



VISWAJYOTHI

COLLEGE OF ENGINEERING & TECHNOLOGY

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

**NEWS
LETTER**

Jan.-June 2022

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Issue : 2

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



DEAN'S MESSAGE



Since 2009 Department of Management Studies has been providing experiential business education. We aim to help students become competent business managers and principled value-based leaders". The department delivers the students with an essence of ethics, morals, values and a sense of social responsibility along with their Management Education. The program follows to impart quality professional management education drawing from global corporate experience with excellent student support services. The courses offered in the MBA program mould the students to adapt easily to the demands of professional management in their chosen careers. The students will be able to evaluate business problems and make decisions; demonstrate managerial and entrepreneurial skills; emulate

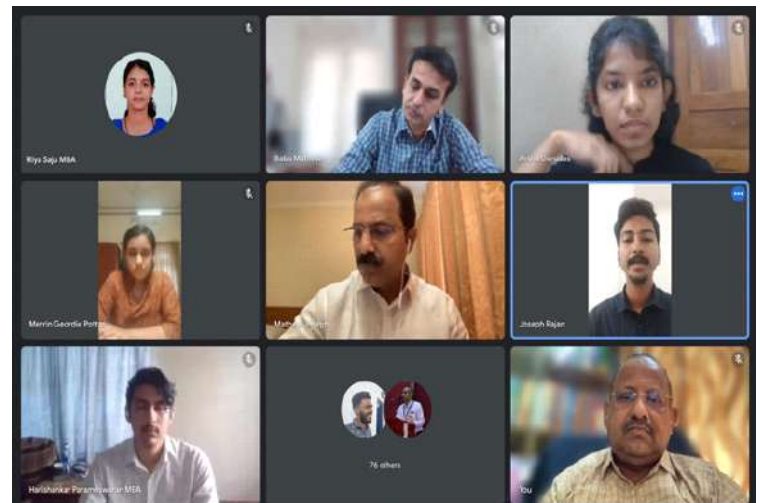
professional ethics and values; engage in continuous professional growth and work and lead a cross-cultural corporate team.

We follow experiential learning through live labs, projects, internships, case learning and other academic, non-academic and extra-curricular activities. The 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. The Course curriculum developed by the department speaks to 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 2021-2023 batch is all set for their placements and is ready to step foot in the corporate world.

Dr. Cyriac Joseph Vempala

INAUGURATION OF VISWAJYOTHI MANAGEMENT ASSOCIATION

Viswajyothi Management Association is a student driven initiative aimed at developing their managerial skills. The association comprises of different Clubs like Marketing, HR, Entrepreneurship, and finance Clubs. The student can be a member of any club of his area of passion. The Association conducts many intra and intercollegiate events like Conferences, Quiz, and Conclaves. The Management activities for this academic year under the Viswajyothi Management Association was inaugurated by accomplished business man Mr. Mathew Joseph, CEO & Co-Founder, Fresh to Home. As a creative extraordinaire, a hardworking and ardent professional with over 32 years of experience in the seafood industry his session was really an inspiring and value addition for the students.



Department of Management Studies
INAUGURATION OF VISWAJYOTHI MANAGEMENT ASSOCIATION

JANUARY 2022
28
FRIDAY
10.00 am-11.00 am

Live interaction with
CHIEF GUEST
Mr. Mathew Joseph
CEO & Co-Founder
Fresh to Home

Dr. Cyriac Joseph Vempala
Dean & HOD
Department of Management Studies

Faculty Co-ordinator
Mrs Merrin Geordie Pottas - 9947488788
Student Co-ordinator
Harishankar Parameswaran- 9961372387

VISWAJYOTHI
COLLEGE OF ENGINEERING & TECHNOLOGY

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www.viswajyothi.org



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VISWAJYOTHI
COLLEGE OF ENGINEERING & TECHNOLOGY

WEBINAR ON "ACHIEVING PROBLEM SOLUTION FIT & PRODUCT MARKETFIT" IN ASSOCIATION WITH (IIC) CELL AND IEDC

Department of Management Studies, in association with Institution's Innovation Council and Innovation & Entrepreneurship Development Centre organized guest lecture on "Achieving Problem Solution Fit & Product Market Fit" on February 5, 2022. Dr Meera Prathapan, Assistant Professor, CUSAT was the Chief Guest. Dr.Meera gave valuable insights on the marketing strategy matrix and its influence on the job roles of the function. The students gained new perspectives in this session. The speaker clearly explained with several real-time examples, the concept of customer experience which takes the center stage in all the touch points the marketer attempts to create. Dr. Meera threw extraordinary light on the interconnected terminologies, "Involve, Engage and Enjoy" which would ensure that half of the Marketer's battle is won.

