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Scanning this Q.R. code
will lead to old news-
letter series of MMS.



**Dr. Amit Oak
HOD MMS**

From the HOD's Desk

"The key to success is to focus on goals, not obstacles."

- Marie Forleo

Dear students, the effects of the COVID-19 pandemic has caused massive changes to our daily lives, changes that have often happened rapidly and abruptly.

Life adjustments often come with a wide range of experiences and emotions. Sometimes that transition can feel smooth and at other times that journey to the new normal can feel like a bumpy ride.

But the key to success is adjustment and adaptation. One cannot keep living in fear and restrictions all his life. New problems demand for new solutions. It is the only way to survive and rise out of the worst.

From Maharashtra to Odisha, states are pushing the daily tally relentlessly. Yet, to lift the economy from the depths to which it had sunk, the Centre has unlocked almost all activities. People confined mostly to their homes due to lockdowns and curbs for months, have unleashed themselves.

As the placements are approaching, it is necessary to up-skill yourself with resources and time available to you. Also mentally prepare yourself to face the world again in the coming months with all necessary precautions.

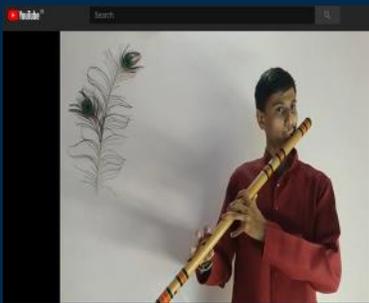
"Discipline is the bridge between goals and accomplishments."

MMS i

MMS STUDENT PERFORMS IN CULTURAL EVENTS

Vidyalankar always ensures that students are provided with opportunities to participate in extra-curricular activities so that they can develop themselves into all-rounded individuals.

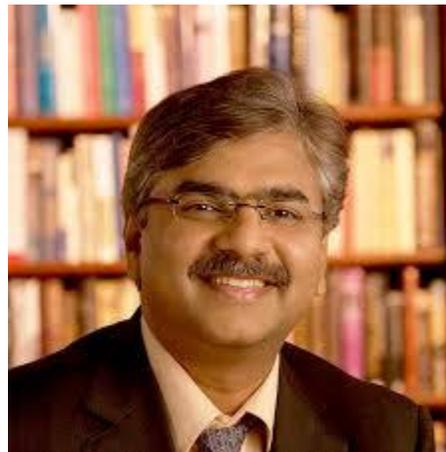
To foster national integration by a coordinated mutual engagement through linguistic, literary, cultural sports, tourism the Government of India had launched an initiative **Ek Bharat Shrestha Bharat**. Vidyalankar Institute of Technology is proud to be part of this initiative. Kaustubh Sanghai, student of MMS performed flute in the event.



"ALILA!", the foundation of every experience is a platform to showcase your creative intelligence. **Symphonic twilight - Alila 2020** started with a full boom on the digital platform i.e. on YouTube Live on 4th September. Kaustubh Sanghai, student of MMS performed Jugalbandi of Tabla and Flute.

GUEST LECTURE : "CHANGING BUSINESS SCENARIO AND EXPECTATIONS FROM GRADUATING STUDENTS"

Mr. Nitin Potdar is a Senior Corporate Lawyer and M&A Partner at J. Sagar Associates, Founder of Indian power talk, Founder director of Maxplore School of Business. The Legal 500, London recognizes him as a very inflectional and significant lawyer. He is solution oriented and keen observer of the evolution of law. He's also a dynamic speaker and host at various industrial talks. During the Covid scenarios he started #India PowerTalk platform where internationally recognized leaders speak on how to revive Indian growth story. Due to globalization students have many opportunities even globally and in very diverse sectors. This era graduates have wider canvas to spread their talented colors and do good for the society. He gave mantra for students- Introspect, Ideate & Implement.



GUEST LECTURE- ABC ANALYSIS

Mr. Awesh Bhornya, conducted guest lecture for operations specialisation on the topic "ABC Analysis". The session developed through various question and answer based interaction of speaker and keen students. The speaker linked different aspects of the subject to the core topic and gave a detailed over-view. The research paper covering ABC Analysis in material management with reference to examples from construction industry was shared with students as prerequisite. The session conveyed the objective of the technique, explained the methodology and later illustrated analysis in MS-Excel. The speaker showed various Excel based shortcuts to make work easier. To conclude, it was an insightful session and a good learning opportunity for all the Operations students.



