



NEW HORIZON

COLLEGE OF ENGINEERING

E- NEWSLETTER

MBA OUTLOOK

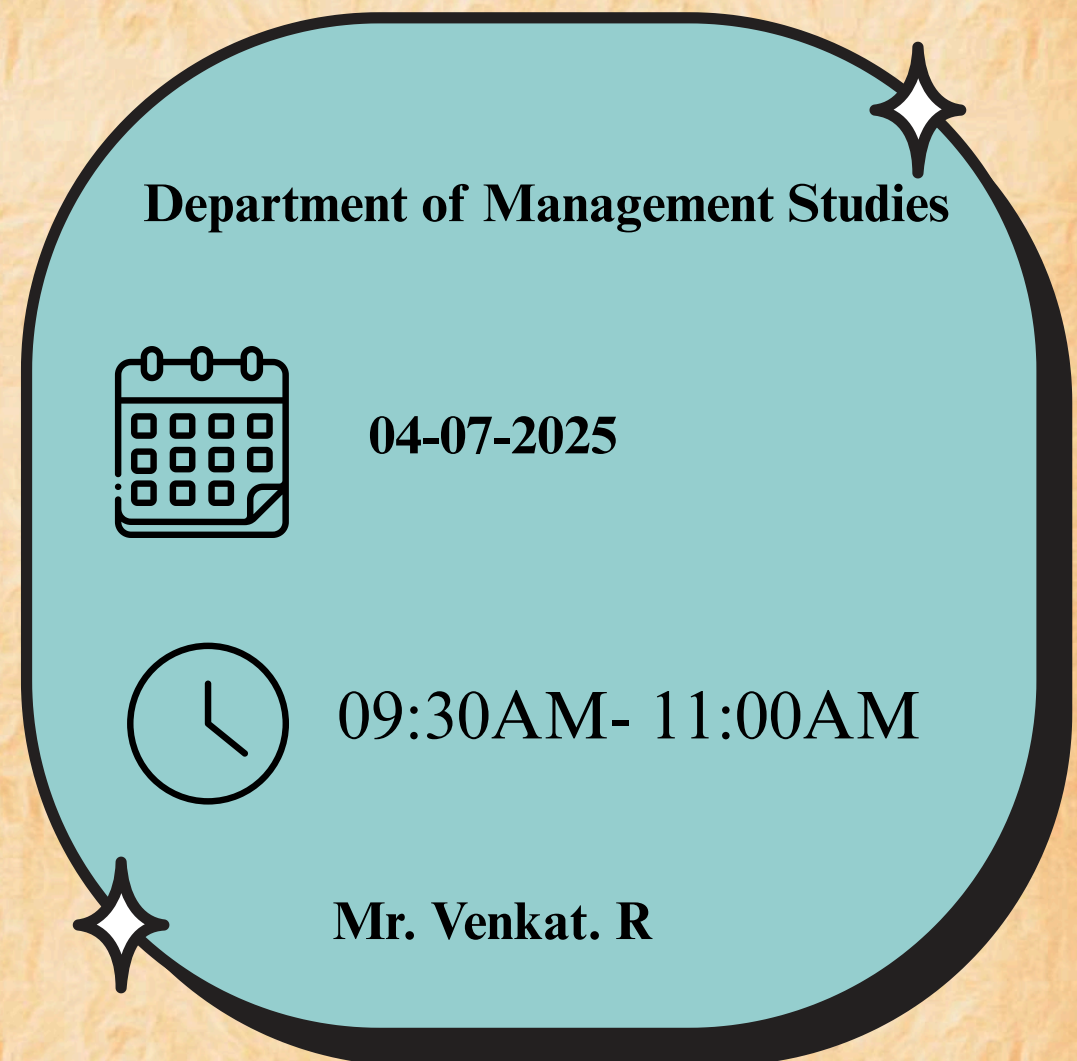
JULY 2025 | VOLUME 13 | ISSUE 6

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2. Faculty And Student Writeup
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ALUMNI TALK



The Department of Management Studies organized an engaging alumni talk on 4th July 2025, featuring Mr. Venkat R, alumnus (Batch 2019–2021) and Technical Lead at KPIT, Bengaluru. The session, titled “Cultivating Industry Readiness in Emerging Professionals,” focused on bridging the gap between academics and industry expectations.

