



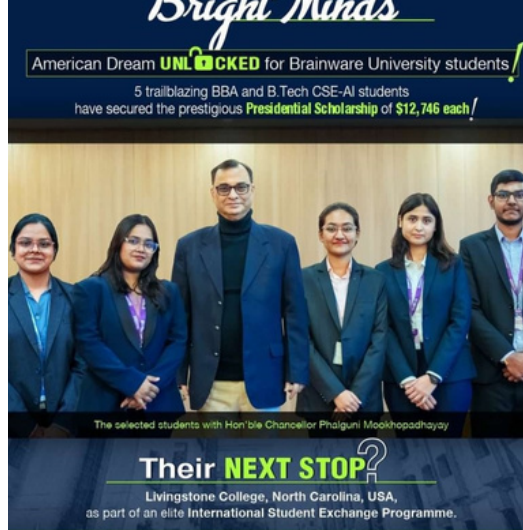
JULY - DECEMBER 2024 | ISSUE 02

BRAINWARE UNIVERSITY

BrainINSIGHTS 2.0

LEADING THE WAY IN MANAGEMENT
EXCELLENCE

DEPARTMENT OF
MANAGEMENT



**Welcome to the
DEPARTMENT OF
MANAGEMENT**

Dear Gentle Readers

Welcome to "BrainINSIGHTS 2.0: Leading the way in management exxcellence." We are excited to share our recent activities, **achievements, and insights.**

The Department of Management offers a variety of graduate programs, including **BBA, BBA in Digital Marketing, and BBA in Business Analytics in partnership with IBM, as well as MBA and PhD programs in Management.**

Our campus features advanced research labs, creating a dynamic learning environment. From day one, students receive rigorous **pre-placement training, industry visits, HR seminars, workshops, and conferences.** Our placement support ensures students are well-prepared for their careers. The **Campus-to-Corporate** team offers personalized guidance, making students corporate-ready by graduation. With almost **40 dedicated faculty members and nearly 1000 students,** our department is one of the largest and most prominent within the University.

Thank you for being part of this journey. We are proud to share our progress and look forward to the future.

programmes offered



Under graduate programmes

1. Bachelor of Business Administration (Honours) with Research) (4 years)

Finance, HR, Marketing, Entrepreneurship

2. Bachelor of Business Administration (Honours) in Business Analytics (4 years).
3. Bachelor of Business Administration (Honours) in Digital Marketing (4 years).
4. Bachelor of Business Administration (3 years).
5. Bachelor of Business Administration in Business Analytics (3 years)
6. Bachelor of Business Administration in Digital Marketing (3 years) .

Postgraduate Programmes

Master of Business Administration (2 years)

**Marketing, Finance, HR, Digital Marketing,
Business Analytics, Operations Management**

Ph.D Program

Ph.D in Management



Our Vision

The Department of Management will promote an all-encompassing development in every sphere of management and commerce education and research at par with **national and international standards** nurturing responsible leaders capable of substantially improving business performance and the world we live in.

Our Mission

- The department aims to **improve the awareness and knowledge** of the students about functioning of local and global business environment and society.
- It develops competencies in **quantitative and qualitative techniques** among graduates for problem solving in functional areas of management and commerce.
- It develops **responsiveness** to **contextual social issues** and **exploring solutions**, understanding **leadership roles** at various levels of the organization and leading teams.
- It determines a **global outlook** through **interdisciplinary** study and research with the ability to identify aspects of cross-cultural understanding

Learning Objectives

The Programme Educational Objectives (PEOs) of the management and commerce programme are designed to equip graduates with the skills and knowledge needed to succeed in the business world. Graduates will become competent managers with a solid foundation in management, suitable for both industry-specific and general administrative roles. They will apply managerial and analytical abilities gained through core business administration courses, as well as problem-solving skills in strategic and operational areas. Graduates will also be effective collaborators and innovators, addressing business, economic, and social challenges. Moreover, they will uphold integrity and ethical values, ensuring they become responsible professionals and citizens in their careers. These objectives align with the mission and vision of the institution, evolving in response to local and global needs, employer expectations, and industry trends.



Message from Dean, Management



The Management Department at Brainware University focuses on bridging the gap between academia and industry, ensuring students are industry-ready upon graduation. Its curriculum is aligned with current business trends, equipping students to excel in their careers. The faculty, comprising seasoned professionals and academicians, brings valuable industry experience into the classroom, offering practical insights and real-world scenarios.

Emphasizing industry orientation, the department provides students with hands-on exposure through internships, industry visits, and real-world business operations. Regular workshops, seminars, and mock interviews prepare students for recruitment processes, while guest lectures and networking events with corporate leaders offer career guidance and industry insights.

These initiatives enable students to gain practical experience and industry-relevant skills, making them highly employable. The department's dynamic approach integrates academic rigor with industry relevance, positioning Brainware University as a leading institution for aspiring business professionals. This comprehensive preparation ensures graduates are not only well-prepared but also competitive in the job market.

(Dr.) Anant Kumar Srivastava

Professor

Dean-Academics, Brainware University

Message from **HOD Management**



Dear Readers,

We are thrilled to introduce the second edition of the e-magazine of the Department of Management, BrainINSIGHTS 2.0: Leading the Way in Management Excellence. Our department boasts a team of dedicated, highly qualified faculty committed to preparing students for global competitiveness through rigorous academics and hands-on training with advanced technologies. Our graduates have excelled, securing positions in top companies across the country.

Beyond academics, we emphasize holistic development through professional training, communication classes, and personality development programs. Our students actively participate in sports, co-curricular, and extra-curricular activities, achieving notable success in inter-departmental and inter-university competitions.

Committed to societal impact, our faculty and students engage in various social initiatives, fostering values and community responsibility. We strive to shape well-rounded individuals, capable of both professional excellence and ethical leadership.

Thank you for your continued support as we work toward nurturing future leaders and responsible citizens.

*Dr Saileswar Ghosh
Professor & HOD
Department of Management*

From Editor's **Desk**



“If you can dream it, you can do it”.
-by Walt Disney

“It gives me immense pleasure to present the second issue of the departmental e-magazine of the Department of Management BrainINSIGHTS 2.0: Leading the Way in Management Excellence. This magazine showcases the literary talents, innovative ideas, and creativity of our faculty and students while highlighting various semester activities.

Driven by coordinators, students, and ambassadors, these events aim to foster campus engagement and provide students with a platform to showcase their diverse talents. Our curriculum emphasizes real-world industry exposure, equipping students with practical knowledge, critical thinking, and theoretical application skills. This holistic approach enhances cognitive complexity, interpersonal skills, and practical competence.

The success of BrainINSIGHTS 2.0 is due to the unwavering support of our HOD sir, Dean sir, and the entire management faculty members. Special thanks to our editorial team members Pousali Dey and Tanuka Das for their exceptional contributions. We also extend our gratitude to the management for their encouragement and to all authors for enriching the magazine.

Thank you all for supporting this initiative!”

