



**Gujarat
Technological
University**

(Accredited with A+ Grade by NAAC)

NANTYAM

A-biannual Newsletter

GRADUATE SCHOOL OF MANAGEMENT STUDIES (GSMS)

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June 2023

Volume 4 Issue 1

About GSMS:

Gujarat Technological University has established three Post Graduate School in the Academic Year 2017-18 and launched various Programs. Graduate School of Management Studies (GSMS) has started with M. Phil in Business Management and E-course of Post Graduate diploma in Digital Marketing in the Academic Year 2017-18. Five Management / Business Studies PG research centers viz. Centre for Global Business Studies, Centre for Financial Services, Centre for Marketing Excellence, Centre for Governance Systems and Centre for Business Ethics and CSR of Business Management are also merged with Graduate School of Management Studies. To promote Internationalization in the Higher Education, three study centres viz. Indo-Canadian, Indo-German and Indo-East Asian Study centres were also merged with GSMS. With a view to provide quality education in the field of Global Business, GSMS has started AICTE (All India Council for Technical Education, New Delhi) approved MBA (International Business) from the Academic Year 2018-19. With a view to provide support to Student Start-Up and Innovation, GSMS has started AICTE approved MBA (Innovation, Entrepreneurship and Venture Development) from the Academic Year 2019-20. GSMS is one of the four institutes in entire Indian and only department in Western India which got the approval of MBA (IEV) in the Academic Year 2019-20. GSMS also enrolls full time International Students (sponsored by ICCR) for its various Programs i.e. Ph. D., MBA (IB), etc. Being a department of GTU, GSMS promotes the research work in the field of business management and facilitate Joint research projects and foreign study programs in Business Management with foreign university partners in Europe.

Vision of GSMS:

To Be an Institute of Excellence in Management Education by Developing Globally Competitive and Socially Responsible Professionals

Mission of GSMS:

To create an enriched environment for aspirants of management education who will bring a significant change in the society.

To provide a transformational learning experience to nurture ideas, research and solution through innovative courses and pedagogy.

To work in partnership with leading national & international higher educational institutes / organizations for collaborative research and innovation.

About Anantyam:

The name “Anantyam” is originally taken from Sanskrit which means Endless or Eternal (Lasting or Existing Forever), it has also meant of unlimited happiness. This newsletter is published by Graduate School of Management Studies Bi-Annually i.e., June and December. A newsletter can provide/updates and information on the way in which school is moving to achieve its goal. It also informs various stake holders of school regarding different activities carried out by students and faculty members. It also highlights achievements of students and staff members. The newsletter is designed and developed by the students of Media Committee of GSMS under the guidance of Faculty Members.

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EVENTS & ACTIVITIES

Faculty Member Participation in National Education Summit on Commerce and Accountancy by Indian Chartered Accountants of India (ICAI) –

The Institute of Chartered Accountants of India (ICAI) through its Board of Studies (Academic) organised a two-day National Education Summit on Commerce & Accountancy (NES-CA) on 6th & 7th January 2023 at New Delhi. The summit witnessed an overwhelming participation from renowned Academicians, Experts, Vice Chancellors, Directors, Deans, Principals, HoDs, Chairmen & Professors from the field of Commerce and Accounting from over 25 States. The summit emphasised aligning the nation's commerce and accounting education as One India, One Accounting and One World to skills and prepare Future-Ready Commerce Graduates and to make India a “Vishwaguru” in the accounting world. In accordance with the Government of India's mission on Financial Literacy or Vittiya Saksharta, the dignitaries lauded ICAI's efforts to make India financially literate.



Guest Session on Global Branding by Dr. Hemant Trivedi-

A Guest Session on “Global Branding by Dr.Hemant Trivedi” for MBA students was organized on 12-01-2023 by GSMS, GTU for learning of Global Branding.