SESSION ON ACHIEVING PROBLEM-SOLUTION FIT & PRODUCT-MARKET FIT

2022 February
05 Saturday
10.00 am

Co-ordinators
Dr. Cyriac Joseph
Dean & HoD
Pratheep Kumar R.
Asst. Professor

Resource Person
Dr. Meera Prathapan
Asst. Professor
School of Management Studies
CUSAT

Organized by
Institution's Innovation Council (IIC)
in association with
IIC, IEDC & Department of Management Studies

VISWAJYOTHI
COLLEGE OF ENGINEERING & TECHNOLOGY

Achieving Problem-Solution fit & Product-Market fit

Dr. Meera Prathapan
Assistant Professor
School of Management Studies, CUSAT

PROBLEM SOLUTION FIT
PRODUCT MARKET FIT

Participants listed on the right:
Pratheep Kumar R.
Anona Bhatia MBA
Ansha Gurukul
Anjo Mathew MBA
Sona Anna Sunny
43 others

S2 MBA INDUCTION PROGRAM AND SOFT SKILL TRAINING

Employers consistently rank soft skills as the most important criterion when considering candidates for employment. Yet lack of soft skills has been cited as the most critical issue to be addressed for students across all disciplines. Soft skills are those personal attributes that enhance individual interactions, job performance and career prospects.





In an endeavor to remove the skills gaps and with the objective of creating market-ready professionals, Department of Management studies, Viswajyothi College of Engineering & Technology has embedded soft skills training along with the academic curriculum so as to prepare and empower the students for the professional field and personal life.

The key focus areas of the trainings include:

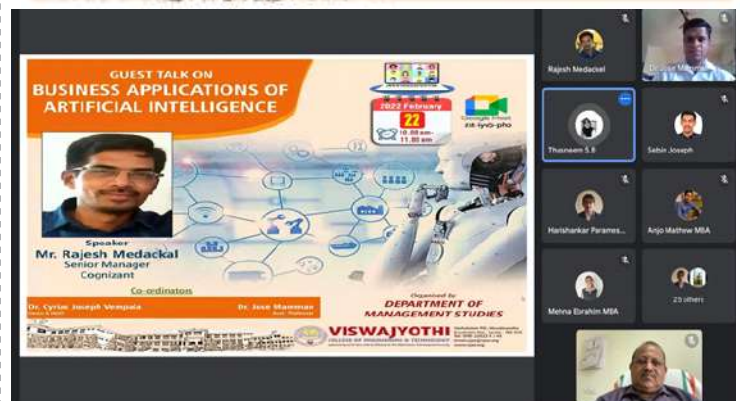
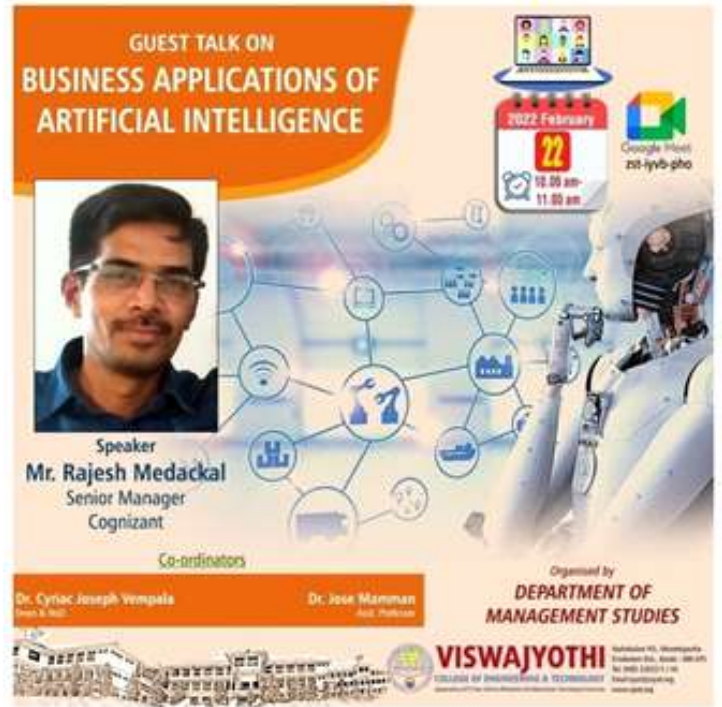
- Interpersonal Skills,
- Personal Grooming and Professional Etiquettes,
- Communication and Presentation Skills
- Team Building

