



SWAMI VIVEKANANDA UNIVERSITY

Excellence . Innovation . Entrepreneurship

www.swamivivekanandauniversity.ac.in

School of Management



NEWSLETTER

Volume- I, Issue- I, April – June 2022

The LaunchPad

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School of Management:

Over the years, School of Management has emerged as a professional school with focus on business management, hospital management and administration, agri-business, industry-academia interface, sectoral business strategies and such focus is reflected in several major activities under this school: Innovation, Research, Expertise and Entrepreneurship leads to create a knowledge hub of ultimate Business Excellence.

Mission of the School:

To provide quality-based management education to built business leaders with competitive global environment and conducting technology based innovative research for imparting Knowledge in different areas of management and promote young mind for entrepreneurship development for the betterment of the society.

Vision of the School:

To attain global presence by implementing leadership, innovative ideas, and responsible corporate leaders through flexible, skill based allied management education driven by high impact research areas.

Placement Programme:

At our University, placement of our students is one of the topmost priority. To fulfill our objective Campus Placement Drive, 2022 had been organized to ensure recruitment of our students. Several organizations have been invited for the ongoing placement programs



MSME Visit:

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country.

Dissertation Exams:

On 27th June, 2022, the dissertation exam of our final year Masters students were also held. Students gave outstanding presentation on their dissertation project based on a wide range of topics.





Special screening of two critically acclaimed bengali films- Aparajito and Habji Gabji:

Special screening of two critically acclaimed bengali films- Aparajito and Habji Gabji was organized by the Cine club, Department of Journalism and Mass Communication, Swami Vivekananda University for both students and faculties of the University.



Farewell Party:

A farewell party was organized for the MBA, MBA- Agri Business Management and MHA final year batch on the last day of their term end examination. A small fest was arranged for our beloved students and a memento was given to them as a small token of appreciation from the University. We wish for a bright future for each and every students.

Faculty Development Program on Data Analysis for Research in Management Science

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5 Days
Faculty Development Program On
DATA ANALYSIS FOR RESEARCH IN MANAGEMENT SCIENCE

ORGANIZED BY
SCHOOL OF MANAGEMENT
IN COLLABORATION WITH
INSTITUTE INNOVATION COUNCIL (IIC)

OBJECTIVES

Since last few decades, the importance of data analysis and interpretation has increased manifold in academic and practitioner domains. However, there exist a number of issues that inhibits the application of research methods and techniques ranging from problem identification to the type of research techniques required to analyze the data and the interpretation of the results so achieved. Therefore, the prime objective of this programme is to tackle these issues by equipping the programme participants with the requisite knowledge for identifying the right research problem, selection of adequate data analysis techniques, application of those research techniques, and interpretation of results.

TOPICS TO BE COVERED

Introduction to Primary and Secondary Data
Introduction to Statistical Methods for Research
Questionnaire Design and Data Entry
Introduction to SPSS&Stata for Data Analysis
Advanced Data Analysis using Python
Role of Analytics in Social Science Research