Faculty Member Participation at National Summit on Institutional Leaders on NEP-2020 jointly organized by Vidya Bharti Uchch Shikshan Sansthan and Devi Ahilya Vishwa Vidhyalaya, Indore -

Graduate School of Management Studies, Gujarat Technological University participates in National Summit on Institutional Leaders on NEP-2020 jointly organized by Vidya Bharti Uchch Shikshan Sansthan and Devi Ahilya Vishwa Vidhyalaya. To leverage our strengths and expertise, a national summit for Leaders of Educational Institutes is being planned. Vidya Bharati Uchcha Shiksha Sansthan desires to establish a platform for concerned institutional heads and torchbearers of this community. A platform where the thought leaders of education can exchange ideas, wisdom, best practices, peer learning and design for the collective development of our institutions and the education system at large.



Celebration of National Startup Day –

Graduate School of Management Studies (GSMS), Gujarat Technological University (GTU) has established Startup and Innovation cell to foster creativity and innovation among students. As every year this year also GSMS celebrated National Startup Day on 16-01-23 with same enthusiasm as always and here are some of the glimpses of the event.



Guest Session on Developing Effective Communication Skills by Mr. Vinay Jaisinghani

Graduate School of Management Studies, Gujarat Technological University organized a “Guest Session on Developing Effective Communication Skills by Mr. Vinay Jaisinghani” for MBA students on 21-03-2023.



Industrial visit at Asian Granito India Ltd. organized by GSMS for MBA (IB) 1st Sem students –

The visit to Asian Granito was organized on 25th January 2023. A total of 61 students of first semester **MBA (International Business)** along with 4 faculty members visited the company. The human resources managers of the company also interacted with the students. The visit was truly professional and well-managed from start to end. The faculty members and students were thankful to Asian Granito India Ltd. and also to the GSMS for organizing the visit.



12th Annual Convocation of University –

Graduate School of Management Studies [GSMS], GTU organized its 12th Annual Convocation for their alumni and invited all to handover the degree they earned by their hard work.



Guest Session on Industry Utility of Business Analytics by Dr. Dhruv Brahmbhatt –

Graduate School of Management Studies, Gujarat Technological University organized a “Guest Session on Industry Utility of Business Analytics by Dr. Dhruv Brahmbhatt” for MBA students on 2-03-2023.



Guest Session on Business Model Canvas & Development of Business Plan by Karmjitsinh Bihola –

Graduate School of Management Studies, Gujarat Technological University organized a “Guest Session on Business Model Canvas & Development of Business Plan by Karmjitsinh Bihola” for MBA students on 2-03-2023.





Graduate School of Management Studies (GSMS)
Gujarat Technological University (GTU)
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Expert Session
Topic: Business Model Canvas & Development of Business Plan
Eminent Speaker



Karmjitsinh Bihola
Founder, INNODESK

Date: 02 March, 2023 Thursday
Time: 02:00 PM to 05:00 PM

Coordinator
Dr. Sarika Srivastava
Asst. Prof. - GSMS

Locate us @ : GSMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway, Chandkheda, Ahmedabad Gujarat



@gsms_gtu

Drug Free India - GTU Supported the Art of Living campaign led by Gurudev Sri Sri Ravi Shankar–

Gurudev’s initiative of Drug-Free India, which has been an ongoing pan-India mega campaign, reached the western shores of Gujarat. The Art of Living and Gujarat Technological University organized the drug-free India program in Ahmedabad on 15-03-23. The Vice-Chancellor of the Gujarat Technological University (GTU), Dr. Pankaj Rai Patel, Registrar of GTU K. N. Kher, artists, writers, and singers from the Gujarati film industry, science city officials as well as students were present at the event.



