



SWAMI VIVEKANANDA UNIVERSITY



Excellence . Innovation . Entrepreneurship
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School of Management

NEWSLETTER

Volume- II, Issue- IX, August, 2024

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.



Two days International Conference on 'Vision Zero – India and Malaysia', organized by Bharat Chamber of Commerce.

The Bharat Chamber of Commerce (BCC) hosted a two-day international conference on "Vision Zero - India and Malaysia," focusing on enhancing occupational safety and health (OSH) standards. Our postgraduate students actively participated in this conference, which aimed to promote a culture of prevention, safety, and well-being in the workplace.

Overview:

The conference brought together Indian and Malaysian experts, policymakers, and industry leaders to share best practices and discuss strategies for achieving zero workplace accidents. The Vision Zero initiative emphasizes that all workplace accidents, diseases, and harm are preventable through proactive measures, proper training, and adherence to safety protocols.

Outcomes and Recommendations: The conference concluded with several key recommendations for improving workplace safety:

- Encouraging companies to adopt Vision Zero principles and integrate them into their operations.
- Strengthening OSH regulations and ensuring their effective implementation.
- Enhancing training programs for workers to raise awareness about safety practices.
- Fostering international collaboration to share resources and expertise.





MoU signed between Victoria Institution (College) and Swami Vivekananda University

On August 7, 2024, a significant Memorandum of Understanding (MoU) was signed between Victoria Institution (College) and Swami Vivekananda University, marking the beginning of a collaborative relationship aimed at enhancing educational and research opportunities for students and faculty from both institutions.

Purpose and Objectives:

The MoU outlines a comprehensive framework for cooperation between Victoria Institution (College) and Swami Vivekananda University. The key objectives of this partnership include:

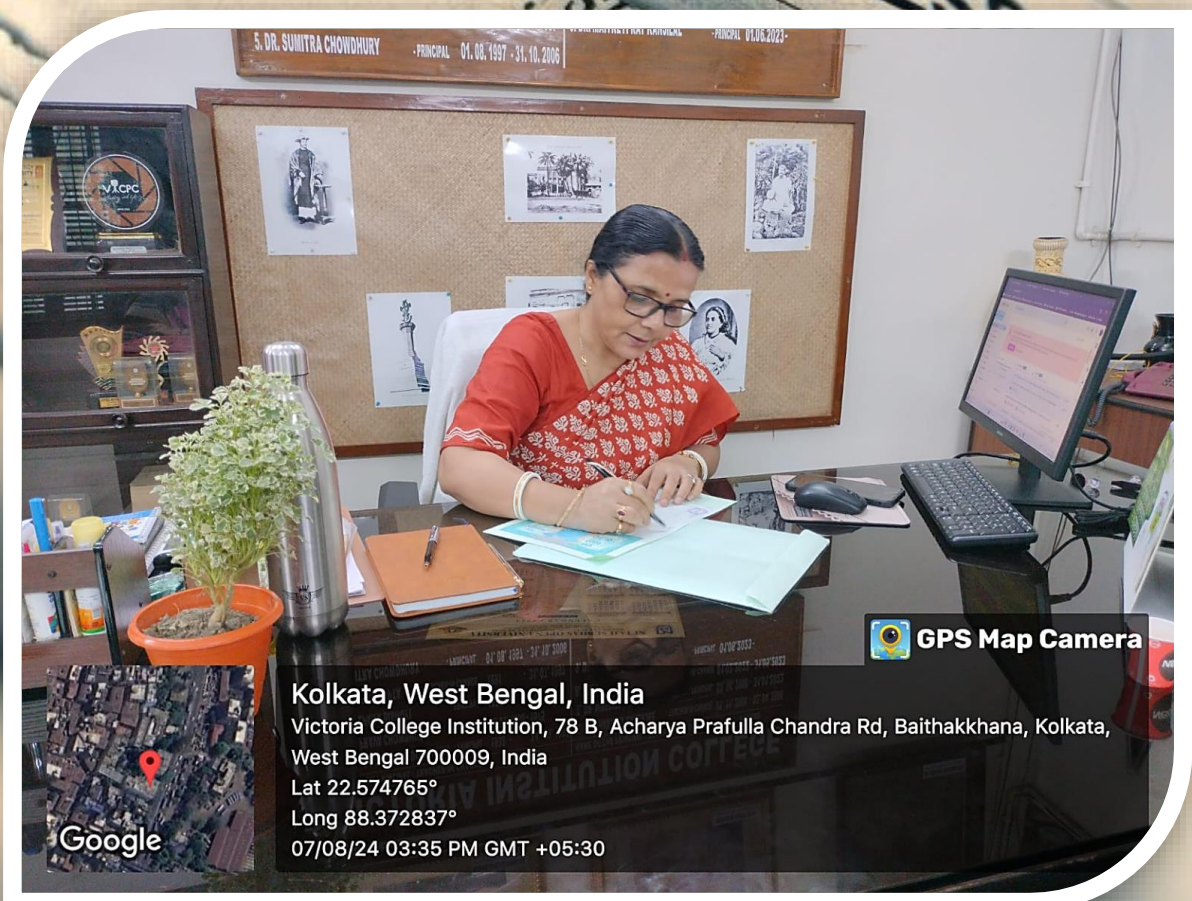
Academic Collaboration: The agreement seeks to promote joint academic programs, including undergraduate and postgraduate courses, as well as diploma and certification programs. This collaboration will enable students from both institutions to benefit from a wider range of educational resources and expertise.

