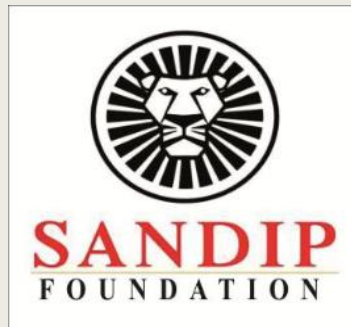


MONTHLY E-BULLETIN

(ONLY FOR PRIVATE CIRCULATION)

FEBRUARY-2022



**Sandip Institute of Technology
& Research Centre, Nashik**

**DEPARTMENT OF
MANAGEMENT STUDIES (MBA)**



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)
PEO 1	To adapt themselves to the changing needs to the management profession by upgrading their skills and knowledge.
PEO 2	To solve real world problems ethically, thereby enhance value to the society.
PEO 3	To establish themselves as successful managers.
PEO 4	To become employment providers.

Program Outcomes (POs)

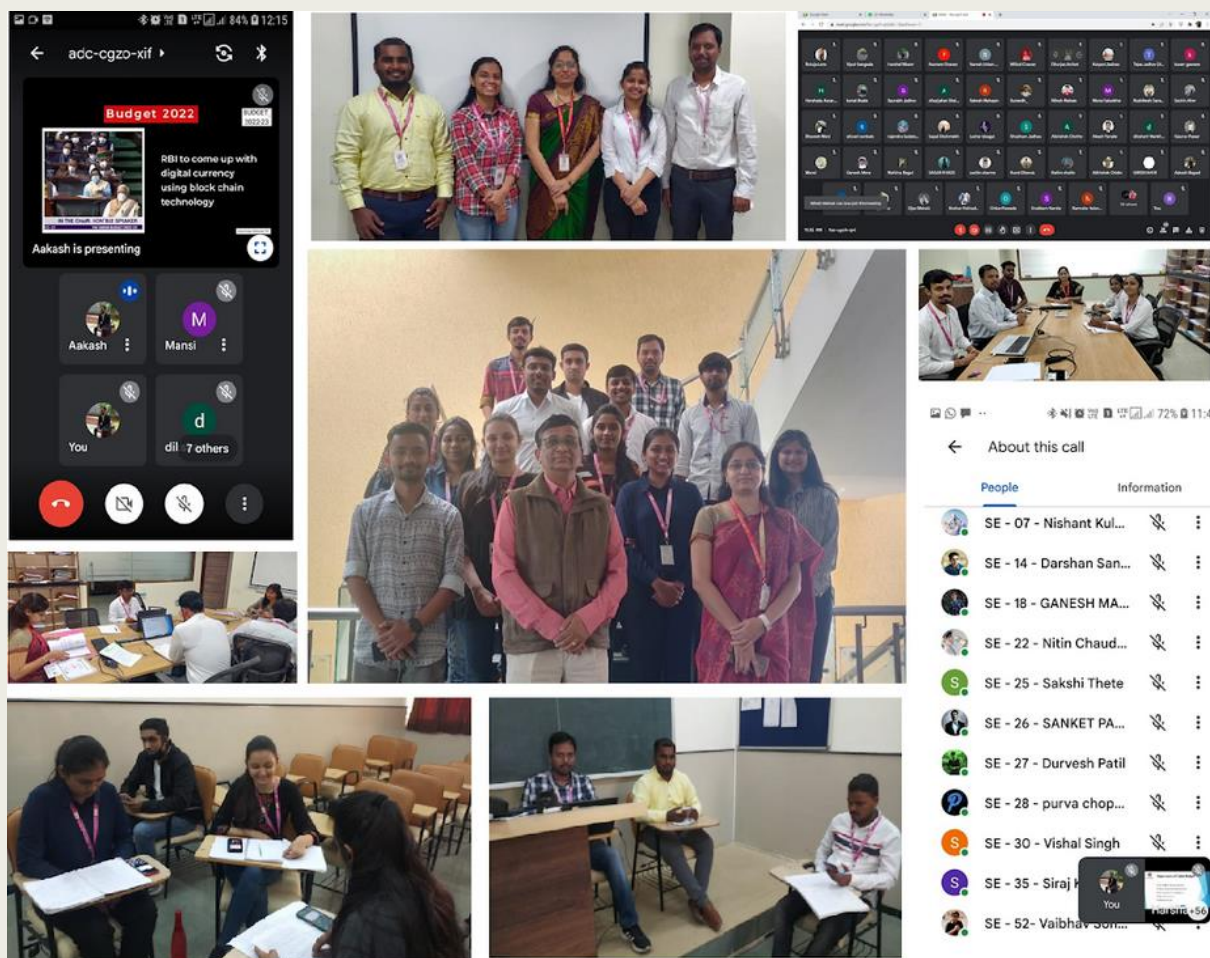
After successful completion of MBA program students will have

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 globalized environment related to business world & society at large.
PO 5	To unite & amalgamate under varied corporate hierarchical setting steer & lead themselves & others to achieve organizational goals.
PO 6	To exhibit & demonstrate high ethical values & act with uprightness in cross-cultural & socio-economic environment.
PO 7	To recognize & grasp entrepreneurial opportunities for developing startups and expanding family businesses.
PO 8	To apply management knowledge & acumen in 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 global perspective and exhibit an appreciation of Cross Cultural aspects of business management.

