



NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies

E – NEWSLETTER

MBA OUTLOOK

December, 2023 | Volume-11 | Issue-12

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GRADUATION DAY CELEBRATION



ORGANISED BY:

Department of
Management Studies

On 9th Dec 2023

at 9:00AM

On 9th December 2023, the Department of Management Studies coordinated a graduation day program for the 2023 batch of MBA students.

The event was presided by Dr. Manjunatha, Principal NHCE, Dr. Guru Basava Aradhya, Prof & HOD, Prof. Guru Charan Singh-Sr. Executive Director of HRD, Dr R. J Anandi – Dean Academics, Dr. Revathi, Dean -Research and the other guests.

The gathering was addressed by the principal, and the honorable guests for the day Dr. B E Rangaswamy Registrar Visvesvaraya Technological University, Belagavi, Dr. Parag Bhatnagar Senior Director Cienra Tech Solutions Pvt Ltd, Bengaluru.

10 Toppers and Rank holders of 20201-23 batch were awarded with memento and awards were presented.

PG INAUGURATION PROGRAM



ORGANISED BY:

Department of
Management Studies

On 20th Dec 2023

at 10:00AM

New Horizon College of Engineering and Department of Management Studies inaugurated the program for 1st year MBA students on 20-12-2023. They welcomed the 1st year PG students for the inauguration along with a welcome kit. Dr. Manjunatha- Principal, NHCE, Dr. Guru Basava Aradhya- Prof & HOD, Dr. Anandhi - Dean of Academics addressed the students and wished them All the best for their future endeavours. Towards the end of the program, Dr. Guru Basava Aradhya held an orientation with the students. The entire session was very informative. The students were briefed regarding the clubs presents in the college and department.

PROFESSIONAL ETHICS AND VALUE SYSTEM



ORGANISED BY:

Department of
Management Studies

On 20th Dec 2023

at 9:00AM

Department of Management Studies organized a guest lecture for the students of 1st year students on “professional ethics and value on 20th of December 2023 .

Headed by the Prof &HOD Dr Guru Basava Aradhya. The resource person of the event Dr Mahesh Pavan Sathavalli who is a program manager at WPP India IT. A dynamic and accomplished leader with a strong background in IT and a passionate mentor devoted to encourage & empower rural students, and entrepreneurs on communication and life skills. Sir imparted certain aspects that are crucial for every individual personal and career growth in future.



The program specified on concepts like:

- Role of marketing.
- KASH: Knowledge, Attitude, Skill, Habit.
- Industry difference's
- Advertisement
- Brief on industrial revolution.
- How to direct oneself
- Difference between experience and expertise, and many more. "Knowledge can only be volunteered it cannot be conscripted"

It truly was a knowledge sharing and an interactive session.



ENTREPRENEURSHIP SKILL ATTITUDE AND BEHAVIOUR DEVELOPMENT- 2 DAYS WORKSHOP – DAY 1



ORGANISED BY:

Department of
Management Studies

On 20th Dec 2023

at 10:00AM

Department of Management Studies, ED and Start Club organized a workshop on Entrepreneurship Skill Attitude and Behaviour Development.

Day1, Speaker for the session was Mr. Himanshu B, Founder of Everything Recycles.



The speaker commenced the session by displaying certain childhood games and there by explaining how the scenario has been changed over a period of time. The speaker presented various examples and theories which contained insightful

thoughts of the present scenario. He explained how an entrepreneur commences the business by visualizing various aspects of the society and how his vision would be for the future. In the form of an activity, Sir explained regarding the jobs present earlier and now.

Towards the end of session, sir explained about entrepreneurial systems and business models. He displayed the report of PWC, that stated the plan for next 20 years.

Overall, it was an insightful session. We thank Mrs. Saumi Roy and Dr. Guru Basava Aradhya – HOD, for organizing a wonderful session.