Visit of Harsha Engineers International Limited Visit by Faculty Members –

GSMS organized a visit for the faculties at Harsha Engineers International Limited on 16-03-2023 for training which will provide skills in them and as well as their teaching will be enhanced. Harsha Engineers International Limited* (Harsha) is the largest manufacturer of precision bearing cages in organized sector in India in terms of capacity and operations and amongst the leading manufacturers of precision bearing cages in the world with a market share of approximately 5% to 6% in the organized segment of the global brass, steel, polyamide bearing cages in terms of revenue.



Aavsar 2023 - Days Celebration Week –

“AVSAR 2023” - Days’ celebration was organized by GSMS-GTU on 16-03-2023 as a part of welcoming the students to college premises after completion of their semester exams. Between the countless hours of studying and the high levels of stress, the life of a Management student may not always feel fun and exciting. Yet, there are a few key moments in Management school that needs to be cherished. Helping the students to celebrate these moments in Graduate School of Management Studies, the Cultural Committee organized “AVSAR 2023” to make memorable moments with a number of signature events that will stand out and define the best moments of experience in a Management school!



Aarohan-2023, GSMS Sports Festival –

“AAROHAN 2023” – Sports days’ was organized by GSMS-GTU on 18-03-2023 with an objective to building camaraderie, teamwork, and sportsmanship. Participants were encouraged to cheer for their peers, support their team members, and show respect for their opponents. In addition, sports days are an opportunity for students to showcase their creativity and school spirit through various displays and performances.



The celebrations were planned for two days from 17th March 2023 to 18th March, 2023 wherein students actively participated in various indoor and outdoor sports showcasing lot of enthusiasm, hard work, dedication, and team work.

The following indoor and outdoor games were identified for the students to register according to their skills and capabilities;

- 1) Carrom (mixed doubles)
- 2) Table-tennis (Individual - male)
- 3) Table-tennis (Individual - female)
- 4) Chess (Individual)
- 5) Kho-Kho (team of 9 players – female)
- 6) Football (team of 7 players – male)
- 7) Cricket (team of 8 players – female)
- 8) Cricket (team of 11 players – male)



Guest Session on Marketing Analytics by Dr Indra Meghrajani

Graduate School of Management Studies, Gujarat Technological University organized a “Guest Session on Marketing Analytics by Dr Indra Meghrajani” for MBA students on 24-03-2023.



Guest Session on Future of Health Care by Dr Bhavin Parekh -

Graduate School of Management Studies, Gujarat Technological University organized a “Guest Session on Future of Health Care by Dr Bhavin Parekh” for students on 26-03-2023.



Guest Session on Stress Management in KBO by Dr. Reshma Sable –

Graduate School of Management Studies, Gujarat Technological University organized a “Guest Session on Stress Management in KBO by Dr. Reshma Sable” for international students on 29-03-2023.



Thalassemia Test Camp was organized by NSS Unit of GSMS –

As a part of Thalassemia Prevention Programme, The NSS unit of GSMS organized Thalassemia Test Drive on 1st April 2023. A team of Indian Red Cross Society visited the campus and collected sample of students for Thalassemia screening and prevention. The team members of Indian Red Cross Society provided necessary guidance, and important information to the students regarding Thalassemia. The team presented a video to show the importance of thalassemia testing for all. Total 71 students participated in the drive and provided their sample for the thalassemia test.



Academia Industry Meet (AIM-2023) –

The '2nd Academia Industry Meet – AIM 2023' for 'Interaction among Academicians & Industrialists' was held on 15th April 2023 at Graduate School of Management Studies, Gujarat Technological University, Ahmedabad. It brought together about 50 industrialists and academic experts.



Students and Faculty members of GSMS, GTU participated in the Heritage Walk 2023 –

On 16th April 2023, the Graduate School of Management Studies (GSMS), Gujarat Technological University (GTU) organized a heritage walk in Ahmedabad city to promote and showcase its rich cultural heritage for the students. The event was part of the Ahmedabad Heritage Walk initiative by The Shilp Aarambh, which aims to preserve and showcase the Ahmedabad city's historical landmarks, architectural marvels, and cultural landmarks.