Mr. Venkat shared practical tips on improving employability skills, adapting to dynamic work environments, and staying updated with industry trends. He stressed the importance of technical skills, communication, teamwork, and continuous learning.

The session saw active student participation during the Q&A, with discussions on career planning, interviews, and internships. He encouraged students to take up projects, internships, and certifications to become industry-ready.

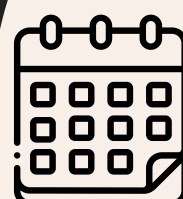


UNIQUE DOMAIN WORKSHOP

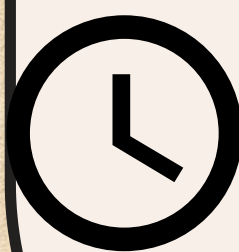
DAY-1 Marketing



Department of Management Studies



15-07-2025



9.00 AM – 4.00 P.M

Mr. Ajith Selvaraju

Department of Management Studies organized Unique Domain Workshop -VAP – Marketing Specialization Workshop. This workshop was designed to equip marketing students with the skills to harness digital marketing for enhancing marketing campaigns.

Participants will explore how to utilize digital marketing for content creation, audience analysis, and campaign optimization. Learn to create compelling social media posts, SEO-optimized blogs, and persuasive email sequences using digital and social media techniques. Understand how to define and refine target audiences and buyer personas with AI assistance. Discover methods to build comprehensive marketing campaigns, including ad copy for platforms like Facebook, Google, and YouTube. Gain skills in analysing customer feedback to optimize products and services effectively.

Resource Person Mr. Ajith Selvaraju, Founder & CEO, N' KISI Institute took the session engaged students with case study and role play .

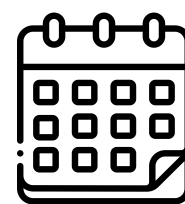


UNIQUE DOMAIN WORKSHOP

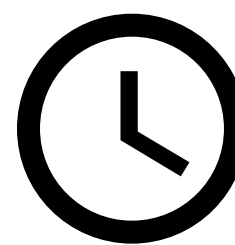
DAY -2 FINANCE



Department of Management Studies



16-07-2025



9:00 AM to 4:00 PM

Dr. Ajay CV

The Department of Management Studies conducted a Unique Domain Workshop – VAP (Value-Added Program) for MBA 4th Semester Finance specialization students, aimed at enhancing practical financial skills crucial for the corporate world.

The workshop focused on financial reporting, analysis, forecasting, and strategic decision-making. Participants gained hands-on experience in calculating and interpreting key financial ratios (liquidity, profitability, leverage), applying DuPont analysis, and evaluating investments through ROI and time-value of money concepts.

