



**Gujarat
Technological
University**

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3 NANTYAM

A-biannual Newsletter

GTU - SCHOOL OF MANAGEMENT STUDIES

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Waves**

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June 2024

Volume 5 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.

Programmes Offered	Intake
MBA (International Business)	60
MBA (Innovation, Entrepreneurship and Venture Development)	30
Bachelor of Business Administration	60
Post Graduate Diploma in Digital Marketing	15
Post Graduate Diploma in Hospital Management	30

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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❖ Chief Editor:

Dr. Pankajray Patel, Director, GSMS

❖ Reviewer:

Dr. Kaushal Bhatt, Associate Professor, GSMS

❖ Editor:

Dr. Pulkit Trivedi, Assistant Professor, GSMS

Dr. Neela Multani, Assistant Professor, GSMS

❖ Student Team for Designing:

Ms. Ishita Sharma

Ms. Helly Madia

Mr. Vansh Malik

Media Team:

Biannual newsletter is published by Media Team – a team under the Media Committee at GSMS – GTU
For any feedback/suggestion/query mail us at anantyam@gtu.edu.in

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EVENTS & ACTIVITIES

Career Grooming Workshop "Campus to Corporate" led by expert Ms. Chandani Vidani

GSMS conducted a comprehensive career grooming workshop on 6th January 2024 titled "Campus to Corporate", featuring expert speaker Ms. Chandani Vidani. This workshop aimed to equip students with essential skills and knowledge to transition smoothly from academic life to the professional corporate environment. It played a pivotal role in preparing the students for their professional journeys by equipping them with essential skills and knowledge.



Placement Drive & Mock Interview by Placement Committee for MBA (IB) Students

The Placement Committee at GSMS organized a comprehensive Placement Drive and Mock Interview session for the MBA (International Business) students on 7th January 2024. This initiative aimed to prepare students for the upcoming placement season by enhancing their interview skills, boosting their confidence, and providing them with a realistic experience of the recruitment process.



An expert session on "Brand Revitalization" was organized for MBA (IB) students conducted by Dr. Ravi Vaidya

An insightful expert session on "Brand Revitalization" was organized for the MBA (International Business) students on 8th January 2024, featuring Dr. Ravi Vaidya as the keynote speaker. Dr. Vaidya, a distinguished expert in the field of marketing and brand management, provided an in-depth understanding of the strategies and processes involved in revitalizing a brand. The session was highly engaging and offered valuable insights into the practical aspects of brand management.



13th Annual Convocation of University

The 13th Annual Convocation of Gujarat Technological University was held on 20th January 2024 with great enthusiasm and solemnity. The ceremony marked the culmination of years of hard work and dedication for the graduating students. It was a day of pride and celebration for the students, their families, and the university staff.



PM Shri Narendra Modi interacts with young voters at 'Namo Navmatdata Sammelan'

On January 25, 2024, Prime Minister Narendra Modi engaged with young voters at the 'Namo Navmatdata Sammelan' through a video conference. The event aimed to emphasize the importance of youth participation in shaping India's future and was part of the broader vision for a developed India by 2047.



PM Shri Narendra Modi talk on “Pariksha Pe Charcha” 2024

On January 29, 2024, Prime Minister Shri Narendra Modi conducted the 2024 edition of “Pariksha Pe Charcha,” an interactive session aimed at addressing the concerns and anxieties of students, parents, and teachers regarding examinations. This annual event has become a significant platform for promoting stress-free and holistic education. The 2024 session saw a large turnout, with participation from students and educators from across the country, both in person and via virtual platforms.



Avsar 2024 - Days Celebration Week

"AVSAR 2024" - The exciting and diverse collection of days were celebrated from 29th of January to 03rd of February, offering a glimpse into the vibrant spirit of our community. Each day provided a unique opportunity for students, faculty, and staff to come together, express themselves, and create lasting memories. It was organized to foster community, showcase student talents, provide a break from academic routines, and enhance personal development. It promoted cultural awareness, encourages creativity, making campus life more engaging and memorable.



List of days:

- Meme Day
- Cinema Day
- Signature + No Bag Day
- Group Day
- Management Guru Day
- Traditional Day



Aavkar 2024 - Alumni Meet

GSMS organized an Alumni Meet on 4th February 2024, which was an event to bring together graduates and former students to reconnect, network. This provided a platform for alumni to stay connected with their alma mater, exchange ideas, and collaborate on various initiatives. Additionally, several alumni shared their experiences during panel discussions, providing valuable insights and advice to the current students. Moreover, to add a fun element to the event, a lively game was organized to bring together alumni and students for an enjoyable and interactive experience.



