

**CAMPUS  
TALK**

**BS PROMOTIONS**

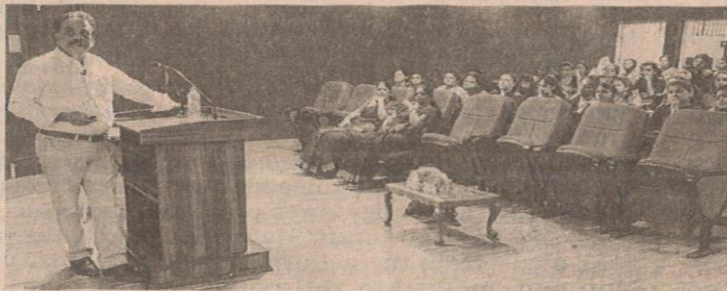
## Kristu Jayanti School of Management organized National Level MDP

A two-day Management Development Programme (MDP) was organized on "Emerging Leader for Industrial Revolution 4.0" on 28th & 29th September. This MDP provided the right forum to understand, interact and rethink on the leadership required to successfully manage the FIR - Fourth Industrial Revolution. Dr. Renu Rajani, Vice President, Infosys Ltd., who inaugurated the MDP highlighted the technologies like machine learning, artificial intelligence and robotics and the challenges associated with it. She also briefed on the role of a leader in such an uncertain business environment. Dr. P. C. Gita, Faculty Coordinator



of MDP gave a prelude to the MDP. Dr. Bose K Nair, Vice President, World Trade Centre, Bangalore, Kochi & Chennai; Ms. Annu Mathew, Director Recruiting, Cerner Corporation; Mr. Venkat Narayana, CEO, Prestige group and Mr. Rajiv Noronho, Vice President & Head HR - Analytics & Insights, TCS were the other distinguished guests for the MDP.

## BNMIT- DoMS: Guest lecture on New Age Advertising



*Mr. Ramesh Kalyan, GM, Marketing, Chitraloka Publications, interacting with students*

A guest lecture on "New Age Advertising" was organized by Dept. of MBA. This session was about enlightening the students on new age advertising. The speaker Mr. Ramesh Kalyan, explained that advertisement is to convert nothing into something and highlighted the difference between advertisement and publicity. The session concluded by showing few ads that looked same but conveyed different meanings and different messages. Dr. Vijayasree, HOD presided.

## Symbiosis Institute of Business Management, Bengaluru hosted its Annual Management Conclave

Symbiosis Institute of Business Management, Bengaluru, recently hosted its Annual Management Conclave - Alchemy 2018. The event involved numerous eminent speakers sharing their expert insights in the fields of analytics, sustainability and technology. Visionaries of great acumen from various verticals of the industry fuelled the passion for knowledge within the students of SIBM B, transforming the event into an epicentre of knowledge. Prof. B Vidyasagar, Deputy Director, SIBM-B presided.

