

New Horizon College of Engineering

New Horizon MBA outlook A Monthly E-newsletter by Department of Management Studies
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Career development



A guest lecture on "Career Development" was organized for the students of MBA department on 8th April 2017 by Aaron Watson, CEO OF Sinai Global. The lecture concentrated on the various aspects and tools related to Career Development. Mr. Aaron quoted that career development is a lifelong process of managing, learning, work, leisure, and transitions to move towards a personally determined and evolving preferred future. The tools or the types of career development discussed in the guest lecture were, Career Planning Workshops, Individual Counselling, Organizational Assessment Programs, Developmental Programs, and Self-Assessment Tools. Assessment Pro Assessment Tools





Guest lecture on E- Marketing- 3rd April 2017 Developing Global Mindset, Global Interest, Training and Development, Leadership, Recruitment and Selection- 6th A Guest lecture on Corporate Governance- 7th April 2017 Guest lecture on Investment Management- 8th April 2017 Legal Aspects of Mergers and Acquisitions- 8th April 2017 Venture Capital and Business Plan- 17th April 2017 Percent Methodology in Industry Perspectives 20th April 6th April 2017

- Research Methodology in Industry Perspectives -20th April 2017
- Working Capital Management and Dividend Decisions- 22nd April 2017
- Labor Law and Employee Discipline— 22nd April 2017
- Management guru of the month

SmartCEO - Cloud Kitchens and a Fresh Menu

Before launching food delivery startup FreshMenu, Rashmi Daga had worked with other startups, created valuations for companies and raised funds for interesting ideas. She says, "At the Indian Institute of Management, we were trained to think of ourselves as entrepreneurs. My experience in the field helped when FreshMenu began."



Rashmi worked in the sales teams of many companies before bootstrapping a platform of curated art forms. It didn't work out and she went back to her sales job. "FreshMenu began as a passion project based on something that everyone likes — good food available in super-quick time. The lack of options to get good food home delivered in the suburbs got me thinking about a company that would offer tasty fare cooked by chefs to working professionals."

FareWell Party



dance, solo dance final year and solo singing entertaining group solo Students of performances. participated enthusiasm. Some exciting and fun games were also conducted for the students, some of them were balloon blast, girls draping saree to boys and many more. "Tongue twister" game for faculties caught everyone's attention and turned out to be enjoyable. Special performances by faculties were a surprise to the seniors. Token of love and appreciation was given to the students by their juniors during the "Memento distribution ceremony" Students Corner

EVOLUTION OF ENTREPRENEURSHIP IN INDIA A.K. ANURADHA, 1NZ16MBA01

The present Indian society, the 21st century has witnessed the most spectacular growth in the field of entrepreneurship. The current

scenario has many start up entrepreneurs, who are very successful and

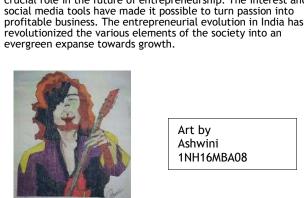
render their service towards the betterment of the society. The history of entrepreneurship in India starts in the era of Indus Valley civilization during the early Harrapan period (about 3200-2600BC). his age is called as the copper age, the Indus valley civilization area showed similarities with northern Iran and

southern Turkmenistan which showcased the mobility and trade practices. The Indus valley people apart from agriculture and hunting supported their existence through the trading of goods like exchange of ornaments, potteries and animals. With this the early

exchange of ornaments, potteries and animals. With this the earl years (1000-500BC) has the Indian trader re-exporting bought zincfrom the Chinese and sold it to central Asia this was further se seen as the worst thing bought from west Asians being sold to the Chinese. The Mauryan era was symbolized to be one of the golden ages of Indian history. A time when the country wa5 united and independent with vast territory it had better trade widespread use of metallic money. The trade use of metallic money. The trade was done in an enormous scale with the Sri Lankan and South East Asian traders. The Mughal era 2 (1600—J700AD) played

animportant role a5 the British arrived in this era and a person names Surat merchant Virgil Vora to be amongst the first entrepreneurs. The Colonial era 1 (1700-1850AD) Europe had entered many technological innovation5 which gave rise to entrepreneurial enterprise. Be Colonial era 2 (1850-1900AD) had seen the setup of

railways, steel works, and foundations of jute mills. After independence, globalization arrives with the overall evolution in entrepreneurial ventures. The northern entrepreneurs are wealth creators, communicators, change agents, entertainers. Technology plays a crucial role in the future of entrepreneurship. The interest and



Art by Ashwini

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