



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

Volume 10 | Issue 6 | June, 2022

Inside the Issue

Departmental Events

Industry Expert Lecture on Balanced Score Card – Usages and Challenges



NEW HORIZON
COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

Presents

INDUSTRY EXPERT LECTURE

On

**BALANCED
SCORE CARD**
USAGES & CHALLENGES

Dr. BHARATH C
Head – HR
IP Infusion Software India Pvt Ltd.

1st June, 2022

9:00 AM – 11:00 AM

A-308

Industry expert lecture series aims to offer a platform to the industry, academia and researchers to deliberate over rapidly growing intellectual market. To enable this Department of Management Studies is inviting financial experts, industry experts and technical professionals to lend their expertise in all the domains, while paving the way forward. What you measure is what you get. Senior executives understand that their organization's measurement system strongly affects the behavior of managers and employees. Executives also understand that traditional financial accounting measures like return-on-investment, earnings-per-share can give misleading signals for continuous improvement, and innovation— activities today's competitive environment demands. The traditional financial performance measures worked well for the industrial era, but they are out of step with the skills and competencies companies are trying to master today. This was highly deliberated by Dr. Bharath C – Director-Head HR, IP Infusion Ltd. He gave insights on inadequacies of current performance measurement systems, and told the younger generation to focus on making financial measures more relevant. This session was held on 01-06-2022 in A308 and the students of HR specialisation and faculty attended. Dr Bharath focused on solving the following questions.

- How do customers see us? (customer perspective)
- What must we excel at? (internal perspective)
- Can we continue to improve and create value? (innovation and learning perspective)
- How do we look to shareholders? (financial perspective)

The session ended with a note on the learning perspective, that the balanced scorecard helps managers understand, at least implicitly, many interrelationships. This understanding can help managers transcend traditional notions about functional barriers and ultimately lead to improved decision-making and problem solving. He concluded by telling that balanced scorecard keeps companies looking—and moving—forward instead of backward.

UDAAN KNOWLEDGE SERIES BUSINESS AND INNOVATION: Product Market Fit and Business Plan SESSION

NEW HORIZON COLLEGE OF ENGINEERING
UDAAN
Give Wings to Your Ideas

UDAAN KNOWLEDGE SERIES
Presents

PRODUCT MARKET FIT & BUSINESS PLAN

Speakers

Ganesh Mahadevan V
Head of New Age IT, Digital Transformation and Innovation at Bosch Engineering and Business Solutions

Dheeraj Arora
Director Sales- South of Darwin, Bengaluru

Organised by

NEW HORIZON CENTRE FOR INNOVATION INCUBATION AND ENTREPRENEURSHIP

ED Cell **ED Club** **Start up Club**

VENUE
NEW HORIZON AUDITORIUM
2ND OF JUNE 2022 | 10:00 AM ONWARDS



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The Udaan knowledge series “Product Market Fit and Business Plan Session” under the UDAAN program (Give wings to your ideas) is presented by the NHCE-New Horizon Centre for Innovation Incubation in association with Entrepreneurship Development Cell and Entrepreneurship Development Club and Startup on 2nd June, 2022 in the New Horizon College Auditorium. The speaker for the day was Shri Ganesh Mahadevan and Shri Deeraj Arora. Shri Ganesh Head of New Age IT, Digital Transformation and Innovation at Bosch Engineering and Business Solutions. Shri Dheeraj Arora, Director Sales-South at Darwin, Bengaluru, Karnataka, India. The program started by welcoming the speaker, All students Registered for UDAAN across the departments of NHCE has attended the event along with other faculty members. Shri Deeraj Arora presented the concepts of Product and Market fit with example of Darwin Box and explained the concept of developing product by understanding the need of customer. Shri Ganesh explained the concept of from where to start the business and how important it is to plan for the future and for the sustainability of any venture. He overall spoke about the important aspects of business plan canvas. And focused on the concept of stay focused stay relevant. . Both the sessions were interactive, Informative and insightful. We thank management for providing this opportunity to organize the same and look forward for similar kind of programs in future.

