

JANUARY 2024

“ATTITUDE IS A CHOICE. HAPPINESS IS A CHOICE.
OPTIMISM IS A CHOICE. KINDNESS IS A CHOICE.
GIVING IS A CHOICE. RESPECT IS A CHOICE.
WHATEVER CHOICE YOU MAKE MAKES YOU.
CHOOSE WISELY.”
– ROY T. BENNETT,

SIOM SQUARE

SINHGAD INSTITUTE OF MANAGEMENT

STUDENTS

- Achievements
- Publications
- Alumni
(Siomites)

INDUSTRY

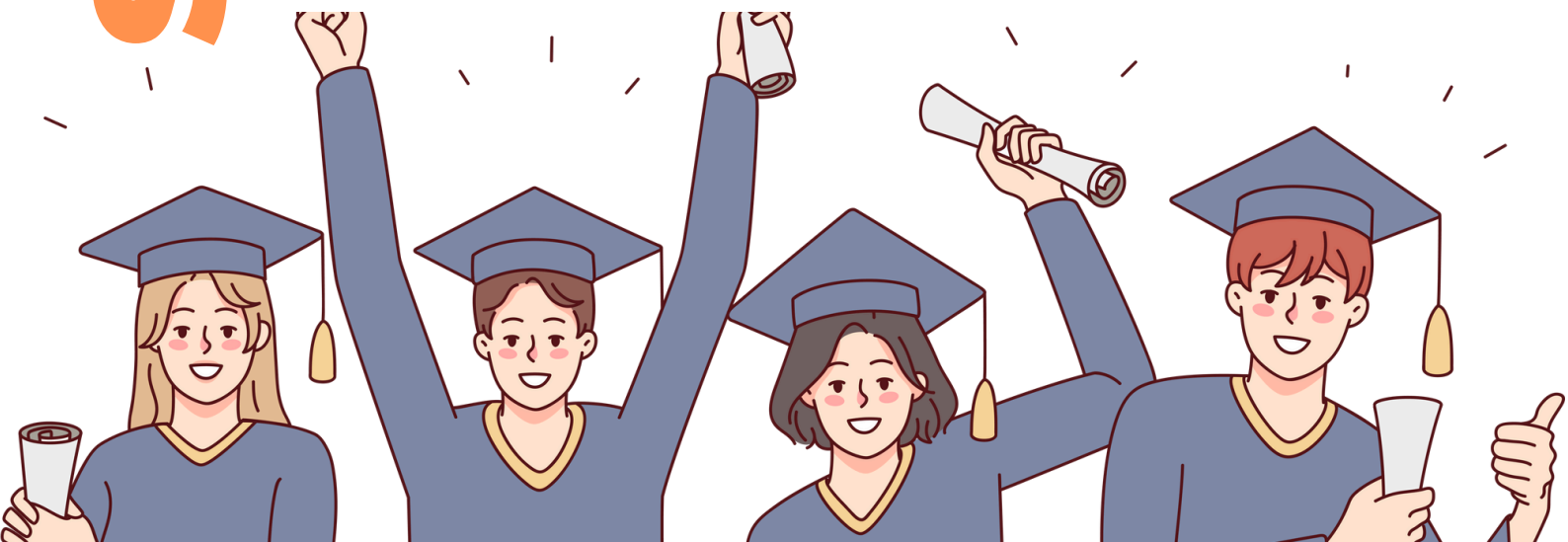
- C2C
- Placement
- Internship
- MOU

OCCURENCES

- Activities
- CSR
- Promotion

MENTORS

- Faculty
Achievements
- Participation
- Research





SQUARE

Monthly Newsletter

SINHGAD INSTITUTE OF MANAGEMENT

JANUARY 2024



Sinhgad Institutes



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**DR. DANIEL PENKAR
DIRECTOR
SINHGAD INSTITUTE OF MANAGEMENT
(SIOM)**

EDITORIAL MESSAGE

The start of a new year is the time or day at which a new calendar year begins and the calendar's year count increments by one. The New Year is a time for reflection, introspection, and setting goals for the future. It is a time to make changes in our life, start on a new path, do new things, and say goodbye to old habits, problems and difficulties. The start of a new year is a time for hope, renewal, and new beginnings. It is a time to reflect on the past year, learn from our experiences, and look forward to the future with optimism and enthusiasm.

