



**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 8 | August, 2022

Inside the Issue

Departmental Events

FREE EYE CAMP



Department of Management Studies organized a “Free Eye Camp” on 2nd of August, 2022, in Cheemasandra village in Association with Sankara Eye hospital. Four doctors from Sankara hospital and students volunteer from NHCE have organised the camp. The program started with a small inaugural session by NHCE students where village panchayat were present and lighted the lamp, followed by invocation song, Sriharikatha felicitation of Gram Panchayat Members and Doctors were introduced. The camp started with free eye check-up for Panchayat members followed by 100 villagers in and around Cheemasandra got benefitted through this free eye check-up camp. We thank NHCE Management, Sankara Eye hospital and Cheemasandra village Panchayat for extending support towards conducting the event.

INDEPENDENCE DAY CELEBRATION



Brief Description On August 15, India celebrated 75 years of independence (Azadi Ka Amrit Mahotsav) with full fervour. The Government of India has launched the 'Har Ghar Tiranga' campaign to commemorate India's 75th anniversary of independence. A swirl of saffron, white and green engulfed the country as the Tricolour decked Educational Institutions, Houses, Shops, and Public establishments, and echoes of 'Jana Gana Mana' resonated far and wide.

New Horizon College of Engineering distributed flags to students and staff members on the 12th August with the message to observe the flag code and give due respect to our National Flag. The entire campus had a festive look. Tri-colour balloons and flags were flying high across all the buildings of the institution. On 15th August, the day started with a systematic march past by the students, Hods, Deans, Directors, Registrar, Principal and Chief Guest which signified methodology and perseverance. To commemorate the sovereignty of our nation, the Chief Guest Wing Commander (Retd) Sudhakaran.S, CEO and Co-Founder at QuGates Technologies hoisted the Flag, in presence of Principal Dr.Manjunatha, Registrar H.N SuryaPrakash and other dignitaries followed by the National anthem. In the welcome address, the Principal expressed his views of a fully independent India. He also motivated the budding engineers to do innovation, and develop many products in India with the vision of our Prime minister "Aatma Nirbhar Bharat Abhiyan" – A self-reliant India. He also stressed that someday Indian currency will be more valuable than a dollar. Chief Guest was felicitated by the Principal with a memento and a shawl. Wing Commander Sudhakaran (Retd) delivered the Independence day address. He shared his experience and motivation for joining to Indian Army. In his core message, he advised students to dig deeper and find out the base of any technology and innovate new products. His talk on "Are our minds decolonised" had a very great message to everyone. He concluded the speech with the dream of making Bharat the path bearer of humanity also known as Vishwa Guru. Prizes were distributed to various events such as debate, singing, painting and quizzes conducted on the occasion of independence day celebrations. Mr. Abhishek, Automobile student was felicitated for representing New Horizon College of Engineering in the republic day celebrations held at Delhi on 26th January 2022. The cultural program like drama, group singing and dance was rendered and dedicated to the soldiers, who spent their lives separated from friends and family, in their service to our nation. The day came to an end with the distribution of sweets to all the students and staff members.

