



Atmiya University

FACULTY OF BUSINESS & COMMERCE

DEPARTMENT OF MANAGEMENT

Programmes Offered

BBA | BBA (EFB) | Integrated MBA | MBA | Ph.D. (Management)

Management

Buzz Assertive

Vol.7 APR-SEP, 2023



Management Buzz Assertive

HoD's Desk

The Department of Management, FoBC, Atmiya University is eagerly committed to nurture the comprehensive development of the students and serving as an unwavering source of inspiration to help them achieve their loftiest goals. We endeavor to furnish our students with an advanced curriculum that seamlessly integrates intricate conceptual frameworks with practical, real-world applications, thus equipping them with the multifaceted skill set required for success in the ever-evolving landscape of Business and Management.

The department ardently embraces the tenets of Outcome-Based Education and meticulously crafted pedagogical approach for UG, PG & Doctoral Management Programmes that revolves around the holistic development of students tailored to meet the evolving needs of both the industry and society on a broader scale. This approach employs an array of sophisticated methodologies including erudite lectures & discussions, rigorous problem-solving exercises, comprehensive case studies, captivating Power Point presentations, immersive audio-visual aids, cutting-edge e-learning modules, enlightening field trips to industries, thought-provoking role-plays, intellectually stimulating management games, enlightening seminars featuring renowned experts, enriching workshops, and intricate, research-driven projects, among other enlightening initiatives. These events serve as fertile soil for nurturing students' inner talents, fostering the growth of self-confidence, creativity, intellectual prowess, problem-solving acumen, social finesse, personality refinement, character charm, eloquence, leadership acumen, and a myriad of other budding skills.



"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."

MBA Entrance Examination

The Department of Management administered the entrance examination of more than 300 MBA aspirants in three phases to provide them a gateway for MBA Degree Programme in the month of April, May & June, 2023. The selection of MBA aspirants was made contingent upon their performance in the Online Examination and Personal Interview (PI) on the basis of their ability, sharpness and domain specific knowledge.



UG & PG Students' Induction Program BBA, BBA (EFB), IMBA & MBA



The Department has organized SIP for UG students from 26th June to 1st July, 2023 and two-day inauguration event for PG students on 1st & 2nd August, 2023. Its main goal was to foster a strong connection between students and the department, providing essential information about the department's Vision & Mission, Faculty Members, Academic Disciplines, Examination Patterns, Rules and Teaching Pedagogy. The program offered a variety of activities such as Expert Talks, Career Discussions, Club Introductions, Ice-Breaking Activities - Dots, Drama Dialogues, Brand Banner, and sessions on Universal Human Values to boost self-reflection, self-awareness, confidence, team work and preparedness for real-world challenges.

"You don't have to be great to start, but you have to start to be great."

Career Awareness Program (CAP)

The department orchestrated a 'Career Awareness Program' focused on the pursuit of a career in Company Secretarial Practice, designed specifically for the students enrolled in the BBA program. This informative event took place on 22nd July, 2023 and was expertly conducted by CS Khyati Mehta, a distinguished representative from the Institute of Company Secretaries of India. The primary objective of this program was to disseminate knowledge and foster awareness regarding professional courses in Company Secretaryship.



Social Visits



The Department of Management embraces the inspirational words of H.D.H Hariprasad Swamiji Maharaj – **'Whether anyone becomes ATMIYA or not, Please Make me ATMIYA'** by organizing social visits. On 18th & 19th August, 2023 the department has organized significant social visits fostering fellowship and enlightenment among UG & PG students in the spirit of benevolence. The Social Visit program aims to promote knowledge, civic engagement, offer emotional assistance, emphasize empathy and community bonds by addressing societal needs.

"A social visit is a chance to strengthen bonds, create memories, and share moments of joy with those who matter most."

Outbound Training Program

On 18th August, 2023 for the students of IMBA Semester-7, a sequence of structured activities such as the Blind Chain, Sentence Race, Scavenger Hunt, Perfect Square, and Mine Field are designed to facilitate the enhancement of students' leadership qualities, interpersonal competencies, conflict resolution abilities, decision-making aptitude, and foster a strong inclination towards collaborative teamwork.



