

**NEWS LETTER** July - Dec. 2020  
Vol : 9  
Issue : 1



# 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 innovate 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



**VISWAJYOTHI**  
COLLEGE OF ENGINEERING & TECHNOLOGY

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

## Dean's Message



Viswajyothi School of Management Studies is committed to achieve professional excellence in imparting management education alongside the social commitment of inclusiveness and diversity. The School has achieved impressive growth over the last decade in terms of its various academic related initiatives forging partnerships at the national level and planned international collaboration in terms of industry interaction, faculty research and extension activity.

The course curriculum, which meets the industry requirement, speaks of the intellectual distinction of the faculty. The activities of the students are spread out in such a way that there is skill building in the conceptual, application and analytical front, in so much so that leading corporate organizations for placement accredits the School. Our alumni are placed in prestigious organizations as managers and in leadership positions representing all verticals and sectors. The placement activity at the School has begun and the students are ready to enter the industry portals.

I would like to express my sincere gratitude to the highly encouraging and motivating Management of Viswajyothi, and sincere and dedicated faculty and administrative staff. Also wish our students all the success.

**Dr. Cyriac Joseph Vempala**

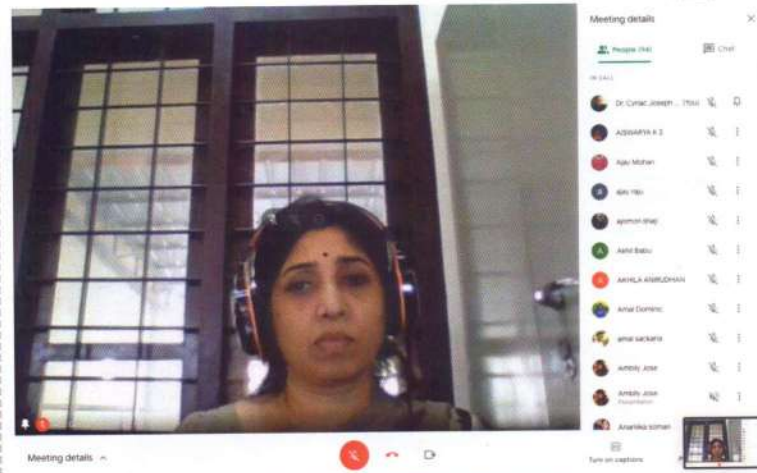
## REPORT OF MBA MEGA ALUMNI MEET - 2021

An Alumni meet of VSMS was conducted at 6 pm IST on Saturday, 9th January 2021 through online platform (Zoom). More than hundred Alumni attended the function and gave their valuable feedback and suggestions for the betterment of Institute and Alumni Association. It was an incredible reunion of alumni, students, faculty, former faculty members and administrative staff. The event was a great success in its prime motive of Connecting and Networking the alumnus, management, faculty and the final year students.

We, the MBA Alumni Association, would like to thank the President of the function Rev. Fr. Paul Nedumpurath, (Director VJCT), Dr. Rajan K K, (Principal VJCT), and Mr. Somy P Mathew, (Vice – Principal VJCT), for giving us an opportunity to host the event and gracing the occasion with their valuable presence. Our sincere gratitude to Dr. Cyriac Joseph, (Dean), Dr. Geo Baby (Head of Department), and all former and present faculty members for their continuous support and guidance.

Also we would like to thank Ms. Ambily Jose, faculty coordinator, alumni representative team and all alumni who are working and put their best effort in making this function a grand success.






Commencement of T5 –The Trimester 5 classes commenced on 18th Jan 2021 and Mr Roy Kurian KK inaugurated the session. He is the Managing Partner of Adeoville Consulting, Former Managing Director the Kerala Minerals and Metals Ltd., Managing Director at B K Birla Group, Managing Director at Goa Glass Fibre Ltd. He is an IIMC Alumnus. The Dean Dr.Cyriac Joseph welcomed the gathering; Principal Dr. K KRajan delivered the Principal's message. Dr. Anu George, Batch tutor proposed the vote of thanks.



Justice Abraham Mathew – Viswajyothi School of Management studies conducted a webinar on 'Sensitising the issue of Gender Equity'. Justice Abraham Mathew, former Justice High Court of Kerala spoke at length on the changing roles of women and the approaches the present day youth should bring about in their lives. The Dean of Management Studies welcomed the gathering and introduced the context of the webinar. The Director, Rev. Paul Nedumpurath felicitated the gathering and congratulated the department on conducting events that highlight social causes.



