



## 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



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.

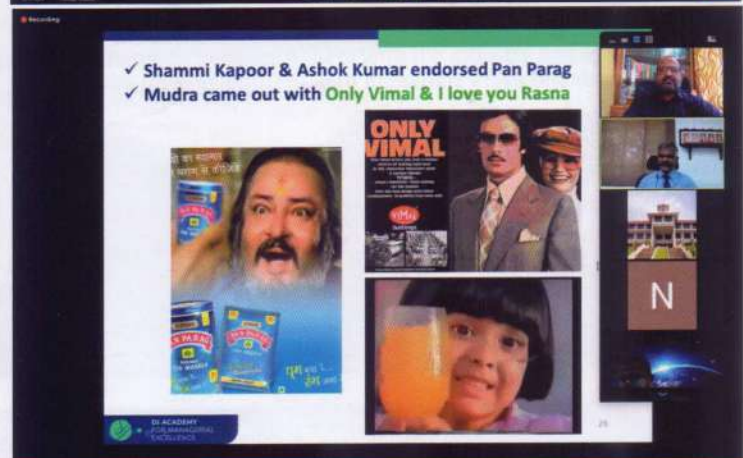
**Dr. Cyriac Joseph Vempala**

## Inauguration of the Webinar Series by Rajesh Nair

Covid -19 pandemic has put in lot of constrains in the traditional learning process but at the same time it removed lot of barriers of time and space. VSMS has decided to enhance the learning experience through a series of expert interactions. We have inaugurated the series with the webinar of Mr. Rajesh Nair, Associate Partner of E&Y on 22nd May 2020. The topic was 'Business Transformation during Covid -19, Now, Next and Beyond'. Gain of the core businesses shifts in the job markets and hard hits on certain businesses were brilliantly explained with data. Webinar was noticed by participation from professionals and active interactions.

