



Newsletter MBA- Outlook

**Volume 10 | Issue No 05 |
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2022-23



Department of Management Studies

Departmental Events

INDUSTRIAL VISIT TO TVS MOTOR COMPANY

On 11th of May 2022, Department of Management Studies conducted an “Industrial visit” to TVS Motor Company, Hosur.



The aim of the Industrial visit to TVS was to help students understand the end- to – end process in a manufacturing unit. This was an opportunity to have a face to face session with technical or administrative experts of the organization to ask questions and clarify doubts. Before entering the plant, standing instructions were given to the students as they were entering floor shop of 4th largest 2 wheeler company’s plant. Once the students entered the plant they were informed about the Management strategies followed by TVS and their partnering companies. The students were taken to the location where Gear box casing is made. They

showed us how some of the major plastic parts were designed and tuned precisely to their specification. The entire unit was completely automated. On behalf of the students of the department of management studies, we would like to express our gratitude towards Dr. Sheelan Misra ma’am and the entire faculty for providing us with a great learning opportunity.

NITTE BUSINESS QUIZ

MBA-I SEM students participated in the management fest held at NITTE Meenakshi College of Engineering on 12th May 2022.



Students participated in the business quiz event. There were 19 teams competing and there were five rounds in which the last two being the finals. The first round was a written MCQ test

followed by logos, taglines and connecting images in the second round. The third round was a rapid fire round. We finished as the third highest ranked team at the end of 3 rounds and we qualified for the finals. The finals took place and four teams qualified. There were 2 rounds and the final round had negative marking. In the end MBA students emerged as winners .

DECODING DIGITAL MARKETING WITH TRENDS IMC ELEMENTS& FACULTY DEVELOPMENT PROGRAM

Department of Management Studies, NHCE organized a industry expert lecture on DECODING DIGITAL MARKETING WITH TRENDS IMC ELEMENTS on 14th of May at 10.00am.

The speaker was Mr.Ashwin Pachori, a MBA graduate and started a own media buying and planning agency named Aadow marketing lab. He handled diversified businesses, working in different fields such as E-Commerce/Hyper local Marketplace, Advertising Agency, Neuromarketing,

and Automotive Operating Software Services

1. E-Commerce: Horza Private Limited
2. Ad Agency: Aadow Marketing Lab
3. Neuromarketing: Mozeex
4. AOSS: VOS (Ideation stage)



After the students session a faculty development programme was also conducted by him for the faculty members regarding providing guidance to students on digital marketing, promoting it and also related to E-commerce sites.

It was a wonderful experience and this industry expert lecture truly helped students as well as faculty members to study E- Commerce platform and digital marketing.

On behalf of the students of the department of management studies

, we would like to thank Dr. Sheelan Misra ma'am and the entire faculty for providing us for this wonderful lecture

FILLING PROCESS FOR INDUSTRIAL DESIGN REGISTRATION

Department of Management Studies, NHCE organized a guest lecture on filing process for industrial design Registration on the 17th of May at 9.00am.

The poster is for a 'BUSINESS CONCLAVE -2022' event. At the top, it features the logo of 'NEW HORIZON COLLEGE OF ENGINEERING' and the 'DEPARTMENT OF MANAGEMENT STUDIES'. Below this, it says 'Presents' and 'INSTITUTION'S INNOVATION COUNCIL'. The main title is 'BUSINESS CONCLAVE -2022' in large red letters. Underneath, it says 'In Association With' followed by 'New Horizon Centre for Innovation, Incubation and Entrepreneurship, ED cell and Institution's Innovation Council'. The central focus is 'FILING PROCESS FOR INDUSTRIAL DESIGN REGISTRATION' in large red letters. At the bottom, there is a dark grey box with white text. On the left side of this box, the word 'SPEAKER' is written vertically. The speaker is 'Dr. V Agalya', a Professor and Associate Head R&D, AICTE certified IPR Trainer, and New Horizon College of Engineering. The event is on '17th May 2022' from '09.00 AM - 10.30 PM' at the 'New Horizon Auditorium'. A registration link is provided at the bottom: <https://forms.gle/FXtrBPVEjLSucjG29>.

