NEW HORIZON
COLLEGE OF ENGINEERING

E- NEWSLETTER

MBA OUTLOOK

FEBRUARY- 2025 | VOLUME-13 | ISSUE-2

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AROHAN PANEL DISCUSSION



Department Of Management Studies

13-02-2025

10:00 AM to 12:00 PM

Panel Discussion on Entrepreneurship – "AROHAN: Innovate, Inspire, Entrepreneur in You"

The Department of Management Studies, in association with NHCE IIC & NHCIIE, successfully conducted a panel discussion on entrepreneurship, "AROHAN," on 13th February 2025 as part of IIC 7.0 – Quarter II. The session aimed to break common myths around entrepreneurship and encourage an inclusive entrepreneurial mindset.

The discussion provided real-world insights into funding options, risk management, business scalability, and innovation, emphasizing that entrepreneurship is not just about large investments but also about resilience, adaptability, and strategic execution. Students gained valuable perspectives on overcoming failures, leveraging digital tools, and achieving a work-life balance.

With 180 student participants and 4 faculty members, the event fostered meaningful interactions between aspiring entrepreneurs and industry experts. The session concluded with key takeaways on leadership, problem-solving, and decision-making, inspiring students to embrace challenges and take their first step into entrepreneurship.

Event Takeaways

- ✅ Debunked entrepreneurship myths and funding misconceptions.
- ✅ Explored alternative funding like bootstrapping and crowdfunding.
- ✅ Highlighted key skills in leadership, risk management, and decision-making.
- ✅ Discussed technology's role in business growth.
- ✅ Shared strategies for work-life balance and overcoming setbacks.

WORKSHOP ON POWERBI

Department Of Management Studies

17-02-2025 to 22-02-2025

MR .Raghu Prasad KS

The Department of Management Studies organized a 6-day Power BI workshop for the MBA 2023-25 batch from 17th to 22nd February 2025. The workshop, conducted by Mr. Raghu Prasad K S, provided students with hands-on training in Power BI, covering visual analytics, data modeling, and dashboard creation. The sessions were structured across six days, with each section (A, B, and C) receiving two full days of training.

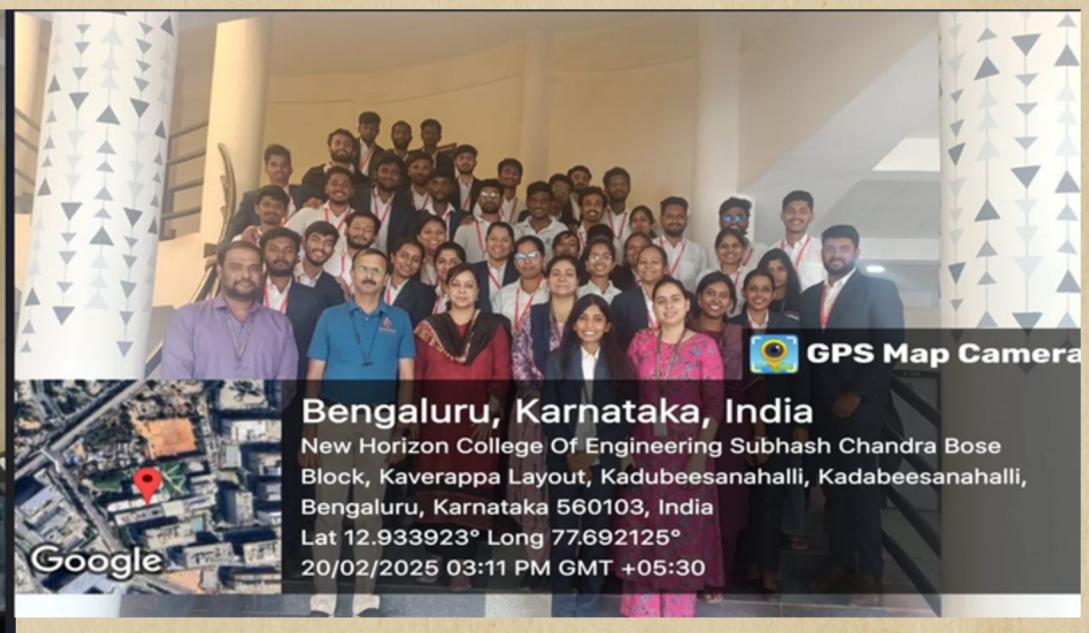
Students engaged in interactive learning, working with Power BI dashboards, applying DAX (Data Analysis Expressions), and completing a mini-project to reinforce their understanding. The workshop concluded with an assessment to evaluate their grasp of the concepts, followed by the distribution of certificates to all participants.

