

July- December 2017

Volume-1 Issue-3

# Reflection

Learn... Unlearn... Relearn

Department of Management



UKA TARSADIA  
university

Imparting Knowledge. Awakening Wisdom. Transforming Lives.



# DEPARTMENT of MANAGEMENT

## From the Desk of Committee

The mission of our Department of Management is to educate leaders who make a difference in the world, and that is a Purpose I find deeply meaningful. We provide our students with a distinctive and stimulating business education that is underpinned by innovative business practices and research. We are ambitious, and believe in a culture of intelligent enquiry that encourages both staff and students to take intellectual risks while maintaining a strong sense of social responsibility. In doing so, we aim for our students to graduate with the knowledge, skills and integrity to flourish in a global marketplace, making a positive impact on both their employing organizations and society.

We encourage learning from practitioners and world-leading academics, working to solve business challenges across the globe. We constantly review our set up to update and improve while making sure that students gain thinking skills, analytical frameworks, entrepreneurial skills, interpersonal and communication skills. Our courses combine academic thoroughness with real-world issues, using creative and analytical teaching approaches to explain the fundamentals of business and management. We teach how to analyze complex information, demonstrate clarity of thought and present arguments concisely, so you gain the skills valued by employers and secure your dream career.

Learning experience at our courses builds on the substantial progress made in recent years due in large measure to our exceptional and devoted alumni, and the great engagement of our faculty, students, and staff. And the ongoing support and farsighted leadership of Dr. Dinesh Shah, Provost, Mr. Kirti Patel, Vice President of Uka Tarsadia University and other office bearers has been critical to our successes.

Newsletter would be a snapshot of the various activities and advancements at our department. This newsletter will serve to reinforce and allow increased awareness, improved interaction and integration among all of us. This newsletter is intended to be published twice in a year. This issue is a brief account of the important events held up from January 2017 to June 2017.

We always have a welcoming and supportive learning environment, so you're always more than a number to us. With us, you join a family of students, staff, alumni and business partners, using creativity and innovation to drive organizations forward and make them better places to do business. On behalf of Department of Management, I welcome you to visit us and be a part of an exciting and a vibrant learning environment!



**Dr. Prashant Joshi**  
HOD & Professor, SRIMCA-MBA

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# About SRIMCA-MBA

We are offering post graduate professional programmes in Master in Business Administration (MBA) approved by AICTE, Post Graduate Diploma courses and Certificate courses. Department of Management is a constituent Department of Uka Tarsadia University.



At the Department of Management, the programs are designed to cater to the diverse needs of society and industry. The program includes project & case study base approach with practical realities.

To cope up with the rapid business world changes, Department makes efforts to provide holistic & integrated education, the curriculum also focuses on contemporary issues of business, industry and society. The ever changing environment arouses the need to bring changes in the pedagogy & programs contents which are critical to success. A truly flexible choice based credit system ensures that the education imparted at Department of Management incorporates current & future trends & needs. Nearly all students are placed before the completion of the course.

A good placement is the result of "Training and Placement Cell", a team of dedicated members that constantly interacts with the corporate world and helps prepare students for their careers.

The core competencies of our department are, Morning Prayer, Dress Code, Teaching Guardian Scheme, Student Information System, Unique subjects like behavioural finance, foreign language and computational finance and many more.



Certificate Courses offered at  
Department of Management.

SPSS

Data Mining & Business  
Analytics

Post Graduate Diploma  
(PGD) Courses

Research Methodology  
(PGDRM)

Applied Statistics with SPSS  
(PGDAS)

Cooperative Management  
(PGDCM)

Applied Human Resource  
Management (PGDAHRM)

Financial Econometrics  
(PGDFE)

Corporate Social  
Responsibility (PGDCSR)

International Business  
(PGDIB)

Custom Clearance and Freight  
Forwarding (PGDCCFF)

Entrepreneurship  
Development (PGDED)

Financial Management  
(PGDFM)

Marketing Management  
(PGDMM)

## Mission:

To remain on the cutting edge of education, society, students, research and service to industry.

