



SWAMI VIVEKANANDA UNIVERSITY

Excellence . Innovation . Entrepreneurship

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School of Management



NEWSLETTER

Volume- III, Issue- XIII, May, 2025

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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:

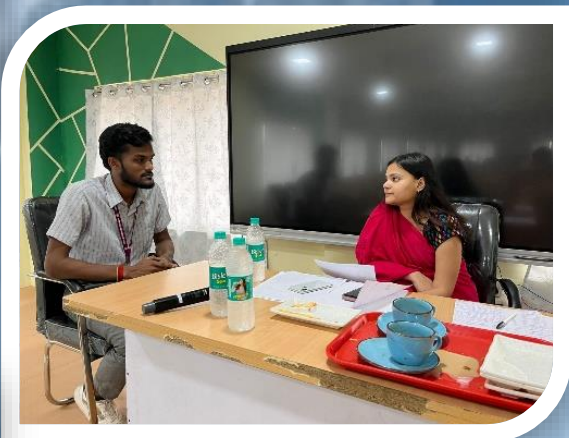
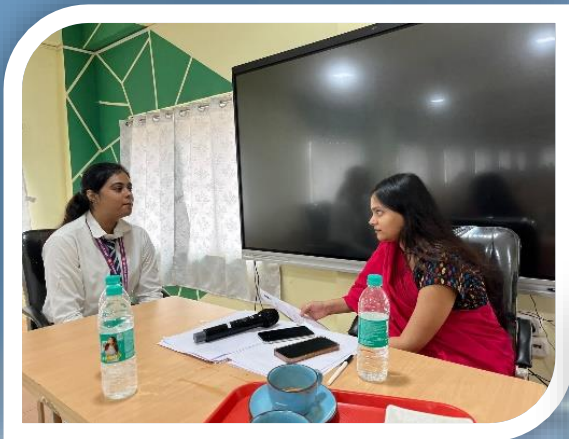
To attain global presence by implementing leadership, innovative ideas, and responsible corporate leaders through flexible, skill based allied management education driven by high impact research areas.

Placement Drive by Norlox Solutions at SVU Campus

School of management successfully hosted a placement drive by Norlox Solutions for the Business Management students, marking a significant step towards empowering young professionals with real-world opportunities. The drive witnessed enthusiastic participation from final-year students, showcasing their skills and readiness to take on industry challenges.

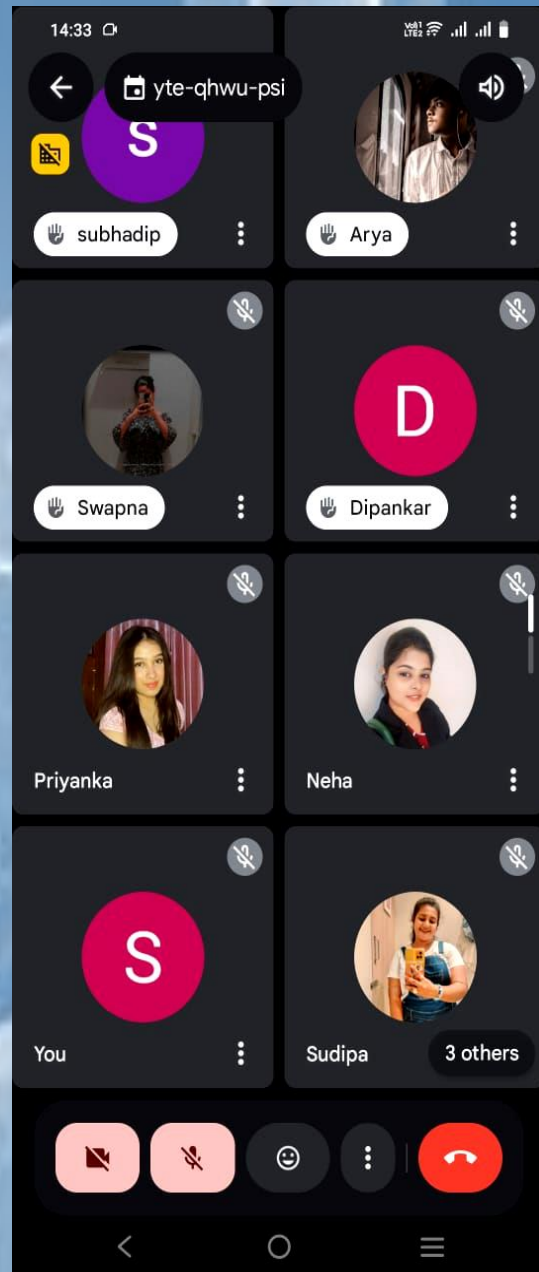
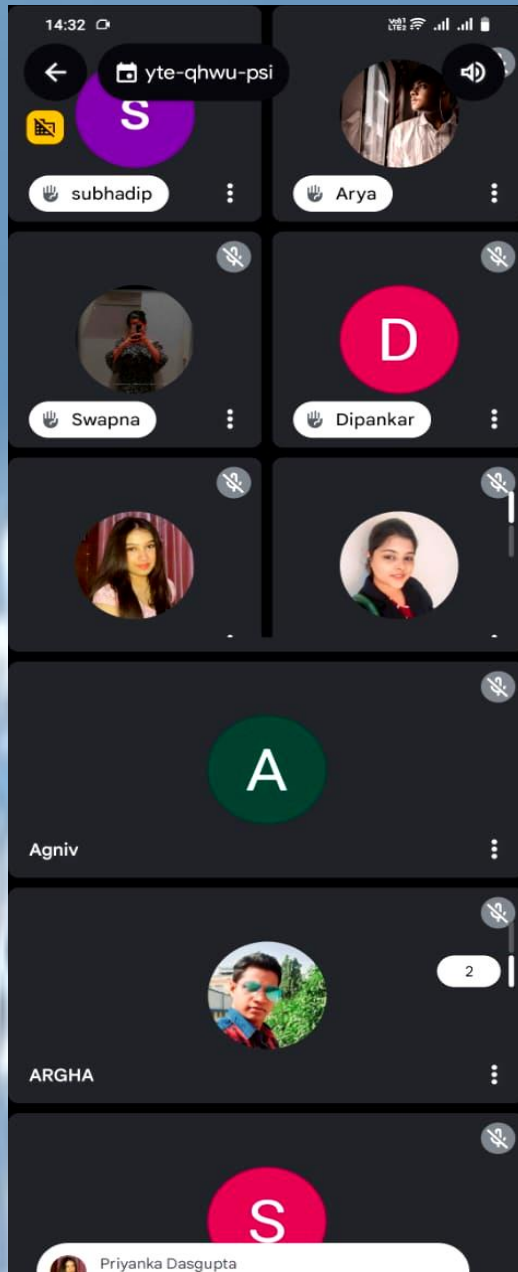
Representatives from Norlox Solutions conducted a rigorous selection process, including aptitude assessments and personal interviews, aimed at identifying dynamic candidates suited for various managerial roles. The event not only facilitated promising career pathways but also strengthened SVU's growing industry-academia collaboration.

