



NEW HORIZON COLLEGE OF ENGINEERING

AUTONOMOUS COLLEGE Permanently Affiliated to VTU, Approved by AICTE & UGC
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Department of Management Studies

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NEW HORIZON COLLEGE OF ENGINEERING



NEWSLETTER OVERVIEW

Business Acumen, National Conference, Industrial Visit,
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Business Acumen 3rd November 2017

By Dept of Management Studies

The Department of Management studies organized Business Acumen 2017 on management, technology and innovation on 3rd November, Friday, 2017. The event registration started at 9am where 150 participants including in house and externals took part in the event. The gathering was welcomed by Dr. Sheelan Misra, Head of the Department of Management Studies, NHCE followed by the conclave chair address. P. Subramaniam, Honourable chief guest, and which was followed by the Principal's address Dr. Manjunatha.

Dr. Sheelan Misra and Dr. Manjunaths felicitated the chief guest and the five judges NITTE Meenakshi, Mrs Suhasini, SJES College of Management Studies, MR. Rahul Prakash, Infinity Research, Roopa Devi, Garden City University and Prof. Shilpa with a sapling and a memento. Vote of thanks was offered by Prof. Tejas Vyas, faculty of Management Studies.

Finally, Prof. Sainat, Faculty of Department of Management Studies announced the winners. NITTE Meenakshi, Jyoti Nivas College and New Horizon College of Engineering secured the 1st 2nd and 3rd positions with two participants each.

The event was concluded by offering the final vote of thanks from Prof Santhosh, Faculty of Department of Management Studies followed by the National Anthem.



National Conference 2017 10 & 11th Nov, 2017

By: Dept Of Management Studies



Management, Technology and Innovation- “Role in Value Creation for Emerging Economies”

Day 1: 10.11.2017

The Department of Management studies, New Horizon College Of Engineering in association with Association of Management School organised National Conference on the theme Management, Technology & Innovation: “Role in value creation for emerging economies on 10th & 11th November 2017.

The event on 10th November 2017 began with an inauguration and followed by speeches delivered by noted business exponents who have rich knowledge and experience in their field of expertise.

The august gathering was welcomed by DrSheelanMisra – Conference chair and HOD – MBA, NHCE. The crux of the event was explained that revolved around the concept of management and technology,

Followed by this DrManjunatha – Principal, NHCE emphasized the importance of leveraging existing practices to emerging practices.

The opening remarks by the guest of honour Dr Anil Rao Paila - President – AIMS and Sr. Dean and Director, Welingkar Institute of Management Development & Research, Bangalore

The conference address by the Chief Guest Dr Mathew J Manimala – Director XIME, Bangalore and Professor and chair person OBHRM, IIMB highlighted the need of the hour to be independent, adopt to change, the evolution on creativity and innovation over successive years. The application of copy plus strategy which is also an incremental strategy to enhance business along with problem sensitivity was effectively delivered to the conference gathering.

National Conference 2017 10 & 11th Nov, 2017

By: Dept Of Management Studies

Dr. C.S.R Prashanth – Dean Academics and HOD – CSE, NHCE gave factual details of companies who have excelled as well as failed depending on their willingness to adapt the best business practices, Innovation, Technology in their respective business.

The event was concluded with the vote of thanks by Prof.KerenaAnand, Conference Secretary and Faculty, MBA, NHCE followed by the National anthem.

Day 2: 11.11.2017

After the success of day 1 of the National Conference, Day 2 was another big day for New Horizon College of Engineering which included inauguration and the paper presentation event. In total there were 71 participants from 22 colleges and 51 papers.



The chief guests Mr. Sudarshan K.N and Dr.BholenathDutta were felicitated by DrManjunatha, Principal – NHCE. The Judges for the day were AbubakarSiddeeqh, Shitanshu Prasad, DrKarthigaiPrakasam C, Prof.KishinchandPoornimaWasdani and M.K Lodi. The judges were felicitated by Dr.SheelanMisra.

DrManjunatha – Principal stressed upon the problem in India with regard to research.

Mr. BholenathDutta began the session by throwing light upon how PKSF & Gramin banks are working towards equity and equality which is one of the important sustainable development goals set by United Nation

National Conference 2017 10 & 11th Nov, 2017

By: Dept Of Management Studies

The special purpose of Mr. Bholenath Dutta at the National Conference was to award Dr. Manjunatha the Principal of NHCE 'The Outstanding Academic Leadership Award, 2017' From MTC Global.



