

# THE JAIPURIA COMMUNIQUE

*The official campus newsletter of  
Jaipuria Institute of Management, Noida*

- Conclave on “New Trends in Data & Analytics”
- Guest Lecture in Corporate Valuation Course, by Mr. Anurag Singal
- "Vintage Stir" by APC Committee

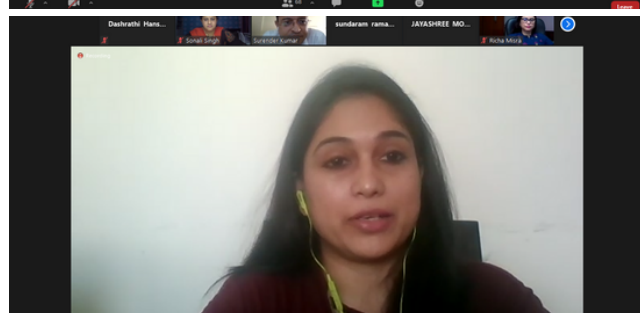
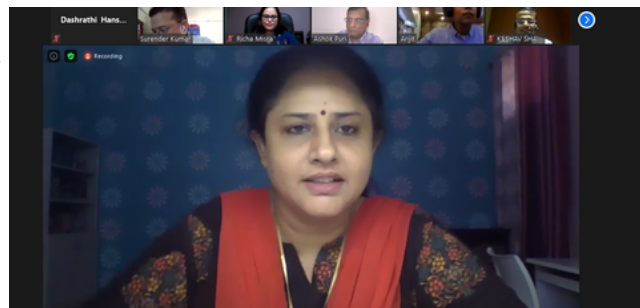
# MAJOR HIGHLIGHTS

## CONCLAVE ON “NEW TRENDS IN DATA & ANALYTICS”

3rd of October 2020, welcomed an engaging discussion on the significance of Data Analytics through the medium of an conclave on “**New Trends in Data & Analytics**”, organised by the Business Analytics and Operations Management area of Jaipuria Institute of Management, Noida. With **Prof. Sonali Singh**, welcoming the five esteemed panelists, namely, **Dr. Tuhin Chattopadhyay**, Founder and CEO, Tuhin AI Advisory, **Mr. S. Ramasamy**, ex-Advisor (Information Systems), Indian Oil Corporation Ltd, **Ms. Damayanti Bandhopadhyay**, Assistant Director, Ernst & Young, **Mr. Malay Sankar Barik**, Software Engineering Manager, Adobe Systems Inc. and **Mr. Arijit Chowdhury**, CEO, KSG Information System Private Ltd., the session was put forth into motion by the brilliant preliminary inputs provided by **Dr. A.K. Puri**, where he shared his reflective views on how the ongoing revolution of Industry 4.0 will, in future, mandate the knowledge and practice of the subject in discussion. Comparing data with gold, he emphasised his views on how data diggers are going to be rewarded with a lot of business opportunities as the area of knowledge holds great value and utility.

Then the theme of the conclave was excellently introduced by the area chairperson **Dr. Surender Kumar**. After his lead-in introductory insights on the aforementioned field, he welcomed Dr. Tuhin Chattopadhyay to present his views. **Dr. Tuhin** asserted how collection and analysis of data facilitates comfort in making vital business decisions and along with that he provided the attendees and especially the novice students with vital recommendations on the importance of developing love, passion, aptitude and eye for data and how picking up of technical skills is secondary to that. **Mr. S. Ramasamy** acquainted the attendees with his understanding of the importance of accurate identification of relevant data and rejection of the relatively less relevant ones to integrate quality data for establishing accurate decisions. He also familiarised the attendees with the challenges faced in the field, which include the lack of expertise in the integrated field of data analytics and business. **Ms. Damayanti Bandhopadhyay**, with the aid of her exemplary illustrations, talked about Big Data and SMAC and their contributions in benefitting various organisations such as American Express, Starbucks, Volkswagen to name a few. She also stressed the emphasis on how every organisation is detecting ways to improve on its deliveries of enhanced experiences to customers and how this aim can be achieved through the integration of useful data. **Mr. Malay Sankar Barik** elucidated the relevance of data analytics in product management and the importance of data engineering in prediction and forecasting. He also provided the students with valuable advice of implementing lifelong learning as a practise to achieve success. Lastly, **Mr. Arijit Chowdhury** enlightened the attendees with his knowledge on the subjects like the new trends in data analytics, problems and challenges faced in the field, various scopes and opportunities of the field, various job titles like campaign analyst, pricing analyst, statistical analyst to name a few, data monetization, AI Ladder etc.

After a stimulating discussion, the students were provided with answers to their questions and the session was summarised efficiently by **Dr. Keshav Kumar Sharma** followed by a vote of thanks to the laudable panellists by Dr. Keshav.



