



NEWSLETTER

Volume-IV, Issue- II, February, 2026

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.

Empowering Future Careers: Student Orientation Session with InsAnalytics

The School of Management, Swami Vivekananda University, successfully conducted a Student Orientation Session on 11th February 2026 in collaboration with InsAnalytics, aimed at equipping students with insights into emerging, technology-driven career pathways. The session featured an eminent panel of industry experts, including Dr. Goutam Das, Founder and Chief Data Scientist; Mr. Jayanta Adhikari, Principal Consultant, Financial Research & Analytics; and Ms. A. Saha, Senior Data Scientist specializing in AI/ML and Statistical & Econometric Modeling. Their collective expertise provided students with a comprehensive understanding of evolving industry dynamics.

Dr. Goutam Das delivered an inspiring address, encouraging students to cultivate a growth mindset and highlighting the importance of adaptability, analytical thinking, and continuous learning in today's data-centric world. He motivated students to explore emerging domains such as Data Science, Business Analytics, and Artificial Intelligence as viable and rewarding career options beyond traditional management roles. Mr. Jayanta Adhikari offered valuable perspectives on market analysis and emphasized the role of practical industry exposure in enhancing employability. His insights helped students understand the significance of aligning academic knowledge with real-world applications. Adding further depth to the session, Ms. A. Saha elaborated on the growing relevance of AI/ML and econometric modeling, emphasizing the technical competencies required to thrive in these fields. The programme also featured an engaging interactive segment, where students actively participated by raising questions related to career planning, skill development, internships, certifications, and industry trends. The experts responded with practical guidance, making the session both informative and highly engaging.

The orientation programme proved to be a significant learning experience, effectively bridging the gap between academic learning and industry expectations. It inspired students to embrace innovation, develop future-ready skills, and prepare themselves for dynamic and evolving career landscapes.

Faculty and Students Orientation program for placement

Welcome Delegates



Dr. Goutam Das
Founder and Chief
Data Scientist, InsAnalytics



Mr. J Adhikari
Principal Consultant (Financial
Research & Analytics), InsAnalytics



Ms. A Saha
Sr. Data Scientist (AI/ML & Statistical &
Econometrics Modeling), InsAnalytics



Dr. A Chatterjee
Chief Technology Officer,
InsAnalytics

Venue: SVU Campus 1 Time: 10:00 am



Chak Kanthalia, West Bengal, India
Rajya Mishra Road, Chhota Kanthalia, Chak Kanthalia, West
Bengal 700121, India
Lat 22.799139, Long 88.394403
Wednesday, 11/02/2026 11:42 AM GMT+05:30
Taken & Captured by GPS Map Camera

Igniting Entrepreneurial Vision: EAP on Innovation and MSME Empowerment

The Institution's Innovation Council (IIC), Swami Vivekananda University, in collaboration with the School of Management, successfully organized an Entrepreneurship Awareness Programme (EAP) on *Innovation, Entrepreneurship and Empowerment in the MSME Sector*. The programme, funded by the Ministry of Micro, Small & Medium Enterprises (MSME), Government of India, aimed to foster entrepreneurial thinking and empower aspiring innovators with practical knowledge and policy insights.

The event was graced by a distinguished panel of resource persons and industry experts, whose valuable deliberations enriched the learning experience. Shri Suvendu Kumar Biswas, General Manager, DIC, North 24 Parganas, and Smt. Senjuti Dutta, Assistant Director (EI), MSME-DFO, Kolkata, provided in-depth perspectives on MSME policies, government support mechanisms, and opportunities for emerging entrepreneurs. Shri Sitanath Mukherjee, Deputy Director, MSME-DFO, Kolkata, further highlighted institutional frameworks that facilitate enterprise development. Adding an industry-oriented dimension, Ms. Sangeeta Sen, CEO & Founder, Bharatrays Grassroot Renewable Energy Development, shared her entrepreneurial journey, offering insights into grassroots innovation and sustainable enterprise creation. Ms. Amit Saha, Director & Head Designer, Shailpik, inspired participants with her experiences in creative entrepreneurship and brand development.

