



NEW HORIZON COLLEGE OF ENGINEERING

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OUTLOOK

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MBA (E -NEWSLETTER)

VOLUME-8

ISSUE-5

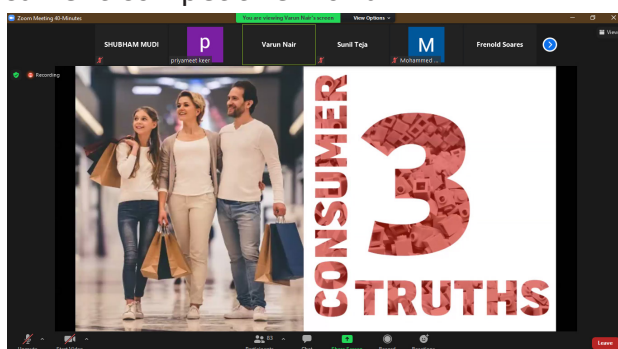
MAY-2021

" Education is the ability to listen to almost anything without losing your temper or your self-confidence " - Robert Frost

EVENTS

Digital Trends And Linear Consumer Journey

A virtual session was conducted by the department of management studies as a part of the webinar series for the first year MBA students. This virtual session was all about Digital trends and linear consumer journey. Mr. Varun V Nair, deputy manager in the TI cycles of India was the speaker of this session. In the session, the speaker spoke about the latest digital trends that are required for a company or an organisation to continue producing and making profit in the current competitive world.



The speaker also spoke about the journey of the consumers, the behaviour of the consumers, mind-set of the consumers while purchasing a product or a service and how we can get the consumers to make a purchase. In this session, the speaker also spoke about how we should be able to adapt to the changing environment of the corporate world and how to face challenges and sustain in the business. It was very informative session and the students had many new things to learn from the speaker. The session ended with a vote of thanks and was very informative to the students.

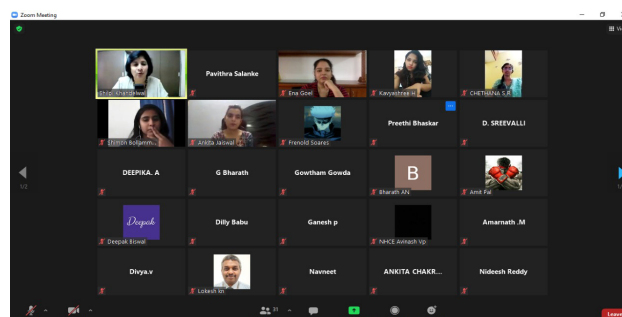
Master Class -Unstereotyping Assertiveness By Gamification

A virtual session was conducted by the department of management studies for the 1st year MBA students. It was a master class on unstereotyping assertiveness by gamification. The speaker of this informative session was shilpi Khandelwal, the CEO of Tour De Force.



The speaker made this session very fun and interactive by conducting some activities which are both fun as well as informative. The students got to learn how to maintain balance and be assertive in critical situations. The speaker interacted with almost everyone in the session and addressed their problems and encouraged them to participate in the activities which will help them overcome their problems and gain a better understanding about the corporate world.

The students were divided into small groups in which each one of them have to role play different characters. It is helpful for the students to open up and talk and understand how communication and assertiveness helps in solving problems.



EVENTS

Advertisement Influencing Consumer Behaviour

The Department of Management Studies, NHCE, Bangalore organized an Alumni talk on Advertisement influencing consumer behaviour Presented by Mr. Dhitiman Roy ,Senior Manager (Marketing), Reliance Jio, Kolkata. In this webinar, data, insights and consulting leader emphasized how consumers and brands have been transformed by COVID-19 and provides guidance for how brands can emerge stronger in the years ahead.

Trends discussed also included:

- Consumer purchase patterns and brand loyalty shifts.
- New habits in consumer media usage.
- Changes in how and where brands are advertising.
- By media and category.
- What brands need to know to best navigate this profound transformation.

During this webinar, the presenters Discussed the recent data and critical insights on the current changing environment facing marketers as well as essential strategies for the students today to prepare for emergence from crisis tomorrow.

NEW HORIZON COLLEGE OF ENGINEERING 50th Anniversary

Department of Management Studies (MBA)

Presents

Alumni Talk

On

Advertisement influencing Consumer Behaviour

Mr. Dhitiman Roy
Senior Manager (Marketing),
Reliance Jio, Kolkata

Date	Time
22nd May, 2021	10:00 am

Alumni Talk On Interview Skills In 2021

The Department of Management Studies, NHCE, Bangalore organized an Alumni talk on Interview Skills in 2021 by Dr.Nideesh Pillai , I Team Manager (Loan Settlement) , ANZ Banking Group ,Batch -2006-2008

In this webinar, data, insights and consulting leader emphasized graduate employers place a lot of emphasis on finding candidates with the right skills and competencies for their organisations. Depending on the career sector and profession you choose to work in, there could be very specific skills, abilities and knowledge needed to do the job.

Complementing these are general competencies and behaviours that are essential for successful working. These are the key employability skills – the core skills that will make you effective at work, whatever job you do. They are sometimes known as transferable skills because you develop them over time and take them with you as your career develops; think of them as your passport to career success.

NEW HORIZON COLLEGE OF ENGINEERING 50th Anniversary

DEPARTMENT OF MANAGEMENT STUDIES (MBA)

Presents

Alumni Talk

on

Interview Skills in 2021

Mr. Nideesh Pillai
Team Manager (Loan Settlement),
ANZ Banking Group
Batch: 2006 - 08

Date	Time
29 May 2021	10:00am

SKILLED ARTIST.



Nikshitha B
Section - " C "



Rashmitha G
Section - " B "



Deepika
Section - " A "



Asfiya M I
Section - " C "



Yashaswini S
Section - " B "



Shubham Mudi
Section - " A "

Special thanks

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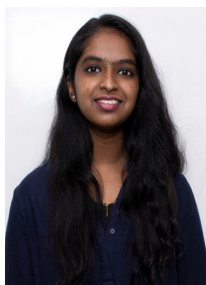
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