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17.4.3 Education for SDGs: specific courses on sustainability

How learners are picking up public speaking skills at UPES

https://blog.upes.ac.in/how-learners-are-picking-up-public-speaking-skills-at-upes/ [1]

EKTA KASHYAP · MARCH 9, 2022

UPES School of Business students Shravya Vahaparthi and Mehul Bansal during Emcee, an event that helps students hone their public speaking skills

UPES School of Business students Shravya Vanaparthi and Mehul Bansal during Emcee, an event that helps students hone their public speaking skills

UPES School of Business has always encouraged its students to find their authentic voice. The SoB Student Council organises Emcee, an event in which various teams compete to host a show. The participants select a topic from business-based themes. The event, now in its second year, aims to help future business managers to acquire contemporary stage management and public speaking skills

What do Bill Gates (Microsoft), Steve Jobs (Apple), Jack Ma (Alibaba), Maria Eitel (Nike), and Dr. Sudha Murthy (Infosys Foundation) have in common? Apart from being corporate chieftains, they are also exemplary public speakers. Their communication skills, confidence in front of a crowd, articulation,

and the ability to interweave literary devices such as metaphors into their speeches, enthral their audience.

Public speaking is a soft skill that comes into play in many places – from giving presentations at the workplace and hosting events to pitching ideas at conclaves and addressing seminars. A persuasive public speaker can breathe life into words.

Considering the significance of this skill, UPES School of Business (SoB) has always encouraged its students to find their authentic voice. The SoB Student Council organises Emcee, in which various teams compete to host a show. The participants select a topic from business-based themes. The event, now in its second year, aims to help future business managers acquire contemporary stage management and public speaking skills.

The word 'Emcee' is derived from the abbreviation MC, which stands for Master of Ceremonies, meaning a person who acts as the host of the program. The success of an event primarily depends on how good an emcee is. Students acting as hosts learn to manage and drive the crowd, timing, and flow of the program. They are judged based on the parameters of content, confidence, expression, body language and fluency. The top six performers bag the coveted title of 'Star Performer of the Day' and 'Bloom of the Day'. The event is graced by Dr. Githa Heggde, Dean, UPES School of Business, and other faculty members.

Explaining the thought behind the event, Dr. Heggde says, "Emcee is a peer-learning group formed by SoB Student Council. It helps students to acquire contemporary communication skills through a series of creatively-designed activities such as moderating mock panel discussions and extempore. Starting as a 10-member group in June 2021, Emcee is now a thriving community of more than 300 enthusiastic learners. The exposure is certainly helping participants to overcome their fear of public speaking, be more confident, and emerge as future leaders."

Preeti Aneja, Assistant Professor, Department of General Management, SoB, adds, "It is heartening to see the students pick up these skills. It will not only enhance their personality, but also their employability prospects. Public speaking is a prerequisite for leadership positions and inculcating these skills in our students will make them industry-ready and set them up for a successful career."

What the students have to say:

Vrinda Shree Bhatnagar, BA Public Policy, second year: "Emcee has given me a platform to express myself in several ways – starting with the role of a spectator, being in awe of my fellow peers to participating in panel discussions and hosting events. I also got the opportunity to interact with my seniors, who guided me through the process helping me understand the nuances of public speaking and achieve the 'Star of the Day' title.

Shiuli Basu, BBA core, second year: "The platform helped me polish my personality. There were many new faces in front of me, there were judges to give feedback on the way I spoke, my body language, and how I presented myself. All the participants had different personalities. I got to learn from their distinct dispositions. I bonded with people I had never met before and got advice from my prep buddy. The event boosted my self-esteem. Public speaking might look scary from a distance, but once you try it, it is fun and impactful."

Parth Agarwal, MBA, first year: "Emcee is not just a society, but also a family that supports me to unlearn my fears and guides me to groom myself. It is a journey, which begins from stage fear to owning the stage. It has helped me build my communication skills and work together as a team. The

platform helped me develop a positive attitude on how to present my ideas confidently when in front of a crowd."

