

# Business Standard September 18, 2024

Business Standard

CAMPUS  
TALK

BS PROMOTIONS

## **KJC- LAUNCH OF ACADEMIA INDUSTRY INNOVATIVE SERIES**

The Kristu Jayanti School of Management marked a significant milestone with the launch of its first lecture under the Academia-Industry Innovative Series (AIIS) on 13 September 2024. The initiative was inaugurated by renowned International Business Strategist, Business Mentor, and Leadership Coach Mr. Manoj Sahu, alongside Dr Joseph Charles D, Head of the School of Management, and Dr Gita P C, the School's Coordinator. Faculty members and first-year MBA students attended the launch, eagerly absorbing the insights shared by Mr Sahu, who has amassed over three decades of global industry experience and has visited more than 30 countries.

Addressing the students as "ignited minds", Mr Sahu delivered a captivating speech titled "Navigating the Corporate World with an MBA". He introduced the concept of the "7 Ms of Management" – Manpower, Money, Materials, Machinery, Methods, Marketing, and Manufacturing – as key pillars for

success in the business world. Mr Sahu also presented a fresh perspective on the classic Rabbit and Tortoise story and its three extended versions, weaving in life lessons to inspire and motivate the MBA students. His real-world experiences and strategic insights offered valuable guidance as the students prepare to enter the corporate world.

The launch of AIIS is expected to serve as a platform for further enriching interactions between academia and industry, fostering innovation and practical learning for Kristu Jayanti's budding business leaders. The programme concluded with the singing of the college anthem.

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