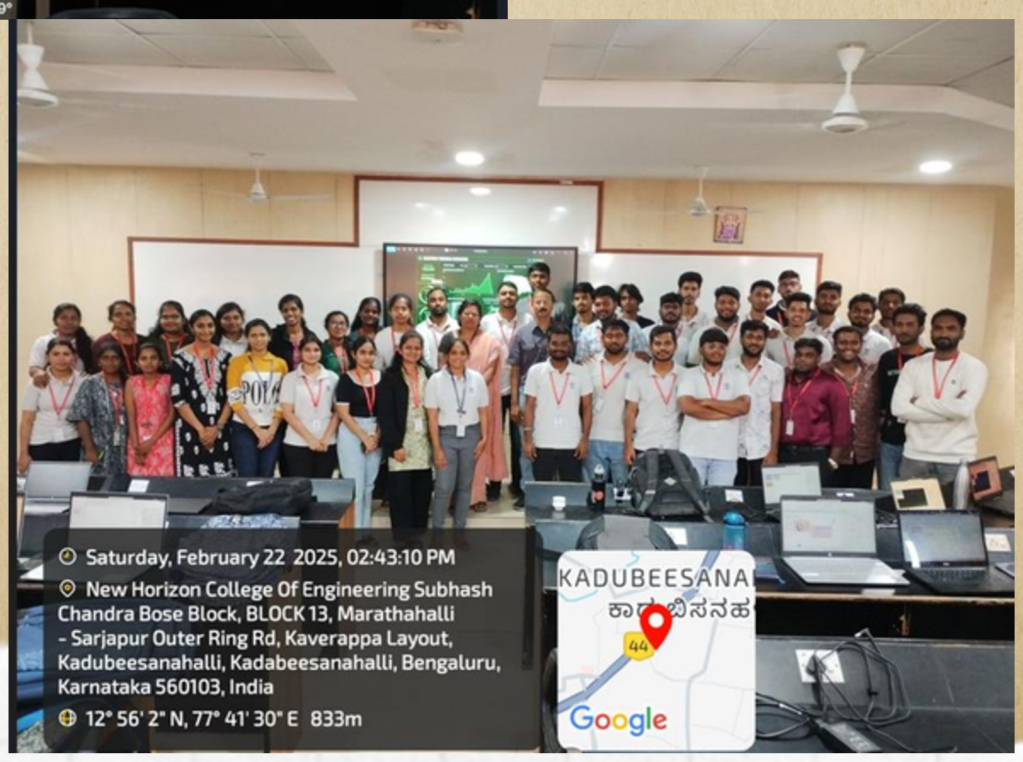
The workshop provided students with valuable industry-relevant skills, equipping them for data-driven decision-making in business environments.

Key highlights

- ✓ Hands-on experience in Power BI for data visualization and business analytics.
- ✓ Live dashboard creation with interactive filters, slicers, and real-time data streaming.
- ✓ Advanced calculations using DAX for meaningful business insights.
- ✓ Mini-projects and assessments to enhance practical learning.
- ✓ Certificates awarded to all students upon completion.







SKILL DEVELOPMENT

ENTREPRENEURSHIP AND SKILL DEVELOPMENT PROGRAM



Entrepreneurship & Skill Development Program

Department Of Management Studies

18-02-2025

10:00 AM TO 4:00 PM

The NHCE-IIC, in collaboration with Unnat Bharat Abhiyan, the Department of Management Studies, and the ED & Startup Club, successfully conducted an Entrepreneurship & Skill Development Program on 18th February 2025 as part of IIC 7.0 – Quarter II.

The exposure visit aimed to equip government school students with entrepreneurial skills, creativity, and practical knowledge to prepare them for future careers and self-employment. Through hands-on activities and interactive sessions, students gained insights into business operations, financial literacy, problem-solving, and innovation.

With 49 student participants and 100 external attendees, the event provided a platform for collaborative learning, leadership development, and real-world skill application. The session successfully inspired young minds to think innovatively, develop job-ready skills, and explore entrepreneurial opportunities.

