

A DEPARTMENT OF MANAGEMENT MAGAZINE

evolve

EVEN SEMESTER

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Kristu Jayanti College

AUTONOMOUS Bengaluru
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NAVEEN

SOCIAL RESPONSIBILITY WEEK

The objective was to provide an opportunity to learn from industry leaders about the growing importance of Corporate Social Responsibility. To sensitize students on the various societal issues and also to provide a platform to identify and develop solutions for various societal concerns.

The outcome was that the students started thinking on individual social responsibility, how one can contribute to make their surrounding beautiful.

From the feedback conducted, 85% agree for the criteria set, time management and event management.

The various conducted were-

Event I: Inauguration and Guest lecture, Mr. B K Kulkarni, Former Vice President, Siemens Ltd.
Department of Management organized guest lecture on 9th January 2007 at 12.00pm in main auditorium. Mr. B K Kulkarni, Former Vice President, Siemens Ltd spoke about the values of humanity and the role it plays in one's life and about the relationship between profit and the social responsibility. Even he spoke about the experience which he had regarding social values like helping others. And these words inspired everyone who was present for the function. Even though he was busy on that day, he took his precious time to spend with the blooming hearts of Jayantians.

Event II: Social Entrepreneur and Case Study

Social entrepreneurship is the perfect platform to exhibit shrewd business acumen to make a difference for the society in general and the world at large. On 10th January 2017 social entrepreneur was organized, 17 teams presented on various ideas.

A case study is being given to the all the classes in the BBA department and they presented those case study during the club activity period. This was given so that they will get a better idea about how different organization work with their CSR activities and also to give the students a task on how to deal with certain issues that will affect the CSR activities of the organization

Event III: Tableau

On 11th January 2017 tableau was organized. Tableau is an artistic form of showcasing various issues and enlightening the audience regarding the same. 8 teams on various social issues performed.

Event IV: Short film Screening, Photography and Poster making

On 12th January 2017 short film screening was organized. Tell a man once, the results may not be alluring but show a man once – he might end up scripting marvels. The power of pictures in motion to inspire man to do great things has always been significant. 4 teams participated.

The Short film contest allows students to do just that. It provides a platform to exhibit one's creativity and also enlighten the audience at large with messages that is significant.

On 12th January 2017 photography was also organized. Pictures have always made a substantial impact on the mind set of man. Capturing the best of moments within a fraction of time is an art beyond compare which has the ability to influence people and leave them pondering on the subject on display?

This event allows you to showcase your creative side to the masses and make a positive impact on them. 7 teams took part in the event.

On 12th January 2017 poster making was also organized Aesthetic designs have the ability to capture the imagination of the audience when presented appropriately.

Poster making is one such art that allows contestants to flaunt their imagination and showcase their talent to the audience at large. 27 participants were there.

Displayed below are few posters created by the students of the Department of Management as part of the poster making contest held during Social

Photography, Short film screening and poster making contests were held to allow students to explore creative endeavors and showcase their talents to the audience at large

Event V: Valedictory

The curtains on Social Responsibilities Week 2017 would lower and this celebrated event concluded where in students was given an opportunity to showcase their rich customs and traditions with intent to enlighten the masses. Through this the department envisioned to create an ambience of equality and portraying our spirit of unity in our diversity.

Dr. Aloysius Edward, Dean, Commerce and Management felicitated the winners in the valedictory session. 4th BBA C section won the overall trophy.



PRODIGY

The objective was to provide a platform of intense competition in various skills and functions management. to build confidence among the students at the highest level and to expose the participants to practical learning.

On 13 February 2017, the promotions for the Fest were held in college quadrangle, this was the place where the Department of Management revealed many surprises. Another surprise forming a part of promotion was the introduction of a MASCOT for the first time in the history of Management department. Department of management was termed as 'department of surprises.' and Rev Fr. Augustine George, Vice Principal declared prodigy 2017 open by cutting the cake.

