



IN PURSUIT OF EXCELLENCE
New Horizon College of Education

New Horizon College of Engineering

MBA Outlook

A monthly E-Newsletter by Department of Management

INSIDE THIS ISSUE:

NHCE Achievements	1
MBA—Rudrakhs	2
Rudraksh Events	3
Thoughts of the month	3
Inside Story	4

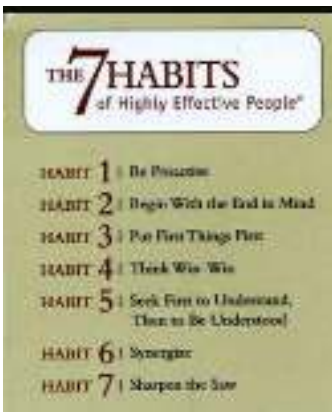
Achievements

In pursuit of Excellence, New Horizon Educational Institutions (NHEI), Bangalore has been lighting the path of learning since 1970 and has been striving for innovations in education, research and technology ever since. NHEI comprises of eight educational institutes viz. New Horizon College of Engineering, New Horizon College (Kasturinagar Campus), New Horizon College (Marathalli Campus), New Horizon College of Education, New Horizon Pre – University College, New Horizon Research Foundation, New Horizon Public School and New



Horizon Gurukul.

New Horizon College of Engineering has been awarded “BEST ENGINEERING COLLEGE IN INDIA-SOUTH” and “BEST B-SCHOOL IN INDIA-SOUTH” at National Education Excellence Awards – 2016” held in New Delhi on 17th February, 2016. The event was organized by Association of



MARCH IS
WOMEN'S
HISTORY
MONTH



We are happy and proud to inform you that the Department of Management Studies, New Horizon College of Engineering organized a one day Management Fest “RUDRAKSH”; the state level inter-collegiate fest which will be held on 29th March 2016.

The Fest was a management oriented event that would provide a platform for the students to share knowledge and also help them showcase their managerial, leadership and entrepreneurial skills through interaction and innovation. The RUDRAKSH event targets both Undergraduate and Post-graduate students from various specializations and streams across the colleges in Karnataka. The theme for the Fest this year is “Creativity and Innovation of Young India”



RUDRAKSH, a one day Intercollegiate Management and Cultural Fest organized by Department of Management STUDIES was held on March 29th, 2016. The theme for the Fest this year was “Creativity and Innovation of young India”

A leisure, lucrative and accolade of the era, Rudraksh-2016, the essence of Indian civilization was a tribute to the creator and performer. It was a showcase of infinite knowledge and talent,



THEME: Creativity and Innovation of young India

The Promise of a bright future is staring down at India, The age for innovation and exponential growth is beckoning now. It’s never been a better time to “Create and Innovate”

Creativity and Innovation of young India is an initiative to boost the image and economy of India by encouraging students to be creative . This program presents a huge opportunity for a bigger, brighter and better India. India once known as the golden bird will soon be known as the place of golden opportunity when this is achieved. Hence, Rudraksh's aim was to guide students to make this slogan reality as they are the future of India. India is our responsibility and **Creativity and Innovation** is the tool to fulfill this responsibility successfully.

The Fest maintained its uniqueness **Creativity and Innovation of young India** with an Inaugural dance invoking Lord Ganesh’s blessings through the medium of Bharatnatayam Dance.

We started the event with an inaugural function in the morning and had Mr.Arun Bharawaj Director, Global Alliances, Asia Pacific, Dell. Mrs.Hemalatha and the team of Akira Movie as Chief guests for the fest in the Presence of Dr.Manjunatha, Principal, Mr.Chakrabharti, Director, Public



This later progressed to the start of all events in the college and cultural event at the Auditorium which gave an awesome kick-start to the fest.

The Fest was a Management oriented event that provided a platform for the students to share knowledge and also help them showcase their managerial, leadership and entrepreneurial skills through interaction and innovation. The management Fest event targeted both Undergraduate and Postgraduate students from various specializations and streams across the colleges in Karnataka.

The fest included management events starting from – Finance competition (vyaparpatshala), marketing competition (mantram), HR competition (vagyudh), Business plan (yojana) and best manager (chanakyaneethi) and there by leading to cultural events which was Talent show which includes both solo and group talents.

This year we had over 30 colleges participated in our events from all over Bangalore.

The judges for the cultural – talent show were Mr.karthik a professionally trained choreographer and the founder of H2O fitness studio, Mr.PremSagar celebrity from the kannada industry and Ms.Smitha professional choreographer for 8 long years from the Xavier's dance studio, had been great judges for the evening.

