



# NEW HORIZON COLLEGE OF ENGINEERING

DEPARTMENT OF  
MANAGEMENT STUDIES

■ MAY 2024

■ VOLUME 12

■ ISSUE 5

E-NEWSLETTER  
MBA OUTLOOK



## INSIDE THE ISSUE

1. DEPARTMENTAL EVENTS
2. FACULTY ACHIEVEMENTS

# Guest Lecture on “Employee Attitude and Emotional Intelligence at Work Place”



## Organized by

Department of Management Studies

On April 8' 2024

At 11:AM to 1:PM

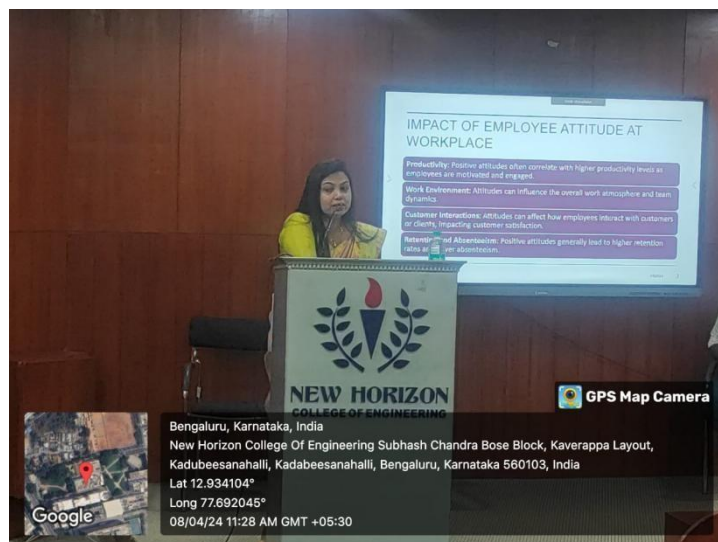
## Speaker

Dr.M. Shanmuga Priya

Associate Head – HR,

ORMAE, Bangalore

The Guest Lecture was delivered by Dr.M.Shanmuga Priya, Associate Head – HR, ORM AE, Bangalore in Falconry Hall addressing all the 3 section students of I year MBA. The topic was chosen to support the subject Management Principles and Organizational Behaviour.



## Employee Attitude at Work place

Employee attitude is the positive or negative display of motivation an employee show. It can be displayed toward individual job duties, products or services, coworkers or management, or the organization as a whole in the workplace. Attitudes help to

develop the prevailing workplace environment that determines employee morale, productivity and team building abilities. A negative attitude in the workplace creates an atmosphere of distrust among employees and forces employees to achieve success at the expense of each other

### **Emotional Intelligence at Workplace**

Emotionally intelligent employees are also good at being supportive. They can identify when a colleague is upset about a work or personal issue and talk to them in a way that helps reduce stress and allows the other person to cope with the turmoil. Emotional Intelligence (EI) is the ability to manage both your own emotions and understand the emotions of people around you. There are five key elements to EI: self-awareness, self-regulation, motivation, empathy, and social skills. People with high EI can identify how they are feeling, what those feelings mean, and how those emotions impact their behavior and in turn, other people.



We thank our HOD, Dr. Rose Kavitha for arranging such an insightful session for the I year MBA students.

# Intra institutional Business Plan Competition "Planning Prodigy"



**Venue:** Falconary /  
NHCE – MBA Seminar  
Hall

**Date:** 9<sup>th</sup> May , 14<sup>th</sup> May &  
15<sup>th</sup> May 2024

**Description of the Event:** ED & startup club in association with Institution's Innovation Council, New Horizon College of Engineering and Department Of Management Studies had organized Intra Institutional Business Plan Competition " Planning Prodigy", on 9<sup>th</sup> ,14<sup>th</sup> and 15<sup>th</sup> of May 2024 . The Business Plan Competition was inaugurated on 9<sup>th</sup> Of May by Mr. Tejas Gowda founder of Create Silva Private Limited. He offered the glimpse of start up journey and important tips to start a venture followed by a knowledge sharing session on business plan and its important components.