This initiative reflects the university's continued commitment to nurturing employable talent and bridging the gap between education and employment.



Virtual Placement Drive by Webingo: Empowering Future Business Leaders

School of Management successfully hosted a Virtual Placement Drive on 16th May 2025, in collaboration with Webingo, a reputed name in the digital and business solutions domain. The drive was exclusively conducted for the Business Management students, offering them an excellent platform to showcase their skills and explore promising career opportunities. This initiative reflects the university's ongoing commitment to bridging academic learning with industry exposure and ensuring that our students step confidently into the professional world.



Virtual Placement Drive by GloLogics

In a significant step towards bridging academia and industry, a Virtual Placement Drive was conducted on 16th May 2025 by GloLogics for the Business Management students of Swami Vivekananda University.

The initiative offered aspiring professionals a valuable opportunity to connect with industry experts and explore career prospects in a dynamic corporate environment. With active participation and promising outcomes, the drive reinforced the university's commitment to nurturing employability and professional growth among its students.



BoS Meeting – School of Management

The Board of Studies (BoS) meeting of the School of Management was successfully held on 19th May at 2:00 PM in hybrid mode, bringing together esteemed academic and industry experts. The session focused on curriculum enhancement, academic alignment with industry needs, and fostering innovation in management education. Valuable insights and suggestions were shared, reaffirming the School's commitment to academic excellence and future-ready education.

The image displays three sequential screenshots of a Zoom meeting interface, capturing the progression of a Board of Studies (BoS) meeting for the School of Management. The meeting is titled "BoS Meeting – School of Management" and is held in hybrid mode on May 19th at 2:00 PM.

Screenshot 1 (Top): Shows the initial meeting state. The main window displays a grid of participant video feeds. The participants visible are Kallal Banerjee (orange background), Head Of The Department Man... (blue background), Shibajit Chakraborty (dark blue background), Soumi Chakraborty (pink background), Sayanti Banerjee (green background), Avik Das Ph.D. (blue background), Malayendu Saha (blue background), and Neelanjana Mitra (blue background). A "People" list on the right shows 17 participants, including the meeting host, Jyoti Dutta, Kallal Banerjee, Madhumita Sengupta, Malayendu Saha, Pradip Malik, Sanjay Bhattacharya, Sayanti Banerjee, and Shibajit Chakraborty.