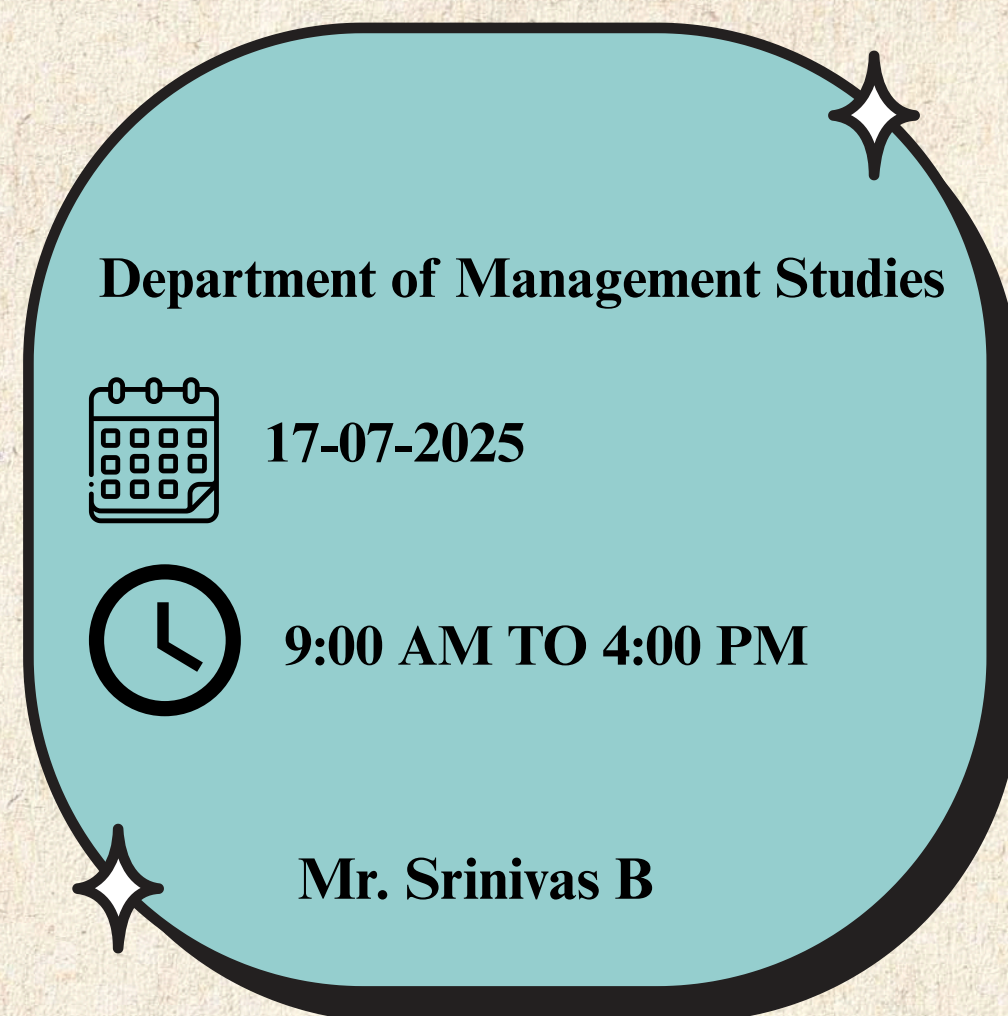
Key topics included budgeting techniques, variance analysis, breakeven, and cost-volume-profit analysis to boost operational efficiency. Students also learned to draw actionable insights from financial reports and communicate effectively with finance teams using industry-relevant terminology.

The workshop successfully bridged academic learning with real-world financial application, empowering students to make data-driven business decisions.



UNIQUE DOMAIN WORKSHOP

DAY- 3 HR



The Department of Management Studies successfully conducted a Unique Domain HR Workshop – Value-Added Program (VAP) for MBA 4th Semester students, focusing on empowering HR specialization students with practical, data-driven, and strategic HR competencies.

The workshop aimed to build expertise in performance coaching, facilitating effective feedback sessions, and handling difficult workplace conversations. Participants were trained in collecting and analyzing workforce data, creating HR dashboards, and aligning HR metrics with organizational goals through data visualization and predictive analytics.

Key highlights included techniques to measure employee engagement, reduce attrition, and design wellness programs using actionable metrics like Net Promoter Score (NPS) and retention ratios. The session also delved into the growing role of AI in HR, ethical decision-making, and maintaining transparency to foster employee trust.

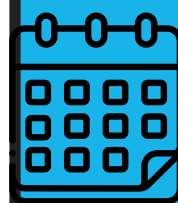
Students gained hands-on tools such as survey templates, analysis frameworks, and learned how to make evidence-based HR decisions. The workshop significantly improved their ability to deliver strategic HR initiatives, tightly aligned with business outcomes and supported by meaningful data.



