



# NEW HORIZON COLLEGE OF ENGINEERING

Department of Management studies

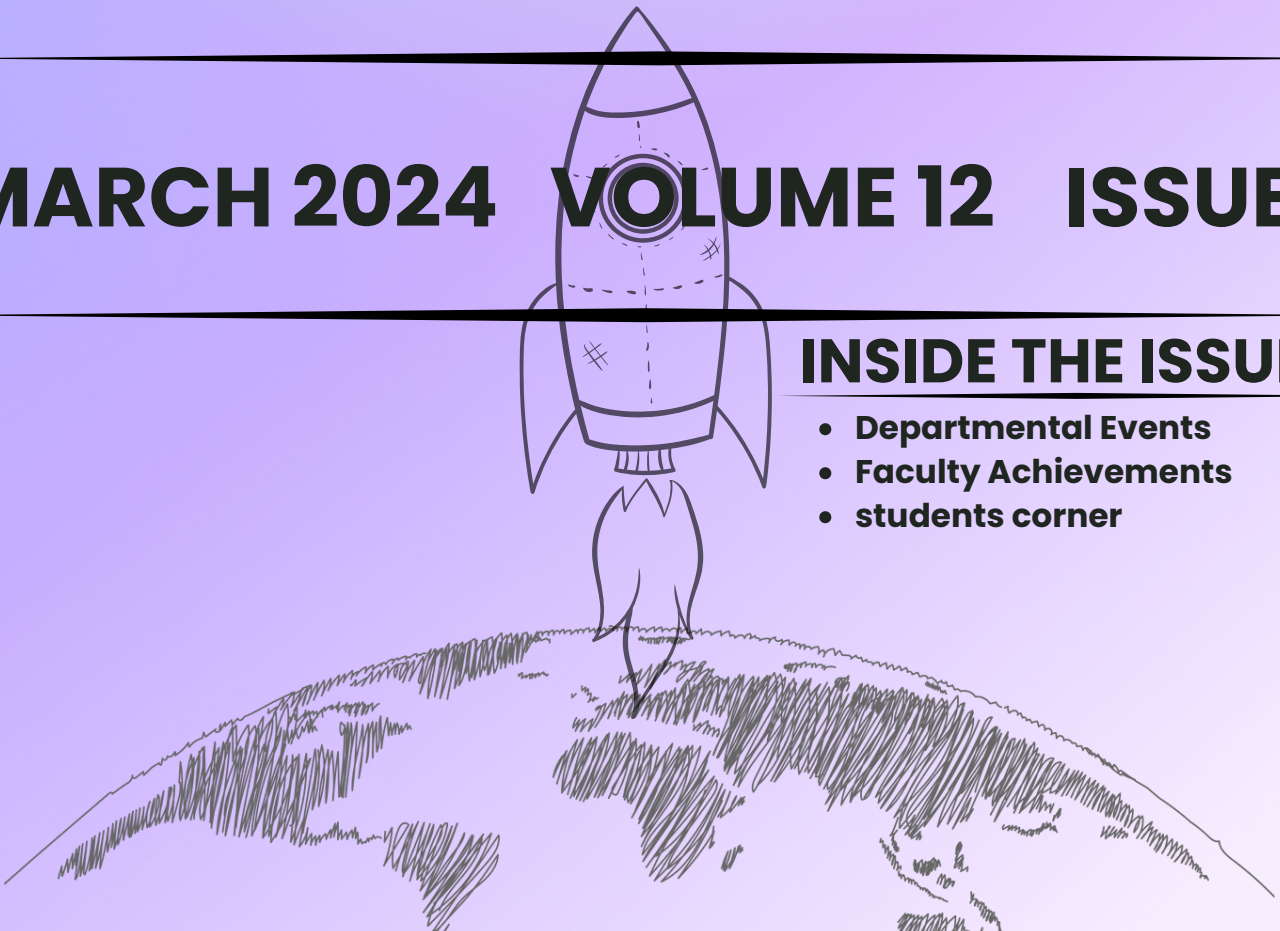
## **E – NEWSLETTER**

### **MBA OUTLOOK**

**MARCH 2024 VOLUME 12 ISSUE 3**

#### **INSIDE THE ISSUE**

- Departmental Events
- Faculty Achievements
- students corner



# MBA BUSINESS CONCLAVE INTERNATIONAL WOMEN'S DAY

DEPARTMENT OF  
MANAGEMENT STUDIES

6TH MARCH 2024 -10 AM TO 1.00 PM



Department of Management Studies, NHCE On the occasion of International Women's Day, made Bengaluru to come together to celebrate the achievements and contributions of women in all spheres of life by conducting a one day Business Conclave on “Empowering Women In Business: Navigating Challenges and Unlocking Potential “on 06 March 2024, Wednesday. Dr.Manjunatha B, Principal, NHCE addressed the presidential remarks followed by Dr.R.J.Anandhi, Dean Academics who felicitated all the women experts for the day. Dr Guru Basava Aradhya S –Head of the Department set the platform mentioning that this day serves as a poignant reminder of the ongoing struggle for gender equality and the need to empower women worldwide.

He added that from political leadership to business entrepreneurship, women have shattered glass ceilings and defied societal norms, paving the way for progress and change. Ms.Pushpalatha, Director & CEO Prameya Health Pvt. Ltd. Founder & Director, Garbha Gudi Group of Companies, Senior Program Leader & Advisor, Iron Lady Community, President Adhvait India Foundation spoke on the challenges of rural women in health care and how as a women one can brake the barriers. Dr.Veena Shenoy founder and CEO at Inclusive added on that , it is imperative to recognize the challenges that women still face, including gender-based violence and what contributions her organisation is providing including a true inclusion.

Ms. Riyana Raju a trans woman who works on the social and political rights of LGBTQIA+ highlighted on the struggles that still her community is facing and what kind of contributions she is providing to her community to see a better tomorrow. Dr. Tripti Aravind, proud winner of Mrs. India-Karnataka – 2017 who is associated with organizations like The Hindu, HCG cancer hospital mentioned her struggles to reach this height both personally and professionally. Finally Ms. Neelu GS who is the Founder and CEO of Elite Image Makeover spoke on impression management and ingratiation and how students need to focus on the grooming part for the recruitment. The entire event of Business Conclave was moderated by Dr Rose Kavitha, Professor of MBA Department. The event gave a thought on how to recommit ourselves to the cause of gender equality and work towards building a more inclusive and equitable society where every woman can fulfil her potential. The event was sponsored by N'kisi Training Institute. Happy International Women's Day!



