



Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

SPOTLIGHT

TOIL AND SUCCESS

NEWSLETTER BY :
BACHELOR OF BUSINESS ADMINISTRATION

VOL 2, ISSUE 3

Editorial Desk



Teamwork is the ability to work together toward a common vision. It's the ability to direct individual accomplishment toward Institutional objectives. It is the path that allows common people to attain uncommon results. Every achievement is a record for the future.

The Covid- 19 Pandemic has created the largest disruption of the education system in human history. Social distancing and restrictive movement policies have significantly disturbed traditional educational practices. The pandemic has provided us with an opportunity to pave the way for introducing digital learning.

Spotlight 2020 (Issue 3) is a record of the hard work and team effort of Jayantians. It is a way of recording all the enriching activities which we conducted over the last two semesters. I am happy and proud of all the Jayantians who have contributed their best in the events we have organized in spite of the pandemic situation and thus elevating the success of the departmental activities beyond comparison. These activities are published in the Department Newsletter. I take great privilege in introducing Prof. Dr. V. G. Jisha (Dept. of Management) for all help & support and my editorial team : Raman Verma, Aakansha Shukla, Ananya Kanungo.

I appreciate their efforts in making Spotlight 2020-21 possible and we as a team are thankful to the Department of Management and Kristu Jayanti College for encouraging and supporting us throughout.



Prof. V. G. Jisha
Department of Management(BBA)

Editorial Board



Aakansha Shukla



Ananya Kanungo

Design & Layout



Raman Verma

PRINCIPAL'S NOTE

Pursuit of knowledge is the pursuit of truth that should lead us to the motto and vision of this institution: "Light and Prosperity".

Within two decades of existence, Kristu Jayanti College has placed itself prominently in the educational map of India through various top ratings. We welcome all aspiring young minds to join this enthusiastic family of Jayantians in pursuing knowledge to serve the world at large.



This institution's academic fraternity is an active community of learners who pursue knowledge as an active and dynamic phenomenon, seeking its infinite possibilities. We invest wholeheartedly in the younger generations to instill in them the passion for learning and knowledge.

The Department of Management, Kristu Jayanti College strives for excellence and brings out the best in the students by providing them a stage to present their skills in the international arena. The past year has been extremely challenging, but Jayantians have resourcefully proved that every problem has a solution. I extend my congratulations to all the students who put their amazing efforts and brilliant minds to work in bringing out this issue of 'Spotlight' despite the pandemic.

I extend my heartfelt congratulations to the editorial board for the captivating creation and release of 'Spotlight 2020-21' (Issue 3).

HOD'S NOTE

As part of continuous improvement in our journey of excellence I am glad to announce the launch of a new edition of our department newsletter for the academic year 2020-21. I am very happy to inform you that this year was very productive and we were able to achieve new heights with the support of management, staff, students and parents. We have conducted various activities aimed at holistic development of the students and teachers. The new edition of newsletter "Spotlight-2020" will provide a comprehensive look at all the activities of the department conducted during the academic year 2020-21.

This edition of newsletter provides a valuable window on information related to various major activities like National Conference on "Redefining Management Practices in the Post Covid-19", National level workshop on "Advanced Statistical Analysis using SPSS", Webinar on "Redefining Higher Education in New Normal", "Acumen-2020", intra collegiate management fest, "Anveshan-2020", research paper presentation and other skill enhancement activities.

We are also happy to inform that in spite of current pandemic, we were able to organise various other activities like Guest lectures, Meet your alumni, Student presentations, Internships, Department level extension activities, Business quiz competition, business plan competition, expert lectures, Dissertation, Social responsibility week, Virtual industrial visits, Value addition courses, Aptitude skills and other minor activities.

I would like to thank our Principal, Financial Administrator, Management Team, Dean and Faculty members for their endless support to launch this edition of the newsletter. I sincerely appreciate the editorial board led by Dr. Jisha V.G. and her team for their efforts to design and develop the newsletter in time.



The inauguration took place on September 25, 2020. Shri. Amit Khanna, General Manager, Human Resources, Bangalore International Airport Limited, Bengaluru, was the Chief Guest. It is arranged by our college's final year students for first-year students. For the first time, Virtuoso 2020 was held entirely online. The entire event was broadcast live on the internet. The five events include marketing, finance, entrepreneurship, and top management. Virtuoso 2019-20's great performances were chosen from three teams.

Events

Entrepreneurship Development Programme

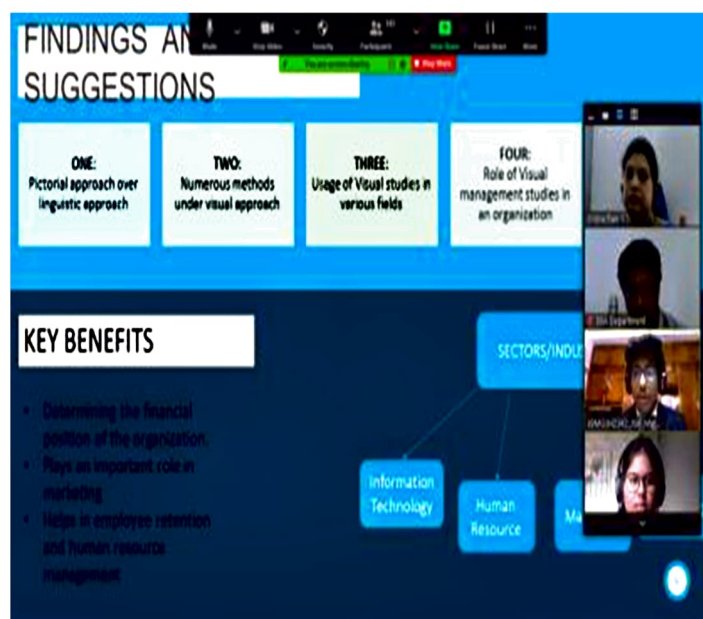
Three different sorts of scenarios were presented during the DP event, each focusing on skill development, creative thinking, and risk management. Out of 63 students, 58 shared their thoughts, opinions, and solutions to the situation. With the support of faculty members and student coordinators, the event was successfully carried out.

Finance

At 3.30 p.m., the event took place on the Zoom platform. There were a total of 38 students who signed up for the event. The issue at hand was to devise an investing strategy for Harry and Meghan, as well as the IL&FS crisis. The IL&FS group's CFO had to find a way to maximise the wealth of their investors while still repaying the massive debt.

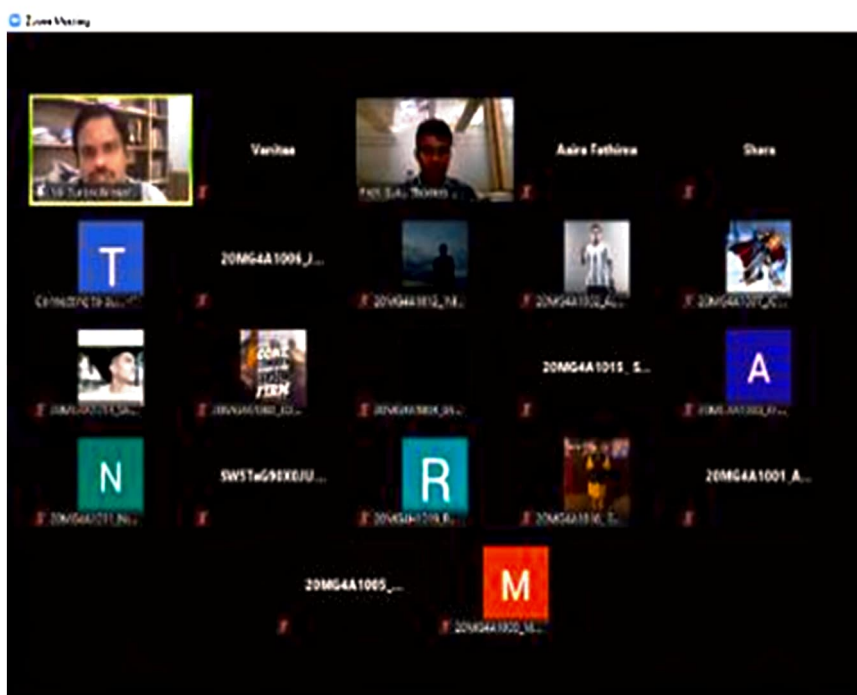
Marketing

Virtuoso is a management workshop hosted by the Department of Management on September 25, 2020 for the first time. Prof. Jagannathan was the teacher organiser for the marketing event, and Niharika Tak and Joel Mathew were the student coordinators. The Marketing Event option was chosen by 112 students. On the 20th of September, 2020 (Sunday), they were given three jobs, from which they were to choose one and create a PowerPoint presentation.