BBA Students Witness the Physical Disability T20I trophy 2024 India vs. England

The BBA students had the unique opportunity to witness the Physical Disability T20I Trophy 2024, featuring a thrilling match between India and England on 6th February, 2024. It provided inspiration, practical learning, and a deeper understanding of inclusivity and the spirit of sportsmanship. This exposure is likely to leave a lasting impact on their personal and professional lives, motivating them to apply these valuable lessons in their future endeavors.




An expert session on "Time Value of Money" (TVM) by Ms. Sonali Ramchandani

On February 8 and 9, 2024, an expert session on "Time Value of Money" (TVM) was organized for the BBA semester-4 students at GSMS. The session was led by Ms. Sonali Ramchandani, a financial expert with extensive experience in teaching and consulting on financial management. The objective of the session was to provide students with a deep understanding of the concept of TVM and its practical applications in finance. The expert session was highly informative and beneficial for the BBA semester-4 students. The session enhanced the students' financial acumen and prepared them for more advanced studies and professional challenges in finance.



An expert session on “How to write Effective Content” by Nikita Dongare

An expert session on "How to Write Effective Content" was conducted by GSMS on 11th February 2024. The speaker, Nikita Dongare, a seasoned content strategist, and writer aimed to provide insights into the key elements of crafting compelling content across various platforms. Attendees gained valuable knowledge on structuring content, engaging readers, and driving desired actions.



Graduate School of Management Studies (GSMS)
Gujarat Technological University (GTU)

Expert session
On
How to write Effective Content



Eminent Speaker
Ms. Nikita Dongare
Freelance Content Writer

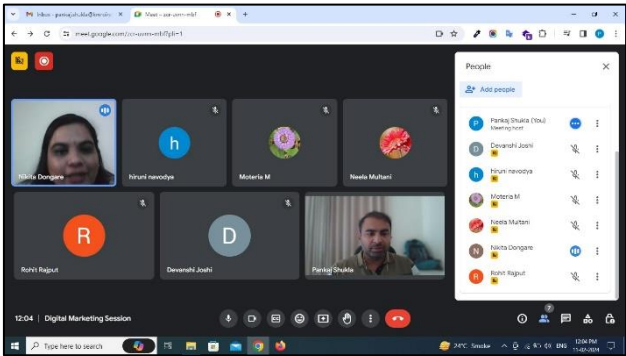
Date: 11th February 2024
Time: 10:00 am to 12:00 pm

Invitee
Dr. Pankaj Patel
Director - GSMS

Coordinator
Dr. Pulkit Trivedi
Asst. Prof. - GSMS

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

 @gsmsgtu



Aarogyam Prabandham 2024 - Conclave on Sustainability of Hospitals and Nursing Homes

On the 18th February, 2024 GSMS organized Aarogyam Prabandham 2024 at Gujarat Technological University, Ahmedabad. This was a one-day Hospital Management Conclave where doctors, hospital & healthcare professionals & students of Hospital Management & Health Management from all across the state had participated in this event. The inaugural function was graced by our “Chief Guest” Medical Superintendent – Civil Hospital of Ahmedabad, Dr. Rakesh Joshi, Honorable Vice Chancellor of GTU, Dr. Rajul K. Gajjar, Registrar GTU – Dr. K.N.Kher, Dr. Bharat Gadhavi – Regional Director of HCG Group of Hospital, Dr. Viren Shah – Vice President (AHNA), GSMS Director, Dr. Pankajray Patel and Assistant Professor - Hospital Management (GSMS, GTU) Prof. Sweta Padh.



An expert session on “Hospital Marketing” by Chirag Rathod

GSMS hosted an expert session on "Hospital Marketing" facilitated by Chirag Rathod, a seasoned marketer specializing in the healthcare industry on 24th February 2024. The session aimed to equip attendees with insights into the unique challenges and effective strategies involved in marketing hospitals and healthcare services. Participants gained valuable knowledge on leveraging digital platforms, branding, patient engagement, and regulatory compliance in hospital marketing efforts.

Students have enthusiastically engaged with and comprehensively understood the intricacies of hospital marketing strategies and techniques. The expert-led discussions provided invaluable insights, empowering our students with a deep understanding of this dynamic field. Their clarity and grasp of the topics underscore their commitment to mastering essential marketing concepts tailored specifically for the healthcare sector.



