

DEPARTMENT OF MANAGEMENT STUDIES

Organises



RUDRAKSH

UNBOUNDED HORIZONS: UNLEASHING BUSINESS LIMITS...

National Level Management & Cultural Fest

16th | 17th
May 2024



New Horizon Knowledge Park
Marathahalli, Bengaluru

About

NEW HORIZON COLLEGE OF ENGINEERING (NHCE)

New Horizon College of Engineering is an autonomous college affiliated with VTU, accredited by NAAC with an 'A' grade and NBA. It's a certified college with ISO 9001:2008 and ranks amongst the top engineering colleges in India. NHCE was awarded the "Most Preferred Institute for Providing Global Exposure" award and is recognized as an "Excellent" college under the Atal Ranking of Institutions on Innovations Achievement (ARIIA) 2021 ranking.

DEPARTMENT OF MANAGEMENT STUDIES

The Department of Management Studies offers a 2-year full-time MBA program with dual specializations. It is an approved research center for a Ph.D. in Management. The department has won several awards, including "B-School providing "Preferred Environment for Campus Placements" and "Best B-School in India-South". It strongly believes in increasing human capital through education and training.

VISION

To evolve into a globally integrated B-school contributing towards management education, consultancy, research leadership & corporate excellence.

MISSION

M1 :- To constantly strive to provide students with an in-depth knowledge and understanding of business and managerial concepts.

M2 :- To promote lateral thinking and a spirit of enquiry among our students, so that they look from a different angle, and have a creative approach and are able to provide simple solutions to complex business problems.

M3 :- To deliver through our teaching learning process, the richness of entrepreneurship and multidisciplinary knowledge in a way, where ethics and social commitments will be the corner stone for our students.

RUDRAKSH

Rudraksh – The Department of Management Studies at New Horizon College of Engineering will commemorate its 8th anniversary by organizing a National Management and Cultural Fest on May 16th and 17th, 2024. It is an immersive experience designed to inspire, educate, and empower aspiring managers, entrepreneurs, and leaders by means of encasing Business Strategy, Marketing, Finance, Human Resources, Operations, Decision Science, Entrepreneurship with a diverse range of activities, competitions, workshops, and networking opportunities; participants have the chance to enhance their skills, expand their knowledge, and connect with industry professionals and to discover the skill sets of the student community that have been rendered attainable by our Honourable Chairman's initiative, encouragement, and ongoing leadership.

Theme - "Unbounded Horizons: Unleashing Business Limits..." refers to pushing oneself beyond conventionally accepted bounds or constraints that could impede the expansion, creativity, or success of a business. It represents emancipating oneself from limitations imposed by customs, mindsets, market restrictions, or resource limitations. The expression captures the idea of having the fortitude to go against the trend, explore unique avenues, and chase ambitious goals with the aim to achieve an organization's full potential. It offers a strong emphasis on a proactive and futuristic approach to company management, inspiring people and institutions to push boundaries, embrace change, and achieve excellence.





Money Mavericks

Money Mavericks focuses on diving deep into the dynamic world of finance! A thrilling management fest where financial enthusiasts gather to showcase their skills and knowledge; This would create a dynamic and enriching experience for participants, leaving them with a deeper understanding of finance and a network of like-minded individuals ready to take on the financial world.

Number of participants per team is 2 members.
Registration fee: Rs. ₹400/-

Venue: Room-301
3rd Floor, Netaji Subhash Chandra Bose Block

Faculty Coordinators

Dr. Sandhya Ch V L

Student Coordinators

Ms. Neha- 9353 503 825

Mr. Anubhav Sen - 7318 734 202



Extravagant

Extravagant will bring together professionals, experts, and industry leaders from all over India to showcase the height of operational excellence and innovation. Enter a captivating environment where innovative tactics, cutting-edge technologies, and forward-thinking insights will be discussed. Get ready to be motivated, connect with like-minded people, and acquire priceless information that will help your company reach new heights.

**Number of participants per team is 2 members.
Registration fee: ₹400**

**Venue: Room-305
3rd Floor, Netaji Subhash Chandra Bose Block**

Faculty Coordinator

Dr. D Krishna Kumar

Student Coordinators

Ms. Vaishnavi T- 6304 593 973

Mr. Yeswanth Kumar- 7353 167 074



Clear Visionaries

In a world that is rife with competition, perfection has become quintessential. People are the new capital of today's world. Management skills are something that you hear a lot about in the abstract; yet you may find you're at a loss to define what the term really means. These can be nearly anything that enables you to manage others effectively. While some skills will vary based on your industry, there are several that are universal across nearly every work environment. This event is your chance to showcase your V in different settings such as decision making, problem-solving, communication and innovation. Engage into test your people-skill and emerge victorious!

