



NEW HORIZON
COLLEGE OF ENGINEERING

E-NEWSLETTER

MBA-OUTLOOK

Volume 11 | Issue 1 | January, 2023

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UDAAN KNOWLEDGE SERIES

The Udaan knowledge series Mentoring session is presented by the NHCE-New Horizon Centre for Innovation Incubation in association with New Horizon Centre for Innovation Incubation and Entrepreneurship In Association with New Horizon College Of Engineering ,New Horizon College -Marathalli, New Horizon College -Kasturinagar. New Horizon Public School, New Horizon Gurukul and New Horizon Pre University, on 2nd Jan 2023 in the New Horizon College of Engineering .The speaker for the day was Dr.Agalya V , Professor and Associate head R&D Department of NHCE, was the esteemed speaker . She enlightened students on Patent Drafting and Associations. it was an elaborate session which started with general introduction about patent and its importance, The speaker has taken students through the elaborate process of drafting the patent and figures and the process to be followed regarding submission of the patent. The sessions were interactive, Informative, and insightful. We thank management for providing us the opportunity to organize the same and look forward for similar kind of programs in future.



The poster features logos for New Horizon College of Engineering, New Horizon Pre University College, New Horizon Public School, New Horizon College -Marathalli, New Horizon College -Kasturinagar, New Horizon Gurukul, and Institution's Innovation Council. The text includes 'In Association with New Horizon Centre for Innovative Incubation and Entrepreneurship Present UDAAN Knowledge Series Topic :- Patent Drafting - Requirements & Associations' and a photo of Dr V Agalya, Professor & Associate Head R & D, New Horizon College Of Engineering. The event details are listed in a table at the bottom.

| | | |
|---------------|--------------|--------|
| Time 10:30 AM | 2nd Jan 2023 | Online |
|---------------|--------------|--------|

UDAAN –Final Presentation



The Udaan finale presentations were organized for UDAAN qualified 12 prefinale teams participants on 06th Jan 2023 presented by the NHCIIE-New Horizon Centre for Innovation Incubation and Entrepreneurship. The external panel of jury members for the event are Ms. Pushpalata, cofounder and director Garbha Gudi, Founder CEO Stratist, Prof Bala Krishna B, Head Marketing (Programmes) IIM, Bangalore, Abishek Goswami, Founding Member Head of Partnerships, Frontrow and Neeraj Tyagi, Co founder & CEO We Founder Circle, Angel Investor, Ex Managing Partner Venture Catalyst along with special guest Ms. Renuka Rathod. The event started with small inaugural welcoming all jury members followed by invocation song and lighting of lamp. Udaan Finale has given platform to 12 best ideas to present and brief about their venture. Students were given detail feedback. And investors from the jury has shown interest in understanding more about the ventures.

We thank Jury members for their valuable time and suggestions. We would like to extend our sincere thanks to Management for providing us with the platform to conduct such activities.

UDAAN AWARDS CEREMONY



On January 9 2023, this long sojourn of UDAAN culminated in the Panel discussion on “Transform Ideas to create value “ empanelled by Dr Mohan Manghnani- Chairman, NHEI, Shri Tejasvi Surya- Member of Parliament, Lok Sabha, Shri Siddalingappa B Pujari- MD (Marketing Communication &Advertising Ltd.) GoK, Mr. Ashwin Raguraman- Co-founder and Partner at Bharath Innovation Fund, Prof. K Kumar- Professor, IIM Bangalore, Mr. Palash Gupta- Member NASSCOM, Dr. Arun Bharadwaj- Motivational Speaker, Ms.Payal Nanjiani- Leadership Expert, Mr.Sandipan Mitra- Co-founder at Hunger Box.

Shri. Tejasvi Surya, Member of Parliament, Lok Sabha was the Chief Guest for the UDAAN award ceremony. He addressed the students and shared his nostalgic experiences. He said India is in the interesting trajectory of growth. Our youth are lucky to be in India during this growth phase. He compared the technology free era with the current 5G era. He also highlighted that Karnataka has the highest GDP per capita and is one of the highest economic growth states in India with highest FDI inflow. So, he emphasized that students are fortunate and requested to use this opportunity to address the real world problems of neighbourhood. He finally concluded his speech by saying that “If you solve the problems of India, you are solving the problems globally”.

The ceremony was concluded by awarding the Winner of UDAAN 2022- Team Creare Silva single handedly led by Tejas Gowda.

FDP ON WRITING RESEARCH PAPERS BY VARIOUS TOOLS

Department of Management Studies, NHCE organised A faculty development programme on 14th Jan 2023. This programme aimed to make the faculty aware of the importance of research and why it should be done. It also indicated the process involved in research, its significance on a research career and what is required to become a researcher. The Research FDP programme is a course which helps you to sharpen your research skills and build your confidence as a researcher. The FDP will equip you with knowledge on how to find research questions, select prospective literature, analyse it critically and come up with appropriate responses. Mainly it was taken to show how to conduct research on issues related to your research field, refine your methodological thinking about different types of data collection methods, write clear reports that present ideas and findings, provide constructive feedback for peer review processes and communicate with external stakeholders about research results. On behalf of the MBA Faculties of the department of management studies, we would like to thank Dr Sheelan Misra ma'am and the entire department for organising such a wonderful and knowledgeable session.