The programme served as a dynamic platform for knowledge exchange, enabling students and aspiring entrepreneurs to gain a comprehensive understanding of innovation pathways, startup ecosystems, and MSME-driven growth opportunities. The interactive sessions encouraged participants to explore entrepreneurial ventures with confidence, clarity, and a purpose-driven mindset. The initiative reflects the university's strong commitment to nurturing innovation, promoting entrepreneurship, and empowering students to become future-ready leaders and job creators in the evolving economic landscape.



Driving FinTech Dialogue: School of Management at SAIARD National FinTech Symposium 2026

The School of Management, Swami Vivekananda University, proudly marked its presence at the SAIARD National FinTech Symposium (#NSF2026) held in Kolkata, a platform that brought together thought leaders for a day of insightful dialogue, live innovation, and forward-looking perspectives in the financial technology landscape.

Prof. (Dr.) Keya Ghosh, Professor, School of Management and Director – Corporate Relations, Swami Vivekananda University, chaired the Round Table on *“Innovation in Action: FinTech & Viksit Bharat.”* The session featured engaging deliberations by industry experts, who highlighted how emerging technologies such as Artificial Intelligence, digital payments, Regulatory Technology (RegTech), and cybersecurity are being effectively translated into scalable, real-world financial solutions. These innovations are playing a crucial role in advancing India’s vision of inclusive and sustainable economic development. The symposium served as a dynamic convergence point for academia, industry, and government, fostering meaningful exchanges and collaborative thinking. It provided valuable insights into the evolving FinTech ecosystem and emphasized the importance of innovation-driven strategies in shaping the future of finance.

The School of Management extends its sincere appreciation to SAIARD for organizing such a high-impact event that successfully facilitated knowledge sharing and actionable discourse. Participation in such forums reaffirms the institution’s commitment to staying at the forefront of emerging trends and contributing to the broader narrative of national development through academic and industry engagement.



Strengthening Global Academic Engagement: Faculty Representation at International Conference

The School of Management, Swami Vivekananda University, Barrackpore, is pleased to announce that Dr. Soumya Mukherjee, Associate Professor, School of Management, served as a Session Chair at the 2nd International Conference on *Innovation and Sustainability in Business Development*, hosted by the University of Jammu.

The conference provided a vibrant academic platform for engagement with scholars and researchers from across the globe, centered around the theme “*Future of Work: Transforming Work, Driving Innovation, Sustaining Futures.*” In his role as Session Chair, Dr. Mukherjee facilitated insightful discussions, fostering critical dialogue on emerging trends in sustainable business practices, innovation-led growth, and the evolving dynamics of the modern workplace. The session witnessed active participation from academicians and researchers, contributing diverse perspectives and enriching the discourse on contemporary management challenges and opportunities. Such platforms play a crucial role in advancing collaborative research, knowledge exchange, and academic networking.

This academic engagement reflects the School of Management’s continued commitment to promoting research excellence, encouraging global collaboration, and contributing to thought leadership in management education.



Art Meets Culinary Excellence: “Gourmet Garnish” Workshop Inspires Creative Expression

The School of Management, Swami Vivekananda University, Barrackpore, successfully organized a one-day workshop titled “*Gourmet Garnish*” at the university campus, offering students a unique blend of creativity and culinary skill development.

The workshop was graced by Chef Netai Debnath as the Guest of Honour, whose expertise and artistic finesse brought the session to life. The programme focused on the intricate art of garnishing, particularly through the creative carving of vegetables and fruits, highlighting its significance in enhancing food presentation. The session was highly interactive and engaging, with Chef Debnath demonstrating a variety of carving techniques and illustrating how simple ingredients can be transformed into visually appealing decorative elements. Students actively participated in the hands-on activities, practicing different carving styles and gaining practical exposure to professional garnishing techniques.

The workshop not only enriched students’ technical skills but also encouraged them to appreciate the artistic dimension of culinary presentation. It served as an excellent platform for experiential learning, fostering creativity, precision, and attention to detail.

Overall, the event was both informative and inspiring, reinforcing the institution’s commitment to providing holistic learning experiences that extend beyond traditional classroom education.