INDUSTRY EXPERT LECTURE – CORPORATE GOVERNANCE



DEPARTMENT OF MANAGEMENT STUDIES

Industry Expert Lecture

Corporate governance - Roles and Practices



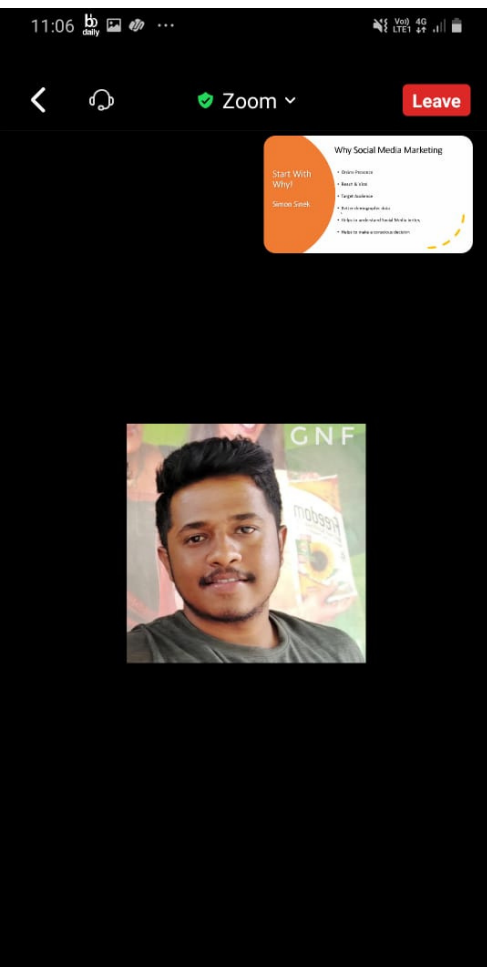
Rtn. Dr. Subashini
CEO - Rareminds

TIME:
11:00AM - 1:00 PM

VENUE:
MBA SEMINAR HALL

Department of Management Studies organized a guest lecture on – “Corporate governance”. The speaker was Dr. Subashini, CEO of Rareminds. The Speaker gave an idea about the purpose and importance of corporate governance. She explained the roles and practices of corporate governance. She also gave insights on the principles of corporate governance which includes accountability, fairness, transparency, etc. which helps us to know how corporate governance controls the overall management system. On behalf of students we are thankful to our HOD maa’m Dr. Sheelan Misra and entire faculty members for organizing such an informative session.

GUEST LECTURE- SOCIAL MEDIA MARKETING



NEW HORIZON
COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

Industry Expert Lecture

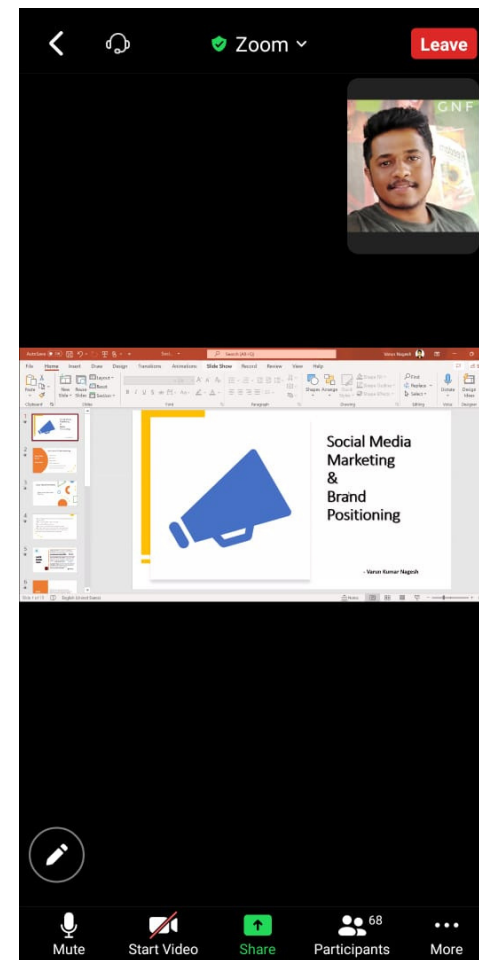
"SOCIAL MEDIA MARKETING & TOOLS" & "BRAND POSITIONING"



VARUN KUMAR N
TALENT PARTNER, UNIVERSITY RECRUITER, INDIA REGION
MARVELL TECHNOLOGY

TIME:
20 AUGUST'22
11:00AM - 12:00 PM

VENUE:
JOIN THROUGH ZOOM



Department of Management Studies, NHCE organised A guest lecture on Social Media Marketing and tools and brand positioning on the 20th Of August 2022 at 11.00am.The speaker was Mr.Varun Kumar N who with his superlative words and excellent knowledge on technology and management brought out the best Of every student by stimulating their thoughts and Giving information on what are the best ways to improvise on the marketing knowledge and also to increase career opportunities by having a better USP then the rest of the crowd so that each candidate is placed for his true talents. It was a wonderful experience and this guest lecture truly brought out the ideologies of every students and also gave all the students the new opportunity to social media marketing and use media for the right purpose and not misuse it , the thought process was hence infused and 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 .

INTERNATIONAL STUDENT DEVELOPMENT PROGRAMME

NEW HORIZON
COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

PRESENTS

INTERNATIONAL STUDENT DEVELOPMENT PROGRAMME

ON

BUSINESS TRENDS IN VUCA ECONOMY

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Assistant Director of Programs
Harris School of Public Policy
University of Chicago

GBOLAHAN P. OMOLOLA
Chief Innovation Officer
ANT Analytics
Business Strategist
London & Nigeria

