



NEW HORIZON COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

E - NEWSLETTER

MBA OUTLOOK

August 2024

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WORKSHOP ON "MARKETING SPECIALIZATION ORIENTATION"



Department Of Management Studies

- AUGUST 02' 2024
- 9 AM TO 11 AM

DR. S SRIDHARAN
DIRECTOR, IIMS, BENGALURU



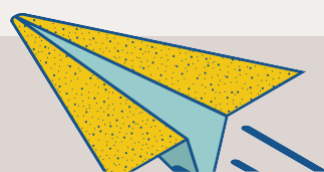
Department of Management Studies hosted an enlightening session on Market Specialization Orientation led by the esteemed Dr. S. Sridharan On August 2nd, 2024. The event was a masterclass in marketing fundamentals, delivering a perfect blend of theory and interactive learning. Dr. Sridharan began by laying the groundwork with the basics of marketing, seamlessly guiding us through the core concepts that form the foundation of this dynamic field.

Dr. Sridharan's interesting approach was that which truly set the session apart. Instead of giving a traditional lecture, he made the topic more engaging by asking audience members to participate in debates, which created a space where ideas could flow freely. In addition to fostering critical thinking, this interactive technique allowed us the opportunity to express our opinions on all the different aspects of marketing.

As the session progressed, Dr. Sridharan illustrated the wide-ranging scope of marketing, bringing in real-world examples that showcased the depth and breadth of the industry. His insights into the diverse job opportunities available within the marketing domain were particularly inspiring, emphasizing how this field offers something for everyone, regardless of their background or interests. Whether it's digital marketing, brand management, market research, or consumer behaviour analysis, the possibilities are endless.

The workshop went beyond a simple academic exercise and provided us with an in-depth understanding of the dynamic field of marketing, with the ultimate goal of preparing us for future professional success. The way that Dr. Sridharan was able to engage the audience and simplify difficult ideas was just amazing. By the time the session ended, we had gained more knowledge and were inspired to take advantage of the many chances that marketing presents.

This event was a testament to the power of interactive learning and the importance of staying curious and open-minded in the ever-changing landscape of the business world. We left the session with a renewed sense of enthusiasm for marketing and a clearer vision of the path ahead. Kudos to the Department of Management Studies for organizing such a valuable session, and heartfelt thanks to Dr. Sridharan for his invaluable insights and guidance.



WORKSHOP ON "FINANCE SPECIALIZATION ORIENTATION"



Department Of Management Studies

- AUGUST 02' 2024
- 9 AM TO 11 AM

MR. CHINMAY ANANDA
FINANCIAL EDUCATOR &
COMMUNICATION COACH



Department of Management Studies hosted an enlightening session on Finance Specialization Orientation on August 2nd, 2024, expertly led by Mr. Chinmay Ananda. The session offered a deep dive into the intricate world of finance, providing us with a thorough understanding of the field's complexities and its critical role in shaping both individual businesses and the global economy.

The discussion began with Mr. Ananda outlining the history of finance, from customary traditions to the complex financial systems that we use today. His observations on how the financial industry has changed to suit the demands of a world that is changing quickly were very illuminating. It became evident that finance is not only a supporting role but also the engine of corporate expansion and strategic decision-making.

As the session progressed, Mr. Ananda explored the vast scope of finance and its impact across various sectors. He highlighted the essential functions of finance in businesses, such as capital management, investment strategies, and risk assessment. These discussions were complemented by real-world examples that showcased how financial principles are applied in different industries,

from startups to multinational corporations. The breadth of finance was emphasized, demonstrating how its principles are integral to the success of any business, regardless of size or industry.

Mr. Ananda's session was a powerful reminder of the pivotal role finance plays in the business world. It was not only an educational experience but also an inspiration to pursue a career in finance, recognizing the immense opportunities it offers for professional growth and success. The insights gained from this session have reinforced my interest in finance and motivated me to delve deeper into this dynamic field.



WORKSHOP ON "LOGISTICS & SUPPLY CHAIN MANAGEMENT SPECIALIZATION ORIENTATION"



Department Of Management Studies

- AUGUST 05' 2024
- 9 AM TO 11 AM

MS. DEEPTHY C
MANAGER- SUPPLY CHAIN
OPERATIONS SUPPORT AT SIRVA



Department of Management Studies organized an insightful session on Logistics and Supply Chain Management Specialization Orientation on August 5th, 2024, led by Ms. Deepthy C, Manager, SIRVA. This session was a comprehensive exploration of the critical role logistics and supply chain management play in today's global economy, offering deep insights into the evolution of these fields and their growing importance across industries.

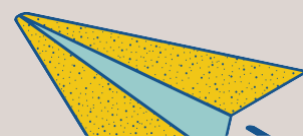
Ms. Deepthy commenced her speech by taking us through the fascinating evolution of logistics, setting the stage for a more in-depth discussion on modern supply chain practices. She highlighted how advancements in technology and globalization have reshaped the logistics landscape, making supply chain management a vital component of business success. The session made it clear that efficient supply chain operations are crucial for companies to remain competitive in today's fast-paced world.

