



NEWSLETTER

Volume- II, Issue- I, January, 2024

The LaunchPad

Top News

- **Publication of Books**
- **Faculty Recognition and Workshops**
- **International Conference on Innovation and Advancements in Management and Social Science (ICIAMS-2023)**
- **Student Achievements in Smart India Hackathon 2023**
- **MOU Signing with ID and BG Hospital**
- **Success Stories of Students**
- **Amazon Campus Drive 2023**
- **Board of Studies Meeting on National Education Policy (NEP)**
- **Upcoming Events**



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.



From HOD's Desk:

As we tread further into the academic year, it brings me immense pleasure to share the remarkable progress and achievements of our department over the year 2023. Our collective dedication to academic excellence, innovative research, and holistic student development has paved the way for numerous accomplishments. Throughout the year our students have continued to demonstrate a commendable commitment to their studies. The good standard of academic performance is a testament to their hard work and the dedication of our esteemed faculty members. In the realm of research, our faculty members have done some extraordinary research throughout the year. We also successfully involved our students in research work. In addition to academic excellence, the participation of our students in various extra-curricular activities has not only added colour to our academic environment but has also fostered a sense of community and personal growth. Our students actively participate in annual sports and give their level best. The enthusiasm and innovation demonstrated by our students in the Smart India Hackathon are truly commendable. Our department frequently organizes Faculty Development Programs for the upliftment of our faculties as we believe that a good student can only be made with the guidance from a good teacher. Our commitment to enhancing the skills of our students remains unwavering. At last I am concluding with a heartfelt thanks to our faculty members for their dedication. Together, we will continue to uphold the values of excellence, innovation, and holistic development that define our department in future.

Dr. Anirban Hazra
Assistant Professor and Head
Department of Management
School of Management
Swami Vivekananda University
Barrackpore.

It is an immense pleasure for me to pen a few lines for the Newsletter of the Department of Hospital Management, SVU. Hospital Management is an integral part of the Hospital and is instrumental in providing quality care to the patients. I heartily thank all my students for their relentless efforts during training and on their jobs for providing quality services and bringing smiles to the faces of patients and their families across hospitals in West Bengal. I also thank my faculty for their continuous support and inspiration which has helped the Department reach new heights. I wish great success to the Newsletter and the department.

Mr. Soumen Nath
Assistant Professor and Head
Department of Hospital Management
School of Management
Swami Vivekananda University
Barrackpore.

Academic Administrative Infrastructure

Our Academic Administrative Infrastructure is the engine that propels our educational journey forward. Our Top Management has successfully managed all the academic and non-academic affairs over the year. Our university successfully offers interesting and well-designed courses. Quality is the most important equipment in a course to be maintained and our faculties look after it greatly. For any kind of student issues, we have dedicated mentors, whom students can consult any time for their need. Our university also offers a supporting environment and platform to the students to start explore their interest in field work and research, innovation and entrepreneurship. It has the necessary infrastructure to involve its students in different extra curriculum activities, such as sports, cultural program, skill development programs, entertainment etc.

Academic Enrichment:

School of Management, SVU have always strive to achieve new horizon into the field of research and innovation. The internal faculty members participated willingly to invent something new. Some major patents and Books have been published.

Application Details	
APPLICATION NUMBER	202341029247
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	22/04/2023
APPLICANT NAME	1 . Prabhakar Bethapudi 2 . Shivani Hazra 3 . Prof. Nagashree 4 . Dr. Kallal Banerjee 5 . Sourav Chatterjee 6 . Dr. Vijaya Lakshmi V 7 . Nilima Das 8 . Dr.Pratheep K
TITLE OF INVENTION	EXAMINING THE EFFECTS OF PRODUCT DESCRIPTIONS, REVIEWS, AND RATINGS ON CONSUMER PURCHASE DECISION
FIELD OF INVENTION	COMPUTER SCIENCE
E-MAIL (As Per Record)	prabhakarb2019@kbncollege.ac.in
ADDITIONAL-EMAIL (As Per Record)	
E-MAIL (UPDATED Online)	
PRIORITY DATE	
REQUEST FOR EXAMINATION DATE	--
PUBLICATION DATE (U/S 11A)	05/05/2023



Office of the Controller General of Patents, Designs & Trade Marks
Department of Industrial Policy & Promotion,
Ministry of Commerce & Industry,
Government of India



Application Details

APPLICATION NUMBER	202321029331
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	23/04/2023
APPLICANT NAME	1 . Dr. Ashok D Todmal 2 . Shivani Hazra 3 . Malar Velze M 4 . Dr. Kallal Banerjee 5 . Sourav Chatterjee 6 . Dr.Nazia Jamal 7 . Dr.Santhini S 8 . Shishira Srinivasa
TITLE OF INVENTION	AN INNOVATIVE TIME MANAGEMENT SYSTEM FOR INCREASED PRODUCTIVITY
FIELD OF INVENTION	COMPUTER SCIENCE
E-MAIL (As Per Record)	todmalashok2006@gmail.com
ADDITIONAL-EMAIL (As Per Record)	todmalashok2006@gmail.com
E-MAIL (UPDATED Online)	
PRIORITY DATE	
REQUEST FOR EXAMINATION DATE	--
PUBLICATION DATE (U/S 11A)	02/06/2023

(12) PATENT APPLICATION PUBLICATION

(21) Application No.202331042374 A

(19) INDIA

(22) Date of filing of Application :24/06/2023

(43) Publication Date : 30/06/2023

(54) Title of the invention : ANALYSIS OF STUDENT'S TIME SPENDING FOR NEWSPAPER READING TO ATTAIN EFFECTIVE ENGLISH COMMUNICATION

(51) International classification :A47G 291200, A61K 365200, B42D 070000, G06G 502000, G09B 190600
(86) International Application No :PCT//
Filing Date :01/01/1900
(87) International Publication No :NA
(61) Patent of Addition to Application Number :NA
Filing Date :NA
(62) Divisional to Application Number :NA
Filing Date :NA

