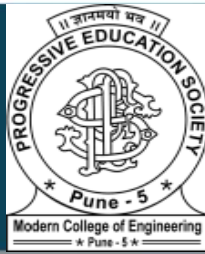


NIVEDANA: MANAGEMENT COMMUNIQUÉ

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Newsletter : MBA Department

PES Modern College of Engineering

1186 A, Off JM Road, Shivajinagar, Pune - 411 005

From The Principal's Desk:

It gives me immense pleasure to introduce first edition of the Newsletter – “Nivedana: Management communiqué”. On the 10th anniversary of the MBA Department. We are one of the fastest growing institutions providing various educational courses for building a brilliant career for aspiring candidates. Congratulations to the students of the editorial team & faculty who helped them in materializing the maiden issue of “Nivedana: Management communiqué”. It is an endeavor to acquaint its readers with achievements of MBA department

Our Vision:

To create an environment of excellence in management education and develop ethical professionals through inclusive growth

Our Mission:

- To train future global business leaders with management and entrepreneurial skills
- To foster continuous learning through research
- To engage in ethical, sustainable and inclusive practices in all activities.
- To maintain symbiotic association with corporates, professional bodies and other stakeholders

Golden Rules of Effective Management:

Even if your job title doesn't include “manager,” there's a good chance you'll have to handle some management duty sometime in your career. But there are some universally “wrong” ways to manage. Avoid them by following these “golden” rules of effective management:

Be consistent: Before your management approach can be effective, it must be consistent. You must reward the same behaviors every time they appear, and treat every member of your team with an equal, level-headed view.

Set the goal of working as a team: Setting goals just for the department or one individual breeds a limited mentality and forces team members to remain isolated. Instead, give staffers a unified focus and purpose, to inspire them together.

Publicly reward and recognize hard work: When a member of your team does something exceptional, reward him/her -- with a bonus, a small trophy or even just a vocal recognition. Do this in front of the group; it will make the intended recipient feel good and show the rest of the team that hard work is rewarded.

Be the example: As the manager and leader, you should set an example in terms of your behavior. If you show up late, your team will be less punctual. Strive to be your own ideal of the perfect worker, especially in front of the team.



Simple Strategies for Better Money Management:

Smart money management is about more than understanding the math. That part is simple: Spend less than you earn, and invest early and often so compounding will make you rich when you're old.

There are no secrets. The basics of wealth building have been well-documented for centuries. Stop searching for shortcuts and secrets; focus instead on the simple things your parents and grandparents taught you, such as not to spend more money than you make.

Happiness comes from managing expectations. You won't find contentment by working harder to buy more stuff, because there's always more stuff to be had. Escaping the trap is simple: Learn to be satisfied with what you have.

Automate everything. When it comes to saving and investing, you are your own worst enemy.

Management is efficiency in climbing the ladder of success: Leadership determines whether the Ladder is leaning against the right wall.

- Stephen Covey

ENTERPRENIA – Business Talent

Search Competition:

The activity objective was creating an awareness of enterprise & self employment as a career. The aim of the program was to provide existing and potential entrepreneurs with the right skills and knowledge to become competitive players in the local or global market.

MIND INSIGNIA – CORPORATE LOGO

QUIZ:

For boosting the creativity and thinking power of the students, the department hosted a corporate 'Logo Designing Quiz'. The Quiz was designed as an Excel programmed with logos of different companies. The students need to identify the companies. This activity got a. overwhelming response from the students.

Bumble Bee... !!!

This workshop, to understand the corporate culture & ethics at workplace gave an exposure on how to transact in an industry on day to day basis. It also gave an insight on the impacts of grapevine communication in an organization. The workshop also had session on quality management. Activities on Stress management, workplace behavior and leadership skills were a part of the programme in which students actively participated and enjoyed.

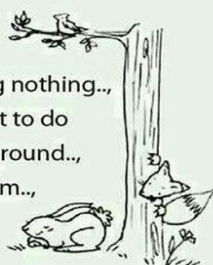


Industrial Visits to Volkswagen India Pvt. Ltd, Manikchand Oxyrich Mineral Water Plant and Bharat Forge

With an aim to increase the 'Academia – Industry Interaction' visits to industries sensitize students to the practical challenges that organizations face in the business world, thus Volkswagen, Oxyrich and Bharat Forge were amongst the best industry to demonstrate the same for the students. These visits gave clarity on various management concepts as the students could practically see how these concepts are put into action. They understood the concepts in a detailed way, and the practical knowledge gained was beyond theory.



