



# SWAMI VIVEKANANDA UNIVERSITY



Excellence . Innovation . Entrepreneurship

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

## School of Management

### NEWSLETTER

Volume- II, Issue- XI, October, 2024

# The LaunchPad

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- **Publication of Books**
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### NEWSLETTER

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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.

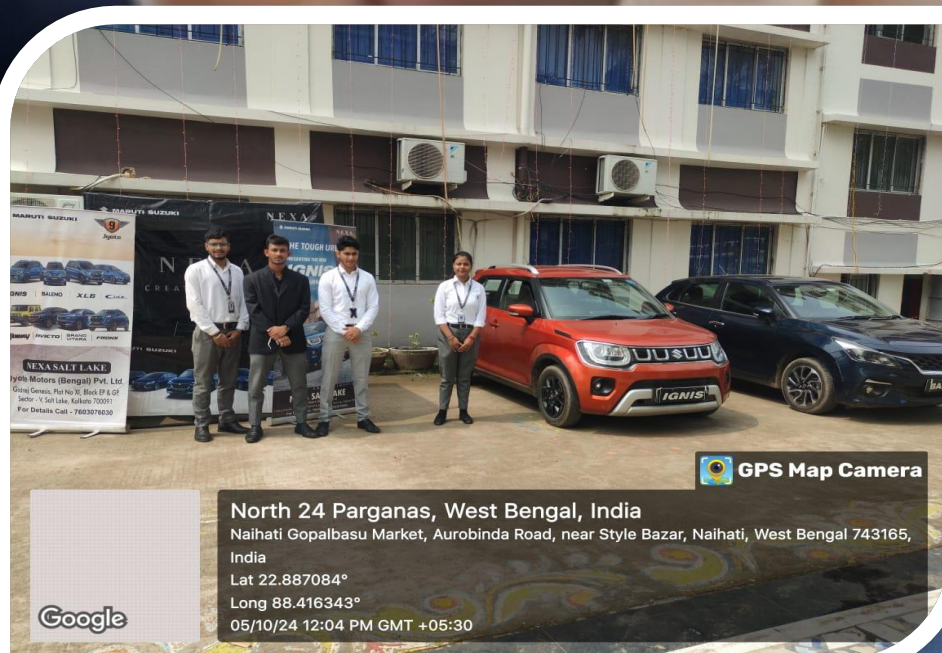


## NEXA and Swami Vivekananda University collaboration:

On October 5th, 2024, NEXA and Swami Vivekananda University collaborated to host an exceptional event on the university premises. The occasion was marked by an impressive display of NEXA's latest car models, which drew significant attention from students, faculty, and automotive enthusiasts. Attendees had the unique opportunity to explore the advanced features and sleek designs of the showcased cars, providing a tangible glimpse into the future of automotive technology. The event created a buzz of excitement and curiosity, encouraging participants to delve deeper into the innovative aspects of the vehicles on display.

This event also signified a crucial milestone for the management students of Swami Vivekananda University as they began a collaborative project with NEXA. This partnership aims to offer students invaluable hands-on experience in the automotive industry, bridging the gap between theoretical knowledge and practical application. The management students eagerly embraced this opportunity to work alongside NEXA professionals, gaining insights into the industry's best practices and innovative strategies. This collaboration is expected to significantly enhance their learning experience and prepare them for successful careers in the automotive sector.

The event was a resounding success, leaving a lasting impact on all who attended. Participants expressed their admiration and appreciation for the unique experience, praising the collaboration between NEXA and Swami Vivekananda University. The partnership is anticipated to foster innovation, creativity, and excellence among the students, equipping them with the skills and knowledge necessary to thrive in the dynamic automotive industry. This event not only highlighted the cutting-edge advancements in automotive technology but also demonstrated the university's commitment to providing its students with exceptional learning opportunities.