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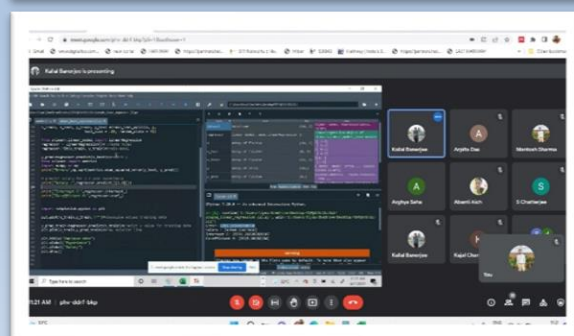
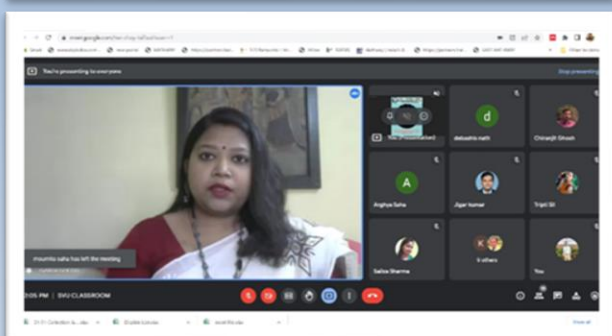
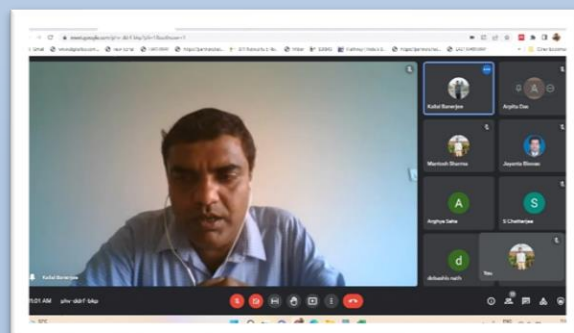
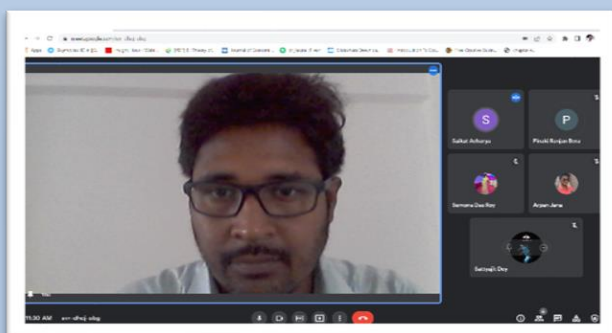
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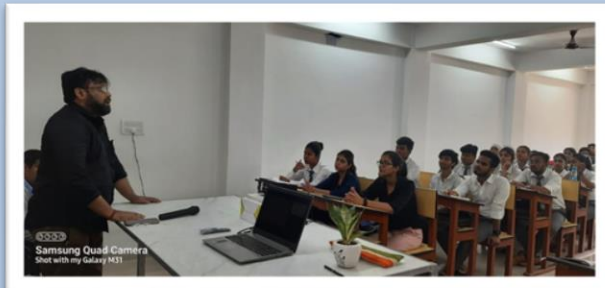
Management Science is very much crucial in management decision making. The primary purpose of decision-making is for effective and efficient utilization of scarce or the limited resources for which there are both private and public sectors of that economy. Data analysis tools are essential for providing in-depth approach in the case of recording, presenting findings, analysing or separating the data in the case of research in management science. Those tools are utilised for predicting the trends and behaviour of consumers or users. It helps in interpreting and delivering data in a meaningful way as the result of the research.



Three Days Entrepreneurship Awareness Campaign



The entrepreneurs play pivotal role in the economic development of any country. They make use of the factors of production to the fullest advantage of the society, generate employment, create innovation, improve standard of living, develop backward areas, etc. which lead to higher economic growth. In the context of slowing job creation, it is imperative that new businesses are created so that they can absorb the unemployed and the new entrants in the job market. A careful mapping of the aspirations of the individuals and the opportunities existing in the markets coupled with an entrepreneurship enabling ecosystem can help promote entrepreneurship among the aspirants.



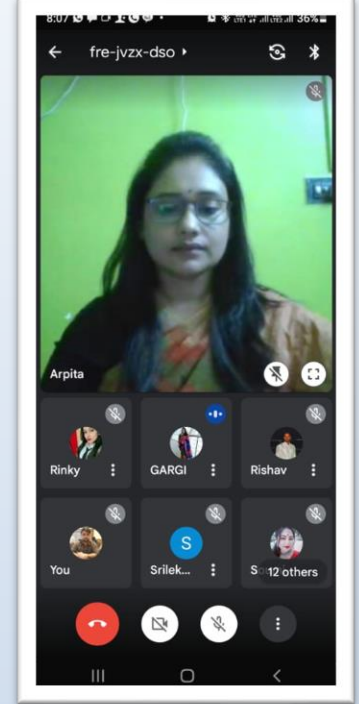
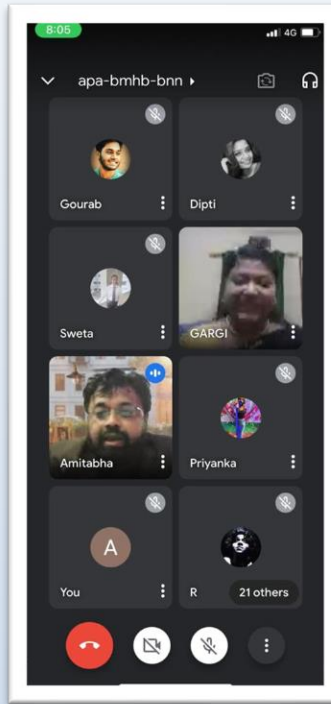


In view of the above, development of Entrepreneurship Awareness, Entrepreneurship Orientation and Entrepreneurship Development Programmes have been envisaged for fostering entrepreneurship among the people through systematic training and mentorship. This will lead to enterprise creation and employment generation in the country. The Programme aims at imparting to the learners a thorough insight into the various aspects of enterprise creation, technical knowhow, credit sources, and marketing of products and changing trends of market in global scenario.

Objectives: The overall objective of the programme is to promote Entrepreneurship among the target group. The programme will enhance the employability of the Participants, so that they will be able to go for self-employment. The Institute will also support the potential entrepreneur for selecting and germinating potential enterprises by providing them all sorts of basic training, appropriate technology, finance tie-up and marketing linkages.