Shreeni Sai, MBA Core (HR): "I entered this university with a love of public speaking and an aspiration for confidence. That is why I decided to join Emcee. I participated in several activities, which honed my public speaking skills and helped me in my networking, presentation and communications skills, all of which I can proudly add to my CV. I also got the opportunity to work under and with many talented individuals who had a different set of unique skills. The Emcee took a raw individual and transformed her into a confident female who would not shy away to stand on a podium and address thousands of people."

Life of a media student at UPES

https://blog.upes.ac.in/a-day-in-the-life-of-a-media-student/ [2]

EKTA KASHYAP · FEBRUARY 14, 2022

SoMM students during a session with Vikas Singh (Middle), Executive Editor of The Times of India newspaper

SoMM students during a workshop with Vikas Singh (Middle), Executive Editor of The Times of India newspaper

Interactions with the who's who of the media industry over coffee, outdoor workshops, riverside photography sessions – there is never a dull day at the UPES School of Modern Media

It is a sunny afternoon in the cold climes of Dehradun. Students are sitting outside the classroom, encircling a renowned media personality – Professor Nalin Mehta, an award-winning social scientist, journalist, author and now Dean, UPES School of Modern Media (SoMM). They are talking animatedly, taking notes from the wealth of his experience with major Indian media houses. Prof. Mehta has been Executive Editor, The Times of India – Online; Consulting Editor, The Times of India; and Managing Editor, India Today (English TV news channel). He has also held senior positions with the Global Fund in Geneva, Switzerland, and UNAIDS.

Professor Nalin Mehta (Centre), Dean, School of Modern Media, with students during a class

On another day of the week, the Modern Media students are taken for a photography session at river point. It is a unique experience – a sensory gift – that enables significant reflection and introspection. It allows students to explore powerful visual storytelling.

There are times when the Dean decides to do a random check on classes. It leads to a freewheeling discussion while Associate Professor TM Veeraraghav, who has held leadership positions at The Hindu, CNN News 18 and NDTV, imparts lessons in Media Laws to the MA Journalism and Mass Communication (MJMC) batch.

Associate Professor TM Veeraraghav (L) during a hybrid-mode class

Masterclasses with the media heavyweights

Students at the UPES School of Modern Media learn from the best in the industry. The faculty comprises leading sports journalist Dr. Boria Majumdar; Senior Vice President and Head of Business, Voot (Viacom 18 Media) Chanpreet Arora; and international literary publishing consultant Jaya Bhattacharji Rose, among other luminaries.

Recently, Vikas Singh, Executive Editor of The Times of India newspaper, decided to spend a week at UPES. There was an open house session where he regaled all batches of SoMM students with his stories, from war reporting in Israel to the headline of a report that rankled master blaster Sachin Tendulkar.

Lessons on making waves on social media

Everybody loves being active on social media, but how often does the content go viral? SoMM students are given enlightening sessions on social media outreach, and the pros and cons of posting content on different platforms. The biggest learning for students – one size does not fit all – on social media. Now, the BA first year students are all set to handle social media accounts for big businesses.

Dumb charades in Media Law class

It is not always about heavy reading and taking down copious notes. The classrooms are fun and interactive, as the students found out when they engaged in a game of dumb charades to sharpen their knowledge of legal terminology in their Media Law class.

This is the usual drill in the life of a student at the UPES School of Modern Media. Combined with traditional classroom learning, the pedagogy at the university enables experiential learning, i.e., learning by doing.

The curriculum is designed to match the pace of the industry, including subjects such as Digital Marketing; Social Media; Digital Media Communication; PR and Advertising and Digital Media and Contemporary Relevance. From writing for media to developing communication skills to learning the basics of electronic and digital productions, the UPES School of Modern Media bridges the gap between theory and practice by engaging with industry experts who bring real-world knowledge and experience to students.

Media students during a photography workshop at river point

SoMM students with faculty at river point during a photography session

For Yash Pranjal Rishi, an MA first year student, experiential learning from media doyens using innovative approaches has fuelled his intellectual quest. He says, "The world is changing fast. The curriculum and teachers have ignited my imagination and the desire for lifelong learning. SoMM has given me the tools and platforms to learn meaningfully and effectively. There is a world of difference between what the media industry was just five years ago, and what it is now. This school has understood the demands of the changing times and created a syllabus that prepares us not just for the present, but also for the future. There are no monotonous lectures; classes are interactive and engaging. My time with SoMM has been amazing, and I look forward to the coming semesters."

