



# MBA BULLETIN

.....News Letter.....



Department of Management (M.B.A.)

DKTE Society's

Textile and Engineering Institute, Ichalkaranji

An Empowered Autonomous Institute Affiliated to Shivaji University, Kolhapur

June 21 – Dec 21 M.B.A BULLETIN

# **MBA BULLETIN**

.....News Letter.....

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## **VISION AND MISSION STATEMENTS**

### **VISION OF THE DEPARTMENT**

- To be recognized as a department imparting management education with the Competencies to become successful managers & business leaders.

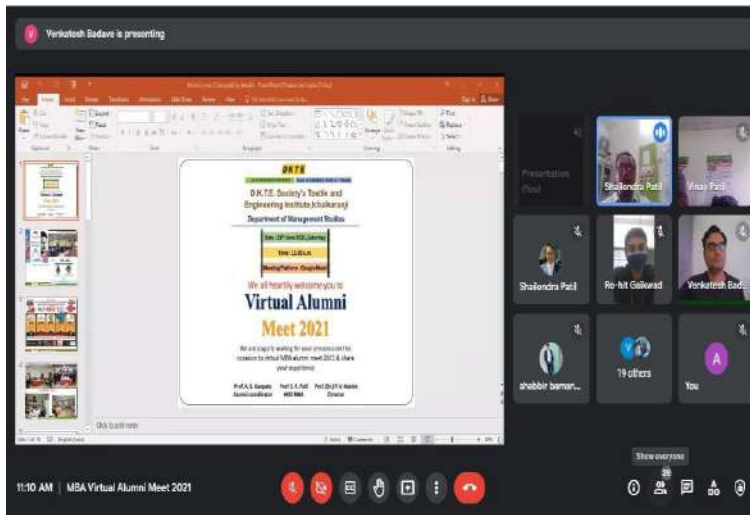
### **MISSION OF THE DEPARTMENT**

- M1: To facilitate students in their learning by providing a conducive environment, industry Exposure, and opportunities for personal and professional development.
- M2: To develop management and entrepreneurship skills through practical experiences by Actively involving students in organizing workshops, seminars, and guest lectures.
- M3: To impart students with necessary knowledge, skills, and attitudes to enable them to Address career and business challenges.

- Event:- A Virtual Alumni Meet – MBA Department
- Date:- 26th June 2021

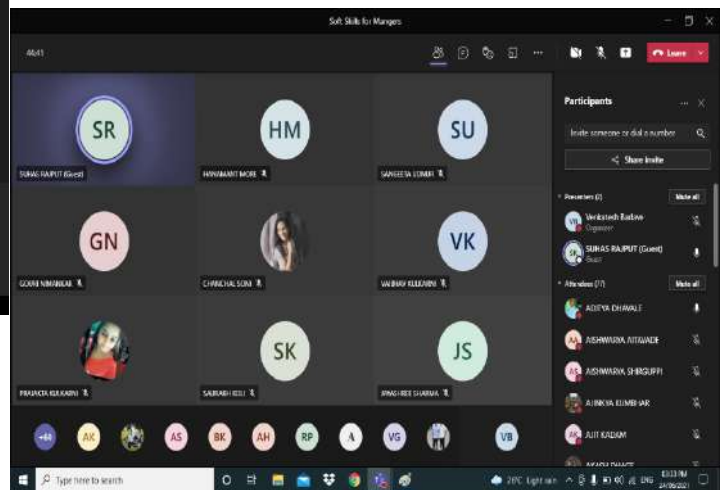
### Virtual Alumni Meet – MBA Department

Virtual Alumni Meet was arranged due to the pandemic situation at Department of Management Studies on 26th June 2021. This meet received very good response and about 40 alumni attended the meet. Alumni Coordinator Prof. A. S. Ganpate welcomed Alumni on a virtual platform, Google Meet. Prof. S. R. Patil , gave a presentation regarding progress of the department. Prof. V. Y. Badave, TPO of the MBA department shared the progress of placement activities. The Alumni shared their views regarding the department and their job profile challenges. Alumni interacted with MBA faculties and shared their experiences enthusiastically. Vote of thanks was delivered by Prof. Mrs. V. S. Gurav and the programme was coordinated by Prof. A. S. Ganpate.



