

# E - Newsletter

## MBA OUTLOOK



September, 2023 | Volume 11 | Issue 9

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## INDUSTRY EXPERT LECTURE ON “OPERATIONS MANAGEMENT MANUFACTURING INDUSTRY PERSPECTIVE”



### ORGANISED BY

DEPARTMENT OF  
MANAGEMENT STUDIES

On 4<sup>th</sup> September, 2023

### SPEAKER

MR. CHRISTOPHER RAJ  
Sr. Vice President, Coo Forge.  
fort & Forge. academy

Department of Management Studies organized an Industry Expert Lecture on “OPERATIONS MANAGEMENT MANUFACTURING INDUSTRY PERSPECTIVE” on 4th September, 2023 in the Falconry Seminar Hall, MBA block for 2nd Semester MBA students. Speaker for the day was Mr. Christopher Raj, Sr. Vice President, Coo Forge. fort & Forge. Academy.

**NEW HORIZON**  
COLLEGE OF ENGINEERING

Department of Management Studies  
Presents  
Industry Expert Lecture  
on  
**“Operations Management  
Manufacturing Industry  
Perspective”**

Mr. Christopher Raj  
Sr. Vice President,  
Coo Forge. fort & Forge. academy

📅 4 September 2023 | 11 : 00 AM to 01 : 00 PM  
📍 Falconry Seminar Hall

The speaker commenced the session by sharing his years of experience in Operations Sector. Sir progressed the session by introducing about the role of an operations manager and gave a brief introduction about operations in manufacturing industry in the form of periodical representation.

He further explained about the big purpose of operations and the key personnel & professional attributes as an operations manager. He gave an in-depth knowledge regarding a typical manufacturing organization.



Guest suggested the students to develop skills which is necessary to become a professional operational manager. Sir concluded the session by suggesting the students to be goal oriented and much more focused in operation area.

We thank Dr. Guru Basava Aradhya, Professor & Head of Department and Dr. Priyameet Kaur Keer, Associate Professor for organizing and coordinating such an insightful session that is relevant to the to the students from industrial Perspective.



## INDUSTRY SECTOR ANALYSIS WORKSHOP SERIES – DECISION SCIENCE SPECIALIZATION



### ORGANISED BY

DEPARTMENT OF MANAGEMENT STUDIES

On 4<sup>th</sup> September, 2023

### SPEAKER

MR. SUNIL R D,  
Global Training Manager,  
Dover Corporation.

Department of Management Studies, NHCE organized an Industry sector analysis workshop in “DECISION SCIENCE SPECIALIZATION” for all the 3 sections of II Semester MBA students. The Honourable speaker of this session was Mr. Sunil R.D., Global Training Manager, Dover Corporation.

MBA in Decision Sciences graduates have a wide range of opportunities in the corporate world, making it one of the most sought-after MBA specialisations. Graduates with an MBA in Decision Science have a wide range of career options in the public and private sectors, including business analyst, data analyst, data engineer, predictive modeler, risk management analyst. Business analytics is the process of collecting, combining, sorting, processing, and using statistical models and methodologies to transform data into business insights. It helps in determining which dataset is useful and how it can be leveraged to solve problems and increase productivity, efficiency, and revenue. students learn topics like – Data Mining, Decision Models, Visualization, data acquisition and preparation, and Customer analytics.



We thank Dr. Guru Basava Aradhya, Professor & Head of Department and Dr.Dhanalakhmi RV, Associate Professor for organizing and coordinating such an insightful session that is relevant to the to the students from industrial Perspective.

# ONLINE WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS & PATENT AND DESIGN FILING

**NIPAM**  
NATIONAL IP AWARENESS MISSION

**NEW HORIZON**  
COLLEGE OF ENGINEERING

Department of Management Studies, New Horizon College of Engineering  
In association with  
Rajiv Gandhi National Institute of Intellectual Property Management (RGNIPM)  
Nagpur, Government of India

