



NEW HORIZON COLLEGE OF ENGINEERING

AUTONOMOUS COLLEGE Permanently Affiliated to VTU, Approved by AICTE & UGC
Accredited by NAAC with 'A' Grade

DEPARTMENT OF MANAGEMENT STUDIES

“MBA OUTLOOK”

VOLUME 4, ISSUE 9

December 2017



NEWSLETTER

Guest lecturers, Students Article, Management Guru
Students Corner

**Guest Lecture on -
ACCOUNTING FOR MANAGERS
23rd Dec, 2017**

The Department of Management Studies had conducted expert lecture on ACCOUNTING FOR MANAGERS on 23rd December 2017 for 1st semester MBA by MR. MADHAN GANESH from GOLDMANSACHS. He gave a detailed brief information on Accounting standards [IFRS] and companies act of 2013. He told how important are Accounting standards for a company. Different types of accounting standards and their different uses in different industries. His lecture gave a clear idea on the accounting standards objectives; importance and the list of rules which are involved in accounting standards. He concluded the lecture by giving a clear example and drawbacks of how the accounting standards play a very important role and accounting standards vary from company to company.

NEWSLETTER



Guest Lecture on - Corporate Governance 22nd Dec, 2017

Department of Management Studies had conducted a guest lecture on "Corporate governance on 22nd Dec. Industry expert Dr. Meera had visited our institute and shared her experience about corporate governance. She Spoke Corporate governance is an ethically driven business process that is committed to values, aimed at enhancing an organizations wealth generating capacity.



She also shared her experience of how to maintain governance in an organization by complying with laws, how to communicate internally and externally how to have a transparent corporate structure and maintain company standards.

The session was well received by all the students and fulfilled their expectations.



NEWSLETTER



**Guest Lecture on -
Quantitative techniques and research methodology
16th Dec, 2017**

The Department of Management Studies had conducted a guest lecture on Quantitative techniques and research methodology on 16 th December 2017 by Mr. KannanGovindan.

He explained in detail about the types of researches which are followed in different industries such as :-

- ACADEMIC RESEARCH
- GOVERNMENT RESEARCH
- INDUSTRIAL RESEARCH
- INDUSTRIAL IN HOUSE RESEARCH

His lecture gave a clear idea on different fields of research its objectives , importance. He concluded the lecture by giving a clear example about various research classifications which are applied in different industries.

Other Guest lecturers organised in December are:-

Guest Lecture on - Marketing Management
26th Dec,2017

Guest Lecture on - Data Analytics in Marketing
30th Dec'2017

**Guest Lecture on-
Budget and inflation
23rd Dec,2017**

NEWSLETTER



Management guru

Naveen Tewari(InMobi)

Founder and CEO of InMobi, a global mobile advertising and technology platform. He is the Board member of Paytm. Bachelor's degree in Mechanical Engineering from Indian Institute of Technology, Kanpur (IIT) in 2000.

InMobi primarily competes against Google's AdMob Millennial media and Apple's iAd.

Naveen is involved in the fuelling of around 30 start-ups as yet in India and has personally invested and supported several start-ups like NestAway, SlideRule, Mettl, Moneysights, Bombay Canteen, Zimber, Razorpay etc. Naveen Also co-founded iSPIRT, which is a change agent with the brain of a think tank and aims to address government policy, create market catalysts, and grow the maturity of product entrepreneurs in order to transform India into a hub for new generation software products.



Students Article

My Idea about Happy Life – Short Article By: Priyanka Mohanty (1NH17MBA60)

The word happiness is relative and it varies in terms of personal belief and experience. According to me a Happy Life is something that helps me to be from my inner self. Happiness varies in terms of personal belief, I believe in the happiness that not only satisfies me, but also makes my near and dear ones feel good. An important object of happiness is sacrifice. We must sacrifice something or the other to see our closed ones happy. According to me it is very important to prioritize whom we want to make happy and how important it is to sacrifice something for that. For example, I love my mom and I also love do Acting, but my mom does not want me to act at all. In this case, I need to decide what can make me more happy- Acting, or my mom's happiness that she gets if I quit Acting. For me, second option would make me happy. In this case, I need to sacrifice Acting. If someone opts to have the first option, she has to sacrifice his mom's happiness to be happy.

A Happy Life, in a nutshell, is a life of our choice, and it's our choice that makes us what we are.

NEWSLETTER



Students Corner

SONG

Don't wake me up i cried so hard
As I slipped past my mother's uterine walls
And then I slept a while with my mother's lullaby everynight
But childhood woke me up for school with a bunch alike me with
curious eyes
I slept a while everyday there ,only to find me sleepless in those
dark bunkers of teenage days
I thought I could use some sleep as I walked into adulthood
But en route i fell into a pit so deep chasing a beauty right down
the street
I bet i spend a thousand days wandering on shores of love like a
insomniac
Chasing reality in a dream sequence that's never bound to happen
And then I slept on the ruins of a marriage half drunk with endless
responsibilities chasing my sleep
And it took me a few years to sleep again in that crowded walls of
old age home
And i finally slept an year like the year I was born ,with keen eyes
staring at me when I was a newborn but sadly they wanted my eyes
closed forever unlike those eager eyes that waited for my eyes to
open up to them
Atlast i took a breath and wished upon it not to wake me up again
everafter
But someone shook me up again ..
Heaven or hell I asked ,
You'll know it soon He replied

©rahul_chungath (MBA A Sec)



Students Corner

Students Painting



Aishwarya KM
MBA C sec



Bugeshree Dey
MBA C sec



Tahnushree
MBA A sec

Christmass celebrations by students



Patron: Dr. Mohan Manghnani, Chairman, NIIET.
Advisory editor board, Dr Manjunatha, Principal, NIICE
Dr Lakshminarayan, Director, Placement & Training
DR Sheelan Misra, HOD, MBA

Faculty coordinator- Dr Smita Harwani (SR. Asst Prof, MBA)
Student Coordinator: Suhas S, Payal Khushalani, Bugeshree Dey