Fostering Academic Exchange: Meaningful Engagement at Sidho Kanho Birsha University

The School of Management, Swami Vivekananda University, Barrackpore, takes pride in sharing a meaningful academic engagement at Sidho Kanho Birsha University (SKBU), Purulia. The visit served as a valuable opportunity to strengthen academic collaboration and promote intellectual exchange between institutions.

Set against the serene and inspiring campus environment of SKBU, the engagement facilitated enriching interactions with faculty members and students of the Department of Management. The discussions were marked by thoughtful deliberations, exchange of ideas, and a shared commitment toward academic growth and excellence. The enthusiasm and curiosity displayed by the students, along with the insightful perspectives of the faculty members, made the experience both intellectually stimulating and professionally rewarding. Such platforms play a crucial role in fostering collaborative learning and broadening academic horizons.

The School of Management expresses its sincere gratitude for the warm hospitality and gracious welcome extended by Sidho Kanho Birsha University. The visit stands as a testament to the importance of inter-institutional engagement in advancing knowledge, innovation, and academic excellence. Representing Swami Vivekananda University on such platforms continues to be a matter of pride, reinforcing its commitment to contributing meaningfully to the wider academic community.



Harnessing Data for Governance: Insightful Guest Lecture on GST Analytics

The School of Management, Swami Vivekananda University, successfully hosted a guest lecture on *"GST Revenue Monitoring Using Data Analytics: Basics and a Practical Pipeline,"* offering participants a valuable blend of conceptual understanding and real-world application. The session was delivered by Prof. (Dr.) Anirban Mitra, Professor at Eastern International University (EIU), who provided deep insights into the practical dimensions of GST analytics and data-driven decision-making. His lecture highlighted how analytical tools and structured data pipelines can be effectively utilized for monitoring GST revenues, enhancing transparency, and supporting informed policy and business decisions.

The programme was thoughtfully facilitated by Dr. Keya Das Ghosh, whose coordination ensured seamless execution and active engagement throughout the session. The interactive nature of the lecture encouraged participants to explore the intersection of taxation, analytics, and technology. Students and faculty members benefited significantly from the session, gaining exposure to contemporary analytical approaches that are increasingly relevant in today's data-centric economic environment. The discussion bridged theoretical knowledge with practical insights, making the learning experience both comprehensive and impactful.

The School of Management extends its sincere gratitude to the speaker, facilitator, and all participants for contributing to the success of the session, which stands as a testament to the institution's commitment to academic enrichment and industry-relevant learning.



Next-Generation GST Reforms and India's Economic & Social Transformation: Reimagining Fiscal Policy, Digital Compliance, and Inclusive Growth

The School of Management, Swami Vivekananda University (SVU), in collaboration with The Institute of Cost Accountants of India (ICMAI), successfully organized a National Conference titled “Next-Generation GST Reforms and India's Economic & Social Transformation: Reimagining Fiscal Policy, Digital Compliance, and Inclusive Growth” on 13th–14th March 2026 at Kolkata CMA Bhawan and the Swami Vivekananda University, Barrackpore campus. The inaugural session was graced by the Chief Guest, Dr. Uma Sankar S., IAS, Commissioner, Directorate of Commercial Taxes, Government of West Bengal, along with eminent dignitaries including Prof. (Dr.) Malayendu Saha, Prof. (Dr.) Keya Das Ghosh, Prof. (Dr.) Kishor Kumar Das, Shri Joyjit Banik, Mr. Chittaranjan Chattopadhyay, and CMA Avijit Goswami. The ceremony commenced with the traditional lighting of the lamp, followed by insightful addresses that explored GST frameworks, policy challenges, and the importance of institutional collaboration in strengthening fiscal systems.

The second day began with an address by Mr. Neelanjan Mitra, Head, School of Management, SVU. This was followed by technical sessions chaired by Dr. Parashar Banerjee and Dr. Shubhajit Ghosh, where researchers and academicians presented papers on diverse themes related to GST reforms, digital compliance, and evolving fiscal mechanisms. The valedictory session was graced by Dr. Subrata Kumar Dey, Hon'ble Vice Chancellor, along with distinguished guests including Mr. Monojit Sengupta, CA Shyam Agarwal, CMA (Dr.) S. P. Padhi, CMA Kushal Sengupta, CMA Priyanka Roy, and CMA Debasmita Sengupta. The conference concluded with a formal vote of thanks delivered by Prof. (Dr.) Keya Das Ghosh, who emphasized the need for continued research, innovation, and dialogue in the domain of GST and fiscal policy.