**INSTITUTION'S INNOVATION COUNCIL**  
 In Association with  
**Department of Management Studies**  
**ED and Startup Club**  
 Presents  
**Intra Institutional Business Plan Competition**  
**"PLANNING PRODIGY"**

|  |  |
|--|--|
| <p><b>Day 1</b><br/><b>Inauguration</b></p> <p>📅 09 May, 2024<br/>🕒 11 AM to 4 PM<br/>📍 Falconry Seminar Hall</p> <p><b>Speaker</b></p> <div style="display: flex; justify-content: center; align-items: center;"> <div style="margin-left: 5px;"> <p><b>Tejas Gowda</b><br/><small>Founder   Create Silva Private Limited<br/>Co-Founder   Yagna Builders India<br/>Co-Founder   GoPool<br/>(Incubate in PICDS BITS PILANI)</small></p> </div> </div> | <p><b>Day 2</b><br/><b>Business Plan Presentation</b></p> <p>📅 14 May, 2024<br/>🕒 9 AM to 4 PM<br/>📍 MBA Seminar Hall</p> <p><b>Judges</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p><b>Mr. Shreendhi Kulkarni</b><br/><small>CEO<br/>Soft Kitchen Interio</small></p> </div> <div style="text-align: center;"> <p><b>Ms. Chaitra M</b><br/><small>Co-Founder<br/>Rhythm Toes Dance Studio</small></p> </div> </div> |
|--|--|

**Day 3**  
**Validator**

📅 15 May, 2024 | 9 AM to 3 PM | 📍 MBA Seminar Hall

**Student Coordinators**  
Siddharth **63697 38327** | Deepthi **99019 63867**

Registration Scan

Prof Saumi Roy  
IC Coordinator – MBA

Dr. Rese Kavitha  
Professor and Head - MBA

Dr. A. Sujin Jose  
IC Co-ordinator - NHCE

Dr. Agalya V  
IC IPW/S&E - NHCE

Dr. Manjusha  
Principal

On 14th May 2024 the Business Plan Presentation was held and 8 teams participated. Shreenidhi Kulkarni (CEO: Soft Kitchen Interio) and Ms. Chaithra M (Co-founder: Rhythm Toes Dance Studio) were the judges for the presentations, they shared their experiences related to their respective ventures. Participants were given valuable feedback regarding their business Plan and judges motivated them to work and take the business plan to the next step of creating real venture. On 15<sup>th</sup> Of May 2024 valedictory was organized for the event and the participants were motivated to incubate the venture at NHCIE, Dr. Rose Kavitha, Head of the Department of Management studies and Dr. Priya meet Kaur Keer addressed the gathering. The 3 day Intra Institutional Business Plan ended on a note on emphasizing job creators than job seekers



# Outbound Training



## Organized by

Department of Management  
Studies– GPE Students – 2023-25  
Batch

On 2<sup>nd</sup> & 3<sup>rd</sup> May' 2024

Time : Duration – 2 days

## Speaker

Mr. Ajith Selvaraju

N'kisi Institute of Training, Bangalore

The Outbound Training for the Batch 2023-25 was organized on 2<sup>nd</sup> & 3<sup>rd</sup> May' 2024 at Triquetra (Aqua Escape), Kannamangala, Chamanahalli, Karnataka. The training was organized for the I Year MBA students. The Trainers were Mr. Ajith Selvaraju, Mr. Mahesh & Mr. Srinivas. The **Outbound Training** is a technique used to enhance the efficiency of students through **Experiential Learning**. In other words, taking the group of students away from the actual work environment into the outdoors and are assigned some challenging task or activity that needs to be completed by them within a given time frame.

## KEY TAKEAWAYS

- Helps in improving the teamwork abilities.
- Leadership qualities get enhanced
- Enables in resolving intragroup or personal conflicts
- Nourishes the interpersonal skills
- Nurtures the personal and intragroup relations
- Improves the Communication Skills
- Better partnerships and alliances

## EXPECTED OUTCOME

After spending time in an outdoor situation, students tend to bond together in a way that is impossible in the class room atmosphere with its attendant worries and stress. Additionally, in unfamiliar environments and unpredictable situations, stretched beyond their normal comfort zones, people tend to lose their inhibitions, shed their masks, and become more receptive to learning. In the environment thus created, it becomes possible for an experienced facilitator to identify strengths and problem areas, and suggest new coping behavior.



## REPORT ON RUDRAKSH-2024

The Department of Management studies, New Horizon College of Engineering had commemorated its 8<sup>th</sup> anniversary of the event by organizing a National level management and cultural fest. It was an immersive experience designed to inspire, educate and empower aspiring managers, entrepreneurs and leaders by means of encasing Business strategy, Marketing, Finance, HR, Operations, Decision science.



**Theme:** *Unbounded Horizons: “Unleashing Business Limits”*

**Date Of Event:** 16.05.2024 And 17.05.2024.

**Event Faculty Co-Coordinator:** Dr Guru Basava Aradhya S  
Prof. Rajat B Hubballi

**Sponsorship:**

**1. Gold Sponsorship:**

- INFINITE BUILDERS

**2. Silver Sponsors:**

- Bengaluru Dreamin
- SVS creative touch interiors pvt.



