

ACUMEN CLUB presents EXCELSIOR

05th October,2020

Acumen 2020 is a unique two-day event. Here the participants are exposed to competence skills, situation analysis and concept presentation. The participants are given opportunity to present and interpret their learnings.

Oct 5th

Round 1 consists of aptitude test of various concepts such as quants, logical reasoning and verbal skills, 40 minutes was given. Aptitude test was conducted through google forms. Total 63 students were appeared for Round 1(20 students were shortlisted for Round 2)

Round 2 situational analysis (case study method) this particular round was conducted through google classroom

Where few situational case study were given and allotted based on their USN. 20 mins was given (Among 20 students 7 students were shortlisted for round 3)

Oct 7th

Round 3 concept presentation this was conducted through zoom meeting in presence of prof. Pavithra. S and prof. Ramesh. Students had to pick the topic of their own choice and prepare a PowerPoint presentation and present with video call where they can enhance their knowledge.(In Final round according to the judge's decision winners were announced for 1st ,2nd and 3rd place)

The winners of the events-

First Place secured by ANJALI C S (Human Resources)

Second Place secured by MOHAMMED YUSUF (Marketing)

Third Place secured by KARTHIK N (Finance)



Emotional Intelligence Domains and Competencies			
SELF-AWARENESS	SELF-MANAGEMENT	SOCIAL AWARENESS	RELATIONSHIP MANAGEMENT
Emotional self-awareness	Emotional self-control	Empathy	Influence
	Adaptability		Coach and mentor
	Achievement orientation	Organizational awareness	Conflict management
	Positive outlook		Teamwork
			Inspirational leadership



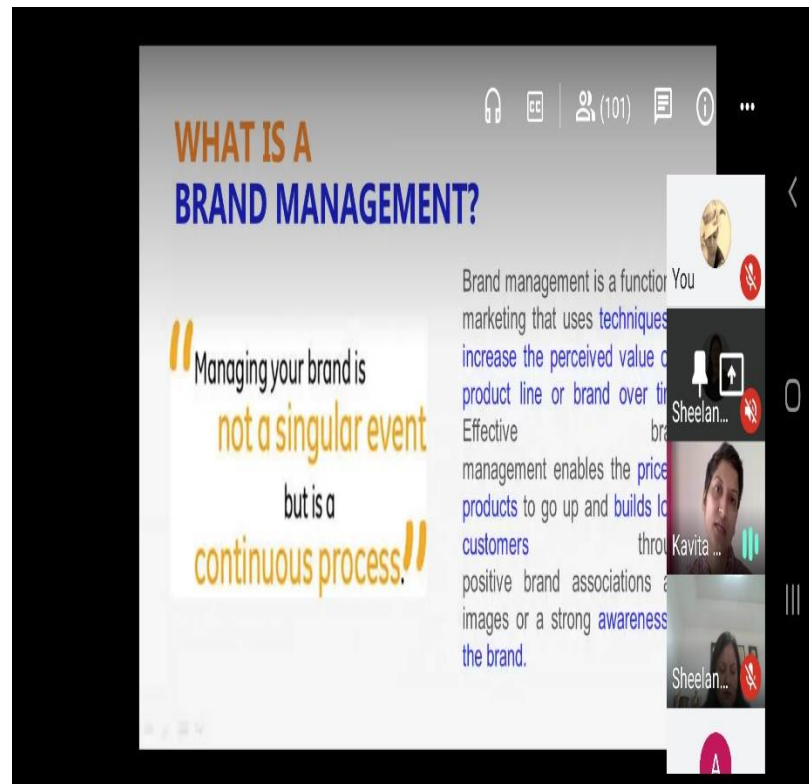
STRATEGIES TO KEEP YOUR BRAND FOCUSED

9th October, 2020

Department of Management Studies organized an Industry Expert Lecture Series on 09th October, 2020 for the MBA students on the topic

“Strategies to keep your Brand Focused”. The speaker for the session was Ms. Kavita Mallick.