The various events conducted were -

- The Fest was conducted with the theme Master Chef- after the popular serial in innovative cooking.
- The Fest had eight events, they were
 - o Chef Hunt: HR Event
 - o It's Yum: Marketing Event
 - o Food Critic: Public Relations Event
 - o Find the recipe: Treasure Hunt Event
 - o Master Chef: Best manager Event
 - o Fresh Cuisine: EDP Event
 - o Worth it: Finance Event
 - o Taste Catalyst: Business Analyst Event
- The Rounds started in different venues at 11.00 am on the first day, which is 13th. The first day was for all the eighteen colleges. Only qualifying rounds were held
- On the second day five colleges were shortlisted for each event, for the competing rounds

The outcome of the fest achieved its objectives as was evidenced from the overwhelming student feedback which the Fest achieved.

The feedback received were -

- Very well organized
- Very Competitive Events
- Very good hospitality



SAVISHKAR

Savishkar is an exclusive program of the Department of Management for the first year BBA students.

The event aims at equipping students in a better understanding of management concepts and presenting the same in creative and innovative methods. The students of the first year are divided into groups of six and are assigned a management concept. The students are expected to develop a working model based on the assigned topic.

The objective was to acquaint with the management concepts through creative methods.
To cultivate presentation and articulation skills among students.

The outcome was that the management exhibition helped the students in the follows areas:

- Better understanding of management concepts
- Improving creativity skills of the students
- Developing the presentation and the articulation skills of the students.
- Helped the students in improving their team work and group dynamics.
- Developing division of work among the group members

The feedback was that the participants commented that exhibition was helpful in understanding the various business related aspects and concepts related to management. The visitors to the exhibition also like the exhibits as they can give a learning experience about business related aspects.



INNOVATIO

The objectives of this fest are to practically develop a business plan and to develop confidence to start a business.

The inauguration took place between 9.30 to 10.15 am. The chief guest was Mr. John Santosh. The others who took the diaz were Prof Aloysius Edward, Dean of Management, Prof Surendranath Reddy HOD of Management, Prof. Deepika, staff coordinator and student coordinators Irene Susan & Naveen B.

Mr. John Santosh spoke on the occasion and motivated the students to take up entrepreneurship as a career.

The winners of the round was as follows

- o I place: The Orchard
- o II place: Spice Oleo resins
- o III place: Online event booker

The event was a good compliment to the Entrepreneurship development course. It gave the students confidence and encouragement to start their businesses.



NATIONAL LEVEL CONFERENCE

The objective of this conference was to deliberate various innovative practices in management adopted by companies in various domains of management.

The various titles discussed through the days were -

Innovation in Finance and Taxation. Resource person: Shri. Mark D Souza.

Innovation in Entrepreneurship and startups. Resource person: Shri. Sanjeev Sukumaran.

Innovation in IT companies with special emphasis on TCS. Resource person: Shri. Radhika sokhi

Innovation in Manufacturing with special emphasis on Toyota. Resource person: Shri T.R. Parasuraman.

The secret of success revealed by our keynote speakers was, focus on continuous improvement efforts and to develop passion and curiosity.

The Feedback given was :

1. Theme, discussion, Choice of resource person was relevant and apt to the title.
2. Keynote sessions, Hospitality and time management was very good.
3. Keynote address and the technical session II Speaker Dr.Sanjeev Sukumaran was excellent
4. External expert should be called along with the internal faculty to Judge the Events.



GUEST LECTURE

The various Guest lectures given by various resource persons for this semester were -

"Role of Technology in Business" by Mr. Mahesha Velu., SAP Consultant, Cargill Business Services Pvt. Ltd., Bangalore. Which was attended by I BBA A, B, C & D .

"Formation of a company" by Mr. Nishwanth, Team Leader, Standard Chartered . Which was attended by I BBA Section A, B, C & D .

"Transition to corporate world" by Mr. Christopher D'Souza, Lead Strategic Development Private Ltd. Which was attended by I BBA Section A, B, C & D.





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