



Sakeshwar Gramin Vikas Seva Sanstha's
Adsul's Technical Campus, Chas,
Ahilyanagar

Department of **MASTER OF BUSINESS ADMINISTRATION**



Shri. Aniruddha Adsul
Chairman



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Principal



Dr. Kamble V. V
Head of The
Department



Vision of Institute

To be a most preferred Rural Technical Campus in the region by creating competent multifaceted Engineers and Professionals ready to serve the industry and society at large.

Mission of Institute

To establish state-of-the-art facilities and create a conducive environment for transforming the rural minds into competent, skilled, professional, researchers, technically sound, innovative aptitude, and ethics through value-based education to develop the nation for global competitiveness.

Objectives of Institute

- To provide quality education with futuristic trends in engineering and technology
- To ensure continual improvement in Quality management system
- To impart innovative teaching and Learning

Vision of Department

To strive for excellence in the field of Computer engineering through creative problem solving related to societal needs.

Mission of Department

M1. To impart quality education and build a strong cadre of professional managers to participate in nation building.

M2. To impart Professionals management skills, regular formal training in group discussions, enhancing soft skills, participative skills and team work etc.

M3. To emphasize on various national program viz. make in India, working of Mudra Banks and other similar program/schemes offered by Government of India in the Economic sphere of activities.

M4. To emphasize on promotion of marketing strategies, brand management, Advertising and sales policies, customer relationship etc.

MESSAGE FROM HOD'S DESK



Prof. Kamble V.V.

Head of MBA Department

It gives me great pleasure to share a few words through this newsletter. The MBA Department is dedicated to providing quality education and shaping students into competent and responsible management professionals. In today's competitive world, it is important for students to develop not only academic knowledge but also practical skills and a positive attitude. Our department focuses on overall development through activities such as industrial visits, guest lectures, skill development programs, and personality enhancement sessions.

We believe in guiding students through proper mentorship and encouraging them to achieve their career goals with confidence and determination. I am proud of the efforts taken by our students and faculty members in various academic and co-curricular activities.

I wish all students success in their future endeavors and encourage them to make the best use of the opportunities provided by the department.

Prof. Kamble V. V.

Head of MBA Department

Salient Features of MBA Department

➤ Supportive Learning for Placement

The department provides a structured and continuous support system to prepare students for placements. This includes aptitude training, mock interviews, group discussions, resume building workshops, and career counseling sessions. Regular interaction with industry experts and placement drives help students gain confidence and align their skills with industry requirements.

➤ Value-Added Courses

To complement the core curriculum, the department offers various value-added courses that enhance students' knowledge beyond textbooks. These courses focus on emerging trends such as digital marketing, data analytics, financial modeling, and business communication, ensuring students remain updated with current industry demands.

➤ Career-Oriented Add-On Courses

Special add-on courses are designed to develop job-specific skills and improve employability. These courses provide practical exposure and hands-on training, helping students acquire competencies required in areas like marketing, finance, human resources, and operations management.

➤ Teacher as Mentor

The department follows a strong mentorship system where each student is guided by a faculty mentor. Mentors provide academic support, career guidance, and personal counseling, ensuring the overall development of students. This one-on-one interaction helps in identifying strengths, overcoming challenges, and setting clear career goals.

➤ Report Writing and Paper Presentation

Students are encouraged to develop research and analytical skills through report writing and paper presentations. They are guided on how to prepare research reports, case studies, and academic papers, and are motivated to participate in seminars, conferences, and competitions to enhance their presentation and communication skills.

➤ **Professional Development for Industrial Engagement**

The department organizes industrial visits, guest lectures, workshops, and live projects to bridge the gap between academics and industry. These initiatives help students understand real-world business practices, develop professional skills, and build strong industry connections.

➤ **7. Personality Development and Soft Skill Training**

A key strength of the department is its focus on personality development and soft skills training. Regular sessions are conducted on communication skills, leadership, teamwork, time management, and confidence building. These programs ensure that students are not only academically strong but also professionally competent and industry-ready.

➤ **Industry-Oriented Curriculum**

The MBA program is designed in alignment with current industry requirements, ensuring that students gain relevant knowledge and skills. The curriculum is regularly updated to include emerging trends, case studies, and practical applications.

➤ **Experienced and Qualified Faculty**

The department has a team of highly qualified and experienced faculty members who bring a blend of academic excellence and industry exposure. They use innovative teaching methodologies such as case-based learning, presentations, and interactive sessions.

➤ **Guest Lectures and Expert Session**

Regular guest lectures by industry professionals, entrepreneurs, and alumni provide students with real-world insights, current market trends, and practical knowledge beyond textbooks.

➤ **Internship and On-the-Job Training (OJT)**

The department facilitates internships and OJT opportunities, enabling students to gain hands-on experience in corporate environments. This helps in understanding real business challenges and improving employability.

➤ **Strong Placement Support and Industry Tie-Ups**

The institute maintains strong relationships with industries and organizations, ensuring better

placement opportunities. Training sessions, placement drives, and corporate networking help students secure good career opportunities.

