

NEWS LETTER Jan-June 2021
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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



VISWAJYOTHI
COLLEGE OF ENGINEERING & TECHNOLOGY

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

Dean's Message



initatives, forging partnerships at the national and international level. The School has signed several collaboration in terms of Industry interaction,

Viswajyothi School of Management Studies is devoted to create young Competent Managers of Professional Excellence. The School nurtures the students with a essence of ethics, morals, values and sense of social responsibility along with their Management Education. Viswajyothi School of Management Studies achieved tremendous and impressive growth over the last decade with regard to Placements, Academic related

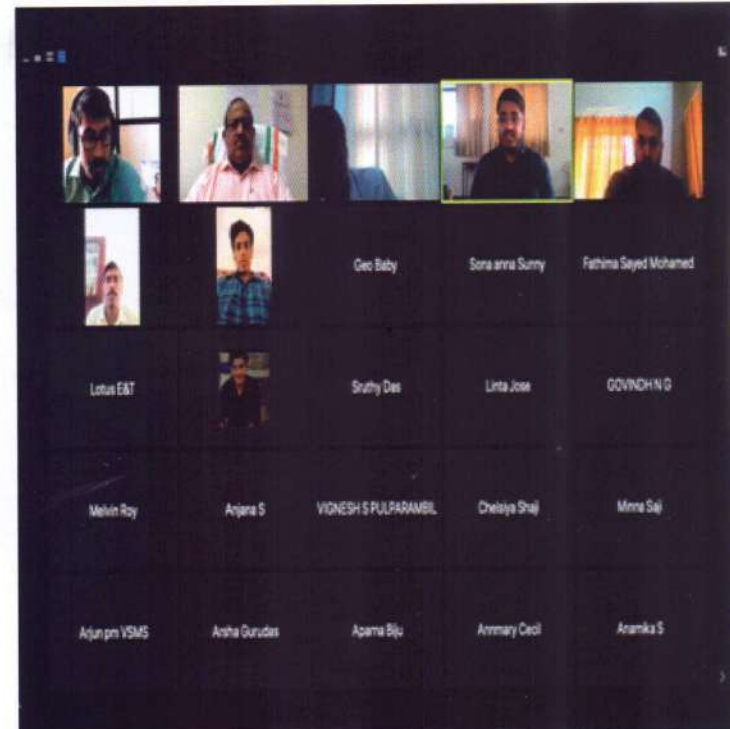
faculty research and extension activity with leading universities across the globe. We deliver and ensure that the students acquire updated knowledge and skills required for them, to keep themselves pioneer in the competitive job market.

The Course curriculum developed by Viswajyothi School of Management Studies speaks the intellectual distinction of the well qualified experienced faculty. The Curriculum give emphasis on the development of students Conceptual, application, analytical and soft skills necessary to meet the job requirement of top corporates. The Alumni of Viswajyothi School of Management Studies holds top managerial positions in the various domains of prestigious corporates. Our 2020-2023 Batch is all set for their placements and will be facing the interviews very soon.

Dr. Cyriac Joseph Vempala

WEBINAR ON CAPITAL MARKET AND INVESTMENT OPPORTUNITIES

Viswajyothi School of management studies organized a webinar on; Introduction to "Mutual Fund & Financial Planning" was conducted for Capital Market Awareness of our MBA students as part of Investor Education Program (IEP) on behalf of BSE - IPF at our Institution on 8th February 2021, Monday. Mr. Ramchandra Bhat K was the resource person for the webinar. The webinar was coordinated by Dr. Sreenish Ramaswamy.



DEPARTMENT ADVISORY BOARD MEETING

The Department Advisory Board Viswajyothi School of management studies met on 17th April 2021 for the upcoming academic year planning and discussed the viable plans to meet Covid constraints in management education. It was attended by the Director, Rev. Fr. Paul Nedumpuram, Principal, Dr. K.K. Rajan, Dean Dr. Cyriac Joseph, HOD Dr. Geo Baby and all Advisory Board members. The Board formulated several long-term plans for the upliftment of the students and college as well. Discussion on use of updated technology for the smooth delivering of classes during pandemic was also an area of discussion.



