



SWAMI VIVEKANANDA UNIVERSITY



Excellence . Innovation . Entrepreneurship

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School of Management

NEWSLETTER

Volume- II, Issue- VIII, July, 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.

WE



Certification Course on Brand Management

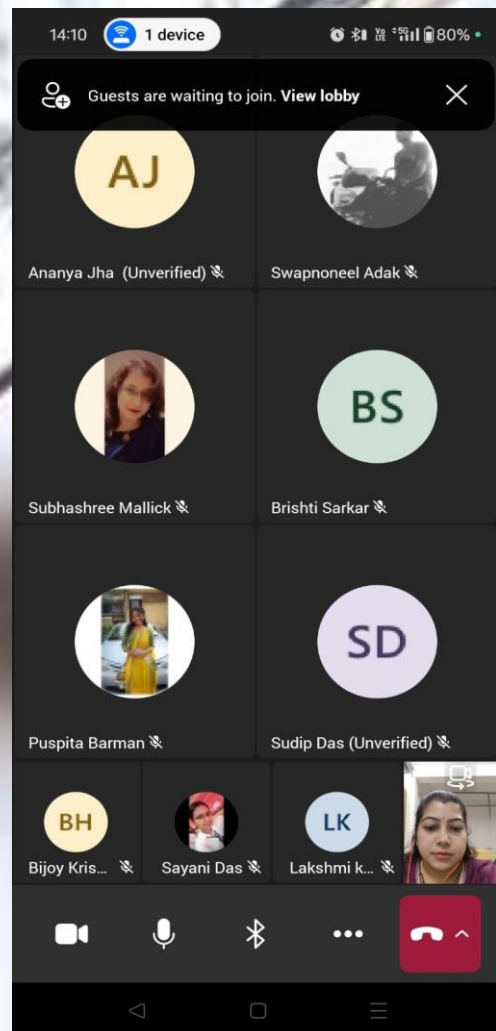
In today's competitive market, strong brand management is essential for businesses to thrive. A **Certification Course in Brand Management** equips professionals with the skills and knowledge to build, manage, and sustain impactful brands.

This comprehensive course covers key areas such as **brand strategy, brand positioning, consumer behavior, digital branding, and brand equity management**. Participants will learn how to craft compelling brand narratives, leverage digital platforms for promotion, and measure brand performance using advanced metrics. Through a mix of **case studies, practical projects, and expert insights**, the curriculum ensures a balance of theoretical knowledge and hands-on application.

A key focus of the program is **digital branding**, where students explore **social media strategies, content creation, and digital marketing techniques** to effectively engage with their target audiences. The course also emphasizes the use of analytical tools and performance metrics to assess brand success and return on investment.

By the end of the program, graduates will be prepared to **develop strategic branding initiatives, enhance brand visibility, and foster brand loyalty**. Whether you are a marketing professional, entrepreneur, or someone looking to specialize in brand management, this certification will give you a competitive edge in the industry.

Take the next step in your career—master the art and science of brand management today!





SWAMI VIVEKANANDA
UNIVERSITY

Online CERTIFICATION COURSE

FREE NO COURSE FEE

TO BE CONDUCTED BY

ELIGIBILITY

Both SVU Internal students and external candidates are allowed to register.

Dr. Pramiti Roy

Head & Director Dept. of JMC &
School of Management

Formerly with **TOI**



Dr. Moumita Chakraborty

Assistant Professor, Dept. of JMC

Formerly with **HDFC BANK**

ON BRAND MANAGEMENT
STARTING FROM JULY, 2024
REGISTER NOW

Contact us:

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pramitir@svu.ac.in



Why Brand Management?

- ✓ Enhances understanding of building and managing a brand identity.
- ✓ Equips with strategies to increase brand loyalty and customer retention.
- ✓ Provides insights into market positioning and competitive analysis.
- ✓ Improves skills in creating effective marketing and branding campaigns.



Workshop related to higher studies, internships, training, and opportunities abroad in collaboration with the University of West of Scotland and Aberystwyth

We are excited to announce a **special workshop** in collaboration with the **University of the West of Scotland and Aberystwyth University, Wales, UK**, designed for students and professionals aspiring to explore higher studies, internships, training programs, and career opportunities abroad.