GSMS students participated in 'Lifestyle for Environment: Towards a Green Future - Embracing Sustainability for a Better Tomorrow' on 14th March 2024

GSMS organized an initiative aimed at promoting environmental consciousness among its students. The event titled "Lifestyle for Environment: Towards a Green Future" encouraged students to adopt sustainable practices in their daily lives. The initiative was a resounding success in promoting environmental awareness and sustainable living among students. Through various activities and projects, students not only learned about environmental conservation but also actively contributed to making a positive impact on their surroundings.



PM Shri Narendra Modi Live: India's Techade-Chips for Viksit Bharat:

On 14th March 2024, Prime Minister Shri Narendra Modi addressed the nation in a live event titled "India's Techade-Chips for Viksit Bharat" to discuss the government's initiatives and vision for the development of the technology sector in India. The event aimed to highlight India's potential in the semiconductor industry and the government's efforts to propel the country towards self-reliance and technological advancement.



The NSS unit of GSMS organized the “Mera Pehla Vote Desh Ke Liye” awareness campaign

On 15th March, 2024, the National Service Scheme (NSS) unit of the Global School of Management Studies (GSMS) organized an impactful awareness campaign titled “Mera Pehla Vote Desh Ke Liye” (My First Vote for the Country). The campaign aimed to educate and motivate first-time voters about the significance of their participation in the democratic process. This campaign serves as a model for how educational institutions can play a crucial role in promoting democratic values and encouraging active citizenship among students.



MBA (IB) students visited Container Corporation of India Ltd

GSMS organised an Industrial Visit for MBA (IB) students at Container Corporation of India Ltd, India (Inland Container Depot), Khodiyar on 16th March 2024 as part of industry exposure. The visit provided exposure to customs procedures, business strategies, and risk management in the logistics sector, enhancing their practical knowledge and understanding of international business operations.



An expert session was conducted by CA. Abhay Hariya for BBA semester-2 students

On 16th March 2024, an expert session was conducted for the second-semester BBA students at GSMS. The session was led by CA. Abhay Hariya, a seasoned professional. That aimed at providing practical insights and guidance to the students. The expert session was highly informative and beneficial for the BBA Sem-II students. It not only provided them with theoretical knowledge but also equipped them with practical insights and real-world applications.



An expert session on "Performance Appraisal" for BBA semester-4 students conducted by Dr. Aunkita Sharma

On 21st March 2024, Dr. Aunkita Sharma, an expert in the field of management, shared valuable insights with BBA semester-4 students during this session. Performance appraisal is a critical process that evaluates an employee's job performance and provides feedback for improvement. The expert session by Dr. Aunkita Sharma was highly informative and engaging. It provided students with a comprehensive understanding of performance appraisal systems and their importance in human resource management. The knowledge gained from this session will undoubtedly aid students in their academic pursuits and future careers.



An expert session on "Database Management System" for BBA semester-2 students conducted by Dr. Vikas Tulshyan

An enlightening expert session on "Database Management System" (DBMS) was conducted on 22nd March for the BBA semester-2 students by Dr. Vikas Tulshyan. He is a renowned academician and industry expert in the field of database management, shared his extensive knowledge and practical insights on the subject, making it a highly engaging and informative session. This expert session on "Database Management System" was a resounding success. It not only enhanced the students' understanding of DBMS concepts but also provided them with valuable insights into the practical applications and future trends in the field.



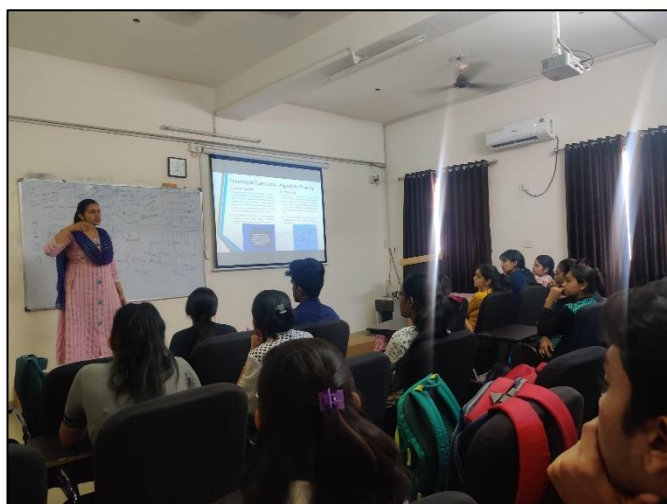
Holi Celebration on 23rd March 2024

The Holi celebration at GSMS was a vibrant and joyous event that brought together students, faculty, and staff to celebrate the festival of colors. This year, the event was organized emphasizing the importance of cultural integration and community spirit. The event not only provided a platform for students to celebrate Holi but also promoted values of unity and diversity. The enthusiasm and participation of the students made the event truly memorable, setting a benchmark for future celebrations.