The conference served as a dynamic platform for academic-industry collaboration, fostering deeper understanding of GST reforms, promoting digital compliance awareness, and encouraging interdisciplinary research. It also highlighted the growing role of emerging technologies such as Artificial Intelligence and blockchain in advancing efficient, transparent, and inclusive fiscal governance. The successful completion of the conference reinforces the institution's commitment to thought leadership, policy discourse, and academic excellence in the field of taxation and economic transformation.



স্বামী বিবেকানন্দ বিশ্ববিদ্যালয় ও আইসিএমআই-এর জিএসটি সম্মেলন

কল্যাণ : এই ঐতিহাসিক সম্মেলনের, স্বামী বিবেকানন্দ বিশ্ববিদ্যালয় (এসবিউ) এবং আইসিএমআইর যুগ্ম আয়োজনে ১৩-১৪ মার্চ ২০২৬ সালে কলকাতা CMA ভবনে এবং স্বামী বিবেকানন্দ বিশ্ববিদ্যালয়, বারাকপোরে ক্যাম্পাসে অনুষ্ঠিত হয়।

প্রধান অতিথি হিসেবে উপস্থিত ছিলেন ড. উমা সঙ্কার স, IAS, ডিরেক্টর, সরকারি বাণিজ্যিক কর, পশ্চিমবঙ্গ। অন্যান্য অতিথি ছিলেন প্রফ. (ড.) মালয়েন্দু সাহা, প্রফ. (ড.) কীয়া দাস গোস্বামী, প্রফ. (ড.) কিশোর কুমার দাস, শ্রী জয়জিট বানিক, ম. চিত্তরঞ্জন চট্টোপাধ্যায়, এবং সিএমএ অবিজিট গোস্বামী।

বিভিআইসি-এর সভাপতি হিসেবে অধ্যাপক ড. মালয়েন্দু সাহা উপস্থিত ছিলেন। তিনি তাঁর বক্তৃতায় জিএসটি-এর বর্তমান পরিস্থিতি এবং ভবিষ্যৎ সম্ভাবনা নিয়ে আলোচনা করেছিলেন।

সম্মেলনের উদ্বোধনী অনুষ্ঠানে স্বামী বিবেকানন্দ বিশ্ববিদ্যালয়ের অধ্যাপক ড. মালয়েন্দু সাহা প্রধান অতিথি হিসেবে উপস্থিত ছিলেন। তিনি তাঁর বক্তৃতায় জিএসটি-এর বর্তমান পরিস্থিতি এবং ভবিষ্যৎ সম্ভাবনা নিয়ে আলোচনা করেছিলেন।

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Swami Vivekananda University and ICAI host landmark National GST conference

MI News Service, Kolkata and Barrackpore In a historic collaboration Swami Vivekananda University and Institute of Cost Accountants of India (ICAI) organized a Two Day National Conference on Next Generation GST reforms and India's Economic & Social Transformation: Reimagining Fiscal Policy, Digital Compliance and Inclusive Growth. The event held at the JN Bose Auditorium, CMA Bhawan.

The inaugural ceremony commenced with the traditional lighting of the lamp in the august presence of Chief Guest Dr. Uma Sankar S, IAS, Commissioner, Directorate of Commercial Taxes, West Bengal. Addressing the conference Dr. Sankar lauded India's holistic implementation of GST and encouraged the students and scholars of SVU to deeply inculcate this knowledge for future economic leadership.

The leadership of SVU was prominently represented by Prof. (Dr.) Malayendra Saha (Director, School of Management, SVU), who addressed the conference's relevance in India's unstable economic scenario.



