

# SAMS-Dec-2016 NEWS LETTER

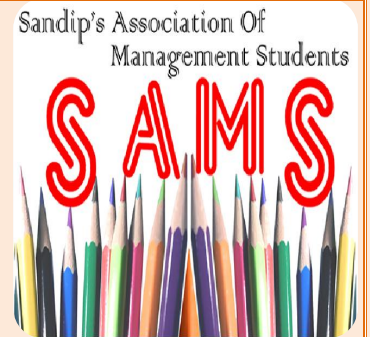


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# **MBA – NEWSLETTER,**

**December 4<sup>th</sup>, 2016**

**Sandip Institute of Technology  
& Research Centre, Nashik  
Department of Management Studies (MBA)**







# SITRC: MBA

NEWSLETTER

December 4, 2016



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# VISION MISSION OF THE DEPARTMENT

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- To be a centre of distinction in management education contributing to the Enhancement of learning and research

## MISSION OF THE DEPARTMENT

- To promulgate development of business acumen.
- To develop & strengthen strategic alliances with industry and academia to inculcate research.
- To produce industry ready and socially prudent professionals Entrepreneur

Sr. No.	Program Outcomes (POs)
PO 1	To Comprehend and apply the principles & knowledge of management.
PO 2	To apply managerial tools & techniques to solve the business & Social problems.
PO 3	To identify & investigate multidimensional business issues using research based data and methods to appear at data driven decisions.
PO 4	To effectively present & articulate ideas & views in a globalised environment related to the business world & society at large
PO 5	To unite & amalgamate under varied corporate hierarchical settings steer & lead themselves & others to achieve organizational goals.
PO 6	To exhibit & demonstrate high ethical values & act with uprightness in cross-cultural & socioeconomic environment
PO 7	To recognize & grasp entrepreneurial opportunities for developing start-ups and expanding family businesses.
PO 8	To apply management knowledge & acumen in a dynamic business environment for Sustainable growth.
PO 9	To work autonomously in changing business environment by acquiring and updating knowledge & competencies
PO 10	To approach business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business management.

# Battle Field - 2016

## Battle Field 2016

Students of Sandip Foundation from Department of Management Studies completed one of its own kind of Activity Named Battle Field Successfully, which is being conducted from last 6 years. Battle field is an Activity done by MBA-I year, 2 to 3 days before the Ganesh Festival begins. So this year also keeping the tradition alive this activity was carried between 2nd September to 4th September 2016. Students were Divided into 9 different groups with 6 to 7 members in each group & every group was headed by a group leader. Gladiators, Ignited Mind, Starks, Street Spirit, Foodies Rafter, Smart Biz, Furious Eagles, Wizards, Elite Group were the names of group. The concept goes like this that students have to sell various products in the Market it could be Eatables, Ganpati Decoration Stuff, Clothes or any other innovative products. Students identified various location in Nashik

more public towards their stall. College Road, Mahatma Nagar, Gangapur Road, Golf Club, Ashok Sthamb, Bytco Point were some the areas wherein the students had their stall. Motive behind this Activity was to teach students some Management Concept practically & to motivate students to choose entrepreneurship as a career. As some concepts could easily be learnt by doing practical rather than learning them in class such as leadership, planning, Decision Making, Coordination, Market Analysis & Financial Management etc. They got overwhelming response for this activity & this was all possible due to their complete dedication & hard work. Students also enjoyed doing this battlefield activity very much. The profits which the students earned from this activity would be utilized for the social cause & betterment of underprivileged people of the society as part of Corporate

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# ADVANCE EXCEL WORKSHOP

## Advance Excel Workshop

About The Program: Department of Management studies had organized the advance Excel Workshop for First year & Second Year students from 1st to 3rd October 2016. The main motive behind organizing this function was to provide the constructive knowledge of Advance Excel to the student and its Features, Applicability and Useability. The workshop was conducted by Department of Management Studies, SITRC with the professional of Microsoft Excel Mr. Ashok Sindkar, Trainer. The workshop began with welcoming the trainer, Mr. Ashok Sindkar, by Dr Rakesh Patil (Dean Admin & Head of the Department). The workshop lead off with the practical demonstrated and how to use excel in our daily routines to enhance the productivity while working on excel. Mr. Ashok Sindkar thought many short-cut keys to harmonize the excel with providing the ease while we are on. The examples like how to manage the date with various formats and which is most suitable in the corporate life as well in the daily use. Another example focused on merging the data in a constructive way.