How industry-aligned curriculum helped this student bag an offer from Samsung

https://blog.upes.ac.in/how-industry-aligned-curriculum-helped-this-student-bag-an-offer-from-samsung/ [3]

EKTA KASHYAP · SEPTEMBER 9, 2022

B.Tech. student placed at Samsung

Harshit Joshi, who pursued B.Tech. with a specialisation in Cloud Computing and Virtualisation Technology, got placed at Samsung. He credits his success to the advanced curriculum, approachable faculty, R&D labs, and placement cell at UPES

The knowledge, skills, attitudes and standards that enable people to succeed professionally must be developed through education. Today, employers value students who have industry knowledge so they can start delivering as soon as they join while continuing to learn on the job. This is where an industry-aligned curriculum helps students stay ahead and meet the expectations of the world of work.

For B.Tech. student Harshit Joshi, who got placed at Samsung, the advanced curriculum at UPES prepared him thoroughly for the industry. He says, "The curriculum followed by UPES has played the most important role in my academic journey. The subjects taught to me right from the first semester – be it Operating Systems (OS), Database Management Systems (DBMS), and Object-Oriented Programming (OOPS) – are helping me now in the industry. I will always be grateful for that. Knowledge of OOPS concept especially has been the most crucial aspect in making a career in this industry."

Apart from subject-matter expertise, the key to success lies in learning how to set clear and specific goals, collaborate with people who have different perspectives, identify untapped opportunities, and find numerous solutions to challenging issues. Harshit believes that participation in student chapters and societies can prepare an individual for more than just the workforce. "There are many student chapters in the college. I was part of the UPES ACM and UPES ACM-W student chapter, which helped me tremendously to grow my leadership and technical skills. I would suggest everyone to join a student chapter in their college lives. It gives them the tools they need to be engaged, active and responsible members of society," he says.

From practical career-related support to a more realistic view of the workplace, assistance for implementing ideas into real-life projects to psychological benefits such as increased self-efficacy, UPES' industry-focussed education has benefitted students in many ways, especially during placements.

Elaborating upon the placement process at UPES, Harshit says, "The placement cell starts training us at the end of the third year. Each student is provided with multiple training sessions that help us later in the interviews for the companies that come to recruit us. The curriculum usually refines your aptitude and skills and trains you in coding practices. There is a special career department with the most talented faculty, which helps each student with everything required to crack the recruitment procedure of a company, starting right from resume-making skills to communicative assessments. We are also provided with mock test series and mock interviews, which give us a sneak peek of what lies ahead for us."

He adds, "Right from the beginning of my fourth year, multiple reputed companies started arriving at college. While cracking the various rounds of the recruitment procedures of different companies, I realised the training that I had earlier with the placement team had already refined my skills so much that with a little bit of determination, I was able to crack them easily."

Recalling some of the interview questions asked during the interview, Harshit says, "The questions were mostly related to my technical skills. It was a one-hour-long interview consisting of two coding questions and questions on concepts of ADBMS, OS and OOPS. Coding questions included how to implement a circular queue and a real-life-based question."

The thing Harshit enjoyed the most about his education at UPES were the interactions with the "most approachable" faculty. "They made my college life a cakewalk by helping me with conceptual learning and being always available in time of need. Other than that, I reaped the benefits of the Research and Development (R&D) labs and the equipment college provided for us," he says.

What skills does he hope to gain working in this job? "I want to hone my interpersonal and technical skills, which will help me solve problems and empower people," Harshit quips.

