



NEW HORIZON COLLEGE OF ENGINEERING

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



MBA OUTLOOK

JAN – FEB 2020

MBA DEPT

CAREER **GUIDANCE**

Department of Management Studies organized a career guidance session for I Sem MBA students on 16th January, 2020. The speaker for the session was Mr. Krishna Pratap Singh, Quant Faculty, TIME Academy. The session provided clear solutions to all career related confusions and made them better prepare for the changing workplace of the 21st century.

The invites spoke on all important topics related to career choices. It focused on how to acquire the knowledge, skills, and experience necessary to identify options, explore alternatives and succeed in society. The session helped students to identify their unique qualities and assess their strengths and weaknesses so that they can prepare themselves for competitive exams.



NATIONAL YOUTH DAY



On the occasion of National Youth Day, Ms. Meera Balaganeshan, DISHA Foundations addressed students of I Sem MBA on 16th January, 2020. The main objective of the session was to create awareness and educate people to make a better future of the country by motivating the students by providing the ideas of Swami Vivekananda. The session also highlighted on the philosophy and the ideals of swami Vivekananda for which he lived and worked through his life.



2nd world Entrepreneurship Summit

The 2nd World Entrepreneurship Summit was organized on 8th February 2020 at New Horizon College of Engineering, Falconry Hall. It was organized in collaboration with MTC global and MBA department of New horizon college of Engineering. The theme of the summit was **SMART GREEN START-UP AND SUSTAINABLE DEVELOPMENT**. Over all more than 500 participants joined for the Summit and made it a grand success. The Key Note Speaker for the program was Dr. Raju S. Gannavarapu Chief Mentor & CEO The Green Mantra Hyderabad. The Guests of Honour were - Dr. Debmita Dutta MBBS, MD Founder - What Parents Ask; Mr. Alex Morrissey Director: ESIROM Jamaica; Mr. Prashant Lingam Founder: Bamboo House India.

The Chief Guests for the program were Mr. Carl Broadbridge Head of Technology India and Technology Area Lead Commodity Compute Services at ANZ Bangalore; Barrister Shameem Haider Patwary Hon. Member of Parliament, People's Republic of Bangladesh, Vice Chairman, Board of Trustees, Dhaka International University, Bangladesh, Head of Chamber, Patwary Jurists and Associates.



BUDGET SESSION

Department of Management Studies organized budget session on 12th Feb in the Falconry Seminar Hall, New Horizon College of Engineering. Dr. Karunamoorthy, Administrator Gopalan Group of Institutions and Former Inspector of Central Excise and Customs, Government of India was the resource person. He briefed the MBA students and the faculty members on various aspects of budget presented by the Finance Minister, Nirmala Sitharaman on 1st February 2020. During the session, several aspects relating to the macro economic variables like inflation, interest rates, fiscal deficit, GDP, growth rate, taxes rates etc were discussed.



FDP ON DIGITAL MARKETING

Department of Management Studies organized FDP on “Digital marketing” on 14.02.2020 New Horizon College of Engineering. InfoSkaters Technologies Pvt Ltd organized session where they briefed all the MBA faculty members on digital marketing and its tools. Hands on session were also taken. . The trainers trained MBA faculties on digital campaign for promotional event, how to promote their business through various digital portals, creation of digital adds. The digital marketing session ended with a thanks giving by Dr. Sheelan Misra , HOD- Management Studies.



BUSINESS ANALYTICS AND CAREER OPPORTUNITIES

A guest lecture on “Business Analytics and Career Opportunities” was held on 15th February 2020. Mr. Manikanta Prasad G.V.N, Vice President – Business Toys Pvt. Ltd. Sir shed light on the benefits and drawbacks of Business Analytics and how effectively it is being used in the industry by all Big companies and even small superstores. He spoke about what career opportunities available in Analytics field and what skill set MBA students should acquire to get into this field also he highlighted how they can help the students to hone analytics skill.



SDP ON DIGITAL MARKETING

Department of Management Studies organized SDP on “Digital Marketing” on 19.02.2020 at New Horizon College of Engineering. InfoSkaters Technologies Pvt Ltd organized session where they briefed all the MBA IV SEM MBA Marketing students on digital marketing and its tools. Hands on session were also taken.

During the session students learnt how to design pages for various social sites such as Facebook, LinkedIn. The trainers trained MBA students on digital campaign for promotional event, how to promote their business through various digital portals, creation of digital ads. The digital marketing session ended with a thanks giving by Dr. Sheelan Misra, HOD- Management Studies. Dr.Priyameet Kaur Keer coordinated the event.



INCUBATION AGREEMENT



CENTRE OF EXCELLENCE FOR
INNOVATION, INCUBATION, AND ENTREPRENEURSHIP

Incubation Agreement
Signing with



komop
technologies



**KOMOP TECHNOLOGY
PRIVATE LIMITED**

15th February 2020



DESIGN THINKING WORKSHOP

Department of Management Studies organized workshop on “Design Thinking” on 25.02.2020 ,MBA Department, New Horizon College of Engineering. Mr.Roshan Khan, CEO Founder, organized session where he briefed all the MBA 2 SEM MBA students on design thinking and its tools. During the session students learnt how to design various prototype models for various Products and services. On the whole the session was very well taken by the trainers.

