



NEW HORIZON
COLLEGE OF ENGINEERING

E- NEWSLETTER

MBA OUTLOOK

JANUARY - JULY 2026

VOLUME 15 (ISSUE 1)



NEW HORIZON COLLEGE OF ENGINEERING

Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC
Accredited by NAAC with 'A' Grade, Accredited by NBA



Established in 2001

Accorded Autonomous Status in 2015-16

114th Rank in NIRF 2020

Accredited by NAAC with "A" Grade

Accredited by NBA for all UG Programmes

Accorded "2f" Status by UGC

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SPSS WORKSHOP



The Department of Management Studies conducted a Value Added Programme workshop on SPSS for first-semester MBA students on 15th, 27th, and 30th April 2026. The training introduced students to data analysis, data management, hypothesis testing, and statistical techniques such as t-test, ANOVA, and Chi-square. Through hands-on sessions, students enhanced their analytical, research, and decision-making skills, gaining practical exposure to the application of statistical tools in management research.



NISM CERTIFICATION WORKSHOP

The Department of Management Studies organised a four-day NISM Certification Training Programme for MBA Finance students (Batch 2025–27) from 27th to 30th April 2026. The programme was conducted by Mr. Vinod Tantri, Certified NISM Trainer and Mentor, to equip students with the knowledge and skills required for NISM certification examinations and careers in the financial services sector. The sessions covered the functioning of securities markets, investment products, mutual funds, equity and debt instruments, risk management, investor protection, and regulatory guidelines. Through interactive lectures, case studies, mock assessments, and examination-oriented guidance, students gained practical insights into financial market operations and compliance practices. The programme also highlighted career opportunities in banking, investment advisory, wealth management, stock broking, and capital markets. Overall, the training strengthened students' conceptual understanding, improved their examination preparedness, and enhanced their industry readiness and employability.



UNIQUE DOMAIN WORKSHOP

FINANCE

As part of the Unique Domain Workshop Week, the Department of Management Studies, in collaboration with the Karnataka Management Association (KMA), conducted a Finance Workshop on 7th April 2026. The session was led by Ms. Rajitha Prakash, who shared practical insights into financial planning, investment strategies, risk analysis, and banking practices. Through interactive discussions and real-world case studies, students enhanced their understanding of finance, improved analytical and decision-making skills, and gained awareness of career opportunities in the finance and banking sectors.



Unique Domain Workshop Week - Day 1
Association with
Karnataka Management Association (KMA)

Finance Workshop

7th April 2026
09:30 AM - 04:30 PM
308 Classroom



MS. RAJITHA PRAKASH
AVP - Deutsche Bank

Coordinator	Convenor	
Dr. Priyameet Kaur Keer Professor - MBA	Dr. R. J. Anandhi Dean - Academics	Dr. Manjunatha Principal
Organised by Department of Management Studies		



UNIQUE DOMAIN WORKSHOP

HUMAN RESOURCE



As part of the Unique Domain Workshop Week, the Department of Management Studies, in collaboration with the Karnataka Management Association (KMA), conducted a Human Resource Management Workshop on 8th April 2026. The session was led by Ms. Dhriti Mahajan, Senior Manager – HRBP at Hakimo, and covered key HR functions such as recruitment, employee engagement, performance management, and organisational behaviour. Through interactive discussions and practical examples, students gained valuable insights into modern HR practices, workplace dynamics, and career opportunities in the HR domain.



UNIQUE DOMAIN WORKSHOP

LOGISTICS AND SUPPLY CHAIN

As part of the Unique Domain Workshop Week, the Department of Management Studies conducted a workshop on Logistics and Supply Chain Management on 9th April 2026. The session was led by Mr. Avijit Dubey, Independent Consultant, who provided practical insights into supply chain operations and industry expectations. Students learned about key SCM functions, emerging trends, and essential technical and soft skills, including data analysis, ERP systems, problem-solving, and communication. The workshop effectively bridged academic concepts with industry practices and enhanced students' understanding of career opportunities in the SCM domain.



Unique Domain Workshop Week - Day 3
Association with
Karnataka Management Association (KMA)
Logistics and Supply Chain Workshop

📅 9th April 2026
🕒 09:30 AM - 04:30 PM
📍 308 Classroom



Mr. Avijit Dubey
Independent Consultant

Coordinator
Dr. Priyameet Kaur Keer
Professor - MBA

Convenor
Dr. R. J. Anandhi
Dean - Academics

Dr. Manjunatha
Principal

Organised by
Department of Management Studies



UNIQUE DOMAIN WORKSHOP

MARKETING



Unique Domain Workshop Week - Day 4
Association with
Karnataka Management Association (KMA)
Marketing Workshop

11th April 2026
09:30 AM - 04:30 PM
308 Classroom

Mr. Kiran Mandrawadkar
Head — Business & Growth
NP Digital

Coordinator
Dr. Priyameet Kaur Keer
Professor -MBA

Convenor
Dr. R. J. Anandhi
Dean - Academics

Organised by
Department of Management Studies

Dr. Manjunatha
Principal

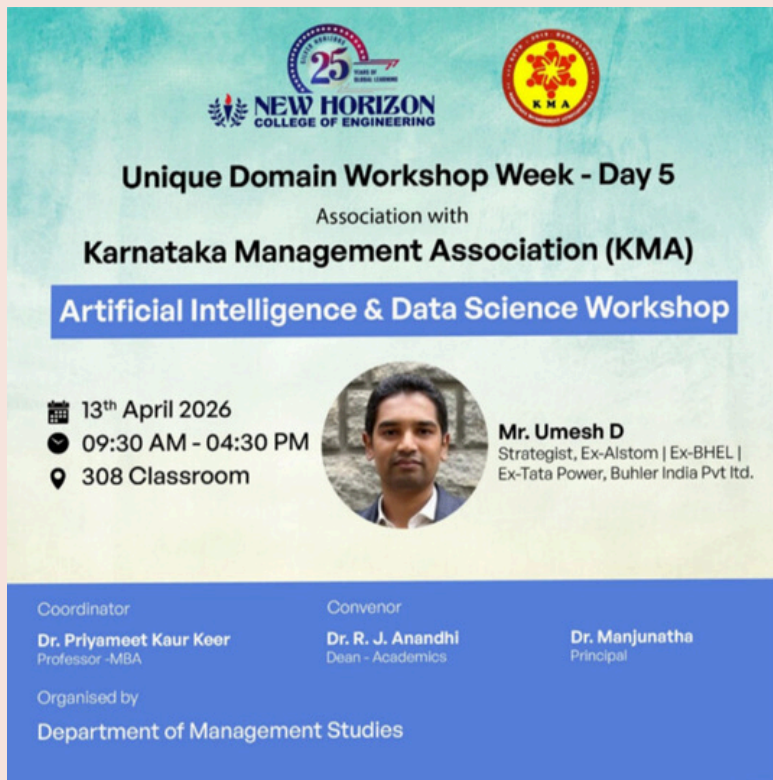


As part of the Unique Domain Workshop Week, the Department of Management Studies conducted a Marketing Workshop on 11th April 2026 for MBA students. The session was led by Mr. Kiran Mandrawadkar, Head – Business and Growth at NP Digital, and focused on online marketing strategies, including Google Ads and Meta Ads. Students gained insights into audience targeting, campaign management, customer engagement, and lead generation through practical examples and interactive discussions. The workshop enhanced their understanding of digital marketing and its role in driving business growth and brand awareness.



UNIQUE DOMAIN WORKSHOP

ARTIFICIAL INTELLIGENCE AND DATA SCIENCE



The Department of Management Studies organised a workshop on 13th April 2026, led by Mr. Umesh D. Strategist, Ex-Alstom and Ex-BHEL. The session focused on the role of analytics in evaluating workshop effectiveness and supporting data-driven decision-making. Students were introduced to key analytics concepts, performance metrics, data collection methods, and visualisation tools such as Excel, Power BI, and Tableau. The workshop enhanced participants' understanding of analytics applications and their importance in improving organisational performance and learning outcomes.



POWER BI WORKSHOP



Workshop

Power BI

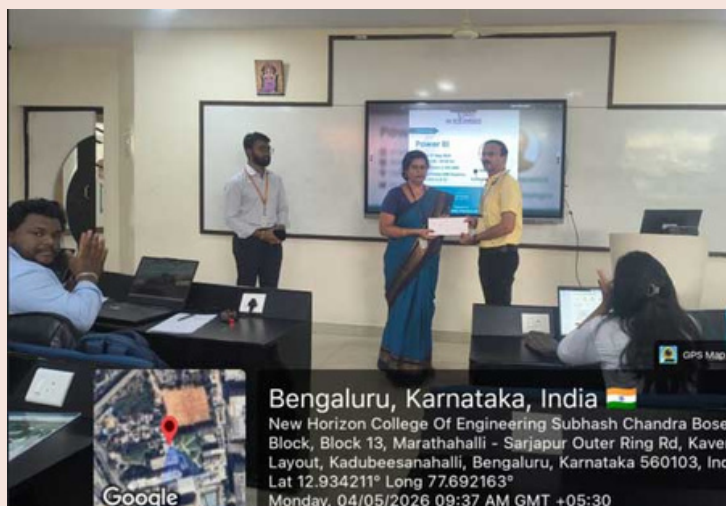
4th to 9th May 2026
09:30 AM - 04:30 PM
Class Room A 303, MBA
2nd Semester MBA Students
(Section A, B, C)

Mr. Raghu Prasad K S
CEO
Kaushalya Technologies

Coordinator: Dr. Dhanalakshmi R V, Professor - MBA
Convenor: Dr. R J Anandhi, Dean - Academics
Dr. Manjunatha, Principal
Organised by
Department of Master of Business Administration



The Department of Management Studies conducted a six-day Power BI workshop for MBA 2025–27 students from 4–9th May 2026. Led by Mr. Raghu Prasad K.S., CEO of Kaushalya Technologies, the programme provided hands-on training in data visualisation, dashboard creation, and business analytics. An assessment was conducted, and certificates were awarded to participants. The workshop enhanced students' analytical, reporting, and data-driven decision-making skills across business domains.



SPECIALISATION ORIENTATION WORKSHOP

MARKETING

The Department of Management Studies organised a Marketing Orientation Workshop on 1st June 2026 as part of the Specialisation Orientation Workshop Week. The session was delivered by Mr. Ajith Selvaraju, Founder and CEO of N'Kisi, who shared valuable insights into modern marketing practices, consumer behaviour, digital marketing trends, and startup brand-building. Through practical examples and interactive discussions, students gained a better understanding of career opportunities in marketing, essential industry skills, and the application of marketing concepts in real business environments. The workshop successfully bridged the gap between academic learning and industry practice, inspiring students to develop entrepreneurial thinking and prepare for dynamic careers in marketing.



