# SEEDLINGS CAMPUS NEWSLETTER

**September' 2019**

Universal Business School®
"Transforming Lives"

India's 1st Green B-School in Mumbai
Approved by AICTE & Cardiff Metropolitan University, UK Degree

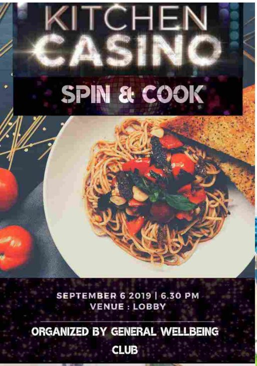
## GANESH CHATURTHI 2019 AT UBS CAMPUS

## UBS TRENDING SEASON - 3 - EPISODE – 1 OR 2 | WINNERS TAKES ALL!

#TRE
Universal Business School®
PARTNERS
SSM
EEC

## UBS GENERAL WELL BEING PRESENTED KITCHEN CASINO

An opportunity to show case students talent. GENERAL WELL BEING has come up with an event "KITCHEN CASINO" where you can make a cuisine of your choice and sell it.


KITCHEN CASINO

SPIN & COOK

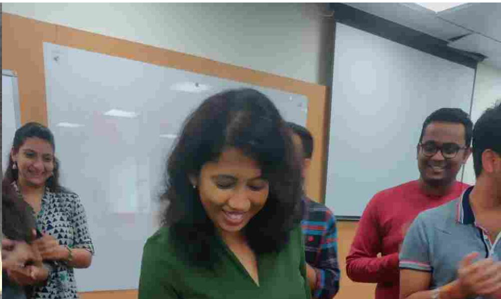
SEPTEMBER 6 2019 | 6.30 PM
VENUE : LOBBY

ORGANIZED BY GENERAL WELLBEING CLUB

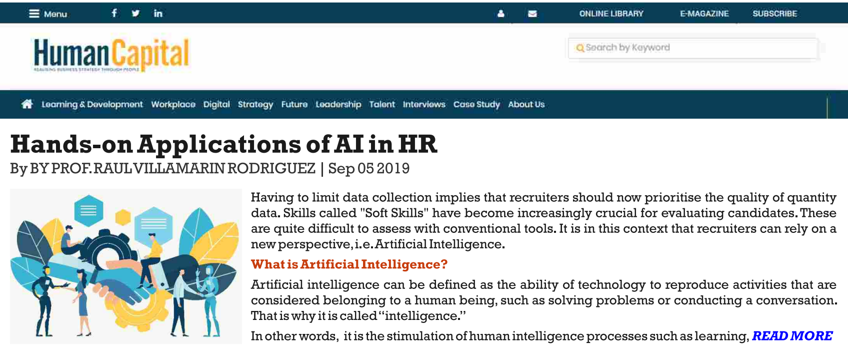
"The World is My Family"
3

Calvin Klein

## TEACHERS DAY CELEBRATION AT UBS CAMPUS



## UBS FACULTY ARTICLES AT NEWS



### Hands-on Applications of AI in HR

By BY PROF. RAUL VILLAMARIN RODRIGUEZ | Sep 05 2019

Having to limit data collection implies that recruiters should now prioritise the quality of quantity data. Skills called "Soft Skills" have become increasingly crucial for evaluating candidates. These are quite difficult to assess with conventional tools. It is in this context that recruiters can rely on a new perspective, i.e. Artificial Intelligence.

**What is Artificial Intelligence?**

Artificial intelligence can be defined as the ability of technology to reproduce activities that are considered belonging to a human being, such as solving problems or conducting a conversation. That is why it is called "intelligence."