Rupam Dhani
Assistant Professor, Department of Management



Editorial Team's Desk



POUSALI DEY
GRAPHICS DESIGNER

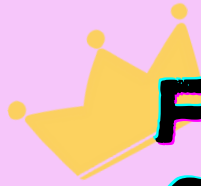


As the editor and graphic designer of our inaugural management e-magazine, I'm excited to present a publication that blends insightful content with captivating design. Our team has worked hard to provide you with relevant industry knowledge paired with innovative visuals. Each article is crafted to offer fresh perspectives, while the design enhances your reading experience. We aim to spark new ideas and inspire creative thinking. I hope you enjoy this first issue and find it both inspiring and valuable for your professional growth.

As the editor and content writer, I'm excited to share the story of our journey and accomplishments in the launch of our second departmental e-magazine! Being involved in this project has been an amazing experience, and I'm incredibly proud of the hard work that went into both the design and the content. A heartfelt thank you to everyone who contributed to this endeavor. It's been a true team effort, and the results reflect the passion and dedication of all involved. I hope you enjoy the insights and creative design we've worked so hard to bring to life together. We look forward to continuing this journey and creating even more valuable content in the future!

TANUKA DAS
CONTENT DESIGNER





Few Glimpse of Success stories



Sagar Ahmed Khan and **Tanmay Das** from MBA secured a position in **Berger**



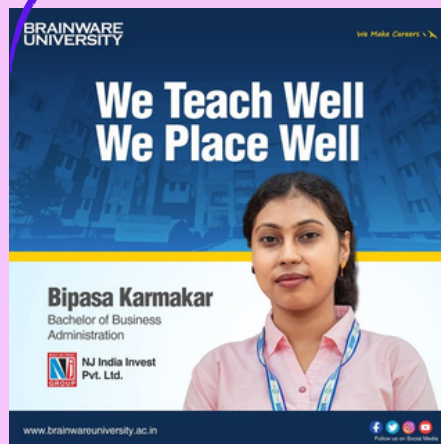
Anwita Roy from MBA has secured a position in **myMD+**



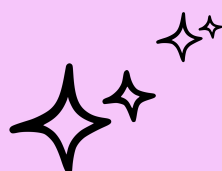
Spandan Basu from MBA has been successfully placed at **Pursit**



Bipasa Karmakar from MBA has joined **NJ India Invest Pvt. Ltd.**



Debasish Majumder from MBA has joined **VENUS**



Snehashis Das from BBA has been successfully placed at **NJ India Invest Pvt. Ltd.**

Faculty Achievements



Dr Indrajit Ghosal, Associate Professor is one of the editors of the prestigious SCOPUS- indexed book **Sustainable Strategic Business Infrastructure Development and Contemporary Digital Practices in Industry 5.0** - published by CRC Press, Taylor and Francis Group , USA

Dr Ramesh Palisetty Associate Professor, his latest research has been published in the prestigious SCOPUS (Q2) - indexed **International Journal of System Assurance by Springer**



Dr Debasri Dey, Associate Professor

Invited as a keynote speaker at PSIT, Kanpur. for delivering session on emerging trends in technology and education

Dr Indrajit Ghosal, Associate Professor



Faculty Achievements

Invited as moderator of the guest speaker and keynote speaker session. at Turkey 9th "International CEO (Communication, Economics, Organization) Social Sciences Congress (CEO SSC)" held on 5-7 July 2024 in collaboration with Esil University, Astana, Kazakhstan (Host University for 9th CEO Congress



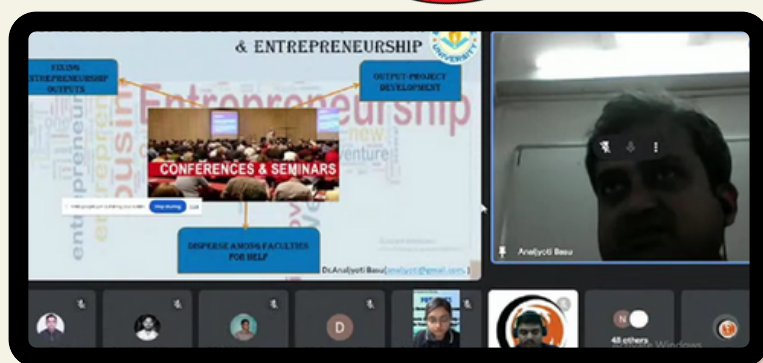
Dr. Analjyoti Basu, Associate Professor

Invited as resource person and facilitator at Entrepreneurship Development Program (EDP) organized by Churachandpur College (Autonomous), Manipur University.



Faculty Achievements

Invited as resource person and facilitator at three days Faculty Development Program (FDP) on “How to Promote Entrepreneurship Development in youths as a Teacher” organized by S.K.Enterprise, Hyderabad, Telengana.



Dr. Analjyoti Basu, Associate Professor



Dr.D.Sudarsana Murthy, Professor

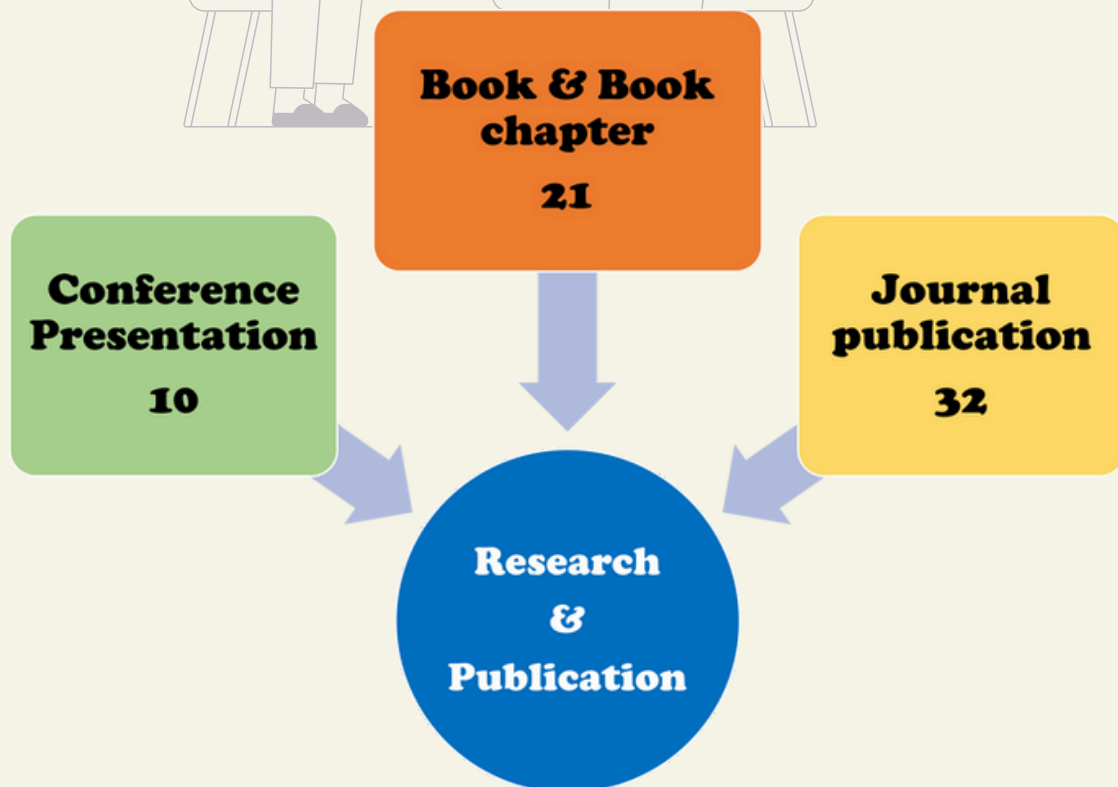
Received an International Award, "Global Innovation, Excellence and Research Award" in the category of 'Inter-disciplinary Research Excellence' for his outstanding achievements in the field of education on a Global Scale. This award was announced by Confob 360 Degree, New Delhi, India, and Masha University, Malasia on 14th July, 2024.