**Online Workshop on  
"Intellectual Property Rights  
(IPR) & Patents and  
Design Filing"**

**SPEAKER**  
**Dr. Bharat N Suryawanshi,**  
Asst. Controller of  
Patents and Design

Kindly register: <https://forms.gle/NnYCZEA7mkF3jvW87>

**Coordinators:**  
**Dr Guru Basava Aradhya S**  
Professor and HOD

**Dr Rose Kavitha**  
Professor

5th September 2023  
12:30 PM - 1:30 PM

Cisco  
**webex**  
No Registration Fees

## ORGANISED BY

DEPARTMENT OF  
MANAGEMENT STUDIES

On 5<sup>th</sup> September, 2023

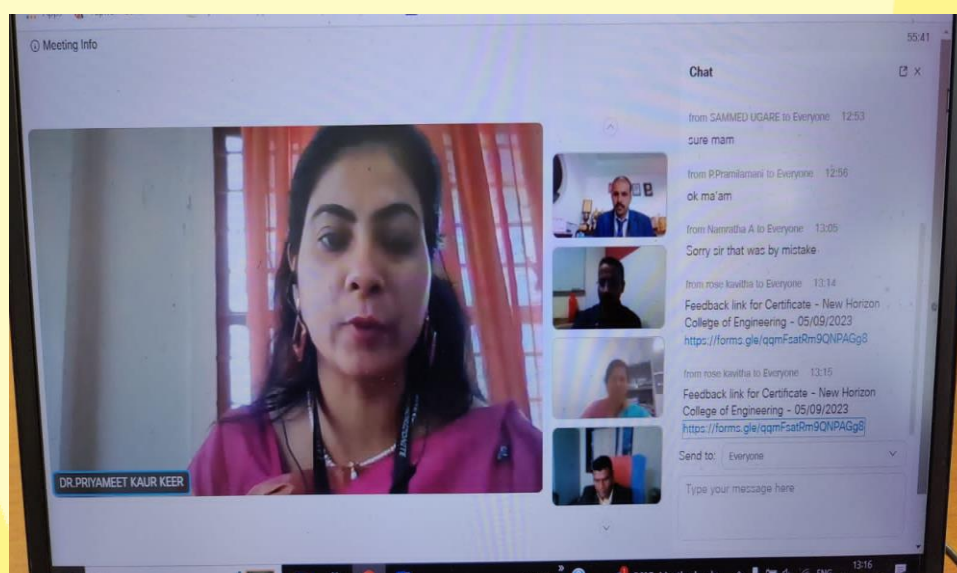
## SPEAKER

**DR. BHARAT N SURYAWANSHI,**  
Asst. Controller of Patents &  
Design, NIPAM, Nagpur

Department of Management Studies, organized ONLINE WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS & PATENT AND DESIGN FILING for Faculty members and students within NHCE and outside, it was open for all. Guest spoke on why patent is required, how to design and briefly explained importance of patent and patent Filing.

At the end Q&A was discussed with online participants, more than 250 participants joined the online session.

We thank Dr. Guru Basava Aradhya, Professor & Head of Department and Dr. Rose Kavitha Professor for organizing and coordinating the event.



## Corporate Exposure Seminar

### **ORGANISED BY**

DEPARTMENT OF MANAGEMENT STUDIES

On 20<sup>th</sup> - 21<sup>st</sup> September, 2023

### **SPEAKER'S**

Dr.Santhosh Kumar V , Assistant Professor , ISBR Business school ,  
Electronic City.

Dr.Srikanth , Professor & HOD -SJBIT, Kengeri

Department of Management Studies, organized Corporate Exposure Seminar for MBA-II SEM students on 20.09.2023-21.09.2023. External Examiners from different colleges were invited for final viva-voce.

Students presented their research work on Corporate Exposure and gave solutions to the problems. External Examiners were happy to see the performance of the students. They wished students best wishes for the future.



## Discussion with Dr. Bhimaraya Metri with MBA Faculties



### ORGANISED BY

DEPARTMENT OF MANAGEMENT STUDIES

On 22nd September, 2023

### SPEAKER

DR. BHIMARAYA METRI,  
Director -IIM Nagpur

Department of Management Studies, organized discussion with Dr. Bhimaraya Metri, Director -IIM Nagpur on 22<sup>nd</sup> September 2023 with all MBA Faculty members soon after the IEEE conference inauguration. Dr. Metri gave valuable insights to MBA Department on MBA syllabus, collaboration, entrepreneurship etc.

At the end Department faculty members had Question & Answer session with respected sir.







We thank Dr. Guru Basava Aradhya, Professor & Head of Department and Dr. Priyameet Kaur Keer, Associate Professor for organizing and coordinating such an insightful session.