In other words, it is the stimulation of human intelligence processes such as learning, ***READ MORE***

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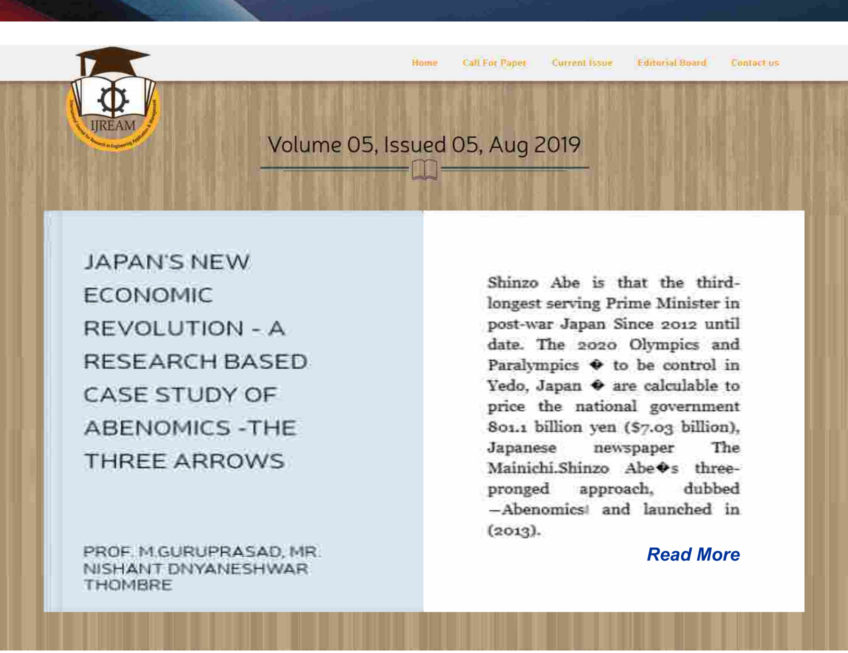
Logistics Insider

GUEST COLUMN

**Prof. Raul Rodriguez**
Assistant Professor - Operations Management,
Universal Business School
[MBA, MHRM, MSc (Big Data), PhD Candidate]

HOW DOES MACHINE LEARNING HELP SHIPPERS MAKE BETTER DECISIONS?

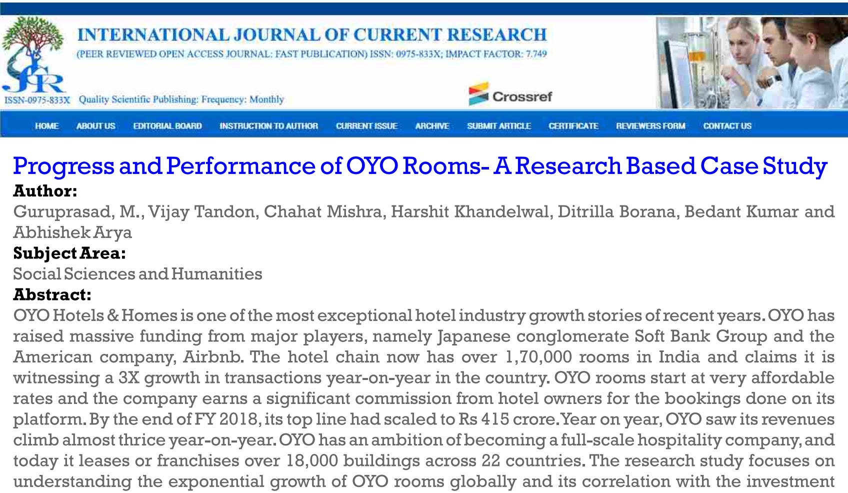


Volume 05, Issued 05, Aug 2019

JAPAN'S NEW ECONOMIC REVOLUTION - A RESEARCH BASED CASE STUDY OF ABENOMICS -THE THREE ARROWS

PROF. M.GURUPRASAD, MR. NISHANT DNYANESHWAR THOMBRE

Shinzo Abe is that the third-longest serving Prime Minister in post-war Japan Since 2012 until date. The 2020 Olympics and Paralympics � to be control in Yedo, Japan � are calculable to price the national government 801.1 billion yen ($7.03 billion), Japanese newspaper The Mainichi.Shinzo Abe�s three-pronged approach, dubbed ―Abenomics‖ and launched in (2013).