Research & Publication

The Department of Management at Brainware University excels in research and academic contributions. Faculty actively present at national and international conferences, securing patents that translate research into practical solutions. They author influential books, contribute chapters to edited volumes, and publish extensively in top-tier UGC CARE, SCOPUS, and WOS-listed journals. These efforts reflect the department's dedication to advancing management studies through rigorous research and innovation. By fostering academic collaborations and producing specialized knowledge, the department enhances its reputation and impacts the field meaningfully, bridging theory and practice to address contemporary challenges in management.





Industry Insights



MOU News

Collaboration for Excellence: Brainware University's Department of Management Signs MoUs with MSME toolroom



Brainware University's Department of Management has partnered with MSME Toolroom to enhance students' practical skills and career prospects. This collaboration offers access to advanced tools, training, internships, and workshops, bridging academia and industry. It reflects the university's commitment to high-quality education and preparing students for successful business careers.



BRAINWARE

Bright Minds



American Dream Unlocked for Brainware University Students !



The selected students with Hon'ble Chancellor Phalguni Mookhopadhyay



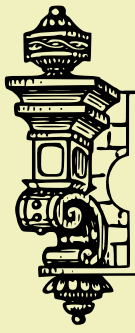
From Classroom to American Horizons!

It started with a spark - a dream shared in the vibrant classrooms of Brainware University.

Meet Tonoy Saha, Disha Chatterjee, Shambhabi Sinha, Arpa Kundu, and Swetakshi Nanda - trailblazing students from BBA and B.Tech CSE-AI, who have achieved what many only dream of - the Presidential Scholarship, worth a whopping \$12,746 each!

Today, it is a reality soaring across borders to Livingstone College, North Carolina, where they will embark on an elite International Student Exchange Programme. This transformative journey will shape their futures and unlock endless opportunities.

Here's to our Brainware Bright Minds - shining as a beacon of hope, inspiration and global excellence.



Student Achievements



NPTEL Courses Winners!!!



*Rohan
Biswas*

BWU/BBA/23/073



*Arghadeep
Sarkar*

BWU/BBA/23/122



*Nabiya
Thapa*

BWU/BBA/23/169



*Bidisha
Paul*

BWU/BBA/23/149



*Sarthak
Samanta*

BWU/BBA/23/090



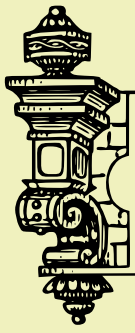
Abhijit sah

BWU/BBA/23/067



*Uday Sankar
Datta*

BWU/BBA/23/130



Student Achievements



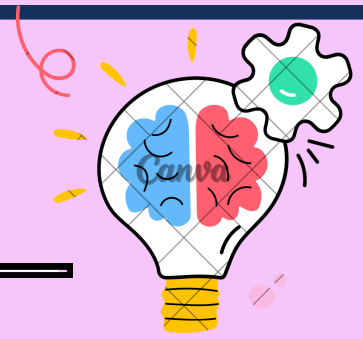
Secured 1st position in group folk dance at **District-Level** cultural festival organized by department of Youth Affairs, Ministry of Youth Affairs and sports, Govt of India

*Soumi
Rudra*

BWU/MBA/24/046



Student Development Programs



Aptitude classes

Aptitude classes help improve skills in logical reasoning, problem-solving, and numerical ability. Our faculties prepare students for competitive exams and job assessments through practice tests, tutorials, and personalized guidance. These classes enhance analytical thinking and boost confidence, essential for academic and career success.



Technical Grooming

Technical grooming classes in management enhance proficiency in industry-specific tools, software, and methodologies. They focus on skills like data analysis, project management software, and technical communication. These classes prepare managers to effectively leverage technology in decision-making, streamline processes, and lead tech-driven projects successfully.



Brainstar

The 'Brainstar' program is designed for students who want to tackle complex business issues. It focuses on in-depth case studies that simulate real-world challenges, encouraging teamwork, strategic thinking, and leadership skills. This immersive experience helps students develop a deep understanding of business management and prepares them for decision-making roles.

In conclusion, the Department of Management's student development programs reflect a strong commitment to educational excellence. These programs equip students with critical thinking, technical skills, and strategic analysis, preparing them to face modern business challenges and nurturing the next generation of visionary leaders.





Sports Teams of Management Department



OUR FOOTBALL TEAM

Our departmental sports teams for both girls and boys emphasize inclusivity and collaboration. Made up of passionate students, the teams train consistently with guidance from skilled coaches. They perform exceptionally well in inter-departmental and inter-collegiate competitions, bringing home a variety of awards. In addition to their athletic achievements, they are also involved in community outreach, hosting sports clinics and charity matches. The teams promote physical fitness, leadership, and mutual respect, all while advocating for gender equality and empowerment.

OUR BOYS CRICKET TEAM



International Conference on Emerging Issues and Technology 2024



Shaping the Future through Innovation



The International Conference on Emerging Issues and Technology 2024, organized by Brainware University, seeks to bring together experts, researchers, and professionals to discuss and explore the latest advancements in technology. The conference will provide a platform for sharing knowledge, fostering collaborations, and addressing key challenges in the evolving tech landscape.





Chief Guest: Dr. Sanmitra Sarkar, GM, AI & Analytics, IBM, shared invaluable insights on how businesses are evolving with Industry 5.0.

Eminent speakers like Dr. Justin Paul (University of Puerto Rico, USA) and Dr. Raheela Farooqi (Jamia Millia Islamia) made the discussions richer with their expertise.



In this conference, the department has organized stalls to provide attendees with hands-on experiences and interactive demonstrations.

We would also like to extend our sincere thanks to Edugraph, Friends FM, Sasta Sundar, Adda 24/7, SBI, Ujjivan, and Bandhan Bank for their generous sponsorship and support in making the ICEiBT 2024 a grand success. Their contributions play a vital role in helping us organize this impactful event.