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3)Mr. Soumen Nath
4)Mr. Amitabha Gupta
5)Mr. Debasish Roy
6)Dr. Kallal Banerjee
7)Mr. Tannoy Mazumder
8)Ms. Sabeli Ghoshal
9)Ms. Shivani Hazra
10)Ms. Soumi Chakraborty
11)Mr. Sourav Chatterjee
Name of Applicant : NA
Address of Applicant : NA
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Address of Applicant :Assistant Professor, Department of Business Management, Swami Vivekananda University, Barrackpore, West Bengal - 700123 Barrackpore -----

(57) Abstract :
This work seeks to analyze the amount of time students spend reading newspapers with the objective of enhancing their English communication skills. Taking into account the high demand for English language proficiency in an ever-globalizing world, students consider newspapers as a reliable source of language acquisition. Thus, studying the amount of time students dedicate to reading newspapers enables the assessment of to what extent this activity influences their English communication proficiency. By using both quantitative and qualitative methods, the study will assess the amount of time students spend reading newspapers compared to other activities as well as their perceptions about the level of improvement or decline of their English communication. Moreover, it will also explore if there are any differences in the amount of time and results depending on the student's gender, age, socio-cultural background, and educational level. The findings of this study can be used to shape resources and strategies that could enhance student's proficiency in English language communication.

No. of Pages : 9 No. of Claims : 8

(12) PATENT APPLICATION PUBLICATION

(21) Application No.202331044074 A

(19) INDIA

(22) Date of filing of Application :30/06/2023

(43) Publication Date : 07/07/2023

(54) Title of the invention : Blockchain and IOT's role in the Indian banking sector's digital transition

(51) International classification :A61K 367300, C12P 171800, G06Q 400200, H04L 090600, H04L 093200
(86) International Application No :PCT//
Filing Date :01/01/1900
(87) International Publication No : NA
(61) Patent of Addition to Application Number :NA
Filing Date :NA
(62) Divisional to Application Number :NA
Filing Date :NA

(71)Name of Applicant :
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3)Mr. Sourav Saha
4)Mr. Soumen Nath
5)Dr. Sanjay Bhattacharya
6)Ms. Sraddha Roy Choudhury
7)Mrs. Paramita Kundu Maji
Name of Applicant : NA
Address of Applicant : NA
(72)Name of Inventor :
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7)Mrs. Paramita Kundu Maji
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(57) Abstract :

The present invention discloses Blockchain and IOT's role in the Indian banking sector's digital transition. More specifically the blockchain and the IoT technologies are improving the Indian banking sector's digital transition. They enhance security, transparency, and efficiency in banking operations, facilitate cross-border payments, streamline trade finance, improve customer experiences, and enable financial inclusion. The integration of these technologies with government initiatives supports the nation's digital economy goals and paves the way for a more inclusive and technologically advanced banking sector in India.

No. of Pages : 10 No. of Claims : 2

About the Authors



Sourav Paul has completed B.Com (H) from University of Calcutta and MBA (Marketing) from The University of Burdwan. He is a research scholar in the School of Management, Swami Vivekananda University, Barrackpore and has several research publications in both national and international journals and edited book volumes. He is currently an Assistant Professor & Head, P.G. Department of Hospital Administration (MHA), Oriental Institute of Health Sciences, Burdwan under WBUHS, Kolkata, and Guest Lecturer, Department of Business Administration (BBA), St. Xavier's College, Burdwan under The University of Burdwan. He has more than 6 years of experience teaching both UG and PG students at several colleges affiliated with different universities



Dr. Kallal Banerjee has completed Ph.D. from University of Calcutta, MBA from IIFT, M.Com from University of Calcutta, and MCA from DOEACC SOCIETY. He is at present Director & Professor, School of Management, Swami Vivekananda University, Barrackpore. He has more than 20 years of experience in the academic and research arenas in the allied field of management. Presently, he has 8 registered Ph.D. research scholars under his supervision.



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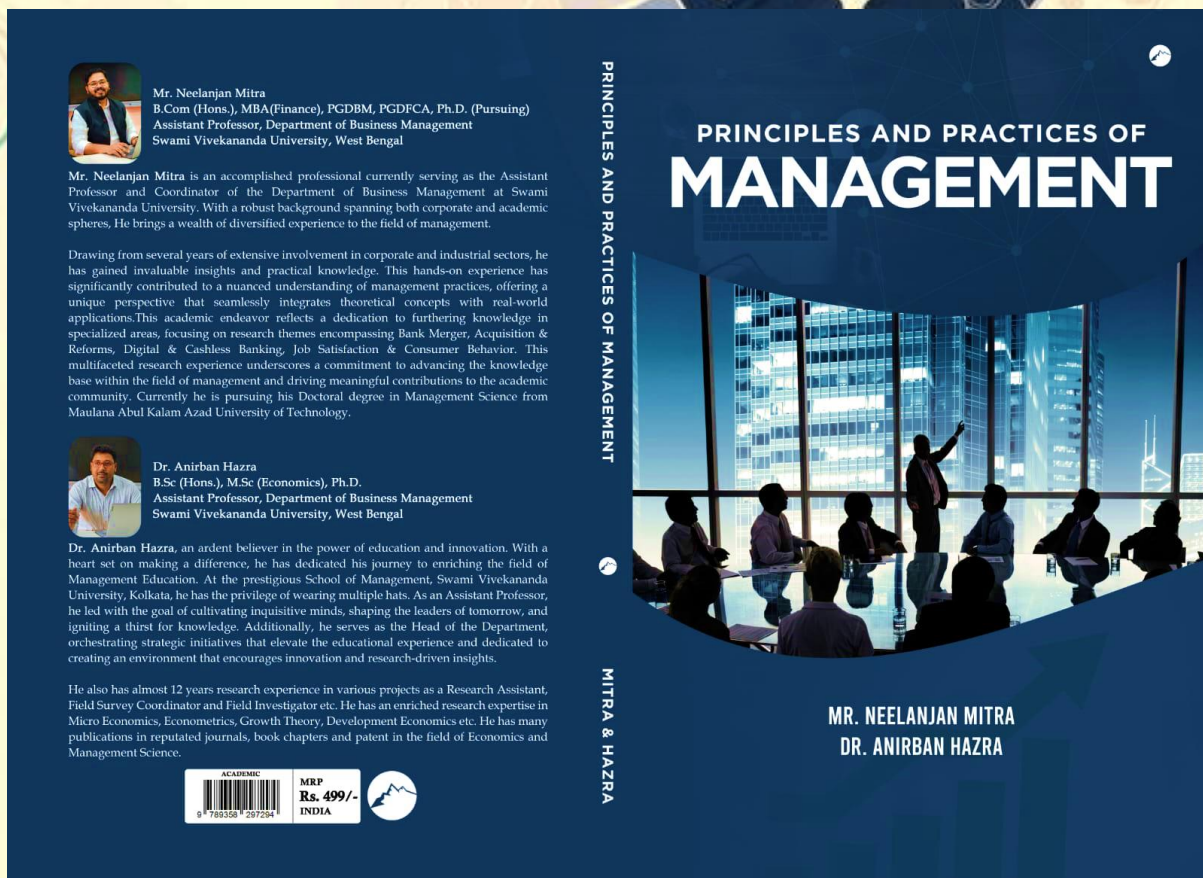
APPLICATION OF DATA ANALYTICS IN MODERN BUSINESS DECISIONS