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ISSN-0975-833X Quality Scientific Publishing: Frequency: Monthly

# Progress and Performance of OYO Rooms- A Research Based Case Study

**Author:**

Guruprasad, M., Vijay Tandon, Chahat Mishra, Harshit Khandelwal, Ditrilla Borana, Bedant Kumar and Abhishek Arya

**Subject Area:**

Social Sciences and Humanities

**Abstract:**

OYO Hotels & Homes is one of the most exceptional hotel industry growth stories of recent years. OYO has raised massive funding from major players, namely Japanese conglomerate Soft Bank Group and the American company, Airbnb. The hotel chain now has over 1,70,000 rooms in India and claims it is witnessing a 3X growth in transactions year-on-year in the country. OYO rooms start at very affordable rates and the company earns a significant commission from hotel owners for the bookings done on its platform. By the end of FY 2018, its top line had scaled to Rs 415 crore. Year on year, OYO saw its revenues climb almost thrice year-on-year. OYO has an ambition of becoming a full-scale hospitality company, and today it leases or franchises over 18,000 buildings across 22 countries. The research study focuses on understanding the exponential growth of OYO rooms globally and its correlation with the investment

made by the company. A key facet of this study is to analyse the increasing demand for affordable hotel services across the globe and understand the gap in the market.

## AMAZING TO SEE UBS LEADING THE TOP B-SCHOOLS ACROSS INDIA

Universal Business School is pleased to share the results of the GMAC Global Survey (The conductors of GMAT Entrance exam) of International students who were to choose a B-school in India under the Study in India program which we were selected to participate in. The International students had to choose from India's premier B-schools like IIM-Bangalore, ISB-Hyderabad, SPJIMR, IMT Ghaziabad, IMI-Delhi, NMIMS etc.

UBS has scored the most attractive B-school after ISB-Hyderabad (at joint 2nd position) and way ahead of the other premier B-schools. This is a very proud moment for all of us at UBS, who have strived very hard to keep improving the quality of learning, focus on Experiential learning and the Infrastructure.

All of you can hold your head high and feel proud of your Alma Mater. We beat the best b-schools and we will not stop till we stand tall amongst them.

### UBS is the 2nd Most Attractive B-School in INDIA by Foreign Students

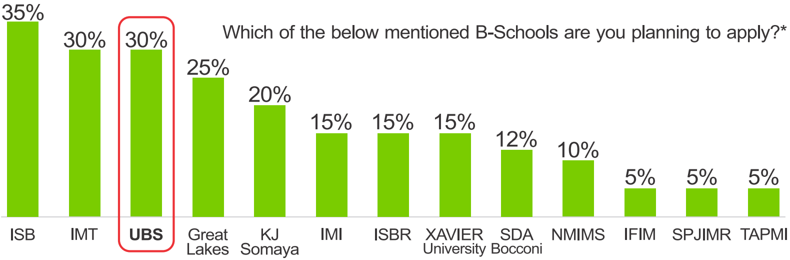
Graduate Management Admission Council®

**Study in India 2019**

**Research Data**

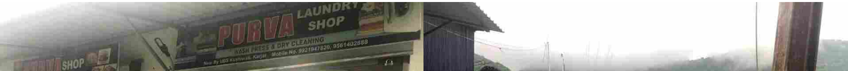
Sept 5, 2019

Which of the below mentioned B-Schools are you planning to apply?*



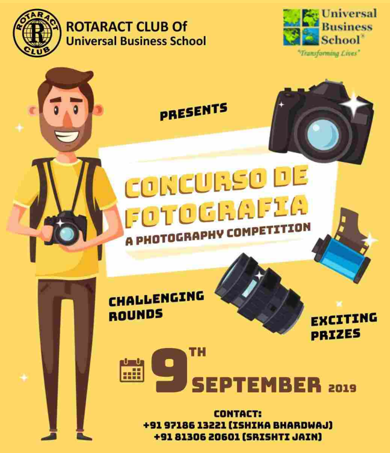
*2018 Participating B-School data

## UNIVERSAL BUSINESS SCHOOL CLEANLINESS DRIVE #3



## UBS ROTARACT CLUB PRESENTS 'CONCURSO DE FOTOGRAFIA'

UBS ROTRACT CLUB presents "CONCURSO DE FOTOGRAFIA". It was a photography event to bring out the alluring skills of the students. The proud winners of the event were Ashweez Jami (CMBA2Y3), Prateek Bhati (PGDM6), Dev Krishna Kadel (CMBA2Y3) & Prateek Rawat (CMBA2Y2) securing 1st, 2nd and 3rd position respectively.