An expert session on "Quality Management" for BBA semester-4 students conducted by Ms. Hiral Sonkar

On March 27, 2024, an expert session on "Quality Management" was held for BBA semester-4 students at GSMS. The session was conducted by Ms. Hiral Sonkar, a distinguished expert in quality management and process improvement. This session aimed to provide students with a comprehensive understanding of quality management principles and their application in the business world.



Expert Session on Decision Making in Management Accounting by Dr. Anjali Manglani

On March 28, 2024, an expert session was held on "Decision Making in Management Accounting" for BBA semester-4 students. The expert session was highly insightful and beneficial for the students. It provided a thorough understanding of the decision-making processes in management accounting and highlighted the importance of various accounting tools and techniques in facilitating informed business decisions. The practical examples and interactive discussions significantly enriched the learning experience.



GSMS MBA (IB) students visited GVK Emergency Management and Research Institute on 1st April 2024

GSMS MBA (IB) students gained valuable insights during their visit to the GVK Emergency Management and Research Institute. They learned about emergency response systems, crisis management strategies, and the operational challenges of managing large-scale emergencies. The visit also provided an understanding of the integration of technology in emergency services and the importance of efficient coordination and rapid response in crisis situations.



A Workshop on "Personal and Professional Grooming" for BBA semester-4 students conducted by Ms. Swapna Sai

GSMS organized a workshop on "Personal and Professional Grooming" for BBA semester-4 students on 3rd April 2024. The workshop was conducted by Ms. Swapna Sai, an esteemed image consultant and soft skills trainer known for her expertise in personal branding and professional development. The workshop conducted by Ms. Swapna Sai was highly engaging and informative. It equipped BBA semester-4 students with essential skills and knowledge on personal and professional grooming.



CMAT awareness session for pre-final year students

GSMS organized an awareness session on the Common Management Admission Test (CMAT) for pre-final year BBA students on 5th April 2024. The primary objective of this session was to empower students with the necessary information and insights to make informed decisions regarding their career paths in management.

This session proved to be immensely beneficial, equipping our students with comprehensive insights into the CMAT examination process, preparation strategies, and career opportunities post-MBA. Facilitated by seasoned professionals in the field, the session not only clarified doubts but also inspired students to embark on a focused path towards achieving their academic and career aspirations in management.



A Workshop on "Cultural Awareness & Diversity" for BBA semester-4 students conducted by Ms. Chandni Vidani

GSMS hosted a workshop on "Cultural Awareness & Diversity" for BBA semester-4 students on 5th April 2024. The workshop was conducted by Ms. Chandni Vidani, a renowned cross-cultural trainer and diversity consultant with extensive experience in fostering cultural competence and promoting inclusivity in organizations. It provided BBA semester-4 students with a deep understanding of cultural awareness and diversity, equipping them with essential skills for effective cross-cultural communication and collaboration.





Graduate School of Management Studies (GSMS)
Gujarat Technological University (GTU)
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WORKSHOP
on
Cultural Awareness & Diversity



Eminent Speaker

Ms. Chandni Vidani
Corporate & Educational Trainer and Consultant

Date: 5th April, 2024
Time: 11 AM onwards
Venue: Acharya Chanakya Hall

Invitee
Dr. Pankajray Patel
Director - GSMS

Coordinator
Dr. Neela Muliani
Asst. Prof. - GSMS

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

 @gsmstgu

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An expert session on “Fiscal Policy and Aggregate Demand” for BBA semester-2 students conducted by Miss. Yamuna Lukka

GSMS organized an expert session on "Fiscal Policy and Aggregate Demand" for BBA semester-2 students on 6th April 2024. The session was conducted by Miss Yamuna Lukka, associate professor known for her expertise in macroeconomic policy and economic analysis. The expert session conducted by Miss Yamuna Lukka was highly informative and engaging. It provided BBA semester-2 students with a comprehensive understanding of fiscal policy and its impact on aggregate demand.