- Wonderla parks and resorts
- Gokyo Tour
- Talent Club
- VR Enterprises
- Business Toys (skill schools)
- JR Masala

### **3. Bronze Sponsors:**

- Posterwa (The source of all things cool)
- MI-pizza
- Oye Lassi
- Modern mode
- Scrunchieshows
- The book bae
- Haus of CHAI

### **4. Hospitality partner:**

- Venkata Sai PG

### **5. Health partner:**

- Kauvery Hospital

### **6. Media partner:**

- Super hits RED FM 93.5 (Bajaate Raho)
- GT Cable Hoskote
- Business Standard

### **7. Knowledge Partner:**

- MTC Global (Educate Empower Elevate)
- WACIA
- AIMA (All India Management Association)
- COWE (Gearing Women Power)
- KMA (Karnataka Management Association)
- BMA
- AIMER (Inspire, Innovate, Implement, Improve)

## **INAUGURATION**

The Inauguration ceremony of “**RUDRAKSH-2024**” took place on 16.05.2024 at Amar Jawan Block, Auditorium, New Horizon Knowledge Park Marathahalli, Bengaluru, marking the beginning of a highly anticipated event that brought together industry professionals/students/participants from various sectors to engage, learn, and innovate.

The event was arranged by Organizing Committee of New Horizon College of Engineering, To evolve into a globally integrated B-school contributing towards management education, consultancy, research leadership & corporate excellence.

The event commenced at 10:00AM with a welcome address by Mr. Pramod and Ms. Sanjana HP from Department of Management Studies, who greeted the attendees and set the tone for the day's proceedings

First and foremost, the event was started by Invocation song followed by classical dance.

### **WELCOME SPEECH:**

Dr. Guru Basava Aradhya S, of MBA Department delivered an eloquent and heartfelt welcome speech, warmly greeting the attendees and setting an inspiring tone for the event. In the address, he highlighted the significance of RUDRAKSH-2024, reflected on the achievements and aspirations of the community, and emphasized the importance of collaboration and continuous learning. The dignitaries of the event were:

1. DR. MOHAN MANGHNANI, Chairman, NHEI
2. DR. DHERMESH MANGHNANI, President, NHEI
3. DR. MANJUNATHA, Principal, NHCE
4. DR. SANJEEV SHARMA, Dean, QAIIE
5. DR. SOWMYA NARAYANAN, Director of Life Skill Department (HRD)

The speech was a perfect blend of wisdom, encouragement, and anticipation for the proceedings that lay ahead.

The ceremony commenced with the traditional lighting of the lamp, symbolizing the dispelling of darkness and the ushering in knowledge and wisdom.

### **CHIEF GUEST:**

The ceremony was graced by the presence of the Chief Guest, **Mr. Sudarshan Naganathan**, Vice President, Engineering, IP Infusion, who delivered an inspiring Inaugural address. The Chief Guest emphasized the importance of:

1. Innovation
2. Creativity
3. Risk Taking
4. Never give up concept
5. Integrity
6. Honesty

and shared insights on “SECRETS OF LIFE”.

The ceremony was graced by the presence of Guest of Honour, **Ms. Anuradha Bhat**, Playback Singer, who captivated the audience with a stunning performance, delivering each note with emotion and precision, leaving the crowd mesmerized and applauding enthusiastically. Who also delivered the Insights on “FOLLOW UP YOUR PASSION”.

Dr. Sowmya Narayanan, Director of Life Skill Department (HRD), delivered a powerful and inspiring speech, drawing from her own experiences to highlight the importance of perseverance. Her heartfelt narrative of overcoming challenges and maintaining determination resonated deeply with the audience, leaving them motivated and empowered to never give up on their own dreams and goals.

### **VOTE OF THANKS:**

Dr Rose Kavitha, I/C Head-MBA, delivered a gracious vote of thanks, expressing heartfelt appreciation and gratitude towards all the participants, organizers, and attendees. Her thoughtful and eloquent remarks highlighted the contributions of each individual, bringing the event to a memorable and appreciative close.

### **VALEDICTORY CEREMONY:**

The Valedictory ceremony of “**RUDRAKSH-2024**” took place on 17.05.2024 at Amar Jawan Block, Auditorium, New Horizon Knowledge Park Marathahalli, Bengaluru.

As the event drew to a close, the atmosphere was filled with anticipation for the valedictory address. Chief Guest, **Mr. Anish Tejeshwar**, dashing Actor, Director and Producer, set the stage with a warm smile and a confident demeanor. His presence immediately commanded attention, and the room fell silent in eager expectation.

Mr. Anish promoted one of his song in which he has enacted. The highlight of the evening was undoubtedly the mesmerizing dance performance by Mr. Anish along with our beloved students. As the music began, Mr. Anish took to the stage with an energy that immediately captivated the audience. Their movements were fluid and precise, showcasing not only technical skill but also an innate sense of rhythm and artistry. The audience responded with enthusiastic applause and cheers, completely enthralled by the performance.