Human Resource

Human Resources of the "VIRTUOSO 2020" event was attended by 1st SEM BBA students. On September 19th and 20th, the event took place. The participants were separated into four groups, with each group receiving a case study. The solutions were then to be presented in a PowerPoint presentation. The PowerPoint Presentations were successfully completed by all 93 participants before the deadline. The event juries for each class were Dr. Geetha Anna Mathew, Dr. Roshen Therese Sebastian, and Prof. Shilpa Rao.

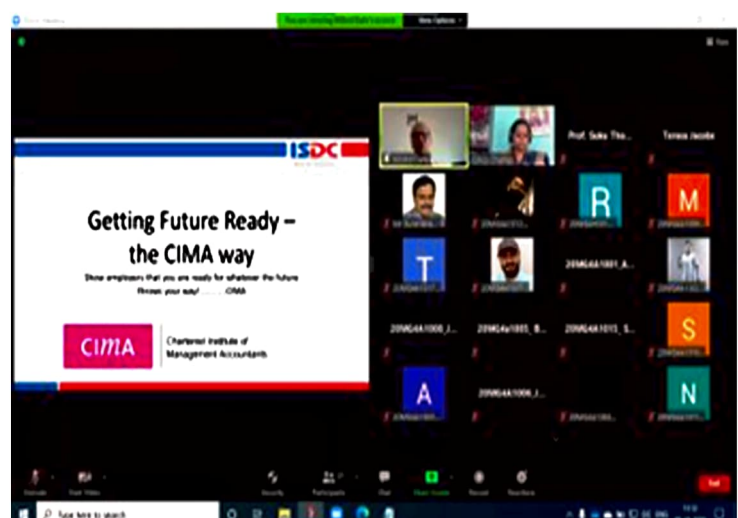
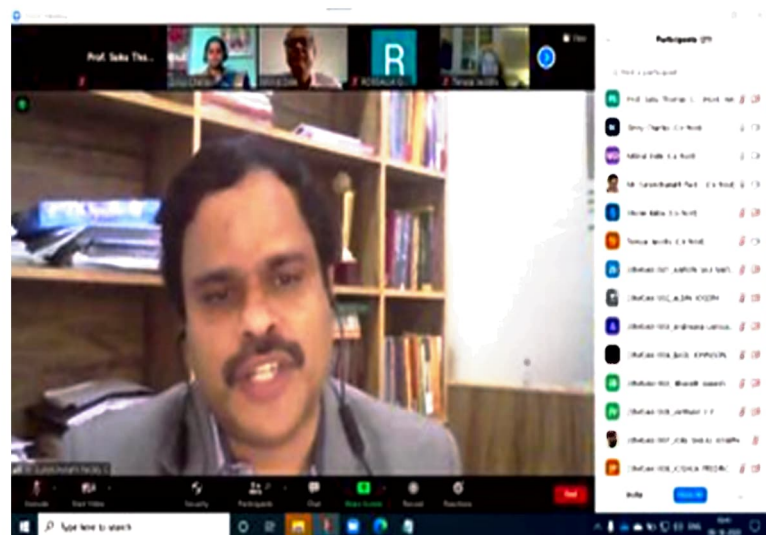


Best Manager

The participants were given three assignments from which they could choose one and present. On September 24, 2020, they were given the mission. Professor Hari Bhaskar served as the judge for the competition, which took place on September 25, 2020.

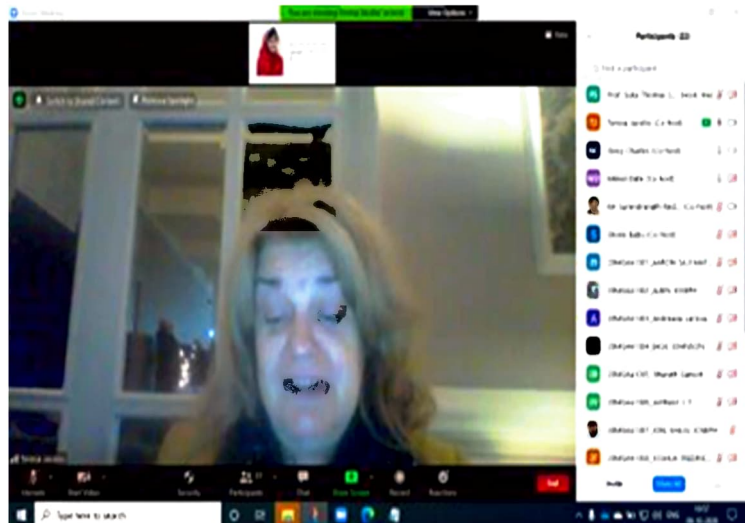
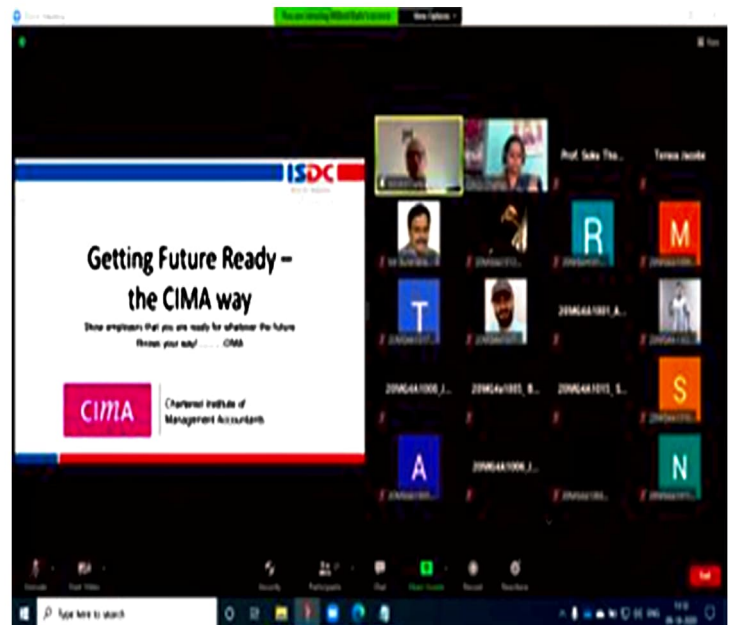
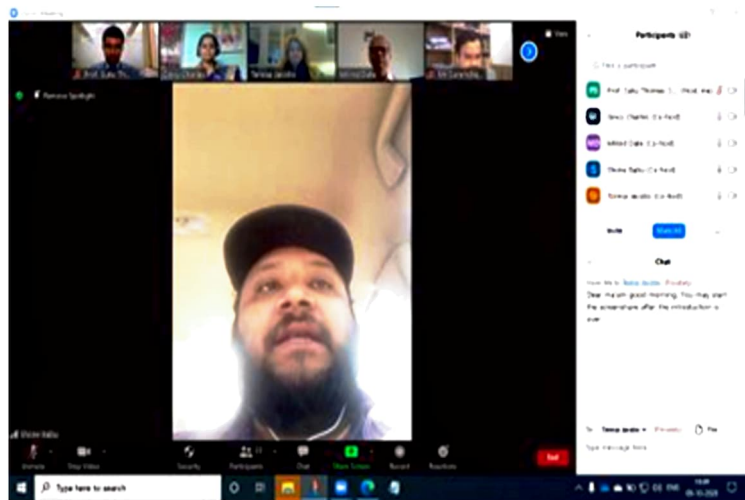
Artificial intelligence is founded on the idea that human intellect can be described in such a way that it can be simply replicated by a machine. Artificial intelligence aims to improve learning, reasoning, and perception. To raise awareness about the deployment of artificial intelligence, an expert lecture on "Application of Artificial Intelligence" was hosted for third-year BBA Business Analytics students on 26th September 2020. Students in Business Analytics should be concerned about the deployment of artificial intelligence in the sphere of business. Prof. Surendaranath Reddy, Head, Department of Management, Kristu Jayanti College, opened the lectures with an overview of artificial intelligence and its use in business. He mentioned 'Alan Turing,' the inventor of the Turing test. Students learned about artificial intelligence's numerous applications, as well as its benefits and drawbacks.

