



NEW HORIZON
COLLEGE OF ENGINEERING

E- NEWSLETTER

MBA OUTLOOK

JUNE 2025 | VOLUME 13 | ISSUE 5

IN
THIS
ISSUE:

1. Departmental Events
2. Faculty And Student
Writeup



STOCK MARKET WORKSHOP



Department of Management Studies



2-06-2025 to 3-06-2025



11:00 AM to 5:00 PM

Mr. Kishore B.S

A Stock Market Workshop was conducted on 2nd and 3rd June 2025 at Falconry Hall, in collaboration with StockByte, and led by Mr. Kishore B. S. a seasoned finance educator and resource person.

The two-day workshop, attended by 151 students in two separate batches, aimed to provide a hands-on understanding of stock market operations, covering both fundamental and technical analysis. Students learned how to evaluate companies using financial statements and interpret trading charts like candlestick, bar, and line charts.

Mr. Kishore also addressed the psychological aspects of investing, highlighting the role of emotions and behavioral biases in trading decisions. Practical insights on market entry/exit strategies and risk management were also shared.

The sessions were highly interactive, encouraging active participation through discussions and Q&A. The workshop successfully enhanced financial awareness, built confidence, and sparked a strong interest in investment literacy among students.



NEXT GEN ENTERPRISE-INTEGRATING AI FOR COMPETITIVE ADVANTAGE



Department of Management Studies



6-06-2025

Dr. Bharath Chandrashekar

The Department of Management Studies successfully organized a seminar titled “Next-Gen Enterprises: Integrating AI Tools for Competitive Advantage” on 6th June 2025 at the Falconry Seminar Hall. The event aimed to explore the role of Artificial Intelligence (AI) in driving innovation, efficiency, and competitiveness in modern enterprises.

A total of 179 participants including students, faculty, and professionals attended the session. The keynote address was delivered by Dr. Bharath Chandrashekar, Head of HR, IP Infusion Software India Pvt Ltd, who shared valuable insights on AI integration in HR, talent acquisition, and performance management.

Activities included a live demonstration of AI tools, group discussions, and case study analysis. The session was interactive and well-received, offering both theoretical and practical understanding of AI applications in business.



LOGISTICS & SUPPLY CHAIN MANAGEMENT WORKSHOP



Department of Management Studies



16-06-2025



10:00 AM -12:00 PM

Ms. Deepthy .C

The Department of Management Studies organized an engaging orientation session on “Logistics and Supply Chain Management Specialization” on 16th June 2025, led by the esteemed Ms. Deepthy C.

The session offered a comprehensive look into the evolution and strategic importance of logistics and supply chain management in the global business environment. Ms. Deepthy highlighted how technology and globalization have transformed supply chain operations into a core function for business competitiveness.

The session also emphasized the growing demand for professionals in this domain as industries expand and adapt to global challenges.

Students gained valuable insights into:

Modern supply chain practices

Real-world business applications

Career opportunities and key roles in the field



MARKETING MANAGEMENT WORKSHOP



NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies
Karnataka Management Association (KMA)

Workshop

SPECIALIZATION ORIENTATION - DAY 2
Marketing Management

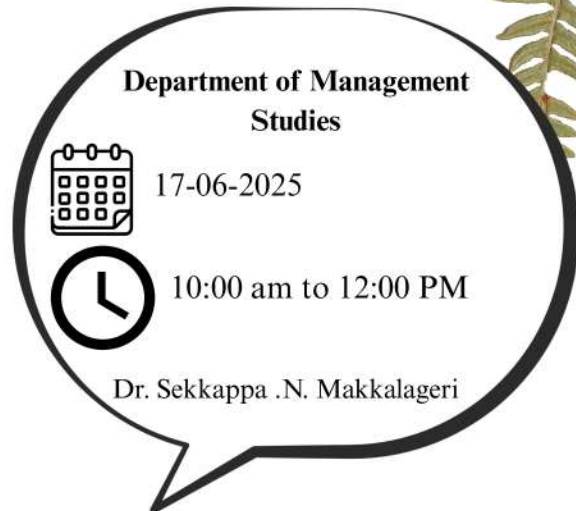
17th June 2025
10:00 AM - 12:00 PM
Tejas Hall