A red poster for a Faculty Development Programme (FDP). At the top left is the logo of New Horizon College of Engineering, featuring a stylized torch and the text 'NEW HORIZON COLLEGE OF ENGINEERING'. Below the logo, it says 'DEPARTMENT OF MANAGEMENT STUDIES' and 'IN ASSOCIATION WITH RESEARCH DEPARTMENT'. The main title is 'FDP ON WRITING RESEARCH PAPERS BY VARIOUS TOOLS', with 'FDP' in large, colorful, 3D letters and 'ON WRITING RESEARCH PAPERS BY VARIOUS TOOLS' in white text. A magnifying glass with a purple handle is positioned over the 'O' in 'FDP'. To the right of the title is a portrait of Prof. C. Rakesh, a man with short dark hair wearing a yellow shirt. Below the portrait, his name 'PROF. C. RAKESH' is written in bold, followed by 'Sr.Asst.Professor Mechanical Department-NHCE'. At the bottom left, there is a calendar icon and the date '14th January 2023'. At the bottom right, there is a location pin icon and the text 'MBA SEMINAR HALL'.

Dr. Manjunath
PRINCIPAL

Dr. Siddesh
HEAD RESEARCH

Dr. Sheelan Misra
DEAN-MEI

Dr. Priyameet Kaur Keer
R&D COORDINATOR

GLOBAL AND PROFESSIONAL SESSION ON VISUAL ANALYTICS



Department of Management Studies Organized a session on visual analytics, which is a training program for the global and professional students from analytics specialization. The trainer was Mr. Manikanta Prasad, with lots of knowledge and experience on business analytics and visual analytics.

The training took place over the period of five days, commencing on January 17 and concluding on January 21, 2023. The trainer demonstrated us how to use tableau and Power BI to create dashboards, analyze the data, and make predictions based on that analysis which is the most crucial skill that an organisation looks for in an analytical student. We also worked on assessments to gauge how well the students could apply the learning that they had acquired during the training period by checking our abilities and evaluating our performance. On the last day of the course, this assessment was provided.

We thank our department and our dean, Dr. Sheelan Misra Maam, on behalf of the students for giving us such a wonderful chance to explore on these advanced skills.

FACULTY DEVELOPMENT PROGRAMME ON RESUMES



The placement department, NHCE organised a faculty development programme on How to correct student's resumes on 19th Jan. This program was conducted for faculty by Mr Devranjan Chatterjee from the placement department to understand the importance of resume correction and know how to correct resumes at a faster pace. A step-by-step technique was shown to address all the aspects present in a student's resume, The program aimed at helping the MBA faculty to understand the various aspects of resume correction and also be beneficial in helping students analyze their profile and create a strong resume that matches their experience, qualification and expertise with the desired job. It was conducted to understand how to correct the student's resume. The first step is to provide feedback on his or her resume in notes form. After this, the student will submit their resume with the corrections made by the FDP staff.

On behalf of the MBA Faculties and students of the department of management studies, we would like to thank Dr Sheelan Misra ma'am and the entire placement department for organising a resume-building and correction session which is the first stepping stone for our students.

RED FM TEAM'S VISIT TO NHCE



The Red fm team visited New Horizon College of Engineering on 20/01/2023 at 3pm, Along with the team, RJ Tuhin also visited NHCE. The team interacted with the Nhce students and also offered the students with complementary tickets for their program. It was a pleasurable moment meeting and also spending good time with the team. We thank our department for providing us this opportunity.

BUSINESS CONCLAVE



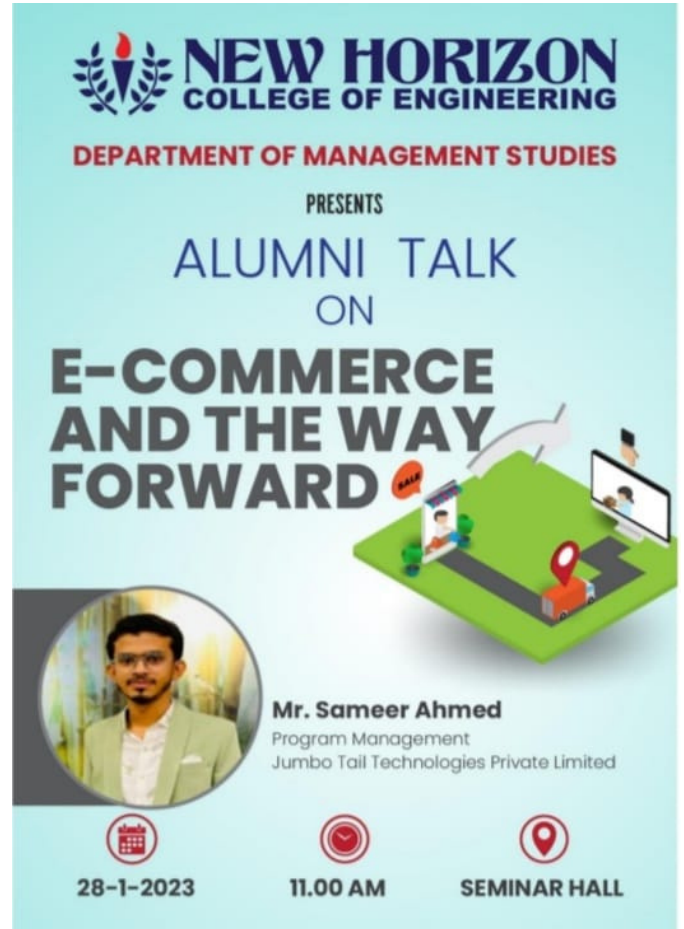
Business Conclave 2023 was organized by Department of Management Studies, New Horizon College of Engineering Bangalore on 25th January 2023 in New Horizon Auditorium. The theme of the Conclave was INDIA @75: WOMEN IN BUSINESS- ENVISION, EMPOWER, EXCEED.

