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IN PURSUIT OF EXCELLENCE

New Horizon College of Education

NEW HORIZON COLLEGE OF ENGINEERING

MBA Outlook

A monthly E-Newsletter by Department of Management

INDUSTRIAL VISIT

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Inside this issue:

MBA	1
Industrial Visit	
MBA	2-3
Industrial Visit	
10 Golden rules of Effective Management.	4-5



HCCBPL is the largest bottling partner in India. It is a part of The Coca-Cola Company's Bottling Investments

Group (BIG) and responsible for the manufacture, package, sale and distribution of beverages under the trademarks of The Coca-Cola Company. HCCBPL has 24 bottling plants at strategic locations in various states spread across India. It covers approximately 65% of bottling operations for the Coca-Cola System in India.

The Bidadi plant is situated at the scenic and peaceful environs of Bangalore. The RGB line was a proud addition to the plant in March 2000. Spread over 25 acres, this plant is the only one with canning facilities for Coca-Cola in India.





INDUSTRIAL VISIT



IIInd Sem MBA students visited Coca Cola factory situated near Bidadi Bangalore.

As part of the Bottling Investments Group of The Coca-Cola Company, Hindustan Coca-Cola Beverages Pvt. Ltd. (HCCBPL) works actively with approximately 3800 distributors across the country to place beverage products across 1.4 Million retail outlets to provide refreshment to 25 Million consumers every day. With around 130 SKUs in the portfolio, a strong frontline sales team maintains the discipline of making the products available at an arm's reach by maintaining World Class in- outlet execution and conforming to exacting standards.

HCCBPL services the market through a number of strategically located manufacturing units spread across the length and breadth of the country.

Each of our plants is equipped with state-of-the-art equipment to produce your favourite beverage consistently, day in and day out throughout the year passing through rigorous standards of quality.

The process of manufacture includes key components like extensive treatment of the raw water, preparation of the syrup, the container preparation process, and filling, inspection, coding and filling the bottles into cases.

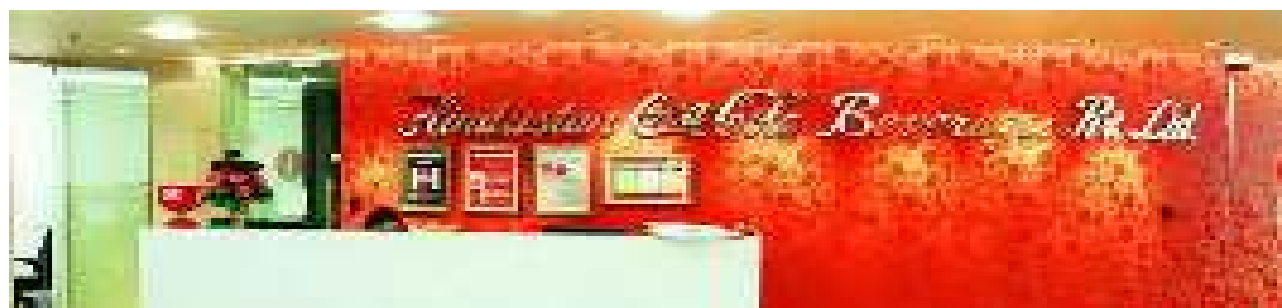




INDUSTRIAL VISIT

The finished product is then dispatched to the warehouse before it departs on to its final destination – the consumer through a network of depots, distributors and retailers. The waste water is processed through an elaborate waste water processing system to ensure the output water conforms to the world class standards.

The students also observed the various steps in the bottling and quality checks at various stages of production. They also learnt the history of the company through a video presentation. Overall the students had a great learning experience through this visit.



The 10 Golden Rules of Effective Management.



1. Be consistent.

This is the first rule because it applies to most of the others. Before your management approach can be effective, it must be consistent. You must reward the same behaviours every time they appear, discourage the same behaviours when they appear and treat every member of your team with an equal, level-headed view.