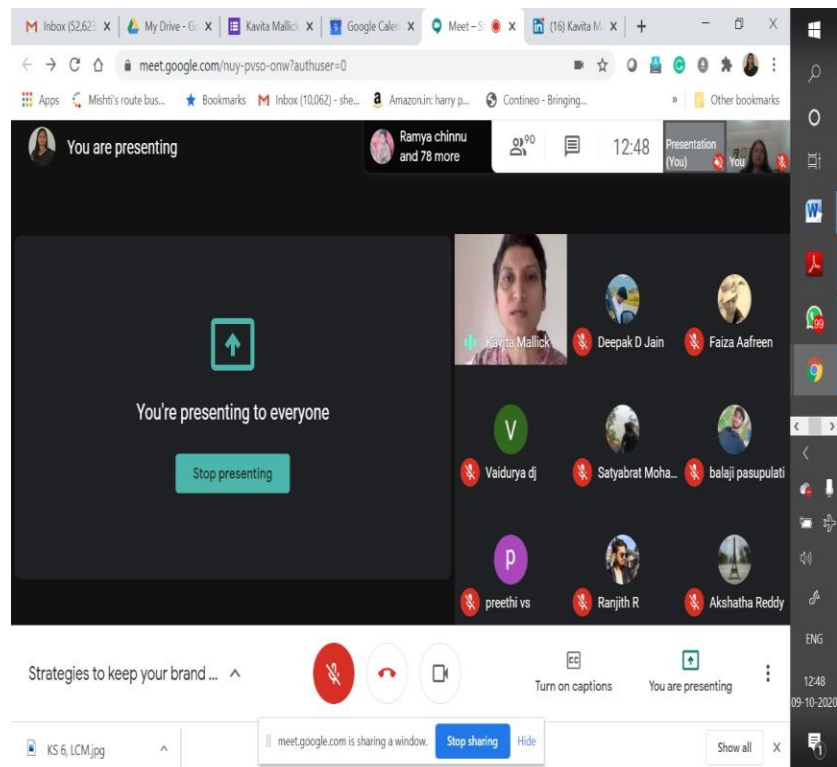
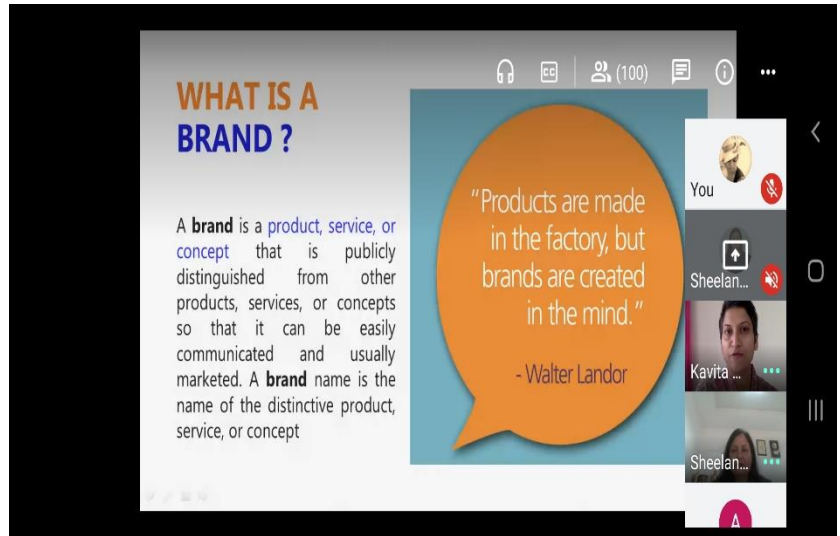
Ms. Kavita Mallick is the Brand Head of Miniklub, First Step Babywear pvt ltd. she explained about the Importance of Branding and how Brands need to position their products and services in the market.



