



NEW HORIZON COLLEGE OF ENGINEERING

Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC
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Entrepreneurship Awareness Program

The ED cell Idea lounge of NHCE of the department of management studies, organized an awareness program on entrepreneurship under the guidance and support of Dr. Sheelan Mishra (HOD) and faculty coordinators. Students from all the departments of NHCE attended the program.

NHCE was proud to welcome the representatives of AWAKE (Association of Women Entrepreneurs of Karnataka) Mrs. Jagadeshwari and Mrs. Vaibhavi, who were the guest speakers for the day. The event started off by signing the Memorandum of understanding between NHCE and AWAKE. The session was very interactive and imparted ample amount of knowledge on entrepreneurship.

The esteemed guests shared their life time incidents and experiences that led them to become a successful entrepreneur. The importance of AWAKE in their entrepreneurial endeavor was notable. Also, they inspired the students when they gave real life examples of women who took up entrepreneurship as a challenge and with the help of AWAKE have been successful in meeting up with their goals.

AWAKE takes care of the requirements to set up an enterprise starting from registration of the company until the smooth running of day to day activities. The students were also offered all the possible support for their entrepreneurial dreams to come true.



Business Conclave 15th September 2017



Department of Management Studies organized New Horizon Business Conclave (NHBC)-2017 on 15th September 2017, theme "Blending Best Business Practice for New India". The NHBC -2017 commenced with inaugural program in the presence of the Chief Guest Mr. Surya Prakash Mohapatra, Global Head- Talent transformation at Wipro BPS, Conclave advisor Dr. Arun Bhardwaj, Founder and chief mentor at Happiness Technology, Principal, NHCE- Dr. Manjunatha, Dr. Sheelan Misra, HOD, Department of Management Studies NHCE.

The theme of NHBC-2017 was "Blending best business practices for new India". The inaugural program was followed by panel discussion consisting of eminent industry professionals, Mr. Chetak Kulkarni- Associate director, IDFC Bank, Mr. Chandan Kar - Manager, NEN, Mr. Manish Sinha- SR leader, HR, Motorola, Dr. Leena James - Associate professor, Christ university, Dr. Enti Ranga Reddy - CEO and Managing Director, Legend technologies, Mr. Sandipan Mitra- CEO, Hunger Box, with Dr. Arun Bhardwaj as the moderator. The Panelists provided deep insights to lead India into a new era with holistic development. The youth of the nation were called to figure out the purpose and follow it with compassion and dedication. Ethics was the other major point of discussion. Panel Discussion was followed by Key Note Sessions Post Lunch from diligent speakers from Industry and academia. It was indeed a very interactive session.

Teacher's Day Celebration



The students of department of management studies celebrated this special day of teachers with a lot of fun games and activities for their teachers. Dr. Sheelan Misra (HOD) and the faculty members actively took part and enjoyed to their fullest. It was a very refreshing day filled with enthusiasm and laughter. The teachers were overjoyed to receive the best surprise ever, the teachers were gifted with fish bowl, and it was unique and loved by all.

Management Guru of the Month

Breaking the stigma of mental illness- Richa Singh



"When I was at IIT Guwahati, my hostel mate committed suicide. She was worried about her placements. This could have been avoided if we knew what she was going through. Even though we had counsellors and psychologists in the campus hardly any student was seeking their support or help," says Richa Singh, Founder of YourDOST.

When Richa started working on this issue she discovered that many people around her were stressed because of job pressures and relationship issues. However, most of these people were not willing to talk about their problems fearing social implications.

While in today's world technology has made connections easier, Richa along with a few friends started YourDOST - an emotional wellness platform. One can seek support from experts like psychologists, coaches, and other psychiatrists.

YourDOST allows instant access to users to share their problems through an online interface. There is a team of over 75 experts. One of the key aspects of this venture is that people are kept completely anonymous throughout the platform.

This, Richa adds, is to reduce the stigma attached to seeking help for mental illness in our country and with the use of technology, make expert help widely and instantly available to people looking for emotional and mental well-being.

