

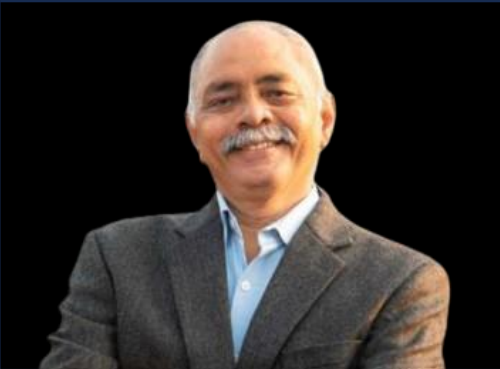
KAZIRANGA  
UNIVERSITY

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# Apexara

School of Business Quarterly Newsletter



## What's Inside?

### Events

WTD, Quiz, NRL, Biz on Streets

### Personalities

Rangaswamy, KPMG, PWC, Sen

### Special Mentions

Samcara, AI, PPT, Public Speaking

## Unveiling Apexara

"Apexara" derives its name aim to create an open space from the fusion of "Apex," for the exchange of symbolizing the pinnacle of knowledge, insights, and success and excellence, and ideas, positioning our School "ara," representing an open of Business at the forefront space or platform. As we of academic discourse and embark on this journey, we industry engagement.



**Pulak Bora**  
Editor-in-chief

### **Dear Apexara Readers,**

As we delve into the inaugural edition of our School of Business newsletter, Apexara, I am thrilled to bring you a diverse tapestry of insights, achievements, and stories. Our journey continues to be enriched by the remarkable endeavors of our students, faculty, and alumni. From innovative projects to industry collaborations, each page reflects the vibrancy of our academic community. Let these initiatives inspire and connect us, fostering a sense of unity and purpose. Thank you for being part of this ongoing narrative. Your engagement fuels the spirit of Apexara, and together, we shape the narrative of excellence at the School of Business. Warm regards,

### **Dear School of Business Family,**

It is with immense pride that I announce the launch of our newsletter, Apexara. This platform is a testament to the collective brilliance and achievements within our academic community. Apexara encapsulates the spirit of innovation, dedication, and excellence that defines us. I applaud the efforts of our students, faculty, and staff whose contributions have made this initiative possible. Let Apexara be a beacon that reflects our journey, aspirations, and the collective success of the School of Business. I encourage you to explore its pages, celebrate our achievements, and continue inspiring each other. Best Regards,



**Dr. Debanuj Khound**  
HOD





The B&B Show for all the freshers at The Assam Kaziranga University, School of Business was an entertaining interactive session conducted by Mr. Bibhas Basumatary, Dean of School of Business and Mr. Bobby Roy, CMO of Kaziranga University.

Honourable Vice Chancellor PK Mishra and Registrar Ravi Kamath and felicitating Mr. Achal Rangaswamy, Former President-Marketing of Bell Ceramics on 12th September 2023.

In a captivating colloquia session, Mr. Rangaswamy, an esteemed figure in the field of sales, shared profound insights on the "Joy of Selling" with the MBA students at the School of Business. The session was not just a lecture but a journey through the art and science of successful selling.



## Placement Training by SAMCARA

The 3rd Sem MBA students underwent a 5-day rigorous Placement Oriented Training on Resume' building, mock GD and PI skills by Samcara – a professional training firm from Delhi-NCR. Two of their resource persons were Mr.

# Corporate Interaction

Business school students need regular corporate interaction and industry interface.

Corporate interaction and industrial visits are essential for MBA students, providing practical applications of theoretical knowledge. These experiences bridge the gap between academia and real-world scenarios, offering insights into diverse industries, fostering networking opportunities, and enhancing soft skills. Exposure to different sectors aids informed career decisions, while networking cultivates valuable connections. Overall, these interactions contribute to holistic student development, preparing MBA graduates for success in the dynamic business environment.