Department of Business Management
Swami Vivekananda University

Editor: Dr Anirban Hazra
Co Editor: Dr. Kallal Banerjee

Departmental Progress in terms of Academics and Research:



Mr. Neelanjana Mitra
B.Com (Hons.), MBA (Finance), PGDBM, PGDFCA, Ph.D. (Pursuing)
Assistant Professor, Department of Business Management
Swami Vivekananda University, West Bengal

Mr. Neelanjana Mitra is an accomplished professional currently serving as the Assistant Professor and Coordinator of the Department of Business Management at Swami Vivekananda University. With a robust background spanning both corporate and academic spheres, He brings a wealth of diversified experience to the field of management.

Drawing from several years of extensive involvement in corporate and industrial sectors, he has gained invaluable insights and practical knowledge. This hands-on experience has significantly contributed to a nuanced understanding of management practices, offering a unique perspective that seamlessly integrates theoretical concepts with real-world applications. This academic endeavor reflects a dedication to furthering knowledge in specialized areas, focusing on research themes encompassing Bank Merger, Acquisition & Reforms, Digital & Cashless Banking, Job Satisfaction & Consumer Behavior. This multifaceted research experience underscores a commitment to advancing the knowledge base within the field of management and driving meaningful contributions to the academic community. Currently he is pursuing his Doctoral degree in Management Science from Maulana Abul Kalam Azad University of Technology.



Dr. Anirban Hazra
B.Sc (Hons.), M.Sc (Economics), Ph.D.
Assistant Professor, Department of Business Management
Swami Vivekananda University, West Bengal

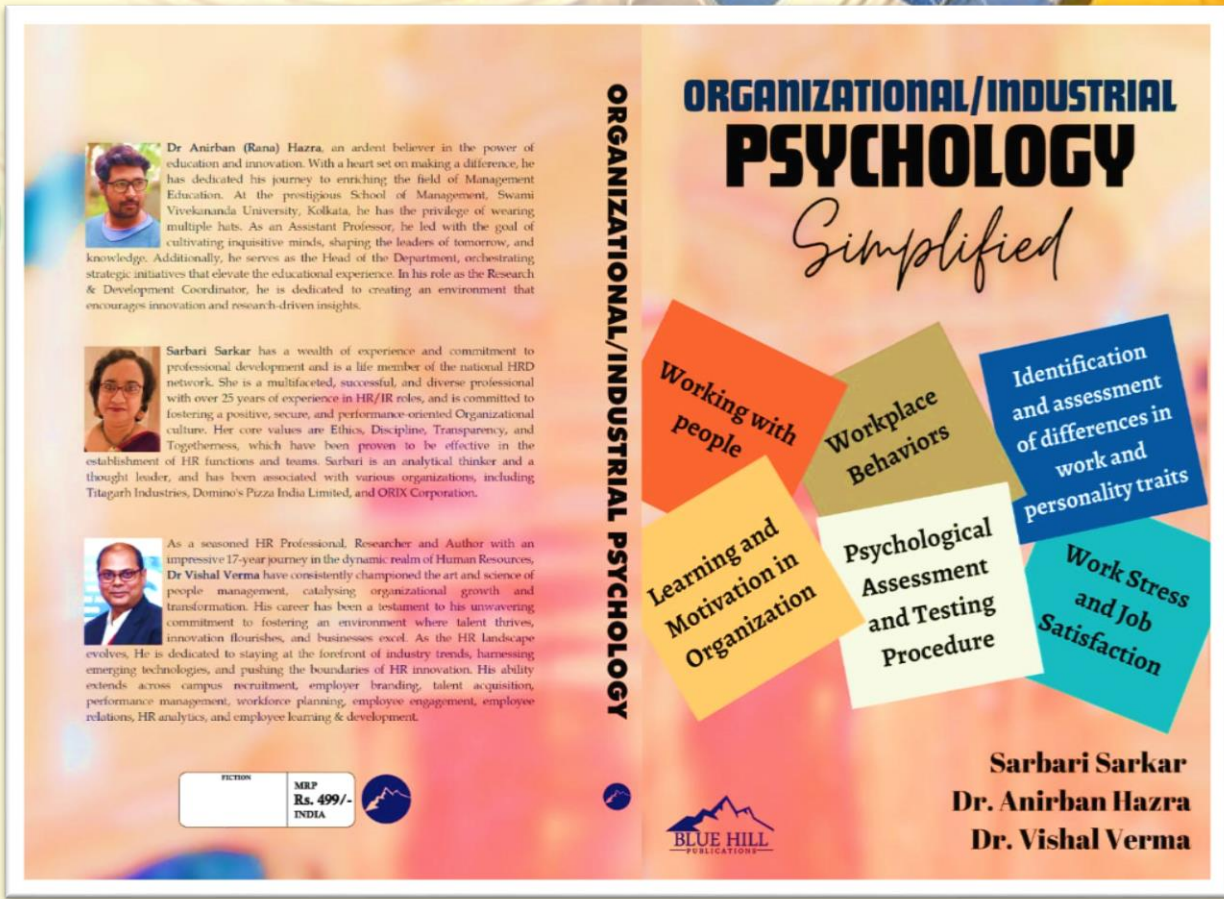
Dr. Anirban Hazra, an ardent believer in the power of education and innovation. With a heart set on making a difference, he has dedicated his journey to enriching the field of Management Education. At the prestigious School of Management, Swami Vivekananda University, Kolkata, he has the privilege of wearing multiple hats. As an Assistant Professor, he led with the goal of cultivating inquisitive minds, shaping the leaders of tomorrow, and igniting a thirst for knowledge. Additionally, he serves as the Head of the Department, orchestrating strategic initiatives that elevate the educational experience and dedicated to creating an environment that encourages innovation and research-driven insights.