Event Highlights

- ✅ NHCE students engaged government school students through interactive games.
- ✅ Encouraged creativity, teamwork, and problem-solving in a fun way.
- ✅ Introduced basic entrepreneurial concepts through hands-on activities.
- ✅ Developed leadership, communication, and critical thinking skills.
- ✅ Inspired students to explore new opportunities beyond traditional career paths.



OUTBOUND TRAINING

The Department of Management Studies organized an Outbound Training for the Batch 2024-26 on February 19th and 20th, 2025, at Avaniya Adventure Resorts, Haralakunte, Karnataka. The training was conducted for first-year MBA students by experts including Mr. Ajith Selvaraju (Founder & CEO, N'kisi Institute), Mr. Aram Rajhakumar (Founder & Chief Coach, Happy Aram Life Mastery Academy Pvt. Ltd), and Mr. Ramana (Corporate Leadership Trainer, HIVE Academia for Holistic Living). Outbound Training is an experiential learning technique where students are taken outdoors to complete challenging tasks within a set time frame. It helps enhance efficiency, teamwork, and leadership skills through hands-on activities.

Department of Management Studies

19-02-2025 to 20-02-2025

KEY TAKEAWAYS

These activities helps in improving communication skills , interpersonal skills , adapting to the new environment i

These activities helps in manegeging time or to finish the tasks in a given time frame

These activities helps to improve conflict resolution skills

This outbound Training ensures that Learning in enjoyable, engaging



HR CONCLAVE



Department of Management Studies

27-02-2025

10:30 AM to 12:30 PM

HR Conclave 2025 – “Human & AI: The New Paradigm in Technical Education”

The Department of Management Studies, in collaboration with WACIA and powered by Brownie Bottle, successfully hosted HR Conclave 2025 on 27th February at NHCE Auditorium. The event featured a thought-provoking panel discussion on AI and HR, with insights from distinguished speakers. Chief Guest Dr. Enti Ranga Reddy shared valuable perspectives on AI's evolving role in the workforce. Iti Rawat provided practical insights on AI in business, Umesh D emphasized humanity in AI applications, Hawwa H. Hanjara illustrated real-world AI use cases, and Saritha Devpunje moderated the discussion expertly. The conclave fostered insightful discussions and enriched students with valuable industry knowledge.

Key Highlights – HR Conclave 2025

Chief Guest: Dr. Enti Ranga Reddy shared insights on AI’s evolving role in HR and technical education.

Panel Discussion: Explored the intersection of AI and HR with industry leaders.

Iti Rawat: Provided practical insights on AI-driven business strategies.

Umesh D: Emphasized the importance of prioritizing humanity in AI applications.

Hawwa H. Hanjara: Illustrated real-world AI applications through engaging storytelling.

Saritha Devpunje: Moderated the discussion with thought-provoking questions.



“NAVIGATING EMPLOYEE BEHAVIOUR IN INTERNATIONAL CONTEXT”



Department Of Management Studies

28-02-2025

10:00 AM to 1:00 PM

Ravi .K. Raghunathan

The Department of Management Studies organized a guest lecture by Ravi K. Raghunathan on understanding cultural differences in employee behavior. The session highlighted the importance of managing diverse work ethics, values, and communication styles influenced by cultural backgrounds.

Key insights included Hofstede's cultural dimensions theory, covering aspects like power distance, individualism vs. collectivism, and uncertainty avoidance. The lecture also discussed strategies for managing employee behavior internationally, such as implementing cross-cultural training, promoting diversity, and adapting leadership styles to cultural contexts.

By embracing cultural diversity and flexible management techniques, businesses can create a positive and productive global work environment.

KEY INSIGHTS

Understanding cultural differences is crucial to manage a global employee

Promote cross-cultural training, diversity, open communication, and adaptive leadership styles.

Consider regional labor laws and flexible management techniques to create a positive global work environment.



MENTOR MENTEE MEETING



Department of Management Studies

28-02-2025

Mentor-Mentee Meet – "Marg Darshan: Alumni Guide the Way"

The Mentor-Mentee Meet, Marg Darshan – Alumni Guide the Way, was successfully held on 28th February 2025 at Tejas Seminar Hall. The event aimed to foster meaningful interactions between experienced professionals and first-year MBA students (Batch 2024-2026). Alumni from Velocis Systems, Bosch, IBM, OLA Electric, and TCS shared valuable industry insights, career guidance, and interview preparation tips. The session provided a platform for students to understand skill development, industry trends, and career growth strategies. The interactive discussion encouraged networking, continuous learning, and professional development, making the event highly engaging and insightful for all participants.