SPECIALIZATION ORIENTATION WORKSHOP

FINANCE

The Department of Management Studies organised a Finance Specialisation Orientation Program on 2nd June 2026 for MBA students. The session was conducted by Mr. Ajay T. S., Consultant and Trainee at HDFC Bank, who provided insights into the scope of finance, career opportunities in banking, corporate finance, investment management, and FinTech. The speaker highlighted the importance of analytical skills, financial knowledge, professional certifications, and emerging technologies such as Artificial Intelligence and Data Analytics in the finance sector.

The programme helped students understand industry expectations, explore career pathways, and make informed decisions regarding their finance specialisation and future professional growth.

An event poster for the Finance Orientation Workshop. It features the New Horizon College of Engineering logo at the top. The text reads: "Finance Orientation Workshop", "Specialisation Orientation Workshop Week - Day 2", "2nd June 2026", "02:00 PM to 04:00 PM", and "Manthan Seminar Hall". A portrait of Mr. Ajay T. S. is shown with his title "Consultant and Trainer HDFC". At the bottom, it lists the Vice-Chancellor (Dr. Priyameet Kaur Keer), Head of Department (Dr. Dhana Lakshmi R V), and Co-Chairman (Dr. R. J. Anandhi). It also mentions the Department of Management Studies as the organizing body.

NEW HORIZON
COLLEGE OF ENGINEERING

Finance Orientation Workshop
Specialisation Orientation Workshop Week - Day 2

2nd June 2026
02:00 PM to 04:00 PM
Manthan Seminar Hall

Mr. Ajay T S
Consultant and Trainer
HDFC

Vice-Chancellor
Dr. Priyameet Kaur Keer
Professor - MBA

Head of Department
Dr. Dhana Lakshmi R V
Professor - MBA

Co-Chairman
Dr. R. J. Anandhi
Dean - Academics

Dr. Manjunatha
Principal

Organized by
Department of Management Studies

SPECIALISATION ORIENTATION WORKSHOP

AI AND DATA SCIENCE

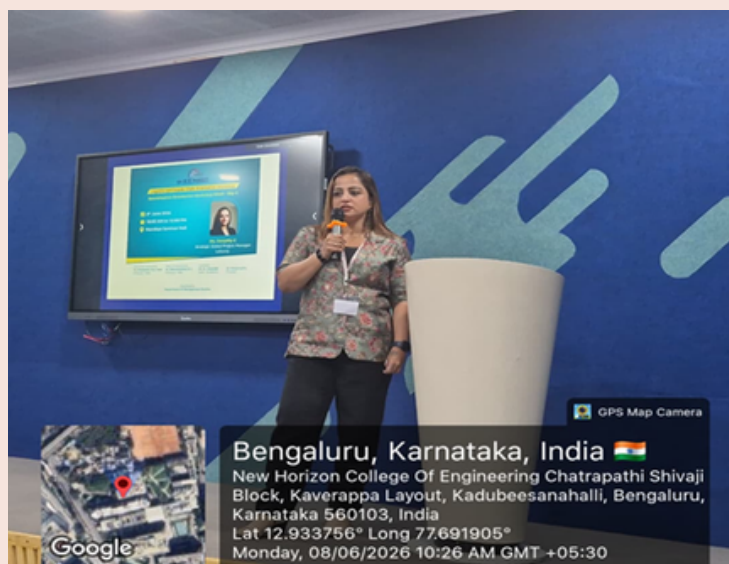
The Department of Management Studies organised an Artificial Intelligence and Data Science Orientation Workshop on 3rd June 2026 as part of the Specialisation Orientation Week. The session was delivered by Mr. Kollu Manoj Kumar, Data Engineer at TCS, who introduced students to the fundamentals, applications, and career opportunities in AI and Data Science. The workshop highlighted the growing importance of AI-driven technologies across industries and emphasised essential skills such as programming, analytics, and problem-solving. The session provided valuable industry insights and inspired students to explore emerging technologies and future career prospects in the field.



SPECIALISATION ORIENTATION WORKSHOP

LOGISTICS AND SUPPLY CHAIN

The Logistics and Supply Chain Orientation Workshop was organized on 8th June 2026 at Manthan Seminar Hall, New Horizon College of Engineering. The session was led by Ms. Deepthy C., Strategic Global Project Manager at Labcorp, as part of the Specialisation Orientation Week. The workshop introduced students to the fundamentals of logistics and supply chain management, global supply chain practices, and industry trends. Students learned how effective supply chain strategies improve business operations and customer satisfaction. The session also highlighted the growing role of technologies such as Artificial Intelligence, Automation, IoT, and Data Analytics in modern supply chains, motivating students to explore careers in this field.



A poster for the Logistics and Supply Chain Orientation Workshop. The poster is blue and yellow. It features the New Horizon College of Engineering logo at the top. The title is "Logistics and Supply Chain Orientation Workshop" and "Specialisation Orientation Workshop Week - Day 4". The date is "8th June 2026", the time is "10:00 AM to 12:00 PM", and the location is "Manthan Seminar Hall". A portrait of Ms. Deepthy C. is shown, with her name and title "Strategic Global Project Manager Labcorp" below it. At the bottom, the organizers are listed: Workshop Coordinator Dr. Priyameet Kaur Keer (Professor - MBA), Head of Department Dr. Dhanalakshmi R V (Professor - MBA), Convenor Dr. R J Anandhi (Dean - Academics), and Dr. Manjunatha (Principal). The poster is organized by the Department of Management Studies.

SPECIALISATION ORIENTATION WORKSHOP

HUMAN RESOURCE

The Human Resource Management Orientation Workshop was held on 10th June 2026 at Manthan Seminar Hall, New Horizon College of Engineering. The session was conducted by Mr. Srinivas B., HRP Leader at JP Morgan and Chase, to introduce students to the field of Human Resource Management and its career opportunities. Students gained insights into recruitment, employee engagement, talent management, and the role of HR professionals in organizational success. The workshop also highlighted current industry practices and the skills required for a successful HR career. Overall, the session was informative and helped students develop a better understanding of the HR domain.



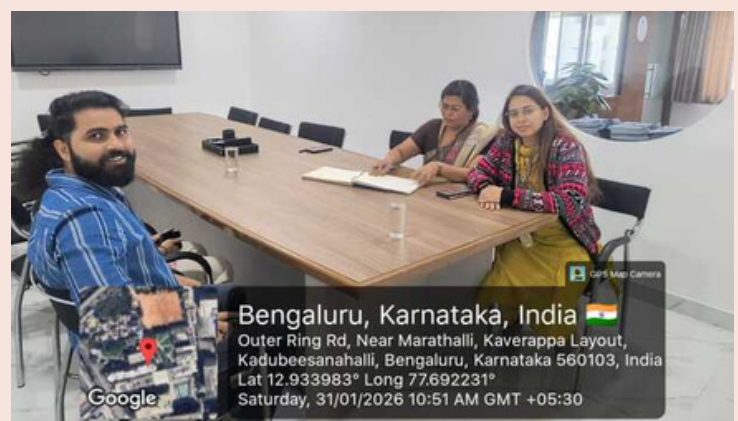
INTERNSHIP ORIENTATION SESSION

An internship orientation session was conducted for II Semester MBA students to provide guidelines on the mandatory four-week internship (Course Code: 24MBA33). Students were briefed on internship objectives, eligibility, evaluation, report preparation, documentation requirements, and university guidelines. The session also covered internship report components, interaction with faculty mentors, and organizational selection. Additionally, students were oriented on the CoCubes Assessment, its role in enhancing employability, preparation strategies, and placement opportunities. The programme concluded with an interactive Q&A session, addressing students' queries related to internships and the assessment process.



MBA PARENT-TEACHER MEETING (PTM)

The Department of Management Studies conducted a Parent-Teacher Meeting for MBA students on 31st January 2026. The session provided an opportunity for faculty and parents to discuss students' academic progress, examination performance, and overall development. Information on placements, internships, training programmes, and continuous learning initiatives was also shared. Parents actively participated in the discussions and provided valuable feedback. The meeting strengthened collaboration between parents and the institution, fostering a shared commitment towards students' academic and professional success.



MBA PARENT-TEACHER MEETING (PTM)

The Department of Management Studies, New Horizon College of Engineering, organised the Parent-Teacher Meeting for MBA II and IV Semester students on 13th June 2026 at Manthan Seminar Hall. The meeting aimed to enhance collaboration between parents and faculty members by discussing students' academic performance, attendance, discipline, skill development, and overall progress. Faculty members provided individual feedback on students' strengths, improvement areas, and career aspirations. Discussions were held on internships, certification programmes, placement preparation, aptitude training, communication skills, and participation in co-curricular activities.

Parents actively participated in the interaction and appreciated the department's efforts towards maintaining transparency and providing continuous academic support. They shared valuable suggestions regarding regular academic updates, increased industry exposure, mentoring support, and personality development initiatives. The meeting helped in identifying students requiring additional guidance and enabled the formulation of effective support strategies. Overall, the PTM strengthened the partnership between parents and the institution, contributing towards students' academic excellence, professional growth, and career readiness.



GUEST LECTURE ON “ROBOTIC PROCESS AUTOMATION” (RPA)

On 18th May 2026, the Department of Management Studies organised an expert lecture on “Robotic Process Automation (RPA) with Special Reference to Sustainability and Bamboo Dwellings” for II Semester MBA students. Delivered by Deekshit Kumar S. N., the session highlighted the role of RPA in improving organisational efficiency and explored bamboo dwellings as sustainable construction solutions. Students gained insights into automation, sustainability, and green business practices through practical examples and interactive discussions, fostering innovative and environmentally responsible thinking.





