

2018-19



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

Notice

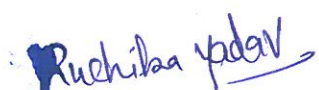
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2.11.2018

This is to inform that School of Management and Commerce is going to organize a **“Communication Skills Training”**. All the UG/PG students of SOMC are requested to participate.

The details of the workshop are mentioned below:

- Date: 10th November 2018 to 12th November 2018
- Venue: Room no. 213, A Block, K.R Mangalam University
- Time: 11:30 am onwards
- Programme Coordinator: Dr. Ruchika Yadav (SOMC)

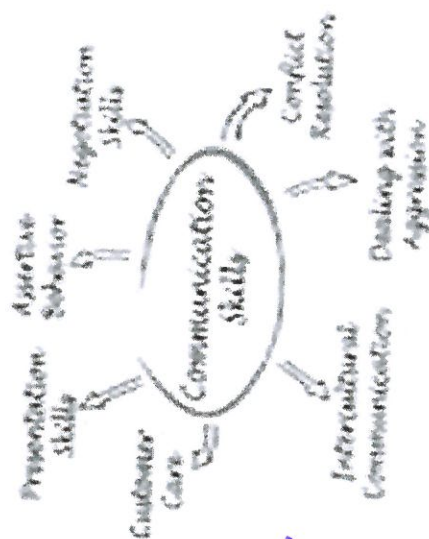

Dr. Ruchika Yadav
Faculty Incharge - SOMC


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



K.R. MANGALAM UNIVERSITY

School of Management and Commerce Is Organizing a session



“COMMUNICATION SKILL TRAINING”

DATE: 10-12/11/2018

TIME: 10:00AM

VENUE: A213, A BLOCK

COORDINATOR: DR. RUCHIKA
YADAV

Registrar
K.R. Mangalam University
Sonha Road, Gurugram, (Haryana)





K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

Report on

“COMMUNICATION SKILL TRAINING”

Date: 10.11.2018

Introduction

School of Management and Commerce has organized a training session for all the UG/OG students to make students aware of the importance of soft skills in their life and how it can help in their relationships. The speaker of the training session was Dr. Meghna Chhabra, Assistant Professor (SOMC).

Objective

The main objective of the session is to develop and enhance the student's soft skills, career development and their communication skills.

Outcome

The session was successful in its objectives. Relevant tips and guidelines were provided to the students to improve the basic communication skills. Effective ways were also discussed and students were given training as how to face the interview.


Registrar
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Sohna road, Gurugram
Haryana 122103



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

Report on

“COMMUNICATION SKILL TRAINING”

Date: 11.11.2018

Introduction

School of Management and Commerce has organized a training session for all the UG/OG students to make students aware of the importance of soft skills in their life and how it can help in their relationships. The speaker of the training session was Dr. Meghna Chhabra, Assistant Professor (SOMC).

Objectives

School of Management and Commerce had development a training session for all the UG/OG students with an objective to develop and enhance the student's soft skills, career development and their communication skills. The speaker of the training session was Dr. Meghna Chhabra, Assistant Professor (SOMC).

Outcome

The session was taken by Dr. Meghna Chhabra. Effective ways were discussed and students were given training as how to face the interview. This session has helped students build up their confidence and demo session was also taken up.

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K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

Report on

“COMMUNICATION SKILL TRAINING”

Date: 12.11.2018

Introduction

School of Management and Commerce has organized a training session for all the UG/OG students to make students aware of the importance of soft skills in their life and how it can help in their relationships. The speaker of the training session was Dr. Meghna Chhabra, Assistant Professor (SOMC).

Objectives

The main objective of the event is to organize a training session for all the UG/OG students with an objective to develop and enhance the student's soft skills, career development and their communication skills.

Outcome

The session was taken by Dr. Meghna Chhabra. Effective ways were discussed and students were given training as how to face the interview. This session has helped students build up their confidence and demo session was also taken up.