Gain mastery in Interior and Retail Space Design with technologies of the future

https://blog.upes.ac.in/gain-mastery-in-interior-and-retail-space-design-with-technologies-of-the-future/ [4]

MANSHA DHINGRA · JULY 19, 2021

Advanced technologies have impacted the way interior designers work, communicate, generate new ideas, and fulfil the needs of the client

Interior and Retail Space design is a multi-faceted profession that applies creative and technical solutions within a structure to create a certain environment. These solutions are functional, enhance the quality of occupant's life, and have a high aesthetic value. Designs are created keeping in mind the structure of the building, the location, and the social context of the project. The interior design process involves a systematic and coordinated methodology, extensive research, analysis, and implementation of knowledge into the creative process, to produce an interior space that fulfils the clients' needs.

The recent decade witnessed a rapid and global change, exponential advancement in information and computer technologies, changing demographics, increased awareness towards sustainability, and complex world issues. An interior designer of the 21-st century must remain mindful of these developments and be accepting of new technologies. These advanced technologies have impacted the way interior designers work, communicate, generate new ideas, and fulfil the needs of the client.

The continuous application of digital technologies and computer graphic design software has created new avenues for the industry. The interior design representations from conventional hand drawing patterns have transformed to computer graphics and auxiliary, hand-painted patterns. Instead of the traditional way of manually mapping various drawings, computer-aided software is used to see the whole space, material, colour, size ratio, fixed furniture, soft accessories, and much more. This is also convenient for the designer to make subsequent amendments as per the needs of the client.

With the continuous development of digital technology, the design models also present the effect of three-dimensional, dynamic, and interaction experience, thus giving a more comprehensive display of designs, giving the customer a real experience ahead of time. The design sketch is transformed into a digital file that can be processed and analysed, and then a generated digital model is used as the reference for the construction and installation process.

Therefore, Interior Design education of the future needs a significant transformation. To remain relevant in the 21st century, Interior Design education must overcome the challenges and alter the curricula and learning methodology. Interior design graduates should be able to make discoveries, bring new products and services, design, and deliver to serve the communities and innovate to support the industries.

A premier institution of learning, UPES has always been at the forefront of delivering world-class education. The university has been working relentlessly towards the holistic and intrinsic development of its students. Keeping the meta-learning needs of the 21st century in mind, UPES has launched the new curriculum framework ABLE (Academic Blueprint for Learning Excellence). Under this framework, along with the core subject, students will have the option to choose from focused subject specialisations. Further, for in-depth education, students will get the opportunity to choose from minor/exploratory subject options from other schools at UPES as part of the learning curve.

For instance, an Interior and Retail Space design aspirant can study Robotics or Artificial Intelligence as a choice-based elective minor.

The university also launched School for Life that enables students to become life-long learners and equip them with skills and competencies to thrive in a volatile, uncertain, complex, and ambiguous, world. Additionally, students can choose from a variety of life skills courses – Creativity, Decision Making, Personal Branding, Leadership, and Teamwork, among a host of other skills.

DESIGN YOUR OWN DEGREE

https://www.upes.ac.in/design-your-own-degree [5]

Customize the program to suit your interests, skills and career goals.

UPES Empowers You to 'Design Your Own Degree'

UPES, a multi-disciplinary university, envisions a bespoke curriculum for each student, with the right balance of knowledge, skills and experiences. Students are encouraged to design their academic and skill-based learning paths and become well-rounded professionals with strong human values. With eight specialisation-focused schools and a School for Life to impart 21st-century competencies to the learners, UPES is well-suited to offer a vast permutation and combination of subjects to the students, providing them with unlimited learning and growth options.

How To Design Your Own Degree?

Play

Along with the core subject, students can choose from focused subject specialisations. They are also allowed to choose minor/exploratory subjects from other schools at UPES, such as the School of Advanced Engineering, School of Computer Science, School of Law, School of Business, School of Health Sciences, School of Design, School of Modern Media and School of Liberal Studies.

Also, based on the multifaceted needs of the global workplace and evolving lifestyles, the curriculum offers Signature and Life-Skills courses through School for Life. To round off this learning experience, students must also do mandatory internships in the social sector, government/public sector, and industry.

Life Skill courses have been introduced to add width and depth to a student's professional development in areas such as creativity, critical thinking, design thinking, persuasive presence, conversations, the art of learning, and working with data and personal branding. Some signature courses students can pick from are 'Ethical Leadership in the 21st Century', 'Environment and Sustainability', 'Start your Start-up', 'Technologies of the Future' and 'Finding Your Purpose in Life'.