Research and Development: A central focus of the MoU is the promotion of joint research initiatives. Faculty and students from both institutions will work together on research projects, fostering innovation and contributing to the academic community's knowledge base. This partnership aims to encourage interdisciplinary research that addresses contemporary challenges.

Exchange Programs: The MoU also facilitates student and faculty exchange programs, allowing participants to experience different academic environments, share knowledge, and gain new perspectives. These exchanges are expected to enrich the educational experience and broaden the horizons of those involved.

Workshops and Seminars: Both institutions will collaborate in organizing workshops, seminars, and conferences on topics of mutual interest. These events will serve as platforms for sharing expertise, discussing emerging trends, and exploring new ideas in various fields of study.

Capacity Building: The MoU aims to enhance the skills and capacities of students and faculty through specialized training programs. These initiatives will focus on developing the technical, managerial, and soft skills needed to excel in a rapidly changing global environment.



Placement Drive of Agumentik and Nexa

On August 13, 2024, a successful placement drive was organized by Agumentik and Nexa, two leading companies in the technology and automotive sectors, respectively. The event provided a significant opportunity for students and recent graduates to secure employment in highly sought-after fields, bridging the gap between academia and industry.

Overview of the Placement Drive:

The placement drive was held at a prominent educational institution and attracted a large number of candidates, eager to showcase their skills and embark on their professional journeys. The event was meticulously planned and executed, ensuring a smooth and efficient process for both the companies and the participants.

Participating Companies:

Agumentik: A prominent player in the technology sector, Agumentik specializes in software development, IT services, and digital solutions. The company is known for its innovative approach to technology and its commitment to nurturing talent. Agumentik was on the lookout for candidates with strong technical skills, creativity, and the ability to adapt to the fast-paced tech environment.

Nexa: A leader in the automotive industry, Nexa is synonymous with luxury and innovation. The company was searching for individuals who not only have a deep understanding of automotive engineering and design but also possess the ability to contribute to the company's vision of creating cutting-edge vehicles. Nexa was particularly interested in candidates with a background in engineering, design, and management.

Selection Process:

The placement drive featured a multi-stage selection process, designed to identify the most qualified and suitable candidates for the available positions:

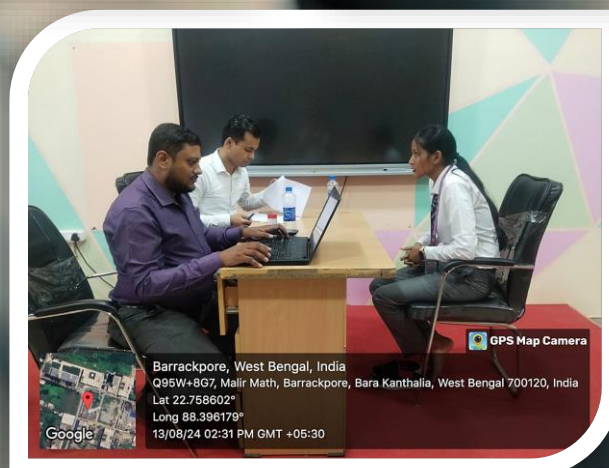
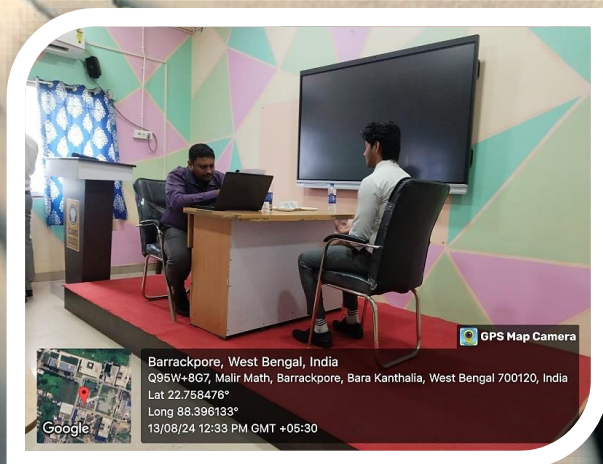
1. **Pre-Screening:** The day began with a pre-screening process, where candidates submitted their resumes and were evaluated based on their academic performance, relevant skills, and prior experience.