Expert Session for "Creative Thinking & Brainstorming"

An expert session on "Creative Thinking & Brainstorming" was conducted on April 6, 2024, for MBA students at GSMS. The expert session on "Creative Thinking & Brainstorming" successfully achieved its objectives of enhancing students' creative and brainstorming skills. The session not only enriched students' understanding of these crucial techniques but also equipped them with practical tools to apply in their future careers.



Expert session was conducted by Dr Jwalant Bhavsar on 23rd April 2024

On 23rd April 2024, Dr. Jwalant Bhavsar conducted an expert session focused on "Meta-Cognition: An Unexplored Pathway for Sustainability." The session highlighted how self-awareness and self-regulation in thinking can drive conscious, informed choices that support sustainable living and long-term environmental stewardship.



An expert session on "Working Capital & Inventory Management" for MBA semester 2 students conducted by Dr. Ismail Bootwala.

GSMS organized an expert session on "Working Capital & Inventory Management" for MBA semester-2 students on 3rd May 2024. The session was led by Dr. Ismail Bootwala, a distinguished finance professor and expert in financial management known for his extensive research and practical insights into corporate finance. The expert session conducted by Dr. Ismail Bootwala was highly informative and beneficial for MBA semester-2 students. It provided a comprehensive understanding of working capital and inventory management, equipping students with practical skills to manage financial operations effectively.



An expert session on “PERT & CPM Techniques” for MBA semester-2 students conducted by Dr. Ruma Pal

An expert session on "PERT & CPM Techniques" was conducted on May 8, 2024, for MBA Semester-2 students at GSMS. The session was led by Dr. Ruma Pal, a renowned expert in project management and operations research. The primary objective of the session was to provide students with a comprehensive understanding of Project Evaluation and Review Technique (PERT) and Critical Path Method (CPM), essential tools in project management. Students appreciated the detailed explanation of PERT and CPM techniques and the opportunity to apply these concepts through practical exercises.



Aehsas 2024 - Farewell

The "Aehsas" farewell ceremony at GSMS was a memorable and emotional event on 14th May 2024 that effectively celebrated the journey and achievements of the MBA graduating class. It provided a platform for reflection, recognition, and inspiration, ensuring that students left with a sense of pride and a strong connection with themselves.



Career Guidance Seminar for HSC Pass Students

The Career Guidance Seminar for HSC (Higher Secondary Certificate) pass students was conducted on May 18, 2024, at Chanakya Hall, GSMS. The primary aim of the seminar was to provide valuable insights and guidance to students who have recently completed their HSC exams and are at a crucial juncture in deciding their future academic and career paths.



An expert session was conducted by Dr Nirav Vyas on 20th May 2024

On May 20, 2024, GSMS organized an expert session featuring Dr. Nirav Vyas. The session focused on "Segmentation, Targeting, and Positioning (STP): Approaches and Application," aiming to provide students with advanced knowledge and practical insights into these critical marketing strategies.



An expert session was conducted by Mr. Parag Dhoraija on 21st May 2024

On May 21, 2024, GSMS organized an expert session led by Mr. Parag Dhoraija. The session focused on "AGM-Export (Marketing & Operations)," aiming to provide students with specialized knowledge and practical insights into export marketing and operations management. The session not only enhanced the understanding of students for export marketing and operations but also motivated them to explore careers in international business.



An Expert Session on "Employee Compensation" for MBA semester-2 students conducted by Dr. Twinkle Trivedi

On May 23, 2024, an insightful expert session on "Employee Compensation" was held for MBA semester-2 students at GSMS. The session was led by Dr. Twinkle Trivedi, a distinguished academic and professional in human resource management. The objective of the session was to provide students with a comprehensive understanding of employee compensation systems and their strategic importance in organizations.



One Day "Workshop on Data Analysis through Software" by Dr. Ashok Bantwa

On May 28, 2024, GSMS organized a comprehensive one-day workshop on "Data Analysis through Software," led by Dr. Ashok Bantwa, a renowned expert in data science and analytics. The workshop aimed to provide students with hands-on experience in data analysis using popular software tools, thereby enhancing their analytical skills and understanding of data-driven decision-making.