The price winners were from IBMR-IBS college, Jain college and the very obvious New Horizon College of Engineering. Coming to the overall championship it was achieved by “NHCE” which



Brief of Events:-Talent Show

The judges for the Talent show were Mr.Karthik ,Mr.PremSagar and Ms.Smitha who are stars of the film Industry and having an experience of over 8-10yrs in choreographing various forms of dance styles. The show was concluded by an energetic performance by the judges themselves which followed with the prize distribution and the winners being 1st prize awarded to Jimmy Francis John (NHCE MechDept), 2nd prize Asif (GEMS B School), and 3rd prize Swathi (NHCE), these were awarded for the **talent Show Solo**.

Talent show group was won by UNGA BOYS (PESIT) for Mad Ads, 2nd prize was awarded to Jimmy and Group (NHCE) and 3rd prize was awarded to Ajithra and Group (NHCE) and finally when the overall championship was awarded to NHCE, it brought in sense of victory among all



HR EVENT (VAGHYUDDHA) REPORT

The event comprised of three rounds namely HR quiz, HR planning and role play. There were 14 participants. After the second round there was elimination and 6 participants entered the final round. In the final round participants were given HR related issues and were asked how they would handle the situation. Mrs.NandhitaVenkatesh was the esteemed judge of the event. She asked certain questions to the participants to check their capabilities. Ms.PatilPooja from IBMR College was awarded as the winner and Mr. RK Preetham

was declared as the first runner up. Raagini, Rekha, Seema and Prathiba were the student co-ordinators. The event was full of learning for the participants and were very interactive.

Marketing Event

One of the events was 'Mantram'- the marketing event. The event was attended by more than 70 students from across 30 colleges in Bangalore. The highlights of the event were written quiz and product launch. The participants were screened down to 9 teams after the 1st round ie, quiz competition. The 9 selected teams gave a power point presentation of their new product ideas.

The coordinators constantly strived over the days to plan the marketing event so that students from all over the state can participate and make it a grand success.

Finance Event

A total of 22 teams participated in the finance Event .First round was of aptitude on accounts and finance for 30 minutes. Five teams qualified for the second round. The second round on portfolio construction was for 40 minutes. The winners were IBMR-IBS college from Bangalore. Runners –up were from Jain University.

The judge for the event was Dr. Ravi-chandra Reddy . Professor, Department of Management studies, NHCE.



Thoughts for the month.

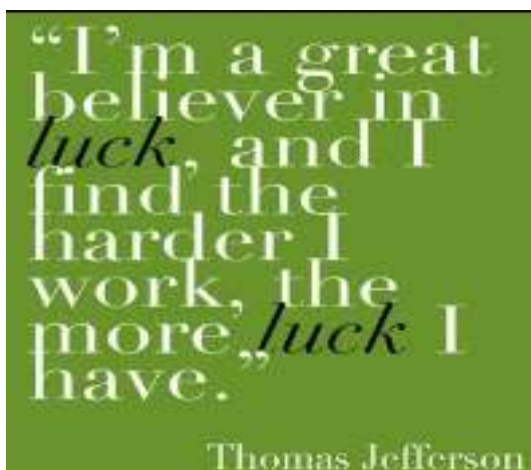
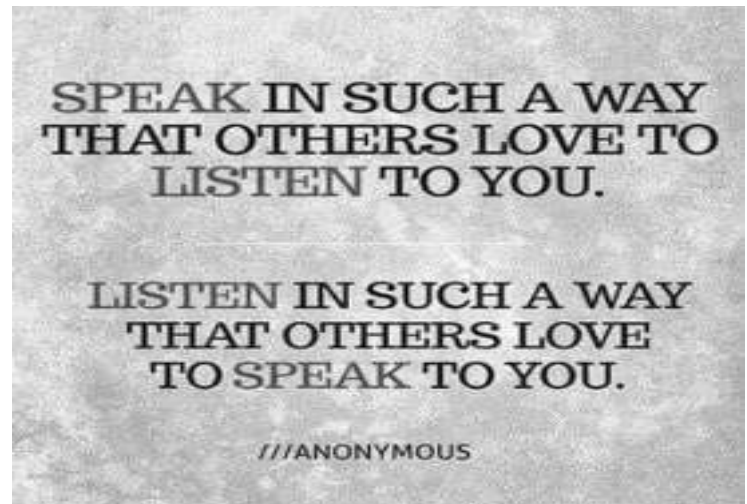
March

What's in Store for Foodies?

- 03 - National Mulled Wine Day
- 14 - National Potato Chip Day
- 19 - National Chocolate Caramel Day
- 25 - International Waffle Day



... and much more!



Patron: Dr. Mohan Manghnani, Chairman, NHEI. Advisory Editorial Board Dr. Manjunatha, Principal, NHCE, Dr. Lakshminarayana, Director, Placement and training, Dr. Sheelan Misra, HOD-MBA. Editorial Committee Editor in Chief-Dr. Sainath, Faculty coordinator: Dr. Uday Kumar. Student Co-coordinator: Mr. Rakesh P, Priyanka V.