The Department of Management hosted an orientation event on 9th of October 2020 for BBA I semester batch 2020-23 students. The purpose of the orientation was to emphasise the advantages of CIMA certification and to highlight the benefits of CIMA certification and explain the pathways for completion of CIMA certification. Prof. Surendranath Reddy addressed the audience. For students in the 2020-23 semester, the session was quite popular



Online Orientation on CIMA

The Department of Management hosted an orientation event on 9th of October 2020 for BBA I semester batch 2020-23 students. The purpose of the orientation was to emphasise the advantages of CIMA certification and to highlight the benefits of CIMA certification and explain the pathways for completion of CIMA certification. Prof. Surendranath Reddy addressed the audience. For students in the 2020-23 semester, the session was quite popular



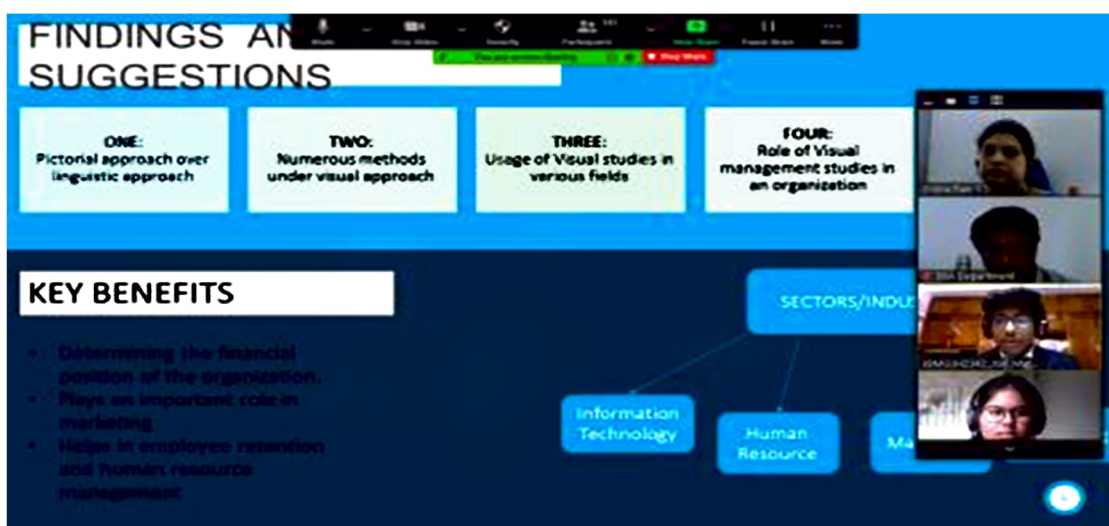
Acumen

The Department of Management hosted the Intra Collegiate Management Fest ACUMEN 2020 on the 15th and 16th of October 2020. Acumen 2020 was the first conference to use online platforms, allowing participants, student coordinators, and teachers to digitally communicate and collaborate. Rev. Augustine George, Principal, Kristu Jayanti College delivered the presidential address stressing on the importance of values and adaptability in the current corporate world. There were 299 first-year individuals and 307 second-year participants in this study. Acumen 2020 encourages students to develop skills including time management, teamwork, stress management, organisation, patience, and confidence. It had a significant impact on students' perceptions of Management Studies and assisted them in analysing their strengths and weaknesses.