"Start by doing what's necessary, then do what's possible"

VALUE ADDED COURSES

During this unprecedented situation, Vidyalankar has provided ample opportunities to students to improve and scale up their knowledge of respective specialised domains of Business and Management by tying up with the world-wide online learning platform **Coursera** offering courses from Universities of repute.

Finance Specialization:

1. Financial Markets: Yale University
2. Investment and Portfolio Management: Rice University
3. Advance Valuation and Strategy – M&A, Private Equity and Venture Capital: Erasmus University Rotterdam

Marketing Specialization :

1. Sales Management: St. Petersburg Polytechnic University
2. Brand Management: Aligning Business, Brand and Behaviour: London Business School
3. Market Research: University of Virginia

HR Specialization:

1. Team Work Skills: University of Colorado Boulder
2. Managing Employee Compensation: University of Minnesota
3. Contracts and Employment Laws: University of Illinois

Operations Specialization:

1. Supply Chain Principles: Georgia Tech
2. Supply Chain Finance and Blockchain Technology: NY Institute of Finance
3. Supply Chain Sourcing: Rutgers State University

PRACTICAL ASPECTS OF LABOUR LEGISLATIONS—GUEST LECTURE

Mr Pradeep Gogte, has a vivid industry experience of around 38 years in companies such as Godrej & Boyce, Tata Power, Johnson & Johnson etc. These sessions were extremely essential for budding HR professionals to understand the traditional roots of HR. The series of guest lectures conducted by him was structured in such a way that the HR students could a glimpse into the history of evolution of HR in India and its correlation with the various labour laws. All this added up and gave existence to various labour legislations such as The Factories Act, Payment of Wages Act, Maternity Benefits Act. The session covered following key developments in relation to HR and IR :

1. Consequences of industrialization and how Industrial Relations were characterised by conflict and cooperation, emerged out of employer-employee relationship.
2. Characteristics of the Indian IR system and how trade unions were emerged and organised to unite the workmen.
3. Social justice, peaceful living and the social security of the community
4. Constitutional provisions to protect the deprived, downtrodden and underprivileged members of society from oppression and exploitation by employers.



HR ANALYTICS—GUEST LECTURE

Ms. Mrinal Naidu, Sr. HRIS Analyst at Bed Bath & Beyond (USA), conducted an extremely insightful guest lecture for the HR students and spoke about HR industry is a lot more than collecting and tracking employee information today. She spoke about how over time it has evolved and gained focus on using the available data to create deep analytical connections throughout the organization. Through her experiences she shared with how HR analytics serves to an organization to help the HR professionals make the most of their collected data in several areas such as Recruitment, Attrition, Data Management etc. Analytics helps in improving overall employee performance and also helps in predicting the models that work best for the organization. She spoke about how more and more organization have adopted to this technology and how it benefits the organization by reducing human errors in the process of decision making.



“Thinking is the capital, enterprise is the way, hard work is the solution.”

VALUE ADDED COURSES

Common VACs:

1. Professional Skills for International Business offered by University of London
2. Strategic Management and Innovation offered by Copenhagen Business School



NEWSLETTER TEAM



Prof. Trupti Naik
(Editor in Chief)



Ms. Natasha Prabhu
(Chief Student Editor)



Ms. Neha Kadlak
(Student Editor)

SERVICES MARKETING—GUEST LECTURE

Students of Marketing specialization were privileged to have sessions of Mr. Prasanna Joshi, Director of Accel Controls Pvt. Ltd. The speaker covered in detail the evolution of Services Marketing over the years, its impact on customer's purchasing behaviour & probable future of services sector. Long with this he covered topics like eight Ps of Services Marketing, Triangle & GAP Model of service quality and illustrated with live examples for better understanding of the students. Services Marketing Triangle, made students understand how coordination and feedback are taken into consideration while delivering services.



WEBINAR—CAPITAL MARKETS

The online workshop conducted by Dr. V. Aditya Srinivas, Chief Operating Officer & Chief Economist at Bombay Stock Exchange Brokers Forum, was a series of 4 days session to give insights about the capital market to the students of Finance specialization. The workshop focused mainly on various wealth creation strategies and trading strategies in stock market. The topic of each day was working on stock markets, mutual funds, funds fundamental analysis and monetary policy. In each day at the end of the webinar there was a Q&A session to ensure doubts were solved. The webinar was structured to be a comprehensive session for the students to have a better understanding of the fundamentals and practical applicability of capital markets and also learn the basics of derivatives market.



"Don't limit your challenges, challenge your limits."