



NEW HORIZON
COLLEGE OF ENGINEERING

E- NEWSLETTER

MBA OUTLOOK

JANUARY 2025

VOLUME-13

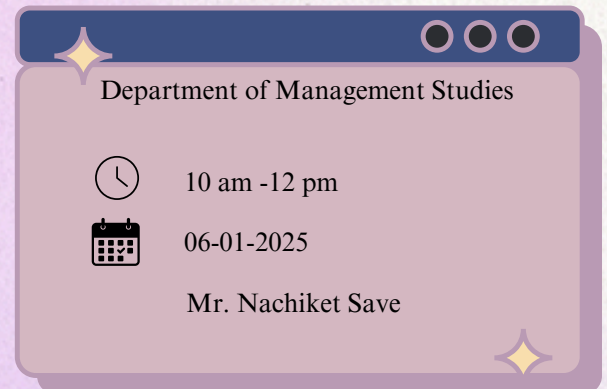
ISSUE-1

IN
THIS
ISSUE:

1. Departmental Events
2. Faculty Achievement
3. Student Write-up



WORKSHOP ON FINANCIAL LITERACY INVESTMENT BULLRISERS



Objective of the event:

- 1) Improve financial literacy among students.
- 2) Educate on smart investments and risk management.
- 3) Explain financial market analysis
- 4) Highlight career opportunities in finance and investment.
- 5) Encourage budgeting, savings, and wealth-building habits.
- 6) Provide hands-on learning through interactive activities and stock market simulations.

On January 6, 2025, Mr. Nachiket Save, Marketing Manager at Fintopedia, conducted an insightful workshop for MBA-I SEM students on the importance of financial literacy (India: 27%) and smart investments. He emphasized goal-based investing, market analysis, and risk assessment while highlighting the significance of portfolio managers' expertise. Key takeaways included the benefits of diversification, budgeting, and saving, as well as strategies to beat inflation and navigate stock markets with discipline, patience, and research. Students also explored financial market research methods and career opportunities, concluding with an interactive stock market game that reinforced key investment insights



DEMISTIFYING THE IP SPECTRUM

NEW HORIZON COLLEGE OF ENGINEERING | **VTDC KARNATAKA**

Department of Management Studies

Management Development Programme (MDP) on
Exploring Sustainable Innovation through IP: Leveraging IP Tools

Ms. Likitha, P Mahidker
Advocate,
Altaac Global

Dr. Sarasija Padmanabhan
Consultant,
Karnataka State Council for Science and Technology

Ms. Bindu Sharma
Founder and CEO,
Origin IP Solutions

11th January 2025 09:00 AM - 05:00 PM

Knowledge Partners:
businessstays SKILL SCHOOL

Convenor: Dr. Rose Kavitha, Professor and HOD - MBA
Programme Coordinator: Dr. Dhansalakshmi R V, Associate Professor - MBA
Co - Coordinator: Prof. Alswarya D Pillai, Assistant Professor - MBA
Ms. Prabhavathi Rao, Facilitator - Intellectual Property Initiatives - VTDC

Department of Management Studies

9AM - 11AM

11-01-2025

Ms. Likitha P Mahidker

Ms. Likitha. P Mahdiker , gave a wonderful session on “ The IP spectrum represents the range of Intellectual Property (IP) rights used to protect creative works, inventions, and branding. It includes copyright, which safeguards literary, artistic, and software works; patents, protecting inventions and innovations; and trademarks, covering logos, names, and symbols that distinguish brands. Additionally, trade secrets guard confidential business information, while industrial designs protect the aesthetic aspects of products. These rights enable creators to monetize their work, encourage innovation, and foster competition. They vary in duration, scope, and registration requirements. While patents and trademarks typically require registration, copyright often exists automatically upon creation. Understanding the spectrum helps businesses and individuals secure their innovations and navigate legal frameworks effectively”

Objectives:

1. Understand types and importance of Intellectual Property (IP).
2. Learn about copyrights, patents, trademarks, and trade secrets.
3. Explore IP protection, monetization, and legal frameworks



Session -2 Spotlight on Patent

NEW HORIZON COLLEGE OF ENGINEERING | **VPC KARNATAKA**
Department of Management Studies
Management Development Programme (MDP) on
Exploring Sustainable Innovation through IP: Leveraging IP Tools

