

**Sambhram Academy of Management Studies**  
**School of Management**  
**Annual Academic/Cultural Meet, 2021**

**“ENTHUSIASM IS EXCITEMENT WITH INSPIRATION, MOTIVATION,  
AND A PINCH OF CREATIVITY”**

The School of Management organized its “Annual Academic/Cultural Meet” for its MBA and M Com students with an aim to thoroughly understand the global market and the challenges it presents to make them industry-ready and start preparation for their ensuing professional journey. The School has always believed in the system of **Parallel Education** and conducts various Management, Cultural and Sports Events and activities on a regular basis thus maintain balance between the Academic Rigor and Co-Curricular activities on campus to achieve “Make-Practice-Learn” the nitty-gritty of Management by the Budding Managers.

**MARKETING CELL EVENT**

**Marketing - the Heart and Soul of a Business**

Marketing is a group of ardent "market" minds striving to put all the marketing theories into practice. We aim to offer students an all-round experience of marketing through on-campus activities. These activities aim to offer with all-round development opportunity to the budding marketers. The Marketing Cell of School of Management organized an event named “AdZynga” on December 14, 2021 in which the second year students of MBA and M.Com participated. There were 20 student-participants participated in the event; were asked to recreate any brand or product of their choice with the new tagline, logo and ad commercial. All the students wonderfully showcased their creativity and out of box thinking. The team comprising of Mr. Nihal Ismail E, Md. Sinan, Sajjas C, Md. Sadiq bagged the first prize and the second prize was awarded to the team in which Ms Manisha Sarkar, N Satya Priyanka and Ms Maneesha T V were the members. The event was coordinated by faculty coordinator: Ms Suhani Sharma and Ms. Christy George, second year MBA student was the Student Coordinator.



## HR CELL EVENT

HR Cell event “SYNERGY” was conducted on December 15, 2021 for the students of Third Semester MBA and M Com; thirty students participated in the program. There were 3 rounds in the event; first round was elimination round where students were asked questions on HR Concepts; the second round consisted of Extempore on HR Terminologies and the final round was situation analysis on the strategies adopted by HR Manager for reducing attrition and motivating employees. The winners were Md Anfahe and Sajas CV and runners up were Hritik Roshan R and Christy George from MBA Third Semester. The event was conducted by Ms. Arpita and Student Coordinator Tintu Maria.





### **ENTREPRENURSHIP DEVELOPMENT CELL**

EDP Cell event “*Creating Job Creators*” was conducted on December 17, 2021 for the Third Semester MBA and M.Com students. There were two rounds in which first round was elimination round where students were asked business based questions and in second and the final round they were asked to present any business plan which they are willing to start or thinking of in the near future. The winners were Md. Arshad and Hrithik Roshan and the runners up were Md. Hijas and Visakh J Pillai. The event was conducted by Dr. Surabhi and the Student Coordinator was Ms. Bindu from MBA and Ms. Harshita from M Com Third Semester.



## **FINANCE CELL EVENT**

The finance cell of School of Management organized an event named "Best CFO" on December 20, 2021 in which the second year students of MBA and M Com participated. There were six teams who were asked to give a presentation on the qualities of a CFO, their responsibilities and challenges faced by them at crises-ridden situation. The team comprising of Mr. Mohammed Arshad and Hrithik Roshan bagged the first prize and the second prize was awarded to the team in which Ms Antriya Varghese and Mr. Md. Anfahe were the members. The event was coordinated by Faculty Coordinators: Dr Smitha N.S and Ms. Rema Narayanswamy. Ms. Antriya Varghese, second year MBA student was the Student Coordinator.





## **SPORTS MEET**

*“The moment of victory is much too short to live for that and nothing else”*

Perseverance and tenacity are often the foundational traits of success; when these are combined with dedication and teamwork, the result is outstanding. Students of the School of Management put on a spectacular display of courage, hard work, skills and brilliance during Annual Sports Meet organized on December 21-22, 2021 in which the second year students of MBA and M.Com participated. Various games like Volleyball, Throw ball, Badminton were conducted and all the students actively participated and made the event successful.



### **CHRISTMAS DAY CELEBRATION**

Merry Christmas was celebrated on December 23, 2021 by the MBA and M Com students of School of Management with pomp and gaiety; the program was graced by Ms. Dhaniya Nagaraj, Management Representative of Sambhram Group of Institutions and Prof KC Mishra, Principal. The program began with a presentation by the students that apprised everyone with the story behind the tradition of celebrating Christmas. Then the carols sung by students echoed in the campus followed by Cake Cutting. Power packed dance performances by the students filled everyone's mood with joy and festivity. Many games were also played by students and faculty members. The whole campus adorned with Christmas decorations adding to the Merry Spirit of Christmas.