## Faculty Achievement :

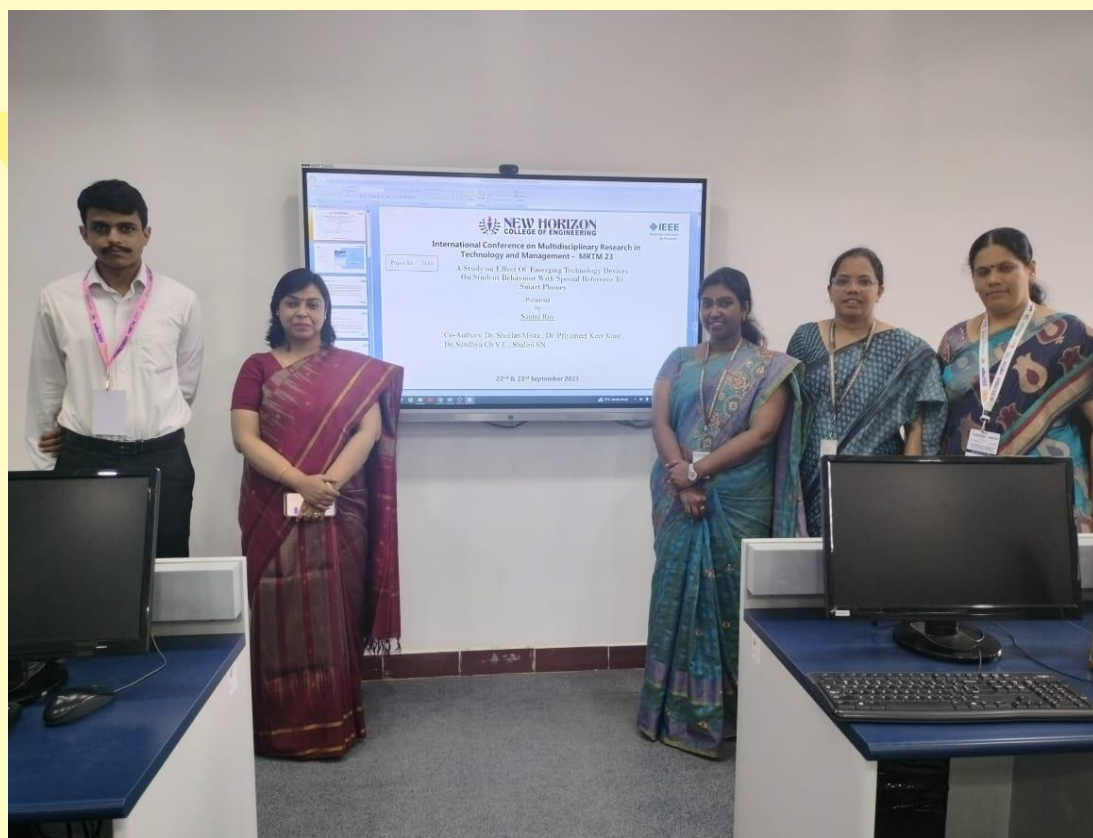
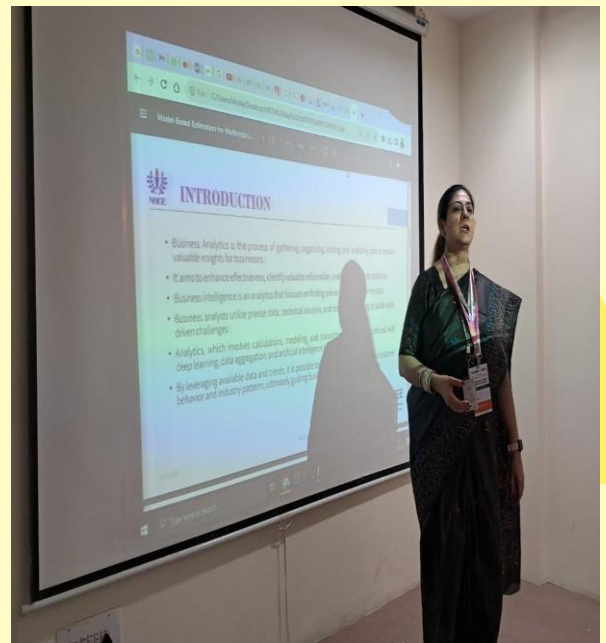
**All MBA faculty have submitted their IEEE paper for International Conference on Multidisciplinary Research Technology and Management held on 22.09.2023-23.09.2023**

