



NEW HORIZON COLLEGE OF ENGINEERING

Autonomous College, Affiliated to VTU | Approved by AICTE New Delhi & UGC
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OUTLOOK

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MBA (E-NEWSLETTER)

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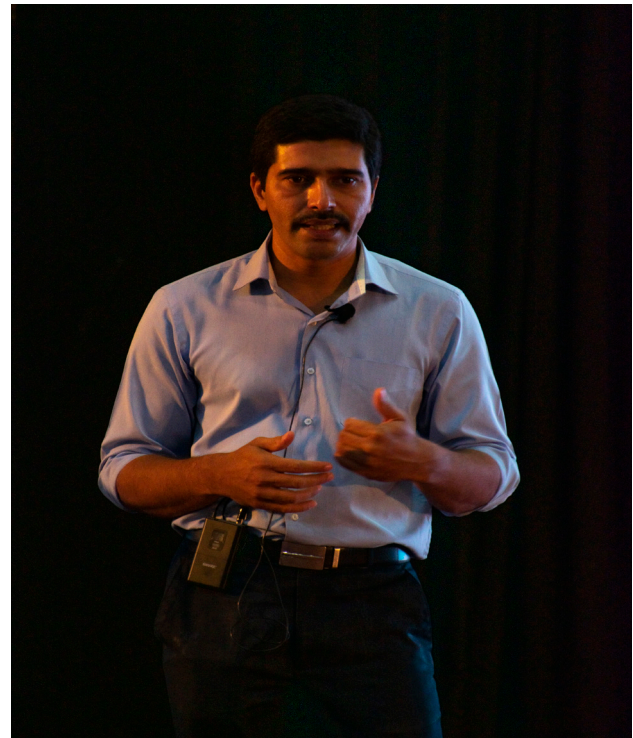
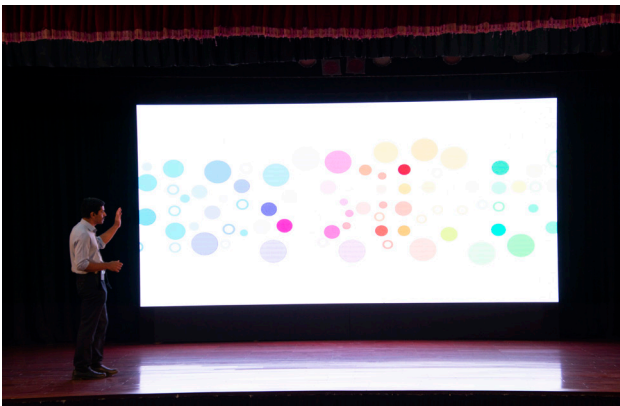
“ Study the past if you would define the future ”

– Confucius

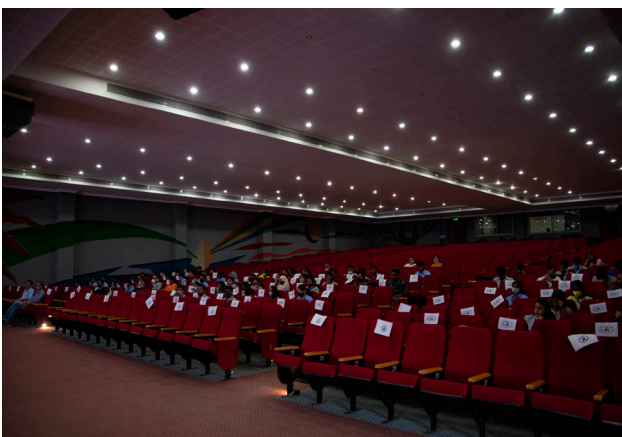
EVENTS

Market Identification Opportunities Through Market Research

The Department of Management Studies had organized the Industry expert lecture on 1st April 2021.



The speaker of the session was Mr. Manohara N Nadig, Founder and Managing Partner of Manasvi Insights and Analytics. The speaker emphasized the importance of Market research. The need to identify the market opportunities keeping the consumer as an ultimate goal. Good consumer research helps the business to choose the products, tailor the marketing and sales tactics in the market based on reliable and accurate information. It is also important to understand the purchasing behaviour and attitudes with regards to brands and products. Ultimately, marketing research provides information that reduces risk and uncertainty and increases the chance of business success.



EVENTS

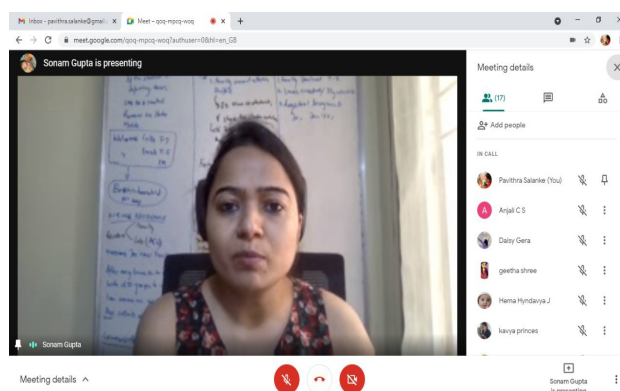
Role of Personality and Communication

A National Webinar on - The Role Of Personality and Communication in our life was organized by the Department of Hospital Administration and Management on 24th April 2021 by Dev Samaj College for Women, Ferozepur. The guest lecture for the National Webinar was Dr. Priyameet Kaur Keer, Associate Professor from the Department of Management Studies of New Horizon College Of Engineering, Bangalore.

