



# SWAMI VIVEKANANDA UNIVERSITY



Excellence . Innovation . Entrepreneurship

[www.swamivivekanandauniversity.ac.in](http://www.swamivivekanandauniversity.ac.in)

## School of Management

### NEWSLETTER

Volume- II, Issue- IV, March, 2024

# The LaunchPad

## Top News

- **Industry Expert Talks for UG & PG Students**
- **MOU Signing between SVU & CAMRI**
- **Marketing Quiz Organized by BCC & Industry**
- **A Few Student Internships experience at Hospitals - Ongoing**



# The LaunchPad

## Committee and Editorial Board

**President:** Dr. Nandan Gupta

**Vice-President:** Prof. (Dr.) Subrata Kumar Dey

**Convener:** Mr. Neelanjan Mitra

**Joint Convener:** Dr. Mainak Chakraborty

**Secretary:** Mr. Jeet Goswami

### Advisory Board:

Mr. Saurabh Adhikari

Prof. (Dr.) Somsubhra Gupta

Prof. (Dr.) Kallal Banerjee

Prof. (Dr.) Shantanu Chakraborty

Mr. Tanmoy Mazumder

Prof. Amitabha Gupta

### Editor-in-Chief:

Dr. Anirban Hazra & Mr. Soumen Nath

### Editorial Board:

Dr. Sanjay Bhattacharya

Dr. Shantanu Chakraborty

Dr. Tridib Kumar Chatterjee

Mr. Sourav Chatterjee

Ms. Soumi Chakraborty

Dr. Niyaz Ahmad

Mrs. Moumita Aich Som

Mr. Souvik Majumdar

Ms. Chandrika Banerjee

Ms. Moumita Acharya

## 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.

# Industry Expert Talks for UG and PG students

## Some special talks for UG and PG students by the industry experts:

Some special talks were organized for UG and PG students of School of Management on 8<sup>th</sup> march, 2024. The event provided a valuable platform for students to showcase their skills, network with professionals, and secure internships that align with their career aspirations. By working on real-world projects, students will be able to apply theoretical knowledge, develop industry-specific skills, and gain a deeper understanding of workplace dynamics. They received some advices on career paths and options within the industry and informed about the skills and qualifications needed for different roles. There was a deep dive into specialized topics and emerging technologies relevant to their field of study aiming to their future directions and innovations focusing to shaping the industry.



# MOU between Swami Vivekananda University and (CAMRI)

## An MOU between Swami Vivekananda University and Chittaranjan Advanced Medical Referral Institute (CAMRI):

On 22<sup>nd</sup> March, 2024 Swami Vivekananda University signed an MOU with Chittaranjan Advanced Medical Referral Institute (CAMRI), Burdwan, a renowned multi-speciality hospital, guided by Mr. Soumen Nath, HOD, Department of Hospital Management. This collaboration marks a pivotal step in enhancing the educational and professional opportunities available to our students. Through this partnership, students enrolled in our Hospital Management course will have the exclusive opportunity to secure internships at CAMRI. These internships will provide invaluable hands-on experience in a real-world healthcare environment, allowing students to apply their classroom knowledge to practical scenarios, develop critical management skills, and gain insights into the daily operations of a leading healthcare institution.



# Quiz participation organized by BCC and Industry

## Quiz participation organized by Bengal Chamber of Commerce and Industry:

Our 4<sup>th</sup> Semester of BBA and 2<sup>nd</sup> Semester of MBA students were actively participated in a prestigious quiz competition organized by the Bengal Chamber of Commerce and Industry (BCC & I) on 22<sup>nd</sup> March, 2024. This Marketing and Brand Quiz saw participation from 40 teams, representing corporate entities, cross-corporate groups, and management colleges from across West Bengal. Our students showcased their knowledge and competitive spirit, competing alongside seasoned professionals and peers from other esteemed institutions. Participating in such high-caliber events provides our students with invaluable experience beyond the classroom. It enhances their understanding of marketing concepts, sharpens their analytical and quick-thinking skills, and exposes them to real-world business scenarios. Additionally, these competitions foster networking opportunities with industry professionals and peers, helping students build connections that can be advantageous for their future careers.

**TATA STEEL**  
WellAlsoMakeInnovate  
presents  
**BCC&I**  
AIDING BUSINESS  
SINCE 1857

**WHAT'S YOUR MQ?**

Powered by  
**Chooker Houghton** **Berger**

Venue: Williamson Magar Hall  
The Bengal Chamber  
Time: 4:30 pm onwards  
Date: 22 March 2024

**WIN BIG**  
Winner ₹20000  
1st runner-up ₹12500  
2nd runner-up ₹7500  
...and other attractive prizes!

Registration Fees\*  
Students (team of 2) ₹900  
Corporates (team of 2) ₹2000  
\*For Team, include of GST. Participation subject to confirmation of payment.

In Association with  
**The Telegraph**

**THE QUIZ OF QUIZZES IS BACK!**

With Quizmasters Charanpreet Singh and Auritro Chowdhury. Register today!

Call/WhatsApp +91 98048 61458 or +91 98300 39065 (10 am to 5 pm) or mail to marketing@bengalchamber.com

One top scoring student team will make it to the finals. Participants should be 18 years or above.

Scan for payment Or pay via NEFT  
Canara Bank | A NS Road  
Account Number: 95001010000017  
IFS Code: CNRB0019500

Co-Partners: **MAGNO HINT**, **Food Partner**, **Beverage Partner**, **Gift Partner**



## Students' Corner

Myself **Sourav Roy**, pursuing MHA (2023-2025) from Swami Vivekananda University. I am Doing an internship at ILS Hospital Dumdum in Radiology department. This internship opportunity mainly provided by my university and i really thankful for that. From this internship I am learning many things like, how to deal with patient, how to manage my departmental resources, how to deal with any kind of unfortunate incident. I also learned How to do billing. A Big Thanks to SVU for giving me this opportunity.



I am **Rajorshi Chowdhuri**, student of MHA (2023-2025) batch from Swami Vivekananda University. I am pursuing an internship at ESI Maniktala Hospital in Admission Department This internship opportunity mainly provided by my university and i really thankful for that. From this internship I am learning at my best knowledge. A heartiest Thanks to Swami Vivekananda University for giving me this opportunity.