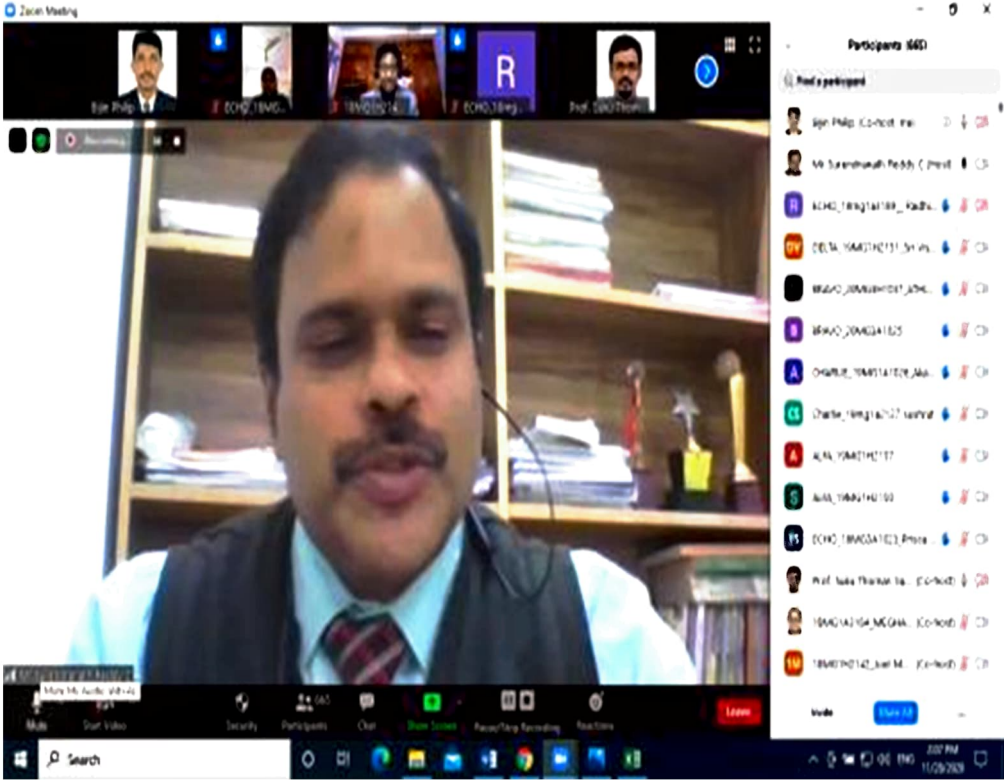


Anveshan

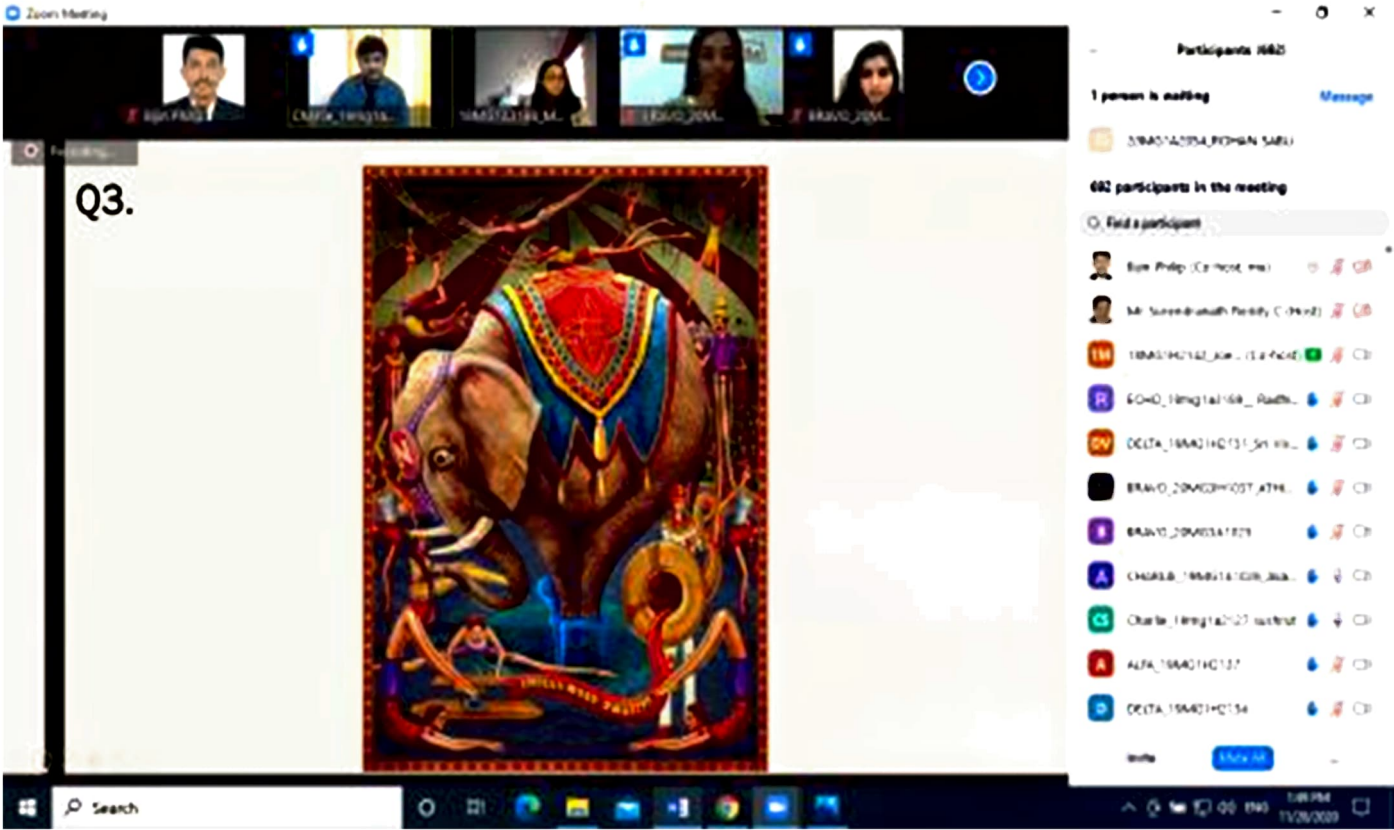
"ANVESHAN 2020" is a research paper presentation conducted by the Department of Management on 15th October 2020 exclusively for the final year BBA students. The goal was to instill research skills among management students. Students were split into two groups and assigned to do research using primary and secondary data. Students collected primary and Secondary data, analysed the data, and produced recommendations. The results of "Anveshan 2020" were re-leased the next day, on the 16th of October, during the "Acumen and Anveshan2020" Valedictory.



Inquizitive

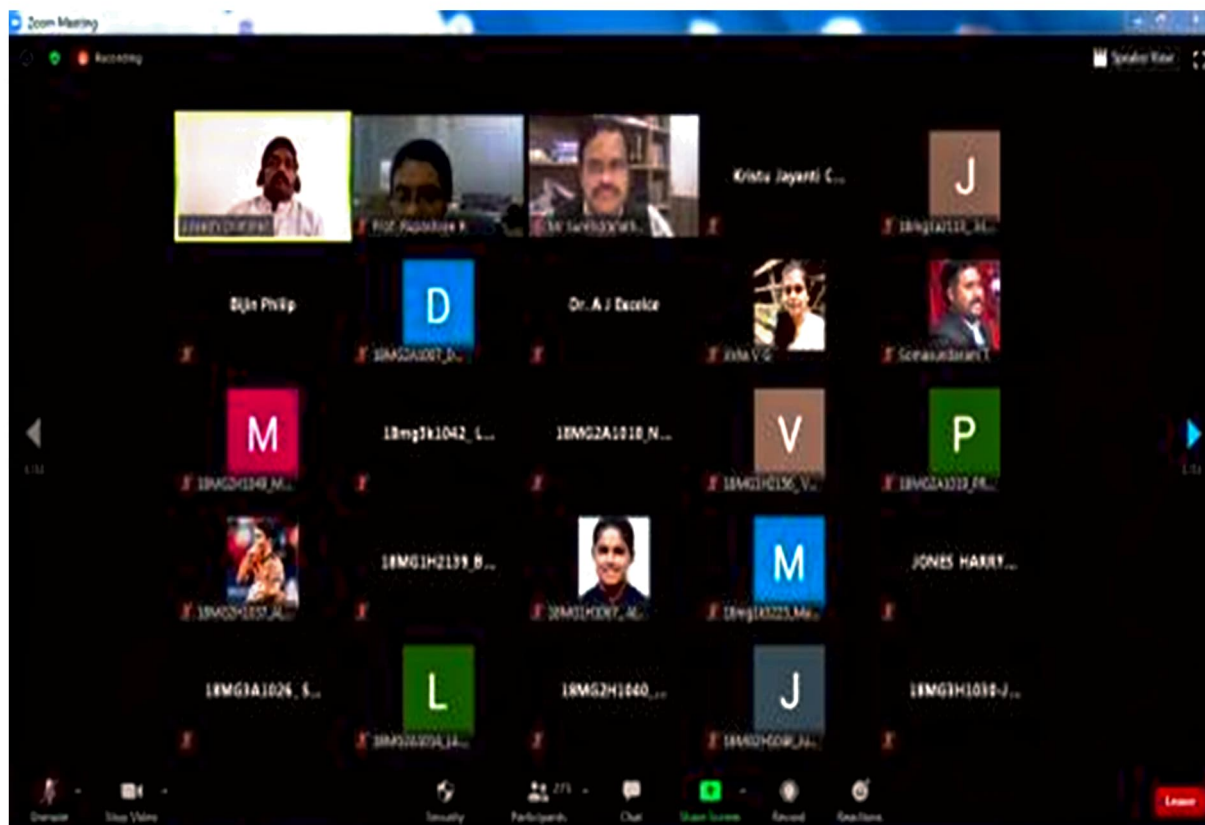
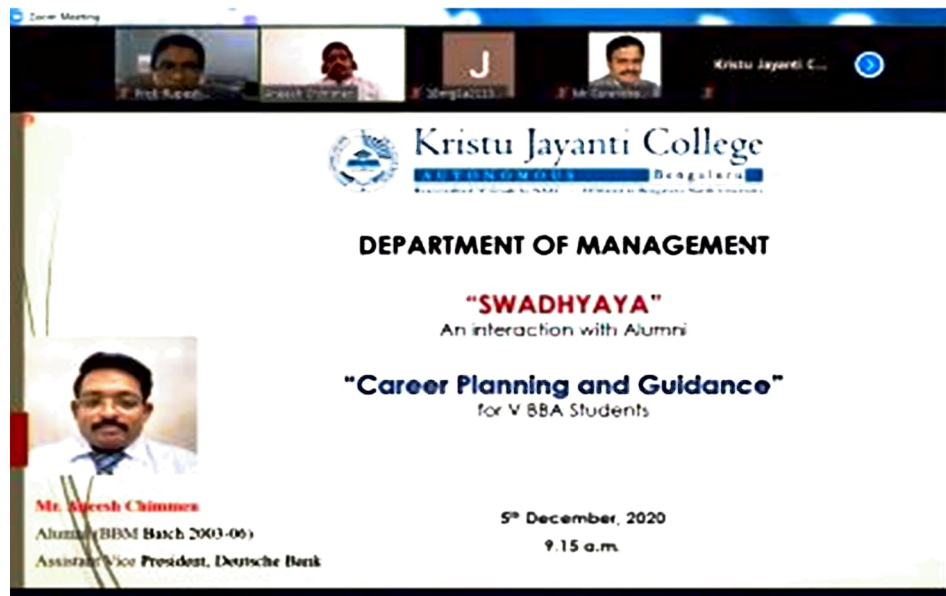


The Department of Management is hosting Inquizitive 2020, the second edition of its Business Quiz competition. The tournament held two preliminary rounds on November 11th and 18th, 2020, with the finals on November 28th. The students were split into two-person teams, with a total of 82 teams registered for the competition. Inquizitive 2020, a business quiz tournament, gives students a chance to expand their knowledge, particularly in the business sector. Students learned how to boost their IQ in the field of business while also developing their self-confidence through this competition.



