



NEW HORIZON
COLLEGE OF ENGINEERING

E- NEWSLETTER
MBA OUTLOOK

DECEMBER 2024 | VOLUME 12 | ISSUE 12

IN
THIS
ISSUE:

1. Departmental Events
2. Faculty Achievements



PG ORIENTATION – SESSION ON TIME MANAGEMENT



Department of Management Studies

🕒 11 AM to 1 PM

📅 06th Dec, 2024

Dr. Priyameet Kaur Keer

Department of Management Studies organized session on time management, productivity and ROI, for new batch of MBA-I sem students of 2024-2026 Batch. The speaker for the day was Dr. Priyameet, Professor, Department of Management Studies.

Until we can manage time, we can manage nothing else - Peter Drucker.

Dr. Priyameet started with this quotation and took the session ahead Time is managing ourselves in relation to time. It is setting priorities and taking charge of your situation and time utilization. Time is a Non-Renewable Resource.

Once it is gone, it is gone. Students will never see this moment again. Speaker spoke for the benefits of time management, challenges.

Two video activity on time management was also conducted for the students, MBA-I sem students actively participated. Time management matrix was also discussed in brief.



ORIENTATION TALK ON “GOAL SETTING FOR MANAGERS”

NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies

Orientation Session

Goal Setting for Managers

- 09 December 2024
- 11:00 AM - 01:00 PM
- 1st Sem MBA Students
- Falconry Seminar Hall

Dr. A. Dunstan Rajkumar
Professor, Department of Commerce,
Vellore Institute of Technology, Vellore.

Faculty Coordinator
Dr. Dhanalakshmi R V
Associate Professor - MBA

Convenor
Dr. Rose Kavitha
Professor & Head - MBA

Department of Management Studies

🕒 11 AM to 1 PM

📅 9th Dec, 2024

Dr. Dunstan Rajkumar,
Professor, Department of Commerce,
Vellore Institute of Technology,
Vellore.

Department of Management organized a guest lecture as part of the PG Orientation Program for the first-year MBA students. The session was held in the Falconry Hall and was attended by students from all three sections. We had the privilege of hosting Dr. Dunstan Rajkumar, Professor from the Department of Commerce, Vellore Institute of Technology, Vellore, Bangalore. Dr. Rajkumar delivered an engaging lecture focusing on key topics relevant to budding managers: Goal Setting for Managers, SMART Goals, Creating a Positive Mindset, and Cultivating a Growth Mindset.



Key Insights from the Lecture

Goal Setting for Managers

Effective goal setting is pivotal for managerial success. Dr. Rajkumar emphasized the importance of defining clear and SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives. He highlighted the need to align goals with organizational priorities and engage teams in the goal-setting process to ensure understanding and commitment. Breaking down larger objectives into smaller tasks with milestones, regular progress monitoring, and constructive feedback were presented as vital strategies. Additionally, he stressed the importance of flexibility, resource allocation, and celebrating achievements to maintain motivation and foster a positive organizational culture.

Creating a Positive Mindset

Dr. Rajkumar underscored the role of a positive mindset in personal and professional effectiveness. A positive outlook nurtures resilience, creativity, and proactive problem-solving, enabling individuals to focus on solutions rather than challenges. He emphasized practices such as gratitude, mindfulness, and affirmations to reduce stress and enhance mental well-being. A positive mindset was highlighted as a tool for fostering collaboration, boosting self-confidence, and driving individuals toward achieving their goals and leading fulfilling lives.

Embracing a Growth Mindset

The lecture also covered the concept of a growth mindset—the belief that abilities and intelligence can be developed through effort, learning, and perseverance. Dr. Rajkumar encouraged students to view challenges as growth opportunities and failures as lessons. He highlighted the significance of seeking feedback, persisting through difficulties, and focusing on progress rather than perfection. A growth mindset, he explained, fuels curiosity, innovation, and adaptability, empowering individuals to unlock their potential and achieve long-term success.

Acknowledgment

We extend our heartfelt gratitude to our HOD, Dr. Rose Kavitha, for organizing this insightful and inspiring session. Her efforts have provided the first-year MBA students with valuable perspectives and tools to excel in their managerial journey.

This session has set the tone for a productive and transformative academic year ahead.

LEVERAGING LINKEDIN



Department of Management Studies

🕒 11:00 - 1:00pm

📅 10th Dec, 2024

Speaker:
Ms. Suma Annegowda

Department of Management organized an engaging session on "Leveraging LinkedIn", conducted by Ms. Suma Gowda. The session introduced students to the power of LinkedIn as a professional networking platform and provided practical guidance on optimizing their profiles for career growth and opportunities.