Management Lesson



"A crow sat on a tree doing nothing...
When a Rabbit thought to do
the same & sat on the ground...
A fox came & ate him..."

MORAL:- To sit & do nothing...
You need to be on the TOP..."

A sales rep, an administration clerk and the manager are walking to lunch when they find an antique oil lamp. They rub it and a Genie comes out in a puff of smoke. The Genie says, "I usually only grant three wishes, so I'll give each of you one wish each."
"Me first! Me first!" says the admin clerk. "I want to be in the Bahamas, driving a speedboat, without a care in the world." Poof! She's gone.
In astonishment, "Me next! Me next!" says the sales rep. "I want to be in Hawaii, relaxing on the beach." Poof! He's gone. "OK, you're up," the Genie says to the manager.

The manager says, "I want those two back in the office after lunch."

Moral of the story: Always let your boss have the first say.

Seminar on “Cyber Security Awareness – Cyber Crimes”



Seminar on “Structured Approach of Research Methodology Techniques”

Seminar on “Business in a Reviving Economy”

The study of Economics not only enables to understand different economic systems, i.e. capitalism, socialism, but it also creates a vision to look into the working of a particular business economic system. In order to understand some problems like inflation, exchange rate, shares, BOP, deficit financing etc. in reviving economy, and with an objective to develop business graduates who are aware of the connection between business-management decisions and economic environmental factors a guest lecture was organized on the topic “**Business in a Reviving Economy**” in the month of Oct’15. Economic tactics are the most effective tactics to win the favor of masses. Hence it is must for a successful ruler and budding entrepreneur to have the awareness of at least basic knowledge of Economics.

STATE LEVEL SEMINAR

Interaction between Institute and the Industry is widely recognized as an essential requirement to train and develop the right kind of technical manpower necessary to sustain and promote industrial and economic growth. The purpose of professional and higher education is to enable the students to become industry-ready. Institutions and Industry cannot ignore a close and

continuous fruitful interaction with each other to create collaborative and mutually beneficial environment. To initiate this dialogue and create a platform for a healthy exchange of views, a state level seminar under Quality improvement Program in association with Savitribai Phule University, Pune, was conducted.

The theme of the seminar was “**Symbiotic Industry Institute Relationship: A Foundation for Quality Enhancement**”.

The seminar received overwhelming response. Renowned personalities from the industry like, Dr. Shailesh Kasande (Director VIM), Dr. Anant Sardeshmukh (DG, MCCIA), Mr. Jayant Oke, Management Consultant and corporate trainer and CEO of Education Belt Mr. Hemant Thakar were a part of this seminar, where shared their extremely valuable inputs & insights. The seminar concluded with the speech of Mr. Yogesh Upadhyay (Deputy Head HR, ARAI).



Social Initiatives



Joy of Giving - Social Awareness

Joy of Giving Week (called as Daan Utsav) celebrated in India between 2nd to 8th October, is a time of generosity, unity and above all happiness. In order to celebrate **Joy of Giving** Week MBA Department had given opportunity to Mr. Sunny D. Barot who is a teacher and trainer for Handicapped children. Mr. Sunny is an Artist who demonstrated paper art to MBA students.

Sadbhavana Diwas

Sadbhavana day was marked to pledge and promote national integration and communal harmony among people of all religions, languages and regions.

Apart from taking an oath on oneness & harmony, students of MBA Ist year and IInd year participated and contributed actively in various activities like "Article writing, Essay writing and Poster making". Students designed posters reflecting various concepts such as refrain from violence and to promote unity with diversity, kindness and goodwill among the people across the various state and nation.



Rotaract Pulse Polio Programme & Tree Plantation & Nurturing



Skill Building



War of Words
Debate Competition organized for Ist & IInd year students



Alumni Interaction



**ROTARACT CLUB
INSTALLATION**



Workshop on "New Vistas in Careers in Finance" & Derivatives and other Financial Instruments By Mr. Utkarsh Jain (CLO) from Fintree Education Pvt.



