



**SANDIP**  
FOUNDATION

**SANDIP INSTITUTE OF TECHNOLOGY  
& RESEARCH CENTRE, NASHIK  
DEPARTMENT OF MANAGEMENT STUDIES  
(MBA)**

**MONTHLY E-BULLETIN  
(ONLY FOR PRIVATE CIRCULATION)  
APRIL 2019-JULY 2019**

## **Vision & Mission of the Institute**

### **Vision**

- To be an acclaimed institution for learning and research.

### **Mission**

- To impart in-depth technical knowledge.
- To create conducive environment for research, innovation and entrepreneurship.
- To instil social and cultural values.

## **Vision & Mission of the Department**

### **Vision**

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

### **Mission**

- 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 entrepreneurs.

## Program Education Objectives (PEOs)

Sr. No.	Program Education Objectives (PEOs)
<b>PEO1</b>	To adapt themselves to the changing needs to the management profession by upgrading their skills and knowledge.
<b>PEO2</b>	To solve real world problems ethically, thereby enhance value to the society.
<b>PEO3</b>	To establish themselves as successful managers.
<b>PEO4</b>	To become employment providers.

## Program Outcomes (POs)

**After successful completion of MBA program students will have**

Sr. No.	Program Outcomes (POs)
<b>PO1</b>	To Comprehend and apply the principles & knowledge of management.
<b>PO2</b>	To apply managerial tools & techniques to solve the business & Social problems.
<b>PO3</b>	To identify & investigate multidimensional business issues using research based data and methods to appear at data driven decisions.
<b>PO4</b>	To effectively present & articulate ideas & views in globalized environment related to business world & society at large.
<b>PO5</b>	To unite & amalgamate under varied corporate hierarchical setting steer & lead themselves & others to achieve organizational goals.
<b>PO6</b>	To exhibit & demonstrate high ethical values & act with uprightness in cross-cultural & socio-economic environment.
<b>PO7</b>	To recognize & grasp entrepreneurial opportunities for developing startups and expanding family businesses.
<b>PO8</b>	To apply management knowledge & acumen in dynamic business environment for sustainable growth.
<b>PO9</b>	To work autonomously in changing business environment by acquiring and updating knowledge & competencies.
<b>PO10</b>	To approach business issues from global perspective and exhibit an appreciation of Cross Cultural aspects of business management.

## 1. Session on, “Placement orientation”

Department of Management Studies had organized a session on, “Placement Orientation” on 29<sup>th</sup> July 2019. 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 Explained different avenues available for the development of skills and competencies. And further she explained in detail about placement drives



## 2. Guest Lecture on, “Leaders for Tomorrow”:



Guest Lecture on, the topic “Leaders for tomorrow” was conducted on, 27<sup>th</sup> March 2019. Mr Kiran Kumar (CMA, USA) told about the leadership, and explained about what are the qualities a leader should possess. Then he talked about some are born leaders while some can become a leader by incorporating various skills. He also pointed out the difference between leader & a manager. He shared some of his personal experience of his own about how he transformed himself into a leader. Adding more to it he said leadership is not one time process it’s a journey. At the end he told that organization’s success depends on how his leader is. It’s the leader who is responsible for the success or failure of organization

### 3. Guest Lecture on, “Digital Marketing as Career Option”

Department of Management Studies had organized guest lecture on, “Digital Marketing as a career option” on 15<sup>th</sup> March 2019. The Guests for the guest lecture were Mr. Prince Soleman & Mr. Shobh Inamdar from MADZ Media. The speaker in their speech first explained what digital marketing is and in simple term it is nothing but use of digital technology for carrying out marketing activities. Further he told about the various tools available in Digital Marketing Industry such as Content Marketing, blogs, search

engine optimization, website designing, web banner ads, and many more. Lastly they discussed the various career opportunities he said Digital Marketing provides with plethora of career options. Plus, you don’t have to mug up crazy formula and definitions that you are never going to use in your life, and its fun. If you love coding, go into web designing and related options; if you can write better than most – content marketing is for you, and so on



#### 4. Expert Lecture on, “Mutual Fund as an Investment Option”

Guest lecture on the topic, “Mutual Fund as an Investment Option” on 3<sup>rd</sup> October 2019. The speaker Mr. Aditya Hinge from HDFC Mutual Fund. 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. He explained how dangerous the inflation is and it can really eat up our hard earned money. He told about the risks and return trade off. He explained about Mutual Fund and its types, how it is useful in creating wealth. 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.





### 5. The Rise and Fall of Jet Airways : A Case Study

Students of Department of management Studies had prepared a case study on, “The Rise and Fall of Jet Airways”. While preparing a case students gave the Genesis of Jet Airways and history of the Jet Airways. They wrote the beginning of the Jet Airways mission. Given insight to the connection of India with the outside world. Also noted about using of new technology, Strategies and operations. Students have been studied about growth and expansion of Jet Airways. They mentioned whole incident of, “fall from Grace” in the form of phases.