The International Conference on Emerging Issues and Technology 2024 at Brainware University was a great success, uniting global experts to discuss advancements, foster collaborations, and showcase innovations. Heartfelt thanks to all sponsors and participants for their valuable contributions to this remarkable event.

Fresher's welcome - 2024



When the whole squad feels the rhythm!

This vibrant image captures the joyous energy of a freshers' program at Brainware University. The crowd, dressed in colorful traditional attire, is fully immersed in the rhythm, radiating excitement and unity. It's a perfect depiction of celebration and camaraderie among students as they embark on their new academic journey.

Dancing as a senior at the Freshers' Welcome 2024 was an incredible experience, showcasing talent and enthusiasm while making the newcomers feel at home. The vibrant energy on stage truly set the tone for an unforgettable event!



Moves smoother than butter!

Dance floor was on fire with every step



The image captures a vibrant group of students celebrating Freshers' Welcome 2024, marking the joyful beginning of their journey at the university.

Seminar & Workshop

Enriching Student Experience



“

“Running taught me valuable lessons. In cross-country competition, training counted more than intrinsic ability, and I could compensate for a lack of natural aptitude with diligence and discipline. I applied this in everything I did.” – Nelson Mandela

”



Seminar & Workshop

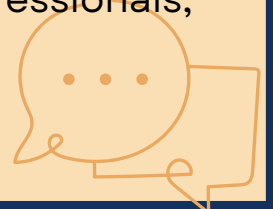
Enriching Student Experience

At the Department of Management, we believe that education extends beyond the classroom. Our diverse range of industry visits, seminars, and workshops provides students with invaluable real-world insights and practical knowledge.

Our industry visits allow students to observe leading companies' operations, bridging the gap between theory and practice. Students gain firsthand experience in industry practices and interact with professionals. Also, seminars led by industry experts keep students updated on the latest trends, challenges, and innovations, fostering critical thinking and continuous learning. Besides this, workshops focus on developing specific skills like leadership and project management through interactive and practical sessions.

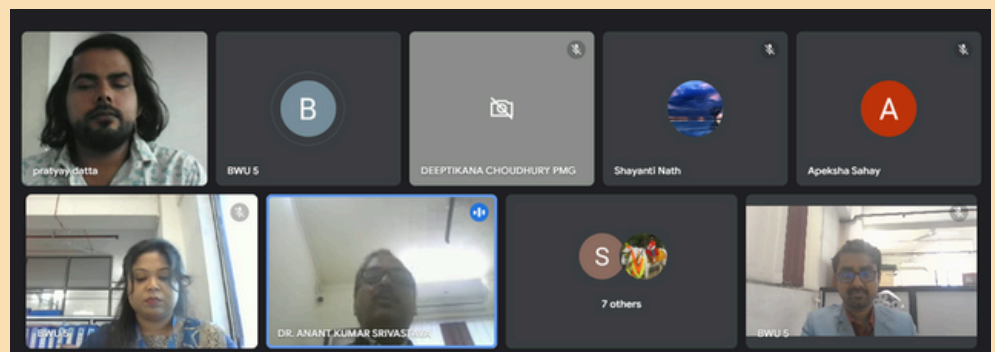


These events not only enrich the academic curriculum but also play a crucial role in personal and professional development. Students gain exposure to real-world challenges, network with industry professionals, and develop a proactive approach to their careers.



One week FDP on Enhancing Research Excellence using Statistical Tools and Publication Ethics

The Department of Management, in collaboration with CMRI, organized an online Faculty Development Program (FDP) on "Enhancing Research Excellence using Statistical Tools and Publication Ethics" from 10th to 14th December 2024. This five-day FDP aimed to enhance participants' skills in statistical analysis, data visualization, and ethical research publication to meet the growing demand for methodological rigor in academic and professional research. Featuring hands-on training with tools like R and JAMOVl, the sessions included practical demonstrations, interactive discussions, and Q&A segments led by expert facilitators. Topics covered included advanced data analysis techniques, visualization tools, research methodologies, and publication ethics. Participants actively engaged in exercises and assignments to apply and solidify their learning.



Seminar & Workshop



20 November , 2024

Workshop on start ups - fund and legal compliance by Chairman, ICSI



26 August, 2024

Journey of an entrepreneur - panel discussion



23 August, 2024

Celebrating World Entrepreneurship Day with Binod Homagai - founder, wow momo



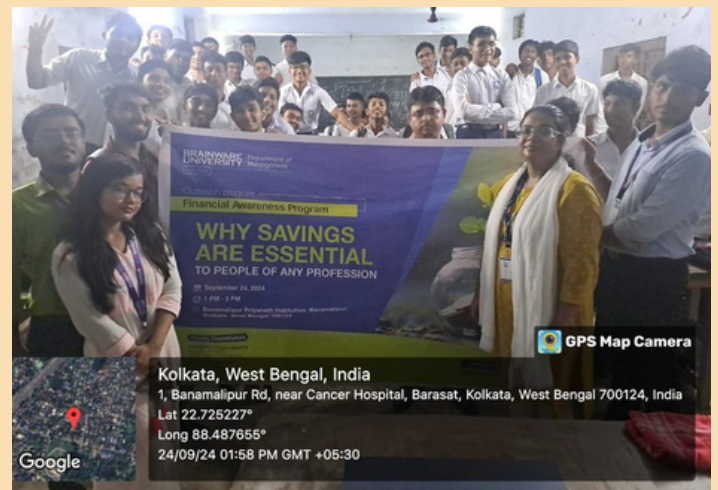
18 September, 2024

" Innovation, Ambition and Beyond: Unlocking Your Potential for Societal Impact"

Seminar & Workshop



Outreach program on 'Financial Awareness Program' at school



campaign on the 'Gender-Based Violence and Harassment





BrainzHut 1.0



4th October BUSINESS FAIR- BrainzHut 1.0



The BrainzHut 1.0 business fair organized by the Management Department of Brainware University faced challenges that led to its underperformance. Despite students setting up and managing their own stalls, the event struggled with low attendance, poor coordination, and logistical issues. However, it provided a valuable learning opportunity for the students, allowing them to gain real-world experience in entrepreneurship, management, and event execution. The enthusiasm and effort shown by the students were commendable, and the insights gained will serve as a foundation for organizing more successful events in the future.



Industry Visits



Entrepreneurship Awareness campaign



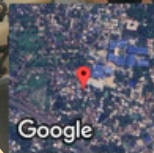
GPS Map Camera

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GPS Map Camera

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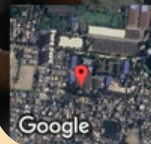


As part of the Entrepreneurship Awareness campaign, an industry visit to the MSME Tool Room Kolkata was organized. This visit offered attendees a unique opportunity to explore the advanced manufacturing technologies, tools, and techniques used in the industry. Participants gained valuable insights into the operations of the MSME sector and its role in promoting innovation and technological growth.



