

# ERAGRAPH

ERA BUSINESS SCHOOL'S NEWSLETTER Vol. 2 | January 2012



**CORPORATE INTERFACE**

**TECH SAVVY**

**BEYOND ACADEMIC**



# Vision

To establish globally recognized socially righteous, environment friendly, trusted and innovative institutions of excellence

# Mission

To develop technology adept, socially and environmentally responsive change managers for business, globally.

# Goals

To design a future-focused program architecture combining the latest of academic knowledge with extensive practical exposure.

To instill the highest level of managerial & leadership competence.

To leverage cutting-edge technology to impart research-led knowledge and skills in the most productive manner.

To address the complex business requirements of the corporate world.

To inculcate a strong problem-solving and risk-taking culture that will prepare managers leaders to set new standards of excellence.

To equip students with positive attitude and value system of discipline and integrity.

To sensitize students with the issues of ethics and environment.

To inspire the students to make positive contribution to society.

# CORPORATE INTERFACE

## Invocation

The induction programme of the new PGDM 2012-14 batch was a formal, yet a stimulating affair. The induction programme was held with great zeal and zest, and commenced with a Havan, at the institute's premises.

Mr. H.S. Bharana, CMD Era Group, and Mr. S.D. Sharma, Member of Board of Governors, were the guests of honor at the induction programme. A welcome note by the senior students commenced the event, followed by the lighting of lamp and Saraswati Vandana, to pay homage to the goddess of knowledge, Saraswati.

Prof. Vandana Sharma warmly introduced Mr. H.S. Bharana and Mr. S.D. Sharma to the young business leaders of tomorrow. Like last time, Mr. H.S. Bharana addressed the students, and drew experiences from his past to describe how he steered Era Group through rapid growth and modernization, by strengthening the core business, streamlining operations, and by innovations and change management. He shared his experiences, and cited major challenges that transformed Era Group into a Dollar Conglomerate. Mr. Bharana engaged the students with his

charm and wit, which was highly appreciated by the students.

Dr. Marwah, Director Era Business School, congratulated the students on getting selected at Era Business School, and briefed them about the PGDM programme course structure. He also talked about the corporate and industry interface in B-Schools, while accentuating Era's Legacy.

He also cited various examples from his life, emphasizing the importance of focus and determination as key to success. Dr. Marwah's address was very insightful, and was thoroughly enjoyed by the students.

Brig. Mehta then took over, and briefed the students about the desired code of conduct in the institute's premises. This was followed by briefing on Corporate Resource Centre, Computing, Library and other facilities provided by EBS. The students were finally briefed about the Security Norms as well as the Government of India Directive on 'Prevention and Prohibition of Ragging'. The day concluded on a high note, with a grand reception to all students, in the cafeteria.



# Outbound Training Programme



The Outbound training programme at Shivpuri, Uttarakhand, was an eventful learning experience, where students were tested in a challenging and strenuous environment.

It was an attempt to make the students come out of their shells, and face the challenges that they usually avoid. The students were not only assigned stiff mental assignments, but were also made to do physically demanding exercises. At the end of each session, the students were asked to share their feedback, which resulted in good management lessons.

Students recognized the importance of team work. They realized, no matter how efficient one is at a given task, if a person is not moving up along with a team, then success of a project cannot be achieved. The first half of the day worked very well in binding all the students to form a "Winning Team." The second half of the day was even more exciting, filled with new innovative ideas.

It was during the training programme, that the students were taught the art and skill of effective listening. One of the most interesting and most challenging tasks was the blindfolded climb. There were five teams, and they were required to trek in the mountains, blindfolded. They had to rely on the directions of one person, who guided the team and was not blind folded. It was a heart thumping exercise, focusing on trust building.

Other activities like Trekking, Tent Pitching, Rappelling, Spider Web etc., taught every student the art of team work, and quick thinking. To describe the training program in few lines, we can say that the outbound training programme taught them some unmatched skills, which would have been difficult in a typical class room setting.

# A New Book, Catering a New Era

A new book written by Era Business School (EBS) Director Prof. (Dr.) Sanjiv Marwah, could soon be a 'must read' textbook for students of infrastructure and project management.

Launched on October 17, the book (published by Dreamtech Press) titled 'Project Management' has been described as a practical and theoretical approach towards the growing challenges in the sector of infrastructure and project management.