For example, students enrolled in B.Tech. Computer Science can specialise in AI & ML, Blockchain Technology, IoT and smart Cities and Big Data, among other things. They can take up minors, including Constitution and Indian Polity, Ethical Hacking, Digital Marketing, Graphic Design, Robotics and many more. Additionally, he or she can choose from a bouquet of Life Skills courses – Creativity, Decision Making, Personal Branding, Leadership and Teamwork, among other skills. Some of the Signature courses students can pick from are Technologies of the Future, Environment and Sustainability, and Digital Transformation, among others.

The combinations available for students are endless, ensuring both depth and width of knowledge.

Importance of communication skills for leadership

https://blog.upes.ac.in/importance-of-communication-skills-for-leadership/ [6]

UPES EDITORIAL TEAM · FEBRUARY 27, 2023

Young man in a leadership role

Image by drobotdean on Freepik

In these modern times, the need for connectivity between a leader and their customers and employees both is vital and, therefore, both internal and external communications are critical to produce worthy business results

According to a 2016 study by Interact Studio and Harris Poll, "69% of managers say there is something about their role as a leader that makes them uncomfortable communicating with their employees."

The root of the problem vests in the misconception about the true meaning of the term `leadership'; perhaps in the mind of leaders themselves too. Leadership is not a synonym for power or control; it's about acknowledging the fact that any organisation, be it for profit or not for profit, small or large, cannot achieve their mission by virtue of the credentials of their leader alone. It's about the human capital: all those human elements in the organisation who together with their leader strive towards a common goal. It might be apt to say that true leaders derive their power from the people they lead, and they will be able to lead people only when they can effectively communicate with them and inspire them to be on the same page as themselves.

According to a recent article titled `How Great Leaders Communicate' published in November 2022 in the Harvard Business Review, transformational leaders are exceptional communicators and effective communication skills are a prerequisite to becoming a successful leader. This brings us to the need to deliberate over the why, what and how to effective communication.

Why is communication important for leaders?

In these modern times, the need for connectivity between a leader and their customers and employees both is vital and, therefore, both internal and external communications are critical to produce worthy business results.

External Communications: These consist of messages related to a company's culture, core values, vision and mission statement and are significant to the key external stakeholders including customers and strategic partners.

Internal Communications: These are messages, come from the leaders, directed towards the employees, with the purpose of cultivating a sense of trust and ownership in the workplace to keeping employees engaged and motivated.

How to hone the essential communication skills that leaders must possess?

A good leader is one who fosters an environment for free and open communication, engages with people, and develops a rapport with them. Open door policy, family outings with staff, a quick discussion over a meal, a coffee break with staff or simply getting to know the personal side of people; all these help break the ice and develop a bond between staff and leaders.

Lead by example – the more the leaders communicate with their people, the more it fosters a community of mutual valuing of communication.

Tailor the message according to the audience to have the desired impact and make sure to make the messaging clear. The more clear the messaging by the leader, the lesser the chances of confusion in the minds of the staff. Being concise has advantages too. For instance, meetings are a regular mode of internal communications but long meetings can at times be counter productive. Staff may lose interest or may want to go back home for some family commitment and are therefore distracted, so keeping the meeting short is the way to go for making your communication effective. Research indicates that our attention span is between 10-18 minutes, so innovative organisations like TED keep their meetings for a maximum time limit of 18 minutes.

Choose channels of communication wisely. Know when to use verbal or non-verbal communication. Communication is not just about what you say to people, but it is also about how you say it and the

way you conduct yourself. To ensure you are conveying the right message, focus on your body language and tone – it can make a huge difference to the way your communication is absorbed by the audience. This is true for all communication, but for leaders more so, making eye contact with your team members, smiling as you speak to them, addressing them by first name; all these techniques convey warmth and trust.

Communication is not a one-way street; hearing others is sometimes more important than speaking. Interestingly, Starbucks discovered new menu items after they heard some of their employees talking about them. Following quick research, and within 24 hours, Starbucks came up with a new menu including those items on the list. For leaders then, listening might well be the `star' skill to have the `bucks' roll in.