# CERTIFICATION WORKSHOP ON "VISUAL ANALYTICS USING TABLEAU"

## MR MANIKANTA PRASAD

VICE PRESIDENT, STRATEGIES &  
HEAD, BUSINESS TOYS

## DEPARTMENT OF MANAGEMENT STUDIES

MARCH 11,12,22,23,27&28' 2024  
DURATION - 6 DAYS | 36 HOURS |

The Department of Management Studies organized a certification workshop program for III MBA students from all domains. Mr. Manikanta Prasad, trainer had taken Visual Analytics session for 6 days covering a total of 36 Hours. After working with the dashboards, they were given assessment to check their understanding. Certificates were given to all the students after their assessments.



Organizations use Tableau to extract meaningful data insights and hidden patterns to optimize their business processes. For the extraction of meaningful insights from data and finding hidden patterns, we need to perform data analysis and visualizations.



## Visual Analytics Using Tableau

Tableau is a software that allows users to visually explore and analyze data. It offers an effective platform for creating visually appealing charts, graphs, and dashboards. Tableau is a popular data visualization tool used by financial analysts, marketers, statisticians, business and sales leadership, and many other job roles to present data visually for easy understanding. It's no surprise that Tableau is an essential tool in our data-driven economy.

Visual Analytics is used for the following:

- Learn the different types of charts you can create
- Use aggregation, calculated fields, and parameters
- Create insightful maps
- Share interactive dashboards

## BUSINESS TOYS

Found in 2015 by IIT & IIM Alumni, Business Toys is committed in helping and partnering universities and Institution across India in fulfilling upskilling requirements and filling employability gaps. A Technology platform for training, mentoring and preparing students in interviews. More than 500 industry mentors who have supported 10000+ students across 600 Engineering and Management Institutes.

# INTERNSHIP VIVA VOCE

## DEPARTMENT OF MANAGEMENT STUDIES

The Department of Management Studies organized Internship Viva-voce, Various panel members from various reputed B-schools and affiliated VTU colleges were part of the Viva, making the session meaningful by their presence.