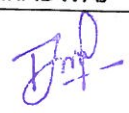

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School of Management and Commerce

Attendance

S.No.	ROLL NO.	STUDENT NAME	10.11.2018	11.11.2018	12.11.2018
1	1502080084	MANSI RAWAT	P	P	P
2	1502080003	AKSHAY DAYMA	P	P	P
3	1502080005	SHIKHA DOGRA	P	P	P
4	1502080015	KRIKA MUTREJA	P	P	P
5	1502080017	VAIBHAV MANGLA	P	P	P
6	1502080020	KANIKA WADHWA	P	P	P
7	1502080021	SONALI SINGH	P	P	P
8	1502080025	RIYA	P	P	P
9	1502080029	NEHA YADAV	P	P	P
10	1502080038	MOHIT KATHPALIA	P	P	P
11	1502080041	PRATIBHA KOMAL	P	P	P
12	1502080051	VINITA	P	P	P
13	1502080072	KAUSTAV MAITY	P	P	P
14	1502080024	VASU GUPTA	P	P	P
15	1502080027	DEVAANG SHUKLA	P	P	P
16	1502080032	ABHAY GUPTA	P	P	P
17	1502080043	PRAYAG YADAV	P	P	P
18	1502080046	RITESH KUMAR	P	P	P
19	1502080052	VISHESH MUTHREJA	P	P	P
20	1502080053	YASH JAIN	P	P	P
21	1502080066	VARUN GARG	P	P	P
22	1502080068	AKASH KUMAR	P	P	P
23	1502080075	KUNAL JAIN	P	P	P
24	1502070015	ANJALI DAYMA	P	P	P
25	1502070016	AAKASH	P	P	P
26	1502070017	KARAN ARORA	P	P	P
27	1502070018	EKTA YADAV	P	P	P
28	1502070022	SHUBHAM GARG	P	P	P
29	1502070023	SHEETAL BANSAL	P	P	P
30	1502070026	ADITYA AGGARWAL	P	P	P
31	1502070028	SHIKHA BANSAL	P	P	P
32	1502070029	NEERAJ MANGLA	P	P	P
33	1502070032	UPASANA	P	P	P
34	1502070034	AISHWARYA	P	P	P
35	1502070039	DEWAL BHARADWAJ	P	P	P


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K.R. MANGALAM UNIVERSITY

SCHOOL OF HUMANITIES

"Current Trends in linguistics"

SOHS/Notice/2018-19/

Date: 7/02/19

School of Humanities is organizing a guest lecture by Prof. Varsha Narang from Jawaharlal Nehru University, New Delhi on "Current Trends in linguistics: Introduction to Cognitive and Neurolinguistics" on 12/02/19. All students of SOHS should attend the lecture.

Venue: A212, KR Mangalam University.

Timing: 11:00 Am onwards

Event in Charge:



Dr. Kanupriya (Assistant Professor, SOHS)



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K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



K.R. MANGALAM UNIVERSITY
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SCHOOL OF HUMANITIES
organises

Current Trends in linguistics
Introduction to Cognitive and Neurolinguistics

 **12th**
Feb.
2019

Time: 11:00 AM onwards

Venue: A212, KR Mangalam University

Resource Person:-

Prof. Vaishna Narang

chairperson and Professor at Centre
for Linguistics, Jawaharlal Nehru University.

Faculty Coordinators

Dr. Kanupriya

Assistant Professor, SOHS

University Gurugram Campus: ☎ 011-48884888 / 8800697010-15 📠 8800697012
🌐 www.krmangalam.edu.in ✉ welcome@krmangalam.edu.in

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Lecture on Current Trends in Linguistics

School of Humanities organised a guest lecture by Professor Vaishna Narang on "Current Trends in linguistics: Introduction to Cognitive and Neurolinguistics" on 12 February 2019. Prof. Narang is former chairperson and Professor at Centre for Linguistics, Jawaharlal Nehru University. She explained the connection between language, brain and mind and provided valuable insights into various researches that can be taken in the field of language acquisition. The talk was followed by a discussion where Prof. Narang answered the queries of the students.

Students' Achievement



Six students from BA (H) English 6th Semester; Vidushi Aharwal, Tanvi Sharma, Deepak Yadav, Ojasvi Saharawat and Tushar Singh presented their research papers in International Conference on "New Directions in the 21st Century Linguistics, Literature and Language Teachings" held at Sharda University on 29 & 30 March 2019. Ojasvi Saharawat got the best paper presenter award in her technical session.

