

DEPARTMENT OF BUSINESS ADMINISTRATION

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Department Achieves Milestone with ATAL - Faculty Development Programme (FDP) Completion

The Business Administration department proudly celebrates the successful completion of the 6-day online AICTE Training and Learning - Faculty Development Program (ATAL - FDP) on "*Med-Tech Challenges and Opportunities under the 'Make in India' Framework*", thrust area Engineering and Management held from 10th – 15th Nov 2025. This initiative marked a significant milestone in our commitment to academic excellence, professional growth, and the continuous upskilling of our faculty members.

Prof. (Dr.) Biswajit Roy, as the co-coordinator played a pivotal role in ensuring the smooth execution of the FDP. He efficiently streamlined all activities and facilitated seamless communication.

Our departmental faculties who successfully completed this FDP were: **Prof. (Dr.) Anirban Majumdar, Prof. (Dr.) Prasanta Guha, Prof. Samiron Mukherjee, Prof.(Dr.) Bhaswati Bhattacharya, Prof. Sanchita Bose, Prof. Soumi Majumder, Prof. Ratul Kayal, Prof. Sreya Ghosh Dastidar, Prof. Urmi Mridha, Prof. Riya Saha and Prof. Deepa Saha Sarkar.**

Beyond the enriching pedagogical skills and advancing contemporary academic practices, a few esteemed faculty members from the department collaboratively hosted the session. They were: **Prof. (Dr.) Bhaswati Bhattacharya, Prof. Twisha Ghosal, Prof. Sanchita Bose, Prof. Soumi Majumder, and Prof. Deepa Saha Sarkar.** Prof. Ratul Kayal has given important inputs as the technical committee member of the FDP.

The valedictory session of the FDP was marked by insightful and enriching inputs by **Prof. (Dr.) Prasanta Guha, Prof. Samiron Mukherjee, Prof. Sreya Ghosh Dastidar and Prof. Deepa Saha Sarkar.**



ALUMNI INTERACTION SESSION

An Alumni Interaction Session was conducted on 4th Nov 2025, featuring three distinguished alumni — **Mrs. Deboleena Gupta, Mrs. Srijeeta Chakraborty and Ms. Shreya Ojha.**

The session was hosted by Prof. Deepa Saha Sarkar and Prof. Sreya Ghosh Dastidar. The event brought together **MBA 1st year and 2nd year** students for an engaging and interactive discussion, creating a valuable platform for academic-industry exchange.

Student Achievements



Ritika Bhowmick



Sagnik Chakraborty

Sagnik Chakraborty and **Ritika Bhowmick**, two final year MBA students wrote a research article on *'The Impact of Green Computing on Human Resource Management Practices in the Private Sector'* under the mentorship of **Prof. Soumi Majumder** in the **Telecom Business Review (TBR)**, which is a double-blind peer-reviewed journal,

registered with ISSN 0973-9114, and indexed in 'ProQuest,' 'i-Scholar,' and 'EBSCO' databases. It's an annual publication by SIDTM (Symbiosis Institute of Digital and Telecom Management).

Placement News

The department is proud to share the successful placement achievements of several of our final-year students this year across diverse sectors, reflecting their hard work, rigorous training, and industry-readiness.

We congratulate all placed students and wish them continued success as they begin their professional journeys.



Sumana Das



Tanisha Ojha



Ishan Roy



Medha Chowdhury



Anwesha Ghosh



One of our 1st year MBA students has bagged an internship placement:

Bikram Roy: *Moreish Foods*



EDUCATION FAIR

- Educational counselling of students followed by free University Application for 2026, was conducted by **Global Reach** within the campus of the institute on 12th Nov 2025.
- An education fair was conducted by **StudyIn** at **The Park Hotel** on 14th Nov 2025.

These kinds of initiatives are beneficial for students in the following ways:

- Students get to *explore* various colleges, universities, courses, certifications, and career paths—all under one roof.
- Students *learn* about new-age careers such as AI, data science, digital marketing, cyber security, design, and more.
- Early exposure helps them *plan* academic paths, skill development, and long-term career goals more effectively.