	Paper Title	First Author Name	Author 2	Author 3	Author 4	Author 5	Author 6
2679	A Systematic Secondary Review on Swarm Intelligence Systems and Breast Cancer	Dr Rose Kavitha	Dr.Dhanalakshmi, Assocaite Professor -Department of Management Studies				
1546	After-sales services and sustainability: A study of Ather and Bounce electric scooters in Bengaluru	Dr Guru Basava Aradhya S	Vignesh M PGDM Student ISBR Business School Bengaluru, India				
1518	Shopping Analytics: Exploring the contemporary facets of the shopping mall	Dr Guru Basava Aradhya S	NIL				
1920	Impact of artificial intelligence on risk assessment practices in private sector retail banks	Dr Guru Basava Aradhya S	Vignesh M PGDM Student ISBR Business School Bengaluru, India				
733	Cuckoo Search with Memetic Algorithm for Dynamic Pricing in E-commerce	Dr.Priyameet Kaur Keer	NIL				
3113	Analyzing the Impact of Blockchain Adoption on E-commerce Platforms	Dr.Priyameet Kaur Keer	Dr Ramakrishna Yanamandra,				
1991	Optimizing Healthcare Supply Chain Efficiency through Advanced Analytics: A Comprehensive Study	Dr.Priyameet Kaur Keer	Venkatesh Prasanna B R, MBA student ,Department of Management Studies				
3135	Predictive Analysis in Enhancing HR Strategies	Dr.Priyameet Kaur Keer	Dr.Sheelan Misra	Prof.Saumi Roy			
2772	The Development Of THE KMV Model For Estimating CREDIT risk	Dr.Sainath	Viji T Venugopal, research scholar				
2174	A Study On Effect Of Emerging Technology Devices On Student Behaviour With Special Reference To Smart Phones	Saumi Roy	Dr.Sheelan Misra	Dr.Priyameet Kaur Keer	Dr. Sandhya CH.V L	Shalini Shetty	
3144	A Study On Impact Of Artificial Intelligence In Higher Education	Saumi Roy	Dr.Sheelan Misra	Dr.Priyameet Kaur Keer	Dr. Sandhya CH.V L	Shalini S N,	
2655	A STUDY ON FINTECH REVIEW OF MUTUAL FUNDS IN RELATION TO RETURN ANDRISK FRAMEWORK	Shalini S N,	Dr. Sandhya CH.V L	Santosh Kumar. S,	Saumi Roy	Pranav Nair	

2654	A study on impact of Robo Advisors in modren trading platforms	Dr. Sandhya CH.V L Sr.Assistant professor Department of Management studies New Horizon college of Engineering	Shalini S N Assistant professor Department of Management studies New Horizon college of Engineering	Srinivasa Phani.D Consultant Kakinada, Andhra Pradesh	Saumi Roy Assistant professor Department of Management studies New Horizon college of Engineering		
3109	Emerging technologies-Enhancing student Information system(SIS) A comprehensive Review	Dr. Sandhya CH.V L Sr.Assistant professor Department of Management studies New Horizon college of Engineering	Shalini S N Assistant professor Department of Management studies New Horizon college of Engineering	Srinivasa Phani.D Consultant Kakinada, Andhra Pradesh	Saumi Roy Assistant professor Department of Management studies New Horizon college of Engineering		
3160	Face recognition based ATM authentication with SMS System	Dr.R.Punni yamoorthy	Sandhiya.B				
1074	Predicting the Performance of an employee before hiring Predictive analytics workbench	Ankita N.J eewankar	Venkatesh Prasanna B R, MBA student ,Department of Management Studies				
728	Data Management Enhancement through a Centralized Data Warehouse- An Inferential Analytical Approach	Dr.Dhanalakshmi, Assocaite Professor - Department of Management Studies NHCE	Venkatesh Prasanna B R, MBA student ,Department of Management Studies	Dr. Richa Tiwari, Associate Professor, School of Legal Studies, Reva University, Bengaluru.	Dr. P. Padmaja, Associate Professor, MBA, Nalla Malla Reddy Group of Institutions, Hyderabad	Mr. D Victorsee lan, Assistant Professor, Department of Management Studies, Nehru College of Management, Coimbatore.	Mr. Sheshu A Senior Assistant Professor, Department of Management New Horizon College of Engineering Bengaluru