- » Tanvi Manchanda, student of B.A. (H) English 4th Sem, published a research paper titled "Theme of Love and Fall as Partly Fortunate" in an International Journal RJELAL Vol. 7, Issue 2, in April 2019 (ISSN 2395-2636)
- » Aakansha Hans, student of B.A. (H) English 4th Sem, published a research paper titled "Criticism on Milton's Paradise Lost Book 1" in an International Journal RJELAL Vol. 7, Issue 2, in April 2019 (ISSN 2395-2636)
- » Anisha Janghu, student of B.A. (H) English 4th Sem, published a research paper titled "Analysis of Hell in Paradise Lost Book 1" in an International Journal RJELAL Vol. 7, Issue 2, in April 2019 (ISSN 2395-2636)
- » Shivani Thareja, student of B.A. (H) English 4th Sem, published a research paper titled "Classical Mythology in Paradise Lost" in an International Journal RJELAL Vol. 7, Issue 2, in April 2019 (ISSN 2395-2636)
- » Nancy Sharma, student of B.A. (H) English 4th Sem, published two research papers titled "Satan as a Hero in Paradise Lost Book 1" and "Uses of Technology in Jurassic Park" in an International Journal RJELAL Vol. 7, Issue 2, in April 2019 (ISSN 2395-2636)
- » Rahul Yadav, student of B.A. (H) English 4th Sem, published a research paper titled "The Hierarchical Nature of 'The Universe in Paradise Lost'" in an International Journal RJELAL Vol. 7, Issue 2, in April 2019 (ISSN 2395-2636)

Expert talk by Mr. Nitin Gupta, Associate Vice President, Radio Mirchi



School of Journalism and Mass Communication organized an expert lecture on the theme Radio Content and Programming by Mr. Nitin Gupta, Vice President, Radio Mirchi on 30 January 2019.

Mr. Gupta is working with Radio Mirchi for last eight years and has been content head for the radio station. He shared his vast experience with the students and gave them insight into the working of a radio station. He explained hierarchy of a

radio station, radio terminology and working of a radio station. He also discussed about changes in radio content and presentation after digitalisation. He narrated various cases wherein Radio Mirchi experimented with their content. He said, "Content is the King and one needs to get expertise in their respective fields to earn success and fame." He highlighted the importance of digital platforms in bringing change in radio content.

It was an informative and eye opener session for the students of BA(JMC). They interacted and cleared their doubts on the subject. The session concluded with the felicitation of the guest by Dr. Kiran Bala, Dean, SJMC. The session was coordinated by Ms. Rupali Sharma and Dr. Manasvi Maheshwari.

Workshop on Advertising Campaign



The School of Journalism and Mass Communication, K.R Mangalam University organized a workshop on advertising on 26 February 2019. The workshop was conducted by Ms. Ritu Singh, advertising professional having more than two decades of experience in crafting ads. She has worked with JWT and Times Internet Limited.

Ms. Ritu Singh educated the students about how brands invest considerable energy in choosing the right endorsement strategy keeping in mind the target audience and what advertising strategies they use to enhance the relationship between the consumer, brand and celebrity was more intimate and attracted the right quotient of curiosity in the product. Brand mascots are visually distinct and often convey the brand message through an amusing story which enhances the recall of the product and often these mascots become so popular in certain cases that they escalate the brand name into day to day conversation. She briefed the students about case studies of significant brands like Amul, Indian airways and Vodafone. She cited examples of popular mascots used in advertising. Adding satire and her quirky take on everything unfolding around since 1966, the 'Amul Girl' has stood the test of time with her sometimes controversial one-liners. The Amul Girl advertising have often been described as one of the best Indian advertising concepts. The balloon shaped Zoo-Zoos muttering in a comic language became the talking point when first introduced by Vodafone, the Maharajah of AIR INDIA was ingeniously used by India's national airline to introduce new flight routes.

Ms. Ritu Singh has also authored a book on advertising 'Stark Raving Ad', A giddy guide to Indian ads you love (or hate). The students found the session informative and interactive. The session was coordinated by Dr. Kiran Bala, Dean School of Journalism and Mass Communication.