**Sensitising the Issue of Gender Equity**

December 2020

14:00 pm IST

MEETING ID: 451 756 2206  
Passcode: 8spCny

Organized by  
DEPARTMENT OF MANAGEMENT STUDIES

Co-ordinator  
Dr. Anu George  
Associate Professor  
# 9846472227

**VISWAJYOTHI**  
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www.vjyoti.ac.in

Justice Abraham Mathew (Retd.)  
Former Justice, High Court of Kerala



## GRADUATION DAY OF MBA BATCH 2018 – 20 – REPORT

Graduation day Ceremony of MBA Batch 2018-20 was conducted through Zoom platform on 7th Jan 2021. Chief Guest Sri. Kurian Joseph, (Former Supreme Court Justice) has delivered the graduation address. Manager Very Rev Msgr. Dr. Cherian Kanjirakompil has presided over the function. Director Fr. Paul Nedumpurath, Principal Dr. KK Rajan, Dean Dr. Cyriac Joseph and HOD Dr. Geo Baby were present in the function. Mr. Sebin Joseph, Asst Professor delivered vote of thanks.



## PAPER PRESENTED

Presented the paper entitled "An Empirical Analysis on Investment Behaviour among working Women: Are Women Taking the right Investment Decisions for their Future?", at the 4th International Conference on Marketing Technology and Research by IIMK on 07th to 09th December, 2020.

Mr Nelson Mathew , Mr Sebin Joseph & Dr Cyriac Joseph

## PAPER PUBLISHED

"An Empirical Analysis on Investment Behaviour among working Women: Are Women Taking the right Investment Decisions for their Future?", Indian Institute of Management Kozhikode, Peer-review under responsibility of the 04th ICMTS 2020 ISBN : 978-93-5419-748-2.

Authors: Mr Nelson Mathew , Mr Sebin Joseph & Dr Cyriac Joseph

## Certified Short Term Courses – Dr Cyriac Joseph

1. "Developing Your Musicianship" offered by Berklee College of Music offered through Coursera
2. "Musicianship Chord Charts, Diatonic Chords and Minor Keys offered by Berklee College of Music offered through Coursera

## PhD Awarded under the guidance of Dr Cyriac Joseph

Three Research Scholars, Mrs. Gayana T.S, Mrs. Remadevi T.C and Vinita Nair were awarded PhD in Economics from M G University under the guidance of Dr. Cyriac Joseph.



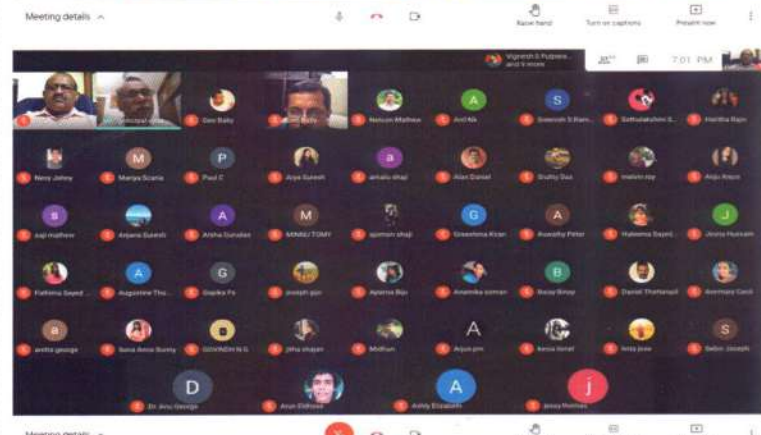
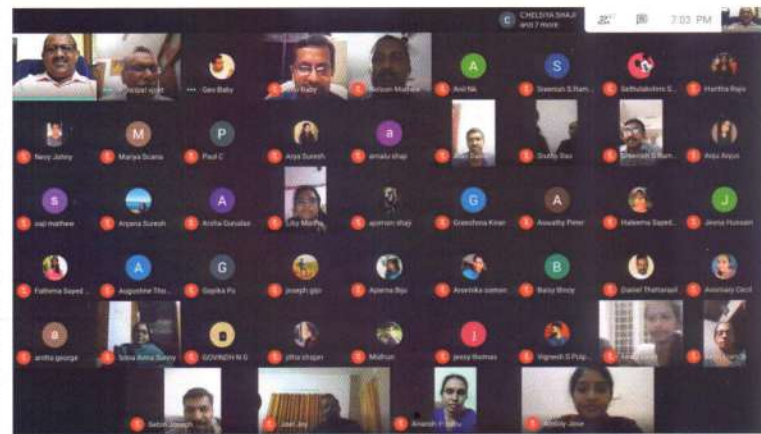
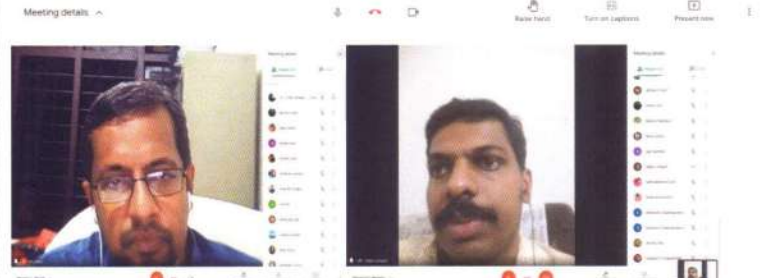
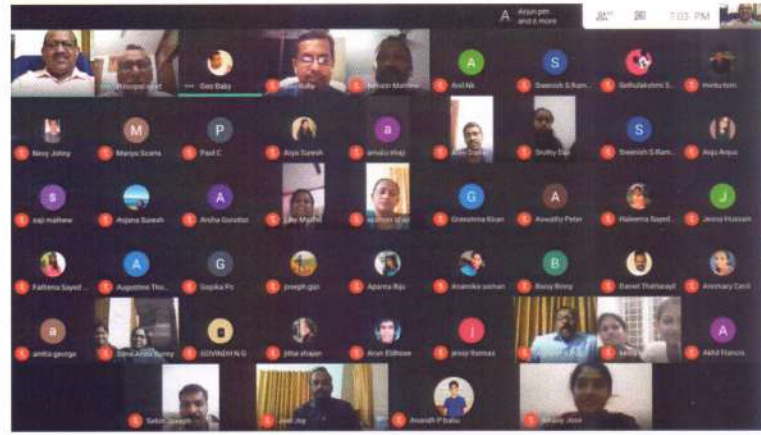
Gayana T.S