Be an empathetic listener. Empathy is almost a non-negotiable for good leadership. People want to be acknowledged, heard and respected and the more the leader empathises with their feelings, the more valued they will feel.

Disagreements are normal, but if the leader stays respectful and exhibits the willingness to adapt, the battle is half won. Be receptive to feedback and, if possible, integrate it into future plans. This will build trust among the workforce. But sometimes all feedback may not fit in with the organisation's needs: In such case, a good leader must be transparent about the reasons, yet voice their value for the feedback provided.

Communicate, Communicate, Communicate. Leaders should share ideas, plans, thoughts and keep the communication going. A good leader is one who when faced with the choice between overcommunication and under-communication, will always choose the former.

In a nutshell, leadership is all about leading a group of diverse individuals towards a common goal. Excellent communication starts at the top and a good leader is one who prioritises how they communicate with their colleagues to ensure that they stay motivated and perform to their best potential.

Explore popular career options with a geochemistry degree

https://blog.upes.ac.in/explore-popular-career-options-with-a-geochemistry-degree/ [7]

DR.SUNIL KUMAR KHARE · MAY 4, 2021

Geochemistry is divided into areas such as organic geochemistry, inorganic geochemistry and environmental geochemistry, among several others

Geochemistry is a fascinating field that studies chemistry of earth and combines the principles of two disciplines—chemistry and geology. Geochemists use their expertise to study atmosphere, hydrosphere, lithosphere, biosphere and analyse natural resources like minerals, groundwater, oil and gas. They study composition of these resources and decode the information contained in them. Research done by geochemists is used by experts in different fields, which includes oil, mineral and water exploration, environmental studies, global warming studies, earthquake studies, water quality studies and cleaning up of toxic waste sites.

Those studying geochemistry have an opportunity to pursue a career in emerging area of human concern such as climate change and global warming studies, earth ocean and atmospheric science studies and environmental consultancies. They have lucrative career opportunities as geochemist / geologist / scientist in mineral and mining companies, oil and gas companies and research institutes and as faculty in universities and centres of higher learning. Depending on which career path a qualified geochemist chooses, work duties could range from planning scientific studies, field visits, lab analytical studies, publication of research findings in high impact journals and contributing to environmental management policies etc. among others.

To become a geochemist in India, you are required to pursue science stream at the 10+2 level. A bachelor's degree in a relevant discipline such as Chemistry, Physics and Geology, followed by a Master's degree in a discipline like Petroleum Geosciences of UPES with specialization in Environmental Geochemistry is required.

Geochemistry is divided into areas such as organic geochemistry, inorganic geochemistry and environmental geochemistry, among several others. Environmental geochemistry, a relatively new field, is the discipline that explores the sources, distribution and interactions of chemical elements in air, soil, rocks, water and biological material.

Over the course of last decade, the field of environmental geochemistry has grown manifold. Graduates in this discipline are in demand for work such as environmental consulting, interpretation of chemical behaviour, and analysing scientific data for a commercial or research laboratory.

UPES offers the M.Sc. Petroleum Geoscience program with specialization in Environmental Geochemistry, which prepares students for a promising career as geochemist. The two-year program has been developed to cater to the demand for high-level skills in this field.

If you are fascinated by the Earth and its natural resources, you must consider a career in geochemistry. It not only offers a chance to work with experts and professionals from different fields but also gives you an opportunity to solve the planet's many hidden problems and mysteries.

Research and Technology-Driven Health Care Education

https://upes-production-cvb3e7frghdda0a4.z01.azurefd.net/drupal-data/2023-09/school-of-health-sciences-and-technology-2023.pdf [8]

The field of health sciences has been swept by demographic, regulatory and technological changes. This coupled with evolving consumer expectations and focus on well-being have given rise to value-based care and innovative healthcare models using advanced digital technologies to prepare for uncertainties and build a smart health ecosystem. All these changes open doors to several opportunities for the sector, with an overall increase in healthcare demand and, resultantly,

healthcare professionals. UPES School of Health Sciences and Technology (SoHST) equips students with an industry-relevant knowledge while keeping up with the rapid evolution of technology in health and well-being industry and changing lifestyle patterns of the old and new generations. SoHST caters to the emerging sectors in Biotechnology, Genomics and Health Informatics, keeping in mind the rapid changes happening in the healthcare industry.

