



VISWAJYOTHI

COLLEGE OF ENGINEERING & TECHNOLOGY

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



**NEWS
LETTER**

Jan-June 2023

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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 transformation of the focus region of the Institute.
- Moulding managers, entrepreneurs and organizational leaders with strategic orientation, inquisitive and innovative mind, integrity and social commitment.
- Improving performance standards by benchmarking 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

I am absolutely thrilled to unveil the January-June 2023 edition of our department's newsletter, a showcase of the exceptional accomplishments and triumphs of our devoted team throughout the last half-year. It is my utmost pleasure to extend this update to all of you, our valued readers and supporters.

We commenced the year with the inauguration of the Viswajyothi Management Association, aiming to foster innovation and knowledge-sharing. Our two-day leadership camp brought together degree students from across Kerala, enhancing their leadership skills and strengthening bonds. Our final year students had the opportunity to gain practical insights into the corporate world through an enriching industrial visit to Goa. This experience was invaluable in broadening

their horizons. The "Meraki", management team competition was a highlight of the annual tech fest, Bodhi. It was fiercely competitive and demonstrated the caliber of our students in the management domain.

We organized an outbound training program in the picturesque hill station of Vagamon, which turned out to be a highly successful venture. The serene environment provided the perfect backdrop for self-discovery and team-building. We're proud to announce an array of placements in renowned companies, including Decathlon, Yes Bank, HTIC Global, Eastern, Agappe Diagnostics, Metcon Steels, CodeYoung, BBP India, Sayone Technologies, and TechMaghi. These placements reflect the dedication of our students and the guidance of our exceptional faculty.

I would like to express my gratitude to all who contribute to our department's success, and I look forward to the future endeavours.

Warm regards,

Dr. Cyriac Joseph Vempala

INAUGURATION OF VISWAJYOTHI MANAGEMENT ASSOCIATION

Viswajyothi Management Association is a student-driven initiative aimed at developing managerial skills. The association comprises different clubs like Marketing, HR, entrepreneurship, and finance. The student can be a member of any club in his area of passion. The Association conducts many intra and intercollegiate events like Conferences, Quiz, and Conclaves. The activities of the Management Association for this academic year under the Viswajyothi Management Association were inaugurated by Mrs. Chrisna Joy, Assistant Learning & Quality Manager, Crowne Plaza. The Management Association is a platform that brings together students, faculty, and industry professionals to foster leadership, skill development, and networking opportunities for future managers. The inauguration event marked the beginning of an exciting journey for the Management Association and its members



"ELEVATING LEADERS": THE VJGET LEADERSHIP CAMP EXPERIENCE

The Department of Management Studies at VJGET organized a highly successful two-day leadership camp for degree students from across Kerala. The camp, held on 30th January 2023, aimed to cultivate leadership skills, teamwork, and personal growth among participants. Over the course of the camp, students engaged in a series of leadership workshops, team-building exercises, and interactive sessions led by experienced facilitators. These activities fostered collaboration, improved communication, and enhanced self-awareness among participants. In addition to the academic content, the camp featured inspirational talks by accomplished leaders, providing students with valuable insights and motivation. Community service projects were also undertaken, promoting a sense of social responsibility among the



participants.

Networking opportunities were abundant; allowing students to connect with peers and mentors from various academic backgrounds. Overall, the leadership camp organized by the Department of Management Studies at VJCET provided a platform for students to develop essential leadership skills, establish meaningful connections, and embark on a journey of personal and professional growth.



"UNLOCKING INDUSTRY INSIGHTS: EXPLORING REAL-WORLD BUSINESS DYNAMICS"

The final year MBA students embarked on an Industrial Visit to Goa, meticulously designed to offer them hands-on insights into diverse business sectors. Our primary goal was to bridge the gap between theoretical knowledge and its practical application, allowing our students to delve into the intricacies of various industries. In this venture, the tranquil beaches and vibrant culture of Goa served as the backdrop for an enlightening and immersive exploration of the corporate world. The trip provided a unique platform for our ambitious students to gain invaluable real-world exposure, engage with seasoned industry experts, and navigate the intricacies of the business environment within one of India's most renowned tourist destinations. The industrial visit to Goa proved to be a transformative experience for our MBA students, leaving a lasting and positive imprint on their academic and personal growth



"MERAKI 2023": WHERE MINDS COLLIDED AND MANAGEMENT EXCELLENCE PREVAILED!

The Department of Management Studies at Viswajyothi College of Engineering and Technology, Vazhakulam, organized the highly competitive "MERAKI" management team competition as a prominent feature of the annual tech fest, Bodhi - 2023. The event took place on March 28, 2023, starting at 10:30 AM and was held within the premises of the MBA department. A total of 36 talented and enthusiastic

students participated in the event, showcasing their skills and abilities in a series of challenging rounds. These rounds were aptly named 'Calling the Mind,' 'Who Am I,' 'The Thrifty Traveler,' 'Diva Drive,' 'Catch the Crowd,' and 'Tycoon,' each presenting unique and intellectually stimulating tasks.

