



**SANDIP**  
FOUNDATION



# Department of Management Studies (MBA)



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## SAMS -Dec-2019 NEWS LETTER

Nashik Campus

Madhukeshwar Road, Nashik Maharashtra,  
India

[www.sandipfoundation.org](http://www.sandipfoundation.org) |

Email:- [info@sandipfoundation.org](mailto:info@sandipfoundation.org)





# **MBA – NEWSLETTER,**

## **December, 2019**

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





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## Battlefield- 2019-20

### “Battlefield-2019-20

Sandip Foundations: Department of management studies organized the Battlefield on the 22nd and the 23rd Oct 2019, the battlefield helps in inculcating the spirit of entrepreneurship among students and provides them an opportunity to execute their theoretical knowledge in the real world, It helps in developing a leadership Skills, team skills, soft skills, and decision-making skills overall it helps in developing the overall personality of the students preparing them for the corporate world The actively was divided into various phases



Phase I: Preparation for the battle began in September, with the identification of leaders. Students were given a stage to come up with a speech to appeal to students to join their respective teams. Leaders and teams were formed in this stage to add to the challenge a precondition was laid under which each team could use of 3 female members and 5 male members The eight

teams were formed and the team members selected the following names for their respective teams MIND-BENDERS, TEPG, CREATIVE CROPPERS, HUSTLERS, TYCOONS, CAPTIVATORS, STIKERS, and FUNKARS. Further, the teams were assigned the task of coming up with a Logo, Tag line and a promotional video for their teams. This phase posed a lot of challenges for the students as they went through the storming forming and norming phases and creating brands logos and promotions the students loved the experience and came up with some of the most inspiring videos and creative videos.



Phase II: Selection of ideas and prepare for the battlefield It was the brainstorming phase of the battlefield. Each team had to come up with innovative ideas for their stalls. Planning and analysing all the ideas and alternatives plans. Students raised capital by investing money and by

taking sponsorships from a successful business in the market. This phase ended with presenting the developing plan in front of the faculty members based on the feedback of the faculty the students redesigned their business plan and we now getting ready for the big day On 22nd, October the stalls were inaugurated by honorable Principal Dr. S.T. Gandhe and Dr Rakesh Patil Hod Department of Management studies Stall was set up

in the various parts of the city and the student gave everything they hard striving had to convince the customers selling their products preparing the product organizing the stock-keeping accounts The overall activity was very successful with students staying up on the stalls till 10 pm The activity closed with a grand presentation made by the students

## “Expert Lecture on Cyber Security & IT”

### “Expert Lecture on Cyber Security & IT



Department of Management Studies had organized Expert Lecture on Cyber Security & IT . THE Guest Speaker for he same was Mr Vikas Naik . Dr Tushar Savale Felicitated the Guest . The Guest gave some interesting insights on recent Cyber Security issues and challenges in India. He gave an overview of the data security system in India by discussing some important

provisions of the Information Technology Act, 2000 and the proposed Personal Data Protection Bill 2018. He also addressed some concerns and queries of the students and gave some tips concerning the protection of privacy in the virtual world. It was a highly informative and motivating session for both the faculty and students.

## Lecture on Mutual Fund as an Investment Option

### Lecture on Mutual Fund as an Investment Option

Department of Management Studies had organized an expert session on “Mutual Fund as an Investment Option” for MBA Students. The Guest speaker for the same was Mr Aditya Hingne from HDFC Mutual Funds. While addressing the students firstly he spoke about difference between Investment & savings.



Then he focused on equation of savings and expenses, in which he told that we must always save first and whatever amount is left after saving we must try to manage our expenses in that amount. Later on he went on to explain how dangerous the inflation is and it can really eat up our hard earned money. He then talked about risk & return trade off. He then started discussing about mutual funds, in which he explained what actually mutual funds are, what are they various types. Usefulness of Mutual Funds in creating wealth. adding more he said mutual fund as an investment tool can be used for meeting long term expenses and expenses which require huge capital outflow such as Buying a house, Car Children education and marriages, it can also used in retirement days . Difference between simple interest and compound interest was also explained. At the end of the session queries of the students related to investment were solved.

## Session on Campus to Corporate

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Department of Management Studies had organized a Guest Lecture for MBA –I II Students on 12th October 2019. The Guest Speaker for the same was Dr Medha Shykhedkar (Career Academy) . She was felicitated by Dr. Rakesh Patil, Head of the Department. She began to talk on the topic of the grooming session wherein she told how important it is to be well groomed and it matters a lot. She shared some Do's & Don'ts regarding grooming.