Ms. Likitha P Mahdiker
Advocate, Aftack Global

Dr. Sarasija Padmanabhan
Consultant, Karnataka State Council for Science and Technology

Ms. Bindu Sharma
Founder and CEO, Origin IP Solutions

11th January 2025 | 09:00 AM - 05:00 PM

Comvener: Dr. Rose Kavitha, Professor and HOD - MBA
Programme Coordinator: Dr. Dhanalakshmi R V, Associate Professor - MBA
Co - Coordinator: Prof. Alswarya D Pillai, Assistant Professor - MBA
Ms. Prabhavathi Rao, Facilitator - Intellectual Property Initiatives - VPC

Knowledge Partners: **businessstays** MBA SCHOOL

Department of Management Studies
11:30AM-1:30PM
11-01-2025
Dr. .Sarasija Padmanaba

Dr. Sarasija Padmanabha, gave inputs on “A patent is a legal right granted to inventors, protecting their inventions for a specific period, typically 20 years from the filing date. It provides exclusive rights to make, use, sell, or license the invention, preventing others from doing so without permission. Patents are awarded for novel, non-obvious, and industrially applicable inventions, which can include products, processes, or designs. To obtain a patent, an inventor must disclose the invention in detail through a formal application to a patent office. This disclosure becomes public, fostering innovation by sharing knowledge. Patents are territorial, meaning they must be filed in each country where protection is sought. They encourage technological advancement by rewarding inventors with a temporary monopoly. Maintenance fees are required to keep patents active. Overall, patents balance public access to innovation and private incentives for creativity”.

Objectives

1. understand the concept of patents
2. Explore patent eligibility criteria
3. Examine the patent application process
4. Discuss patent rights and limitations
5. Analyze the role of patents in innovation
6. Recognize importance of patents
7. Encourage critical thinking on patent



Session-3 : IP portfolio management

NEW HORIZON COLLEGE OF ENGINEERING | **VTPC KARNATAKA**
Department of Management Studies
Management Development Programme (MDP) on
Exploring Sustainable Innovation through IP: Leveraging IP Tools

Ms. Likitha P. Mehdiker
Advocate,
Atrato Global

Dr. Sarasija Padmanabhan
Consultant,
Karnataka State Council for Science and Technology

Ms. Bindu Sharma
Founder and CEO,
Origin IP Solutions

11th January 2025 09:00 AM - 05:00 PM

Convener: Dr. Rosa Kavitha, Professor and HOD - MBA
Programme Coordinator: Dr. Dhanalakshmi R.V., Associate Professor - MBA
Co-Coordinator: Prof. Alenwarya D Pillal, Assistant Professor - MBA
Ms. Prabhavathi Rao, Facilitator - Intellectual Property Initiatives - VTPC

Knowledge Partners: **business toys**

Department of Management Studies

2:30PM-4:30PM

11-01-2025

Ms. Bindu Sharma

Ms. Bindu Sharma gave inputs on “ IP portfolio management involves

strategically leveraging intellectual property (IP) assets to maximize their commercial value. To commercialize your IP, start by identifying IP assets such as patents, copyrights, trademarks, or trade secrets. Protect these assets through proper registration and enforcement. Explore licensing opportunities, allowing others to use your IP for royalties or fees. Consider joint ventures or partnerships to co-develop and market IP-based products. Monetize IP through direct sales, franchising, or spin-offs. Use IP as collateral for funding or investments. Regularly audit and prioritize assets based on market trends and strategic goals. Leverage branding to enhance market appeal. Ensure legal compliance and enforce IP rights against infringement. Effective commercialization transforms IP from a cost center into a revenue-generating asset”.

objectives:

1. Understand the strategic management of Intellectual Property (IP) assets.
2. Learn methods to commercialize IP through licensing, sales, and partnerships.
3. Explore IP protection, enforcement, and legal compliance.
4. Discover how IP can be leveraged for funding and investments.
5. Emphasize regular auditing and strategic prioritization of IP assets.



