



VISWAJYOTHI

COLLEGE OF ENGINEERING & TECHNOLOGY

Approved by AICTE New Delhi & Affiliated to APJ Abdul Kalam Technological University



**NEWS
LETTER**

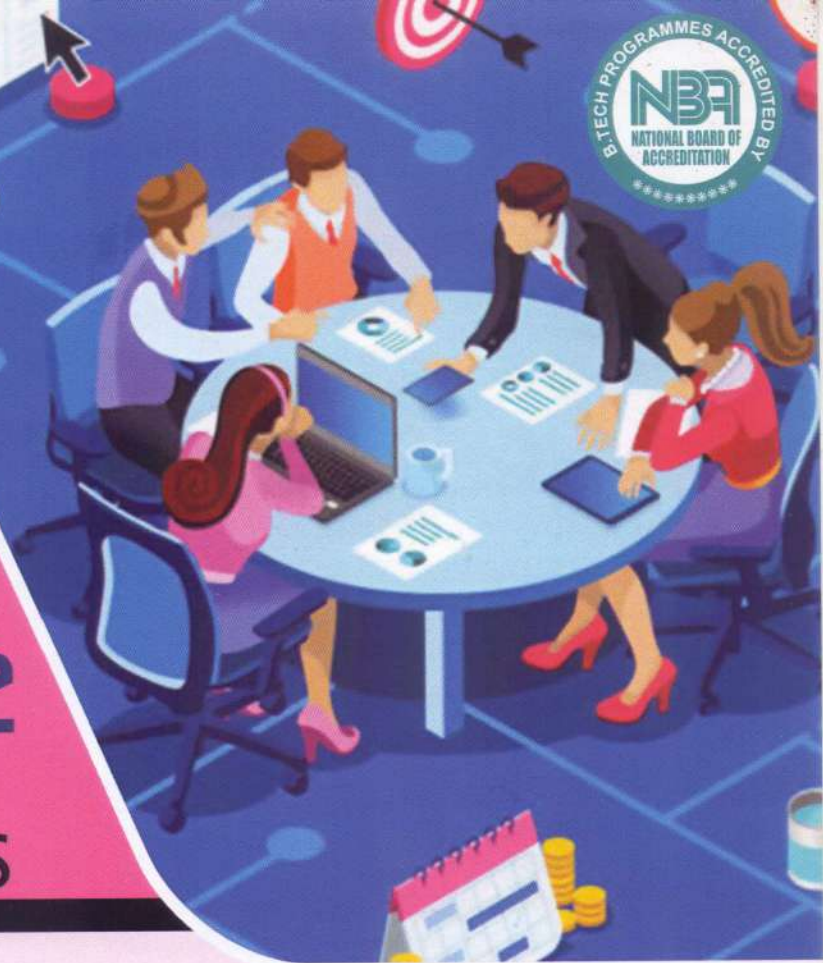
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Communique

DEPARTMENT OF
MANAGEMENT STUDIES



INSTITUTE VISION

“Moulding professionals par excellence with integrity fairness and human values”.

INSTITUTE MISSION

1. We commit to develop the institution as a Center of Excellence of International Standards
2. We guide our students in the attainment of intellectual and professional competence for successfully coping with the rapid advancements in technologies and the ever changing world of business, industry and services
3. We help each and every student in their personal growth into mature and responsible individuals
4. We strive to cultivate a sense of social and civic responsibility in our students, thus empowering them to serve humanity.
5. We promise to ensure a free environment where quest for the truth is encouraged

VISION OF THE DEPARTMENT

A Dynamic Institute of Repute in Developing Management Professionals with Value Integration for Social Transformation

MISSION OF THE DEPARTMENT

- Contributing to the socio-economic transform- ation of the focus region of the Institute.
- Moulding managers, entrepreneurs and organizational leaders with strategic orientation, inquisitive and innovate mind, integrity and social commitment.
- Improving performance standards by benchm- arking as well as by internal drive.
- Developing students with attributes as required by the business world and society.
- Promoting R&D in the frontier areas of knowledge as well as the demanding needs of the society.
- Evolving and disseminating appropriate management practices



Dean's Message



Department of Management Studies entirely focuses on creating young Competent Managers of Professional Excellence. The department delivers the students with an essence of ethics, morals, values and a sense of social responsibility along with their Management Education. We follow experiential learning through live labs, projects, internships, case learning and other academic, non-academic and extra-curricular activities. Department of Management Studies achieved tremendous and impressive growth over the last decade with regard to

placements, academic related initiatives, and forging partnerships at the national and international levels. The department has signed several collaborations in terms of industry interaction, faculty research and extension activity with leading universities across the globe. We deliver and ensure that the students acquire updated knowledge and skills required for them, to keep themselves pioneers in the competitive job market.