How students shall dress during the interview. She also highlighted some important facts regarding the latest trends and fashion that are accepted in the corporate



world . Difference between resume, biodata & CV was explained and also gave indispensable inputs how to prepare a resume. The most important thing she pointed out was to provide genuine information in the resume and to give information which is not at all related to you specially the hobbies or kind of person you are. Students were also guided on How to face Interviews, they were taken through a short video wherein how to answer certain question were answered. The session was quite inter active and many queries of students were solved.

## **"Investor Awareness Program in Association with NSE"**

### **"Investor Awareness Program in Association with NSE"**



Department of Management Studies had organized an Investor Awareness program for the MBA Students in association with National Stock Exchange. Mr Jayraj Jhaveri conducted the session in which initially he gave brief introduction about NSE & role played by the NSE in educating the investors about the investment world. Later on he discussed concept of Primary Market & Secondary Market. he highlighted the various financial products traded in both the markets . various terminologies such as Stocks, Bonds, Debentures, Mutual Funds, IPO, Stock Exchange etc. role of SEBI also was also discussed

## **Placement Orientation**

### **Placement orientation**

Department of Management Studies had organized guest lecture on Placement Orientation for MBA –II students. The session was conducted by Ms. Nagma Shaikh,

Placement Officer. The session began with introduction of placement drives and what is included in resume. She explained the various soft skills required for the

interviews. She further added importance of soft skills. The speaker also spotlighted the attributes of manners and etiquettes required for job interviews. Interview planning helps in ensuring a reasonable balance between outflow and inflow of skills so that the stability is maintained during the actual interview. Pre-planning reduces the uncertainties which can be faced easily at the time of an interview. The speaker further explained the different avenues available for the competencies. And further she explained in detailed about the building a strong resume including various platforms wherein stud



The speaker flashed light on the importance of Outcome:

1. Students learnt about the significance of
2. Students understood about resume writing and various ways to apply for Photograph: development of skills and he placement drives. Sh students can apply for jobs directly the attire during the interview. Department of Management Studies had organized guest lecture on Placement Orientation for MBA –II students. The session was conducted by Ms. Nagma Shaikh, Placement Officer. The session began with introduction of placement drives and what is included in resume. She explained the various soft skills required for the interviews. She further added importance of soft skills. The speaker also spotlighted the attributes of manners and etiquettes required for job interviews. Interview planning helps in ensuring a reasonable balance between outflow and inflow of skills so that the stability is maintained during the actual interview. Pre-planning reduces the uncertainties which can be faced easily at the time of an interview. The speaker further explained the different avenues available for the competencies. And further she explained in detailed about the building a strong resume

## Certification on “Basics of Capital Market”

### Certification on Basics of Capital Market”

Department of Management studies had organized Certification course in Basics of Capital Market for MBA students. on the Inaugural session was conducted by Mr Tushar Jagtap from Success management System . in his speech he trained the students on topics of Financial market . Role of Financial Market in the Indian Financial System. He also discussed what the



various types of financial market . he highlighted on Money Market as well as Capital Market & various instruments traded in each market . Students were then introduced to derivative market ,



Forward, futures, Options .then Mr Jayraj Javeri briefed the students on Fundamental Analysis and working of Stock Exchange. The concluding session was conducted

by Dr.Tushar Savale on the topic commodity market in which he talked about Commodities Traded on MCX. Trading Mechanism, Clearing ,and Settlement. Price Risk Management: Hedging Strategies Using Commodity Futures , Trading Strategies: Arbitrage and Spreads. On second day, Ms Poonam Ingale guided students on Principle of Insurance & IRDA. In which she discussed why insurance is important, types of Insurance. And also role of IRDA in protection of interest of a Investor. Later on after the lunch session Prof Hemant Wanjare talked about Mutual Funds, Types of Mutual Funds, Working of MF. He also guided students on how to systematically approach towards investing in Mutual Funds . In the last session of Day 2 Dr Shweta Bhosale enlighten the students on the topic of IPO & Bonds . Process of IPO & valuations of Bonds . In order to have practical exposure students were taken to SEBI, where they were guided on various aspects of SEBI such as roles , responsibilities and various initiative taken by SEBI to protect the interest of investors as a part of Industrial Visit.

## Certification on “Digital Marketing”

### Certification on Digital Marketing

Department of Management Studies had organized: “Certification Digital Marketing for MBA –II students. The session was conducted by Mr. Kartik Sanghvi and Mr. Pankaj Ghadge. The session began with introduction of Digital Marketing and its essence in today’s techno savvy world. Mr. Kartik Sanghvi explained the definition of Digital Marketing as “the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising and any other digital medium”. He further briefed about the organic and inorganic platforms used to create digital essence that is about Search Engine Optimization and Search Engine





Marketing. He also stated the importance of Keywords used in this platforms and how it create difference amongst searches in the local directories. They also emphasized on Email Marketing, Social Media Marketing and Affiliated Marketing.