Ramadevi T.C

Vinita Nair

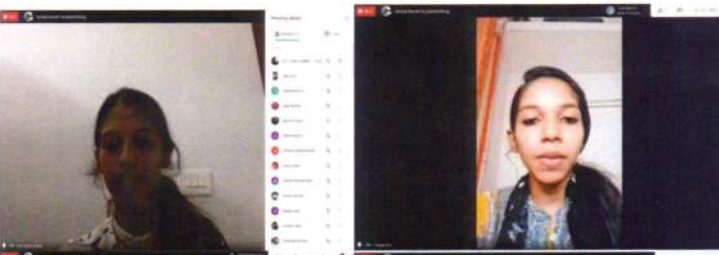
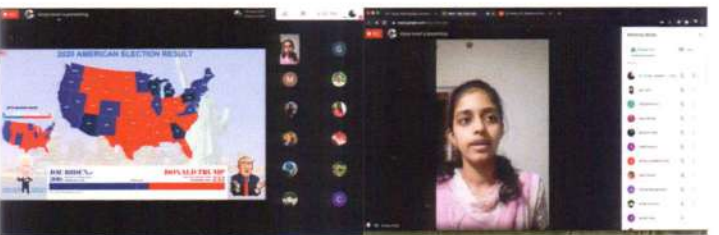
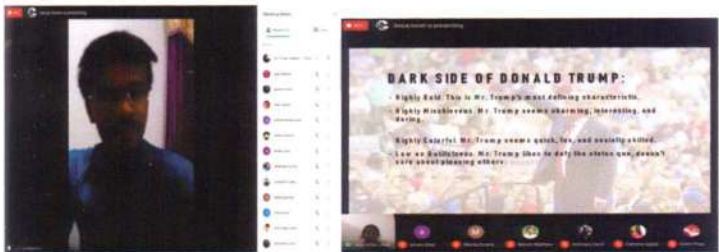
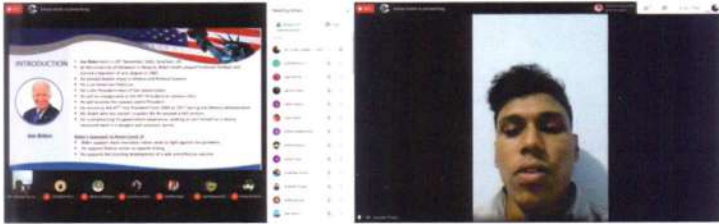
## PTA MEETING

The second PTA meeting for S1 students was held on Feb 11th, at 6pm-8pm through Google meet. The meeting was attended by the entire faculty members of the MBA department and students with their parents. Dr K K Rajan Sir the principal of our college also attended the PTA Meeting. The meeting got over by 8pm.



