



VISWAJYOTHI

COLLEGE OF ENGINEERING & TECHNOLOGY

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



NEWS
LETTER

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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 delighted to share with you the exciting events that have taken place at the Department of Management Studies over the past six months. Our commitment to providing a holistic and enriching educational experience has been evident through a series of engaging activities and celebrations.

We began the academic year with great enthusiasm through our 'SUBHARAMBHAM' event, which marked the Inauguration, Orientation and Fresher's Day Program for the 2022-2024 Batch. It was a wonderful opportunity for our incoming students to familiarize themselves with the department, meet their peers, and embark on their educational journey with us. The Convocation of our outgoing students was a proud moment for the entire department. Witnessing our students' growth and achievements over the years is truly gratifying, and we are confident that they will go on to excel in their future endeavours.

Celebrating our cultural diversity, Ethnic Day 2022 showcased the vibrant traditions and heritage of our students. The Out Bound Training Program for the MBA 2021-2023 Batch provided an immersive experience to students with valuable opportunities for personal and professional growth, fostering teamwork, leadership skills, and a deeper understanding of real-world challenges. We also celebrated Onam immersing ourselves in the joyous festivities and traditions of this vibrant festival. In our ongoing commitment to social responsibility, we organized a Cyclathon as part of an Anti-Drug awareness campaign. Through this initiative, we aimed to raise awareness about the perils of substance abuse while promoting a healthy and active lifestyle. As the holiday season approached, we came together to celebrate Christmas, 'Boun Natale' with the spirit of love, joy, and giving. In addition to these memorable events, we were fortunate to host a series of Expert Talks by industry leaders and visionaries.

I would like to extend my heartfelt appreciation to all the students, faculty, and staff members who contributed to the success of these events. Your unwavering dedication, creativity, and commitment to excellence are truly commendable.

Dr. Cyriac Joseph Vempala

SUBHARAMBHAM 2022-MBA 2022-24 BATCH INAUGURATION

MBA Department, VJCET conducted the Initiation ceremony of the MBA 2022-24 Batch, themed "SUBHARAMBHAM 2022," which marked the beginning of an exciting academic journey for the aspiring business leaders of tomorrow. The event took place on 17th August at R & D Seminar Hall and was a momentous occasion filled with enthusiasm, knowledge, and inspiration. Subharambham 2022 aimed to bring together industry leaders, esteemed faculty members, and the new cohort of MBA students, providing them with an exceptional platform to network, exchange ideas, and ignite their professional growth. The inauguration ceremony commenced with a welcome address by Dr. Cyriac Joseph Vempala, Dean & HoD, Department of Management Studies who extended a warm greeting to the MBA 2022-24 Batch and share valuable insights on the importance of their MBA journey. This was followed by an invigorating keynote speech by Mr. Bibu B Punooran, CEO, Medivision a renowned industry expert, who imparted wisdom and motivated the students to embrace challenges and seize opportunities. Moreover, in "Subharambham 2022". Mr. Bibu B Punooran interacted with students as a part of the Campus Connect program as well. We welcomed the MBA 2022-24 Batch with excitement and kick start their transformative journey through Subharambham 2022. We believe that this batch has immense potential to excel in the business world, and through this inauguration ceremony, we aim to provide them with a strong foundation and inspiration to achieve their goal. Msgr. Dr. Pius Malekandathil Manager, Rev.Fr. Paul Nedumpurath, Director, Dr K.K. Rajan, Principal, Shri. Somy P Mathew, Vice- Principal, and Dr. Anish John, Class Tutor MBA 2022-2024 batch welcomed the newly inducted students.





ORIENTATION PROGRAM FOR S1 MBA 2022-2024

The orientation program for first-year MBA students at VJCET was conducted successfully from August 19th-August 26th.

The program aimed to enhance the student's professional and interpersonal skills, preparing them for success in their future careers. The training communication, teamwork, leadership, time management, and presentation skills. Through interactive sessions, practical exercises, and expert guidance, the program provided valuable opportunities for skill development and growth. The soft skills training program was designed as a series of interactive sessions and practical exercises to engage students actively in the learning process. The program received positive feedback from the participants, indicating a significant improvement in their communication, teamwork, leadership, time management, and presentation skills. The program also aimed to introduce incoming MBA students to the institution, its resources, and the academic and social environment. The orientation program provided valuable information, guidance, and opportunities for interaction, ensuring a smooth transition and setting the foundation for a productive and fulfilling MBA journey.

MBA 2020-2022 Batch Convocation

The convocation ceremony for the MBA 2020-2022 batch was held on Saturday, 20th August 2022, at R & D Hall, VJCET Campus. The ceremony was attended by the graduates, their families and friends, faculty members, and distinguished guests. Dr Mathew Kuzhalsadan MLA was the Chief Guest of the event. Rev. Fr. Paul Nedumpurath, Director of VJCET presided over the function.