All these panel members coordinated by Dr. Rose Kavitha Professor & Head of Department along with Professor Dr. Guru Basava Aradhya, Professor Rajat Hubballi, Professor Dhanalakshmi helped to make viva successful.

Their wide knowledge and valuable insights, and their way of questioning students, helped students to think in a different way and students also learnt lot more about the skills of answering, which in all upskilled students knowledge.

Department of Management studies thanks all the panel members for their presence in viva, and for sharing their knowledge and valuable insights for students.

- **Dr. Nagendra S** - Associate professor at MLS MAHE, Deemed to be University, Manipal Law school Bangalore.
- **Dr. Nila Chotai** - Academic Director PGDM & Executive Education ISBR Business School.
- **Dr. Lakshmi K S** - Associate professor at ISBR Business School.
- **Basavaraj Girimallanavar** - Professor, Researcher, Management Trainer at Cambridge Institute of Technology.
- **Madhu Nayaka** - Assistant professor at Don Bosco Institute of Management studies and computer Applications.



# ALUMNI TALK

**DEPARTMENT OF  
MANAGEMENT STUDIES**

**15TH MARCH 2024  
10:00 AM ONWARDS**

**SPEAKER**

**MS. PREETHI  
SR. ASSOCIATE - HR VELOCIS  
SYSTEMS PVT LTD. BENGALURU**



Department of Management studies and Alumni Association organized Alumni talk on Gen z and Gen Alpha -Next Generation of co – workers. Ms. Preethi – ( Alumni of New horizon college of Engineering) working as Sr. Associate HR at Velocis System private limited – speaker of the event, was a wonderful person who kept all the students engaged through out the session.

The session was organised for 1st year MBA students ,it started with what does Gen z , Gen Alpha mean, and she asked us to identify which category do we fall , and how it impacts the fellow mates in work or in and around surroundings

She gave a practical examples of how people of different generations behave in work place and how to tackle the same which made the session more interesting. Adding on she also gave a valuable insights on how as future mangers we have to tackle the situation in work and how to manage our next generation who will be our co – workers in upcoming years

Other than this , she also threw light on how important is to have value added programs with Mba which will upgrade our skills and knowledge.

In whole she took all the students a good ride on corporate reality and how we face the same. As she is recent passed out student and also have corporate knowledge which helped students to connect easily .



We thank Programme Coordinator Dr. Rose Kavitha ma'am and Event Convenor Dr . Guru Basava Aradhya sir for their constant support in engaging students and helping them to gain more knowledge which will help students in future endeavours.

# A SESSION ON STUDENTS CLUBS AND INFORMATION ON LIBRARY

**DEPARTMENT OF  
MANAGEMENT STUDIES**

**18TH MARCH 2024  
2:00 PM ONWARDS**

**SPEAKER**  
DR. ANITHA S RAI,  
DEAN LIBRARY AND ALUMINI RELATIONS, NHCE



**NEW HORIZON  
COLLEGE OF ENGINEERING**

DEPARTMENT OF MANAGEMENT STUDIES  
PRESENTS

A session on student  
clubs and information  
on library

Speaker:

**Dr. Anitha S Rai**

Director library and alumni relations



Convener  
Dr. Rose Kavitha  
I/C Head and Professor-MBA

Coordinator  
Prof.Saumi Roy  
Senior.Assistant Professor



**18 MARCH 2024 | 2:00 PM**

**Falconry Seminar Hall**

Students were motivated to identify their passion and join club of their choice. In the second part of the session Dr. Anitha.S. Rai madam has explained in detail about the online library facility provided by NHCE. Students were motivated to go through journals subscribed by the college . Further madam has explained about the offline library facilities available and different sections in library for the students . The session was informative , we thank the management for taking initiative for conducting the session .

The Department of Management Studies organized an orientation session on Students Club and Library information system was organised by Department Of Management studies, New Horizon College Of Engineering, Dr. Anitha .S.Rai , Dean Library and Alumni relations was the speaker for the session .

Mam introduced students with cocurricular and extra-curricular clubs of NHCE. Clubs are demonstrated using NHCE website detail information about the club and the activities done by the club is explained in detail.