Amidst the palpable excitement and anticipation during the valedictory ceremony, the distinguished speaker, Dr. Guru Basava Aradhya S, Professor- MBA, exuded an aura of honor and reverence as they took to the stage to distribute prizes to the deserving winners of various events of Rudraksh 2024.

Faculties for each event handed out award with a sense of pride and admiration, acknowledging the hard work, dedication, and achievements of the recipients. Their words of encouragement and congratulations resonated throughout the venue and a poignant reminder of the significance of the moment and the importance of celebrating success. Their genuine warmth and sincerity endeared them to the audience, creating a memorable and uplifting atmosphere that underscored the true essence of the event.

### **The Overall Trophy Winner for RUDRAKSH-2024 was won by RNSIT.**

That was an outstanding performance throughout the event and has truly set them apart as a champion.

In the closing remarks, Prof. Rajat B Hubballi, Assistant Professor- MBA, expressed heartfelt gratitude to all participants, organizers, and supporters, emphasizing the collective effort that had made the event possible. His words fit the conclusion to the valedictory ceremony, leaving everyone inspired and enriched by the experience.

## **EVENT SUMMARY**

### **EVENT 1: MONEY MAVERICKS**

At Rudraksh 2024, the Finance event is a premier competition designed for finance aficionados to demonstrate their analytical and strategic skills. Participants will tackle rigorous challenges, including case studies, financial modeling, and real-time trading simulations. This event aims to test knowledge in investment strategies, risk assessment, and economic analysis. Judged by distinguished industry professionals, it provides a unique opportunity to gain insights and network with finance experts. The event promises a blend of intense competition and learning, making it a must-attend for anyone passionate about finance and eager to showcase their talents on a national stage.

### **EVENT 2: EXTRAVAGANT**

The Operations event at Rudraksh 2024 is a dynamic competition designed for aspiring operations managers and strategists. Participants will face a series of demanding tasks, including supply chain management simulations, process optimization challenges, and case study analyses. This event aims to test and enhance skills in efficiency improvement, resource management, and strategic planning. Judged by seasoned industry professionals, it offers a valuable opportunity to gain insights and network with experts in the field. The operations event promises an engaging blend of competition and learning, ideal for those looking to make their mark in operations management.

### **EVENT 3: CLEAR VISIONARIES**

The Best Manager event at Rudraksh 2024 is the ultimate showcase of leadership, strategic acumen, and problem-solving abilities. Participants will tackle a variety of demanding tasks, including business simulations, crisis management exercises, and leadership assessments. This competition aims to discover the most versatile and dynamic future managers. Evaluated by esteemed industry experts, contestants will gain valuable insights and networking opportunities with top professionals. The event promises to be both challenging and rewarding, providing a platform for participants to demonstrate their managerial skills and distinguish themselves as the finest among their peers.

### **EVENT 4 – MARKETING MAESTROS**

The Marketing event at Rudraksh 2024 is a vibrant competition tailored for innovative and strategic thinkers. Participants will undertake a series of stimulating tasks, including brand strategy development, market analysis, and crafting advertising campaigns. This event is designed to hone skills in market research, consumer behavior insights, and creative problem-solving. Evaluated by seasoned marketing professionals, contestants will gain valuable feedback and networking opportunities with industry leaders. The Marketing event promises an exciting mix of competition and education, providing a platform for participants to display their marketing expertise and creativity on a national level.

### **EVENT 5: TALENT TREK**

The HR event at Rudraksh 2024 is an exciting competition tailored for aspiring human resources professionals. Participants will engage in a variety of tasks, including talent recruitment exercises, conflict resolution scenarios, and strategic HR planning challenges. This event aims to refine skills in workforce management, organizational development, and HR strategy. Assessed by prominent HR experts, contestants will gain valuable feedback and networking opportunities with industry leaders. The HR event offers a stimulating mix of competition and learning, providing participants with a platform to showcase their HR proficiency and creativity on a national stage.

### **EVENT 6: DATA DRAGON**

The Decision Science event at Rudraksh 2024 is a captivating competition designed for analytical and strategic thinkers. Participants will tackle complex challenges involving data analysis, predictive modeling, and strategic decision-making scenarios. This event aims to enhance skills in quantitative analysis, problem-solving, and data-driven decision-making. Judged by esteemed professionals in the field, contestants will receive insightful feedback and have the opportunity to network with industry experts. The

experts. The Business Quiz event promises an engaging fusion of competition and learning, providing a platform for participants to showcase their business knowledge and analytical prowess on a prestigious national platform.

