

Sandip's Association Of
Management Students



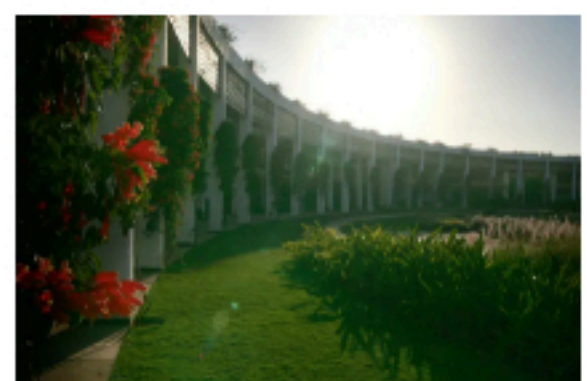
Project Work with Confederation of Indian
Industry (CII)

International Conference on "Excellence in
Management through Skill Development"

Why an MBA needs to master Analytics"



SUCCESS





Sandip's Association Of
Management Students



MBA - NEWSLETTER,

June, 2016

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





MBA-NEWSLETTER

JUNE 4, 2016



| | |
|---|---|
| 1 | Battle Field 2016 |
| 2 | Advance Excel Workshop |
| 3 | Corporate Social Responsibility Activity of Lord Ganesh Idol Collection at Chopda Lawns |
| 4 | Guest Lecture on "Digital Marketing |
| 5 | Guest Lecture on Entrepreneurship Today & Tomorrow |
| 6 | "Importance of Financial Planning" |
| 7 | Guest Lecture on "Information Technology Act" |
| 8 | Induction Function of MBA-I 2016-2018 Batch I.e WAVE-VIII |

VISION –MISSION OF THE DEPARTMENT

VISION OF THE DEPARTMENT

- 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. |

Awareness About Entrepreneurship

Awareness about Entrepreneurship :- Resource Person: - Mr Hrishikesh Humbe (Managing Director, Career Corner)

The Department of Management Studies hosted a guest lecture for MBA I and II students on "Awareness about Entrepreneurship."



" Mr Hrishikesh Humbe began by explaining what an entrepreneur is and what characteristics are essential to become an entrepreneur. He went on to say that people want to be entrepreneurs for a variety of reasons.

He also emphasised that entrepreneurs are created rather than born. He also discussed the problems and opportunities that an entrepreneur faces. He also assisted motivated students in making the decision to pursue entrepreneurship as a career path.

Guesst Lecture on "DIGITAL MARKETING"

Guest lecture on "Digital Marketing

Resource Person: - Mrs Mohini Modak (Director ,Web Master key)

Mr Subhash Gore (Director ,Web Master key)

Department of Management studies organized a guest lecture on "Digital Marketing" for MBA I & II year . Speaking about the topic the speaker first explained what is Digital Marketing & how it is different from the traditional Marketing. How it can be used to take the business to another level. Adding further

she also told how digital marketing is more cost effective than traditional Marketing. and in upcoming years digital marketing will become an Life Blood of any Business. She also briefed about digital marketing as an career option



Guest Lecture on “Personal Branding”

Guest Lecture on "Personality Development"

Why An MBA Needs to Master Analytics.

Why an MBA needs to master Analytics”

Department of Management studies organized a guest lecture on “Why an MBA needs to master Analytics “for MBA-I & II students. To deliver the lecture we had Mr. Manish Gupta & Mr.Subramaniam from SPSS South Asia Pvt Ltd, Bangalore . Initially he highlighted the importance of analytical skills. he explained why analytical skills are must for an MBA Student. Adding to it further he also explained about the SPSS software & how it helps in the research work. He also showed how to use the software



Light House MBA

Light House MBA

Department of Management Studies organized Light House MBA –An Innovative Technique of Understanding theoretical concepts related curriculum & co-curricular activities for students. Students have collected different posters & signs giving simple messages in innovative & different manner. Doing things in traditional manner have been replaced by the pattern adopted in light house MBA activity



International Conference on “Excellence in Management through Skill Development”

International Conference on “Excellence in Management through Skill Development”

Department of Management Studies, SIRT, Nashik had organized two days International Conference on “Excellence in Management through Skill Development” here is the review about how it unfolded. With the inspiration, support and best wishes of Hon Chairman of Sandip Foundation Dr. Sandip N. Jha, General Manager Ms. Mohini Patil and Mentor Prof. P.I. Patil, Department of management





Studies have laid the foundation of said International conference. The Glory of Sandip Foundation and departmental activities were placed through video & graphical presentation to the Esteemed Guests & Participants. Dr. Shuchi Gautam introduced the topic of conference and conducted the program. Prof. Sarika Patil introduced dignitaries to the participants.