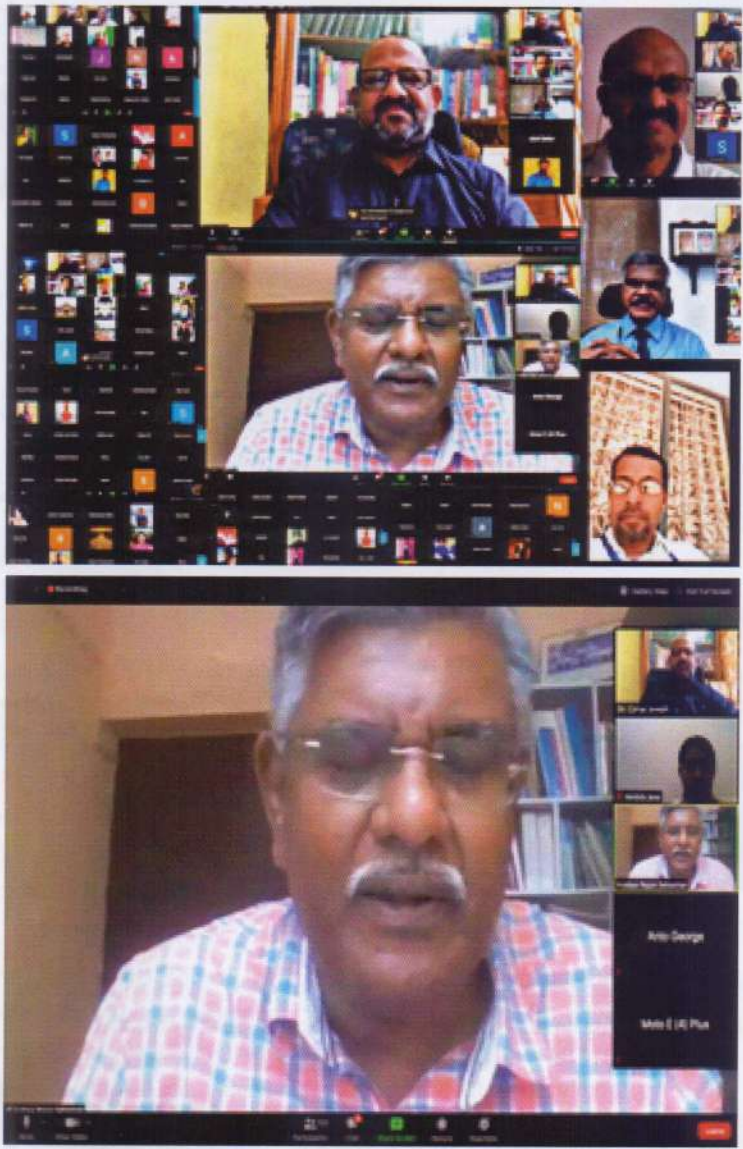


**Webinar on 'History of Advertisement' by Dr A G V Narayanan,** Director of DJ Academy, Coimbatore on 28/05/2020. The evolution of advertising industry and trends were vividly explained with examples. Thanks to Mr Nelson Mathew for arranging this session.



**Webinar on 'Reverse Migration Challenges and Opportunities':**

Dr. S. Irudaya Rajan , Professor, Centre for Development Studies (CDS), Kerala, spoke on the topic "Reverse Migration Challenges and Opportunities in the context of Covid -19" on 29th May at 10 am. Thanks to Dr Cyriac Joseph and Ms. Ambily Jose for coordinating the session.



**Webinar on 'Mutual fund Industry and AMFI Certifications'.**

Session was handled by Mr Arjun VT Assistant Manager, Nippon India Mutual fund on 14th June 2020. Thanks to Mr Nelson Mathew for arranging this session.

**LIVE WEBINAR**

**Guest Talk**

**14th June 2020**  
11:30 am - 12:30 pm

**zoom**  
Meeting ID : 738 337 5844  
Password : 86545

**9746249464**  
**8126851932**

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**VISWAJYOTHI**  
COLLEGE OF ENGINEERING & TECHNOLOGY



**Webinar on 'Career opportunities at Envestnet'.**

Mr Dinoop Business Analyst, Envestnet , Technopark Tvm handled the session on 18th June 2020. Thanks to Mr Nelson Mathew for organizing this session.



**LIVE WEBINAR** **Guest Talk**

21<sup>st</sup> June 2020  
11:30 am - 12:30 pm

zoom  
Meeting ID : 738 337 5844  
Password : 86545

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Webinar on 'Banking Job opportunities and challenges' by Ms. Jossy John, Assistant Manager CSB was held on June 21st, 2020. Niya Tomy, MBA student moderated the session. Thanks to Mr Nelson Mathew for arranging this session.

**Guest Talk** **Webinar**

21<sup>st</sup> June 2020  
11:30 am - 12:30 pm

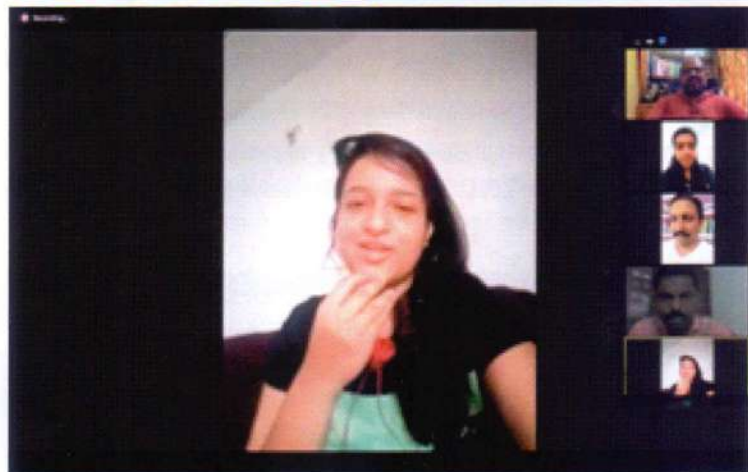
**BANKING JOB OPPORTUNITIES AND CHALLENGES**

zoom  
Meeting ID : 738 337 5844  
Password : 86545

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### Industrial Study Mission to Goa

An Industrial study mission was arranged to Goa, Goa Glass Fibre Ltd. was visited on 23rd January 2020. The team also visited Goa University. It was done for the 2018-20 batch MBA students. Goa is a land of rich and diverse culture and people of different religions live peacefully together in harmony.