Industrial Visit at “Anand Milk Union Limited (abbreviated as Amul)” by BBA students -

Graduate School of Management Studies organized industrial visit for the BBA students as a part of their curriculum. The visit was planned at three plants of Amul, one in Gandhinagar on [12th May 2023] and other two at Anand on [23rd May 2023], which was accompanied by the faculties of GSMS-GTU.



The first visit was planned on May 12, 2023, in the evening from the GTU campus in Ahmedabad. The staff of Amul welcomed the faculty and students.



Then, on May 23, 2023, another industrial visit was organised by GSMS for the students of BBA at the headquarters of Anand Milk Union Limited, Anand. There, the Amul staff extended a warm welcome to all of the students and faculty members.



After the visit to the headquarters of Amul in Anand, the next visit was to the chocolate factory of Amul, located in Anand itself. Here, students experienced and learned about management functions in practical aspects, and they were more energised for this third visit to the chocolate factory of Amul.



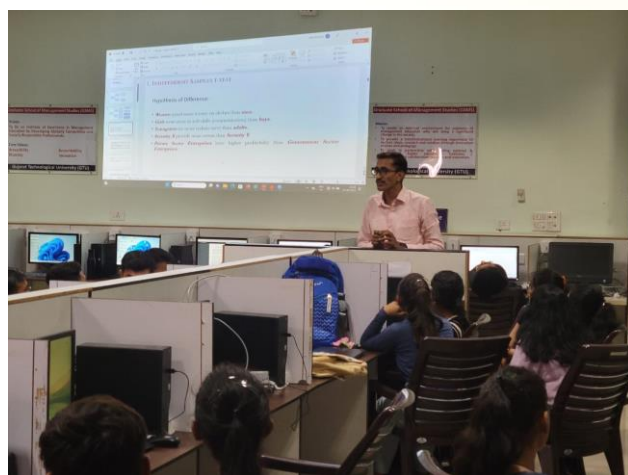
Guest Session on Export Marketing by Mr. Peter Parkar –

Graduate School of Management Studies, Gujarat Technological University organized a “Guest Session on Export Marketing by Mr. Peter Parkar” for MBA students on 15-06-2023.



A one-day workshop on Data Analysis through Statistical Software by Dr. Amit Rajdev –

Graduate School of Management Studies, Gujarat Technological University organized a “Guest Session on Export Marketing by Mr. Peter Parkar” for MBA students on 15-06-2023.



An expert session on Cultivating Personal Excellence for Future Leaders by Mr. Masila Mani –

Graduate School of Management Studies, Gujarat Technological University organized a “An expert session on Cultivating Personal Excellence for Future Leaders by Mr. Masila Mani” for MBA students on 22-06-2023.



AEHSAS – 2023 (Bidding a memorable farewell) to the students of Batch 2021-23 MBA(IB) & MBA(IEV) -



START-UP STORY

Security Funnel defines A funnel which have a security filter (Best practices) which helps normal internet user to give better (Secure) user experience and safe surfing by removing inappropriate content, frauds, scams, cyber crime, hoax and myths from the internet by doing this we are making Internet safe for people so they can stay protected and stay connected.

However there are few methods in market to accompanied this process like report a cyber crime case in police but it takes too much time to process by them and lack of knowledge and technology stand to drop the case or remove from priority list which doesn't solve the problem. Removing inappropriate content from internet very dreadful for reporter like it does not always work that reported post will have removed from social media. Fake new is biggest problem we face on internet which doesn't have been considered yet or concerned to people but in ongoing scenario on COVID-19 Pandemic it affects at its worst. Our project Security Funnel gives solutions to all these problem at one place

Our product will be an one stop end to end support system to overcome the problems of other conventional complaint reporting system for any kind of cyber problems starting from reporting cyber crime, report inappropriate content to reporting fake news or checking fact. We also associated consultation, litigation, solutions to these problems as a service with User support, to curb the problems like lack of services and outreach which is not provided by any organization as of now



