



NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies

E – NEWSLETTER

MBA OUTLOOK

January, 2024 | Volume-12 | Issue-1

Inside the Issue:

- Departmental Events
- Student Achievements
- Faculty Achievements

Competency Mapping and Student Profiling



ORGANISED BY:

Department of
Management Studies

On 4th, January, 2024
at 10:00AM

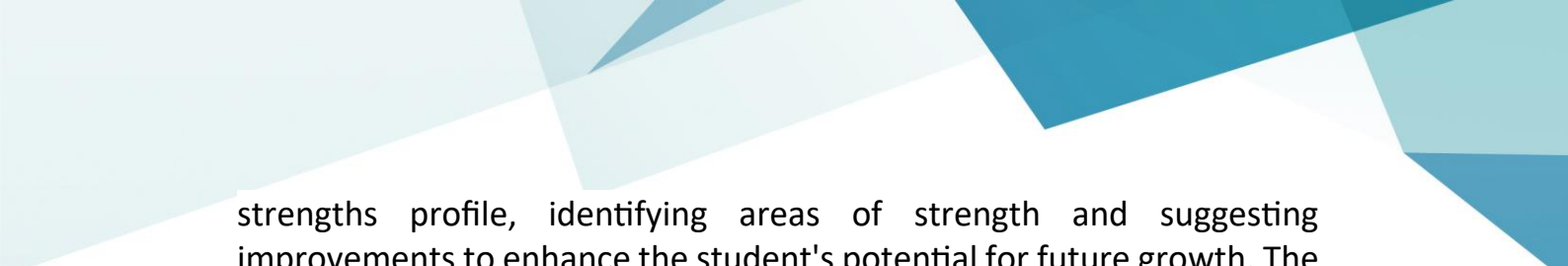
On the 4th of January 2024, the Department of Management Studies organized a session introducing the EMPSIS framework for Happy Living, in its pursuit of academic excellence and holistic student development, conducted a comprehensive Competency Mapping and Student Profiling initiative.

Speaker for the day was Mr. Prasanth, a renowned expert in the field. The session aimed to introduce the EMPSIS framework, focusing on Strengths, Sectors, and Skills, providing insights into its application for personal and professional development.

Mr. Prasanth commenced the session by providing an overview of the Competency Mapping and Student Profiling as crucial tools to understand the capabilities, strengths, and areas of improvement of students within the academic realm. During the session, Sir highlighted the array of courses offered by their organization available for personal and professional development.


An insightful one-on-one session was conducted between each student and the esteemed resource person, Sir focused on reviewing the student's strengths profile and providing valuable suggestions for improvement. The session aimed to offer personalized guidance to the student for their future growth and development.

During the one-on-one session, Sir carefully examined the student's



strengths profile, identifying areas of strength and suggesting improvements to enhance the student's potential for future growth. The conversation centred on specific aspects where the student could channel efforts to further their personal and professional development. The one-on-one session proved to be an invaluable opportunity for personalized guidance and direction. The identified areas for improvement, along with the suggestions provided, offer a clear pathway for the student's future growth and development in alignment with their strengths and career aspirations.

We extend our sincerest gratitude to Dr. Guru Basava Aradhya S , Prof & HoD, and faculty members of the Department for the invaluable guidance and expertise in facilitating this session. Their insightful contributions have significantly enriched the learning experience, providing a platform for personalized guidance and direction to the participants.



Design Thinking Workshop



ORGANISED BY:

Department of
Management Studies

On 4th, January, 2024
at 9:00 AM-5:00 PM

The Design Thinking workshop on January 4th, 2024, proved to be an enlightening experience for the MBA students of New Horizon College of Engineering under the adept guidance of Mr. Ramani Venkat. It took place in the seminar hall of Department of Management Studies. The session commenced with a thought-provoking demonstration, where Mr. Venkat ingeniously distributed a ₹50 note, challenging students to transcend passive participation and seize opportunities actively.

Students were then organized into teams of ten, laying the foundation for an interactive and collaborative learning environment. The subsequent assignment involved case studies – three distinct scenarios presented on a single sheet of paper. The challenge was not only to decipher the individual problems and solutions but, more importantly, to identify common threads and similarities in the problem-solving approach.