SIOM started an English language enhancement activity for students by the name "Buzz the Biz". At SIOM new year started with the examinations of MBA 2nd year Third semester while MBA 1st year students were busy discussing about the selection of specialization with their mentors and attending the orientation sessions of all specializations. Students also participated in Sinhgad Olympus 2024, an event where different sports competitions were held for the students of Sinhgad Technical Education Society.

Editor - Priyanka Pawar - Mandhana,
Asst. Professor, SIOM

SINHGAD INSTITUTE OF MANAGEMENT, JANUARY 2024

VISION STATEMENT OF INSTITUTE

SIOM is a synonym for credibility on a global scale where 'excellence in learning' is:

- Facilitated by holistic value-based approach,
- Guided by competent faculty,
- Backed by world-class technology & infrastructure,
- Enriched by viable research

to nurture the student into a cultured business leader contributing to society and life at large.

MISSION STATEMENT OF INSTITUTE

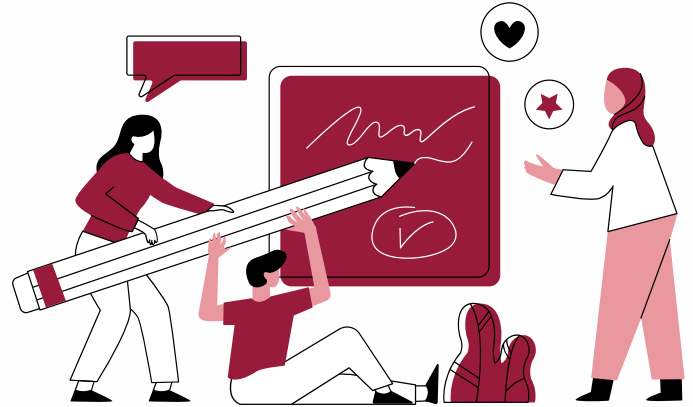
Holistic development of students and teachers is what we believe in and work for. We strive to achieve this by imbuing a unique value system, transparent work culture, excellent academic and physical environment conducive to learning, creativity and technology transfer. Our mandate is to generate, preserve and share knowledge for developing a vibrant society.



SIOM VALUES

- TEAM – One Team One Dream
- INTEGRITY – Do what you say
- SELF-BELIEF – If you think you CAN, you can
- PASSION – Energy in action
- EXCELLENCE – Be the Best
- INNOVATION – Effectively different

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SPECIALIZATION ORIENTATION – 29 JANUARY 2024

SIOM Director Dr Daniel Penkar sir, shared industry trends, insights, and career prospects in the specializations. Sir shared the inspiring example of Mr. Sumant Moolgaokar, architect of Tata Motors and told us the importance of being unique. Hard work, passion and consistency can make us the greatest of all was his message to the students. Sir asked to choose the specialization according to individual's interest, capability and talent and not because of peer pressure.



Pune, Maharashtra, India
44/1/13, Ambegaon Budruk, Sinhgad Institute of management P
411041, India



Orientation for Marketing specialization was conducted by Dr. Sagar Pawar. Sir covered the following topics:

- Introduction to Marketing
- Specialization Overview
- Industry Trends
- Key Skills
- Career Paths
- Internship Guidance:
- Value added courses

FINANCE SPECIALIZATION

Orientation for Finance specialization was conducted by Dr. Manisha Badgujar. She covered the following topics:

- basics of Finance and its role in business
- curriculum highlights
- Current Finance trends and market dynamics
- essential skills for finance students
- roles in finance and opportunities



HRM SPECIALIZATION

Orientation for HRM specialization was conducted by Prof. Mrunalini Velankar. She covered the following topics:

- MBA HRM curriculum
- HRM trends
- evolving workplace dynamics
- essential skills for HRM students
- Career Paths
- Top recruiting companies