ENTREPRENEURSHIP SKILL ATTITUDE AND BEHAVIOUR DEVELOPMENT- 2 DAYS WORKSHOP – DAY 2



ORGANISED BY:

Department of
Management Studies

On 21st Dec 2023

at 2:00PM

Department of Management Studies, ED and Start Club organized a workshop on Entrepreneurship Skill Attitude and Behaviour Development.

Day2, Speaker for the session was Dr. Richa Bhalla, Investor and Board Member Zeitgeist Retail Pvt Ltd/ Professor of Practice.



The speaker commenced the session by gathering the student's knowledge regarding idea pitch. In the form of a flow, she explained the ways to develop a pitch slides.

The steps included: - Problem story, Problem statement, Solution, Product/Service, Market segmentation, Market size, USP and Go to market strategy. Each step she portrayed how the problems could be identified and how it should be converted into a solution that would be beneficial for the society. She explained regarding the market segmentation and positioning the product or service among the competitive market.

Overall, it was an insightful session. We thank Mrs. Saumi Roy and Dr. Guru Basava Aradhya – HOD, for organizing a wonderful session.



MANAGEMENT DEVELOPMENT PROGRAM



ORGANISED BY:

Department of
Management Studies

On 22nd Dec 2023

at 10:00AM

The Department of Management Studies organized a one-day Management Development Program(MDP) associated with analytics with analytics. Society of India clever Insights and Data Analytics Club on 22nd December 2023 at Falconry Hall, NHCE.

Participants across the industry's junior-level managers, research scholars, and Academicians were invited to attend the MDP as delegates.

MDP inauguration started with an invocation song rendered by MBA department students Ms. Kalpana and Ms. Chandana.

Dr. Guru Basava Aradhaya, Professor & HOD inaugurated the event
Session 1: The resource person for the session of the MDP was Mr. Bastin Robin, Director, Clever Insights who briefed the first session of the MDP on Data Analytics started by sharing the quote "Think from Data" Mr Bastin shared his expertise in Artificial Intelligence, Machine learning, and deep learning the Pillars of Analytics; further, the section progressed by Digitalization and how AI might impact jobs in future, examples of OLA, UBER and the data analysis were explained in brief. The speaker Progressed by working with data, and hands-on experience with Excel and explained the concept of the Descriptive, Diagnostics, Predictive, and Prescriptive phases by taking an example of health care industries. The session ended with a data-driven decision approach and BUS framework, "think right and have the ability to ask correct questions from the data set", with this quote session 1 ended with an overwhelming response from the audience.



Session 2 :Mr. Sunil R D, HR L&D Professional and SaaS Product Expert started his session by sharing the HR story in the organization, further moving he spoke on HR analytics used in HR industries and other industries, relationship with the data used in the organization. The speaker further spoke about the datasheet used in Tableau.



Session 3: Ms. Sharada Sringswara ,adjunct faculty member at the Indian Institute of Management Bangalore - Data Centre and Analytics Lab (IIMB-DCAL) and an Associate Partner at Acuver Consulting Private Limited she spoke on ability to understand the data, to extract value from it and to analyse it. Pictorial representation is the need of the hour. The speaker progressed the session with data analysis by storytelling and visualization.



MDP event concluded with the certificate distribution and Dr. Guru Basava Aradhaya, Professor & HOD proposed the vote of thanks.



PROFILE BUILDING USING LINKEDIN



ORGANISED BY:

Department of
Management Studies

On 22nd Dec 2023

at 11:00AM

Department of Management studies organized an orientation session for 1st year students on Profile building Using LinkedIn. The expert speaker for the session was Ms. Suma Annegowda. Suma Annegowda , Secretary of the Confederation of Women Entrepreneurs, COWE, Karnataka Chapter, she is an active Career Success Coach who conducts training programs for Women at Work, Women Entrepreneurs and College Students to leverage the LinkedIn platform to create vibrant workplace networks.