# A WORKSHOP ON “FRAMING OF HYPOTHESIS”.

**DEPARTMENT OF  
MANAGEMENT STUDIES**

**21.03.2024  
10.00 AM – 12.00 PM**



The Department of Management Studies organized a workshop on Framing of Hypothesis on 21st March 2024 at Falconry Hall, NHCE.

The programme was conducted to provide expert insights to the students with regards to the concept of hypothesis. The audience were MBA students of semester 1 and same is also a part of their subjected named Business Research Methods.

Dr. Rose Kavitha, Professor & Head of Department inaugurated the event and gave a welcome address. The guest was felicitated by Dr. Guru Basava Aradhya, Professor – Dept of management studies.

The resource person of the event was Dr. Sandhya S who is working as a Professor & Research Guide- Head Strategy & Leadership, OB & OD, Change Management in Nitte School of Management, Bangalore.

A hypothesis is an idea that can be tested by using scientific methods, such as by performing experiments or statistical analysis or both. A well-framed research hypothesis helps identify the most appropriate experimental design to adopt and the exact nature of data to collect so that it can be tested effectively. She gave deep insights on what is hypothesis and how to frame it, the basis with which hypothesis is been defined. She also takes our students through different test of hypothesis such as chi-square test and also taught them about the level of significance in research testing. The entire session was knowledge packed and the students has posed very good feedback with regards to the subject knowledge and teaching skill of the resource person.

The master of ceremony of the event was Ms. Sushma S. of 1st semester MBA section C.





# SEMINAR ON TRADES & OPPORTUNITIES IN DECISION SCIENCE

DEPARTMENT OF  
MANAGEMENT STUDIES

22.03.2024  
10.00 AM – 12.00 PM



**NEW HORIZON**  
COLLEGE OF ENGINEERING

**NHCE**  
DATA ANALYTICS CLUB

Organizes  
Seminar on  
**Trends & Opportunities  
in Decision Sciences**

Faculty Coordinator  
Prof. Aishwarya D Pillai  
Assistant Professor

Student Coordinators  
Nisha Goswami | 9560161869  
Sachin Sunil K | 9901679738

**Mr. Anand Jha**  
Founder CEO & Director

ANALYTICS

📅 22 March 2024 | 10:00 AM to 12:00 PM  
📍 MBA seminar Hall

Students enjoyed the session as it gave them different opinions and view on the topic and gave a wider knowledge upskilling students ideas and views on the topic

We thank our HOD Dr. Rose Kavitha Ma'am and Proffesor Aishwarya D Pillai Maam for giving us opportunity and encouraging us in our learning journey.

Department of Management studies organized seminar for 1st year MBA students on the topic Trends and Opportunities in Decision science cordinated by Professor Aishwarya D. Pillai Maam.

The session was taken by Mr. Anand Jha – Founder CEO and Director of Analytics with Anand. The session geared up by giving brief description of what is decision science and so on.

It helped the students to know the wider knowledge about analytics and their applicability and how to use in pratical world.

Going on in depth knowledge how decisions can be taken in terms of business using analytics was taught making the session more interesting.

# FACULTY ACHIEVEMENTS

## DEPARTMENT OF MANAGEMENT STUDIES

### CELEBRATING EXCELLENCE IN STUDENT MENTORSHIP AND DEVELOPMENT



We are thrilled to announce that our very own Dr. Rose Kavitha was honored with the prestigious "Student Mentorship and Development Award" at the National Level Awards Function organized by the Artificial Intelligence Medical & Engineering Researchers Society (AIMER Society). This event, held on March 2nd, 2024, at CMR Technical Campus (CMRTC), served as a platform to celebrate outstanding achievements across various fields.

The award was presented by esteemed personalities including Padmasri Dr. B L Deekshatulu, Padmasri Dr. A Sai Baba Goud, Padmasri Manjula Anagani, Dr. Chakrapani (Retd IAS), Dr. P. Rajeshwar Reddy, Sri Gampa Nageswara Rao, and AIMER Society Board Members. Their presence ensured that the ceremony was not just memorable but also a testament to the significance contributions.

We extend our heartfelt congratulations to Dr. Rose Kavitha on this well-deserved honor. Your commitment to student mentorship and development serves as an inspiration to us all, and we are proud to have you as a part of our community. Your dedication exemplifies the values of excellence and leadership that define our organization.

Once again, congratulations on this remarkable achievement!