➤ **Entrepreneurship Development Support**

Students are encouraged to develop entrepreneurial skills through workshops, business plan competitions, and guidance for startups. The department supports innovative ideas and promotes self-employment.

➤ **ICT-Enabled Teaching and Learning**

Modern teaching tools such as smart classrooms, projectors, online learning platforms, and digital resources are used to enhance the learning experience and make education more interactive.

➤ **Co-Curricular and Extracurricular Activities**

The department organizes various activities like management fests, competitions, cultural events, and social initiatives to ensure the holistic development of students.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- 1. PEO1:** Graduates of the MBA program will successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real-world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.
- 2. PEO2:** Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.
- 3. PEO3:** Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.
- 4. PEO4:** Graduates of the MBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in life-long learning.
- 5. PEO5:** Graduates of the MBA program will be recognized in their chosen fields for their

managerial competence, creativity & innovation, integrity & sensitivity to local and global issues of social relevance and earn the trust & respect of others as inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change agents.

PROGRAM OUTCOMES (PO)

PO-01: Generic and Domain Knowledge – Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.

PO-02: Problem Solving & Innovation – Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem- solving tools and techniques.

PO-03: Critical Thinking – Ability to conduct investigation of multidimensional business problems using research-based knowledge and research methods to arrive at data driven decisions.

PO-04: Effective Communication – Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large.

PO-05: Leadership and Team Work – Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.

PO-06: Global Orientation and Cross-Cultural Appreciation- Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross- Cultural aspects of business and management.

PO-07: Entrepreneurship – Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

PO-08: Environment and Sustainability – Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.

PO-09: Social Responsiveness and Ethics – Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.

PO-10: Life Long Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

Program Specific Outcomes (PSOs)

PSO1: An ability to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment.

PSO2: An ability to develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society, aligned with the national priorities

Events and Competition

INDUCTION PROGRAM

MBA Department organized an Induction Program for first-year students of the academic year 2023–24 to warmly welcome them and help them adapt to the new academic environment. The program aimed to familiarize students with the institute, faculty, curriculum structure, and overall expectations of the MBA course.



The During the induction, students were introduced to the vision, mission, and values of the institution, along with detailed information about the syllabus, examination pattern, and specialization options. Sessions were conducted on essential topics such as communication skills, time management, personality development, and career planning. Faculty members guided students about academic discipline, attendance, evaluation methods, and available learning resources like the library and digital

platforms. Interactive activities, including ice-breaking sessions and group discussions, helped students build confidence and connect with their peers. Guest lectures by industry experts and alumni provided valuable insights into corporate expectations and career opportunities. The program concluded with motivation and guidance, encouraging students to actively participate in academic and co-curricular activities and make the most of their MBA journey.

TEACHER'S DAY

Adsul's Technical Campus organized a grand Faculty Felicitation Ceremony to recognize and appreciate the dedication, commitment, and outstanding contributions of its teaching and non-teaching staff members.



The event was conducted in front of the main campus building, where all faculty members gathered in a spirit of unity and celebration. During the ceremony, distinguished faculty members were honored with beautiful bouquets as a token of gratitude for their continuous efforts in academic excellence, student mentoring, and institutional development. The event reflected the strong bond among staff members and highlighted the institution's culture of respect and appreciation. The program

concluded with a group photograph capturing the proud and memorable moment, symbolizing teamwork, professionalism, and the shared vision of achieving excellence in education.

RANGOLI COMPETITION

The institute successfully organized a vibrant Rangoli Competition on campus to celebrate creativity and cultural spirit among students. Participants enthusiastically created beautiful and colorful rangoli designs based on themes such as tradition, unity, and social awareness.



Rangoli Competition at Adsul's Technical Campus

The event showcased students' artistic talents, teamwork, and innovative ideas. The judges evaluated the designs based on creativity, neatness, and overall presentation. The competition concluded with prize distribution to the winners, making the event a joyful and memorable celebration for everyone.

POWER POINT PRESENTATION

Adsul's Technical Campus organized an engaging and informative PowerPoint Presentation Competition for MBA students to enhance their presentation, communication, and analytical skills.



The competition provided a platform for students to express their ideas confidently on various contemporary topics such as Artificial Intelligence, Digital Marketing, Sustainable Development, and Technology in Education. Students participated enthusiastically in formal uniform (black blazer, white shirt, and black trousers), presenting well-structured slides with clear content, visuals, and data.

INDUSTRIAL VISIT.

The institute organized an Industrial Visit to provide students with valuable practical exposure to real-world industrial operations and management practices. The primary objective of the visit was to bridge the gap between theoretical learning and its practical application.



During the visit, students explored various departments, including production, quality control, marketing, and human resource management. Industry experts offered detailed explanations of the manufacturing processes, organizational structure, safety protocols, and modern technologies adopted by the company. Students had the opportunity to interact with professionals, ask questions, and gain deeper insights into workplace discipline, teamwork, and industry expectations. Overall, the visit proved to be a highly enriching experience, enhancing students' understanding of industrial functioning and broadening their awareness of potential career opportunities.