Objectives of the Session

- To highlight the importance of LinkedIn in today's professional landscape.
- To offer actionable tips for creating and enhancing LinkedIn profiles.
- To underscore LinkedIn's role in networking, personal branding, and job hunting.
- To motivate students to engage with industry professionals and establish a strong online presence.

Key Highlights

- **Introduction to LinkedIn:** Ms. Gowda explained LinkedIn's unique role in connecting professionals, showcasing skills, and accessing career opportunities.
- **Optimizing LinkedIn Profiles:** Practical advice was shared, including writing compelling headlines, uploading professional photos, and showcasing skills, internships, and achievements.
- **Networking Strategies:** Students learned how to build meaningful connections through personalized invitations, engaging with posts, and participating in groups.
- **Personal Branding:** The session emphasized maintaining an updated profile, sharing insightful content, and building credibility through endorsements.
- **Job Search Tools:** Ms. Gowda demonstrated how to utilize LinkedIn's job filters, follow companies, and use LinkedIn Learning to enhance skills.
- **Success Stories:** Real-life examples were shared to inspire students to leverage LinkedIn effectively.



Department of Management Studies

Orientation Session

Leveraging LinkedIn

📅 10 December 2024
🕒 11:00 AM - 01:00 PM
👥 1st Sem MBA Students
📍 Falconry Seminar Hall



Ms. Suma Annegowda
IEEE Speaker,
LinkedIn Strategist

Faculty Coordinator
Prof. Shalini SN
Sr. Assistant Professor

Convener
Dr. Rose Kavitha
Head & Professor - MBA

Faculty Achievements

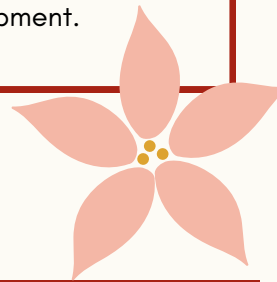
Department of Management Studies



Department of Management Studies proudly congratulates Dr. Rose Kavitha, Head of the Department, for being recognized as an NPTEL Discipline Star for the period July-December 2024. This prestigious honor acknowledges her exceptional dedication to continuous learning and excellence in NPTEL-certified courses.



Department of Management Studies is proud to announce that Prof. Shivashish Gour, Assistant Professor has been recognized as a reviewer for the prestigious journal Cogent Food and Agriculture in 2024. This achievement highlights his academic expertise and reflects the department's commitment to excellence in research and professional development.



Department of Management Studies is proud to celebrate the achievements of Dr. Priyameet Kaur, Professor who has significantly contributed to academic excellence and innovation. As a Technical Session Chair on day one & Technical Moderator on day two In Manipal International IEEE Conference, Dr. Kaur has demonstrated exemplary leadership in promoting innovation-driven initiatives. Her active engagement with IEEE further highlights her dedication to advancing research and fostering global collaborations, bringing laurels to the department and inspiring the academic community.

Faculty Achievements

Department of Management Studies



Department of Management Studies congratulates Dr. Dhanalakshmi R V, Associate professor for presenting her paper, "Integration of ESG Metrics into HR Scorecard: A Multi-dimensional Framework for Sustainable Human Capital Performance," at ICONMANIT-2024, held on 30th December 2024 at GIET University, Odisha. Her research showcases innovative approaches to integrating ESG goals with HR practices.



Department of Management Studies congratulates Dr. Dhanalakshmi R V, Associate Professor for receiving a Certificate of Appreciation from BusinessToys EdTech on 1st January 2025. This recognition honors her exceptional contribution to upskilling the student community through proactive assistance and seamless coordination in their Analytics Training Program.

Special Thanks

CHIEF PATRON

DR. MOHAN MANGHNANI, CHAIRMAN
NEW HORIZON EDUCATIONAL INSTITUTION

ADVISORY BOARD

DR. MANJUNATHA, PRINCIPAL
NEW HORIZON COLLEGE OF ENGINEERING



CHIEF EDITOR

DR. ROSE KAVITHA

PROF & HOD

DEPARTMENT OF MANAGEMENT STUDIES



HEAD OF EDITORIAL TEAM

DR. PRIYAMEET KAUR KEER

PROFESSOR

DEPARTMENT OF MANAGEMENT STUDIES

STUDENTS CO-ORDINATOR TEAM MBA III SEMESTER



Govardhan H G
Chief Editor



Kiran Gowda A R
Editor

