



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

Department of **MASTER OF BUSINESS ADMINISTRATION**



Shri. Aniruddha Adsul
Chairman



Dr. P. M. Patil
Principal



Dr. Kamble V. V.
Head of 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

RANGOLI COMPETITION

The MBA Department organized a Rangoli Competition on 14th of August to encourage students' creativity and celebrate cultural traditions. Students showcased their talent by designing colorful and attractive rangolis using different patterns and materials. The competition helped promote teamwork, artistic expression, and a sense of community among participants.



Faculty members judged the designs based on creativity, color combination, and overall presentation. Winners were awarded certificates and prizes, making the event enjoyable and memorable for all. The competition also provided students with an opportunity to relax, have fun, and connect with their peers outside the classroom. Many students actively participated, sharing ideas and learning new techniques from each other. The event created a lively and festive atmosphere on campus, leaving everyone inspired and motivated to take part in future cultural and creative activities. The competition also provided students with an opportunity to relax, have fun, and connect with their peers outside the classroom. Many students actively participated, sharing ideas and learning new techniques from each other. The event created a lively and festive atmosphere on campus, leaving everyone inspired and motivated to take part in future cultural and creative activities.

GANESH FESTIVAL CELEBRATION

The MBA Department at Adsul's Technical Campus celebrated the Ganesh Festival at 19th of September with great enthusiasm and devotion. Students and faculty came together to honor Lord Ganesha, seeking his blessings for wisdom, success, and prosperity. The celebration included the traditional installation of a beautifully decorated Ganesh idol on campus. Students actively participated in organizing the

event, decorating the campus, and arranging offerings and flowers.



Cultural programs, devotional songs, and group activities added joy and energy to the celebration. The festival provided a platform for students to showcase their teamwork, creativity, and cultural spirit. Faculty members encouraged students to engage in the rituals while also emphasizing the importance of values, tradition, and unity. The celebration concluded with prayers, aarti, and distribution of sweets, creating a festive and memorable experience for everyone. The event fostered camaraderie among students and faculty and strengthened the sense of community within the MBA Department.

GUEST LECTURE

1. Guest Lecture on - “Challenges in New Business”

In the academic year 2023–24, a guest lecture on “**How to Face an Interview**” was conducted on 18th April by Dr. Rajendrasingh Pardesi, Faculty at IBMRD, Ahmednagar. The session was organized under the general category with the objective of preparing MBA students for real-world interview situations. Dr. Pardesi provided valuable guidance on how to create a strong first impression, highlighting the

importance of confidence, professional attire, and effective communication. He explained the key aspects of resume preparation and shared practical tips on how to answer commonly asked interview questions. The session also focused on body language, eye contact, and overall personality development. Through examples and mock interview demonstrations, students gained a clear understanding of interview etiquette and techniques to handle challenging questions. The session significantly enhanced students' confidence and readiness to face both HR and technical interviews.

Similarly, on 15th March, a guest lecture on **“Challenges in New Business”** was delivered by Prof. Bhosle S. B., a successful businessman, under the subject of Strategic Management. The objective of this session was to provide practical exposure to the real-world challenges faced by entrepreneurs while starting and managing a new business. Prof. Bhosle elaborated on various obstacles such as financial constraints, intense market competition, customer acquisition, legal formalities, and human resource management. He shared his personal business experiences and real-life case examples, which helped students understand the complexities of running a business. The session emphasized the importance of innovation, adaptability, and strategic planning in overcoming business challenges. It also highlighted the significance of risk-taking ability and effective decision-making. Overall, the session inspired students to think entrepreneurially and provided them with valuable insights into startup management and strategic growth.

2. Session on **“Challenges in New Business”**

The session on **“Challenges in New Business”** was conducted on 15th March by Prof. Bhosle S. B., a businessman, under the subject of Strategic Management. The primary objective of the session was to provide MBA students with practical insights into the real-world challenges faced while starting and managing a new business. During the session, the speaker discussed various critical issues such as financial constraints,

intense market competition, customer acquisition and retention, legal and regulatory requirements, and effective management of resources and manpower. He also shared his personal experiences and real-life examples, which helped students understand the complexities and uncertainties involved in entrepreneurship. The session emphasized the importance of innovation, adaptability, and strategic planning in overcoming business challenges. Furthermore, it highlighted the need for risk-taking ability and sound decision-making skills for long-term success. Overall, the lecture proved to be highly informative and motivational, encouraging students to develop an entrepreneurial mindset and prepare themselves for future business ventures.

TREE PLANTATION

The MBA Department at Adsul's Technical Campus organized a Tree Plantation Activity on 29th of July to promote environmental awareness and sustainability among students and faculty. The event aimed to instill a sense of responsibility towards nature and encourage eco-friendly practices on campus.



Students, along with faculty members, actively participated in planting saplings in designated areas of the campus. The activity included guidance on proper planting

techniques, care for the saplings, and the importance of maintaining greenery for a healthy environment. Interactive sessions highlighted the role of trees in maintaining ecological balance and combating climate change. The event created an engaging and hands-on learning experience, fostering teamwork, environmental consciousness, and a spirit of social responsibility among students. The Tree Plantation Activity concluded with a group photograph and a pledge from participants to contribute to the preservation and growth of green spaces on campus.

