



NEW HORIZON
COLLEGE OF ENGINEERING
Department of Management Studies

E – NEWSLETTER

MBA OUTLOOK

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- Departmental Events

INDUSTRIAL VISIT TO DAIRY DAY ICE CREAM



ORGANISED BY:

Department of
Management Studies

On 27th, February, 2024
at 08:30 AM – 4:00 PM

Department of Management Studies organized an Industrial Visit to Dairy Day Ice Cream Factory located at Harohalli Industrial Estate Kanakpura road Bangalore. The manufacturing facility in Bangalore Spread over 2 Lakh square feet and having a production capacity of 200000 liter per day. The company also has one of the largest candy and cone making capacity in India.

Dairy Day quickly evolve to become one of the leading brand in India. Dairy Day is Currently present across South India Maharashtra And Odisha. Dairy Day Manufacturing Supplies 150+ Products across a variety of cups cone sticks tubs and other product are made in ultra modern facilities built to international standards. 2000 employees were present in the production units and the production runs in 3 shifts.



Students learnt about ice cream Manufacturing process and observed the various stages of production. The facility was well organized and efficient with a focus on Maintaining top-notch quality I also had the opportunity to see the Cold Storage inside the Cold Storage the temperature was -24 it was extremely cold inside the storage.

Interactive Demonstration of Latest Technologies and Techniques were given by Ms.Chandana ., Executive. After the visit students were given delicious ice cream as a token of appreciation this visit provided valuable insights and a memorable experience.



Mr.Prakash , Sr.Mgr from Dairy Day helped in completing the visit successfully

Dr.Guru Aradhya, Prof & HOD, & Dr.Priyameet Kaur Keer , Associate Professor took the initiative to organizing the industrial visit . Dr.Priyameet Kaur Keer , Associate Professor Industrial Visit coordinator, Dr.Sandhya , Sr. Assistant Professor accompanied the students.

Cyber Security and Cryptography



ORGANISED BY:

Department of
Management Studies

On 15th, February, 2024
at 09:00 AM – 11:00 AM

Speaker

Dr. Vinod Krishna M U
Professor at PESU and Principal
Consultant at Vitta Vibhava

Department of Management Studies, NHCE organized a Guest Lecture on “Cyber Security and Cryptography” for all the 3 sections of II Semester MBA students. The guest speaker of this session was Dr. Vinod Krishna, and he spoke on the following lines that is briefed below. He started with introduction to an era where digital interactions are ubiquitous, cybersecurity has become paramount. Cryptography stands as a critical tool in this endeavour, providing a means to secure data and communications from unauthorized access.



He proceeded to explain on the current landscape focusing on the concepts of cyber threats such as ransomware, phishing, and data breaches, organizations face immense pressure to fortify their defences. Later he continued on giving the importance of cryptography and mentioned that Cryptography plays a vital role in ensuring confidentiality, integrity, and authenticity in digital communications. It facilitates secure transactions, protects intellectual property, and preserves user privacy in

an increasingly interconnected world. He did mention on the key technologies like symmetric encryption, asymmetric encryption, and hashing algorithms form the foundation of modern cybersecurity solutions.



These technologies enable secure data transmission, digital signatures, and verification mechanisms are there. He highlighted on the emerging trends of quantum computing poses new challenges to traditional cryptographic methods, necessitating the development of quantum-resistant algorithms. Additionally, block chain technology integrates cryptographic principles to create tamper-resistant and transparent digital ledgers and concluded the session by mentioning that cryptography serves as a cornerstone of cybersecurity, offering robust mechanisms to protect sensitive information and communications from malicious actors. By embracing cryptographic best practices and staying abreast of technological advancements, organizations can enhance their resilience against cyber threats and uphold trust in the digital domain.

A Panel Discussion on INTERIM BUDGET 2024



ORGANISED BY:

Department of
Management Studies

On 9th, February, 2024
at 02:00 PM – 04:00 PM

The Department of Management Studies had organized a panel discussion on the interim budget of Central Government on 9th February 2024 at Falconry Hall, NHCE which was presented by honourable Finance minister GOI.

The programme was conducted to provide an awareness among the students and faculty with regards to the proposed budget. The audience were MBA students of semester 1.

Dr. Guru Basava Aradhaya, Professor & Head of Department inaugurated the event and gave a welcome address.



For the panel discussion we had two eminent persons from industry, Mr. Kirron Bindu who is a consultant to MSME's and Mr. Kishore BS who is the CEO of Stockbyte. The moderator of the event was Prof. Aiswarya D Pillai who is an Assistant Professor with the Department of Management Studies.



The event started with a small presentation from one of our panellists that is Kirron Bindu and he has given an overall idea regarding the interim budget with was tabled in the parliament. The discussion was related to projected annual GDP growth, India-Middle East-Europe Economic Corridor, Amrit Kaal, Foreign Direct Investments, PM Mudra Yojana, Digital Infrastructure, Blue Economy 2.0. The panel discussion also stressed on the empowerment of youth, poor, women and farmers.



At the end there was Q&A session. To summarize the discussion one of the students Toshith Aswin from Semester 1 section B depicted overall summary and learnings from the event. The Event concluded with a vote of thanks which was delivered by Ms. Rishika of Semester 1 section A.

Workshop On Salesforce

ORGANISED BY:

Department of
Management Studies

On 24th, February, 2024
at 09:30 PM – 01:00 PM

Speaker

Ms. Chaithra CS, Ms. Rupalika Sahoo, Akshay Vasu ,
Krishnendu Chakraborty , Venkataramana Kapavari , Shravani
Navagi, Hira P , Sudarshan C , Thamalla Venkata Seshagiri Rao,
Bhanu Dasgupta .