SPORTS DAY



Department of Management Studies



18-07-2025

The Department of Management studies in collaboration with the Department of Sports, NHCE, Bengaluru, successfully organized Sports Day on 18th July 2025. The primary objective of the event was to promote physical fitness, enhance mental well-being, and encourage team spirit and collaboration among students.

A range of energetic and competitive sports activities were conducted for both boys and girls. The events included:

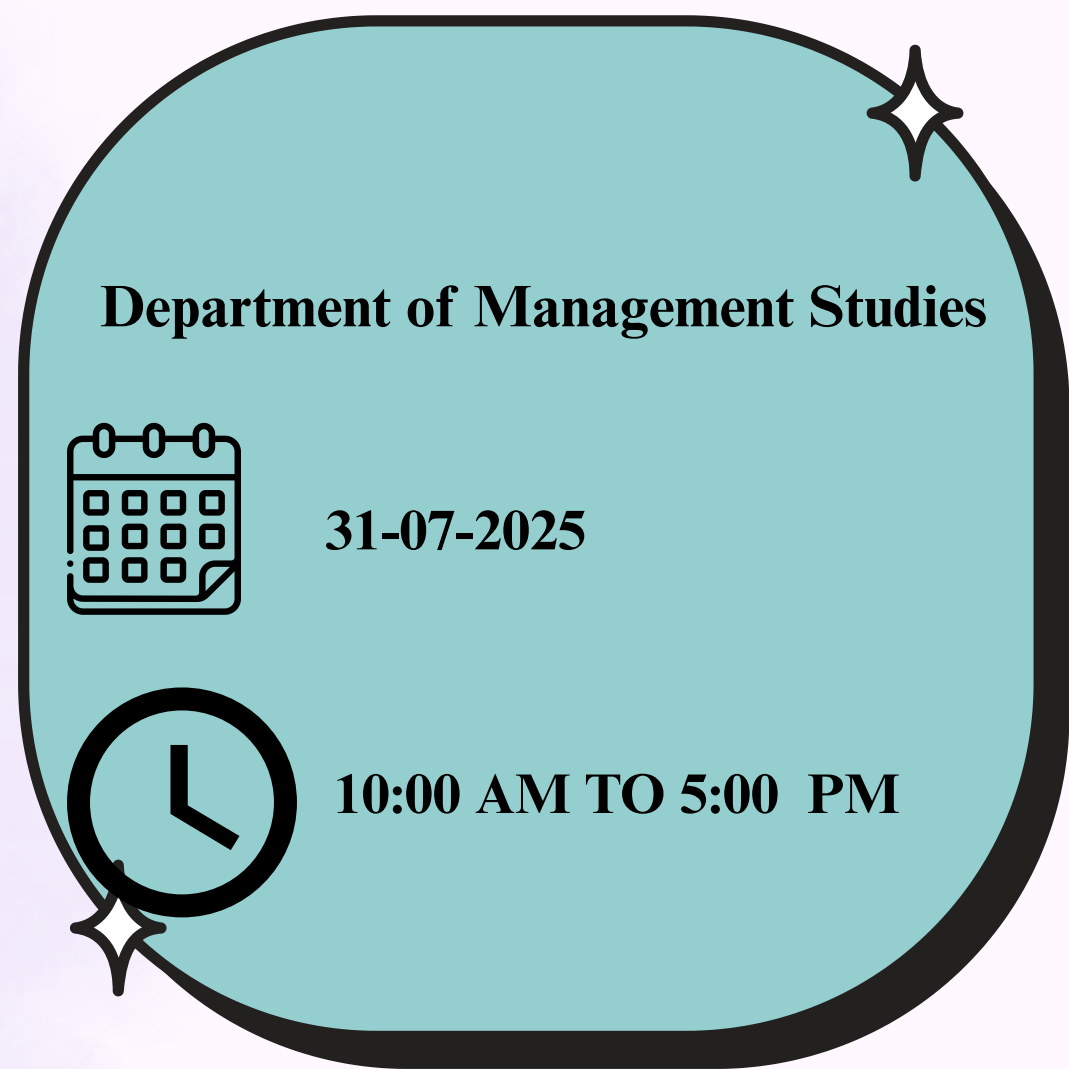
For Boys: Cricket, Volleyball, and Tug of War

