubham Foods Ltd.	Rau Pithampur Area	20th January	40
4	Rani Press Pvt Ltd	Rau Pithampur Road	21st January	50
5	Parle Biscuits	Sanwer Industrial Area	21st January	50
6	Apsara Tea (Packaging Unit)	Sanwer Industrial Area (Super Corridor)	22nd January	35
7	Anik Milk Products	Maksi Road, Dewas Industrial Area	23rd January	30
8	Commercial Synbags	Pithampur Industrial Area	24th January	40
9	Pratibha Syntex	Pithampur Industrial Area	25th January	45
10	Kasta Pipes	Pithampur Industrial Area	25th January	40

Industry Visits – Learning for the students

Key Highlights

- Opportunity to interact with industry experts
- Opens new avenues for learning by seeing/ observation
- Learning Management Concepts
- Improves job prospects
- Helps students explore the other end of the horizon
- Help students to understand professional work culture
- It helps to inculcate the practical workplace learning
- It also helps students have a precise understanding of how an actual industry works
- They learn managerial skills and understand leadership qualities
- Students, when they meet industry professionals, usually get influenced by the industry leaders, professionals, by their experience, wisdom and learning
- Also helps students to have hands-on training on the latest technology and trends in the industry.

Details of Experts' Sessions and Seminars

S. No	Particulars
1	Guest Session by Ms. Shriya Mangla on Supply Chain Management
2	Guest Session by FCA on AI in Business Strategy
3	Expert Session by Dr. Geetanjali Chandra on Legal Rights of Women
4	AFMR Women Cell organized a Mahila Suraksha Samwad
5	Mr. Rahul Goel , Senior Vice President & Zonal Head (North), Ultratech Cement Limited
6	Mr. Sugeet Shrivastava , Regional HR Head (M.P., C.G., Rajasthan, U.P., Haryana), Havells India Limited
7	Mr. Vikas Singh Bhadoria , State Head, Pernod Ricard India
8	Mr. Ahad Memon , Regional Head & DVP – Wealth, HDFC Bank

Induction Ceremony

- **Date:** 18th to 30th August 2025
- **Topic:** Aarohan 2025: Induction Program for MBA
- **Resource persons:**
 - a) Shri Rahul Goel, Senior Vice President & Zonal Head (North), Ultratech Cement Limited
 - b) Shri Sugeet Shrivastava, regional HR Head (M.P., C.G., Rajasthan, U.P., Haryana), Havells India Limited
 - c) Mr. Vikas Singh Bhadoria, State Head, Pernod Ricard India
 - d) Ahad Memon, Regional Head & DVP – Wealth, HDFC Bank





ACROPOLIS
Enlightening Wisdom

ACROPOLIS FACULTY OF
MANAGEMENT AND RESEARCH

ACROPOLIS INSTITUTE OF
TECHNOLOGY AND RESEARCH

ACROPOLIS INSTITUTE OF
MANAGEMENT STUDIES AND RESEARCH

INVITING YOU FOR THE

FRESHER'S *Party* OF

Batch 2025-27

Freshers 2K25 - Let the Fun Begin !!

AUGUST

30

SATURDAY

01:00 PM - 7:00 PM

VENUE

DHAIRYA PRABHA AUDITORIUM



BUS FACILITY WILL BE
AVAILABLE

FACULTY COORDINATOR
Dr. Anshu Thakur
+91 98264 17773

- **Publication of Journal in 2025**
- Journal : Shodh Ganga (A Peer-Reviewed Journal)
- January – December 2024
- Volume 8, No.1
- ISSN (P) : 2250-303X
- ISSN (E) : 2347-5935

Business Awareness Test

Purpose of the Test

- Assess students' understanding of core business concepts
- Promote awareness of current trends in Finance, Marketing, and HR
- Encourage regular reading of business news

Test Objectives

- Improve business acumen across key functional areas
- Strengthen engagement with real-time business updates
- Integrate current affairs into management learning

COMMUNITY ENGAGEMENT PROJECT (CEP) – 2025

Acropolis Faculty of Management and Research, Indore, is committed to fostering a sense of social responsibility and inclusivity among its MBA students. As future business leaders, it is imperative for students to understand the challenges faced by different communities and contribute to meaningful social causes.

To achieve this, the Community Engagement Project was introduced, which will provide students with real-world exposure through active engagement with Non-Government Organisations (NGOs), Self-Help Groups (SHGs), Trusts and Foundations, Grameen Bank, United Nations (UN), World Health Organisation (WHO), Cooperative Societies, Charitable Organisations, etc.

Rubrics for Community Engagement Project

Criteria	Excellent (9-10 Marks)	Good (7-8 Marks)	Satisfactory (5-6 Marks)	Needs Improvement (1-4 Marks)	Total Marks
Content & Analysis	Clear, structured, well-structured, strong insights.	Good structure, relevant points.	Basic content, minimal insights.	Poor structure, weak analysis.	/10
Engagement & Contribution	Active participation, meaningful work.	Moderate involvement, some impact.	Basic participation, limited impact.	Minimal contribution lacks effort.	/10
Presentation	Confident, clear, well-organised.	Good clarity, structured.	Basic structure, some clarity.	Poor organisation, unclear.	/10
Reflection & Learning	Deep reflection, strong learning.	Good insights, moderate learning.	Basic insights, minimal learning.	Poor reflection, lacks learning.	/10
Criteria	Excellent (9-10 Marks)	Good (7-8 Marks)	Satisfactory (5-6 Marks)	Not Satisfactory (1-4 Marks)	Total Marks

Capstone Project

The **Capstone Project** is a culminating academic experience designed to assess a student's ability to integrate and apply management concepts learned during their MBA program. This project requires students to conduct a **sectoral analysis**, demonstrating their analytical, research, and presentation skills in a professional setting.

The project involves:

- **Industry/Sector Selection** – Identifying a relevant sector (e.g., IT, Healthcare, FMCG, Banking, Automotive).
- **Comprehensive Report** – Analyzing key aspects of the sector.
- **Presentation** – Delivering findings to a faculty panel.
- **Evaluation** – Based on research depth, analytical rigor, and presentation quality.

Aim & Objectives

- **Enhance Understanding** – Apply management theories to real-world industry scenarios.
- **Develop Analytical Skills** – Conduct SWOT analysis, competitive benchmarking, and future trend assessment.
- **Professional Reporting** – Learn referencing (APA/Harvard style) and structured report writing.
- **Presentation Skills** – Communicate findings effectively to stakeholders.

Rubrics for Capstone Project Presentation and Viva

S.No.	Criteria	Excellent (3 Marks)	Good (2 Marks)	Needs Improvement (1 or 0 Marks)
1	Problem Definition & Objectives	Clearly defined problem and well-articulated objectives aligned with real-world need	Generally clear, but objectives could be more specific	Vague or unclear problem and objectives
2	Literature Review & Research Gap	Thorough review with well-identified research gap	Adequate review, gap somewhat unclear	Weak or missing review and unclear gap
3	Methodology	Well-explained, appropriate methods; technically sound	Mostly appropriate methods, minor gaps	Inappropriate or poorly explained methodology
4	Data Analysis / Implementation	Deep analysis, accurate results, well-documented work	Adequate analysis and implementation, some errors	Incomplete, incorrect or missing analysis
5	Innovation & Originality	Shows originality, creativity, and problem-solving	Some original thinking evident	Lacks innovation, derivative work

S.No.	Criteria	Excellent (3 Marks)	Good (2 Marks)	Needs Improvement (1 or 0 Marks)
6	Results & Discussion	Results well-presented with insightful discussion	Results presented with basic interpretation	Poor presentation or interpretation of results
7	Presentation Structure & Visuals	Logical flow, engaging slides, effective use of visuals	Acceptable flow and visuals	Disorganized, unclear slides, weak visuals
8	Technical Knowledge & Viva Handling	Demonstrates depth of knowledge, handles questions confidently	Answers most questions but with some hesitation	Struggles with questions, lacks understanding
9	Teamwork & Individual Contribution	Excellent coordination, clear individual roles	Good team effort, minor imbalance	Poor coordination or unclear contributions
10	Time Management & Professionalism	On-time, professional attire, and behavior	Slight time deviation or minor lapses	Poor time use or unprofessional conduct

Marking Scheme:

- **27–30 Marks:** Outstanding work with strong research depth, innovation, and delivery
- **21–26 Marks:** Good effort with minor gaps in analysis, clarity, or originality
- **15–20 Marks:** Average presentation, some key areas missing or poorly executed
- **Below 15 Marks:** Needs significant improvement; lacks clarity, depth, or understanding

TALENTRIX 2025- The ultimate management fest

**ACROPOLIS**
Enlightening Wisdom



Acropolis Faculty of Management and Research, Indore
Acropolis Institute of Technology and Research, Indore

Presents

TALENTRIX 2025



JOIN US FOR THE ULTIMATE MANAGEMENT FEST!

17 - 18 April 2025  **AFMR Auditorium**

Finanza
Financial Statement Analysis Competition

Flip The Coat
A Debate Competition

BizVisor
Business Analytics Wizard Competition

Pitch - a - Thon
A Business Plan Competition

INNOVATHON
Sustainable Solutions Challenge Competition

The Grand Marketers
The Ultimate MBA Hackathon

Register Here



Please read the rules and regulations carefully before proceeding with registration!

Exciting Rewards



Prizes Worth :
Rs. 5000/- And More
For Every Event

Scan for Rules & Regulation



FACULTY- COORDINATOR
PROF. MOUSHMI CHAKRABORTY
6264006957

STUDENT COORDINATOR
NIMISHA JOSHI
7222990249

STUDENT COORDINATORS
PRAVEEN PATHAK 9926012985
PRATHAM JAIN 98060 20101
VANSHIKA MACHWE 6232075543

TALENTRIX 2025- The ultimate management fest

Date of Event :17th & 18th April 2025

Mode: Offline/ On campus

Objective of Competition: The aim is to provide a dynamic platform for participants to display their skills, tackle real-world business challenges, and engage with industry experts.

Organiser: Acropolis Faculty of Management & Research(MBA)

About the Event: The Acropolis Faculty of Management and Research successfully hosted a two-day intercollege management fest, uniting passionate and talented students from various fields, including Finance, Marketing, Analytics, Entrepreneurship, Sustainability, and HR. The event provided a dynamic platform for participants to showcase their skills, address real-world business challenges, and interact with industry experts. Featuring six innovative and competitive events—Bizvisor, iNNOVATHON, The Grand Marketers, Pitch-a-thon, and Flip d Coat—Talentrix 2025 truly highlighted the vision and creativity of the students

TALENTRIX 2025- The ultimate management fest

Participating Institutes (Name of the colleges)

- Acropolis Faculty of Management & Research
- Acropolis Institute of Technology & Research
- Acropolis Institute of Law
- Acropolis Institute of Management Studies and Research
- Chameli Devi Group of Institutions
- Institute of Management Studies Davv
- School of Commerce Davv
- Shri Vaishnav Institute of Management & Sciences
- Shri Vaishnav College of Arts and Commerce

TALENTRIX 2025- The ultimate management fest

Events Included:

1. **Finanza** - (Round 1 and 2)- Financial Statement Analysis Competition (case + quiz)
2. **BizVisor**- Business Analytics Competition
3. **iNNOVATHON** - Sustainable Solutions Challenge Competition
4. **The Grand Marketers** (Round 1 and 2) - The Ultimate MBA Hackathon
5. **Pitch-a-Thon**- A Business Plan Competition
6. **Flip -d – Coat**- A Debate Competition

Some Glimpses of the Talentrix 2025



ATHLON 2025 – Annual Sports Meet

ATHLON 2025 was a three-day sports fest that engaged more than 150 students. The fest featured games like basketball, volleyball, chess, Badminton and Table tennis, creating an energetic atmosphere that encouraged active participation, fitness awareness, and camaraderie among students.





Women Cell

- Women's cell organises a talk on raising legal awareness. **Dr. Geetanjali Chandra** delivered a powerful lecture covering domestic violence, inheritance rights, and landmark cases. It was attended by 170+ students, mostly girls.
- **Women Cell: Mahila Suraksha Samwad:** This impactful event addressed women's safety, empowerment, and child marriage prevention. With speakers from various sectors, the event fostered awareness, conducted oath ceremonies, and promoted gender inclusivity.



Women Cell- Self Defense Class 24th-25th April 2025

- A two-day Self-Defence Training Program was successfully organized under the umbrella of the **Women Cell of Acropolis Faculty of Management and Research** on 24th and 25th April 2025. The sessions were designed to equip female students with essential self-defence skills for personal safety and empowerment.
- The training was conducted by Mr. Badal Chouhan, a skilled self-defence coach who has previously trained students at AIMSAR. This time, the session was scheduled for 2 hours each day, during which he covered the basics of self-defence, including techniques to tackle common physical threats and methods to stay alert in vulnerable situations.



World Environment Day 5th June 2025



Yoga Day- June 2025



IMA Conclave, Management Premier League season 3



ALUMNI MEET 2025 Acro-Cohort

- Date: 26th July 2025
- Batches: 2006 to 2013
- Attend



Research Publications

AFMR

Research Publications from AFMR

S. No.	Name	Claim Type	Title	Indexation	Journal/Conference/Publisher	Month & Year of Publication
1	Dr. Tarun Kushwaha	Paper	Brand Trolling Engagement Behaviour (BTEB) of Customers: A Challenge for Customer Brand Relationship	ABDC-B	Journal of Relationship Marketing	.Jan-24
	Dr. Tarun Kushwaha	Paper	A conceptual study on the impact of data analytics on Business Decision making.	UGC Care	UGC	.June-24
2	Dr. Sandeep Singh	Paper	PHEISQUAL- A Scale to measure Service Quality of Professional Higher Educational Institute from Faculty Perspective	Scopus	Sage Publication	.Oct-23
3	Dr. Juhi Kamakoty	Paper	PHEISQUAL- A Scale to measure Service Quality of Professional Higher Educational Institute from Faculty Perspective	Scopus	Sage Publication	.Oct-23

S. No.	Name	Claim Type	Title	Appreciation Type	Journal/Conference/Publisher	Month & Year of Publication
4	Prof Arnav Choudhary	Patent	Enhancing Block Chain Security Mechanism to Mitigate Cyber Threat	Patent Published	The Patent Office, India	.Jun-24
	Prof Arnav Choudhary	Paper	A conceptual study on the impact of data analytics on Business Decision making.	UGC Care	UGC	.June-24
5	Dr Anshu Thakur	Patent	The Impact of Human Resource Planning on Organisational Performance	Patent Published	The Patent Office, India	.Dec-24
6	Dr. Payal Sharma	Book Chapter	Green Management - A New Paradigm in the world of Business. Chapter Title - Gig economy, Workplace culture and Talent Crunch: A conceptual Model for Future work.	Book Chapter	Scopus	.Dec-23

S. No.	Name	Claim Type	Title	Appreciation Type	Journal/Conference/Publisher	Month & Year of Publication
	Dr. Sarita Rana	Ph.D Supervisor	A study of consumer Acuity and Situtational Factors affecting Online Grocery shopping	Ph.D Supervisor	DAVV Scholar Ms Rimsi Wadhwani	31st Dec-24
7		Patent	Efficient Campus Sustainability Management platform for Higher education Institutions	Patent Published	The Patent Office, India	24-Mar
		Patent	Innovative Technique to Export Indian Commodities to Other countries by Implementing Novel Supply Chain Process	Patent Published	The Patent Office, India	23rd Oct

Faculty Forum

- Date: 12th February 2025
- Topic: Transformative role of Artificial Intelligence (AI) in academia
- Resource person: Prof. Arnav Choudhary