The speaker was Dr. V Agalya who spoke about how a new design could be created and can be registered for patent so that it cannot be copied or trade marked by anyone else. No one could

claim a particular design if it is registered and hence this should be the first step in creating any such products and run a business. Ma'am proceeded to give various activities to the students to create various designs and then gave a broad view on how the registration could be done on the authorized site and step wise guidance was given. The Informative words truly made an impact in each student's mind and provoked the minds of those who truly want to gain success and knowledge in life.

It was a wonderful experience and this guest lecture truly brought out the ideologies of every student's thought process and hence helped us to mold our personality for the same.

On behalf of the students of the department of management studies, we would like to thank Dr. Sheelan Misra ma'am and the entire faculty for providing us for this wonderful lecture.

UNDERSTANDING STATISTICS USING JAMOVI SOFTWARE

Department of Management Studies, NHCE organized A guest lecture on Understanding Statistics using Jamovi Software on the 17th May, 2022 at 11am

The poster is for an event at New Horizon College of Engineering. It features the college logo and name at the top left. Below it, it says 'DEPARTMENT OF MANAGEMENT STUDIES'. The event is presented by the 'INDUSTRY EXPERT LECTURE' series. The topic is 'UNDERSTANDING STATISTICS USING JAMOVI SOFTWARE'. The speaker is Mr. Shankar M Mepparambath, a Mentor-Research & Training at CARES. The event is on May 17, 2022, from 11:00 AM to 01:00 PM at the New Horizon Auditorium.

The speakers were Mr. Shankar M Mepparambath who spoke about how Statistics could be used for various aspects of life and about the Jamovi software that could be used to find errors and easily be modified as well. This truly was a new type of information for the students as the software was new to them and it was quite easy as well as informative to be used. Sir also spoke

about the various applications of statistics regarding population and for analysis as well. The inspiring words truly made an impact in each student's mind and provoked the minds of those who truly want to gain success and knowledge in life.

It was a wonderful experience and this guest lecture truly brought out the ideologies of every student's thought process and hence helped us to mold our personality for the same.

On behalf of the students of the department of management studies, we would like to thank Dr. Sheelan Misra ma'am and the entire faculty for providing us for this wonderful lecture.

CAREER 3.0-CHALLENGES AND ROAD AHEAD

Department of Management Studies, NHCE organized a guest lecture on Career 3.0 -Challenges and Road ahead on the 17th May, 2022 at 2.00pm.

The speaker was Prof. Bholanath Dutta who spoke about how everything was different and unique in the PG programs unlike that of UG or PUC. Sir explained to us that this was a professional

program and that everything is moving in the speed of 3.0 or triple the speed that it used to be .Hence it is each one’s duty and responsibility to act up and find that one unique USP that could make the students the best and prepared for they’re futures .Various examples of companies and entrepreneurs were given where he spoke about how they used the right situation to rise up in the market and how each scenario could be utilized to the fullest .The Informative and inspiring words truly made an impact in each students mind and provoked the minds of those who truly want to gain success and knowledge in life .

It was a wonderful experience and this guest lecture truly brought out the ideologies of every students thought process and hence helped us to mold our personality for the same.

On behalf of the students of the department of management studies, we would like to thank Dr.Sheelan Misra ma’am and the entire faculty for providing us for this wonderful lecture.

LEVERAGE LINKEDIN

Department of Management Studies organized a guest lecture 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.

NEW HORIZON COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES

Presents

BUSINESS CONCLAVE -2022

On

CAREER 3.0 - CHALLENGES AND ROAD AHEAD

17th May 2022
2:00 PM - 3:00 PM
New Horizon Auditorium

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Prof. Bholanath Dutta, IAF Veteran
Founder and President - MTC Global

Guest Lecture on

Leverage LinkedIn

HONORABLE GUEST

MR. VENKATESH PRASANNA B R
FOUNDER & DIRECTOR
EXOTRIX LEARNING

STUDENT ORGANIZERS

The speaker for the program was MR. Venkatesh Prasanna B R who is the

founder and Director of Exotrix Learning
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 us 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 colourfully!!!

Can You Solve This Viral “IQ” Test?

$$9 = 72$$

$$8 = 56$$

$$7 = 42$$

$$6 = 30$$

$$5 = 20$$

$$3 = ?$$

Mind
Your

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