



# NEW HORIZON COLLEGE OF ENGINEERING

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

*Department of Management Studies*

*MBA OUTLOOK*

*Volume 4, Issue 7 – October 2017*



Newsletter overview

E-Week, Management Guru, Student Article, Student Corner

# *E-Week*

## *23rd to 28th October 2017*

*New Horizon College of Engineering, Department of Management Studies, in collaboration with Entrepreneurship Development Cell organized "E-WEEK" from 23rd October to 28th October 2017. NH-EDC assist the students and institutes' faculty to solve commercialization issues and aims to provide exposure to our students and the team constantly work on finding creative events and competitions to ensure all the aspiring entrepreneurs are exposed to opportunities and much more, and one such event organized by ED Cell is "E-WEEK".*

*E-WEEK was 6 days entrepreneurship festival which mainly focused on creating awareness among the students and also generating ideas for start-ups.*



# E-Week

**DAY-1& DAY-2 (23rd Oct - 24th Oct) E-JAAGURTHI (EMPOWERING YOUTH):** Awareness on entrepreneurship was created across various schools, through motivational talks and fun activities.

**DAY-3 (25th Oct) E-BATCHEET (E-TALK) & E-TALASH (E-HUNT):** In E-talk young entrepreneurs were invited from different sectors to share their experience with the students. Followed by E-Hunt was a live contest in New Horizon campus. Where participants were hunted and tested on their entrepreneurial skills.

**DAY-4 (26th Oct) E-DANGAL (RUBIX):** Five different entrepreneurial competitions like design thinking, bid and earn and idea competition etc. was conducted on this day.

**DAY-5 (27th Oct) E-UDHYOG (I EXPO):** This day was dedicated for presentation of student's live projects and start-up ideas. The idea behind E-Udhyog was to inculcate the spark in the students to start their enterprises and support the country.

**DAY-6 (28th Oct) E-WALKATHON:** NHCE organized a Walkathon for the social cause of women empowerment and it was inspired by PM's initiative of "BETI BACHAO, BETI PADHAO".



# Orientation Week



*Various guest lectures and inspirational talks were organized by the department of management studies for the first semester students of 2017-18 batch, to widen their horizon of knowledge. It was indeed a high dose of motivation for their new beginning. Here is a glimpse of the various programs.*

*• Maximizing value from MBA by Dr. Arun Bharadwaj, Founder & Mentor of happiness technologies (13th oct 2017): Sir enriched the crowd with a lot of his personal experience. The session provided the students information on how to balance work cycle and life cycle.*

# Orientation Week

**Career mapping by Prof. Bholanath Dutta founder, president and convener of MTC Global (9th oct 2017): This orientation provided insights on building a positive attitude, focus on winning strategies, self-motivation, how to dream big and creatively and helps to think out of box.**

**To Experience the world filled with leaders and warriors by Mr. THOMAS JOHN ROSE, a motivational speaker (16th oct 2017): The main aim of this program was to develop positive attitude, create self-worth and a positive energy amongst the students throughout the session.**



# Management guru of the month



Naveen is the founder of InMobi. His philosophy of constant innovation and disruption is embedded deep into the DNA of InMobians and is resonated across InMobi. His dream is to re-imagine advertising in a truly 'user-first' way and unlock the true potential of the mobile ecosystem.

InMobi primarily competes against Google's AdMob Millennial media and Apple's iAd.

Naveen is involved in the fuelling of around 30 start-ups as yet in India and has personally invested and supported several start-ups like NestAway, SlideRule, Mettl, Moneysights, Bombay Canteen, Zimmer, Razorpay etc.

Naveen Also co-founded iSPIRT, which is a change agent with the brain of a think tank and aims to address government policy, create market catalysts, and grow the maturity of product entrepreneurs in order to transform India into a hub for new generation software products.

Naveen says, Mobile advertising is going to be a very, very large market the ads which are appearing on your mobile devices, the size of that market would be \$200 billion. But the mobile ad space doesn't stop there.

# Student Article

## Design management - Jyothi Kiran Singh (MBA 3rd Sem)

In the present rapidly changing world, organizations are progressively required to be able to make opportunity out of the uncertain, substantial quality out of the impalpable and make worth and riches out of the limitations. This must be accomplished by the ability and the ability to persistently logically reevaluate, revamp and 'plan' their business procedures, procedures, apparatuses and strategies.

Design management incorporates the continuous procedures, business decisions, and techniques that empower advancement and make viably composed items, administrations, correspondences, conditions, and brands that upgrade our personal satisfaction and give hierarchical achievement.



On a more profound level, Design management looks to connect plan, development, innovation, administration and clients to give upper hand over the triple primary concern: monetary, social/social, and ecological elements. It is the workmanship and art of engaging plan to upgrade joint effort and cooperative energy amongst "Design" and "business" to enhance plan adequacy.

# Student Corner

Ajith - MBA 1st Sem C Section



John - MBA 1st Sem C Section



**"Art is not what you see, but  
what you make others see"**  
Mahalakshmi - MBA 1st Sem C  
Section

*Patron: Dr. Mohan Manghnani, Chairman, NHCI. Advisory editorial board, Dr. Manjunatha, Principal, NHCE, Dr. Lakshminarayana, Director, Placement & Training, Dr. Sheelan Misra, HOD-MBA. Faculty Coordinator-Dr.Smita Vijay Harwani. Student Coordinators- Srinivasa S, S Harshini*