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

Department of **MASTER OF BUSINESS ADMINISTRATION**



Vision of the 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 the Department

To nurture future-ready business leaders through quality rural management education rooted in ethics and social responsibility.

Mission of Department

M1. To impart quality management education through contemporary pedagogy, experiential learning and outcome-based academic practices.

M2. To develop industry-ready professionals through internships, live projects, industry interaction and skill-based practical exposure.

M3. To foster entrepreneurial mindset, innovation and research orientation aligned with national development priorities and emerging business ecosystems.

M4: To inculcate ethics, leadership, social responsibility and value-based decision making for sustainable professional excellence.

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.

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PROGRAM SPECIFIC OUTCOMES (PSO)

PSO1 – Global Leadership Competence

An ability to apply management knowledge, professional skills, and appropriate attitudes to provide effective leadership and managerial decision-making in a global business environment.

PSO2 – Ethical and Responsible Management Practice

An ability to demonstrate strong ethical values, social responsibility, and professional

integrity while addressing organizational and societal challenges in diverse business contexts.

PSO3 – Sectoral and National Development Orientation

An ability to assume pivotal managerial roles across various sectors of the Indian economy, contributing to organizational effectiveness and alignment with national priorities and socio-economic development goals.

PSO4 – Professional Capability

An ability to develop as a competent management professional equipped with analytical thinking, leadership capability, and a commitment to continuous learning and adaptability in a dynamic business environment.

Events and Competition

TEACHER'S DAY

The MBA Department at Adsul's Technical Campus celebrated Teacher's Day on September 5th, with great enthusiasm and respect to honor the valuable contributions of teachers. The program began with a warm welcome and expressions of gratitude towards faculty members for their guidance, support, and dedication.



Students organized various activities such as speeches, cultural performances, and fun games to make the occasion special. The celebration highlighted the important role teachers play in shaping the future of students and society. Students also shared their experiences and appreciation for their mentors. The event created a joyful and respectful atmosphere, strengthening the bond between students and teachers. The program concluded with a vote of thanks, making it a memorable and meaningful celebration for everyone.

RANGOLI COMPETITION

The MBA Department at Adsul's Technical Campus organized a Rangoli Competition on August 14th, with the aim of promoting creativity, cultural awareness, and student engagement. The event witnessed enthusiastic participation from students, who showcased their artistic talents by creating vibrant and innovative rangoli designs using colors, flowers, and eco-friendly materials.



The competition encouraged teamwork, imagination, and a sense of unity among students. Participants expressed various themes through their designs, such as Indian culture, social awareness, nature, and festivals. The campus was filled with colorful patterns and positive energy, creating a festive and lively atmosphere.

Faculty members and judges evaluated the rangolis based on criteria such as creativity, design, color combination, neatness, and overall presentation. The best designs were awarded prizes and certificates to recognize the efforts and talent of the students.



The event also provided an opportunity for students to relax, interact, and build strong connections with their peers beyond academics. Overall, the Rangoli Competition was a successful and enjoyable event that encouraged cultural expression and brought a sense of joy and togetherness within the

MBA Department.

POWER POINT COMPETITION

The MBA Department at Adsul's Technical Campus organized a PowerPoint Presentation on August 21st, Competition to enhance students' presentation, communication, and analytical skills. The competition provided a platform for students to present their ideas on various management topics, current business trends, and innovative concepts using effective visual tools. Participants prepared well-structured presentations supported by slides, graphs, images, and data to explain their topics clearly and confidently. The event encouraged students to improve their public speaking abilities, creativity, and use of technology in delivering impactful presentations.



Students were judged based on criteria such as content quality, clarity of ideas, presentation skills, slide design, and overall confidence. Faculty members acted as

judges and provided valuable feedback to help students improve their performance. The competition created a healthy competitive environment and boosted students' confidence in expressing their thoughts in front of an audience. Winners were awarded certificates and prizes in recognition of their excellent performance. Overall, the event was informative, engaging, and contributed to the overall personality development of MBA students.