Dr. Marwah said: "This book has been specially designed for students of management and other technical courses, and helps in building the desired skills and acumen to manage different projects effectively. This book also serves as a good read for the professionals. This book offers a practical and theoretical approach toward the increasing challenges in the field of infrastructure and project management."

Speaking at the book launch, H.S. Bharana, Chairman of the Era Group, said: "India is taking giant strides in infrastructure developments. With the growing demand of professionals



seeking careers demanding expertise in project management, I appreciate Dr. Marwah for travelling an extra mile for this initiative."

J.K. Kyushu, CEO; Yogesh Verma, Ajay Saxena and Prabhat Singh - President; Joy Saxena - Group CFO; Pawan Mehra - Senior Vice-President; Alok Khanna - Group SRS Head; Raj Sharma - Corporate HR Head and Ms. Rashmi - Management Trustee, Era Business School were also present at the book launch.

# Earn while you Learn, with PGDM (CPM) Programme

Earning while learning is just one of the benefits of the Post Graduate Diploma in Management (Construction Project Management) offered by Era Business School. Designed to provide students some financial aid as well as hands-on experience, students will work at infrastructure and real estate sites for six days a month, for 10 months each year of the two year programme. During the summer months, students will also be offered paid internships as part of EBS's "Learn and Earn" programme.

The PGDM (CPM) course is open to both new graduates and mid-career professionals. A blend of theoretical and applied courses, the programme also includes training through practical experience with the aim of preparing graduates to take on responsibility at all levels of construction, real estate and infrastructure projects and deliver the goods efficiently and on time. EBS is anchored by the world-class engineering, construction and services conglomerate the Era Group and job placement after successfully completing the PGDM (CPM) program is guaranteed. The timing is definitely right to move into construction project management - the demand is there for skilled employees and that demand is constantly growing.

A booming economy, favourable demographics, increasing affordability, the growing number of financing options and more foreign investment has made the Indian real estate sector very appealing. It is now one of India's largest employers.

Construction is booming in India and now is the time to start building a solid base for a career in the industry. With 65 per

cent of the total investment in infrastructure going toward construction, the sector is forecast to undergo high and sustained growth.

Based on the latest growth-rate statistics, it is estimated there will be 83 million people employed in the construction industry by 2022, compared to 36 million in 2008.

It is estimated that an additional 47 million workers will be needed by 2022, 33 million in infrastructure, and 14 million in the real estate sector.

The market value of projects under construction in India broke the \$100-billion barrier in 2010 largely due to huge investments in housing, roads, major highways, ports, water supply and airport development.



## Dale Carnegie's CPEE Workshop

A three days workshop was conducted for the 5th trimester students by Mr. Vipul Soota, trainer- Dale Carnegie from 19th to 21st December 2011. However, the process started earlier as the students were given assignments to prepare for the workshop, which eventually made it a seven days' workshop.

There was feverish interaction and healthy response by the students for all the activities introduced, where they were exposed to know the different styles of GDs and PIs. They also practiced all the learning's by doing role plays and mock sessions for better learning. They were guided for their elevators pitch (their introduction for interviews) and were made to practice it extensively.

Students learnt the art of writing power resumes, while

highlighting their core competencies. All the activities were video recorded, so that the students could refer back to the video, for self analysis.

The students were briefed on power dressing for their interviews. The girls were trained how to wear sarees for interviews, while boys learned the knack of making a perfect knot. Strict check on overall behavior, conduct, and attendance was kept to maintain discipline.

Only top 15 students were given CPEE certification in the first round by Ms. Rashmi Bharana and Dr. Sanjiv Marwah. The remaining students will be evaluated continuously, and will be required to earn their certificates, like their classmates.

# RETAIL MANAGEMENT STUDENTS VISIT SHOPPER'S STOP BY

Team EBS, comprising Dr. Vandana Sharma, Prof. Nitin Ticku and fifteen Retail Management Students visited Shopper's Stop, Rajouri Garden on 22nd December 2011.

Mr. Nagendra Singh, Area Controller, North Zone and Mr. M. Satyadev, unit Head, Rajouri Garden shared valuable insights into most of the retail management operations at Shopper's Stop.

