

E - Newsletter



MBA OUTLOOK

August, 2023 | Volume | 11 Issue 8



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INDUSTRIAL VISIT - EMMVEE SOLAR SYSTEMS Pvt Ltd



ORGANISED BY

DEPARTMENT OF
MANAGEMENT STUDIES

On 1st, 2nd & 3rd August, 2023.



Department of Management Studies had organized an Industrial visit to “EMMVEE SOLAR SYSTEMS PRIVATE LTD” on 1st, 2nd & 3rd August 2023 for II - SEM MBA “A, B & C” section students accompanied by faculty members.

The manager explained the manufacturing process and marketing of thermal and photovoltaic module products.

They provided detailed information regarding the role & advantages of using solar water heating systems & photovoltaic modules.

CAREERS IN INVESTMENT BANKING



ORGANISED BY

DEPARTMENT OF
MANAGEMENT STUDIES

ON 7th August, 2023.

SPEAKER

Mr. JASNEET SINGH BINDRA
Country Head of CISI.



Department of Management Studies had organized a Guest Lecture on **“CAREERS IN INVESTMENT BANKING”** on 7th August, 2023 in the Falconry Seminar Hall, MBA block for II – SEM MBA students.

Dr. Guru Basava Aradhya S, Professor & Head of the Department began the session with the felicitation of Mr. Jasneet Singh Bindra.

The expert began the session by sharing his years of experience in CISI. The Speaker progressed the session by narrating a quote “You can take a horse to the pond but you can’t make him drink”.

The quote was stated to make the students understand the opportunities that are available & how well we utilize the resources.

He explained the expectations of HR in a resume of the candidate and explicated regarding the benefits of certifications in INVESTMENT OPERATIONS CERTIFICATE and updated the importance of financial market by sharing information regarding the courses available in CISI & how often the curriculum would be updated.

CATALYZING NATIONAL PROGRESS: INDIAN ETHOS AND MBA CONTRIBUTIONS



ORGANISED BY

Department of Management
Studies

ON 10th August, 2023

SPEAKER

MS. SANDEEPA GUNTREDDY–
Author, Digital Content
Creator, Life coach, Social
Worker and Ex fintech
Product Manager

Department of Management Studies had organized an Industry Expert Lecture on **“CATALYZING NATIONAL PROGRESS: INDIAN ETHOS AND MBA CONTRIBUTIONS”** on 10th August, 2023 in the Falconry Seminar Hall, MBA block for II – SEM MBA

Speaker for the day was Ms. Sandeepa Guntreddy- Author, Digital Content Creator, Life coach, Social Worker and Ex fintech Product Manager.

The speaker initially began the session by gathering students view on “Ethos”. Later progressed the session by narrating a story that included a moralvalue - “What you do today will reflect to you tomorrow”. Then explained the meaning of “Ethos” in the form of a story.

Clarified how to convert individual & group goal into collective business by narrating an example. Continuing further she shared success stories of various personalities along with their foundational values and the transcending limit for optimal growth by narrating a success story.



She also explained about Unity in Diversity & advantages of Indian Ethos. Towards the end, the speaker gave a gist of the entire session & conducted a Question & Answer session.

At the end of the session, Dr. Sainath – Professor of Management Studies shared few points regarding Ethos. The session was very interesting & students acquired more knowledge on Ethos.

INDUSTRY SECTOR ANALYSIS WORKSHOP – “HUMAN RESOURCES” SPECIALIZATION



ORGANISED BY

Department of Management Studies

ON 11th August, 2023

SPEAKER

Dr. BHARATH C -
IP Infusion Software Private Limited

Department of Management Studies had organized a Session on **“INDUSTRY SECTOR ANALYSIS WORKSHOP – ‘HUMAN RESOURCES’ SPECIALIZATION”** on 11th August, 2023 in the Falconry Hall, MBA block for II – SEM MBA students. Speaker for the day was Dr. Bharath C - IP Infusion Software Private Limited

The speaker began the session by gathering student’s opinion on HRM and explained elaborately about Human Resources and the scopes of HR. Furthermore, he commented on the emerging practices of HR.

Later in the form of small activity explained the 4 phases of the organization which was followed by Q& A session of students.

The session was very interactive and informative. It helped the students to widen the knowledge regarding the HR Specialization.