2. Focus on clarity, accuracy and thoroughness in communication.

How you communicate to your team can dictate your eventual success. When relaying instructions, recapping meetings or just doling out company updates, strive for the clarity, accuracy and thoroughness of your communication. This goes for any other medium, whether that means in-person communication, email or a phone call. Clarity, accuracy and thoroughness are the best way to avoid miscommunication and keep your team on the same page.

3. Set the goal of working as a team.

If you want your team members to work together, have them work for something together. Setting goals just for the department or one individual breeds a limited mentality and forces team members to remain isolated. Instead, give staffers a unified focus and purpose, to inspire them together.

4. Publicly reward and recognize hard work.

When a member of your team does something exceptional, reward him/her -- with a bonus, a small trophy or even just a vocal recognition. Do this in front of the group; it will make the intended recipient feel good and show the rest of the team that hard work is rewarded. The only caveat goes back to rule one: Be consistent in your rewards so you won't be seen as playing favourites.

5. Be the example.

6. Never go with 'one-size-fits-all.'

Your team is comprised of individuals with unique preferences, strengths, weaknesses and ideas. Never use the exact same approach to motivate, encourage or mold all of them. Focus on individuals, and customize your approach to fit each one.

7. Remain as transparent as possible.

Transparency shows your integrity as a leader, and builds trust with the individual members of your team. If you lie about something, or withhold information, you could jeopardize your relationships and the respect you command as a leader.

8. Encourage all opinions and ideas.

The more people you have actively participating in discussions and attempting to make improvements to the organization, the better. Never chastise a team member for voicing an opinion respectfully -- even if it goes against your original vision or isn't well thought out. Cutting someone down for voicing an opinion builds resentment, and discourages people from sharing their own new thoughts.

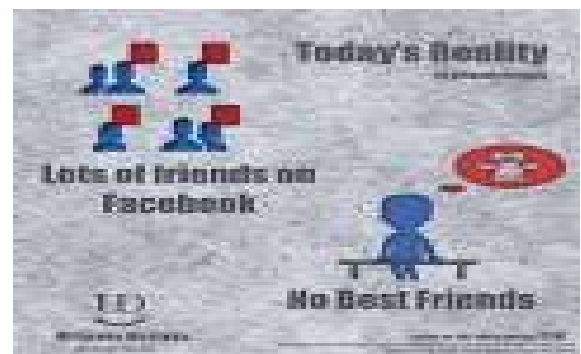
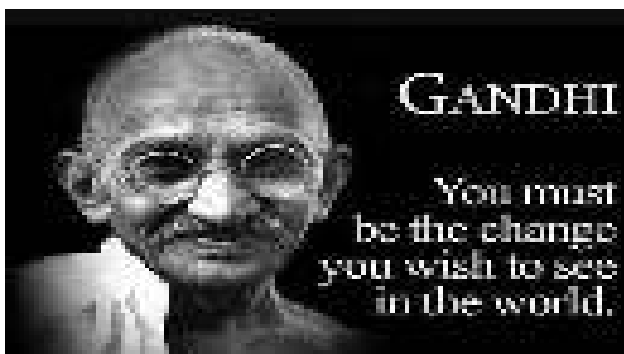
9. Help people enjoy work.

You don't need a pool table or dress code abolition to make work fun. You can make the workday more enjoyable with such new elements as surprise lunch outings, a dedicated break room or even just casual conversations with your workers. Help your people enjoy coming to work, and they'll do their best work for you.

10. Listen and ask questions.

If someone doesn't agree with your management style or doesn't like the direction of the company, don't silence that person. Listen. And ask questions of your entire team: *What do you think of this? How do you feel about that?* This open dialogue makes it easier to proactively identify problems and work together to create a mutually beneficial environment. It will also make your employees feel appreciated and acknowledged.

As you'll notice, these rules leave plenty of wiggle room to apply your own personal "brand" of leadership and management. They stand as fundamental truths, considerations and principles that govern



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