Sports Day Celebration



On 19th August, 2023; the department organized a 'Tennis Ball Cricket' event at the sports ground of Atmiya University for the students of the Department of Management with the aim to promote discipline, teamwork, commitment, confidence, time management, resilience, leadership, strategic thinking, physical health, mental well-being, and productivity of the students. The Sports Coordinator communicated the fundamental rules pertaining to cricket team selection and discipline, and based on these guidelines, the team selection was completed.

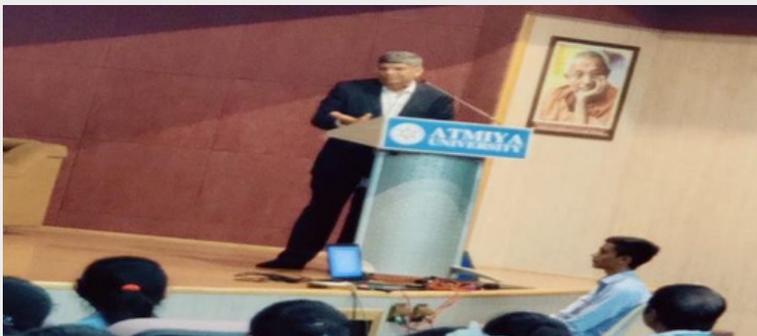
"The world is your best teacher. There is no greater classroom than the outdoors. The stars, the mountains, the oceans - all have something to say." -

Industrial Visits

The department organizes bountiful Industrial visits on frequent basis for the Management students of UG & PG Programmes with the aim to offer them an immersive experience of the vibrant and blooming practical work environment, nurture innovative perspectives and fostering conscientious endeavors. The department organized industrial visits to Captain Tractors and Synnova Gears and Transmission Private Ltd on 22nd July, 28th July and 12th August, 2023 with the aim to offer students hands-on experience.



World Entrepreneurship Day Celebration “Zero to Hero”



On 21st August 2023, the Entrepreneurship Day Celebration, centered on the theme 'Zero to Hero' & expert talk delivered by Shri Gopal Khirsariya. The event's goal was to offer insights into the entrepreneurial journey, emphasizing the transformation from modest origins to impressive achievements. The event sought to offer valuable perspectives on the entrepreneurial voyage, elevate potential

"The capacity to learn is a gift; the ability to learn is a skill; the willingness to learn is a choice."

Teacher's Day Celebration & Appreciation Ceremony

With boundless enthusiasm and unwavering devotion, the students of the Department of Management orchestrated a grand Teacher's Day Celebration on the auspicious 5th September, 2023 as a heartfelt tribute to their revered educators. Students have tailored various engaging activities to showcase the multifaceted talents of their esteemed professors such as card castle building, balloon sculptures, tasting test, and a grooming gala.

The Department of Management has awarded students with Badge & Certificate for their Management Tactics / Leadership Traits / Volunteer Contributions / Outstanding Performances / Disciplined Behavior and many more.



Expert Session

In any comprehensive educational framework, career guidance sessions facilitated by experienced professionals are a fundamental element. The Department of Management has taken dedicated efforts to arrange a series of enlightening Industry Expert Session. These events serve as a vital platform for students to acquire valuable insights into the dynamic business landscape, equipping them to make informed decisions about their future careers. On 12th September 2023, Dr. Ritesh Bhatt delivered a session on "The Entrepreneur's Life Journey" to provide guidance to the students.



“God's blessings are like the sun; they shine on everyone. It's up to you to open your heart and receive them with gratitude.”