ROTARACT CLUB Of
Universal Business School

Universal Business School®
"Transforming Lives"

PRESENTS

CONCURSO DE FOTOGRAFIA

A PHOTOGRAPHY COMPETITION

CHALLENGING ROUNDS

EXCITING PRIZES

9TH SEPTEMBER 2019

CONTACT:
+91 97186 13221 (ISHIKA BHARDWAJ)
+91 81306 20601 (SRISHTI JAIN)

UNIVERSAL BUSINESS SCHOOL

Universal Business School
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## UBS FINANCE CLUB PRESENTS "QUICK MINDS"

The intelligent FINANCE CLUB came up with an event "QUICK MINDS". This was aimed at enhancing the knowledge of students covering all corners of Finance and Economics and to test their decision-making skills. The results were announced on 10th Sept'19 and the happy winners were, Manjari Bahety (CMBA2Y3) and Bronny Masih (PGDM6) and the best speaker of the event was awarded to Suyasha Tare (PGDM6)

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## MR. RAMESH DASWANI, CEO- LIGHT OF LIFE TRUST VISIT UBS CAMPUS

Universal Business School had invited Mr. Ramesh Daswani, CEO- Light of Life Trust. He spoke about satisfaction beginning from our minds and addressed about change being the only constant in life. He also talked about the smile of those little children which drives him to work more for their betterment at Light of Life Trust. A beautiful connection has been built through 'The Light'. Kindly refer the video link for the interview with the CEO which is given below.

## MR. KRISHNAN GOVINDAN, CEO OF HI- CARE SERVICES VISIT UBS CAMPUS

Universal Business School felt delighted to have Mr. Krishnan Govindan, CEO of Hi- Care services who helped the students distinguish the concept of Customer Service and Customer Experience. He shared his experience about his life journey moving from Sales, Marketing, Operations to Customer service. The students learnt practical approach of doing things at corporate with his inspiring and motivational session. This also benefitted the students to give them a clear picture of various roles that could be played in the corporate world.

## UBS STUDENT MADIRALA RAMA TEJA (PGDM 5) SELECT IN THE FRANKE FABER

UBS witnessed a great news. A student Madirala Rama Teja of PGDM5 got selected in the company "FRANKE FABER" which visited campus for placement drive. Heartiest Congratulations to him on behalf of our whole team.

## UBS MATCHBOX CLUB PRESENTS "BRAND STAND"

The visionary MATCHBOX CLUB of UBS organized "BRAND STAND", focusing on improvising the marketing competencies of the students which made them learn various marketing tactics, negotiation and designing advertisements creatively. The winners of this wonderful event were, Soham Roy (CMBA2Y3), Rajat Shridhankar (CMBA14), Harsh Shrivastava (CMBA14) and Ayush Mishra (PGDM6)

STAND
BRAND

## UBS UIC CLUB PRESENTS SKILLPITS

The UIC CLUB in association with ELC organized "SKILLPITS" sessions on "BASICS OF ACCOUNTING". These sessions were a great opportunity for first-year students to enhance their financial management knowledge and aptitude skills. The sessions were conducted by , Harshali Kharole (CMBA2Y2), Kriti Khandelwal (CMBA2Y2) and Urvashi Baliyan (CMBA2Y2). These people deserve an appreciation for their hard work.

## UBS ORGANIZED 6TH SESSION OF THE INTERNATIONAL ECONOMIC REVIEW

UBS had organized the 6th session of the INTERNATIONAL ECONOMIC REVIEW. There were 3 student speakers. The session began with Sarvesh Shrivastava (CMBA2Y2), who presented on the topic "Slowdown in Indian Economy". The various reasons for the same were discussed by him. The second speaker was Himani Chauhan (PGDM6) who presented on the topic "Management of Information System". Vast knowledge was delivered about the significance of MIS in Electronic commerce. The last speaker for the day was Urmita Ghosh (UEMBA3), who presented on "Bank Mergers". She canvassed about the impact of recent mergers on the Indian Economy. These topics became a great source of learning.