## Vision:

To become a globally recognized premier educational pilgrimage for its excellence in academics.

To create and sustain professional research and knowledge based services to academic and community.

# Workshop

## Guest lecture/expert talk



Department of Management had organized an expert talk on “Big Data Industry in India and its future” by Dr. Sameer Rahodia on 25<sup>th</sup> July, 2017 from 9:00 to 10:30 am at SRIMCA. 61 students from MBA & Integrated MBA and faculty members have participated in this session. Dr. Sameer who is Assistant Professor at C. K. Shah Vijapurwala Institute of Management started his session with discussion of IT-BPO industry, its evolution in India, usage of various media and technology parks situated in India. He further discussed about Big Data, its characteristics and evolution. He had also discussed application of Big data in retail sector, driving forces and future of Big data.



Department of Management had organized an expert talk on “Contract Labor Act” by Mr. Sunil Jain, General Manager at KRIBHCO on 27<sup>th</sup> July, 2017 from 10:30 to 01:15 pm at SRIMCA for MBA (HR) students. Mr. Jain started his session with discussion of various acts like Industrial Dispute Act, Trade Union Act, Employee Provident Fund Act, ESI Act, Contract Labor (Regulation & Abolition) Act, Maternity Benefit Act, Minimum Wages Act, Payment of Wages Act and Sexual Harassment Act.

Department of management-MBA has organized a session on “Corporate Expectations” on 5<sup>th</sup> August, 2017. It was meant for students of 1st year MBA as a part of their formal induction programme. Expert talk was delivered by Mr. Vatsal Soni, heading HR department at NJ financial services. During the Session Mr. Vatsal soni explained various components covering expectations from corporate and also shared his insights which he has gained from 10 years of industry experience.





Department of management organized Expert talk on New Product Development and Marketing Strategies delivered by Ms. Heta Pandit, entrepreneur as on 21<sup>st</sup> August, 2017.

As a part of workshop, the session was held on Digital Marketing for Second Year MBA Marketing students at Department of Management, SRIMCA on 8<sup>th</sup> August, 2017. Mr. Bhautik Sheth, founder of ivipanan was resource person. The motto of workshop was to make students aware about Digital Marketing Services. The experts covered different topics like, what are Digital Marketing Services & its importance? Why Digital Marketing for Smart City? During the session he covered benefits of Digital Marketing for Smart City like Growth of the business, Skilled Professionals etc.



Department of Management organized a Workshop on Financial Derivative for SYMBA finance students as on 12<sup>th</sup> August, 2017. Mr. Yogesh Darji- Vice president Education was the resource person. During the workshop, Mr. Yogesh has covered introduction of Derivative market, Function of Derivative market, Call & Put option, Option pricing and how trading happens in real market with the examples. He explained the concept with a financial game which helped the students to understand the concepts easily.



Department of Management had organized expert session on “Career Management” by Mr. Kishan Patel, Entrepreneur on 21<sup>st</sup> August, 2017 from 09:30 to 12:30 pm at Shrimad Hall for FYMBA students. Session started with discussion of “What to do?”, “How to do?” and “Want to do?” He talked about knowledge and how to use the same and discuss aspects of career management. Further, he discussed about habits, practice and how to master good habits. He had involved students to fill up Skills and Competency mapping worksheet to assess skill sets like management skills, people skills, numerical skills, and computer skills and listening skills which will be evaluated to provide further scope of improvement.

Department of Management had organized expert session on “Goods and Services Tax” by CA Sunnay Jariwala, on 23<sup>rd</sup> August, 2017 from 11:10 to 1:10 pm at Shrimad Hall for students of MBA and Integrated MBA. CA Sunnay started his session with discussion of former tax system to provide clear understanding of GST to students. He finely explained about Goods and Services tax-its components, exceptions, taxable events, state and central levies, destination based consumption tax, input tax credit, order of using input tax credit, stock transfer and last but not least about composition levy.