She also emphasized on 4 C's to focus; they are as follows:

1. Character
2. Commitment
3. Credibility
4. Context

The speaker demonstrated how marketers can significantly reduce the time spent on data analysis, insights generation, and brand strategy development. She illustrated ways that successful marketers can use brands, media, and personas, to quickly build a successful marketing plan. At the end of the session, multiple questions were posed by the students which were addressed by Ms. Mallick.



Redefining HR Practices in the New

October 9th, 2020

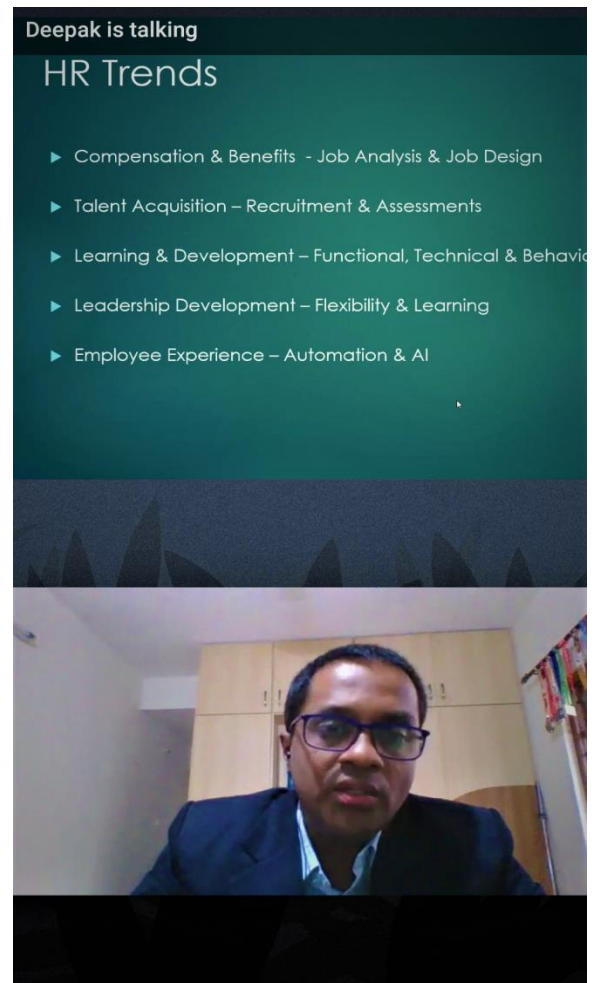
Department of Management Studies of NHCE organized a Guest lecture by an Industry expert on October 9th, 2020 for the students of 3rd Semester, MBA. The topic was “Redefining HR practices in the New Normal”. The Speaker invited to deliver the lecture was Mr. Deepak B V, a Global Project Manager at Talent Acquisition Centre of Excellence. The session commenced with a Welcome-address at 3:00pm. The Speaker occupying the e-dais addressed around enthusiastic students.

In his lecture, Mr. Deepak discussed an array of topics:

- Mobility- Scenario at the beginning of the pandemic compared to the present where it is evident that people have become relatively immobile.
- Digitalization- The Work-from-Home concept, WFH's technological demands, the companies' resilience for a digitized work set-up.
- Gig economy- how the pandemic is powering gig economy and freelancing

He also shed light upon the various industries that have been impacted due to the Pandemic emphasizing on how things will be complex and challenging to all the industries and the duration needed for its revival.

Mr. Deepak ignited the minds of students by providing dynamic and vivid perspectives. It was definitely a collective-learning and very informative session.

