



NEW HORIZON
COLLEGE OF ENGINEERING

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

E- NEWSLETTER

MBA-OUTLOOK

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• DEPARTMENTAL EVENTS

UDAAN

Give Wings To Your Ideas, Launch Ceremon



New Horizon College of Engineering organized the Launch ceremony of the upcoming mega event – “UDAAN”- Give Wings to Your Ideas. The Honourable Chief guests of the event were, Mr. Rajeev Koyal, Deputy Director, NASSCOM, Mr. Pramod, Alumni co-founder, Airowin logistics Pvt. Ltd, Ms. Kirthana Ramarapu, Executive Director Learning Parachute and Mr. Ajay Tiwari, CEO, Happy Locate. The event started with welcoming the guest of honours and the gatherings, Followed by playing of flute by NHCE Student Anand and lighting of lamp by the dignitaries. The mega event Udaan launch was done by Dr. Manjunatha, Principal of NHCE and graced by video message by Dr. Mohan Manghnani, Honourable Chairman of NHCE. An elegant dance performance motivating towards life and hope was performed by NHCE Student Koel, followed by Facilitation of Alumni entrepreneurs. Udaan is the vision of our Honourable Chairman Sir, for all the students of NHCE to make them self-reliant and independent by providing a platform to showcase their talent and ideas. Udaan also signifies support to the Atmanirbhar Bharat Abhiyaan – the self-reliant Indian Campaign which is the vision of the New India envisaged by the Honourable Prime Minister of India Shri Narendra Modi. Udaan is the biggest event of New Horizon college in the stat-up arena, unmatched for its vision, purpose and seed funding. The preparation and promotion for the event started from 29th of January with inspiring video clipping of students as well as teachers and quiz conducted in online mode based on entrepreneurship. The Launch Event marks the beginning of mega entrepreneurial and seed funding event Udaan with registration links available for the budding entrepreneurs to explore endless opportunities to become a job provider.

AWARENESS PROGRAM ON FOLLOWING THE PROPER TRAFFIC RULES



We gladly thank New Horizon College of Engineering and the department of MBA for giving us the great opportunity to interact with the city traffic police on 02/02/2022. We all have acquired a good knowledge about the rules and regulations to be followed while riding or driving vehicles, and also we are made aware of the documents to be carried while travelling on our private transport.

The traffic police team also gave us the awareness and also motivated us on being a modal road user, They insisted us to help the accident victim on road if any and also to educate others On the road safety. That is the important message given by the City traffic police to the students of New Horizon College of Engineering.

They also displayed some posters in which it stated that what all Are the requirements to be done by the good citizens of the city to be followed while riding or driving a vehicle. The traffic police gave a call to the young minds to develop a sense of helping people or at least to inform the police department by dialing100, if not to take the accident victim to the nearest hospital etc... Lastly we thank our college for giving us this wonderful opportunity to learn right things at the right time and also it is a Great opportunity for the students of our college to educate people from outside about the traffic rules and Necessities to lead a safer and peaceful life. On behalf of students from New Horizon College of Engineering we thank our HOD mam and the department for giving us this wonderful opportunity to learn good things and to be respectful Horizonites.....!!

UNION BUDGET-2022

On the 8th of FEB 2022, Department of Management Studies organised a panel discussion entitled "Union Budget-2022" The panel discussion was organized to enhance the knowledge of the Union Budget 2022. The aim of the seminar was twofold that is to bring together academics and to have general discussion about the happenings of the government's budget. Our honourable speakers gave us the updates on as and how the budget is being distributed. It is partitioned based on few topics, such as Amrit Kaal goals which focused on technology enabled development. Secondly, PM Gathishakti which says about the speedy growth. Thirdly, agriculture and food processing. Fourthly, based on education which involves universalization of quality education. And lastly, based on health which includes national digital health eco system and poshan 2.0. They also explained the pictorial representation of the budget distribution and also the importance of fiscal policy and deficit budget. This discussion on Union Budget aids in letting us know the economic fluctuation, the budget inflation and deflation etc. In closing we thank our facilitators Dr.Karoonamurthy, Member in Board of the Honours and Chairman, finance committee, IIM, academic Counsel member- Bangalore University, consultant-GST and customs, Dr. Amarjeet Singh – Dean Academics, NHCE, Dr. A.R. Sainath- Professor, MBA, NHCE, for the great learning experience. On behalf of students from NHCE we express our gratitude towards our HOD maam and the department for providing us this splendid opportunity and who not only made us to be respectful Horizonites but, also made their efforts in nurturing us as responsible Citizens.