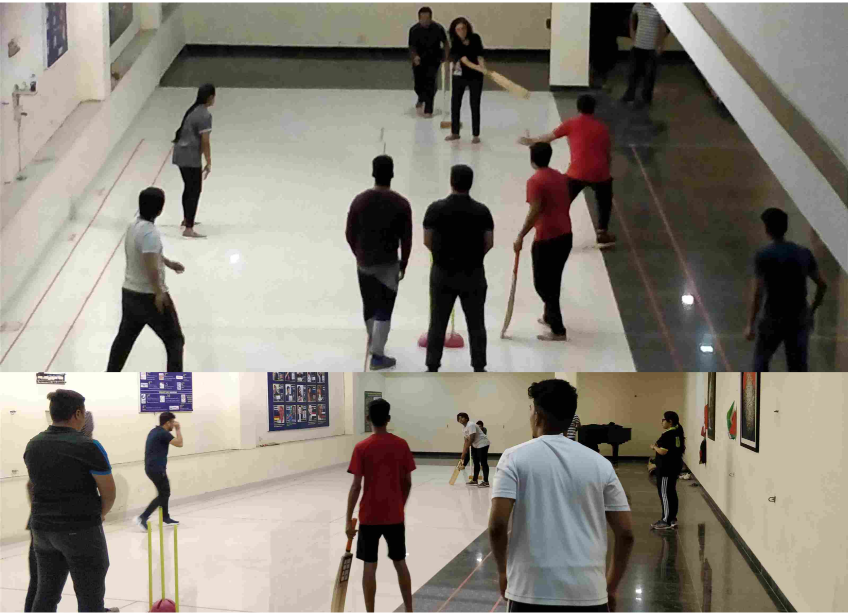
# UBS ORGANIZED 7TH SESSION OF THE INTERNATIONAL ECONOMIC REVIEW

UBS had organized the 7th session of the INTERNATIONAL ECONOMIC REVIEW. There were 4 student speakers who presented on various pedagogic topics. The session began with Abhishek Goel (PGDM6), who presented on the topic "ARAMCO – an attack on economy". The whole case of the same was discussed by him. The second speakers were Udaynath Mishra (CMBA14) and Athulya Pillai (CMBA14) who presented on the topic "NAAFTA". A broad explanation about this trade block was enumerated. The last speaker for the day was Nikhil Agrawal (PGDM5), who presented on "Automobile Industry Analysis". He canvassed about the various reasons of great fall of automobile industry illustrating various examples. These sessions are aimed at providing the students with a prodigious platform to share their thoughts.

# UBS TECHOPS CLUB PRESENTS 'MAN TO MANAGER'

TechOps Club under the guidance of Dr. Alok Chandra organized 'Man to Manager' workshop which gave students insights into Six Sigma methodologies and best practices.

# SPORTS CLUB OF UBS ORGANIZING 'BOX CRICKET LEAGUE'



The working day of the week began with the SPORTS CLUB of UBS organizing "Box Cricket League" for the entire students UBS. It started on 16th Sept and continued 18th Sept. The sports club comes with this amazing sport every year to ensure the competitive spirit among the various cohorts of UBS. It ensures to deliver the experience of leadership, teambuilding and enthusiasm towards sports through this. The respective team from various cohorts are made in the form of mix team, boys team to have a healthy competition. The event conducted by the SPORTS CLUB came to an end. The matches went really well between various class groups. As ensured, there was a lot of competitive spirit smelt among the students. Apart from the participants, there were lots of other students who came to encourage and cheer their friends and batch-mates. The results of Box Cricket League were,

