



NEW HORIZON
COLLEGE OF ENGINEERING

E-Newsletter

Volume 11 | Issue 3 | March, 2023

MBA Outlook



Inside the Issue
Departmental Events



Freshers Day





Freshers Day -The New Horizon College of Engineering

New Horizon College of Engineering hosted yet another glamorous Freshers' Day to welcome the new batch of enthusiastic students to the college with an array of welcoming programs and the most exciting contest of Mr. and Ms. Fresher. The program was organized by the 2nd year students of New Horizon College of Engineering and was held in the main college auditorium on 11th March 2023 from 12:30 p.m. to 5 p.m. The theme for the event was New Beginnings, Endless possibilities. The men and women were dressed in their best. The students were formally and warmly welcomed to the campus where they'll have glorious moments of academic triumph and youthful exhilaration for the next two years.

Mr Fresher Shreenidhi Kulkarni and Miss Fresher Shreedevi Shivanagouda Patil was awarded gloriously. There were dance shows and gaming contests in the program which were conducted successfully. Even the faculty also performed with the students and graced the stage.



CHANGE MANAGEMENT AND IMPORTANCE OF SOFTSKILLS IN THE TECHNOLOGY WORLD

 **NEW HORIZON**
COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES

In Association with **NASSCOM**[®]
presents
Expert Lecture
on
**CHANGE MANAGEMENT and IMPORTANCE OF SOFTSKILLS
IN THE TECHNOLOGY WORLD**

 **Ms. Sheeba Thomas**
Vice President
Chief Executive Officer
Progressive Business Leader

 **Ms. Priya Madhavan**
Consultant
NASSCOM FutureSkills

 **MARCH 24, 2023**

 **MBA Seminar Hall**



Department of Management Studies organized a Guest Lecture on "CHANGE MANAGEMENT and IMPORTANCE OF SOFTSKILLS IN THE TECHNOLOGY WORLD" on 24

th March, 2023 in the seminar hall, MBA block for 1

st year MBA students. Speakers for the day were Ms. Sheeba Thomas, Change Manager at NASSCOM and Ms. Priya Madhavan, Consultant, at NASSCOM. They both have 28 years of experience in their career. They have delivered lectures in various organizations and Universities. Total of around 90 students and staff participated in this programme. Ms. Sheeba Thomas explained about the Change Management in Corporate sector. She shared her work life experience and conveyed about the change management which is important in every step of our life. Ms. Priya Madhavan explained about importance of soft-skills in the technology world. She discussed how to improve our softskills, technical skills, interpersonal skills, and negotiation skills.



Employee Relations & People Management

NEW HORIZON
COLLEGE OF ENGINEERING

ALUMNI ASSOCIATION
&
DEPARTMENT OF MANAGEMENT STUDIES

Presents

Alumni Talk on
**EMPLOYEE RELATIONS &
PEOPLE MANAGEMENT**

By
Mr. SABRI RAJU
(ALUMNI 2007)
Team Lead-HR
Siemens Technologies Services Pvt. Ltd.

CONVENOR
DR. SHEELAN MISHRA
DEAN - HR

FACULTY COORDINATOR
PROF. A. SHESHU
Sr. Asst. Professor

16th
MARCH
11:00 AM

www.newhorizoncollegeofengineering.in

Department of Management Studies organized an Alumni Talk on “Employee Relations & People Management” on 16th March, 2023 in the seminar hall, MBA block for I MBA students. Speaker for the day was Mr. Sabri Raju (alumni 2007), Team lead-HR, Siemens Technologies Services Pvt. Ltd. The guest speaker started with a question of what is employee relation in the company. Sir has given more insight about HR works in terms of employee relations in the corporate world. Sir expounded about how query management functioning involving audiences by creating a scenario on how as a manager undertake queries are captured and actioned in case a dispute arises. The session came to its focal point, People management and its importance, audiences as an employee to treat fellow employees in a right manner and understanding team members as well to create good working environment and corporate relationship with others. Sir furthermore addressed the challenges faced in the corporate world and ways to overcome it. Sir has shared all his experience as a student at NHCE It is through reflecting about the actions at work and the concrete experiences that will lead about the classroom theory. The session concluded further extending knowledge about the investigation of job description specifically about the net salary.



