

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



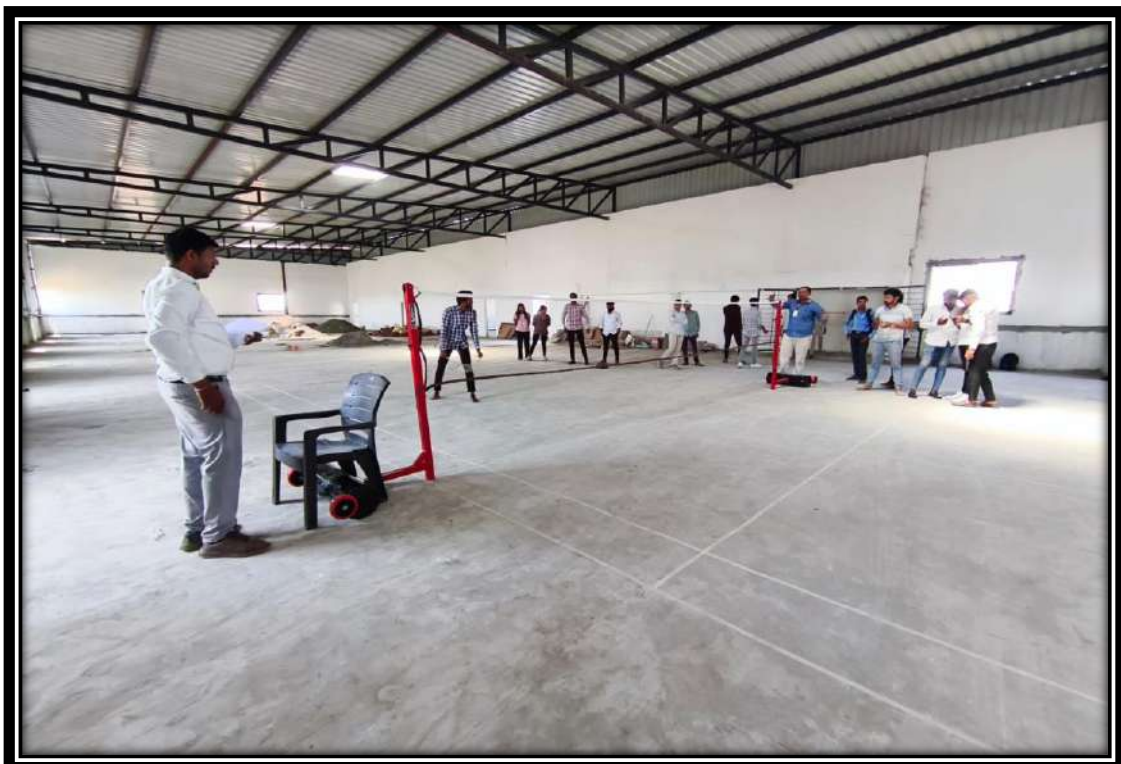
The teacher's day was celebrated by the students of MBA department at Adsul's Technical campus on 5th September to express their gratitude for the immense contribution put forth by their teachers towards their development. The program highlights the vital role of teachers in shaping students' academic and professional lives. Students actively participate by organizing speeches, cultural activities, and appreciation events. Special sessions reflect on the values, guidance, and inspiration provided by faculty members. Teachers are felicitated for their commitment, mentorship, and academic excellence. It creates an atmosphere of respect, gratitude, and mutual understanding. the event fosters motivation, inspiration, and academic enthusiasm among MBA students. The celebration also encourages students to value ethics, discipline, and lifelong learning inspired by their teachers.

SPORTS COMPETITION

The Annual Sports Day Competition at Adsul's Technical Campus, Chas, Ahilyanagar, was celebrated with great enthusiasm, energy, and sportsmanship among students and faculty members. The event aimed to promote physical fitness, teamwork, and a healthy competitive spirit among students.