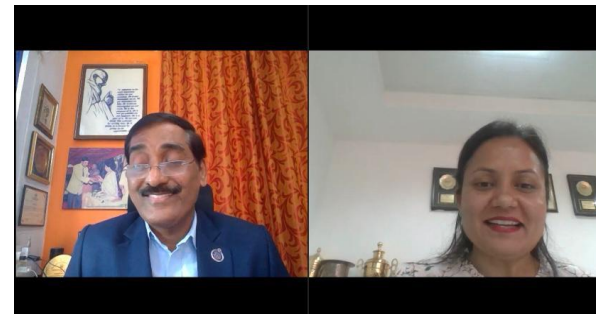


Entrepreneurship Talk Series – Webinar on “Journey of a Successful Entrepreneur

10th October 2020

The Entrepreneurship Talk Series was organized by ED club, Dept of Management Studies, New Horizon College of Engineering. on 10th of October 2020, from 10:00 a.m. – 11:00a.m

Dr. E. Ranga Reddy, CEO and Founder, Legend Technologies was the speaker for the day. He spoke about his entrepreneurial journey from year 1992, his background, and the challenges faced. He also highlighted the myths about entrepreneurship Later Dr.Reddy showcased some his projects and achievements, along with an elaborate explanation of the success story and barriers of some projects. He highlighted the concept of women entrepreneurship, do's and dont's and the 6 lessons necessary for every entrepreneur. All queries were answered through Q&A session. The Session was informative and inspired students to create motivational mindset



NEW HORIZON
COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES (MBA)
ED CLUB
ENTREPRENEURSHIP TALK SERIES
WEBINAR
“JOURNEY OF A SUCCESSFUL ENTREPRENEUR”
SPEAKER
Dr. E. Ranga Reddy
CEO and Founder, Legend Technologies.
10th October 2020 @ 10.00 AM – 11.00 AM

Myths

- Myth No. 1: Entrepreneurs Are High Risk Takers
- Myth No. 2: Entrepreneurs Are Born
- Myth No. 3: Entrepreneurs Are Mainly Motivated to Get Rich
- Myth No. 4: Entrepreneurs Give Little Attention to Their Personal Life
- Myth No. 5: Entrepreneurs Are Often High-Tech Wizards
- Myth No. 6: Entrepreneurs Are Loners and Introverts
- Myth No. 7: Entrepreneurs Are Job Hoppers
- Myth No. 8: Entrepreneurs Finance Their Business with Venture Capital
- Myth No. 9: Entrepreneurs Are Often Ruthless or Deceptive
- Myth No. 10: Entrepreneurs Have Limited Dedication

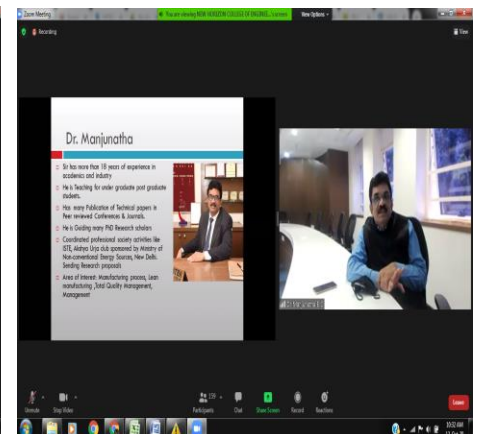
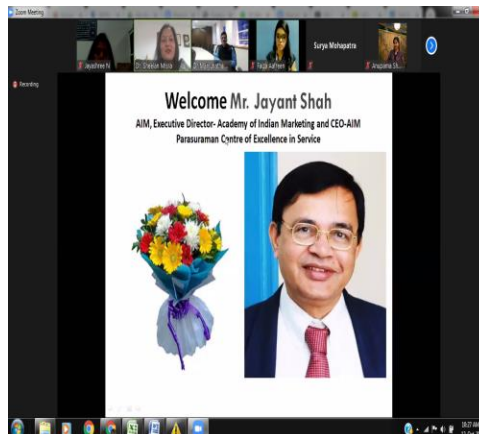
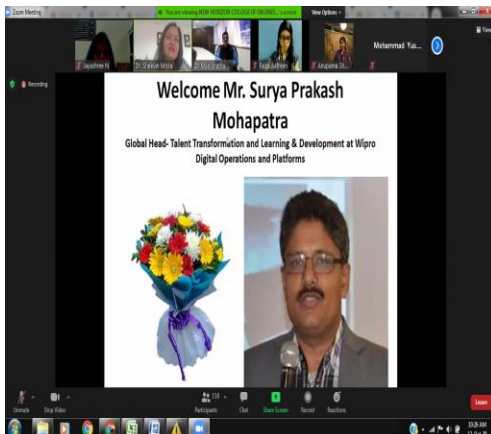
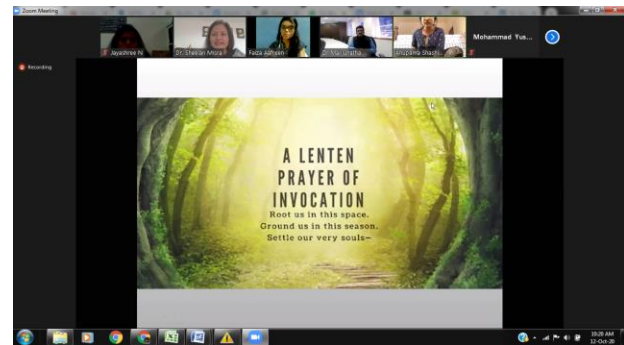


