



SWAMI VIVEKANANDA UNIVERSITY

Excellence . Innovation . Entrepreneurship

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School of Management



NEWSLETTER

Volume- II, Issue- III, February, 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.

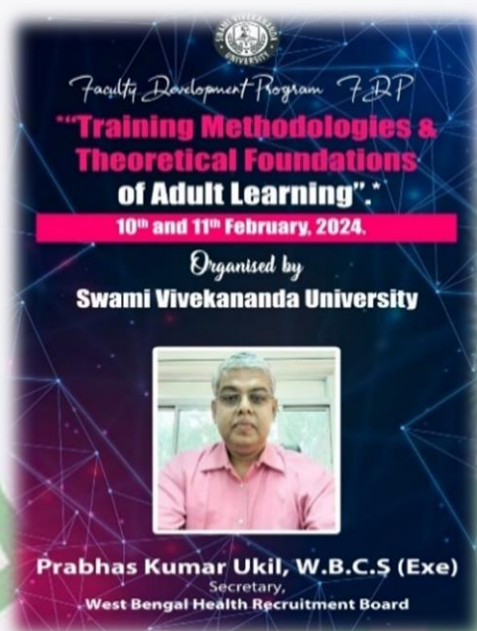
Vision of the School:

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.



Faculty Development Program on Adult Learning Theories and Training Methodologies

An impactful Faculty Development Program on "Training Methodologies & Theoretical Foundations of Adult Learning" was conducted by Mr. Prabhas Kumar Ukil, Secretary of the West Bengal Health Recruitment Board. This event was organized by Swami Vivekananda University, Barrackpore.



Management Students Excel at CONCORDIA'24 Media Fest

Students from the Management Department actively participated in CONCORDIA'24, a media fest organized by the Department of Journalism and Mass Communication, securing positions in various segments.



SWAMI VIVEKANANDA UNIVERSITY

40⁺ COLLEGES
PARTICIPATING FROM
DIFFERENT UNIVERSITIES
OF WEST BENGAL

**13⁺ EXCITING
EVENTS**

CONCORDIA'24

**WIN EXCITING
PRIZE MONEY
UPTO
₹50,000**

**THREE
DAYS OF
EXCITING
EVENTS**

REEL-O-CRAFT
RAMP SHOW
PR AND
ADVERTISING
IDEATHON
SHORT FILM MAKING
AND MANY MORE

**MEET
RENOWNED
PERSONALITIES**

Connect with industry experts in the Panel Discussion. Gain insights from seasoned professionals, adding value and depth to your experience.

A MEDIA FEST ORGANIZED BY
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

19th feb to 21st feb

Concordia'24 is a dynamic celebration of creativity, innovation, and the power of visual and auditory storytelling. Whether you are passionate about filmmaking, blogging, photography, or various other forms of media, this fest is your canvas to showcase your talent.

REGISTER NOW!

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Saraswati Puja 2024 Celebration at SVU Campus

Swami Vivekananda University (SVU) is delighted to announce the celebration of Saraswati Puja on February 14, 2024, coinciding with Basant Panchami. This auspicious occasion will take place on the SVU campus, where students, faculty, and staff will come together to honor Goddess Saraswati, the deity of knowledge, music, and arts. Join us in this joyous event to seek blessings for wisdom and success in our academic pursuits.



Cultural Fest: Sanghati 2024 Celebrated at SVU Campus

Swami Vivekananda University (SVU) recently celebrated Sanghati 2024, a grand cultural fest, from February 19th to 21st, 2024. The SVU campus was alive with vibrant performances, engaging activities, and a showcase of the rich cultural diversity and artistic talents of our students. The three-day event brought the university community together, creating unforgettable experiences and celebrating unity and creativity.



On-Campus Drive by Reliance Nippon Life Insurance Ltd at SVU

On February 16, 2024, Swami Vivekananda University (SVU) hosted an on-campus drive by Reliance Nippon Life Insurance Ltd, specifically for Management students. This event provided an excellent opportunity for aspiring professionals to engage with industry leaders, explore career prospects, and potentially secure positions with a leading company in the insurance sector. The drive was a significant step in bridging the gap between academic learning and professional application, further enhancing the career readiness of SVU's Management students.



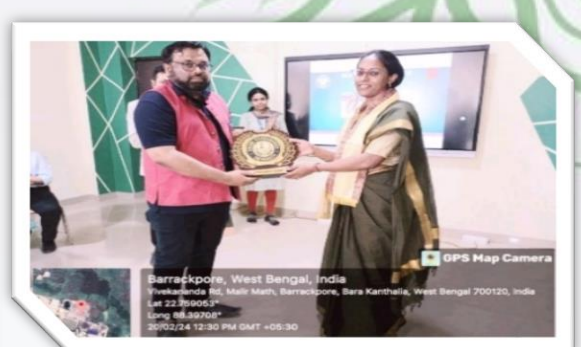
Management Fest at SVU Campus: February 19-21, 2024

The School of Management at Swami Vivekananda University (SVU) recently organized a dynamic Management Fest from February 19th to 21st, 2024. The event saw enthusiastic participation from various prestigious institutions, fostering a spirit of collaboration and competition.