GPS Map Camera

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Placement News

Exciting Placement Opportunities for BBA, BBADM, and MBA Students

Brainware University's Department of Management proudly announces exceptional placement results for its BBA, BBADM, and MBA programs. With top-tier companies actively recruiting our students, our graduates have secured positions in diverse industries, reflecting the quality of education and industry-relevant skills they acquire. This success underscores our commitment to producing well-prepared professionals who are ready to excel in their careers. The department continues to strengthen industry ties, ensuring future graduates have ample opportunities to thrive in their chosen fields

Few notable companies ...

Retail



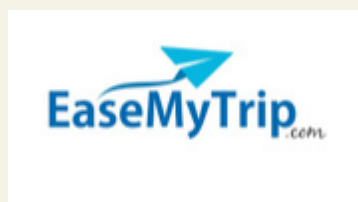
Reliance Retail

Travel and

Hospitality Sector



Cafe Coffee Day



EasyMyTrip

Finance and Investment



NJ Group



Nirmal Bang



Aditya Birla Capital



**Piramal Capital
& Housing
Finance Limited**



HDFC Life



Axis Bank



**Ujjivan Small
Finance Bank**



Jana Small Finance

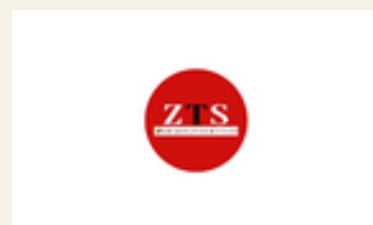
Technology and Software



Jain software



Webgen Technologies



**Zebra Techies
Solution**



Pursuit software



**Bharat Earn
Technology Pvt. Ltd**

E-commerce and Online Services



Amazon



Policy Bazaar



Ginni Systems Ltd



Just Dial



Stock Edge



Unnatim India



Xperteez



Auto Hitech



Seven Boats



Nature Technologies



Life Productions



GIBS, Bangalore

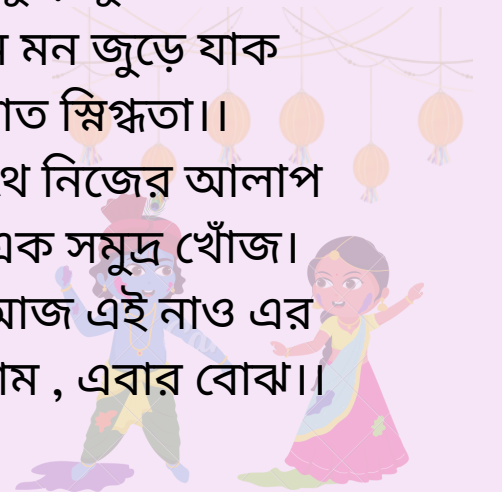
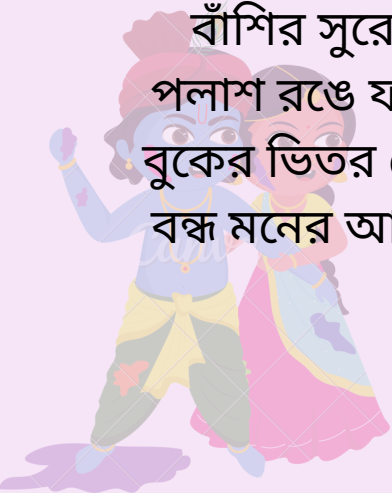
Faculty Article

A TRIBUTE TO UPCOMING HOLI-FESTIVAL-2025

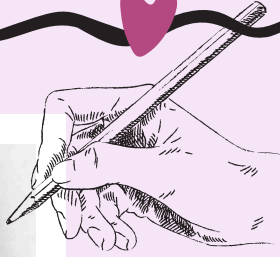
Dr. Debasri Dey, Associate Professor
Dr. Moumita Saha, Associate Professor

হোলির রঙে উথাল পাথাল
মন পলাশের সন্ধানে।
আগুন লাগার অপেক্ষাতে
পিয়াস আকুল মন জানে।।
উদাস হাওয়ায় উড়াল দেওয়া
স্রোতের টানে ঘর হারা।
পুরনিমা চাঁদ দিচ্ছে উঁকি
ঘর কথা তোর ঘরছাড়া??
নেশা নেশা পেয়ালা টা উপছে
ওঠে কোন টানে?
সুর ও সুরা, চাঁদের আলো
বাঁধছে এমন, প্রাণ টানে।।
সব ছেড়ে যে সব টা পাবো
কোথায় এমন বন্ধু পাই?
কিছুক্ষণ এর জন্য এখন
বাইরে জগত ভুলতে চাই।।
বাঁশির সুরে মোহাবিষ্ট
পলাশ রঙে ফাগুন দোল।
বুকের ভিতর ঢেউ ভাঙছে
বন্ধ মনের আগল খোল।।

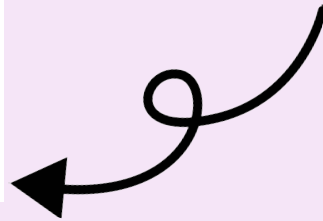
রুম্ফতা আর গ্রীষ্ম মুখর
বসন্ত এই দিচ্ছে ডাক।
হচ্ছে যা হোক সবার মতন
মৌন আজি মুখর থাক।।
আসা যাওয়া সাদা কালোয়
যেমন খুশি কাটুক দিন।
মুহুর্ত রা সঙ্গী যখন
মুহুর্ত হোক প্রতিক্ষাহীন।।
পাহাড় নদী পূর্ণিমা চাঁদ
নেশায় শরীর প্রগলভ।
ক্ষনের কাছে হার মেনেছি
ক্ষনেই শুভ আরম্ভ।।
বাঁধন বিহীন বন্ধনে তাই
চক্ষু জুড়ে মুগ্ধতা।
রুম্ফ দিনে মন জুড়ে যাক
বৃষ্টি স্নাত স্নিগ্ধতা।।
নিজের সাথে নিজের আলাপ
মন ভরে এক সমুদ্র খোঁজ।
সঙ্গী হবি আজ এই নাও এর
হাত বাড়ালাম, এবার বোঝ।।



Student's Articles

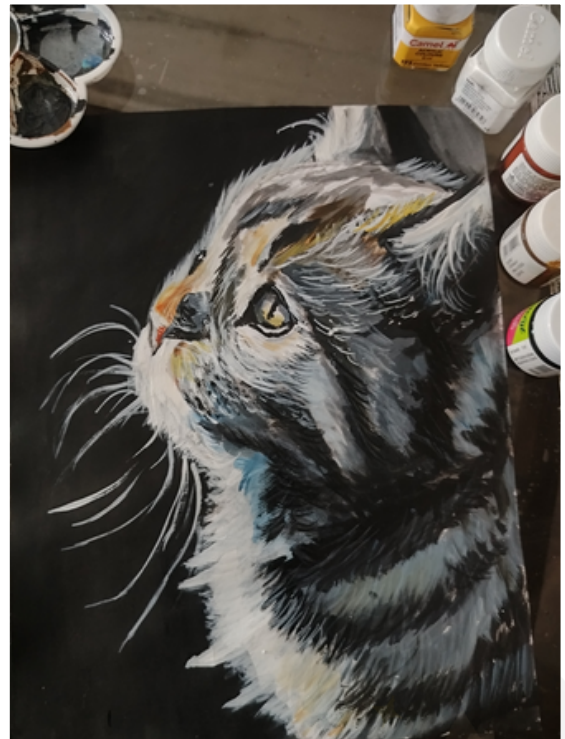


"Elegance in every curve, grace in every fold—capturing the timeless beauty of a saree, woven with art and emotion."