1. Union Budget Activity 2022

Finance café of Department of Management Studies had organized a week **“Program on Discussion and Highlights of Union Budget 2022”** during 8th Feb., 2022 to 14th Feb., 2022. It was the activity –By the Students – For the Students

Finance café always provides opportunities to students for learning and understanding concepts of financial management in an unconventional way. This activity was an attempt to provide students a platform to learn in depth the concept of union budget and present it. These different sessions discussed on highlights of Union budget starting from the genesis of word budget along with various interesting facts, pre budget economic analysis, sector wise analysis with special sector analysis like mechanical, electrical, Electronics and Telecommunications, Civil and Computers and IT.



2. “Guest Lecture on “Financial Statement Analysis & Equity Research Modelling”

Department of Management Studies had organized an Expert Talk on “Financial Statement Analysis & Equity Research Modelling” for MBA Students on 16th Feb 2022. The Guest speaker for the same was Dr. Prakash Singh, Professor-IIM Lucknow. In his introductory speech the speaker emphasized on the three basic aspects: the income statement, the balance sheet and the cash flow statement. He explained prerequisite of Financial Modelling. The speaker showed us a spread sheet that presented the basic core ideas of accounting. He kept saying that accounting is beautiful because it explains everything. After creating the Profit and Loss, the income statement, build the balance sheet that includes assumptions underpinning forecasts. The last step is the cash flow, if everything works then it balances. Speaker through medium of certain live examples of certain companies such as reliance, zomato etc. he showed students how financial modelling works. He also said that if we look at the major indices of various economies each index comprises of companies from service industries totalling to nearly 80% where 20% are into tangible business. The point which he wanted to make clear was that the traditional valuation methods are becoming redundant and there has to be new valuation model developed in order to value the business because of the increasing technology & the rise of service industries providing intangible services needs to be valued differently. lastly he answered the queries of student related to Financial modelling and given some suggestions.



3. Guest/Expert Talk Lecture on “Financial Planning, Financial Literacy, Asset Allocation”



Department of Management Studies had organized a guest lecture session on “Financial Planning, Financial Literacy, Asset Allocation” for MBA Students on 23rd February 2022. The Guest speaker for the same was Mr Paresh Sheth & Mr Mitez Sheth both of them are Director at CASI, which is a Newyork based firm. The session was arranged to introduce the students to the world of personal finances precisely financial planning & asset allocation. The speaker began with explaining the concept of savings, he pointed out that saving the resources particularly the money is in blood which we have inherited from our ancestors. He then pointed out difference between savings & Investments. Inflation is the main culprit which eats away our savings so in order to beat the inflation and achieve financial freedom one must have a thorough knowledge of Personal Finances and must do Financial planning properly. By and large he said investment can be done in only three things Gold, precious metal and Business. He then introduces students to various financial assets which yield returns to cover the future expenses. As per the speaker asset allocation is also crucial act which everyone must follow and get acquainted with so that in the fluctuating business environment our investment and capital remains protected.

4. Guest/Expert Talk Lecture on “Basics of Group Discussion & Mock Practice”.

Department of Management Studies had organized a guest lecture session on “Basics of Group Discussion & Mock Practice session” for MBA Students on 18th February 2022. The Guest speaker for the same was Mr. Sachin Ahire & Mr. Aniket Jondhale both of them are Founder & Entrepreneur of Toppernicus & Grade E. We all know that recruitment process nowadays is not a cake walk process. It is complex than it used to be in earlier times. Gone are those days, when only basis mark sheets and degree one used to grab a job. Now selection in a company or even in a management college depends on how you perform during your Group Discussion. Following were the take away from the session

Areas of Evaluation in a Selection GD

Though a group discussion, many things for a particular candidate can be assessed, such as his/her mental capacity to think, his creative bent of mind, Analytical abilities, comprehending a subject and then speaking on it, awareness, attitude, and energy levels. Some of them are

1. Understanding of the Subject
2. Assertiveness
3. Team Work
4. Willingness to Take the Initiative
5. Listening Skills
6. Adaptability
7. Leadership Qualities
8. Communication Skills



5. Alumni Talk “How to excel in Sales marketing”

Department of Management Studies had organized an Alumni Talk session on “How to excel in Sales marketing” on 28th February 2022. To give deliver the speech on the said topic we had with us Mr Arulkumar Nadar an alumni of 2016-18 batch who is currently working as a Sales Manager at HDFC Bank and looking after the Nasik Region. He in his session while interacting with the students he talked about how to excel in sales marketing. Initially sales seem to be tough & challenge job but as we progress and gain experience it becomes easier and it bring out best version of oneself. To sum-up he shared the following tips with the students-Ask questions and listen, Showcase your full potential, assume the sale, stand out, Tell your story visually, Overcoming objections in sales, Don't fear giving away too much upfront, Understand what motivates your customers to buy, Push for a decision, Always over-deliver.

When delivering great service to customers, don't think of it as a short- term transaction. Instead, make a long-term investment in your customers, and build up the opportunity for repeat business.

Customers new and old should get the same experience, no matter how big or small your business is. Consistency can be one of the most crucial elements of service for your customers. If you commit to serving your customers and prospects (beyond just selling to them) not only will you realize how to boost sales, obtain repeat business and happier customers; you will also achieve a less erratic sales process



"Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them."



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