Students got an overview of business at Shoppers Stop including history, operational flow chart including procurement, supply chain logistics, itemization, warehousing, inventory management, quality check process, merchandizing, store layout, location advantages, pricing and retail strategy formulation.

The overall experience was extraordinary, where students got detailed information on every aspect of retail management from very dynamic and knowledgeable professionals. They happily engaged students in Q and A session, and even walked them through the mall, bound to encourage students for a career in retail management.

Special mention about the charming and smiling staff, the greetings they extended are worth cherishing. We now also know how they love their jobs; lot of effort is made for making



their stay at shoppers stop very enriching, with explicit employee development programmes.

The learning's of the day surely made the students understand this industry better, and next time they visit a mall, outlook would be completely different. The students were overwhelmed with this wonderful experience, and looked forward to an exciting career in retail management.

## Education Conference 2011

Prof. Deep Priya Dhillon was invited as a guest speaker to the "Education Conference 2011" organized by the Federation of Educational Publishers in India (FEPI). The Hon'ble Speaker of the Delhi Legislative Assembly Dr. Yoganand Shastri chaired the conference. Prof. Dhillon spoke on "e-books: The Future of Publishing" with special reference to the advantages and perceived disadvantages of e-books to readers, students and publishers. The talk was appreciated and very well received by all present with publishers expressing interest to know more about the copyright issues of digital marketing.



# Guest Speakers at Era Business School

Guests	Designation	Topic
Mr. P.N. Sharma	Director & CFO, Sir Gangaram Hospital	Management Challenges in Emerging Health-Care Sector
Mr. Shivender	Entrepreneur	Six Sigma and it's relevance
Mr. Varun Chowdhry	Head Marketing, Penguin Publications	Campus to Corporate
Mrs. Alka Mittal	GM-HR, ONGC	Corporate Governance
Dr. Onkar Mal	Ex Professor, MDI, Gurgaon	Creativity & Problem Solving
Ms. Dikshit	DGM, ICRA	Credit Ratings
Mr. Bharat Srinivas	Training Manager, Thomas International	Interviewing Techniques- Hosted on behalf of ERA Group



## Industrial Visit: Parle

The industrial trip was organized to Parle-G's manufacturing unit situated at Neemrana, Rajasthan. Parle-G is India's one of the oldest and most successful brands. The visit

to this industry was not only a learning, but exciting

experience as well. The head of Training and Development department at Parle-G personally undertook session with the students and took everybody on an adventurous, delicious and mouth watering world of biscuit and confectionary manufacturing. He introduced the students to the mesmerizing history about its inception and growth. He also talked about their dedication towards quality and employee development opportunities at Parle-G. He organized many activities involving students and faculties as well.

He took the students around the manufacturing, packing and packaging units and showed in detail the process of making the product up till it gets ready for distribution. It was a very elaborative visit that gave the students an experience of a lifetime and brought them face to face with the real industrial activities. The company definitely stands and works passionately along their tagline-"G implies GENIUS".

# BEYOND ACADEMICS

## INTERNATIONAL LINKAGES

### Chinese Mandarin introduced at EBS

Era Business School always keeps putting in efforts to bring the best of everything for its students. Introduction of Chinese Mandarin, is yet another initiative taken up by EBS.

Mr. Naresh Pratap Singh, a highly experienced Mandarin language trainer, has been recruited by EBS to impart knowledge about Chinese Culture, Business Ethics, and Mandarin Language, which is not only the fastest growing language in the world, but also the world's most spoken language.

Mr. Naresh Pratap Singh has strong experience in Mandarin language, and he not only runs a large language school, but

also trains corporate executives, defense attaché, and other top position holders of various organizations.

Mandarin has been introduced at EBS because of huge potential in the Chinese economy and strong trade relation with China. Despite being the largest trading partner of India, Chinese culture and language hardly has any influence on the Indian population, and vice-versa. To bridge this gap, EBS introduced Chinese Mandarin for all its students, as part of the PGDM programme.



# Largest Chinese University offers Partnership to Era Business School.

Delegates from Sichuan University, one of the largest Universities in China with about 70,000 students visited Era Business School to formalize a collaborative partnership between two institutions. Sichuan University delegation, led by Professor Shi Jian, Vice President, Tang Xuehong Director- International Office, were accompanied by officials from the Embassy of People's Republic of China, Delhi for a dialogue with Era Business School. As part of an extensive collaboration, EBS and Sichuan University plan to work together in the areas of collaborative research, faculty development, student mobility and exchange, cultural awareness, and participation in publication, seminars, conferences and lectures.

