



Vision of the Department

To be a globally recognized management institute where learners contribute to business and society through a scholarly environment of empathy, veracity and excellence

Mission of the Department

1. To design and deliver a rigorous, contemporary, and application-oriented management curriculum supported by effective teaching-learning processes.
2. To embed research orientation, inquiry-based learning, and analytical tools within the academic ecosystem.
3. To institutionalize ethics, integrity, empathy, and fairness through policies, curriculum, and role modeling.
4. To provide learner-centric academic, mentoring, and developmental systems that support continuous growth and adaptability.
5. To actively engage with industry, society, and global stakeholders to ensure relevance, responsibility, and real-world exposure.

Programme Educational Objectives (PEO)

1. Graduates will effectively apply management knowledge and practices in functional and cross-functional roles within organizations.
2. Graduates will make structured, analytical, and data-informed decisions while addressing complex managerial situations.
3. Graduates will demonstrate ethical judgment, integrity, and responsible leadership in professional and societal roles.
4. Graduates will sustain career progression by adapting to change, acquiring new competencies, and engaging in lifelong learning.
5. Graduates will contribute positively to organizational performance and societal well-being with an awareness of global, legal, and ethical contexts.

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DR. AMIT OAK

CHIEF OPERATIONS OFFICER And HEAD OF DEPARTMENT, MASTER OF MANAGEMENT STUDIES

Dear Readers,

The commencement of a new academic year marks an important milestone in our journey of academic excellence and holistic student development. With the induction of our first-year students, the Department continues to strengthen its commitment to creating a scholarly environment that combines rigorous academics with co-curricular and extra-curricular engagements. These initiatives are designed to cultivate intellectual curiosity, critical thinking, and professional values while also nurturing creativity, teamwork, and leadership potential.

For our second-year students, the upcoming placement season represents a significant opportunity to translate classroom learning into professional practice. To support this transition, the Department has enhanced its industry interactions, skill-building workshops, and pre-placement training modules. These efforts are aimed at equipping students with the competence, confidence, and adaptability required to thrive in a dynamic business landscape.



“ The best way to predict the future is to create it – Peter Drucker ”

SY MMS BATCH 2024-26 ORIENTATION

The Semester III Orientation for MMS students was held on 21st July 2025, marking the commencement of the new academic term. The session aimed to prepare students for academic rigor, co-curricular engagement, and placement readiness for AY 2025–26. Students were briefed about the revised subject structure, faculty allocation and academic timetable for Semester III. The Academic and Examination Calendar was shared, outlining schedules for lectures, internal assessments, and exams. The semester promises a vibrant mix of experiential learning through: Guest Lectures and Specialization Summits, Workshops and Value-Added Certifications. The Placement Cell outlined the Placement Policy 2025, emphasizing the registration process, tier-based categorization, and the role of attendance, training, and feedback in determining eligibility. The highlight of the semester will be Visage 2025, the flagship Intercollegiate Management Fest scheduled on 7th and 8th November 2025.



FY MMS BATCH 2025-27 INDUCTION

The two-day induction set an engaging and inspiring start for the MMS Batch 2025–27, blending institutional orientation with personal development and industry insights. The sessions encouraged students to take ownership of their learning journey and develop a mindset of continuous improvement. The VIT School of Management extends appreciation to SYMMS students for their contributions in making the induction insightful and memorable. The inaugural session began with a Welcome Address by Dr. Amit Oak, Director, VIT SOM, who inspired the students to embrace the opportunities offered by management education and uphold the institute’s legacy of excellence. This was followed by an insightful speech by Mr. Sameer Tamhane, the Head HR of IPCA Laboratories, on “How to Make the Best of MBA Education.” The speaker encouraged students to approach the next two years with curiosity, discipline, and openness to learning.