The programme started with the invocation song and lighting of lamps. The principle of NHCE Dr. Manjunatha addressed the gathering. The Chief guests & Keynote Speakers Ms. Neeraja Ganesh TedX Speaker, and Ms. Pushpalatha M.S Co-founder Director Garbagudi Group, Founder & CEO-Stratist Healthcare Tedx Speaker were Welcomed by the Principal Dr. Manjunatha and Dr. Sheelan Misra, Dean Management Studies, Entrepreneurship Development Cell & Incubation Centre. Later both the Chief guest shared their experience and encouraged everyone by their inspiring words. The panel speakers who were present in the Conclave were, Ms. Neeraja Ganesh Tedx Speaker, and Ms. Pushpalatha M.S Co-founder Director Garbagudi Group, Founder & CEO-Stratist Healthcare Tedx Speaker. Ms. Vijaya Annapurana Global Product Manager Signify, Ms. Suma Annegowda LinkedIn Expert-Career Coach, Ms. Harini Thammaiah Senior Program Manager Paypal, Ms. Sandeepa Guntreddy Digital Content Creator & Author, Ms. Annie Kumar BNI Bangalore CHO/MD Bulls Eye pvt ltd, Ms. Shreya Shivangi International Certified Executive Coach, Life Coach, Success & EI Coach. Later there was a panel discussion by the women leaders & the speakers present, on the topic "BREAKING GLASS CEILING- THE QUEST IN RISING INDIA". was a great success. As each and each panel member contributed in the session with their valuable and inspirational words, the speakers shared their views and knowledge about women in Business and further they explained ENVISION, EMPOWER, EXCEED with examples. By end of the conclave there was QA session where the panelists spoke and discussed their views and answered others questions asked by students. The conclave ended by valedictory and vote of thanks by Dr. Priyameet Kaur Keer, AssociaDepartment of Management Studies



ECOMMERCE ON THE WAY FORWARD

Department of Management Studies organized an Alumni Talk on “ECommerce and the way forward” on 28th January, 2023. Speakers for the day were Mr. Mohammed Shoaib and Mr. Sameer Ahmed. Mr. Mohammed Shoaib started the session by giving an overview about business in general. From there the topic gradually moved on to E-Commerce, regarding the basic foundation of electronic platforms for marketing, and how important e-commerce platforms have become for running business and also for every individuals personal and professional lives. After the brief introduction to e-commerce and the way forward, the next talk was taken over by Mr. Sameer Ahmed. Mr. Sameer Ahmed gave us an in-depth view on E-Commerce as a capability. Under this topic Mr. Sameer improved our understanding regarding B2B, B2C and D2C businesses under e-commerce. He also gave us an insight on few of the advantages like 24/7 availability, easy accessibility, wide range, international reach, lower cost and personalization of e-commerce platforms with practical examples from his experience. The session was very interactive and informative. It helped to widen the student’s aspects on e-commerce and how important it is in our daily lives.



NEW HORIZON
COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

PRESENTS

ALUMNI TALK
ON

**E-COMMERCE
AND THE WAY
FORWARD**

Mr. Sameer Ahmed
Program Management
Jumbo Tail Technologies Private Limited

28-1-2023 11.00 AM SEMINAR HALL



STUDENTS ACHIEVEMENTS



Charan and Nikhil of MBA (sec A- Finance) participated in the business quiz event at Ushus, a management test organised by Christ (Deemed to be University), Bengaluru on 24th and 25th of January 2023. We finished as winners of the event

ART



Art by

sharmistha
(MBA - D)

Special Thanks

PATRON

Dr. Mohan Manghnani, Chairman, NHEI

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Dr. Manjunatha, Principal, NHCE

CHIEF EDITOR

Dr. Sheelan Misra

Dean - MEI

HEAD OF EDITORIAL TEAM

Dr. Priyameet Kaur Keer

Department of Management Studies

Students coordinator team mba-3rd sem

T. PRIYANKA

M. PRANEETH REDDY

D K TEJESHWINI

R. LATHA MAHESHWARI