Key events included:

- **SVU Mind Mappers Start-up Competition:** A one-day competition for innovative start-up plans.
- **SVU Business Plan Competition:** "Speak Up to Start-Up," where participants presented their business ideas.
- **SVU Smart Hospital System:** Showcasing cutting-edge solutions for healthcare management.

These events, among others, provided a platform for students to demonstrate their entrepreneurial skills and creativity, contributing to a highly successful and engaging fest.





MBA Students Showcase One-Day Start-Up Initiatives at SVU Campus

MBA students at Swami Vivekananda University (SVU) recently demonstrated their entrepreneurial skills by creating one-day start-ups on campus. These innovative ventures showcased the students' best potential, highlighting their creativity, strategic thinking, and business acumen. The initiative provided a practical experience in launching and managing start-ups, contributing significantly to their professional development.



School of Management Students Excel in Business Quiz

Undergraduate and Postgraduate students from the School of Management at Swami Vivekananda University (SVU) have excelled in a recent Business Quiz, securing top positions. Their outstanding performance reflects their strong grasp of business concepts and commitment to academic excellence. This achievement highlights the high caliber of students within the School of Management and their readiness to excel in competitive environments.

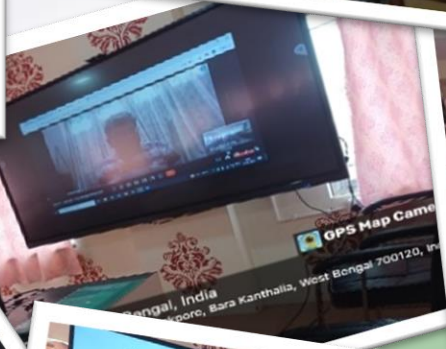


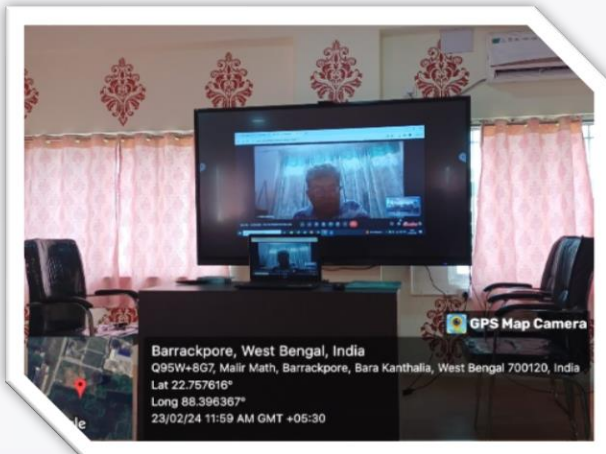
International Conference on Transformations and Sustainable Growth for Business Development

Swami Vivekananda University's School of Management proudly hosted the International Conference on Transformations and Sustainable Growth for Business Development from February 22nd to 24th, 2024. This esteemed event provided a platform for global discourse on vital issues concerning business transformations and sustainable development.

The conference witnessed active participation from our postgraduate students, research scholars, and distinguished faculty members. They presented their research papers with eloquence and effectiveness, contributing valuable insights to the academic community. Discussions ranged from innovative business strategies to sustainable growth models, reflecting the diverse expertise and dedication of our academic community.

Overall, the conference served as a catalyst for intellectual exchange, fostering collaboration and paving the way for innovative solutions to contemporary business challenges.





STUDENTS CORNER

Internship Experience at Peerless Hospital and B.K. Roy Research Centre



I am Mistu Patra, a second-semester BHM student. During my internship at Peerless Hospital and B.K. Roy Research Centre, I gained valuable insights into the operations of the Outpatient Department (OPD) and its effectiveness. I learned about the system, various rules and regulations, and several procedures within this department. The doctors and staff were incredibly supportive and coordinated with me effectively, greatly aiding my training. Overall, this internship was a highly positive experience, enhancing my understanding and practical knowledge in the field.

Internship Experience at HCG Eco Cancer Centre



I am Soumen Chakraborty, a second-semester BHM student. Starting from January 18th, I have been interning at HCG Eco Cancer Centre in Newtown. During this period, I have gained extensive knowledge about the hospital's operations, particularly the functions of the Outpatient Department (OPD). This internship has provided me with a deep understanding of the workings of a cancer hospital, significantly enhancing my practical experience and knowledge in the healthcare sector.