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PROF. AMIT OAK

HEAD OF DEPARTMENT, MASTER OF MANAGEMENT STUDIES

My dear students,

The first year of your MMS degree is now complete and you have reached a milestone that no other batches have since we all have strived through the pandemic and the difficulties. As we all are aware of the challenges that have come with the pandemic, the energy level amongst the students has shown no decrease. You all have shown great keenness towards different seminars and competitions held and the enthusiasm is appreciable. Since you are now more well-rounded than before, you must have started understanding and exploring the corporate world a bit better by doing internships in the field of your interest and learning new, practical aspects of the business world. With two semesters ahead of us, there is still a lot to learn to be proficient and polish yourselves to be the finest version of yourself who is ready to start their career in the corporate world. I would encourage all of you to keep up with the good work. All the best!





"Don't judge each day by the harvest you reap but by the seeds that you plant." - Robert Louis Stevenson



SKILLS ENHANCING SESSIONS : ADVANCED EXCEL & FINANCIAL MODELING

DURATION: AUGUST & SEPTEMBER 2021
SPEAKER: MR. ABHISHEK SALECHA, FINANCIAL EXPERT



Mr. Abhishek Salecha is a trainer and industry expert, whose interpersonal skills and make-it-easy approach encouraged students to learn and remember the tips and tricks of an MS-Excel user must know to excel in the field he/she desires to work. A working knowledge of Excel is vital for most office-based professionals today, and stronger Excel skills can open the door to promotion and leadership opportunities. Active participation and full attendance throughout the six MS-Excel and four financial modeling sessions indicated keen interest towards the learning and credits to the visiting faculty.

Students got an in-depth understanding of business valuation, risk minimization, periodic review and financial budgeting & forecasting in a business, how fund requirement and similar strategies are planned through financial modeling was also a keynote. The sessions were of great help not just for the students of finance specialization but also for others as the financial model provided an insight on how a business grows financially in various areas that can generate higher profits.

EXPLORATORY WEBINAR ON BUSINESS RESEARCH

DATE: 24 SEPTEMBER 2021
SPEAKER: MS. KASHIKA SOOD, RESEARCH SCHOLAR AT IIM AHMEDABAD

Business research is a process of acquiring detailed information of all the areas of business and using such information in maximizing the sales and profit of the business. An interactive and experimental session was conducted for the students of all the specialisations by Ms. Kashika Sood. Her study over the topic and innovative way to make students understand the perspective a manager needs to help companies determine which product/service is most profitable or in demand. In simple words, it can be stated as the acquisition of information or knowledge for professional or commercial purpose to determine opportunities and goals for a business.

Department Staff

Smita Mukherjee is an MBA from Vidyalankar Institute of Technology (the first batch) and M.Phil from Tata Institute of Social Sciences (TISS) in the field of Organisational behaviour. She is currently pursuing Ph.D from TISS in the field of Humor at workplace. She has publications in national and international conferences, few of them in IIMs, and journal. She has completed two research consulting assignments with Tata Memorial Centre (Cancer Hospital) titled, 'My Life with Cancer' and 'Parents' Experiences with Prognosis Communication about their Children with Advanced Cancer' for the Palliative care unit. She has taught range of general management and HR subjects like; Business Research, Leadership, Organisational Behaviour, HRM, Human skills, Training and development, Performance Management etc.



Internship Experience

- **Shreyas Lonkar – IndusInd Bank**

On 17th August 2021, I joined as an Intern in IndusInd Bank which is in MIDC, Andheri. In the first week, my Trainer Mr. Vivek, taught me the in and out of the bank and its culture. Later the next week, I was in Work Force Management & Analytics department. My Line of Banking Head is Mr. Dickson, extremely dexterous in excel and analytics. He handles close to 300 employees and 8 departments. I was fortunate enough to have done a workshop on Google Dashboard before, which helped me here too. In IndusInd Bank, I worked on Power BI which is a very sought-after skill. I figured out ways to use the formulas which I didn't know or applied before. The internship has expanded my brain by giving stimulus to think creatively and analytically.



- **Neerav Patil– Perseverance Capital Advisors LLP**

I am pursuing my internship with Perseverance Capital Advisors LLP which provides services on Financial Advisory across verticals like Debt Syndication, Fund Raising and M&A. I'm involved in M&A transactions, right from the start of acquisition strategy till the final stage of implementation. As a team we work with corporations to raise funds through PE funding or VC. I am currently focusing on Industries in the above-mentioned sector and research on potential buyers along with companies looking for M&A. I research on various sectors and work on a consolidated report for reference and in depth understanding of the sector. As a finance student, I find myself fortunate and grateful enough to get this opportunity to work in the core finance field.



