



NEW HORIZON COLLEGE OF ENGINEERING

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

N
E
W
S
L
E
T
T
E
R

Department of Management Studies

“MBA OUTLOOK”

Volume 5, Issue 2

FEBRUARY 2018



Management is doing things right;
leadership is doing the right things.

Good Management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them

A Panel Discussion on budget 2018, Post Demonetization and GST - 8th Feb'2018

The Department of Management Studies conducted a panel discussion on the topic budget 2018 and post demonetization and GST on 8th Feb 2018.

The speakers for the day were Mr. Jagdish V Ahuja, founder of capital market academy and Mr. Visanth Aditya, founder and director Kreetam law association and moderator was Dr Sainath A. R., Professor in the department of Management studies, NHCE.

The gathering was addressed by Dr. Shoban Misra, the head of the Department of Management Studies. The discussion was conducted on the following questions:

- Comparatively huge budget was allocated for defense. Why?
- Will the fiscal deficit increase or decrease when the crude oil is excluded?
- Is India in a diplomatic stage towards urbanization fortunately or unfortunately?

It was an interactive session between the students and the panel members. It was a fruitful talk and the students learned a lot from the discussion.



Outbound Industry Training Program for Faculties- 3rd Feb' 2018

A Team of 7 faculties from MBA Department of New Horizon college of Engineering visited Welspun Corp as an outbound Industry Training Program on 3rd Feb '2018. The team started at around 8 AM from the college campus. It was a full day program which gave the faculties lot of insights about the working and operations of the company.

Welspun is a global textile company started in the year 1991 by Shri. G.R. Goenka. It is the largest integrated towel manufacturer in Asia, a leading supplier to 14 of the top 30 US retailers, and a global supplier offering the entire range of products within the segment and they diversified their business in Pipe Manufacturing. In the Line Pipe sector, Welspun has done many projects including the world's deepest pipeline project in the Gulf of Mexico, U.S.A, heaviest pipeline project in the Persian Gulf, highest LNG pipeline project in Peru and longest pipeline project from Canada to the US. They have Offices & Plants in many parts of India, Middle East & America.

We were fortunate to visit one of their plant in Maddur Taluk, Mandya. Here they make welded pipes of different diameters and thickness based on customers demand.



WRITTEN COMMUNICATION SKILL WORKSHOP – 21st Feb, 2018

The Department of Management Studies of New Horizon College of Engineering conducted a workshop on

“WRITTEN COMMUNICATION SKILLS FOR THE CURRENT CENTURY” in MBA seminar hall on 21st Feb' 2018 at 2:00 pm. The eminent speaker for the day was Mr. Bruce Weitzen founder and president at Cambers LCC.

The speaker also mentioned few essential points that should be followed while drafting a document:

- Organise your thoughts before drafting any document.
- Write down the core points to be mentioned in the document.
- Analyses what is the purpose of the document.
- Who is the reader of your document?
- Always should put yourself in the shoes of the reader.
- What perception will the reader have when he/she reading the document will it give a bad/good impression of the writer.

The session was so captivating that students were able to understand where they are while formatting any kind of document.

And the session came to end at 3:00 pm by giving vote of thanks and token of appreciation by Dr. Shoban Misra the head of the Department of Management Studies.

WALL OF POLAROIDS



Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to deal with them.

Financial Literacy Program For SC & ST Students - 21st Feb, 2018

Skill and Personality Development Program Center for SC & ST Students of New Horizon College of Engineering In Collaboration With Department Of Management Studies, NHCE Organized a 2-Hours Session On The Topic Financial Literacy for SC/ST Students. The Program Was Scheduled On 21/02/2018 In the MBA Seminar Hall.

This Program Was Conducted for Welfare and Betterment of Sc&St Students Of Nhce. The Speaker for This Program Was Ms.Somya Who Works with Finsafe, A Bangalore based Finance Education Organization Focusing On Equipping Indians With Strategies To Handle Their Money Based On Goals, Growth & Safety

More Than 150 Students Were Benefited by This Inspirational Session. Mrs.Somya Explained in Detail About Saving and Investment She Also Focused on The Necessity of Savings and The Benefits Of It To Students In Their Future. It was effectively Conveyed to Students with Inspirational Videos and lot of Interaction.

The event was a huge success with amazing participation and enthusiasm.



WORKSHOP ON CASE STUDY ANALYSIS- 24th Feb'2018

A Case Study Analysis Workshop, conducted by Dr. Vijay Padaguri- training officer at Manipal Banking Institute, Manipal Global Academy ,Bangalore-Campus was organized by the Department of Management Studies, NHCE on February 24th 2018 at 2 PM.

The objective of the workshop is to familiarize MBA students with the importance of Case Studies as part of the curriculum and how does it affect one's job acquiring skill set.

The speaker shed light on how crucial it is to identify the problem early on to prevent complexities in finding solutions to the problem.