The curriculum at SoHST is designed based on inputs from industry and academic experts. The focus is on project-based learning, thus developing critical thinking and problem-solving skills among students. Students are encouraged to participate in research projects, file patents, publish research papers, present in international conferences and write opinion articles with the faculty mentors. Industry experts interact with students and share their knowledge, ideas and professional journeys. This leads to a holistic education that is research and technology-driven.

Padmavathy Venkatasubramanian

Dean, School of Health Sciences & Technology

Industry alliance with AIIMS Rishikesh, Merck & more	State-of-the-art health sciences labs
Academic collaboration with Taipei Medical University, Taiwan	Research-focused approach

Programs Offered

https://upes-production-cvb3e7frghdda0a4.z01.azurefd.net/drupal-data/2023-09/school-of-health-sciences-and-technology-2023.pdf [9]

Undergraduate Programs

CORE	SPECIALISATIONS* (Choice based in 2nd Year)	MINORS* (Choice based in 2nd Year)
B.Pharm.	-	School for Life - Exploratory Courses Soft skills and entrepreneurship skills are developed through School for Life courses. The students get a feel of real-life business situations through case study teaching, club activities and guest lectures from industry leaders.
B.Sc. (Food, Nutrition and Dietetics)	Dietetics and Holistic Wellness	
	Nutraceutical and Nutritional policy	
B.Sc. (Microbiology)	Food and Environmental Microbiology	
	Medical and Pharmaceutical Microbiology	
B.Sc. (Clinical Research)	Clinical Pharmacokinetics	
	Regulatory Affairs	
B.Tech. (Food Technology)	Food Biotechnology	
	Food Plant Engineering	
B.Tech. (Biomedical Engineering)	Medical Devices	
	Biomaterials	
	Prosthetics	
	Medical Diagnostics	
B.Tech. (Biotechnology)	Pharmaceutical Biotechnology	
	Genomics and Biosimilars	
	Plant Biotechnology	
	Bioinformatics	

Postgraduate Programs

CORE	SPECIALISATIONS* (Choice based in 1st Year)
M.Sc. (Nutrition and Dietetics)	Dietetics and Holistic Wellness
	Nutraceutical and Nutritional Policy
M.Sc. (Microbiology)	Food and Environmental Microbiology
	Medical and Pharmaceutical Microbiology

Ph.D. Programs#

Ph.D. (Pharmaceutical Sciences)
Ph.D. (Food and Nutrition Sciences)
Ph.D. (Microbiology)
Ph.D. (Biotechnology)

ELIGIBILITY CRITERIA

UPESPAT- UPES Pharmaceutical Aptitude Test (Online/Offline)

Programs Offered

https://upes-production-cvb3e7frghdda0a4.z01.azurefd.net/drupal-data/2023-09/mba-2023.pdf
[10]

MBA

CORE	SPECIALISATIONS* (Choice based in 1st year)		
MBA	Marketing Management
	Finance Management
	Human Resource
	Operations Management
Strategy & Consulting (In collaboration with KPMG)	Business Strategy & Transformation
	Corporate Strategy & Innovation Mgmt.
Business Analytics (In collaboration with KPMG)	Energy Analytics
	Data Mining
Family Business and Entrepreneurship	Incubators & Accelerators
	Family Business
Digital Business	Web Design and Development
	Search Engine Optimization
Oil and Gas Management	Petroleum Marketing and Business Development
	Natural Gas Business
Power Management	Power Business and Regulations
	Green Energy and Transition to Sustainability
Logistics and Supply Chain Management	Logistics Planning / Supply Chain
	Business Process in Supply Chain
Aviation Management	Airline Service Operations
	Aviation Enterprise Management
MBA in Metaverse & Web 3.0	Metaverse
	Web 3.0
International Business	-
Global Programs - 1 year in UPES + 1 year in overseas University			
MBA (Global Program) 1+1 1 Year in UPES Campus + 1 Year in Overseas University	Specialization as per Partner University 1. GISMA Business School 2. Virginia Commonwealth University 3. University Canada West (UCW)