"However ironic it may sound, the word 'mental' is associated with madness and insanity. As a result, seeking mental counselling is a huge taboo in our society. Seeking support is considered a sign of weakness. Most of the times we keep our problems to ourselves because we are not very comfortable accepting our vulnerabilities," adds Richa.

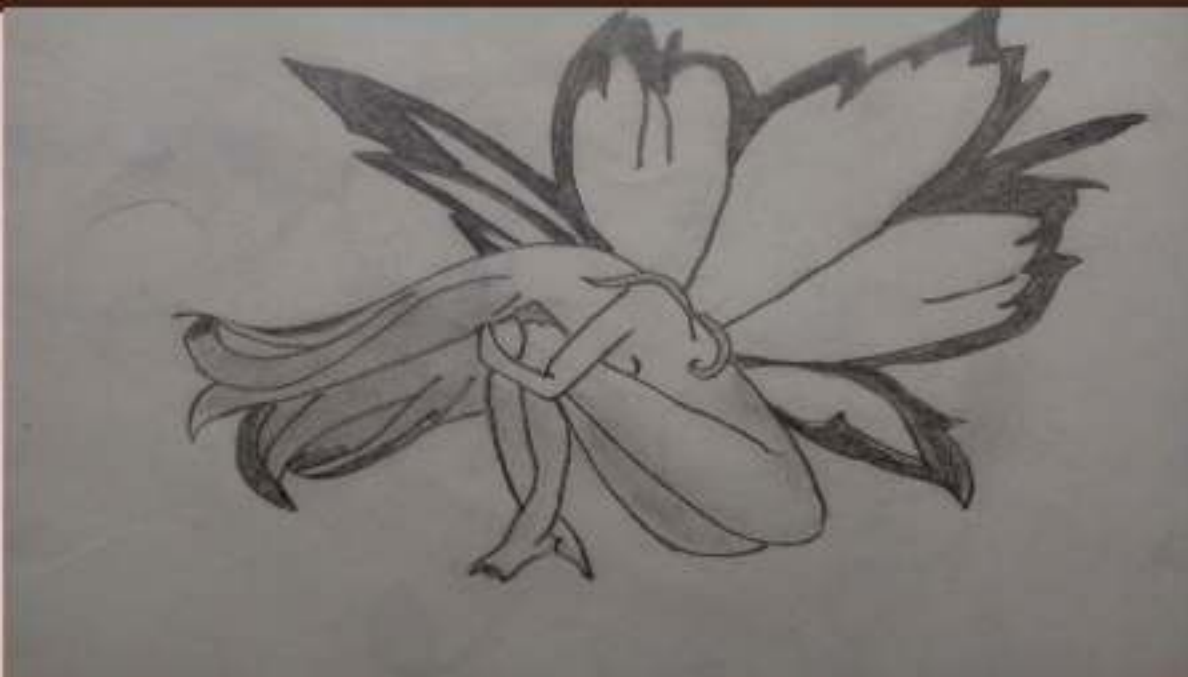
Student Corner

Social Game Advertising

Social media advertising can be integrated into the game either through a display in the background, such as an in-game billboard or a commercial during the pause created when a game loads, or highly integrated within the game so that the advertised product is necessary to complete part of the game or is featured prominently within cut scenes. Due to the custom programming required, dynamic advertising is usually presented in the background; static advertisements can appear as either. One of the advantages of this technique over traditional advertisements is that consumers are less likely to multitask with other media while playing a game, however, some attention is still divided between the gameplay, controls, and the advertisement.

Social media is winding up always basic in marketing and showcasing, however in some cases web-based social networking itself sufficiently isn't. To catch more youthful crowds, brands are utilizing online networking recreations to advance their products. Through these diversions, brands can successfully connect with their clients, urge them to impart the amusement to companions and furthermore secure return visits to their Facebook page or application.

Ramya J
MBA-3rd Sem



Art by
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