An Expert Session on "Hospital Management" for PGDHM Students conducted Mr. Sobhit Tayaljee

An enlightening Expert Session on "Hospital Management" was conducted for PGDHM students by Mr. Sobhit Tayaljee, a renowned industry professional. The session delved into critical aspects of hospital administration, covering topics such as patient care optimization, resource management, and the integration of technology in healthcare facilities. Mr. Tayaljee's extensive experience provided students with valuable insights into the operational challenges and strategic planning required in hospital management. His engaging approach and practical examples enriched the learning experience, equipping future healthcare managers with the knowledge and skills essential for effective leadership in the dynamic healthcare environment.



START-UP STORY

TUMPUDI AUTOMATIVE PVT LIMITED

Tumpudi Automotive Pvt Limited, an Andhra-based startup incubated at GTU and iCreate, is developing low-cost hybrid technologies for two-wheelers. These innovations enable riders to travel up to 420 kilometers without needing a charging station.

Mr. Krishna Chaithanya Tumpudi, the founder of Tumpudi Automotive, traveled all the way to Gujarat to get incubated at GTU while also pursuing an MBA at GTU- School of Management Studies. His aim is to develop his startup in an organized manner to foster growth.

Over the past three years, he has successfully completed prototyping and tested the bike for more than 5000 kilometers. He has also secured funding from multiple government schemes.

The product is being developed to increase the adaptability of EVs by making them more affordable and eliminating range anxiety for users.

Funding Received:

- SSIP: 1.5 lakhs
- Meity - EIR: 4 lakhs
- SISFS: 30 lakhs (Debenture Approved)



ACHIEVEMENTS OF STUDENTS

MBA(IB) 2nd Semester students visited International Vibrant Gujarat. Students participated in a quiz organized by NHRCL (National High-Speed Rail Corporation Ltd.), and GSMS Students won the quiz.



Ms. Hinal Kotecha, an MBA(IB) 2nd Semester student, participated in YUVA SANGAM PHASE IV. She was selected from 1700 delegates of Gujarat. Total 41 students representing Gujarat at Rajiv Gandhi University in Arunachal Pradesh from SVNIT, Surat, for the youth exchange program. Its main objective is to focus on tourism (Paryatan) and tradition (Parampara).



Mr. Rajsing Rajavat, a BBA 2nd Semester student, became the state-level champion in wrestling in the 87-96 kg weight category in Khel Mahakumbh 2.0.



ACHIEVEMENTS OF FACULTY MEMBERS

Dr. Kaushal Bhatt, Associate Professor has participated in the International Conference organized by Narayana Business School on May 18, 2024 and received Best Paper Award.



On 22nd May 2024, **Dr. Tushar Panchal, Assistant Professor** was invited by Dev Sanskriti Vishwavidyalaya, Haridwar, to deliver a session on "Exploring Entrepreneurial Opportunities for Uttarakhand Tourism and Rural Sustainability." The session was attended by students and senior faculty members of DSVV.



Dr. Neela Multani, Assistant Professor awarded a certificate of appreciation for playing an instrumental role as SPOC for the SWAYAM-NPTEL Local Chapter at SPOC felicitation event held at IIT Bombay on 10th February 2024.



Ms. Medha Vyas, Assistant Professor has participated & presented in the National Conference on 7th March, 2024 organized by Anand Institute of Management & Information Science and Shri Jairambhai Patel Institute of Business Management and Computer Applications.



ACHIEVEMENTS OF FACULTY MEMBERS

Mr. Rajan Modha, Assistant Professor become the top performing mentor's identified by NPTEL for January – April, 2024.



Ms. Hetal Rathod, Assistant Professor become the top performing mentor's identified by NPTEL for January – April, 2024.



Dr. Kaushal Bhatt, Associate Professor has participated in the National Conference jointly organized by Anand Institute of Management and Shri Jairambhai Patel Institute of Business Management on March 7, 2024.



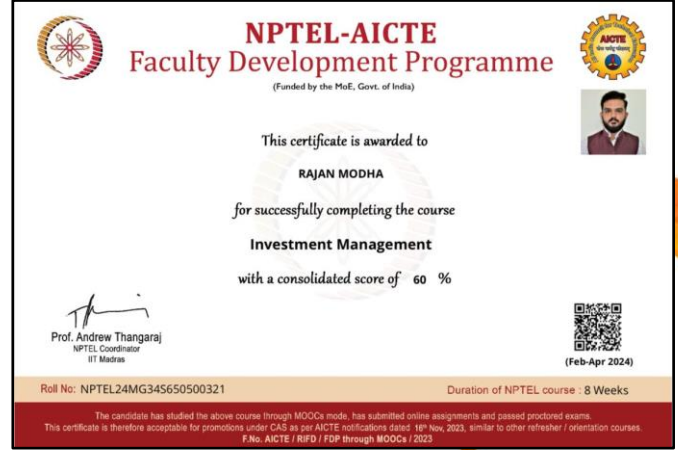
Dr. Kaushal Bhatt, Associate Professor has successfully participated in National level one week Faculty Capacity Building program on "Nurturing Future Leadership" organized by IIM-Jammu during 10th June to 14th June, 2024.



