SWAMI VIVEKANANDA UNIVERSITY
Excellence . Innovation . Entrepreneurship
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School of Management

NEWSLETTER

Volume- II, Issue- XIII, December, 2024

The LaunchPad

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Published:31.12.2024

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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.

Placement drive organized by Tikona Infinet Pvt. Ltd.

Tikona Infinet Pvt. Ltd., a leading name in the broadband and internet services industry, successfully conducted a campus placement drive on 4th December 2024. The drive was organized to recruit talented individuals for various positions across their operations, providing students with an excellent opportunity to kickstart their professional journey with a reputed organization.

The event began with an introductory session led by representatives from Tikona Infinet, who provided insights into the company's vision, services, and work culture. They emphasized their commitment to innovation and their focus on delivering seamless internet connectivity to customers across the country.

The placement process consisted of several stages designed to assess both technical proficiency and soft skills:

1. **Aptitude Test:** The initial round tested candidates on logical reasoning, quantitative skills, and basic technical knowledge.
2. **Technical Interview:** This round evaluated the candidates' domain-specific expertise and problem-solving abilities.
3. **HR Interview:** The final round focused on assessing the candidates' interpersonal skills, career aspirations, and alignment with the company's values.

The drive witnessed an overwhelming response, with numerous students participating enthusiastically. After a rigorous evaluation, a select number of students were extended job offers for roles such as Network Engineer, Technical Support Executive, and Sales Executive.

The placement drive was praised for its well-organized and transparent selection process. Students expressed their gratitude for the opportunity to engage with an industry leader like Tikona Infinet and gain invaluable experience during the recruitment process.

The management and faculty of [Insert Institution Name] thanked Tikona Infinet Pvt. Ltd. for their collaboration and for providing students with a platform to explore their potential. The event concluded on a positive note, marking another successful step towards fostering industry-academia partnerships.

Placement drive organized by MyJobGrow

MyJobGrow, a dynamic recruitment platform dedicated to bridging the gap between job seekers and employers, organized a successful placement drive on 6th December 2024. The event aimed to provide students with promising career opportunities in diverse domains, ranging from IT and marketing to operations and customer service.

The placement process included an introductory company briefing, an aptitude test, technical assessments, and HR interviews. The event attracted enthusiastic participation from students, with several candidates securing positions in reputed organizations through MyJobGrow's streamlined recruitment process.

The placement drive highlighted MyJobGrow's commitment to empowering young talent and fostering professional growth, leaving a lasting impression on all participants.

Workshop on How to write a Research Article

A five-day workshop on "How to Write a Research Article" was successfully conducted to equip MBA 4th Semester students and early career researchers with essential skills for writing and publishing high-quality research articles. The workshop provided a structured approach to academic writing, covering various aspects, including structuring research articles, citation practices, statistical analysis, and the publication process.

1. Workshop Objectives and Outcomes

The primary objectives of the workshop were to:

1. Develop a clear understanding of each section of a research article.
2. Enhance practical writing and structuring skills.
3. Familiarize participants with the submission process and ways to improve publication chances.
4. Enable participants to draft a research article and gain confidence for journal submission.

The interactive sessions featured hands-on writing exercises, peer review sessions, expert feedback, and personalised advice on individual research projects. Participants were encouraged to engage actively and drop queries in the chat box.

2. Session Highlights

Day 1: Introduction to Research Articles & Structuring the Paper

Instructor: Dr. Mohammad Niyaz Ahmad The session covered the purpose, structure, and types of research articles. Participants explored research writing in academia, including different article types such as original research, review articles, meta-analysis, and case studies. The discussion also delved into the publishing process, peer review, and structuring a research paper. The session concluded with a focus on writing an engaging introduction.

Day 2: Citations, References, and Literature Review Development

Instructor: Dr. Mohammad Niyaz Ahmad This session aimed to enhance citation and referencing skills using APA, MLA, and Chicago styles. Tools like EndNote, Zotero, and Mendeley were introduced. Participants learned how to search literature, synthesise previous research, categorise studies, and avoid plagiarism.

Day 3: Writing the Discussion and Conclusion

Instructor: Dr. Mohammad Niyaz Ahmad The session emphasised interpreting results, acknowledging study limitations, and critically analysing findings. Participants worked on summarising contributions, outlining practical implications, and avoiding overgeneralisation in their conclusions.

Day 4: Research Methodology, Sampling, and Statistical Analysis Tools

Instructor: Dr. Anirban Hazra The session provided insights into research methodologies, sampling techniques, and data analysis. Participants were introduced to statistical tools, including SPSS, Excel, and R, and learned effective data visualisation methods.