ARTICLES BY STUDENTS

1) The Impact of Digital Marketing on Modern Business

HAJARE VISHWANATH SITARAM- SY MBA

In today's fast-paced world, digital marketing has become an essential tool for businesses of all sizes. Traditional marketing alone is no longer sufficient to reach a wider audience efficiently. Platforms like social media, search engines, email, and mobile applications allow companies to connect directly with customers, understand their preferences, and deliver personalized experiences. During my MBA journey, I have learned the importance of digital strategies such as Search Engine Optimization (SEO), Pay-Per-Click (PPC) campaigns, and content marketing. These tools not only help increase brand visibility but also allow businesses to measure engagement and improve ROI. Moreover, digital marketing fosters creativity, as campaigns require innovative ideas and visually appealing content. For students like us, exploring digital marketing helps bridge the gap between theory and practical business applications. Internships and workshops organized by the MBA Department have provided hands-on experience in creating social media campaigns and analyzing customer data. In conclusion, digital marketing is more than a business tool; it is a way to understand the changing behavior of consumers and adapt to evolving trends. As future managers, we must embrace these strategies to drive business growth while staying relevant in the digital era.

2) Time Management: A Key to Academic and Professional Success

JADHAV CHAITALI DATTATRAY- SY MBA

Time management is one of the most critical skills for any professional or student. During our first year in the MBA program, managing academic deadlines, assignments, group projects, and co-curricular activities can feel overwhelming. Without proper planning, it is easy to feel stressed and fall behind. Effective time management involves setting priorities, breaking tasks into smaller steps, and using tools like planners or digital calendars. I have personally experienced the benefits of maintaining a structured daily routine. Allocating specific time slots for study, relaxation, and extracurricular activities helps achieve a balance between academic and personal life. Additionally, participating in workshops on soft skills and career development at Adsul's Technical Campus has taught me how to plan long-term goals while managing short-term tasks. Skills like prioritizing urgent tasks, avoiding procrastination, and setting achievable milestones are crucial for professional success. In conclusion, mastering time management not only improves productivity but also reduces stress, enhances learning, and develops discipline. As MBA students, these skills will serve as a foundation for our future careers, helping us perform efficiently in corporate environments.

3) Sustainability in Business: A Responsibility and Opportunity

JADHAV VAIBHAV SOMANATH- SY MBA

Businesses today face the dual challenge of achieving profitability while being environmentally responsible. Sustainability is no longer optional; it is a strategic necessity. Companies are adopting eco-friendly initiatives such as reducing carbon footprints, using renewable energy, and implementing green supply chain practices. During our MBA program, I have learned that sustainable business practices not only help protect the environment but also enhance brand reputation and customer loyalty. Workshops, guest lectures, and case studies at Adsul's Technical Campus have shown us how companies successfully integrate sustainability into their core strategies. As future managers, we must understand that sustainability creates long-term value. For instance, investing in renewable energy or waste reduction may require upfront costs but leads to operational efficiency and stronger stakeholder trust. Sustainability also

encourages innovation, pushing businesses to develop new products and services that are both profitable and environmentally friendly. In conclusion, sustainability is a responsibility and a business opportunity. Learning about it in our MBA curriculum equips us with the knowledge and mindset to lead organizations that are both profitable and socially responsible.

4) Leadership Skills: Developing the Manager Within

JAWALE SAURABH PRATAP- SY MBA

Leadership is more than a position; it is a set of skills that allows individuals to inspire, guide, and manage teams effectively. In the MBA program, leadership development is emphasized through group projects, case studies, presentations, and co-curricular activities. These experiences provide opportunities to understand team dynamics, resolve conflicts, and make strategic decisions. At Adsul's Technical Campus, we learn the importance of communication, empathy, and decision-making in leadership. Interactive sessions and role-playing exercises help us develop confidence and the ability to motivate team members. Leadership is also about ethical responsibility, ensuring that decisions are fair and sustainable. Furthermore, observing industry experts and alumni during guest lectures has given insights into real-world leadership challenges. From managing cross-functional teams to adapting to rapidly changing business environments, these lessons are invaluable for budding managers. In conclusion, developing leadership skills is essential for any MBA student. By combining academic learning with practical experiences, we can become managers who not only achieve results but also inspire others and drive positive change in organizations.

5) Artificial Intelligence: Shaping the Future of Business

KALASKAR SACHIN SAMPAT- FY MBA

Artificial Intelligence (AI) is transforming the business landscape, offering tools to automate processes, analyze data, and enhance decision-making. During our MBA program, learning about AI applications has opened my eyes to the immense potential it holds for industries like finance, marketing, and supply chain management. AI-driven analytics help businesses understand customer behavior, forecast demand, and optimize operations. For MBA students, understanding AI tools is crucial to staying competitive in the modern corporate world. Workshops and seminars organized at Adsul's Technical Campus provided hands-on experience in using AI software for business analytics and decision-making. Moreover, AI encourages innovation, enabling managers to explore new business models, improve customer engagement, and enhance productivity.