OSCM SPECIALIZATION

Orientation for OSCM specialization was conducted by Dr. K.M Rahman. Sir covered the following topics:

- basics of OSCM and its role in business
- Marking scheme and different courses were explained
- Industry exposure
- skillset required
- OSCM career path and opportunities



BA SPECIALIZATION

Orientation for BA specialization was conducted by Prof. Yogita Kadbane. She covered the following topics:

- Introduction to BA
- BA curriculum
- Courses required for skill development
- essential skills for BA students
- Current BA trends



C2C SESSION: IMPORTANCE OF INNOVATION AND PATENTS 30 JANUARY 2024

As a part of 'Campus to Corporate' a Session on 'Importance of Innovation and Patents' by Dr. Ashok Nagarkar was arranged on 30th January, 2024. The guest for the session was Dr. Ashok Nagarkar who is Sr. Scientist DRDO. The guest started session by introducing his inspiring journey in the world of patent and Trademarks Research.



Sir also stated that you need not have to be scientist to file a patent. He then covered the benefits of patent and how one can start business or sell the patent. Sir also quoted some real world example of these benefits. Sir described the six major steps in Patent filing process from Title to Summary and the approach you should follow. The session was concluded by interactive question and answers.

BUZZ THE BIZ SPELLATHON ACTIVITY FOR MBA STUDENTS

In today's competitive and globalised business world it is extremely important to have command over English language. Any language can be strengthened when a person has a rich treasure of vocabulary. The business language has certain words that an MBA student should be aware of. However, students are not keen to read and learn new words these days, hence they are not able to articulate well and express themselves.

The solution to this problem is "Buzz the Biz" activity for MBA students at SIOM.



Objective :

Buzz the Biz is aimed at creating awareness of the possibilities of using varied words in written and oral expressions and add words to the active vocabulary of students.

Process :

1. Students would be shared 3 words everyday with the meaning and usage in sentence.
2. At the end of 2 months there would be a written test conducted based on the words shared for each division.
3. Shortlisted students from each division would then go for oral round competing with the students in their division.
4. Winners in this oral round would then compete with each other (i.e. against other divisions) and one winner would be chosen.



BUZZ THE BIZ

Words shared this month



- 1) **Accede** - agree to demand, request or a treaty
The authorities did not accede to the stinker's demands.
- 2) **Incumbent** - Person who is in an official position
He defeated the incumbent governor by a large plurality.
- 3) **Ubiquitous** - omnipresent or existing everywhere
Apple is working to make SIRI more ubiquitous.
- 4) **Construe** - interpret or assign meaning to something
Your helpful behaviour may be construed as interference by others.
- 5) **Raging** - Furious, violent or uncontrollable
The raging storm caused widespread damage in the coastal areas.
- 6) **Cut corners** - to complete a task in a fast and careless way
The new filing system won't work if we cut corners.
- 7) **Back to the drawing board** - to start again from the beginning with completely new ideas
The client hated your proposal, so we'll have to go back to the drawing board.
- 8) **Call it a day** - to quit working on a project, assignment, or task for the rest of the day
Right team, we've made plenty of progress, I think it's time to call it a day!"
- 9) **Workflow** - refers to the pace and sequence of tasks that an employee is expected to complete
How is your workflow at the moment?
- 10) **Latent** - existing but not very noticeable
Far in sacred shadows there lies latent lights.
- 11) **Abscond** - to run away from a place where you should stay
You cannot abscond from your responsibilities.
- 12) **Haughty** - Thinking that you are the best
There was a soft note in the haughty woman's voice.
- 13) **Keep me in the loop** - to keep someone involved and updated about developments in a project or situation
Keep Stuart in the loop when discussing the merger, please.
- 14) **Drill down into** - to explore it in more depth
I think we can drill down into this further when we meet with the Product team.
- 15) **As of yet** - Till this time
As of yet, we have no plans to hire a Social Media Manager.
- 16) **At the end of the day** - when everything is taken into consideration / ultimately
At the end of the day, we did the best we could in a difficult situation.
- 17) **Proactive** - to take the initiative on something
I would really appreciate it if you could be proactive in attracting new clients, George.
- 18) **Cut to the chase** - get to the point without wasting time
Let's cut to the chase: are you going to finish the report on time or not?
- 19) **Grievous** - something very serious or bad
The loss of his father was a grievous blow.
- 20) **acumen** - The ability to understand things quickly and well
She has a good financial acumen.
- 21) **antipathy** - dislike
She has a big antipathy towards cats.
- 22) **squeaky** - Making a short high sound
She has a very high squeaky voice.