Dashrathi Hansdah  
2020-22  
Photographer/Media



Deepshika Yadav  
2020-22  
Content Writer



# HIGHLIGHTS OF THE WEEK

## GUEST LECTURE IN CORPORATE VALUATION COURSE

On the eve of **3rd October 2020**, Jaipuria Noida organised an intriguing and interactive session in the Corporate Valuation Course, for the second-year finance students, under the guidance of **(Prof.) Dr. Ravi Agarwal**. The honourable guest for the session **Mr. Anurag Singal**, IIM-A Alumni and CA rank-holder with almost a decade of experience in financial modelling & valuation, and Merger & Acquisitions, was introduced and felicitated with the customary green certificate, and a virtual round of applause by the audience.

Mr. Anurag Singal instigated the session on the primary topic of discussion being, Real issues in valuation which are quite close to what traditionally taught in classroom. He quoted Warren Buffet in the terms of the meaning of valuation, and underlying assumptions that may cause different valuation values, as per different individual's judgement.

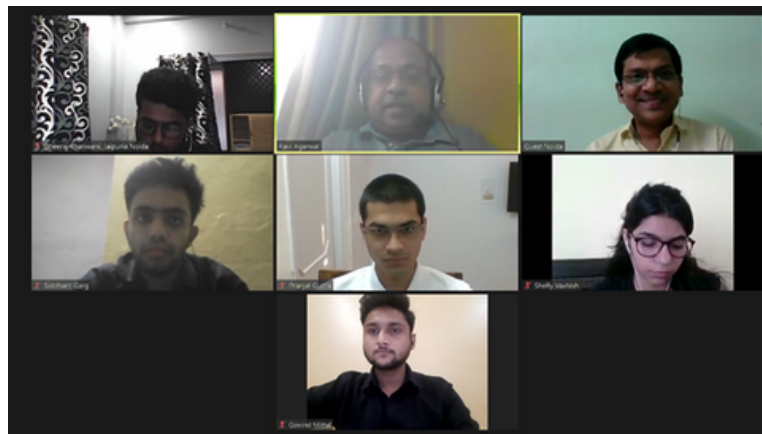
Beginning from the basic overview of valuation citing various real-life examples related to 'The collapse of Lehman Brothers', Mr. Singal also discussed various facts related to valuation in reality which may differ sometimes from classroom teachings.

The guest emphasized that the assumptions during valuation should be made on the basis of thorough research rather than just going by financials of a company. Moving forward, he briefly discussed the economics of valuation followed by various methodologies used, and how each of those have their own importance, and therefore a mix of different approaches may be used rather than relying on only one approach, depending on different purposes for which valuation may be done, some of which may include M&A, Fund raising, etc.

The latter part of the session revolved around the concept of relative valuation as Mr. Singal shared numerous multiples pertaining to different industries followed by various tricky issues related to Discounted Free Cash-Flows such as discounting rate, cost of capital, other adjustments etc.

Before concluding the session, the guest shared a live valuation model of a hotel company, with the students to give them a practical approach of the topic being discussed, through which he urged the students to always consider uncertainties as well as the use of scenarios.