Meet Your Alumni

On 5th December, 2020, the students of Third year BBA, had the opportunity of interacting with a distinguished alumni, Mr. Aneesh Chimmen. He is a Deutsche Bank Assistant Vice President. He has worked at Deutsche Bank for the past 12 years. He talked to pupils about his work experience and the most challenging duty he had to complete during his career. He also shared his personal stories on how he handled his first job interview after graduating. Students took an active role in the event by conversing with alumni. The discussion was a huge motivator for students to learn how to deal with problems in their careers and how to overcome failures.



Mr. Chimmen also reminded students that a postgraduate degree is usually required in the corporate world while seeking higher positions. Students are not required to take internships, according to him, but it is an extra benefit if they do. The students found the lesson to be very engaging and informative. Mr. Aneesh encouraged students to discuss their college experiences, which they did.

Virtual Guest Lecture - Career opportunities in sports Industry

Mr. G. Srinivasan, the CEO of Sporjo, hosted the virtual session on 5th of December 2020. The Department of Management, in collaboration with the Centre for Employability and Corporate Relations, hosted the event (CECR) Students swarmed the chat box with questions for the resource person, making the Q&A session incredibly engaging. Passion, teamwork, enthusiasm, sportsmanship, and passion, personality, and proficiency are all necessary skills for a successful career in this industry. Sales, Data & Analytics, Grassroots, CRM, Marketing, Broadcast, and other employment jobs are available in the sports sector.



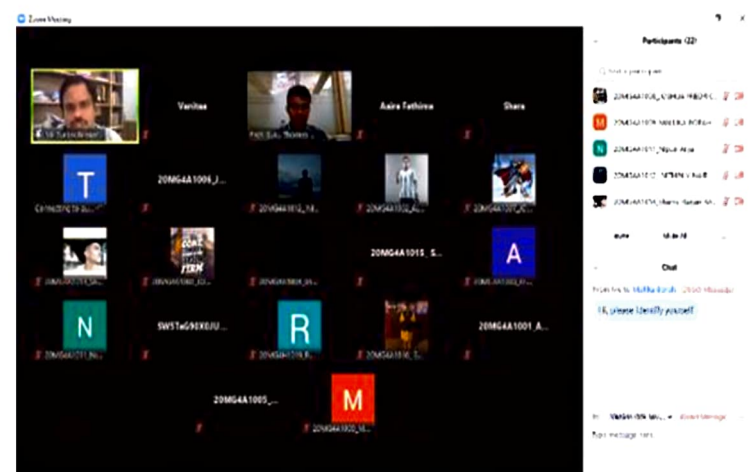
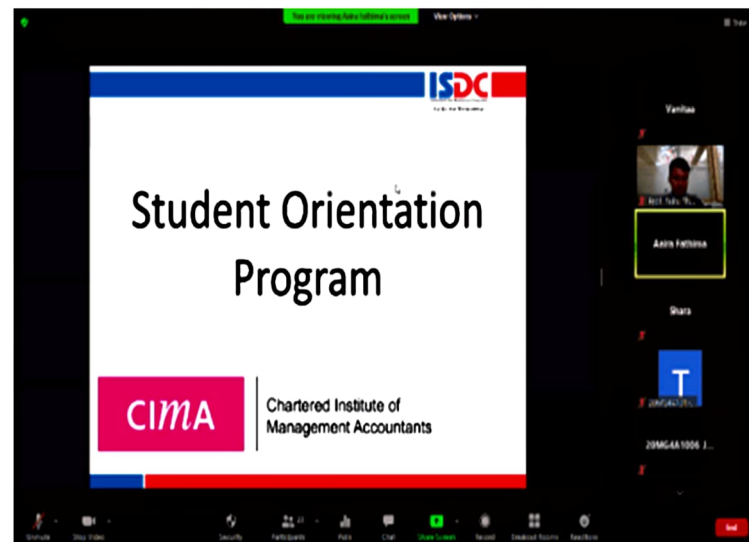
Five day national workshop on advanced statistical analysis using Spss

The workshop aims to provide academicians, researchers, and industry representatives with practical knowledge of data gathering methods, statistical tools, and technology application. The workshop officially began on December 14th, 2019 at 5.30 p.m., with an inaugural ceremony led by Rev Dr. Augustine George, Principal of Kristu Jayanti College Autonomous. The resource person was Dr. Joythi Manoj, who presented a brief introduction to SPSS. Hypothesis tests-one means test, two-means test, ANOVA, and Chi square test are among the topics covered during the courses. Factor analysis and cluster analysis are two types of analysis.

It was an added benefit for the participants to gain in-depth knowledge and apply it to their future studies. Multiple regress could be understood by the participants.

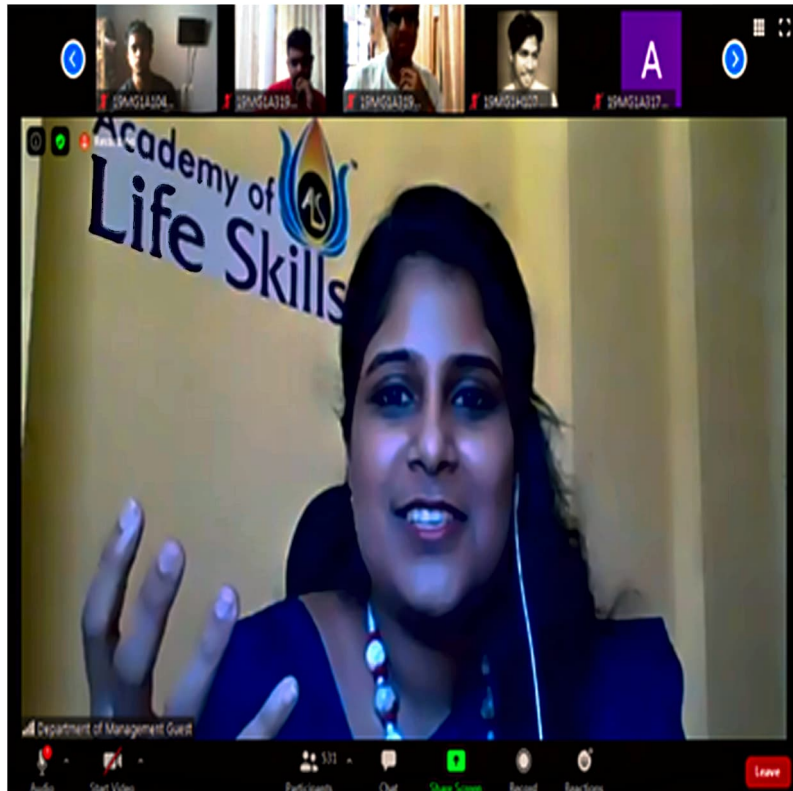
Report on Orientation of CGMA for I Semester students of BBA Batch2020 - 2023

On 18th of December 2020, Ms. Aaira Fathima, Manager - Operations of ISDC, Bangalore, gave an orientation to the students of I sem BBA. The advantages of finishing CIMA and CGMA were discussed by the students. The students were also given information on the advantages of finishing the CGMA programme. Prof. Surendranath Reddy sent his warmest wishes to the students.