### **EVENT 8: BRAIN CORD**

The Entrepreneurship Development (ED) event at Rudraksh 2024 is a thrilling competition crafted for aspiring entrepreneurs and innovators. Participants will immerse themselves in a series of challenging tasks, including business plan development, pitch presentations, market validation, and financial projections. This event aims to cultivate skills in ideation, business strategy, risk assessment, and innovation. Judged by seasoned entrepreneurs and investors, contestants will receive invaluable feedback and opportunities to network with industry leaders. The ED event offers a stimulating blend of competition and entrepreneurial learning, providing participants with a platform to showcase their entrepreneurial vision, creativity, and potential on a national stage.

### **EVENT 9: SATYASHODHAN**

The Satyashodhan event at Rudraksh 2024 is a prestigious signature Management Event, meticulously designed for astute problem solvers and strategic thinkers. Participants will engage in a spectrum of complex challenges, including scenario analyses, crisis management simulations, and strategic decision-making scenarios. This event aims to refine skills in critical thinking, leadership, crisis mitigation, and strategic planning. Adjudicated by eminent industry leaders and management experts, participants will gain invaluable insights and foster networks with seasoned professionals. The Satyashodhan event promises a dynamic blend of competition and managerial development, providing a platform for participants to exhibit their managerial acumen and strategic foresight on a national platform.

### **EVENT 10: FANTASY FIESTA**

The Group Dance event at Rudraksh 2024 was a mesmerizing spectacle, showcasing an array of talent and cultural diversity. Participants dazzled the audience with their synchronized movements, expressive storytelling, and captivating choreography. The event featured a rich tapestry of dance styles, highlighting the versatility and creativity of the performers. Esteemed judges assessed performances based on technical prowess, artistic interpretation, and stage presence, making for a competitive yet vibrant atmosphere. The group dance event not only entertained but also celebrated the universal language of dance, uniting participants and audience members in a shared appreciation for artistic expression.

## EVENT 11: SPARKLE SPECTRA

The Corporate walk event at Rudraksh 2024 was a sophisticated showcase of professionalism and style, embodying the essence of corporate elegance. Participants exuded confidence as they walked the runway, donning impeccable attire that reflected their understanding of business attire and etiquette. Each stride spoke volumes about their poise, grace, and attention to detail. The event featured a diverse range of corporate fashion, from formal suits to chic business casual wear, highlighting the participants' ability to adapt to various professional settings. Expert judges evaluated the participants based on presentation, grooming, and overall demeanour, creating an atmosphere of refined excellence and sartorial finesse.

| <u><b>SPORTS DAY CONDUCTED ON 24/05/2024</b></u>  |  |                     |   |      |          |
|---|--|---------------------|---|------|----------|
| Department  | MBA  | Academic Year       | 2023-2024                               |      |          |
|   |  |                     |   |      |          |
| Total No of Students  | 184  | Name of the Faculty | Prof. Madhuraj C A & Dr. Priyameet kaur | Date | 31/05/24 |
| Topic Name: SPORTS DAY CONDUCTED BY DEPARTMENT OF MBA IN ASSOCIATION WITH DEPARTMENT OF SPORTS, NHCE, BANGALORE |  |                     |   |      |          |
| Brief report about the SPORTS DAY   | The objective of conducting SPORTS ACTIVITY is to inculcate PHYSICAL ACTIVITY and mental abilities among the students and foster a collaborative and interactive learning environment.<br>We have conducted various events for both boys and girls on 24/05/24 irrespective of all the events all classes have participated in various events like CRICKET, VOLLEYBALL, TUG OF WAR for boys and THROWBALL, TUG OF WAR, & RELAY for girls |                     |   |      |          |





# Introduction to Personal Finance Basics



**Organized by**  
**Department of Management Studies**

On 27<sup>th</sup> May, 2024

At 1:00 - 12:00pm

**Speaker**  
Mr. Salman Qureshi

The Department of Management Studies had organized a seminar focused on providing attendees with a comprehensive understanding of personal and corporate finance. The seminar aimed to equip participants with essential knowledge and practical insights into managing their finances effectively and understanding key concepts relevant to corporate financial decision-making.

The session commenced with an insightful discussion on personal finance, which served as the foundation for delving into more complex corporate finance topics. The speaker began by elucidating the fundamental principles of personal financial management, including budgeting, saving, debt management, and setting financial goals. This segment aimed to empower attendees with the necessary tools to navigate their personal finances efficiently.

**NEW HORIZON**  
COLLEGE OF ENGINEERING

**ZERODHA**

**Department Of Management Studies**  
In association with  
**Zerodha**  
Organizes  
A Workshop on  
**Introduction to Personal Finance Basics**

📅 27 May 2023 | 11:00 AM - 12:00 PM  
📍 Falconry Hall, NHCE

**Speaker**  
**Mr. Salman Quarishi**  
Sales Operations Analyst

**Student Coordinators:**  
M. Roshini - 9686121785  
Sara Aquil - 7619644670

**Faculty Coordinator:**  
Prof. Shallini SN  
Assistant professor

Dr. Rose Kavitha  
Professor & HOD-MBA

Dr. R J Anandhi  
Dean Academics- NHCE

Dr. Manjunatha  
Principal



## **Topics Covered: -**

### **Equity and Life Insurance:**

Regarding the investment portfolios, with emphasis placed on its potential for long-term wealth accumulation. Additionally, the importance of life insurance as a risk management tool was highlighted, underscoring its role in providing financial security to individuals and their families.