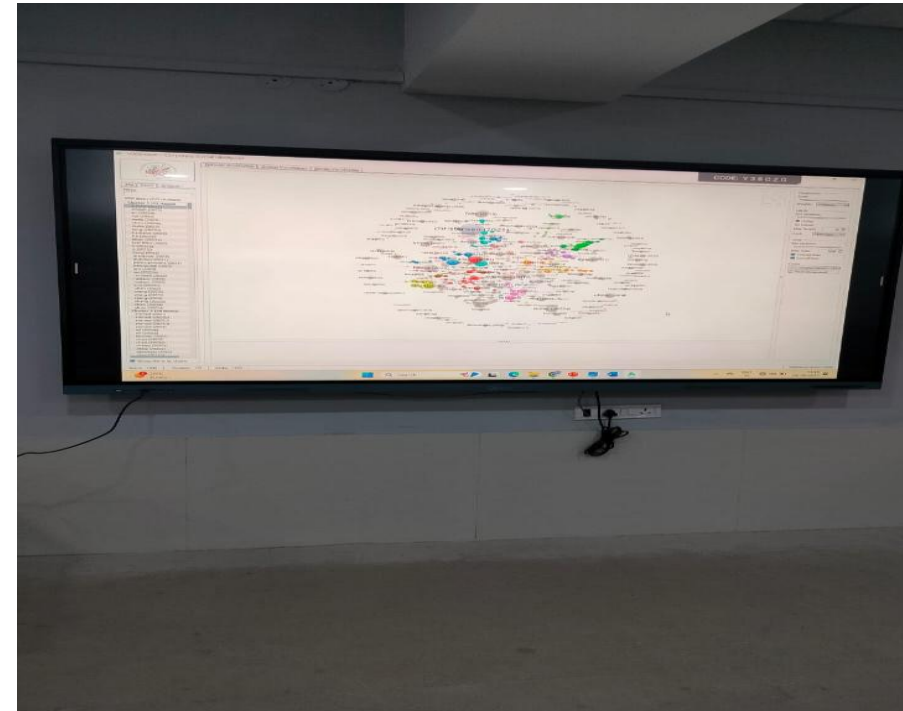
Faculty Forum

- Date: 13th March 2025
- Topic: Structured Equation Modelling (SEM)
- Resource person: Dr. Sandeep Singh



Faculty Forum

- Date: 06th August 2025
- Topic: Bibliometric Analysis
- Resource person: Dr. Payal Sharma



Faculty Forum

- Date: 07th August 2025
- Topic: **Interactive Session on Case Writing**
- Resource person: Dr. Amitabh Deo Kodwani, IIM Indore
- Attendees: 25 (AFMR & AIMS, DBA)



Faculty Forum

- Date: 08th August 2025
- Topic: Use of business simulation for interactive and experiential learning.
- Resource person: Dr. Sandeep Singh





ACROPOLIS[®]
Enlightening Wisdom

**ACROPOLIS FACULTY OF
MANAGEMENT AND RESEARCH**

XIV International Conference

On



**Business, Entrepreneurship, Sustainability through
Technology and Innovation (BESTI 2025)**

Green Conference Initiative

Organized by IQAC in Hybrid Mode

10-11

October 10-11, 2025



AFMR, Central Auditorium

For Registration and more details Visit us at
<https://afmr.ac.in/international-conference/>



**ADVISORY
PARTNER**



**ATLANTIS
PRESS**

Part of **SPRINGER NATURE GROUP**
PUBLICATION PARTNER



INFINITE

**SUSTAINABILITY
PARTNER**

Roadmap

- Accreditation (NAAC & NBA)
- Autonomous Status
- More Experiential Learning, Certificates
- Industry Interaction
- Sponsored Projects (UGC, ISSR, WB, etc) after accreditation

**Thank
You**



ACROPOLIS[®]
Enlightening Wisdom



ANNUAL REPORT

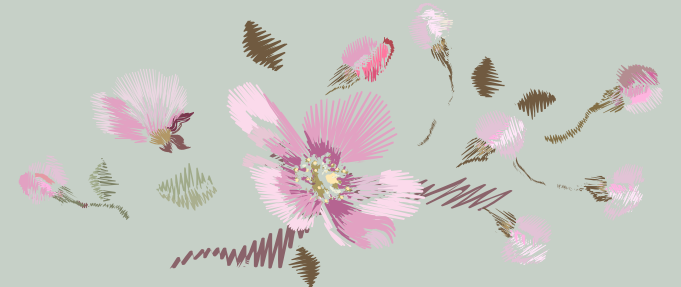
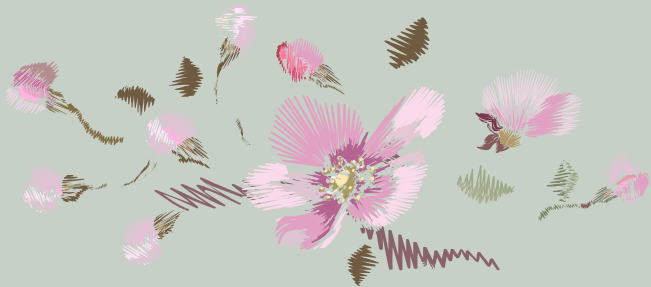
Acropolis Faculty of Management & Research

Review of Activities 2023 & 2024



ADMISSIONS

- We have received around 800 Applications for MBA admissions out of 650 Applications were eligible and 344 Admissions we have done on the basis of CMAT, Interview and Qualifier. (Inclusive of EWS and TFW)





ADMISSION

- **2023-24**

- ❖ AFMR 374

- ❖

- **2024-25**

- ❖ AFMR 268

INDUCTION 2023 AND 2024

- Aarohan – 2023

September 23 – October 14,
2023

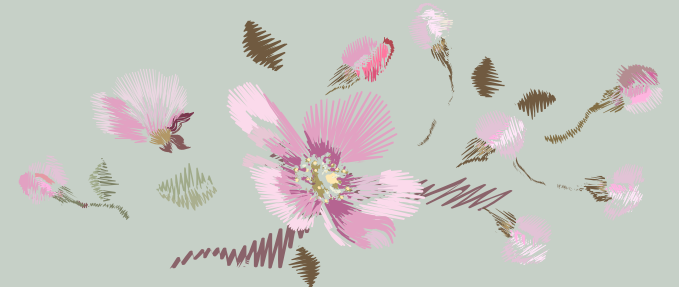
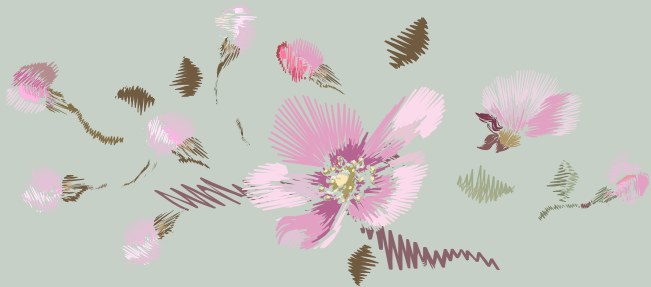
- Mr. Sachin Srivastava (Vice President, Asia Pacific Global Customer Care, Mastercard)
- Dr Anurag Dugar, Faculty IIM

- Aarohan – 2024

September 19 – 30, 2024

- Mr Gautam Mishra, Business Head, SIL Food India Pvt Ltd
- Mr. Vivek Jain, Zonal Sales Manager, Aakash Global Foods Pvt. Ltd.

- 12 day Induction Programme 'Aarohan' is organized for MBA I year students.
- Bridge Course in Account, Mathematics, Information Technology & Communication
- Orientation & expert sessions were organized for the students
- Aarohan 2024 ended with a talent show where students participated and showcased their talents.





Indore, Madhya Pradesh, India

RWCV+R68, Indore Bypass Rd, Opp Omaxe City II, Malwa County, Manglaya Sadak, Indore, Madhya Pradesh 453771, India

Lat 22.822309°

Long 75.94321°

24/09/24 09:58 AM GMT +05:30

Google

GPS Map Camera



Mangalya, MP, India

Malwa County, Mangalya, 453771, MP, India

Lat 22.822673, Long 75.943009

09/30/2024 12:13 PM GMT+05:30

Note : Captured by GPS Map Camera

GPS Map Camera



Rahu Khedi, Madhya Pradesh, India

S 244, Malwa County, Manglaya Sadak, Indore, Rahu Khedi, Madhya Pradesh, India

Lat 22.822543°

Long 75.943156°

24/09/24 01:40 PM GMT +05:30

GPS Map Camera



Rahu Khedi, Madhya Pradesh, India

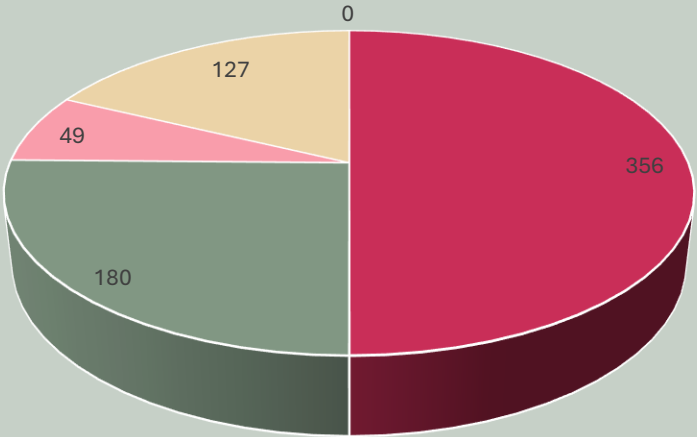
GPS Map Camera

RESULT ANALYSIS

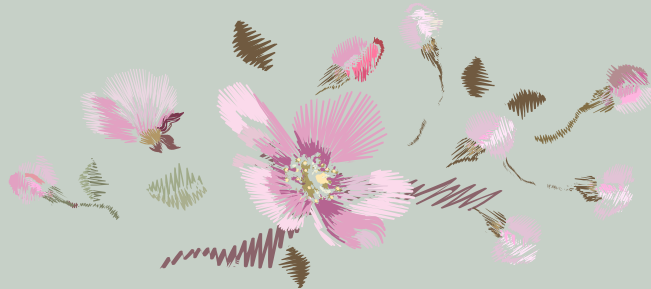
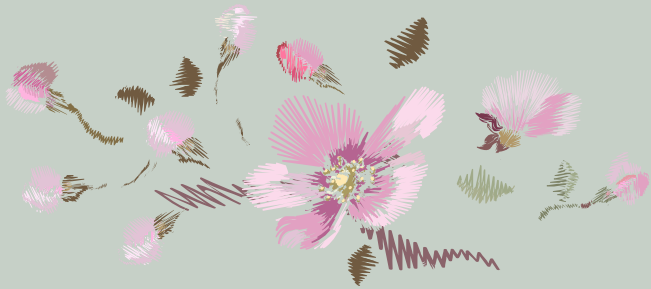


AFMR		TOTAL APPEARED	PASS	FAIL	Withheld	ATKT
MBA IV Sem Batch (2022-24)	Number of Students	356	180	49	127	0
	Percentage	100	50.56	13.76	35.67	0

MBA IV Sem Batch (2022-24) AFMR

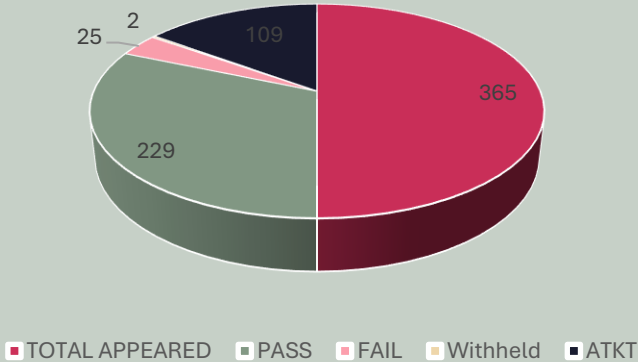


■ TOTAL APPEARED ■ PASS ■ FAIL ■ Withheld ■ ATK

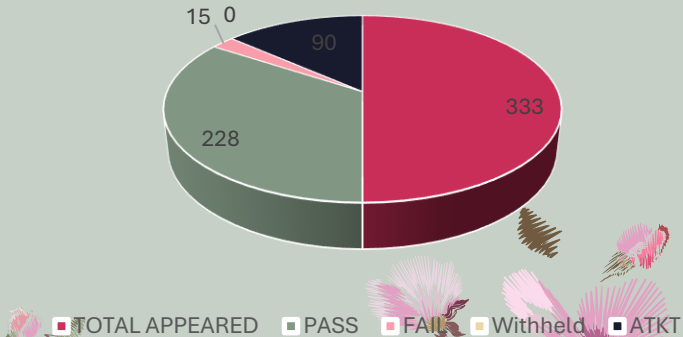


AFMR		TOTAL APPEARED	PASS	FAIL	Withheld	ATKT
MBA I Sem Batch (2023-25)	Number of Students	365	229	25	2	109
	Percentage	100	62.74	6.85	0.55	29.86
MBA II Sem Batch (2023-25)	Number of Students	333	228	15	0	90
	Percentage	100	68.46	4.5	0	27.02

MBA I Sem Batch (2023-25) AFMR



MBA II Sem Batch (2023-25) AFMR



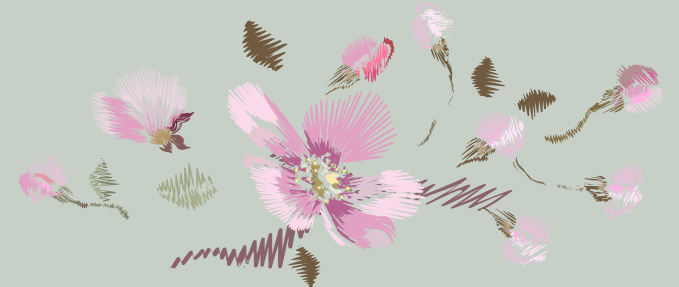
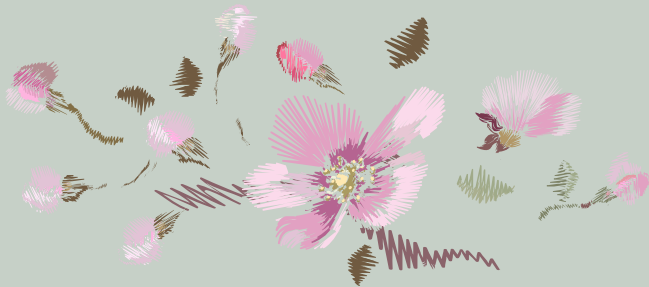


INDUSTRY – INSTITUTE PARTNERSHIP

INDUSTRY INSTITUTE PARTNERSHIP CELL

INDUSTRY VISITS

- JULY 2023 – DEC 2024 - INDUSTRY VISITS
- TOTAL NO. OF INDUSTRIES VISITED – 13
- TOTAL NUMBER OF STUDENTS VISITED INDUSTRIES
- 465

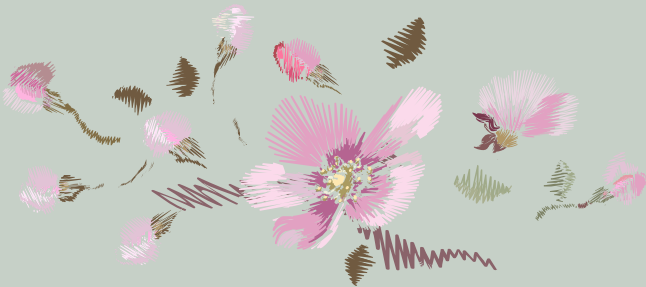


MBA BATCH - 2023 -2025 INDUSTRY VISITS

S. NO.	COMPANY	LOCATION	NO. OF STUDENTS PARTICIPATED
1	PRATIBHA SYNTEX	PITHAMPUR	46
2	SHAKTI PUMPS	PITHAMPUR	16
3	COMMERCIAL SYNBAGS	PITHAMPUR	31
4	PATANJALI FOODS LTD.	MANGALIYA	30
5	PARLE G	SANWER INDUSTRIAL AREA	37
6	YALLOW CHIPS -CAKE UNIT	TILLORE	36
7	ICD CONTAINER DEPOT	PITHAMPUR	29
8	CANDY LAKE NUTRITION LTD.	NEEMAWAR ROAD	39
9	ANIK MILK PRODUCTS	MAKSI ROAD, DEWAS	36
10	TATA INTERNATIONAL LTD.	DEWAS INDUSTRIAL AREA	35
11	MYSORE PERFUMERY DEEP HOUSE	RAMPIPILIYA INDORE	30

MOU'S WITH INDUSTRIES

- Apsara Tea
- MDPH Mysore Deep Perfumery House -Zed Black
- Kalpana Plastics & Chemicals
- Flexituff International
- Taste Bytes
- Avi Agri Business Pvt. Ltd.
- Vijay Shri Packaging Pvt. Ltd.
- Multi Commodity Exchange Of India Limited
- Advanz101 Systems
- Bajaj Finserv
- Insta Dot Analytics
- Abhakunj Welfare Society
- Vasu Mitra Samajsewa Samiti



INDUSTRY CONSULTANCY

- CA Aniket Sharma is a trainer for Grant Thornton to train their newly joined employees
- CPR Distributors Pvt. Ltd. Amounting Rs. 11,74,100
- A consultancy project by Mr Atul R. Shah received for a market survey of Indore city regarding luxury cars maintenance and repairing.