NATIONAL E-CONFERENCE 2020

“THE ROLE OF MANAGEMENT PRACTISES IN SUSTAINABILITY IN AN ERA OF TECHNOLOGY DISUPTIONS”

12th October To 17th October, 2020

Our National E-Conference "The Role of Management Practices in Business Sustainability in an era of Technology Disruptions" tried to bring in the wide range of best practices that business managements practice to bring in sustainability to their businesses. The environment in which businesses operate today is characterized by Volatility, Uncertainty, Complexity and Ambiguity (VUCA). The impact of VUCA world on current businesses needs a special emphasis in this context. Technology is Disrupting businesses today like never before. Our National E-Conference emphasized on the discussion of all relevant topics to provide holistic Facets as to what best management practices would bring in sustainability in an era where technology gets out dated quickly by disrupting businesses. The National E-Conference was inclusive of Plenary sessions, Panel discussions, Paper presentations and Q & A sessions. It aimed at bringing together business executives, professionals, policy makers, academicians, researchers and students to share their knowledge and it intends to provide an E-Platform to promote and exchange their ideas and opinions on all relevant issues pertaining to the theme.



NATIONAL E-CONFERENCE 2020

“THE ROLE OF MANAGEMENT PRACTISES IN SUSTAINABILITY IN AN ERA OF TECHNOLOGY DISUPTIONS”

12th October To 17th October, 2020

SUBTHEMES & TOPICS/TRACKS

General Mgt : Sustainability challenges ,Trends in business practices, Business model & sustainability, Entrepreneurship, Innovation & business, Value creation,

• IT :Design thinking ,Technology & business, Latest practices, Disruptions Re-Inventions in technology

Analytics : Role of AI & Robotics For business sustainability, Data science and its applications ,Business analytics and business decision making.