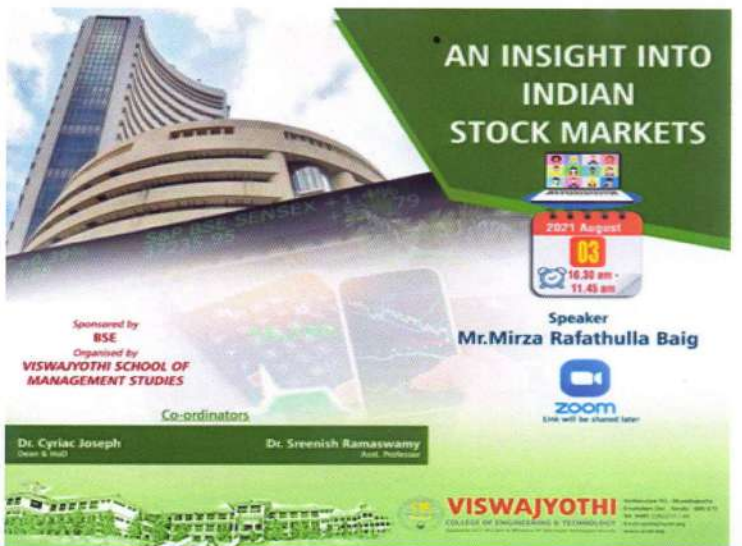
Webinar on "Paradigm shift in Education in the Post Covid world"

Ebsco Webinar, A Webinar on "Paradigm shift in education in the Post Covid world" was conducted by Mr. Nanda Lal TS, Ebsco. Event was Coordinated by Dr. Anu George, Dr. Cyriac Joseph, and Ms. Lucy Kurian. The webinar topic focused on providing education through the educational system with a mode of delivery using digital solutions with a new paradigm method. The seminar attempted to disclose the various impact of Covid-19 in education system especially on rural India. It also tried to throw light on the different existing and new initiatives by government during the pandemic. The drastic rise in the use of various teaching and conferencing technologies which was explained in the Webinar.



WEBINAR ON CAPITAL MARKET AND INVESTMENT OPPORTUNITIES

A webinar on, "Introduction to Mutual Fund & Financial Planning" as part of Investor Education Program (IEP) was conducted on behalf of BSE - IPF at our Institution on 3rd August 2021, Tuesday for our MBA students. Mr. Mirza Rafathulla Baig was the resource person for the webinar. The webinar was coordinated by Dr. Sreenish Ramaswamy



BSE SPONSORED WEBINAR

A webinar on "Ways of Effective Wealth Creation" sponsored by SEBI as part of Capital Market Awareness, Investor Education Program (IEP) was conducted at our Institution on 5th August 2021, Thursday for our MBA students. Dr.K Thangaraj was the resource person. Thanks to Dr. Sreenish.S.Ramaswamy, Assistant Professor, MBA department for coordinating the event.

ORIENTATION PROGRAMM MBA 2021-23 BATCH

Orientation Week commenced on Sep 16,2021 to Sep 24, 2021.Dr.Muthu Lakshmi R. HOD Department of Computer Application, Bharata Mata College was one of the resource persons and she introduced the topic "Introduction to Analysis".

Mr. Abhijit Kurup, CRC Sr. Associate, Amazon India was on 24th September 2021 addressed the students on "Honing student skills towards successful placement".



05/08/2021 to empower students' skills through the Google meet platform. The session started with a welcome address by Ashly Elizabeth. The speakers were Joel Joy, Alan Daniel, Augustine Thomas, Jitha Shajan, and Anitta George Sruthy Das, Jesna Hussain, and discussed the mobility scenario of India's electric vehicle industry and its threats and challenges. Participants got an opportunity to interrogate the session. The webinar helped the students to gain an insight about the relevance of conservation of energy sources and the future of the electric vehicle market in India.

MIND BENDERS PRESENTS

INDIA'S ELECTRIC VEHICLE MARKET

Ashly Elizabeth WELCOME
ALAN DANIEL O&A, ALTERNATIVE FUEL SOURCES
SRUTHY DAS VOTE OF THANKS, POLICY INITIATIVES TO SUPPORT EV
JESNA HUSSAIN CONCLUSION
JITHA SHAJAN EV AND MOBILITY SCENARIO
JOEL JOY IMPACT & BENEFITS OF EV ON THE ECONOMY
AUGUSTINE THOMAS OVERALL MARKET REVIEW
ANITTA GEORGE CHALLENGES FUTURE OF EV IN INDIA
MR. ANISH JOHN (MENTOR)

LIVE FRIDAY . 6 AUG. 2:00 PM
zot-kwtu-ata
Google Meet

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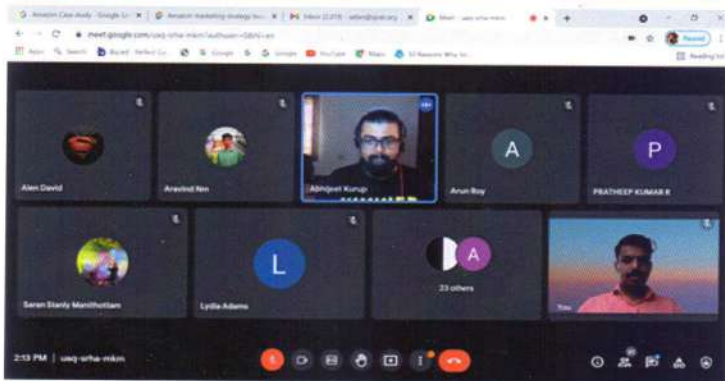
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NUCLEAR FUSION - THE FUTURE OF ENERGY

As a part of student's webinar program Team Blaze warriors of Viswajyothi School of Management studies organized an online webinar on August 17th 2021 at 4 pm through Google meet platform. Faculty and students of the department attended the webinar. The webinar topic was "NUCLEAR FUSION THE FUTURE OF ENERGY". Nuclear energy is the energy that comes from the core of an atom. Nuclear Fusion reactions the sun and other stars.