Prof. (Dr.) Keya Das Ghosh (Director of corporate Relationship), who delivered the introductory address highlighting the Conference's national significance. The event further glorified the indispensable role of ICAI in India's fiscal landscape. Council Members Mr. Chittaranjan Chattopadhyay and CMA Avijit Goswami articulated the institute's mission of economic transparency, while Shri Joyjit Kanik (Additional Commissioner, Directorate of Commercial Taxes) provided expert insights into the technical regulations of GST. Prof. (Dr.) Kishor Kumar Das (Dean, Ravenshaw University, Odisha) further enriched the discourse by highlighting key global fiscal issues.

The day featured deep dives into the Budget 2026 Impact Analysis and the digital first litigation strategies of GSTAT, led by industry stalwarts CMA Pulak Saha and CMA Bikash Gupta. A second technical session by CMA (Dr.) S. P. Padhi focused on GST compliance for MSMEs and Start-ups.

The second day of the conference was held at the Barrackpore campus of the SVU. The concluding day shifted the spotlight to the technology frontier: taxation, securing SVU's position as a premier hub for industry aligned research. The technical discourse took a futuristic turn with industry leaders emphasizing the role of emerging technologies in fiscal compliance. Mr. Monojit Senogupta, Delivery Centre Head-Eastern Region, Tata Consultancy Services (TCS), provided a roadmap for the effective use of Artificial Intelligence, Blockchain, and Data Mining in revolutionizing GST regulations. This was echoed by GA Shyam Agarwal, who detailed how AI-driven analytics are set to

स्वामी विवेकानंद विश्वविद्यालय (SVU) में AI और ब्लॉकचेन पर केंद्रित राष्ट्रीय GST सम्मेलन का समापन



transform monitoring systems and digital first litigation strategies in the 2026 fiscal landscape.

The day showcased SVU's academic prowess through a high impactful technical session conducted in hybrid mode. Chaired by Dr. Parashar Banerjee (Nalhati, Bishi Bankim Chandra College) and Dr. Shaubhaji Ghosh (Bibhan Chandra College), the session featured innovative research papers from scholars across the nation.

The conference concluded with a formal vote of thanks delivered by Prof. (Dr.) Das Ghosh (Director of corporate Relationship, SVU). As the curtains fell on this two-day intellectual odyssey, the consensus was clear: the synergy between the professional pilgrimage of ICAI and the academic excellence of SVU has set a new benchmark for fiscal education in India.

By hosting such a high caliber national summit, SVU has demonstrated its world class infrastructure and its role as a catalyst for India's inclusive economic growth and digital transformation.

SVU & ICAI host landmark National GST Conference



KOLKATA, MARCH 20—Swami Vivekananda University (SVU) and the Institute of Cost Accountants of India (ICAI) inaugurated the first day of their Two-Day National Conference on 'Next-Generation GST Reforms and India's Economic & Social Transformation: Reimagining Fiscal Policy, Digital Compliance and Inclusive Growth.' The event, held at the JN Bose Auditorium, CMA Bhawan—a revered pilgrimage for the nation's commerce and cost accounting fraternity—witnessed an extraordinary assembly of policymakers, industry veterans, and the bright academic minds of SVU. The inaugural ceremony commenced with the traditional lighting of the lamp in the august presence of Chief Guest Dr. Uma Sankar S, IAS, Commissioner, Directorate of Commercial Taxes, West Bengal. Dr. Sankar lauded India's holistic implementation of GST and encouraged the students and scholars of SVU to deeply inculcate this knowledge for future economic leadership.

The leadership of Swami Vivekananda University was prominently represented by Prof. (Dr.) Malayendra Saha (Director, School of Management, SVU), who addressed the Conference's relevance in today's unstable economic scenario, and Prof. (Dr.) Keya Das Ghosh (Director of Corporate Relationship), who delivered the introductory address highlighting the Conference's national significance.

The event further glorified the indispensable role of ICAI in India's fiscal landscape. Council Members Chittaranjan Chattopadhyay and CMA Avijit Goswami articulated the institute's mission of economic transparency, while Shri Joyjit Kanik (Addl. Commissioner, Directorate of Commercial Taxes) provided expert insights into the technical regulations of GST. Prof. (Dr.) Kishor Kumar Das (Dean, Ravenshaw University, Odisha) further enriched the discourse by highlighting key global fiscal issues.

