Master of Business Administration

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Vision Statement

V1- To help build India as a world leader in Management Education.

V2- To established and develop world class institute overall growth in an era of globlization.

V3- To facilitate easy access to professional education to all section of society.

V4- To develop and provide a professional qualified management workforce for augmentingt the nation's human resources.

Mission Statement

M1-To impact academic excellence in management education.

M2- To inculcate high Moral,Ethical and Professional standard among are student and to improve their overall personality.

M3-To enable rational thinking for student for efficient decision making.

M4-To evolve the institution to the status of a deemed university.

Latest Update

Facebook-owner Meta gives preview of its first store, enterprise tools.

Facebook owner Meta Platforms Inc on Wednesday gave an early glimpse of its first physical store, which features a floor-to-ceiling screen for showing off games on its virtual reality headsets and rooms for testing video calling devices.

The store, set to open on May 9, is located at the main campus for Meta's Reality Labs unit, in the Silicon Valley town of Burlingame, California. The unit is developing the hardware products the company aims to sell their including Ray-Ban smart glasses, Portal video-calling devices and Oculus VR headsets.

With blonde wood and minimalist decor, the store design echoes the aesthetic pioneered by Apple Inc. when it set up retail stores more than two decades ago.

The opening of the Meta store makes tangible what is largely a theoretical future business for the world's largest social media company, which has invested heavily in virtual and augmented reality in a push to build the "metaverse," a term used to describe immersive, shared virtual spaces.

Chief Executive Mark Zuckerberg says the metaverse could be the world's next big computing platform, but he has warned that it may take about a decade for the company's bets to pay off.

In the meantime, with growth slowing and the company still almost entirely reliant on digital ads for revenue, Meta is cutting back on some of its long-term investments.

In addition to promoting its hardware devices to consumers, Meta is increasingly pitching them to businesses. It gave a demonstration at the store of conference calls that can feature a mix of virtual reality avatars and traditional video calling.

Collins acknowledged the enterprise metaverse business is nascent, and a spokesperson said most usage of Horizon Workrooms, the VR conferencing technology, comes from inside Meta.

Crisis-hit Sri Lanka lifts state of emergency.

The Sri Lankan government lifted the state of emergency from Saturday, nearly two weeks after it was imposed across the island nation as it faced unprecedented economic and anti-government protests. Embattled Sri Lankan President Gotabaya Rajapaksa had declared a state of emergency with effect from May 6 midnight, the second time in just over a month amidst growing countrywide anti-government protests over the economic crisis.

The Presidential Secretariat stated that the state of emergency has been lifted with effect from Friday midnight, Hiru News reported.

The move was taken with the improvement of the law and order situation in the island nation. The state of emergency gave the police and the security forces sweeping power to arbitrarily arrest and detain people.

The president's decision to declare the emergency had come amidst weeks of protests demanding his resignation and the government, blaming the powerful Rajapaksa clan for mishandling the island nation's economy, already hit by the pandemic. Nine people were killed and over 200 injured in clashes between pro- and anti-government protesters.

Sri Lanka is facing its worst economic crisis since gaining independence from Britain in 1948. The crisis is caused in part by a lack of foreign currency, which has meant that the country cannot afford to pay for imports of staple foods and fuel, leading to acute shortages and very high prices.

An inflation rate spiraling towards 40 per cent, shortages of food, fuel and medicines and rolling power blackouts have led to nationwide protests and a plunging currency, with the government short of the foreign currency reserves it needed to pay for imports.

College Update

Techvyom Fest organized at SRMSCET, Bareilly.

Techvyom 2022, National level technical fest was organised within the premises of Shri Ram Murti Smarak College of Engineering and Technology reached the huge bar of success with the up-lifted participation offered by the students in various events of all the offered clubs of SRMSCET.

The event rituals came to an end by the prize distribution ceremony which was held on 13th May, in which all the winners of various events were awarded with their merit appreciation by honorable Principal CET Dr. Prabhakar Gupta and all the dignitaries.

Whole day was considered as a great opportunity for all the participants to showcase their talents in events organized by various clubs of SRMSCET like Media Relation Club. Robotrax Club, Synergy Club, Equinox and Illuminati Club, Aeronautics Club, Design Club, Pharmquimica Club and Literary Club. It also offered various lan games and open events in which participation was seen to be extremely up-foot.

After the appreciation momento of all the winners the ceremony concluded by the National Anthem.

Alumni Panel discussion held at SRMSCET Bareilly.

An Alumni Panel Discussion was organized at Shri Ram Murti Smarak College of Engineering and Technology, Bareilly by Training, Development and Placement Cell on 7th May, 2022 under the aegis of SRMS Alumni Association.

College is about learning and Growing. Eventually, the primary purpose of college is to find your true calling, learn vital skills, and identify ways to impact others positively. SRMSCET, Bareilly recently held a leadership panel discussion where alumni shared how they paved their way to success and overcame numerous obstacles to inspire others.

The Alumni's shared their experiences and the valuable insights on how to improve their employability. They also shared the common problems that the fresher's face and the gateways to it.