- Event:- A Webinar on "Soft Skills for Managers"
- Date:- 24/06/2021

The MBA Department of our Institute organized a Webinar on "Soft Skills for Managers" on 24/06/2021 conducted by Mr. Suhas Rajput, Director, 'Proficient Minds', Belgaum. The webinar highlighted the mandatory Soft skills required by managers in 21st century & techniques to build these skills. Session was attended by students and faculties from the MBA Department.



- Event:- Placement at 'eClerx'
- Date:- 12/07/2021

'eClerx' has selected student from our MBA Department Ms. Ruchita Kadappa in the Campus Placement. eClerx is a leaders in innovation business process management, change management, data-driven insights, and advanced analytics powered by subject matter experts and smart automation.

Congratulations....



- Event:- Prudent Corporate Advisory Services Ltd
- Date:- 31/08/2021

“Prudent” selected our MBA Department student Mr. Sourabh Teke, in the Campus Placement. Prudent Corporate Advisory Services Ltd. is one of India's fastest growing financial services Group. Congratulations!!



- Event:- Two Days Workshop on MBA CET 2021 ( Offline ) for MBA aspirants
- Date:- 13th and 14th September 2021.

Department of Management Studies ( MBA) of DKTE will be organizing Two Days Workshop on MBA CET 2021 ( Offline ) for MBA aspirants at MBA Seminar Hall on 13th and 14th September 2021.

In this workshop, students will get knowledge about MBA-CET preparation and the admission process. This workshop is free to all MBA aspirants.



- Event:- MOU between DKTE MBA and DKASC College, Ichalkaranji
- Date:- 9th Oct 2021

MOU between DKTE MBA and DKASC College, Ichalkaranji

On Saturday, 9th Oct 2021, the Department of Management Studies of DKTE and Dattajirao Kadam ASC College, Ichalkaranji signed MoU, for Skill-based training, for Software training, Knowledge transfer, and use of library & Computer lab.

Prof. (Dr.) P.V.Kadole, Director of DKTE and Prof.(Dr.) V.S. Dhekale, Principal of DKASC College signed the MoU. On this occasion, HOD of MBA Department, Dr.R.U.Kanthe and faculty members of both the colleges were present.



- Event:- online “Life skill Training Program
- Date:- 13th Nov 2021

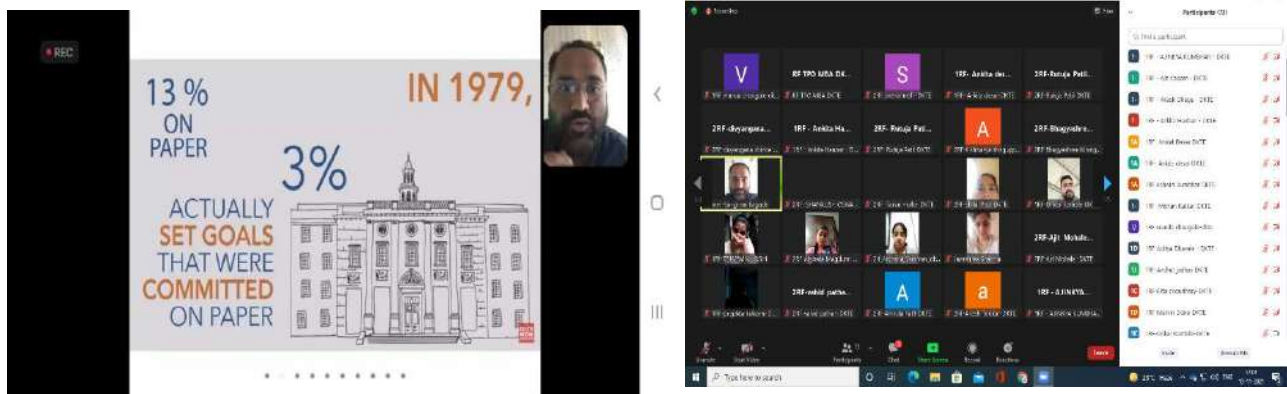
Life Skill Training Program by DKTE MBA and Rubicon