The grand title of "MERAKI" was clinched by Nirmala College, Muvattupuzha, who demonstrated exceptional prowess in management skills. Their achievement was rewarded with a cash prize of Rs. 5501. Ilahia College, Muvattupuzha, secured the second position and received a cash prize of Rs. 3501. The event concluded successfully by leaving participants and attendees with a sense of accomplishment and fulfillment.

Boothi VISWAJYOTHI
Viswajyothi School of Management Studies
Presents
MERAKI
BEST MANAGEMENT TEAM
REG FEE
₹500/TEAM
1st Prize: Rs. 5501 28TH MARCH 2023 2nd Prize: Rs. 3501
LAST DATE FOR REGISTRATION: 26/03/2023
CALPINE GROUP fly builds UVJ TECHNOLOGIES



"EMPOWERING BUSINESS LEADERS": OBT TRAINING FOR TOMORROW'S SUCCESS

The Department of Management Studies at VJcet recently organized a highly successful Outbound Training program in the picturesque hill station of Vagamon on April 25th and 26th. The event

witnessed enthusiastic participation from the students and proved to be an enriching and memorable experience for all. The Outbound Training program, held amidst the serene and breathtaking landscapes of Vagamon, aimed to provide students with an immersive learning experience beyond the confines of the classroom. It focused on fostering teamwork, leadership, problem-solving, and communication skills through various outdoor activities and challenges, taking advantage of the natural beauty and resources of the location. During the two-day program, participants engaged in a series of intellectually stimulating and physically invigorating activities. These activities included team-building exercises, adventure sports, leadership workshops, and interactive sessions designed to encourage active participation and collaboration among the students. The unique setting of Vagamon provided a perfect backdrop for learning, reflection, and personal growth. Sebin Joseph, Assistant Professor, Merrin Geordie Assistant Professor accompanied students in the OBT.



MBA 2021-2023 PLACEMENTS

We are delighted to report that the 2021-2023 batch placements have been highly successful. Among the 40 students in the batch, a remarkable 34 students have been placed in reputed companies across various sectors. The companies that extended offers to our students include but are not limited to:

- DECATHLON
- Yes Bank
- HTIC Global
- Eastern
- Agappe Diagnostics
- Metcon Steels
- Codeyoung
- BBP India
- Sayone Technologies
- Techmaghi

In conclusion, the 2021-2023 batch has been one of the most successful and diverse cohorts at the Department of Management Studies, VJCET. Most students from B.Com Stream and BBA backgrounds, with varied specializations, have excelled academically and secured commendable placements in leading companies. We are proud of their achievements and are confident that they will make significant contributions to their respective industries.

Congratulations!

MBA 2021-23 BATCH PLACEMENTS



ALFIYA NAZAR
Neuralog



BINIL BENNY
HTIC Global



AGHILA K.B
I-Net Infotech



ALAN ALIAS
RDC Concrete (India)
Pvt.Ltd



ANIKA LAIJU
TransGlobe School of
Logistics &
Aviation Management



THASNEEM S.B
HTIC Global



AJITH ANTONY
YES BANK LTD



JOHNS LEO
NeuraHire



ANJO MATHEW
TCS

DEPARTMENT OF MANAGEMENT STUDIES

Congratulations!

MBA 2021-23 BATCH PLACEMENTS



ALBETRISE MARIYA DENNY
NeuraHire



ARAVIND N.M.
NeuraHire



JOYAL JOSE
Metcon TMT Steels



ASHOK SHANKAR
RDC Concrete (India)
Pvt.Ltd



ALLEN DAVID
Metcon TMT Steels



MARTIN MATHEW
Metcon TMT Steels



ELSA MARY GIGI
NeuraHire



ANITTA THOMAS
Orell Technologies



MARIYA T.S.
Peejay Ventures
Private Limited



JEWEL JACOB
Technovalley



JOSEPH RAJAN
Techmaghi



NANDEEP S.
Eastern

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DEPARTMENT OF MANAGEMENT STUDIES

PLACEMENTS 2021-23



RIYA SAJU
ANZ Study Abroad



ALEENA BENNY
Agappe Diagnostics Ltd



ALWIN JOSE
BBP India
Communications Pvt. Ltd



LYDIA ADAMS KURIAN
Codeyoung



MEHNA EBRAHIM
Codeyoung



NIKITHA VINCENT
Decathlon



ELIAS TITTY ZACHARIAH
Mantle Solutions Pvt. Ltd



J. KISHAN RAJ
NeuraHire



HARISHANKAR PARAMESWARAN
Orell Technologies



MELBA SAJAN
YES BANK LTD



AKASH SHAJI
HTIC Global



ALBINA SEBASTIAN
Arco Heritage



ALBETRISE MARIYA DENNY
NeuraHire



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JOYAL JOSE
Metcon TMT Steels



ASHOK SHANKAR
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