



SWAMI VIVEKANANDA UNIVERSITY

Excellence . Innovation . Entrepreneurship

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School of Management



NEWSLETTER

Volume- II, Issue- V, April, 2024

The LaunchPad

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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.

An MOU between Swami Vivekananda University & Peerless Hospital

An MOU had been signed between Swami Vivekananda University & Peerless Hospital, guided by Mr. Soumen Nath, HOD, Department of Hospital Management with a presence of respected authorities of Peerless Hospital on 2nd April, 2024. It marks a significant step towards enhancing healthcare education and research. This partnership aims to bridge the gap between academic knowledge and practical healthcare applications, providing students with hands-on clinical experience and access to advanced medical technologies. The collaboration will facilitate joint research initiatives, fostering innovation in medical practices and healthcare delivery. Additionally, it will offer students internship opportunities, professional training, and potential job placements, thereby enhancing their employability and readiness for real-world challenges. Faculty members will benefit from collaborative research projects and continuous professional development programs. The MOU underscores a commitment to excellence in healthcare education and aims to produce well-rounded, skilled healthcare professionals. This synergy between a leading hospital and an academic institution is expected to contribute significantly to the advancement of medical science and the overall improvement of community health services.



YUVAMANTHAN

The YUVAMANTHAN event focusing on Environmental Sustainability was successfully organized at Swami Vivekananda University on April 5, 2024. A team of 40 enthusiastic participants collaborated to ensure the event's success.

Date: 5th April, 2024.

Event theme: Environmental Sustainability

1. AIPPM (All India Political Party Meet)- Environmental protection act, National career service
2. ECOSOC (Economic and Social Council) Waste disposal area around Dumdum
3. UNEP (United Nations Environment Programme)- Economical & Social changes in India

Participants and Groups:

A total of 15 Master of Hospital Administration (MHA) students were actively participated in the event:

Secretariat Group (Organizers): Sampa Sarkar, Madhusmita Pati, Soham Nath

Jury Group (Judges): Sonali Panja, Rinku Das, Sneha Ghosh, Prianta Bhattachariya, Bidisha Pal

Press Group (Media Team): Ruksar Bano

Delegates Group (Participants): Saheli Karmakar, Sampurna Kundu, Bikram Mondal, Ajimul SK, Sneha Samanta, Lakme Barman





Swami Vivekanand University North 24 Parganas, West Bengal

Theme: Lifestyle for Environment

05 April 2024

Barrackpore, West Bengal, India
Vivekananda Rd, Malir Math, Barrackpore, Bara Kanthalia, West Bengal 7001
Lat 22.759097°
Long 88.397118°
05/04/24 12:17 PM GMT +05:30



Interactive sessions on Law with Dr. Champak Bhattacharyya

Some special classes on law presided by Dr. Champak Bhattacharyya, an alumnus of the Presidency College, Calcutta. Formerly Joint Commissioner of Police Kolkata and Director, Kolkata Police Law Institute. Those special classes provided students with a comprehensive understanding of contemporary legal issues and practical applications of legal principles. By interacting with legal professionals and experts, students gained insights into the complexities of various legal systems and current legislative trends. The class emphasized critical thinking, analytical skills, and ethical considerations, which are crucial for aspiring legal professionals. Real-world case studies and interactive discussions enhanced students' ability to apply theoretical knowledge to practical scenarios, improving their problem-solving skills. Additionally, students explored diverse career paths in law, from corporate law to human rights advocacy, gaining clarity on their professional aspirations. The class also facilitated networking opportunities, connecting students with experienced practitioners for potential mentorship and internships. Overall, the special class enriched students' legal education, preparing them for advanced studies and successful careers in the legal field.



Language Training by British Council for UG & PG students

special class on language training by British Council had been conducted for a duration of 6 weeks, ended on 10th April, 2024. Students of BBA, BHM & MBA had actively attended those classes. The British Council's language training program for undergraduate and postgraduate students was designed to enhance linguistic proficiency and cultural competence, crucial for academic and professional success in a globalized world. The program offers comprehensive courses in English, tailored to different proficiency levels, ensuring that students develop strong communication skills, both written and oral.

For undergraduate students, the focus was on building a solid foundation in grammar, vocabulary, and conversational skills, enabling them to excel in academic settings and social interactions. The training includes interactive sessions, group activities, and real-life scenarios to boost confidence and fluency.

Postgraduate students benefit from advanced training modules that emphasize academic writing, research communication, and presentation skills. These modules were particularly beneficial for those pursuing higher studies or professional careers where effective communication is key. The program also covers specialized language skills tailored to various fields such as business, science, and technology, helping students articulate complex ideas clearly and persuasively.