Mr. Rajan Modha, Assistant Professor successfully completed 12 weeks FDP on Advanced Financial Instruments for Sustainable Business and Decentralized Markets by NPTEL for January – April, 2024.

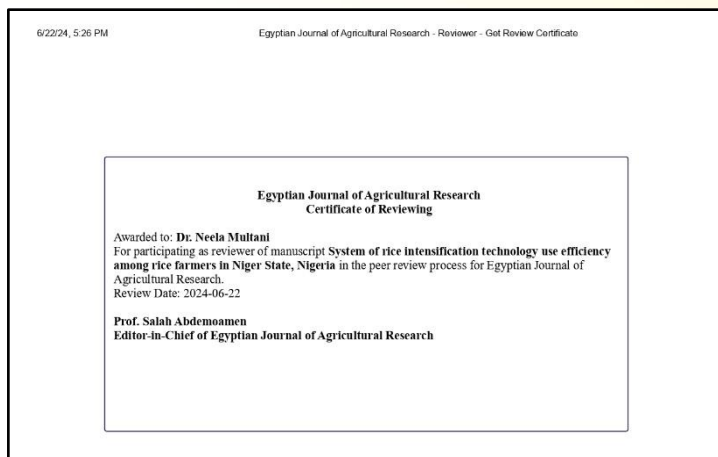


Mr. Rajan Modha, Assistant Professor successfully completed 08 weeks FDP on Investment Management by NPTEL for January – April, 2024.



ACHIEVEMENTS OF FACULTY MEMBERS

Dr. Neela Multani, Assistant Professor awarded a certificate of reviewing for participating as a reviewer of manuscript in the peer review process of Egyptian Journal of Agricultural Research on 22nd June 2024.



Dr. Kaushal Bhatt, Associate Professor has participated in the 2nd International Conference organized by Atmiya University during February 9th and 10th, 2024 and received Best Paper award.



Dr. Kaushal Bhatt, Associate Professor has participated in the International Doctoral Research Conference (NBSIDRC) organized by Narayana Business School on May 18, 2024.



Dr. Neela Multani, Assistant Professor received a certificate of appreciation and financial reward on 17th Foundation Day Celebration of GTU for National level contribution by playing an instrumental role as SPOC for the SWAYAM-NPTEL local chapter held on 16th May 2024.



Dr. Kaushal Bhatt, Associate Professor has successfully participated one day Workshop on 'Designing Learner Centric MOOCs' organized by IIT-Gandhinagar on 16th March, 2024.



ACHIEVEMENTS OF FACULTY MEMBERS

Dr. Kaushal Bhatt, Associate Professor has successfully undergone two weeks NEP-2020 Orientation & Sensitization Program organized under the aegis of Malaviya Mission Teacher Training Program of UGC sponsored by Department of Education, Government of India by IIT-Kharagpur during 12th to 23rd April, 2024.

Dr. Kaushal Bhatt, Associate Professor has been awarded a Minor Research Project of Rs. 10 Lakh funded by Indian Council for Social Science Research (ICSSR), Ministry of Education, Government of India, New Delhi.



SEED MONEY SCHEME GRANT SANCTIONED BY GTU

Sr.No.	Name of Principal Investigator	Designation	Grant Sanctioned by GTU
1.	Dr. Pulkit Trivedi	Assistant Professor	₹ 96,000

MEDIA COVERAGES

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જી.ટી.યુ.દ્વારા 'આરોગ્ય પ્રબંધમ' કાર્યક્રમનું આયોજન કરાયું