THE SOCIAL CHANGE MAKERS : Inspiring Youth through street play



New Horizon Council for Innovation Incubation and Entrepreneurship | Department of Management Studies | ED | Startup Club

National Startup Day

Street Play

Youthpreneurs :
The Social Change Makers

21 January 2025

10:00 AM – 01:00 PM

Basketball Quadrangle



Student Coordinators

S Veekshitha
6362632907

Lopamudra Mohanty
6386963155

Ankita Bose
6204251119

Prof. Saumi Roy
Sr. Asst. Professor
Department of Management Studies

Prof. Shalini SN
Sr. Asst. Professor
Department of Management Studies

Dr. Rose Kavitha
Professor & Head
Department of Management Studies

Dr. Piyush Kumar Soni
Professor and Head
IIE

Dr. Sanjeev Sharma
Director- QAIE

Dr. Manjunatha
Principal

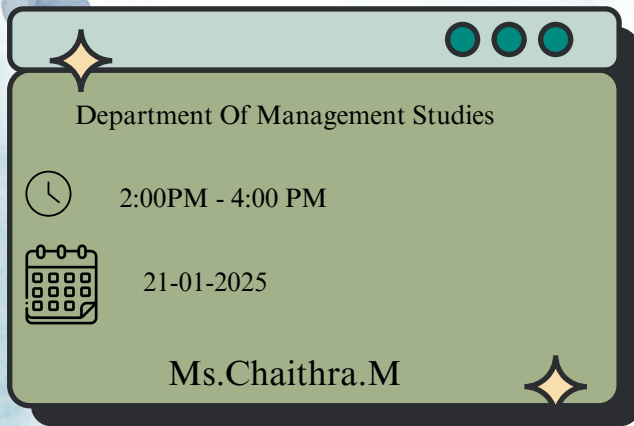


Key highlights

- 1. Street Play: The Social Change Makers highlighted youth entrepreneurship.**
- 2. Startup Impact: Showcased how startups solve real-world challenges.**
- 3. Inspiring Stories: Depicted social entrepreneurs driving change.**
- 4. Core Values: Emphasized leadership, teamwork, and problem-solving.**
- 5. Innovation & Ventures: Encouraged youth to turn ideas into startups.**
- 6. Audience Inspiration: Energized and motivated participants for social change.**

In celebration of National Startup Day, our dynamic street play, The Social Change Makers, brought to life the power of youth entrepreneurship in driving social change. Through an engaging performance, the play highlighted how startups can transform communities by addressing real-world challenges with innovative solutions. The actors skillfully depicted inspiring stories of social entrepreneurs who have made a lasting impact, reinforcing the significance of leadership, teamwork, and problem-solving. This initiative not only empowered young minds to embrace entrepreneurship but also encouraged them to turn creative ideas into meaningful ventures. The energy and enthusiasm of the performers left the audience inspired, igniting a passion for change and reinforcing the role of entrepreneurship in building a better society.

The Startup Ecosystem - Transforming Vision into reality





New Horizon Council for Innovation Incubation And Entrepreneurship
Department Of Management Studies | Alumni Association

Alumni Talk

The Startup Ecosystem - Transforming Vision Into Reality

21 January 2025
02:00 PM – 04:00 PM
Tejas Seminar Hall



Ms. Chaithra M
Co-Founder, Rhythm Toes Dance Studio
Alumni Batch of 2022-2024

Student Coordinators

Lakshmi 6209029690	Priya 8088645257	Lekhna Reddy 9972928386
Prof. Saumi Roy Sr. Asst. Professor Department of Management Studies	Prof. Shalini S N Sr. Asst. Professor Department of Management Studies	Dr. Rose Kavitha Professor & Head Department of Management Studies
Dr. Piyush Kumar Soni Professor and Head - IIE	Dr. Sanjeev Sharma Director - QAIE	Dr. Manjunatha Principal

Key highlights:

Startup Ecosystem: Understand funding, mentorship, networking, and innovation.

Practical Strategies: Learn to turn ideas into viable businesses by analyzing market trends and customer needs.

Skill Development: Build critical thinking, problem-solving, and pitching skills.

Resilience & Adaptability: Learn to overcome challenges and adapt to market changes.

Innovation & Collaboration: Stay ahead with innovation, technology, and collaborative strategies.

Real-World Case Studies: Gain insights from startup challenges to build lasting success.