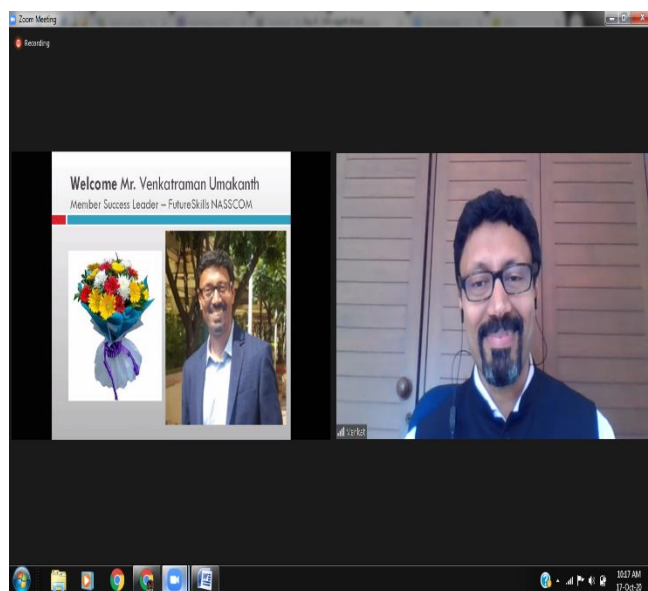
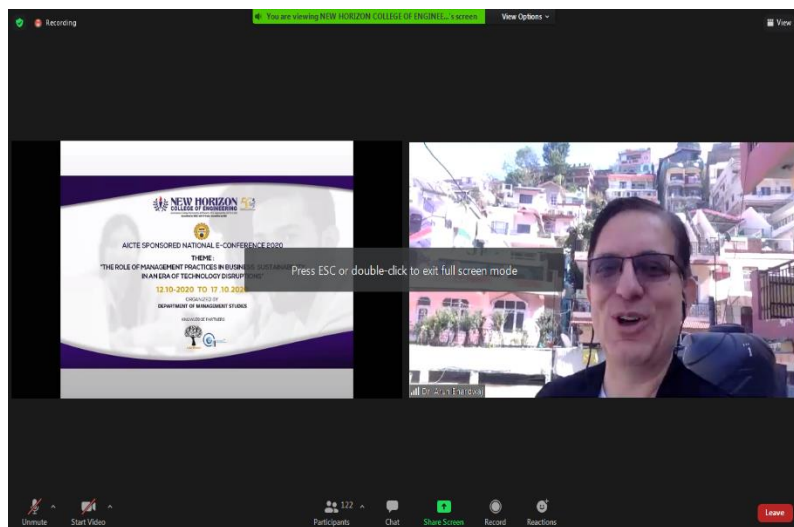
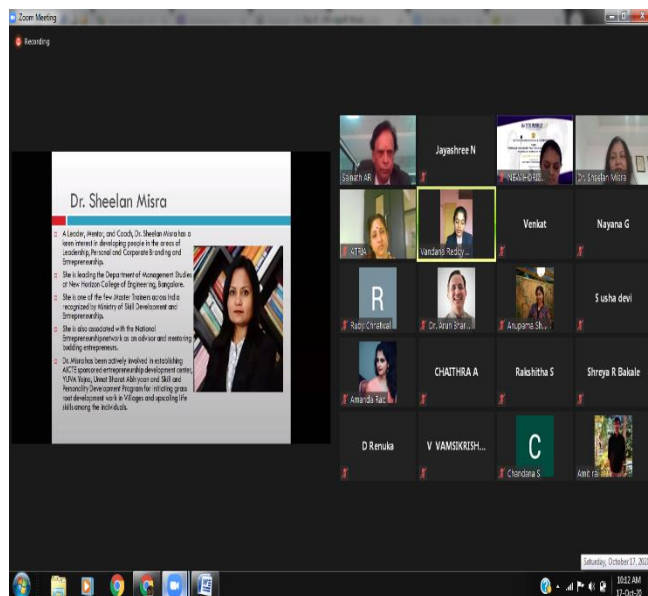
Operations: Supply chain management, Agile management

HR :Leadership style and business sustainability, Automation

Marketing:Marketing strategies and business sustainability , Digital Technology &Logistics.

Finance : Financial competitiveness ,Financial modeling

Any other theme that support s business sustainability and technology disruptions.