The course curriculum developed by the department speaks the intellectual distinction of the well-qualified experienced faculty. The curriculum gives emphasis on the development of students' conceptual, application, analytical and soft skills necessary to meet the job requirement of top corporate. Our alumni hold top managerial positions in the various domains of prestigious corporate and the 2020-2022 batch is all set for their placements and is ready to step their foot in the corporate world.

Dr. Cyriac Joseph Vempala

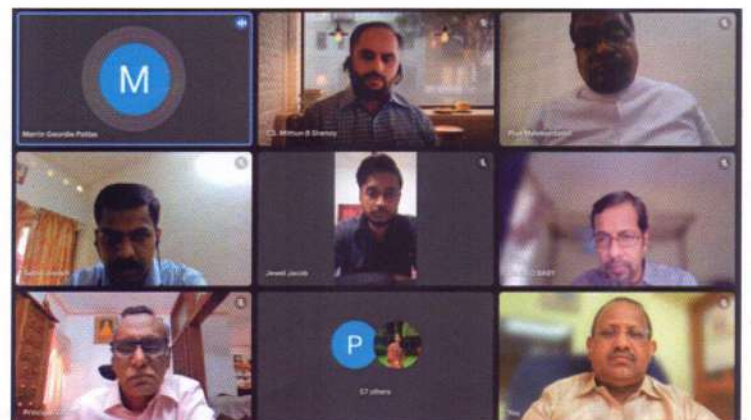
INTERNATIONAL WEBINAR ON "GLOBALIZATION AND INNOVATION DURING PANDEMIC"

International Webinar on "Globalization and Innovation During Pandemic" was organized by Department of Management Studies on 25th November 2021 at 10am. Dr Jerry Courvisanos, Associate Professor, Federation University, Australia was the chief guest and speaker. The program was organized using Microsoft Teams online platform. Dr. Cyriac Joseph Vempala, Dean and HOD, welcomed the gathering. Dr Jerry initiated his speech by introducing the topic, covering definition, taxonomy, impact area and future scope. Dr Jose Mammen, organizer of the program proposed the Vote of Thanks. Student Fathima Sayed Muhammed was the master of the ceremony.



GRADUATION DAY OF MBA BATCH 2019-21

Graduation Day Ceremony of MBA Batch 2019-21 was conducted through Google meet. The Chief Guest Sri. C.S. Mithun.B .Shenoy, Company Secretary and Compliance Officer, Kitex Garments Ltd has delivered the Graduation Address. Manager, Very Rev Msgr. Dr. Pius Malekandathil has presided over the function. Director, Fr. Paul Nedumpurath, Principal Dr. K.K Rajan, Dean & HOD Dr. Cyriac Joseph were present in the function. Mr. Sebin Joseph, Asst. HOD delivered the vote of thanks. 56 Students of MBA Batch 2019-21 were graduated and awarded their course completion certificate.



VISWAJYOTHIANS CELEBRATE "KERALA PIRAVI"

Kerala Piravi was celebrated on 1st November, 2021 with marked pomp, color and festivity. The event was successful in highlighting the rich cultural traditions of Kerala. Viswajyothi Campus looked very colorful as the entire Viswajyothians wore the cultural outfits. Competitions like "Sreeman and Malayalimangha" were conducted in the college Auditorium. Mr. Ajith Antony of MBA 2021-2023 batch won the title of Mr. Sreeman.



BSE INVESTOR AWARENESS PROGRAM

Department of Management Studies organised a webinar on "Investor Awareness Program" in association with Bombay Stock Exchange (BSE) on 26th November 2021 with an aim to educate the investors on various investment avenues available other than just traditional financial products to earn more returns.

BSE INVESTOR AWARENESS PROGRAM

2021 November 26 11:00 am

INSTITUTION'S INNOVATION COUNCIL
Co-ordinators
Dr. Cyriac Joseph
Mr. Pratheep Kumar R

Speaker
Mr. Venugopal Rayirath
Senior Associate, LKW

Organized by
DEPARTMENT OF MANAGEMENT STUDIES

VISWAJYOTHI
SCHOOL OF ENGINEERING & TECHNOLOGY

The resource person Mr. Venugopal Rayirath a SEBI & BSE Empanelled Trainer educated the students on investment opportunities in shares, mutual funds, initial public offers and real estate and infrastructure investments.

