



# NEW HORIZON COLLEGE OF ENGINEERING

Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC  
Accredited by NAAC with 'A' Grade.

## MBA OUTLOOK Volume 4, Issue 5

### **GUEST LECTURE ON DATA ANALYTICS AND DATA WAREHOUSING**

The Department of Management Studies, NHCE organized a seminar on data analytics on 7th August 2017, the guest speaker was Dr. Jitendra, HOD, Department of Information Science, NHCE.

The seminar gave a deep insight into the data analytics which is a very important and need of the hour topic in the field of business and technology. The guest speaker emphasized the use of this concept for enhancing the business and its application in knowing and conducting the business in the most efficient manner.

The seminar was very useful and knowledgeable and provided relevance to the chosen specialization of management studies. The event was a success with the active participation of students, faculty coordinator and with the encouragement of Dr. Sheelan Misra (HOD, Department of Management Studies).

### **Seminar on Specialization Orientation- 9th August 2017**

The department of management studies, under the guidance of Dr. Sheelan Misra (HOD) and faculty coordinators organized an orientation program on 9th August 2017. A very experienced industry professional Mr. Nagarajan, retired general manager-HR with TTK prestige limited was the guest speaker.

The entire program emphasized the importance of cultivating qualities and attitude to become an efficient manager in the industry, various anecdotes on tactful handling of HR issues in organization were discussed. The guest speaker elaborated the concept of management along with very helpful guidance in making a successful career path. Overall, the program was very enriching and lively with question and answer session with the guest speaker. The event was a success as the students and the speaker interacted well.

# **GST Seminar - 19th August 2017**

The department of management studies, NHCE organized a seminar on GST on 19th August 2017, the guest speaker was Mr. S.V. Venkatesan I.R.S, Assistant Commissioner of Central Excise, Customs & Service Tax (Retired). The seminar gave a deep insight into the newly introduced GST tax, the session focused on the fundamental understanding of the GST concept. The guest speaker delivered a simplified and comprehensive speech on the topic for easy understanding of the new taxation system and emphasized the advantages for the same.

The seminar was very useful and knowledgeable. It not only provided relevance to the chosen specialization of management studies but also for the counterparts to imbibe an understanding of GST in layman terms. The event was a success with the active participation of students, faculty coordinator and with the encouragement of Dr Sheelan Misra (HOD, department of management studies).

## **2017 CASE STUDY COMPETITION "REEL TO REAL"**

The department of management studies conducted a case study competition on 12th August 2017. The main objective of the competition was to introduce the practical application of concepts being used in the movies. As the title of competition 'REEL to REAL' suggests, the students had to interpret the movie and correlate it to the management concepts. With this, students also provided practical suggestions on how to implement these learnings in our real lives.

A panel of five judges were to evaluate the student teams under them respectively. Most of the students in department took part in the event. Primarily, an abstract of 100 words was submitted on 10th August 2017. The qualifying teams had to present the case. There were 25 qualifying teams. On 12th August 2017, the event started at 9:30 a.m, case study presentation was happening simultaneously in different rooms. The students were judged based on the business lessons, ethics/life lessons, varied outlook or perspective on the movies taken away, and movie video clips. Later out of 25 teams only 10 teams were selected to the final round, wherein the selected group of students again presented in front of the main panel of judges. Out of the 10 teams top 3 best teams were awarded with certificates and prizes and the next best 3 teams were given consolation certificates.

# Case Study Gallery



## **Industrial Visit VST tillers & tractors**

The department of management studies, NHCE organized an industrial visit to VST tillers & tractors, Bangalore on 21st, 22nd and 23rd August 2017 for three batches of MBA third semester students.

The students were explained about the various components of the tractors and tillers manufactured in the company. The entire production operations were explained in detail. Various concepts of marketing and operations related to the management studies were enriched through practical exposure. Overall the experience was very valuable which provided prospective for further career enhancement.

# Student Article

## MYSURU- THE ULTIMATE FOOD DESTINATION

Mysuru, once the capital of the wodayar dynasty, is in the southern part of Karnataka. This place is known as the Heritage city of India for its customs and traditions. Mysuru attracts a lot of tourists across the globe for its architecture, palaces, history, festival and heritage. It is the ultimate go to place when it comes to authentic south Indian food. I travelled all the way from Bengaluru on my Bike, just to taste its remarkable food.

The tour couldn't have a better start, as I decided to try the famous Mysuru butter masala dosa, at Vinayaka Mylari dosa center. People who come here wait a long while just to have a cup of tea and dosa. The dosa was Crisp on the outside and had a secret curry filling on the inside. It was loaded with butter, which made me to order one more. This hotel, estimates its customers on daily basis to not waste any food.

It was south Indian thali time, which attracted me to Dasaprakash restaurant, which was recognised for its ambiance and food. I ordered a South Indian meal. The curries had a kick of ginger, garlic and a pinch of cinnamon. The desserts just made my day. The restaurant is of the idea that, happy and satisfied customers will make their business grow. Hence it provides quality food and the best service. Being a foodie, my tour was incomplete without trying street food. I was at the Dry gobi centre, which is making its customers happy for the past 6 years. Here they serve Dry gobi with Sliced cucumber, onions, lemon and homemade pudina Chutney. This signature dish was loaded with numerous flavours due to which there was a carnival in my mouth. This shop is located in a remote part of the city and yet its uniqueness in food and taste attracts the Mysurians and its tourists. These were some of my favourite food destinations of Mysuru. I tried these places with the help of a few food bloggers and food critics. And it led me to taste the royal and authentic flavours of Mysuru. I strongly recommend these places, when you're in Mysuru and I assure that you will feel ON TOP OF THE WORLD.

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