The event started with a procession of the Chief Guest, academic staff and graduands. The ceremony was officially opened by the President, Rev Fr Paul Nedumpurath, Director, VJCET who congratulated the graduates on their academic achievements. The Dean

& HoD Department of Management Studies Dr. Cyriac Joseph Vempala, welcomed everyone to the event and gave a report on the achievements of the MBA 2020-2022 batch. He highlighted the academic excellence of the graduands, the innovative research projects they conducted, and their outstanding leadership qualities. He also mentioned the various extracurricular activities and community service projects the graduands had undertaken, that positively impacted the local community.

Speaker, Dr. Mathew Kuzhalsadan, MLA gave an inspiring speech on the challenges and opportunities that lie ahead for the graduates. He encouraged the graduates to be innovative, creative, and ethical in their future endeavours.

After the guest speaker's address, Dr Mathew Kuzhalsadan, MLA presented the graduands with their certificates and conferred on them the MBA degree. The graduates were all smiles as they walked across the stage, shook hands with the Guest, and received their certificates. 51 students of MBA 2020-2022 batch graduated. Ms. Arsha Gurudas received the Best Outgoing Student Award and the Best Project Award was bagged by Fr. Babu Puthenkulam. Dr K.K. Rajan, Principal VJCET, Dr Cyriac Joseph Vempala Dean & HoD, and Dr Jose Mammen, class tutor MBA were 2020-2022 batch felicitated the students.

Mrs. Fathima Syed Muhammed, Ms. Arsha Gurudas, Mr. Karthikayean KA, students of the batch gave a heartfelt speech on behalf of the graduates, thanking the faculty, staff, and their families for their support throughout their academic journey. In conclusion, the convocation ceremony for the MBA 2020-2022 batch was a joyous and memorable event, marking the successful completion of the academic journey of the graduates. It was a celebration of their academic achievements, their personal growth, and their bright future ahead.



FRESHER'S DAY 2022

VJCET organized a vibrant and engaging Fresher's Day event for MBA students. The event, held at the MBA department, aimed to welcome and introduce the new batch of students to the institution, faculty, and fellow classmates. The Fresher's Day program showcased the spirit of camaraderie, excitement, and enthusiasm that defines the MBA department at VJCET.

The Fresher's Day event commenced with a warm welcome address by the MBA department head, who emphasized the institution's commitment to academic excellence and holistic development. The MBA faculty members also extended their greetings to the incoming students, encouraging them to make the most of their MBA journey. The program featured a variety of engaging activities and interactive sessions designed to foster a sense of community and provide valuable guidance to the new MBA students. These included Icebreaker Sessions, Cultural Performances etc.



ETHNIC DAY 2022

VJCET MBA Department Hosts Ethnic Day Celebrations to Promote Cultural Diversity and Inclusivity. The MBA Department organized a vibrant Ethnic Day celebration. The event aimed to promote cultural diversity, foster inclusivity, and celebrate the rich heritage of various regions represented by the students in the department. The Ethnic Day celebrations at VJCET showcased a colourful amalgamation of cultures, traditions, and ethnicities. The event provided a platform for MBA students to proudly display their cultural identities through traditional attire, music, dance, and culinary delights from their respective regions. The event witnessed enthusiastic participation from students and faculty members alike, creating a festive atmosphere brimming with joy and cultural exchange. The event successfully created an environment of cultural inclusivity, celebrating diverse backgrounds and fostering a sense of unity among the MBA student body.



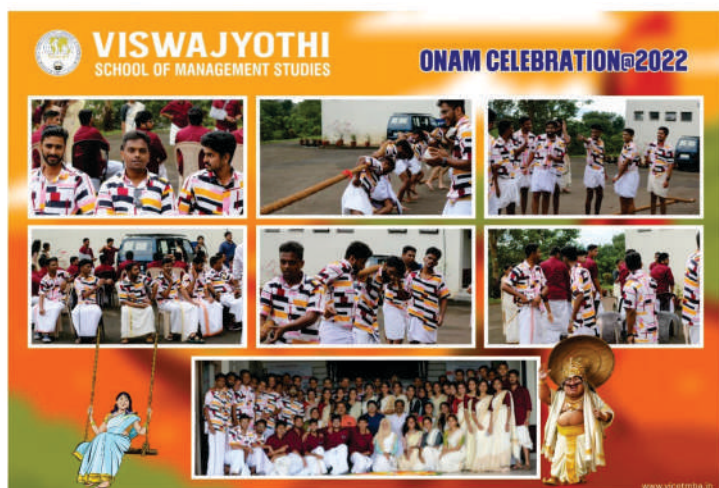
OUTBOUND TRAINING FOR MBA 2021-2023 BATCH