He also has almost 12 years research experience in various projects as a Research Assistant, Field Survey Coordinator and Field Investigator etc. He has an enriched research expertise in Micro Economics, Econometrics, Growth Theory, Development Economics etc. He has many publications in reputed journals, book chapters and patent in the field of Economics and Management Science.



"Principles and Practices of Management," authored by Mr. Neelanjana Mitra, Assistant Professor & Coordinator, and Dr. Anirban Hazra, Assistant Professor & HOD of Department of Business Management, Swami Vivekananda University, Published from Blue Hill Publication, New Delhi. The book is also available Amazon and Google books.

"Principles and Practices of Management" serves as a compact yet comprehensive handbook, reflecting the authors' deep understanding of the subject matter and their commitment to nurture the next generation of Management Students and would be Managers and Leaders. One of the book's most distinctive features is the inclusion of 100 multiple-choice questions with answers. These exercises not only reinforce the fundamental concepts introduced in each chapter but also provide students with opportunities to test their understanding and analytical abilities. Additionally, the book comprises of 30 comprehensive case studies that focuses on the real-world management situations. These case studies are meticulously selected to cover a spectrum of industries and managerial contexts, enabling students to apply theoretical knowledge to practical decision-making scenarios. By systematically addressing a wide range of scenarios and challenges, both the authors have effectively bridged the gap between theory and practice.



Dr Anirban (Rana) Hazra, an ardent believer in the power of education and innovation. With a heart set on making a difference, he has dedicated his journey to enriching the field of Management Education. At the prestigious School of Management, Swami Vivekananda University, Kolkata, he has the privilege of wearing multiple hats. As an Assistant Professor, he led with the goal of cultivating inquisitive minds, shaping the leaders of tomorrow, and knowledge. Additionally, he serves as the Head of the Department, orchestrating strategic initiatives that elevate the educational experience. In his role as the Research & Development Coordinator, he is dedicated to creating an environment that encourages innovation and research-driven insights.



Sarbari Sarkar has a wealth of experience and commitment to professional development and is a life member of the national HRD network. She is a multifaceted, successful, and diverse professional with over 25 years of experience in HR/IR roles, and is committed to fostering a positive, secure, and performance-oriented Organizational culture. Her core values are Ethics, Discipline, Transparency, and Togetherness, which have been proven to be effective in the establishment of HR functions and teams. Sarbari is an analytical thinker and a thought leader, and has been associated with various organizations, including Titagarh Industries, Domino's Pizza India Limited, and ORIX Corporation.



As a seasoned HR Professional, Researcher and Author with an impressive 17-year journey in the dynamic realm of Human Resources, **Dr Vishal Verma** have consistently championed the art and science of people management, catalysing organizational growth and transformation. His career has been a testament to his unwavering commitment to fostering an environment where talent thrives, innovation flourishes, and businesses excel. As the HR landscape evolves, He is dedicated to staying at the forefront of industry trends, harnessing emerging technologies, and pushing the boundaries of HR innovation. His ability extends across campus recruitment, employer branding, talent acquisition, performance management, workforce planning, employee engagement, employee relations, HR analytics, and employee learning & development.

FICTION MRP Rs. 499/- INDIA



**Sarbari Sarkar
Dr. Anirban Hazra
Dr. Vishal Verma**

"Organizational/Industrial Psychology," authored by Ms. Sarbari Sarkar, a multifaced and successful HR professional, Dr. Anirban Hazra, Assistant Professor & HOD of Department of Business Management, Swami Vivekananda University, Dr. Vishal Verma, a seasoned HR professionals and an eminent researcher, Published from Blue Hill Publication, New Delhi.

This book reveals the human behaviour and performance within the workplace. It serves that Industrial psychology and organizational psychology are inseparable facets of a unified whole. This book aims to achieve the broader aspect of understanding the behaviour of an individual at workplace as well as of an organization, enhancing the effectiveness of an organization pertaining to sustainable growth, developing leadership and most importantly how to cop-up with the changing scenario. It is designed to provide students with an overview of organizational psychology. It is written to serve as the supporting text book for management course with HR specialisation along with course in organizational psychology (UG and PG), but could also meet the needs of an organizational behaviour course as well.