## 6. 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. Important 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. 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. 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. Papers are produced according to the order given by the customers. 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.

## 7. 06<sup>th</sup> National Level Management Fest “UDAAN”



National Level Intercollegiate Event named UDAAN was inaugurated with full enthusiasm at Sandip Foundation organised by Department of Management Studies. This was the Sixth consecutive year that the department has



organised this event. The Event was Inaugurated at the hands of Mr. Harshad Bele, Director-Connect India. Dr. Rakesh Patil, Head of the Department welcomed the Guests & the participants from the various Institutes. Dr. Sanjay

Gandhe, Principal SITRC Felicitated the Guest. Mr. Harshad Bele in his inaugural Speech said that such kind of events sharpen the Skills & boost the confidence of Students. UDAAN had an



Interesting and varied array of a competitions, Ranging from Business Plan to Business Quiz , Poster Making Competition, Personality Contest to ADD Mad Show & Debate. Several colleges had registered for the fest & there was lot of energy among the students. The main motive of arranging this event was to provide a platform to the budding managers to showcase their multifaceted talents & provide them exposure in understanding and applying concepts of general management, finance and marketing in practical situations. All of the events were executed by the students who were excited about the planning and execution of the event.

## 8. Battlefield-2019-20

Sandip Foundations: Department of management studies organized the Battlefield on the 22<sup>nd</sup> and the 23<sup>rd</sup> 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 activity was divided into various phases

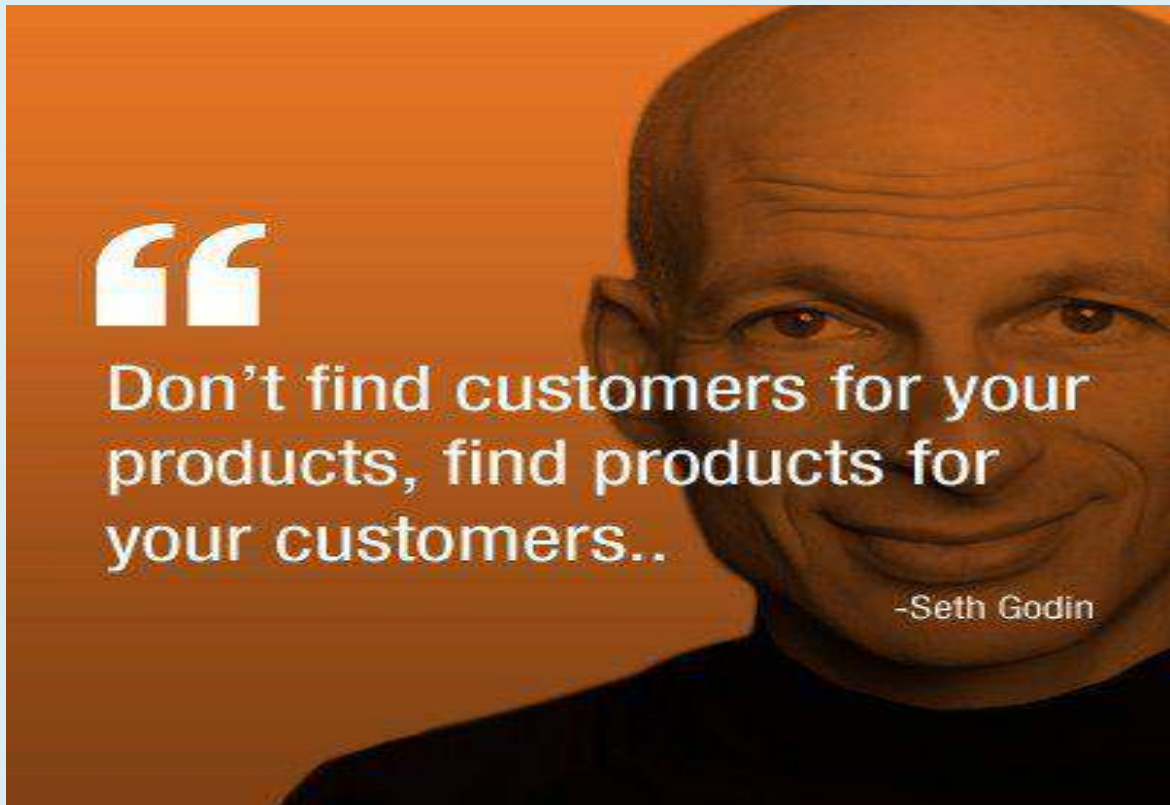
*Phase I: Preparation for the battle*

*Phase II: Selection of ideas and prepare for the battlefield*





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