



NEW HORIZON
COLLEGE OF ENGINEERING

E- NEWSLETTER

MBA OUTLOOK

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DESIGN THINKING WORKSHOP

Department of Management Studies



12-04-2025 to 13-04-25



10:00 AM to 4:00 PM

MR. Ramani Venkat

A two-day Design Thinking Workshop was conducted at New Horizon College of Engineering, Bengaluru, for MBA Semester 3 students. Held on March 12 and 13, 2025, the workshop was a dynamic, hands-on learning experience designed to instill creativity, user-centric thinking, and innovative problem-solving.



DAY 1: Understanding & Ideation

The day opened with a session on the relevance of design thinking in the business world. Students explored real-world case studies, setting the stage for experiential learning.

Activities:

Icebreaker: Marshmallow Challenge – Built structures using marshmallows, spaghetti, and tape, emphasizing teamwork and iteration.

Empathy Mapping: Interview-based user research to understand pain points.

Problem Definition: Teams translated user insights into clear problem statements.



DAY 2: Prototyping & Testing

On Day 2, the focus shifted to turning ideas into action. Students engaged in hands-on prototyping and iterative feedback sessions.

Activities:

Brainstorming & Ideation: Used mind maps and SCAMPER for idea generation

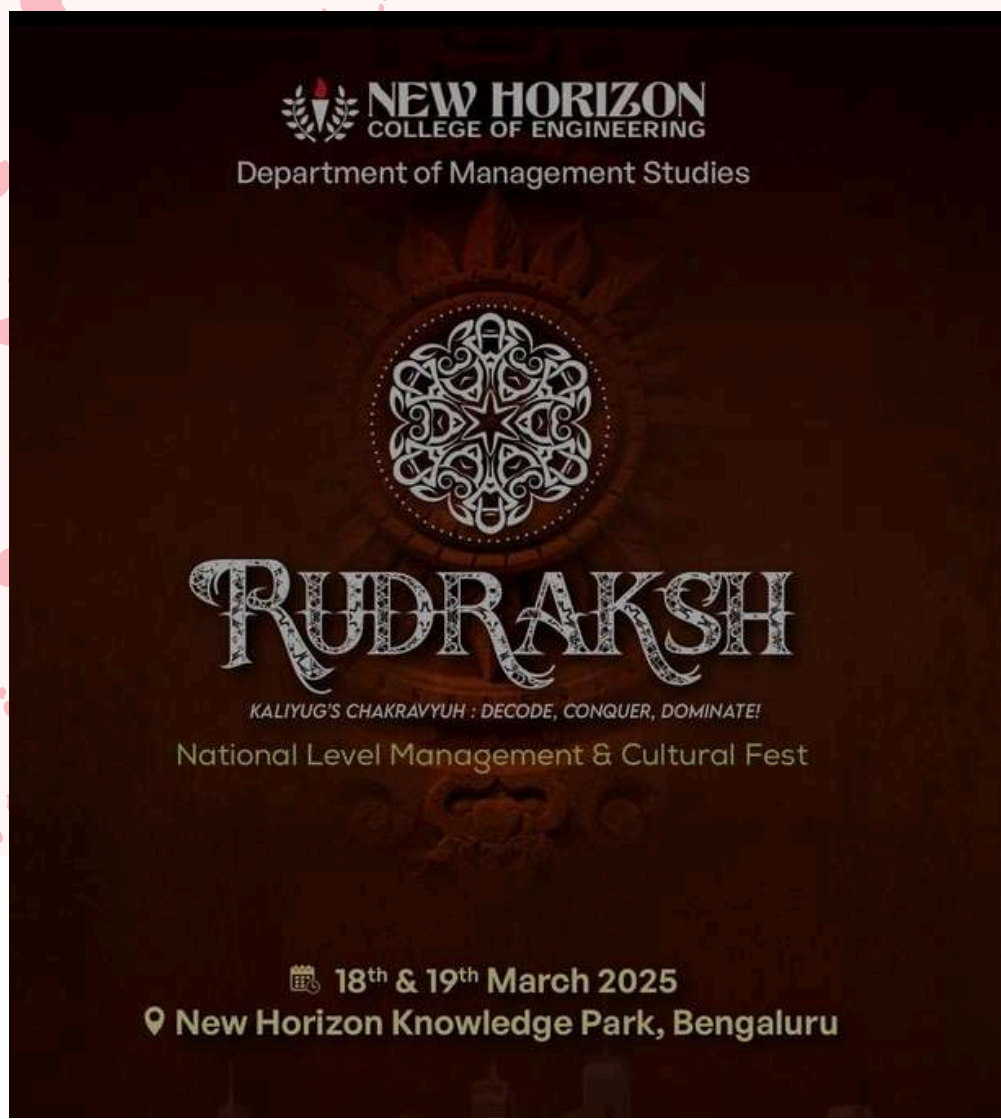
Rapid Prototyping: Created tangible models using basic materials and digital tools