This program equips aspiring entrepreneurs with key insights into building a successful startup ecosystem, covering funding, mentorship, networking, and innovation. Learn practical strategies to transform ideas into viable businesses by understanding market trends and customer needs. Develop critical thinking, problem-solving, and pitching skills, while building resilience and adaptability. Gain knowledge on innovation, collaboration, and technology, and learn from real-world case studies to overcome startup challenges and build lasting success.



Faculty Development Program “Financial Awareness”



NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies | NSE Academy

Faculty Development Programme

Financial Awareness Program

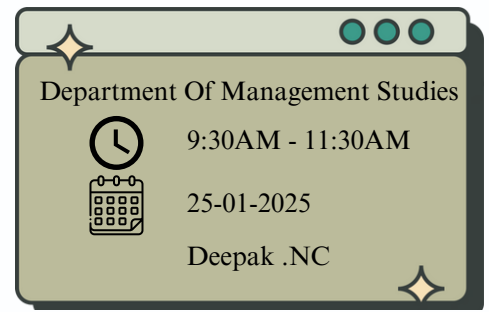
25 January 2025
09:30 AM – 11:30 AM
Falconry Hall

Deepak N C
Trainer - NSE Academy

Scan for Registration
Registration is free and mandatory for certificates – offline mode only

Convenor
Dr. Rose Kavitha
Professor & HoD
Department of Management Studies

Faculty Coordinator
Dr. Priyameet Kaur Keer
Professor
Department of Management Studies



Department Of Management Studies

9:30AM - 11:30AM

25-01-2025

Deepak .NC

Faculty Development Programme on Personal Finance

The Department of Management Studies organized a Faculty Development Programme (FDP) on January 25, 2024, led by Deepak NC, Trainer at NSE Academy, with 50 faculty participants. The session covered personal finance and investment strategies, including mutual funds, SIPs, stocks, bonds, FDs, PPF, and Post Office Schemes. Deepak NC provided real-life examples, simplifying complex financial concepts. The event concluded with an insightful Q&A session, leaving participants with valuable financial knowledge for informed decision-making.

Event highlights

To enhance faculty members' understanding of personal finance and investment strategies.

To provide insights into various investment options, including mutual funds, SIPs, stocks, bonds, property, insurance, and traditional savings schemes.

To educate participants on asset allocation and financial planning aligned with individual goals.

To simplify complex financial concepts through real-life examples and practical applications

To facilitate an interactive learning experience through discussions and a Q&A session with an industry expert.



STUDENT WRITE-UP/SKETCHES



Vemuri Bhagawanthi

MBA-"A" sec

January's Whisper

January hums a quiet tune,
A melody laced with silver moon.
Frost-kissed dreams in morning light,
Wrapped in echoes, soft and white.

The air holds stories, crisp and new,
Of fleeting moments, frozen dew.
Footsteps linger, paths unknown,
Yet time moves on, though winds have blown.

A month of firsts, of hopes retold,
Pages blank, yet laced with gold.
Midnight wishes, silent sways,
A dawn reborn in endless haze.

But somewhere in the winter's glow,
A heart still lingers, far below—
In memories draped in silver lace,
Where January leaves its trace.





BY:
HariShree .MP
1st year MBA C section



BY
Bindu N
MBA C section

STUDENT PARTICIPATION



The Department of Management Studies, New Horizon College of Engineering, participated in Tarkash'25: Chanakyaneeeti, the management fest organized by ICFAI Business School on January 8 and 9, 2025. A team of first-semester MBA students—Suyog Reddy K C, Nayeera Ansari, Karthik A, Chethan Raj N, and Ini Manjunath Naik—represented our institution in various events. They were accompanied by faculty member Prof. Aiswarya D Pillai, assistant professor from the Department of Management Studies