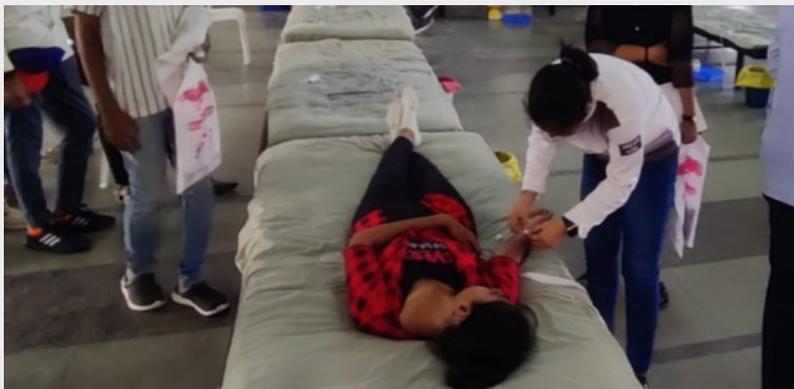
Ganesh Mahotsav Celebration

“Vikata” - 2023

Ganesha Mahotsav serves as a poignant reminder of the significance of wisdom, knowledge, and the removal of life's obstacles, not just a celebration. In honor of this auspicious occasion, the department hosted "VIKATA - 2023" from 19th to 28th September, 2023 bringing the community together for cultural festivities. This event celebrated Indian culture and tradition, bloomed like a resplendent lotus in the hearts of our students, nurtured their understanding of heritage. Students and faculty members harmoniously participated in Ganesha's Aarti for divine blessings.



Activities at Ganesh Mahotsav



Various competitions were also held, such as ‘Atmiyaka Raja’ (Eco-Friendly Ganesha), ‘Artistic Aarti’ (AartiThaali Decoration), ‘Kalakruti Workshop’, ‘Kalakruti Competition’, ‘Ganpati Kala Pradarshan’ (Kalakruti Exhibition), ‘Divine Creation’ (Reel Making), ‘Treasure Hunt’, and the ‘Battle Ground of Atmiya’. These activities were designed to promote awareness of responsible and eco-conscious festivities. Additionally, as part of the celebrations, the university organized a charitable blood donation drive.

"Count your blessings, not your problems. God's blessings are always greater than life's difficulties."

Faculty Member's Expert Sessions

Dr. Meghashree Dadhich led a five-day Faculty Development Programme at Shri Atmiya Shishu Vidhya Mandir in April 2023. The program focused primarily on character development, promoting the self-exploration, enhancing personal caliber, and fostering cognitive thinking essential for a prosperous professional career.



Dr. Chirag Erda teaching personality development classes at Shri Ramakrishna Ashram, Rajkot on the 17th September, 2023, allowed participants to help individuals grow and evolve personally and professionally, fostering their self-confidence and interpersonal skills. These sessions contributed to positive personal transformations among the participants.

On August 4th, 2023, Mr. Tushar Ranpariya conducted two expert sessions on the subject of 'Financial Management & Ratio Analysis' at the ECED regional Centre in Aji GIDC and Metoda GIDC Rajkot, showcasing his knowledge and expertise in the field. His presentations were informative and well-received by the attendees.



"Life is a continuous journey of up-gradation, where each experience is a stepping stone to a better version of ourselves."

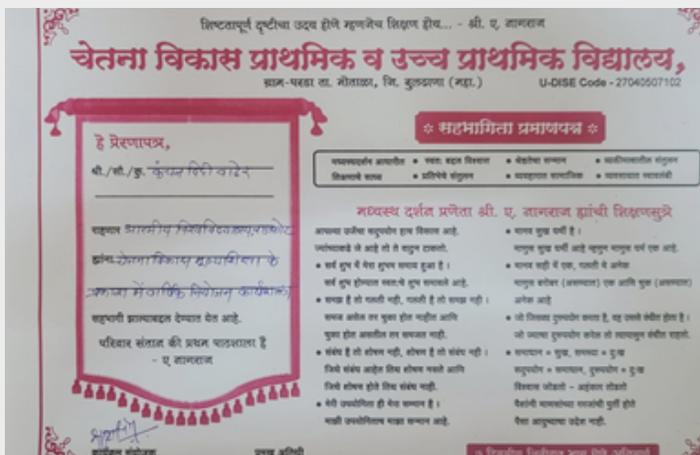
Faculty Member's Achievement



Embarking on a Ph.D. is akin to running a marathon, where one tests their dedication and endurance. (Dr.) Priyanka Suchak successfully completed her Ph.D. in Management at Gujarat Technological University, marking a substantial achievement on the road to a promising facilitator. (Dr.) Keyur Popat has also completed his Ph.D. from Atmiya University.