Highlights

Marg Darshan: Alumni Guide the Way

📅 28th Feb 2025 | 📍 Tejas Seminar Hall

Alumni from Bosch, IBM, OLA Electric, TCS & Velocis Systems shared insights.

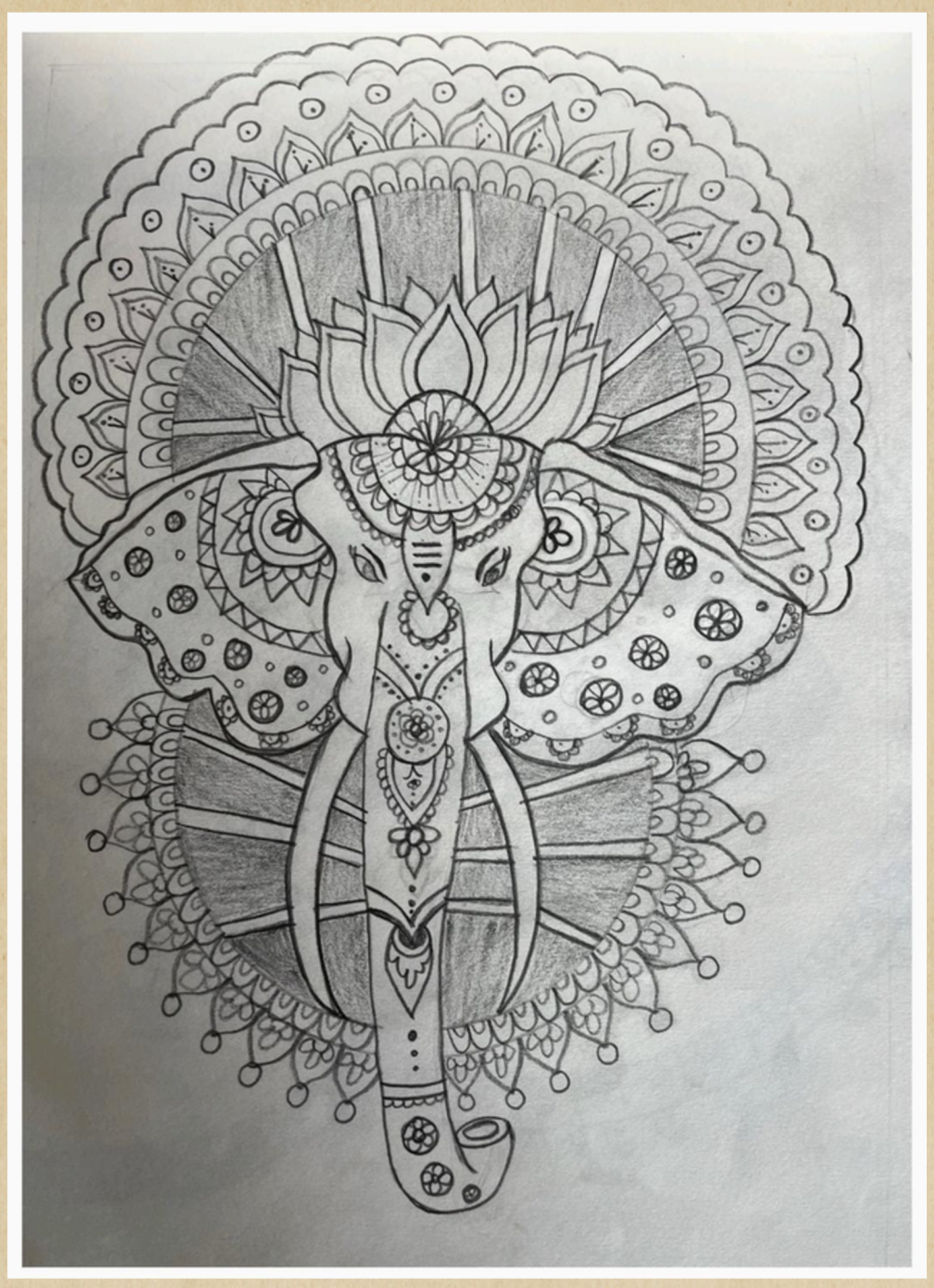
Discussions on career growth, industry trends & interview prep.

Networking & mentorship for MBA Batch 2024-2026.

A valuable session for learning and professional development!