“UDYAMITA DIWAS, WORLD ENTREPRENEURSHIP DAY”



ORGANISED BY

Department of
Management Studies

ON 21st August, 2023

SPEAKER

Mr. NARASIMHA NAIDU,
Founder, STEMX India.

New Horizon Centre for Innovation, Incubation and Entrepreneurship (NHCIIE) had organized a Seminar on “**UDYAMITA DIWAS, WORLD ENTREPRENEURSHIP DAY**” on 21st August, 2023 in the Seminar Hall, MBA block for II - SEM MBA students. Speaker for the day was Mr. Narasimha Naidu Founder, STEMX India.

Dr. Piyush Kumar Soni, shared information about NHCIIE and deliberated regarding the process of registering MSME/Start-ups.

The 2nd half of the session was engaged by the speaker - Mr. NARASIMHA NAIDU.

The speaker spoke about his experience in NHCE and the commencing of STEMX. He outlined on the 3 principles that he followed, which showed the path to success.

He shared few tips for the future entrepreneurs of the department. The session was very interesting and students gathered more knowledge on how to become a successful entrepreneur.

BOOT CAMP OF SUCCESSFUL INCUBATES



ORGANISED BY

Department of
Management Studies

On 22nd August, 2023

SPEAKER

Ms. CHAITANYA
VALAPARLA,
CEO, FlairX Networks |
EdTech Enthusiast

NHCIIE, Department of Management Studies, ED & Startup Club had organized a Seminar on “**BOOT CAMP OF SUCCESSFUL INCUBATEES**” on 22nd August, 2023 in the Falconry Seminar Hall, MBA block for II – SEM MBA students.

Dr. Guru Basava Aradhya S, Professor & Head of the Department began the session by stating a quote and sharing his thoughts on startups in the market .

Ms. Chaitanya Valaparla, addressed the session by explaining navigating product development to Successful ENTREPRENEURSHIP (i.e.) from 0 to 1 concept, Idea generation and product development. She then spoke on building Business foundation, Launching the business, Initial growth, scalability with sustainable growth concepts involved under each process with various examples. Also she briefed about VCs and Angel Investors.

The speaker gave few tips regarding the investment of funds for a startup company and how to make the venture successful in the market.

Towards the end of the session, Dr. Piyush Kumar Soni – Head NHCIE, Spoke on the inauguration of NHCIE.

NATIONAL LEVEL PANEL DISCUSSION ON INNOVATION & START-UP ECOSYSTEM ENABLERS



ORGANISED BY

Department of Management Studies

On 22nd, August, 2023



Department of Management Studies under the guidance of Dr. R. Punniyamoorthy – Associate Professor of Department of Management Studies had organized **“NATIONAL LEVEL PANEL DISCUSSION ON INNOVATION & START-UP ECOSYSTEM ENABLERS”** on 22nd August, 2023, for II - SEM MBA students.

Panelists for the day:

- (A) Mr. P. Sunil – Lipid Marketing LLP.
- (B) Mr. Akshay & Mr. Akanksh – Equiyknox.
- (C) Ms. Chaithra M – Rhythm Toes Dance Studio.

Students had an interactive Question & Answer session with various questions for the panelists regarding the agenda for commencement, reason of sustainability in the market.

The panelists spoke about their future plan for their start-up/venture.



Towards the end of the session faculties also came up with few questions. Overall, it was a good interactive session, that gave an idea for the upcoming entrepreneurs.

VISIT TO CHEEMASANDRA AND RAMPURA



ORGANISED BY

Department of Management Studies

On 24th, August, 2023



NHCCIIE, Department of Management Studies, UBA, ED & START UP CLUB had organized a Village visit to “CHEEMASANDRA & RAMPURA” on 24th August, 2023, for II – SEM MBA “A, B & C” section.

II – SEM students visited CHEEMASANDRA, whereas Section “B” students visited RAMPURA accompanied by the faculty members. In both the places, the program commenced with an inaugural ceremony, where the Panchayat members and the Doctors were invited to light the lamp.

After the session, Section A & C students were divided as team. Few students were allotted for health camp and rest of the students for school.



Doctors addressed the village people's health problems very patiently. Students who were allotted for health camp assisted doctors and village people wholeheartedly. Remaining Students were divided as a team and taken to different place for engaging the school kids.

Team 1 visited Mandur school & Team 2 visited Bheemakkanahalli school.