MAHILA SABALIKARAN AND SASHKTIKARAN PROGRAM



The MBA Department at Adsul's Technical Campus organized a Mahila Sashaktikaran (Women Empowerment) Program on August 9th, to promote awareness about women's rights, equality, and self-development. The program aimed to inspire and empower female students by encouraging confidence, leadership, and independence in both personal and professional life.



The event included informative sessions, motivational speeches, and interactive discussions focusing on topics such as gender equality, career opportunities for women, self-defense, and financial independence. Resource persons and faculty members shared valuable insights and real-life examples to motivate students to overcome challenges and achieve their goals.



FRESHER'S PARTY

The purpose of Fresher's Party is to welcome new students in a friendly atmosphere and to encourage their creative impulses to boost their confidence. It is the day where seniors and juniors finally bond and unite to celebrate being part of the college. Students of First Year (batch: 2025-26) students were welcomed with the red rose to this party which was organized on July 23rd, by Association of MBA in the Auditorium-hall at 10:00 AM. The program started with lamp lightening and inaugural speech by Honorable Principal, Dr. Patil P.M and followed by the President's speech for the freshers.



The MBA Department at Adsul's Technical Campus organized a vibrant **Freshers' Day** to warmly welcome the new batch of students. The event aimed to help freshers

feel comfortable in their new environment and build connections with their seniors and faculty members.

The celebration included a variety of activities such as cultural performances, games, talent shows, and interactive sessions. New students enthusiastically participated and showcased their talents in singing, dancing, and other creative performances. Seniors also organized fun activities to engage the freshers and make them feel a part of the MBA family.



The event provided an excellent opportunity for students to interact, build confidence, and develop a sense of belonging. Faculty members encouraged students to actively participate in academic and co-curricular activities throughout their MBA journey. The celebration concluded with the selection of “Mr. Fresher” and “Miss Fresher,” followed by prize distribution and a vote of thanks. Overall, Freshers’ Day was a

joyful and memorable event that marked the beginning of a new and exciting journey for the students.

INDUSTRIAL VISIT



An Industrial Visit was organized on October 3rd, by the institute to provide students with practical exposure to real-world industrial operations and management practices. The visit aimed to bridge the gap between theoretical knowledge and practical implementation. During the visit, students observed various departments such as production, quality control, marketing, and human resource management. Industry experts explained the manufacturing process, organizational structure, safety measures, and modern technologies used in the company. Students interacted with

professionals, clarified their doubts, and gained insights into workplace discipline, teamwork, and industry expectations. The visit proved to be an enriching learning experience, enhancing students' understanding of industrial functioning and career opportunities.

ARTICLES BY STUDENTS

1. THE IMPORTANCE OF FINANCIAL LITERACY FOR MANAGERS

VISHAL ZINZURDE- SY MBA

Financial literacy is a crucial skill for every manager, regardless of their specialization. Understanding financial concepts such as budgeting, investment, cash flow, and risk management enables managers to make informed decisions that contribute to organizational success. In today's competitive business environment, financial awareness is not limited to finance professionals alone but is essential for all functional areas. During my MBA journey, I have realized how financial knowledge helps in evaluating business performance and planning future strategies. Courses like Financial Management and Accounting provide practical insights into interpreting balance sheets, profit and loss statements, and financial ratios. These skills are highly valuable in real-world business scenarios. Moreover, financial literacy enhances personal decision-making as well. It helps individuals manage their finances effectively, plan investments, and secure their future. Workshops and guest lectures organized by the MBA Department have further strengthened our understanding of financial planning and analysis. In conclusion, financial literacy empowers managers to take strategic decisions, reduce risks, and contribute to sustainable business growth. As future professionals, developing strong financial skills will be a key factor in achieving both personal and organizational success.