PLACEMENT DATA

2022 - 24

TOTAL PLACED

249

TOTAL COMPANIES

129

MAJOR COMPANIES



BAJAJ



HFFC



BHARTI AIRTEL



INDIA MART



FINGERTIPS DATA INTELLIGENCE



EMIPRO



ULTRA TECH



ICICI BANK

HIGHEST PACKAGE – FINGERTIPS DATA INTELLIGENCE (7.25LPA)

AVERAGE - 4 LPA



PLACEMENT DATA

2023 - 25

TOTAL PLACED

34

MAJOR COMPANIES



HIKE EDUCATION



CONSULT ADD



SHIVALIK BANK



ZUDIO



HFFC



EMIPRO



INDIA MART



VYAPAAR VISTAAR

HIGHEST PACKAGE – HIKE EDUCATION (6.58 LPA)

AVERAGE PACKAGE – 4.5 LPA



INTERNSHIP DATA

2022 - 24

TOTAL STUDENTS

373

TOTAL COMPANIES

195



MAJOR COMPANIES 2022-24

Shoppers Stop
Bajaj Finance
Evigo Charge Pvt. Ltd
Funds room
Your Global mentors
Tealogy
ABV and COMPANY
HDFC Bank



INTERNSHIP DATA

2023 - 25

TOTAL STUDENTS

247

TOTAL COMPANIES

150



MAJOR COMPANIES 2023-25

Tuffnet

Impetus

Bajaj Finserv

Sony

Dabur

AU small finance bank

InfyBytes Ai Labs Pvt. Ltd.

Cardbox Packaging

CAREER DEVELOPMENT CELL

- Regular CDC sessions
- Incorporated in Time Table
- CDC Sessions from First Semester onwards
- Training on Aptitude, Soft Skills, Resume Preparation and Personality Development

TIME TABLE

MBA I SEMESTER (Section- 1)

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:40-9:30	BC	BC	BC	BE	BE	BE
9:30-10:20	QT	QT	QT	PPM	PPM	PPM
10:20-11:10	ME	ME	ME	IT	IT	IT
11:10-12:00	OB	OB	OB	AM	AM	AM
12:00-12:50			LUNCH			
12:50-1:40	EDC	Library	EDC	Mentoring	EDC	
1:40-2:30	EDC	CDC	EDC	CDC	EDC	Club Activity

Class Coordinator: Prof. Vikas Jain Class Room: Bajaj Hall (Ground Floor)

SUBJECT		FACULTY
Principles and Practices of Management	PPM	Dr. Sandeep Singh
Quantitative Techniques	QT	Prof. Vikas Jain
Accounting For Managers	AM	CA Aniket Sharma
IT & E-Business Fundamentals	IT	Prof Arnav Chowdhury
Business Environment	BE	Dr. Payal Sharma
Organization Behaviour	OB	Dr. Prachi Sharma
Business Communication	BC	Prof. Parth Gupta
Managerial Economics	ME	Dr. Swati Patil



ALUMNI MEET

DEPARTMENT	—	MBA (AFMR)
DATE OF EVENT	—	SATURDAY JULY 27, 2024
DETAILS OF PARTICIPANTS	—	ALUMNI BATCH OF 2019 AND 2020



NEARLY 60 ALUMNI ATTENDED IT

Alumni Meet



Alumni Meet





12th International Conference 2023

September 23, 2023

“Innovative Business, Entrepreneurial & Technological Practices for
Inclusive Growth Sustainability and Value Creation ”

Guest Speakers

- 1. Mr. Anurag Dugar
- 2. Dr. Monica Mastrantonio (Foreign)

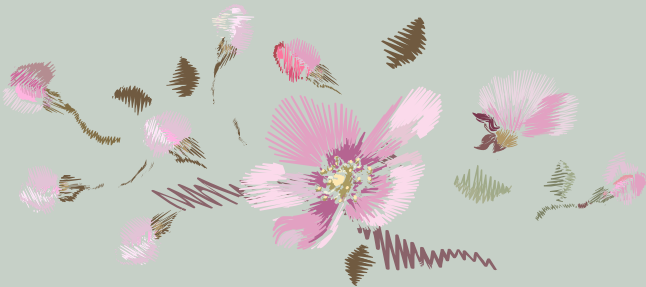
Publication:

UGC Care:- 05 papers

- UGC Care Journal-Group-I
- Journal Name: Urban India (ISSN: 0970-9045) (Print Only)

Shodh Ganga:- 04 Papers

Conference Proceedings: 16 Papers



Workshop on Outcome Based Education-December 23, 2023

- Coordinator-Prof Juhi Kamakoty
Expert- Dr. B.L. Gutpta
(Professor, NITTTR, Bhopal)
- Participants-50 faculty members
(MBA, MCA, AIPER, Humanities,
Engineering, Chemistry)



SDG Global Summit

Date:- 10/04/2024

In light of the prevailing global inequalities, Acropolis Faculty of Management and Research (AFMR) joined hands with the Witty Gossip Group to host the Global Sustainable Development Summit (SDG-10) on the virtual platform. The event aimed to shed light on the challenges and opportunities surrounding Sustainable Development Goal 10: Reducing Inequalities. Faculty members and students actively participated by delivering presentations on SDG-10, showcasing their knowledge and commitment to sustainable development. The summit featured esteemed guest speakers from diverse backgrounds, including:-

- ✓ Dr. Monica Mastranio, representing the UK,
- ✓ Dr. Ghoshal, US
- ✓ Dr. Esther US
- ✓ Dr. Anita Phogal From the US
- ✓ Mr. Marichicko from the Philippines



13th International Conference 2022
November 16, 2024

“Innovative Business, Technology, and Entrepreneurial Practices for
Sustainability: Vision of Bharat in Amritkaal”



Guest Speakers

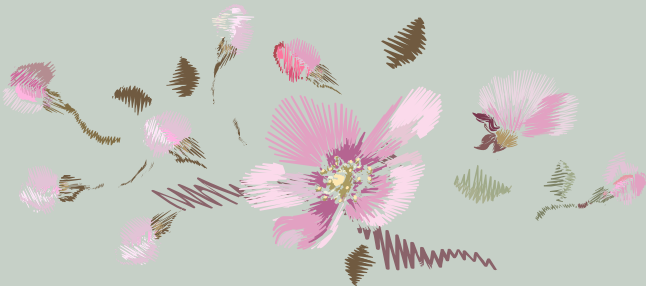
- Ms. Charu Mehrotra from Singapore, Guest of Honour
- Dr. Mahima Misra from Abudhabi, Keynote Speaker
- Dr. Preetha Menon from Pune, Keynote Speaker,
- Dr. Chandrika Parmar from Mumbai, Special Guest

Publication:-

UGC Care Publication:- 12

- UGC Care Journal-Group-I
- Journal Name: Journal of the K.R CAMA Oriental Institute
(ISSN: 0970-0609) (Print Version Journal)

Conference Proceeding and Shodh Ganga:- 30

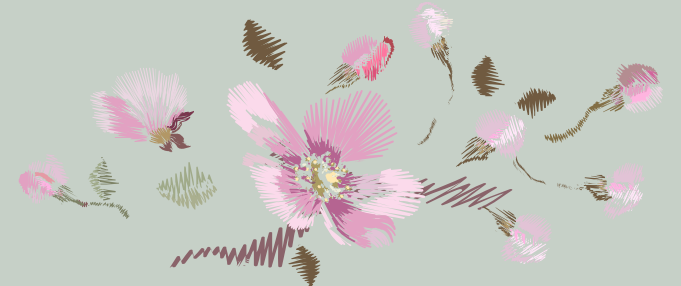




FACULTY ACHIEVEMENTS

CERTIFICATION

- **Dr Sandeep Singh**
 - Certified Cloud Practitioner from AWS
 - Marketing Analytics
 - NBA for MBA
- **Dr Juhi Kamakoty**
 - Marketing Analytics
 - Learning Analytics
 - Project Management
 - Quality Assurance through NAAC accreditation process
 - Health Research Fundamentals
 - NBA for MBA
 - Supply Chain Analytics
- **Dr. Prachi Sharma**
 - Organisational Behaviour
- **Dr Rajeshwari Gwal**
 - Business Simulation



RESEARCH PUBLICATION

S.No.	Authors	Title	Journal	Indexation
1	Tarun Kushwaha	Brand Trolling Engagement Behavior (BTEB) of Customers: A Challenge for Customer-Brand Relationship	Journal of Relationship Marketing	ABDC – B SCOPUS
2	Sandeep Singh & Juhi Kamakoty	PHEISQUAL: A scale to measure service quality of professional higher educational institute from faculty perspective	Sage Open	SCOPUS
3	Sarita Rana and Arnav Chowdhury	Case Study on Indian Vs Foreign Players in IPL	Educational Administration: Theory and Practice	SCOPUS
4	Sarita Rana (Co-author)	A study on impact of ethical values on intellectual property rights (with special reference to mechanical philosophy of nature)	Korea Review of International Studies	ABDC – C SCOPUS

RESEARCH PUBLICATION

S.No.	Authors	Title	Journal	Indexation
5	Arnav Chowdhury	Impact of Foreign Players in the Performance of IPL Team	SSRN	
6	Arnav Chowdhury	Consumer's Perception towards Sports Apparels Brand in Indore	Shodh Ganga	
7	Dr. Juhi Kamakoty & Dr. Sandeep Singh	Waste reduction & employee training conundrum demystified: A cluster analysis approach	Shodh Ganga	

RESEARCH PAPERS IN CONFERENCE

SN O	AUTHORS	TITLE OF THE BOOK	TITLE OF THE PAPER/CHAPTER	PUBLISHER
1	Dr. Juhi Kamakoty	Innovative Business, Entrepreneurial & Technological Practices for Inclusive Growth Sustainability and Value Creation, XII International Conference AFMR, conference proceedings	Deepak's Honey Manufacturing Business: A Sustainable Approach to Honey Production'	XII International Conference AFMR
2	Dr. Juhi Kamakoty	Innovative Business, Entrepreneurial & Technological Practices for Inclusive Growth Sustainability and Value Creation, XII International Conference AFMR, conference proceedings	WHEELS ON CLOUD OR CLOUD ON WHEELS'	XII International Conference AFMR
3	Dr Rajeshwari Gwal	Innovative Business, Entrepreneurial & Technological Practices for Inclusive Growth Sustainability and Value Creation, XII International Conference AFMR, conference proceedings	Leveraging Corporate performance through Employee satisfaction- A Survey	XII International Conference AFMR
4	Dr Rajeshwari Gwal	Innovative Business, Entrepreneurial & Technological Practices for Inclusive Growth Sustainability and Value Creation, XII International Conference AFMR, conference proceedings	Performance Management and Competency Mapping: A Conceptual study of Employee Development	XII International Conference AFMR
5	Dr. Payal Sharma	Innovative Business, Entrepreneurial & Technological Practices for Inclusive Growth Sustainability and Value Creation, XII International Conference AFMR, conference proceedings	Impact of Mergers on Financial Performance of Commercial Banks in India with Special Reference to Capital Adequacy Requirements and Lending Spread	XII International Conference AFMR
6	Dr. Payal Sharma	Green Management- A New Paradigm in the World of Business	Gig Economy, Workplace Culture and Talent Crunch: A Conceptual Model for Future Work	International Conference ICETSBP-23

BOOK CHAPTERS

S. No.	Authors	Title	Book	Indexation
1	Sarita Rana	Future of sustainable investing: green bonds in India - Regulations, technology, and investor demand	Sustainable investing: navigating environmental, social, and governance (ESG) challenges and opportunities	SCOPUS
2	Sarita Rana	A study on UPI App User's Preferences for Online Payments (With Special reference to Indore City)	Emerging Trends in E Commerce	

BOOK PUBLICATIONS

S. No.	Authors	Book Title	Publisher
1	Sarita Rana	A book on Financial Management	
2	Arnav Choudhary	Essence of Computing: Unveiling the Functions of Operating Systems	Published independently on Amazon with ISBN: 979-8858812036
3	Arnav Choudhary	Introduction and Applications of Business Analytics	Notion Press, ISBN : 979-8890675224
4	Shailendra Choudhary	Legal and Business Environment	Himalaya Publications, ISBN NO. 978-93-5693-908-0
5	Shailendra Choudhary	Business Communication	Himalaya Publications, ISBN NO. 978-93-5693-816-8
6	Shailendra Choudhary	Financial Accounting	Himalaya Publications, ISBN NO. 978-93-5693-815-1
7	Shailendra Choudhary	Business Communication	Himalaya Publications, ISBN NO. 978-93-5693-909-7

PATENT PUBLICATIONS

S. No.	Authors	Patent
1	Sarita Rana	Efficient Campus Sustainability Management Platform for Higher Education Institutions
2	Arnav Choudhary	Enhancing Block-Chain Security Mechanisms to Mitigate Cyber Threats.
3	Anshu Thakur	The Impact of Human Resource Planning on Organizational Performance

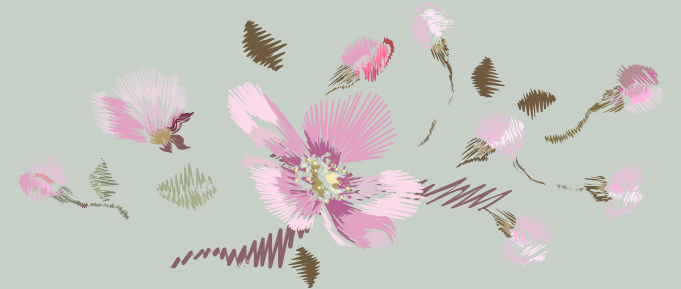
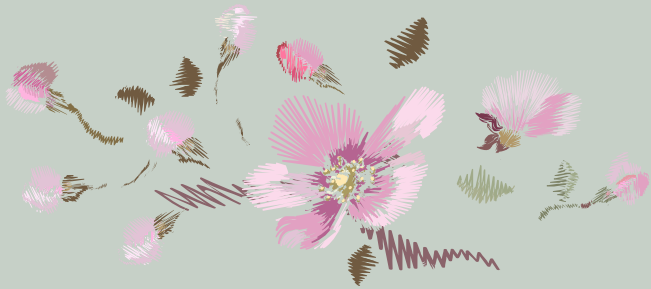
ACHIEVEMENTS

S. No.	Names	Achievements
1	Dr Juhi Kamakoty	• Felicitated by LIC zonal office • On board as a member of the Institutional Ethical Committee of Government College of Dentistry
2	Dr Sarita Rana	• Best Women Researcher Award by REST LABS (An ISO/IEC 17025:2017 and ISO 9001: 2015 Certified company) (Registered under Ministry of Micro, Small, and Medium Enterprises) (An autonomous body of REST Trust, India) • Excellence Service Award by National Conference for Women Empowerment and Voice (NCWEV 2024) • SDGs Advocate Award 2024 by Witty Gossip Group
3	CA Aniket Sharma	Trained employees of Grand Thronton

ACHIEVEMENTS

S. No.	Names	Achievements
4	Dr Sarita Rana	• Subject Expert in a workshop on “Research Methodology: Basics of Writing a Research Paper” by BSSS Bhopal • Keynote Speaker at International Conference on Recent Trends in Management and Commerce (ICRMC 2024) • Chairperson at National Seminar on Intellectual Property Rights
5	Dr Shweta Choudhary	• Chairperson at 3rd International Conference -DCBM, Indore
6	Dr Rajeshwari Gwal	Chairperson at SIMS Annual International Research Conference

FACULTY PARTICIPATION OUTSIDE THE CAMPUS



MDP on 'Biostatistics for Medical Professionals - December 7- 8 , 2023

Co-ordinator- Dr Juhi Kamakoty

Place: Government Dental College, Indore

Participants: 50 PG students of Dental College

Resource Person:

Dr. Juhi Kamakoty

Dr. Rajeshwari Gwal

Dr Anand Bhatt

Dr. Payal Sharma

Dr. Arnav Choudhary.