2. **Aptitude Tests:** Candidates were required to undergo a series of aptitude tests tailored to the specific requirements of Agumentik and Nexa. These tests assessed their problem-solving abilities, technical knowledge, and analytical skills.
3. **Technical Interviews:** Shortlisted candidates were then invited for technical interviews, where they were tested on their domain-specific knowledge. For Agumentik, this included questions on programming, software development, and IT solutions, while Nexa focused on automotive engineering, design principles, and project management.
4. **HR Interviews:** The final round involved HR interviews, where candidates were evaluated on their interpersonal skills, cultural fit, and overall alignment with the company's values and mission.

Significance of the Event

This placement drive was a crucial event for both the students and the participating companies. For the candidates, it was a chance to secure employment in reputable organizations and gain valuable industry experience. For Agumentik and Nexa, the drive was an opportunity to identify and recruit fresh talent who can contribute to their continued success and innovation.

The placement drive on August 13, 2024, marked another milestone in fostering strong industry-academia relationships, ensuring that students are well-prepared to meet the demands of the professional world.



Industrial Visit for BBA(2022) batch at ITC limited-FBD, ICMF-Uluberia

On August 20, 2024, the BBA (2022) batch embarked on an enriching industrial visit to ITC Limited-FBD, ICMF - Uluberia. This visit was organized to provide students with first hand exposure to industrial operations, management practices, and the application of business theories in real-world settings.

ITC Limited is one of India's leading conglomerates, with a diverse portfolio spanning FMCG, hotels, paperboards, packaging, agribusiness, and information technology. The Faridabad unit is particularly known for its state-of-the-art manufacturing and packaging facilities.

- **Tour and Presentation:** The visit began with a comprehensive tour of the ITC Limited plant, where students observed the various stages of production and packaging. The facility's use of advanced technology and sustainable practices was a highlight, showcasing ITC's commitment to quality and environmental responsibility.
- **Interactive Session:** Following the tour, the students participated in an interactive session with senior management. This session provided insights into ITC's business strategies, supply chain management, and the challenges of operating in a highly competitive market. The discussion also covered topics such as brand management, corporate social responsibility (CSR), and the role of innovation in maintaining market leadership.

Learning Outcomes:

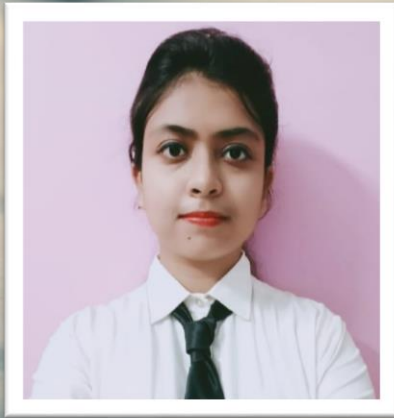
The industrial visit to ITC Limited and ICMF provided the BBA (2022) batch with valuable insights into the operational dynamics of two very different yet equally important industries. The key takeaways from the visit included:

- **Understanding of Manufacturing Processes:** Students gained a deeper appreciation for the complexities involved in large-scale manufacturing and the importance of efficiency and innovation in maintaining competitiveness.
- **Real-World Application of Business Concepts:** The visit allowed students to see how business theories and concepts, such as supply chain management, marketing strategies, and corporate governance, are applied in real-world scenarios.

- **Industry-Specific Knowledge:** Exposure to the carbon manufacturing industry at ICMF expanded the students' understanding of niche markets and the specific challenges these industries face.



Students' Corner



Myself Sampurna Kundu, pursuing MHA from Swami Vivekananda University. Recently, I got a job in Romalinda hospital as a front desk receptionist. I already completed 17 days in this company and in those days I have learn more and more things like full OPD handle, billing , admission etc. It is a great learning experience for my future prospects.



Myself Brojesh Malik, student of Swami Vivekananda University, MHA 3rd Semester. Recently, I joined in Horizon Life Line Pvt. Ltd. Here I join in Diagnostic reception department as a front office and billing executive. I learn from here how to handle the patients, how to council the patients & patient relatives, how to read prescription and how to book all tests etc.