This workshop will provide **valuable insights into international education pathways, scholarship options, internship programs, and professional training opportunities** that can enhance your global career prospects. Experts from both universities will share first-hand information on application processes, eligibility criteria, and strategies to successfully transition into top academic institutions and professional environments overseas.



Induction Programme for Freshers

Swami Vivekananda University was all set to welcome the incoming 2024 batch of BBA, BBA-DM, and BBA-HHA students with a dynamic Student Orientation Program. Scheduled on 15th July from 10:30 a.m. to 12:30 p.m.

This induction program for new students in the School of Management was designed to ensure a smooth transition into university life and academic rigor. This comprehensive program typically includes an orientation session where students are introduced to the faculty, staff, and classmates, fostering a sense of community from the outset. Key activities often involve campus tours, workshops on academic expectations and study skills, and presentations on available resources such as the library, career services, and student support centers. Additionally, students are briefed on the curriculum, including core courses and elective options, and given an overview of extracurricular opportunities like clubs and internships. By the end of the induction program, new students should feel well-prepared and confident to embark on their academic journey in the Management department, equipped with the knowledge and support network needed for success.

Ms. Moumita Roy Chowdhury, Group Head of Operations at Ambuja Neotia Limited was our esteemed guest speaker. With her extensive industry experience and deep knowledge of business operations, she was set to enlighten the students about the skills expected by the industry, the latest trends in the business world, and the importance of building leadership qualities.

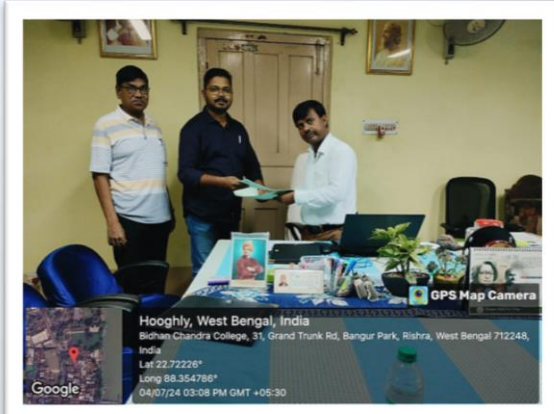
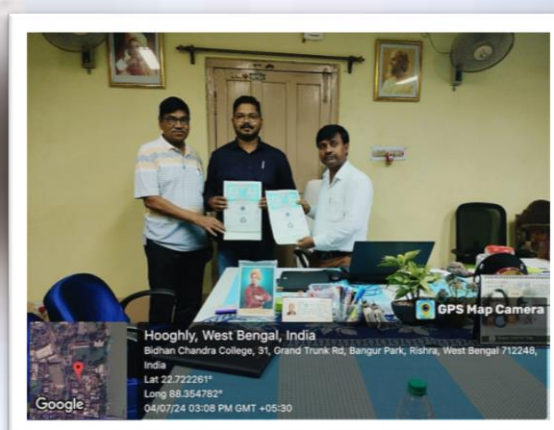
By attending this orientation program, students can gain a head start in their academic journey and develop a deeper understanding of the expectations and challenges of the industry. The session promises to be an enriching experience, paving the way for a successful and fulfilling academic and professional career for the students of Swami Vivekananda University.



MOU signed between Swami Vivekananda University and Bidhan Chandra College, Rishra

Swami Vivekananda University recently signed a Memorandum of Understanding (MOU) with Bidhan Chandra College, Rishra, marking a significant step towards academic collaboration and mutual growth. This agreement aims to foster cooperative efforts in areas such as research, faculty exchange, and student development programs. By leveraging the strengths and resources of both institutions, the MOU seeks to enhance educational opportunities and promote innovation in teaching and learning. This mutual partnership underscores a shared commitment to academic excellence and holistic development, reflecting the visionary ideals of Swami Vivekananda in empowering students and educators alike.