2. ENTREPRENEURSHIP: TURNING IDEAS INTO REALITY

HARSHA VERMA- SY MBA

Entrepreneurship is the driving force behind innovation and economic growth. It involves identifying opportunities, taking calculated risks, and creating value through new products or services. In today's dynamic business environment, entrepreneurship is not limited to starting a business but also includes innovative thinking within organizations. As an MBA student, I have learned that successful entrepreneurs possess qualities such as creativity, resilience, leadership, and problem-solving skills. The curriculum at Adsul's Technical Campus encourages us to think beyond conventional approaches and develop entrepreneurial mindsets through case studies, business plan competitions, and interactive sessions. Additionally, exposure to real-life examples of successful entrepreneurs through guest lectures inspires us to pursue our ideas with confidence. Understanding market trends, customer needs, and financial planning are essential aspects of entrepreneurship that we are learning during our course. In conclusion, entrepreneurship is about transforming ideas into impactful solutions. With the right knowledge, skills, and determination, MBA students can become job creators rather than job seekers, contributing to economic and social development.

3. THE ROLE OF HUMAN RESOURCE MANAGEMENT IN ORGANIZATIONS

MEENANATH JADHAV- FY MBA

Human Resource Management (HRM) plays a vital role in the success of any organization. Employees are the most valuable asset, and managing them effectively is essential for achieving business goals. HRM focuses on recruitment, training, performance management, employee engagement, and maintaining a positive work environment. During my MBA studies, I have learned how HR practices influence employee productivity and organizational culture. Effective communication, motivation, and leadership are key elements that help in building strong teams. The HR curriculum provides insights into modern practices such as talent management, employee retention, and workplace diversity. Furthermore, interactive sessions and group activities conducted by faculty members help us understand real-life HR challenges. Learning about labor laws, organizational behavior, and conflict resolution prepares us to handle complex situations in professional settings. In conclusion, HRM is not just about managing people but about nurturing talent and creating a supportive work culture. As future managers, understanding human behavior and managing relationships will be crucial for organizational success.

4. BUSINESS ANALYTICS: A TOOL FOR SMART DECISION-MAKING

VAISHANVI JADHAV- FY MBA

Business analytics has emerged as a powerful tool for making data-driven decisions in modern organizations. With the increasing availability of data, companies are using analytical techniques to gain insights, predict trends, and improve performance. MBA students must develop analytical skills to stay competitive in today's job market. Through our coursework, we are introduced to tools and techniques such as data visualization, statistical analysis, and predictive modeling. These tools help managers understand complex data and make informed decisions. Practical sessions and projects at Adsul's Technical Campus provide hands-on experience in analyzing real-world data.

Business analytics is widely used in areas such as marketing, finance, operations, and human resources. It helps in identifying customer preferences, optimizing processes, and reducing costs. Learning analytics not only enhances problem-solving skills but also improves strategic thinking. In conclusion, business analytics is an essential skill for modern managers. By combining data with business knowledge, MBA students can contribute to smarter decision-making and organizational growth.

5. WORK-LIFE BALANCE IN THE CORPORATE WORLD

ROHAN JADHAV- FY MBA

Maintaining a healthy work-life balance is a major challenge in today's fast-paced corporate environment. Professionals often struggle to manage their work responsibilities along with personal life, leading to stress and burnout. Achieving balance is essential for overall well-being and long-term productivity. As MBA students, we are taught the importance of prioritizing tasks, managing time effectively, and maintaining a positive mindset. Activities such as group discussions, workshops, and extracurricular events at Adsul's Technical Campus help us understand the significance of balancing professional and personal commitments. Organizations are also recognizing the importance of employee well-being by offering flexible working hours, wellness programs, and supportive work cultures. Employees who maintain a good work-life balance tend to be more productive, creative, and satisfied with their jobs. In conclusion, work-life balance is not just

a personal responsibility but also an organizational priority. As future managers, we must strive to create a healthy work environment that supports both professional success and personal happiness.