Department of Management Studies (MBA) organized online “Life skill Training Program” conducted by Rubicon. The soft skill training sessions were conducted from 13th Nov 2021 to 23rd Nov 2021 at Zoom Platform for MBA II Year students. The theme of the program was “Employability Skills under Life skills.” Prof. Dr. R.U.Kanthe , HOD of Department of Management Studies guided students and welcomed Rubicon trainers for the session. The contents of every session were interactive and benefited a lot to our MBA second year students as a preparation for placement activity.

In Life Skills training, below mentioned topics were covered:

- |                       |   |
|-----------------------|---|
| 1.Public Speaking     | 4.Group Discussion                              |
| 2.Presentation Skills | 5.Personal Interview                            |
| 3.Grooming            | 6.Assessment on the basis of Personal Interview |

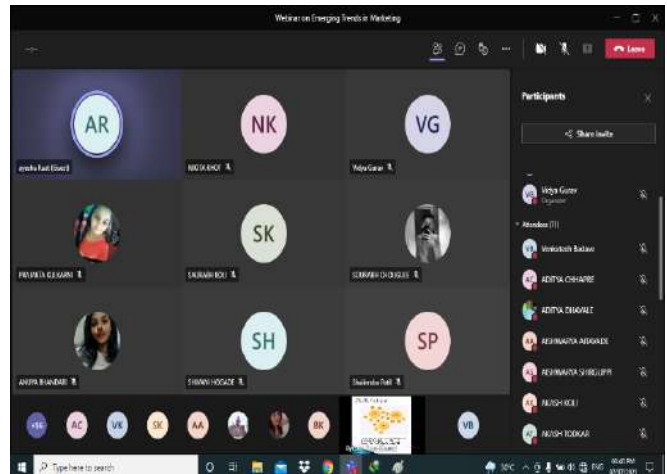
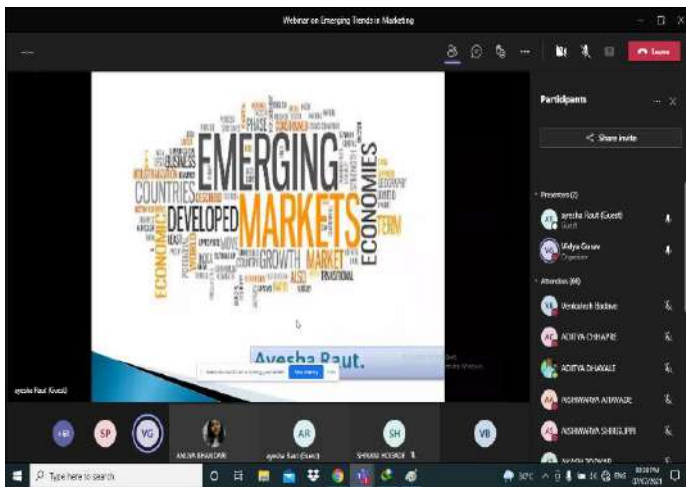
Mr. Sangram Bagade from Rubicon gave lot of practical inputs to the students.





- Event:- A webinar on “Emerging Trends in Marketing”
- Date:- 16th Des 2021

The Department of Management Studies organised a webinar on “Emerging Trends in Marketing”. The webinar was conducted by Mrs. Ayesha Raut, Senior Manager, Administration, Aster Aadhar, Kolhapur. She explained the importance of the modern way of marketing. How the new trend of marketing help the manufacturing industry as well as service industry was discussed in the webinar. Also, various marketing strategies which companies adopt to survive in the long run were discussed in the webinar. The webinar was attended by MBA first year students and faculty members.



