



# NEW HORIZON COLLEGE OF ENGINEERING

Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC  
Accredited by NAAC with 'A' Grade, Accredited by NBA

## DEPARTMENT OF MANAGEMENT STUDIES

### "MBA OUTLOOK"

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MANAGEMENT

# Arjun Santosh Kumar



## Youngest Entrepreneur

At just 14, S. Arjun is one of the youngest CEOs in the country. His company LateraLogics, a technology company that develops mobile apps to make everyday life simple, which he intends to make bigger than Google.

The family is overjoyed, with Arjun's father Santhosh Kumar happy to be known by his son's name. He is all smiles while sharing how his son started learning programming at the age of two and how he has been written about. Mr. Kumar says he had to manage the finances while raising Arjun as the family was very particular about the kind of toys he played with and most of them were not available in India.

Arjun is now focused on developing an app called 'iRobot', which will allow the user to manage robots with mobile phones. He is also working on a community-based app which will be used to report any incident or accident or problem, and making direct contact with the law and order agency.

Arjun has his sights set on entering the Massachusetts Institute of Technology (MIT), United States, which awarded him the first prize in the 'App Inventor Contest in 2013' for his 'Ez School Bus Locator' app. He also won first prize in the MIT's App inventor bug finding contest this year. While the app is free for downloading, he has received numerous phone calls from countries like Greece and Costa Rica with demands for customization of the app to suit their environment. Surrounded by technology, Arjun is also aware of the challenges faced by today's women, which led him to create an app 'iSafeGuard'.

# Acumen-2018

Acumen Club, Under the guidance of our Head of the Department Dr. Sheelan Misra and Faculty Co-ordinator Mr. Tejas Vyas organized a one day event ARROHAN-2018 where the team conducted three events

## Chakravyuh (Finance)

Consisted of two rounds i.e., Stockmind & Quiz to test the knowledge of students in the field of finance.



## Advaiyda (Marketing)

Hashtag & Spotlight were the two rounds to showcase their creative ideas & team building skills.



## Drona (HR)

Drona Consisted of four rounds through which students were tested on managing skills, team work and knowledge on HR.



# Rudraksh-2018

Department of Management studies organized a one day Inter-Collegiate Management and Cultural Fest RUDRAKSH-2018 on 28th March 2018. This is the 5th consecutive year of Rudraksh.

The event began with Inaugural ceremony and welcome address by HOD-MBA Principal Dr Manjunatha declared Rudraksh open and motivated students towards innovation and team building.



# Entrepreneurship Development

The Department of Management Studies Entrepreneurship Development Club organised an event "IDEATION" an intercollegiate management event with a tagline 'HAVE MANAGIRAIL SKILLS THEN CHOOSE ANY ONE'.

## Phoenix

Phoenix consisted of two rounds with two participants which enhance the spontaneity and leadership quality of participants.



## Sirens

Sirens consisted of two rounds with three participants to enhance the ability to adapt to any situations.



## Pegasus

Pegasus consisted of two rounds with three members which showcase the decision making ability of the participants in any situation.



# Creativity



Art by  
Mahalakshmi Sec C, MBA  
&  
Thanushree. K Sec A, MBA

# Sports



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