BUZZ THE BIZ



23) **truce** - An agreement between opponents to stop fighting for a certain period of time
America and Iran called for truce.

24) **consensus** - agreed on by everyone on something
Still there is no consensus between them after a huge argument.

25) **authorization** - Giving legal approval to something
They are denied the authorization to start machine by officers.

26) **delegate** - Distribution of something to lower level
Manager is delegating some work in order to make the team become efficient.

27) **Feral** - wild
He has a very feral thinking about life.

28) **extol** - praise
Her mother extols her for good results

29) **furtive** - secrete
She behaves very furtive while talking about her assignments.

30) **assault** - attack
The politician was assaulted by the gangster during the procession.

31) **awful** - Very bad or unpleasant
She is looking very awful in this dress.

32) **overdue** - Not paid, that should have happened
A book like this is long overdue.

33) **unforeseen** - That you didn't expect to happen
The project was running late due to unforeseen circumstances.

34) **despair** - A state where hope is missing
Due to his illness, he becomes despair of living

35) **Invert** - To change the normal position of something
Place a plate over the cake and invert it.

36) **Recuperate** - To recover
Melissa recuperated from her injury very fast.

37) **Auspicious** - Showing sign that something is likely to be successful in the future
An auspicious start to the new school year.

38) **Efficiency** - Doing something with accuracy and without wasting time and money
I am impressed by her efficiency with which she handled the crises.

39) **Intangible** - Cannot be seen, touched
Goodwill is the biggest intangible asset.

40) **cluster** - A group of something
The doctors clustered anxiously around his bed.

41) **abandon** - Leaving alone
She abandoned her child after giving birth.

42) **cupidity** - Greedy for wealth
The cupid women married John in spite he being autistic.

43) **defunct** - No longer in use
This paper cutting machine is defunct.

44) **denigrate** - Attack on someone's goodwill
This woman is denigrating the King by making false claims.

45) **instigate** - To provoke
She is instigating him to murder her acquaintance.



BUZZ THE BIZ



46) Paradigm - Certain standards

Here are some paradigm to become a member of this club

47) truculent - Very aggressive

He becomes truculent every moment. Everyone is afraid of him

48) vitriolic - Bitter, harsh

He uses vitriolic language for everyone in his team

49) versatile - Able to do many different things

She is a designer of extraordinary versatility

50) vibrant - Full of life and energy

Thailand is at its most vibrant during new year celebration

51) vague - Not clear

This information is vague

52) wry - Showing that you are both amused and annoyed

At least we got one vote, she said in a wry smile

53) privilege - A special right or advantage

You can enjoy all the privileges of the club

54) pungent - Having a strong taste or smell

The pungent smell of burning rubber disturbed the students studying in the class

55) pun - The humorous use of a word

We're banking on them lending us the money.. no pun intended

56) rapacious - Wanting more money or good than you need

The rapacity of landowners seeking greater profits

57) rapture - A feeling of extreme happiness

The children gazed at her in rapture

58) rebut - To prove a statement wrong

The accusations met with a company were rebutted

59) Touch base - to talk to them, whether digitally or in person, and usually briefly

If you could just touch base with Ritesh after the meeting, that would be great.

60) Reach out - to get in contact with someone, usually a person who you do not know well.

Don't hesitate to reach out to Helen if you have any questions.

61) team-player - a person who plays or works well as a member of a team.

She has all the qualities of an excellent team-player.