Feedback Loops: Peer and mentor critiques helped teams refine their concepts

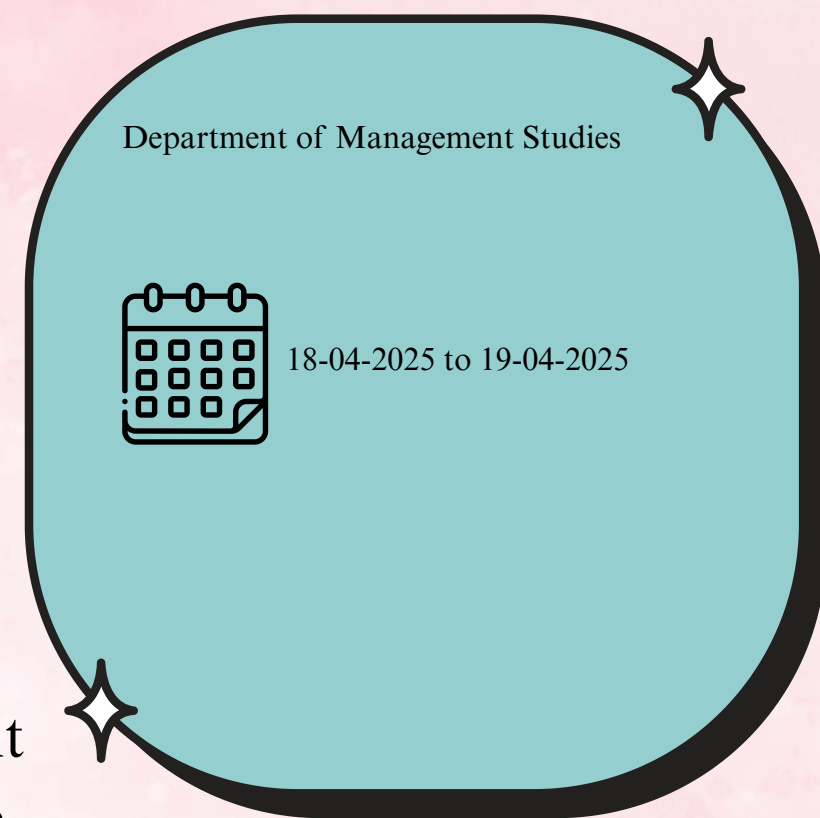
Final Presentations: Pitched ideas to faculty and industry experts with real-world relevance

The workshop concluded with a certificate distribution ceremony and a heartfelt vote of thanks from faculty coordinators. The Department appreciates the efforts of Mr. Ramani Venkat, student participants, and organizers for making the event a remarkable success





RUDRAKSH



RUDRAKSH 2025, the annual intercollegiate management fest of the Department of Management Studies, NHCE, was a grand success held on March 18th and 19th, 2025. The two-day event showcased the vibrant energy, intellect, and business acumen of future managers from top colleges across Karnataka.

With participation across five core domains—Human Resources, Marketing, Finance, Business Strategy, and Data Analytics—the fest offered a platform for rigorous competition, innovative problem-solving, and dynamic collaboration.

Inauguration Highlights

The fest was inaugurated by Mr. Achuth Gowda, Founding Director, Fidelitus Corp Pvt. Ltd., whose inspiring presence set the tone for the event. A soulful performance by Singer Sadhwini Koppa added a special flair to the celebration. The department was honored by the presence of Dean Revathi Ma'am and all HoDs, whose guidance was instrumental in the fest's success.

EVENT HIGHLIGHTS

1. Samyojana – HR Beyond Boundaries

Faculty Coordinator: Dr. Dhanalakshmi.RV

Judge: Dr. M. Shanmuga Priya, Associate Director – HR, ORMAE

A seven-round HR marathon evaluating conceptual clarity, strategy, and decision-making.