# FACULTY ACHIEVEMENTS

## DEPARTMENT OF MANAGEMENT STUDIES



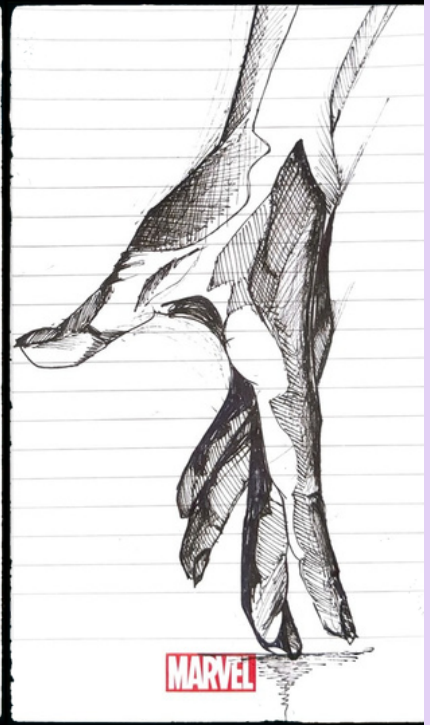
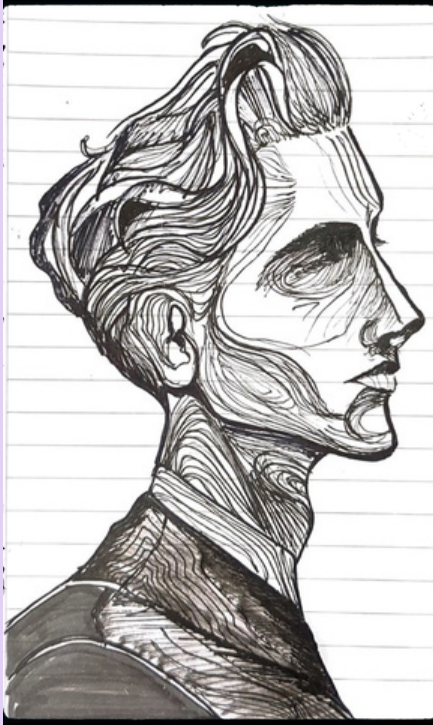
Dr. Guru Basava Aradhya and Professor Rajat Hubballi presented research paper titled after Sale Services and Sustainability a study of Ather and Bounce electric scooters in Bengaluru at the 2024 IEEE International Conference on Recent Innovation in Smart and Sustainable Technology (ICRISST 2024) held at Presidency University Bengaluru, Karnataka, India on March 15-16, 2024. Showcasing their knowledge and skills, which serves a routemap to our students helping them in further research and gain knowledge about this topic in depth.



**Women's day celebration** held on 28th March 2024, celebrating every woman their importance and encouraging them for their further endeavours – engaging teachers in various activities, Dr. Rose Kavitha, Prof & HOD, and Dr. Priyameet Kaur Keer, Associate Professor, Won runners award in quiz competition showcasing their talents.



# CREATIVE CORNER



ANUBHAV SEN - MBA 1 SEM



MADAN KUMAR H - MBA 1 SEM

# Special Thanks

## **CHIEF PATRON**

DR. MOHAN MANGHNANI, CHAIRMAN  
NEW HORIZON EDUCATIONAL INSTITUTION

## **ADVISORY BOARD**

DR. MANJUNATHA, PRINCIPAL  
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## **CHIEF EDITOR**

DR. ROSE KAVITHA  
PROF & I/C HEAD, HEAD OF THE DEPARTMENT  
DEPARTMENT OF MANAGEMENT STUDIES

## **HEAD OF EDITORIAL TEAM**

DR. PRIYAMEET KAUR KEER  
ASSOCIATE PROFESSOR  
DEPARTMENT OF MANAGEMENT STUDIES

## **STUDENTS CO-ORDINATOR TEAM MBA 1 SEMESTER**



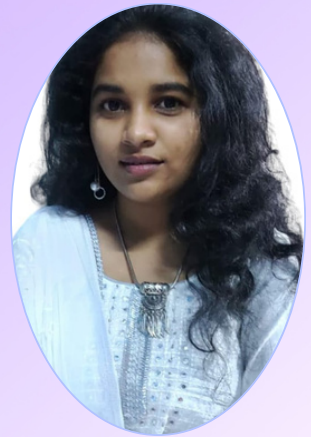
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