The results were enlightening, revealing a consistent empathetic perspective among different teams in approaching client problems. This underscored the workshop's central theme - the human-centric nature of design thinking and its ability to foster innovative solutions rooted in empathy.

Furthermore, the workshop highlighted the notion that effective solutions need not be convoluted. Mr. Venkat emphasized the power of simplicity and cost-effectiveness, encouraging students to explore streamlined yet impactful problem-solving strategies.

A comprehensive exploration of the design thinking process ensued, elucidating its various stages and nuances. Mr. Venkat underscored the pivotal role of asking the right questions in shaping innovative solutions. This was exemplified through an activity involving the framing of questions for a hypothetical chocolate factory facing distribution challenges.



The activity prompted diverse teams to explore facets such as packaging, transportation logistics, purpose, and destination. The array of questions reflected the creativity and depth of thought each team brought to the table. The exercise served as a practical demonstration of how precision in questioning can unravel novel perspectives and lead to innovative problem-solving.

As the day concluded, anticipation and enthusiasm lingered for the continuation of the workshop on the following day. The MBA students departed with a newfound appreciation for the practical application of design thinking methodologies, armed with insights that extended beyond the theoretical realm and into the dynamic landscape of problem-solving.

In the second day i.e. 5th January he explained some theories about marketing & sales & emphasized on the importance of marketing as a career. After that activities took place where all the 10 teams had to present their self-made presentations. Mostly the presentations involved

selecting a problem and later finding the solution for that. A quiz contest was also conducted via Google forms.

Finally, he awarded medals to the best team who created the most creative presentation and to the students who received top scores.

In a nutshell, the workshop was really worth attending and it duly helped us with valuable inputs. It introduced us to a new concept, spurring students to think about it further on their own.



FINANCIAL LITERACY WORKSHOP



ORGANISED BY:

Department of
Management Studies

On 10th January 2024

At 2:00 PM–4:00 PM

Department of Management Studies organized Financial Literacy workshop designed particularly for MBA-I sem students. The application aimed to decorate the monetary choice-making abilities of MBA members and equip them with critical knowledge for navigating the complexities of today's environment. To provide a real-world perspective, the program featured guest speaker Nachikate Save , Marketing manager, Fintopedia.

The Financial Literacy Program for MBA students was initiated with the objective of addressing the unique financial challenges and opportunities that arise in the corporate landscape. The program was integrated into the MBA environment to ensure maximum engagement and relevance. To cater to the various learning choices of MBA students, loads of coaching strategies had been employed. This protected case-primarily based gaining knowledge of, simulations, group initiatives, examples from the real existence incidents of the guest speaker and presentations. The integration of real-international examples and situations allowed college students to apply theoretical knowledge to sensible situations.



Students expressed high satisfaction with this system, highlighting the practical relevance of the content, the effectiveness of teaching methods. Suggestions for improvement usually focused on the choice for greater in-depth case studies and further periods with enterprise specialists.

The Financial Literacy Program seamlessly incorporated with the MBA curriculum, reinforcing ideas learned in centre publications. The program's interdisciplinary approach improved college students' ability to connect economic principles with various commercial enterprise discipline

The challenges that our country is facing, is the unemployment. The unemployment rate of India is 7-8% in 2024.

Not having an multiple source of income. To solve all this problem. We should expand the set of skills we are we having, so we can contribute to the GDP. One should be financial literate.

In conclusion, the Financial Literacy Program for MBA college students correctly accomplished its objectives of improving economic literacy and choice-making abilities. The high quality comments, measurable results, and integration with the MBA curriculum underscore this system's significance in making ready MBA students for financial leadership roles.

Dr.Guru Aradhya , Prof & HOD took initiative for organizing the. Dr.Priyameet Kaur Keer , Associate Professor Workshop coordinator organized and completed the event successfully.



National Startup Day - A Talk

The image block contains a central event poster and several photographs. The poster, titled 'National Startup Day', features portraits of Mr. Shreenidhi Kulkarni (CEO, Soft Kitchen Interio) and Ms. Chaithra M (Co-Founder Rhythm Toes Dance Studio). It lists the date as 16 January 2024 from 03:00 PM to 05:00 PM at Faloony Seminar Hall. A registration link is provided: <https://shorturl.at/cer48>. Below the poster are three photographs: a man speaking at a podium, a woman speaking at a podium, and a group photo of the event attendees.