The aim of this event is to identify the student with the traits of a good leader. It also aims to find out how she/he demonstrates the skills, knowledge and talents of a good manager. It Further tests him/her on how she/he uses the strategies to solve the problems.

Number of participants per team is 1 member.
Multiple entries from colleges are entertained.
Registration fee: ₹400

Venue: Tejas Seminar Hall
Ground Floor, Sardar Vallabhbhai Patel Block

Faculty Coordinator

Prof. Aiswarya D Pillai

Students Coordinators

Mr. Sachin Sunil K - 9901 679 738

Mr. Toshith Ashwin T - 9901 766 524



Marketing Maestros

Marketing Maestros, discovers the potency of creative ideas, cutting-edge methods, and strategic thinking. Unleash your potential as we delve into the newest trends, have thought-provoking conversations, and improve your marketing skills. This event is your ticket to the newest developments in brand building, consumer behavior, and digital marketing. It features captivating panel discussions and expert-led workshop. This event will offer insightful discussions, chances for networking, and motivation to step up your marketing game.

Number of participants per team is 2 members.
Registration fee: ₹400

Venue: Room-302
3rd Floor, Netaji Subhash Chandra Bose Block

Faculty Coordinator

Dr. Dhanalakshmi RV

Student Coordinators

Mr. Akarsh Kumar – 7975 800 385

Mr. Shashank M - 8792 556 233



Talent Trek

Talent Trek an HR Expedition invites participants on a journey through the dynamic landscape of human resources. This event is designed to explore and navigate the evolving challenges and opportunities in talent management. Engage in discussions and collaborative activities that dwell into the expedition of identifying, nurturing, and retaining exceptional talents. Discover the strategies and innovations that propel HR professionals forward on their quest to build and sustain high-performing teams in today's ever-changing business environment. Join us on this expedition to unlock the secrets of effective talent management and chart's a course for success in the HR realm.

Number of participants per team is 2 members.
Registration fee: ₹400

Venue: Room-303
3rd Floor, Netaji Subhash Chandra Bose Block

Faculty Coordinator
Dr. Priyameet Kaur Keer

Student Coordinator
Ms. Shrestha- 9748 979 779
Mr. Md. Rayan- 8431 565 661



Data-Dragon

Engage in 'Data Dragon,' where analysis becomes more incisive. Explore business data in depth to demonstrate your analytical proficiency. Discover hidden treasures and devise well-thought-out strategies. Come along with us as we strive for analytical excellence as our intellects collide!

The aim is to give platform to students for demonstrating their skills of analytics and brainstorming to present solution for unseen situations for business decisions. Causation to filter out the best team comes up with most appropriate solution to given business situation and motivate participants to enhance their analytics.

Number of participants per team is 2 members.
Registration fee: ₹400

Venue: Room-308
3rd Floor, Netaji Subhash Chandra Bose Block

Faculty Coordinator
Prof. Ankita N Jeewankar

Students Coordinators
Ms. Nisha Goswami - 9560 161 869
Mr. Mohan - 8762 364 434



Step into the world of strategic thinking and business acumen with our Sizzling Wombats. This intellectually charged competition is tailored for business enthusiasts, and students eager to test their knowledge in the dynamic realm of commerce. Participants will navigate through thought-provoking questions that span the spectrum of finance, marketing, and global business trends. Engage in friendly competition, connect with like-minded professionals, and seize the opportunity to win prestigious awards. The aim is to foster a dynamic and intellectually stimulating environment where participants can deepen their understanding of the business world by engaging in a challenging array of questions spanning diverse facets of commerce.

Number of participants per team is 2 members.
Registration fee: ₹400

Venue: Preliminary Round - MBA Seminar Hall
3rd Floor, Netaji Subhash Chandra Bose Block

Finale - NHCE Auditorium
1st Floor, Amar Jawan Block

Faculty Coordinator

Prof. Sheshu A

Students Coordinators

Ms. Bindu Shree S - 9148 651 158
Mr. Vamshi Krishna -9611 299 106



Brain Cord

The Brain Cord is designed specifically to offer aspiring business owners with a platform to showcase their innovative ideas, let their creativity run wild, and take their ventures to new heights. Whether you're a student with a novel startup idea or a young entrepreneur looking to grow your company, this challenge is your opportunity to succeed, develop, and learn. Inspire & Innovate an entrepreneur in you; Fostering the spirit of entrepreneurship through unleashing the opportunities to create roadmaps, achieving beyond limits.

