



SWAMI VIVEKANANDA UNIVERSITY



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School of Management

NEWSLETTER

Volume- III, Issue- I X, January, 2025

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.

Pre-Submission of Research Scholars of School of Management

The Pre-Submission seminar for research scholars of the School of Management was held on January 8, 2025. This seminar provided an essential platform for scholars to present their research findings before the final thesis submission. The objective was to receive constructive feedback from faculty members and peers, ensuring the quality and validity of the research work.

Key Highlights

- The seminar commenced with an opening address by Dr. Anirban Hazra, Head of Department, School of Management emphasizing the importance of rigorous research and constructive critique.
- Each scholar was allotted for presentation, followed by a discussion session where faculty members and peers provided feedback.
- Experts and senior faculty members evaluated the research progress and offered suggestions for improvement.
- Key areas of discussion included research methodology, data analysis techniques, theoretical contributions, and managerial implications.

Observations & Feedback

- Scholars received valuable insights into refining their research objectives and enhancing clarity in their methodologies.
- Faculty members emphasized the need for stronger empirical validation and coherence in literature reviews.
- Several scholars were advised to align their findings with industry trends to improve the practical relevance of their research.
- Recommendations were provided regarding potential journal publications and conference presentations.



Placement Drive - Net Infotech

The Placement Drive for Net Infotech was successfully conducted on January 17, 2025. The event provided an excellent opportunity for students to secure placements in a reputed company. The recruitment process was open to students from the following programs:

- BBA 4th Semester
- BBA DM 4th Semester
- BBA 6th Semester
- MBA HR 4th Semester

Recruitment Process

The selection process for Net Infotech consisted of multiple stages, including:

1. Pre-Placement Talk – Company representatives provided an overview of Net Infotech, its work culture, job roles, and career growth opportunities.
2. Aptitude Test – A written assessment designed to evaluate the candidates' analytical and problem-solving abilities.
3. Group Discussion – Shortlisted candidates participated in a discussion to assess their communication skills, teamwork, and leadership qualities.
4. Personal Interview – Final round where candidates were assessed based on technical knowledge, HR-related queries, and overall personality.

Key Highlights

- The placement drive saw an overwhelming response from students, showcasing their enthusiasm and preparedness.
- Company representatives appreciated the high caliber of students and their professional approach during the recruitment process.
- The Placement Cell ensured a smooth and organized event, providing assistance to both students and recruiters.



Workshop on Financial Literacy

A workshop on Financial Literacy was organized on January 30, 2025, with the aim of educating students and faculty members on financial management, investment strategies, and the importance of financial planning. The workshop was conducted by Ms. Chaitali Nath Ghosh, Development Officer at ICICI Foundation, who brought extensive knowledge and experience in financial education.

Objectives of the Workshop

The primary objectives of the workshop were:

- To create awareness about financial planning and management.
- To provide insights into various investment opportunities.
- To educate participants on budgeting, savings, and risk management.
- To emphasize the role of financial literacy in personal and professional life.

Key Highlights

- The session began with an introduction to financial literacy and its significance in today's economy.
- Ms. Ghosh elaborated on budgeting techniques and how to maintain a balanced financial lifestyle.
- Different types of investment options, including mutual funds, fixed deposits, and stocks, were discussed in detail.
- The importance of risk management and financial security, including insurance and emergency funds, was highlighted.
- The speaker provided real-life examples and case studies to illustrate financial planning strategies effectively.



Chak Kanthalia, West Bengal, India
Malir Math, Chak Kanthalia, 700121, West Bengal, India
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01/30/2025 11:21 AM GMT+05:30
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30/01/25 12:26 PM GMT +05:30

ICICI Foundation

Workshop on FINANCIAL LITERACY

Chaitali Nath Ghosh
Development Officer, ICICI Foundation

JAN 30, 2025 | 11 AM

Jointly Organized by
ICICI Foundation and School of Management, SVU

Chak Kanthalia, West Bengal, India
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Placement Drive - SPCL Infotech Services Pvt. Ltd.

A two-day placement drive for Business Management students in collaboration with SPCL Infotech Services Pvt. Ltd. had been organized on 29th and 30th January 2025. The event was aimed at providing job opportunities for students in the field of management, offering them a platform to showcase their skills and secure employment with a reputed company.

Objective of the Placement Drive

The key objectives of the placement drive were:

- To provide Business Management students with career opportunities in the corporate sector.
- To help students understand industry expectations and recruitment processes.
- To facilitate direct interaction between recruiters and potential candidates.
- To ensure maximum placement of eligible students in reputed job roles.