Integrated Programs

CORE	SPECIALISATIONS* (Choice based in 2nd year)	Minors (Indicative list) Choice based in 2nd year
Integrated (BBA) - (MBA)	Marketing Management	Artificial Intelligence
	Finance Management	Digital Marketing
	Human Resource	Digital Transformation
	Operations Management	Start your Startup
		Business Analytics
Integrated (B.Com (Hons)) - (MBA)	E-Commerce	International Business
		Operations / Project Management
	Banking and Insurance	Financial Analysis and Services
		Family Business and Entrepreneurship

Ph.D. Programs#

Ph.D. (Economics)
Ph.D. (Management)

SELECTION PROCESS

UPESMET - UPES Management Entrance Test (Online/offline)
Followed by Personal Interview round
Non exam pathway based on CAT / MAT / NMAT / CMAT / XAT / GMAT

Gain command of Digital Media with additional skills in Business Management

https://blog.upes.ac.in/command-expertise-in-digital-and-mass-media-with-business-management/
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India's only digital-first media school, UPES School of Modern Media allows young media professionals to possess not only creative skills but also technical skills and a business acumen

Internet, social media, mobile apps, and other digital technologies are a part of everyday life for billions of people across the globe. Digital and social media marketing allow organisations to achieve their marketing objectives at a relatively low cost. Digital and social media technologies and applications have been widely used to improve the awareness of brands, influence consumer's attitudes, receive feedback, help to improve current products and services, and increase sales.

People spend an increasing amount of time online searching for information, on products and services communicating with other consumers about their experiences and engaging with companies. Organisations have responded to this change in consumer behaviour by making digital and social media an integral part of their business marketing plans. They significantly benefit from making social media marketing an integral element of their overall business strategy.

Therefore, digital and mass media managers need to build a bridge between media management as a business discipline and the fundamental challenges to serve the public. These challenges propagate gaps in media funding, public accountability, innovation, and thereby prevent effective performance. By offering interactive social and web-based media applications and services, and actively engaging consumers in the communication processes, media managers need to build solid and sustainable relationships with the audience that benefit them to achieve enhanced economic viability and gain a competitive advantage in the digital marketplace.

However, this is not an easy task. It involves constant evolvement and experimentation in the business model innovation which depends upon audience engagement and their willingness to like, share, and pay for the content. New business models are indeed evolving, and companies are looking for new revenue systems, while also using cost-cutting strategies as a tool to drive their business toward innovation.

As the digital and mass media sector fundamentally changes its way of performing its business, media managers demand good leadership skills when strategizing creative work. Effective media management requires long and short-term planning, scanning internal structures, organisational culture and values, and key resources, such as assets, liabilities, and competencies. Media managers need to make informed choices about the marketing strategies, mission, vision, goals, objectives, financial planning, and business strategies to achieve the planned targets. Therefore, project management techniques, effective leadership with innovation, creativity, and understanding of technology, and the analytical skills to understand the interests of the audience interests are extremely important.

Owing to the current scenario of the media industry, the success of the media business depends on the skills of their leaders and managers correctly identifying their core value-added proposition and the ability to outperform other key players in the market.

Therefore, some academicians have pointed out that media professionals should embrace and strengthen their entrepreneurial skills. Young media professionals would need to possess not only creative skills but also technical skills and business acumen. In this view, UPES School of Modern Media offers its students to pursue digital and mass media along with business management. Apart from their core specialisation, students can choose minors from other schools at UPES.

The new curriculum framework at UPES, ABLE (Academic Blueprint for Learning Excellence) emphasizes holistic development yet focuses on the individual need of the student to discover, experience, and explore new avenues. Under this framework, the learning is segmented into core subject studies along with minors. The school enables students to be equipped with life-long skills and competencies required to thrive in the competitive world.