MBA INDUCTION PROGRAM ON LEVERAGE LINKED IN

We gladly thank new horizon college of engineering and the Department of Management Studies for organizing a induction program on "Leverage LinkedIn" on 8/02/2022 , The students of 1st year MBA gained a good amount of knowledge regarding the uses of LinkedIn app, features of the app, and also we learnt about how to get connected to the right people on the linkedin app. The speaker for the program was Ms Suma Annegowda who is the founder of - BooksForHer & LinkedInForHer, Career coach and LinkedIn Expert. Firstly, we started learning about why should one be active on the LinkedIn? And the answer to this was clearly explained saying that linkedin has a large number of job opportunities and it has 740+ million members, 675 million monthly users, 61 million linkedIn users are senior level influencers and 40 million are in decision making position etc. And we learnt that our purposes on LinkedIn was for job seeking, networking to connect with industry experts, learning new technologies, join professional groups that include like-minded people etc.. We started learning it in steps on why is "linkedIn" app is useful- step1: find new job, internship, build personal brand on linkedin we learnt who are the target audiences, how to get connected to them and so on.. step2: customizing the URL. And followed by eight other steps such as, Education, certification, awards, connection strategy, simple message hack to skyrocket open rate etc.. We also did learn about what are the different types of posts like for example- personal stories, photo updates, college and industry updates, success stories etc., We learnt many new things and interesting facts about the app which have a wide knowledge about uses, intakes, and benefits of using "linkedIn". We once again thank NHCE and the Department of MBA for providing us this great and mind-blowing opportunity to guide us into learning not only new things but also things which would be useful to us for the rest of our lives and which would shape our entire lives colorfully.....!!!



FRESHER'S DAY CELEBRATION



Department of Management Studies, 2nd year MBA students organized the fresher's day party for 1st year MBA students on 12-02-2022 in the college auditorium. Firstly they began with the question and answers round, later some students were randomly selected as participants for the games organized by them, after few rounds of game based on the competition there was a selection of Mr and Mrs fresher for the year 2022. Venkata shiva and Apoorva from 1st MBA 'A' bagged the title as Mr and Mrs freshers and was awarded with the plant sampling. We thank NHCE for providing 2nd year students the opportunity to celebrate the fresher's day party for 1st year MBA students (freshers).

PERSONAL BRANDING

On the 16th of Feb 2022, the New Horizon College of Engineering, organised a Guest lecture entitled "You are a star – the essence of Personal Branding ".The lecture was organised to increase the students' knowledge on what personal Branding is and how each unique characteristics of one can help them get the Desired place in the market. The aim of the lecture was to Build up a personal brand for each student so that each student has a ton- benefits, both personally and professionally, and it can help open many doors for their future. Our honourable Speaker Ms.Rashmi Shetty who is the founder of Third Eye ICF credentialed Professional Coach and has a wide knowledge on Psychology and Communication and Finding out the uniqueness of Every person and helped the students gain humongous information on how to know what they're strengths Are and imagine themselves to be in situations and analyse what their outcomes can be and how to deal With situations with a calm and optimistic mind. Being professional students Personal relationship with people and being the best self and being unique and Different from the rest is what helps one to gain the success he requires .The speaker's way of guided Mentoring helped the students gain access to their inner self-conscious and how every situation can be Dealt with was clearly stated and it truly served to be an eye opener. On behalf of students from NHCE we express our gratitude towards our HOD ma'am and the department for providing us this splendid opportunity and who not only made us to be respectful Horizonites but, also made their efforts in nurturing us as responsible citizens.



WEBINAR SERIES ON EFFECTIVE LISTENING

Department of Management Studies, NHCE organised a webinar series on effective listening is more important than talking. The speaker for the topic was Mr Vinay Kumar(alumni of NHCE) , Sr analyst, shopee In, who completed his MBA in NHCE in the year 2020.This session was conducted through online mode on 19-02-22 from 10am to 11am. Webinar helped students to gain a good knowledge on what is the importance, advantages, and effectiveness of listening skills in our lives, what benefit it could give us and how it would play an important role in everyone's lives, especially in the lives of ongrowing youths which would develop a keen interest on achieving good things and mould themselves into colorful way.