“ If you strive for excellence, success will follow - Deepak Chopra ”

MMS SEMESTER I INDUCTION 2025-27 BATCH

First half session featured Mr. Vishal Bhojani, who conducted a dynamic session on “Personality Transformation.” His talk emphasized self-awareness, effective communication, and adaptability as critical traits for personal and professional growth. The second day commenced with an Orientation on the MMS Programme and Placement Briefing led by Dr. Trupti Naik, Head of Department, and Dr. Jay Bhatt, the Placement In-Charge. Students were introduced to the academic framework under autonomy, course outcomes, evaluation components, and placement preparation roadmap. The session emphasized the department’s focus on experiential learning through case studies, projects, industrial visits, and forum



BRIDGING CLASSROOM LEARNING WITH REAL HR PRACTICE

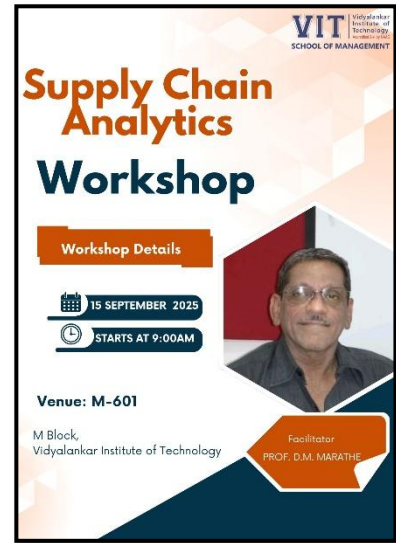
Learn, Play, Lead – Building Bonds: At VIT School of Management, we believe in transforming classrooms into platforms for real-world learning. Under the guidance of Dr. Radhika Thanki Joshi, our SYMMS HR specialization students recently demonstrated this by designing and facilitating the Induction Program for FYMMS students on 17th September on Day 1 of induction. The program combined fun, creativity, and experiential learning, ensuring juniors experienced the essence of team building, coordination, and collaboration right from their first day. Our HR batch of 15 students successfully turned theory into practice through a series of engaging activities like “Recreate & Relate” Challenge (Icebreaker) where Teams showcased creativity by forming shapes (like a star) and posing for pictures, recreating classic movie scenes, or striking model-like poses. Stack-Up Challenge: Using items from their bags, teams built towers within 5 minutes, sparking innovation, coordination, and problem-solving under time pressure. Pipeline Game: With only paper as a resource, teams created a pipeline to pass a ball from start to finish—an exercise in strategy, precision, and teamwork. Chinese Whisper (Action Edition): Teams acted and guessed actions passed down the line, showing how messages evolve as they travel through groups. Shark Tank Challenge: In a lively finale, teams drew elements on paper and pitched their creations to “sharks,” practicing persuasion, advertising, and entrepreneurial thinking. The induction was not only interactive and enjoyable but also served as a live lab for HR concepts with juniors developing collaboration skills and seniors gaining hands-on exposure in planning, facilitation, and leadership.



“ The only disability in life is a bad attitude - Scott Hamilton ”

SUPPLY CHAIN ANALYTICS WORKSHOP 2025

Hands-on Workshop on **Supply Chain Analytics** was organised for Operations specialisation on 15th September 2025, conducted by Prof. D.M. Marathe, an expert in operations and data-driven decision making. The workshop emphasized the importance of Forecasting as a key tool in supply chain planning. Students learned how organizations use forecasting techniques to estimate demand, optimize inventory levels, and reduce supply chain disruptions. Various analytical approaches such as time-series forecasting, trend analysis, and demand planning models were discussed with real industry examples..



HR ANALYTICS WORKSHOP 2025

Hands-on workshop on HR Analytics was organised for HR specialization students to enhance their understanding of data-driven HR practices and real-world applications. The session was conducted by Mr. Joel Fernando, Senior Learning & Organization Development Specialist at Cimpres India. The workshop was structured to translate HR concepts into measurable business insights. Students were introduced to the types of HR Analytics and their role in strategic decision-making. The core of the session involved live demonstrations of industry-relevant HR calculations such as: Attrition Rate and New Hire Turnover Ratio, Cost per Hire and Offer Acceptance Rate, Renege Rate and Absence Metrics, Paid Time Utilization and Leave Classifications, Understanding CTC structures and employee benefit components



DIGITAL MARKETING WORKSHOP 2025

The Digital Marketing workshop on exploring the Power of Meta & Google Ads was organized for Marketing specialisation. During the workshop, students were introduced to the fundamentals of creating and managing effective digital ad campaigns. They gained hands-on experience in areas such as audience targeting, budgeting, campaign optimization, and performance analysis. The interactive session helped participants understand how digital advertising strategies are used by businesses to increase brand visibility and drive measurable results. The workshop not only enhanced the students' technical skills but also deepened their understanding of data-driven marketing strategies — an essential competency for today's digital-first business environment. The workshop successfully bridged the gap between classroom learning and industry practices, enabling students to develop essential skills relevant to modern marketing careers.





