

# Management Buzz Assertive

A Quarterly News Letter of Academic Activities

Vol. 3 | OCT-DEC, 2021



## ATMIYA UNIVERSITY

Faculty of Business & Commerce

Department of Management

# Management Buzz Assertive

Department of Management, FoBC, Atmiya University has continuously strived to achieve the aim of serving the growing need for qualified professionals who could harness the resources of the country by maintaining highest standards in the Graduate, Post Graduate & Doctoral Programmes offered by it since its inception. The department follows the philosophy of Outcome-Based Education by assuring student centric teaching-learning process and pedagogy which includes various methods like Chalk & Talk, Problem Solving Exercises, Case Studies, Power Point Presentations, Audio - Video Tools, E-learning, Field Trips/ Industry Visits, Role- Plays, Management Games, Seminars (Talks by Experts), Workshops, Projects, etc.

## HoD's Desk

In the current global business scenario, the industry demands dynamic managers with proficiency, vision and resourcefulness to foster the business ideas & economy with sustainable growth and development. A well-structured UG & PG programmes are designed to provide quality education which caters to the ever-changing requirements of the industry & society at large. The state-of-the-art infrastructure along with our proficient faculty members with extensive teaching and research experience provides a platform for top-notch learning. Apart from academics, the Department holds various activities such as interactive guest lectures, seminars, workshops with eminent corporate and industry leaders, mock interviews, industry visits, social visits, festivity celebrations and many more that nurture students' inner talents like self-confidence, creativity, intellectual skills, problem solving ability, social skills, personality progress, character appeal, public-speaking skills, leadership skills & many more.

**“Actions with an attitude of fact finding are the real measure of intelligence.”**





## Flagship Events

### Rangreza 2021

Cultural Fest focuses on students' skills & arts with the aim to provide a platform for students to showcase one's unique talent by elevating students' confidence, improve skills such as organizational, presentation, leadership and interpersonal communication. Department of Management has organized an intra campus Cultural Fest – 'Rangreza 2021' on 13th & 14th October, 2021 with the aim to give exposure to students for expressing their talent by assuring holistic development.



### स्वातंत्र्यम् 2021

Atmiya University has organized 2021 on 15th and 16th December, 2021. It has been organized on Vijay Divas with the purpose to collect funds for Martyrs Family as an expression of solidarity with the families of the brave Indian soldiers who have laid down their lives and those who have suffered injuries. UG & PG students have enthusiastically organized various activities for their fellows like Quiz Competition, Patriotic Movies' Review Competition & Art Gallery to create sense of belongingness & philanthropic for good deeds.

### Atmiya Aaradhana 2021

Keeping up with the mystic spirit of Navratri Festival, Faculty of Business and Commerce has organized two days event: Atmiya Aaradhana – 2021 for UG & PG students of the Department of Business & Commerce on 11th and 12th October, 2021 with the aim to seek blessings & strength from Goddess Durga to fight against wrong things in life without compromising with morale.





# Flagship Events



## Students' Induction Programme Phase-II

Department of Management has organized Students' Orientation & Induction Programme Phase-II for UG students of AU from 1st to 9th December 2021 and conducted training sessions on Google & Google Products like How to create Gmail Account, Google Drive, Google Classroom, Google Docs, Google Form & Sheet, Google Earth, Google Contacts & Chat, Google Meet, Google Photos etc. with the aim to make them familiar with the technology and to teach them ways of keeping all work in one place for performing at best by enhancing efficiency and productivity.

## Industrial Visits

Department organizes Industrial Visits on regular basis for the students of UG & PG programme with the aim to provide them real time industry exposure about practical working environment. We have organized One Day Industrial Visit clubbed with One Day Industrial Seminar entitled "Strategic Business Model for Environmental Safety & Sustainability" at Grasim Industries Ltd., Unit-Indian Rayon, Veraval on 30th October, 2021 for MBA students. It has provided an excellent enrichment platform for the capacity building of our students by igniting new ways of thinking and responsible actions.



## Industry Expert Sessions

Career talk sessions by Expert Counselors are an essential part of an Education System. A series of Industry Expert Sessions was arranged by the Department of Management. An Expert Session on 'Indian Taxation System' delivered by Mr. Vidhyasagar S. Ubale

(Additional Commissioner of Income Tax) & Mr. Tarun Dhinoja (Income Tax Officer) from Aaykar Bhavan, Rajkot, on 21st October, 2021.

An Industry Expert Session on 'Advanced Tactics of Sales & Marketing' delivered by Mr. Manish Upadhyay (GM- Sales & Marketing) from VHB Life Science Ltd. on 22nd October, 2021. Along with this, a 5 Days Webinar was also organized by the Department of Management on 'Overview of Financial Market' addressed by Dr. Aditya Srinivas; Chief Executive at BSE Broker's Forum.





## Social Visit at the Home of Mentally Disabled Children



Goals of Social Visit programme is to improve learning, promoting civic engagement, and strengthening communities through addressing their societal needs. Social Visits create a partnership between the communities and the educational institutions by providing opportunities for students to make a difference in someone else's life and realize the beauty of selflessness. Department has organized social visit for its UG & PG students on 23rd October, 2021.

## Mock Interviews

Department of Management has organized mock interviews on 7th and 8th December, 2021 for MBA First Year students with the aim to give them an opportunity to get a first-hand experience of the interview process by setting interview questions & strategies, low stress environment & constrictive feedback mechanism. It also facilitates intellectual, professional & behavioral traits to the learners with an opportunity to work on rectifying mistakes by developing on-verbal and verbal communication abilities.



**“Great things are done by a series of small things brought together”**