It is expected to enrich the academic environment of both institutions, promoting interdisciplinary learning and fostering a culture of innovation and critical thinking. Furthermore, the MOU emphasizes the importance of community engagement and social responsibility, encouraging both universities to work together on projects that benefit the local community and address societal challenges. By combining their expertise and resources, Swami Vivekananda University and Bidhan Chandra College aim to create a synergistic relationship that will drive academic progress and contribute to the overall development of the higher education sector in the region.



V. NON-EXCLUSIVITY:

This Agreement is a non-exclusive agreement, and both parties remain free to enter into similar agreements with third parties.

VI. SPECIAL PROVISIONS

1. Each party will take approval from the other party in writing prior to using the latter's name and logo for the activities hereunder on a case-by-case basis.
2. All parties hereto shall do their utmost to ensure the smooth and efficient implementation of the programs.
3. The parties will consult with each other for any subsequent associated agreement informally and attempt to resolve disputes or misunderstandings that may arise in the administration of this MoU or any subsequent associated agreement informally.
4. Neither party can misuse this MoU by involving the name of the other without the written consent from the other party.
5. There will be no financial involvement by either of the parties.

VII. FUNDING

- a. Expenses for maintaining infrastructure shall be borne by the respective institutions. The transportation and personal expenses of exchanging students, teachers, or officers shall be covered by the requesting individuals/Institutions.
- b. Financial expenses for internships of professors and researchers, which will be arranged at the parties' request, as well as travel expenses, shall be covered by the requesting institution/s. No fees will be paid to the professors/researchers as they remain in their positions at their home institution, which will continue to pay their salaries.

VIII. DISPUTES

If any dispute arises in respect of the MoU, both the organizations will discuss and settle the matter amicably.

For
Bidhan Chandra College, Rishra

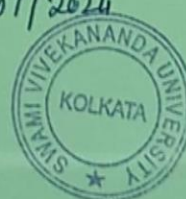
Name: Prof. (Dr.) Ramesh Kar
Designation: Principal
Date:

Principal
Bidhan Chandra College
Rishra, Hooghly



For
Swami Vivekananda University

SWAMI VIVEKANANDA UNIVERSITY
Name: Prof. (Dr.) Subrata Kumar Dey
Designation: Vice Chancellor
Date: 04/07/2024