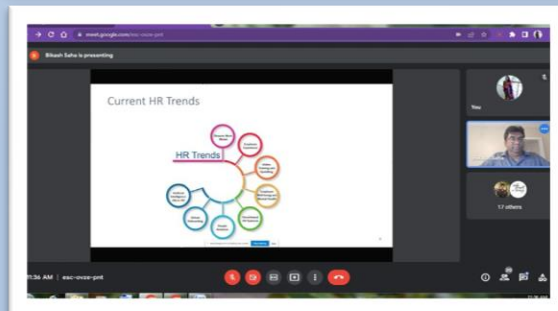
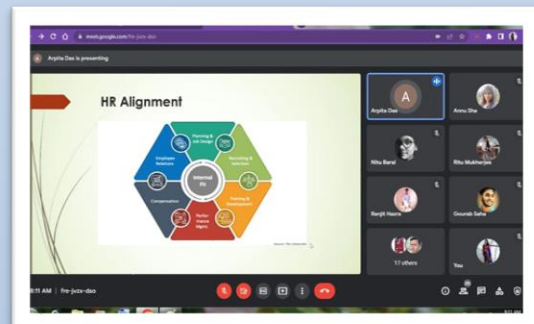
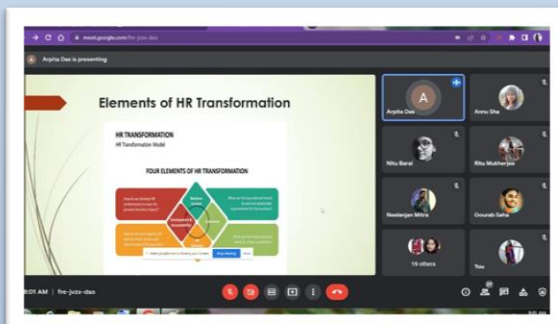


Three Days Workshop on Human Resource Transformation: The New Era of Work



HR transformation is a redesign of the HR function involving dramatic as opposed to incremental improvement. At its core, HR transformation is about creating an HR function that reflects and supports the broader organization and its strategic objectives. As organizations embark on major change initiatives, HR transformations tend to follow.

In recent years, HR transformations have been following or aligning with organizational digital transformations. Like organizational digital transformations, HR transformations have aimed to strategically integrate multiple technologies by:



Four Components of HR Transformation Today

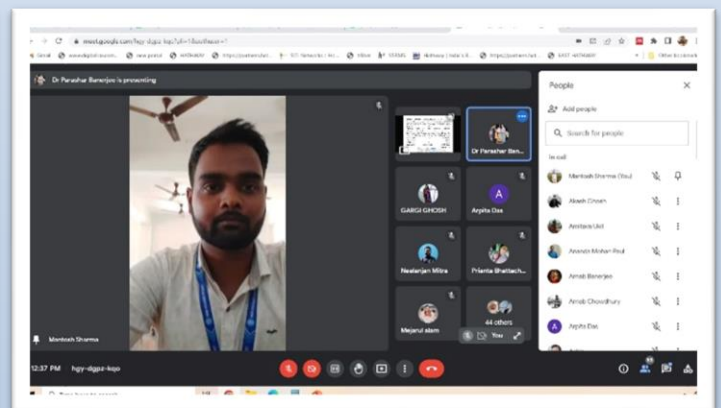
1. Digitizing data and information,
2. Automating processes,
3. Applying analytics, and
4. Enabling digital interactions and communications.

HR transformations require significant investment of money and time. They involve changing not just how HR operates, but also how employees, managers, and leaders do their jobs and access HR services. Therefore, the success of HR transformations hinges on thoughtfully managing the change from the outset.

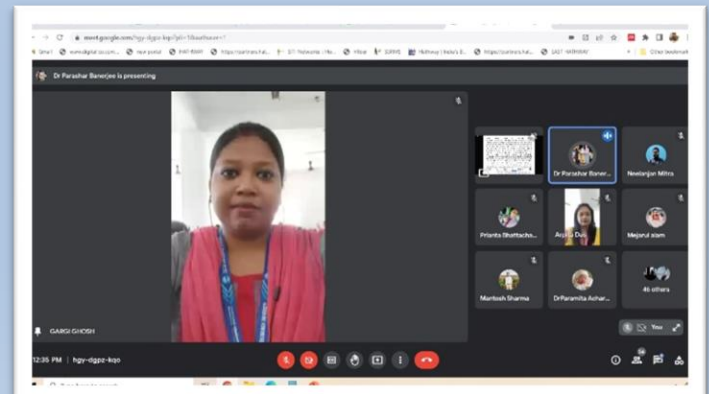
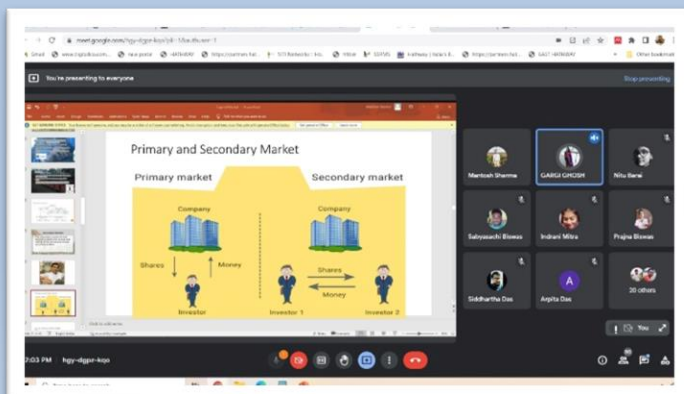
One day Webinar on Financial Markets: An Overview and Recent Development