STUDENT SKETCHES/WRITE UP



BY
Sahana .B.C
A section

STUDENT WRITE-UP



Vemuri Bhagawanthi
MBA- 'A sec

The air hums a lullaby, neither warm nor cold,
Soft sunrays weave stories in threads of gold.
Breezes slip between sleepy trees,
Tickling the leaves with whispered tease.

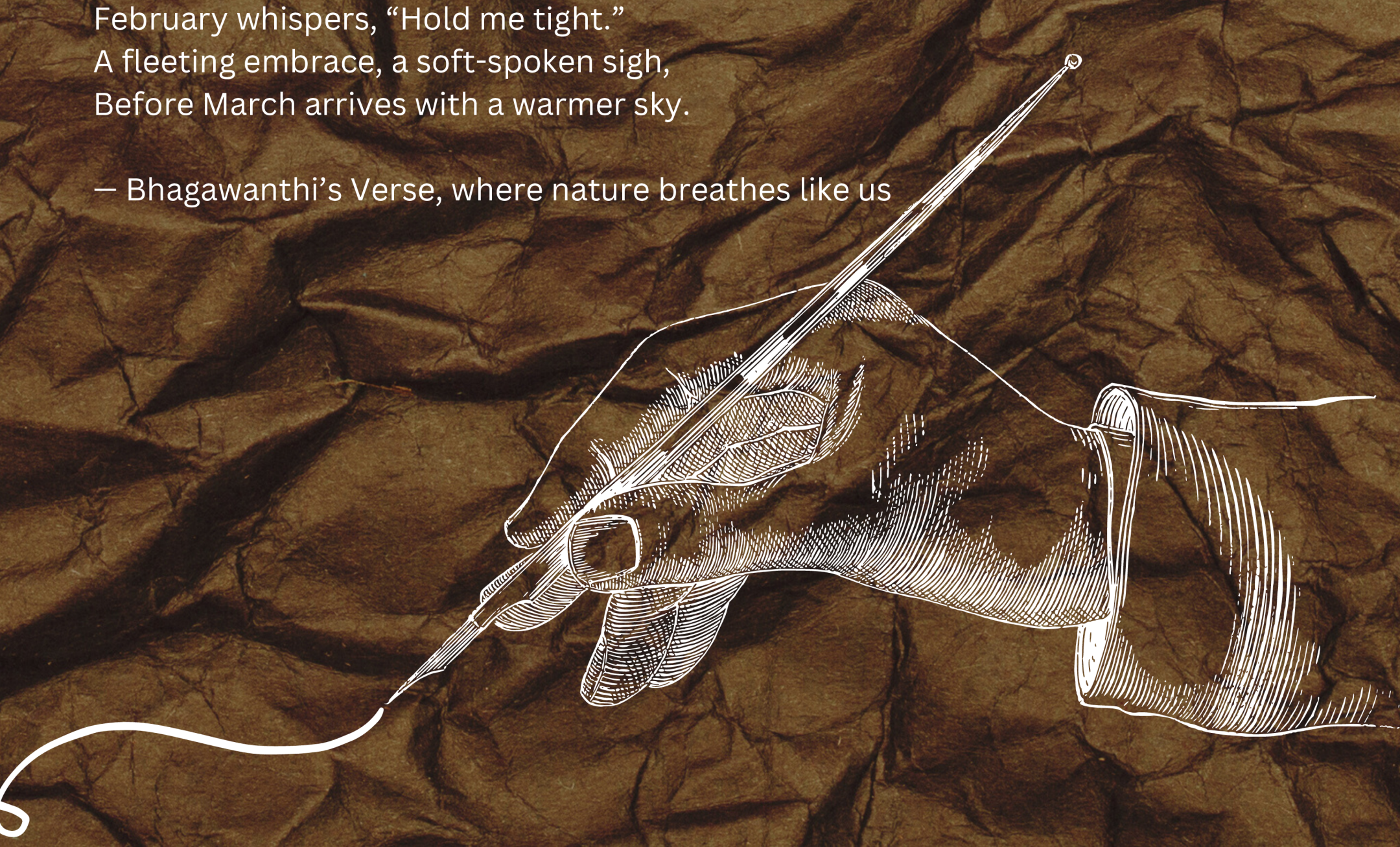
The sky, a painter with colors so rare,
Blushes at dawn, then clears with care.
Clouds drift like wanderers lost in thought,
Dreaming of rain but knowing they’re not.