By the end of the workshop, students were able to understand that the requirement of today's industry is to have professionals who are creative at problem solving and the skill of analysis and critical thinking will gain them an edge over the others.



ENTREPRENEURSHIP AWARENESS PROGRAMME - 24th Feb'2018

The Entrepreneurship Development Club of New Horizon College of Engineering from the Department of Management Studies had organised an ED Awareness programme in a form of a Street Play on 24th February, 2018. Venue for the skit was Basketball court of New Horizon College of Engineering.

The main aim of this awareness programme was to forge recognition among the students and encourage them to emerge with new ideas and become the aspiring entrepreneurs who will be the job providers than job hunters.



WALL OF POLAROIDS



It's not about money. It's about the people you have,
and how you're led." - Steve Jobs

CONFERENCE ATTENDED BY STUDENTS ON DIGITAL DARWINISM

VENUE: LE MERIDIEN HOTEL BENGALURU

DATE: FEBRUARY 21ST 2018

BANGALORE CHAMBER OF INDUSTRY
and COMMERCE along with Manipal Global
Education Services organized a Conference on
Digital-Darwinism: Thriving in the phase of
Technological change.

The Conference began at 6:00 pm with a welcome
address by Vaitheeswaran S, CEO MEMG who shed
light on the rapid technological changes that requires
a sincerely adaptable working force and the role of
institutions in delivering this need.

The welcome address was succeeded by a speech by
the key note speaker of the evening, Dr. Anand K Josh.

The focus was majorly on how the market is changing
with respect to upcoming exciting innovations and
shorter life span of products and how this makes the
traditional success stories irrelevant.

The first panel discussion was on – how academia is
geared up to take on the current and emerging tech
trends and disruptions.

The panel was moderated by Balachander N, Group
Director, Coffee Day Group and constituted the
following four speakers:

SwarnaBapat, Director, Technical Sales, Microsoft
Kiran GIR, entrepreneur

ShivkumarVenkateshwaran, IIMB, CHRO

Srikanth N R, MD HR in Technology, Accenture

The discussion covered the importance of digital
learning in addition to conventional teaching
methods and the alignment of academic syllabus
with industry essentials.

The second panel discussion was on – How to create
more Student Entrepreneurs from Institutions-
Incubating in Academia.

The panel was moderated by SudboeshVenkatesh,
CPO AzimPremji Foundation, it constituted of the
following speakers;

SrikanthIyer, CEO and Co-founder of Homelane
ManasDasgupta, ANZ Wealth

Dr. Anil RaoPaula, Senior Dean, Welingker
institute of Management, Bangalore

Gopal D, CEO MeriTrac



WALL OF POLAROIDS



Airline CEO predicts a future where 'we will pay you to fly'

The Great Start Up



WOW Air founder and CEO Skuli Mogensen.

Since taking to the air in 2014, WOW Air has become an increasingly disruptive force in ultra-low-cost long-haul international air travel.

The Icelandic carrier and its bright fuchsia planes have made waves with stunningly low prices.

In January, WOW launched a sale for \$69 one way tickets from the US to Europe. In June, the airline followed up with a sale for \$55 trans-Atlantic tickets. These sales have helped bring awareness to the airline that's expected to double in size over the next two years.

These sales have helped bring awareness to the airline that's expected to double in size over the next two years.

However, the question must be asked. How low can they go?

"I can see a day when we pay you to fly," WOW Air founder and CEO Skuli Mogensen told Business Insider in an interview.

For years now, airlines have worked to diversify their revenues streams and to reduce their reliance on ticket sales for income.

Fees for things such as seat selection, early boarding, and in-flight meals have become the norm. In addition, they have developed lucrative partnerships with hotels, restaurants, rental car agencies, and other travel industry players to ensure their ability to derive revenue from all facets of a passenger's travel needs.

WOW has certainly capitalized on ancillary income to lower ticket prices since unbundled, a la carte service options allow passengers to pay for only what they need.

"Our goal, and we're working hard towards it, is for our ancillary revenue to actually surpass our passenger revenue," Mogensen said. "What ever airline becomes the first to achieve this will be a game changer."

In theory, by lowering an airline's dependency on passenger revenue, the amount it charges per ticket becomes less important. In the most extreme case, the fact a passenger is on the flight will be more crucial for the airline's bottom line than how much it charged for airfare. That's because most of the money the airline will make from its passengers comes after they purchase their ticket. And thus WOW could technically pay you to be on the plane and still make money from the trip.

According to the former tech entrepreneur and investor, WOW's plans involve going even further in terms of customer engagement.

"It means having a deeper, more personalized relationship based on your prior behavior, needs, and obviously always with your privacy in mind," Mogensen said.

That means WOW's future value as a company will be tied to how effectively it can leverage data collected from its customers in the same vein as Facebook or Google. In fact, Mogensen believes airlines are even close to realizing the full potential of its business intelligence.