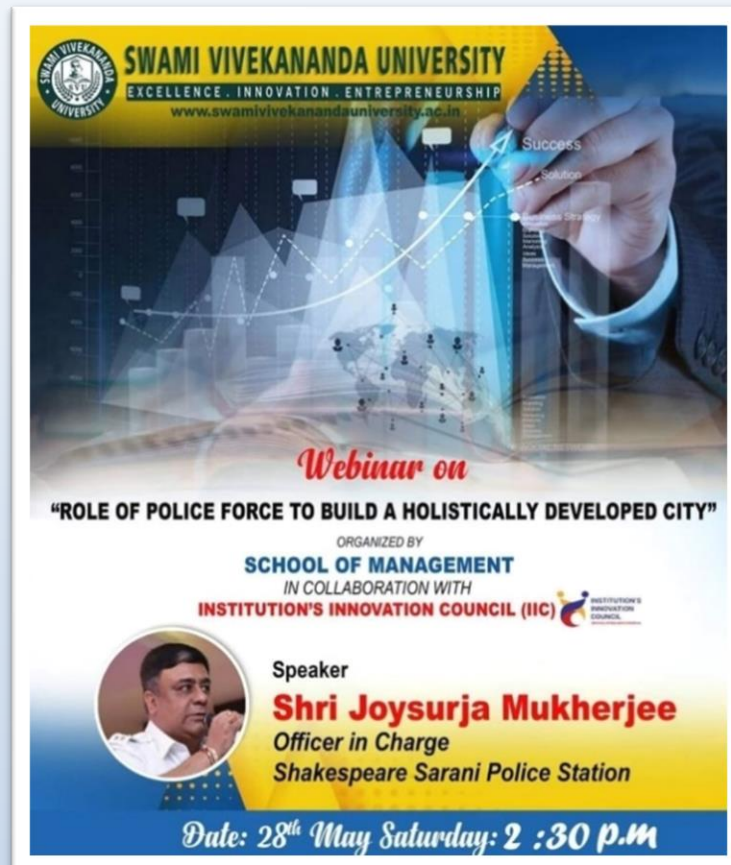
Financial markets, from the name itself, are a type of marketplace that provides an avenue for the sale and purchase of assets such as bonds, stocks, foreign exchange, and derivatives. Often, they are called by different names, including “Wall Street” and “capital market,” but all of them still mean one and the same thing. Simply put, businesses and investors can go to financial markets to raise money to grow their business and to make more money, respectively. To state it more clearly, let us imagine a bank where an individual maintains a savings account. The bank can use their money and the money of other depositors to loan to other individuals and organizations and charge an interest fee. The depositors themselves also earn and see their money grow through the interest that is paid to it. Therefore, the bank serves as a financial market that benefits both the depositors and the debtors.



These markets are classified into different kinds based on varied parameters. However, the major classifications are based on the nature of the claim, claim maturity, delivery time, and organizational structure. For example, based on the nature and type of claim, a financial market is classified as a debt or equity market. While the former is where the exchange of bonds and debentures occurs between investors, the latter is where investors deal with equities.



Webinar on “Role of Police force to build a Holistically Developed City”



Police are one of the most ubiquitous organisations of the society. The policemen, therefore, happen to be the most visible representatives of the government. In an hour of need, danger, crisis and difficulty, when a citizen does not know, what to do and whom to approach, the police station and a policeman happen to be the most appropriate and approachable unit and person for him. The police are expected to be the most accessible, interactive and dynamic organisation of any society. Their roles, functions and duties in the society are natural to be varied, and multifarious on the one hand; and complicated, knotty and complex on the other. Broadly speaking the twin roles, which the police are expected to play in a society are maintenance of law and maintenance of order.

However, the ramifications of these two duties are numerous, which result in making a large inventory of duties, functions, powers, roles and responsibilities of the police organisation.