He explained the importance of excel to grab the collaborative and demonstrative adaptability.

Which prolonged with the benefits of excel in professional life to transit the working process in a most deepen the knowledge. He embarks on the techniques to be used in the projects and research work. The main parts dealt with the applicability of excel in the Data Interpretation and Analysis in their project work. This gave the keen-eyed techniques to understand and implement them in more productive and efficient manner. The programme last for two days with more learning and imbibing the core diversified excel knowledge through this workshop.





# CORPORATE SOCIAL RESPONSIBILITY (CSR)

## Corporate Social Responsibility Activity of Lord Ganesh Idol Collection at Chorda Lawns

Students of Sandip Foundation from Department of Management studies undertook the CSR Activity of Collection of Ganesh Idol on occasion of Anant Chaturdashi at Chorda Lawns. Every year on the last day of the ganesh Festival which usually spans over a period of 10 or 11 days people bring the idol of Lord Ganesh to immerse it in the holy river of Godavari. Which becomes a major factor in polluting the river . so in order to save the river from getting polluted & keeping it clean, students took this initiative. This activity began early morning at 8'o Clock & was carried till the late evening.

There were near about 60 students who joined their hands in this social cause. Everyone was Performing some or the other task. Few were at the stall collecting the idols , few had gone to look for people and convince them to donate their idol instead of immersing it into the river, few were there to count the number of idols received every hour, some were busy with taking care of the idols and its accessories. one of motive behind doing this activity was to teach students that they also have got some responsibility towards society as society has given them so much . it was also done to create awareness among the people that it's there moral responsibility to keep the rivers & their society clean . Students were seen in great enthusiasm & dedication while doing this activity. Dr S T Gandhe (Principal SITRC) & Dr Rakesh Patil (Dean Admin & Head , MBA ) also visited the stall & donated their own idols too & also motivated the students . They also received good feedback from the visitor that they were really doing a great job. In between this activity they had some fun too while dancing on the drumbeats with the visitors. Till the end of the day students had received around more than 2500 idols. All these idols were given to the Nasik Municipal Corporation as they were supposed to immerse all the idols in an artificial pond.



## Guest Lecture On “DIGITAL MARKETING”

### Guest Lecture on “Digital Marketing

Department of management studies had organized a guest lecturer for MBA Students on Digital Marketing. To deliver the speech we had with us Ms Pallavi Mohadikar , CEO & Founder of Indo Fash. The Notable thing of the guest was that she is Alumnus of IIM Lucknow & at very Young age she is owner of Indo Fash . She in her speech said that there is bright career in Digital Marketing. She said in today's world digital marketing has become a new buzz. Lots of Entrepreneurs are using this tool to market their product & taking their business to new heights. she highlighted some points such as , how to start the business online, what are the various Requirements for it.

She also pointed that becoming an Entrepreneurs in today's world has become much easy because of the various facilities & resources available with us to a business. When asked about the reason behind choosing entrepreneurship over a job in Goldman Sachs with good lucrative package by one of the student she replied that she always had passion & inclination towards Business & wanted to make her own identity. She urged the students to enter in the field of Digital Marketing because of the growth potential that is lying in the business



# Guest Lecture on “Entrepreneurship Today & Tomorrow”

## Guest Lecture on Entrepreneurship Today & Tomorrow

Department of Management studies organized a Guest Lecture for MBA -I & II students on the topic Entrepreneurship today & tomorrow. To speak on the said topic we had invited Mr. D. S. Deshmukh. Dr Rakesh Patil felicitated & welcomed him. While speaking on the topic Mr. D.S. Deshmukh said the field of Entrepreneurship is changing with a great pace & lots of young generation have started showing inclination towards taking entrepreneurship as a career. He said that before ago definition of entrepreneurship was quite different than today. Lot of New ideas are coming up & the execution has also being made easy due to the support of government , various financial organization & even the parents are also motivating their students to go for entrepreneurship over taking a salaried job . He highlighted what are the various traits required to become an Entrepreneur. He talked about the various awareness programs being conducted by the Government to motivate Entrepreneurship. He discussed about the Make in India Initiative taken by Hon PM Narendra Modi. Lastly he also talked about ups & downs that an entrepreneur has to undergo through his journey



