

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.

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Purpose of the MoU:

1. Joint teaching and research projects.
2. Collaboration in the area of academic publications, research activities, field trips etc.
3. Visit, training and exchange of faculty, staff and students
4. Joint educational/vocational courses.
5. Joint consultancy, PhD. supervision, scientific publications.
6. Co-hosting and participation in conferences, seminars, symposiums and workshops.
7. Social and cultural programs
8. Any other activity that is mutually agreed upon and is beneficial to both.

STUDENT SPEAKS



I **Subhra Biswas** of BHM 3rd semester feel blessed to be the part of this University I am very grateful to my Professors and the University for providing me an internship at APOLLO Gleneagles Hospital. On the first day of my training, I was allotted to IPS (INTERNATONAL PATIENT SERVICE OFFICE) by the "HR DEPARTMENT". I have learned many things from this internship, such as how to handle different responsibilities, Patient Registration, OP Billing, and FRRO Registration. I feel privileged enough to have an experience on how to deal with patients coming from various countries. And lastly, I am thankful to Apollo Gleneagles Hospital for helping me to improve my social skills, like:

- Patient dealing.
- Communication.
- Intelligence.
- Discipline.



ACHIEVEMENTS



It's been an absolute pleasure for all of us as a new feather has been added to our University's crown. We feel privileged enough to be the part of this memorable event that has been organised by Swami Vivekananda University. Memorandum of Understanding (MoU) signed between Swami Vivekananda University, Barrackpore and The Assam Kaziranga University, Jorhat Assam towards establishment of Academic outreach, Student Exchange and collaborative teaching learning system. Mr. Neelanjan Mitra, Assistant Professor and Joint Program Coordinator, School of Management represents the Swami Vivekananda University at the MoU signing ceremony at Kaziranga University campus, Assam.

The Assam Kaziranga University well known as KU is one of the largest private universities in North-East India founded in 2012. The Assam Kaziranga University has been established under the Assam Private University Act No. XII of 2007, approved by the AICTE and recognized by University Grants Commission (UGC) under Section 22 of the UGC Act, 1956. The University is promoted by the Trust under the banner of The North Eastern Knowledge Foundation (NEKF) and founded in the year 2012 by the Khetan Industrial Group having its campus at Koraikhowa, NH-37, Jorhat 785006, Jorhat, Assam.

INSIGHT OUT



IMPORTANCE OF BUSINESS ANALYTICS IN MODERN MANAGEMENT EDUCATION

Prof. (Dr.) Kallal Banerjee

Professor & Director
School of Management

Business Analytics is defined as a methodology or tool for decision making process based on past or present business data using modern business intelligence-based technologies. It is used to build up sophisticated business models through extensive use of data, statistical & quantitative analysis, explanatory, predictive models, and fact-based management decisions and actions for driving future growth with socio economic challenges. Using different analytical processes namely data mining, sequence identification, text mining, business forecasting, predictive analysis, data visualization and optimization etc. business leaders improve their decision-making processes. In the 21st century, different sectors and industries, irrespective of their size, are trying to leverage analytical tools to make a data-driven decision, ultimately increasing business efficiency and revenue.



SIGNIFICANCE OF ENTREPRENEURSHIP IN INDIA

Mrs. Gargi Ghosh

Assistance Professor
School of Management

Entrepreneurship is a watershed moment on the path to economic advancement, contributing significantly to the quality and future prospects of an industry, economy, or even a country. Entrepreneurship is defined by the National Knowledge Commission as an individual or a group of people who use their professional knowledge, skills, and competencies, as well as the monetization of a new idea, to pursue growth while generating wealth, employment, and social good by starting a new business or diversifying an existing one. Entrepreneurship is increasingly recognized as an important dynamic element in many disciplines concerned with improving the quality of human life. Increased entrepreneurship has a favourable impact on the economy. With the shutting down of different sectors and advancement of technology, encouraging schemes by the government and women entrepreneur give rise to entrepreneurship all around the world. Government of India launched Start-up India campaign to encourage entrepreneurship in India's young generation who despite being skilled and able to launch their own ventures become dependent upon various types of jobs and remain under employed. Ministry of HRD, Department of Science and Technology have partnered in an initiative to set up 75 Start-up support hubs in the NITs, IITs, IISERs and NIPERs. The Reserve Bank of India has assured to take steps to help improve the 'ease of doing businesses' in the country and contribute to an ecosystem that is conducive for the growth of start-up businesses.