Winners: GIBS B School

Runners-Up: Presidency College

Participants from: GIBS, Dayananda Sagar, Adhiyamaan, Presidency, Spurthy, Krupanidhi

2. Udbhav- The marketing fest

Faculty Coordinator: Dr. Priyameet Kaur Keer

Inaugural Guest: Mr. Mohammed Jubail Ahmed Shariff, Director, Classic Automotive

This creatively driven competition tested branding, digital marketing, and product strategy.

Participants from: GIBS, Krupanidhi, Christ University, Presidency, Adhiyamaan

. 3.Dhan Dhaksha – The Finance Showdown

Faculty Coordinator: Prof. Shalini S N

Challenging participants with finance quizzes, investment strategies, and startup pitching.

Winners:

- 1 St. Joseph's University
- 2 Krupanidhi College
- 3 Cambridge Institute of Technology

4. Nirmankriti – Business Strategy & Innovation

Faculty Coordinator: Prof. Saumy Roy

A test of entrepreneurial thinking and innovation, culminating in high-stakes investor pitches.

Winners:

- 1 Huis Shoe – Krupanidhi College
- 2 Milkyway – Christ Academy

5. Vivekdrishti – Data Analytics Event

Faculty Coordinator: Prof. Shivashish Gour

A five-round analytics battle covering quizzes, flowcharts, data interpretation, and visualization.

Top Teams:

- 🏆 XLR8 (NHCE) – 119 points
- 2 Medilnovators (NHCE) – 116 points

RUDRAKSH 2025 stood as a beacon of innovation, excellence, and collaboration. With participation from over 25 institutions and enthusiastic support from faculty and students, the fest truly embodied the spirit of the MBA program at NHCE.



STUDENT WRITE UP



Vemuri Bhagawanthi
1NH24BA171

The women of my life



The women of my life, so strong and true,
Their love and wisdom guide me through.

My Mother, my heart, my guide,
With endless love, she walks beside.
Her hands have held me, wiped my tears,
Her strength has shaped my growing years.



Nanamma, warm like the morning sun,
Her gentle words, a soothing one.
Her stories weave the past with grace,
A love so deep, time can't erase.

Avva, though gone, still near,
Her laughter echoes, soft and clear.
Her lessons, stitched in threads so fine,
Live forever, woven in mine.

Great Grandmother, a soul so bright,
A guiding star in endless night.
Though she's beyond, her love remains,
Flowing through my heart and veins.

My Teachers, lighting paths anew,
With wisdom deep and vision true.
They shaped my mind, they gave me wings,
And filled my world with wondrous things.

The women of my life, now and then,
Their love and strength shine once again.
In every step, in all I do,
Their spirits walk with me, so true.



FACULTY WRITE UP



Shivashish Gour
Assistant Professor

More Than a Boss: The Kind of Leader Every Employee Deserves Today

In a world where remote work, automation, and AI are reshaping the way we work, employees aren't just looking for a paycheck—they're searching for purpose, empathy, and inspiration. And the difference between a job that drains you and one that drives you often comes down to leadership.

Let's flip the question. Instead of asking "What makes a great leader?", let's ask:

"What kind of leader do employees need in 2025 and beyond?"

1. The Empathetic Leader: Listening Before Leading

The post-pandemic workforce values mental well-being more than ever. Leaders who understand burnout, personal challenges, and emotional needs create loyal, motivated teams. An empathetic leader doesn't just ask, "Are you done with the report?"—they ask, "How are you doing today?"

● Why it matters: Empathy fuels trust, and trust boosts performance.

2. The Visionary Guide: Purpose Over Pressure

Employees want to know why their work matters. The best leaders don't micromanage—they paint a compelling vision and let the team find creative paths to reach it. They say, "Here's the impact of your work," instead of "Just get this done."

● Why it matters: Purpose is the new productivity.

3. The Growth Enabler: Investing in People

Leaders who invest in upskilling, coaching, and constructive feedback are magnets for talent. Employees stay when they see a future with you, not just a task for you.

● Why it matters: People don't leave companies—they leave managers who stop their growth.

4. The Tech-Savvy Humanist: Balancing AI with EQ

As AI becomes a co-worker, leaders need to bring in more human intelligence—emotional intelligence (EQ). A great leader knows when to automate and when to connect. They use tools to empower, not replace.

● Why it matters: In the age of machines, being more human is a leadership superpower.