Faculty Member's Participation Outside University

On 31st of July, 2023, the Faculty Knowledge Sharing Program was organized by the IBS, Rajkot. The Department has provided an opportunity to Ms. Sweta Savaliya & Mr. Jaygiri Goswami to participate in FKSP. They both have enthusiastically participated in the various experiential learning activities.



Mrs. Kanchan Vadher Participated in a workshop at Parda Village, Maharashtra, on June 2023, united the Jivan Vidya Adhyayanar with the goals of Enhancing Atmiya University's activities based on Madhyasth Darshan and experiencing a real-life model of "Chetna Vikas Muly Siksha", promoting consciousness and desired outcomes in various roles.

"Life is a journey, and the road you travel has many twists and turns. But with each new day comes a chance for an upgrade."

Student's Participation & Achievement (Outside University)



Beyond the university, student achievement and participation involve a broad array of activities, spanning both academic and non-academic realms. These encompass accomplishments in extracurricular activities, community service, and internships. These experiences play a pivotal role in fostering personal growth, honing skills, and nurturing well-rounded individuals. In essence, these achievements and engagements are instrumental in shaping a student's comprehensive educational experience.



Management Mavericks, a dynamic organization, hosted a thought-provoking management quiz on the 29th and 30th July, 2023 at Emipro, drawing enthusiastic participation from MBA and BBA students. The event showcased the future leaders' expertise and innovative thinking in the field of management



“Inspiration is some mysterious blessing which happens when the wheels are turning smoothly.”

Students' Testimonials

"Atmiya University has played a crucial role in my academic journey, and I'm proud to be a student here. It's not just an educational institution; it's an inspiration for students to pursue their dreams and create a positive impact on the world."



Kashyap Borisagar - MBA



"I'm delighted to be a part of this friendly, culturally rich university. It offers great personal and professional growth opportunities through academics, events, and co-curricular activities. I highly recommend Atmiya University for a fantastic college life experience."

Rinki Thobhani -IMBA

"Atmiya University is known for academic excellence, innovation, and holistic education. Offering diverse programs and upskilling students. Dedicated faculty members create a vibrant learning environment to prepare students for a successful future."



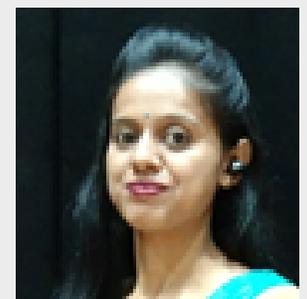
Utsav Majithiya-BBA (EFB)



"Atmiya University has been pivotal in my academic journey, instilling pride in my student status. Renowned for students centric academic curriculum, unique teaching pedagogy, and holistic development of students. Faculty members always help & guide students like a life coach."

Deep Mehta-BBA

"At Atmiya University, I received invaluable research guidance, with access to seminars, workshops, and digital library, paving the way for my doctoral journey. I'm grateful to the university and its supportive faculty members & research guides"



Srushti Joshi - Research Scholar

"Education is the key to unlock the golden door of freedom and opportunity."

The Poetic Journey of Life

Life is an opportunity, benefit from it
Life is a dream, realize it
Life is a challenge, meet it
Life is a duty, complete it
Life is a game, play it
Life is a promise, fulfill it
Life is a song, sing it
Life is a struggle, accept it
Life is a tragedy, confront it
Life is an adventure, dare it
Life is luck, make it
Life is too precious, do not destroy it
Life is life, fight for it



Hemanshu Padiya
BBA



(Indian Culture Photography - 1st Prize)
Meet Yagnik
IMBA



Yash Jadvani
BBA

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