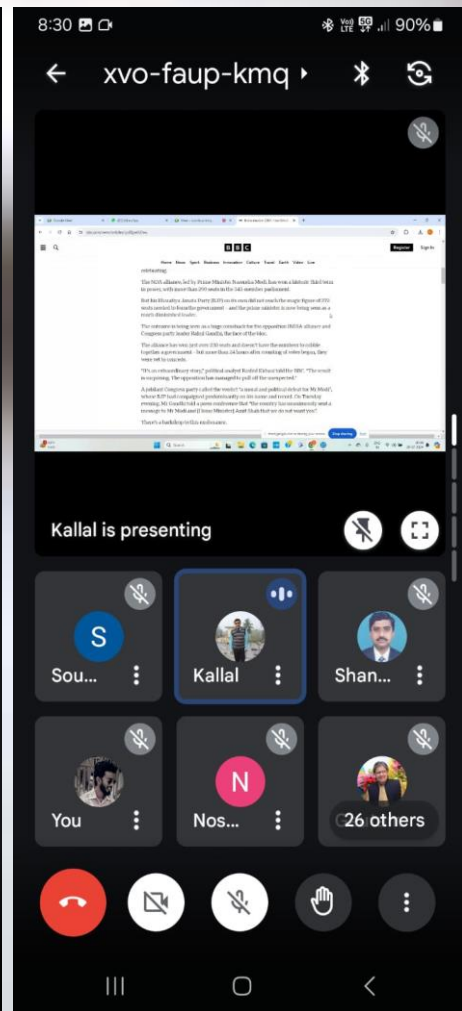
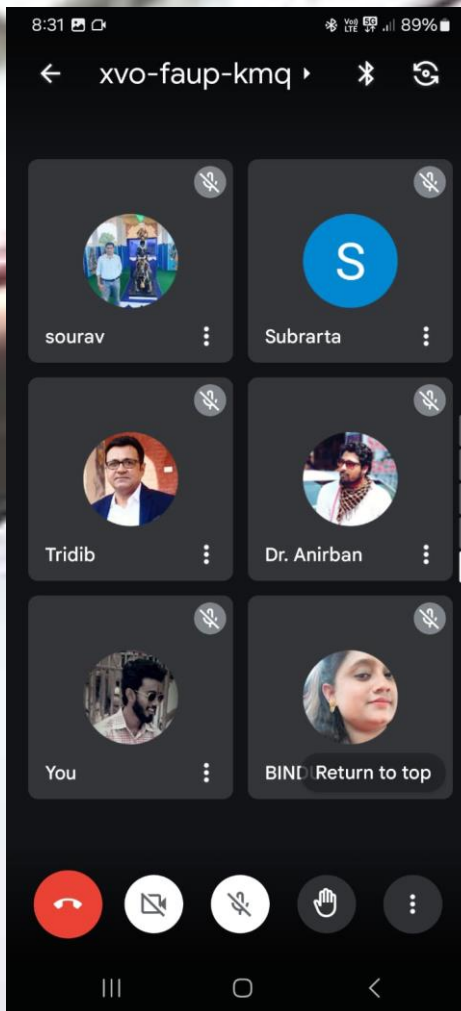
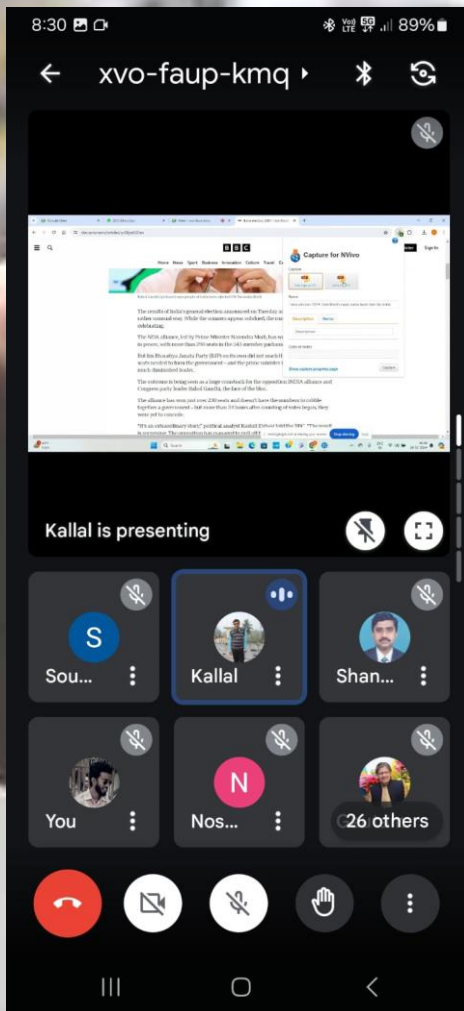