સિટી અંદર

યંગસ્ટર્સ પોતાની દિનચર્યા અને અંગત બાબતો સોશિયલ મીડિયાના ઉપયોગથી ઓનલાઇન મૂકે તે સંકળિત છે

ડિજિટલ લાઇફ રીઅલ લાઇફને પણ અસર કરે છે

Cyber Talk

‘સાયબર ડિસઓર્ડર’ વિશે સાયબર સિક્યુરિટી એક્સપર્ટ વિરલ પરમારની ટોક થઈ

સિટીસિટી | વડોદરા

હેરમાં કોમ્પ્યુટેર સંસ્થા દ્વારા ‘સાયબર ડિસઓર્ડર’ના અર્થ પર ગુજરાતના જાણીતા સાયબર સિક્યુરિટી એક્સપર્ટ વિરલ પરમારની ટોકનું આયોજન લીડરશિપ એન્ડ ગવર્નન્સ ઇન્સ્ટિટ્યુટ ખાતે થયું હતું. જેમાં તેમણે ઇન્ટરનેટના એક્ટિવ પ્રભાવ અને સાયબર સંબંધિત સમસ્યાઓના સમાધાનની ચર્ચા કરી હતી. રોજિંદા જીવનમાં યંગસ્ટર્સ પોતાની દિનચર્યા અને ઘણી અંગત બાબતો સોશિયલ મીડિયાના ઉપયોગથી ઓનલાઇન કરતા હોય છે. આ ડિજિટલ લાઇફ આપણી રીઅલ લાઇફને પણ અસર કરે છે. આ અસર ને કંટ્રોલ કરવા માટેની સલાહ સ્પીકર દ્વારા આપવામાં આવી હતી. વિરલ પરમારે આ રીતે ઘટતી સાયબર ઇમની ધટનાઓ પણ વર્ણવી હતી.

સાયબર કાયમ એટલે શું?
લીડરશિપ એન્ડ ગવર્નન્સ ઇન્સ્ટિટ્યુટ ખાતે યોજાયેલી ટોકમાં સ્ટુડન્ટ્સ મોટી સંખ્યામાં જોડાયા હતા. જોના ડિજિટલ યુગમાં કોઈપણ ઇલેક્ટ્રોનિક મીડિયમનો ઉપયોગ કરીને કાઈમ થાય છે આવા પ્રકારના ગુનાઓને સાયબર કાઈમ કહેવાય છે અને જેની નોંધણી આઈટી એક્ટ 2000 પ્રમાણે થતા હોય છે. ટોકના આયોજક નિખિલ સુથારે જણાવ્યું હતું કે, વડોદરામાં સાયબર ક્રેને એવરેન્સ માટે આવા વધુને વધુ પ્રયાસ થાય એ જરૂરી છે. આ એકાદિયોગી અને ગોપનીયતા માટે આગળ પગલાં ચલાવવા જોઈએ.

- સાવચેતી રાખવા જેવી બાબતો
- 1 વેબ બ્રાઉઝરમાં પ્રાઈવેટ બ્રાઉઝિંગ ઉપયોગ કરવું.
 - 2 સિક્યોર મેઈલિંગ સર્વિસીઝ માટે પ્રોટોન મેઈલ યુઝ કરવો.
 - 3 નાણાકીય લેવડ-દેવડ માટે HTTP Secure વેબસાઈટ જ ઉપયોગ કરવાનું રાખો.
 - 4 સોશિયલ મીડિયા પર અજાણ્યા લોકો સાથેની વાતચીત ટાળો.
 - 5 મોબાઈલ એપને બિનજરૂરી પરમિશન આપવાનું ટાળો.

ACHIEVEMENTS OF STUDENTS

Congratulations to all the students of GSMS on being awarded the GTU Gold Medal for exemplary academic accomplishments during the 12th annual GTU Convocation 2023.