A One-day long Induction training was given to the S2 students on 14th March 2022, with the motive of developing their Overall Personality and Professionalism. The students were very enthusiastic and they endorsed that, it was highly beneficial programme that boosted up the confidence in them. Ms Merrin Geordie, Asst. Prof. Department of Management Studies acted as the trainer for the program.

INDUSTRY INSTITUTE INTERACTION

Industry Institute Interaction on “Business Applications of Artificial Intelligence” was organized by Dept. of Management Studies, Viswajyothi College of Engineering and Technology (VCET) on 22nd

February 2022 at 10am. Mr. Rajesh Medackal, Senior Manager, Cognizant Technology Services was the Chief Guest and Speaker. The program was organized using Google meet online platform. Dr. Cyriac Joseph Vempala, Dean and HoD, presided over the function. Mr. Rajesh initiated the speech by giving an overview about the IT industry and spoke in depth about the applications of AI in insurance industry. Dr. Jose Mammen, faculty acted as the coordinator of the program. The first semester student, Mr. Boney Jaison welcomed the gathering and Ms. Mehna Ebrahim of semester three student proposed Vote of Thanks. Ms. Thasneem S.B was the Master of Ceremony.





INTERNATIONAL WEBINAR ON “CONTEMPORARY ISSUES IN GLOBALIZATION AND SUSTAINABILITY IN SUPPLY CHAIN MANAGEMENT”

International Webinar on “Contemporary Issues in Globalization and Sustainability in Supply Chain Management” was organized by Department of Management Studies on 19th March 2022 at 6.00 pm. Dr Dinesh Dave, Dr William Magnus Northington,



Dr Santhosh Nandi, DrAtanas NikNikolov were the speakers of the event. The Program was organized in Zoom platform. Dr. Cyriac Joseph Vempala, Dean and HOD, Department of Management studies welcomed the gathering. The speakers initiated his speech by introducing the topic, covering the Issues and Trends in Supply Chain Management. Mr. Pratheepkumar, Asst. Professor was the organizer of the program. The discussion forum was really informative and flooded with new insights and was really a value addition for the students.

WORKSHOP ON GST

With an objective to update knowledge and understanding of Goods and Services Tax, VJCET conducted a workshop on GST on 7th April, 2022. Mr Antony Joseph, Tax Expert was the speaker for the workshop. The workshop focused on the same subject with various interactive sessions for the participants as well. The talk revolved around the salient features of GST, benefits, framework and its effect on the education sector. GST training and Workshops enable students to understand the GST, enhance skills in a structured and practical oriented manner, Gain working knowledge and application of the same in routine compliances and Use such skills to take managerial decisions. The session was very informative.

INTERNATIONAL WEBINAR ON CONTEMPORARY ISSUES IN GLOBALIZATION AND SUSTAINABILITY OF SUPPLY CHAIN

2022 March 19 Saturday 07.00 pm IST

zoom

Speakers:

- Dr. Dinesh Dave**, Prof. and Director, John A. Walker College of Business, Appalachian State of University, Boone, North Carolina, USA
- Dr. William Magnus Northington**, Asst. Professor, John A. Walker College of Business, Appalachian State of University, Boone, North Carolina, USA
- Santosh Nandi, Ph.D.**, Asst. Professor, John A. Walker College of Business, Appalachian State of University, Boone, North Carolina, USA
- Dr. Atanas Nik Nikolov**, Asst. Professor, John A. Walker College of Business, Appalachian State of University, Boone, North Carolina, USA

Co-ordinators:

- Dr. Cyriac Joseph**, Dean & HoD
- Pratheep Kumar R.**, Asst. Professor

Organized by **DEPARTMENT OF MANAGEMENT STUDIES**

VISWAJYOTHI COLLEGE OF ENGINEERING & TECHNOLOGY



Basics of GST
Calculation of GST
GST Returns

ONE DAY WORKSHOP on GST

Venue: **MBA Seminar Hall**
April 07 2022

Co-ordinators:

- Dr. Cyriac Joseph**, Dean & HoD
- Sebin Joseph**, Asst. Professor

Organized by **DEPARTMENT OF MANAGEMENT STUDIES**

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Antony Joseph, M.Com, MBA Finance, GST Practitioner, Director PINNACLE GST Consultation, Thodupuzha, Mob: 9947051729, www.tallycentre.in

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Tel: 0485 226211/44
Email: vjcet@vjcet.org
www.vjcet.org



INDUSTRIAL VISIT AT ULTRATECH AUTOMOTIVE PVT LTD, GOA

An Industrial visit at Ultratech Automotive Pvt Ltd was done by the MBA second year students on 11th May 2022. Ultratech Automotive Private Limited is a company incorporated on 18th May 1993. It is classified as Non-government company and is registered at the Registrar of Companies, Goa. It is involved in maintenance and repair of motor vehicles including washing and polishing etc.



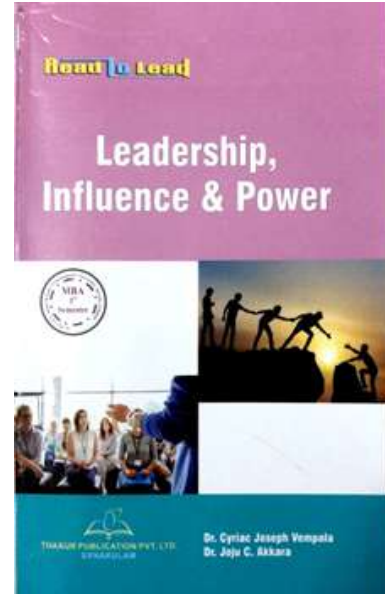
THE JOURNEY AND STAY

The industrial visit of MBA 2020-2022 was witnessed by 41 students of the class, who were accompanied by the faculty Dr. Jose Mammen and Dr. Riya Sebastian. All the students were very excited and left the campus on 10th May 2022 at 11 am by bus to Aluva Railway Station. The presence of our Dean and HOD Dr. Cyriac Joseph and other faculties during departure was taken as blessing for the journey. Our stay was planned at Maizon Lakeview Resort. The industry visit at Ultratech Automotive Pvt Ltd began with a heart full of great expectations to be able to learn about the industry in a detailed manner. Everyone was motivated and a bright smile could be seen at everyone's face.

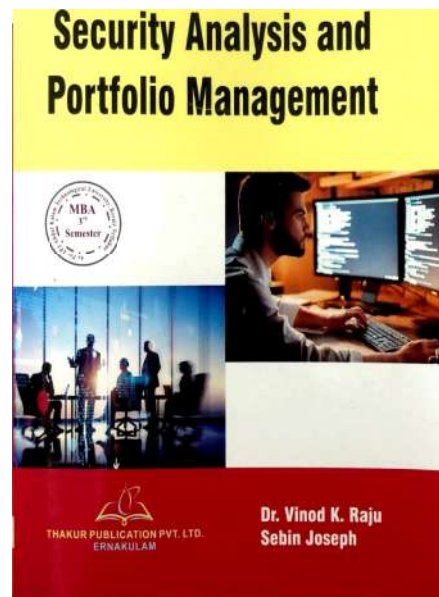
Such visits really added upto the little knowledge of the students and everyone wished for this to happen time and again to seek some exposure and motivation. We are thankful to our Dean and HOD Dr. Cyriac Joseph, our college management and everyone involved for this visit, from the core of our hearts.