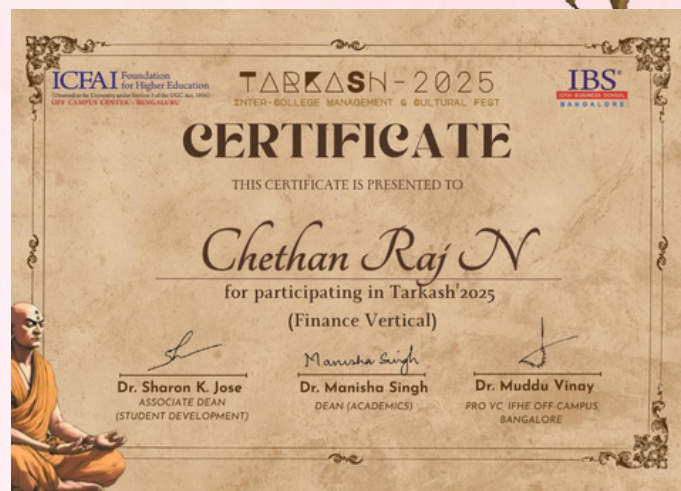


Our students participated in the following competitions:

- Dhan Vikas – The flagship finance event, testing financial acumen and strategic decision-making.
- Ekaagraha – A solo dance event celebrating creativity and artistic expression.
- Vyaapar Neeti – The flagship marketing event, challenging participants with innovative business strategies.

The fest was a mesmerizing and knowledge-packed experience, offering students valuable industry insights, networking opportunities, and exposure to competitive management scenarios. Their participation enhanced their analytical, creative, and strategic thinking abilities.

This enriching experience has significantly contributed to their academic and extracurricular growth, reinforcing their understanding of real-world business challenges



FACULTY WRITE-UP



Chatgpt vs Deepseek : Navigating the AI landscape
By
Prof. Shivashish Gour
Assistant Professor ,NHCE

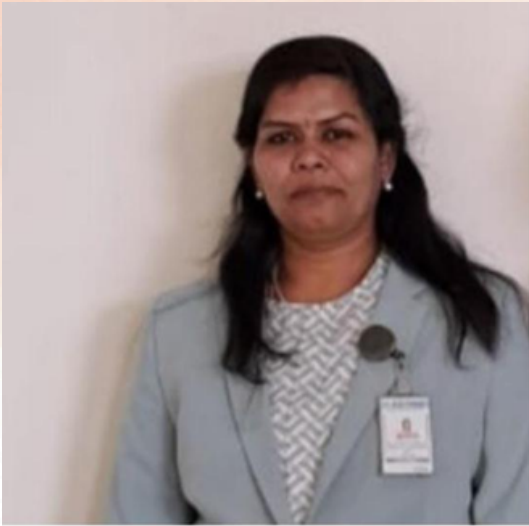
ChatGPT vs. DeepSeek: Navigating the AI Landscape

In recent discussions within the AI community, a notable comparison has emerged between OpenAI's ChatGPT and China's DeepSeek. Reddit user recently expressed scepticism about DeepSeek's capabilities, emphasizing that while alternatives exist, ChatGPT remains unparalleled in delivering

1. accurate and comprehensive responses. DeepSeek, developed by a Chinese AI startup, has garnered attention for its cost-effective and efficient AI solutions. The company's R1 model offers capabilities comparable to OpenAI's offerings but at a fraction of the operational cost. This efficiency has led to significant market traction, with the DeepSeek app surpassing ChatGPT in downloads on Apple's App Store. However, users have reported limitations with DeepSeek, particularly in its knowledge base and tendency to produce less accurate information. In contrast, ChatGPT is praised for its depth of knowledge and reliability, especially in research-related tasks. It's also important to note that

DeepSeek operates under China's stringent information regulations, leading to censorship on sensitive political topics. This has raised concerns about the comprehensiveness and objectivity of its responses. In conclusion, while DeepSeek presents a compelling, cost-effective alternative in the AI chatbot market, many users continue to prefer ChatGPT for its accuracy, depth, and reliability. As the AI landscape evolves, users must weigh factors such as cost, performance, and data integrity





Decoding HR
BY
Dr. Dhanalakshmi .R.V ,
Associate professor ,NHCE

Generation Beta, the cohort born between 2025 and 2039, represents the next generational shift, following Generation Z and Alpha. The name Gen Beta is taken from the Greek alphabet. It was coined by a Futurist Mark McCrindle. Generation Beta will be raised in a setting where digital engagements are typical. They are expected to interact online more often than in person, potentially having more virtual friends—people they have never met in real life—than in-person acquaintances.