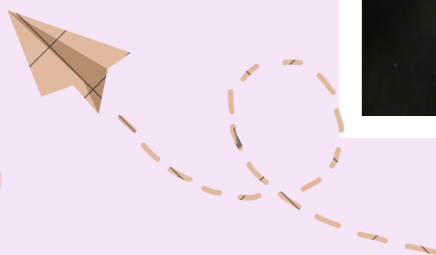
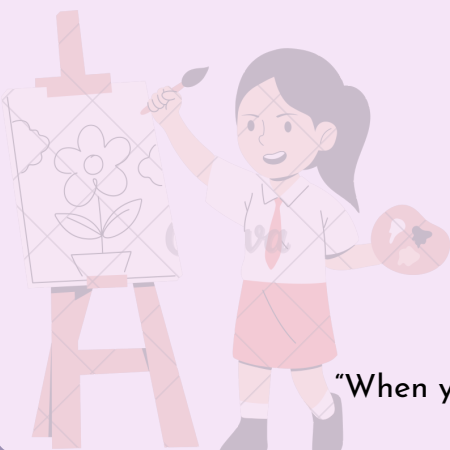


ARITRA KUNDU
BWU/BBA/24/051

"Captured in colors, a moment frozen in time. The curiosity of a cat brought to life through the strokes of paint. Every detail speaks of the artist's love for the subject."



Anuradha Jana
BWU/BBA/24/066



"When you stop reacting to things that used to make you react, you have grown."

~Dr. Aparna Chakraborty, Assistant Professor



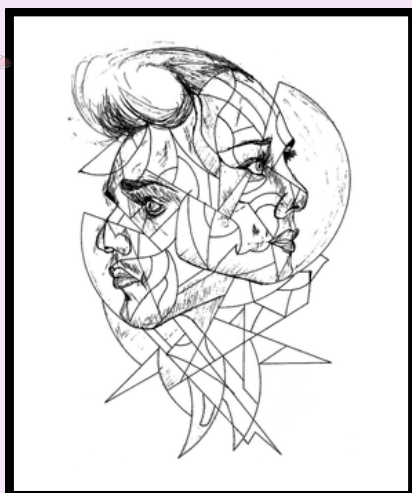
A delightful collage showcasing a variety of artistic sketches, ranging from detailed portraits and whimsical cartoon characters to graceful human figures. Each piece highlights the artist's versatility and creative expression.

ARITRA KUNDU
BWU/BBA/24/051

A highly detailed hand-drawn replica of a ₹500 Indian currency note, featuring Mahatma Gandhi's portrait. The intricate artwork captures every element with precision, showcasing the artist's remarkable skill and attention to detail.

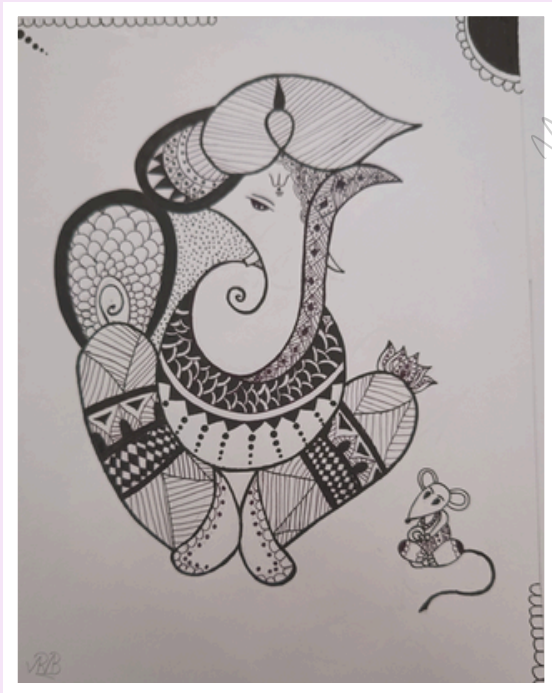


Sagar Bhoumick
BWU/MBA/24/107



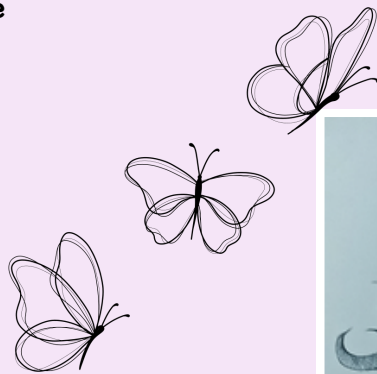
A striking abstract line art showcasing two intertwined profiles, blending geometric shapes with expressive facial features. The intricate design conveys depth and emotion, reflecting the complexity of human connection.

Tonoy Saha
BWU/BBA/22/166



A beautifully intricate depiction of Lord Ganesha, blending traditional and modern patterns, accompanied by his loyal companion, the mouse. The detailed pen work showcases artistic devotion and creativity.

Rupsa Bhattacharjee
BWU/BBA/24/140



A mesmerizing pen art capturing the divine essence of a multi-armed goddess, symbolizing strength, wisdom, and serenity. The intricate detailing and flowing lines evoke a sense of mysticism and spiritual power.



AMIT DALAI
BWU/MBA/24/117



"The people or things we hold dear reveal our true selves"
~Dr, Aparna Chakraborty, Assistant Professor



RUPSHA PAUL
BWU/BBB/24/022

This artwork beautifully captures the divine love between two characters, possibly inspired by Indian mythology, with vibrant colors and intricate detailing. The radiant backdrop adds a celestial touch, symbolizing the warmth and unity of their bond. The expressive poses and traditional attire bring out the cultural essence, making it a mesmerizing piece.