Seminar On DATA ANALYTICS



 **NEW HORIZON**
COLLEGE OF ENGINEERING

Department of Information Science & Engineering
and
Department of Management Studies
in association with

 **futureskills**
prime
A MeitY - NASSCOM Digital Skilling Initiative

MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY
GOVERNMENT OF INDIA

NASSCOM



Seminar on **DATA ANALYTICS**

Venue: Chanakya Seminar Hall
Time: 11:00 AM
Date: 3rd June, 2022

Speaker: **Mr. Dinesh Kumar Panigrahi & Team**
(Regional lead at IT-TeS, Sector Skills Council at NASSCOM)



&
Business Acumen Club

CONVENERS:

Dr. R J Anandhi
Dean of Academics

Dr. Sheelam Misra
HOD-MBA

FACULTY CO-ORDINATORS:

Prof. Vandana

Prof. Shobha

STUDENT CO-ORDINATORS:

Likith rama P Aswin Dinesh Adithi Rao Amiya

i-CSEH club of Information Science and Engineering department and Master of Business Administration department

New Horizon College of Engineering had conducted a seminar on Data Analytics on the 3rd of June 2022. The seminar started at 11:00 in the morning, commencing with a short welcome speech and an introduction of the speakers. The speakers of the day were Mr. Dinesh Kumar Panigrahi, Mr. Chandra Mouli Kotta Kota accompanied by Mr. Sabrish Sathiavan. Mr. Dinesh Kumar Panigrahi is the regional lead at NASSCOM and a governing council member and director at Karnataka Vocational Training Society and Mr. Chandra Mouli is a former Business Consultant/Data Scientist. He is an expert in Business and Big Data Analytics. The seminar began with an overview of futureskills prime by Mr. Dinesh Kumar Panigrahi. It is an industry driven learning ecosystem to get India accelerated on the journey to building skills and becoming the global hub for talent on emerging technologies. This was then followed by a discussion on technology, job market scenarios, salary expectations, pitching courses etc from the speaker from the analytix lab team, Mr. Chandra Mouli Kotta Kota. Then followed by talk on the GoI incentive walkthrough by Mr. Dinesh Kumar Panigrahi. The seminar ended with a vote of thanks and a token of appreciation was presented to the speakers by the HOD of Master of Business Administration.

One Week National Level FDP on Nurturing Entrepreneurship and Start-up management



Department of Management studies organized one week fdp program on 7th to 11th June. I am happy to inform you that we have successfully completed One-week national level FDP on Nurturing Entrepreneurship and Start-up Management from 7th to 11th June 2022. About 90 participants from and outside Karnataka registered for the one-week national level FDP

During the inaugural, the Welcome Address was delivered by Dr. Sheelan Misra, Professor & Head Dept of Management Studies, NHCE, Member Secretary-Karnataka and Kerala Chapter-AIMA. The Presential Address was given by Dr. Manjunatha, Principal, NHCE, and the Opening Remarks for the FDP was given by Dr. Anil Rao Paila, Immediate Past President-AIMS & Senior Dean & Director-We School, Bangalore. The Chief Guest for the FDP was Dr. Satish Prasad Rath, Physician, Scientist, Inventor & Founder-SFCRI.

The other dignitaries included were Dr. R. Nanda Gopal, Regional VP-South, AIMS, Director General-Shree Saraswathi Thiagarajan College, Coimbatore, Dr. Mohan Kumar, Global Practice Head - Wipro Limited, Dr. Bhavani Mysore Ravi, Vice Chair Person, AIMS & Principal, Surana College, Bangalore, Dr. Manohar C. Chairman VISION Group & Senior Director - ISBR, Bangalore, Dr. Jacob Crasta, Member National Executive Council, IACC & Founder & Chairman-CM Envirosystems Pvt Ltd, Chairman-L square Eco Products Pvt Ltd.