BOOKS PUBLISHED BY THE FACULTY

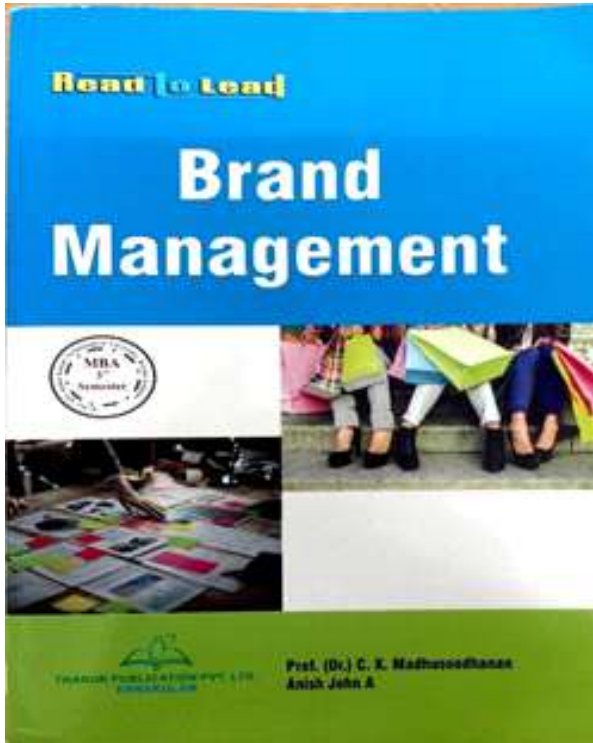
Dr. Cyriac Joseph Vempala Dean & HoD, Department of Management Studies, immensely contribute to the academic publications. Professor has published many articles in International Journals. Recently a book was published on "Leadership Influence & Power" by Thakur Publishing Pvt Ltd. The book portrayed the ways of how to bridge the gap between power and Leadership, how to exercise the power and influence you need to get things done through various leadership strategies.



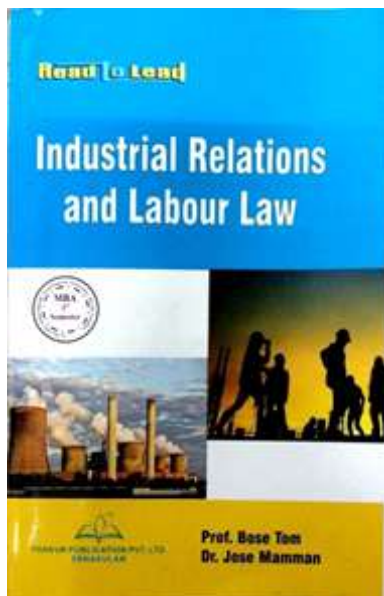
Mr Sebin Joseph, faculty, Department of Management studies published a book for "Security Analysis and Portfolio Management" by Takur Publication Pvt Ltd. The book aims to build a detailed idea of the investment environment, and to identify and manage an investment portfolio. This book highlights the developments in capital market and investment in securities and also provides a simple way to understand the complex world of investment. The book is structured in such a way that it can be used in both semester as well as trimester patterns of various MBA, PGDM, Courses of all major universities.



Dr. Anish John, faculty, Department of Management Studies published a book for “Brand Management” by Takur Publication Pvt Ltd. This book explores how organisations can design brand identities, develop brand marketing programmes, measure brand performance and sustain brand equity combining different psychological, Sociological, cultural and management perspectives. The book brings together theories and concepts from brand Management and presented in a very lucid manner



Dr. Jose Mammen, faculty, Department of Management Studies published a book for “ Industrial relations and Labour Law” by Takur Publication Pvt Ltd. This text apprises the reader with the intricacies of the various concepts, theories, tools and techniques approaches, methods, legislations and interventions and other concerned mechanisms that are relevant to the maintenance of good industrial relations.



PhD Awarded Under the Guidance of Dr. Cyriac Joseph Vempala

Two research scholars were awarded PhD under the supervision of Dr. Cyriac Joseph.

Mrs. Gincy Lukose V was awarded PhD from Mahatma University, Kottayam on the topic, “Economic Development and the Environment: A Case study of Chemical Industry in Kerala”



Mrs. Mercy Mathew secured her PhD from Bharathiar University, Coimbatore on the topic “Medical Tourism In Kerala: An Economic Analysis of Foreign Tourists Visiting Ernakulam District for Treatment”



DEPARTMENT OF MANAGEMENT STUDIES

PLACEMENTS 2020-22

Congratulations

Rumailah Hospital
Doha (HR Dept.)



Maria Minnu
CTC - 18 Lakhs

Byju's



Karthikeyan K A
CTC - 10 Lakhs

Intellipaat Software
Solutions Pvt. Ltd.



Arsha Gurudas
CTC - 8.65 Lakhs

Alliant Group
India Talent Pvt.Ltd.



Annmary Cecil
CTC - 5 Lakhs

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