## STUDENT'S WEBINAR

The mentor Group Conquerors under the leadership of Mr Nelson Mathew conducted the students webinar on the topic: - Donald Trump Vs Joe Biden on 26th Nov 2020. Team consists of Kazia, Anand, Govind, Anju, Gopika, Amalu, Nevy & Mariya scaria presented the topic to all the students through google meet platform



A webinar on Digital Transformation in Education: Challenges and Opportunities was conducted on December 3, 2020. It discussed the social transformation that education could bring. In today's interlinked world with the impact of social network on education, growing influence of digital technology the world is becoming flattened and improved delivery of educational programs are the need of the hour. This could be achieved through performance, innovation, finance and inclusion. New technology and new learning models are exciting and offer previously unthinkable possibilities to students. It was attended by the Principal Dr. K KRajan, Dean Dr. Cyriac Joseph, HOD Dr. Geo Baby, Mentor Dr. Anu George, and members of the faculty, besides the students of the Bschoo.

**LIVE** Webinar on  
**DIGITAL TRANSFORMATION IN EDUCATION: CHALLENGES & OPPORTUNITIES**

**MENTOR**  
Dr. Anu George

**COMPERING**  
Greeshma Kiran PD

**WELCOME**  
Aparna Biju

**SPEAKER**  
Paul C Kakkanattu

**SPEAKER**  
Chelsiya Shaji

**SPEAKER**  
Arya Suresh

**Q & A**  
Fr. Babu

**Q & A**  
Karthikeyan KA

**Q & A**  
Fathima Sayed Mohammed

**VOTE OF THANKS**  
Akhil Francis

PRESENTED BY  
**MASTER MINDS**

3rd DECEMBER  
**6PM**

<https://meet.google.com/jvn-ykcc-mrb>

**Join Us!**

**DIVOC:** Automatic sanitizer dispensing machine developed by MBA students of 2019-20 batch and was launched by Muvattupuzha, MLA Eldo Kunnappilly. The students includes Mr Amal Dominic, Mr Amal NS, Mr Jobin James & Mr. Rohit R. 60 nos of DIVOC, automatic Sanitizer dispenser machine was sold by the students



THURSDAY  
19-Nov-2020  
6.00 PM



**VISWAJYOTHI SCHOOL OF MANAGEMENT STUDIES,  
VJCT  
STUDENTS WEBINAR  
(MIND BENDERS)  
Mentor : Ms. Ambily Jose**

6.00-6.02 pm	Welcome	Anitta George
6.02-6.05 pm	Introduction	Jesna Hussain
6.10-6.50 pm	Sessions	Speaker 1: Ashly Elizabeth – Industrial Robotics
		Speaker 2: Jitha Shajan – Marketing Robotics, Picking & Packing, Entertainment & Medical Robotics
		Speaker 3: Joel Joy – Robotics in Food Manufacturing, Supply Chain, & Mining Industries, Cobots.
		Speaker 4: Alan Daniel – Agricultural Robotics, Nano Robotics
6.50-6.54 pm	Conclusion	Augustine Thomas
6.54-6.59 pm	Q & A	Sruthy Das
6.59-7.00 pm	Vote of Thanks	Anitta George

The MBA Department of Viswajyothi School of Management Studies conducted the webinar on the topic “Scope of Robotics in Business” for the students and teaching faculties. The webinar was on 19th November 2020 evening at 6.00 pm.

Business technology encompasses a wide range of hardware, software, and services that keep companies running and enhance operations. The impact of robotics in different sectors of business discussed in this session.

The webinar started at 6 pm by the welcome speech by Anitta George. Then the introductory part was handled by Jesna Hussain. Business technology encompasses a wide range of hardware, software, and services that keep companies running and enhance operations. The impact of robotics in different sectors of business discussed in this session.

The Speaker 1 of the Session Ashly Elizabeth presented on “Industrial Robotics”. What are industrial robots and its different types are explained with pictorial representation. The next by Speaker 1 was how industrial robots work and Impact of Industrial robotics on Human Labour.

The Speaker 2 of the Session Jitha Shajan presented on “Marketing Robotics, Picking & Packing, Entertainment & Medical Robotics”. What is Marketing Robotics and Medical Robotics and its different types are explained with pictorial representation. During the COVID pandemic time there are many medical robots were invented one of that “HOSPI” explained by Speaker 2 at the end of her presentation.