Students engaged the school kids by conducting various activities such as – Paper Bag making, Singing & Dancing etc. Section “B” students performed the same activities in Rampura. The students engaged the kids in various activities. School kids of both the places were extremely happy for our visit.

Overall, the village visit gave us different learning experience.

IIM-BANGALORE EXPERT TALK SESSION



ORGANISED BY

Department of Management Studies

On 29th August, 2023

AT 11:00am – 1:00pm

SPEAKER

Mr. BALAKRISHNA

Head Marketing, Degree Granting Programs, IIM – Bangalore

Department of Management Studies had organized a Seminar on “**IIM-BANGALORE EXPERT TALK SESSION on ROLE OF MARKETING IN HIGHER EDUCATION**” on 29th August, 2023 in the Falconry Seminar Hall, MBA block for II – SEM MBA students. Speaker of the day was Mr. Balakrishna, Head Marketing, Degree Granting Programs, **IIM – Bangalore**

The speaker commenced the session by explaining about the core competency to provide sustainable competitive advantage by stating various examples, he also gave few insights regarding the curriculum system practiced in IIM, elaborated the meaning of “Redundant your product before the competition kills it, stated the core competencies of a higher education institute, by providing various scenarios.

Towards the end of the session, the speaker addressed the queries of the students and advised to boast unique resume.

WORKSHOP ON STOCK MARKET OPERATIONS



ORGANISED BY

Department of Management Studies

On 30th August, 2023

AT 10:00am – 1:00pm

SPEAKER

Mr. KISHORE
CEO, STOCK MARKET
INSTITUTE,
CO-FOUNDER-STOCK BYTE



Department of Management Studies had organized a Seminar on “WORKSHOP ON STOCK MARKET OPERATIONS” on 30th August, 2023 in Falconry Seminar Hall, MBA block for II – SEM MBA students. Speaker the day was Mr. Kishore- CEO, STOCK MARKET INSTITUTE, CO-FOUNDER-STOCK BYTE.

The speaker Commenced the session by sharing his stock market knowledge and few insights regarding 1 rupee note & current Indian rupee notes.

Speaker progressed the session by explaining about stock market with interesting examples & scenarios. Explained students how to take decisions by calculating risk factors involved. He also outlined about Initial Public Offering (IPO), SEBI & its structure with examples, Demat account by stating the criteria's required, its procedure & the charges involved. Shared insights about the companies where the invested money can be doubled or tripled.

Towards the end of the session 2 activities were conducted in order to understand the theoretical concepts in a practical manner. Overall, it was an interesting session, that helped to students to gain more knowledge regarding stock market.

STUDENTS THOUGHTS

CHANDRAYAAN 3: ISRO'S PATHWAY TO MOON LANDING AND ROVER EXPLORATION

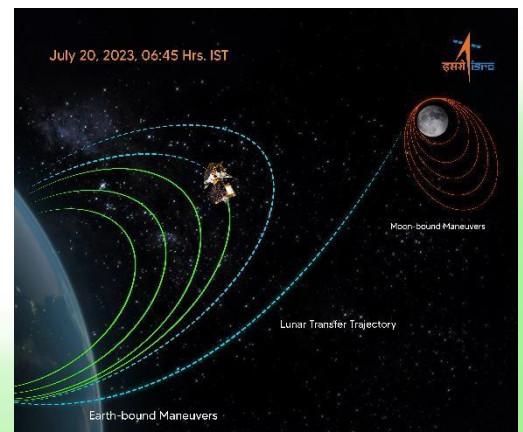
Introduction:

Chandrayaan 3 the third lunar mission by the Indian Space Research Organization (ISRO) is set to mark a significant milestone in India's space exploration journey.

Building upon the success of its predecessors Chandrayaan 1 and Chandrayaan 2 this mission aims to achieve a successful moon landing and deploy a rover to explore the lunar surface.