The Gathering was also addressed by the Chief Guest, Mr. Sudarshan K.N a graduate in Electrical Engineering with over 38yrs of Industry experience globally. He has worked extensively in electrical manufacturing industry. He said that today we are considering every challenge as disruption and not as opportunity which is a biggest drawback in Indian Economy.

It has always been an immense pleasure for the students of NHCE to listen to Dr. Sheelan Misra, "To be in one place, One needs to keep running , The most effective thought to address the gathering. According to Dr. Sheelan Misra, The 3 most important aspects to be successful are research, mind set, attitude of running (keep going) so that one is not outpaced by the competitive world.

The paper presentations were conducted in the Department of MBA and were concluded at 4:00 pm followed by the valedictory program..

Industrial Visit

27 & 28th Nov, 2017

By: Dept Of Managaent Studies



An industrial visit to “MAYA ORGANIC”, support services located at channapatna, ramanagara district-562160 was organized by MBA department of New Horizon College of Engineering on 28th Nov 2017 (Monday) 53 management students from 1st year MBA ‘C’sec and 2 faculties visited to MAYA ORGANIC.

In this visit students were excited to listen to industrial authorities and know more about “MAYA ORGANIC” in channapatna, which is also called as “Town of Toys”.

We reached the industry at 11 am and had interaction with industry person. The higher authority gave us very informative session regarding organic toys, how the industry been formed, the raw materials they use in making of toys, about the natural

colors which they use. He gave us overall information about making of organic wooden toys. He also guided through manufacturing and processing stages. After having a complete visit to the industry we entered in to the village of channapatna and saw how the village people manufacture the same wooden toys manually with limited resources and tools.

Industrial Visit

27 & 28th Nov, 2017

By: Dept Of Managaent Studies

Finally we left channapatna at 2:30pm. It was informative, interesting and successful visit. As students of MBA we acquired more information about industries. We express our thanks for the head of the "MAYA ORGANIC" for spending their valuable time on us. We thanks to our respected directors, principal and HOD of MBA department for arranging such interesting and worthwhile industrial visit.



Students Article

A PEEK INTO THE WORLD OF ENTREPRENEURSHIP

Sumanth Kumar - 1st sem MBA C sec

Exploring places, meeting new people and mingling with them is what I love to do. While in my venturesome voyage, I came across a person in the midst of IIT Guwahati during the TECHNICHE fest named "Mr. Sijo kuruvilla George" who happened to deliver a lecture in one of the burning topic in everyone's discussions that's "Entrepreneurship."

Holding my seat tightly I was ready to exploit into a whole new terminology of Entrepreneurship inside and out. Mr. Sijo enlightened us with his different aspects, notions, views and opinions of being an entrepreneur, what are the criteria, terms and conditions of being an entrepreneur, and what are the qualities one must possess to be an ideal entrepreneur.

Then he shared with us his real story behind his success in the entrepreneurship world. The hard work, the dedication, and determination to become an entrepreneur are all what he did and invaded himself. According to him every person who desires or dream of becoming an entrepreneur can fulfill his dream, but the only thing he has to keep in his mind is that being intellectual in taking every step so that in future he doesn't have to face failure or loss. But as the proverb says "Failures are the pillars of success" so after every failure we will get to learn more and more about every minute detail in the entrepreneurship site. He started building his dream castle of entrepreneurship from college days itself; just waiting for the right time and right moment to grab the opportunity and elevate in the world of entrepreneurs. He began with the simplest notion of selling Sim cards as it was a very good way for the beginners in the entrepreneurship world because at that very time cell phones were the most exciting invention one could ever imagine and be the one to enjoy its benefits. So with this simple tactic he stepped in the stone of success, of course initially there were failures, change of plans but he never lost hope and with utmost determination he paved his path of success with his simple idea of capitalizing new opportunities, and literally earned himself a good position and status in the society which he well deserved.