For Girls: Throwball, Tug of War, and Relay

Students from all MBA classes actively participated in the events, showcasing great enthusiasm, teamwork, and sportsmanship. The event created a lively and engaging atmosphere, helping students connect beyond academics and strengthen peer bonding.

Overall, the Sports Day served its purpose of fostering a healthy, interactive, and vibrant learning environment, while instilling the importance of fitness and collaborative effort.





The Department of Management Studies organized a focused Entrepreneurship Bootcamp aimed at equipping aspiring entrepreneurs with practical knowledge of the Lean Startup methodology and Minimum Viable Product (MVP) development. The bootcamp offered an immersive, hands-on learning experience, allowing participants to validate their startup ideas and pitch them to peers, mentors, and potential investors.

key Learning Outcomes

Understanding Lean Startup Principles: Validating business ideas through real customer feedback and iterative learning.

MVP Development: Creating the simplest functional version of a product to test market demand and refine based on user response.

Business Model Design: Using tools like the Lean Canvas to map out and evaluate startup strategies.

Startup Lifecycle Awareness: From ideation to MVP, with emphasis on minimizing waste and maximizing value.

Investor & Market Readiness: Insights into what investors look for and how to assess product-market fit.

The bootcamp provided students with practical exposure to startup challenges and innovation strategies, empowering them to think entrepreneurially and act confidently in the real-world startup ecosystem.



FACULTY WRITE UP

INDIAN ETHOS: A TRANSFIGURATION TOWARDS GOOD GOVERNANCE



Dr. Priyameet Kaur Keer
Professor
Department of Management Studies



“Without restoring an ethos of social responsibility, there can be no meaningful and sustained economic recovery.”

The expression Indian Ethos in Management refers to the experiences of Indian civilization over the centuries for managing both the professional as well as personal front. It refers to the values and practices that the culture of India can contribute to service, leadership, and management. These values and practices have been influenced by various strands of Indian philosophy. It is the body of knowledge that derives its solutions from the rich and huge Indian system of ethics (moral philosophy).

Our ancient wisdom literature in the Vedas, Vedanta, Upanishads, Ramayana, Mahabharata Bhagawad Gita or the Arthashastra is a repository of comprehensive and powerful philosophy to be applied in all ages for the benefit of mankind. Since Indian Philosophy extols unity amidst all diversities, belief in tolerance, and the quest for freedom, we can become better performers by imbibing knowledge from these scriptures on the art of management.

Indian ethos refers to the principles of self-management and governance of society, entity, or a system by wisdom as revealed and brought forth by great scriptures. The simple meaning of ‘Ethos’ is, the guiding principles of a person, group, or of organization. ‘Ethos’ is a set of beliefs, ideas, etc., about the social behavior and relationships of a person or group.

This wisdom has evolved through the old practices of Indian mystics, philosophers, and religious ‘gurus’, and is now found to have profound implications for self-management and good governance of the society and business environment.

According to Swami Vivekananda, “Indian ethos serves ideas of honesty, integrity, and morality”. Indian ethos basically is based on our social structure, culture, and religion. Bhagwad Gita focuses on doing our provided duty. We should use our judgment and conduct our duties with the highest attention. Gita tells us that, we should do our jobs without thinking of the reward in return. That means, perform our work diligently for the organization and results will follow.