Honesty is the first chapter in the book of wisdom - Thomas Jefferson



HR AND MARKETING SUMMIT 2025

The Department of Management Studies successfully hosted the HR and Marketing Summit 2025 on 20th September 2025 on Exploring the Impact of AI, Analytics, and Sustainability. The summit aimed to explore how artificial intelligence and data analytics are transforming business decision-making, redefining talent management, and reshaping marketing strategies. It also emphasized sustainability as a crucial pillar in modern organizational practices — encouraging leaders to balance profitability with environmental and social responsibility. The keynote addresses were delivered by **Mr. Sandeep Ranade, Executive Vice President, Hansa Research Group**, who shared insights on data-driven consumer research, and **Ms. Tejashree Joshi, General Manager – Environment & Sustainability at Godrej & Boyce**, highlighted the importance of sustainable corporate practices and green innovation. Engaging student presentations showcased innovative ideas on AI in recruitment, marketing analytics, influencer trends, and technology-driven career paths. A panel discussion, moderated by Prof. Manoj Karnik, encouraged interactive dialogue between industry experts and students, providing deeper perspectives on how AI and sustainability are shaping the future of HR and Marketing.



DEPARTMENT FACULTY – Prof. Sonia Shirali, Visiting Faculty

Ms. Sonia Shirali is a visiting faculty member with over twelve years of experience in teaching MBA students, specializing in Business Communication and core HR disciplines such as Human Resource Management and Talent Management. With academic credentials that include an MA in Applied Sociology from the University of Massachusetts at Boston, USA, she brings a blend of international scholarship and deep local insight to her classrooms. Sonia is known for her commitment to bridging theory and practice as part of her classroom pedagogy, often integrating real-world case studies, role plays, group discussions, and debates to foster interactive learning and help students develop actionable leadership skills.



Recently embarking on her journey as a PhD scholar in Business Management, Sonia continues to elevate her teaching by infusing research-driven approaches into her curriculum. Sonia is also UGC NET and SET qualified in her first attempt, underlining her robust grasp of her domains. She aims to empower future business leaders by making management education both rigorous and relevant to contemporary industry needs.

Know an Alumna – Ms. Nirzari Bhide (Batch of 2010-12)

A multi-faceted professional with over eight years of experience across Training & Development, Operations, and Human Capital Management, Ms. Nirzari Bhide from MMS batch of 2010-12 (HR specialisation) exemplifies how versatility and passion can shape a meaningful career. A B.Sc. graduate with an MBA in Human Resources, she has built a dynamic professional journey that blends corporate strategy with creative expression. Ms. Nirzari is currently working as Founder & CEO of Learn Ace—Learning & Engagement Solutions. Currently a Visiting Faculty for multiple institutions—including Vidyalankar School of Business, Mithibai College, IIDE, and MET Mass Media Institute. She shares her expertise in Psychometric Assessments, Corporate Communication, Training & Development, and Human Values.



Beyond the boardroom, she is a certified soft skills trainer who has conducted programs on Assertiveness, Time Management, and Business Communication for clients including Saint-Gobain Group and Coca-Cola. A trained choreographer and Happiness Coach, she beautifully merges performing arts with learning interventions to make corporate training more engaging and experiential. Her diverse certifications—from Dance and Movement Therapy to Compensation & Benefits Best Practices—reflect her belief in continuous growth and holistic learning. Trained in Kathak, Bharatnatyam, and Latin dances (ISTD London), she continues to inspire learners with her creative energy and human-centered approach.

Upcoming Events

- Guest Lectures
- Workshops
- Cultural Day Celebrations
- Freshers Celebration
- Intercollegiate Fest – Visage 2025

“A leader is one who knows the way, goes the way, and shows the way !!
John C. Maxwell”



Ms. Shraddha Jadhav
Student Editor



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