MBA Department of VJCET Organizes Outbound Training Program to Enhance Leadership and Teamwork Skills. The MBA Department at Viswajyothi College of Engineering and Technology conducted an enriching Outbound Training Program for its MBA students. The program aimed to provide practical learning experiences outside the classroom, fostering leadership, teamwork, and personal development among the students. The Outbound Training Program at VJCET took place at a picturesque location that offered a natural setting conducive to experiential learning. The program incorporated a series of adventure-based activities, team challenges, and interactive sessions designed to enhance communication skills, problem-solving abilities, and interpersonal dynamics among MBA students. Highlights of the Outbound Training Program included Adventure-based Activities, Leadership Workshops, Team Building Exercises, Personal Development Sessions. The Outbound Training Program received positive feedback from the participating MBA students, who expressed their appreciation for the experiential learning opportunities and the impact it had on their personal and professional development. The program successfully fostered a spirit of camaraderie, resilience, and collaborative problem-solving among the MBA student community at VJCET. Mr. Sebin Joseph Asst. Professor was the coordinator OBT.



ONAM CELEBRATION 2022

The MBA Department at VJCT embraced the spirit of Onam with a grand celebration. The event aimed to promote cultural diversity, unity, and festive cheer among the MBA students, faculty, and staff. The Onam celebration at MBA Department showcased the vibrant traditions and customs associated with the festival. Students and faculty members actively participated in various cultural activities, highlighting the essence of Onam and its significance in Kerala's rich heritage. Highlights of the Onam celebration included Pookkalam Competition, Traditional Attire, Onam Sadhya. The Onam celebration at MBA Department received an overwhelming response from students, faculty, and staff members. The event successfully created an atmosphere of joy, camaraderie, and cultural exchange, fostering a sense of unity and pride among the MBA student community.



BRAKE 2022 - ANTI-DRUG AWARENESS CAMPAIGN

The Department of MBA of Viswajyothi College of Engineering and Technology, Vazhakulam organized a one-week programme against drugs named BRAKE. The programme was conducted to contribute to safer and healthier communities through coordinated efforts to prevent use, treat dependency, and reduce the production and distribution of illicit drugs. This program aims to raise awareness to society, especially among the youth the importance of drug awareness as it will ensure safety and preventive measure away from drugs. The activity was a great opportunity to open up another door for us to do something to educate people against stopping or preventing doing drugs.



MIME AND FLASH MOB @ VJCT

As a part of the BRAKE event, Department of MBA, VJCT organized a mime and Flash mob in the college campus on 7th November 2022 which eventually was a huge hit by means of promotion. Mime performance clearly depicted the harmful effects of drug usage like job termination, rape etc.



MIME AND FLASH MOB AT PRIVATE BUSSTAND, THODUPUZZHA

For the further reach of the event – BRAKE '22, mime and flash mob was conducted in Thodupuzha private bus stand. The Dean and Head of the department of MBA did the balloon releases mobilizing the anti-drug campaign.



CYCLATHON

The cyclathon event named BRAKE 22 with the tagline – 'Ride your life, say brake to drugs' was conducted on 12 November 2022. The cyclathon started from VJCT Campus to Malankaradam, which covers almost 40 km roundtrip. Cyclists from all over Kerala participated for

the cyclathon. On 12 November 2022, Registration started by 5.30 am. The flag off was done by Mr. Manoj T. K., SI of Police, Vazhakulam Police Station. College director Rev. Fr. Paul Nedumpurath, Dean and HOD of MBA Department Dr. Cyriac

Joseph Vempala, Skill Development and Competency Enhancement Coordinator Rev. Fr. Mathew Puthankulam, Program coordinator Ms. Merrin Geordie Pottas, Asst. Professor Student Coordinator Mr. George Augustine, cyclists from different clubs, teachers and students took part in registered for the event.

Title Sponsor-Santa Monica

Event partner- Muvattupuzha Cycle Club

Our Partners

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BOUN NATALE 2023

The Department of MBA conducted a live lab during the Christmas season. We sold cakes, Christmas cards and gift hampers. In addition to that, we came up with a unique idea of “Secret Santa” which made the live lab more interesting for students in the college. On 17th December 2022, we started our marketing by sending the posters among students of various departments and reaching by ourselves every classroom and department. We had targeted for selling almost 100 boxes of cakes which include 3 types that is of pineapple cake (800g), carrot cake (1kg & 700g), 30 gift hampers and 30 Christmas cards. Meanwhile, we purchased all the necessary items from online stores at minimum prices and by 21st December we ended our marketing by achieving the goals. We made cards and hampers. We collected the photos from customers to keep on cards as it is customizable. By the 22nd evening, we made all the arrangements for the sale. We launched our business live lab by giving a cake to the director of Viswajyothi College of Engineering and Technology, Rev. Fr. Paul Nedumpurath. And finished our cake sales by the 22nd evening. On 23rd December 2022 as the college Christmas celebration was going on, by 9:00 am we started distributing our cards and hampers along with Secret Santa. Gift Hamper selling was inaugurated by the Msgr. Dr. Pius Malekandathil Manager of VJCET and thereafter the launching of Secret Santa was done by the Principal of VJCET, Dr. K.K Rajan.