5. The Culture Builder: Leading with Integrity

Culture isn't built by slogans—it's built by behavior. Leaders who walk the talk, uphold values, and create inclusive environments are the ones employees rally behind. They build cultures where diversity is celebrated, voices are heard, and everyone belongs.

● Why it matters: Culture eats strategy for breakfast—and great leaders set the table.

Final Thought:

We don't need superheroes in corner offices.

We need humans who lead with heart, head, and humility.

Whether you're managing a team of five or fifty, ask yourself—

"Am I the kind of leader I once wished I had?"

That's where real leadership begins.



Dr Rose Kavitha
Prof and HOD
Department of Management Studies

Whispers, Ethics, and Leadership: The Silent Triad Shaping Organizational Discipline

This article examines how work ethics and informal communication such as workplace chatter affect organizational discipline and leadership perception. Drawing from recent global and Indian statistics, it highlights the importance of ethical behavior, employee integrity, and managerial accountability in creating a healthy work environment.

1. Introduction: In today's workplace, informal communication like workplace chatter is not just idle talk—it shapes perceptions, influences morale, and can either enhance or deteriorate workplace culture. When leadership is the subject of such conversations, it directly impacts trust and compliance.

2. Key Findings from Existing Research;

a.) Prevalence of Chatter in the Workplace

According to a 2023 study by Harvard Business Review, 79% of employees admitted to engaging in informal discussions at work at least once a week. A 2022 Indian survey by TeamLease Services found that 63% of employees believed workplace chatter was a key source of stress and misinformation in the workplace.

b.) Effect on Work Ethics and Discipline

The Society for Human Resource Management (SHRM) found that in companies with a high informal communication culture, reported disciplinary incidents were 23% higher than in companies with active ethical codes and transparent communication. A 2021 Deloitte study noted that when employees perceived their boss to be a common topic of chatter, their own ethical conduct dropped by 17%.

c.) Leadership Trust and Organizational Performance. According to Gallup's State of the Global Workplace 2023, trust in leadership was directly correlated with discipline metrics—teams with high trust had 27% fewer compliance violations. In Indian management institutions, 58% of MBA students felt that unethical behavior from peers was often “inspired” by how faculty or leaders handled discipline-related matters.

3. Relevance to MBA Institutions and Educators

In the dynamic environment of MBA programs, particularly in autonomous institutions, fostering ethical behavior and mindful communication is not merely advisable—it is imperative. Academic leaders, including faculty and department heads, serve as the compass guiding future managers toward professional integrity. Management fests and analytical competitions offer more than a showcase of talent; they are platforms where values like ethics, data-driven thinking, and emotional intelligence converge. When such principles are seamlessly woven into co-curricular frameworks, students emerge not only as strategic thinkers but also as responsible, reflective professionals—prepared to lead with both acumen and conscience. In the evolving landscape of management education, particularly within autonomous institutions, the cultivation of ethical behavior and responsible communication stands as a cornerstone of academic leadership. Heads of departments and faculty members are not merely facilitators of curriculum delivery; they serve as role models who shape the professional character of aspiring managers. Management fests, case competitions, and data-driven events serve a dual purpose: they encourage intellectual rigor while also reinforcing the values of integrity, accountability, and collaborative decision-making. When such principles are integrated into co-curricular frameworks, they contribute to the development of a holistic managerial outlook—one that values emotional intelligence and ethical discernment alongside strategic thinking. By embedding these attributes into the learning ecosystem, institutions not only enhance employability but also cultivate professionals equipped to lead organizations with vision, responsibility, and moral clarity.

4. Conclusion

Work ethics and leadership perception are intricately linked. Workplace chatter, while seemingly harmless, reflects deeper cultural undercurrents. For sustainable organizational discipline, leaders—academic and corporate—must model ethical behavior and create open, trusting environments.

FACULTY ACHIEVEMENTS



The Department of Management studies proudly congratulates Mr. Shivashish Gour, Assistant Professor, for receiving the Best Paper Award at the International Conference on Emerging Trends in Social, Business & Management Science Research held at VIT Chennai.

We applaud his academic excellence and contribution to research in the field of management.



The Department of Management studies proudly congratulates Dr. Dhanalakshmi.RV Associate Professor for successfully presenting her research paper at the International Conference on Emerging Trends in Social, Business & Management Science Research held at VIT Chennai.

We commend her dedication to academic excellence and research.

Special Thanks

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