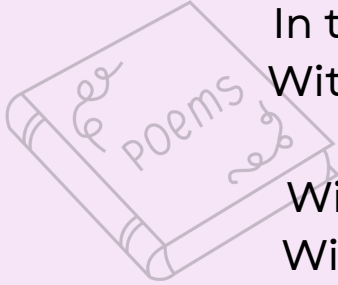
Anshuman chakraborty
BWU/BBA/24/084

"पता नहीं क्यों हम दोनों मिले थे, जब हमको साथ ही नहीं होना था। आदत लग गई थी आपकी, डर शुरू हो गया था आपको खोने का। देखने के लिए तरस जाते थे, हम रह गए सिर्फ आपकी यादें और खुशी से भरे गम। फिर भी ना, कुछ कभी बोलेंगे आपको, किसी और के साथ देखकर भी दूर से मुस्कुराते जाएंगे हम। वादा किए थे आपको, परेशान नहीं करेंगे, चाहे हमको जाना क्यों ना पड़े। समझते जाएंगे आपको, चाहे आपके लिए मरना क्यों ना पड़े।"

Kuch baatein aisi thi
Tu soch na saki... Main bata na saka...
Mehsoos hota bhi hai magar...
Tu kar na saki ... Main jata na saka...
Kheir yaaro aashiqui ki keemat toh maine
chukai he.....
Tujhe ehsaas nahi... Aur mai bhoola na saka...
Yaad aati hai teri har roz...
Tujhe awaz na dunga...
Likhunga har shayari tere liye ...
par tera naam na lunga...

"Protect your mental health by not looking at things you know will trigger it"
~Dr, Aparna Chakraborty, Assistant Professor

Bandhan Dey
BWU/BBA/24/082



In the long lost night.... when it'll be freezing..
Without any hope ,, i will be missing someone
Who is my forever and only one..
Will she ever... Miss me the way i miss her
Will she ever... look at me the way i look her..
Because that is the only way i worship her...
Will she ever ,, see me weeping...
With the thought . That i lost her....
Will she ever ,, see me praying to almighty
With the desire ,, that i might get her..
Will she ever ,, understand that i cared for her
With scars and wounds in my back...
With a smile at my face
With a heart she would never grace...
Will she ever ,, hold my hand....
With the feeling of forever...
Will she ever ,, be my sunshine ...
When i consider her only mine....
With a thought of eternity
And a sense of affinity....
I am telling this with a sigh..
With a head held up high..
For her.. Putting up a fight



"Remind yourself that you are not required to follow the crowd"

~Dr, Aparna Chakraborty, Assistant Professor



Sumit Gayen
BWU/BBA/23/278

Plea For Liberation

We are trees, we are trees, we are the forest's pride,
You are our friends, set us free today, abide.

You have oppressed us time and again,
We endured silently, bearing the pain.

Scarred by the blows of your cruel axe,
Yet never have we turned against you in attacks.

You have torn us apart, split us in twain,
With our ribs, you've built civilization's domain.

We seek freedom-strike no more blows,
Extend your hand in friendship, let harmony grow.

Arghadeep Sarkar
BWU/BBA/23/122

The Crimson Fear

The Silence at night speaks the most,
And it makes me feel so light,
As I quietly give up being the host;
The devil then shows his might.

It's a good pact I would say,
As he engulfs all my grief.
While I stay back he makes it all his way,
The night was long but it seemed to be brief.

The Dawn breaks and the Sun shines,
The Host loses and the Devil smiles.

Alas! The work is done and now all left is grief.



Business Case Study: Zylorix Technologies on Step necessities

Praggi Dutta
BWU/BBA/23/007

Introduction

In a span of five years Zylorix Technologies has grown from a small startup with a few employees into a leader in one of the industries, they focus on AI customer service. The company was founded by three college friends in 2018, and came up with ideas that made them different from more advanced, bigger competitors in the industry.

The Challenge

Like a lot of start up companies Zylorix first had difficulties raising finances to support its operations, who also had existing competitors in the market. Their product – a chatbot which is embedded with a well-developed emotional response – was very specialized and raised doubts among investors in regard to its viability in the market. Additionally, a huge number of potential customers were reluctant to move away from the old systems for providing customer service.

The Strategy

1. Customer-Centric Design:

People who needed lows for Zylorix's services included users of customer service who had to wait long moments in order to have their queries answered and the unavailability of comprehensive answers. They designed AI models that could realistically portray emotionally supportive resolution of client's

2. Lean Operations:

Zylorix was working on an extreme budget which made them integrate the lean business approach. Rather than covering themselves in expensive promotional adverts, they used a marketing strategy where they formed links with smaller businesses and depended on referrals from their clients.

3. Early Adopters:

The company intended startups and SMEs owners to be its early customer, providing them updates at a reasonably low cost. Positive feed.

Enjoy life, but don't waste it!

Bapi Chowdhury
BWU/BBA/22/007

I'm starting this article with some questions: "Why do governments change or stay the same?", "Why do big companies bother with marketing?", "Why are some people friends with everyone?" You might be wondering why I'm asking these questions, but the point I want to highlight is about the "HUMAN MIND." More specifically, you might not be fully in control of yours.

In my book "**Fake Male**," I talk about how some people manipulate others and pull them into their games. I mentioned, "**Manipulation is everywhere—either you manipulate or get manipulated. The end goal is always power.**" It's that thirst for power that often turns someone into a manipulator.

Everyone is unique, but one thing we all tend to share is a "SHEEP MENTALITY." Like one sheep following another, it creates a domino effect. The downside is that you could end up just being a cheap copy of the crowd. This is a big topic, but here are 6 simple tips to help you steer clear of that sheep race:

- **Keep Your Political Views to Yourself:** Talking about politics can lead to misunderstandings, so it's best to keep those opinions to yourself.
- **Guard Your Personal Info:** Don't share too much about your personal life—like your relationship status, childhood stories, failures, or weaknesses.
- **No Gossiping:** Talking behind someone's back can hurt your reputation. Aim to be someone people can trust and respect.
- **Get to Know Others:** Ask questions to understand the other person better. This helps build communication and connections.
- **Tune Into Others' Interests:** Chat about things that interest the other person. Knowing what they like can help you come off as trustworthy.
- **Keep Your Plans Under Wraps:** Be careful about sharing your plans. Not everyone has your best interests at heart, and they might unintentionally throw you off track.

Hope you find these tips useful. My task is done now the choice is yours: **be a sheep, or help others become sheep.** If this interests you, check out my book "FAKE MALE: The Reality of Society" on Amazon and Flipkart. **"Enjoy life, but don't waste it!"**

Samsung: Innovation, Diversification, and Business Strategy

“
Soumyajeet Das
BWU/BBA/23/045
”

Samsung is one of the most influential companies of the world. It has successfully evolved from humble beginnings to multifaceted conglomerates in highly dynamic and competitive global markets. Found in South Korea, it was primarily established in 1938 when Lee Byung-chul founded it as a small trading company. Today it is a global leader producing everything from electronics and semiconductors to building ships and houses, averaging an annual revenue of well over \$200 billion.