The flowers wake, stretching with grace,
Dew-kissed petals, a gentle embrace.
Butterflies waltz, drunk on the scent,
Dancing to melodies nature invents.

The birds compose songs, light and free,
Echoes of love, of longing, of glee.
Fields sway in laughter, golden and green,
Wrapped in the hush of a world serene.

And as the sun bows in crimson delight,
February whispers, “Hold me tight.”
A fleeting embrace, a soft-spoken sigh,
Before March arrives with a warmer sky.

— Bhagawanthi’s Verse, where nature breathes like us





BY
Bhagya Shree
1ST year MBA 'C* Section

Unlocking Growth: Highlights from the Union Budget 2025-26

The Union Budget 2025-26, presented by Finance Minister Nirmala Sitharaman on February outlines key reforms aimed at economic growth, infrastructure development, and social welfare A major highlight is the increase in the non-taxable income threshold to Rs12 lakh, bringing relief to the middle class. Additionally, the government has allocated Rs 20,000 crore fo Research, Development, and Innovation, focusing on private sector participation.

The agricultural sector sees significant support with the PM Dhan-Dhaanya Krishi Yojana benefiting 1.7 crore farmers across 100 districts. Investments in electronics manufacturing, EV incentives, and tax exemptions for lithium-ion battery production are expected to boos industrial growth. Meanwhile, infrastructure spending continues to be a priority, promoting employment and economic stability.

The Budget 2025-26 takes a balanced approach, offering tax relief, promoting investment, and strengthening key industries. While it emphasizes short-term economic growth, concern remain about long-term structural reforms. While challenges like implementation and executio! remain, this budget lays a promising foundation for sustained progress. The coming month will reveal the real impact of these measures on India's economic landscape, as the natior moves towards its ambitious development goals.

STUDENT PARTICIPATION

Mr. Jayanth Aradhya N, Ms. Nityashree K under the mentorship of Prof. Rajat B Hubballi, presented paper titled "Decoding the impact of Social Media Sentiments on Investments in the stock market with special reference to Bengaluru" at ICSSR funded National Conference conducted by Department of Management Studies, RNSIT, Bengaluru on February 20, 2025.



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CERTIFICATE OF APPRECIATION

This is to certify that

Dr./Prof./Mr./Ms. NITHYA SHREE. K.

of New Horizon College of Engineering has participated & presented a paper titled On Decoding the Impact of Social Media Sentiments on Investments in Stock Market with Special Reference to Bengaluru in the National Conference held on Thursday, February 20,2025

Dr. G V M Sharma, HoD - MBA
Dr. U Bhojanna, Dean - MBA
Dr. Ramesh Babu H.S, Principal
Dr. M K Venkatesha, Director



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Dr. Ramesh Babu H.S, Principal
Dr. M K Venkatesha, Director

1 of 3

FACULTY WRITE UP



Talent Scouting
By
Dr. Dhanalakshmi R V,
Associate Professor, MBA, NHCE.

The proactive identification, attraction, and evaluation of people with extraordinary abilities, skills, and potential to fill important positions inside an organization is known as talent scouting. By looking for hidden gems, frequently before they become actively visible in the job market, it goes above and beyond the conventional recruitment procedure. Talent scouting is not only for one area; it may be used in a variety of fields, including business, technology, sports, and entertainment.

Talent Scout Responsibilities

Proactive Talent Hunting

Talent scouts take on the role of adventurers, exploring new areas to find people with extraordinary abilities, potential, and qualities.

Building Meaningful Relationships

It&39;s critical to build and maintain relationships with possible prospects. Talent scouts create memorable, genuine connections that set the stage for future cooperation.

Assessment and Evaluation

Talent scouts have a keen eye for assessing candidates&39; actual potential beyond their resumes, frequently spotting skills that traditional hiring practices might miss.