Dr Cyriac Joseph appreciated the efforts of all the stakeholders involved in the webinar and expressed the gratitude to Mr. Venugopal Rayirath and all the participants for making it a grand successful webinar. Asst. Prof Mr. Pratheep Kumar coordinated the event and the participants expressed their happiness in joining the program and were of the opinion that such initiatives would provide the opportunity to investors to learn new investment opportunities which can fetch them more returns. The event was organized under the guidance of Mr. Pratheep Kumar

TIS THE SEASON

The Departments of Management Studies organized a weeklong celebration to mark the spirit of this great festival in this Christmas season. The celebrations were held from 20th to 23rd December in the VJCET campus and it witnessed the students participating with great joy and enthusiasm. The students decorated the Christmas Tree beautifully and organized a mind blowing cultural Programs including Carol Songs, Christmas Cake Cutting, Carol Dances and so on.. A Flash Mob was played in the college grounds by the students. The Events was organized by the MBA 2020-2022 batch students under the leadership of Asst Professor. Anish John



LEARNING BY DOING-CAKE SELLING BY THE DEPARTMENT OF MANAGEMENT STUDIES

Increasingly, teachers of Management Studies have become cognizant of the need to use simulation games. Simulation games, provides students with the tasks of planning and implementing various strategy elements of the marketing mix. Although games have been developed and adopted for courses in a single strategy area of marketing management such as advertising or sales management, the Cake Selling Game organized by the

Department of Management Studies pertains focused on all core areas of Management. The Students of MBA 2020-2022 batch organized a cake selling Program in which they sold 240 Cakes to the entire Viswajyothi campus including all the teaching and non teaching staffs of the campus. This initiative of our students was a mega hit in the college. Students could reap a good profit from this initiative. The event was very well coordinated under the efficient leadership of Asst. Professor Mr. Anish John



DRIZZLERS WINS THE BUSINESS QUIZ

Department of Management Studies provides a one-on-one, peer-mentoring service for our students. Peer mentors essentially play the role of active listeners who hear out and support their peers. Under the leadership and guidance of the Mentors, the students conduct different programmes like Business Quiz, Group Discussions, Book Review, News Analysis and so on.

MBA 2021-2023 students initiated their first mentoring program by conducting a Business Quiz Competition, where the different Mentor Groups under the leadership of their mentors conducted Business Quiz in their weekly mentoring hour. This initiative allowed the students to understand the current business and economic environment. The groups carefully navigated through a series of leading Business Newspapers and created good relevant questions for the Business Quiz. All the groups wonderfully

participated for the event and Team Drizzlers won the Quiz. The Runner Up was Passion Chasers. Both the teams were awarded Cash Prizes. The Event was well coordinated and executed under the guidance of Asst HOD Mr. Sebin Joseph.

Resource Person

1. Mr. PratheepKumar, Asst Professor, Department of Management Studies was invited as the Resource Person of Hindustan College of Arts & Science to render sessions on Knowledge of IPR in Research, Harmonising Man and Nature.
2. Mr. PratheepKumar, Asst Professor, Department of Management Studies was invited as the Resource Person of S.S.I College of Arts & Science to render Sessions on Knowledge of IPR in Research..
3. Mr. PratheepKumar, Asst Professor, Department of Management Studies was invited as the Resource Person of Kamadenu Arts & Science College(ICSSR Sponsored) to render Sessions on Agriculture Marketing & Agro Business Innovations, Digitalized Strategies.

PAPER PRESENTED

Mr. Pratheep Kumar presented the Paper entitled "Role of Interest free Microfinance and Sustainable Agriculture" at the International Conference on "Set Up Sustainable Development goals Action" Set up by the, Bishop Hebur College.

Author: Mr. PratheepKumar

Certified Short Term Courses –Mr PratheepKumar

1. "Rural Development Project Management" offered by National Institute of Rural Development & Panchayat Raj.
2. "Introduction to WTO Trade Facilitation Agreement" offered by United Nations-International Trade Center.
3. "Financing Trade in Services offered by United Nations-International Trade Center.

Seminars /Webinars attended by Dr.Cyriac Joseph Dean & HOD

1. Attended webinar on "Social Media & Internet Celebrities", organised by Department of Management Studies, VJCET, Vazhakulam, on 18th June 2021
2. Two-day international Colloquium on "Analytics Driven Models and Innovations in Supply Chain and Marketing", on 14th&15th July 2021.
3. Attended webinar on "An Insight into Indian Stock Market", organised by Department of Management Studies, VJCET, Vazhakulam in collaboration with BSE, on 3rd August 2021
4. Ways of Effective Wealth Creation", organised by Department of Management Studies, VJCET, Vazhakulam in collaboration with SEBI, on 5th August 2021.
5. International Webinar on "Globalisation and Innovation During Covid-19, organised by Department of Management Studies, VJCET, Vazhakulam, on 25th November 2021
6. Attended Webinar on "IPR in Research" organised by SSD College of Arts and Science Mumbai, on 27th November 2021
7. Webinar on "BSE - IPF - Capital Market Awareness or World Investors Week 2021", organised by Department of Management Studies, VJCET, Vazhakulam, on 26th November 2021