Guest Talk

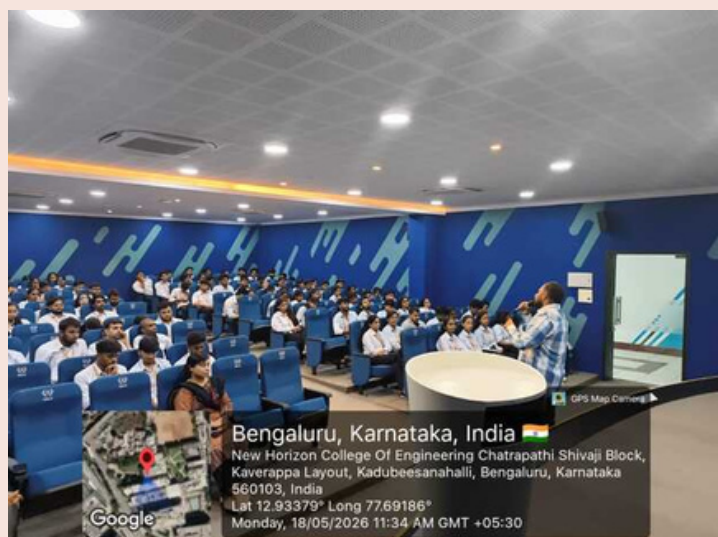
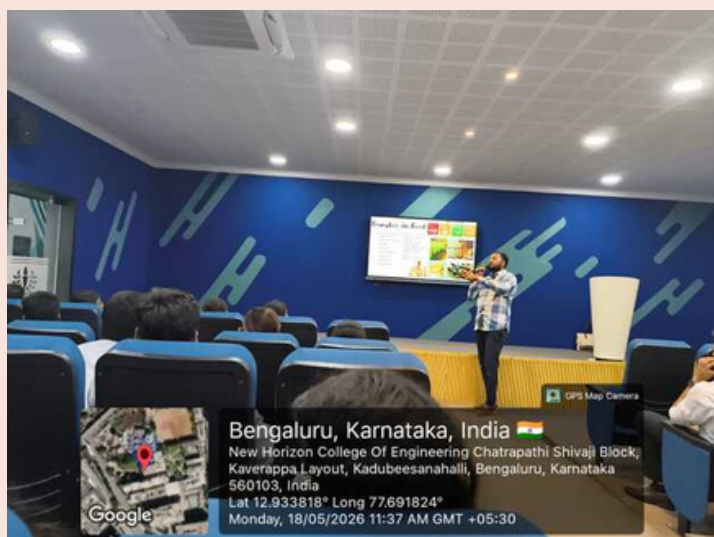
Robotic Process Automation

 18 May 2026
 11:00 AM - 01:00 PM
 2nd Semester Students
 Manthan Hall



Mr. Deekshith Kumar SN
Proprietor
Bamboo Nesting

Faculty Coordinator Dr. Sreoshi Dasgupta Associate Professor - MBA	Dr. Saumi Roy Associate Professor - MBA	Dr. Ankita Jeewankar Senior Assistant Professor - MBA
Convenor Dr. Dhanalakshmi R V HoD-in-Charge - MBA	Dr. R J Anandhi Dean-Academics	
Organised by Department of Management studies		



GUEST LECTURE- ETHICAL DECISION MAKING AND LEADERSHIP THROUGH SPIRITUAL VALUES

The Department of Management Studies organized a guest lecture on "Ethical Decision Making and Leadership through Spiritual Values", delivered by Dr. Sudharma Krishna Dasa, Post-Doctoral Researcher (IIT Bombay), Ph.D., and CSIR Fellow from ISKCON Bangalore. The session highlighted the importance of ethical leadership and moral values in addressing challenges faced by modern organizations. Drawing insights from the Bhagavad-gita, the speaker introduced the L.E.A.D.S. framework and emphasized integrity, humility, and responsible decision-making as essential qualities of successful leaders. Real-life examples of leaders such as Satya Nadella and Ratan Tata inspired students to embrace value-based leadership. The lecture encouraged participants to integrate spiritual values with professional excellence and become responsible, ethical leaders of the future.



Ethical Decision Making and Leadership through Spiritual Values

29th May 2026

10:00 AM to 12:00 PM

Falconry Seminar Hall

2nd Semester MBA Students



Dr. Sudharma Krishna Dasa
Ph.D (Theoretical Chemistry),
Post-Doc (IIT Bombay) and CSIR-Fellow
Full-Time Missionary (ISKCON Bangalore)

Event Coordinator
Dr. Dhanalakshmi R V
HoD In-charge
Department of MBA

Convenor
Prof. Naresh KV
Assistant Professor- MBA

Dr. R J Anandhi
Dean - Academics

Dr. Manjunatha
Principal

Organised by
Department of Master of Business Administration



GUEST LECTURE- TRAINING ON TECHNOLOGY, COMMERCIALISATION, LICENSING AND TRANSFER PRACTICES



NEW HORIZON COLLEGE OF ENGINEERING

Training on Technology, Commercialization, Licensing and Transfer practices

19th May 2026
03:00 PM - 05:00 PM
Manthan Seminar Hall
2nd Semester MBA Students

Raghavendra Y
Senior Intellectual Property Associate,

Faculty Coordinator Dr. Neelima Ravindran Assistant Professor Department of MBA	Convonor Dr. Dhanalekshmi R V HoD in-charge Department of MBA	Dr. Vinoth Kumar K Professor and Associate Head-R&D
Dr. Revathi V Dean - R&D	Dr. R J Anandhi Dean - Academics	Dr. Manjunatha Principal

Organized by
Department of Master of Business Administration | Department of Research and Development



The Department of Management Studies and the Department of R&D, in association with the Institution's Innovation Council (IIC), organised an expert talk on 19th May 2026 on "Training on Technology, Commercialisation, Licensing and Transfer Practices." The session was conducted by Raghavendra Y, Senior Intellectual Property Associate, K&S Partners, Intellectual Property Attorneys. The session provided MBA students with insights into intellectual property rights, technology transfer, licensing, and commercialization strategies. Through interactive discussions and case-based learning, participants enhanced their understanding of innovation management, industry-academia collaboration, and entrepreneurial opportunities.



ALUMNI TALK

CAREER PLANNING AND GOAL SETTING

The Department of Management Studies organised an alumni talk on “Career Planning and Goal Setting” on 6th January 2026 for MBA students. The session was delivered by Ms. Sophiya Shaheen, Business Development Representative at Progress Software and an alumna of the MBA 2021-2023 batch. She shared insights on career planning, goal setting, skill development, internships, certifications, and networking. The interactive session helped students gain clarity on career choices and professional growth strategies, motivating them to pursue their academic and career goals with confidence. A total of 99 students attended the programme.



ALUMNI TALK

LEARNING BEYOND SYLLABUS: FROM CLASSROOM TO CAREER



NEW HORIZON
COLLEGE OF ENGINEERING

Alumni Talk

**Learning Beyond Syllabus:
From Classroom to Career**

19th January 2026
11:00 AM to 01:00 PM
Manthar Seminar Hall
1st Semester MBA Students

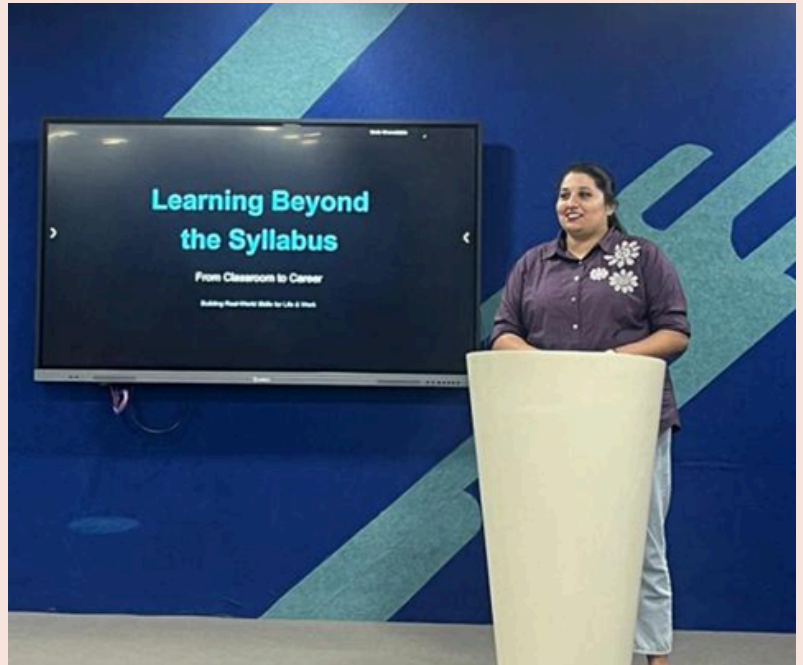
Ms. Preethi Bhaskar
Senior Associate - HR
Velocis System Pvt. Ltd.
Batch: 2020-2022

Alumni Coordinator
Dr. Saumi Roy
Associate Professor - MBA

Convenor
Dr. R. J. Anandhi
Dean - Academics

Dr. Manjunatha
Principal

Organised by
Department of Management Studies | Alumni Association



The Department of Management Studies organised an alumni talk on “Learning Beyond Syllabus: From Classroom to Career” on 19th January 2026. The session was delivered by Ms. Preethi Bhaskar, Senior Associate – HR, Velocis Systems Pvt. Ltd., who shared insights on career readiness, industry expectations, employability skills, and professional development. She highlighted the importance of continuous learning, communication, teamwork, internships, and certifications in building successful careers. The interactive session motivated students to bridge the gap between academic learning and industry requirements. A total of 102 students participated in the programme.



ALUMNI TALK

BRIDGING SKILL GAP : KNOW WHAT RECRUITER LOOK FOR



The Department of Management Studies organised an alumni talk on “Bridging the Skill Gap: Know What Recruiters Look For” on 27th March 2026. The session was delivered by Ms. Shimon Bollama, Business Development Executive at JoulestoWatts, who shared insights on industry expectations, employability skills, and career readiness. Students learned about the importance of communication, problem-solving, adaptability, internships, certifications, and professional networking. The interactive session helped participants understand recruiter expectations and prepare effectively for future career opportunities. A total of 57 students attended the programme.



ALUMNI TALK -EMERGING TRENDS IN INDUSTRY AND FUTURE CAREER OPPORTUNITIES

The Department of Management Studies organised an Alumni Talk on “Emerging Trends in Industry and Future Career Opportunities” on 26th May 2026 at Manthan Seminar Hall. The session was delivered by alumnus Mr. Toshith Ashwin, Customer Account Analyst at PlanSource, who shared insights on emerging technologies, industry expectations, and career opportunities in fields such as Artificial Intelligence, Data Science, Automation, and Digital Technologies. The talk enhanced students’ awareness of future career prospects and the importance of continuous skill development. A total of 124 second-semester MBA students participated in the programme.



The poster for the Alumni Talk event features a dark blue background with a white brick wall graphic. On the left, a yellow banner reads "Alumni Talk". Below it, the title "Emerging Trends In Industry and Future Career Opportunities" is displayed. The date and time are listed as "26th May 2026" and "11:00 AM - 01:00 PM". The venue is "Manthan Seminar Hall" and the audience is "2nd Semester Students". The Alumni Coordinator is "Dr. Saumi Roy" and the Convenor is "Dr. Dhanalakshmi R V". The Principal is "Dr. Manjunatha". The event is organized by the "Department of Management Studies Alumni Association". On the right, a photo of Mr. Toshith Ashwin is shown with his name and title "Customer Account Analyst Plansource" and "Batch : 2023 - 2025". The background of the poster includes a collage of icons related to technology and career growth.

