



New Horizon College of Engineering

NHCE

IN PURSUIT OF EXCELLENCE

# New Horizon MBA Outlook

A Monthly E-Newsletter by Department of Management

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Best B-School in India-South by ASSOCHAM, National Education Excellence Award 2016

## Co-Curricular Clubs

We are pleased to introduce our student clubs, The Acumen club and the Entrepreneurship development club (Idea lounge). The acumen club aims at organizing and coordinating co-curricular activities, to connect with the industry, to inculcate the spirit of research and to provide discussion forums on the management topics aiming at building interpersonal skills. The idea lounge aims at inculcating the spirit of entrepreneurship, to create awareness of entrepreneurship development, to support the budding student entrepreneurs and to network with successful entrepreneurs in the city.



**Ratan Tata**

"I don't believe in taking right decisions, I take decisions and then make them right"

Visit us at <http://newhorizonindia.edu/nhengineering/mba/>

MBA Department - "Shubhash Chandra Bose Block"



# MBA Events Overview

*Rudraksh 2017- A state level intercollegiate  
Management & Cultural fest on 24th March 2017.*



*Overall  
Trophy  
Winners NHCE*

Management Fest "RUDRAKSH"; the state level intercollegiate fest on 24th March 2017. The Fest was a management oriented event that gave a platform for the students to share knowledge and also help them showcase their managerial, leadership, entrepreneurial skills and also various extracurricular talents through interaction and innovation. The RUDRAKSH event targeted both Undergraduate and Postgraduate students from various specializations and streams across the colleges in Karnataka. The theme for the Fest this year was "Interact, Innovate & Inspire"





# MBA Events Overview

## *Business Acumen 2017*

*is a unique two day national level workshop and paper presentation competition.*

*Here the participants are exposed to the vital business concepts like design thinking, leadership, business plan and case study analysis by industrial experts. The participants are given opportunity to present and interpret their learnings. The workshop was conducted by eminent professionals. Mr.*

*Chiranjeev Brahma for design thinking, Dr Bholanath Dutta for case study analysis, Mr. Rabindra Gudibande for leadership workshop and Mr. Subhash Dhar for business plan. The event was a success with the support and encouragement of Dr Sheelan Misra, (HOD, Department of Management Studies), the faculty coordinators and with the active participation of students.*



## *MDP BLUE OCEAN STRATEGY*

*Happiness Technologies in association with Centre for Innovation and Entrepreneurship conducted One Day Management Development Program on Blue Ocean Strategy and Design Thinking "Making Competition Irrelevant" in the campus on 13th January 2017. Mr. K. V. Ramesh, CEO, Parsuram Graphics inaugurated the programme. Dr. Arun Bharawdaj and Mr. Stephanos George Eapen, and other senior official of organisation and faculties were in presence.*

## *'BUSINESS ANALYTICS' on 11th March' 2017.*

*The endowed speakers were Mr. Mohan Kumar,, Mr. Balaji and Mr. Girish Rao of Wipro ltd. Need and growth of analytics in India and worldwide, career opportunities and salaries offered, current trends / patterns & application of analytics in business and case studies.*



*The 1st Guru Kalam Memorial Lecture commemorating the 85th Birth Anniversary of Dr. APJ Abdul Kalam on 15th October, 2016 was organized by NHCE in association with Inspired Indian Foundation. Dr. Kota Harinarayana, Ms. Jayanthi M. Eshwarputhi accompanied by Dr. Manjunatha, Principal, NHCE & Dr. Sheelan Misra, Head of Department of Management Studies. All these experts of their fields emphasized on the importance of technology, innovation, dedication, and human values in the younger generation. The panel discussion conducted by Mr. Anantha Krishnan was full of interaction and active participation and where all the panelists deliberated their views and ideas on taking India forward.*

### **Business conclave**

*New Horizon Business Conclave a platform for the businessmen, professionals, practitioners and the academicians to discuss the latest issues on business sustainability in a turbulent environment. A large number of business and institute personnel in and around Bangalore have attended the one day conclave on 27th August 2016 at NHCE, The theme of the NHBC is "Management Practices for Business Sustainability" which is one of the most talked about concepts in the academic and business circles. The Chief Guest of the event was Dr. S N Rangaprasad, Director, the MSME-DI, Mr. Venki Sundaresan, Senior Director at Cypress Semiconductors and Dr. Bholanath Dutta, Founder, President and Convener, MTC Global was the moderator of the*