Number of participants per team is 3 members.
Registration fee: ₹400

Venue: Room-306
3rd Floor, Netaji Subhash Chandra Bose Block

Faculty Coordinator
Prof. Saumi Roy

Student Coordinators
Mr. Mahendra Babu - 6281 858 917
Mr. Malleesh M - 7259 285 384



Satyashodhan

The Vedas and later sutras, the meaning of the word Satya evolves into an ethical concept about truthfulness and an important virtue. It means being true and consistent with reality in one's thought, speech, and action. To instill truth in business, you have to know the facts, and the facts are in your data. Data will help you make decisions about your business that are rooted in truth. That truth will lead to greater justice, more freedom and better lives for all.

No. of participants: Compulsory 5 Participants in a team.
Registration fee: ₹1000

Note:

To be eligible for championship trophy, participating in this event is mandatory.

Venue: Falconry Hall
1st Floor, Netaji Subhash Chandra Bose Block

Faculty Coordinator
Prof. Madhuraj C A

Student Coordinators
Ms. Sanjana HP- 9739 338 994
Ms. Sushma Shankar - 7259 116 283



Fantasy Fiesta

Group dance is a form of artistic expression where individuals synchronize movements in unison with others. It holds great cultural significance, often serving as a reflection of shared traditions and values within a community. Group dance fosters social cohesion by promoting teamwork and collaboration among participants. It also celebrates diversity, as it often incorporates various styles and influences from different cultures and provides a platform for collective storytelling, allowing narratives to be conveyed through movement and music.

Rules & Regulation:

- Time Limit: 4+1 minutes (including stage setup).
- Any sort of vulgarity will lead to disqualification.
- One representative of the performing team should be present at the console during their team's performance.
- Teams are required to bring good quality music in MP3 format in a PENDRIVE and a backup copy should be submitted to the coordinator at least One Day before the event.
- If the team wishes to use the LED screen as a backdrop, they must inform the coordinator of the same at least a week prior to the event to ensure that the visuals are of the correct dimension. The visuals must be submitted to the coordinator at least One Day before the start of the event.
- Judge's decision will be final.
- Only one team from each college is allowed to participate.
- Dangerous props are not allowed.

No. of participants: 8 Participants in a team

Registration fee: ₹1000

**Venue: NHCE Auditorium
1st Floor, Amar Jawan Block**

Faculty Coordinator

Prof. Shalini S N

Student Coordinators

Ms. Saranya K - 7995 457 216

Mr. Manikandan K - 9663 550 070

Ms. Sai Mounika - 9502 453 246



Sparkle Spectra

In the corporate world, the walk transcends mere steps; it symbolizes unity and purpose. Employees march in synchronized harmony, embodying the shared values of their organization. Beyond the physical act, the corporate walk is a symbolic gesture of collective purpose and determination, resonating with employees and stakeholders alike.

Rules & Regulation:

- Time 8+2 minutes (Including stage setup).
- Any sort of vulgarity will lead to disqualification.
- One representative of the performing team should be present at the console during their team's performance.
- A green room would be provided for the changing purpose.
- Teams are required to bring good quality music in MP3 format in a PENDRIVE and a backup copy should be submitted to the coordinator at least One Day before the event.
- If the team wishes to use the LED screen as a backdrop, they must inform the coordinator of the same at least a week prior to the event to ensure that the visuals are of the correct dimension. The visuals must be submitted to the coordinator at least One Day before the start of the event.
- Only one team from each college is allowed to participate.
- Judge's decision will be final.

No of participants: Minimum 6 and Maximum 12 Participants in a team
Registration fee: ₹1000

Venue: NHCE Auditorium
1st Floor, Amar Jawan Block

Faculty Coordinator

Prof. Shalini S N

Student Coordinators

Ms. Ishitha S - 6366 702 020

Ms. Karishma K - 8884 745 678

Ms. Prathiksha - 8762 141 750



General Rules & Regulations:

- Professional and ethical conduct is mandatory throughout the event.
- Whenever the instructions are said not to use mobiles and electronic gadgets at that time, no one is allowed to use them.
- Every team must have at least one laptop and internet dongle which is mandatory.
- The Jury's Decision is Final.
- ID card is Mandatory.
- Evaluation Sheets will not be disclosed to any of the participants.

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Since 2015



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