“Leverage Linked In”

NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies
In Association with

COWE
GROWING WOMEN POWER
ISO 9001:2015 Certified

Organizing

Guest Lecture
on
**LEVERAGE
LINKEDIN**

Ms. Suma Annegowda
LinkedIn Expert
Career Success Coach
Inspirational Speaker

10 | MARCH | 2023
9:30AM to 11:30AM
FALCONRY SEMINAR HALL

Department of Management Studies, NHCE organized MBA Induction program on “Leverage Linked In”. The Honourable speaker of this session was Ms. Suma Anne Gowda, Founder – Books for her & Linked – In for Her. The session aimed on helping students know about Linked – In and its Features. It was an informative and interactive session that helped students explore more about creating an effective linked in profile with a focus on connecting with people. The speaker also gave relevant examples of how It's an invaluable tool for job searches and recruitment, and a great way to stay up to date with industry news, enhance their professional reputation and increase the visibility of your brand. Linked In is akin to a social networking site like Facebook to be precise. But **LinkedIn is mostly being used for the professional purpose**. This is a platform which you can utilize to showcase your skills, expertise, education, experience, etc. LinkedIn gives you the ability to showcase your profile, expertise, recommendations and connections, not only is your profile the first professional impression of you when recruiters and employers use LinkedIn to search for candidates but it also demonstrates credibility in your industry and highlights your achievements. We thank Dr Sheelan Misra, DEAN - MEI for organizing such an insightful session that is relevant to the industry and for constantly encouraging and motivating students.



CHANGE & STRATEGY MANAGEMENT

NEW HORIZON
COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

presents
Expert Lecture
on
**CHANGE and STRATEGY
MANAGEMENT**

2:30 PM
Onwards

Mr. Snehanshu Mitra
Global Head
Data Strategy
Finance Analytics

Mr. Madhav Bissa
Program Director
Data Science
Artificial Intelligence

MARCH 25, 2023

MBA Seminar Hall

Department of management studies, New horizon college of engineering organized industry expert lecture on “CHANGE MANAGEMENT AND STRATEGY MANAGEMENT”. We had two speakers for the day one is Mr.Snehanshu mitra who briefed about the change management. That was too interactive session, discussion was there on organizational structure and change in it, causes for the change, uncertain environment and also about ADKAR model which was much informative.

Mr.Madhav Bissa gave real life examples of him, and discussion was on strategy, strategic management, internal and external factors of strategy, importance of strategic management in current organizational growth, SWOT and PEST analysis, effect of these analyses on strategic management.

We thank Dr.Sheelan Mishra, DEAN-MEI for organizing such an interactive and insightful session that encouraged and motivated students and that was also very helpful for the students opting for marketing.



AD-STRATEGY AND CREATIVE CAMPAIGNS

 **NEW HORIZON**
COLLEGE OF ENGINEERING

Department of Management Studies

Organizing
INDUSTRY EXPERT LECTURE
on
**AD-STRATEGY & CREATIVE
CAMPAIGNS**



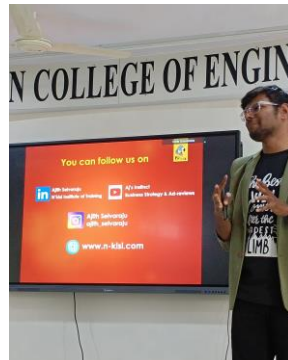
Ajith Selvaraju
Founder & CEO
N'kisi Institute of Training



 **11:00 AM onwards**

 **21-03-2023**

 **MBA Seminar Hall**



Department of management studies, New horizon college of engineering organized industry expert lecture on "AD-STRATEGY AND CREATIVE CAMPAIGN". The honorable speaker of this session was 'MR.AJITH SELVARAJU' founder and CEO of N'kisi Institute of training. The session aimed on helping students to know about importance of promotional activities/ Advertisement. It was an informative and interactive session. The speaker also gave many relevant examples of how advertisement plays an important role in promoting product or services. Speaker also interacted about the Television contribution to National GDP, Nash equilibrium too. Speaker also distinguished between advertisement and advertisement campaigning with lots of visualized examples. We thank Dr.Sheelan Mishra, DEAN-MEI for organizing such an interactive and insightful session that encouraged and motivated students and that was also very helpful for the students opting for marketing.