New Horizon College of Engineering, Department of Management studies in association with Salesforce presented a talk on Salesforce online platform trailblazer. The speakers spoke about , 9.6 million job opportunities created by salesforce for the students across world. They spoke about how salesforce platform assisted services are helping companies across the world. The speakers conveyed their success stories narrating their journey starting from getting connected with salesforce and how it has helped them in their job and career. The technology platform trailblazer was narrated in detail and courses pertaining to different domains was explained. The workshop enabled the students to create profile on salesforce technology platform and access different courses offered. Students were further connected through whatapp group to discuss about the job opportunities.



We Extend our sincere thanks and gratitude towards salesforce team and management of New Horizon College of Engineering for providing us with the platform for organising the event and request for organising similar kind of events in future.

HR CONCLAVE - ENHANCING EMPLOYEE EXPERIENCE THROUGH DATA-DRIVEN INSIGHTS



ORGANISED BY:

Department of
Management Studies

On 22nd, February, 2024
at 10:00 AM – 01:00 PM

Department of Management Studies organized HR CONCLAVE - ENHANCING EMPLOYEE EXPERIENCE THROUGH DATA-DRIVEN INSIGHTS” in association with the Whitefield Area Commerce and Industries Association on 22nd February 2024.

HR conclave inauguration started with an invocation song rendered by Ms. Sheetal of MBA-III sem.

Dr. Guru Basava Aradhaya, Professor & HoD, Department of Management Studies inaugurated the event along with the dignitaries, Chief Guest Dr.Eti Ranga Reddy, Chairman WACIA – HR committee graced the occasion and gave valuable insights on HR during the inauguration.

After the inauguration, Moderator of the day Dr.Priyameet Kaur Keer kickstarted the sessions by moderating and asking questions to the panelists. “Where there is a data smoke, there is business fire”



Panelist 1: The resource person for the session of the HR Conclave was Mr. Prijo Premarajan, Senior Human Resource Manager, HCL Technologies who discussed the utilization of Human Capital Analytics, how organizations and businesses manage talent better and make evidence-based business decisions.

The next set of questions was discussed on how to leverage data and analytics in L&D to enhance the Impact of the Training Programme, and why is data analytics critical as part of L&D strategy to drive business outcomes. Data has become the byword as a key to success in business. The speaker explained the concept of the Descriptive, Diagnostics, Predictive, and Prescriptive phases by taking an example of various industries. The session ended with a data-driven decision approach and framework required to create chatbots, “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.



Panelist 2: The resource person for the session of the HR Conclave Ms.. Rasna, Kappor 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, the relationship with the data used in the organization. Further Role of AI in analyzing trends and patterns in employee engagement metrics , employee engagement, and retention.

AI-power analytics hidden patterns in employee engagement data, HR’s secret weapon for improving operating Margins.

Students of Both the semesters MBA-I & MBA-III sem actively participated in the panel discussion and with curiosity asked questions to the panelist.

HR CONCLAVE concluded with insights on HR analytics by Dr. Guru Basava Aradhaya, Professor & HoD, & Dr. Priyameet Kaur Keer moderator of the event. Ms. Srestha anchor of the event proposed the vote of thanks. Department of Management Studies thanks Knowledge Partner WACIA for their support. Department of Management Studies thanks the entire management for their continuous support. Participants and delegates thanked the entire Department for organizing HR CONCLAVE on this latest topic.



Workshop on Case Analysis in association with Bangalore Management Association (BMA)



ORGANISED BY:

Department of
Management Studies

On 28th, February, 2024
at 10:00 AM – 01:00 PM

Department of Management Studies had organized a workshop on “Case Analysis” in association with Bangalore Management Association (BMA) on 28.02.2024. Dr. Bhavani M.R, Associate Professor School of Commerce & Director -Students Affair-Chanakya University was the Resource Person for the session.

The workshop was valuable for MBA students to develop expertise from various conceptual skills such as critical thinking, problem-solving, and decision-making in a collaborative setting.



Resource Person spoke about various aspects of case study such as:

- 1) About case Study
- 2) How to solve a case study
- 3) Types of case studies
- 4) Resource Person also explained two Major trending cases making the media headlines Paytm and Byjus .

Dr.Guru Aradhya, Prof & HOD took the initiative to organize the workshop. Dr.Priyameet Kaur Keer , Associate Professor organized and coordinated the event successfully.



Workshop on Learning Through Gamification in association with Karnataka Management



ORGANISED BY:

Department of
Management Studies

On 28th, February, 2024
at 02:00 PM – 05:00 PM

Department of Management Studies had organized a workshop on “Learning Through Gamification” in association with Karnataka Management Association (KMA) on 28.02.2024. Mr. T.N.P Shailesh , Soft skills trainer ,life coach was the resource person for the event.

Resource Person started with an introduction activity asking students for Name, place and why MBA ? . Three volunteers were given a task and with a group of students.The task which was given to volunteers was to memorise the name and native place of that group and they should convey it to guest ,in short checking the memorising power of the students with fun filed activity.

Spiritual game was made to play to by picking team of two volunteers along with group of unknown students for each group .This activity facilitated the students to know how the leadership skills in students can effectively utilized when they are working in different team.



Last task was to design dresses using newspapers with beach theme. These tasks helped students to come out of comfort zone. This workshop helped students in building communication and collaboration with team members by stepping out of comfort zone.

Dr. Guru Aradhya, Prof & HOD took the initiative to organize the workshop. Dr. Priyameet Kaur Keer, Associate Professor organized and coordinated the event successfully.





Special Thanks

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Department of Management Studies

STUDENTS CO-ORDINATOR TEAM MBA 3rd SEMESTER



Vignesh S N



Chethan V



M Roshini



Shrestha Hazra



Amit Das



Saroja Devi E