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स्वामी विवेकानंद विश्वविद्यालय एवं मा इन्स्टिट्यूट अफ कोस्ट आकाउंटान्ट्स अफ इंडिया (आईएसएमआई) এর সহযোগিতায় দুই দিনের জাতীয় জিএসটি সম্মেলন সম্প্রতি আয়োজিত হয়। সম্মেলনের দ্বিতীয় দিনে স্বামী বিবেকানন্দ বিশ্ববিদ্যালয়ের উপাচার্য ও বিশিষ্ট অধিবৃত্তদের উপস্থিতিতে 'বুক অফ আ্যাবস্ট্রাক্টস' আনুষ্ঠানিক ভাবে প্রকাশিত হয়।



স্বামী বিবেকানন্দ বিশ্ববিদ্যালয় এবং মা ইন্সটিটিউট অফ কোস্ট আকাউন্ট্যান্টস অফ ইন্ডিয়া (আইসিএমআই)-র সহযোগিতায় দু দিনের জাতীয় জিএসটি সম্মেলনের উপস্থানী অনুষ্ঠানে উপস্থিত উপাচার্য এবং বিশিষ্ট অধিবৃত্ত।

Bridging Culinary Excellence with Industry Expertise: Workshop on Nouvelle Cuisine Compliance, and Inclusive Growth

The School of Management, Swami Vivekananda University, successfully organized an enriching workshop for the students of Hotel and Hospitality Administration on 19th March 2026, reinforcing its commitment to experiential and industry-oriented learning.

The session was graced by Chef Ashish Sarkar, former Executive Chef of Lemon Tree Premier Hotel and Holiday Inn Airport Kolkata, who delivered an insightful and engaging workshop at the university campus. Bringing with him extensive industry experience, Chef Sarkar provided students with a nuanced understanding of contemporary culinary practices. The workshop focused on the concept of *Nouvelle Cuisine*, a modern culinary philosophy that emphasizes the use of fresh ingredients, light cooking techniques, minimal use of heavy sauces, artistic presentation, and continuous innovation. Through practical insights and professional anecdotes, the session offered students a deeper appreciation of evolving global culinary trends and standards.

Students actively engaged in the session, gaining exposure to professional kitchen practices and the importance of creativity, precision, and presentation in the hospitality industry. The interaction also enabled them to connect theoretical learning with real-world applications, enhancing their practical knowledge and skill set. Such initiatives play a crucial role in preparing students to meet industry expectations and excel as competent professionals. The workshop stood as a testament to the institution's dedication to fostering hands-on learning and building strong industry-academia linkages.



Students' Corner



Ahana Kundu

Batch: MBA HM 2024–2026 | Swami Vivekananda University

Placement: B.P. Poddar Hospital & Medical Research Limited

I am delighted to share that I have been placed with B.P. Poddar Hospital & Medical Research Limited, marking an important milestone in my professional journey. My experience at the School of Management has been highly enriching and career-oriented. The academic curriculum, practical exposure, and continuous mentorship from faculty members have helped me develop a strong understanding of hospital management and healthcare operations.

I sincerely thank my teachers and the department for their constant guidance and encouragement throughout my academic journey. The knowledge, confidence, and professional values I have gained during my course have prepared me to take on new challenges in the healthcare industry. I look forward to beginning this new chapter with dedication and enthusiasm.



Ahona Sarkar

Batch: BBA DM 2024–2028 | Swami Vivekananda University

Placement: Arkca Corporate Solutions Private Limited

I am pleased to share that I have been selected by Arkca Corporate Solutions Private Limited, marking an encouraging beginning to my professional journey. My learning experience at the School of Management has been both insightful and motivating. The supportive faculty members, practical learning environment, and skill-oriented

curriculum have helped me strengthen my communication abilities, professional confidence, and industry readiness.

I extend my heartfelt gratitude to my teachers and the department for their continuous support and mentorship. Their guidance has inspired me to grow both academically and professionally. I look forward to gaining valuable industry exposure and applying the knowledge and skills acquired during my time at the university.