Alumni Talk

Emerging Trends In Industry and Future Career Opportunities

26th May 2026
11:00 AM - 01:00 PM
Manthan Seminar Hall
2nd Semester Students

Alumni Coordinator
Dr. Saumi Roy
Associate Professor - MBA

Convenor
Dr. Dhanalakshmi R V
Professor and HoD - MBA

Dr. Manjunatha
Principal

Organised by
Department of Management Studies
Alumni Association

Mr. Toshith Ashwin
Customer Account Analyst
Plansource
Batch : 2023 - 2025



ED -IIC COLLABORATION SESSION

MENTORING EVENT POSTER PRESENTATION OF BUSINESS PLANS AND MENTOR LINKAGES



The Department of Management Studies, in association with the ED & Startup Club and Institution's Innovation Council (IIC), organized a Mentoring Event – Poster Presentation of Business Plans and Mentor Linkage from 30th April to 4th May 2026. A total of 180 MBA students presented innovative business ideas through posters and received valuable feedback from faculty mentors Dr. Rose Kavitha, Dr. Priyameet Kaur Keer, and Dr. Sreoshi Dasgupta. The event enhanced students' entrepreneurial mindset, business planning, presentation, and problem-solving skills while promoting creativity, innovation, and mentor-student interaction. Best-performing teams were recognized, encouraging students to further develop their business ideas into viable entrepreneurial ventures.



ED -IIC COLLABORATION SESSION

POSTER PRESENTATION OF STARTUPS AND LINKAGE WITH EXPERT

The Department of Management Studies, in association with the Institution's Innovation Council (IIC), successfully organized the Mentoring Poster Presentation and Expert Linkage event on 2nd and 3rd July 2026. The event provided a platform for students to present their innovative startup ideas through poster presentations before industry experts and mentors. Around 180 students actively participated, receiving valuable feedback on business models, market opportunities, and startup strategies. The interactive mentoring sessions enhanced students' entrepreneurial skills, encouraged innovation, and strengthened their confidence in transforming creative ideas into successful ventures. The event also fostered meaningful networking opportunities, inspiring students to pursue entrepreneurship and contribute to the growing startup ecosystem.

Mentoring
Poster Presentation of
Startups and Linkage with Experts

2nd July - 3rd July 2026
02:00 PM - 05:00 PM
Class Rooms A 301, A 302 and A 303

Faculty Coordinators
Dr. Saumi Roy, Associate Professor - MBA
Ms. Shalini S N, Senior Assistant Professor - MBA
Dr. Neelima Ravindran, Assistant Professor - MBA

Convener
Dr. Dhanalakshmi R V, Professor and HoD - MBA

Organised by
Department of Management Studies | ED and Startup Club

Experts
Dr. Sanjeev P Kaulgud, Associate Professor - AI & ML
Dr. Nirmala, Professor - CSE
Dr. A Sujin Jose, IIC President



ED -IIC COLLABORATION SESSION

INTRA INSTITUTIONAL STARTUP COMPETITION



NEW HORIZON COLLEGE OF ENGINEERING
25 YEARS OF GLOBAL LEARNING

Intra Institutional Startup competition

9 JULY 2026 to 10 JULY 2026
02:00 PM - 05:00 PM
Class Room A301, A302 & A303
Semester: II A, B, C

Dr. Priya Thomas
Associate Professor
Department of MCA

Dr. Sonia Maria Dsouza
Associate Professor
Department of AI & ML

Dr. Sudhakiran Ponnuru
Associate Professor
Department of ECE

Coordinators:
Dr. Saumli Roy
Associate Professor
Prof. Shalini SN
Sr. Assistant Professor
Dr. Neelima Ravidran
Assistant Professor

Convener:
Dr. Dhanalakshmi R V
Professor & HOD Incharge
Dr. Manjunatha
Principal

Organised by
ED and startup club in Association with Department Of Management Studies



The Department of Management Studies, in association with the ED & Startup Club and Institution's Innovation Council (IIC), organised an Intra-Institutional Startup Competition on 9th and 10th July 2026 under IIC 8.0 – Quarter 4. The event provided a platform for 180 students to present innovative business ideas and develop entrepreneurial skills through business model design, market analysis, financial planning, and live pitching. Evaluated by an expert multidisciplinary jury, the competition enhanced students' creativity, problem-solving, teamwork, and presentation skills while identifying promising startups for further mentoring, incubation, and participation in higher-level innovation competitions.



INDUSTRIAL VISIT – VOLVO CE INDIA PVT. LTD.

The Department of Management Studies organized an industrial visit for MBA IV Semester Operations students to Volvo Construction Equipment India Pvt. Ltd., Bengaluru, on 23rd April 2026. Students interacted with Mr. Laxman (Head of Production) and Mr. Raghu (Lead Operations), who shared insights into operational excellence practices such as 5S, Kaizen, Kaikaku, and Six Sigma. The visit also included a tour of the warehouse, providing practical exposure to inventory management, logistics, and lean manufacturing practices. The visit successfully bridged classroom learning with industry practices, enhancing students' understanding of modern operations and supply chain management.



UNNAT BHARAT ABHIYAN

ENTREPRENEURSHIP & SKILL DEVELOPMENT PROGRAMME

The Department of Management Studies, in association with Unnat Bharat Abhiyan (UBA), the ED & Startup Club, and the Institution's Innovation Council (IIC), successfully organized the outreach programme "Innovate, Create, Lead: Building Entrepreneurial Skills" at Government School, Doddagubbi, on 25th June 2026. The programme aimed to nurture creativity, confidence, and an entrepreneurial mindset among school students through interactive learning activities. Participants engaged in sessions on innovation, problem-solving, and entrepreneurship, along with a hands-on paper bag making activity that promoted creativity and environmental sustainability. The programme enhanced students' communication, teamwork, and leadership skills while encouraging responsible decision-making and eco-friendly practices. Overall, the initiative inspired young learners to think creatively, develop life skills, and embrace an entrepreneurial approach towards solving real-world challenges.





UNNAT BHARAT ABHIYAN

Entrepreneurship | Skill Development Programme

Date: 25th June 2026

Venue: Government School, Doddagubbi

Semester: II, Section A, B, C

Faculty Coordinators:
Dr. Saumi Roy, Associate Professor - MBA
Ms. Shalini S N, Senior Assistant Professor - MBA

Convenor:
Dr. Dhanalakshmi R V, Professor and HoD Incharge

Manjunatha, Principal

TRANSFORMING RURAL INDIA
THROUGH INNOVATION & COLLABORATION



UNNAT BHARAT ABHIYAN FREE HEALTH CHECKUP CAMP

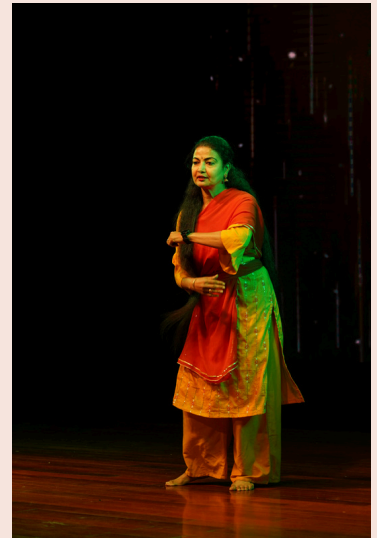
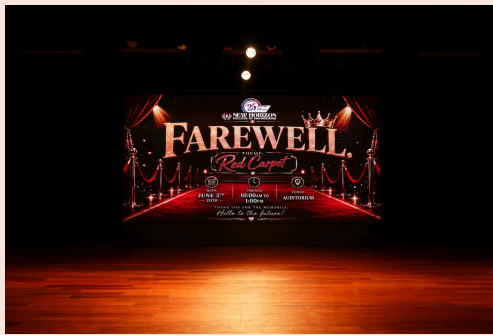


The Department of Management Studies, New Horizon College of Engineering, organised a Skill Development and Unnat Bharat Abhiyan (UBA) Outreach Programme at the Government School, Chemmasandra Village, on 10th July 2026. Around 40 MBA student volunteers conducted sports activities, a passion development session, a paper bag-making workshop, and gift distribution for school children. In collaboration with MVJ Hospital, a free health check-up camp was also organised for school children and villagers. The programme promoted education, health awareness, environmental sustainability, and community engagement while fostering social responsibility and leadership among MBA students.



MBA FAREWELL (2024-26)

The MBA Farewell was organised to celebrate the achievements and memorable journey of the outgoing batch. The event featured welcome speeches, cultural performances, fun activities, and heartfelt interactions between students and faculty members. Outgoing students were honoured for their contributions, and the programme concluded with a vote of thanks, refreshments, and a group photo session. The farewell created cherished memories and conveyed best wishes for the students' future endeavours.



SPORTS DAY REPORT

The Department of Management Studies, in association with the Department of Sports, New Horizon College of Engineering, organised the MBA Sports Day on 18th June 2026. A total of 184 students enthusiastically participated in various sporting events, including Cricket, Volleyball, and Tug of War for boys, and Throwball, Badminton, and Tug of War for girls. The event aimed to promote physical fitness, teamwork, sportsmanship, and mental well-being while fostering a spirit of healthy competition and collaboration among students.



Department of Physical Education and Sports
Cordially invites all HoD's, Staff and Students to

PG INTER-DEPARTMENT SPORTS COMPETITION 2026

18th June 2026 | 09:30 AM
Indoor Stadium, NHCE

Convenor
HoD - PE and Sports



ORPHANAGE VISIT & GROCERY DONATION PROGRAMME

The Department of Management Studies, New Horizon College of Engineering, organised an Orphanage Visit and Grocery Donation Programme at Nisarga Grama Orphanage, Hesaraghatta, on 22nd July 2026 as part of its social responsibility initiatives. Led by Prof. Madhuraj C. A. and Prof. Sheshu, the programme aimed to instill compassion, empathy, and community service among MBA students. Faculty members and students donated essential grocery items, including rice, wheat flour, cooking oil, pulses, sugar, vegetables, fruits, toiletries, and other household necessities, to support the daily needs of the orphanage.

Beyond the donation drive, students actively interacted with the children through games, conversations, and motivational activities, creating a joyful and memorable experience for everyone. The initiative provided students with practical exposure to Corporate Social Responsibility (CSR), while fostering leadership, teamwork, and humanitarian values. The orphanage management expressed sincere appreciation for the department's efforts, and the programme concluded with a vote of thanks and a renewed commitment to undertake similar community outreach initiatives in the future.