Professor (Dr.) Shi Jian, Vice President, Sichuan University, extended invitation to Era Business School students and faculty members for an exchange programme, and cited the positive experience of German students, most of whom are engaged with the industry in PRC, post their studies.

Director of Era Business School, Prof. (Dr.) Sanjiv Marwah said, "China is India's largest trading

partner, however the trust deficit, and lack of cultural knowledge between two great nations exists. Hopefully, today's meetings will strengthen the academic links between India and China, and lay a strong foundation for a very exciting and productive future". Ms. Rashmi Bharana, General Secretary appreciated the visit of the Prof Jian and mentioned that she had been the beneficiary of an international programme herself. She assured the delegation that this visit shall lead to formal dialogue in future in the interest of both Indian and Chinese students.



## Era Business School and University of Malta join hands

Further strengthening its global ties, Era Business School (EBS) linked up with the University of Malta to organize a workshop on leadership skills titled "Youngistan Leadership" at the Era Business School campus.

The event was fully supported by the High Commission of Malta in India, and was the result of ongoing efforts to promote bilateral co-operation between India and Malta in the field of education.

Anshul Dhingra (Directive Communications Psychology Practitioner and Trainer), addressed the audience on how to discover the leader within themselves.

Since its inception, the India office of the University of Malta within the High Commission of Malta has been taking initiatives to develop linkages and academic associations with Indian educators and institutions.



Dr. Sanjiv Marwah,

Director of the Era Business School, said EBS has been at the forefront in providing international exposure to students. EBS has strong relationship with several leading international universities with whom it shares a commitment to excellence in research and development. EBS representatives have visited and hosted various international universities including the University of Philadelphia, U.S.A.; Schuian University, China; Chinese University of Hong Kong; Hong Kong Baptist University and now the University of Malta.

## EXTRA CIRCULAR ACTIVITIES

### Drama

Through theatre, one gets to learn the art of living, art of understanding different human behaviors, and the art of portraying different characteristics. This is what EBS wanted to arm its students with. Under the expert guidance of Mr. Ashok Lal, EBS students were taught the true essence of life, characteristics, through the unseen connection with theatre.

To understand this in its real sense, students were required to give their very best to understand, and get under the skin of a character, and then perform in-front of a sizeable audience. The fundamental concept behind drama classes was that the entire management could be understood with the help of theatre, as it talks about human behavior in different situations. By involving students into such kind of activities, EBS surely is going to witness some great leaders in future!



### Power Yoga



In today's stressful life, one is required to maintain a healthy and balanced lifestyle. We often hear people complaining lack of time for self, which really affects their mind and health. With this in mind, EBS introduced "Power Yoga" as a part of its curriculum, where students practice yoga every week for one hour under the expert guidance of an instructor. This initiative is taken by EBS to provide a healthy lifestyle to its students, as Yoga has the power of not only relieving stress, but also the power to balance the mind and body.

Ms. Nupam, the yoga instructor, while explaining a particular asan also tells about its potency, its affect the human body, which further motivates the students to perform yoga with complete zeal and enthusiasm. Not only students, but staff and faculty at EBS, also reap the benefits of yoga sessions.



## Dance

It is said that a person can portray different shades of emotions, through dance. Well quite true to say because one can see this happening here at Era Business School. EBS included dance as one of the essential classes, where a student can express and explore their hidden talent.

Mr. Vikram M. Mohan, the dance trainer, introduced Street Jazz as the first form of dancing style. The moves and grooves are simply mesmerizing, and it looks more vibrant when you see students putting in their effort to learn and grasp the moves. Arun, a second year student said, it's a very good initiative, where student get quality time off from their busy schedules and monotonous routine work.

## Era Business School at Synergy

It was yet another spectacle of winning laurels and prizes by Erarites at the neighboring management college, Apeejay. At Synergy (Annual Fest of Apeejay, Dwarka), Erarites were shining bright, at all the events, from sports to academic, and from arts to cultural activities. The event was also special because it was the first participation of our second batch of 2011-2013 outside home turf.