NATIONAL E-CONFERENCE 2020

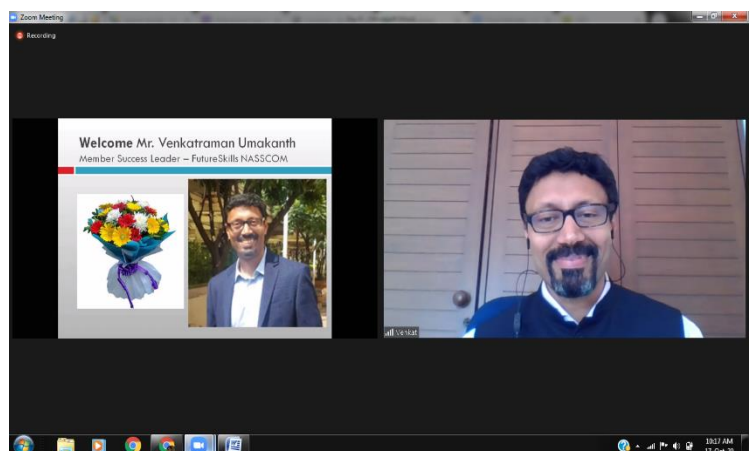
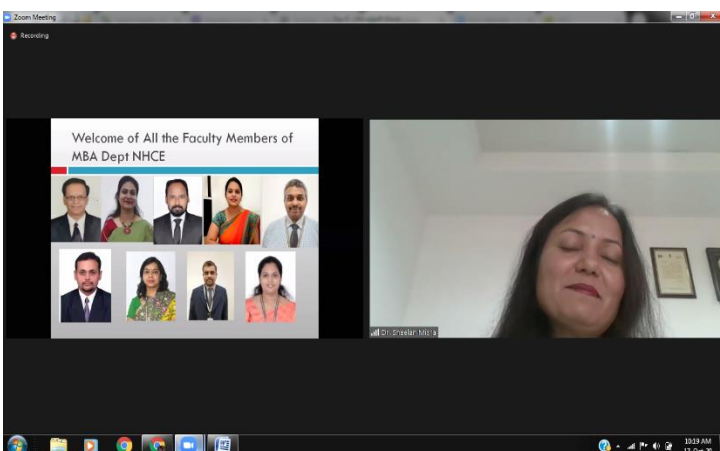
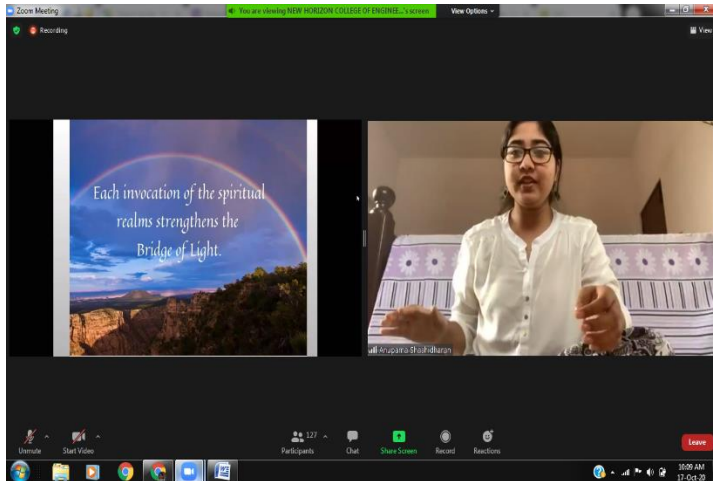
“THE ROLE OF MANAGEMENT PRACTISES IN SUSTAINABILITY IN AN ERA OF TECHNOLOGY DISUPTIONS”

12th October To 17th October, 2020

OVERALL 250 + PARTICIPANTS REGISTERED, 45 RESEARCH PAPERS WERE PRESENTED IN DIFFERENT TRACKS.

The chief guest for the Conference was Mr. Surya Mohapatra, Global Head-Talent Transformation and Learning & development at Wipro digital operations and platform and The guest of honour was Mr. Jayanth Shah, AIM executive director-Academy of Indian marketing.

Key note speakers included Mr Prasanna Lohar, Head Technology Digital Innovation, Architecture-DCB Bank, Prof Bholanath Dutta, Founder President MTC Ms Sheetal Sony, Country Channel Manager, IBM Career Educational IBM India Pvt Ltd, Anupama S, Founder & CEO Emotional Analytics, Mr. Shubam Tripathi, Lead HR Automation & Transformation Hiring/Camus-EMEA Mazars, Dr Arun Bhardwaj, Mentor founder-Happiness Technologies, and Mr. Venkatraman Umakanth-Market success leader-future skills NASSCOM. Best two paper presentation were awarded for every track.



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