STUDENTS ART GALLERY



Beautiful Tanjore painting

Artist: Vishrutha V.

MBA-II SEM

SEC C



A Beautiful Collection of Beadwork

Artist: Preethi Aishwarya K. S.

MBA-II SEM

SEC B

STUDENT POEM

WHY I WRITE !

I WRITE WHEN MY HEART,
GETS TOO HEAVY TO HOLD.

I WRITE WHEN ABOUT MY SCARS.
NEW AND OLD.

I WRITE WHEN I HAVE A LOT TO SHARE,
BUT TO HEAR IT OUT
NO ONE HAS TIME TO SPARE.

I WRITE WHEN I FEEL AS LONELY AS ONE COULD BE WHEN NOT
TEARS, BUT THE WELL DRESSED SMILE IS WHAT ONE COULD SEE.

I WRITE WHEN THOUGHTS IN MY MIND BEG IN TO SINK.

I WRITE, NOT WITH THE DESIRE OF BEING KNOWN,
BUT TO KNOW THE VOICE WITHIN MY SOUL.

— RANJANI.P
INH25BA125
SEC 'C'

STUDENT POEM

ಯಶಸ್ಸಿನ ಹಾದಿ

ಯಶಸ್ಸು ಎನ್ನುವುದು ಸಿಗುವ ಹೂವಲ್ಲ,
ಶ್ರಮದ ತೋಟದಲ್ಲಿ ಅರಳುವ ಫಲ.
ಬಿದ್ದ ಹೆಜ್ಜೆಯೂ ಪಾರವನ್ನೇ ಹೇಳುತ್ತದೆ,
ಸೋಲಿನ ಕ್ಷಣವೂ ಗೆಲುವಿಗೆ ದಾರಿ ತೋರಿಸುತ್ತದೆ.
ಬೆವರಿನ ಹನಿಗಳು ಮುತ್ತಾಗಿ ಮಿನುಗುತ್ತವೆ,
ದೃಢ ಸಂಕಲ್ಪಗಳು ಕನಸುಗಳನ್ನು ನಿಜಗೊಳಿಸುತ್ತವೆ.
ಕಾಲವು ಕೆಲವೊಮ್ಮೆ ಪರೀಕ್ಷೆ ನಡೆಸುತ್ತದೆ,
ಧೈರ್ಯವು ಮಾತ್ರ ನಮ್ಮನ್ನು ಮುಂದೆ ನಡೆಸುತ್ತದೆ.
ಎತ್ತರದ ಶಿಖರ ತಲುಪಲು ಹೆಜ್ಜೆ ಬೇಕು,
ಬಾಳಿನ ಸಾಗರ ದಾಟಲು ನಂಬಿಕೆ ಬೇಕು.
ಇಂದು ಮಾಡಿದ ಪರಿಶ್ರಮ ನಾಳೆ ಫಲ ನೀಡುತ್ತದೆ,
ಯಶಸ್ಸಿನ ಸೂರ್ಯನು ಪ್ರತಿಯೊಬ್ಬರ ಬದುಕಲ್ಲೂ
ಉದಯಿಸುತ್ತಾನೆ.

PRUTHVI SHREE M

INH25BA114

SEC-B

STUDENT POEM

THE PRICE OF A LEAKED DREAM

They burned the midnight oil with hope,
Each page a promise, each word a rope.
To climb beyond the walls of fate,
Believing effort would open the gate.
Pens were ready, hearts were still,
Fueled by courage, iron will.
Yet whispers spread before the dawn—
The trust they held was suddenly gone.
Questions sold like secret gold,
Stories of betrayal quietly told.
Not by the weak, nor by the poor,
But by those who guarded the exam's door.
A dream delayed is hard to mend,
When honesty meets a bitter end.
For every rank unfairly won,
A thousand faithful hearts come undone.
An exam should measure sweat and skill,
Not hidden deals or greedy will.
A nation grows when justice leads,
Not when corruption plants its seeds.
So let the truth reclaim its place,
Let fairness shine in every race.
For dreams deserve an equal start,
Written with knowledge, not a broken heart.

 MAMATHA N
1NH25BA075
SEC-B

STUDENT ACHIEVEMENTS 2026

★ ★ ★ ★ ★ FUTURES SECURED ★ ★ ★ ★ ★



HIGHEST PACKAGE OFFERS



Prerana P

jaro education

₹ 14 LPA



Palem Monish

jaro education

₹ 14 LPA



T Lekhana Reddy

jaro education

₹ 14 LPA



Bhagyashree R

West

₹ 10.95 LPA



Bindu N

West

₹ 10.95 LPA



Tippu Sulthan R

West

₹ 10.95 LPA



Manoj R N

SEQUOIA

₹ 7.81 LPA



TOP COMPANY SELECTS



Nithya Shree K

Morgan Stanley



Gagana K R

LSEG



S Venkatesh

MERCK



Gopal Krishna Prasad

MERCK



S Senbagapriya

MERCK



Suyog Reddy K C

MERCK



Ini Manjunath Naik

motorola



Nandan K

motorola



Sahana B C

motorola

STUDENTS ACHIEVEMENTS

Mr. Chirag Jain, a I Semester MBA student, represented India as a member of Phoenix Squad India at the World Dance Festival (WDF) 2026, held in Bali, Indonesia, from 13th to 16th May 2026. Organised by the Asia Dance Culture Organization (ADCO), the festival featured participants from countries including South Korea, Indonesia, Singapore, and Mongolia. Phoenix Squad India delivered an outstanding performance and won Gold Medals in multiple dance categories, bringing pride and recognition to India through their exceptional talent and dedication.



Mr. Alwin Bijoy Rodrigues (USN: 1NH25BA006), a II Semester MBA student, participated in the Tug of War Competition held at KLE College of B.Com on 29th April 2026 and emerged as Champion along with his team, showcasing teamwork, determination, and sportsmanship..

STUDENTS ACHIEVEMENTS



The New Horizon College of Engineering Women's Basketball Team secured the Second position in Intercollegiate Sports Meet organized by Army Institute of Fashion & Design.

It is noteworthy that Ms. Abhijna A M (USN: 1NH24BA003), a student of the MBA department, MBA-IV Sem was a member of the team and played a significant role in achieving this commendable accomplishment on 30.03.2026

Mr. Anurag J. Shetty (USN: 1NH25BA013), II Semester MBA student, participated in the Kabaddi Runners event held at St. Philomena's Degree College, Handenahalli, Sarjapura, on 17.05.2026

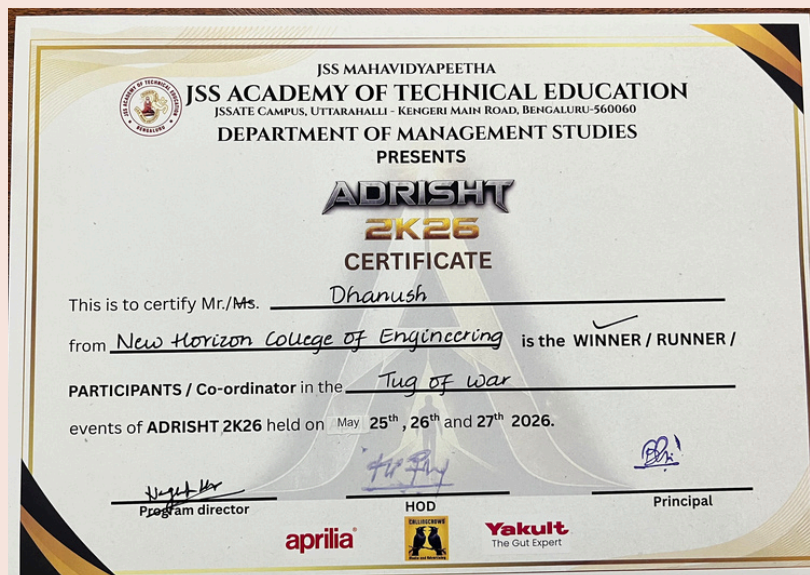


STUDENTS ACHIEVEMENTS

Nithya Shree K, 1NH24BA108, MBA -IV SEM Presented the research paper titled “The Impact of BNPL Adoption on the Buying Behaviour of Students” at the National Conference on Global Sustainability: Business Innovation & Policy Initiatives towards Viksit Bharat, sponsored by ICSSR-SRC and organized by St. Joseph’s College of Commerce in association with Sri Ramakrishna College of Arts and Science on 27 February 2026. The research was guided by mentor Mr. Rajat B Hubballi. The presentation provided valuable exposure to academic discussions on sustainable finance, innovation, and responsible financial behaviour.