ORGANISED BY:

Department of
Management Studies

On 16th January 2024

At 3:00 PM–5:00 PM

National Startup Day on January 16th at NHCE premises was graced by the presence of two illustrious entrepreneurs whose achievements and contributions have left an indelible mark on their respective industries. Mr. Shreenidhi Kulkarni, hailed as a visionary leader, is not only the esteemed CEO but also the innovative Founder of Soft Kitchen Interio, a trailblazing company revolutionizing the interior design landscape with its cutting-edge solutions. With a remarkable track record of success and a penchant for transformative ideas, Mr. Kulkarni has garnered widespread acclaim for his unwavering dedication to excellence and his ability to navigate the complexities of the business world with finesse.

Joining him on stage was the esteemed Ms. Chaithra, a luminary in her own right and the esteemed Co-founder of Rhythm Toes Dance Studio. Recognized as a pioneer in the realm of dance education, Ms. Chaithra has earned accolades for her groundbreaking initiatives and unwavering commitment to fostering a culture of creativity and expression through dance. Her visionary leadership and tireless advocacy for the arts have positioned Rhythm Toes as a beacon of innovation and inspiration in the dance community, inspiring countless individuals to pursue their passion and unlock their full potential.



Throughout their captivating dialogue, Mr. Kulkarni and Ms. Chaithra illuminated the audience with tales of resilience, ingenuity, and perseverance, offering invaluable insights gleaned from their own extraordinary journeys. From overcoming formidable challenges to seizing opportunities with unwavering determination, their stories serve as a testament to the power of vision, passion, and unwavering determination in achieving success.

As the session drew to a close, attendees were left inspired and enlightened by the profound wisdom shared by these visionary entrepreneurs. Their transformative impact on their respective industries serves as a testament to the boundless possibilities that await those bold enough to pursue their dreams and relentless enough to turn them into reality.



Workshop on “Stress Management”



ORGANISED BY:

Department of Management Studies, Centre for Life skills and Skill Development & Dept. of HRD

On 20th January 2024

At Slot 1 : 10:00 A.M-12:30 PM

Slot 2 : 2:00 P.M-4:30 PM

Department of Management Studies, Centre for Life Skills and Skill Development & Dept. of HRD on 20.01.2024 organized a Stress Management Workshop for NHCE non-teaching staff in two different slots. Around 75 participants from five different departments like Accounts, Administration, Admission, Marketing & Branding, and HR participated in the energetic workshop.

Dr. Somya Narayan, Director Centre for Life Skills and Skill Development inaugurated the workshop, and Dr. Priyameet Kaur Keer from the Department of Management Studies also spoke at the event how she could conceive the idea of this workshop and why non-teaching staff was the target audience, as these people are highly stressed and burnt out due to day to day activities.

Session 1 started with “Queen of Sheeba”, the brainchild of Prof.Suneetha, Sr. Trainer life skills department. The trainer divided the entire slot 1 into ten different teams where the task was given to the entire team and in 20 mins the entire team needed to finish the task. After finishing the task every member needs to present the task activity report

in various forms. Prof.Suneetha Spoke of different types of stress, distress, and Eustress. Stress is not created by anyone it is the perception level of an individual.

The “Queen of Sheeba “ set of activities was beautifully planned for both the slot and different sets of activities were carried out.

Props used for sessions 1, 2 were different. Finally stress matrix was also explained to all with examples.

Session 2 started with Stress Management -Design Thinking Concepts beautifully crafted by Dr.Somya Narayan , Director Centre for Life Skills and Skill Development where the participants were further divided into groups of teams and with the help of chart papers and sticky pads activity was completed . The trainer explained how stress can be dealt, with the given problem several solutions can be crafted . Non-teaching staff thoroughly enjoyed the activity .

At the end of the session Dr. Somya Narayan, Director Centre for Life Skills and Skill Development concluded the workshop, and Dr. Priyameet Kaur Keer from the Department of Management Studies and Prof.Suneetha , Sr.Trainer life skills thank each and every participant for their active participation .