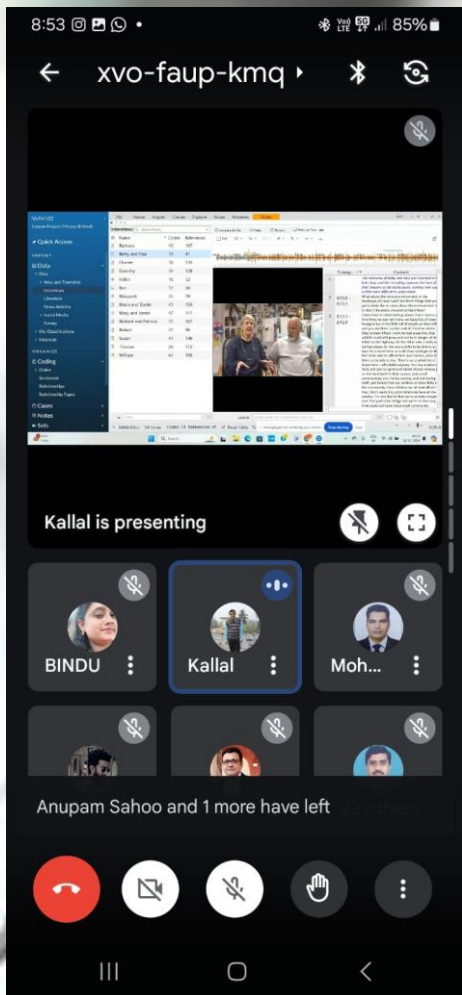
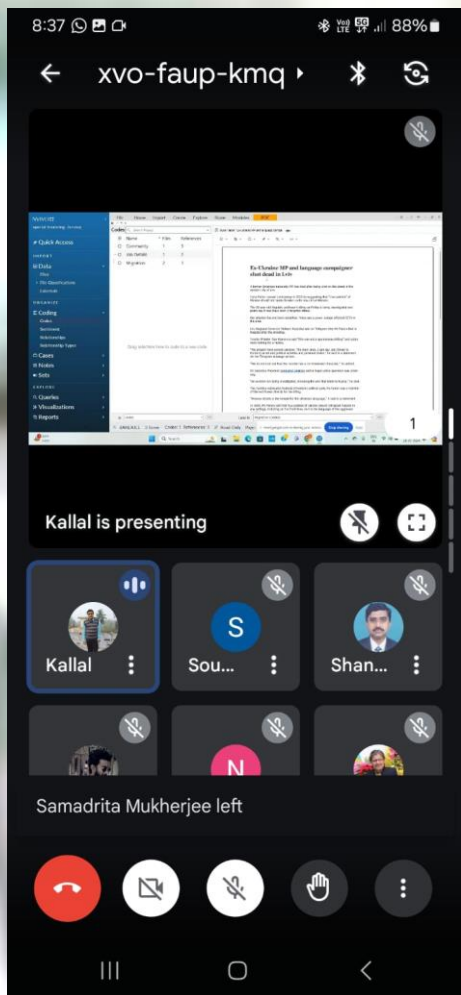
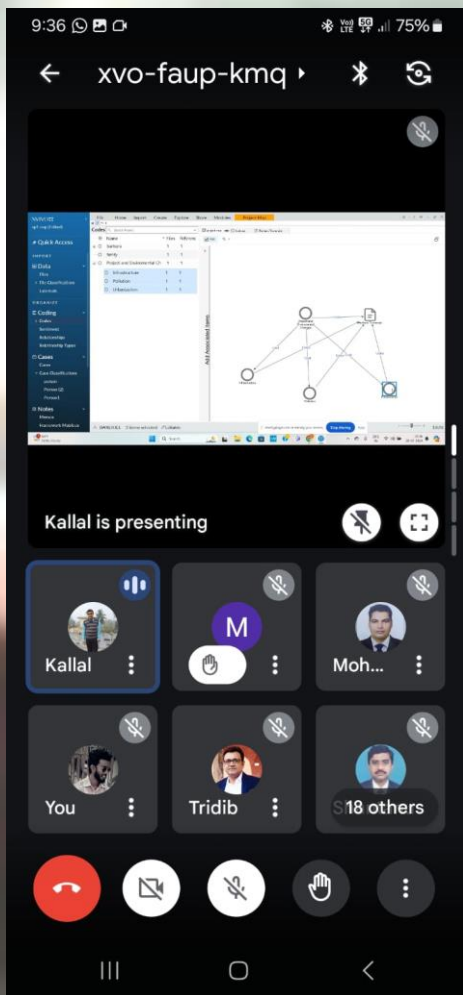