Management Fest “UDAAN-2016”

Management Fest “UDAAN-2016”

Department of Management Studies organized a Two days Management Fest “UDAAN” and State Level Intercollegiate Event for Graduation & Management Students . the best minds from B-Schools across the state competed to test their business mettle. We had a spectacular two day buzz of enthusiastic participants on 09th and 10th March 2016.It was filled with ideas, innovation, creativity, fun and enthusiasm contributed by the management students from all across the state .



UDAAN 2016 – One Ideas-Big Campus –Full Entertainment ,saw participation over 35 colleges, Around 300 students from different colleges participated in events conducted across two days. The first day began with an overwhelming response from various bschools from participants pouring in to register and be enthralled by the events in store. For the Inauguration we had CEO of Tushar Udyog , Mr. Tushar Pathwardhan who was felicitated by our Principal Dr S.T.Gandhe & a warm welcome was given to the participants by Head of Management Department Dr Rakesh Patil .It was then followed by a completely planned and coordinated schedule of events that were distributed into 3 categories – MR & Miss Gestor, Tizon Maniac, Scholastic Bowl . The Day two began with review of day one & after that the remaining three events were conducted namely Funn-2 –Shhh , Young Turks, Wall Street . At the End of the day Two we had the valedictory function in which the winner of the each event were given away certificates & prizes by the hands of the Dignitary . Department of management Studies, Sandip Foundation had witnessed the highest number of footfalls this year and has made a benchmark regarding its Management fests. The feedback of the participants was very positive and encouraging.

Project Work With Confederation of Indian Industry (CII)

Project Work with Confederation of Indian Industry (CII)

Students of Department of Management Studies volunteered for the 11th Kaizen Competition – Maharashtra State Level held on 20th January 2016 in Nasik by Confederation of Indian Industry, Nasik Office. The main motive behind sending students to volunteer for the event was to enhance some managerial skill such as marketing skills, delegation of work, promotional activities etc. Students got a good exposure, they were able to interact with many industrial persons holding high positions in various departments such as Finance, HR, Marketing, Operations. Due to this event we could strengthen the bond between Industry & Institute.



Sandip Choupal

Sandip Choupal



Department of Management studies had organized a very innovative Activity for the students of MBA-I & MBA-II named Sandip Choupal. The concept is students are given a topic for discussion fifteen days prior. Students gather information about the topic, analyze it, form their own views & then at a said particular date a forum is opened for discussion where in all students put forward their views on the given topic. Even faculty members contribute their ideas & views. The objective behind organizing this activity was to increase the reading habit of students, improve their public speaking, to enhance their analytical skills, & also to improve their presentation skills & confidence. Which proved to be an effective activity.

Two Days Workshop on “How To Write a Research Paper”

Two Days workshop on “How to Write a Research Paper”

Department of Management Studies had organized a two days' workshop on “How to write a research Paper”. On 29th & 30th January 2016 . the objective behind organizing this seminar was to make students understand the importance of Research Paper & to make students learn how to write research paper . for the Inauguration of the function we had Ms Anjana Singh (University of Strathclyde , UK) as a chief guest & she was felicitated by Dr S T Gandhe (Principal SITRC) , we also had Dr Rakesh Patil , Head MBA Department & faculty Members. The Workshop began with saraswati poojan . speaking on the topic the guest said that at Strathclyde university more focus is given on research & new techniques are used for doing research . also she said that she would be happy to provide the necessary support for the students of Sandip Foundation in field of research .Dr S T Gandhe talking about the topic highlighted on the importance of research paper writing for the students . he said it's not only beneficial for them in their academic life but also its useful when they step into into corporate world wherein they are required to write the business reports . after that Dr Shuchi Gautam spoke about how the structure of research paper should be & how to frame the Statement of problem . then Dr Rakesh Patil focused on Research Methodology part that is required in writing a research paper. The last session of the day was conducted by Dr J V Bhalerao who in very simple & lucid language explains how to analyze data using statistical tool & which statistical test to apply.



Day two began with briefing of session that took place on Day one. on day two first session was of Mr. Milind Gore(HR Head Thysson Khup) wherein he discussed about how to design the questionnaire , how to select the sample population & sample size . Then Prof Sarika Patil gave insights about the recent research in Human Resource Management. Prof Rahul Mandale , Prof Prabodhan Patil & Prof Adesh Solanke also gave a snap shot about recent research that is going in field of Marketing , Finance, IBM & Operations Respectively .