Department of Management had organized expert session on “Compensation Management” by Mr. Vatsal Soni on 26th August, 2017 from 10:00 to 12:15 pm at C-205 for SYMBA-HR students. Mr. Vatsal (HR- NJ India Invest) started his session by discussing with students about compensation. He deeply explained about basics of compensation management, various components of compensation and its detailed explanation with the help of real life examples of corporations, things to be taken care when formulating compensation policy and factors influencing compensation policy. He also discussed about ESOP, NPS, ESI and key performance indicator and relationship between performance management system.

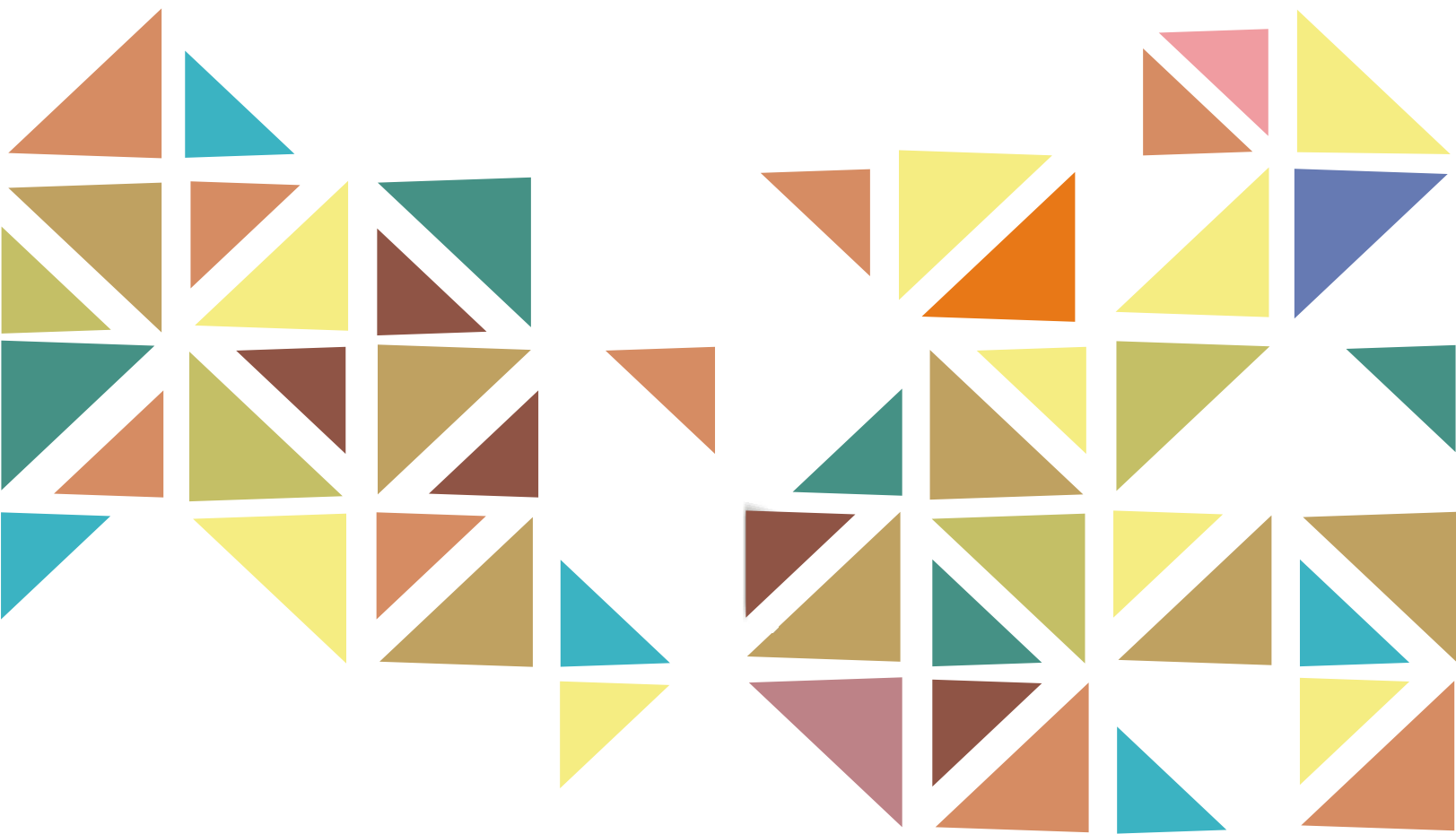
Department of management organized Organized Series of Guest Lectures for the Subject Compensation and Reward Management delivered by Mr. Vatsal Soni as on 2<sup>nd</sup> September.