The valuable and pioneering aspects of Indian ethos are as follows:-

- 1 Know Oneself
- 2 Purification of Mind
- 3 Humanity
- 4 Mutual Trust
- 5 Self Introspection
- 6 Intuition
- 7 Value Oriented Services
- 8 Spirit of Sacrifice
- 9 Unity in Diversity
- 10 Peace
- 11 Team Spirit
- 12 Self Realisation
- 13 Co-operation
- 14 Self Management
- 15 Happiness
- 16 Means are Equally Important

Self-motivation and self-development help a lot in the development of a business and its quality. Indian ethos helps in problem-solving and develops self-reliability. The process of management involves four aspects; maximum utilization of resources, leading with efficiency, materializing the organizational goals towards effectiveness, and value addition to the world through Corporate Social Responsibility (CSR). All these aspects are possible only in a healthy environment. Ethics and ethical behavior are the main ingredients of healthy management.

Organizations following, the Indian ethos consider humanity as supreme. This provides a strong bond with internal as well as external customers, resulting in improved performance.

Indian ethos focuses on, if a person is good, then the whole world is good. Any organization that follows the above ethical thought automatically gets converted into an ethical organization, with fewer conflicts and hindrances.

A leader who aims to lead their organization amidst challenge and uncertainty to long-term prosperity, confronting poor behavior and upholding values would ensure better corporate governance and lead the organization and the society within which it exists to prosperity. This occurs when all of us; self-actualise, transcend the barriers of gender discrimination, caste, creed, religion, region, community, and country, and reach out to the world as global citizens emboldening our higher selves for the betterment of humanity.



Prof. Madhuraj .CA
Assistant Professor
Department of Management Studies

🌸 Dream Machines, Nightmare Lives: How India's Exam Fever is Killing Youth Futures

The Great Rat Race

Every year, millions of young Indians lock themselves into gruelling preparation marathons—JEE, NEET, UPSC, CLAT—hoping to snag one of the few golden tickets into IITs, AIIMS or government services. In Kota alone, studies show that 85% of aspirants spend 6–8 hours daily in coaching institutes—fueling burnout and stress at an alarming scale. Newspapers report soaring anxiety, depression, and even suicidal thoughts among high school seniors caught in a relentless cycle.

Mental Health in Freefall

Counsellors in Bhopal warn of “sleep disturbances, emotional distress, identity crises”—students equating self-worth with exam scores, isolated from real life and creative outlets. A literature review finds a strong link between exam prep and mental illness, including depression and anxiety. Reports show that media-reported student suicides spike during exam months; one analysis estimates the economic cost of these tragedies at USD 1.67 billion.

The Trap of Educated Unemployment

Despite earning higher degrees, young Indians often remain unemployed. A survey showed aspirants spend an average 3 years and 3 months preparing for government jobs, only to be stuck in the “educated unemployed” category. Raghuram Rajan cited 25 million youth competing for just 90,000 low-grade railway roles. Meanwhile, government data shows unemployment in India fell from around 6% in 2017–18 to 3.2% in 2022–23, but still remains around 5.4% in urban areas. Moreover, India’s youth unemployment rate hovered near 15%, meaning roughly 1 in 7 young adults cannot find work.

Skill Schemes—All Sales Talk?

Government initiatives like PM Kaushal Vikas Yojana (PMKVY) have trained over 16 million youth, but only 2.43 million (less than 15%) found jobs—a massive gap between training and actual employment. The Prime Minister’s Internship Scheme, designed to offer internships to graduates, saw only 8,700 join out of 6.2 lakh applications—just a 10.6% conversion from offers to placements.

Coaching Capital to Ghost Towns

In cities like Allahabad, Delhi, Jaipur, and Karnataka’s Dharwad, coaching hubs once thrived—but now libraries and hostels lie deserted as aspirants abandon plans due to delayed notifications and diminishing hope.