MDP on SCM

Resource person - Dr A. K. Singh

MSME in collaboration with DGFT and ECGC

Venue: Idyllic College

Date: February 2024

Duration: 5 days

Participants: 30



MDP at SOE-February 2024

Resource person -Dr A.K.Singh

In association with DGFT Bhopal and ECGC New Delhi.

Participants: 30



Workshops on Use of AI in Daily Life on December 28, 2024

Resource person – Prof. Arnav Choudhary

In association with Karni International School,
Mandsaur, MP.

Participants: 30



EXPERT SESSION: Leader Identity-Oct 18, 2023

Speaker : Mr Mike Palensky

Updated invitation: EXPERT SESSION ON LEADERSHIP @ Wed Oct 18, 2023 6pm - 7pm (IST) (Rajeshwari Gwal) External  



ARNAV CHOWDHURY <arnavchowdhury@acropolis.in>

Oct 18, 2023, 9:02 AM



to me, sandeepsingh, directorafmr, mpalanski, shailendrachoudhary, tarunkushwaha, prachisharma, aniketsharma, umangmehta, shwetachoudhary, MBA, si

Oct
18
Wed

EXPERT SESSION ON LEADERSHIP

[View on Google Calendar](#)

When Wed Oct 18, 2023 6pm - 7pm (IST)

Who SANDEEP SINGH, Principal AFMR, mpalanski@saunders.rit.edu,
MBA FACULTY, ARNAV CHOWDHURY*

Yes



Maybe

No

More options

Agenda

Wed Oct 18, 2023

No earlier events

6pm EXPERT SESSION ON
LEADERSHIP

No later events

meet.google.com/sub-woju-vtc?authuser=1

Michael Palanski (Presenting)

EXERCISE 1

PICTURE OF LEADERSHIP

MEANING

What does good leadership look like? Draw a picture or symbols to illustrate below.

Exercise 1 - Picture of Leadership

MPower LEAD

6:18 PM | EXPERT SESSION ON LEADERSHIP

30°C Partly sunny

meet.google.com/sub-woju-vtc?authuser=1

Michael Palanski (Presenting)

Participants: Michael Palanski, Ananya Chadian, SANDEEP SINGH, Tarun Kushwaha, ANAND BHATT, ARNAV CHOWDHURY, GAJENDRA MALVIYA, 91 others, Rajeshwari Gwal.

meet.google.com/sub-woju-vtc?authuser=1

Michael Palanski (Presenting)

EXERCISE 4

LEADER IDENTITY OVERLAP

INTEGRATION

Identity Overlap

- Leader Identity
- Parent
- Little League Coach
- Volunteer Coordinator
- Manager at Work
- Novice Tennis Player

MPower LEAD

6:49 PM | EXPERT SESSION ON LEADERSHIP

30°C Partly sunny

meet.google.com/sub-woju-vtc?authuser=1

Michael Palanski (Presenting)

Participants: Michael Palanski, Tarun Kushwaha, PALAK SHARMA, SANDEEP SINGH, PARINEETA BURRA, VISHAL SINGH SOLA..., ARBAZ PATEL, 91 others, Rajeshwari Gwal.

meet.google.com/sub-woju-vtc?authuser=1

GAJENDRA MALVIYA

Ananya Chadian

Michael Palanski

SANDEEP SINGH

Tarun Kushwaha

ANAND BHATT

ARNAV CHOWDHURY

91 others

Rajeshwari Gwal

6:23 PM | EXPERT SESSION ON LEADERSHIP

30°C Partly sunny

meet.google.com/sub-woju-vtc?authuser=1

Participants: GAJENDRA MALVIYA, Ananya Chadian, Michael Palanski, SANDEEP SINGH, Tarun Kushwaha, ANAND BHATT, ARNAV CHOWDHURY, 91 others, Rajeshwari Gwal.

meet.google.com/sub-woju-vtc?authuser=1

Tarun Kushwaha

ARNAV CHOWDHURY

Michael Palanski

DR. SHYAMLI CHOWDHURY

ANAND BHATT

GAJENDRA MALVIYA

SANDEEP SINGH

92 others

Rajeshwari Gwal

6:13 PM | EXPERT SESSION ON LEADERSHIP

32°C Partly sunny

meet.google.com/sub-woju-vtc?authuser=1

Participants: Tarun Kushwaha, ARNAV CHOWDHURY, Michael Palanski, DR. SHYAMLI CHOWDHURY, ANAND BHATT, GAJENDRA MALVIYA, SANDEEP SINGH, 92 others, Rajeshwari Gwal.

Entrepreneurship Awareness Program

Co-ordinator-Dr A.K.Singh

In association with MSME, ECGC and DGFT

Participants: 240 students

Date: December 2023

एक्रोपोलिस कालेज में उद्यमिता और निर्यात पर अभिनव कार्यशाला



एक्रोपोलिस कालेज में आयोजित कार्यशाला में संबोधित करते वक्ता । ● सौजन्य

इंदौर। एक्रोपोलिस कालेज में उद्यमिता और निर्यात पर अभिनव कार्यशाला का आयोजन किया गया। इसका उद्देश्य उद्यमियों की नई पीढ़ी तैयार करना है। यह कार्यशाला सूक्ष्म, लघु एवं मध्यम उद्यम (एमएसएमई) विकास कार्यालय इंदौर द्वारा आयोजित हुई। इस दौरान भोपाल से डायरेक्टर जनरल आफ फॉरेन ट्रेड एवं एमपीसीएसटी के ज्वाइंट डायरेक्टर सुविश शाह मुख्य अतिथि थे। शाह ने मध्यप्रदेश में निर्यात के नए अवसर विषय पर कहा कि नए दौर में एमएसएमई ही विकास का ग्रोथ इंजन है। किसी भी देश या प्रदेश की समृद्धि निर्यात से ही होती है और समृद्धि से ही निर्यात होता है। निर्यात से जुड़े कई मिथक हैं, जिन्हें हमें नजरअंदाज

करते हुए आगे बढ़ना चाहिए। इसलिए मध्यप्रदेश सरकार द्वारा जानकारी देने के लिए कई कार्यशालाएं आयोजित की जा रही हैं। क्योंकि सफल उद्यमी व निर्यातक बनने के लिए सही मार्गदर्शन की बेहद आवश्यकता होती है। मुख्य अतिथि को एक्रोपोलिस के चेयरमैन गौरव सोजतिया द्वारा स्मृति चिन्ह भेंट किया गया। इस मौके पर एमएसएमई डीएफओ, इंदौर के असिस्टेंट डायरेक्टर गौरव गोयल ने कहा कि युवाओं को आज के दौर में सफल उद्यमी बनकर जाव प्रोवाइडर बनना चाहिए जाव सोकर नहीं। इस कार्यक्रम के कार्टीनेटर डा. एके सिंह थे। संचालन प्रो. अर्णव चौधरी ने किया। आभार डा. राजेश्वरी ग्याल ने माना।



Acropolis Faculty of Management and Research, Indore

Invitation

We, the Faculty, Staff members and Students of Acropolis Faculty of Management and Research cordially invite you to the Inaugural Session of One Day Entrepreneurship Awareness Program (EAP) and Five Days MDP on Export Marketing organized in collaboration with MSME Development & Facilitation Office, Indore (Govt., Of India , Ministry of MSME, DGFT, ECGC, FIEO & EIC (MP Govt.))

on

Monday, 18 December, 2023 from 10:30 AM onwards

Venue: Central Auditorium

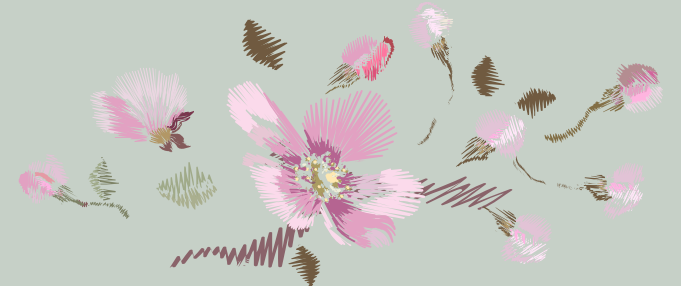
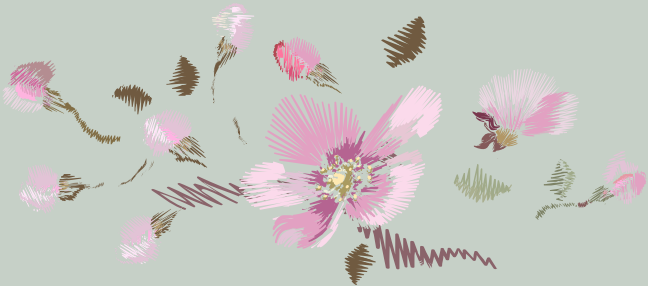




STUDENT CLUBS & PROFESSIONAL CHAPTER ACTIVITIES

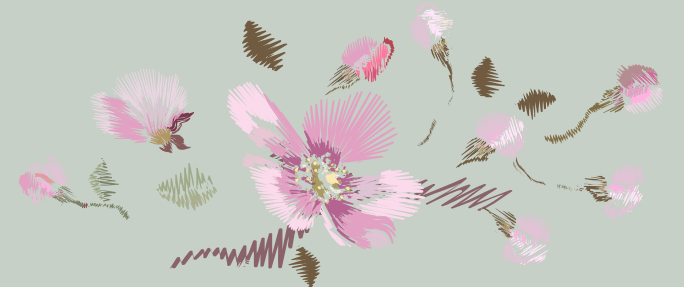
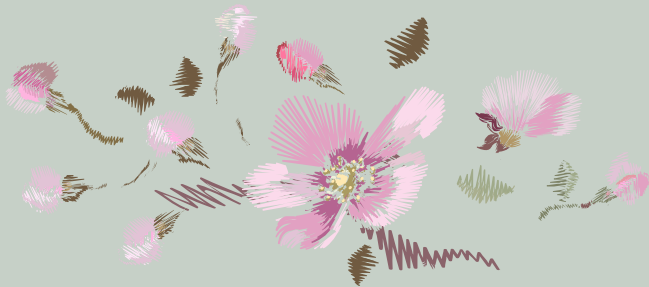
AFMR CLUBS

- **HR Club**
- **Marketing Club**
- **Finance Club**
- **Operation (Kaizen) Club**
- **Rotaract Club**
- **Yavnika Hobby Club**



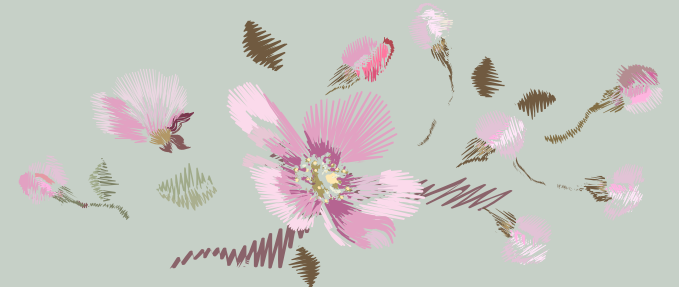
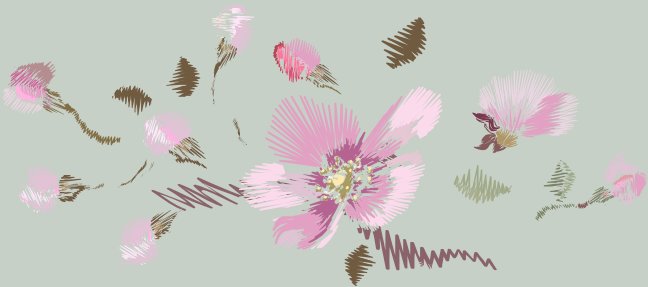
HR CLUB ACTIVITIES

- October 11, 2023- Ice-breaking sessions related to team building, and assessment of student capital.



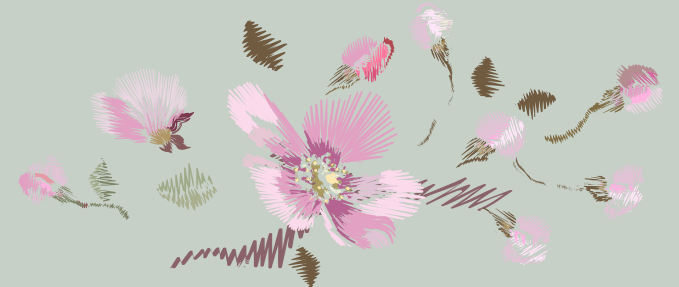
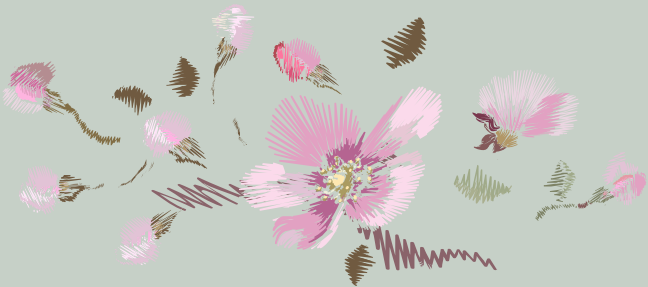
MARKETING CLUB ACTIVITIES

- September 2024- Marketing Club to promote and preserve Hindi language invited work from MBA students in the form of any poem, article or anything which has to be only in Hindi and should be the creation of their own.
- October 2023- The Marketing Club conducted activities for the assessment of corporate awareness amongst the students and to motivate them to seek awareness towards the brands. Activities to foster team building were also conducted.



FINANCE CLUB

- February 2023 - an event Investment Awareness Session- KONA - KONA SHIKSHA was organized which was basically awareness and knowledge-based training program. During the first session which was Batch I students, there were around 100 students from MBA IstYear. The second session which was Batch II, observed around 125 students from MBA Ist Year.
- January 2024 - Panel Discussion on Budget was arranged for MBA I year students by AFMR with panelist Dr. Jayantilal Bhandari, Dr. Deepak Agrawal, Mr. Pramod Dafaria, Mr. Gaurav Goyal





6 - DAY INVESTMENT AWARENESS SESSION
KONA - KONA SHIKSHA
 (A KOTAK SECURITIES CSR INITIATIVE)
 WE CONVEY YOUR MESSAGE IN A SIMPLE YET POWERFUL WAY.