Additionally, the British Council's training fosters cross-cultural understanding, preparing students to engage in diverse, international environments. Through experienced instructors, state-of-the-art resources, and a supportive learning environment, the program equips students with the linguistic tools needed to thrive in their academic pursuits and future careers.



Board of Studies Meeting of The School of Management

Prof. (Dr.) Kallal Banerjee, Director, School of Management, preside over the meeting and hold the chair. To start with, Mr. Soumen Nath, convener welcomed the presented members and officially commended the meeting for agenda wise discussion.

Agenda of BOS meeting:

1. Finalization of Paper Setter, Internal Moderator and External Moderators of question papers for Term End Even Semester Examination, 2024.
2. Finalization of Examiners and Scrutinizers name of question papers for Term End Even Semester Examination, 2024.
3. Miscellaneous

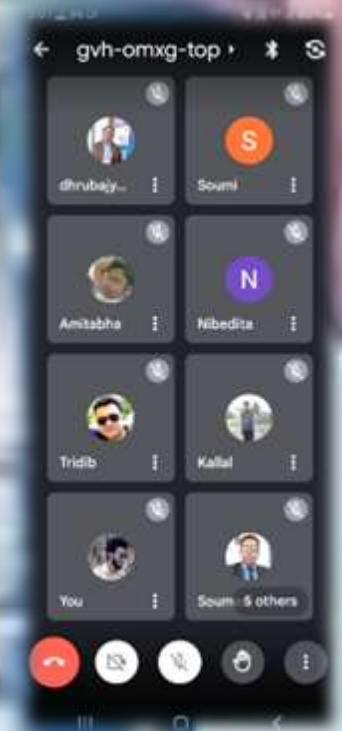
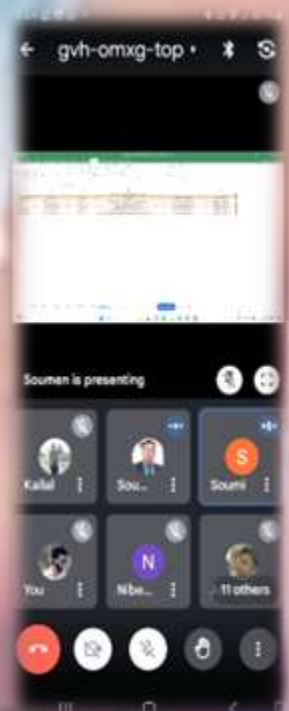
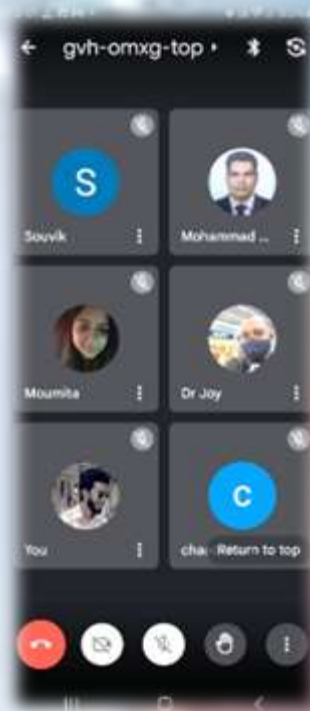
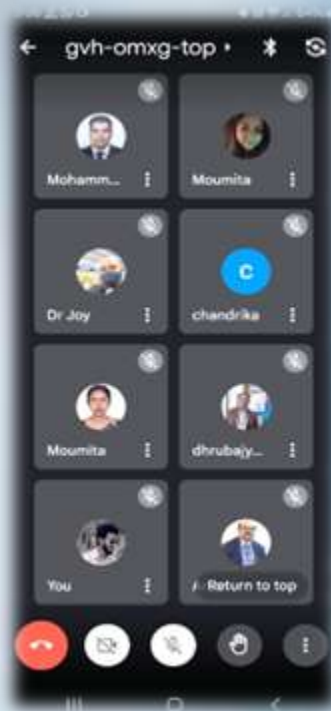
Meeting Date: 26.04.2024

Meeting Time: 03.00 P.M

62 Departmental Subjects- moderated by 16 renowned experts

15 Non departmental Subjects- moderated by 4 renowned experts





Students' Corner



I'm Rimu Dutta, currently pursuing a Master's in Business Administration at Swami Vivekananda University. Alongside my studies, I am interning at Bista Technologies, where I am gaining valuable experience in the recruitment process, an essential part of Human Resource Management. I am thoroughly enjoying my time at the company and am grateful to my university for facilitating this wonderful internship opportunity.



I'm Priti Paul, currently pursuing a Master's in Business Administration at Swami Vivekananda University. As part of my studies, I am interning at Bista Technologies, where I manage the recruitment process. The team at Bista Technologies has been incredibly supportive, helping me navigate any challenges I encounter. I am deeply thankful to Swami Vivekananda University for providing me with this invaluable opportunity.