

NEWSLETTER

Spring, 2018



BUSINESS SCHOOL

SSM Business School MBA program is more than just classes and a business education degree. It is a redefining experience designed to help shape our students to be competitive, future business leaders who can contribute cross functionally among different companies industries and leadership capacities.

Message from HOD



I feel great pleasure in welcoming you to our departmental newsletter. As we begin the 2018 academic year, we are happy to have graduated six batches of MBA degree and five batches of BBA graduates. The alumni so far have achieved good heights

and are continuously being a source of pride to our institution. We, at SSM Business School provide you with affordable education and good infrastructural facilities in order to be globally successful. We foster sharpening of skills and enhancement of knowledge base in our student through various extra-curricular activities. Various highlights of the spring session would be a part of this issue of newsletter. I invite you to take advantage of these connections while you are with us, and enhance your skills.

Ajaz A Mistree

HOD Business School

B. SCHOOL

Message from Director Business School

Dear readers,

I am happy that Business school newsletter is helping to showcase the activities that are happening in the campus. It also helps in building up teamwork which is very much needed today in the world of competition.



This enhances the documentation culture of the department which would definitely create an impact in the minds of readers, by way of providing larger visibility and dimension to the campus. I hope that this culture of releasing newsletter continue forever and become a quoted example for all other colleges to follow.

Prof (Dr.) N A Shah

Director

Business School

B. SCHOOL

From The Editor's Desk

Dear Readers,

I am glad to bring out the first edition of our departmental newsletter for the academic year 2018.

This is in connection with carrying forward our agenda of information clubbed with redefining experience designed to help shape our students to be competitive. This edition features variety of activities where Business School was actively involved in order to contribute cross functionally among different companies industries and leadership capacities. All thinkers, writers, cartoonists can connect with me at afifaibrahim9@gmail.com. We are equally open for comments, criticism and suggestions. I hope you will enjoy reading this issue.



Happy Reading!!!

Afifa Ibrahim

Editor

B. SCHOOL

GRADUATION DAY 2018



Graduation Day 2018 was celebrated on 16 May 2018 and more than 700 students were felicitated. Prof Khurshid Iqbal Andrabi, Hon'ble Vice chancellor, University of Kashmir was the chief guest.

MARKETING AND ADVERTISING CAMPAIGN

A campaign was held by Ms. Simran Sardhana, Brand Services Director, FCB ULKA, Bangalore on Role of advertising in marketing and career opportunities.



B. SCHOOL

EXTERNAL EXPERT PROJECT VIVA



Prof Mushtaq A Darzi, Head Department of management studies, University of Kashmir, conducting project viva for MBA 4th Semester.

ISTE COLLABORATION WITH COLLEGE

Faculty & student chapter being inaugurated and



membership certificates and cards being given to HOD Business school by Prof Pratapsinh, Prof Mittal and other Dignitaries

B. SCHOOL

YOUTH SEMINAR BY AASH



AASH org (NGO) in collaboration with Business school SSMCOET organizing a seminar on Youth-vision: How to make society better.

INDUSTRIAL VISIT TO FIL INDUSTRIES



MBA 3rd Semester students on industrial visit to FIL industries.