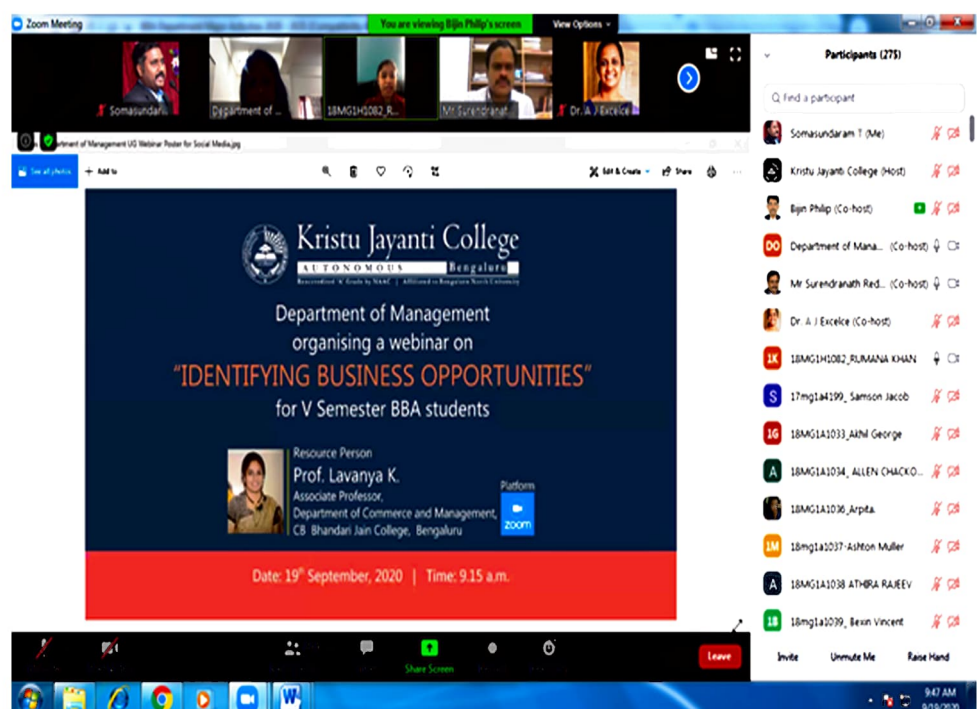
Online Guest Lecture - Nurturing An Entrepreneurial Mindset

The purpose of this guest lecture was to develop entrepreneurship skills in students. The resource person was Mr. Armugam C, an entrepreneur and consultant. He is the founder of Agro Chakra International, a cashew processing and dry fruit retail and wholesale company based in Chennai. The resource person extolled the virtues of entrepreneurship as a means of contributing to society. It is preferable to begin a business when you are young since you can take greater risks.



The Management Department organized a webinar for mental health on the topic "Self-Acceptance - How to practice self-love on a daily basis". Where Ms. Sathyapriya Sakarias Counselling Psychologist, Research Scholar, and NLP Master Practitioner & Trainer, was the guest lecturer. Ms. Sakarias is also one of the Alumni of our College, BBA Department 2013-16. The session started with a silent prayer. After introducing the guest speaker, Ms. Sathyapriya went on to tell the benefits of a positive mind and how it can help a person in their life in this tough time of the global pandemic. This not only helped by reminding the flaws and unworthiness but also by how to live a fulfilling, serene, happy life. That one must learn to love and accept themselves, flaws and all. The student's webinar ended with the Q & A followed by the feedback from the participants. Students were satisfied by the webinar, the information provided, and the guest speaker. The key learning of the webinar was, understanding the need for accepting their uniqueness and living beyond their flaws.

A webinar for Semester V students was conducted by the Department of Management, BBA, on-topic 'Identifying Business Opportunities' on 19 September 2020. Professor Lavanya K., Associate Professor, Department of Commerce, C.B. Bhandari Jain College, Bangalore, conducted the webinar. Along with providing various insightful information for a would-be Entrepreneur, she also helped the students to identify and use essential sources for startups and to inculcate creative and smart ideas to nurture an innovative business idea. She also elaborated solid case studies on eBay, Paytm to support the statement, "Bigger Problems means Bigger Opportunities". Post this session there was a quick Q&A, followed by feedback. Most of the students were satisfied with the session and the information provided and had a good understanding of the topic. One of the key lessons of the session was, "To identify the needs of the external environment is the first step of a provable business idea".



Gandhi Jayanti

For Gandhi Jayanti this year, the Department of Management organized a session on the topic, "Gandhi as Management Guru". The topic was further divided into micro topics, segregating students into various teams and giving them a chance to present on the topic. With this activity not only, students were able to understand the contribution of an individual in our independence, but also understood the Gandhian Philosophy and Management styles, along with the exceptional leadership quality, our Father of Nation, Mahatma Gandhi had. By the end of the session, the topic justified the various qualities depicted by students.



Virtual Industrial Visit

The Manufacturing process of Baton Rouge Coca-Cola Company

One of the centers of conversations all year long, Industrial Visits, happened virtually this year due to COVID-19, Pandemic. The presentation started with a brief introduction of 'Documentary on the world's best-selling drink, Coca-Cola.' It gave students various interesting information such as, it's net worth is \$60000 Billion (Approx.), water and sweeteners dominate by 90% in the drink, as compared to other ingredients, and the various ways beverage is available for consumption. Students also learnt about prominent people in its journey to be a huge hit, like Rick Frazier, chief product supply and service officer. Detailed view on their manufacturing, packaging and labelling was shown in the documentary. Overall, it was an informative virtual visit where the students imbibed a lot of aspects of management, value of teamwork and the key learning, how men and technology go hand-in-hand. The main objective behind the visit was to help students understand the production procedure, and how an organization, big as Coca-Cola manages its Manpower, and efficiently utilizes its resources and technology. Some other key learnings were, techniques used in production process, management practices adopted, legal framework, procuring raw materials, marketing of products and human resource practices of the organizations.



Social Outreach Program "Save A Life - Wear a Mask"

The Department of Management launched a Social Outreach Program in October 2020, with a motto of "Save A Life - Wear A Mask" in the fight against this Pandemic, for 3rd-semester students of BBA. To create awareness among students for health and hygiene in and around society during the pandemic. It also motivated them to give their share of charity towards a sustainable environment, contribute to the vital progress of weaker sections, and inculcate a sense of social responsibility along with their academic career. Students from all the batch participated with enthusiasm and tried to make an everlasting impact on the lives of people.



BBA III Semester Section A

The III Semester BBA participated enthusiastically in the Social Outreach Program with the tagline of 'Save a life - Wear a mask'. The students created awareness in the general public to fight against COVID-19 by distributing masks, gloves, and sanitizers and informing them of precautions and preventive measures, etc. Students actively participated in the event with all the COVID-19 precautionary measures themselves. The event was designed to inculcate social responsibility among the Jayantians. The members of the Kristu Jayanti Family participated actively in this program. It gave them a sense of confidence, excitement, and happiness. This program ignites the mind of students as they start to recognize their social responsibility and start with the activities in their leisure time.

BBA III Semester Section B

The SOP event had an amazing experience, and the participation shown by students was overwhelming. Students made sure to reach to the last person to create awareness, and to distribute the COVID Kit. They distributed sanitizers, gloves, masks to the ones in need and even tried to help them with understanding the prevention measures against the virus. Students also came to know about their responsibilities towards the country and our fellow citizens.

BBA III Semester Section C

BBA-C students showed enthusiastic interest in SOP. They focused on the motto, and just didn't wear masks, but also encouraged people to wear masks, to win the fight against the Pandemic. The goal was to make all Jayantians participate and donate at least one mask and sanitizers.

The program not only encouraged students to participate in the fight against the virus, but also gave them a sense of responsibility towards their duty as a citizen.

The motive behind this initiative has achieved a place in the hearts of students, and also of faculties, who along with the students took part. Students donated masks, sanitizers, food and water to people in need.

BBA III Semester Section BA

The month-long SOP in October 2020, was a great success, as students, not just didn't get a chance to contribute their share in the fight against SARS COVID-19, but also had a great opportunity to learn about the people and the daily struggles they had to go through, and tried to help these people in need, by all means they could. Students went to the cantonment area, and along with distributing the masks, and sanitizers, they also tried to educate the people of the dangers, precautions and prevention measures.