The junior batch definitely shined bright, with Nishant Ahlawat & Gaurav Srivastava, and Harshit Naagar bagging first place in Treasure Hunt and Lemon Race respectively, while Saloni Marwah bagged second place in Sack Race. The Story Telling event saw Shivangi Jha winning first place as well.

The enthusiasm and sheer vigor was highly appreciated. It was a two day event and our students displayed the right spirit of showcasing talent, meeting and taking challenges, winning and losing in the same stride. All in all, the EBS motto of believing in difference was held high by our students.



## EVENTS AT EBS

# Inizio Festa 2011

Inizio Festa is one of the most awaited events at Era Business School by the fresher's. You know why? Because it's their day! The phrase "Inizio Festa" itself stands for fresher's party. The theme of Inizio Festa 2011 was Corruption Free Society.

Just like last year, Era business school extended a warm welcome to fresher's, PGDM 2012-14 batch. Since the event is fresher's party, this itself calls for Mr. and Miss Freshers, aka Mr. and Miss. Inizio Festa. There were 20 participants in all - 10 girls and 10 boys; who were competing with each other for the honors.

They all had to go through 3 rounds, first round being the introduction round where they had to display any of their talents. In the second round, participants were expected to perform on the theme, i.e. Corruption Free Society, where participants displayed a wide variety of talent, which included singing, dancing, mimicking, poetry, dialogues etc.

Total of 10 participants were selected (5 girls and boys), for

the third and final round, i.e. Question and Answer. The final 5 selected included Manisha Bharana, Deepika Solanki, Gurleen Kanwal, Ankita Sahay and Saloni Marwah among the girls, and Gurinder Singh Dhunna, Nishant Ahlawat, Gaurav Dua, Dinesh Bansal and Mohsin Abbasi, amongst the guys.

With the question and answer round, the participants had to pick up a chit from a bowl, which had the name of a judge, who would then ask a question to the participant. After an exhausting Q and A round, the anchors announced Mr. and Miss Inizio Festa as Gurinder Singh Dhunna and Manisha Bharana, only after a stiff a tie-breaker between Gurinder and Nishant. The winners were crowned by the Mr. and Miss Inizio Festa 2010, i.e., Sahil Shreshtha and Divya Singh.

The crowning glory followed by massive celebrations, cake cutting ceremony, lavish dinner, and DJ, was enjoyed by everyone. This event concluded on a high note, with warm wishes from the faculty members to the new joinees.



## Staff and Faculty Retreat

EBS faculty and staff members, joined by their respective families, celebrated the success of CAT 2011, organized at Era Business School, with a grand retreat at Platinum Resorts in NCR region. A truly fascinating experience, where team EBS not only enjoyed the adventurous water rides, but also enjoyed each other's company during the celebrative, boisterous night. The biting cold proved too ineffective against the heat, generated not only from the bonfire, but also from soaring temperature that came by dancing all night to splendid numbers. The highlight of the event was Brig. Mehta's dance on "Chammak Challo" which prompted everyone around to join in.



# SOCIAL RESPONSIBILITY

## A visit to GODHULI - Senior Citizen's Home:

At Era Business School, the Social Welfare Committee has been dedicatedly working towards the betterment of the society. EBS believes in making a difference, so we not only undertake the responsibility of shaping the leaders of tomorrow, but we also understand our onus of enhancing and improving the lives of people living in a society.

The Social Welfare Committee under the guidance of Prof. Bhavleen Kaur Rekhi (head of the committee), carried out various social initiatives. Prof. Rekhi, along with student members for social welfare committee, visited an old age home "Godhuli - Senior Citizen's Home in Dwarka.

Prof. Bhavleen Kaur addressed everyone in the old age home and introduced all the members of the committee. The programme began with a beautiful song sung by Divya Singh, which was appreciated by all who were present. It was followed by wonderful dance performances on some classic numbers by Gurleen Kanwal, Divya Singh and Rajiv Ranjan, which even made the senior citizens at Godhuli shake their leg.



All elders seemed to enjoy thoroughly, which was quite evident from their excitement, as they sang songs along, and clapped with enthusiasm. That's not all, Himanshu Bassi, a student member of the committee, also sang a mesmerizing classic song, while Nishant Ahlawat performed a mono act, which was thoroughly enjoyed and appreciated.