Workshop Regarding “Qualitative Analysis through NVIVO”

A workshop based on *Qualitative Analysis through NVIVO* was conducted by Dr. Kallal Banerjee, Professor, and Director, School of Management on 20th July 2024. This was a beginner-level workshop for NVivo 14 for Windows. The goal of this workshop was to learn about the basic features of NVivo that will allow you to organize and analyze qualitative data. This Workshop will go over the basics of navigating the NVivo interface, importing data, and coding with codes. It will also explore the different types of queries you can run in NVivo like word cloud, Text Search, Auto Coding, Sentiment Analysis, Memo, N Capture, Mind Map, Concept map, Project Map, and Classification of Cases.

Learning outcomes - master the core functionalities to apply the latest version of NVivo to your project, including:

- **Import:** Importing Word docs, PDFs, audio, video, and images into NVivo; use Transcription
- **Organize:** Organizing codes, code text, and create codes; apply coding stripes and highlights; use cases with classification and attributes; memos and linking to files
- **Auto-coding with AI:** Employ AI-powered auto-coding to automatically detect and code themes, sentiment analysis, and adaptive patterned-based coding. (Windows Only)
- **Explore:** Exploring lexical queries, word frequency, and text search; apply code and matrix queries; illustrate with visualizations such as mind maps, comparison diagrams, and chart coding



Seminar on Digital Marketing

A seminar on digital marketing for undergraduate students offers an invaluable opportunity to bridge academic knowledge with real-world applications. This event can cover a range of essential topics, including search engine optimization (SEO), social media marketing, content creation, email campaigns, and data analytics. By engaging with industry professionals and participating in interactive workshops, students can gain practical insights into current trends and best practices. The seminar aims to equip them with the skills and understanding needed to effectively navigate the digital landscape, enhancing their employability and preparing them for successful careers in the dynamic field of digital marketing.

It provides a comprehensive overview of the dynamic and ever-evolving digital landscape. It delves into critical aspects such as search engine optimization (SEO), where students learn techniques to enhance website visibility and rank higher in search engine results. Social media marketing sessions explore strategies for building brand presence and engaging audiences across platforms like Facebook, Instagram, and LinkedIn. Content creation workshops focus on producing compelling and shareable content, while email marketing sessions highlight ways to craft effective campaigns that drive engagement and conversions. Additionally, the seminar covers data analytics, teaching students how to analyze metrics and leverage data to refine marketing strategies. Featuring guest speakers from the industry, the seminar offers networking opportunities, enabling students to connect with professionals and gain insights into real-world challenges and solutions. Interactive workshops and hands-on activities ensure that participants leave with practical skills and a thorough understanding of how to apply digital marketing concepts in various business contexts. This seminar not only enhances academic learning but also prepares students for the demands of a competitive job market, fostering innovation and creativity in their future careers.



MoU with Harishchandrapur College and Swami Vivekananda

The signing of a Memorandum of Understanding (MoU) between Harishchandrapur College and Swami Vivekananda University marks a significant milestone in fostering academic collaboration and enhancing educational opportunities for students and faculty. This partnership aims to facilitate the exchange of knowledge, resources, and expertise between the two institutions. Joint initiatives will include collaborative research projects, faculty exchange programs, and the development of innovative curriculum modules that integrate the strengths of both colleges. Additionally, students will benefit from shared academic resources, access to a broader range of courses, and increased opportunities for internships and practical training. This MoU is a testament to both institutions' commitment to academic excellence and their dedication to providing holistic and enriched educational experiences.

These include joint research initiatives that will leverage the diverse expertise of faculty members, fostering innovative solutions to contemporary challenges. The MoU also encompasses faculty exchange programs, which will provide opportunities for professional development and the cross-pollination of teaching methodologies and academic perspectives.

Students stand to gain significantly from this partnership, with access to a wider array of academic resources, enhanced course offerings, and the chance to participate in cross-institutional projects and seminars. Internships and practical training programs will be more readily available, offering real-world experience and better-preparing students for their future careers. Additionally, the collaboration aims to organize conferences, workshops, and cultural exchange programs that will enrich the academic environment and promote a global outlook among students. This MoU symbolizes a commitment to excellence and innovation in education, embodying the shared vision of Harishchandrapur College and Swami Vivekananda University. It represents a concerted effort to elevate the quality of education and research, ultimately contributing to the broader goal of societal development and the cultivation of future leaders and thinkers.



Students' Corner



I am Sayan Mondal, currently pursuing Masters in Hospital Administration (MHA) from Swami Vivekananda University. I am currently in an internship at ESI Kayani Hospital in the Tie-Up Department. I am learning about how the specialty and super-speciality cases are referred through this department. During this internship, I am gaining valuable experience in coordination and management within the hospital. I am grateful to Swami Vivekananda University for providing me with this opportunity to apply my academic Knowledge in a practical setting and enhance my skills in further aspects.



Myself Koushik Bhowmik. I'm pursuing an MBA degree from Swami Vivekananda University. I recently got an internship opportunity at Mozo Hunt company where I can learn relationship building and effective communication and also it helps me to gain practical experience of working in an organization environment.