The motive of the session is to motivate students to create a profile on LinkedIn for building and nurturing professional relationships, accessing job opportunities, and establishing a strong online presence in the professional world. The speaker enlightened about different features in LinkedIn such as connecting paths, endorsements, highlight with featured post. Speaker highlighted the importance building a profile for job opportunities, showcasing professional brand, skill endorsement and for global reach.

Students were engaged in Hands on experience of creating profile and connecting with others enabling their networking. The Session was successful in dispersing enormous knowledge about LinkedIn. We thank Principal and Head of the Department for providing extended support for conducting the event.

HYDAX HYDRAULIC PVT LTD



ORGANISED BY:

Department of
Management Studies

On 29th Dec 2023

at 08:45AM

Department of Management Studies organized Industrial Visit to HYDAX PVT. Ltd, Plot No. 22B, Attibele Industrial Area, Anekal Taluk, Bangalore-562107 for the MBA-III SEM operations students.

HYDAX was established in the year 1979. They are pioneer manufacturers of hydraulic equipment in India catering to the fluid power needs of premier OEMs in India and a cross section of clients. Commenced as a Private Limited Company, "Hydax Hydraulics Pvt. Ltd." is instrumental as the pioneering manufacturer in this industry since 1979.

Now they have started building machines using a patent pending



electrochemical process of deburring with robots of indigenous technology."

Both the Directors of the HYDAX Mr. Ashwin & Ms. Mitali briefed about the 5S process, kaiben, kaizen, six sigma process to our students. MBA operations students learnt new edge cutting technology how with efficient quality can be achieved, wastage can be reduced. Students were also briefed on electrochemical process working in the industry. Hydax industry runs in 3 different shifts to cater the customer needs.

Dr. Guru Aradhya, Prof & HOD took initiative for organizing the industrial visit. Dr. Priyameet Kaur Keer, Industrial Visit coordinator accompanied the students



FACULTY ACHIEVEMENT



CERTIFICATE OF COMPLETION

Presented to

Guru Basava Aradhya

For successfully completing a free online course
Introduction to Analytics

Provided by
Great Learning Academy
(On December 2023)

To verify this certificate visit verify.mygreatlearning.com/ADABXZBY

Dr. Guru Basava Aradhaya, serving as the Professor and Head of the Department, has recently achieved certification for the successful completion of the Introduction to Analytics course offered by Great Learning Academy in December 2023. This particular course holds significant importance as it equips individuals with the knowledge and skills necessary to navigate the evolving landscape of analytics, directly influencing our ability to stay abreast of emerging trends in the field.

AIMS

ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

PARTICIPATION CERTIFICATE

This is to certify that

Dr Guru Basava Aradhya S

has attended an Inspiring Young Leaders titled "**A BRIEF PERSPECTIVE ON FINANCIAL ANALYTICS IN REAL LIFE**" organized on **29th December 2023** by Association of Indian Management Schools (AIMS).