Product Management in Financial Services Industry

NEW HORIZON
COLLEGE OF ENGINEERING
Alumni Association
&
Department of Management Studies
Presents
Alumni Talk
on
PRODUCT MANAGEMENT IN
FINANCIAL SERVICES INDUSTRY

Mr. Rakesh Kamath
Alumni 2005
Senior Product Manager
Publicis Sapient

CONVENOR
Dr. Sheelan Misra
Dean-MEI

FACULTY COORDINATOR
Prof. A Sheshu
Sr. Asst. Professor

25-03-2023 11:00 am

Department of Management Studies organized an Alumni Talk on “**Product Management in Financial Services Industry**” on 25th March, 2023 in the seminar hall, MBA block for 1st year MBA students. Speaker for the day was Mr. Rakesh Kamath (alumni 2005), Senior Product Manager, Publicis Sapient

The speaker started with a quote “A bend in the road is not the end of the road .. unless you fail to make the turn”. and elucidated the quote by stating his experiences. He explained what are the various roles played in different areas such as Business Analyst, Product owner etc.

Speaker has provided

- Tips on how to become a Successful Product Manager.
- cornerstone for building great product.
- crux on the various onboard process in banks.

The session was very interactive and informative. It helped the students to widen the knowledge on how to become successful product managers.

The key takeaway of the session :- “learning never stops”.



ARISE UDYAMIT

NEW HORIZON
COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES
NEW HORIZON CENTRE FOR INNOVATION
INCUBATION AND ENTERPRNEURSHIP
In Association with

Presented by:
AICTE-SPICE, COWE, ED Club, INSTITUTION'S INNOVATION COUNCIL

Presents
ARISE-UDYAMIT

Ms. Sarmistha Mazumder
Founder- Mindfully Sorted Incubated
NSRCEL IIM B
Mental Health Ally

31 March 2023 10:00 AM to 11:00 AM Falconary Hall



Department of Management Studies New Horizon College of Engineering and New Horizon Centre for Innovation incubation and enterpreneurship in association with AICTE SPICE, COWE, EDCLUB, Institution's Innovation Council organised Arise-Udyamit on 31/03/2023 the speaker for the session was Mr. Sarmistha Mazumder Founder-Mindfully Sorted Incubated NSRCEL IIM B Mental Health Ally. The session was informative and interactive. Speaker spoke about her experience. Corporate world, plans and ideas for startup, encouraged women startup, about the passion her path of success. We thank Dr. Sheelan Mishra, DEAN- MEI for organising such an interactive and insightful session that encouraged and motivated towards start-ups.



Union Budget 2023-24

NEW HORIZON
COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

NEW HORIZON CENTRE FOR INNOVATION
INCUBATION AND ENTERPRNEURSHIP

In Association with

AICTE-SPICE COWE ACUMEN CLUB INSTITUTION'S INNOVATION COUNCIL

Presents

Union Budget 2023-24
A Booster Dose for Start-ups

Mr. Vasanth Adithya.J
Founder & Managing Director
Kreetam Law Associates

31 March 2023

12:00 PM Onwards

Falconary Hall



Department of Management Studies New Horizon College of Engineering and New Horizon Centre for Innovation incubation and enterpreneurship in association with AICTE SPICE, COWE, EDCLUB, Institution's Innovation Council organized Union Budget 2023-24 A Booster Dose for Start-ups on 31 March 2023, Speaker for the session was **Mr. Vasanth Adithya. J Founder & Managing Director Kreetam Law Associations**. There was discussion about currency fixation, economic conditions, budget policies, fiscal policies, fiscal policies, sources of income for government, India's position in International market, Tax rates slabs along with the summary of Union Budget 2023-24 and many more. Overall the session was very interactive and knowledgeable. We thank Dr. Sheelan Mishra Dean and MET Management Studies...



Enlighten Spark

NEW HORIZON COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES
NEW HORIZON CENTRE FOR INNOVATION
INCUBATION AND ENTERPRNEURSHIP

In Association with

ACIATE-SPICE, COWE, STARTUP CLUB, INSTITUTION'S INNOVATION COUNCIL

Presents

ENLIGHTEN SPARK

Ms. Gayathri Suresh

- Diabetes Educator,
- Clinical Podiatrist @ Dr Suresh Diacare
- Proprietary @ GS Group of Companies
- Managing Trustee Sparsha Foundation
- President COWE KARNATAKA CHAPTER 2021-23

📅 31 March 2023 11:00 AM TO 12:00 PM 📍 Falconary Hall



Department of Management Studies New Horizon College of Engineering and New Horizon Centre for Innovation incubation and enterprenuership in association with AICTE SPICE, COWE, EDCLUB, Institution's Innovation Council organized Enlighten Spark speaker for the session was Ms. Gayathri Suresh President COWE Karnataka Chapter 2021-23, session on consideration of women entrepreneurs, building and development of COWE, how COWE helped the women to raise, their acheivements, plans and ideas for women enterprenuers, fast growth of women in different sectors competing strongly and successfully. The session was really an inspirational and many girls were highly inspired. We thank Dr. Sheelan Mishra Dean & MEI Management Studies.