Harshdeepsinh Parmar became Finalist in Men’s Singles GUJARAT STATE RANKING TENNIS TOURNAMENT held at Srag Tennis Academy, Ahmedabad.



ACHIEVEMENTS OF FACULTY MEMBERS

Dr. Kaushal Bhatt has participated in the two days National Summit of Institutional Leaders (NSIL)-2023 A Dialogue on Inter-Institutional Development for the implementation of National Education Policy-2020 at University. More than 50 Vice Chancellors of different Universities, Directors of IITs and IIMs have participated from entire India. Dr. Kaushal Bhatt has represented GTU at this National event.



Dr. Kaushal Bhatt has been nominated by university to participate in the National Education Summit on Commerce and Accountancy (NES-CA)2023, organized by Board of Studies (Academic) of The Institute of Chartered Accountants of India (ICAI) for the round table discussion on implementation of NEP-2020 in CA curriculum. This summit was organized during 6th & 7th January, 2023 at New Delhi.



Dr. Kaushal Bhatt has participated in the International Conference i.e. NICOM-2023 organized by Nirma University on 5th January, 2023 and presented a research paper entitled “Predicting Acceptance of Cryptocurrency in India: Extending Technology Acceptance Model (TAM)”



Dr. Neela Multani completed the NPTEL online certification course on "Business Analytics for Management Decisions" with distinction and earned the gold medal.



ACHIEVEMENTS OF FACULTY MEMBERS

Dr. Neela Multani published an article entitled “Working conditions of women workers engaged in the agricultural farming sector of Gujarat state (India)” in UGC CARE Approved, Group 1, Peer Reviewed and Refereed Journal in May 2023 issue.



Dr. Neela Multani presented the paper entitled “Clicks to Conversions: The Impact of Social Media Advertising on Event Attendance” at e-International Conference organized by Narayana Business School, Ahmedabad on May 13, 2023



Dr. Radhika Gandhi had participated & successfully completed Professional Certificate Programme in HR Management and Analytics from September 30, 2022 to February 28, 2023.



Dr. Radhika Gandhi had successfully completed the 4 days online workshop on “Microsoft Power Business Intelligence (BI)” organized by Meerashpa Learning Solutions from April 15, 2023 to April 23, 2023.



ACHIEVEMENTS OF FACULTY MEMBERS

Dr. Radhika Gandhi had been presented with Certificate of Appreciation for data collection and timely submission of Self-Study Report (SSR) to NAAC as a part of NAAC Accreditation work of University on the 16th Foundation Day of GTU held on 16.05.2023. The University recognized her continuing excellence and outstanding accomplishment.



Dr. Sarika Srivastava, Assistant Professor, GSMS received Certificate of Appreciation for the Contribution in the NAAC Accreditation Work of University as a Criterion Coordinator of 'Governance, Leadership and Management' on the occasion of 16th Foundation Day of GTU.



Mr. Chintan Vasava completed the 160th Training program on "Installation & Operations of SOUL 3.0" held at INFLIBNET Centre, Gandhinagar, Gujarat from 20th-24th March, 2023. It was an intensive five-day training program that provided me with hands-on experience in installing and operating the SOUL 3.0 Library management software.



Mr. Chintan Vasava successfully participated in the Professional Development Program (PDP) Capacity Building for University Administrative Staff.