Ripunjay Gautam, Associate Director at PwC, engaged in an insightful Q&A session with MBA students, offering valuable perspectives on the industry. The interaction provided students with a unique opportunity to gain practical insights into the professional world. Mr. Gautam addressed queries on current industry needs, career development, and the evolving landscape of the business world. His engaging responses not only enriched students' understanding but also inspired them to think critically about their future roles. The session served as a bridge between academic knowledge and real-world application, fostering a dynamic learning environment.



As a part of their experiential learning the first Semester MBA Students went on an Industrial Visit to NRL. First batch of students went on 5<sup>th</sup> October and the second batch went on 12<sup>th</sup> October 2023. Students had a great learning experience from the visit and had fruitful interactions with the senior executives of NRL.



# World Tourism Day

## Celebration at School of Business



Mr. Nitesh Kumar  
Prof. of Tourism

We are thrilled to share the highlights of our spectacular celebration of World Tourism Day on September 27, 2023. The School of Business at Assam Kaziranga University came alive with a vibrant array of events, competitions, and entertainment, transforming the campus into a hub of cultural diversity and global exploration. Some of the highlights of the event were:

### **Photography Competition:**

Enthusiastic participants captured the essence of diverse cultures and breathtaking landscapes in our Photography Competition. This competition was judged by Mr. Parash Borthakur and Mr. Neel Kamal Singha.

**Classroom Wall Decoration Competition:** Classrooms turned into canvases as students showcased their artistic prowess in the Wall Decoration Competition.

### **Tourism-Related Audio-Visual Quiz:**

Teams engaged in a spirited competition testing their knowledge of global destinations, landmarks, and cultural nuances in the Tourism-Related Audio-Visual Quiz.

### **Presentation Competition:**

Students from Bhutan, Gambia, Assam, Manipur, Sikkim, Nagaland, Arunachal, Rajasthan, Punjab, Meghalaya and others made enthralling presentations on their states.

### **Public Speaking:**

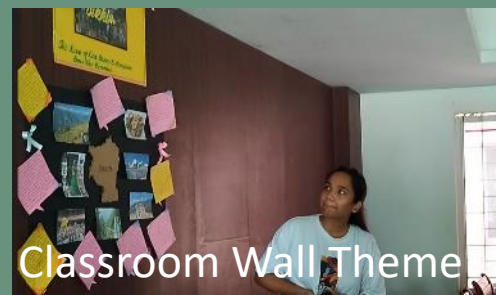
Confident speakers took the stage and rendered poems.

### **Entertainment Extravaganza:**

The festivities ended with a dazzling Fashion Show, Cultural Dances from around the States, Soulful Songs, and a Fun-filled atmosphere that brought together students, faculty, and staff in joyous celebration.



Photography Competition



Classroom Wall Theme



Multi-Cultural Program

Tourism Audio Video Quiz



# World Tourism Day – Classroom Wall Decorations

Visit by our Chief Guest Registrar Kamath and Dean SET Mr. Karthik, Dean SOP Mr. Jesudashan and Mr. Swapnanil Talukdar





# World Tourism Day – Competition Winners

Towards the end of the enthralling edutainment day, Prizes were distributed to the winners and runners-up of various competitions. Dean School of Social Sciences Dr. Rakesh Rai and HOD School of Business Dr. Debanuj Khound gave out the prizes



Winner of Photography Competition – Suman Das (MBA)



Runner-up of Photography Competition – Ritika Tripathi (MBA)



2<sup>nd</sup> Runner-up of Photography Competition – Prema Mandal (BBA)



Winner of Presentation Competition – Sydney (MBA) and Sanjana (MBA)



Runner-up of Presentation Competition – Oma Devi (BBA) c



2<sup>nd</sup> Runner-up of Presentation Competition – Omar Abdullah (BBA)



