



# SWAMI VIVEKANANDA UNIVERSITY



Excellence . Innovation . Entrepreneurship

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## School of Management

### NEWSLETTER

Volume- I, Issue- III, August, 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:

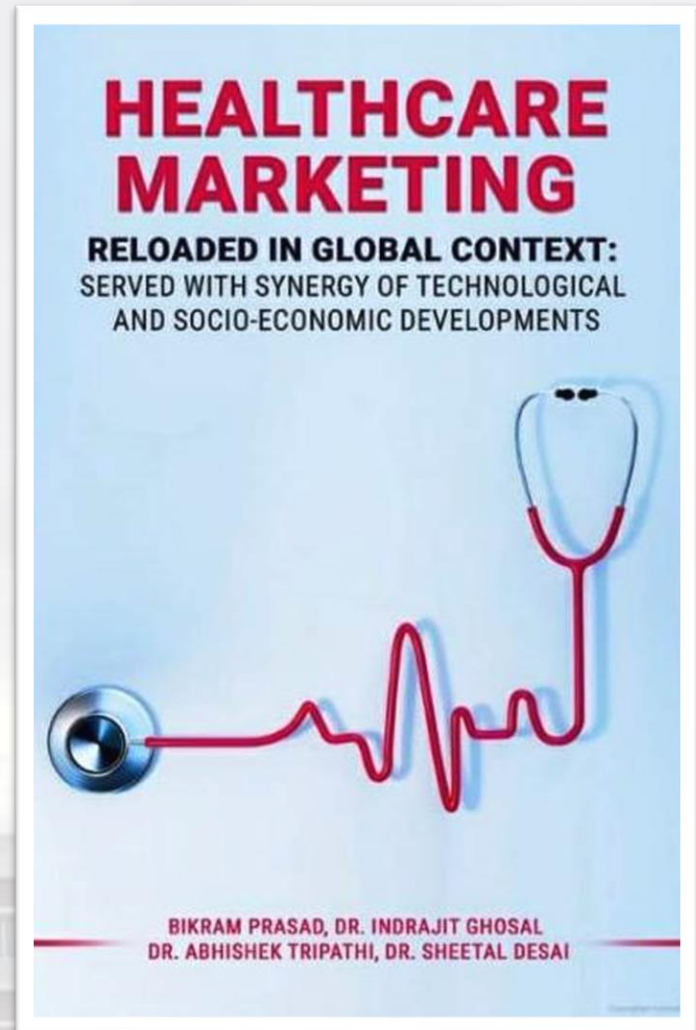
To attain global presence by implementing leadership, innovative ideas, and responsible corporate leaders through flexible, skill based allied management education driven by high impact research areas.

# ACHIEVEMENTS

## Book Publication



**Bikram Prasad**, Assistant Professor School of Management, SVU, authored this Wonderful book, along with other co-authors after doing detailed research on the field of healthcare Marketing. The content and case studies that accompany each chapter provide unique perspectives on the healthcare industry and the core competencies required of today's healthcare managers: leadership, critical thinking, strategic planning, finance and accounting, human resource management, ethical and legal concerns, and information and technology management.



Indian healthcare market is gearing to reach \$372 billion by 2022. Increasing income, health knowledge, lifestyle diseases, and insurance access feed it. The Indian healthcare sector employs 4.7 million people in 2021, making it a major employer. Given this massive expansion and the above causes, healthcare management is becoming more crucial. Increasing undergraduate and graduate programmes in healthcare administration, health service administration, and health planning and policy are fueling this growth. The job definition of a healthcare manager is shifting to adapt to hyper-turbulence. Healthcare managers will be expected to improve facility efficiencies and care quality, manage, direct, and coordinate health services in a variety of settings, from long-term care facilities to hospitals to medical group practices, and minimize costs and maximize efficiencies while ensuring the best possible service providers.

# Patent Publication



**Dr. Anirban Hazra**, Assistant Professor and R&D Coordinator, School of Management, SVU, filed up a patent along with his associates which has been published at The **Patent Office Journal**. The economic performance criterion apparently dominates the application to any business organization. Depending on the size of the organization and the size of its operations, the organizational structure of financial management can vary considerably. For a large company, such service should be isolated on an organizational basis. We provide an investment generation process for optimizing returns on investment for small and medium cap. Companies. Since no organizational structure can be created in a one-time and unchanging form, its creation and upgrade process will take time.

## Impact on investment pattern with special reference to small and medium capitalization companies.

The investment is a general economic type performs many functions. These functions play an important role in terms of the company's performance. Among them, in fact, the essence of finance emerges as one of the most important components of the organizational structure and the process of regulating one level or another socio-economic system. For the company, the key is: investment-distribution, fund-raising, income-distribution, supply and control. The investment and distribution function of the fund is characteristic of public funds; however, it takes place in the use of the economic system. The distribution of financial resources within the material and organization was contributing to their most efficient utilization. The distribution of organizational resources (types of operations) between sectors is expressed in the framework of investment policy. The main criterion in this case is, as a rule, the projected return on investment. The distribution function manifests itself in the desire to improve the active side of the balance. An example of such an optimization is the solution to the problem of money that a company must have for normal operation.