MOTIVATIONAL TALK

The Dept. of Management Studies had conducted an expert lecture for all the students of MBA on “**MOTIVATION**”, by Mr. Andy (Anand) Swaroop. He is an Engineer, MBA graduate, and has a 30+ years of experience in progressive supervisory and administrative experience. He gave us insights on skiing in the South Pole (Antarctica) and the north pole as his experience of being determinant and self-motivated.

He was dynamic in handling the crowd and openly showed the current scenario of being self-motivated and determinant in the area of battlefield of survival. He shared his valuable experience to have the courage to follow our heart and intuition, to know what we truly want to become.



INDUSTRIAL VISIT

Department of Management Studies organized industrial visit to Garuda Polyflex Foods Pvt Ltd, Bommasandra , Bangalore on 26-02-2020 for MBA 4 Sem students. The company venture was established in the year 2011 between Garuda Food of Indonesia and the Polyflex Group of India. Garuda Food has a strong portfolio in food and beverage, offering an extensive and innovative range of snacks, confectioneries, biscuits, liquid milk drinks, fruit flavoured drinks and juices that are widely distributed across many countries in Asia, Europe, Middle East, Africa, North America, Australia and Pacific Ocean nations.

MBA students learnt various production, operation, packaging techniques, they were even briefed for export packaging.



SPORTS DAY

“MBA DEPT – CHAMPIONS WE ARE”

Sports is all form of usually competitive physical activity which through casual or organized participation, aim to use, maintain or improve physical ability and skills while providing entertainment to the participants and in some cases spectators.

On 29th Feb 2020, New Horizon College of Engineering organized sports day for all faculty members, to reduce the monotony, boredom and stress.

Different sports were organized for different categories and MBA Department took the lead.

1. Dr. Sheelan Misra, Prof & HOD –MBA Dept, Won 1st prize in Women’s Badminton.

2. Dr. Priyameet Kaur Keer, Associate Prof, MBA Dept, Runner’s in Women’s Volleyball

3. Mr. Santosh Kumar S and Mr. Lokesh K N, MBA Dept, Runners in Men’s Kabaddi



TECHNOLOGY ENABLED LEARNING IN DIGITAL AGE

“Education is the foremost sector that shoulders the biggest responsibility of shaping the future of any nation”.



In a constantly changing world, training is no longer a one-off experience, and being curious and updating knowledge every day is the only recipe for not falling behind in the current information society. Before the Digital Age, distance learning appeared in the form of correspondence courses in the 1890s–1920s and later radio and television broadcast of courses and early forms of e-learning. Typically fewer than five percent of the students would complete a course. The 2000s saw changes in online, or e-learning and distance education, with increasing online presence, open learning opportunities, and the development of MOOCs.

The new technologies play a leading role and offer a great potential to make education accessible to everyone, anytime, and anywhere. A good example of this are MOOCs (Massive Open Online Courses) online courses hosted on platforms that can be accessed from any device with a web connection, and are open to anyone eager to learn. MOOCs provide an affordable and flexible way to learn new skills, advance your career and deliver quality educational experiences at scale.

In recent years, the enrolment in Massive Open Online Course (MOOC) has increased tremendously. Currently, NPTEL, mooKIT, IITBX, IIMB, SWAYAM are the platforms used in India for offering courses.

MOOC tips – how to start and finish it successfully

- Focus on your goal. Before starting, ask yourself: What do I really want to obtain through doing an MOOC? Determine whether you are motivated to deepen your knowledge about something, you already know, recycle obsolete knowledge, and get to know previously unknown concepts or just enjoy learning
- Consider the different options taking into account not only the content but also the institution that supports the course and its prestige. .
- Plan your schedule and set aside a minimum of 3 hours per week for learning.
- Familiarize yourself with the platform. Before beginning to review the content, dedicate time to learning and understanding the platform's organization and structure and its contents and tools.
- Make the most of the community that lets you be a participant in the MOOC. Connect with other students with the same interests, take advantage of the forums to clarify doubts and share contents that you think would be interesting to the community.
- Do not give up! Keep your routine, do the work, participate in the community and when you have finished, obtain the certificate.

“Learning is promoted when participants share their views with everyone, interact with the reading material and participate during sessions”.

By,

Dr.Priyameet Kaur Keer

EDITORIAL BOARD

PATRON : Dr. Mohan Manghnani, Chairman, NHEI
ADVISORY EDITOR BOARD: Dr. Manjunatha, Principal, NHCE
HOD-MBA: Dr. Sheelan Misra, Prof & HOD, MBA Dept
FACULTY COORDINATOR : Dr. Priyameet Kaur Keer, Associate
Professor, MBA dept
STUDENT COORDINATOR : Faiza Aafreen K, II sem – sec C ,
MBA Department

JAN-FEB 2020|VOL 7|ISSUE 1