Non teaching staff were very happy and urged to conduct various activities of this type so that even they are relaxed and can contribute more towards development of department and organization.

Prof. Gurucharan Singh, Sr. Executive Director, Department of HRD congratulated Dr. Somya Narayan, Director Centre for Life Skills and Skill Development, Dr. Priyameet Kaur Keer from the Department of Management Studies and Prof.Suneetha, Sr.Trainer life skills , Dr.Guru Aradhya Head , Department of Management Studies for the success of the workshop .

POWER BI by Business Toys



ORGANISED BY:

Department of
Management Studies

On 22nd January, 2024

At 9:30 AM

Department of Management Studies hosted a 5-day workshop on Power BI commenced from 22-01-2024 to – 26-01-2024 & 2-02-2024. The resource person was Mr. Manikanta Prasad.

He began the training session on Power BI with a brief introduction to ensure all participants have a brief understanding of the tool. The introduction likely covered key aspects such as:

1. Overview of Power BI: An explanation of what Power BI is and its role in business analytic. This would include emphasizing its capability to connect to various data sources, transform and model data, and create interactive visualizations.
2. Key Components: Introducing participants to the key components of Power BI, including Power Query for data transformation, Power Pivot for data modelling, and Power View for creating visualizations.
3. User Interface: Providing an overview of the Power BI user interface, including the Power BI Desktop application where most of the development work is done, as well as the Power BI service for sharing and collaborating on reports.
4. Data Sources: Discussing the variety of data sources that Power BI can connect to, emphasizing its flexibility in handling data from different platforms and applications.
5. Basic Functionality: Explaining basic functionalist like loading data, creating relationships between tables, and building basic visualizations.
6. Sharing and Collaboration: Touching on the ability to share reports and

dashboards with others, both within and outside the organization, and the collaborative features available.

Following the introduction, it's common for the workshop to progress into hands-on exercises or real-world case studies analysis of companies like Xiaomi, Big Bazaar, Swiggy etc using Power BI is an excellent hands-on approach. Each company represents a different industry, and students can leverage Power BI to explore various aspects, such as:

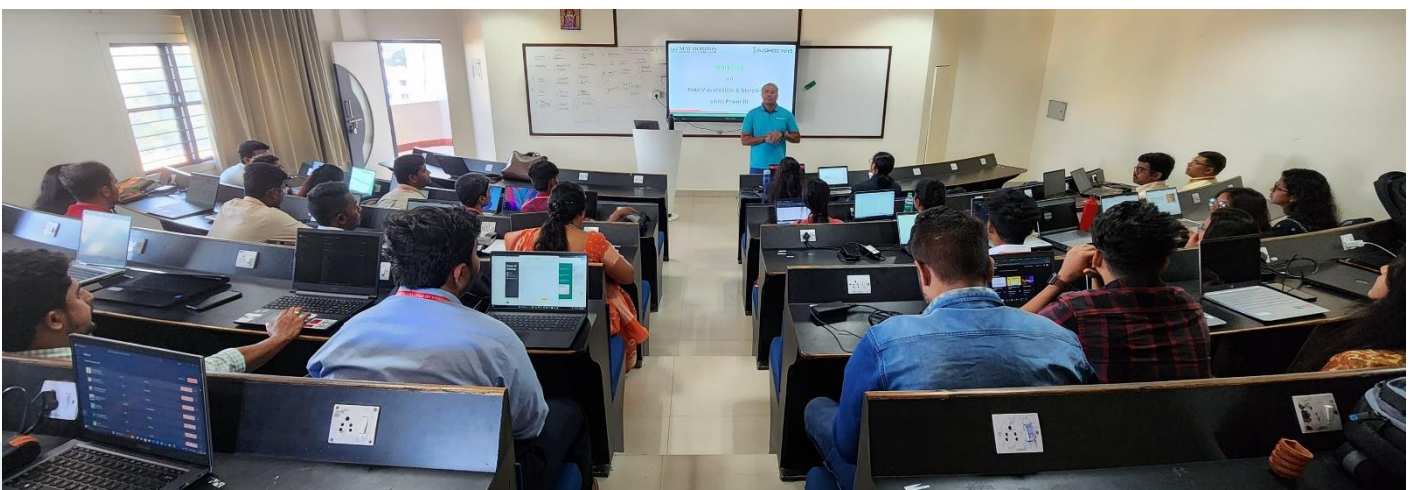
- Financial Analysis: Using financial data to analyze revenue, expenses, and profitability over time.
- Sales and Marketing: Examining sales trends, customer demographics, and marketing effectiveness.
- Customer Satisfaction: Utilizing customer feedback and support data to assess satisfaction levels.