As a part of workshop, the session was held on Social Media for Professional Growth for Second Year MBA (Finance + IB) & Fourth Year IMBA students at Department of Management, SRIMCA as on 8<sup>th</sup> September, 2017. It was interesting session as it has shown what is Social Media & it's Importance? Different use of Social Media, dos & don'ts of social media. It also highlighted that social media helps in creating professional as well as personal identity, ways to know people through physical & virtual meeting & even how create value of your information on social media.

Department of Management had organized expert session on “Business Plan” by Mr. Amit Mehta, entrepreneur as on 11<sup>th</sup> September, 2017 from 9:00 to 3:00 pm at Shrimad Hall for students of SYMBA and Integrated MBA Sem-7<sup>th</sup> and 9<sup>th</sup>. Mr. Mehta started his session with discussion risk and reward, why entrepreneurship, factors affecting business. Further there was great detailed explanation of elements of business plan with real life examples by the expert.



Department of Management had organized expert session on “How to get a dream start-up?” by Ms. Ashvini Vyas, Entrepreneur on 23<sup>rd</sup> September, 2017 from 8:30 to 11:30 am at Shrimad Hall for SYMBA and 7<sup>th</sup> and 9<sup>th</sup> Sem IMBA students. Session started with the entrepreneurial journey of an expert, wherein she discussed about her corporate experience and hurdles she faced. Further, she discussed about top ten mistakes that start-ups do, important start-up lessons. Last but not least she had given tips for how to fuel up your start-up business? Session followed by question and answer session.

Department of management organized guest lecture on How to become rich without cutting corners delivered by Mr. Dipesh Dasadia, Managing director of M/s. Transit Electronics Ltd. As on 9<sup>th</sup> December, 2017.



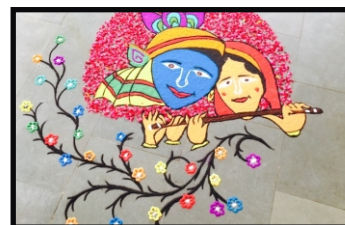
# Extra & Co-curricular Activities







Departement of Management, SRIMCA, UTU has celebrated Janmashtami on 14<sup>th</sup> August, 2017 also known as 'Krishnastami (incarnation) of Lord Vishnu. It is a very and great enthusiasm. Dahi handi or Mosaru Kudike is also an integral part of Janmashtami celebrations. It marks the mischievous and playful behaviour of Lord Krishna. Students of department of management were more excited to Broke "DAHI HANDI". All classes were participated into Broke this DAHI HANDI with taste of DJ. The Janmashtami celebration was really an awesome experience for the students which give them positive vibration.



Department of Management has organized fresher's party for students of MBA on 16<sup>th</sup> September, 2017. The function was held at Pushpam Tarsadia Auditorium. The formal function was started at 9:30 AM. Mr Ghanshyam Lukhi was the chief Guest of the Function. In formal function Mr Ghanshyam Lukhi, Shri Bhagu bhai Patel, Shri Nalinbhai Joshi and Dr. Prashant Joshi have addressed the students and wish them good luck for their life. Mr Ghanshyam Lukhi motivates students and highlighted some entrepreneurial qualities required in students by today's era. Then after in informal function, all the students have participated in different activities like Solo Singing, Group Singing, Solo Dance, Group Dance, Fashion Show and Drama.



HR IB club of department of management organized group discussion on HR-IB terminologies and its application in real Business scenario as on 30<sup>th</sup> October, 2017.