## Publication of Books

### **Book Title: Innovative Marketing Practices**

**Editors:** Dr. Kallal Banerjee, Mr. Soumen Nath, and Mr. Souvik Majumder

### **Book Overview:**

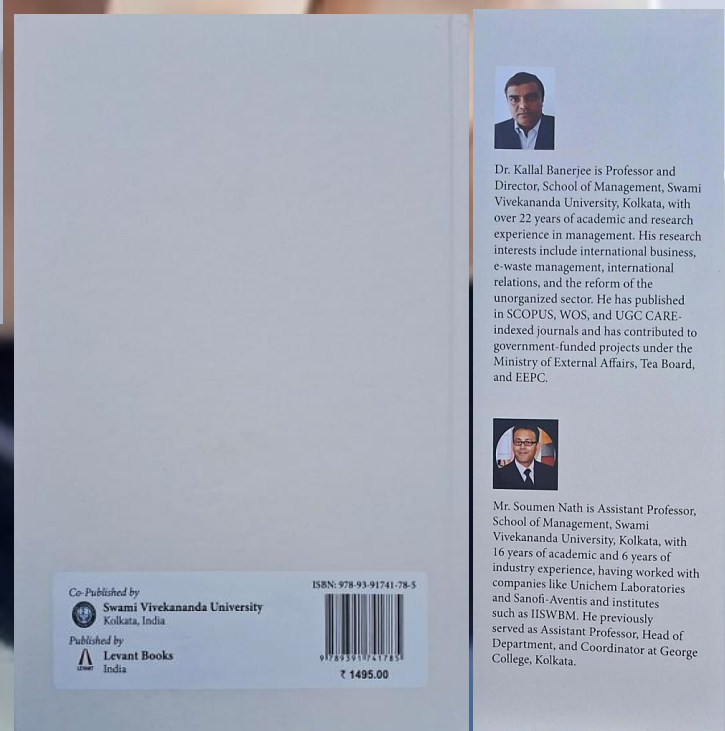
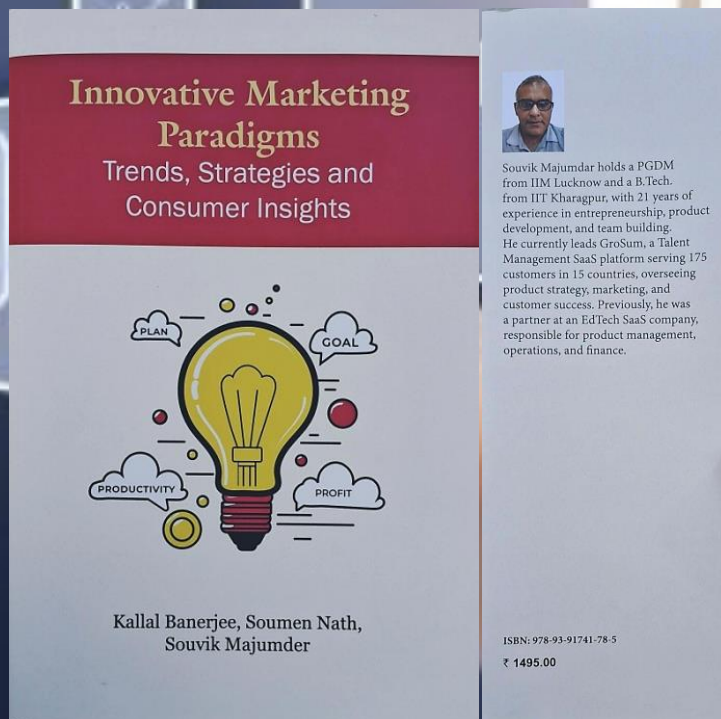
This book showcases cutting-edge marketing practices that are transforming the business landscape. The authors, experts in the field, share innovative strategies and techniques that marketers can leverage to stay ahead in today's competitive market.

### **Key Features:**

- Latest marketing trends and innovations
- Practical strategies for marketers
- Expert insights from renowned authors

### **Target Audience:**

Marketing professionals, business students, and entrepreneurs seeking to stay up-to-date with the latest marketing practices will find this book an invaluable resource.