The following alumni participated in the discussion:

- Nipun Kohli, (B.Tech. - CS, 1999 Batch), CEO, Finaag Technology Pvt. Ltd. Noida.
- Abhishek Johri, (B.Tech. - CS, 1999 Batch), Associate Director, KPMG Company Gurgaon.
- Amita Sharma, (B.Tech.-IT, 1999 Batch), Release Trainee Engineer, Shell Oil & Gas, Bangalore.
- Hitesh Kumar, (B.Tech. -CS, 2001 Batch), Founder and CEO, Protecons, Bangalore.

- Gautam Singh, (B.Pharm, 2006 Batch), Quality Manager in Knox Life Company.
- Mahendra Pal Singh, (B.Tech -CS, 2000 Batch), Manager, Accenture
- Shashank Tandon, (B.Tech. -IT, 2013 Batch), Senior Engineer in JP Morgon.
- Gurbaksh Singh, (B.Tech.-CS, 2014 Batch), Software development Engineer, Flipkart.
- Ajay Gangwar (MCA, 2015 Batch), Software Engineer, C2FO Company
- Deepak Gangwar (B.Tech.-CS, 2015 Batch), Digital Associate in TCS Company.

At the beginning of the program, Dr. Anuj Kumar, Director, Training, Development &

Placement Cell welcomed and felicitated all the alumni and told the students that the alumni have carved a niche for themselves by doing their own hard work and achieving career.

The Chairman Sir welcomed all the alumni, congratulated them on their successes and presented mementos to them.

All the alumni highlighted the fact that the discipline, knowledge, values and culture imparted by SRMS College of Engineering & Technology, Bareilly during their stay in the college played a pivotal role in their success story.

Departmental Arena

Farewell of the Batch 2020

The Inaugural Ceremony was held in the Main Auditorium. It started with the lamp lighting ceremony done by chairman sir. Then all the students moved to their respective venues for the farewell.

The venue of the farewell MBA Department was TDP cell. It was started with lamp lighting by Subash Mehra sir and Dr. Prabhakar Gupta sir. The MOC of the event started with performances. All the seniors were welcomed for the same.

The titles for the event were
 Mr. Farewell- Aman Anand
Ms. Farewell- Priyanka
Mr. Talent- Ravi Gangwar
Ms. Talent- Anshika

And after the distribution of the prizes to the winners all the seniors were given the return gifts and then they moved for the lunch.
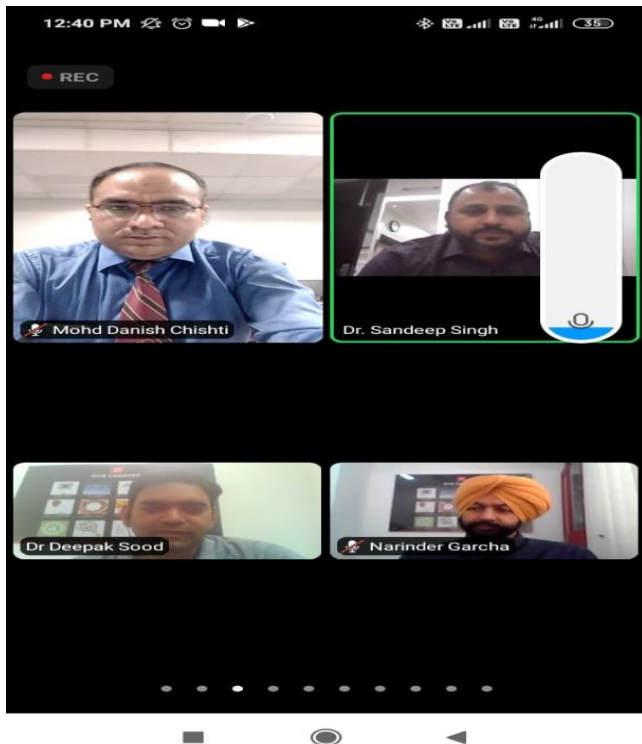
Faculty Arena

Dr. Danish Chishti Assistant Professor, SRMS CET , Bareilly participated in 5 days Faculty Development Program organised by Chitkara University on Structural Modelling using Smart PLS. Structural equation modeling (SEM) is a multivariate statistical technique that allows researchers to estimate and test causal relationships.

He attended this Faculty Development Program to hone his Research and analytical skills. It was conducted using Online Mode.

Student's Corner

Virtual Worlds Are Useful For Children

A research report says that virtual worlds can be important places where children practice what they will do in real life. They are also a powerful and attractive alternative to more passive adventures like watching TV. The research was done with children using the BBC's Adventure Rock virtual world, aimed at those aged 6-12.It surveyed and interviewed children who were the first to test the game.

The online world is a theme island built for the BBC's children channel by Belgian game maker Larian. Children explore the world alone but they use message boards to share what they find and what they do in the different creative studios they find around the virtual space.

At times children were explorers and at others they were social climbers eager to connect with other players. Some were power users looking for more information about how the virtual space really worked. The children could try all kinds of things without having to be afraid of the consequences that would follow if they tried them in the real world. They learned many useful social skills and played around with their identity in ways that would be much more difficult in real life.

According to the study what children liked about virtual worlds was the chance to create content such as music, cartoons and videos.

The publishers of the report say that virtual worlds can be a powerful, engaging and real interactive alternative to more passive media.

They urged creators of virtual spaces for children to get young people involved very early on because they really do have good ideas to add and they are very good critical friends.