We learnt the 3 levels of listening that is Active listening, Passive listening, Non listening and we also were guided on different ways on how to be a good listeners etc., Lastly the speaker motivated us by giving the beautiful quote of Mr Bernard Baruch which states that "Most of the successful people I've known are the ones who do more listening than talking". We thank Dr Sheelan Misra, head of department of management studies for organizing such an inspirational and insightful session by the alumni of NHCE to motivate students about the important life skill.

NEW HORIZON
COLLEGE OF ENGINEERING

ALUMNI ASSOCIATION
PRESENTS
ALUMNI WEBINAR SERIES

Topic:
Effective listening
is more important than talking

19th February 2022
10:00 AM

Mr. VINAY KUMAR
Sr. Analyst
Shopee India

Note: Participants will get e-Certificate

MATRUBASHA DIWAS AND CHATRAPATHI SHIVAJI JAYANTHI



Matrubasha Diwas was conducted on 21-02-2022 in NHCE. Students from different streams took part in the event. The event was presided by Principal of the college Dr. Manjunatha, HOD of MBA Dr. Sheelan Misra, HOD of Applied Science Dr. Anusuya other HOD's of various departments and faculty members. This event was conducted in order to respect each and every language, to encourage students coming from different culture, background with varied talents and this was a platform for students to showcase their talents in their mother tongue. Prior to the event a series of competitions were conducted like Dancing, singing, Extempore etc. In which SRILALITHA, a student of MBA participated in the extempore event, spoke in her mother tongue Kannada and secured first place in the competition. The event also included celebration of Chatrapathi Shivaji jayanthi, which is celebrated every year on 19th of February to render respect to the great king of the decade. Srilalitha, performed speech on Shivaji Maharaj in Harikatha style (Katha keerthana, a composite art form composed of storytelling, music, narration and drama) on this event. Srilalitha was honoured by Principal Dr. Manjunatha and HOD of MBA Dr. Sheelan Misra for her Harikatha performance. Dr. Anusuya appreciated and gave away the certificate and memento of extempore event. The event included various dance performances, Singing, Instrumental songs and the entire event was a feast for the eye.

LIBRARY AND E-RESOURCES



On the 23rd of Feb 2022, Department of Management Studies, NHCE, organized a Guest lecture entitled "Library and E-resources". The lecture was organized to enhance the knowledge on our very own librarians it's services and facilities provided. The aim of this lecture was to help students gain knowledge on the various activities and services and facilities that are provided by the NHCE library. Our Speaker Dr. Anitha Rai ma'am gave us information on all the segments of the library and how it works, from the rules and regulations to the question banks and daily Newspaper bytes and the repository. The students got a brief information on how the entire library works and what are the benefits of using they're services and how our very own library is a treasure filled with knowledge and information. Ma'am also spoke about other services provided like ID cards, Question bank, textbooks of almost all subjects and streams, Repository, College campus life details and Daily updates of what's happening in various departments of the college. This truly helped the students know more about our library and how diversely it works and helps the students in all possible segments. On behalf of students from NHCE we express our gratitude towards our HOD ma'am and the department for providing us the splendid opportunity and who not only made us respectful Horizonites but, also made their efforts in nurturing us as responsible citizens.