🇮🇳 Numbers That Stun

Youth unemployment rate: ~15% (~1 in 7 youth)

Overall unemployment (urban): ~5.4% in 2022–23

Time spent preparing: Avg 3 yrs 3 mo for government jobs

PMKVY placement rate: <15% (~2.43 M out of 16 M trained)

PM Internship uptake: Only ~8,700 placed from 621k applications

Student suicides (annual): ~13,000 in 2021; 1 every hour

🔥 Bold Headlines, Harsh Realities

This is a youth generation burned out by exam fever, stuck in queue for limited government vacancies, while their real potential withers under one-track pressure. Skills schemes fail to translate training into jobs; heavily capricious exam delays crush aspirations. Libraries that once buzzed with hope now sit empty. Coaching towns turn ghostly. Lives stagnate, dreams die.

🎯 The Way Forward

- Diversify career pathways: valorize vocational, creative and trades careers—not just medicine, engineering, IAS.
- Real-start apprenticeships: ensure schemes like PMKVY and internship programmes convert into paid jobs (not just certificates).
- Mental wellness mandate: counselling, helplines, life-skills education integrated into schools/coaching.
- Reform exam structure: stagger timelines, reduce high-stakes pressure, explore multiple-entry points and pathways.

👁️ Final Word

India’s so-called meritocracy is becoming a mental and economic prison. We invest in degrees, but not in design, not in commerce, not in art, not in skilled trades. Our youth are educated—but not employable, stressed—but not supported. The future they’re preparing for often never arrives.

It’s time to break the cycle—literally rewrite the rules of the race.

FACULTY ACHIEVEMENT



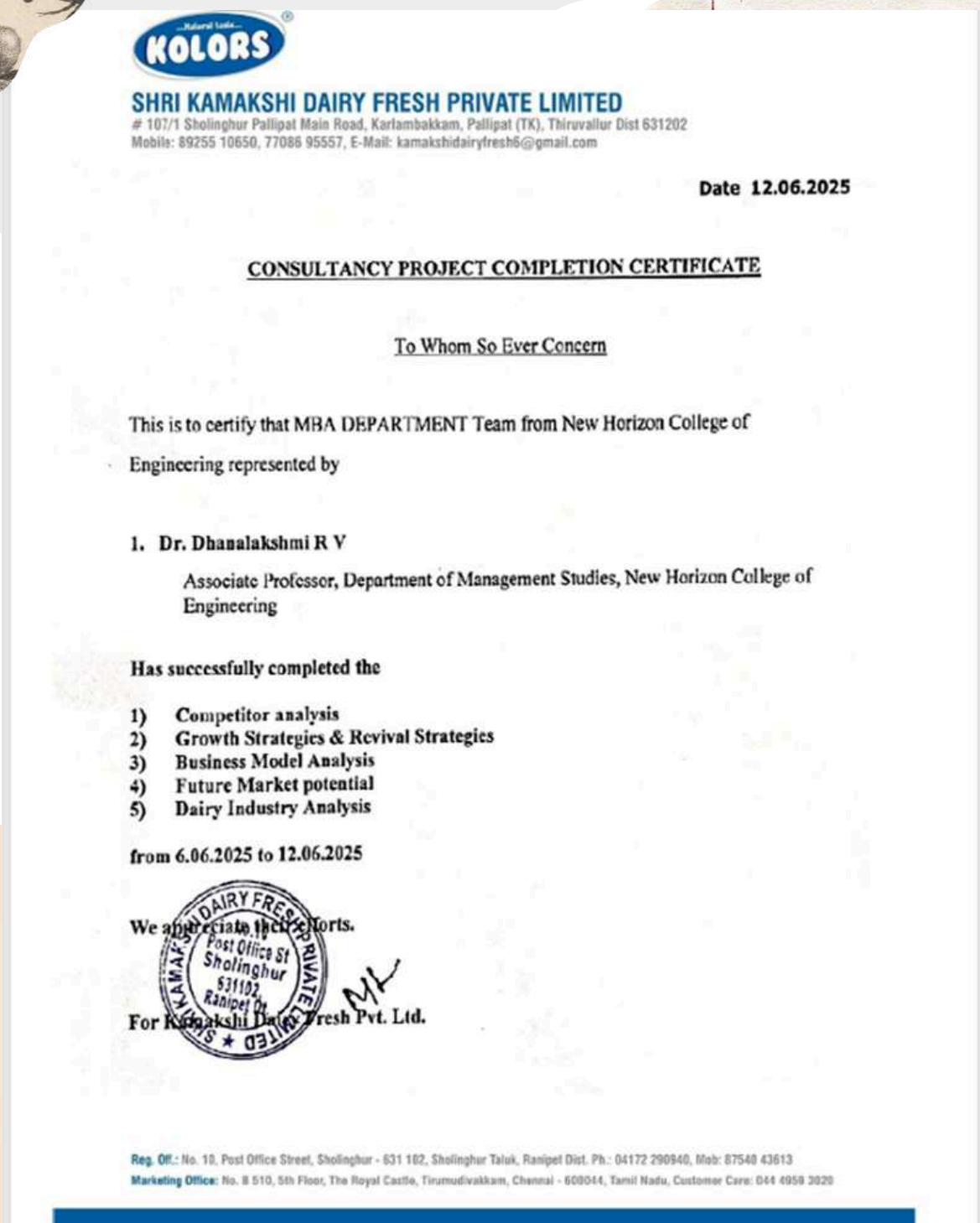
The Department of Management proudly congratulates Dr. Priyameet Kaur Keer, Professor, MBA Department, for being nominated to the Technical Advisory Committee of ICEAR 2025 – International Conference on Electronics, AI & Robotics, held from July 15–17, 2025 in the Republic of Korea.