MEDIA COVERAGE

ડાન્સ-મ્યુઝિક સાથે કોલેજની ફર્સ્ટ મેમરી ક્લિએટ કરી



અમદાવાદ : શહેરના GTU ના એક ડિપાર્ટમેન્ટના સ્ટુડન્ટ્સે ફેશન પાર્ટી સેલેબ્રેટ કરી હતી. એન્કોર કલબ ખાતે સિનિયર સ્ટુડન્ટ્સે ફેશનને વેલકમ પાર્ટી આપી હતી. જેમાં બોલીવુડ અને હોલીવુડ મ્યુઝિક પર સ્ટુડન્ટ્સ ધીરક્રયા હતા. સ્ટુડન્ટ્સે એકબીજા સાથે ફોટોઝ ક્લિક કેસવીને સેલિબ્રેશનને લાઈફટાઈમ મેમરીઝ તરીકે સેવ કરી હતી. તેમજ ડાન્સ અને ગરબા કરીને પાર્ટીને અન્જોય કરી હતી.



કોઈપણ મોબાઈલની ઓપરેટિંગ સિસ્ટમમાં ડેટા સિક્યોર નથી

LDમાં 'રાઈટ ટુ પ્રાઈવસી' અંતર્ગત ત્રણ મેજર ટોપીક પર સેમિનાર

Talk on Hacking

સિટી રિપોર્ટર | અમદાવાદ

સિટીની એલ.ડી. એન્જિનિયરિંગ કોલેજમાં શુક્રવારે આઈ. ટી.



ડિપાર્ટમેન્ટના વિદ્યાર્થીઓ માટે સાયબર સિક્યુરિટી તથા હેકિંગ

વિશેનો એક સેમિનાર યોજાયો હતો. જેમાં કોમએકપો સાયબર સિક્યુરિટીના ફાઉન્ડર

પ્રાઈવસી' અંતર્ગત ત્રણ મેજર ટોપીક વિશે ચર્ચા કરી હતી. તેમણે સાયબર સિક્યુરિટી અંગે અવેરનેસ સાથે વિદ્યાર્થીઓને ડિજિટલાઈઝેશન અંગે માહિતગાર કર્યા હતા.

વિરલ પરમાર કહ્યું કે 'જે કોઈપણ સોશિયલ સાઈટ્સ વાપરો છો તેના તરફથી માંગવામાં આવતી પરમિશનનું ખાસ ધ્યાન રાખીને વાંચીને તેની પરમિશન ગ્રાન્ટ કરો. આજકાલ યુવકો અલગ અલગ પ્રકારની પોસ્ટમાં ટેગ-ટેગ રમવાનું શરૂ કર્યું છે.

સેફ્ટી માટેની ટિપ્સ

- કોઈપણ પરમિશન એક્સેસને સમજ્યા વગર એક્સેપ્ટ ન કરો
- સોશિયલ મીડિયામાં કઈ પણ શેર કરતાં પહેલા વિચારો
- અજાણ્યા લોકો સાથે આધાર નંબર શેર કરવો નહીં

એકબીજાને ટેગ કરતાં રહે છે. કોઈપણ મોબાઈલની ઓપરેટિંગ સિસ્ટમમાં ડેટા સિક્યોર નથી. આથી મોબાઈલનો સાવચેતી

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PROGRAM EDUCATIONAL OBJECTIVES (PEO)

- 1. PEO1 Managerial Skills:** To inculcate the leadership abilities, team building attitude, adaptability towards working environment, strategic thinking and positive outlook among students.
- 2. PEO2 Professionalism:** To develop the professional attitude among students to undertake responsibility, accountability and multidisciplinary approach while performing duties at the workplace.
- 3. PEO3 Effective Communication and Networking:** To equip the students with the ability to maintain interpersonal relations and to create a network of enthusiastic experts of respective fields with the help of effective communication.
- 4. PEO4 Values and Professional Ethics:** To provide students with a value based academic environment for enhancing the quality of being honest and having strong moral principles to build an ethical society.

PROGRAM OUTCOME (PO)

- 1. PO1** – Apply knowledge of Management theories and practices to solve business problems.
- 2. PO2** – Foster Analytical and critical thinking abilities for data-based decision making.
- 3. PO3** – Ability to develop Value based Leadership ability.
- 4. PO4** – Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- 5. PO5** – Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment





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