On 22<sup>nd</sup> September, 2017, Movie Club of Department of Management organized an activity of Movie Screening. The interested students were selected through Google forms, in total 34 students participated from SYMBA and IMBA of different specializations. Movie based learning was imparted through movie 'Pursuit of Happiness', a Movie showcasing struggle of Mr. Gardner who is now established as a businessman, philanthropist and a writer as on







Department of management organized an industrial visit to Adani Port, Surat on 13<sup>th</sup> September, 2017 for the students of SYMBA. Group consisted of 27 students along with 3 faculty members. For the port visit, the group moved towards the bus and started exploring the port. The students got exposure of storage facility of various liquid and dry materials like coal, gypsum, sand, petrochemical products that are stored in container, tank and vessels. After that guide took the visitors to showcase how these containers were loaded and unloaded from the ship and transferred it to warehouse. Moving forward have got exposure of jetty area where by the ships are loaded and unloaded.

Department of management organized an industrial visit to J.K Paper Mill, Songadh as on 26<sup>th</sup> August, 2017. FYMBA students and IMBA students visited different department of J.K Paper mill. JK Paper Ltd. has two large integrated paper manufacturing units JK Paper Mills, Rayagada, Odisha and Central Pulp Mills, Songadh, Gujarat with a combined capacity of 4,55,000 TPA. It is the market leader in Branded Copier paper segment and among the top two players in Coated Paper and high-end Packaging Boards. Students got opportunity to know material used in paper making, paper making process, state of art technology, marketing strategy and strategy for sustainable development. Student also enjoyed Picnic to Gaumukh and Songadh Fort.

# INDUSTRIAL VISIT



# Social extension activity



On the occasion of Celebration of “Swachchata Pakhwaha”, Management unit of NSS and Red Ribbon club of SRIMCA at Uka Tarsadia University has jointly conducted cleanliness drive on 9<sup>th</sup> August, 2017 at 1.30 pm. onwards. NSS programme coordinator Ms. Divya Gadaria managed and supervised the entire programme. Faculty & students of SYMBA and IMBA were actively involved in the cleanliness drive. They enthusiastically took up brooms and garbage bags to clean up every nook and corner of the class rooms, corridors, dome, and garden and nearby areas.

On the occasion of Celebration of “Swachchata Pakhwaha”, at Uka Tarsadia University has jointly conducted cleanliness awareness rally in the Goji Village on 11<sup>th</sup> August, 2017 at 9.30 onwards. Management unit of NSS and Red Ribbon club of SRIMCA jointly organized a rally involving NSS Volunteers at Goji village in the Bardoli district to create awareness among the general public on cleanliness, hand washing, sanitation and personal hygiene. Goji Village is adopted by NSS Management under NSS Scheme for various social outreach activities. Rally was led by NSS programme officer Ms. Divya Gadaria, Assistant Professor at Uka Tarsadia University.





National Service scheme and Social service club of Uka Tarsadia University has jointly organized two days camp on distribution of swine flu preventive Ayurveda medicine on 21<sup>st</sup> and 22<sup>nd</sup> august, 2017. At department of Management, SRIMCA NSS students and Red Ribbon Club take a lead for distribution of medicine for swine flu. They have distributed to more than 600 student and staff.

The nation celebrated the 75<sup>th</sup> anniversary of the Quit India Movement on Wednesday. In accordance to it NSS Students of Management unit along with other students celebrated 75 anniversary of quit India movement. All the student and faculty took pledge for building new India on 8<sup>th</sup> October, 2017.



# Guest lectures by UTU faculty



A management development program was organized at IFFCO Kandala Unit in association with The Motivator: HR consulting firm based at Vapi on "TIME Management & TEAM Building- A Unique Approach" for their Senior Level Managers. Mr. Rashvin Tailor from Department of Management, Uka Tarsadia University, Bardoli was a resource person for the training program as on 18<sup>th</sup> & 19<sup>th</sup> August 2017. He had covered various aspects of the role of time; How to use time and Various Aspects of Time and Team Building covered, to change in their quality of work.