Dr. Sekappa N Makklageri
Consultant, Coach, Program Manager
DSBS

Coordinator
Dr. Priyanshi Kaur Kser
Professor - MBA
Dr. R J Anandhi
Dean - Academics

Convenor
Dr. Rose Kavitha
Professor and HoD - MBA
Dr. Manjunatha
Principal

Prof. V R Ravikumar
President - KMA



Department of Management Studies

17-06-2025

10:00 am to 12:00 PM

Dr. Sekkappa .N. Makkalageri

The Department of Management Studies hosted an insightful session on Market Specialization Orientation on 17th June 2025, led by the esteemed Dr. Sekappa N. Makklageri. The session offered a perfect blend of marketing theory and interactive learning, providing students with a deeper understanding of the field.

Dr. Makklageri began with the fundamentals of marketing, gradually expanding into its wide-ranging scope with real-world examples. He highlighted diverse career opportunities—from digital marketing and brand management to consumer behavior and market research—making it clear that marketing offers something for everyone.

More than just an academic workshop, the session inspired students to explore the many paths within the marketing domain. Dr. Makklageri's engaging delivery and ability to simplify complex concepts left a lasting impact on all attendees.



HUMAN RESOURCE MANAGEMENT WORKSHOP



Department of Management Studies
Karnataka Management Association (KMA)

Workshop

SPECIALIZATION ORIENTATION - DAY 3
Human Resource Management

18th June 2025

10:00 AM - 12:00 PM

Tejas Hall



Kavitha N Kishore

Senior HR Leader,
Former Director - HR,
Ideas Ahead AV Solutions,
Sustainability Consultant

Department of Management
Studies



18-06-2025



10:00 AM to 12:00 PM

Ms. Kavitha Kishore

On 18th June 2025, the Department of Management Studies at New Horizon College of Engineering hosted a highly informative workshop on “Human Resource Management Specialization Orientation.” The session was led by Ms. Kavitha Kishore, Senior HR Leader and Former HR Director at Ideas Ahead AV Solutions. With her extensive industry experience, Ms. Kavitha shared valuable insights into modern HR practices, focusing on AI-based resume screening and resume rewriting tools. Participants gained a clear understanding of how technology is shaping recruitment strategies and how job seekers can adapt to stay competitive in the evolving job market.

The session proved to be an enriching experience, equipping students with practical HR knowledge that will greatly benefit their future careers.



ARTIFICIAL INTELLIGENCE AND DATASCIENCE WORKSHOP



Department of Management Studies



19-06-2025



10:00 am to 12:00 pm

Dr. Purnajit Chatterjee

The Department of Management Studies organized an insightful expert session on “Artificial Intelligence and Data Science Specialization” on June 19, 2025, led by Dr. Purnajit Chatterjee, Strategic Management Consultant, Educator, Mentor, and Vice President at Karnataka Management Association.

Dr. Chatterjee delivered an engaging talk that traced the evolution of technology, laying the groundwork for understanding AI’s transformative power in today’s world. He emphasized how AI is revolutionizing industries—from healthcare to entertainment—by driving innovation, improving operations, and creating exciting new career paths.

A key highlight of the session was a case study on Netflix, where Dr. Chatterjee explained how the platform uses AI for personalized recommendations and improved user experience—illustrating AI’s real-world business impact.

The session left a lasting impact on the participants, sparking strong interest in AI and data science as career domains. Students appreciated the practical examples, industry relevance, and inspiring perspective shared during the event.



FINANCE WORKSHOP



NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies
Karnataka Management Association (KMA)

Workshop

SPECIALIZATION ORIENTATION - DAY 5
Finance Specialization

20th June 2025
10:00 AM - 12:00 PM
Tejas Hall

Ms. Rajitha Prakash
Financial Analyst,
Top 40 Fortune Companies

Coordinator
Dr. Priyanka Kaur Rani
Professor - MBA

Convenor
Dr. Rosa Kavitha
Professor and HOD - MBA

Dr. R.J. Anandhi
Dept. - Academics

Dr. Manjunatha
Principal

Prof. V.R. Ravikumar
President, KMA

Department of Management
Studies



20-06-2025



10:00 am to 12:00 pm

Ms. Rajitha Prakash

The Department of Management Studies hosted an engaging and insightful Finance Specialization Orientation on June 20th 2025, led by the esteemed Ms. Rajitha Prakash, an acclaimed consultant recognized by Forbes.