BATCH 1
 25,27&28
 FEBRUARY

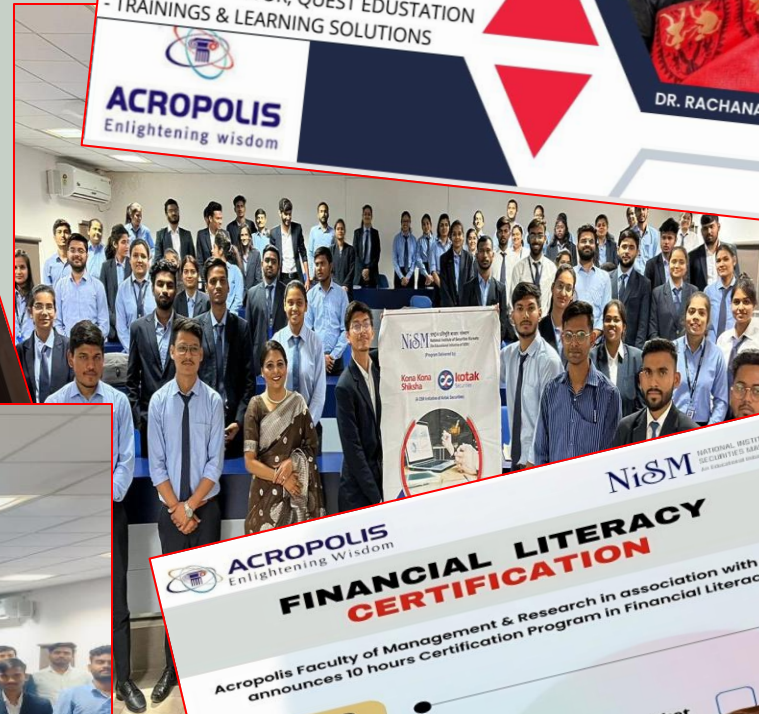
BATCH 2
 1,2&3 MARCH

SPEAKER
DR. RACHANAA DATEY
 FOUNDER DIRECTOR, QUEST EDUATION
 - TRAININGS & LEARNING SOLUTIONS

ACROPOLIS
 Enlightening wisdom

NISM
 NATIONAL INSTITUTE OF
 SECURITIES MARKETS

DR. RACHANAA DATEY



ACROPOLIS
 Enlightening Wisdom

**FINANCIAL LITERACY
 CERTIFICATION**

Acropolis Faculty of Management & Research in association with NISM
 announces 10 hours Certification Program in Financial Literacy.

TOPICS

- Importance of Investment
- Financial Investment Opportunities
- Process & Pre-requisites to Invest Securities Market
- Investment in Primary Markets
- Investing in Secondary Markets
- Mutual Funds and Ways to Invest in them
- Precautions: Investing in Security Markets
- Career in Securities Markets

Certificate will be awarded to students who pass the test
 after completion of program by **NISM** in association with
Kotak Securities Ltd.

**11:00 AM
 to 01:30 PM
 14th-17th
 MARCH**

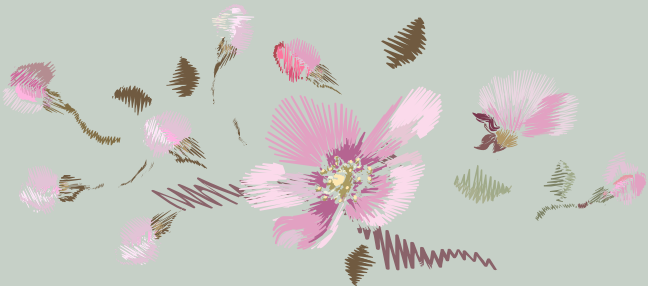
AUDITORIUM

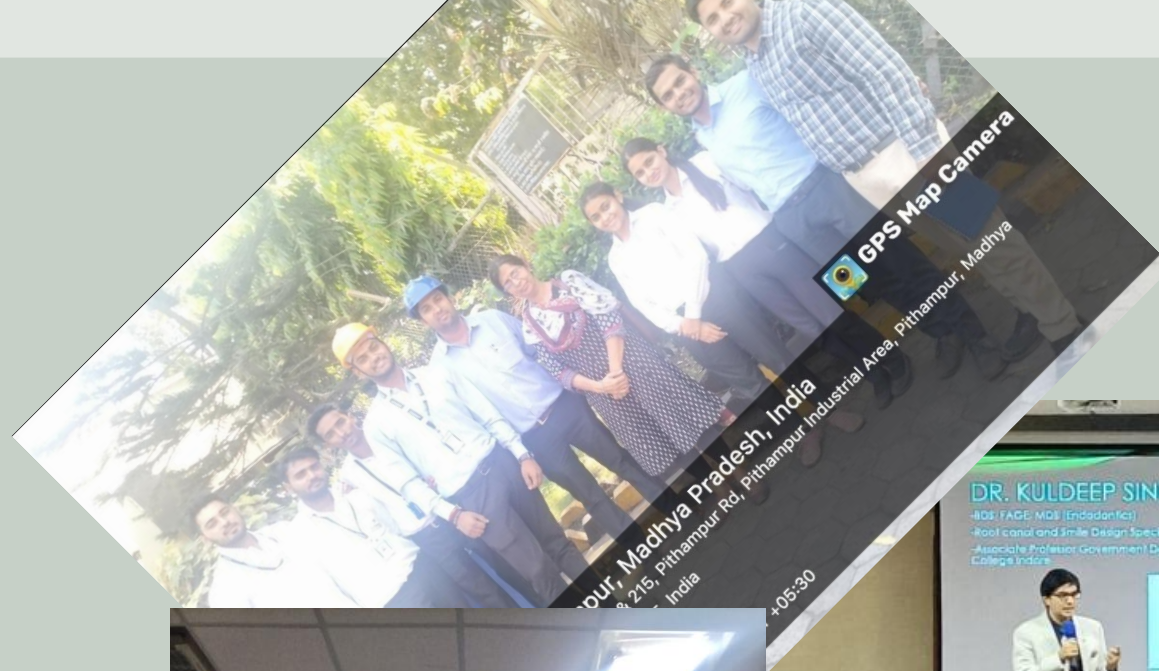
Resource Person
Dr. Priya Agrawal

NISM
 NATIONAL INSTITUTE OF
 SECURITIES MARKETS

KAIZEN (OPERATIONS)CLUB

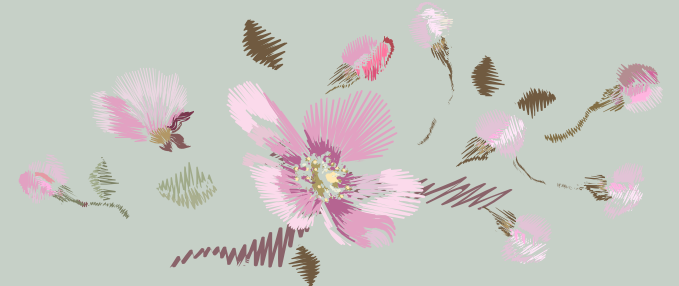
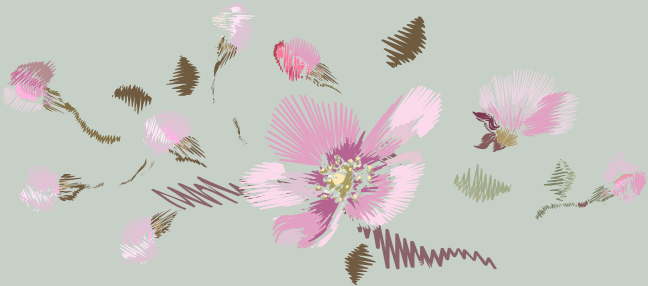
- October 2023 & 2024- To promote out of box thinking by recycling waste into utility Recyclothon 2023 activity was conducted by Kaizen club .
- October, 2024 -A talk was organized on 'Architecting Smile ' and ' Crafting Fitness' for the MBA students in the Acropolis Faculty of Management and Research. The resource person for the event were Dr. Rana, Faculty Government College of Dentistry, Indore and Mr. Saksham Rathore a Lifestyle and Fitness coach -Star Gym.
- April, 2024- for Exposure to industry/shopfloor Industry Visit was arranged at Porwal Auto Component, Pithampur for MBA III Sem. Operations specialization



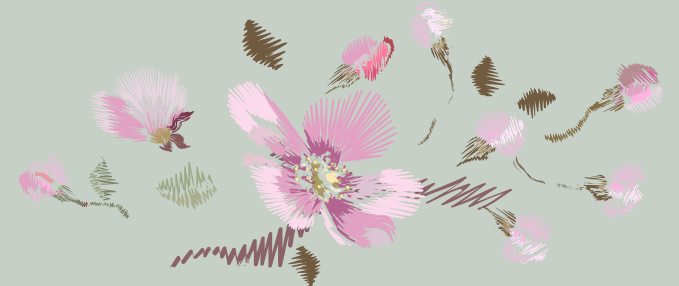


ROTARACT CLUB

- July, 2023-students from AFMR collaborated with Vasumitra NGO to conduct a plantation drive at Ralamandal.
- August, 2023- The Rotaract Club of AFMR celebrated Raksha Bandhan, the festival of the bond between brothers and sisters with Abhakunj Welfare Society and local organizations in the Kakad area by distributing Rakhi and Sweets.
- September, 2023- To create environment Awareness through eco-friendly Ganesha a unique and engaging Ganesha-making workshop, titled "Shrajan" was organized for the students of Shaskiya Madhyamik Vidhyalay, Begam Khedi.



- November 2023- Diwali Celebration was done at Gold Coin Aashram to foster a sense of community and inclusivity.
- March 2024- The “Water Sanitation and General Hygiene” campaign was organized. The campaign took place in a slum area, chosen strategically to target a community that often lacks access to clean water and adequate sanitation facilities.

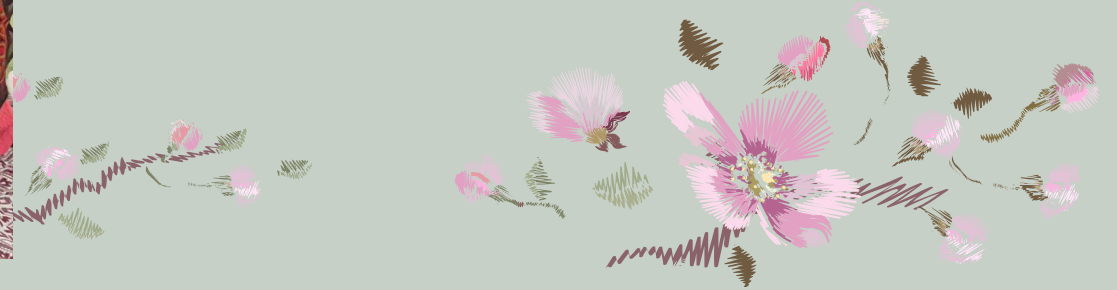




Indore, MP, India
Khajrana, Indore, 452016, MP, India
Lat 22.739884, Long 75.903846
08/28/2023 06:45 PM GMT+05:30
Note : Captured by GPS Map Camera



Indore, India 452026
Lat 22.739884 Long 75.903846
210° SW
समाज से एक कदम वि





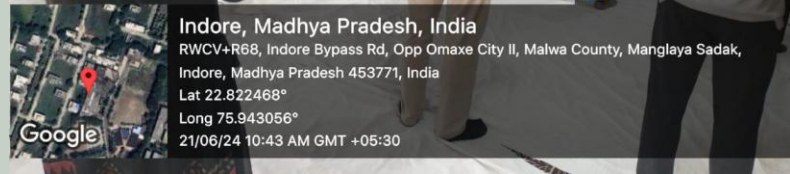
YAVNIKA HOBBY CLUB



LIST OF ACTIVITIES

S. No.	Date	Competition
1	21st June, 2024	Yoga Day Celebration
2	5 th July 2024	World Environment Day Celebration by planting trees
3	4 th October 2024	Poster Making competition on Gandhi Jayanti
4	29 th October 2024	Poetry Competition, Article writing Competition, Infographics
5	09 th November 2024	Influencer Marketing Workshop
6	12 th November 2024- Dev Uthani Gyaras	Rangoli Competition

YOGA DAY & ENVIRONMENT DAY



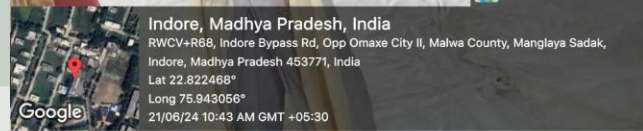
Indore, Madhya Pradesh, India
RWCV+R68, Indore Bypass Rd, Opp Omaxe City II, Malwa County, Manglaya Sadak,
Indore, Madhya Pradesh 453771, India
Lat 22.822468°
Long 75.943056°
21/06/24 10:43 AM GMT +05:30



Indore, Madhya Pradesh, India
110, Malwa County, Manglaya Sadak, Indore, Madhya Pradesh 453771, India
Lat 22.821361°
Long 75.943407°
05/07/24 11:39 AM GMT +05:30



Indore, Madhya Pradesh, India
110, Malwa County, Manglaya Sadak, Indore, Madhya Pradesh 453771, India
Lat 22.821367°
Long 75.943417°
05/07/24 11:40 AM GMT +05:30



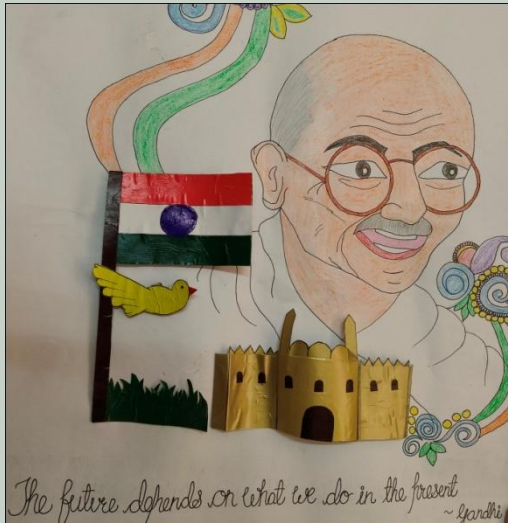
Indore, Madhya Pradesh, India
RWCV+R68, Indore Bypass Rd, Opp Omaxe City II, Malwa County, Manglaya Sadak,
Indore, Madhya Pradesh 453771, India
Lat 22.822468°
Long 75.943056°
21/06/24 10:43 AM GMT +05:30



Manglaya Sadak, Madhya Pradesh, India
Good Food Café, Malwa County, Manglaya Sadak, Indore, Madhya Pradesh 453771, India
Lat 22.82136°
Long 75.943424°
05/07/24 11:38 AM GMT +05:30

GPS Map Camera

GANDHI JAYANTI, SECULARISM, GENDER EQUALITY



Title: Gender Equality – Building a Balanced Society

India won independence in 1947, but the journey toward true freedom is ongoing. While we celebrate our freedom each year, one question remains: have we freed ourselves from social inequalities? Gender inequality still screams in many areas of our society.