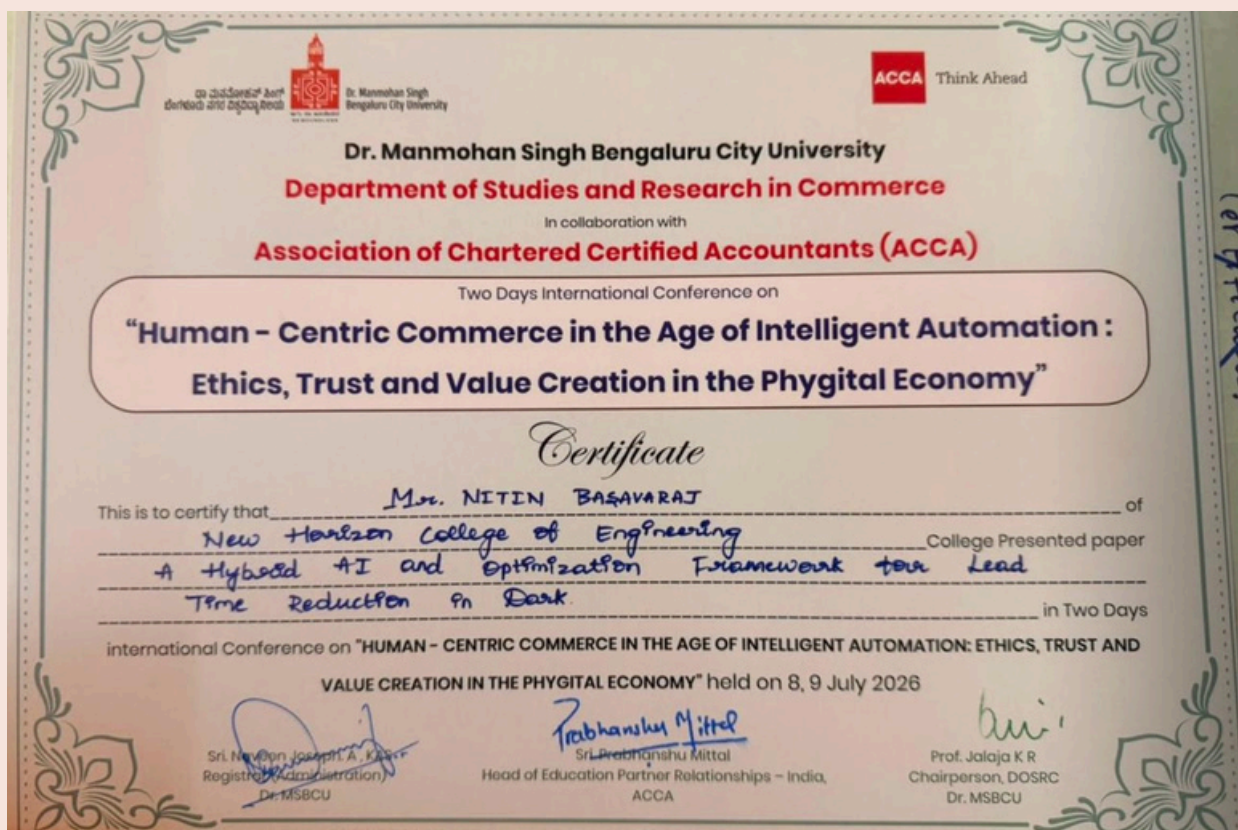


Dhanush P (USN: 1NH25BA032), MBA II Semester, Section A, secured the Winner position in the Tug of War Competition at ADRISHT 2K26 organized by the Department of Management Studies, JSS Academy of Technical Education, Bengaluru. Held from 25th to 27th May 2026, the achievement was recognized with a Certificate of Achievement, highlighting his teamwork, strength, determination, and sporting spirit.



STUDENTS ACHIEVEMENTS

Mr. Nithin Basavaraj, MBA student, presented the research paper titled “A Hybrid AI and Optimization Framework for Real-Time Decision-Making in Digital Commerce” at the Two-Day International Conference on “Human-Centric Commerce in the Age of Intelligent Automation: Ethics, Trust and Value Creation in the Phygital Economy,” organized by the Department of Studies and Research in Commerce, Dr. Manmohan Singh Bengaluru City University, in collaboration with the Association of Chartered Certified Accountants (ACCA), held on 8–9 July 2026. The research presentation provided valuable exposure to academic discussions on intelligent automation, artificial intelligence, ethics, trust, and value creation in the phygital economy.



STUDENT PARTICIPATION - FKCCI

MANTHAN 2026



Yashas P S, Shrajana S Shetty, Vishruth Anil, Vinay Narasimha has participated for the FKCCI Manthan 2026 Business Plan Competition with their innovative business idea, “FinIncator” under the guidance of Dr. Dr. Dhanalakshmi, Professor & HoD In-charge, Department of Management Studies.

Rahul Kumar, Pragathi V, Rejina Elssa Biju, Madduri Sreekanth, and Raghavan has participated for the FKCCI Manthan 2026 Business Plan Competition with their innovative business idea, “Uplift Insure”, under the guidance of Dr. Rose Kavitha, Professor, Department of Management Studies.

STUDENTS PARTICIPATION



The following students proudly represented JSS Academy of Technical Education in the PG Events of Adrisht 2K26, held on 25th, 26th, and 27th July. They actively participated in sporting events including Cricket, Volleyball, and Tug of War, demonstrating exceptional teamwork, sportsmanship, and enthusiasm.

USNStudent Name

1NH25BA005 Alan Richard E

1NH25BA006 Alwin Bijoy Rodrigues

1NH25BA007 Amogha U

1NH25BA013 Anurag Shetty

1NH25BA018 Aryan Surya

1NH25BA028 Chirag Jain

1NH25BA032 Dhanush P

1NH25BA089 Nawas Khan

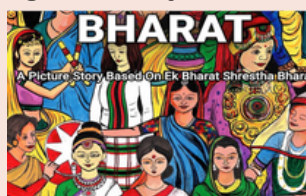


FACULTY ARTICLE

"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.



FACULTY ARTICLE

Tai Chi Walking: A Path to Wellness, Balance, and Mindful Living

In an era characterized by relentless schedules, digital distractions, and increasing stress, the pursuit of holistic well-being has become more important than ever. While modern fitness routines often emphasize speed and intensity, Tai Chi walking offers a refreshing alternative one that integrates physical movement with mental awareness and emotional balance. Rooted in the ancient Chinese philosophy of Tai Chi, this mindful practice transforms the simple act of walking into a journey of self-discovery, resilience, and inner peace. Unlike conventional walking, Tai Chi walking emphasizes slow, deliberate, and controlled movements synchronized with deep, rhythmic breathing. Every step is taken with awareness, encouraging practitioners to remain fully present in the moment. This mindful approach enhances posture, coordination, stability, and body alignment while fostering a deeper connection between the mind and body. Rather than viewing movement merely as exercise, Tai Chi walking promotes movement as meditation, where every step reflects balance, purpose, and harmony.

Scientific studies increasingly support the numerous health benefits of Tai Chi-based practices. Regular Tai Chi walking strengthens muscles, improves joint flexibility, enhances balance, and reduces the risk of falls, particularly among older adults. It also improves blood circulation, supports cardiovascular health, and contributes to better respiratory function. Equally significant are its psychological benefits. The slow, rhythmic movements help reduce stress hormones, alleviate anxiety, improve concentration, and enhance emotional resilience. In today's demanding professional and personal environments, such benefits are invaluable for maintaining overall quality of life. Beyond its physical and psychological advantages, Tai Chi walking nurtures important life values. It teaches patience in a world driven by instant results, discipline amidst distractions, and mindfulness in an age of constant multitasking. It reminds individuals that wellness is not achieved through occasional effort but through consistent daily practice. Unlike expensive fitness programs or specialized equipment, Tai Chi walking requires only a comfortable space and a willingness to embrace mindful movement, making it accessible to people of all ages and backgrounds.

Tai Chi walking is much more than a fitness activity; it is a philosophy of living. It encourages individuals to embrace simplicity, appreciate the present moment, and cultivate harmony between the body, mind, and spirit. In a society where stress has become usual, adopting practices that promote sustainable well-being is no longer a luxury but a necessity. Ultimately, every mindful step taken through Tai Chi walking is a step toward better health, emotional resilience, and a more meaningful life. By integrating this timeless practice into our daily routines, we can rediscover the profound wisdom that lasting wellness begins not with extraordinary actions, but with one conscious step at a time.



Dr. Sreoshi Dasgupta
Associate Professor

CASE STUDY ANALYSIS

Case Study: Recent Maruti Suzuki Case

Maruti Suzuki recently became the center of discussion due to multiple operational and market-related challenges faced during 2026. One of the major developments was the company's decision to implement fuel-saving measures and reduce employee travel in response to rising global fuel prices and economic uncertainty caused by geopolitical tensions in West Asia. The company also encouraged work-from-home practices wherever possible. This move reflected how global economic and political disturbances can directly influence corporate decision-making and operational strategies.

Another important aspect of the case involved the increase in automobile prices across the company's product range. Maruti Suzuki announced price hikes due to increasing input costs, inflation, higher logistics expenses, and supply chain disruptions. Though the company had attempted internal cost-control measures, it ultimately passed part of the burden to consumers. This case demonstrates how external environmental factors such as inflation, raw material shortages, and international conflicts can impact both producers and customers in the automobile industry.

At the same time, Maruti Suzuki reported record sales and export performance despite a slight decline in quarterly profits. The company achieved historic export figures and strong revenue growth, proving its resilience and market leadership in India. However, the decline in profit margins due to rising operational costs highlighted the importance of balancing growth with profitability. The case also shows the significance of innovation, efficient production management, and customer trust in maintaining competitive advantage in a highly dynamic automobile market.

The Maruti Suzuki case provides valuable lessons for business management students and corporate leaders. It highlights the importance of crisis management, cost optimization, strategic planning, and adaptability during uncertain economic conditions. The company's response demonstrated that organizations must remain flexible and proactive to survive market fluctuations. Effective leadership, operational efficiency, and customer-oriented strategies are essential for sustaining long-term business success in today's competitive global environment.

Dr. Rose Kavitha,
Professor

CASE STUDY ANALYSIS

INDIA 2036: A Rising Economic Superpower and the Future of Employment

India today stands at the center of a major economic transformation. With rapid technological advancement, strong infrastructure development, growing startup culture, and digital innovation, the country is moving steadily toward becoming one of the world's largest economies. Economists and global financial institutions predict that by 2036, India could emerge as the third-largest economy globally, creating a new era of opportunities for its citizens.

The present Indian economic system is driven by a combination of public and private sector participation. Since economic liberalization, India has witnessed remarkable growth in sectors such as information technology, manufacturing, banking, healthcare, logistics, and e-commerce. Government initiatives including Digital India, Make in India, Startup India, and Skill India have significantly contributed to economic expansion and employment generation.

One of the strongest pillars of India's current economy is digital transformation. Unified Payments Interface (UPI), online banking, digital governance, and e-commerce platforms have revolutionized the daily lives of millions of Indians. Today, even rural areas are gradually becoming part of the digital economy. This transformation is expected to become much stronger by 2036.

The employment landscape in India is also expected to undergo a revolutionary change in the coming decade. Traditional job roles may reduce due to automation and artificial intelligence, but entirely new career opportunities will emerge across industries. Fields such as Artificial Intelligence, Data Science, Cybersecurity, FinTech, Biotechnology, Renewable Energy, Logistics and Supply Chain Management, and Robotics are expected to dominate the employment market.

India's startup ecosystem is another major contributor to future economic growth. Young entrepreneurs are increasingly building innovative businesses that solve real-world problems. By 2036, entrepreneurship may become one of the most preferred career paths among Indian youth. Freelancing, remote working, and digital businesses are also expected to become mainstream employment models.

The future lifestyle of Indian citizens is likely to improve significantly due to rising income levels and technological innovation. Smart homes, electric vehicles, AI-powered healthcare systems, digital education platforms, and flexible work culture may become part of everyday life. The middle-class population is expected to grow rapidly, increasing purchasing power and improving standards of living.

Healthcare and education sectors are also expected to experience major transformation. Telemedicine, online learning, skill-based education, and AI-driven services will increase accessibility and efficiency. Rural India is likely to benefit immensely from improved internet connectivity and digital infrastructure.

However, despite these positive developments, India must address several important challenges. Unemployment, skill gaps, environmental pollution, inflation, and urban congestion remain critical concerns. The country's future success depends on how effectively it balances economic growth with sustainable development and inclusive opportunities for all sections of society.