The session was on the importance of personality development and communication that influences the behavior of an individual towards goal attainment. Effective communication skills plays a crucial role in honing one's personality. It helps an individual express his thoughts in the best possible way. It was an interactive session with the students of Dev Samaj College For Women on personality and

communication

In order to be adaptive during these trying times, Department of Management Studies organised a Guest lecture on topic "People and Performance Management" for HR specialisation student on 24th April 2021 .The session started with introduction of Ms. Sonam Gupta. It was informative and interactive session. The Guest Speaker for the session was Ms. Sonam Gupta, she has 15 years of strategic HR experience worked in companies such as Accenture, Genpact, Tech Mahindra and Tavant, she is currently creating multimillion dollar impact strategic integration for fortune 10 companies.





DEV SAMAJ

COLLEGE FOR WOMEN

FEROZEPUR CITY-152 002





A- GRADE BY NAAC



COLLEGE OF EXCELLENCE BY UGC



DIXIE STAR COLLEGE



AFFILIATED TO PUNJAB UNIVERSITY



MANAGED BY PUNJAB UNIVERSITY

NATIONAL WEBINAR

ON

Role of personality and communication in our life

24th April 2021 at 11.00 - 12:00 noon

Organised by :
DEPARTMENT OF HOSPITAL ADMINISTRATION & MANAGEMENT

Google Meet link -<https://meet.google.com/rsh-fbxx-rsz>
Registration Link - <https://forms.gle/hHdo7XGgUZs6ooSG7>

Registration Details:

- Registration is free and E-registration is mandatory for participation.
- Webinar will be on googlemeet platform.
- Please fill your email ID carefully as you will receive notifications on the registered email ID.
- Participants are requested to mute their audio and video during the sessions.
- Link for joining the webinar will be shared on your registered email ID and WhatsApp group.
- E-Certificates will be issued to the registered participants only.



DR. PRIYAMEET KAUR KEER
Associate Professor
Department of Management Studies
New Horizon College of Engineering
Bangalore

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People and Performance Management

"It is not the strongest or the most intelligent, who survives but those who can best manage change."

- Charles Darwin

The aim of the guest lecture series is to equip students with the latest culture, knowledge and practices in the modern human resources operation. Speaker explained on how documentation plays a vital role in organization and the good impact of defining the rating scale used in organizations. The role of HR in tracking employee's performance through evaluation. and how importance performance management in any organization. As well as outcomes of performance management.

After delivering her thoughts and experience she encouraged students to clear their doubts and clarified many doubts. It was also a great initiative taken by the faculties of HR department for conducting this wonderful session of knowledge sharing and gaining virtually especially during this pandemic.

The vote of thanks was given by Sukrutha, HR student

INDUSTRIAL VISIT

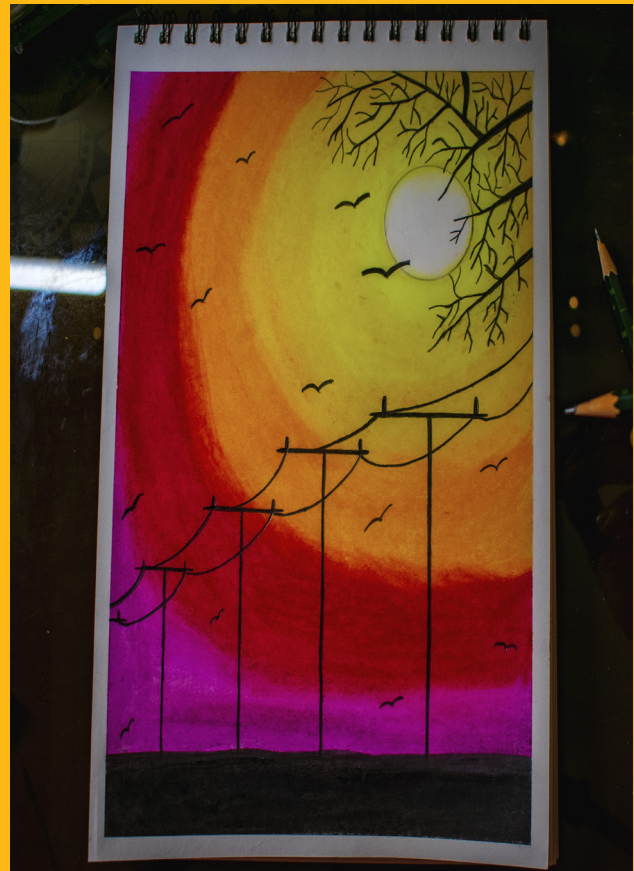
An industrial visit was conducted by the Department of Management Studies for 1st Year MBA Students. The visit was to Mahatma Gandhi Institute of Rural Energy and Development. MGIRED is located in Bengaluru and was established in the year 2000 with assistance of Ministry of New and Renewable Energy (MNRE), Government of India and the Rural Development and Panchayat Raj Department, Government of Karnataka. In this industrial visit, the students got to learn about renewable energy, non-renewable energy, the process of converting solar energy into electrical energy and the techniques for converting solar energy into electrical energy. The students also go to watch and try some unique devices that can be used to convert solar energy into electrical energy. The students had sessions on Rural Welfare and Development Programmes. They also had a session on how to minimize the wastage of resources, what techniques can be used to use the resources efficiently. They also visited the museum took a tour of the whole place (MGIRED). The students enjoyed the tour and the sessions throughout the day. The visit was very helpful to the students and they got to know about the rural energy and development programmes.



SKILLED ARTIST.



Divya DM
MBA Section- " C "



Shubham Mudi
MBA Section- " A "

Special thanks

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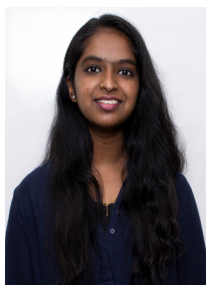
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