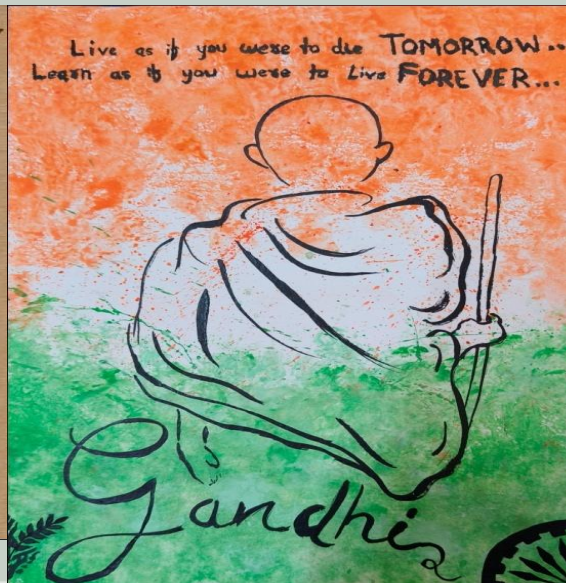
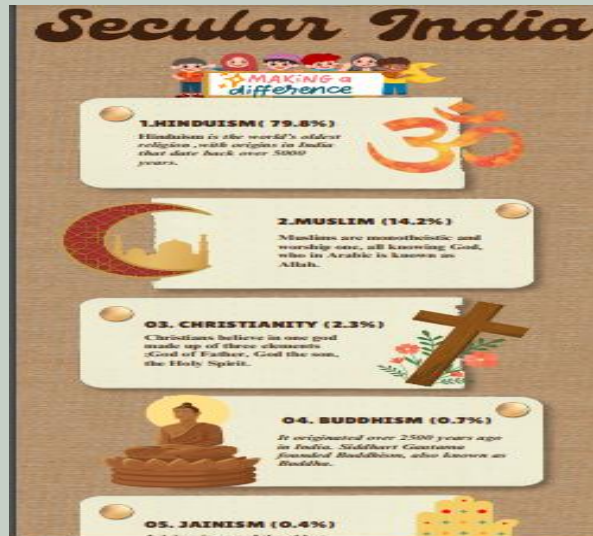
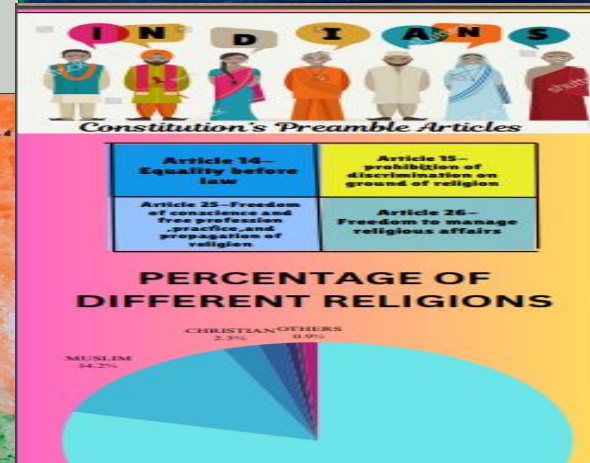
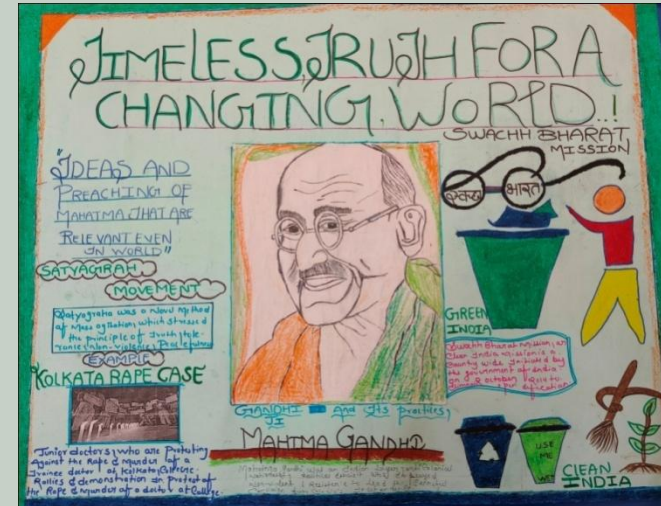
India, known for its rich culture and diverse heritage, but struggles with gender biases even today. While we proudly raise slogans like "Beti Bachao, Beti Padhao" (Save the Daughter, Educate the Daughter), in reality, some still view daughters as burdens rather than as strengths. Boys are often given the freedom to explore, study, and pursue dreams, while many girls are expected to remain within the home, managing household responsibilities from an early age.

A boy is often free to choose his style, his actions, and his path in life, while a girl is judged for her clothing, behavior, and even the way she walks. Where boys are offered opportunities, girls are often handed a list of restrictions.

This mindset ignores an essential truth: both men and women contribute equally to society's strength and balance. In ancient Indian culture, women were honored as both nurturing and powerful (symbols of wisdom and strength). From the goddess Lakshmi (symbolizing prosperity), to the fierce Kali (embodying power), women have always held an essential role. Yet somewhere along the way, society has linked certain roles and expectations strictly to gender, diminishing the value of equality.

Gender equality isn't just a concept; it's a need. A balanced society emerges when both men and women are given equal respect, freedom, and opportunity. This year, as we celebrate Diwali, let's also take a stand for equality. Because life is a journey walked together, and when men and women walk side by side, nature's balance and society's harmony follow.

By moving forward with a spirit of equality, we build a stronger, more unified India—where everyone has the freedom to grow, dream, and thrive.



INFLUENCER MARKETING WORKSHOP & RANGOLI COMPETITION



IMA Activity Chart

S. No.	Month & Year	Activity	Venue	Faculties Participated	No. Of Students Praticipated
	2023	Guest Session -Future Technology & Start Ups by Mr Piyush Goyal, CEO of Sixth Sense IT Solutions			
	January, 2023	Industry Visit to TCS	TCS Indore		45 Registered, 37 Praticipated
	Feb-23	Prawasi Bhartiya Diwas	Brilliant Convention Centre	Ms Prabha Tiwari	25 AFMR Students
	February, 2023	IMA Women Leadership Conclave	Brilliant Convention Centre		
		First Management Premier League (MPL)	Brilliant Convention Centre	Ms Prabha Tiwari	AFMR -12 Registered, 4 appeared
	May, 2023	Membership Renewal Meeting	AFMR, Acropolis Group of Institutions	Ms Prabha Tiwari, ALL Principals & Directors	
	Jun-23	Win Win Negotiation Skills - By IIM Faculty Expert - Dr. Kamal Kishore	Brilliant Convention Centre	Dr. Prachi Sharma, Ms Prabha Tiwari (SPOC)	
	July, 2023	Guest Session - Mr. Rashmi Rtahi Tiwari, Gyrix Techno Lab CEO Topic - "The Golden Era of Generative AI"	AFMR, Acropolis Group of Institutions	Ms Prabha Tiwari -SPOC	AFMR -280 Students approx

IMA Activity Chart

S. No.	Month & Year	Activity	Venue	Faculties Participated	No. Of Students Praticipated
	July, 2023	Mr. Sunil Vyas, MD, Digital Integrator Pvt. Ltd., Topic - The Journey from Innovation to Marketing"	AFMR, Acropolis Group of Institutions	Ms Prabha tlwari -SPOC	AFMR -140 Students approx
	July, 2023	Open Forum Session -"Age is not the Number', Stories of GRIT,, Determination and Adventure	IMA Office	NA	NA
	Aug-23	Tele A Tete" -The Unusual Rise of Modern Era	Brilliant Convention Centre	NA	NA
	September, 2023	ISAC -Indian SMART Cities Award Contest	Multiple Locations	Ms Prabha Tiwari	150 STUDENTS Approx.
	October, 2023	SMART Village Competition - About Ekal Yuva	Multiple Locations	Ms. Prabha Tiwari	
	January, 2024	World Wetland Day -Wetland & Human Well Being	Sirpur, Ramsar Site	Ms. Prabha Tiwari, Prof Mousami Chatterjee	
	February, 2024	IMA Curtain Raiser -Pujya Swami Chidanand Saraswatiji of Parmarth Niketan, Rishikesh - Life Time Outstanding Achievemnet Award	Merriott Hotel	Ms Prabha Tiwari, Mr. Rajesh Singh (CDC)	
	Mar-24	31st IMA Conclave On 1st & 2nd March 2024	Brilliant Convention Centre		AFMR Students - 50 Students Day 1, 42 Students Day 2
	Mar-24	CEO's Talk - For IPS Students Mr Mohit Jain -The Kimirica Story -A Tale of Passion & Purpose	NA	NA	NA

IMA Activity Chart

S. No.	Month & Year	Activity	Venue	Faculties Participated	No. Of Students Praticipated
		Me Time, We Time and On Time -Balcing Professional & Personal Priorities	The Park	Ms Prabha Tiwari	NA
	Apr-24	Open Forum Session - Pardon My FootPrint - By Navita Arora	Jall Auditorium	None	NA
		World Book Day			
	Apr-24	Poster Making, Skit Competition, Share The Story	Jall Auditorium	None	NA
	Apr-23	Management Premier League MPL	1. The Daly College. 2. The Park Hotel	Ms Prabha Tiwari, Ms Mousami Chatterjee	
	May, 2024	Puja Swami Govindji Giriji Maharaj	The Daly College	Dr. Tarun Kushwaha -Director AFMR, Dr. Ashok Jhawar -Principal AIMSAR, Dr. Anshu Thakur, Ms. Prabha Tiwari	Engineering Students -6
	May, 2024	Film Actor -Manoj Bajpai Talk	The Daly College	Ms Prabha Tiwari, Ms Ritu Shrivastav - Trainer, Ms. Kanishka Chabra Corporate Relations Officer, Dr. Sharad Nair, Mr Ashish Gupta,(Pharma, Mr Sampat Singh Tanwar (Pharma), Mr Dheeraj Sports Officer, Mr Vivan Sharma Technician.	Engineering Students - Registered 150, Participated -47 And Pharma 50 students

MBA DEPARTMENT

ETERNIA

2024

Presents



ETERNIA
2024

18-21 DECEMBER, 2024



STUDENT COORDINATORS

Bhumik Dave (President)- 8966966822
Prince Sharma (Vice President)-7089311274
Mohit Jain(Treasure)- 6264676774

FACULTY COORDINATORS

Dr. Payal Sharma (Coordinator) - 9977804376
Dr. Shyamli Chowdhury (Co-Coordinator) - 9907808979

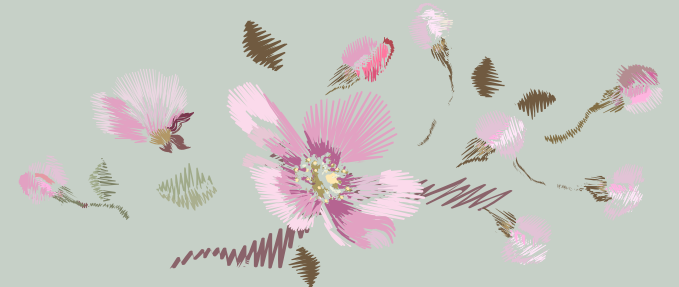
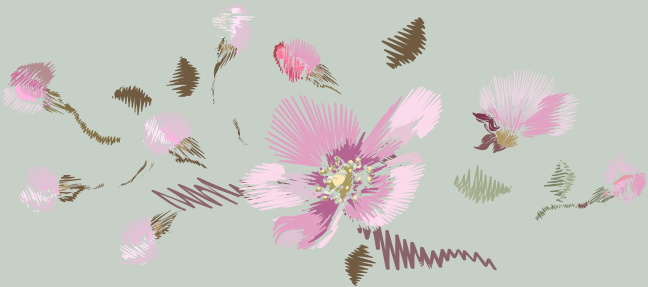
VENUE: ACROPOLIS FACULTY OF MANAGEMENT AND RESEARCH

Date	Event	Event Coordinator	JUDGES	Participations	
18-12-2024	STEPZANIA(Dance)	Dr Anshu Thakaur & Dr Sarita Rana	Dr. Ragini Makkad (9926459501) Shweta Shrivastava (9098452629)	TOTAL	145
				SOLO	
				Duet	
				Group	
				Player of Series	
19-12-2024	CLIP-O-SNAP(Photo & Short Videography)	Dr. Tabinandan Joshi & Dr. Sweta Chaoudhary	Dr Narayan Patidar (9031110410) Dr. Anana Jain (9993700373)	TOTAL	45
				Video	
				Photo	
19-12-2024	LAUGH OUT LOUD(Stand Up Comedy)	Prof. Vikas Jain & Dr. Rajeshwari Gwal	Ekagra Sharma (9407166694)	Total	19
19-12-2024	CLUE CREW(Treasure Hunt)	Dr. Umang Mehta & Prof. Parth Gupta & Dr. Tabinandan Joshi	Dheeraj Mishra (9926349154)	Total	140
19-12-2024	TALENT SHOWDOWN(Drama)	Dr. Swati Patil & Ms Sharaddha Sharma	Prof. Pooja Verma (9131197153)	TOTAL	120
19-12-2024	FUN FAIR(Stalls)	Dr. Umang Mehta & CA Aniket Sharma	Mr Prashant Kulkarni (9826024240) Ruhi Sisodiya (9575741000)	TOTAL	88
				STALL DECORATION	
				INSTA INFLUNCER	
				LOGO & NAME	
				BEST CUTSMORE SERVI.	
20-12-2024	MELODY MARATHON(Antakshri)	Dr. Sarita Rana & Dr. Swati Patil	Ashwini Mahadik (9826429104) Akshay Kapdey	TOTAL	
					55
20-12-2024	ACRO IDOL(Singing)	Dr. Sweta Chaoudhary & Ms Moushami Chakraborty	Mr. Sanjay Shukla (8878322278) Mr. Saurabh Mehta (9229268742)	TOTAL	18
				SOLO	
				DUET	
20-12-2024	FASHION WAVE	Dr. Juhi Kamakoty & Mr. Arnav Chowdhary	Shruti Chopra Sharma Nishala Dharva	TOTAL	
					80
21-12-2024	FINAL DAY DANCE	Dr. Prachi Vijayvargia & Prof. Parth Gupta		TOTAL	105
16/12/2024 21/12/2024	CREATIVE EXPRESSIONS	Dr. Sarita Rana & Ms Sharaddha Sharma		TOTAL	70
				Best Dress	Boys
					Girls
					Jodi
					Consolation
				Best Group Award	
				Best Dress of Day	



STUDENT CERTIFICATION

- **Dr. Sandeep Singh, Dr. Juhi Kamakoty & Prof. Vikas Jain**
 - Bridge Course on Fundamentals of Business Maths Aarohan 2024
- **Dr. Sarita Rana**
 - Accounting for Managers in Aarohan 2023
 - Accounting for Managers in Aarohan 2024
- **Dr. Prachi Sharma – 2**
 - Bridge Course in English in Aarohan 2023
 - Bridge Course in English in Aarohan 2024



STUDENT CERTIFICATION PROGRAMMES AT AFMR

S.No	Title	No. of students	Duration
1	Tally	56	35 hours
2	CPBFI	170	90 hours
3	Management Development Programme on Export Marketing	30	1 month
4	Export Marketing	30	1 month
5	EXIM Certificate	30	15 days
6	Advance Excel	80	8 days
7	CPBFI	30	90 hours
8	Overview of Securities Market and Latest Development	160	4 hours
9	Investment Awareness	220	30 hours



STUDENTS' PARTICIPATION IN VARIOUS COMPETITIONS AND HACKATHON, OUTCOMES

S.No.	Name of Student	Competition	Position
1.	Yash Hardia (Batch 23-25)	Lifting Benchpress of 130 KG in Medicaps University Powerlifting Championship 2024	Gold Medal
2.	Yash Hardia (Batch 23-25)	Heaviest Bench Press 120Kg (BW-79) in the Sage University	Gold Medal and Strong Man title and price money of 1100/-
3.	Ujjwal Singh Thakur along with 13 other students	DCBM Management Carnival	First position in the elevators pitch round by pitching of an innovative product named Roselle drink



IIC ACTIVITIES

BUSINESS PLAN COMPETITION

The Pitch Showdown, held on 22nd November 2024 at Acropolis Faculty of Management and Research, was a remarkable event showcasing the entrepreneurial zeal of students. The competition was designed as a business plan presentation, where students were grouped into teams of five. Each team brought forth a unique product or service, addressing real-world challenges through innovative and scalable solutions.



VISIT TO TATA INTERNATIONAL LIMITED

On October 18th, 2024, students from the Acropolis Faculty of Management and Research had the opportunity to visit **Tata International Limited** leather production facility in Dewas. This industry visit aimed to give students practical exposure to large-scale operations, especially within the context of international business and sustainable practices.