FACULTY ACHIEVEMENT



Dr. Sheelan Misra, Prof & Dean -MEI : Has been awarded as Global Women in Business & Leadership Award 2023 , by GCPIT, on 31.03.2023



A) Dr. Rose Kavitha , Professor : Has been awarded Thalavi 2023 Award for her contribution in corporate training, by Dindigul District HR Foundation (DDHRF), On 10.03.2023



B) Dr. Rose Kavitha , Professor : Presented and published paper in International Conference organized by ISME Bangalore on 24 th & 25th Feb 2023, Topic of published paper “ Impact of Artificial Intelligence on Advertisements with respect to FMCG Products.



Dr. Priyameet Kaur Keer, Associate Professor : Published paper in IEEE XPLORE , topic of publication –“ Artificial Intelligence in Computer Network Technology in The Big Data Era on 23.03.2023



A) Dr.Krishna Kumar , Associate Professor:

Published paper in web of Science Journal , topic of publication –“ The Application of Artificial Intelligence in Marketing Opportunities & Challenges, in Indian Journal of Natural Sciences on 22.03.2022

And Published paper in web of Science Journal , topic of publication –“ Is Post pandemic opportunity Knocking for Entrepreneurs: A review , in Indian Journal of Natural Sciences on 23.03.2023.



Dr.Dhanalakshmi RV , Associate Professor:

Presented Paper in International conference organized by Sree Sastha , School of Management Studies, Chennai on 24.03.2023 , on the topic –“ HR Analytics in Recruitment Process in the telecommunication Industry”



Prof. Saumi Roy , Assistant Professor :

Published paper in IEEE XPLORE , topic of publication –“ Artificial Intelligence Based Rural E-Commerce Boosting using Big Data on 23.03.2023



Prof. Ankita Jeewankar , Assistant Professor :

Presented Paper in International conference organized by Sree Sastha , School of Management Studies, Chennai on 24.03.2023 , on the topic –“ A study on strategy implementation in information technology startup for sustainability in the market .



STUDENT PARTICIPATION



NAME: TARUN RM

Participated in solo dance competition held in surana college and amity college on 30/03/2023 -31/03/2023



NAME: KIRAN BABU SV, AKSHATHA VAIDYA AND RACHANA UDAY NAYAK

Participated in business quiz competition held in amity college on 30/03/2023 -



NAME: MOUNIKA J, AMISHA, DIVYA, JANAVI, SANGEETA, SAROJA DEVI E, HEMASHREE, YASHAWINI GOWSALYA.

Group photo of students participated in various events like business quiz and business plan.

Surana college event



NAME: SAROJA DEVI E AND GOWSALYA

Participated in business quiz held at Gibs college





STUDENT ACHIEVEMENT



NAME: TARUN RM (MBA 1ST YEAR C-SECTION)
WINNER: Solo Dance Competition held in GIBS



NAME: NANDHIDH AND AMRUTHA (MBA 1ST YEAR C-SECTION)
WINNER: Finance Competition held in GIBS



NAME: SANGEEETA, DIVYA Y, AMISHA, JANVI (MBA 1ST YEAR C-SECTION)
WINNERS: BUSINESS PLAN Event held in Surana College



NAME: THAINI, DIVYA AND GOWSALYA (MBA 1ST YEAR B AND C-SECTION) WINNERS: Case Study Competition held in ISME College



Special Thanks

CHIEF PATRON

Dr. Mohan Manghnani, Chairman-NHEI
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Dr. Manjunatha, Principal, NHCE

CHIEF EDITOR

Dr. Sheelan Misra
Prof & Dean, Department of Management Studies,
Entrepreneurship Development Cell and Incubation
Centre

HEAD OF EDITORIAL TEAM

Dr. Priyameet Kaur Keer
Associate Professor
Department of Management Studies

STUDENT COORDINATOR TEAM MBA-1 SEM



SAROJA DEVI E



SHUSHITHA

STUDENT TEAM MEMBERS

MOHAMMED WAQAS
AMIT DAS
SHRESTHA HAZRA