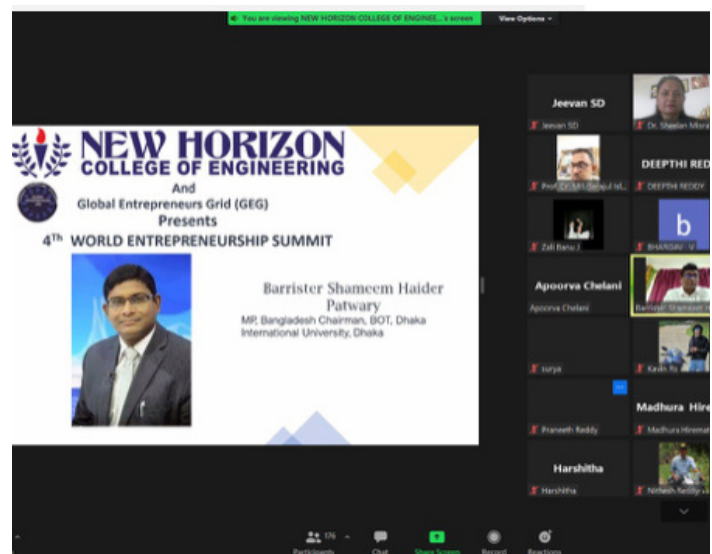
WEBINAR ON RELATIONSHIP MARKETING

Department of management studies, organized a webinar on relationship marketing on 24-02-22, The speaker for the day was Mr Srinivas Somayajula(Director, Learning Horizons) between 10 am to 1 pm. Sir had 20 year of distinguished experience in corporate training. Has held senior management positions earlier in sales and marketing, operations, HRD consulting and training with many premium companies. We were clearly understood of what is the relationship of marketing with the business and how important is marketing in terms of business. The session was focused on the key and crucial skills and behavior that sales and customer interface staff need to internalize to ensure effective relationship marketing with customers. The session was also delved into building customer loyalty and long term customer engagement rather than shorter term goals like customer acquisition and individual sales alone. We thank NHCE, department of management studies for providing us with this splendid opportunity to learn more about marketing in business and to enhance things in best ways needed.



4TH WORLD ENTREPRENEURSHIP SUMMIT

4th World entrepreneurship summit was jointly organized by Global Entrepreneurs grid and New Horizon College of Engineering Bangalore on 26th February 2022 Through Virtual online mode. The theme of the summit was THE NEXT UNICORN- STARTUP TREND. The programme started with the invocation song and lighting of virtual lamp. Prof. Bholanath Dutta, the chairman of Global Entrepreneurs Grid (GEG) welcomed the chief guests and the panel speakers. He introduced the Global Entrepreneurs Grid and gave an overview about the summit theme. Dr. Sheelan Misra, Professor and HOD of the Department of management studies welcomed and gave an introduction on New Horizon College of Engineering, and briefly explained about upcoming mega entrepreneurship event "UDAAN"- Give wings to your ideas. The principle of NHCE Dr. Manjunatha addressed the gathering and spoke about the significance of entrepreneurship for our nation. The honourable chief guests and the panel speakers who were present in the summit were, Barrister Shameen Haider Patwary, Hon Member of Parliament, People's Republic of Bangladesh, Session chairman. Mr.Ramesh Vemuganti, Global speaker, former president, HMA, Panel speakers Mrs. Charmaine Farnandes Sharma, Founder & Managing partner, I Ecotech, Ms. Payal Nanjani, CEO & Founder, Success within leadership, USA, Dr. P Ravindranath, Director, Rho Consulting (p) Ltd, Mr. Sahil Koul, Business Analyst, Bharti Airtel Ltd, Mr. Niket Kumar Phuria, Mentor, Excel Globes, and Mr. Bikram Pal Singh, Deputy Dean, Training & Placements Global Group of Institutes Punjab. The session was organized with an objective to encourage the students to start new ventures and become job providers rather than job seekers. Panel speakers spoke about the importance of generating feasible ideas. The new trend in the Unicorn Start Ups in India, MSME, SME development which is growing in India. And contribution of entrepreneurship in economic development of any country. The summit with the theme "The next unicorn- start-up trend" was a great success. As each and every speaker contributed in the session with their valuable and inspirational words, the speakers shared their views and knowledge with every one present in the session including the students. By end of the summit there was QA session where the panel speakers spoke and discussed their views and answered others questions. The summit was ended by the valedictory and vote of thanks by Prof. Bholanath Dutta.



MEMORANDUM OF UNDERSTANDING BETWEEN NEW HORIZON COLLEGE OF ENGINEERING (NHCE) AND NASSCOM/IT-ITES SECTOR SKILLS COUNCIL NASSCOM