Dr. Shantanu Chakraborty, Professor & Director (Research) of School of Management was invited as a Resource Person in a Workshop on Excel and SPSS at MCKV College of Engineering, Howrah on 23-24 November, 2023.



on 13th July, 2023, Dr. Shantanu Chakraborty, Professor & Director (Research) of School of Management was invited as a Resource Person in a Faculty Development Program at Swami

Vivekananda Institute of Modern Science at Sonarpur on 13th July, 2023. Before the Session He was facilitated by Prof. Ms. Gupta, Vice Principal of SVIMS at the Institute

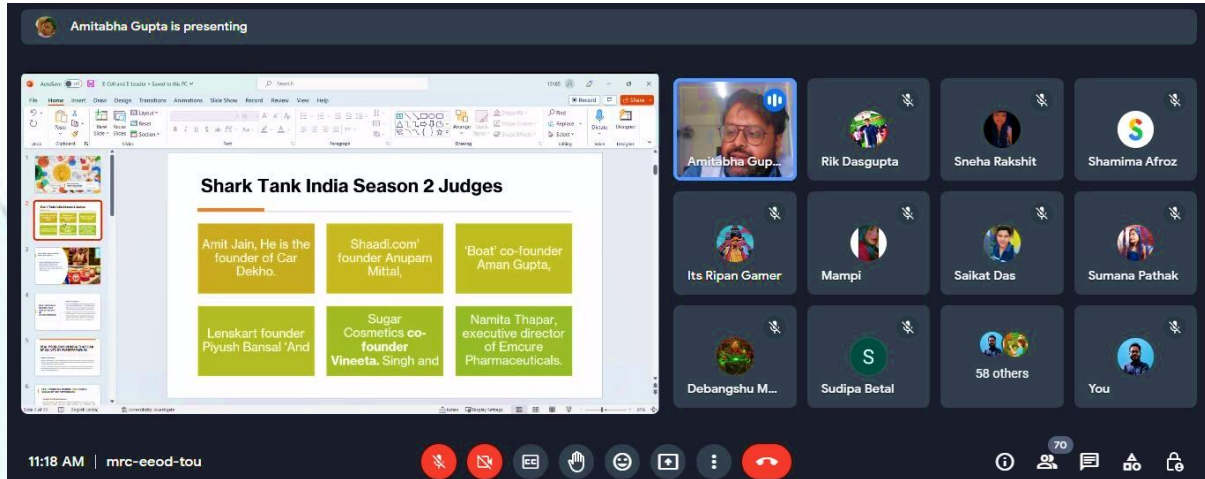
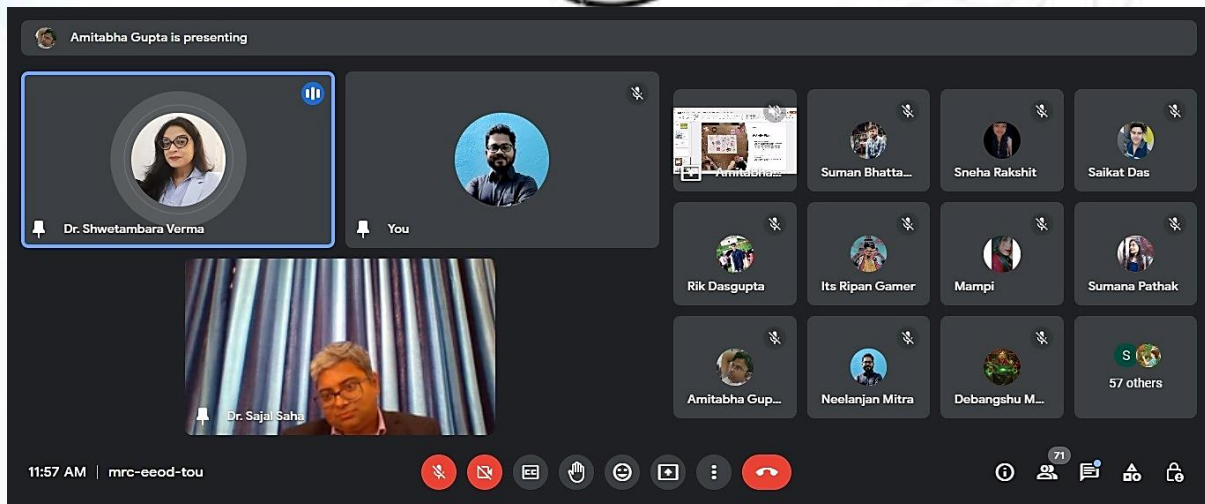
During 9th and 10th June,2023, Dr. Shantanu Chakraborty, Professor & Director (Research) of School of Management conducted one Workshop at Fakir Chand College, Diamond Harbour.



Dr. Shantanu Chakraborty and Mr. Siddhartha Chatterjee – Stock Market Analyst and Actor (Topse in Feluda Movie of Satyajit Roy), in a Talk Show on Capital Market at his Training Institute.



Institutions Innovation Council, Kaziranga University in collaboration with Swami Vivekananda University organizes a two days' workshop on Entrepreneurship Attitude and Innovation as Career Opportunity. Lots of knowledge and multi-dimensional information had been gathered through this workshop which leads to the successful outcome.



An International Conference on Innovation and Advancements in Management and Social Science (ICIAMS-2023) dated-28 to 30 September 2023, Organized by School of Management Swami Vivekananda University, in all fields of marketing, finance, human resources, strategy, finance, economics, supply chain management, business analytics and artificial intelligence, other social science, and business case studies.



