



NEW HORIZON
COLLEGE OF ENGINEERING

E-Newsletter

MBA OUTLOOK

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Inside the Issue

DEPARTMENTAL EVENTS



INDUSTRIAL VISIT TO MAHATMA GANDHI INSTITUTE OF RURAL ENERGY AND DEVELOPMENT (MGIRED)



Industrial Visit is of prime importance for students pursuing MBA Program. It assists in bridging the gap between theory and practice. The MBA department of New Horizon College of Engineering has organized an Industrial Visit to Mahatma Gandhi Institute of Rural Energy and Development (MGIRED), Bengaluru on 02.05.2023. The first semester MBA students along with the faculty coordinator were taken out for the Industrial Visit. The Journey towards the MGIRED started by 9:15 AM and reached the Institute by 10:45 AM.

Firstly, they introduced about the role of MGIRED in creating awareness regarding solar power generation, Rain water harvesting and solid waste management. The Institute also provide training for unemployed youths for solar panel installation. The first session was regarding solar power, and in this session they highlighted about the advantages of solar power, advantages of using LED bulbs as a power saving equipment. The second session was about rain water harvesting, and in this session they highlighted the importance of storing the rain water for future use and the role of rain water in increasing the ground water level. The third session was about solid waste management, in this session they highlighted about managing the waste properly in order to maintain the fertility of the soil and these wastes should block the drainage system. Then the students were taken to exhibition halls where various equipments were kept in the display. Finally, students gave feedback about all the sessions. Post lunch session, students were allowed to visit the museum. The visit ended by 3:30 PM and we have returned back to the college. On the whole, this visit helped the students in gaining insights regarding solar power, rain water harvesting and solid waste management which is the need of the hour in the current contemporary context.





OUTBOUND TRAINING



The Outbound Training for the Batch 2022-24 was organized on 4th & 5th May' 2023 at Gari Resorts, Bidadhi, Bangalore. The training was organized for the 180 students of I Year MBA. The Trainers were Mr. Ajith Selvaraju, Mr. Herbert & Mr. Karunai Prakash. Outbound Training (OBT) is a popular and preferred methodology for facilitating experiential learning among the corporates worldwide. In today's modern world of business, we require individuals/leaders who can think smartly, take decisions/actions swiftly and have great interpersonal/team building skills. The Outbound Training (OBT) program helps participants understand critical elements of LEADERSHIP and TEAM BUILDING. These qualities are more effectively developed in an experiential outdoor setting than through an indoor classroom training. Outbound programs have been found to be particularly effective in areas that involve interpersonal relationships, trust and bonding, communication of shared vision and goals, motivation, behaviour modification in response to change, and personal effectiveness.

KEY TAKEAWAYS

- Leadership Skills
- Team Building Skills
- Communication Skills
- Stress Handling
- Problem Solving Skills



EXPECTED OUTCOME

After spending time in an outdoor situation, team members tend to bond together in a way that is impossible in an urban office atmosphere with its attendant worries and stress. Additionally, in unfamiliar environments and unpredictable situations, stretched beyond their normal comfort zones, people tend to lose their inhibitions, shed their masks, and become more receptive to learning. In the environment thus created, it becomes possible for an experienced facilitator to identify strengths and problem areas, and suggest new coping behavior.



INDUSTRIAL VISIT TO BRILLIANT PRINTERS



Industrial Visit is of prime importance for students pursuing MBA Program. It helps in bridging the gap between academia and Industry. The MBA department of New Horizon College of Engineering along with Confederation of Women Entrepreneurs (COWE), Bengaluru have organized an Industrial Visit to Brilliant Printers, Nelamangala, Bengaluru on 16.05.2023. The first semester MBA students along with the faculty coordinators were taken for the Industrial Visit. The Journey towards the Brilliant Printers started by 9:00 AM and reached the factory by 10:30 AM. Firstly, the students were briefed about the history of Brilliant Printers, what are all the products they are manufacturing, Their Production Capacity, Their Competitive Advantages etc. Then the students were taken to visit the factory where they have witnessed the manufacturing of different products in their manufacturing facility. Finally question and answer session was there where students clarified all the doubts regarding Manufacturing and Marketing of their different product ranges. The visit ended by 3:00 PM and we all returned back to the college by 4:30 PM.



ADRISTA: BUSINESS PLAN COMPETITION

Department of Management Studies organized an Inaugural Seminar on “ADRISTA: BUSINESS PLAN COMPETITION” on 19th May, 2023 in the Seminar Hall, MBA block for 1st year MBA students.

◇ Speaker for the day was Mr. BHOLANATH DUTTA – Founder, President MTC GLOBAL.

- The speaker began the session by
- Elucidating about entrepreneurship as a skill set.
- Quoting the names of great personalities regarding the same.
- Stating the reason for ED & Start up cell in the department.

◇ The Speaker explained

- How the business plan guides to achieve.
- About business canvas model.
- Regarding the skills required to strengthen the start-ups.
- About the Sources of funds required for startup.
- Regarding the Power of social media for social branding.
- The necessity of basic fundamentals like Market Research.
- The reason for the failure of start-ups.

NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies

In Association with

New Horizon Centre for Innovation, Incubation and Entrepreneurship (NHCIIE)

Institution's Innovation Council and

ED Club Startup Club

Presents

**ADRISTA :
BUSINESS PLAN COMPETITION**

Inaugural by

Mr. Bholanath Dutta
Founder President
MTC GLOBAL

Scan Me

Scan QR for Registration and Details

19 May 2023 10:30 am Onwards Seminar Hall, III Floor,
Netaji Subash Chandra Bose Block

Saumi Roy Professor, Dept of MBA Shalini Shetty Professor, Dept of MBA Dr. Sheelan Misra HOD - MBA Dr. Piyush Kumar Soni Coordinator - NISE NHCIIE Dr. Agalya V President, NHCE - IIC

Dr. Sanjeev Sharma Dean - QASDC Dr. Anandh R. J. Dean - Academics Dr. Manjunatha Principal, NHCE

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