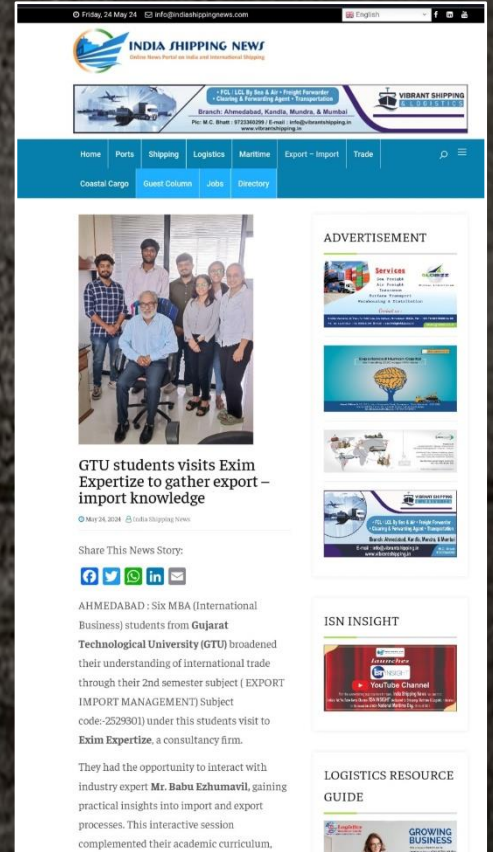
અમદાવાદ તા. ૨૮.ગ્રેજ્યુએટ સ્કૂલ ઓફ મેનેજમેન્ટ સ્ટડીઝ, ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી અને અમદાવાદ હોસ્પિટલ એન્ડ નર્સિંગ હોમ્સ એસોસિએશનના સંયુક્ત

ઉપક્રમે તાજેતરમાં યુનિવર્સિટી કેમ્પસ ખાતે આરોગ્યમ પ્રબંધમ -૨૦૨૪નું આયોજન કરવામાં આવ્યું હતું.

આ કાર્યક્રમમાં સમગ્ર રાજ્યમાંથી લગભગ ૧૦૫ ડોક્ટર્સ,

મેડિકલ પ્રેક્ટિસનર્સ, હેલ્થકેર પ્રોફેશનલ અને હોસ્પિટલ મેનેજમેન્ટ અને હેલ્થ મેનેજમેન્ટના વિદ્યાર્થીઓએ ભાગ લીધો હતો.

આ કાર્યક્રમનાં ઉદ્ઘાટન સમારંભમાં મુખ્ય મહેમાનપદે સિવિલ હોસ્પિટલ,અમદાવાદના મેડિકલ સુપ્રિટેન્ડેન્ટ ડો.રાકેશ જોશી, ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટીના કુલપતિ ડો. રાજુલ કે.ગજર, કુલસચિવ ડો.કે.એન.ખેર,એ.અચ.એન.એ.ના પ્રમુખ ડો.ભરત ગઢવી,ઉપ પ્રમુખ ડો.વિરેન શાહ,જી.એસ.એમ.એસ.ના ડાયરેક્ટર ડો.પંકજરાય પટેલ આને હોસ્પિટલ મેનેજમેન્ટ, જી.એસ.એમ.એસ., જી.ટી.યુ.ના પ્રો.ચેતા પાઠ ઉપસ્થિત રહ્યા હતા.



SOCIAL MEDIA COVERAGE



PHOTO GALLERY



PHOTO GALLERY

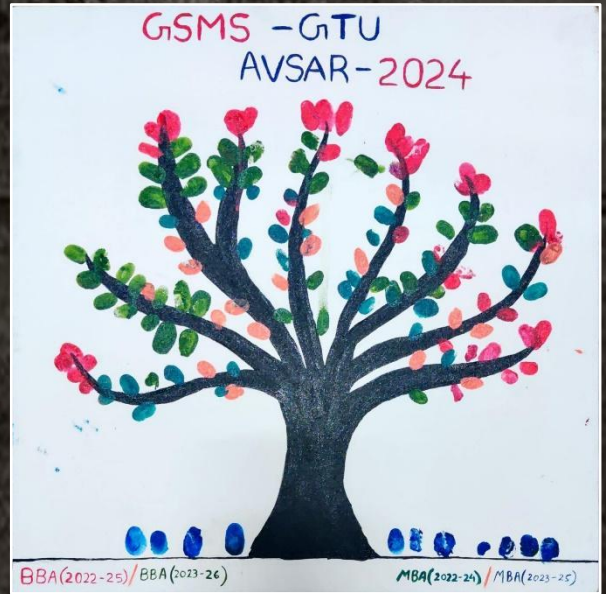


PHOTO GALLERY



PHOTO GALLERY



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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