### **Industrial Visits to KMF, Akshaya Patra, Gone Mad Factory**





# Student's Corner

## *The end of open space offices*

*This was one of the booming trend in management but gradually it is meeting its decline. It has its own reasons and myths for its decline. It was earlier believed that an open space environment increases productivity but it does not. Based on a study by Exeter University it showed that they create a 32% drop in worker's wellbeing and 15% reduction in productivity.*

*Another reason and myth is that they make the employees sick. Based on the study by Queensland University of technology institute of health and biomedical innovation, it was found that working in environments without offices causes high level of stress, conflict, high blood pressure and high staff turnover. This in turn will result in the employees taking more of sick leaves. According to the study by the New Yorker, the companies that have an open place plan can expect its employees to take 62% more sick leave compared to the employees that don't work in an open space environment. After finding out these myths and reasons, it would be better for companies to not opt for open space offices. Due to this, the communication between the employees are reduced and it is an expense to the organization to implement all the environments. The organization can go ahead with the choice that is most preferred by the employees.*

*-Hannah Catherine D (MBA 2nd Sem C Sec)*



*I have an idea that the only thing which makes it possible to regard this world we live in, without disgust is the beauty which now and then we create out of the chaos. The pictures we paint, the music we compose, the books we write, and the lives we lead. Of all these the richest in beauty is the beautiful life. That is the perfect work of art.!*

*-Kokila Mani (MBA 2nd Sem C Sec)*



# Student's Info Corner

## *Student achievements:*

*Mr. Shashikanth Akkineni & Mr. Manjunatha R- Earned First Prize in the event- 'Brand Defenders' (Marketing), in East Point College of Engineering.*

*Ms. Vaishnavi Tembur & Mr. Shashi- Won First and second prize respectively in the event- StockMIND 5, at National Institute of Securities Market in collaboration with ICICI Direct.*

*Mr. Nishanth won 1st place in sketching at Indian Academy College's Cultural Fest*

*Mr. Nishanth & Mr. Ashish Govind won 1st place in treasure hunt at CMRIT's cultural fest*

## *"Management Guru of the Month"*



*"I have no degree in fashion or styling, but always had the knack for curating new and innovative designs. Having handled branding and advertising for a brand like Van Heusen, I would watch the trends very closely, both on-ground and offline. So when I quit my job during my first pregnancy, I started working towards it. Almost after a year of thorough research, I launched Eat Shop Love," Oindrila says. Her company is an online fashion brand - with niche collections upgraded every two months - for women who defy fashion cliché. According to the entrepreneur, not just women, no one can ever have it all. She believes that there are no shortcuts to success; the only way is hard work. "We all have our share of compromises and sacrifices that we make voluntarily. I believe that everything is for a reason and sooner or later we would find out the ultimate good in it. Work honestly, and you'll be rewarded for sure," she says.*



# Management Fundas

*"There was a slight miscommunication" means "We had actually lied"*

*"Well Family is important; your leave is always granted. Just ensure that the work is not affected," means, "Well you know . . ."*

*"After discussion we will decide-I am very open to views" means "I have already decided, I will tell you what to do"*

*"We are a team," means, "I am not the only one to be blamed"*

*"Make a list of the work that you do and let's see how I can help you" means "Anyway you have to find a way out no help from me"*

*"That's actually a good question" means "I do not know anything about it"*

*"Tomorrow first thing in the morning" means "Its not getting done "At least not tomorrow!"*

## **Management Insight**

**Whistleblower:** Someone working for an organization who tells the authorities that people in the organization are doing something illegal, dishonest, or wrong.

**Hot-desking:** When people working in an office do not have their own desk, but work where there is one available.

*Patron: Dr. Mohan Manghnani, Chairman, NHEI. Advisory editorial board Dr. Manjunatha, Principal, NHCE, Dr. Lakshminarayana, Director, placement & training, Dr. Sheelan Misra, HOD-MBA. Faculty coordinator- Dr. Smita Vijay Harwani. Student coordinators- Srinivasa S, S Harshini*