- Event:- ‘Students Induction Program’ to all the First Year B Tech and MBA students’
- Date:- 24th Des 2021

Second Session of ‘Students Induction Program’ to all the First Year B Tech and MBA students, DKTE arranged Dr.Amit Rathi's Guidance Speech on the topic "Stress and Health Management". Dr.Rathi, in his address, mentioned that Stress means uncontrolled speed of thoughts and stress is the root cause of all types of diseases. To avoid these diseases we have to learn how to achieve control over the thoughts. This can be done by Yoga. Dr. Rathi also created awareness among students that, only Asanas and Pranayam is not Yoga. He also discussed as to How to learn to achieve control over mind with the daily practice of Yoga. He also gave many health tips to the students.



- Event:- ‘Mrs. Priyanka Sidharth Patil, Faculty member from Department of Management Studies (MBA) has been awarded Ph.D. in Faculty of Management’
- Date:- 20th Des 2021

Mrs. Priyanka Sidharth Patil, Faculty member from Department of Management Studies (MBA) has been awarded Ph.D. in Faculty of Management by Visvesvaraya Technological University (VTU), Belagavi under the guidance of Dr. M. M Munshi, Associate Professor from Department of Management Studies, VTU Belagavi. She has carried out the Doctoral Research work entitled “Effectiveness and Impact of SHGs in MSRLM on Economic, Social and Political Empowerment of Rural Women from Minority Community in Sangli District”. She was felicitated at the auspicious hands of our Chairman Hon’ble Shri Kallappanna Awade (Dada), in the presence Prof. (Dr.) P.V.Kadole -Director, and Dr. R. U. Kanthe - HOD MBA Department.

Congratulations!!



- Event:- ‘One Week Orientation Programme for newly joined MBA First year students

June \_\_\_\_\_

- **Date:- 27th Dec. 2021 to 31st Dec. 2021.**

The Department of Management Studies (MBA) organized a One Week Orientation Programme for newly joined MBA First year students. The Orientation Programme was conducted from 27th Dec. 2021 to 31st Dec. 2021.

This programme was aimed to make the students understand the basic concepts of some courses, which would help them to understand these courses easily in the regular curriculum. This programme began with the speech of Prof. (Dr.) R. U. Kanthe, HOD, Department of Management Studies.

In this programme, the Orientation of five courses was organized;

- The Orientation of Information Technology & MIS was conducted by Prof. S. R. Patil,
- The Orientation of Business Statistics and Analytics was conducted by Prof. V. R. Patil,
- The Orientation of Managerial Economics was conducted Prof. A. S. Ganpate,
- The Orientation of Business Accounting was conducted Prof. (Dr.) P. S. Patil
- The Orientation of Business Communication & Corporate Etiquettes was Conducted Prof. V. S. Gurav

For this Orientation Programme more than 130 students from MBA First year were present



- **FDPs Attended by Faculties**

- Prof. V. R. Patil completed 5 days FDP on “Strategies for sustaining Quality Culture in Autonomous Colleges” organized by RUSA from 21/06/2021 to 25/06/2021
- Prof. V. R. Patil completed 5 days FDP on “NBA Accreditation” organized by AICTE from 28/06/2021 to 02/07/2021
- Mr. S. R. Patil completed 3 days FDP on “Inculcating Universal Human Values in Technical Education” organized by NITTTR Chennai from 27/09/2021 to 29/09/2021
- Mrs. V. S. Gurav completed 5 days FDP on “Green Entrepreneurship for Atmanirbhar Bharat” organized by AICTE from 14/06/2021 to 18/06/2021
- Mrs. V. S. Gurav completed 5 days FDP on “Strategies for sustaining Quality Culture in Autonomous Colleges” organized by Sion and RUSA from 21/06/2021 to 25/06/2021