One of the most enlightening aspects of the session was the exploration of how logistics and supply chain management are being integrated across various sectors. Ms. Deepthy provided real-world examples

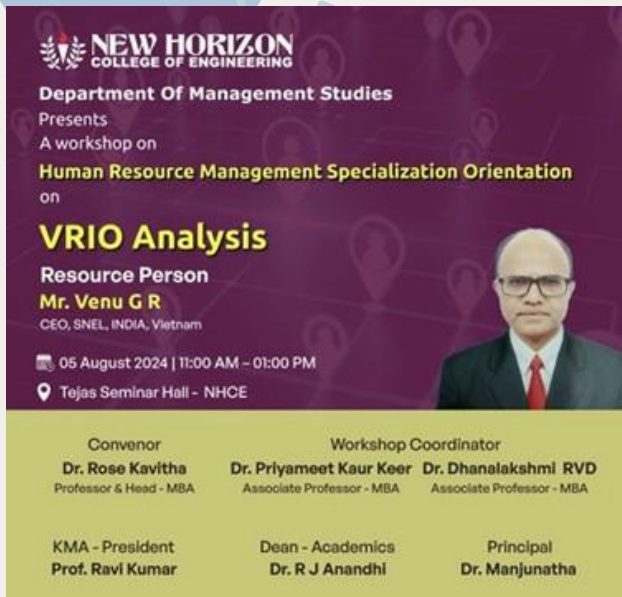
that illustrated the versatility of supply chain management, from optimizing production processes to ensuring timely delivery of goods and services. These examples underscored the importance of a well-managed supply chain in driving operational efficiency, reducing costs, and improving customer satisfaction.

The session also delved into the vast job opportunities available in logistics and supply chain management. Ms. Deepthy emphasized that as companies continue to expand globally, the demand for skilled professionals in this field is growing exponentially. She discussed the various roles and responsibilities within supply chain management, showcasing the diverse career paths available for those who choose to specialize in this area.

Ms. Deepthy's session was both educational and inspiring, offering a clear vision of the opportunities that lie within the field of logistics and supply chain management. It reinforced the importance of this specialization in the modern business world and inspired me to explore the vast potential it holds for our future career.



WORKSHOP ON "HUMAN RESOURCE MANAGEMENT SPECIALIZATION ORIENTATION"



NEW HORIZON
COLLEGE OF ENGINEERING

Department Of Management Studies
Presents
A workshop on
Human Resource Management Specialization Orientation
on
VRIO Analysis
Resource Person
Mr. Venu G R
CEO, SNEL, INDIA, Vietnam

05 August 2024 | 11:00 AM - 01:00 PM
Tejas Seminar Hall - NHCE

Convenor
Dr. Rose Kavitha
Professor & Head - MBA

Workshop Coordinator
Dr. Priyameet Kaur Keer Associate Professor - MBA
Dr. Dhanalakshmi RVD Associate Professor - MBA

KMA - President
Prof. Ravi Kumar

Dean - Academics
Dr. R J Anandhi

Principal
Dr. Manjunatha

Department Of Management Studies

- AUGUST 05' 2024
 - 11 AM TO 1 PM
- MR. VENU G R**
CEO, SNEL, INDIA, VIETNAM

Department of Management Studies at New Horizon College of Engineering conducted a highly informative and engaging workshop on "VRIO Analysis" as part of the Human Resource Management Specialization Orientation. The session, held in the Tejas Seminar Hall from 11:00 AM to 01:00 PM, was attended by students and faculty members eager to deepen their understanding of strategic management concepts.

The workshop was led by Mr. Venu G R, CEO of SNEL, India, and Vietnam, who brought a wealth of knowledge and practical insights to the discussion. His expertise in the field provided participants with a clear understanding of how the VRIO framework can be used to assess an organization's resources and capabilities, helping them achieve sustained competitive advantage.

The event was meticulously organized under the guidance of Dr. Rose Kavitha, Professor and Head of the Department of the MBA program, who served as the convener. The workshop was coordinated by Dr. Priyameet Kaur Keer and Dr. Dhanalakshmi RVD, both Associate Professors in the MBA department. Their efforts ensured that the workshop was a resounding success, providing valuable knowledge to all attendees.

Additionally, the workshop was supported by KMA President Prof. Ravi Kumar, Dean of Academics Dr. R J Anandhi, and Principal Dr. Manjunatha, whose leadership and vision were instrumental in the smooth execution of the event.



The workshop on VRIO Analysis was an enriching experience for all participants, offering practical insights into strategic management that will undoubtedly aid them in their future professional endeavors.