# World Tourism Day – Competition Winners

## Audio-Visual Quiz competition on Tourism Theme



### Winners:

Shabaz Khan (MBA)  
Kiranjyot Kaur (MBA)  
Shyamoli Gogoi (MBA)  
Debosmita DAS (MBA)  
Indranil Das (MBA)

### Runners-up

Nadim Saif (MBA)  
Mustafa Mujahid (MBA)  
Janib Ahmed (MBA)  
Nasim Ahmed Borbhuya (MBA)  
Sanjay Borgohain (MBA)



### 2<sup>nd</sup> Runners-up

Arman (BBA)  
Drupad (BBA)  
Raj (BBA)  
Sushant (BBA)





# World Tourism Day – Competition Winners

## Class Wall Decoration competition on Tourism Theme

### Winner

#### B.Com Sem-V

Bidyarani Taorem  
Elangbam I Chanu  
Sadika Begum Kazi  
Seema Mech  
Priya Chetri  
Shristi Salini Bora  
Himadri Baruah  
Priyanka Yadav



### Second Position

#### BBA – Sem-3 Sec. B

Vitoni, K.Zhimo  
Losa, Kaushik Tiwari  
Imnasenla  
Komal Balmiki  
Antarango Chakrabarty



### Third Position

#### BBA – Sem-3 Sec. A

Tristee Dey  
Ravina Rai  
Lapshang Gurung





# What's your expectation?

## Bibhas Basumatary –Dean's message

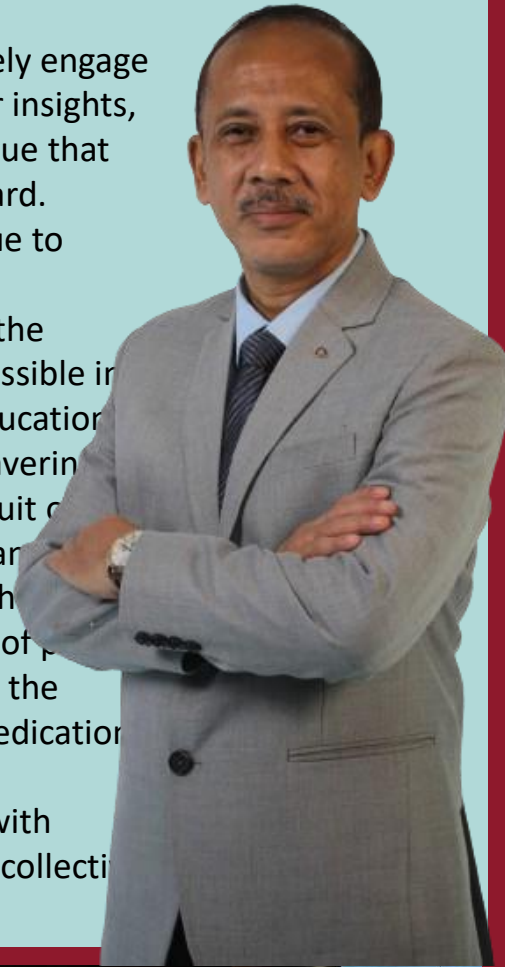
It's with great pleasure and enthusiasm that I welcome you to the inaugural edition of Apexara, our quarterly newsletter designed to illuminate the vibrant spirit and extraordinary accomplishments within our esteemed School of Business. As we embark on this journey, I am reminded of the immense potential that resides within each member of our community — students, faculty, staff, and alumni alike. Apexara serves as a testament to our commitment to excellence, knowledge dissemination, and the pursuit of innovation in the dynamic realm of business education. In every corner of our School, I witness the dedication and passion that fuels our collective success. Apexara is not merely a newsletter; it is a celebration of our shared journey, a platform to

showcase the remarkable achievements of our students and faculty, and a beacon guiding us towards new horizons of learning and growth.

I encourage you to actively engage with Apexara, share your insights, and be part of the dialogue that propels our School forward.