**Seminars Attended by Faculties**

Sr. No.	Year	Faculty Name	Organized by	Title	Year	Period	Date
1	2021-2022	Prof. A. S. Ganpate	NCDEX	Commodity derivative Market	21-22	1 Day	12-04-2021
2		Prof. A. S. Ganpate	Yashwantrao Chavan SORD,SUK & SGU	Relevance of the Case Method in Teaching and Research	21-22	1 Day	28/08/21

### Details of Research Paper Publications s 2020-202

Sr . No	Name of faculty	Paper Title	Name of Journal	Issue/ Volume	ISSN	Published Date & Month
1	Prof. V.R .Patil	Quality of Work Life with Reference to Selected Textile Industries in Kolhapur District of Maharashtra, India	Research and Review: Human Resource and Labour Management Mat Journals	Volume -2, Issue-1		Jun-2021
2		Welfare facilities and their effect on satisfaction and retention of employees with reference to textile industries in Kolhapur district	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume -4, Issue-8	ISSN : 2582 - 3930	Aug-2020
3		Digital Marketing: Scope and Opportunities after Covid-19	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume -4, Issue-8	ISSN : 2582 - 3930	Aug-2020
4	Prof. A.S . Ganpate	Quality of Work Life with Reference to Selected Textile Industries in Kolhapur District of Maharashtra, India	Research and Review: Human Resource and Labour Management Mat Journals	Volume-2, Issue-1)		
5		Digital Marketing: Scope and Opportunities after Covid-19	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume -4, Issue-8	ISSN : 2582 - 3930	Aug-2020

6		Online Marketing - Influence of consumer profile on 'online shopping': A review	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume :04 Issue: 08	ISSN : 2582 - 3930	Aug-2020
7	Prof. V. Y. Badave	Social Media Strategies used in Sports Marketing	International Journal of Scientific Research in	Volume :04 Issue: 08	ISSN : 2582 - 3930	Aug-2020

			Engineering and Management (IJSREM)			
8		A study of Price Movements of IT companies with respect to Nifty	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume: 04 Issue: 08	ISSN: 2582-3930	Aug-2020
9	Prof. H.S. Dayma	Social Media Strategies used in Sports Marketing	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume: 04 Issue: 08	ISSN: 2582-3930	Aug-2020
10		A study of Price Movements of IT companies with respect to Nifty	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume: 04 Issue: 08	ISSN: 2582-3930	Aug-2020
11	Prof.P.S. Jadhav	New Product Development Strategies in Health Care	JII&S			Aug-2020
12	Prof. S. R. Patil	Digital Marketing: Scope and Opportunities after Covid-19	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume: 04 Issue: 08	2582-3930	Aug-2020
13		New Product Development Strategies in Health Care	JII&S			Aug-2020`
14		Consumer behaviour in Digital Age with reference to Apparel sector	Journal of Integrated Marketing communications and Digital Marketing MAT Journals	Volume 2, Issue 1	E-ISSN	Feb-2021
15	Prof. Mrs. P. S. Patil	Women Empowerment through Microfinance and SHGs	JETIR		ISSN : 2349-5162	May-2020
16		SHGs and women Empowerment:	IJSREM		ISSN 2582-	Oct-2020



17		Evidence from India- Review of Literature			3930	
		Role of Microfinance through SHGs in Empowering Minority Category Women	IJSREM		ISSN 2582-3930	Aug-2020
18	Mrs. V. S. Gurav	A study of consumer behaviour towards online buying in pandemic COVID19 situation with reference to Ichalkaranji city	International Journal of Scientific Research in Engineering and Management (IJSREM)		Impact factor: 4.106 ISSN-2582-3930	Apr-2021
19		Perception of management students on quality of management institutions offering post-graduation course of MBA	International Journal of Scientific Research in Engineering and Management (IJSREM)	Volume :04 Issue: 12	ISSN: 2582-3930	Dec-2020