WORKSHOP ON "ARTIFICIAL INTELLIGENCE & DATA SCIENCE SPECIALIZATION ORIENTATION"



Department of Management Studies organized an insightful session on Artificial Intelligence and Data Science Specialization on August 9th, 2024, led by the renowned Dr. Purnajit Chatterjee. This session was not just an exploration of AI but a deep dive into how this transformative technology is shaping our world and the myriad opportunities it presents.

The seminar began with Dr. Chatterjee taking us through the amazing history of technology, which laid the groundwork for a greater comprehension of artificial intelligence. He stressed how artificial intelligence (AI) is quickly becoming a dominant force across a number of industries, changing how we work and live. The conversation shed light on AI's broad effects and demonstrated how imminent a technological revolution seemed to be.

The session's main lesson was the widespread application of AI in various industries. Dr. Chatterjee emphasized how AI is being incorporated into every industry with ease, from retail and entertainment to healthcare and banking. He gave persuasive demonstrations of AI applications, showcasing the technology's adaptability and the real advantages it offers to both consumers and enterprises. The benefits of AI go beyond efficiency and creativity; they also include the creation of a multitude of career opportunities for individuals with the necessary skills. A fascinating case study of Netflix that showed how the massive streaming service uses AI in its operations was also presented during the event. Dr. Chatterjee outlined the various ways AI algorithms might improve user experience, including enhancing streaming quality and making personalized content recommendations.

Department Of Management Studies

- AUGUST 09' 2024
- 2 PM TO 4 PM

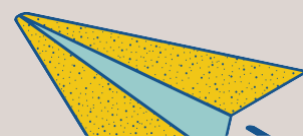
MR. PURNAJIT CHATTERJEE

STRATEGIC MANAGEMENT CONSULTANT, EDUCATOR, INCUBATOR, MENTOR VICE PRESIDENT AT KARNATAKA MANAGEMENT ASSOCIATION



This real-world illustration demonstrated the useful uses of AI and emphasized how crucial it is to achieving economic success.

A profound reminder of the possibilities that AI offers for the future was provided by Dr. Chatterjee's talk. It was enlightening as well as informative, creating our minds to the potential that lies ahead for individuals who use this technology. The knowledge we have received has motivated us to learn more about data science and artificial intelligence.



FACULTY DEVELOPMENT PROGRAMME ON "TRANSFORMING RESEARCH PRACTICES: NEW HORIZONS FOR ACADEMICS"



Department Of Management Studies

- ♦ AUGUST 27 - SEPTEMBER- 2' 2024
- ♦ 10 AM TO 1 PM

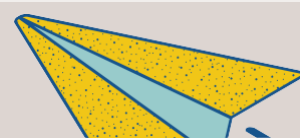
THE 5-DAY FACULTY DEVELOPMENT PROGRAMME (FDP) ON "TRANSFORMING RESEARCH PRACTICES: NEW HORIZONS FOR ACADEMICS"

The 5-day Faculty Development Programme (FDP) on "Transforming Research Practices: New Horizons for Academics" took place from August 27th to September 2nd, 2024, in hybrid mode. The programme aimed to empower faculty with advanced research skills, focusing on practical tools like SPSS and Jamovi for data analysis.



Dr. Ravikumar Thangaraj led the first three days, offering insights into innovative research methodologies and hands-on training in statistical software. On August 30th, Ms. Sangeeta Lund, a UK-based coach and mentor, conducted an interactive session on resilience and mindset for academic research. This was followed by sessions from Mr. Shanker M. Mepparambath, who provided in-depth training on advanced statistical modeling using SPSS and Jamovi.

The FDP was organized under the coordination of Dr. Dhanalakshmi R.V. and Prof. Aiswarya D. Pillai, ensuring a smooth and impactful learning experience. The programme concluded successfully, with participants expressing enthusiasm to apply the acquired knowledge to their academic research.



FACULTY ACHIEVEMENTS

Department Of Management Studies



Department of Management is proud to announce that Shivashish Gour from our department participated in a prestigious 10-hour International Faculty Development Program (FDP) on Machine Learning and Artificial Intelligence. This program was organized in collaboration with renowned institutions including Pimpri Chinchwad College of Engineering and Research (Pune), Sri Venkateswara Degree College (Kadapa), SJB Institute of Technology (Bangalore), and Sri Indu PG College (Hyderabad). The FDP was held from 12th to 19th August 2024, in partnership with ExcelR Edtech Pvt. Ltd. This participation reflects the continuous efforts of our faculty to enhance their knowledge and skills in cutting-edge technologies.

STUDENTS CORNER

Department Of Management Studies



R. Pushpalatha Reddy from New Horizon College of Engineering secured Second place in the Javelin Throw (Women's category) with a throw of 26.50 meters at the 25th VTU Inter-Collegiate State Level Athletic Meet, held at the VTU Regional Centre, Mysuru. Congratulations to her for this commendable achievement!



Art By - Rithika Jain

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