Students Article

I got to learn lots of beneficial things regarding the whole new terminology so I thought of sharing some of them which probably would give a better conclusion, whether I gave full justice to the talk of "Mr. George." So, my view point's regarding entrepreneurship which I better prefer to be called as "Entrepreneurship Mantras" are chronicled below:

First of all we must know the basics i.e. What defines an Entrepreneur? What are the qualities that make entrepreneurs stand apart from the rest of the commercial world? The most important qualities that make an entrepreneur are innovation. A businessman who, who simply behaves in the traditional ways cannot be an entrepreneur. Innovation involves problem solving and the entrepreneur is basically a problem solver and thus innovation is a key factor of entrepreneurship. Apart from these some of the other aspects includes such as ---

- People like us who knew entrepreneurship was the chosen path, they took the plunge immediately after studies or after working barely for a couple of years and they preserved till they made it big
- Entrepreneurs don't plan to take this path, but when opportunity knocks, they seized it.
- Entrepreneurs are the individuals who are using entrepreneurship to create a social impact or as platform that allows them creative expressions.
- Entrepreneurs should never be afraid of setbacks. The following mantras will assist them a lot in the near future:
 1. Never let business and commerce come in the way of creativity. We expose ourselves to cynicism and critical judgment everyday, but have to keep calm and accept the good along with the bad. These are the professional hazards and we need to recognize them and wake up every morning and start work again.
 2. To be patient and handle situations calmly. If one has not done anything wrong, things would ultimately pass and the truth would surface.
 3. Listen to our heart and intuitions that speak to you when you are at crossroads and have the courage to follow through. As there is a saying "If you are going through hell, keep going."
 4. Some things are worth doing even if you fail in doing them because the efforts challenge you to stretch yourself. Failure often brings out in you qualities and talents that you had neglected because you have become to settled in what u were doing when u were succeeding.
 5. What you do to yourself after a setback reveals the best and the worst of you. Self-confidence is the most desired trait. Believe that nothing is impossible.
- Lastly some important aspects are high achievement, marginal skills and leadership group level pattern and organization building

And the final motto that we all must keep in mind is that "DREAM DESIRE AND ASPIRE."

Thus we can conclude that entrepreneurship is not just an important part but an essential factor that shapes the economic growth in giving concrete measures of industrial, agricultural and service sector development that forms the nation's development.

Management guru Of the month



Ritesh Agarwal (founder of OYO)

Ritesh Agarwal is the man who backs his own decision. He is the true motivation for the young entrepreneurs who are dreaming to be the next big thing. Right Now this man become the role modal for the young generation.

He was a college dropout guy who want to sit in the engineering. But Now he become the big t hing which everyone want to be.

Here is the inspiring success story of OYO Rooms Founder.

Dreams and dedication are essential combinations that can lend a hand to take you to the pinnacles of success. The testimony to the above statement is the hard work and dedication of Ritesh Agarwal, the young boy who is the founder and now the CEO of OYO Rooms. He is now an inspiration not only to the young entrepreneurs but also to the youth who wants to do something extraordinary in life.

We all are aware of the very famous OYO Rooms, which is a successful start-up. But do we know actually about the person behind this awesome idea? There is a teenager from Orrisa who thought of this idea and the success of this idea is nothing new.

Ritesh Aggarwal is as interesting as his idea. He was born in a humble family in Cuttack, Orrisa. His journey as an entrepreneur was not a very smooth one; he had to deal with failures and difficulties to be on the top. Below listed are some of the interesting facts that will keep you interested to the edge.

He loves to travel and while traveling he discovered that there is a problem in getting good rooms with good facilities at affordable rates. At just 17 years of age, he invented Travel travels, modeled after Airbnb, which later branched out to become OYO Rooms. Later on, he launched OYO to eradicate the problem of the availability of the budget rooms in Hotels.

.Achievements of Ritesh Agarwal

Ritesh Agarwal has benefited the society in more than one ways. He has also managed to achieve what most of the people only think of. Below listed are some of the accomplishments of this teenager. He has been named among the top 50 entrepreneurs by the TATA first dot awards in 2013. Finalist of the global student Entrepreneurship Awards India. He has been named one of the 8 hottest teenage startup founders in the world by a BusinessInsider in the year 2013. He is the World's youngest CEO at 17.

Students Corner

Ajith - MBA 1st sem C section



Mahalakshmi

MBA 1st Sem C Section



Every child is an ARTIST.

The Problem is how to
remain an ARTIST
once we grow up.

-Pablo Picasso

Bugeshree Dey

MBA 1st sem C Section



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