"If we can understand your needs better, it allows us to interact with you more effectively and help you have a more successful trip whether that be for business or leisure."

In addition, WOW is looking at a slew of innovative ways to reward its passengers financially. This includes potentially paying passengers whose social media posts generate business for WOW - effectively turning its customers into the airline's brand ambassadors.

"There are all kinds of interesting opportunities through using technology and social media," the CEO told us. "People tend to take a lot of photos while traveling, sharing their experiences. We see a lot of interesting ways to empower people to spread the word about Wow and to reward them accordingly."

As a far WOW's continued growth as a disruptive force airline business, Mogensen is as concerned with traditional measures of success. "I want to build a great company and have fun doing it."

WALL OF POLAROIDS

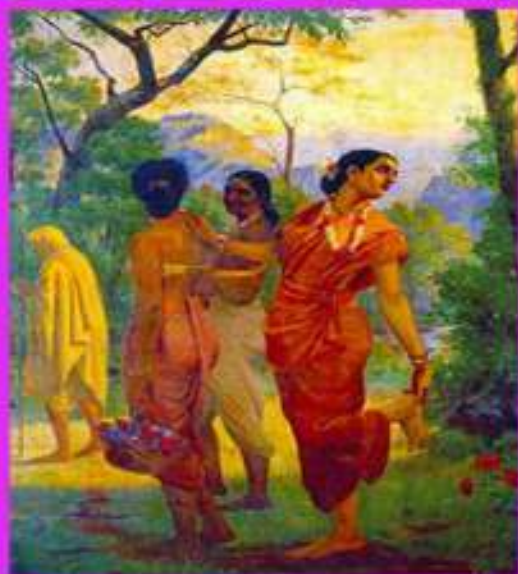


Color is the keyboard, the eyes are the harmonies, the soul is the piano with many strings.

The artist is the hand that plays, touching one key or another, to cause vibrations in the soul.

-Wassily Kandinsky

Art By
Mahalakshmi
MBA C sec



Source:-
Ravi Varma Paintings

WALL OF POLAROIDS



“Choose a job you love, and you will never have to work a day in your life.”

Plan Your Career Accordingly



1. Identify Your Career Options. Develop a refined list of career options by examining your interests, skills, and values through self-assessment. Narrow your career options by reviewing career information, researching companies, and talking to professionals in the field. You can further narrow your list when you take part in experiences such as shadowing, volunteering, and internships. MIT students can log in to access MyPlan, an online self-assessment tool offered through our office, can be a useful starting point.

2. Prioritize. It's not enough to list options. You have to prioritize. What are your top skills? What interests you the most? What's most important to you? Whether it's intellectually challenging work, family-friendly benefits, the right location or a big paycheck, it helps to know what matters to you -- and what's a deal-breaker. We provide skills and values assessments -- set up an appointment with a Career Advisor to take advantage of this service.

3. Make Comparisons. Compare your most promising career options against your list of prioritized skills, interests and values.

4. Consider Other Factors. You should consider factors beyond personal preferences. What is the current demand for this field? If the demand is low or entry is difficult, are you comfortable with risk? What qualifications are required to enter the field? Will it require additional education or training? How will selecting this option affect you and others in your life? Gather advice from friends, colleagues, and family members. Consider potential outcomes and barriers for each of your final options.

5. Make a Choice. Choose the career paths that are best for you. How many paths you choose depends upon your situation and comfort level. If you're early in your planning, then identifying multiple options may be best. You may want several paths to increase the number of potential opportunities. Conversely, narrowing to one or two options may better focus your job search or graduate school applications.

6. Set "SMART" Goals. Now that you've identified your career options, develop an action plan to implement this decision. Identify specific, time-bound goals and steps to accomplish your plan. Set short-term goals (to be achieved in one year or less) and long-term goals (to be achieved in one to five years).

- Specific -- Identify your goal clearly and specifically.
- Measurable -- Include clear criteria to determine progress and accomplishment.
- Attainable -- The goal should have a 50 percent or greater chance of success.
- Relevant -- The goal is important and relevant to you.
- Time bound -- Commit to a specific timeframe.

7. Create Your Career Action Plan. It's important to be realistic about expectations and timelines. Write down specific action steps to take to achieve your goals and help yourself stay organized. Check them off as you complete them, but feel free to amend your career action plan as needed. Your goals and priorities may change, and that's perfectly okay.

8. Meet with a Career Advisor. Our advisors are here to help you make effective career decisions. Make an appointment on CareerBridge to talk about your career options and concerns



Patron: Dr. Mohan Manghnani, Chairman, NHEI.
 Advisory editor board: Dr Manjunatha, Principal, NHCE
 Dr Lakshminarayan, Director, Placement & Training
 DR Sheelan Misra, HOD, MBA
 Faculty coordinator- Dr Smita Harwani (SR.Asst Prof)
 Student Coordinator: Suhas S, Payal Khushalani