

INSIDE THIS ISSUE

PAGE 2

Graduation Day

PAGE 2

Graduation Day Glimpses

PAGE 3

Summer Internship

PAGE 4

Students Experience

PAGE 4

Upcoming Activities



**Scanning this Q.R. code
will lead to old newsletter
Series of MMS.**



Prof Trupti Naik
HOD MMS

From the HOD's Desk

“Leadership is a potent combination of strategy and character. But if you must be without one, be without the strategy.”

In an era of global competition with huge challenges and opportunity in technological, economical and societal environment, we must ensure that we are prepared to face those with an elongated pressure of performance and quality.

VIT School of Management is the place which continuously strives to bring relevance and constant innovation in curriculum and pedagogy to be aligned with the emerging industry requirements as regard to knowledge, skill sets and attitude and evolution of technology. It is important to impart theoretical knowledge to students, but the department makes all the efforts to enhance the practical experience of students in troubleshooting real world business problems to test their problem-solving skills.

The department has designed and developed various beyond syllabus activities including industrial visits, guest lectures, value added courses having thrust on application orientation and experiential learning to improve the employability of the students. I am happy to share that we have excellent placement team working down to dusk and our major students are getting good placement in leading companies.

With this, VIT School of Management welcomes young energetic Management aspirant to join us to make a significant contribution to the industry and ultimately to the growth of the nation.

Thank you.

If you do not hope, you will not find what is beyond your hopes

-St Clement of Alexandria

MMS. i

FACULTY PROFILE



Prof. Arijit Ghosal

**Head, marketing & sales
(Vidyalankar dnyanapeeth
trust) & Asst. Prof.
(Marketing)**

PGDIM from NITIE Mumbai

BE from RGPV Bhopal

**12 years experience in cor-
porate & entrepreneurship**



Varsha Maheshwari

**B. Com, MBA Finance and
Ph.D. (Pursuing)**

**Finance and Operation
Faculty**

7+ years work experience

GRADUATION DAY

"The beautiful thing about learning is that no one can take it away from you"..-B.B King

Chasing a dream requires your efforts and passion. Hard work isn't over when you graduate. It's just a break as you enter the new battlefields of life.

On May, 04, 2018, VIT organized Graduation Day. The event started by invoking the almighty's blessing with lamp lighting and Saraswati Vandana . Vidyalankar was privileged to have **Mr. Rajiv Vaishnav** as a chief guest who is the- Managing Partner, Cornerstone Venture Partners.

This year for the first time VIT took an appreciative step of awarding the outstanding student for excellent academic performance by giving STAR of Class Award.

The STAR of Class Award For MMS 2018 was given to Mr. Aditya Phatak from Marketing Specializations.

Apart from being the General Secretary of MMS 2016-18 and Class Manager he also topped in many subject throughout the semesters. He completed his live projects with Britannia, Internship with Amul and currently working with Kellogg's.

He proved that, Think about your Dream all the time, no matter what else you are doing. Live your dream in your imagination. Become obsessed by it. Love it. Be passionate about it. And you will most certainly achieve it.

Graduation is not the end but a new beginning; it is in fact warm memories of the past and big dreams for the future. There's a lot more to come: goals, challenges, and opportunities! Anything is possible when you just believe in yourself. Its time to say goodbye to the comfortable life within college walls and get ready to march to the beat of the business world.

-Shruti Pandey

VIT School Of Management



Responsibility is the price of greatness

-Winston Churchill

MMS. ii

Experience is the Best Teacher:

My Internship Experience

Choosing HR was not by chance but a firm choice. After giving a few interviews, I was selected at Morpheus Human consulting as an HR intern for the stipulated time of two months. It is a well known firm in the Recruitment industry with its presence over Pan India.

As a Recruiter, my role included to work as a mediator for the client companies and the candidates. Understanding the job descriptions given by the clients (companies), conducting right search on job portals, getting in touch with the suitable candidates, scheduling their interviews, etc were a part of my work.

And now after those two months of brilliant exposure, I can call myself a Recruiter. This internship has taught me what I aimed to learn but unknowingly it has also taught me some things that books can never teach- Hard-work, Determination and Patience.

-Janhavi S. Yelamkar

Starting from the Scratch: Summer Internship Experience of MMS students

As most of us were fresher's and had no professional experience before, grasping all new opportunities was our motive. Fresher's or experienced, we all started this phase of internship with an urge of learning from basics to attaining perfection. Learning right from the scratch and embracing all the opportunities that came our way helped our students to explore the best of the experience. These two months of internship have not only polished our existing skills but also developed some new.

The students joined as interns in various functions like Finance, Marketing, HR, Operations and Systems. The companies that took our students on board Included right from the Startups to many renowned MNC's. Students got to explore different industries, which was moreover a great learning experience as well as a positive step towards creating a brighter future opportunity. The openness to experience showed by the students has helped them gain a lot of knowledge that will surely reflect in their future endeavors.

I would say that this was more of an experiential learning, the real learning that came after we had an opportunity to think about what we saw and experienced which was otherwise not possible only with bookish theory. It is through reflecting about the actions at work and the concrete experiences that will lead us to recognizing that the experience has forged a new way of thinking about the classroom theory. To summon the overall learning process I would put it up in a quote.

"Tell me, and I will forget.

Show me, and I may remember.

Involve me, and I will understand."



Janhavi S. Yelamkar(HR)
VIT School of Management

Focus on your potential instead of your limitations

-Alan Loy McGinnis

With Gracious Gestures....

As we have been now shouldered the responsibility to be called as seniors, we feel privileged to welcome the new batch of students with a gracious gesture.

The institute has brought the best out of us with the support of our courteous faculty members. The backbone of Vidyalkar is the determination of the members shown and retained through these years. We have had a great learning experience here with industry exposure through various value added courses by industry experts.

We wish the new batch all the luck and hope you have a great start to the important phase of your lives.

-Janhavi S. Yelamkar
(HR)

UPCOMING EVENTS

***AWAITING OF NEW BATCH**

***SPORTS DAY**

***FRIDAY PATHSHAALA**

Chief editor:-

Prof. Manasi Phatak

Student Chief Editor:-

Samrud Shetty

Student Editors:-

Shruti Pandey

Simran Pai

Students Experience

Create your Own Sunshine: My Summer Internship Experience

As everyone is always excited about their first job experience, first internship, I was too! I had applied in Aries Agro Ltd. Which is an agricultural fertilizers manufacturer company with no knowledge of what is going to be there in my plate. But one thing I was sure in my mind that I am going to learn a lot here.

Aries Agro Ltd. Is a leading Speciality fertilizers company across India. Its reputation is well known overseas. I got an opportunity to work with them for my two months internship. From the very first day, everyone welcomed me as a member of the team and genuinely expected me to make an active contribution. I was the intern for the marketing division of the company, during which I was assigned to couple of major engagements and had the opportunity to put my Marketing knowledge into practice. My Job scope included the external tie-up of the company with Jio Communications and development & assessment of Company's own Android based Application in terms of its functionality. I seized the opportunity and asked to receive more work of launching 9 New products and a launch of CSR activity 'Hydroponic Kit', these additional KRAs changed my way of thinking about business completely, the number of people connected when you launch a new product in the market, the amount of study that needs to be done for it.

I have learned some amazing things about marketing & running a business within these 2 months. My Internship ended with me receiving an amazing farewell at Imagica and new family members!! I would sum up my learnings in 3 sentences, take initiative, make new connections and always seek to learn new things.

-Amey D Rane (Marketing)
VIT School of Management, Wadala



Glimpses of VIT Students doing summer internship



To climb steep hills requires a slow pace at first