GenZ as Employees – The Challenge to HR

1. More adept than previous generations due to advanced exposure to emerging technologies like AI, virtual reality and smart systems.
2. Expected to embrace cutting-edge developments such as quantum computing and the metaverse.
3. Highly Connected through digital platforms, fostering inclusivity & empathy.
4. Increased digital immersion might challenge their long-term problem-solving ability.
5. Prolonged screen exposure causes anxiety, social isolation & poor self-esteem.



FACULTY ACHIEVEMENTS



Date: 06/01/2025

To
Dr. Rose Kavitha
New Horizon College of Engineering
Bengaluru.

Subject: Heartfelt Gratitude for Your Support and Efforts

Respected Dr. Rose Kavitha,
Greetings from Fintopedia!

On behalf of our entire team, I would like to express my heartfelt gratitude for your unwavering support and dedication as the Convenor for the "Bullrisers" workshop conducted at New Horizon College of Engineering. Your meticulous coordination and active involvement were pivotal in ensuring the success of the workshop. We deeply appreciate the time and effort you invested in ensuring the program's success. Thank you once again for your invaluable contributions. We look forward to collaborating with you on future initiatives to empower students and nurture financial literacy.

Warm regards,
For ZivaTech Edploy Ventures LLP



Fintopedia
Premal Shah
Partner

FINTOPEDIA
ZivaTech Edploy Venture LLP
Off. Add: D6/B17, Laxmi Vishnu, Charkop Sector 6, Lane Next to Dominos Pizza, Kandivali West, Mumbai 40006
Phone: +91-22-45039449 E-mail: teachus@fintopedia.com
LLP Identification Number: ACD-8117



Date: 06/01/2025

To
Dr. Priyameet Kaur Keer
New Horizon College of Engineering
Bengaluru.

Subject: Heartfelt Gratitude for Your Support and Efforts

Respected Dr. Priyameet Kaur Keer,
Greetings from Fintopedia!

On behalf of our entire team, I would like to express my heartfelt gratitude for your unwavering support and dedication as the Convenor for the "Bullrisers" workshop conducted at New Horizon College of Engineering. Your meticulous coordination and active involvement were pivotal in ensuring the success of the workshop. We deeply appreciate the time and effort you invested in ensuring the program's success. Thank you once again for your invaluable contributions. We look forward to collaborating with you on future initiatives to empower students and nurture financial literacy.

Warm regards,
For ZivaTech Edploy Ventures LLP



Fintopedia
Premal Shah
Partner

FINTOPEDIA
ZivaTech Edploy Venture LLP
Off. Add: D6/B17, Laxmi Vishnu, Charkop Sector 6, Lane Next to Dominos Pizza, Kandivali West, Mumbai 40006
Phone: +91-22-45039449 E-mail: teachus@fintopedia.com
LLP Identification Number: ACD-8117

Department Of Management Studies proudly congratulates Dr. Rose Kavitha , Head of the Department this workshop was a great success because of her dedication and support for her coordination and active participation in making of this workshop a great success

Department of Management Studies proudly congratulates Dr. Priyameet Keer Kaur for her unwavering dedication ,support, coordination , active participation to make this workshop a great success



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 2025 this achievement highlights his academic expertise and reflects the department's commitment to excellence in research and development

Department Of Management Studies is proud to announce that Dr. Dhanalakshmi R.V, Associate Professor has Presented a paper titled "Improving Road Safety in India: A Comprehensive Study Using random Forest and Predictive Models" in a One Day National Conference on "Fostering Business Excellence. The Role of Technology, Leadership and Sustainability in Commerce and Management", organized by St. Joseph's College, Trichy, Tamil Nadu on 31.1.2025.

Special Thanks

CHIEF PATRON

DR. MOHAN MANGHNANI, CHAIRMAN
NEW HORIZON EDUCATIONAL INSTITUTION

ADVISORY BOARD

DR. MANJUNATHA, PRINCIPAL
NEW HORIZON COLLEGE OF ENGINEERING



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DR. ROSE KAVITHA
PROF & HOD
DEPARTMENT OF MANAGEMENT STUDIES



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DEPARTMENT OF MANAGEMENT STUDIES

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Chief Editor



keerthana sree
Editor