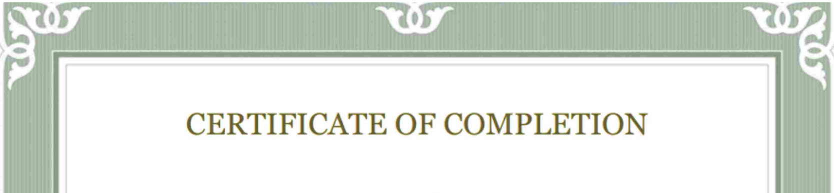
**WINNERS:** PGDM (Boys Team) – Yash Gundecha, Abhiyash Survase, Raveendra Kumar, Gaurav Kumawat, Sachin Patidar, Piyush Lalwani, Gulshan Sahu and Arsh Raina.

**RUNNER UP:** CARDIFF (Boys Team) - Shubham Khattar, Vaibhav Yadav, Piyush Tyagi, Puneet Ojha, Akash Tyagi, Kashish Anand and Sonu.

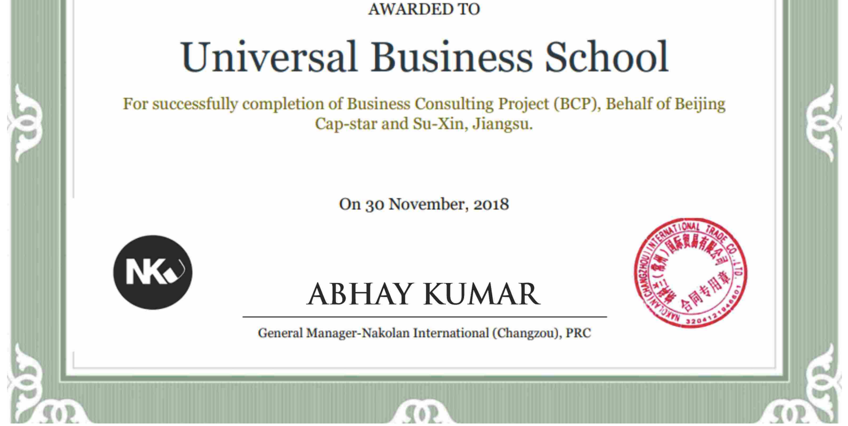
**WINNERS:** BABM (Mixed Team) - Vrishin Salian, Suraj Patil, Rahul Kotkar, Yukta Bachani, Rohita Karwa, Siddharth Mittal and Suyash Chawdhari.

**RUNNERUP:** PGDM (Mixed Team) - Nikunj Maheshwari, Mark Robin, Saket Somani, Agrata DekhanE, Kushal Kothari, Nikhil Patnaik and Soumya Vyas.

## UBS RANKINGS: OFF CAMPUS PROGRAMMES UBS STUDENTS WON IN 2018-19



CERTIFICATE OF COMPLETION



AWARDED TO

Universal Business School

For successfully completion of Business Consulting Project (BCP), Behalf of Beijing Cap-star and Su-Xin, Jiangsu.

On 30 November, 2018

3204121946801

**ABHAY KUMAR**

General Manager-Nakolan International (Changzou), PRC

## ARTS AND CULTURE CLUB OF UBS ORGANIZED 'CULTURAL DAY'

The ART AND CULTURE CLUB of UBS horganized "Cultural Day" for the entire family for UBS. Keeping in mind that UBS is the domicile for various cultures across India as it brings University in Diversity through it students, this event was organized. The students took an active participation with great enthusiasm. Everybody was dressed in colorful ethic dresses depicting their culture and traditions. After all, meeting people of diverse cultures is beautiful.

kutumbakam
"The World is My Family"

## UBS APTITUDE TRAINING / WORKSHOP BY MR. PATRICK

## PLACECOM CLUB OF UBS ORGANIZED A ‘CALYXPOD’

The PLACECOM CLUB of UBS organized a CALYXPOD work shop for all the students of UBS. Calyxpod is a platform where students can enroll themselves. This results in helping the students with lots of benefits like generating a systematic CV, placement related queries and many more things. The workshop was conducted by one of the resource person of Calyxpod. The session was scheduled at 3.15 pm and was successful in making the students understand the norms and benefits of the same.

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