62) collaborate - working together for a cause

A British company collaborated with a French firm to develop the product.

63) coworking / shared workspace - working together in a shared space usually to share equipment, knowledge and ideas

One of the benefits of coworking / shared workspace is that people don't have the isolation of working from home or in a noisy café.

64) disruption - disturbance or problems which interrupt an event, activity, or process.

Airbnb, Netflix and Uber are examples of disruptive brands that have created new markets.

65) sustainability - the ability to be maintained at a certain rate or level.

High-sustainability organisations take into account environmental and social performance of the company, as well as financial performance

66) takeover - an act of assuming control of something, especially the buying out of one company by another.

Employees are often concerned about losing their jobs when a bigger company takes over their firm.



BUZZ THE BIZ



67) perplexed - completely baffled; very puzzled

The students gave the professor a perplexed look, when asked to submit the essay

68) anxious - very eager or concerned to do something or for something to happen.

The company was anxious to avoid trouble

69) expect - regard (something) as likely to happen

Celia was expecting a visitor at 4:00 pm

70) Serendipity - The occurrence of fortunate events by chance in a happy or beneficial way

He had a fortunate stroke of serendipity

71) Quixotic - Extremely idealistic, unrealistic, and impractical

He has always lived his life by a hopelessly quixotic code of honor.

72) Voracious - Having an insatiable appetite or a very eager approach to an activity, often used to describe someone who is very enthusiastic or passionate

Sudha Murthy is a voracious reader

73) Mellifluous - Having a pleasant and smooth-flowing sound, often used to describe voices or music

Shreya Ghoshal undoubtedly has a mellifluous voice

74) Resilient - The ability to bounce back or recover quickly from difficulties or adversity

Foam is resilient, keeps its shape and comes in a range of densities.

75) Conundrum - A confusing and difficult problem or question, often one with no clear answer

The answer to this conundrum is buried in the depths of this article.

76) Alacrity - Eagerness, willingness, or readiness to do something quickly and with enthusiasm

She is very alacrity to know about her results / They break from defence into attack with alacrity.

77) except - not including; other than.

They all failed except Jane

78) Hark - Remind something from the past

She was harking back to childhood upon seeing her school.

79) Mettle - Spirit or strength during difficulty

One must try to practice mettle in crisis.

80) Plenary - Full; absolute

The minister has plenary powers over the state.

81) Sartorial - Relating to clothes or a person's style of dress

Their sartorial has been imitated around the world.

82) Uncanny - Strange or mysterious

The portrait's appearance was uncanny.

83) Competence - capability

My competence in work has made me reach great heights.

84) Compendium - summary

He has neatly and clearly compended his novel in less than 500 words.