Motivational session by Mr. Shubham Patidar

On October 15th, 2024, Acropolis Faculty of Management and Research had the honour of hosting an insightful motivational session with Mr. Shubham Patidar, **Founder & CEO of Tealogy & Suto Cafe Global.**



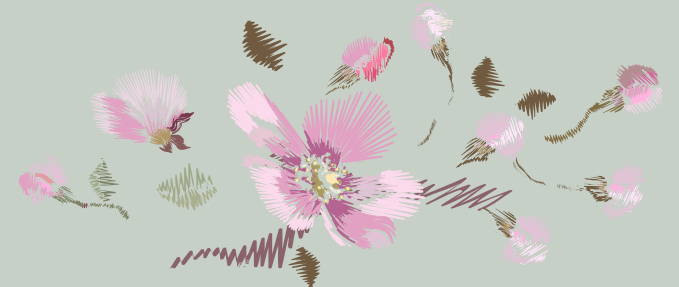
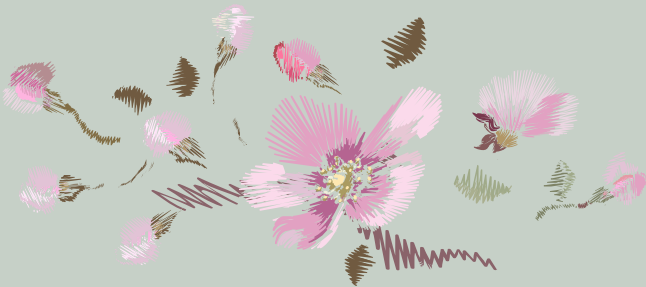
Entrepreneurial Skill, Attitude & Behaviour

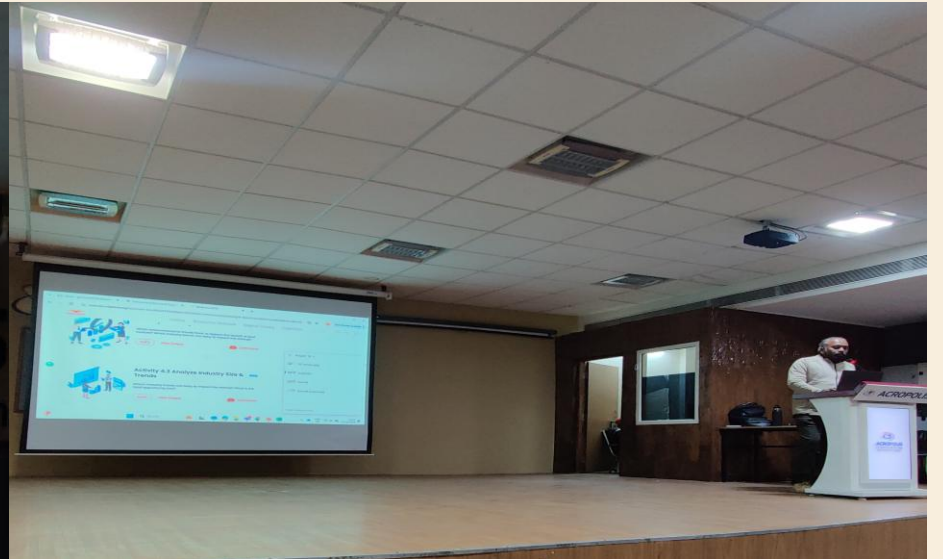
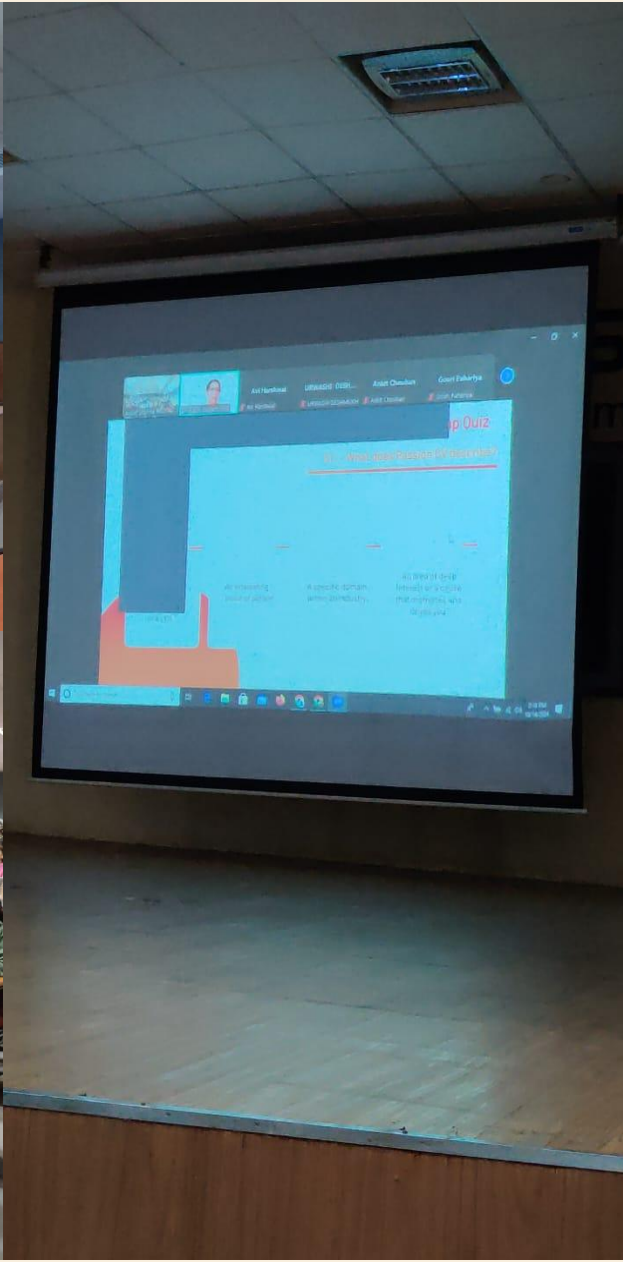
On July 30, 2024, Acropolis Faculty of Management & Research organized a session titled “Entrepreneurial Skills, Attitude & Behaviour.” The event featured our esteemed guest speaker, **Ms. Neha Munshi**, Associate Director at Grant Thornton IKCC, who shared her extensive knowledge and experiences in the field.



WORKSHOP BY: WADHWANI FOUNDATION

- The Acropolis Faculty of Management and Research, in collaboration with the Wadhwani Foundation, conducted an engaging and insightful session on entrepreneurship as part of a structured program designed to foster entrepreneurial skills among students. This initiative aimed to equip participants with the necessary knowledge and skills to navigate the challenges of the entrepreneurial journey.
- The entrepreneurship program, developed by the Wadhwani Foundation, **spans 12 comprehensive modules and comprises 42 interactive sessions**. Each module is carefully curated to address critical aspects of entrepreneurship, ranging from ideation and business planning to execution and growth strategies.





	SR. NO.	MODULE NAME	TOPICS COVERED	LEARNING OUTCOMES
MODULE 0	0	Orientation	- Entrepreneurial leadership and its relevance of entrepreneurial mindset for students' career choices - Overview of global/indian startup ecosystems - Introduction to design thinking / innovation	- Understand entrepreneurial skillset and mindset - Link entrepreneurial skills to career goals - Commit to higher career possibilities enabled by entrepreneurial skills - Draw inspiration from entrepreneurial role models in start-ups and outside
MODULE 1	1	Problem Identification	- Develop macro industry-problem perspective - Assemble 'real-world' problems - Analyze problems	- Construct a macro perspective on industries & develop a 'passion cv' - Identify problems as catalyst for innovation - Scope a problem worth solving with user impact, and personal drivers
MODULE 2	2	Customer Identification	- Identify customer segments - Assess 'Jobs-To-Be-Done' (JTBD) for a customer segment - Develop customer persona	- Examine why a customer is at the centre of any business - Select customer segment for your identified problem. - Develop customer personas based on initial research - Enhance customer personas based on market/other feedback
MODULE 2 Contd		Customer Needs Validation	- Understand customer validation - Validate customer-problem fit - Pivot/refine customer-problem fit for feasibility	- Examine the core principles of lean startups/design thinking - Craft effective customer interviews - Engage in purposeful customer conversations - Analyze responses to uncover insights on customer needs/JTBD/problems - Pivot problem/customer segmentation based on customer insight
MODULE 3	3	Solution Idea Generation	- Examine ideation techniques - Generate solution ideas	- Apply learn methods (e.g., brainstorming) for generating a wide range of potential solutions - Acquire techniques for narrowing down solutions to the most viable options (map problem-JTBD-solution idea) - Analyze and select appropriate solution
MODULE 4	4	Opportunity and Competition Mapping	- Identify global competitors - Review industry trends - Estimate market size (TAM)	- Understand contemporary competition and market influences - Distinguish competitor types for strategic planning - Analyze and interpret trends within an industry - Study the impact of macroeconomic and technological factors on startup's approach - Apply learn method to estimate the Total Addressable Market (TAM)

MODULE 5	5	Prototype Development and MVP	- Overview of prototypes & MVP - Build an initial prototype - Prototypes for early validation	- Understand solution: prototyping vs. MVPs - Recognize solution validation techniques with customers - Differentiate between prototypes - Develop & exhibit fundamental skills to prototype - Utilize prototypes for user insights
QUIZ 1 - MODULE 1 TO MODULE 4				
MILESTONE 1 PRESENTATION WEEK (UPTO MODULE 4)			Milestone 1: Initial feasibility class presentations	Strengthen their application - opportunity to improve their work
MODULE 6	6	Opportunity (feasibility) assessment	- Map your relative position in the market - Estimate opportunity size	- Conduct competition analysis - Identify and articulate USP (unique selling proposition) - Compose a long term competitive advantage for your solution - Calculate market size - Apply market analysis in planning
MODULE 7	7	Business Modelling	- Examine revenue models - Review and organize the lean canvas - Build the lean canvas for your startup	- Explore and select revenue models for your idea - Examine pricing strategies and their impact to develop a competitive advantage - Grasp & critique lean canvas model for ventures - Develop an initial lean canvas model for your venture - Use feedback to iterate your business model
QUIZ 2 - MODULE 5 TO MODULE 7				
MODULE 8	8	Marketing and Sales Strategy	- Understand marketing and sales - Recommend a GTM approach - Map a sales process	- Understand how to integrate marketing and sales to enhance revenue generation - Understand the components of go-to-market strategy - Optimize marketing mix by utilizing digital and traditional marketing channels - Craft an initial sales plans - Build persuasive sales pitch
MILESTONE 2 PRESENTATION WEEK (UPTO MODULE 7)			Milestone 2: Venture idea business model class presentations	Strengthen their application - opportunity to improve their work

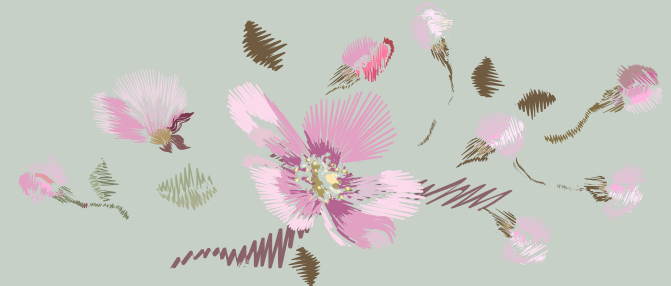
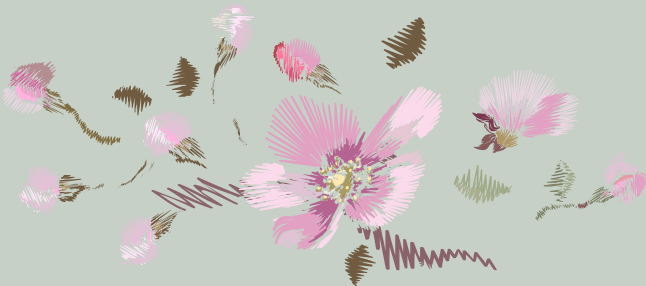
	SR. NO.	MODULE NAME	TOPICS COVERED	LEARNING OUTCOMES
MODULE 9	9	Financial management for profitability	- Understand startup costs - Get started with financial planning - Analyse the path to profitability - Understand bootstrapping strategies & explore funding options	- Identify relevant startup costs for their venture idea - Intelligently read key financial statements - Build realistic financial projections to support strategic planning - Calculate break-even point - Practice & iterate financial projections for the year - Assess funding requirements for the next critical stage - Explore relevant funding options
MODULE 10	10	Team and talent requirements	- Finding co-founders and mentors - Building an initial team	- Identify talent requirements vis-à-vis the stage of venture - Get started with mentoring - Develop attribute for your venture's co-founders - Develop and share your startup's strategic needs for internal and external talent
MODULE 11	11	Venture Idea Pitch Readiness	- Scale orientation - Persuasive story-telling for a feasible venture idea	- Understand key stages in startup development - Implement feasibility assessment components - Creating a compelling story to tell
QUIZ 3 - MODULE 8 TO MODULE 10				
MODULE 12	12	Final Milestone - Venture Idea Feasibility Presentation	Milestone 3: Venture idea feasibility (extrnal) jury presentation	- Effective communication - Persuasive and logical story telling - Logical evaluation



ACRO CARE

ACRO-CARE SESSION

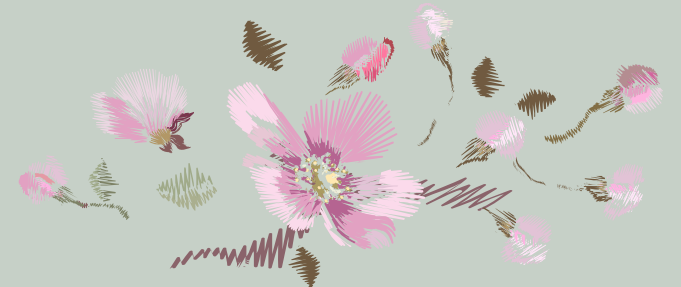
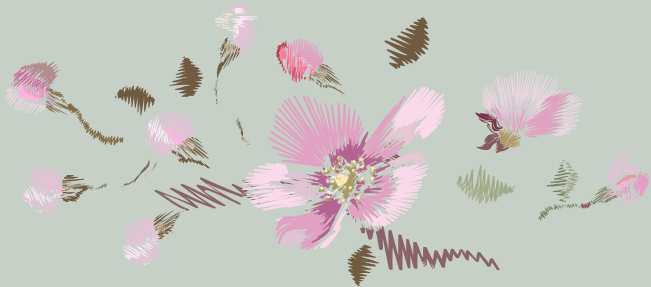
- Acro Care organized another mental health awareness session for the MBA students.
- Dr Shraddha Tiwari conducted the event by addressing the Vision, Mission, and Brief about mental health, its impact, importance, ways to maintain good mental health and warning signs of depression talked about the need and importance of psychometric assessments in counselling and guidance. Dr Shraddha Tiwari also briefed about the confidentiality of the process.
- Students actively participated in all the sessions and voluntarily registered for assessment and counselling sessions.