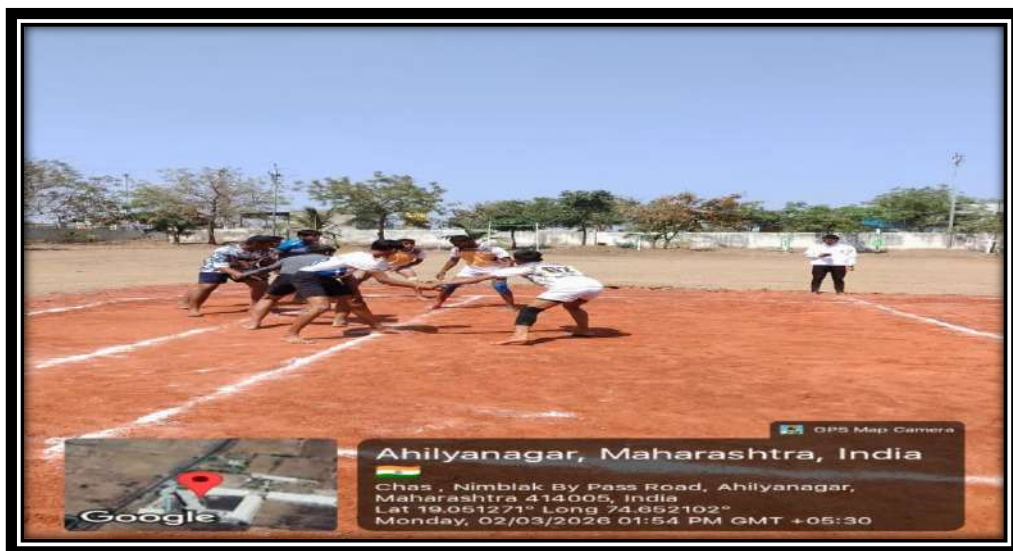
The Sports Day commenced on March 5th, with an inaugural ceremony, where dignitaries addressed the gathering and motivated students to actively participate in sports and extracurricular activities. The day was filled with a variety of indoor and outdoor games that tested the strength, agility, and coordination of the participants.





Several competitions such as cricket, volleyball, kabaddi, relay races, tug of war, and other fun activities were organized. Students participated wholeheartedly and showcased their talents and team spirit. The events were conducted smoothly under the guidance of faculty coordinators and volunteers. One of the highlights of the event was the enthusiastic participation of both boys and girls, reflecting inclusivity and equal opportunity. The crowd cheered for their respective teams, creating an electrifying atmosphere across the campus.





The winners of various competitions were awarded medals and certificates in a prize distribution ceremony held at the end of the event. The Sports Day concluded on a joyful note, leaving behind memories of teamwork, perseverance, and celebration. Overall, the event was a grand success and played a significant role in encouraging students to maintain a balance between academics and physical well-being.

RANGOLI COMPETITION

The Rangoli Competition at Adsul's Technical Campus, Chas, Ahilyanagar, was organized on March 4th with great enthusiasm and creativity among students. The event aimed to promote artistic expression, cultural values, and teamwork. Students from various departments actively participated in the competition and showcased their talent by creating beautiful and vibrant rangoli designs. The themes of the rangoli reflected social awareness, Indian traditions, environmental protection, women empowerment, and unity in diversity.

Participants used a variety of materials such as colored powders, flowers, and eco-friendly items to design intricate patterns and meaningful artwork. The campus was filled with colors and creativity, creating a festive and lively atmosphere.



The competition was judged based on creativity, color combination, neatness, originality, and relevance to the theme. Faculty members and judges appreciated the

efforts and innovative ideas presented by the students.



The winners were awarded prizes and certificates in recognition of their artistic excellence. The event not only encouraged creativity but also helped students connect with cultural traditions and express their ideas through art. Overall, the Rangoli Competition was a grand success and added color, joy, and cultural richness to the campus environment.

GUEST LECTURE

A Guest Lecture on Artificial Intelligence in Human Resource Management (HRM) was organized at Adsul's Technical Campus, Chas, Ahilyanagar, to provide students with insights into the evolving role of technology in HR practices. The session was

conducted by an esteemed industry expert who shared valuable knowledge on how Artificial Intelligence is transforming traditional HR functions. The lecture covered various aspects such as AI in recruitment and selection, employee engagement, performance management, talent analytics, and decision-making processes. The speaker highlighted the importance of AI tools in streamlining HR operations, reducing bias in hiring, and enhancing efficiency through data-driven approaches. Real-world examples and case studies were discussed to help students understand the practical application of AI in organizations.



Students actively participated in the session by asking questions and engaging in discussions about the future of HR in the age of digital transformation. The lecture provided them with a deeper understanding of emerging trends and the skills required to adapt to technological advancements. The session concluded with a vote of thanks, expressing gratitude to the guest speaker for sharing their expertise and inspiring students to explore innovative career opportunities in HRM. Overall, the guest lecture was highly informative and beneficial, equipping students with knowledge about the integration of

WOMENS DAY

International Women's Day was celebrated with great enthusiasm at Adsul's Technical Campus, Chas, Ahilyanagar, on 8th March 2026, during the Second Semester of the academic year 2025–2026, to honor the achievements, strength, and contributions of women in society. The program aimed to promote awareness about gender equality and women empowerment. The event began with a formal inauguration, where dignitaries highlighted the importance of empowering women and ensuring equal opportunities in all fields. The theme of the celebration focused on encouraging confidence, independence, and leadership among women. Various activities such as guest lectures, speeches, cultural performances, and competitions were organized to mark the occasion. Students actively participated and expressed their views on women's rights, education, and social issues through presentations and creative performances.