### **Investment Avenues for Freshers:**

Participants were introduced to various investment avenues suitable for beginners, including stocks, mutual funds, and emerging options like cryptocurrency, risk-return profiles of different investment vehicles, enabling attendees to make informed decisions based on their financial objectives and risk tolerance.

### **Zerodha's Increased Profitability Post-COVID:**

A real-world case study on Zerodha's increased profitability post-COVID was presented to illustrate the impact of external factors on financial markets and investment platforms.

### **Importance of Insurance:**

The seminar emphasized the critical role of insurance in financial planning, emphasizing the need for adequate coverage to mitigate unforeseen risks. Sir explained about different types of insurance products and their relevance in safeguarding against life's uncertainties, thereby reinforcing the importance of incorporating insurance as a cornerstone of financial security.

### **Retirement Planning and Mutual Funds:**

The speaker discussed on retirement planning strategies and the role of mutual funds as a popular investment vehicle. Participants were provided with practical guidance on achieving early retirement goals through disciplined savings and strategic investment allocation. Moreover, the vast array of mutual funds available in the market was explored, offering attendees valuable insights into diversification and portfolio management.



**Conclusion:**

In conclusion, the seminar on Introduction to Personal and Corporate Finance proved to be highly informative and engaging, providing attendees with a holistic understanding of financial management principles and their practical applications.

We extend our sincere gratitude to Professor Shalini SN and the Head of the Department Dr. Rose Kavita for orchestrating and facilitating an enlightening session on personal and corporate finance.

## TRADING PLATFORM (ZERODHA)



### Organized by

Department of Management Studies

On 27<sup>th</sup> May, 2024

At 12:00 - 1:00pm

### Speaker

Mr. Jobosco Das Mr. Salman Qureshi

The Department of Management Studies recently organized an insightful workshop focusing on Trading Finance Essentials. The session aimed to equip participants with fundamental knowledge and practical insights into trading strategies, investment avenues, and techniques to navigate financial markets effectively.

The workshop commenced with an introductory overview of trading finance, laying the groundwork for in-depth discussions on various topics pertinent to trading and investment. The speaker delved into essential concepts such as equity, investment avenues, and the impact of COVID-19 on trading platforms and market dynamics.

### Topics Covered:

#### Zerodha: An Overview

#### Introduction to Trading:

Zerodha is India's largest retail stockbroker, known for its discount brokerage model. It offers online trading platforms for trading in various segments like equities, commodities, currencies, and derivatives. Zerodha's low brokerage fees and user-friendly platforms have made it popular among investors.

**Investments with Zerodha can be done through its online platforms.**

#### Steps to perform

1. **Open an Account:** Sign up for a trading and Demat account on Zerodha's website.
2. **KYC and Documentation:** Complete the KYC process by submitting necessary documents.
3. **Funding the Account:** Transfer funds to your trading account.
4. **Place Orders:** Use Zerodha's trading platforms to place buy or sell orders in various market segments.

**NEW HORIZON**  
COLLEGE OF ENGINEERING

**ZERODHA**

Department Of Management Studies  
In association with  
**Zerodha**  
Organizes  
A Workshop on  
**TRADING PLATFORM**

**Speakers**

**Mr. Salman Quarishi**  
Sales Operations Analyst

**Mr. Jobasco Das**  
Senior Associate Vice President

27 May 2024 | 12:00 PM - 01:00 PM  
Falconry Hall, NHCE

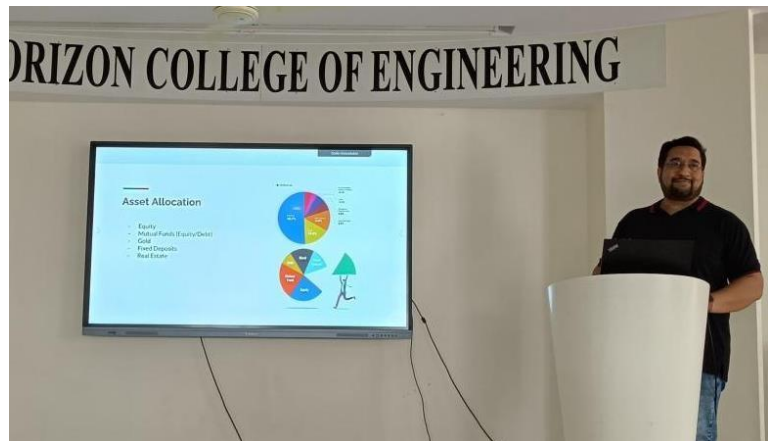
**Student Coordinators:**  
Prasad Kumar Pujari - 9538064618  
M. Roshini - 966621785  
Sara Aqil - 7619644670