Participation and Eligibility Criteria

The placement drive saw the participation of final-year BBA and MBA students specializing in various domains such as Marketing, Finance, Human Resources, and Operations. Eligible candidates were required to have:

- A minimum of 60% aggregate in academics.
- Strong analytical and communication skills.
- A problem-solving attitude and leadership qualities.

Selection Process

SPCL Infotech Services Pvt. Ltd. followed a multi-stage selection process to evaluate the candidates:

1. Pre-Placement Talk – Company representatives provided an overview of their business, work culture, and career opportunities.
2. Aptitude Test – A written test to assess logical reasoning, numerical ability, and analytical thinking.
3. Group Discussion – Shortlisted candidates engaged in a discussion on current industry topics to evaluate communication and leadership skills.
4. Technical Interview – Assessment of domain knowledge and problem-solving skills.
5. HR Interview – Final interview to evaluate personality, career goals, and cultural fit within the organization.



School of Management Soccer Cup (Inter Department Football Tournament)

The School of Management hosted its annual Soccer Cup, an inter-departmental football tournament, on January 31, 2025. The event aimed to foster camaraderie, teamwork, and a spirit of healthy competition among students from various departments within the school.

Participating Teams:

The tournament featured teams representing different departments, including:

Team Name: *BBA Fighters*

Kuntal Ghosh (Captain)

Players Name: 1. Kuntal Ghosh (BBA-6th) 2. Alok Debsharma (BBA-6th) 3. Arya Pasari (BBA-2nd) 4. Samrat Pramanik (BBA-4th) 5. Samidh Chakraborty (BBA-2nd) 6. Rohit Das (BBA-4th) 7. Protim Ghosh (BBA-2nd) 8. Nabodoy Mondal (BBA-4th) 9. Jamil Gayen (BBA-2nd)

Team Name: *BHM Fighters*

Soumick Chakraborty (Captain)

Players Name: 1. Soumick Chakraborty (BHM 6th) 2. Krishnendu Mondal (BHM 6th) 3. Birendra Hembram (BHM 6th) 4. Gourav Sarkar (BHM 6th) 5. Pritam Malik (BBA HM 4th) 6. Saikat Munda (BBA HM 4th) 7. Mojahdul Islam (BBA HM 2nd) 8. Meftahul Islam (BBA HM 2nd) 9. Aqil Akhtar (BHM 6th)

Team Name: *HM United*

Ajimul SK (Captain)

Players Name: 1. Sahid Gazi (MHA 4TH) 2. Sanju Sahoo (MHA 4TH) 3. Soumen (MHA 4TH) 4. Sankha Subhra Mukherjee (MHA 4TH) 5. Ajimul SK (MHA 4TH) 6. Swarnendu Bag (MHA 2ND) 7. Souvik Maity (BBA HM 4TH) 8. Sumit Manna (BBA HM 4TH) 9. Souvik Biswas (BBA HM 4TH)

Team Name: *Royal 7*

Khalid Molla (Captain)

Players Name: 1. Sukanto Das (MBA 2nd Sem) 2. Agniv Debnath (MBA 2nd Sem) 3. Debayan Sarkar (MBA 2nd Sem) 4. Rajat Deb (MBA 2nd Sem) 5. Saqib Raza Khan (MBA 2nd Sem) 6. Koustav Banerjee (MBA 2nd Sem) 7. Sk. Mohammad Hanif (MBA 4th Sem) 8. Khalid Molla (MBA 2nd Sem) 9. Ankan Chowdhury (MBA 2nd Sem)

Tournament Structure:

The competition followed a knockout format, with initial matches determining the teams advancing to the semi-finals and subsequently to the final match. Each game consisted of two halves of 30 minutes each, with a 10-minute halftime break.

Match Highlights:

- **Semi-finals:** The Financial Management team faced Operations Management in a closely contested match, ultimately prevailing through a penalty shootout.
- **Final Match:** The championship game featured Marketing Management against Financial Management. Both teams displayed remarkable skill and determination. In the final minutes, Marketing Management scored the decisive goal, clinching the title with a 2-1 victory.

Awards and Recognitions:

Champion: *BBA Fighters*

Runner-Up: *Royal 7*

Best Player & Top Scorer: *Khalid Molla (Captain of Royal 7)*

Best Goalkeeper: *Pritom Ghosh (BBA Fighters)*





Students' Corner

Myself Farida Khatun, Student of Swami Vivekananda University MHA 4th semester. Recently I got a job in The O2 hospital as a IPD front desk executive. I had already completed 29 days in this company and in those days I learn more and more things like full IPD handling, Patients counselling billing, admission, Discharge etc. I want to learn everything as an employee in this company.



Myself Tanvir Rahaman Kayal , 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 had learnt Swasthya-sathi patient registration, patient co-ordination, patient insurance process etc.