# “IMPORTANCE OF FINANCIAL PLANNING”

## “Importance of Financial Planning”

Department of management studies had organized a guest lecture on “Importance of Financial Planning” for MBA-I & II students on 17th September 2016. Mr Darshan Lodha owner of was Invited to speak on the said toipic. He was introduced by Nikita Amin to the students & his felicitation was done by the hands of Dr Rakesh Patil , Head of Department . first of all he congratulated all the students for choosing MBA as their career . then while speaking on the topic he started with why Financial Planning is Important aspect in every one life. He said that everyone earns money in their life time but very few of them achieve financial freedom & the reason behind this is nothing but lack of proper financial planning. He discuss the various steps which are need to be followed while doing a financial planning such as identifying the short term & long term financial goals to achieved, income capacity & liabilities . he said that one must also consult a certified financial planner . he also spoke about various financial products which are available which could help us in achieving financial goal such as Insurance , Mutual Funds, Fixed Deposits, PPF etc. he also explained we need to review our financial plan every 3 to 5 years and see whether it is working accordingly or not. At last we had question answer session in which many of the students cleared their doubts & were





# Guest lecture on “Information Technology Act”

## Guest Lecture on “Information Technology Act”



Department of Management studies organized a Guest Lecture for MBA -I & II students on the topic Information Technology Act . Mr Vikas Naik, CEO of Sharda Enterprise was the guest speaker for the Lecture . Dr Rakesh Patil (Dean & Head , MBA ) felicitated & welcomed him. While speaking on the topic Mr. Vikas Naik discussed the various provision related to IT Act. He said that Act provides legal framework for electronic governance by giving recognition to electronic records and digital signature. He also highlighted what are the various offenses that can take place

in IT such as Tampering with computer source documents , hacking with computer system , using password of another person ,Receiving stolen computer or communication device to name a few, not only that but he also mentioned what are different penalties which are being imposed on doing such offenses . He briefed about amendments that has taken place in IT Act since its inception.

# Induction Function of MBA-I 2016 Batch (Wave-VIII)

## Induction Function of MBA-I 2016-2018 Batch i.e WAVE-VIII

About The Program: Department of Management studies had organized Induction function for the 2016-2018 batch i.e WAVE-VIII students on the 12<sup>th</sup> August 2016. The main motive behind organizing this function was to give a warm welcome to new batch & make them acquaintance with the MBA culture. For the function Mr. Nishikant Ahire (CMD, AMT Group Nashik) was invited as a chief Guest, Mr. Rajeev Deshpande (Principal Advisor E4 Development, Nashik), Ms Radhika Malik (Director, HR OnHire) & Dr Manoj Kasat (Ex-Faculty, IIM, Kolkata) were guest of Honour. The function began with lighting of the lamp. After that Dr Rakesh Patil (Dean Admin & Head of the Department) gave a warm welcome to students & briefed about the growth of the department which has taken place since inception & the future plans of the department.

Then Dr S T Gandhe (Principal, SITRC) spoke about the bright future of the students lying ahead at Sandip Foundation. Mr. Rajeev Deshpande gave some success mantras to the budding managers about how to be a successful in field of management, adding more to his speech he said that with the passing of the GST bill, in coming years MBA graduates have ample of employment opportunities so they need to focus on gaining skill based knowledge.

Students were also guided on corporate culture by Ms Radhika Malik. She said that the Corporate world is dynamic & every day it keeps on changing its pace & lots of new thing takes place. So in accordance to that students must also update themselves with the latest knowledge & must be ready to face the stiff competition in corporate world with ease. They should also increase their communication with the business world.

If we want the next generation to be successful, the Industrialist & the Business Tycoon must have a continuous interaction with the management students & should guide them from time to time. These were the views expressed by Mr. Nishikant Ahire. He also said apart from the theoretical knowledge the Institute must give the students various skill based training so that they become industry ready.

In the Second half of the Program students were guided by Mr. Manoj Kasat (Ex Faculty IIM). Students should be focused about their career path & should have a systematic plan to achieve their goals & targets.

The Function ended with some management games & fun activities conducted by Prof Ashoo Gupta Khan on Day two MBA-II year students conducted Mr. & Miss Personality contestant & few management games so that the new students would

get acquaintance with each other . This activities gave the students to showcase their talent & build their confidence & stage daring . The whole Management department had lots of fun & enjoyment.