Talent Presentation and Recommendation

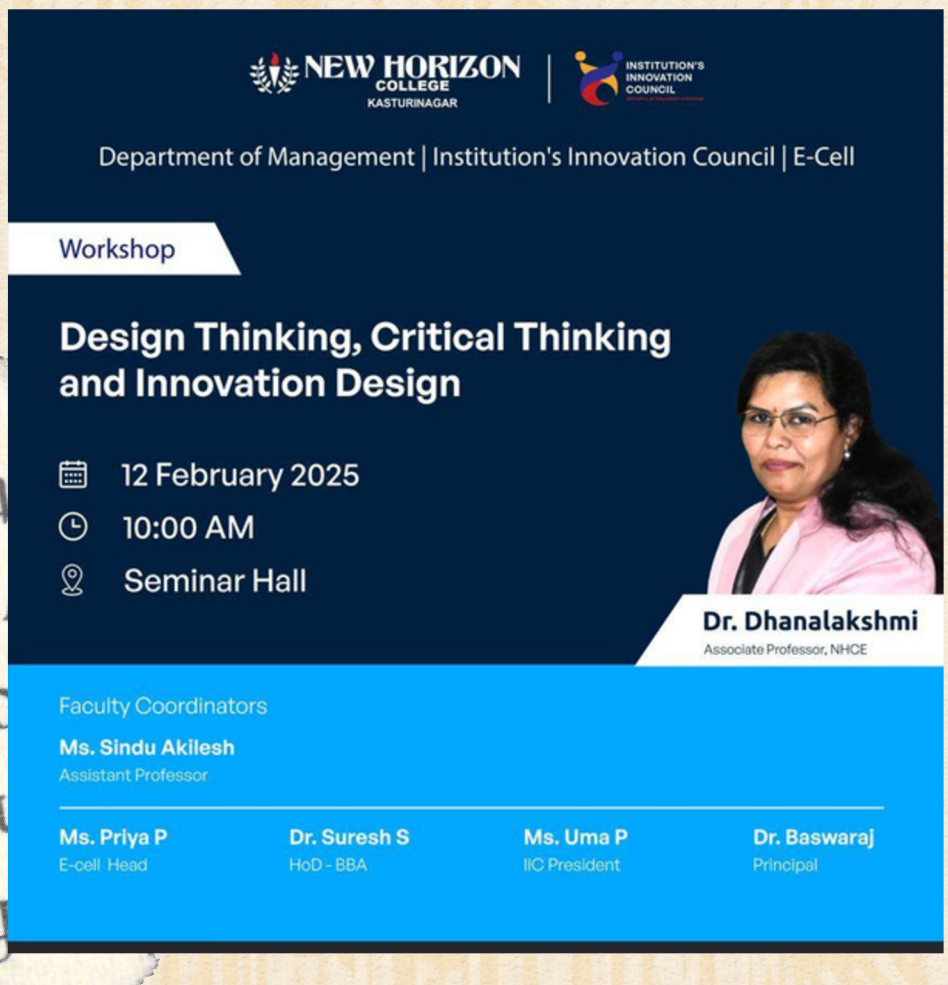
Talent scouts carefully and enthusiastically communicate the abilities and potential of selected individuals to organizational decision-makers by crafting an engaging narrative around them.

FACULTY ACHIEVEMENT



The Department of Management Studies proudly congratulates Dr. Dhanalashmi R.V. , Associate Professor, NHCE for presenting her research paper at the International Conference on Emerging Trends in Mathematical Sciences & Computing (IEMSC-25), held at the Institute of Engineering & Management, Kolkata, from February 7th to 9th, 2025.

Her paper, titled "A Unified Framework for Interpretable Sentiment Analysis using Explainable AI," was presented under Track-7 (Artificial Intelligence) and showcased significant advancements in AI-driven sentiment analysis.



The Department of Management Studies proudly congratulates Dr. Dhanlakshmi R.V., Associate Professor, NHCE on being invited as a distinguished guest speaker at New Horizon College, Kasturinagar for a workshop on Design Thinking, Critical Thinking, and Innovation Design.

This insightful session aims to equip students with essential problem-solving skills, foster creativity, and enhance their ability to develop innovative solutions in dynamic business environments.



The Department of Management Studies proudly congratulates Dr. Priyameet Kaur Keer, Professor , NHCE for being invited as a distinguished speaker for the upcoming event. Her expertise and dedication to academia and industry innovation continue to inspire students and professionals alike.

This recognition is a testament to her impactful contributions in shaping future leaders. We wish her continued success in all her endeavors



Department of Management Studies proudly congragulates Prof. Rajat B Hubbali for his unwavering dedication

Guided by the esteemed mentorship of Prof. Rajat B Hubballi, their research offers valuable insights into the evolving role of social media sentiments in influencing stock market investments. This accomplishment is a testament to their dedication, analytical skills, and commitment to academic excellence.



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Dr. G V M Sharma | Dr. U Bhojanna | Dr. Ramesh Babu H.S | Dr. M K Venkatesha

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