The session at Goa Glass Fibre was conducted in an interactive mode and it was enriching and inspiring. The organizers were really very courteous and encouraging. They inspired students and enlighten them



with the facilities. They provided them with the practical aspects of the theories they have learned. Students were exposed to various departments including HR, Finance, Operations. They came to know the manufacturing process of their products and got an exposure to its management aspects too. There are only few companies who have adopted 5 S principle of housekeeping which really inspired the students. VSMS thankfully recall Mr Rao, Unit Head of Goa Glass Fibre and Mr Omkar of Goa Glass Fibre for the support.

An academic session was arranged at Goa University. The interaction with the students of different nationality in Goa University helped them to have an idea of the cross-cultural context they are going to have in corporate. They shared their experiences mutually, learning culture and their style of living was a unique experience. They attended a seminar session on 'Six Sigma and the Karma Capitalism' by Prof. Pradeep Deshpande. We thank Prof. Nandakumar of Goa University for all the support.

The group also visited famous tourist spots of Goa including Aguada Fort, Infant Jesus Church, Goan Market to explore and to enjoy the true culture of Goa.

### Malayala Manorama Budget Lecture

The students of VSMS were participants in the 21st Malayala Manorama Budget Lecture that was held on February 6th 2020 at Le Meridien, Kochi. The lecture was presented by Dr. Rathin Roy, Chief Executive Officer of the National Institute of Public Finance and Policy on the theme, 'Union Budget 2020 and Beyond'. Students had the opportunity to interact with eminent speakers and professionals from other organisations as well.



## Publications

1. **Ambily Jose & Roshna Varghese (2020).** Determinants of Consumers Intention to adopt Mobile banking Services. *Mukt Shabd Journal*, 9(5), 2347-3150 (UGC CARE GROUP – 1 Journal)
2. **Ambily Jose & Roshna Varghese (2020)** Mobile Banking, Trust and Loyalty: The Role of Satisfaction *Mukt Shabd Journal*, 9(7), 2347-3150 (UGC CARE GROUP – 1 Journal)

## Webinar by Prof. Durgadas Sampath on 'New Management Approaches aligned to our Culture'

5th August was made remarkable by the interaction of Prof. Durgadas Sampath an alumnus of IIM Ahmadabad. He addressed the audience on the need of developing sustainable management systems aligned with the Indian Culture and values. Poetic oration and deep thinking made his session exceptionally exciting. Principal Dr K K Rajan, Director Fr Paul Nedumpurath, Dean Dr Cyriac Joseph and many students made complementary remarks and clarifications in the interaction

## Commencement of MBA Trimester IV

Dr. V.A Joseph, Former Chairman, Managing Director & CEO of South Indian Bank, Director, ESAF Small Finance Bank, inaugurated the

MBA Trimester IV, 2019-21 batch and spoke about "How to remain Hopeful" on 3rd August 2020 at 11 am. He shared the experiences of Transforming South Indian Bank a Next Generation Bank. Learn to fail and learn from the failure was the key point on which he anchored his session. He appealed the students to utilize the Covid time to its fullest for your career development. Thanks Ms. Ambily Jose for coordinating the session.