The session traced the transformative journey of finance, from its traditional roots to the intricate, and innovative systems of the modern financial world. Ms. Prakash illuminated the evolving nature of the finance industry, underscoring its responsiveness to shifting global dynamics.

A major highlight of the session was the exploration of finance as a catalyst for business expansion, and strategic decision-making. Ms. Prakash unpacked critical domains such as capital management, investment planning, and risk evaluation, demonstrating their relevance across a wide spectrum of organizations, from budding startups to global enterprises. Her use of real-world case studies brought these concepts to life, illustrating how sound financial strategies underpin sustained business success, regardless of scale or sector.

Beyond being an informative session, the orientation served as a source of inspiration. It offered a compelling glimpse into the vast career potential within the finance industry, encouraging participants to explore the field as a path rich with opportunity, and growth.



POWER BI WORKSHOP



Department of Management
Studies

23-06-2025 to 28-06-2025

Mr. Gopinath .A

The Department of Management Studies successfully conducted a 6-day hands-on workshop on “Visual Analytics Using Power BI” for the MBA Batch of 2024–2026, from 23rd to 28th June 2025. The sessions were conducted section-wise (A, B, and C) and led by Mr. Gopinath A, a seasoned Business Analytics and Technical Trainer.

The workshop provided in-depth exposure to Power BI, a leading business intelligence tool that empowers users to transform raw data into insightful dashboards and visual reports. The key features covered included:

Data integration from various sources (Excel, SQL, cloud platforms)

Interactive visualization tools: bar charts, scatter plots, maps, etc.

Data modelling using DAX (Data Analysis Expressions)

Real-time data monitoring and AI-driven insights

Drill-downs, filters, slicers, and report sharing via Power BI Service

Each section had two full-day sessions:

Day 1: Introduction to Power BI and basic dashboards

Day 2: Data modelling with DAX and a mini project

Following the sessions, students undertook an assessment to evaluate their understanding and application of the tool. Upon successful completion, certificates were awarded to all participants.



Bengaluru, Karnataka, India

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Kaverappa Layout, Kadubeesanahalli, Kadubeesanahalli,
Bengaluru, Karnataka 560103, India
LN-32-02-102881-LN-32-02-102881

SKILL DEVELOPMENT PROGRAM



Department of Management Studies
Unnat Bharat Abhiyan | ED & Startup Club

Entrepreneurship & Skill Development

30th June 2025

10:00 AM Onwards

Cheemasandra Government School

Prof. Shalini
Sr. Assistant Professor - MBA

Prof. Saumil Roy
Sr. Assistant Professor - MBA

Dr. Rose Kavitha
Professor & Head - MBA

Dr. R.J Anandhi
Dean - Academics, NHCE

Dr. Manjunatha
Principal, NHCE

Department of Management
Studies



30-06-2025

The Department of Management Studies at New Horizon College of Engineering, in association with Unnat Bharat Abhiyan (UBA), the ED & Startup Club, and the Institute Innovation Council, organized an Entrepreneurship and Skill Development Programme on 30th June 2025 for the government school students of Cheemasandra Village. The initiative aimed to nurture essential 21st-century skills such as critical thinking, problem solving, creativity, innovation, communication, collaboration, teamwork, and leadership among young minds.

The programme featured engaging activities like "Identifying Your Passion," "It's All About You," and paper bag making under the theme of sustainable practices. These were specially curated for students from 4th to 7th standard, helping them discover their interests and enhance their skills through hands-on learning experiences. Faculty coordinators from the Department of Management Studies led the sessions and enlightened students about the various stages of the entrepreneurial process, government initiatives supporting entrepreneurship, and the foundational steps involved in starting a venture. Their sessions inspired the students to think beyond conventional paths and consider entrepreneurship as a viable and exciting future.

This initiative underscored the belief that entrepreneurship and skill development for school children is not just about cultivating future business leaders, but about shaping proactive, responsible, and adaptive individuals. We extend our sincere gratitude to the college management for their unwavering support and encouragement in making this event a success.



STUDENT WRITE-UP / SKETCHES



Nithya Sree .K
1NH24BA108
MBA-C



Vemuri Bhagawanthi
1NH24BA171
MBA - A

June doesn't shout, she simply arrives—
with skies that soften and light that lingers.
She teaches me that beauty doesn't beg to be seen,
it just... exists.