WEBINAR ON "INDIA'S ELECTRIC VEHICLE MARKET"

The mentor group Mind Benders organised a student webinar on the topic. "INDIA'S ELECTRIC VEHICLE MARKET" on





ONAM CELEBRATIONS

Onam 2021 was celebrated with all its vigour at Viswajyothi campus by the MBA students. An elaborate Pookkalam was laid by the students to welcome the festivities. The authorities addressed the gathering. Onam sadhya arranged by the students was the highlight of the celebration. Such celebrations give strength to the bond existing between teachers and students and promote camaraderie among students.



INDUCTION CEREMONY

The induction programme of the Viswajoythi School of Management Studies MBA 2021-23 Batch was conducted on 16th September 2021 at R&D Hall. MBA induction programme was inaugurated by Prof (Dr) Zakariya KA, Professor School of Management Studies, CUSAT, Director DDKU. Welcome address was delivered by Mr. Sebin Joseph, Assistant Professor & Admission in Charge. Presidential address by Msgr Dr. Pius Malekandathil and Director's message by Rev.Fr. Paul Nedumpurath, Director of VJCET.

The principal Dr. K K Rajan, addressed the gathering. The Dean and HOD Dr Cyriac Joseph felicitated the new joiners.

In the inaugural address Dr. Zakariya highlighted the importance of professionalism in MBA. He motivated and inspired the gatherings how important MBA is in Career building and how it helps to reach at the top of the career ladder. He stressed on the importance of a good mindset and attitude and how it shapes the future of students. He touched upon the stories of different personalities to inspire the students regarding the hard work. In the concluding remarks he said, if there is will, there will, always be a way.

The induction programme concluded with the vote of thanks delivered by Mr. Pratheep Kumar R Assistant Professor, Department of Management Studies, VJCET



MARTYRS DAY REMEMBRANCE

As part of the Martyrs Day Remembrance of 2021, MBA students of VJCET had a group discussion to get the complete essence of Gandhi's messages and to apply it in our daily life and for the enhancement of society, going through his famous quotes and works related to him. And as a first step to modify one's value system, they started from the premises, cleaned the surrounding environment, and then propagated his influential ideologies to the fellow students.



PAPER PUBLISHED

"Impact of Gender Differences on Antecedents of Patient Satisfaction in the Medical Tourism Sector: An Empirical Study", Sambodhi, ISSN: 2249-6661 (UGC Care Journal) Vol-44 No.-01(X) : 2021

Author : **Dr. Cyriac Joseph**

SEMINARS AND CONFERENCES ATTENDED

1. Webinar, "4th Industrial Revaluation and Future of Employment", Organised by Civil Department, VJCET, on 1st March 2021
2. Virtual International Seminar (VIS 2021) "Global Challenges of Covid-19: Strategies for New Normal", jointly organized by University of Nizwa (UoN), Sultanate of Oman and University Technology PETRONAS (UTP), Malaysia. On 8th April 2021.
3. Two day International Colloquium on "Analytics Driven Models and Innovations in Supply Chain and Marketing," Organised by CUSAT and Aplachain State University USA , on 14th and 15th July 2021

PAPER PUBLISHED

"Changing Pedagogical Methods leveraging Digital technology in Management Education", NIPM Research Compendium

Technology in Human Resource Function Leading to Business Sustainability Vol 1/ Issue 2/ Jan 2021, ISSN 0970 8405

Author: **Dr, Anu George**

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MBA Students Beat the Hostelites and Won the Championship

Defending the hostelities of Viswajyothi College of Engineering & Technology the MBA students Won the Volleyball Championship organized by Sports council of VJCET. The team was under the enthusiastic leadership of J Kishan Raj, S1 MBA.





In-house Placement Training taking gear up for the next wave of MBA Placements .

The Training team of Viswajyothi College of Engineering & Technology changes the gear and it is in full swing with numerous training programs, with the strong motive of providing good placements. Activities like Peer to Peer Interview Training, Group Discussions, Mock Interviews, and Aptitude training are in its full momentum. Students unleash their potential by actively participating in the Training Programs.



Chief Editor : Dr Cyriac Joseph, Dean & HOD
Editor : Ms Merrin Geordie, Assistant Professor