TREE PLANTATION DAY

The MBA Department of Adsul's Technical Campus, Ahilyanagar, organized an enthusiastic Tree Plantation Day aimed at fostering environmental awareness and sustainability among students and faculty members. The event witnessed active participation from over 25 individuals, including MBA students, professors, and staff, all coming together with a shared commitment to promoting green initiatives.



During the program, participants planted saplings, symbolizing growth, responsibility, and a collective dedication to nurturing the environment. A memorable group photograph was captured against a clean white backdrop adorned with bold green lettering, reflecting the unity and spirit of the department. Faculty members delivered motivating messages, emphasizing the importance of environmental responsibility and the crucial role that future business leaders can play in advancing sustainable practices. The event concluded on a positive note with a pledge from all participants to continue supporting eco-friendly initiatives throughout the academic year.

STUDENTS ARTICLES

1. DIGITAL TRANSFORMATION IN BUSINESS

By SWAPNALI VETAL, FY MBA 2025–26

Digital transformation is rapidly changing the way businesses operate and deliver value to customers. From small startups to large corporations, organizations are adopting digital tools and technologies to improve efficiency, enhance customer experience, and stay competitive in the global market.

As an MBA student, I have learned that digital transformation is not just about technology but also about mindset and strategy. It involves integrating digital solutions into all areas of business, including marketing, operations, finance, and human resources. Technologies such as cloud computing, artificial intelligence, and data analytics are playing a crucial role in this transformation.

At Adsul's Technical Campus, we are encouraged to explore digital tools through practical sessions, workshops, and projects. This hands-on learning approach helps us understand real-world applications and prepares us for future challenges.

In conclusion, digital transformation is essential for business growth and innovation. MBA students must adapt to these changes and develop digital skills to succeed in the modern business environment.

2. IMPORTANCE OF COMMUNICATION SKILLS IN MANAGEMENT

By ABHIJEET SONWANE, FY MBA 2025–26

Effective communication is one of the most important skills for a successful manager. It plays a vital role in building relationships, resolving conflicts, and ensuring smooth functioning within an organization. Good communication skills help managers convey

ideas clearly and motivate their teams. During my MBA journey, I have realized that communication is not only about speaking but also about listening and understanding others' perspectives. Activities such as presentations, group discussions, and seminars help us improve our confidence and clarity of thought. The MBA Department at Adsul's Technical Campus organizes various sessions and workshops to enhance students' communication abilities. These activities prepare us for professional environments where effective communication is essential. In conclusion, strong communication skills are the foundation of effective management. Developing these skills during our MBA program will help us become confident and competent professionals.

3. ROLE OF INNOVATION IN BUSINESS GROWTH

By NARENDRA WAIKAR, FY MBA 2025–26

Innovation is the key to success in today's competitive business world. Companies that continuously innovate are able to meet changing customer needs and stay ahead of their competitors. Innovation can take many forms, such as new products, improved processes, or creative marketing strategies. As MBA students, we are encouraged to think creatively and develop innovative solutions to real-world problems. Case studies, projects, and group activities help us understand how innovation drives business growth.

At Adsul's Technical Campus, various competitions and events provide opportunities to showcase innovative ideas. These platforms inspire students to think differently and explore new possibilities. In conclusion, innovation is essential for sustainable growth. MBA students must develop a creative mindset and be open to new ideas to become successful managers and entrepreneurs.

4. THE GROWING IMPORTANCE OF E-COMMERCE

By PRAMOD GITE, FY MBA 2025–26

E-commerce has become an integral part of modern business, transforming the way people buy and sell products. Online platforms provide convenience, variety, and accessibility to customers, making them increasingly popular. Businesses are leveraging e-commerce to expand their reach and increase sales. During my MBA studies, I have learned about various aspects of e-commerce, including digital marketing, logistics, and customer relationship management. Understanding these concepts is essential for managing online businesses effectively. The MBA Department provides exposure to real-world business practices through projects and case studies related to e-commerce. This helps students gain practical knowledge and stay updated with current trends.

In conclusion, e-commerce is shaping the future of business. MBA students must develop skills and knowledge in this field to take advantage of emerging opportunities.

5. STRESS MANAGEMENT FOR STUDENTS AND PROFESSIONALS

By AMOL GITE, FY MBA 2025–26

Stress is a common challenge faced by students and professionals in today's fast-paced world. Managing stress effectively is essential for maintaining mental health and achieving success. As MBA students, we often deal with academic pressure, deadlines, and responsibilities. Learning stress management techniques such as time management, regular exercise, and maintaining a positive attitude helps us stay focused and productive. At Adsul's Technical Campus, various activities such as workshops, group discussions, and extracurricular events help students relax and maintain a healthy balance between studies and personal life. In conclusion, stress

management is a vital skill for success. By developing healthy habits and maintaining a balanced lifestyle, MBA students can achieve their goals while staying mentally and physically fit.