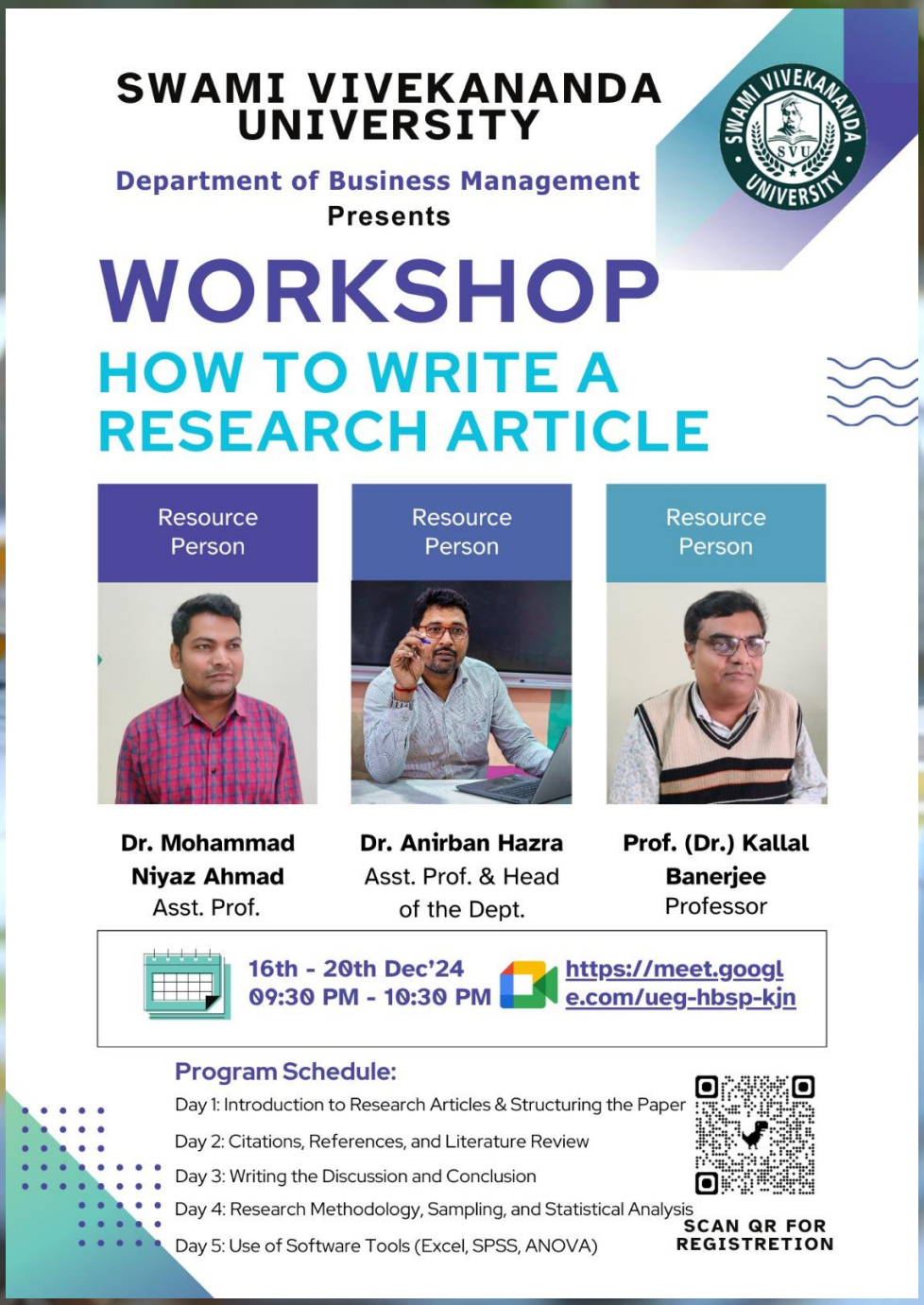
Day 5: Use of Software Tools and Finalising Research Papers

Instructor: Prof. Kallal Banerjee The final session covered the use of software tools like Excel, SPSS, and ANOVA for statistical analysis. Additionally, guidance was provided on selecting the right journal, preparing a submission package, responding to peer reviews, and handling rejection.

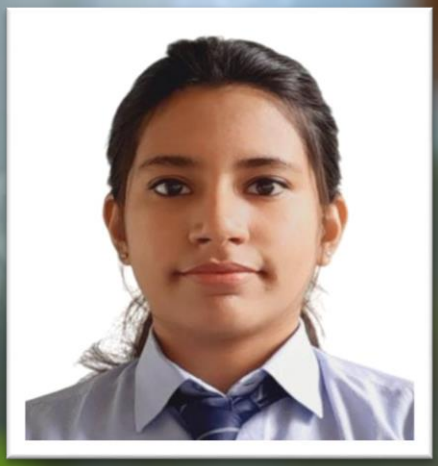
3. Closing Session: Q&A, Networking, and Future Steps

The workshop concluded with an open Q&A session where participants addressed doubts and shared their progress. Networking opportunities facilitated peer interaction, and additional resources, including suggested readings and online workshops, were provided for continued learning.

Overall, the workshop proved to be an enriching experience, equipping participants with essential skills to navigate the research and publication landscape successfully.



Students' Corner



I'm Ipsita Banerjee, student of MHA 4th semester at Swami Vivekananda University. Recently I got a job in Apollo clinic as a Customer Care Executive. I have already completed 4 months in this clinic. My job responsibilities are patient handling, billing, handle calls, maintenance of multiple excel sheets and many more.

Myself Prianta Bhattachariyya, Student of swami vivekananda University MHA 4th semester. Recently, I joined HP Ghosh Hospital as a Trainee . I already completed 15 days in this Hospital and in those days I learnt billing, patient co-ordination, patient registration, health check-up co-ordination, maintaining employee files etc.