Adding flavor to the event, few elders also displayed their talent, and vigorously participated in the all activities. Student members were really impressed with their talent, as elders shared their self written poems, songs and jokes, while engaging the student members with quizzes and riddles. The sole purpose to visit an old age home was to spread love and happiness, share the pain of community elder's, and bring in a bright day to the lives of senior citizens of the society.

Towards the end, one could see the smiling and glowing faces; the social responsibility team accomplished the task of bringing smile to the faces of community elders. While leaving, the elder's warmly embraced student members, and blessed the team for prosperity and happiness.

# The Blanket of Care and Love:

With the commitment of uplifting and serving the society, Era Business School took another social initiative, just before the commencement of freezing winters. Like last year, social responsibility team led by Brig. Mehta and Prof. Bhavleen, visited the slums of Delhi on 27th December 2011, and decided to distribute blankets, clothes, ration and medicines, just ahead of freezing winters, which claims thousands of lives in India every year.

It started with the purchase of blankets from Azadpur Market in old Delhi. The students, along with staff and faculty members at EBS poured in their contributions, in both cash and kind. As soon as every needed commodity was collected, the social responsibility team went to various slum areas of Delhi. The student members were moved, as they saw everyone from little children, to aged people, leading a very difficult life, with a smile on their face.



In spite of shivering in the freezing cold, they generated warmth out their chores. Students were stirred to see infants crying in their mother's lap due to severe cold, which prompted one of the student members to instantly wrap the infant in a warm blanket. Later, students started distributing blankets, warm clothes, ration and medicines to other people, which created lot of buzz amongst all the people. Since that day, the social responsibility team firmly believes that "Little deeds of kindness can make a huge difference in someone's life".

## Promoting Excellence, Rewarding Meritocracy

Era Business School believes in Promoting Excellence and Rewarding Meritocracy, through Era Merit Scholarship. This scholarship is offered to top 5% students of the class, which amounts to ₹50,000 / Trimester. The objective of offering Scholarship is to promote academic excellence, and reward the hard work of the meritorious students. Era Business School has

been at the forefront of not only encouraging talented students to perform better, but also rewards talented and meritorious students through the rolling scholarship. Following students emerged as the toppers in the Trimester I and Trimester IV examination:

### TRIMESTER IV-2010 BATCH



ANIL SHARMA



SUDHIR KASHYAP



RANJAN GUPTA

### TRIMESTER I-2011 BATCH



POOJA SETH



GURLEEN KANWAL



DINESH BANSAL

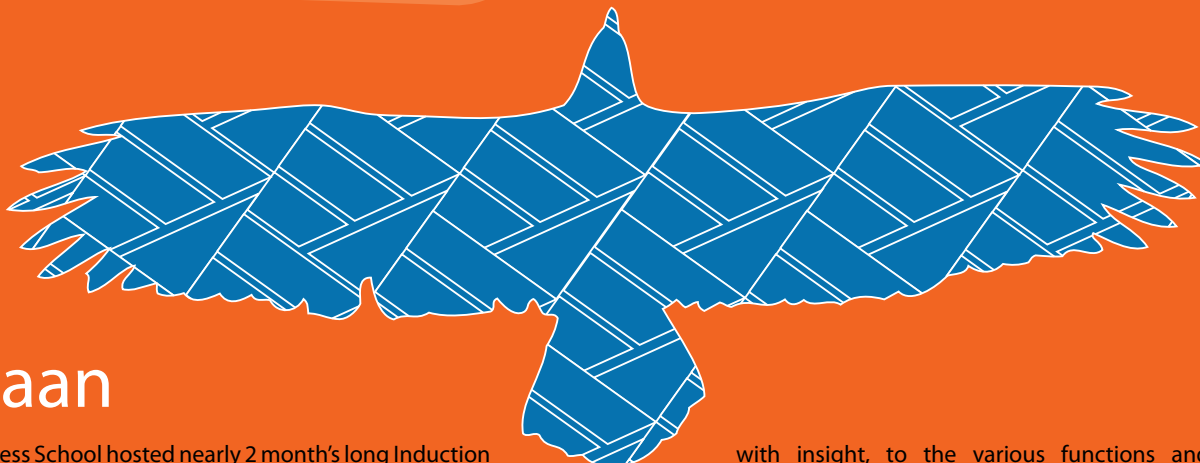


SHEVANI GUPTA



DEEPIKA SOLAN

## TECH SAVVY



### Udaan

Era Business School hosted nearly 2 month's long Induction programme for the newly recruited engineers of the ERA Group at its modern, and tech savvy campus. The induction programme was conducted at Seminar Hall, and the new recruits were overwhelmed by the quality of infrastructure and modern gadgets, that EBS students had access to.