During the inaugural of the FDP on 7th June, MoU was signed between NHCE and Indo American Chamber of Commerce. Among others, the MoU aimed at strengthening the network of Universities and institutions in India and US by supporting member institutions. The MoU was signed by Dr. Manjunatha, Principal, NHCE and Dr. Manohar, President, South India Regional council IACC.

On 7th afternoon Dr. Pavan Soni, Innovation Evangelist & Founder Inflexion Point Consulting spoke on the Principles & Framework of Design Thinking.

On 8th in the morning session, Dr. Arun Bharadwaj, Corporate Happiness, Peak Performance Mentor & Founder- Happiness Technologies spoke on Innovation, Creativity & Entrepreneurship.

During the afternoon session, the panel discussion was on "An Entrepreneur's Journey of Finding an Ikigai and the moderator was Suma Gowda, Inspirer/Coach/LinkedIn Expert and the Panellists included Nayana from Family Doctor, Rajeev YSR, PnL Leader, Mentor, Speaker, Faculty, EV Ecosystem Enabler and Narsimha Naidu Founder, STEMX, Alumni - NHCE.

On 9th in the morning session, Mr. Himanshu, Founder - Everything Recycles, Mentor of Change-Atal Innovation Mission spoke on the Lean Business Canvas & its Utility for Start Ups/MSMEs. In the afternoon session there was an address on Overview of IPR for Competitive Advantage by Prof. Ramesh Chandra, the Highest Patent Holder - India & South Asia, Chief Scientist, We Grow.

On 10th Mr. Prakash Nimbalkar, Brand & Marketing Consultant spoke on MVP: Problem Solution fit & Product - Market fit - How to Leverage?. CA Pavan Sharma, Cofounder - BCL, spoke on the Legal Forms of Start ups during the afternoon session.

On the 11th June, the session was on Discussion with Investors, Investors' expectation from Entrepreneurs from Mr. Shashank Randev Founder VC at 100X.VC and How to build Start up Cells at HEIs/ Universities and NISP Policy of GOI. From Dr. Nandeesh V Hiremath, Professor, IBA, Bangalore.

For the , the Guest of Honour were Mr. Ganesh Mahadevan V, Head of New Age IT, Digital Transformation and Innovation Bosch Engineering & Business Solutions, Mr.Santosh G Founder & Global Chairperson, Confederation of Indian MSMEs and Dr.Rony Kurien, Chairman, AIMS Karnataka Kerala Chapter & Dean - ISME - Bangalore. Dr Anandhi R J, Dean - Academics & HOD ISE, NHCE & Dr.Sanjeev Sharma, Dean - Quality Assurance & Skill Development, NHCE addressed the participants. Dr. Dhanalakshmi R V, Associate Professor, Dept. of Mgt Studies & Co - convener FDP read the FDP report and extended the vote of thanks.

PHOTOSHOOT FOR FINAL YEAR



On 24th of June 2022, Department of Management Studies conducted a "Photo Session" for final year students. As we all know a well-clicked photograph is worth more than a thousand words. It is a moment of creating a memory, where one single image helps in recalling the whole journey of our college days. On behalf of students we thank our HOD maa'm and entire faculty members for creating such a beautiful way to remember our day.

ETHNIC DAY



On 25th of June 2022, NHCE celebrated “ETHNIC DAY” in full pomp and splendour, which is a day dedicated to our Ethnicity. The entire campus was infected with ethnic fever. The students were dressed in ethnic attire and exuded enthusiasm and passion. It was a perfect break from the monotony and brought students from different parts of the country together.

On behalf of students we express our gratitude towards NHCE for celebrating this momentous day.

Can u solve this ?

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Special Thanks

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Prof & HoD, Department of Management Studies

HEAD OF EDITORIAL TEAM

Dr. Priyameet Kaur Keer

Associate Professor

Department of Management Studies

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