IQAC

- Investiture Ceremony of Student's Council
- IQAC meeting Q1
- OBE workshop
- IQAC meeting Q2



IQAC ACTIVITIES

Eye Camp

Dr Palak Agarwal

Dental Camp

Dr. Kuldeep Rana

Health &
Nutrition Camp

Dr. Preeti Shukla

OBE

Dr. B. L. Gupta

OBE

Dr S. Gumparthi

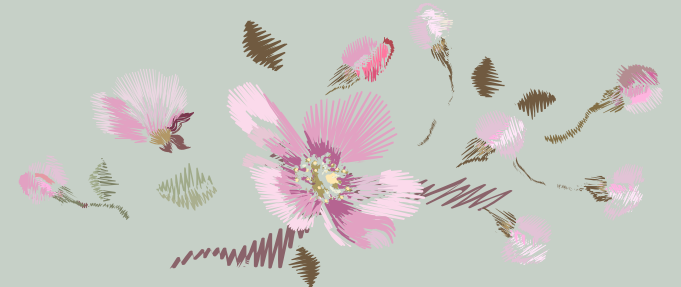
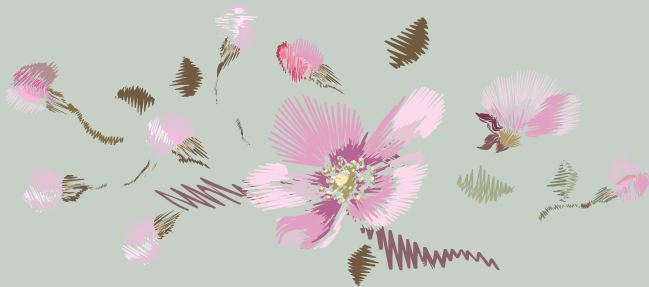


MDP

**MDP for
Medical
Professionals**

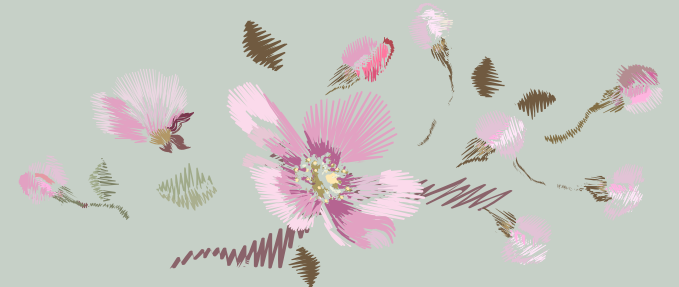
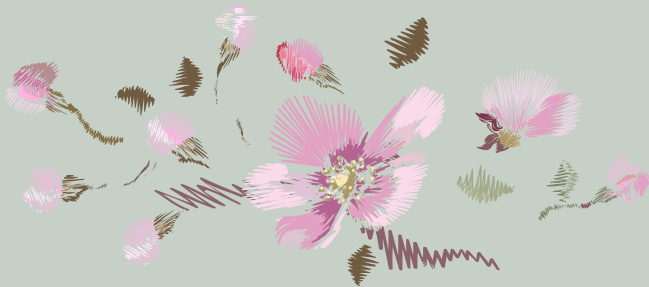
Bio-Research

Dec 7 &8, 2023



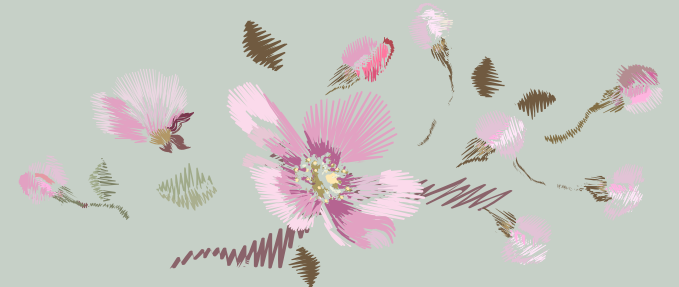
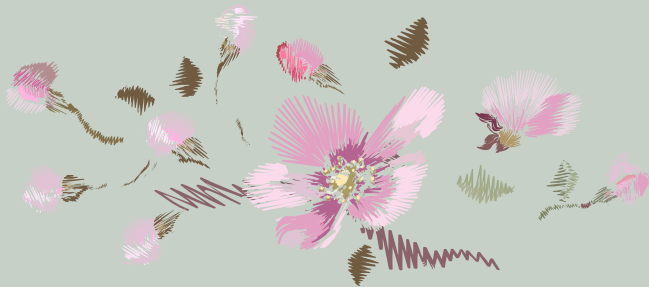
FUTURE PLANS

- NAAC accreditation
- Adoption of OBE gradually
- Workshop on Outcome-based assessment (IQAC)
- Complete ML course through Udemy/NPTEL
- Research paper on content analysis in UGC care listed journal
- Network with industry/Exploit industrial connects
- Reinforce Kaizen Club



PROPOSED CERTIFICATION FOR STUDENTS

- Certification course on Business Analytics Demystified
- Certification Course on "Fundamentals of Python for Business"



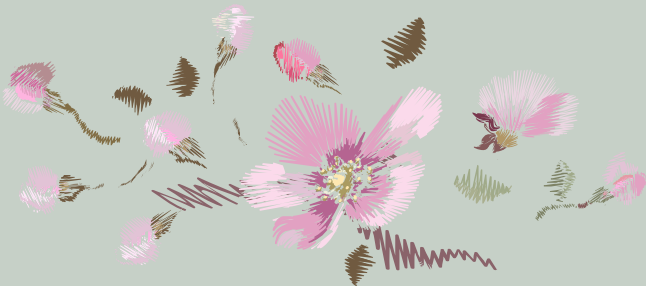


OUTREACH

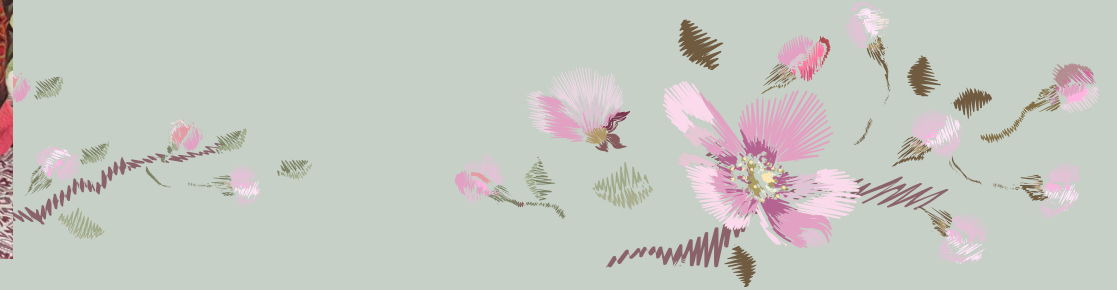
SOCIAL CONNECT

- ❖ **Plantation Drive**
Spreading Awareness for Environment Protection.
- ❖ **Shrajan: Ganesha Making Workshop**
Promoting environmental awareness, cultural, and religious significance of Ganesh Chaturthi.
- ❖ **Distribution of Sweets and Rakhi at**
Abhakunj Welfare Society
- ❖ **Diwali Celebration at Old Age Home**
A memorable evening of festivities with the elderly, including gift distribution and cultural performances.
- ❖ **Water Sanitation and General Hygiene**

Slum Area









WOMEN CELL

Awareness of Various Act for Women

Date: July 25, 2024

Time: 12:30 PM to 1:30 PM

Venue: Tata Hall

Guest Lecture on Legal Rights for Women in India

Date: 18th October 2024

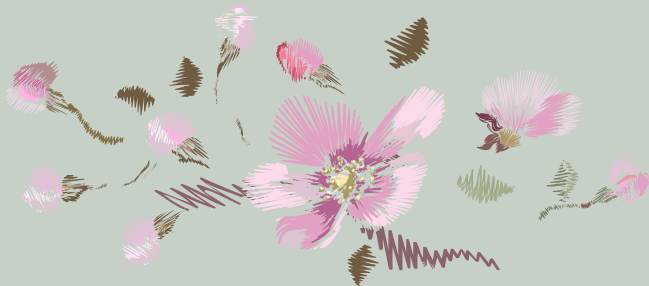
Speaker: Dr. Geetanjali Chandra, Principal, Acropolis Institute of Law

Hum Honge Kamyab, Mahila Suraksha Sanwad

Date: November 29, 2024

Time: 12:30 PM to 2:30 PM

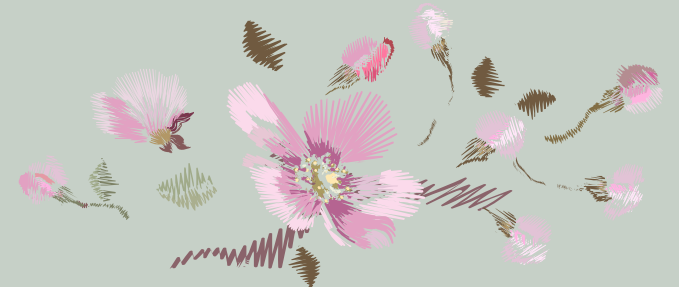
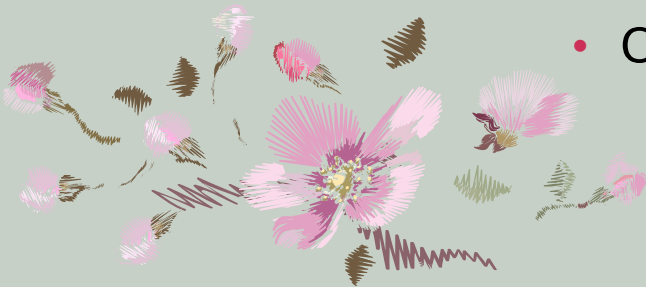
Venue: Kamal Prabha Auditorium





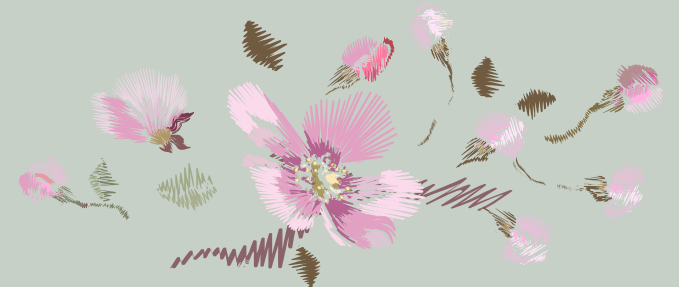
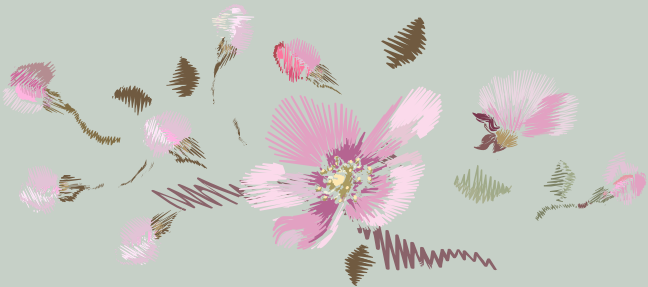
ACADEMIC COUNCIL

- Academic Council meeting is held twice per year. It provides a platform for faculty, administrators, and industry experts to collaborate on curriculum updates, introduce innovative programs, and address student needs.
 - Marketing
 - Finance
 - HR
 - Business Analytics
 - Operation



LIBRARY

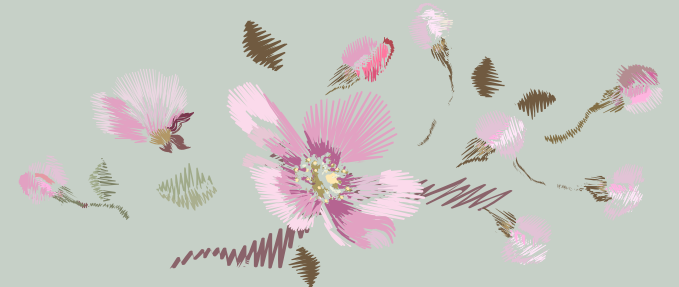
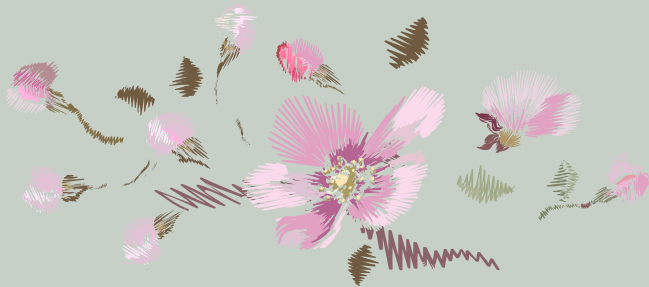
- The library holds a total of **11,983 books** across the following sections:
- **Newspapers – 09**
- **Magazines – 09**
- **Journals – 22**
- **IIM Indore Membership**
- **Repository of SIP and MRP**



BUSINESS AWARENESS TEST

AFMR conducted a Business Awareness Test as part of the Internal Assessment to assess students' knowledge and understanding of business acumen across key domains like Finance, Marketing, and Human Resources (HR). The test also aimed to cultivate an interest in current affairs, with questions primarily sourced from the *Business Standard* newspaper.

- To assess students' grasp of contemporary business trends and concepts in management education. Increase awareness of advancements in Finance, Marketing, and Human Resources domains and encourage a consistent habit of staying updated with industry news and insights





CAPSTONE PROJECT

The Capstone project was started in AFMR for MBA I Semester students which aimed to demonstrate a student's mastery of a particular subject or field of study. It was basically an integrated project that applied the skills and knowledge acquired throughout the course of a semester program.



EVALUATION PROCESS

All the mentors divided their mentees in groups and asked them to select the sector of their choice and conduct group projects as directed.

Sectoral analysis was done by students in the following sequence-

1. Identified a sector

Example FMCG sector, Automobile sector, Banking sector, Insurance sector, Iron and steel industry, Pharmaceutical, Electronics , Social media, Infrastructural sector, Education sector, Environmental sector.

2 Prepared a report in following format;-

- Overview
- Contribution in GDP
- Major players
- Competition scenario
- Swot analysis
- Future prospects

3 Prepared PowerPoint presentation

4 Presentation in front of faculty member's panel

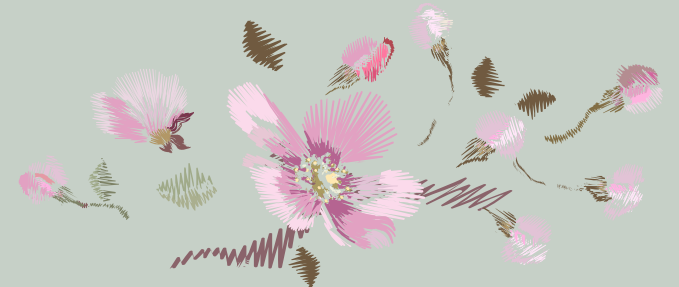
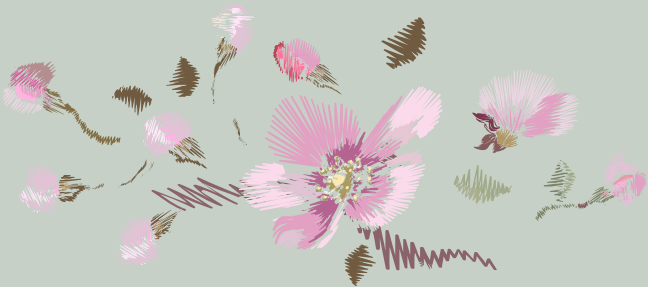




SIMULATION

BUSINESS SIMULATION

- Business simulation is a crucial tool for MBA students as it bridges the gap between theoretical knowledge and practical application.
- These simulations replicate real-world business environments, allowing students to practice decision-making, strategic planning, and problem-solving in a risk-free setting.
- They foster critical thinking and collaboration by enabling participants to analyze market dynamics, manage resources, and respond to competition.



BUSINESS SIMULATION



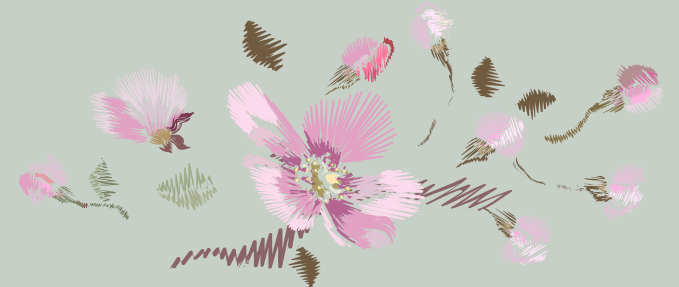
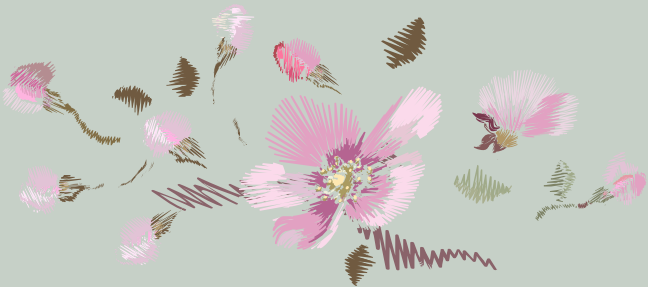
Mangalya, MP, India
Malwa County, Mangalya, 453771, MP, India
Lat 22.822602, Long 75.943161
07/26/2023 03:03 PM GMT+05:30
Note : Captured by GPS Map Camera

Mangalya, MP, India
Malwa County, Mangalya, 453771, MP, India
Lat 22.822638, Long 75.943147
07/26/2023 04:40 PM GMT+05:30
Note : Captured by GPS Map Camera





- 2 Hour demonstration on the use of Cesim was organized on 11th November 2024.
- Faculty have been provided limited access to the software and subsequent to their feedback decision will be taken.



Decision-Making Microsimulation

- Foundational
- Individual/Team
- Multiple Rounds
- 1 to 5 hour
- Same vs Multiple cases
- Customizable
- AI-powered personalized feedback & assessment



*Indicates under development

FUTURE PLANS

- NAAC Accreditation
- NIRF Ranking
- Industry Oriented Certification
- Autonomy
- Industry Consultancy
- MDPs

THANK YOU