By working on these analyses, students can gain practical experience in data analysis, visualization, and interpretation—skills that are highly valuable in today's data-driven business environment.



Assigning students, the task of visualizing or analyzing Walmart's company performance is a practical and insightful assessment. Walmart, being one of the largest retail corporations globally, offers a diverse set of data points for analysis.

This assignment not only assesses students' technical skills in using Power BI but also evaluates their ability to derive meaningful insights from data and communicate those findings effectively. It aligns with real-world business scenarios and provides a holistic view of a large corporation's performance.

We thank Dr. Dhanalakshmi RV & Dr. Guru Basava Aradhya S for providing this wonderful workshop for the students.



Faculty Achievements


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DEPARTMENT OF COMMERCE (UG)
International Conference
on
EMBRACING DIGITAL TRANSFORMATION IN BUSINESS FOR SUSTAINABLE GROWTH


Certificate of Appreciation

This is to certify that Dr./Mr./Ms./ Guru Basava Aradhya S. of New Horizon College of Engineering has participated and presented a paper titled A STUDY ON THE EFFECT OF DIGITAL MARKETING ON SMALL-SCALE RETAILERS AND CONSUMERS WITH AN EMPHASIS ON ARTIFICIAL INTELLIGENCE at the International conference on "Embracing Digital Transformation in Business for Sustainable Growth" organised by the department of commerce (UG), Kristu Jayanti College, Autonomous, Bengaluru on 29th and 30th January 2024.

 **Dr. Mathiyarasan M**
Conference Convener

 **Dr. Vijayakumar R**
Head, Department of Commerce (UG)

 **Dr. Aloysius Edward J**
Dean
Faculty of Commerce and Management

 **Fr. Dr. Augustine George**
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This is to certify that Dr./Mr./Ms./ Rajal B Hubballi of New Horizon College of Engineering has participated and presented a paper titled A STUDY ON THE EFFECT OF DIGITAL MARKETING ON SMALL-SCALE RETAILERS AND CONSUMERS WITH AN EMPHASIS ON ARTIFICIAL INTELLIGENCE at the International conference on "Embracing Digital Transformation in Business for Sustainable Growth" organised by the department of commerce (UG), Kristu Jayanti College, Autonomous, Bengaluru on 29th and 30th January 2024.

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This is to certify that Dr./Mr./Ms./ DHANALAKSHMI RV of NEW HORIZON COLLEGE OF ENGINEERING has participated and presented a paper titled PREDICTIVE ANALYTICS IN RETAIL: REVEALING THE STRATEGIC IMPACT OF ADVERTISING CHANNELS ON SALES PERFORMANCE THROUGH PYTHON AND LINEAR REGRESSION MODEL at the International conference on "Embracing Digital Transformation in Business for Sustainable Growth" organised by the department of commerce (UG), Kristu Jayanti College, Autonomous, Bengaluru on 29th and 30th January 2024.