India's journey toward 2036 represents not only economic growth but also social and technological evolution. The youth of today, especially management students and future business leaders, have a crucial role in shaping the nation's future. Developing skills in leadership, innovation, technology, analytics, and entrepreneurship will be essential to succeed in the evolving economic environment.

As India moves toward becoming a global economic powerhouse, the next decade promises unprecedented opportunities, improved lifestyles, and a stronger global presence. The future of India appears ambitious, dynamic, and full of possibilities.

"India's economic future will not only be measured by GDP growth, but by the empowerment, innovation, and opportunities created for its people."

Prof.C A. Madhuraj
Assistant Professor

CASE STUDY ANALYSIS

From Free Videos to Billions: How YouTube Built a Global Revenue Machine

YouTube has emerged as one of the most profitable digital platforms in the world by successfully converting free video content into a multi-billion-dollar revenue ecosystem. Backed by scale, data analytics, and diversified income streams, the platform has redefined how media businesses generate value in the digital age.

Recent disclosures show that YouTube reaches over 2.5 billion logged-in users every month, with users collectively watching more than one billion hours of video daily. This massive engagement forms the foundation of its revenue engine. Advertising remains the platform's primary income source, contributing the largest share to its annual earnings. In recent years, YouTube's advertising revenue has crossed USD 30 billion annually, placing it among the world's top advertising platforms.

Unlike traditional television advertising, YouTube operates on a performance-based ad system, where advertisers pay based on measurable outcomes such as views, engagement, and watch time. Industry data indicates that digital video ads now account for a rapidly growing share of global advertising spend, driven largely by platforms like YouTube that offer precise audience targeting.

YouTube has also expanded its revenue base through subscription services. YouTube Premium and YouTube Music together account for tens of millions of paid subscribers globally, generating recurring monthly income. This subscription layer provides financial stability while reducing dependence on advertising cycles.

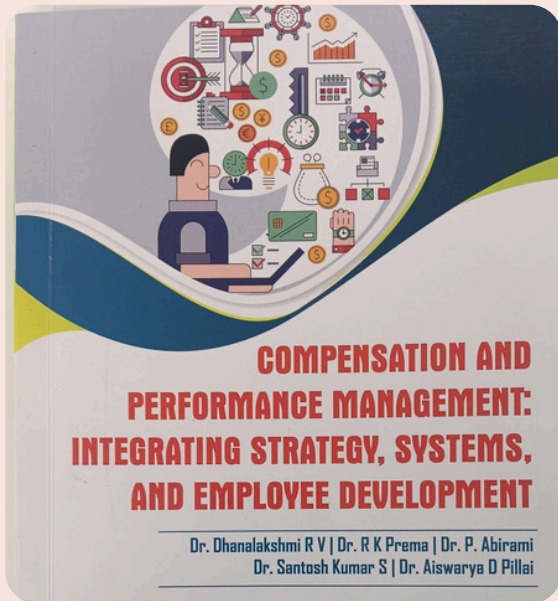
A defining feature of YouTube's business model is its revenue-sharing system with creators. Over the last few years, the platform has paid more than USD 70 billion to creators, artists, and media companies. Millions of channels earn revenue, and thousands generate full-time incomes, contributing directly to employment in the digital economy.

What sets YouTube apart is its low-cost scalability. Content production is decentralized, with creators funding and producing videos independently, while YouTube focuses on technology, distribution, and monetization. This structure allows the platform to grow revenue without proportionally increasing production costs.

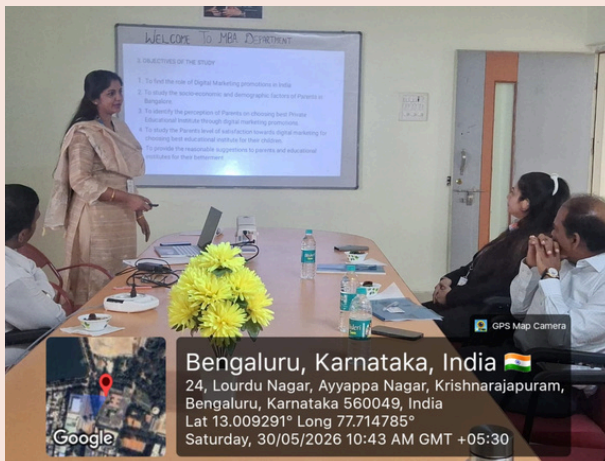
As digital video consumption continues to rise, YouTube's statistically driven revenue model highlights a major shift in global media economics—where data, scale, and creator participation define financial success.

Prof. NARESH KV
Assistant Professor

FACULTY ACHIEVEMENTS



Dr. Dhanalakshmi R. V., Professor and Head of the Department Incharge of MBA, New Horizon College of Engineering, has co-authored and published the book "Compensation and Performance Management: Integrating Strategy, Systems, and Employee Development." The book was published by Shanlax Publications, Madurai, in February 2026.



Dr. Priyameet Kaur Keer, Professor, MBA Department, NHCE has been invited as VTU RAC External Examiner as VC Nominee for the university - Head of department of MBA - SEA College of Engineering and Technology on 30th May 2026.



Dr. Priyameet Kaur Keer, Professor, Department of MBA, New Horizon College of Engineering, was invited to serve as a Session Chair at the prestigious IEEE Technology & Innovation Conference (TIC 2026) held on 5-6 June 2026 at Spectrum International University College, Kuala Lumpur, Malaysia. This international recognition reflects her academic expertise, research excellence, and valuable contribution to promoting innovation and scholarly discussions in the field of technology and management.

FACULTY ACHIEVEMENT

Dr. Priyameet Kaur Keer, Professor, was invited as Judge for the "Reboot" event, - National Level Intercollegiate Fest, Buzi Buzz 2026, on March 14th, 2026, International School of Management Excellence, Bengaluru.



HARSHA
INSTITUTE OF
MANAGEMENT STUDIES

HARSHA
ELEVATE

Department of MBA Organises

**WORKSHOP ON
LEGAL ASPECTS**

A Comprehensive Workshop on Labour Laws & Information Technology Act:
An Integrated Approach to Legal Aspects of Business Management.

Target Audience - MBA Students

Dr. Sreoshi Das Gupta
Associate Professor,
New Horizon Engineering College

28 March 2026 | 10 am - 4 pm

Venue: Phase II - HIT Block MBA Class Room,
Harsha Institute of Management Studies
www.harshainstitute.edu.in

Dr. Sreoshi Dasgupta, Associate Professor was invited as a Resource Person by Harsha Institute of Management Studies to conduct a workshop on “Legal Aspects” for MBA students on 28th March 2026 focused on “A Comprehensive Workshop on Labour Laws & Information Technology Act: An Integrated Approach to Legal Aspects of Business Management.”

FACULTY ACHIEVEMENTS

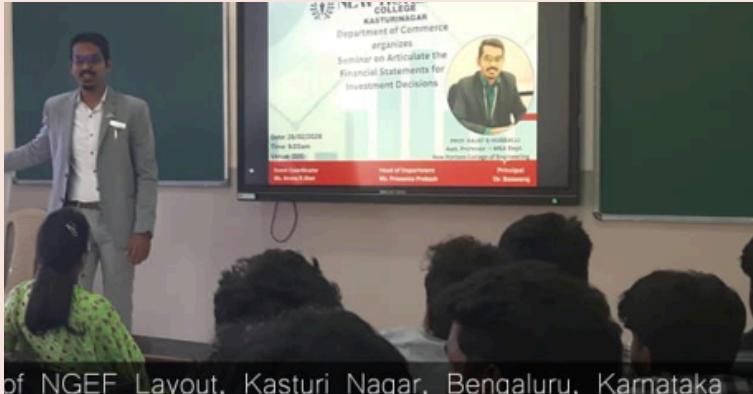
Dr. Sreoshi Dasgupta attended the MBA Board of Studies (BoS) Meeting organized by Koshys Institute of Management Studies on 22 July 2026 as a Board of Studies member. The meeting focused on reviewing the proposed syllabus revisions for the First and Third Semester MBA programme and provided valuable insights into curriculum development and academic best practices.



Dr. Saumi Roy, Associate Professor, is recognised as a Certified Entrepreneurship Educator by the Wadhvani Foundation and received a Letter of Appreciation for her valuable contribution as an evaluator for the Ignite Bootcamp – Venture Idea Development initiative. These accomplishments reflect her commitment to academic excellence, faculty development, and fostering innovation and entrepreneurship.

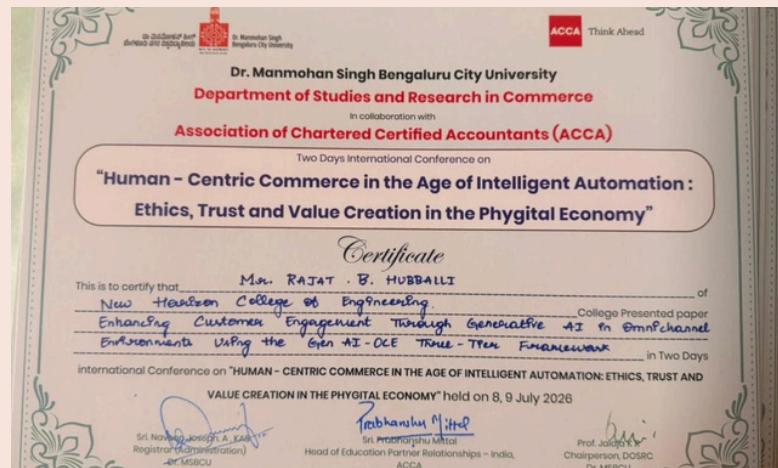


FACULTY ACHIEVEMENTS



Prof. Rajat B. Hubballi, Assistant Professor presented a research paper titled “Noise-Tolerant and Eavesdropper-Resilient BB84 Quantum Key Distribution: A Qiskit-Based Simulation Framework” at the International Conference on Next Gen Quantum and Advanced Computing organised by MAHE, Bengaluru, on 5th–6th March 2026.

He served as an External Reviewer at St. Francis de Sales College on 12th May 2026. These accomplishments reflect his dedication to research, academic collaboration, knowledge dissemination, and professional excellence in management and higher education.



Prof. Rajat B. Hubballi, Assistant Professor, presented the research paper titled “Enhancing Customer Engagement through Generative AI in Omnichannel Environments Using the Gen AI–OCE Time–Team Framework” at the Two-Day International Conference on “Human-Centric Commerce in the Age of Intelligent Automation: Ethics, Trust and Value Creation in the Phygital Economy,” organized by the Department of Studies and Research in Commerce, Dr. Manmohan Singh Bengaluru City University, in collaboration with the Association of Chartered Certified Accountants (ACCA), held on 8–9 July 2026. The presentation provided valuable exposure to academic discussions on Generative AI, customer engagement, omnichannel environments, and intelligent automation.