Her selection to this prestigious committee reflects her academic excellence, expertise in emerging technologies, and commitment to fostering global research collaborations. The Department commends her achievement and looks forward to her continued contributions to academia and industry.



The Department of Management proudly congratulates Dr. Priyameet Kaur Keer, Professor, MBA Department, for being selected by WACIA as an Executive Council Special Invitee on July 16, 2025.

This prestigious recognition underscores her leadership, professional expertise, and dedication to advancing collaborative initiatives within the academic and business community. The Department applauds her achievement and wishes her continued success in her professional endeavors.



The Department of Management proudly congratulates Dr. Dhanalakshmi R.V. Associate Professor for successfully completing a consultancy project with Shri Kamakshi Dairy Fresh Pvt. Ltd.

She was awarded a consultancy fee of ₹25,000 upon completion of the assignment, which focused on:

- Competitor Analysis
- Growth and Revival Strategies
- Business Model Evaluation
- Assessment of Future Market Potential
- Dairy Industry Analysis

Her work has contributed valuable insights to the client's strategic planning and industry positioning. The Department commends her achievement and wishes her continued success in future professional endeavors.

The Department of Management proudly congratulates Dr. Dhanalakshmi R.V. Associate Professor for presenting a research paper titled "Leveraging AI and People Analytics for Enhanced Recruitment Efficiency: Transforming Selection and Onboarding through New Age Technology" at the International Conference on Global Business Resilience: Strategies for Navigating Uncertainty and Digital Transformation, organized by Christ (Deemed to be University) from July 23–25, 2025.

Her insightful work highlights the integration of Artificial Intelligence and People Analytics in revolutionizing recruitment processes, contributing to academic discourse on digital transformation and business resilience. The Department applauds her scholarly accomplishment and wishes her continued success in her research journey.



Department of Management Studies proudly congratulates Dr. Saumi Roy Sr. assistant Professor. We are delighted to announce that Dr. Saumi Roy Sr. Assistant Professor has successfully completed her Ph.D. in Management from Visvesvaraya Technological University, following her final defense on and was awarded the degree at the Convocation. We congratulate her on this remarkable achievement and wish her continued success in her future academic and professional pursuits.



Special Thanks

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