## Research Conclave

Ms. Ambily Jose has attended 10 days E – Research Conclave organised by the Coaching Centre for Minority Youth under Minority Welfare Directorate, Government of Kerala

## National Seminar on the theme Global Scale Recession – Impact on Management Systems

A National Conference on: Global Scale Recession – Impact on Management Systems was organised on Jan 16th & 17th 2020. The conference aimed to discuss the business fiber of the nation in the special attention. The conflict could escalate further in several ways upcoming years. Experts from various industries discussed the US extending tariffs to Chinese exports and how to prevent impact of the current scenario and the possible impact it bears on the Chinese Companies from using US components. Ms Sushama Srikandath, Managing Director, AVT McCormick Ingredients Pvt Ltd. inaugurated the session. In her Inaugural address she explained how AVT McCormick Ingredients Private Limited managed the recession in people's way. Delegates from a total of 31 colleges attended the conference and eighteen papers were presented.

Dr. J DENNIS RAJAKUMAR, Director, EPW Research Foundation, Mumbai was the chief Guest for the valedictory session. He explained the impact of global economic meltdown with solid data. Indian economy hopes and gaps were also highlighted with his rich and scholarly words. Mr Vignesh Karthik and Dibin K K from SCMS grabbed the Best Paper Award and cash prize of ten thousand rupees.



A webinar on 'HR Job profile, Opportunities and Challenges' by Ms Shamin C Abraham , Executive HR, Agappe Diagnostics, an alumnus of VSMS was organized on June 28th, 2020. Ms Divya Rose, MBA Student expressed the gratitude. Thanks to Mr Nelson Mathew for arranging this session.

**HR JOB PROFILE, OPPORTUNITIES AND CHALLENGES....**

**LIVE WEBINAR**

**28th June 2020**  
11:00 am - 12:00 pm

Google Meet  
wba-dybj-fcw

**HUMAN RESOURCES**

Resource Person  
**Ms. Shamin C Abraham**  
Executive HR  
Agappe Diagnostics

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**Fighting the Pandemic Together**

**LIVE WEBINAR**

**cheQ** **iClean**

Webinar on 'Overseas Exposure, opportunities and cultural Integration- Singapore Context' by Ms Lilly Luckachan , Singapore was organized on July 4th, 2020. It was really a session of different colour. Ms Divya Rose expressed the gratitude on behalf of the department. Thanks to Mr Nelson Mathew for arranging this session.

**LIVE WEBINAR**

**OVERSEAS EXPOSURE, OPPORTUNITIES AND CULTURAL INTEGRATION - SINGAPORE CONTEXT.**

**4th July 2020**  
11:00 am - 12:00 pm

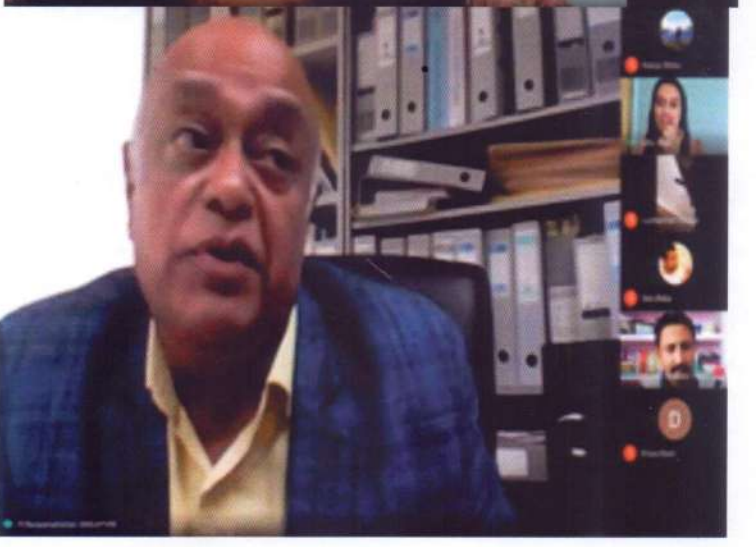
Google Meet  
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Resource Person  
**Ms. Lilly Luckachan**  
Accounts Executive  
M 3 Global Consultants Pte Ltd  
Singapore

**Coordinators**  
Dr Cyril Joseph (Dean)  
Dr Geo Baby (HOD)  
Mr Nelson Mathew

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**Webinar on 'Work-Life in Multiculturalism'** by Mr Sreenath Nair , Assistant Manufacturing Manager – SM Actron Air, Australia was organized on July 11th, 2020. Session was made memorable with the panoramic views from Australia and with the rich cultural components of from the continent. Ms Divya Rose thanked the resource person and the gathering. Thanks to Mr. Nelson Mathew for arranging this session.