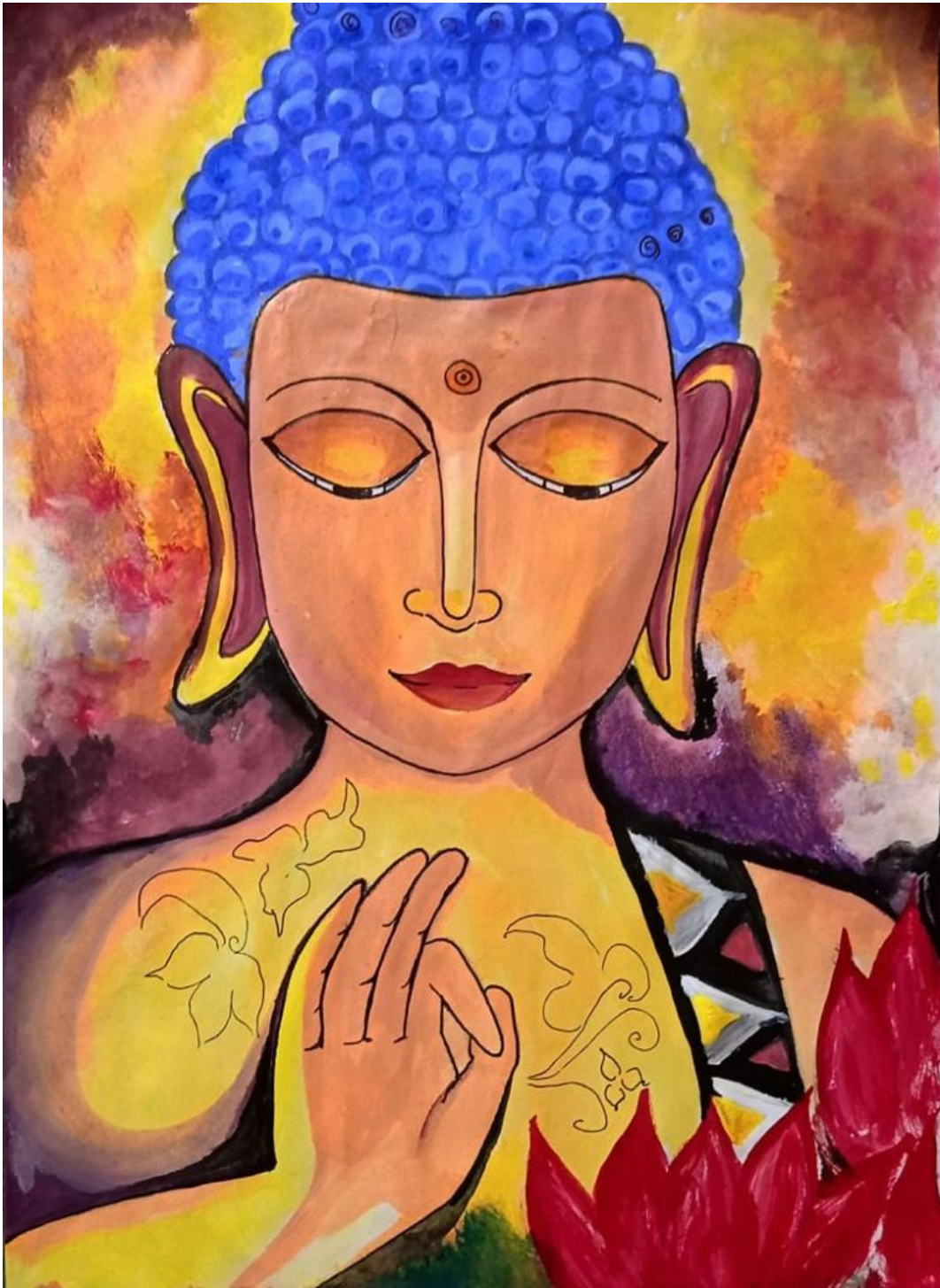


IT-ITeS Sector Skills Council NASSCOM (SC NASSCOM / NASSCOM) an integral part of NASSCOM is the skill standard setting body of the IT-ITeS Industry and is also the education & skill development initiative of NASSCOM; SC NASSCOM works with its industry members and select academic and skill development institutions to help improve the quality and quantity of the employable workforce available to this industry.

PURPOSE:

The objective of this MoU is to undertake relevant skills upgradation via training program/s in the emerging technologies for the candidates/ students& faculty/ staff of NHCE.

- 1.To encourage any-time, any-where, continuous self-paced learning for acquiring newer and industry relevant skill sets, build digital fluency on emerging technologies & professional skills through the availability of byte sized micro learning content.
- 2.To provide a diagnostic facility that offers aspirants/candidates an analysis of their aptitude and capabilities so that they can be guided on learning pathway options.
- 3.To provide a novel framework and an inclusive 'one stop up-skilling/ re-skilling solution' in new and emerging IT technologies that envisages a paradigm shift in the existing value chain through synergistic efforts of all stakeholders.
- 4.To motivate and create value at every step through innovative mechanisms such as 'skills passport, "skills wallet', "badges' etc. based on the aspirant's effort in their skilling journey.
- 5.The Company/University/College etc will also work internally to build their internal talent pool by encouraging employees/students& faculty/staff members to complete more badging and certifications.



ART BY

Sharmistha Deb(MBA - A)

Special Thanks

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