BBA III Semester Section D

The students of III semester BBA 'D' have participated in the Social Outreach Program organized 'Save a life - Wear a mask' which focused on wearing masks and Encourage wearing masks, in fight against Covid - 19. The aim was to invite every Jayantian to participate in this event and donate at least one mask. The students placed sanitizers at convenient locations, donated masks, and gloves. There were fifty-two students who participated in the event, and learnt about their duty and responsibility being citizens of India. This initiative gave an opportunity to the students to do social service. The college included faculty members across the institution to be part of this program. Students and their family members really appreciated this task.

BBA III Semester Section AM

Students from III BBA actively participated in this "Wear a Mask" Social Outreach Program. The SOP "Wear a mask" promotes the idea of how wearing a mask entails a sense of safety. Through this program, students not just highlighted people's duties & obligations towards other's safety, but also empowered their trust in accepting masks. Students from IIIBBA distributed masks in their neighborhood, to friends and people without masks, out on the road. They advised them on the necessity of wearing masks, maintaining physical distance and personal hygiene and creating awareness to the public.

Aptitude Skills

Aptitude skills course was provided to 198 students of IV BBA as per their Academic Curricular from 06th March, 2021 to 10th April, 2021, with a motive to help them complete their two credits consisting, non-credit course and alongside help them develop the basic aptitude skills through problem solving methods. Students of BBA IV were divided into two batches, to be taught by the BBA faculties, who were allotted two courses of their preferences. These courses consisted of various concepts related to aptitude problems, which were taught and solved throughout the online classes. The course all in all, helped students develop the action plan and analytical skills, to solve complex problems quickly and precisely, with quick and correct methods helpful in various exams.

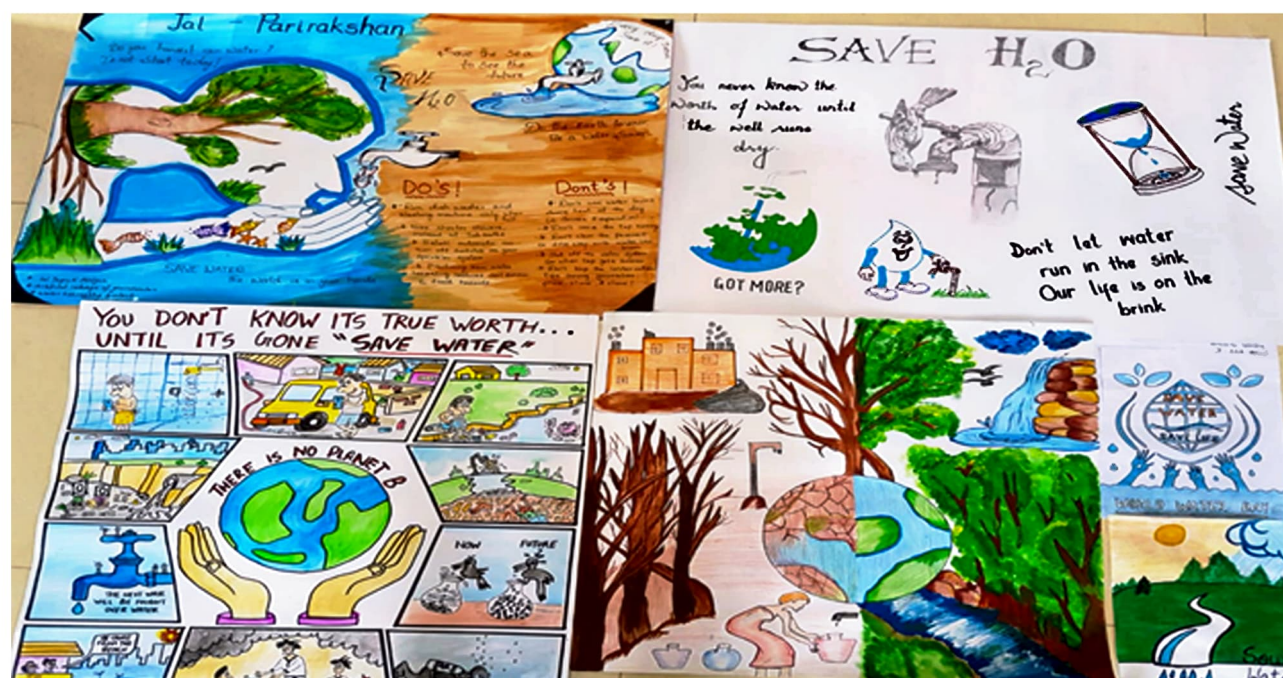
Jal Parirakshan"360

(Every drop of water matter – Save it)

On the occasion of World Water Day, 22nd March, to celebrate World Water Day, with the objective to create awareness in the minds of the young generation about the current environmental issue and to create responsiveness on how water as a natural resource could be utilized optimally. Titled "JAL PARIRAKSHAN - Every drop of water matter – Save it", an activity was organized by the Department of management for First Year BBA students.

Students were asked to create groups of five to six members, and were supposed to make a Poster Presentation or Video Presentation or PowerPoint Presentation. They contributed with enthusiasm to make the activity a great success, as the posers and video presentations were very interesting and expressive. While the PowerPoint Presentations were very informative and factual. Students did a lot of research and put many efforts into making their presentations. It provided the students with an opportunity to learn by doing, in turn strengthening the learning. Students are able to visually represent the key points and while presenting they also elaborated on the same which facilitates their retention and recall of events and facts related to water scarcity and protection.