Department of Management organized two days' workshop for Integrated MBA- Finance, BBA and M.Com students. Dr. Prashant Joshi (Prof. & Head, Department of Management), Mr. Krunal Patel and Mr. Manish Pathak gave hand on experience to students. Dr. Prashant Joshi (Prof. & Head, Department of Management) took full day session on regression analysis and its assumption. During the workshop, he covered various topics like, correlation, covariance, how to interpret the output of regression analysis and it's assumption with the real time examples. Mr. Krunal Patel (Faculty of Department of Management, SRIMCA) covered the topics like Introduction to Financial Econometrics, Basic of EViews, Importing and Exporting EViews file, foreign files such as Excel, Transpose of data, Transformation of Data and Graphs using EViews. Mr. Manish Pathak (faculty of department of management, UTU) explained Descriptive statistics on 8<sup>th</sup> October, 2017.



Ms. Bhoomi Patel and Ms. Ripal Patel delivered Soft skill session on Communication & Team Building for MBA students whereby students learned management lessons from various games as on 19<sup>th</sup> September, 2017.



Department of management Conducted Workshop on Basics of Statistics using software for FYMBA Student in Srimad Hall. Mr Rashvin Tailor, faculty of Department of management delivered session on basics of statistics, which student can use in their future project and during their professional life too 20<sup>th</sup> September, 2017.



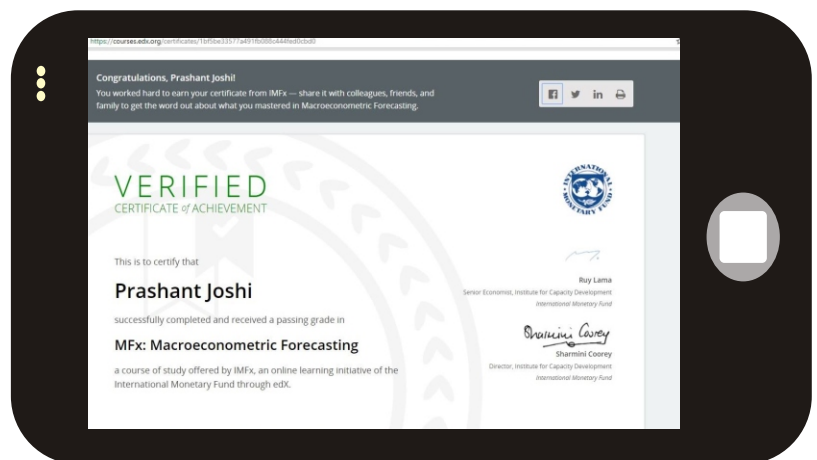
Sir K.P. College of Commerce conducted session on the topic of Parametric and Non parametric test as on 23<sup>rd</sup> September, 2017. Dr. Prashant Joshi was resource person for this session. Dr. Prashant Joshi gave hand on experience about different types of parametric and Non parametric test and its applicability.



# Awards & Recognition

Dr. Prashant Joshi had Successfully completed and received final grade of 96% in Macro econometric Forecasting course offered by International Monetary Fund(IMF) through edx. Senior economists at IMF taught the course.

Dr. Prashant Joshi awarded with best research paper award for his research paper “Behavioral bias in IPO market ” presented at interdisciplinary National Conference(INC) “Skill, Science, Sanskriti & Strategic approach are The mantras for effective leadership in 21<sup>st</sup> Century” held on 15<sup>th</sup> & 16<sup>th</sup> December,2017.



# Placement Activity



Department of management is always determined to offer placement opportunity to students. Average package is Rs 2,40,000 Per annum. More than 27 recruiters visited our campus for placement during last 6 month. Many of our students are selected and working with well-known company form third semester of MBA only. Department is providing 100% placement opportunity to students. Our major recruiters are SRK Export Pvt ltd, NJ India Investment pvt ltd, Torrent power ltd, Motilal oswal pvt ltd, Transworld group, Agarwal & Dhandhania Chartered Accountants firm, Devashish security pvt ltd and The Desai Foundation.



# Creative Mind









# DEPARTMENT OF MANAGEMENT

## UKA TARSADIA UNIVERSITY

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Igniting Knowledge. Awakening Wisdom. Transforming Lives.