

Management Buzz Assertive

A Quarterly News Letter of Academics Activities

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ATMIYA UNIVERSITY

Faculty of Business & Commerce

Management Buzz Assertive

Department of Management, FoBC, Atmiya University is dedicated for the holistic growth of students to inspire them for accomplishment of their aspirations by providing them guidance & stepping stones for their career crafting. We are providing them the advanced curriculum that gives a blend of conceptual frameworks along with real time applications.

Department of Management has welcomed UG & PG students of academic year 2021 through Students' Orientation & Induction Programme by organizing various activities such as Industry Expert Sessions, Universal Human Value Sessions, Ice-Breaking Activities & many more. We have also organized Industry-Expert Sessions, Industry Visit, Social Visits, Ganesh Mahotsav & many more co-curricular activities for the students of management programmes with the aim to ensure hands-on learning with real life applications to build compassionate leaders, socially sensitized & responsible citizens.

“ Real Leaders are ordinary people with extraordinary determination ”



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Students' Induction Programme for BBA (EFB), IMBA & MBA Students:



Summer Induction Programme was organized on 16th to 26th August, 2021 for UG students and on 20th to 22nd September, 2021 for PG students to give students an opportunity to connect with the department by making them aware about Departmental Vision & Mission, Faculty Members, Academic Disciplines, Examinations, General Rules & Teaching Pedagogy along with Brainstorming Expert Talks, Career Perspective Discussion, Yoga & Ice Breaking Activities, UHV Sessions & many more.



Student's Appreciation Ceremony

Department of Management has organized 'Student's Appreciation Ceremony' on 22nd September, 2021 with the aim to award students in account of their management tactics / leadership traits / volunteer contributions / outstanding performances / disciplined behavior and many more by presenting them badges & certificate.

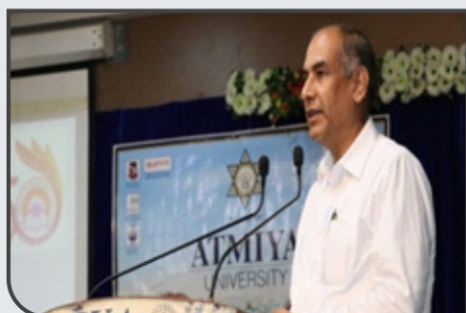


"Life is change; Growth is optional. Chose Wisely!!"

Industry Expert Session

A series of Industry Expert Sessions was arranged by the Department of Management with the aim to provide real time industry exposure to the future managers. The Industry Expert Sessions by Mr. Kamalnayan Sojitra –Director, Falcon Pumps Private Limited & Mr. Bipin Hadvani – Founder & Director, Gopal Snacks Private Limited was organized on 20th September, 2021. The Industry Expert Sessions by Mr. Ajit Nathwani – Founder & CEO MV Synergy Solutions & Mr. Shyam Raichura – Managing Director, Aan Group, Rajkot were organized on 21st & 22nd September, 2021 respectively along with many more expert sessions.

Sr.	Topic	Date	Speaker
1	Fundamental of Stock Market	5th to 7th July, 2021	Mr. Chetan K. Heman
			Founder - CH Learning Hub
2	Industry Expectations from Skilled Aspirant	13th July, 2021	Mr. Kinnary Singh
			Head-HR, Esteem Auto Pvt. Ltd.
3	Effect of Skill Development on Productivity & Employability	17th July 2021	Mrs. Yahashree Mehta
			HR Generalist, Infobell Interactive Solutions
4	Digital Marketing: A New Way of Marketing	22th July 2021	Mr. Hitesh Patel
			Marcom Head, Poojara Telecom
5	Job Opportunity in Canada	26th July 2021	Ms. Riddhi Bokhiriya,
			Seneca College, Canada



“People with goals succeed because they know where they are going”

Flagship Events

Teacher's Day Celebration

Teacher's Day Celebration was organized willingly by the students for faculty members of the Department of Management on 5th September, 2021. Students organized series of activities to be performed by faculty members like Card Castle, Balloon Sculpture, Tasting Test, Grooming Gala & many more with individual badges gifted to all the teachers & also presentation of a Skit.



Ice Breaking Activities

Ice Breaking Activities were organized on the days of Students' Induction Programme for IMBA, BBA (EFB) & MBA Students to boost their confidence and develop team work spirit as key components to perform in real world. There was a series of activities organized for students like Connecting the Dots, Drama Dialogues, Brand Banner, Mind Games & many more. It is eventually turned out to be a successful event as the students felt acquainted by exploring themselves in the stimulated environment.



Ganesh Mahotsav Celebration

Ganesh Mahotsav was organized on 17th September, 2021 as cultural event with the aim to sensitize our students towards Indian Culture & Tradition. Students and faculty members enthusiastically participated in Ganesh's Aarti to take the blessing of Lord Ganesh.



"Self-Determination with high standards is not an act – It is a habit"

Flagship Events



Resume Building Session

Resume Building Session was organized on 1st October, 2021 as a part of placement activity for the students of IMBA & MBA Programmes. Mr. Habib Rahman (Sr. Manager - HR & EHS); Mahindra CIE Automotive Ltd. Rajkot has explained & interacted with students to make them learn how to prepare an effective resume.



Industrial Visit

We organize industry visits on regular basis to provide hands-on experiences through interaction with employees, to make students aware about practical working environment & methods as well as employment practices.



Addiction-Darkness behind Happiness

Awareness Campaign was organized & celebrated on 1st October, 2021 by conducting two competitions such as Elocution & Poster Making along with three themes: Addiction - Darkness behind the Temporary Pleasure; Effects of Addiction on Individual & Society and Salvation from Addiction: How! Students from various programmes and disciplines enthusiastically & creatively participated with the aim to make people aware for their health safety and standards. Government of Gujarat has awarded participants with the certificate.



"No dreamer is ever too small; No dream is ever too big"