## Book Title: Economic Frontiers: Contemporary Analysis and Implications

Editors: Dr. Anirban Hazra, Ms. Soumi Chakraborty, and Mr. Jeet Goswami

### Book Overview:

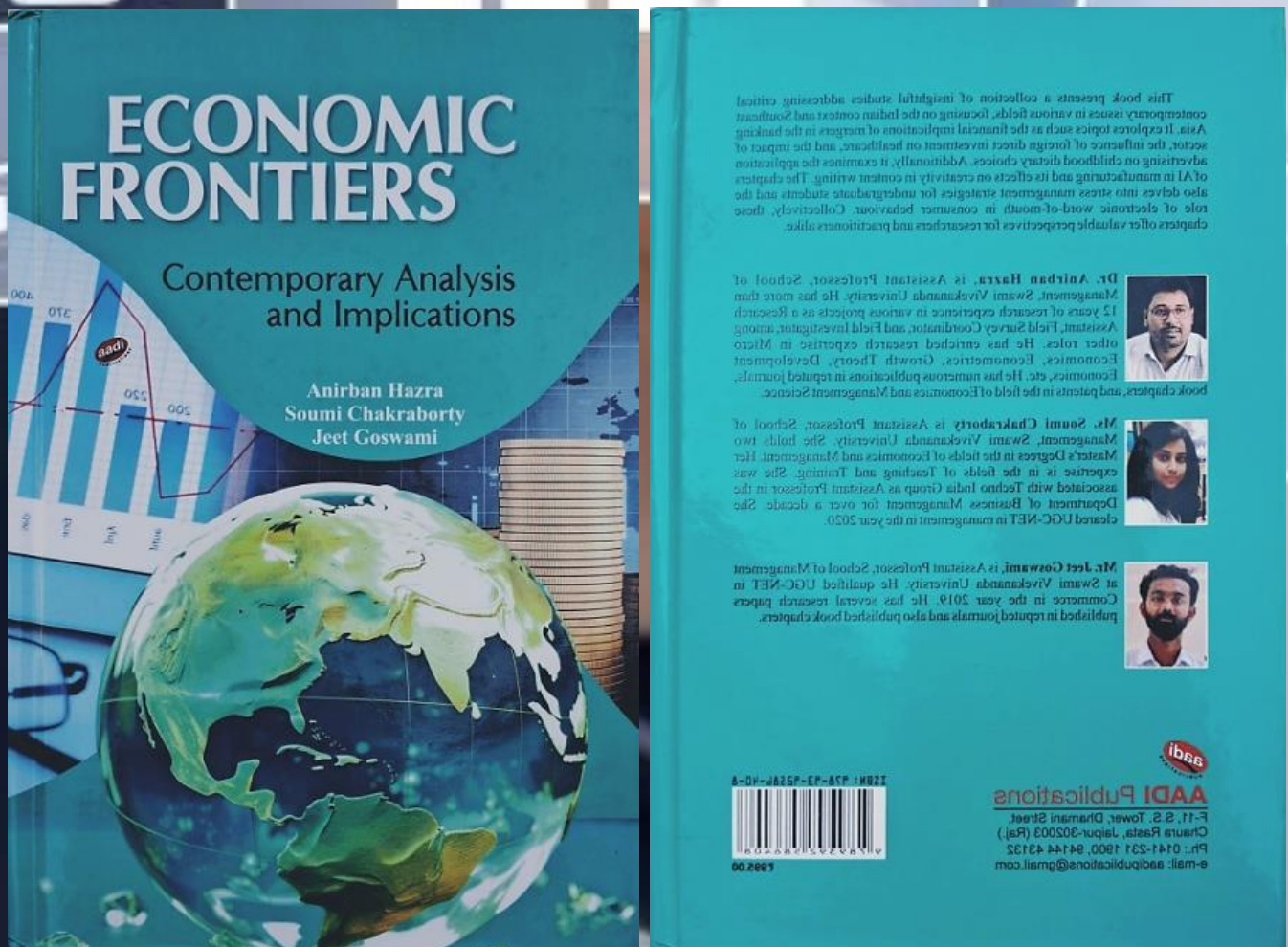
This book provides a comprehensive analysis of contemporary economic issues, including globalization, technological advancements, and climate change. The authors offer practical implications and recommendations for policymakers, businesses, and individuals.

### Key Features:

- Contemporary analysis of economic issues
- Interdisciplinary approach
- Practical implications and recommendations
- Indian perspective on economic issues

### Target Audience:

Economics students, researchers, policymakers, and business leaders will find this book a valuable resource for understanding the complexities of the modern economy.



## Students Corner



**Name-Pritam Chatterjee**

**HospitalName- HP Ghosh Hospital, Saltlake.**

**Department - SCM STORE DEPARTMENT**

“My self PritamChatterjee, Student of Swami Vivekananda University MHA 4th sem. Recently I joined HP Ghosh Hospital as a Trainee. I already completed 15 days in this Hospital. And in those days I learn to create GRN, proper storing material, Item sorting etc.”



**SOUMYADEEP NAIYA**

**Hospital- Institute of Neurosciences Kolkata.**

“My self SoumyadeepNaiya, student of Swami Vivekananda University, MHA (4th Sem). On 10th December, 2024 I joined at I-NK as an intern at Corporate billing department.

I already completed 60 days at this hospital and in that time I have learned various work like updating every patient's complete billing in the WBHS portal, discharging the patient and checking all details of the patients's file etc. I want to learn more and want to get a job as an eligible candidate.”