INTERNATIONAL CONFERENCE ON
**“Innovation and Advancements
 in Management and Social Science’**
 (ICIAMS-2023)



Prof. Surejan Das
 Former Vice-Chancellor, Jadavpur University and Honorable
 Vice-Chancellor of Adams University Kolkata



Prof. Dhruvayoti Chattopadhyay
 Honorable Vice Chancellor
 Sister Nivedita University
 Kolkata



Prof. Sharmistha Banerjee
 Professor, Department of Business
 Management University of Calcutta



Prof. R. K. Banerjee
 Chairman & Director
 IITM, Kolkata



Dr. Imankalyan Lahiri
 Professor, Department of International
 Relations, Jadavpur University



Mr. Chandra Shekhar Ghosh
 MD & CEO of Bandhan Bank



Prof. Ratan Khosnabi
 Former Professor, University of Calcutta



Mr. Utsav Parekh
 Chairman of SMFS Capital Services
 Ltd and Co-Chairman of Maitan Dagan
 Super Giants.



Dr. Asami Chaitra
 Professor, Department of Economics,
 Assam



Dr. V. Hemant Kumar
 Professor
 School of Commerce and Man-
 agement, Presidency University,
 Bangalore



Mr. Suparno Malita
 Former Chairman, Board of Governors,
 NIT, Nagaland



Prof. Raja Gopal Dhar Chakraborty
 Professor, South & Southeast Asian Studies,
 University of Calcutta



Dr. Gargi Lahiri
 Asst. Prof. Sister Nivedita University, Kolkata &
 Program Coordinator & Faculty of Ramkrishna
 Sarada Mission Vivekananda Vidyalayan, Kolkata



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 Burdwan University, West Bengal,
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Dr. Sujit Mukherjee
 Professor and Director, School of Manage-
 ment, MAKAUT



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Prof. Sandip Poddar
 Deputy Vice-Chancellor - Research & In-
 novation, Lincoln University



Prof. Anup Kumar Sinha
 Former Professor at Indian Institute of
 Management, Calcutta



Dr. Bivrajbhusan Parida
 Professor, Department of Tourism
 Management, The University of
 Burdwan



Prof. Krishna Vedula
 Dean Emeritus at the University of
 Massachusetts, Lowell, USA



Prof. Uttam Kumar Dutta
 School of Professional Studies, Nezaji
 Sobha Open University
 Kolkata
 West Bengal, India



Prof. KBL Srivastava
 Professor, Humanities and Social
 Sciences, IT Kharagpur



Dr. Anirban Sarkar
 Professor & Head, Department of Man-
 agement and Marketing,
 West Bengal State University




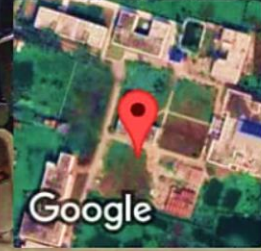
Prof. Gautam Ranyopadhyay
 Professor, National Institute of Technol-
 ogy, Guwahati

Organised by
School of Management
SWAMI VIVEKANANDA UNIVERSITY

28th – 30th September, 2023



 **GPS Map Camera**



Barrackpore, West Bengal, India

Q95W+8G7, Malir Math, Barrackpore, Bara Kanthalia, West Bengal 700120, India

Lat 22.758334°

Long 88.396229°

28/09/23 02:29 PM GMT +05:30



 **GPS Map Camera**



Barrackpore, West Bengal, India

Q95W+8G7, Malir Math, Barrackpore, Bara Kanthalia, West Bengal 700120, India

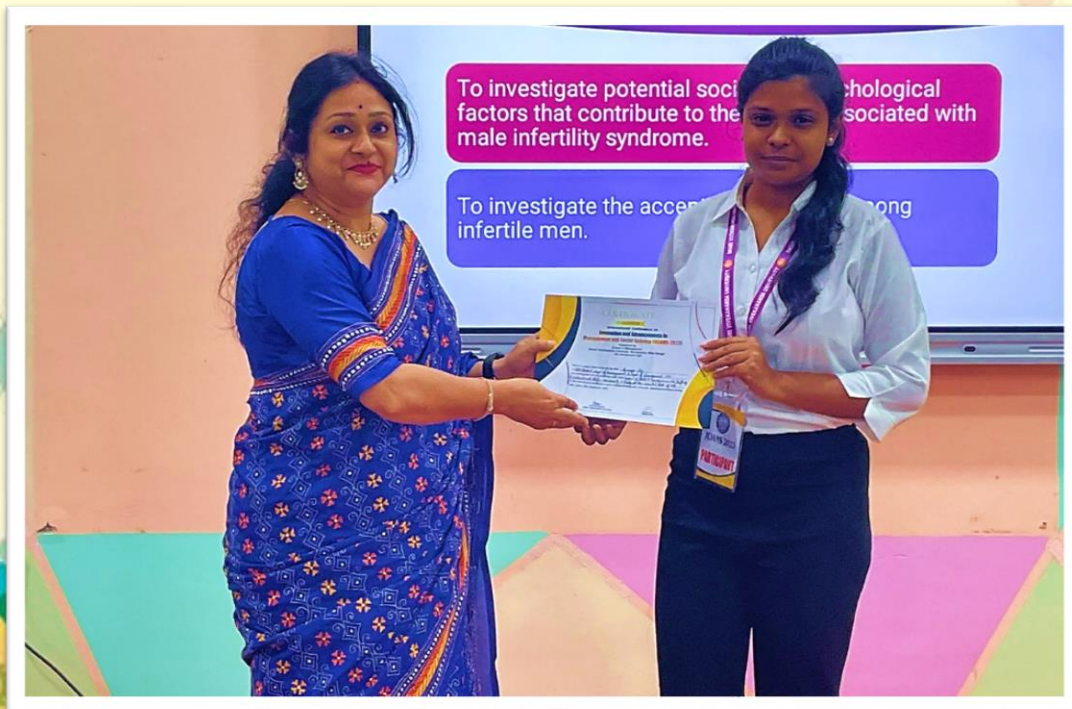
Lat 22.758602°

Long 88.396162°

28/09/23 04:07 PM GMT +05:30







Student presenting research paper in International Conference on Innovation and Advancements in Management and Social Science (ICIAMS-2023) Organised by: School of Management, Swami Vivekananda University

A Grooming Session conducted by School of Management by the industry expert, Dated 06.01.24 by an eminent expert Mr. Anupam Das, Chief Manager, Quality Control, Peerless Hospital & B.K. Roy Research Centre. Mr. Das delivered his valuable speech and inculcate the insightful thoughts to the students.