**WORK-LIFE IN MULTICULTURALISM** **LIVE WEBINAR**

11<sup>th</sup> July 2020  
11.00 am - 12.00 pm

Resource Person  
**Mr. Sreenath Nair**  
Assistant Manufacturing Manager - SM Actron Air, Australia

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**Culture and Multiculture**

- In everyday usage, it is a synonym for "ethnic pluralism", meaning, **various ethnic groups team up and work together without having to sacrifice their particular identities.**

**A webinar on Strategic initiatives for Investment Banking and Wealth Management in the area of Foreign Exchange Trading** was organized on July 17,2020 and Mr. Jay Krishnan, Director, Wealth Management and Private Clients Technology, UBS Switzerland AG spoke on the various measures taken at the industry. He spoke at length on the various ways in which students can enter and successfully work in the industry. Thanks to Dr Anu George for arranging this



session.

**Webinar on 'How to market yourself in a competitive world'** by Mr Ramize N Salam , Chief Servicing Executive, India Mart Ltd was organized on July 15th, 2020. How he transformed himself through MBA programme, how he made the key Career decisions were explained in an inspiring way to the students. He also explained the business model of India Mart. Ms Divya Rose, proposed the vote of thanks. Thanks to Mr Nelson Mathew for arranging this session.

**LIVE WEBINAR** **HOW TO MARKET YOURSELF IN A COMPETITIVE WORLD**

15<sup>th</sup> July 2020  
11.00 am - 12.00 pm

Google Meet  
uxt-ckzh-krq

Resource Person  
**Mr. Ramize N Salam**  
Chief Servicing Executive - India Mart Ltd

9746249464  
8136851932

Organized by  
**VISWAJYOTHI SCHOOL OF MANAGEMENT STUDIES**  
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COLLEGE OF ENGINEERING & TECHNOLOGY



**A webinar on The New Normal of Reward Space was organized with Senior Practice Lead, Compensation and Benefits Infosys Ltd. Ms Soumia S Pai on 29th July 2020.** She spoke on the topic 'The New Normal of Reward Space' elaborated on the trends in IT industry like Gig working. She also explained how work from home going to be the future trend and the logic behind. The session was well attended by professionals from other organizations. Ms Vandana Menon Sr. Lead Compensation and Benefits , Infosys Ltd. also spoke on the occasion.



## Webinar on Capital Market- Structure, Trends opportunities and challenges

Viswajothi School of management studies on 18th August 2020 organized a Webinar on Capital Market- Structure, Trends opportunities and challenges. Mrs. Garima Kumar, Director & Co-Founder, Lotus Knowwealth, Mumbai delivered the talk. Thanks to Dr.Sreenish S Ramaswamy for organizing this enriching session.



## Commencement of the Bridge Course of MBA 2020-22 Batch

Inauguration of the Bridge Course of the new MBA batch was conducted on 27th August 2020. Ms Preethi Gopalakrishnan, Associate Director, Operations Leader, GDSCS MENA Operations, EY was the chief Guest. She elevated the aspirations of budding managers with her sharp observations and by sharing industry expectations. Dr Cyriac Joseph, Mr Nelson Mathew, Batch Coordinator and Dr Geo Baby spoke on the occasion. Bridge course was designed on the online platform. Activities and assignments to familiarize them with the industry and business were announced on the occasion.



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