(54) Title of the invention : Impact on investment pattern with special reference to small and medium capitalization companies

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Controller General of Patents, Designs & Trade Marks  
 सार्वभौम जयते  
 G.A.R.6  
 (See Rule 22(1))  
 RECEIPT

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 F-440, Delta-1, Greater Noida

Date/Time 2022/06/10 19:14:41  
 Userid: rsaurabh26

Intellectual Property India  
 PATENTS | DESIGNS | TRADE MARKS  
 GEOGRAPHICAL INDICATIONS

CBR Detail:

| Sl. No. | Ref. No./Application No. | App. Number             | Amount Paid | C.B.R. No. | Form Name | Remarks                                                                                              |
|---------|--------------------------|-------------------------|-------------|------------|-----------|------------------------------------------------------------------------------------------------------|
| 1       | 202241033431             | TEMP/E-1/37509/2022-CHE | 1600        | 23295      | FORM 1    | Dye molecules changed the shape, color, texture, and electrical charge of sulphamic acid crystals as |
| 2       | 202241033429             | TEMP/E-1/37529/2022-CHE | 1600        | 23295      | FORM 1    | Polymer Composites Microstructure and Associated Physical Characteristics                            |
| 3       | 202241033426             | TEMP/E-1/37307/2022-CHE | 1600        | 23295      | FORM 1    | Efficient handling of M-health data using artificial intelligence and big data                       |
| 4       | 202241033427             | TEMP/E-1/37315/2022-CHE | 1600        | 23295      | FORM 1    | Impact of employee performance and sales under bank sectors in India                                 |
| 5       | 202241033428             | TEMP/E-1/37330/2022-CHE | 1600        | 23295      | FORM 1    | The functional based big data security system in complex e-commerce                                  |

# EVENTS

## Panel Discussion on "Employment and Employability of Management Students"

The School of Management, Swami Vivekananda University has organized a one-day Panel Discussion on "Employment and Employability of Management Students" dated August 6th, 2022, from 11am - 1 pm.



### Keynote Speakers of the programme:

**Mr. Dhrubajyoti Majumder**, Designation: Regional HR Manager East, Organization: L&T construction ltd. **Mr. Suman Sen**, Designation: Managing Director, Organization: Wizsprint Consultants. **Mr. Devanjan Sarkar**, Designation: Regional Trainer, Organization: Reliance Retail Limited (Netmeds Pharma)

### Moderator of the Session:

**Prof. Amitabha Gupta**, Head of The Department, Department of Business Administration, Swami Vivekananda Institute of Science and Technology.



Employability is recent biggest concern reported by industry to B-schools in India. Industry expects, appropriate soft skills, technical skills, and practical orientation from all the management students. Most of the time through the campus drive they do not find the talent pool which they are looking for. Most of the industry expert express their disappointment from the talent pool which are appearing for the interview. Experts have opined that the impact of demonetisation on the employment market could

become even more severe if cash supply in the system remains inadequate. The intensity of the impact depends on how fast the economy recovers, how fast money gets re-injected into the economy and when the imposed restrictions on cash withdrawals gets lifted. However, having said that, the employment scenario, no matter how bleak it may seem to be now, will definitely improve down the line. Every management graduate aims to get a job which will pay him or her good salary.

# On campus Interview: Flipkart Internship Opportunity with stipend



**Flipkart** is an Indian [e-commerce](#) company, headquartered in [Bangalore](#), and incorporated in [Singapore](#) as a [private limited company](#). The company initially focused on online book sales before expanding into other product categories such as [consumer electronics](#), fashion, home essentials, groceries, and lifestyle products. We are happy to announce that Flipkart has offered stipend internship for selected students of final semester of our university.



**Flipkart** visit was just what we needed. Thank you sincerely for your kind visit. It meant a lot to us that you took the time to come by with all your assistance, planning our Campus interviews at Swami Vivekananda University. Your expertise in handling the logistics, the meeting arrangements, the multimedia presentations, coordinating travel, and in organizing the event were greatly appreciated. I really appreciate your help and I am sure we will be contacting you for your assistance with our next event.



## Poster Presentation by Students

We are happy to share that On the occasion of World Lungs Cancer day on 1st of August, our students from Bachelor of Public Health Administration took an wonderful initiative by preparing poster presentation.



Lung cancer- lung cancer is a cancer that forms in tissues of the lung, usually in the cells that line the air passages. It is the leading cause of cancer death in both men and women. There are two main types: 1) small cell lung cancer 2) non-small cell lung cancer. Cause: the majority of lung cancer cases can be tracked to cigarette smoking. Specially, the DNA changes that lead to the development of lung cancer occur after harmful chemicals such as those contained in tobacco smoke are breathed in.