Day 2 :-Mr. Pankaj Ghadge introduced students -Digital Unlocked Google Certification Online and helped them for completing the above said certification

Day 3 :-The students were briefed about the various Digital Marketing Certification available and about the Opportunities existing for them in Digital Media World. Mr. Pankaj enlighten the student about his business and various latest marketing Strategies used nowadays used in digital Media World. The overall workshop was enjoyed by the students and they had a better understanding of the to the whole new world of Digital marketing.

## Induction Function MBA-I Wave-XI (2019-21)

### Induction Function MBA-I WAVE-XI (2019-21)

Sandip Foundation's, Department of Management Studies had organized induction Function for First Year Students i.e. WAVE-XI batch on 28th September 2019. Hon. Mr. Ganesh Kothawade Vice President ,ABB Ltd were the Chief Guest for the Induction Function. The program began with the Lightning of traditional lamp followed by felicitation of the guests. After that Dr. Rakesh Patil, Head MBA in his welcome speech gave a glimpses of achievement of the Department .He said Department of Management studies at Sandip Foundation has been constantly proving its mettle in the field of management education and has seen a tremendous rise in its performance in the form of good academic records, extensive co-curricular activities and sound placement records. Dr. S T Gandhe ,Principal , SITRC while addressing ,congratulated the Students for choosing

Sandip Foundation for their bright future & he also highlighted on Faculty & Facility at Sandip Foundation .



Thereafter Hon. Ms. Sandhya Kanade, took over the dais. Shared her corporate Experience. She gave some practical advice of how they could prepare themselves for



the future Sandip Foundation's Department of Management Studies had organized induction Function for First Year Students i.e. WAVE-XI batch on 28th September 2019. Hon. Mr. Ganesh Kothawade Vice President, ABB Ltd was the Chief Guest for the Induction Function. The program began with the Lightning of traditional lamp followed by felicitation of the guests. After that Dr. Rakesh Patil, Head MBA in his welcome speech gave a glimpse of achievement of the Department. He said Department of Management studies at Sandip Foundation has been constantly proving its

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### Industrial Visit at Securities Exchange Board of India (SEBI, Mumbai)

#### Industrial Visit at Securities Exchange Board of India (SEBI, Mumbai)



Department of Management studies had organized Industrial Visit on 18th September, 2019 at Securities

Exchange Board of India, Mumbai. Bus arranged for the transport, which reached at 1:30 p.m at SEBI.

All students were taken to the conference hall where they were provided great hospitality to the students and session started at 02.30 p.m session was conducted by Mr Pratik Parkhar who introduced the SEBI, its establishment, working of the SEBI. The session included Commodities, derivatives, process of Listing of companies, powers of SEBI, Working of SEBI, stock Mutual Funds etc.

### Industrial Visit at Swastik Pulp & Paper Pvt.Ltd, Sinner

#### Industrial Visit at Swastik Pulp & Paper Pvt Ltd, Sinner

MBA –II Students visited Swastik pulp and paper Pvt Ltd on 28th August 2019. The firm is basically of paper manufacturing which is used for making boxes, cartons and other packaging items. It was established in the year 2005 and firm is built on the three acres of land. And main highlight point of their firm is, they are



using recycled products as their raw material and another point is reusing the same water for whole production. Raw materials are mainly imported from America, Sri Lanka, China, UAE and also from domestic cities like pune, Mumbai, etc. Customers are basically from UAE, China, Sri Lanka and America and the export rate of the firm is 80 percent. Raw materials sorting are done according to the moisture and quality. And sorting is done manually, 30 to 40 labours are employed for bifurcation of raw materials. Colony area is developed for workers and employees, and 120 employees are there in the firm. Approx monthly production of the firm is 1200 tonnes and monthly turnover is 4-5 crores. Small parts

which are required for manufacturing are manufactured in the firm itself as it is cost effective. Production is done using electricity as well as burning coals. Coals used are of two types and its been brought from other states. Production is done 24 X 7 & there is no stoppage of production due to boiler. Papers are produced according to the order given by the customers. Converting the raw material into a pulp is the primary stage afterwards corn starch is added then steaming and rolling process is followed. They export their goods mainly through sea ways for cost reduction. In the purchase order all things are specified like quality, rim, color of paper, etc.

## Teachers Day Celebration

### Teachers Day Celebration

MBA Department celebrated Teachers Day with full enthusiasms.



All the faculty members were given a whole hearted welcome. At the beginning, a student outlined the importance of Teachers Day and why it is celebrated. After that, various activities were played such as Antakshari, Dumsharaz. Faculty Members sang their favorite song. Students shared their experience about faculty members and also had some laughter moments wherein students mimicked their faculty members' lecture. At the end, there was a cake-cutting session and refreshments were served.