Conducted during the period from 4th July 2011-25th August 2011, the programme was aimed at providing the new recruits

with insight, to the various functions and aspects of the ERA group.

The summer interns of EBS at ERA group played an active role which proved to be a big learning experience for students, in terms of organizing and managing major events, while getting exposure to the process of induction. The programme was addressed by leading lights of the ERA group, and the climax was the interaction of the CMD with the new recruits.

### DGCA Pilots Exams

India conducted the first pilot exams on demand, which means that whenever a candidate wants to appear for commercial pilot license (CPL) or airline transport pilot license (ATPL) to become a commander, he or she can, appear for the exam online, get the result instantly.

Era Business School, in association with Aptech, organized the DGCA examination at its grand and modern campus in July 2011. Over 400 pilots from Indian Air-Force, Kingfisher, Jet and other private airlines visited the campus, and took the first online examination.

These moves would remove the scope for human intervention - and hence hopefully end the malpractices exposed in the recent fake pilot scam. DGCA Officials said that Era Business School was a natural choice for the online examination as it not only had large and modern IT Labs, with strong surveillance facilities, but also the state of art infrastructure required to conduct this prestigious examination.



## 4,000 + students flock to Era Business School for CAT 2011

Era Business School (EBS) conducted one of the most prestigious and crucial examination of the country, CAT 2011, where over 4,000 management aspirants took the online examination at its grand and modern, Information Technology and Communication Labs.

CAT exam was two hours and 20 minutes long, and divided into two parts, with candidates having one hour and 10 minutes to answer 30 questions in each section. The first section focussed on "Quantitative Ability and Data Interpretation" and the second on "Verbal Ability and Logical Reasoning."

Era Business School was chosen as the premier Common Admission Test (CAT 2011) centre in India, which was also the venue for the entire video shoot for the training manual of CAT.

EBS Director Dr. Sanjiv Marwah said "EBS staff had to work seven days a week, without any break, to create a hassle-free experience for test takers. We know it's a big day in the life of the students. It's the least we as an institute can do. After all, this test will help us in selecting good students for our next batch."

Amit Kumar, an engineering student who appeared for CAT at EBS said: "I was impressed how everything went like clock-work. Before the test it is normal for students to be nervous. The staff was extremely courteous and efficient. I was pleasantly surprised when, after the gruelling test, all the test takers were offered refreshments and made to relax."

## CMAT TRIAL RUN AT EBS

The All India Council for Technical Education (AICTE) is preparing the ground for the launch of its first online Common Management Admissions Test (CMAT), which can act as a key MBA entrance test for AICTE approved management institutes. AICTE is planning to host the maiden CMAT from 20 February to 28 February, 2012.

As per AICTE, CMAT will be a test for all AICTE-approved institutes and will reduce the stress and financial burden on students.

CMAT is likely to be taken by more than 250,000 candidates across the country. "AICTE will organize/conduct the CMAT with the purpose of selecting suitable students for their post-graduate programmes in management. The test typically lasts for about 3 hours and contains multiple choice questions. CMAT-2012 will be conducted from 20th February to 28th February 2012, and is expected to be administered to about 250,000 candidates all over India through test centers covering as many venues as required," mentions the document.



The Computer Based Entrance Exams -- CAT, NMAT, GMAT etc have given candidates various positive options. The traditional pencil-paper exam is a one day affair hence it creates a lot of nervousness among the students. Spread over several weeks, Computer Based Testing (CBT) has become more convenient for the test takers as now the exam date can be chosen whenever candidates feel that they are best prepared for it. These exams have reduced the stress among the candidates.

Era Business school was selected for the maiden test-run for the online exam. Officials from AICTE, Mr. Kak, Vice Chancellor, and other members inspected the campus for the trial run. Due to its excellent infrastructure and modern IT labs, with excellent surveillance options, EBS is likely to host CMAT, after the success of CAT 2011.