Key Business Strategies:

- 
- **Innovation and Technology Leadership:** One of the core elements of Samsung's business success is its relentless focus on innovation. The company's investment in research and development (R&D) has been a critical driver behind its technological advancements. Samsung spends a significant portion of its revenue on R&D, which has allowed it to stay ahead in industries like semiconductors, mobile devices, and consumer electronics. For example, a whole series of Samsung Galaxy phones helped transform the smartphone market, competing head-on for dominance with Apple in the super- premium smartphone market.
 - **Vertical Integration:** Samsung has exercised vertical integration, manufacturing most of its key components, such as semiconductors, displays, and chips it uses in its devices. This strategy provides Samsung with some unique advantages in controlling the quality, reducing dependence on third-party suppliers, and achieving cost efficiencies. They also improve their ability to respond quickly to market trends and demands.
 - **Brand Diversification:** Samsung is not just a company producing smartphones. Its diversification into other areas, like home appliances, televisions, semiconductor manufacturing, and even healthcare, makes it a well-known brand in every corner of the globe. Such broad diversification can help the company survive one economic downturn in one area because another sector is doing well. The semiconductor business of the company is among the biggest in the world and has added significantly to the bottom line.

Short Case Study: Samsung's Entry into the Semiconductor Market

In the 1980s, Samsung shifted its focus from consumer electronics to the semiconductor industry. In South Korea, the country was not a global player in the production of semiconductors, and the sector was dominated by companies such as Intel and Toshiba. Samsung's strategy was aggressive: it invested heavily in research and development and aggressively marketed its products. By 1992, Samsung had become the world's largest producer of DRAM, a type of memory chip used in personal computers and other electronics. In the following decades, it continued to invest heavily in new technologies like NAND flash memory and advanced semiconductor manufacturing processes.

By the early 2000s, Samsung had taken a leading position over its competitors in memory and logic chips. Its continuous pursuit of R&D, innovation, and global production facilities helped it capitalize on the increasing demand for electronics. Today, Samsung is a leader in the semiconductor industry, with its chips powering not just mobile devices but also data centers, automotive technologies, and consumer electronics.

Business Perspective:

- The business model of Samsung will serve as a classic example of strategic innovation, vertical integration, and diversification to gain long-term success. Samsung has maintained a technological leadership image by continuous investments in R&D, while the diversified product lines have ensured minimum risk exposure. The semiconductor industry, for instance, showcases how Samsung's nimbleness in responding to new opportunities has cemented its position as a tech leader across the globe.
- However, the company faces challenges from intensifying competition, particularly from Chinese manufacturers like Huawei and Xiaomi. To stay ahead, Samsung must continue investing in next-generation technologies like AI, 5G, and sustainable products while maintaining its focus on cost leadership and operational efficiency.
- Today, Samsung has become an epic endeavor where one can learn lessons regarding diversification and inventions in strategic investments. Samsung being well positioned about the continuously evolving global marketplace will continue to thrive based on the growth of its core areas.

Alumni Meet

Where the past meets the present



The Alumni Meet at Brainware University is a heartfelt reunion, celebrating the bonds, growth, and lasting impact of our alma mater. It strengthens the deep connection we share with the university and the memories that shaped our journey.



"Reuniting, reminiscing, and reconnecting – the Alumni Meet at Brainware University is where memories are cherished, and bonds are strengthened for a lifetime."





Alumni Achievement



C-EDGE
A TCS - SBI Enterprise

Annexure 2 – Letter of Acceptance (to be returned to C-EDGE Technologies Limited)

To
The Human Resources Department
C-EDGE Technologies Limited

I, Mr. RAJDEEP DINDA accept your offer of employment vide letter of offer dated January 06, 2025. I confirm to join as on 8th January, 2025, failing which the company may deem this offer null and void.

I agree to abide by the terms and conditions as mentioned in the letter of offer and also will continue to abide by the policies and processes of the company as may be defined during my employment with C-EDGE Technologies Limited.

Yours sincerely,

(Name: RAJDEEP DINDA)
Place: Kalyan
Date: 08/01/2025

C-Edge Technologies Ltd.
9th floor, Lodha iThink Tower A, Sandoz Bldg, Kothrud Road, Thane West - 400607, Maharashtra, India.
Tel 91 22 5550 3000 e-mail corporate.office@cedge.in website www.cedge.in
Registered Office: BanyanPark, Suren Road, Andheri (E) Mumbai 400 093 India



A significant milestone in the career of Mr. Rajdeep Dinda, an esteemed alumnus, got offer from C-EDGE Technologies Limited to work with SBI Bank .

Alumni Achievements

Passout year batch

Sayanti Mandal
MBA-2023



Shivangi Adhikary
BBA-21



Nityananda Das
MBA-2023



Avilash Majumdar
MBA-2023



Sayantan Saha
MBA-2023

Debjit Guha
MBA-2023



SREI Capital Markets Limited

Back-bone of Department of Management



Dr. Anant Kumar Srivastava
Professor, Dean Academics



Dr Saileswar Ghosh
Professor & HOD



Dr. Sujit Kamar Ray
Assistant Professor



Rupam Dhani
Assistant Professor



Dr. Tiny Tanushree Gohain
Assistant Professor



Dr. Indrajit Ghosal
Associate Professor



Eshani Sadhukhan
Assistant Professor



Sucharita Debnath
Assistant Professor



Dr. Anik Ghosh
Assistant Professor

Back-bone of Department of Management



**Dr. Suparna Biswas
Goswami
Assistant Professor**



**Dr. Amrita Nath
Assistant Professor**



**Saugata Chakraborty
Assistant Professor**



**Dr. Aparna Chakraborty
Assistant Professor**



**Moupiya Bose
Assistant Professor**



**Pravin Kumar
Assistant Professor**



**Dev Kumar Mondal
Assistant Professor**



**Dr. Piali Halder
Associate Professor**



**Chinhita Sanyal
Assistant Professor**

Back-bone of Department of Management



Sarita Murmu
Assistant Professor



Dr. Moumita Saha
Associate Professor



Dr. Analjyoti Basu
Associate Professor



Dr. Manish Mittal
Assistant Professor



Dr. Debasri Dey
Associate Professor



Dr. Manish Kumar
Associate Professor



Krishnendu Ghosh
Assistant Professor



Shivangi Kahyap
Assistant Professor



Sudipta Dhar
Assistant Professor

Back-bone of Department of Management



Pratyush Joshi
Assistant Professor



Dr. Prem Knowles.S
Associate Professor



Dr. Obulesu Varikunta
Assistant Professor



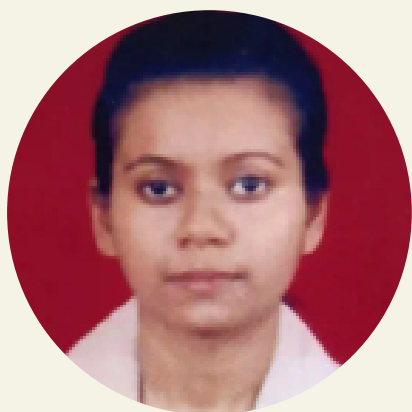
S. Chandra Sekhar
Assistant Professor



Dr. Brijlal Mallik
Assistant Professor



Dr.D.Sudarsana Murthy
Professor



Dr. Samudyuti Ray
Assistant Professor



Dr. Palisetty Ramesh
Associate Professor



Dr. Vivek Hamal
Assistant Professor

Thank you

From the
Department of
Management