Youth Conclave

23rd -24th July 2021

Mumbai IMC Chamber of Commerce and Industry organized a Youth Conclave – “India’s New Blueprint: Come Walk The Path With The Future Leaders. The Honorable Prime Minister in his message mentioned “New thinking, new energy, new dreams and new zeal of our youth are our country’s strengths. The sessions at the Conclave engaged founders and CEOs of some of India’s successful start-ups and unicorns, along with students drawn from colleges and universities across India as well as international universities. Each session had 10 students who expressed their views on topics assigned to them. It was a competitive discussion with the winning student adjudged for best narration. Cristine Daniel represented VIT-MMS. She spoke & shared my views on the topic “Jugaad & Creativity - The Indian Advantage”

Speaking at the Conclave, Mr. Milind Deora, former Union Minister of Communication and Technology, Indian National Congress was of the view that “Scandinavian Model” should be included for the progress of the nation as it would play a very important role in making India self-reliant. During the valedictory session Mr. Ajit Mangrulkar, Director General, IMC said, "Youth is the driving force to India's glory on the world's stage." He emphasized that, “The ‘can-do’ spirit among the youth of India is its endearing strength.



Upcoming Events

- Reopening of Campus
- Campus placement Season
- Specialization Workshops
- Guest Lectures
- Internships and Projects

Know an Alumnus

Chaitanya Joshi

I have been favoured by good luck to be a part of Vidyalankar Institute of technology. It has a pleasing campus, well maintained labs, huge and modern classrooms, a digital library, vibrant, brilliant and the best professors.

It has been almost 12 years since I completed my studies from VIT and I still continue to have a link with my college and all the faculty members who have helped me learn and succeed. They have always encouraged students to take up projects and courses to get a better grasp of the subject.

Other than the academics, VIT offers a lot of opportunities for extra-curricular activities. I participated in various chess tournaments (Twice Runner up). Stood 1st in Mock Stock Tournament held in Lala college Of Management in the year 2008.

I joined ACK CAPITAL MANAGEMENT PVT LTD. after my MMS as Sales intern. Presently I am working in the same firm as an Institutional Sales Manager / Technical Analyst. During my 12 years of professional experience I got in-depth exposure across market research and Institutional sales, Comprehensive knowledge base and notable soft skills nurtured during academic projects, industrial training and on the job experience.



My key job responsibilities are, Interacting with insurance companies, pension funds, mutual funds & banks and pitching investment for long term investment and swing trading on the basis of Technical Analysis, Understanding and taking call on major sectoral trends of Bank Nifty, Metal Index, Oil and Gas Index along with Nifty on the basis of Multi Time Frame Charts. These great opportunities in my career are only possible because of VIT. I will always be grateful for the Professors and their knowledge.

PRODUSCOPE: THE PRODUCT CASE STUDY COMPETITION BY IIT GUWAHATI

The students of FYMMS had participated in “ProDuScope: The Product Case Study competition”. With the team named “VIT5” whose members were: Siddhesh Mahadik, Sneha Pandey, Rohan Bawkar, Amey Shingare, Akhil Thekkut. We are glad to announce that the team ranked in the top 10% of the participants of around 400 teams marking it as a great achievement.

The competition was held by IIT Guwahati for students to showcase their product management skills. The E-cell of IIT Guwahati generated a YouTube related case study and the students had to produce a solution to the problem by thinking like a product manager for YouTube.

The case study was based on the unwanted long advertisements that users must watch on YouTube and the teams were required to find a solution to avoid those ads either by taking surveys, at a cost or by seeing more ads in the future by producing the most optimal solution that would benefit both YouTube and the user. The problem statement was released on the 12th of June 2021 and the submission of the solution was by 21st June 2021.

They came up with the solution in the form of “YouCredits: Curating a better way of ad streaming”, where we have a reward-based system for the user that would overall increase the willingness of watching ads in turn for rewards and would also help YouTube increase their revenue and not worry much about long ads being skipped.

The students have successfully applied their skills into the competition and have done exceptionally well. Congratulations!

“Innovation comes from saying NO to 1000 things.”

STEVE JOBS



THE Editorial Team



Dr. Trupti Naik
Chief Editor



Ms. Kiran Kamble Ms. Nisarga Raut Ms. Sneha Pandey
Student Editors

Total Number of Monthly Active YouTube Users: 2+ billion*

YouTube Premium Paying Subscribers: 30 million*

This shows that 98.5% of viewers watch ads.

This makes it evident that rewarding viewers with UX advantages in return for ad views will be most effective.

Advantages

The food's well made. Best to regain those credits.
Liked & Shared!

Rewards viewing of ads completely instead of skipping, thereby increasing YouTube ad service quality.

Since shares and likes/dislikes now reward credits, these functionalities will be used more often. While increased responses from viewers will induce quality of the content, increased shares will boost YouTube's outreach.

Opens up opportunities for marketing, collection of YouTube Achievements(1k shares badge), promotion for filling surveys.