Workshop on "Analytics" By Ms. Preeti Pandhu



Personality Development Workshop by Mr. Narendra Lawate

Achievements

*Outstanding Results:
88% students in Distinction & 1st
Class**

**Prof. Shraddha
Bhandwalkar**

*Awarded Ph.D. for her
research on "A study of
supply chain
management system of
auto industries in Pune
region with reference to
passenger car segment."*

**MBA
Department**

Wins Modern
Cultural Fest –
Spandan Trophy
two years in a
row...!!!



"If you cannot measure it, you cannot improve it." Physicist Lord Kelvin

Academic Toppers:

MBA II	
RANK	STUDENT NAME
1	ALKA SESHADRI
2	TRUPTI CHAUDHARI
3	SONIYA RATHI
4	BHOSALE PALLAVI
5	SANJIT DEOKAR

MBA I	
RANK	STUDENT NAME
1	RADHIKA MUNDADA
2	APURVA ARVIND BAKSHI
3	SAYLEE JOSHI
4	PRIYANKA SINGH
5	JYOTSNA NALAWADE

Our Recruiters this year -

AC Nelson	Gut Lernen Technocraft Pvt. Ltd.	QSG Resource Management Pvt. Ltd.
ADP India Pvt.Ltd.-	HDFC Bank	R.K Gandhi & Associates
Airtel	Herodex Power Systems Pvt. Ltd.	R.P Mutha & Associates
Axis Bank	Hitech Industries	SacTech Solutions
Bank of Maharashtra	Hypercity	Share Khan
Black Magic Toners P. Ltd.	Idea	SLK Global BPO Services Pvt. Ltd.
Blossom India - Consultancy	Indoswe Enginners Pvt. Ltd.	Status Health Club Pvt. Ltd
Capita India Pvt. Ltd.	Bhosari	Stepon Engineers
Capstone Securities Pvt. Ltd.	Infinity Solutions	Synechron Technologies Pvt.Ltd.
Cognizant	Keihin Fie Pvt.Ltd.	Tata Motors Ltd.
Compucom System Pvt.Ltd.	Link Technologies	Themis Medicare
Danone Food & Beverages Ltd.	Mithi Software Pvt. Ltd.	Thyssenkrupp
Digicall Teleservices Pvt. Ltd.	Nielsen	Vaga Constructions Pvt. Ltd.
Disha Associates	Nine Falcons	Varroc Group Pvt Ltd.
Dvij Tech	Onward Technologies Pvt. Ltd.	Zamil Steel Buildings India Pvt. Ltd.
FDC Limited	Pace HR Innovations Pvt Ltd.	
Fedex	Parag Milk Foods Ltd.	
Flextronics Technologies(I)Ltd.	Prevent Fire Equipment	

Faculty Research	
Faculty Name	Topic
Dr. Kalyani Srinivas	Case study on “Piramal Swasthya” a connected health CSR
Prof. Shrawan Owhal	Celebrity Endorsement and Non-Celebrity Advertisement: A study of Consumer Purchase Intention, Consumer Perception and Spokespersons Attributes
	Influence of Advertisement Believability, Persuasiveness and Buying Behavior on Consumer Attitude towards Advertisement of Mobile Cellular services
Prof. Shubhangi Vanarase	Evaluating the Applicability of Maslow’s Theory to of motivation to education,
Dr. Deepali Choudaki	Role of Small Scale Industries in Boosting Indian Economy
	A Study of Constraints in Manpower Supply with specific reference to Hotel Industry
	Role of Human Resources- A Pathway in making MAKE IN INDIA
	A Study of the Role of Entrepreneurs towards turnaround of select sick small scale industries for a period of 2007-2012 with special reference to Ahmednagar MIDC
Prof. Pallavi Shintre	A critical review on quality, sustainability in employment by academia-industry interface.
	“A success path in Cut- Throat competition with reference to multi generational workforce”
Prof. Rohini Netke	Make in India and Skill India: A medium for industry institute interaction
Prof. Madhusha Kature	Smooth Transition between academia and industry-need for an hour for Indian scenario
Prof. Aparna Vibhute	Overview of industry academia interface

Editorial Team:		Faculty Advisors:
Aniket Bandal	– MBA IIInd Year	Dr. Kalyani Srinivas
Yogesh Deshpande	– MBA IIInd Year	Prof. Madhusha Kature
Pratik Budgude	– MBA IIInd Year	