

News and Events

Orientation Program Welcomes First-Year MBA Students

The Post Graduate Department of Business Management at Sardar Patel University recently hosted an orientation program for first-year MBA students. The event was highlighted by the presence of Chief Guest Niranjan Patel, Vice Chancellor of Sardar Patel University. Patel's address emphasized the importance of academic excellence and holistic development, inspiring students to engage fully in their university experience.

Dr. Darshana Dave, Director of the Department, played a pivotal role in the orientation, providing students with essential information about the department's structure and policies. She outlined the academic expectations, available support services, and opportunities for professional growth. The orientation also included interactive sessions designed to help students acclimate to their new environment, build connections with their peers, and gain a clear understanding of the academic and administrative framework. This comprehensive introduction was crucial for setting a strong foundation for the students' MBA journey.

SPUMBA releases Placement brochure of 2nd year MBA

The Post Graduate Department of Business Management at Sardar Patel University recently hosted a significant event for the release of the Placement Brochure, aimed at second-year MBA students. Chief Guest Niranjan Patel, Vice Chancellor of the university, emphasized the importance of thorough career preparation and the brochure's role in aiding student success.

Dr. Darshana Dave, Director of the Department, presented the brochure, which includes comprehensive information about the department, student internship experiences, and industry connections. This resource is designed to provide valuable insights into past internships and the department's placement policies.



Dr. Raju Rathod, Head of Placement, highlighted the brochure's importance in connecting academic knowledge with industry expectations. He provided strategic insights into the placement process and underscored the significance of industry relationships. The event equipped students with essential tools and guidance to enhance their placement prospects, reinforcing the university's commitment to their career advancement.

SPUMBA Students Excel with Placement Workshop

The Post Graduate Department of Business Management at Sardar Patel University hosted a two-day workshop designed to prepare second-year SPUMBA students for their upcoming campus recruitment drive. The event featured twelve industry experts who offered invaluable insights into resume building and interview techniques. Through interactive sessions, students received personalized feedback on their resumes, learned strategies to enhance their interview

performance, and gained a deeper understanding of industry expectations. This hands-on approach is expected to significantly bolster students' confidence and skills, equipping them to excel in the competitive placement process. The workshop not only bridged the gap between academic learning and real-world application but also fostered networking opportunities with seasoned professionals. Overall, the initiative stands as a crucial step towards ensuring that students are well-prepared to navigate their career paths successfully.

August 1, 2024: Sattva Organic Visit

On August 1st, our MBA Marketing cohort, led by Professors Mitesh Jaiswal and Raju Rathod, visited Sattva Organic in Gujarat. This hands-on experience offered a deep dive into various aspects of marketing, from production and distribution to customer relations and digital marketing. Devesh Bhai Patel, the founder of Sattva Organic, shared his experiences on understanding customer needs and upholding product quality. He also encouraged the students to embrace innovation and support the growth of organic farming in India. Professor Darshana Dave, our Department Director, emphasized how such visits bridge the gap between theory and practice, preparing students for their future careers. Established in 1999, Sattva Organic is known for its sun-dried turmeric and a range of ginger products. The company's products are available on Amazon, in organic stores, and through their website, earning several awards from the Indian government.

August 7, 2024: Akshaya Patra Foundation Tour

On August 7th, the students visited the Akshaya Patra Foundation in Ahmedabad. Guided by Professor Mitesh Jaiswal, the visit highlighted the foundation's distribution management techniques, particularly its mid-day meal program serving over 1.8 million meals daily. Students observed the food preparation process, quality control measures, and distribution strategies. This visit provided valuable insights into managing large-scale logistics and underscored the foundation's commitment to addressing hunger efficiently.



August 7, 2024: Vision in the Dark at the Blind People Association Later the same day, students participated in "Vision in the Dark" at the Blind People Association in Ahmedabad. This activity, led by Professor Mitesh Jaiswal and Director Darshana Dave, involved navigating a pitch-black room with guidance from a blind instructor. The experience was used in a marketing lecture as a metaphor for understanding how marketers guide consumer choices, much like the instructor guided the students through darkness. It offered a unique perspective on the importance of strategic guidance in marketing.

August 14, 2024: Partnership with Confederation of Indian Industry (CII) On August 14th, SPUMBA announced a new collaboration with the Confederation of Indian Industry (CII). This partnership aims to enhance opportunities for MBA students, including better placements, internships, and industry exposure. The collaboration will connect students with a broad network of industry professionals and offer practical insights through workshops, seminars, and networking events. This partnership reflects SPUMBA's commitment to bridging academic learning with industry practice.

August 29-30, 2024: Campus Recruitment Drive Workshop The month concluded with a two-day workshop on August 29th and 30th, designed to prepare second-year SPUMBA students for the campus recruitment drive. Twelve industry experts conducted sessions on resume building and interview techniques. Students received personalized feedback, learned effective strategies for interviews, and had opportunities to network with professionals. This workshop was a crucial step in equipping students with the skills needed to succeed in the competitive job market. August 2024 was a month of practical learning and growth at SPUMBA, providing students with valuable experiences and insights to advance their careers.