Together, we can continue to elevate our standards of excellence and redefine the boundaries of what is possible in the world of business education. Thank you for your unwavering commitment to the pursuit of knowledge, innovation, and success. I am confident that Apexara will be a source of pride for our School, reflecting the exceptional talent and dedication that defines us.

Here's to a future filled with endless possibilities and collective achievements.



MBA 2022-24 batch with Prof. Prabal Sen – Ex XLRI, Ex-Banker and renowned economist is a visiting faculty at KU School of Business





Assam Kaziranga University's School of Business orchestrated a vibrant Diwali celebration in the auditorium, bringing faculty and staff together in festive spirit. SOB students adorned the venue, creating a festive ambiance. The event featured a delightful group song performance by SOB and SET faculty members, followed by lively dance presentations from SOP faculty members. Adding an interactive touch, Prof. Bibhas, the Dean School of Business, conducted a fun quiz. The grand finale was a lively Tambola Housie game, fostering camaraderie and joy. The celebration not only embraced the cultural significance of Diwali but also strengthened the bonds within the university community.



In a festive pre-Diwali celebration, School of Business students showcased entrepreneurial spirit through "Business on Streets" by setting up vibrant food stalls. It not only added culinary delights to the atmosphere but also demonstrated creativity, teamwork, and a taste of their business acumen.



# Industry and International Collaborations

Prof. Swarup Dutta from IIM Ranchi visited our campus as a guest faculty for the Strategic Management course of MBA Semester 3.

He also interacted with the Semester-1 students of the MBA program. Prof. Dutta comes with a rich academic and industry experience.



**KPMG**, in Sept 2023, conducted an impactful Business Analytics Program for MBA Sem-3 students. This collaborative initiative provided students with practical insights into data-driven decision-making by enabling and enhancing their analytical skills.

The program offered a valuable real-world perspective, bridging the gap between academic learning and industry application.



In November 2023, esteemed delegates from **Cambodia's** Ministry of Post and Telecommunication and Digital Transformation visited Kaziranga University. During their trip, they toured the School of Business, expressing admiration for its state-of-the-art classrooms and facilities, fostering international collaboration and recognition.





# MBA – The transformative journey



The Assam Kaziranga University's innovative MBA program is reshaping students into industry-ready professionals, equipping them with contemporary skills essential for success. Emphasizing new-age competencies, the curriculum focuses on Business Analytics, AI Tools, Public Speaking, Creative Presentation, Data Science, and Consulting Practices. This forward-looking approach ensures that graduates are well-prepared for the dynamic corporate landscape. By emphasizing FastTrack corporate career development, the program not only imparts theoretical knowledge but also hones practical skills, fostering a breed of professionals ready to navigate and excel in the rapidly evolving business world.







## MBA Placements– The final countdown

In their transformative two-year MBA journey, students at Kaziranga University have honed a spectrum of skills critical for success in the corporate arena. Proficiency in presentation skills has been a focal point, allowing them to articulate ideas effectively and confidently.

The program's emphasis on data analysis skills has empowered students with the ability to derive meaningful insights from complex datasets, fostering a data-driven decision-making mindset. Through rigorous training, they've acquired advanced Excel skills, a fundamental tool for business analytics and financial modeling.

Domain knowledge has been a cornerstone, ensuring a deep understanding of various business sectors. From marketing strategies to financial principles, students have gained a comprehensive perspective, enhancing their strategic acumen.

Moreover, the MBA program has instilled in them corporate etiquettes, preparing them for the professional world. They've imbibed the importance of professionalism, effective communication, and teamwork – vital components of a successful corporate journey.

The impressive 50 percent placement rate in Semester-3 is a testament to the program's effectiveness. One of the student got an offer of Rs. 8 Lakh PA from Lava mobiles .As they enter their final semester, the remaining students are well-positioned to secure placements, armed with a multifaceted skill set and a robust understanding of the corporate landscape, ensuring a seamless transition from academia to the professional realm.