Faculty Recognitions

Our honourable faculties are always one step ahead in research and innovation.

1

Prof. Soumi Majumder was awarded the ‘**Certificate of Achievement**’ for successful participation as ‘**Research Presenter**’ at the 12th *International Research Symposium* (Faculty of Management Science, Prince Songkla University, Thailand). The Paper Title is ‘**Application of Natural Language Processing in Human Resource Management**’. She also mentored a 2nd year MBA student named Sagnik Chakraborty for the same paper.

- **Prof. Majumder** also wrote a research article on ‘*The Impact of Green Computing on Human Resource Management Practices in the Private Sector*’ along with two final year MBA students, *Sagnik Chakraborty* and *Ritika Bhowmick* in the *Telecom Business Review (TBR)*, which is a double-blind peer-reviewed journal, registered with ISSN 0973-9114, and indexed in ‘ProQuest,’ ‘i-Scholar,’ and ‘EBSCO’ databases. It’s an annual publication by SIDTM (Symbiosis Institute of Digital and Telecom Management).

2

NPTEL-AICTE Faculty Development Program

Prof. (Dr.) Anirban Majumdar, **Prof. Ratul Kayal** and **Prof. Sreya Ghosh Dastidar** completed the course ‘*Application of Forecasting, Regression and Time Series Model*’.

3

IJMER – Publication Certification

- **Prof. (Dr.) Anirban Majumdar** and **Prof. Sreya Ghosh Dastidar** were awarded the ‘**Certificate of Publication**’ by the editorial board of ‘**International Journal of Multidisciplinary Research (IJMER)**’ in recognition of the publication of the paper titled ‘*A Study on Perception Audience About Digital Promotion of Instant Noodles: Application of Sentiment Analysis*’.
- **Prof. Urmi Mridha** completed another **AICTE Training and Learning - Faculty Development Program (ATAL - FDP)** on ‘*Demystifying Data for Intelligent Applications in Real World Scenario*’ at the University of Engineering and Management Kolkata from 24th – 29th Nov 2025.
- **Prof. Deepa Saha Sarkar** received a ‘**Participation Certificate**’ from the **IIC Regional Meet 2025**, **MoE's Innovation Cell**, **AICTE** for gaining valuable insights into innovation practices, entrepreneurship development, and collaborative opportunities. The session served as a platform to exchange ideas and strengthen the institution’s innovation ecosystem.



Prof. (Dr.) Anirban
Majumdar



Prof. Soumi Majumder



Prof. Ratul Kayal



Prof. Sreya Ghosh
Dastidar



Prof. Urmi Mridha



Prof. Deepa Saha
Sarkar

Workshops

The below-listed Computer Grooming Workshops were conducted under the mentorship of Prof. Urmi Mridha.

- **MS PowerPoint** for BBA Sem 1 students on 5th Nov, 2025
- **MS Excel** for BBA Sem 3 students on 7th Nov, 2025

These workshops helped the students to:

- *Interpret* data, identify patterns, and make decisions based on numbers.
- *Automate* calculations, organize information, and save time using formulas and shortcuts.
- *Express* ideas clearly using slides, visuals, and storytelling.
- *Enhance* skills in layout, design, animations, and visual hierarchy to make presentations professional and impactful.
- *Learn* presentation skills with well-structured PPT slides helps reduce fear and improve public speaking skills.

Another workshop in 'Basic Life Support Training/CPR' was organized by **Manipal Hospital**, E. M. Bypass for BBA 1st year students on 6th Nov, 2025. The workshop was conducted under the supervision of Prof. Ratul Kayal.

This had helped students to:

- Increase Awareness of Health & Safety
- Develop Practical Hands-on Skills
- Builds Confidence in Emergency Situations



THANK YOU

Editor

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MBA|3rd Sem (2024-25)

Editor

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MBA|3rd Sem (2024-25)

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