The Speaker 3 of the Session Joel Joy presented on “Robotics in Food Manufacturing, Supply Chain, & Mining Industries, Cobots.”. Different application of robots in both Primary and Secondary Food Processing was illustrated with presentation. Next different types of robots used in Supply Chain Management and mining process are also covered. At last Speaker 3 concluded by adding the benefits of Collaborative Robot (Cobots).

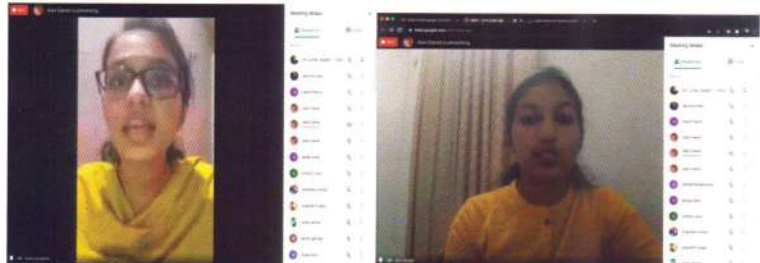
The Speaker 4 of the Session Alan Daniel presented on “Agricultural Robotics, Nano Robotics”. Different Agricultural Robots are presented with images and in detail. Then Nano Robotics and its benefits are explained by Speaker 4.

At last, the concluding part was done by Augustine Thomas, He concluded the webinar by summarizing the whole webinar. His concluded that;

- Industry is moving towards automation, increase in production and increase in accuracy of the products.
- Having robots helps business owners to be competitive, because robots can do jobs better and faster than humans can.
- Finally, as the technology improves, there will be new ways to use robots which will bring new hopes and new potentials. To conclude, we still believe that our technologies is advancing.

The Q&A Session was handled by Sruthy Das, the team answered all the Questions.

Vote of Thanks was given by Anitta George, she thanked the college and faculty for giving Mind Benders a chance to conduct the webinar, then she thanked and our mentor and supporter Ms. Ambily Jose for all the help. Then she appreciated the time and effort taken by all of our classmates and the people who attended the webinar.



## Webinar on Capital Market and investment opportunities

Viswajyothi School of management studies on 8th February 2021 organized a Webinar on Capital Market and investment opportunities. Mr. RAMCHANDRABHAT K delivered the talk. Thanks to Dr.Sreenish S Ramaswamy for organizing such an event.



Webinar was conducted on the topic "The new wave of Telecom industry and Vodafone Idea merger" by the mentoring team Business Mushrooms under the guidance of Dr.Sreenish S Ramaswamy on 22nd October 2020. Akshay Joshy, Devika P Nair, Aiswarya K S, Rohit R, Sruthy Joby, Akhila Anirudhan, Gayathri M S and Chandana Promod were the speakers of the webinar.

## PLACEMENTS

 ESAF SMALL FINANCE BANK	 ESAF SMALL FINANCE BANK	 ESAF SMALL FINANCE BANK	 ESAF SMALL FINANCE BANK
			
Romal Jose	Rahul Viswan	Melvin Thomas	Martin Siby
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Bensen Benny	Basil Reji	Amal Sunny	Alona Tomy
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Ajias Mytheen	Adorna L George	Tony Thomas	Rishab Johnson

 TOTAL WAGE TOTAL	 TOTAL WAGE TOTAL	 TOTAL WAGE TOTAL	 TOTAL WAGE TOTAL
			
Leya Sunny	Amalu Hanna Reji	Abin Joy	Della Joseph
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Alex J Kandathil	Abin Shajan	Manjima V R	Dennamol Benny
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Ashmi Baby	Akhil Selvan	Anuroopa Viswanathan	Rose Mary Baby
 Think Thyroid. Think Thyrocare.	 Think Thyroid. Think Thyrocare.	 Think Thyroid. Think Thyrocare.	
			
Aris K N	Bhavya Das	Basil Jayan	Niya Tomy
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Christeena Thankachan	Athulya Rajeev	Jijo Mathew	M Nandha Kumar
 www.care.com	 www.aviationeducationinstitute.com	 www.adityabirla.com	 www.mswipe.com
			
Shalini Gigi	Soumyamol Micheal	Sruthi G	Yadhukrishnan B

Chief Editor : Dr. Geo Baby, HOD  
Editor : Mr. Nelson Mathew, Asst.Professor