The live lab was a great success by giving a great profit which we thought of giving to an orphanage. That was a great experience for all the students as it helps us to know deeper about the marketing strategies that we should attain when we have sudden competitors and also helped us to study the managing skills that are required for a business.



CHRISTMAS 2022

The Department of MBA at VJCET College organized a Christmas celebration on December 23, 2022, to mark the festive season. The celebration was attended by students, faculty members, and staff members of the department.

The event began with a prayer and a short speech by the Dean & Head of the department Dr.Cyriac Joseph Vempala, who emphasized the importance of community and togetherness during the holiday season. The students and faculty members then participated in a variety of activities, including cake cutting, cake selling, and Secret Santa. In conclusion, the Christmas celebration in the Department of MBA was a

great success. It provided an opportunity for students, faculty members, and staff members to come together, build relationships, and celebrate the spirit of the season. The event also showcased the department's commitment to community service and giving back to those in need



EXPERT TALK ON AI AND ITS IMPACT ON SOCIETY

On March 3, 2023, the Department of MBA conducted an AI seminar on the topic "AI and its impact on society" by Mrs Teresa Boban, an experienced AI researcher and Product Manager in Streamoid Technologies. Dr. Cyriac Joseph Vempala Dean & HoD Department, Mr . Somy P Mathew, Vice Principal Program Coordinator, Merrin Geordie, Assistant Professor, faculty members & the Students of MBA and AI Department attended the seminar.



Mrs. Teresa Boban began the seminar with an overview of AI and its impact on society. She discussed the current state of AI, its potential applications in various fields, and the challenges that AI presents. She also highlighted the ethical and social implications of AI and the need for responsible AI development and deployment. She covered various topics related to AI, including machine learning, natural language processing, computer vision, robotics, and deep learning. She explained the underlying concepts and algorithms used in these technologies and discussed their applications in real-world scenarios. Mrs. Teresa Boban also shared her own research findings and experiences in developing AI-based solutions for various industries. She provided insights into the development process, the challenges faced, and the best practices for implementing AI solutions.

Throughout the seminar, attendees were encouraged to ask questions and engage in discussions with Mrs. Teresa Boban and other attendees. This interaction allowed for a deeper understanding of the

topics covered and provided insights from different viewpoints. The seminar concluded with a demonstration of AI- based solutions developed by Mrs. Teresa Boban. This demonstration provided attendees with a practical understanding of how AI technologies can be applied in real-world scenarios. Overall, the AI seminar conducted by Mrs. Teresa Boban was a great success. Attendees gained valuable insights into the field of AI, its applications, and the challenges and opportunities it presents. They also had the opportunity to interact with an experienced AI researcher and practitioner and learn from her experiences.

FACULTY IN FOCUS

AWARD OF HONOR FOR EMINENT RESEARCH SUPERVISION

Dr. Cyriac Joseph Vempala, the Dean and Head of the Department of Management Studies at VJCT, was recently bestowed with a prestigious honour and recognition by Kuriakose Elias College Mannanam. This well-deserved acclaim stems from Dr. Cyriac's exceptional contributions to the field of Economics, as well as his remarkable prowess in research supervision. The event held in his honour served as a resounding testament to his unwavering dedication, vast expertise, and unwavering commitment to fostering academic excellence and nurturing research growth. The celebration not only highlighted Dr. Cyriac's remarkable achievements but also underscored the profound significance of research supervision in pushing the frontiers of economic understanding



Dr. Cyriac Joseph Vempala, Dean & HoD, MBA, receiving the Award of Honour for Eminent Research Supervision in Economics from Dr. V P Joy IAS, Chief Secretary to Kerala.

CELEBRATING THE REMARKABLE ACHIEVEMENT OF DR ANISH JOHN IN RECEIVING DOCTORAL DEGREE

The PhD thesis submitted by Anish John for the Doctor of Philosophy program at Bharathiar University was carefully evaluated by the undersigned committee. The thesis focused on exploring the "Factors that influence Smartphone Buying behaviour among Generation Z". Based on the evaluation, it is recommended that Anish John be awarded the Doctor of Philosophy (PhD) Degree from Bharathiar University. The thesis demonstrated a high level of research competence, critical thinking, and scholarly contribution to the field of study.