**Faculty Coordinator:**  
Dr. Sandhya CH V L  
Sr. Assistant professor

Dr. Rosa Kavitha  
Professor & HOD-MBA

Dr. R J Anandhi  
Dean Academic-NHCE

Dr. Manjunatha  
Principal



### Platforms Available:

1. **Kite:** A web-based trading platform known for its simplicity and ease of use.
2. **Coin:** A platform for mutual fund investments.
3. **Varsity:** An educational portal offering detailed modules on trading and investment.
4. **Console:** A reporting dashboard for account overview, analytics, and performance reports.

### Real Estate Investment:

Zerodha primarily focuses on stock market investments. For real estate investment, investors might consider REITs (Real Estate Investment Trusts) available on the stock market.

### About Interest Value:

In the context of trading, the interest value often pertains to the cost of margin trading or the return on investment (ROI). Zerodha provides margin trading facilities where interest is charged on the borrowed amount.

### Customer Investments on Underlying Asset Over Past 10 Years:

Zerodha has seen exponential growth, with significant investments in equities, mutual funds, and derivatives by its customers. Detailed historical data might require specific reports or analytics from Zerodha's Console.

### Calculation of Investment Using Compounding Method:

The compound interest formula is:

$$A = P(1+r/n)^{nt}$$

Where:

- A is the amount of money accumulated after n years, including interest.
- P is the principal amount (initial investment).
- r is the annual interest rate (decimal).
- n is the number of times that interest is compounded per year.
- t is the time the money is invested for in years.

### Portfolio Uses:

A diversified portfolio helps in managing risk and maximizing returns. Zerodha's platforms help users track and manage their portfolios effectively, providing insights into performance and diversification.

### **Recommended Underlying Assets for Investment:**

1. **Equities:** Shares of companies for potential high returns.
2. **Mutual Funds:** Diversified investment across various sectors.
3. **ETFs (Exchange-Traded Funds):** Combining the benefits of mutual funds and stocks.
4. **Bonds:** For fixed income and lower risk.
5. **REITs:** For real estate exposure without directly buying properties.

### **Conclusion**

The workshop's interactive format, real-world examples, and graphical analyses enriched the learning experience, fostering a deeper understanding of trading dynamics and investment strategies. Moving forward, participants are encouraged to apply the knowledge and skills acquired during the workshop to enhance their trading proficiency and achieve their financial goals effectively.

We extend our sincere gratitude to **Sr. Assistant Professor Dr. Sandhya Ch V L** and the Head of the Department **Dr. Rose Kavita** for orchestrating and facilitating an enlightening workshop on Trading Finance.



# Data Analytics using python



A blue poster for a workshop. At the top left is the New Horizon College of Engineering logo. In the center is the Python logo. Text on the poster includes: 'Department Of Management Studies', 'In association with Data Analytics Club', 'Organizes Workshop on', 'Data Analytics Using Python', '30 May 2024 | 11:00 AM - 01:00 PM', and 'Department of Management Studies (Room 306)'. At the bottom, it lists the Faculty Coordinator (Shivashish Gour) and Student Coordinators (Nisha Goswami and Sachin Sunil K).

**Venue:** Department of Management Studies (Room A-306)

**Date:** 30<sup>th</sup> May 2024

**Time:** 11 AM-1.00 PM

The Data Analytics Club of New Horizon College of Engineering successfully conducted a workshop titled "Data Analytics Using Python" on May 30, 2024. The event took place from 11:00 AM to 1:00 PM in Room A-306, Department of Management Studies.

## Agenda and Topics Covered:

The workshop aimed to provide a comprehensive introduction to data analytics using Python. The topics covered were as follows:

|                                  |  |
|----------------------------------|--|
| 1. Introduction to Python        | 2. Installation of IDLE and Jupyter Notebook                               |
| 3. Python Data Types             | 4. Operators   |
| 5. Functions                     | 6. Introduction to Installation and Usage of Different Libraries in Python |
| 7. Introduction to Data Analysis | 8. Pandas Library  |
| 9. Matplotlib Library            | 10. Core Data Types: List, Tuple, Dictionary                               |
| 11. Importing a Dataset          | 12. Plotting Using Matplotlib  |



### **Participants:**

The workshop saw an enthusiastic participation of 40 students from various departments, including MBA, Computer Science Engineering (CSE), and Data Science (DS). Additionally, 4 faculty members from the MBA department joined the session, contributing to the diversity and richness of the learning experience.