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Conference Convener

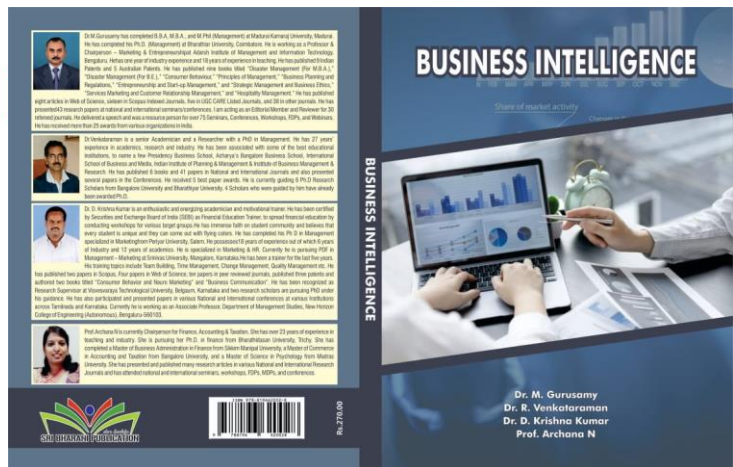
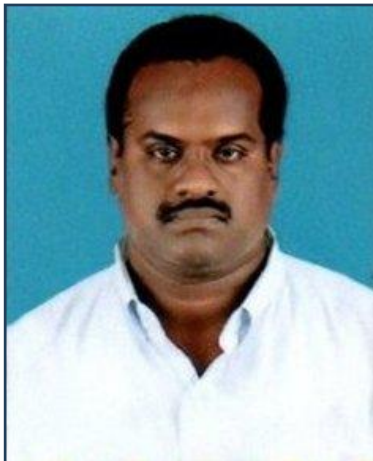
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Dr. Priyameet Kaur Keer , Associate Professor conducted Student Development Program on how to apply for KSCST project, all MBA I-semester students and faculties members participated in the event, She spoke on how to write proposal for KSCST on



Dr. D. Krishna Kumar, Associate Professor has co-authored a book titled **“Business Intelligence”** ISBN: 978-819662002-8, Sri Bharani Publications, Coimbatore, Tamil Nadu)

Frameworks for Blockchain Standards, Tools, Testbeds, and Platforms

Yanamandra Ramakrishna
School of Business, Skyline University College, Sharjah, UAE
Priyameet Kaur Keer
Department of Management Studies, New Horizon College of Engineering, India

A volume in the Advances in Systems Analysis, Software Engineering, and High Performance Computing (ASASEHPC) Book Series



Dr. Priyameet Kaur Keer, Associate Professor of Department of Management Studies co-authored a book called Frameworks for Blockchain Standards, Tools, Testbeds, and Platforms. It was published in the United States of America by IGI Global, Engineering Science Reference (an imprint of IGI Global) A volume in the Advance in Systems



On 26th Jan 2024, Department of Management Faculties won 1st Prize in Football -Sports

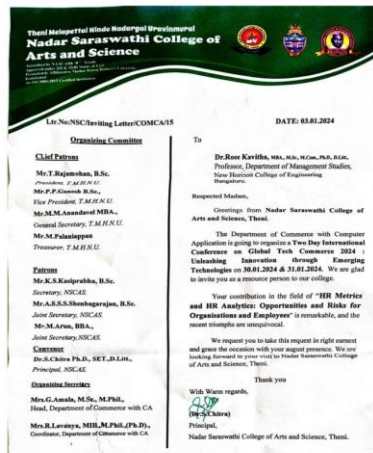
Achievers

Prof. Rajat B Hubballi


Prof. Madhuraj


Mr. Mariswami

Dr Rose Kavitha, Professor of Department of management studies was invited by Department Commerce with Computer Application of Nadar Saraswathi College of Arts & Science as a resource person for the Two Days International Conference as on global Tech Commerce 2024: Unleashing Innovation through Emerging Technologies on 30th and 31st of January 2024



Student Achievements

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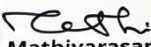



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This is to certify that Dr./Mr./Ms./ Sumith Reddy L. of New Horizon College of Engineering has participated and presented a paper titled A STUDY ON THE EFFECT OF DIGITAL MARKETING ON SMALL-SCALE RETAILERS AND CONSUMER, WITH AN EMPHASIS ON ARTIFICIAL INTELLIGENCE at the International conference on "Embracing Digital Transformation in Business for Sustainable Growth" organised by the department of commerce (UG), Kristu Jayanti College, Autonomous, Bengaluru on 29th and 30th January 2024.


Dr. Mathiyarasan M
Conference Convener


Dr. Vijayakumar R
Head, Department of Commerce (UG)


Dr. Aloysius Edward J
Dean
Faculty of Commerce and Management


Fr. Dr. Augustine George
Principal



Palakolanu Viswanath Reedy , Mohan N, Sanjay Kumar N MBA - 1st semester , received awards in the Financial workshop literacy games that were organized for the students.



Special Thanks

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Department of Management Studies

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