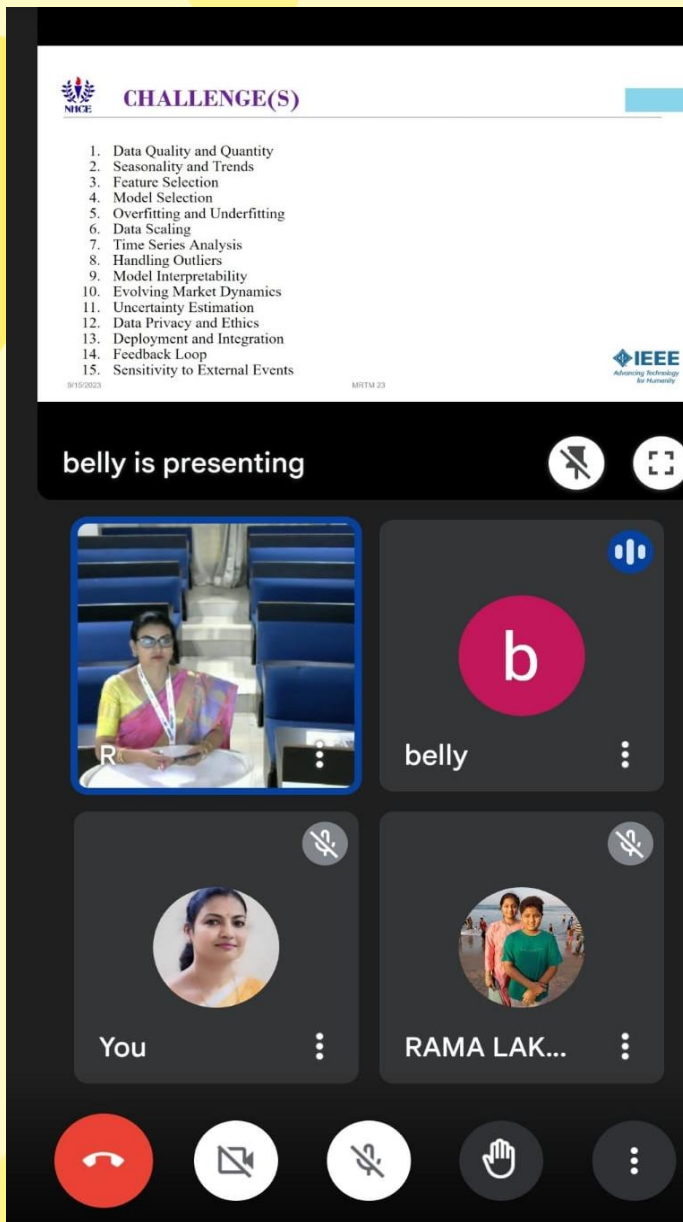


# Faculty Members presenting their research work at IEEE conference on 22-23 sep 2023



Faculty members as Internal Session Chair : Dr.Rose Kavitha, Professor  
Dr.Puniyumoorthy, Associate Professor, Dr.Krishna Kumar, Associate  
Professor coordinated for entire two days i.e on 22-23 sep 2023

Faculty members as Venue In charge : Dr.Rose Kavitha , Professor &  
Dr.Dhanlakshmi RVD ,Associate Professor of Department Studies coordinated  
for entire two days i.e on 22-23 sep 2023





## Thanks, Giving Ceremony on Sep 25

Dr. Guru Basavya Aradhya , Professor & HoD receiving the award on behalf of MBA Department for conference proceedings.

Dr.Priyameet Kaur Keer receiving the award for entire work of MRTM 2023 research coordinator .





## STUDENT PARTICIPATION



2<sup>nd</sup> Sem MBA Students: Prathika Jain, Kowsalya, Sunitha, Akshatha Vaidya, Vijayalakshmi, Hemavathi N, Mounika J, Saroja Devi E, Bhumika Jingade, Chaithra M, Tarun RM, Saran, Gopala Krishna had participated in a group dance performance on 1<sup>st</sup> September 2023 on the occasion of CHAIRMAN'S AWARD GIVING CEREMONY.



# 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 Head & Professor  
Department of Management Studies

## HEAD OF EDITORIAL TEAM

Dr. Priyameet Kaur Keer  
Associate Professor  
Department of Management Studies

## STUDENT COORDINATOR TEAM MBA- 2<sup>ND</sup> SEM



*Saroja Devi E*



*Shrestha Hazra*



*Amit Das*



*Chethan V*



*A Samuel John*



*M Roshini*



*Vignesh S N*