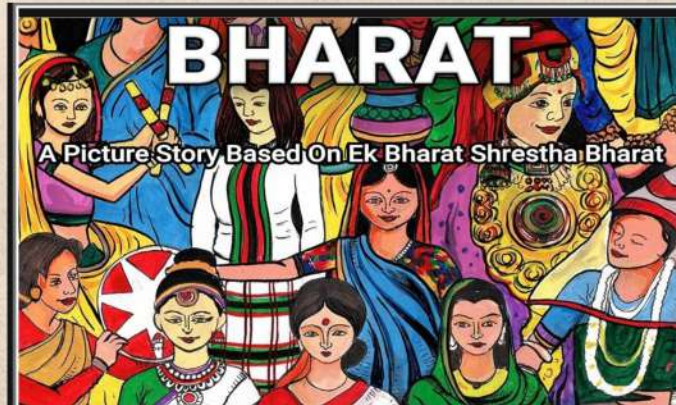
There's warmth, not just in the air,
but in the way the days feel longer—
as if time is giving me a second chance
to breathe, to begin again.

The trees don't try too hard.
They sway because they can.
And I think—I want to be like that.
Rooted, but free.

June reminds me that not everything has to bloom fast.
Some things take their time,
some glories are quiet.
And maybe, that's the kind I'm growing into.

There's power in this calm.
Not loud or dramatic—just steady.
June doesn't need applause.
She is the applause

FACULTY WRITEUP



DR. PRIYAMEET KAUR KEER
PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
NEW HORIZON COLLEGE OF ENGINEERING

"Integrating the Concept of Ek Bharat Shrestha Bharat into Management Practices"

Ek Bharat, Shrestha Bharat" emphasizes unity in diversity, and its principles can be effectively applied in management. Here are some concepts to consider:

1. **Diversity and Inclusion:** Foster a culture that values diverse backgrounds and perspectives within teams, promoting innovation and creating a more cohesive work environment, cultivating an environment that embraces a wide range of backgrounds and viewpoints, enhancing creativity, and strengthening team dynamics.
2. **Cultural Sensitivity:** Encourage an appreciation of different workplace cultures and practices to improve collaboration and minimize conflicts. Promote awareness and respect for diverse cultural backgrounds within the workplace, enhancing teamwork and reducing misunderstandings.
3. **Collaborative Leadership:** Encourage leaders to take a collaborative approach that values input from everyone, fostering a sense of belonging and a shared purpose within the team. Inspire leaders to embrace a teamwork-oriented approach that values contributions from all levels, enhancing a sense of belonging and shared purpose among team members.
4. **Shared Values:** Establish core values that resonate across different regions and communities, aligning teams toward common goals while respecting local customs. Shared values are the principles and beliefs individuals or groups share, guiding their behaviours, decisions, and interactions. They play a crucial role in shaping culture, fostering collaboration, and creating a sense of belonging.
5. **Knowledge Sharing:** Create platforms for sharing best practices and learning across regions, facilitating a flow of ideas that can improve overall performance.
6. **Community Engagement:** Encourage employees to engage with local communities, fostering goodwill and building a positive corporate reputation.
7. **Empowerment and Participation:** Involve employees in decision-making processes, giving them a voice and fostering ownership of their work.
8. **Sustainability:** Promote initiatives that benefit both the organization and the community, ensuring that business practices are socially and environmentally responsible.
9. **Communities of Practice:** Establish Groups: Form communities focused on specific topics, interests, or functions, enabling members to share knowledge and support each other. Discussion Forums: Create online forums or bulletin boards for ongoing discussions and idea sharing, allowing for asynchronous communication.
10. **Recognition Programs :** Establish awards for teams or individuals who successfully implement and share innovative practices. Regularly highlight successful initiatives in internal communications to inspire others.
11. **Conflict Resolution:** When conflicts arise, shared values can provide a common ground for resolution, helping individuals find solutions that align with their core beliefs.
12. **Trust and Collaboration:** Shared values foster trust and collaboration, as individuals feel more comfortable working with others who share similar beliefs and priorities.
13. **Motivation and Engagement:** Organizations and communities with clearly defined shared values often see higher levels of motivation and engagement among their members, as people feel aligned with a greater purpose.
14. **Peer Mentorship Programs:** Cross-Regional Pairing: Pair employees from different regions for mentorship, allowing them to share insights and learn from each other's experiences.
15. **Resource Libraries Shared Repositories:** Set up a digital library containing templates, toolkits, and case studies that employees can access and contribute.