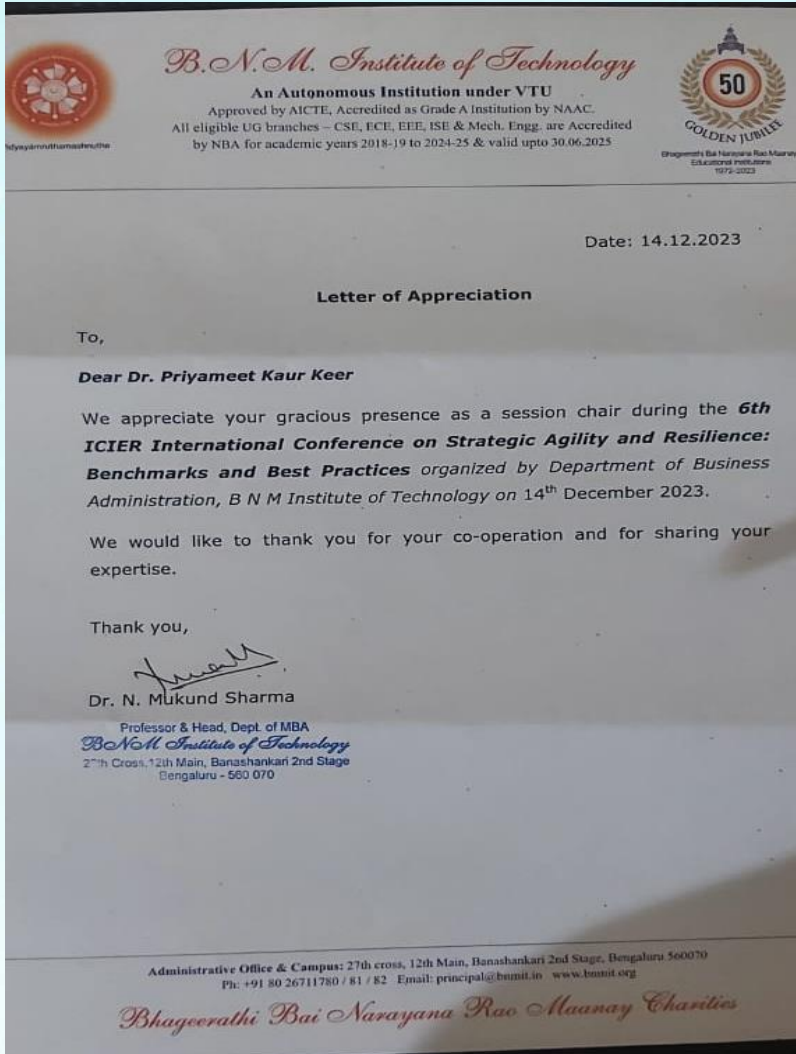


Cert. No: AIMS2023108231




Sudhir Sharma
President, AIMS

Professor and Head of the Department, Dr. Guru Basava Aradhaya, has recently earned certification from the Association of Indian Management Schools (AIMS) for participating in the event titled "A Brief Perspective on Financial Analytics in Real Life," held on December 29, 2023. The conference proved to be a valuable source of knowledge and ideas, significantly enhancing Dr. Aradhaya's insights into the realm of Financial Analytics.



Dr. Priyameet has been acknowledged with a Letter of Appreciation in recognition of her graceful participation as a session chair during the 6th ICIER International Conference on Strategic Agility and Resilience: Benchmarks and Best Practices. This conference, organized by the Department of Business Administration at BNM Institute of Technology in Bengaluru, took place on the 14th of December 2023.



During the 6th ICIER International Conference on Strategic Agility and Resilience: Benchmarks and Best Practices, organized by the Department of Business Administration at BNMIT, Bengaluru, Dr. Priyameet Kaur Keer made a notable contribution by presenting a paper titled "Analyzing the Learner's Perception and Use of Digital Teaching Tools: A Case Study Approach." This insightful presentation took place on the 14th and 15th of December 2023.

AIMS

ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

PARTICIPATION CERTIFICATE

This is to certify that


Dr ROSE KAVITHA

has attended an Inspiring Young Leaders titled "**A BRIEF PERSPECTIVE ON FINANCIAL ANALYTICS IN REAL LIFE**" organized on **29th December 2023** by Association of Indian Management Schools (AIMS).



Cert. No: AIMS2023108234




Sudhir Sharma
President, AIMS

Professor Dr. Rose Kavitha, a distinguished academician, has earned well-deserved certification from the esteemed Association of Indian Management Schools (AIMS). Her active participation in the enlightening event, "A Brief Perspective on Financial Analytics in Real Life," held on December 29, 2023, showcases her commitment to continuous learning and professional development. Dr. Kavitha's keen interest and insightful contributions during the conference exemplify her dedication to staying at the forefront of financial analytics. Her exemplary engagement has not only enriched her own understanding but has also contributed significantly to the collective knowledge of the academic and professional community.



CHIEF

Dr.

Special Thanks

PATRON

Mohan
Manghnani,

Chairman

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Department of Management Studies

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