85) Compassion - pity

People with too much ego do not show any compassion

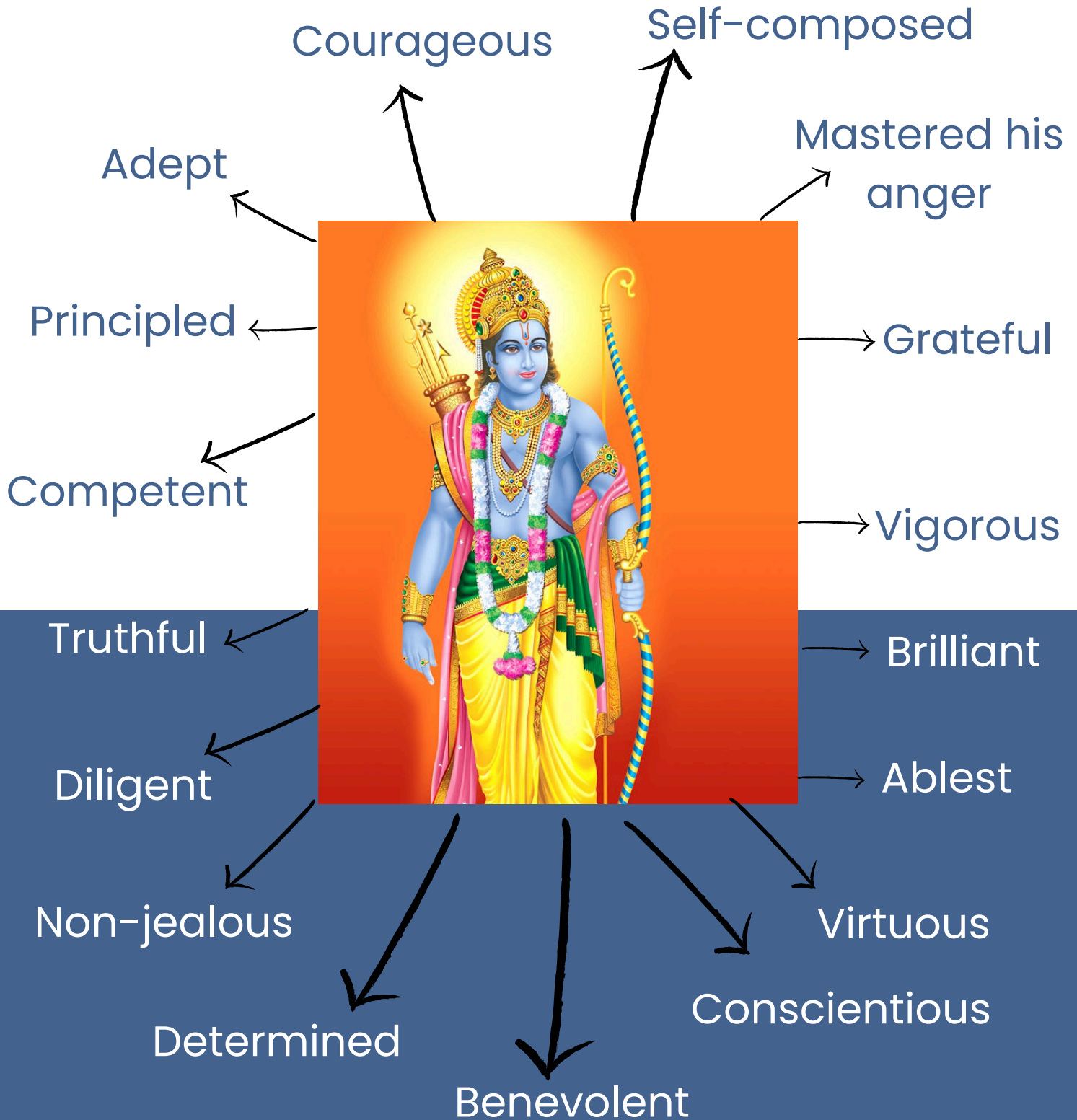
86) Ravelry - merrymaking

Ganesh Chaturthi is the best ravelry celebrated among Hindus.

87) Ruse - trick, deception

Sam had ruse Mika and also robbed money from her.

TRAITS OF VISIONARY: LORD RAMA



FEW GLIMPSE



Oath by faculty members on the occasion of
National Voters Day
25th January 2024



OUR ACHIEVEMENTS



Shivam Gulig (MBA II year)
Saurabh Kasture (MBA II year)
Won Silver Medal in Badminton
in Sinhgad Olympus



OUR ACHIEVEMENTS



Congratulations Students for getting Placed

Sandesh Umesh Jadhav

Tata Elxsi

Sarwajeet Rajput
Pratiksha Bambal
Shridatta Bade
Hemant Pawar
Nayan Bonde
Aniket Jaiswal

ICICI Prudential Life Insurance



OUR ACHIEVEMENTS



Congratulations Students for getting Placed

Mrunal Kailas Patil
Pawan Tulsiram Behare
Radhika Vijaysinh Ghogare
Rahul Tiwari
Rutuja Sunil Shede
Shraddha Ramakant Waghole
Shriram Shripad Kulkarni
Suyash Hemraj Mahajan
Tejas Ravindra Pokale
Vaibhav Dayaram Gavhande
Vaishnavi Rethekar

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Approved by AICTE & Accredited by NAAC)



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