PROF. MADHURAJ C A
ASSISTANT PROFESSOR
DEPT OF MANAGEMENT STUDIES

"The Modern Kurukshetra: Students in the Crossfire of India's Education Race"

India's education system is evolving at a breathtaking pace—but not without consequences. Across metros and towns alike, a fierce academic battle rages. From IIT-JEE and NEET to CUET and UPSC, students—some as young as 10—are entering a competitive battlefield that seems more intense with each passing year. Coaching institutes mushroom on every street corner, schoolbags grow heavier, and childhoods grow shorter. Yet, amid all this, the question remains: what is the cost of this hyper-competitive culture?

Today's student is not just a learner; they are a competitor, a performer, and often, a victim of a system driven by marks, rankings, and societal expectations. Academic competition has become synonymous with success, and anything less than perfection is viewed as failure. But in this blind race to the top, we are beginning to see cracks—mental health disorders, burnout, identity crises, rising teenage suicides, and a generation struggling to find purpose beyond percentages.

The Bhagavad Gītā, composed on the battlefield of Kurukshetra, offers timeless wisdom for this modern battlefield of examination halls, rankings, and social media comparisons. Arjuna, the greatest warrior of his time, collapses in doubt—not due to a lack of skill, but because of inner confusion. Krishna reminds him that one's dharma (duty) must be performed with detachment from outcomes. "Do your duty, and do not concern yourself with the fruits of your action," says Krishna (Gītā 2.47). This line is not only philosophical—it is practical advice for every student under pressure today.

The obsession with outcomes—marks, merit lists, college placements—has robbed students of the joy of learning. The focus is no longer on gaining knowledge but on beating peers. Education has become a means to an end, not a journey. Children as young as 14 are being asked to choose careers; coaching centers plan their lives down to the minute. Parents, often unknowingly, become generals in this academic war—pushing, sacrificing, and worrying constantly. Many take loans for tuition, spend evenings shuttling from class to class, and spend sleepless nights monitoring their child's performance. And when the outcome isn't as expected, guilt, disappointment, and blame take over.

In this regard, Indian parenting also finds itself at a crossroads. The cultural emphasis on academic prestige as the sole measure of success places a heavy burden on parents. When a child does well, they are celebrated. But when they struggle, parents often face social shame, self-doubt, and immense emotional turmoil. What's often forgotten is that parenting is not about raising toppers—it's about nurturing healthy, happy, and ethical individuals. And in this, the Gītā provides guidance. Krishna doesn't simply instruct Arjuna to fight—he helps him rediscover his inner strength, clarity, and self-worth. Shouldn't that be the role of every teacher and parent today?

The future of students in this competitive landscape is uncertain, not because they lack talent, but because they often lack purpose. Many high achievers burn out by 25. Many toppers discover they were climbing someone else's ladder. Many who "fail" academically go on to succeed in life because they discovered resilience and passion elsewhere. What this generation needs is not more pressure—but perspective. They need schools and colleges that value creativity, critical thinking, emotional intelligence, and curiosity. They need career paths that allow for exploration, failure, and reinvention—not just rote memorization and rigid discipline.

We are raising students who know how to solve calculus problems but don't know how to handle failure. Who can memorize textbooks but struggle with anxiety and decision-making. We need to teach them how to live—not just how to earn. Mental health must become as important as academic health. And this begins with awareness—from parents, teachers, policymakers, and the students themselves.

Let us remember, the real Kurukshetra today is not only in the examination hall, but within the hearts and minds of millions of young Indians. Like Arjuna, they need courage—not just coaching. They need balance—not just books. And they need Krishna-like mentors who will help them understand who they are—not just what they should score.

In the end, education is meant to liberate, not limit. Let us not create a generation of well-scoring but soul-lost youth. Let India's future be shaped not just by competitive minds—but by compassionate, balanced, and resilient individuals who can turn knowledge into wisdom and ambition into purpose.

Special Thanks

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