On 7th to 10th November, 2023, an Entrepreneurship lectures given by:

Mr. Sk. Lutfar Rahaman, Managing Director, Rahaman Merchandiser Pvt. Ltd.

Mr. Hindol Goswami, Partner Knowcult, Co-founder and Director StartFed, Ex Vice president operations, Ampersand group.



First three Projects
will get the **Seed Funding**
assistance for their startups from the
University.

"SVU ideathon"
PROGRAM COMMENCES 7TH NOV TO 10TH NOV 2023



"SVU ideathon"
PROGRAM COMMENCES 7TH NOV TO 10TH NOV 2023

First three Projects will get the Seed Funding assistance for their startups from the university.

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Day-1

 **MR. SK. LUTFAR RAHAMAN**
Managing Director
Rahaman Merchandiser Pvt. Ltd.

 **HINDOL GOSWAMI**
PartnerKnowCult - Co-Founder
and Director StartFed,
ex-Vice President Operations
Ampersand Group



Our students participated in Smart India Hackathon 2023

1. Team Name: KARMA COMMANDERS

Team Members: Brishti sarkar, Sudipta Halder (Team Leader), Kashish Pandey, Ananya Mitra from BBA(H) 2023 Batch.

Name of the problem statement: Developing Solutions to effective market linkage and promotion of One District One Product

2. Team Name: DisruptX

Team Members: Jit Banik (Team Leader) from BBA in DIGITAL MARKETING, Ayantika Biswas, Debanjana Bej, Saikat Paria (All are from BBA 2023 Batch), Debankur Roy from B.tech CSE and Ankit Kumar Saha from BCA.

Name of the problem statement: Developing Solutions to effective market linkage and promotion of One District One Product.

3. Team Name: Tech-Savvy India Coalition Group

Team Members: Swarup Behera (Team Leader) from BBA(DM), Bishal Ghosh, Sagnik Bose, Shibam Rajbanshi, Rupsha Dey, Shivani Sandilya-(All are from BBA 2023 Batch)

Name of the problem statement: Incentives based Design for onboarding Legal Service Providers such as Advocates, Arbitrators, Mediators, Notaries, Document Writers, etc on e-Market Place for extending Legal Services.



On 29th November, 2023, a MOU signed between School of Management & ID and BG Hospital. On this auspicious day, The prestigious Vivek Karma Samman had been honoured to Prof.(Dr.) Nabanita Bhattacharyya, Principal, ID & BG Hospital, Kolkata.





Our Students' Success Story



I am Sourina Dey, a student of BHM (III semester), Swami Vivekananda University. I have completed my internship in the department of Human Resource at Fortis Hospital and kidney institute from 7th August to 17th November 2023. During this period of training, I had undergone adequate exposure to the day-to-day activities of the HR department and gain industrial experience that will help me in future. All over the experience is very good.



I am Arnab Mazumdar. I completed my Graduation degree in 2018 and then I was preparing for govt job and finally I selected as an employee of Central Government as Central Water Commission, Nagpur. Meanwhile I took admission at SVU for Hospital Administration, This University is very good and its atmosphere & faculties are good and careful for students. I admitted that the few days when I was reading in university that period will remain grateful. Thanking you.

Successful Students for Amazon campus drive, 2023.



Glimpses of happy faces of the students get selected for Xperteez Technology for MBA 4th semester students.



Board of Studies (BOS) meeting regarding NEP

Prof. (Dr.) Kallal Banerjee, Director, School of Management, has requested to 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. The following resolutions were adopted after detail deliberation: Agenda-1 Finalization of Four years UG (BBA, BBADM, BBA HM, BBA HHA) syllabus as per National Education Policy (NEP), 2020 guidelines: Convenor of the meeting put the detailed four years draft syllabus of Under Graduate courses vide Bachelor of Business Administration (BBA), Bachelor of Business Administration in Digital Marketing (BBA DM), Bachelor of Business Administration in Hospital Management (BBA HM) and Bachelor of Business Administration in Hotel and Hospitality Administration (BBA HHA) as per National Education Policy (NEP), 2020 guidelines.

Convenor also described the subject selection pattern, coding system of each subjects and distribution of credit pattern before the committee members. After detailed discussion and incorporating necessary changes, as advised by the expert members, the Draft syllabus of all the disciplines has been unanimously accepted and approved as well by the committee. The committee has praise for preparing the robust syllabus as per the need of the modern times.

Meeting Date: 03.11.2023

Meeting Time: 02.00 P.M

Agenda of BOS meeting:

1. Finalization of Four years UG (BBA, BBA DM, BBA HM, BBA HHA) syllabus as National Education Policy (NEP), 2020 guidelines.
2. Finalization of Paper Setter, Internal Moderator and External Moderators of question papers for Term End Odd Semester Examination, 2023.
3. Finalization of Examiners and Scrutinizers name of question papers for Term End Odd Semester Examination, 2023.
4. Miscellaneous

Internal Members:

Prof. (Dr.) Kallal Banerjee Director, School of Management, SVU Chairman

Prof. (Dr.) Shantanu Chakraborty Director, School of Management, SVU Member

Prof. (Dr.) Somsubhra Gupta Dean Science, SVU Invited Member

Dr. Anirban Hazra Assistant Professor and Head, Department of Management, SVU Co-Convenor

Mr. Soumen Nath Assistant Professor and Head, Department of Hospital Management, SVU Convenor