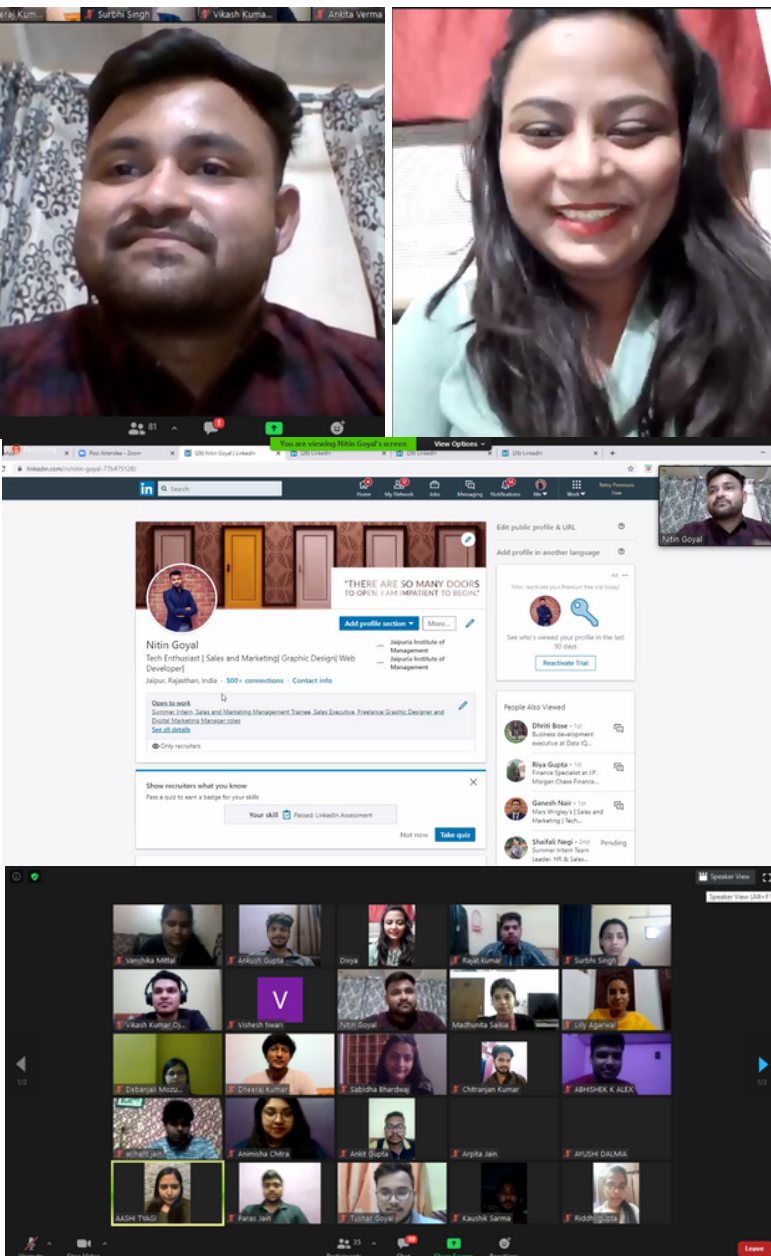
After the insightful session, Mr. Singal answered all the queries of the students during the Q&A round and Dr. Ravi Agarwal summarized and acknowledged the content shared by the speaker and extended a vote of thanks as the screen illuminated with virtual applauses by the audience.



Current Depreciation			
Other Services	1%	Imagined	
Costs as % of Revenue			
G&A			
Rooms	25%	Imagined	
Restaurant	10%	Imagined	
Other Business	20%	Imagined	
SG&A			
Utilities	1%	Imagined	
Advertising and Promotion	2%	Imagined	
Credit Card Fees	3%	Imagined	
Other costs	0.5%	Imagined	
CAPEX			
Software	1,200	Imagined	
Rooms	400	Imagined	
Depreciation			
Current Depreciation	10%	Imagined	
Depreciation rate: Rooms	0.5%	Imagined	
Depreciation rate: Software	4%	Imagined	

# HIGHLIGHTS OF THE WEEK

## "VINTAGE STIR" BY APC COMMITTEE



**Ankush Gupta**  
2020-22  
Photographer/Media



**Lilly Agarwal**  
2020-22  
Content Writer

The Academic Programme Committee (APC) organised a friendly guest session on **29 September 2020**, with **Mr. Nitin Goyal** and **Ms. Divya Singh** under the guidance of **Ms. Madhunita Saikia** (President) and **Ms. Aashi Tyagi** (Vice-President).

The session began with the introduction of both the guests. The session was intended to solve the students' problems, along with an ice-breaking session where both the seniors interacted with students on a personal level by sharing their views about the faculty and making students comfortable by sharing their pleasant moments with teachers.

They answered questions related to placements and interviews and provided tips and tricks on how students could excel in their interviews. There was much information given about what type of companies students should approach. One of the tips was that since 80% of companies in the college are of marketing, students should try to focus on that stream.

The guests cleared the doubts of students who believed that they were from different backgrounds instead of management and hence would face issues during their classes and placements. They shared their experiences in interviews, explaining to students what should not be part of a resume.

LinkedIn profile - Mr. Nitin Goyal gave tips on how to build a proper LinkedIn profile. He introduced a term called elevator pitch, a concept that can be used in building the description section of the LinkedIn profile. He gave tips on how to increase the reach of one's posts on the platform with hashtags. They also gave tips on what necessary things should be added to a LinkedIn profile and what should be avoided.

Apart from all the academic talks they shared their experiences of student life in Jaipuria and gave the new batch insights about the memorable life they had spent in the college, along with the faculty.

P.S. APC Committee extends heartfelt gratitude to the Juniors Coordinators and the Presidents/ VPs of the DC&GR Committee for the necessary disciplinary action at the right moment and MRC Team for the coverage of the event respectively.



**Prof. Abdul Qadir**  
MRC Chairperson



**Ms. Shefali Sharma**  
MRC Coordinator



**Dayal Chaudhary**  
President



**Abhishek Jindal**  
Vice President



**Shivika Saxena**  
Sr. SPOC-Content



**Akash Dey**  
Sr. SPOC-Media



**Aditya Ujjwal**  
Sr. SPOC-Videography

This weekly newsletter is an initiative by MRC Noida to present all the events during the preceding week. We welcome your thoughts and suggestions.