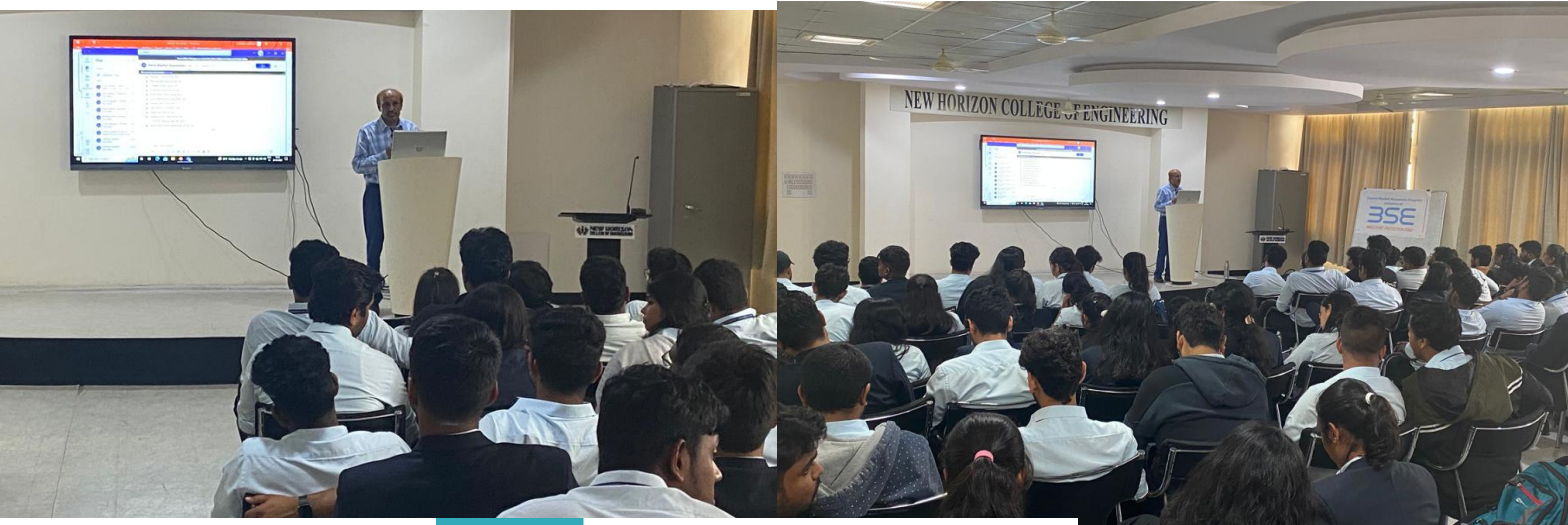
CONVENOR
Dr. Sheelan Misra
Prof & HOD

CO-CONVENOR
Dr. Priyameet Kaur Keer
Associate Professor

24.08.2022
11.00 AM - 1.00 PM
Seminar Hall

Department of management studies organised an International student development programme on “Business Trends On Vuca Economy” on 24.08.2022. The speakers for the day were Sakshi Parihar and Gbolahan P Omolola. VUCA stands for volatility, uncertainty, complexity, and ambiguity. It describes the situation of constant, unpredictable change that is now the norm in certain industries and areas of the business world. VUCA demands that you avoid traditional, outdated approaches to management and leadership, and day-to-day. Aside from helping prepare leaders, VUCA can act as a checklist of the key factors an organization should be considering with their decision-making. It gives some clarity about the issues faced and helps to focus on the knowns and unknowns in the context of business challenges faced both internally and externally. We thank new horizon college of engineering for giving us this great opportunity to interact and also learn about business trends on vuca economy.

WORKSHOP ON STOCK MARKET OPERATIONS



NEW HORIZON
COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

Workshop
on
**Stock Market
Operations**

Mr. V. Prabhakar
Director
Ascent Capital Market Academy

📅 29th August' 2022
🕒 11 am
📍 MBA Seminar Hall

Department of management studies conducted a workshop on 29th of August at 11:00am, in seminar hall on the topic "Stock Market Operations". Mr.V.Prabhakar, director, Ascent capital market academy, took over the session and spoke about the stock market, its operation, investments strategy, scope and importance. Stock represents the ownership equity in the firm and give shareholders voting rights as well as a residual claim on corporate earnings in the form of capital gains and dividends. Investment in stock market is associated with a high level of risk but when approached in a disciplined manner it is the most efficient ways to build up one's net worth, and it helps to earn high returns. Sir addressed all these issues and provided us insights into effective way of investing in stock in order to get good amount of returns. He also gave insights in individual and institutional investors, the share exchange and other important points related to same. Students had a great learning on the stock, and also he cleared the doubts of students in Q&A session. We are grateful to all our faculty members.

Can u solve this ?

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6			1	9	5			
	9	8					6	
8				6				3
4			8		3			1
7				2				6
	6					2	8	
			4	1	9			5
				8			7	9

Special Thanks

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