Special emphasis was given to the role of women in education, business, and leadership. The program also recognized the achievements of women faculty members and students for their outstanding contributions.



The celebration created an inspiring and motivating environment on campus, encouraging everyone to respect and support women in every aspect of life. The event concluded with a vote of thanks, appreciating the efforts of organizers and participants for making the celebration meaningful and successful. Overall, the Women's Day celebration was a memorable event that reinforced the importance of equality, respect, and empowerment in society.

INDUSTRIAL VISIT

An Industrial visit was organized with the permission Hon. Principal and Director Dr.

Pradeep M. Patil to EATON POWERING BUSINESS WORLDWIDE, MIDC, Ahilyanagar.





Students were accompanied by the Staff Members. All the students with Staff left the premises on 03- November 2025 at 11:00 AM by the college buses. We reached to company at 12:00 pm. EPITOME COMPONENTS LIMITED involved in manufacturing of rotor shaft. Students were shown departments like Raw material, Stores Department, Finance Department, etc. Students were briefed about the work culture and overall functioning of all the departments.

There were many boards to keep the employees always informed. The maintenance of

campus was very good and hygienic. The guide cleared all the doubts of the students in detail. Students learned many practical aspects of company's working during the visit. This visit helped students to bridge the gap between theory and Practical. This visit will also help students' in future practical life and bring change in their practical behavior regarding education and specializing their skills. Tour returned back to college at 04:45pm. All students were dispersed.

2. Guest Lecture on Group Leadership

A guest lecture was conducted on 11th October 2025 by Mr. Grzegorz Swiecicki from Reliable Information Technology, Addison, USA, for MBA students specializing in HRM. The session focused on “Group Leadership: Building and Managing High-Performance Teams.”

The speaker explained the importance of leadership in team building, communication strategies, conflict resolution, and motivation techniques. Real-world corporate examples helped students understand how effective leaders create productive and collaborative work environments. The session was highly interactive and provided valuable insights into leadership roles in modern organizations.

2. Guest Lecture on Industry 4.0

On 8th November 2025, Mr. Victor Baclet from Project Surgical, Bangkok, delivered a session for OSCM students on “Industry 4.0 and Smart Manufacturing Systems.”

The lecture highlighted automation, IoT, artificial intelligence, and data-driven manufacturing processes. Students gained knowledge about smart factories and how digital transformation is reshaping operations and supply chain management globally.

3. Guest Lecture on Social Media Marketing

A guest lecture was organized on 13th December 2025 by Buddika Arach Chige, Export Development Manager at Packages Lanka Pvt. Ltd., Colombo, Sri Lanka, for Marketing specialization students.

The topic “Social Media Marketing and Content Strategy for Businesses” focused on digital branding, content creation, and audience engagement. The speaker shared practical strategies used by companies to grow online presence and improve customer interaction.

4. Guest Lecture on Global Startup Ecosystem

On 10th January 2026, Mr. Allan Yau, Finance Manager from Singapore, conducted a session for Finance students on “From Local to Global: Navigating the International Startup Ecosystem.”

The lecture provided insights into global markets, startup funding, financial planning, and international expansion strategies. Students learned about challenges and opportunities faced by startups in the global business environment.

5. Guest Lecture on Neuromarketing

A session was conducted on 14th February 2026 by Dr. Niyazova Gulnorakhan from Renaissance Educational University, Tashkent, Uzbekistan, for Marketing students.

The topic “Neuromarketing: Understanding the Consumer Brain” explained how psychological and neurological factors influence consumer behavior. The lecture introduced modern techniques used by marketers to analyze customer decision-making processes.

6. Guest Lecture on AI in Marketing

On 14th March 2026, Shaji Tajudeen, Sales & Marketing Manager from Dubai, UAE, delivered a session on “The Impact of Artificial Intelligence on Modern Marketing.” The lecture emphasized the role of AI in customer analytics, personalized marketing, automation, and digital advertising. Students gained insights into how AI tools are transforming marketing strategies and improving business efficiency.

STUDENTS ARTICLE