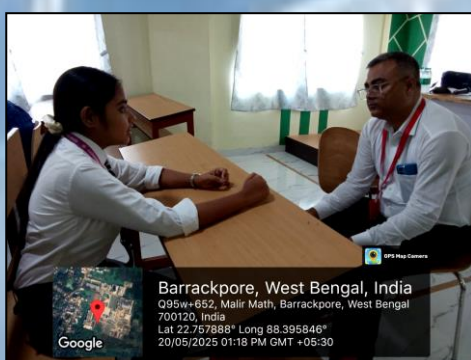
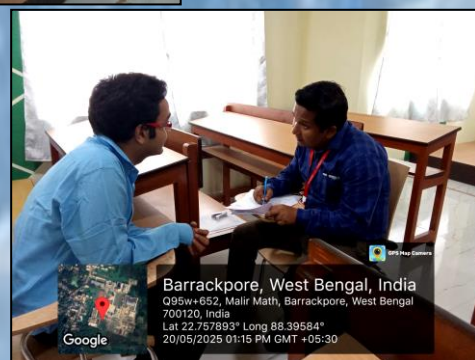
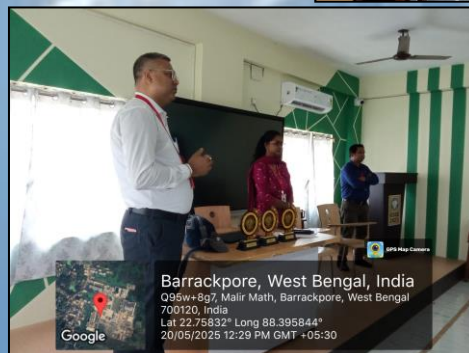
Screenshot 2 (Middle): Shows Kallal Banerjee presenting. The main window displays a screenshot of a presentation slide titled "Bachelor of Business Administration" (BBA) program details. The slide lists various courses and their credits. The "People" list on the right shows 13 participants, including Avik Das Ph.D., Dr. Keya Das Ghosh, Dr. Mohammad Niyaz A..., Head Of The Department Man..., Jyoti Dutta, Kallal Banerjee, Kallal Banerjee (Presentation), and Malayendu Saha.

Screenshot 3 (Bottom): Shows Kallal Banerjee presenting. The main window displays a screenshot of a presentation slide titled "Bachelor of Business Administration" (BBA) program details. The slide lists various courses and their credits. The "People" list on the right shows 10 participants, including Kallal Banerjee, Head Of The Department Man..., Shibajit Chakraborty, Malayendu Saha, Head Of The Department Man..., Shibajit Chakraborty, Soumi Chakraborty, Sayanti Banerjee, Avik Das Ph.D., and Kallal Banerjee.

Placement Drive by Suraksha Diagnostic for BHM Final Year Students

A successful Placement Drive was organized on 20th May 2025 by Suraksha Diagnostic, exclusively for the 6th Semester students of the BHM (Bachelor of Hospital Management) program. The drive witnessed enthusiastic participation, with 41 students appearing for the recruitment process.

This initiative served as a significant step in bridging academic learning with industry opportunities, offering students a platform to embark on their professional journey. The university extends its gratitude to Suraksha Diagnostic for their collaboration and looks forward to more such fruitful engagements.



Student's Corner



Ankita Bhadra – MBA (Marketing), Batch of 2023–2025

It gives me great joy to share that I've secured a job offer through the campus placement drive at Swami Vivekananda University, Barrackpore. This milestone reflects not only personal success but also the exceptional support and guidance provided by SVU.

From dedicated faculty mentorship and practical learning experiences to a strong academic environment and excellent infrastructure, every aspect of SVU contributed to my growth. Special thanks to the placement cell for their tireless efforts in preparing us for the professional world.

I am proud to be an alumna of a university that truly empowers its students. Thank you, SVU, for shaping my journey with knowledge, confidence, and purpose.

Anirudha Ghosh – MHA, Batch of 2023–2025

I'm Anirudha Ghosh, a student of Master of Hospital Administration at Swami Vivekananda University. I'm happy to share a major milestone in my professional journey—after completing a three-month Management Trainee program at Apollo Multispecialty Hospitals, I've been promoted to Junior Executive in Patient Care Services at DESUN Hospital. And yes, this opportunity came through our campus placement drive!



My MHA journey at SVU has been truly transformational. From learning the core aspects of hospital management to gaining real-world exposure through internships and industry interactions, every experience has helped me grow—both personally and professionally. It's pushed me to think differently, make better decisions, and get ready for the dynamic healthcare industry.

A heartfelt thanks to our amazing faculty and the placement team at SVU for their continuous support and encouragement. Their guidance played a huge role in shaping my path. And most importantly, thank you to my parents for their endless love and belief in me.

This is just the beginning, and I'm excited for all that lies ahead in the world of healthcare management!