FACULTY ACHIEVEMENTS



Mr. Naresh K V, Assistant Professor and Dr. Neelima Ravindran, Assistant Professor successfully presented our research paper, "Automated Financial-to-Productivity Feedback System for Employee Efficiency Optimization in SMEs (AFPFS)," at the 2nd International Engineering Data Analytics and Management Conference (EAMCON 2026), held at Shinawatra University, Bangkok, Thailand, from 8–10 July 2026, in association with BIMA Bangalore, SJC Institute of Technology, Dayanand Sagar Business Academy.

Dr. Neelima Ravindran, Assistant Professor, Mr. Naresh K V, Assistant Professor, successfully presented my research paper, "Workplace 5.0 and Beyond: Rethinking Technostress Among IT Employees," at the 2nd International Engineering Data Analytics and Management Conference (EAMCON 2026), held at Shinawatra University, Bangkok, Thailand, from 8–10 July 2026, in association with BIMA Bangalore, SJC Institute of Technology, Dayanand Sagar Business Academy.



FACULTY ACHIEVEMENTS-NPTEL

NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)

This certificate is awarded to
ROSE KAVITHA
for successfully completing the course
AI in Human Resource Management
with a consolidated score of **78 %**

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

Roll No: NPTEL26MG19S1650200532 Duration of NPTEL course : 12 Weeks

NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
ROSE KAVITHA
for successfully completing the course
AI in Human Resource Management
with a consolidated score of **78 %**

Online Assignments	24.38/25	Proctored Exam	54/75
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Total number of candidates certified in this course: 6423

Jan-Apr 2026
(12 week course)

Dr. Sali Kashyap
Coordinator, Centre for Educational Technology,
IIT Guwahati

Indian Institute of Technology Guwahati

Roll No: NPTEL26MG19S1650200532 To verify the certificate No. of credits recommended: 4

NPTEL-AICTE
Faculty Development Programme
(Funded by the MoE, Govt. of India)

This certificate is awarded to
SAUMI ROY
for successfully completing the course
Assessment of Student Performance
with a consolidated score of **88 %**

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

Roll No: NPTEL26GE02S1450200442 Duration of NPTEL course : 8 Weeks

NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
SAUMI ROY
for successfully completing the course
Assessment of Student Performance
with a consolidated score of **88 %**

Online Assignments	24.58/25	Proctored Exam	63.79/75
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Total number of candidates certified in this course: 1125

Feb-Apr 2026
(8 week course)

Dr. Chandrashekar Ramanathan
Chairman
Professor and Dean (Academics), IIT-Bangalore

Prof. L. Umanand
NPTEL Coordinator & Chair, Centre for Continuing
Education, IISc Bangalore

INTERNATIONAL INSTITUTE
OF INFORMATION TECHNOLOGY BANGALORE

Roll No: NPTEL26GE02S1450200442 To verify the certificate No. of credits recommended: 3

NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
NEELIMA RAVINDRAN K
for successfully completing the course
Principles of Management
with a consolidated score of **75 %**

Online Assignments	22.81/25	Proctored Exam	52.5/75
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Total number of candidates certified in this course: 9369

Jan-Apr 2026
(12 week course)

Prof. Kaushik Ghosh,
Professor (Chemistry),
Coordinator CEC

Prof. Rajana Pathania,
Professor (ISSE),
Coordinator (NPTEL)

Indian Institute of Technology Roorkee

Roll No: NPTEL26MG72S450201216 To verify the certificate No. of credits recommended: 4

NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
ANKITA NATHUJI JEEWANKAR
for successfully completing the course
Principles of Management
with a consolidated score of **79 %**

Online Assignments	24.06/25	Proctored Exam	54.75/75
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Total number of candidates certified in this course: 9369

Jan-Apr 2026
(12 week course)

Prof. Kaushik Ghosh,
Professor (Chemistry),
Coordinator CEC

Prof. Rajana Pathania,
Professor (ISSE),
Coordinator (NPTEL)

Indian Institute of Technology Roorkee

Roll No: NPTEL26MG72S450201216 To verify the certificate No. of credits recommended: 4

NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
NARESH KV
for successfully completing the course
Organizational Behaviour
with a consolidated score of **67 %**

Online Assignments	24.69/25	Proctored Exam	42/75
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Total number of candidates certified in this course: 5413

Jul-Oct 2024
(12 week course)

Prof. B Umashankar
Chairperson, Centre for Continuing Education (CCE)
IIT Hyderabad

Prof. Andrew Thangaraj
NPTEL Coordinator
IIT Madras

Indian Institute of Technology Hyderabad

Roll No: NPTEL24MG87S451500973 To verify the certificate No. of credits recommended: 3 or 4

KSCST MBA DEPARTMENT -RECEIVED

KSCST PROJECTS 2025-2026 RECEIVED				
S.NO	Title	Guide(s)	Student(s)	Amount
1	AUTOMATED SMART PESTICIDE SPRINKLING SYSTEM USING OVERHEAD TANK AND SENSOR-BASED CONTROL FOR 1 ACRE AGRICULTURAL LAND	Dr. ANKIT NATHUJI JEEWANKAR; Mr. RAJAT B HUBBALLI	Mr. N KETHAN VIGNESH; Ms. PRATHIBA TG; Mr. UDAYA KUMAR V; Mr. SAM JEFFREY RAJ S	4500.00
2	NANO CARBON SCRUB: DEEP CLEAN, PURE POWER, ZERO TOXINS	Dr. NEELIMA RAVINDRAN K	Mr. ATHARVA YESUMALI; Mr. SUYOG REDDY KC; Mr. SURAJ S M; Ms. SOWBHAGYA NAYAK	4500.00
3	AI & IOT USAGE FOR DIGITAL MARKETING FOR RURAL ENTREPRENEURS	Prof. RAJAT B HUBBALLI	Mr. ABHAY D KALAL; Mr. P VAISHNAV; Mr. DARSHAN PATIL; Ms. CHITHRA G	4000.00

PATENTS 2026

- Dr. Rose Kavitha , Professor along with Students Mallikarjuna N, Preetham Monappa P S, Mohammad Riyan and Omkar of MBA-II sem has published patent on “**Convertible Disposable Hygiene Trial Liner with Adjustable Fit, Integrated Carry Handles and Garment Carry Bag Conversion**”, June 2026
- Naresh K V, Assistant Professor has Published Patent on “**A System for Dynamic Route Activation**”, June 2026.
- Prof Madhuraj CA , Assistant Professor has published patent on “ **Smart Automatic gas based deepa wth integrated ignition and programmable puja control sytem** , June 2026

PUBLICATIONS

Sl.No	Faculty Name	Designation	Paper Title	Journal/conference
1	Dr.Dhanalakshmi R V	Prof & HoD In -Charge	Craft cluster development Strategic management approaches for rural textile communities	Asian textile Journal
2	Dr.Dhanalakshmi R V	Prof & HoD In -Charge	Sustainable Bamboo Fiber Processing	Asian textile Journal
3	Dr Rose Kavitha	Professor	Leveraging Mathematical Models for Proactive Cybersecurity in Multi-Layered Networked Systems-AStudy	Proceedings of the 6th International conference on Data Science ,Machine learning and Applications
4	Dr Rose Kavitha	Professor	Hybrid Deep Learning and Econometric Models for Volatility Forecasting in Emerging Markets: Evidence from the Indian Stock Market NSE 50	Proceedings of the 6th International conference on Data Science ,Machine learning and Applications
5	Dr Rose Kavitha	Professor	A Novel Real-Time Posture Monitoring System Using Signal Processing and Computer Vision Techniques	Proceedings of the 6th International conference on Data Science ,Machine learning and Applications
6	Dr Rose Kavitha	Professor	A Privacy-Preserving Federated Learning Protocol for Secure Analytics of IoT Sensor Data Using Homomorphic Encryption	Proceedings of the 6th International conference on Data Science ,Machine learning and Applications
7	Dr Rose Kavitha	Professor	Swarm Intelligence Systems for Breast Cancer Detection and Diagnosis :A Comprehensive Review	Proceedings of the 6th International conference on Data Science ,Machine learning and Applications
8	Dr.Priyameet Kaur Keer	Professor	A Comprehensive Review on the Evolution of Electric Vehicle Charging Infrastructure	Nepal College of Technology, Nepal
9	Dr.Priyameet Kaur Keer	Professor	Deep learning based precision agriculture system for automated crop disease detection and classification using drone imagery	Salem College, Tamil Nadu
10	Dr.Priyameet Kaur Keer	Professor	A Secure Cloud-AI collaborative framework financially intelligent and autonomous manufacturing enterprises	2026 Innovations in machine, engineering, and digital conference IMED2026, Malaysia
11	Shalini S N	Sr. Assistant Professor	Challenges of Explainable AI in Security Decision-Making	Intelligent Cyber Defense for Critical Infrastructure
12	Prof.Rajat B Hubballi	Assistant Professor	Bio Based Textile Materials Sustainable Manufacturing Processes and Market Integration	Asian Textile Journal
13	Prof.Rajat B Hubballi	Assistant Professor	Noise-Tolerant and Eavesdropper-Resilient BB84 Quantum Key Distribution: A Qiskit-Based Simulation Framework	International Conference on Next-Gen Quantum and Advanced Computing: Algorithms, Security, and Beyond, NQComp 2026
14	Prof.Rajat B Hubballi	Assistant Professor	An Innovative Hybrid Approach using Local Binary Patterns Histogram, and Fuzzy Logic for Robust Face Recognition and Attendance Systems	Proceedings of the 6th International Conference on Data Science, Machine Learning and Applications, Volume 2, ICDSMLA 2024, 13–14
15	Prof.Rajat B Hubballi	Assistant Professor	PURPLE HIRING: MATRIX OF INCLUSIVE ACQUISITION (MIA) FRAMEWORK FOR DIVERSITY AND INCLUSION IN RECRUITMENT PRACTICES	Journal of Daoist Studies
16	Prof.Rajat B Hubballi	Assistant Professor	Econometric Models to Explain the Economic Growth of a Country or Region	Impacts of Military Spending on Economic Growth
17	Prof.Naresh	Assistant Professor	Next-Gen Clothing Exploring Wearable And Responsive Textile Innovations	Asian Textile Journal

EDITORIAL TEAM

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CHIEF EDITOR



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REJINA BIJJU
CONTENT WRITER



PREETHI AISHWARYA K S
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DR. DHANALAKSHMI R V
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HEAD EDITORIAL

DR. PRIYAMEET KAUR KEER
PROFESSOR