Mr. Neelanjan Mitra Assistant Professor, School of Management, SVU Member

Mr. Shafique Ahmed Assistant Professor, School of Management, SVU Member
 Mr. Amitabha Gupta Assistant Professor, School of Management, SVU Member
 Dr. Mainak Chakraborty Associate Professor, School of Management, SVU Member
 Dr. Sanjay Bhattacharjee Associate Professor, School of Management, SVU Member
 Mr. Sourav Chatterjee Assistant Professor, School of Management, SVU Member
 Mr. Jeet Goswami Assistant Professor, School of Management, SVU Member
 Ms. Arpita das Assistant Professor, School of Management, SVU Member
 Ms. Shivani Hazra Assistant Professor, School of Management, SVU Member
 Mr. Ayanangshu Mondal Assistant Professor, School of Management, SVU Member

External Experts:

Prof. (Dr.) Kaushik Kundu, Dept. of Management and Business Administration, Aliah University, New Town, Kolkata, West Bengal 700156 (External Expert from Academia)
 Prof. (Dr.) Arup Kumar Baksi, Dept. of Management and Business Administration, Aliah University, New Town, Kolkata, West Bengal 700156 (External Expert from Academia)
 Dr. Gargi Lahiri, Associate Professor, Department of Hospital Management Sister Nivedita University, New Town, West Bengal 700156 (External Expert from Academia)
 Dr. Joy Basu, Vice President, Apollo Hospitals (External Expert from Industry)
 Dr. Nibedita Debbarma Chatterjee, Ex. Senior Vice President ILS Hospitals (External Expert from Industry)
 Mr. Dhruvajyoti Majumder, Regional Manager-HR East, L&T Constructions (External Expert from Industry)

Zoom Meeting: Soumen Nath (Presenting)

Sl. No.	Name	Designation	Institution	Address	Contact No.	Remarks
1	Dr. Kaushik Kundu	Prof. (Dr.)	Dept. of Management and Business Administration	Aliah University, New Town, Kolkata, West Bengal 700156		External Expert from Academia
2	Dr. Arup Kumar Baksi	Prof. (Dr.)	Dept. of Management and Business Administration	Aliah University, New Town, Kolkata, West Bengal 700156		External Expert from Academia
3	Dr. Gargi Lahiri	Associate Professor	Department of Hospital Management	Sister Nivedita University, New Town, West Bengal 700156		External Expert from Academia
4	Dr. Joy Basu	Vice President	Apollo Hospitals			External Expert from Industry
5	Dr. Nibedita Debbarma Chatterjee	Ex. Senior Vice President	ILS Hospitals			External Expert from Industry
6	Mr. Dhruvajyoti Majumder	Regional Manager-HR East	L&T Constructions			External Expert from Industry

Participants: Soumen Nath, Arpita Das, Dr. Anirban Hazra, Shafique Ahmed, Soumen Nath, Nibedita chatterjee, 11 others, Neelanjana Mitra

Zoom Meeting: Soumen Nath (Presenting)

Sl. No.	Name	Designation	Institution	Address	Contact No.	Remarks
1	Dr. Kaushik Kundu	Prof. (Dr.)	Dept. of Management and Business Administration	Aliah University, New Town, Kolkata, West Bengal 700156		External Expert from Academia
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6	Mr. Dhruvajyoti Majumder	Regional Manager-HR East	L&T Constructions			External Expert from Industry

Contributors: Neelanjana Mitra (You), Amitabha Gupta, Arpita Das, dhruvajyoti majumder, Dr. Joy Basu, Dr. Anirban Hazra, Jeet Goswami, Kalie Banerjee

Soumon Nath (Presenting)

Moderation Pending (other Exp): x

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Access in management

List of Moderation Pending From Other Department Odd Semester Examination, 2023

Stream	Sem	Code	Subject	Domain	Internal Examiner	Department
MBA	3rd	MBC303V	Food Technology	ABM	Dr. Saikat Kanti	Agriculture
BBA	1st	BBA/BIA104	Environmental Science	Chemistry	Dr. Anindya Bhattacharya	Education
BBA (HM)	1st	BBA/BIA105	Environmental Science - I	Chemistry	Dr. Apna Sarkar	Chemistry
BBA	3rd	BBS301	Computer Applications - I	Computer Science	Ms. Priyanka Mitra	CSE
BBA (HM)	1st	BBA/BIA106	IT Application In Business	Computer Science	Ms. Lipika Mukherjee Pal	CSE
BBA	1st	BBA105	IT Application In Business	Computer Science	Ms. Sumana Chakraborty	CSE
BBA	1st	BBA/BIA1051	IT Application In Business	Computer Science	Ms. Lipika Mukherjee Pal	CSE
MBA	1st	MBC103	Business Communication	Humanities	Dr. Subham Bhattacharjee	English
BBA (HM)	1st	BBA/BIA106	Communicative English	Humanities	Ms. Seeyoshi Dhar	English
BBA	1st	BBA1041	Communicative English	Humanities	Ms. Seeyoshi Dhar	English
BBA	1st	BBA/BIA1041	Communicative English	Humanities	Mr. Agnifalpto Datta	English
MBA	1st	MI	interdependence in changing your career	Math	Dr. Dhr	Math

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Future aspects and Visions

- To give more emphasis on imparting quality education so that every student can learn in an efficient and effective way.
- To acquire new research spheres where sustainable contribution can be delivered into the field of research and innovations.
- Our second volume of ISBN book "Exploring the Dynamics of Business Decisions in Present VUCA World" is on the process.

Future Events

The School of Management is set to host the International Conference on Transformations and Sustainable Growth for Business Development (ICTSGBD)-2024 from February 22nd to 24th.

On 19th to 21st February, 2024, an event of SVU Management Fest will be organized by School of Management. Student of any college, university can apply.

There will be other Events such as:

- SVU Mind Mappers start up competition- one day start-up plan competition
- SVU Business Plan Competition- speak up to start-up
- SVU Smart Hospital System and many more.

Best Practices Adapted

- Maintaining the quality as well as quantity
- Commitment to the students as well as to the society
- Time management
- Harmony and peace at workplace