Mission Objectives:

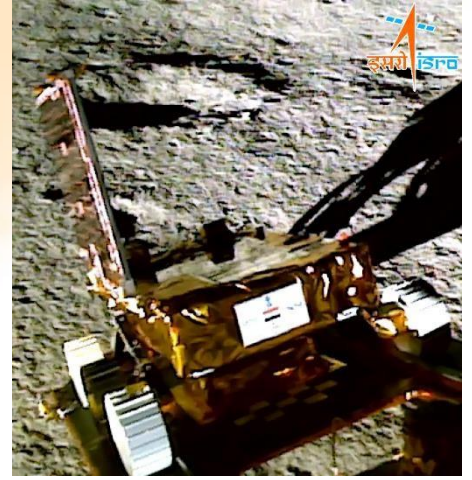
The primary objective of Chandrayaan 3 is to demonstrate India's technological capabilities in achieving a successful soft landing on the moon. ISRO intends to further its understanding of the moon's geology conduct advanced scientific experiments and pave the way for future manned missions.



Key Features:

1. Lunar Landing: Chandrayaan 3 will attempt to execute a controlled soft landing of the lander on the lunar surface. This feat requires precise navigation and landing techniques to ensure a safe touchdown.

2. Rover Deployment: Upon the successful landing the mission will release a rover to explore the lunar surface. The rover will be equipped with various scientific instruments to gather vital data on the moon's composition mineralogy and potential water-ice presence.



3. Instrument Suite: The mission payload will include a range of scientific instruments including cameras spectrometers and seismic activity sensors. These cutting-edge instruments will enable detailed analysis and mapping of the lunar environment.

Conclusion:

Chandrayaan 3 represents ISRO's unwavering commitment to pushing the boundaries of space exploration and scientific discovery. This mission holds great promise for advancing our understanding of the moon and its potential resources as well as setting the ground for future endeavors such as manned missions. With its ambitious objectives and state-of-the-art technology Chandrayaan 3 is poised to further elevate India's reputation in the global space community.

FACULTY ACHIEVEMENT



1. **Dr. Guru Basava Aradhya S, Professor & Head of the Department** presented a paper titled **“Trust & Accountability: A comparison of Social Media News and Traditional News Channel”** at the International Conference ‘ICRAIBM 2023’ held on 2nd & 3rd of August 2023 at Sri Bhagawan Mahaveer Jain Evening College
2. **Dr. Guru Basava Aradhya S, Professor & Head of the Department** been invited as **SESSION CHAIR** at the International Conference Recent Advancement and Innovation in Business & Management & its Contemporary Issues in Sustainable Economy “ICRAIBM 2023” held on 2nd & 3rd of August 2023 at Sri Bhagawan Mahaveer Jain Evening College



Dr. Priyameet Kaur Keer, Associate Professor published a paper in Q4, scopus journal- Asian Textile – Title: **COCCON PROCESSING - QUEEN OF THE TEXTILE- SILK**

STUDENT PARTICIPATION



On August 21st, 2023, to make some long-lasting heartfelt memories being a helping hand to the society as well as a part of promotional activities for our college's National level fest, Sargam 23, New Horizon Educational Institution organized a visit to an Old Age Home. The purpose of this visit was to engage with the elderly residents, spread joy, and create awareness about Sargam. A dance team accompanied by a music team represented the Department of Management Studies.



Special Thanks

CHIEF PATRON

Dr. Mohan Manghnani, Chairman
NEW HORIZON EDUCATIONAL INSTITUTION

ADVISORY BOARD

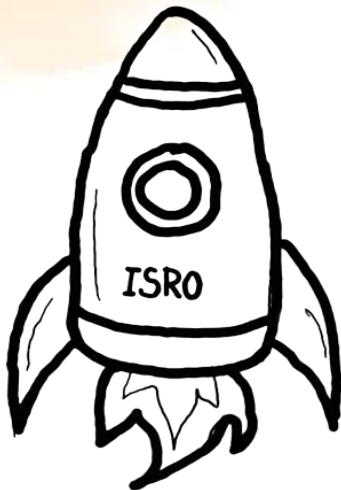
Dr. Manjunatha, Principal
NEW HORIZON COLLEGE OF ENGINEERING

CHIEF EDITOR

Dr. Guru Basava Aradhya S
I/C HOD & Professor
Department of Management Studies

HEAD OF EDITORIAL TEAM

Dr. Priyameet Kaur Keer
Associate Professor
Department of Management Studies



STUDENT COORDINATORS MBA- 2ND SEM



Saroja Devi E



Shrestha Hazra



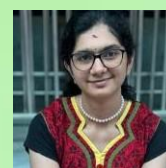
Amit Das



Chethan V



A Samuel John



M Roshini



Vignesh S N