### **Highlights:**

- The workshop was highly interactive, allowing participants to engage in hands-on activities and real-time problem-solving.
- Demonstrations on installing Python, setting up IDLE and Jupyter Notebook, and using libraries like Pandas and Matplotlib were particularly appreciated.
- The content covered ranged from basic Python programming to advanced data analysis techniques, ensuring a well-rounded understanding of the subject.

The workshop was a significant step in enhancing the data analytics skills of the participants, equipping them with practical knowledge and tools to apply Python in their future projects. The Data Analytics Club looks forward to organizing more such events to foster a learning environment and keep students updated with the latest trends and technologies in data analytics.





## Faculty Achievements

### Dr. Rose Kavitha , Prof & HoD



Dr. Rose Kavitha , Prof & HoD was invited as Resource Person in the Ten Days National Level Faculty Refresher Program on “ Quality Teaching & Learning in HEI , on 24.05.2024, conducted by IOT Academy .

### Dr. Guru Basava Aradhya S, Professor



1. Dr. Guru Basava Aradhya , Professor was invited as session chair at the National Conference on Data-Driven Decision Making: Transforming Management Practices for the Future, held on May 25, 2024, at Nitte School of Management, Bangalore.

2. Dr. Guru Basava Aradhya, Professor served as a key Resource Person for the Three-Day Faculty Development Program on Research Techniques, held on May 21, 2024. This program was organized by IQAC in collaboration with the Research & Development Cell of Jain College, Vasavi Temple Road.

3. Dr. Guru Basava Aradhya, Professor made invaluable contributions during the Doctoral Committee meeting held on May 4th, 2024. His expertise and insights provided significant support to the scholars at ISME, helping to further their PhD research work.

### **Dr. Priyameet Kaur Keer, Associate Professor**



1. Dr. Priyameet Kaur Keer, Associate Professor was invited as resource person for seminar on Entrepreneurship Development for II Semester BBA students at New Horizon College, Kasturinagar on May 29th, 2024.
2. Dr. Priyameet Kaur Keer, Associate Professor was invited as resource person for session on Indian Values for VI Semester BBA students at New Horizon College, Kasturinagar on May 29th, 2024.
3. Dr. Priyameet Kaur Keer, Associate Professor has received consultancy from Rajmane and Hedge services .

### **Dr. Dhanalakhmi RVD, Associate Professor**



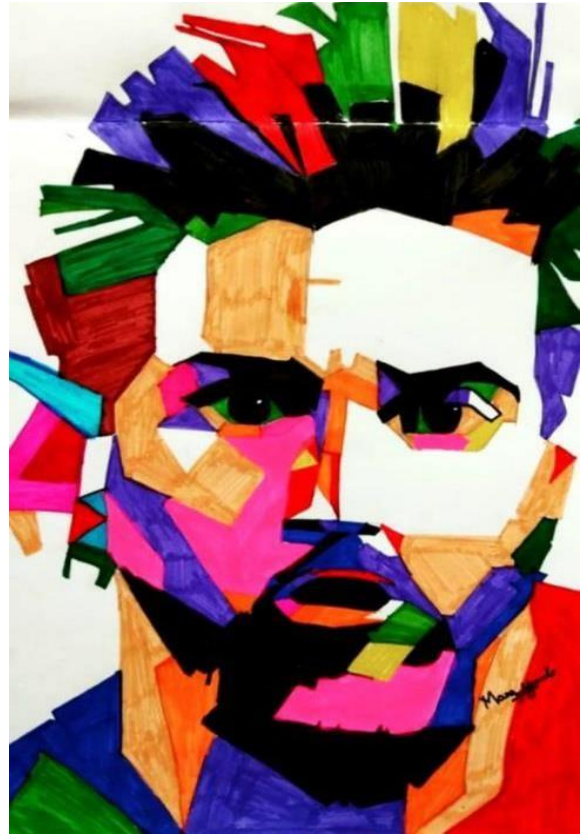
1. Dr.Dhanalakhmi RVD , Associate Professor ,was invited as a Resource person on "Power BI", one day workshop for NHC PU students on 7th May' 2024.
2. Dr.Dhanalakhmi RVD , Associate Professor, her research paper got published in Scopus Q4 Journal, Asian Textile Journal, on the topic, " Fraud detection in Textile Trade using MachineLearning Techniques"

## **Prof. Rajat B Hubballi**



Prof. Rajat B Hubballi, an Assistant Professor in the Department of Management Studies, has cleared the Karnataka State Eligibility Test (KSET) on his first attempt, scoring 178 out of 300. This achievement highlights his dedication and expertise, inspiring students and colleagues and marking a proud moment for the department.

## Student Art



BY MANA (4<sup>th</sup> SEM)

# Special Thanks

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