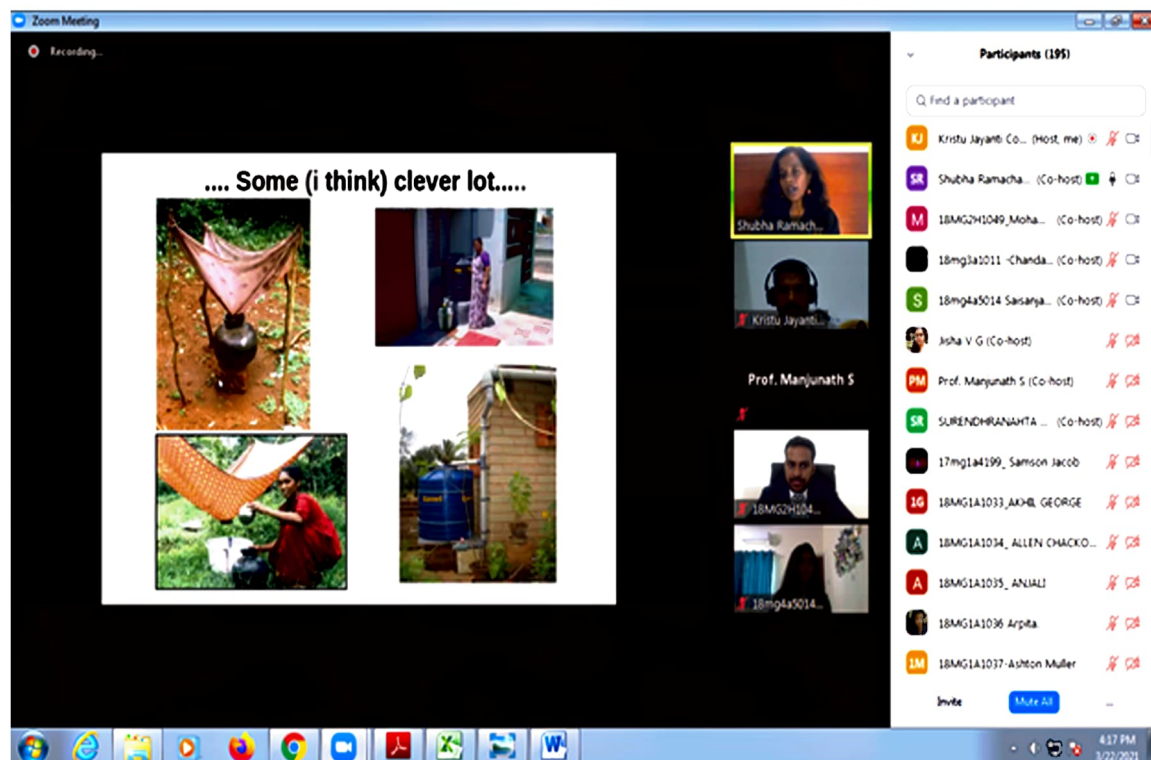
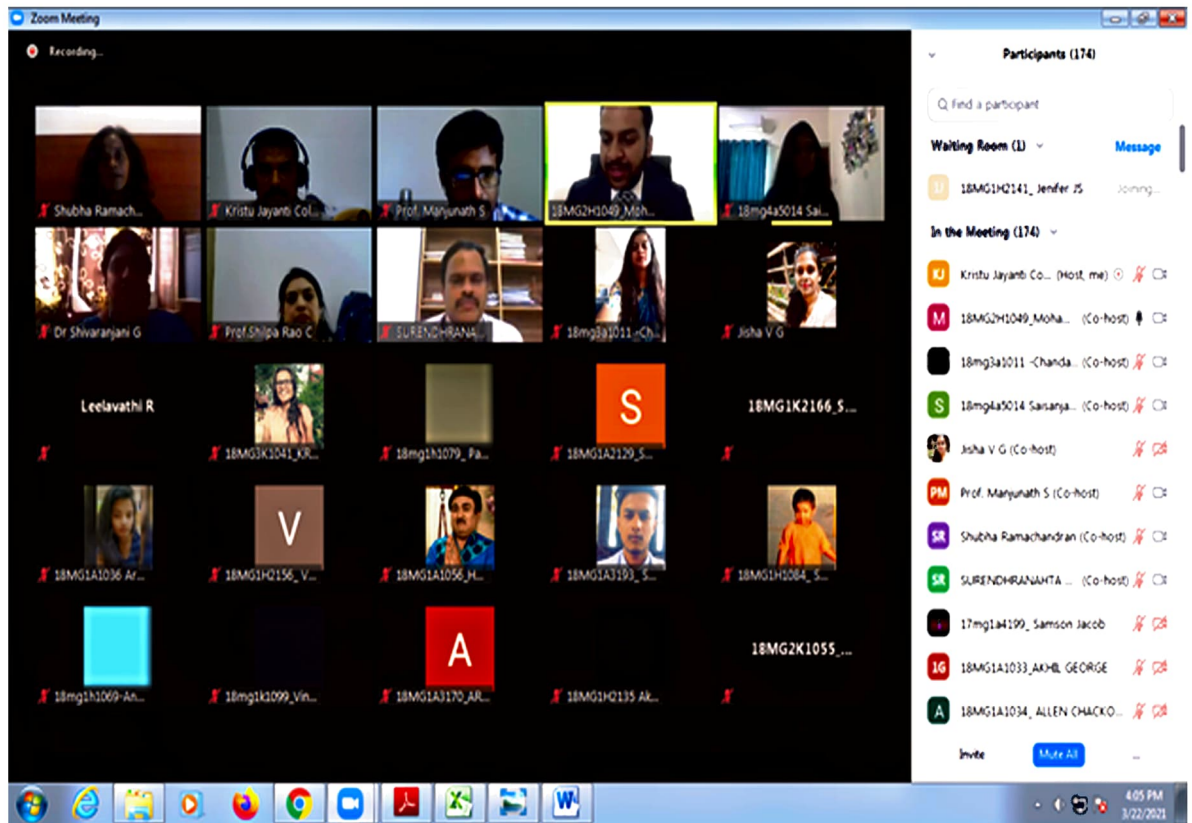
On a whole the activity conducted helped students in understanding about how important water is in our daily life and their social responsibility to conserve it for future generations.



Report On Guest Lecture

A guest lecture on the topic, "Managing GroundWater Sustainably" by MS. Shubha Rathnam, Water project manager, Biome Environmental, Bengaluru, was organized on the occasion of World Water Day, for 195 BBA VI students. The aim of the lecture was to make students aware of the importance of water, and Sustainable development Goal 6.

Ms. Shubha was working for Infosys and later joined Biome Environmental which is a non-profit organization which works for providing solutions for all environmental issues. During her session she discussed the residential houses with rain water harvesting plants, and how it was beneficial to the residents and to the environment. She shared her facts, and urged and encouraged us young students to be aware of the natural projects and should be aware and aware enough to save the natural resources. She also shared a lot of insights related to the measures taken by the central and state government and emphasized more on the measures adopted by the State government to conserve water especially when in crowded cities such as Bangalore.



The session ended up with an interactive question and answer session where the resource person answered the questions of the participant on how we can conserve water by taking a small step and also briefly discussed about black water.

An Introduction to Capital Market



Kristu Jayanti College
AUTONOMOUS Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

DEPARTMENT OF MANAGEMENT

Webinar on

AN INTRODUCTION TO CAPITAL MARKETS

RESOURCE PERSON

Mr. Prabhakar V.
Senior Trainer
Bombay Stock Exchange Ltd

20/02/2020 - 10.30 AM



To create an awareness about the capital market and helping them to understand the basics of earning opportunities, a webinar on, "Introduction to Capital Market" was conducted for BBA 2nd Year students. Mr. Prabhakar V., Sr. Trainer at BSE, was the guest lecturer. This webinar was an attempt to make students aware about the capital market. This will help the students to have a better understanding about practical happenings with the concepts in the books. The students can dive deep into the concepts moreover they can make an attempt to use this platform for the earning purpose as well in their near future.

Students obtained knowledge and understanding on working in the capital market. They learnt the various roles and terms of the market, which will help them to analyze the market and company, with clear basic understanding. These were the main learning out comes from the webinar.

Zoom Meeting

Participants 2/10

Waiting Room (1) Message

In the Meeting 2/10

Q Find a participant

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Kristu Jayanti College (host) [K] [C] [D]

V Prabhakar (Co-host) [VP] [C] [D]

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DR Shivarajulu S (Co-host) [S] [C] [D]

Jisha V G (Co-host) [J] [C] [D]

Prof. K. Ojika Depart... (Co-host) [O] [C] [D]

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19MG1A1026_Akash yadav... [A] [C] [D]

19MG1A1027_AJRON EDOER AL... [E] [C] [D]

19MG1A1029_ANANYA KANUN... [A] [C] [D]

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BSE Trading vs Investing

TRADING	INVESTING
Short term (intra-day/days/weeks/months)	Long term (min. 1year)
Buy-Sell / (short)Sell-Buy	Buy - Sell
Technical Analysis	Fundamental Analysis
STCG: 15%	LTCCG: 10%

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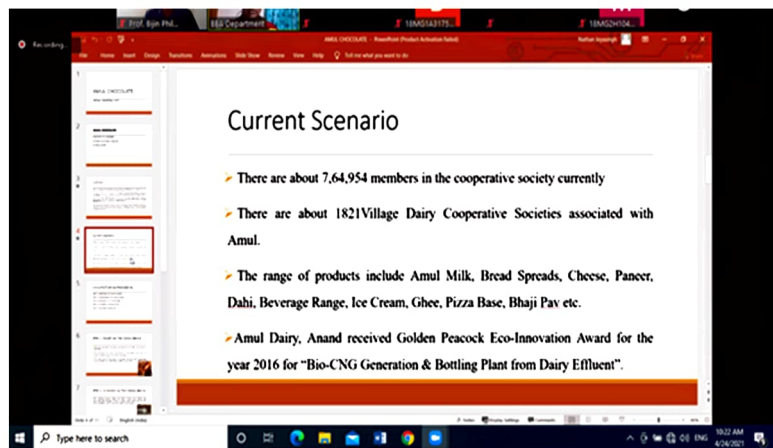
Virtual Industrial Visit

Manufacturing process of UNIBIC cookies

AMUL

Another virtual industrial visit took place in Anand Milk Union Ltd. (AMUL) industry. This was to help students understand the working of AMUL industry and how organizations manage their manpower and technological resources effectively.

The presentation started with a brief introduction about the history of Amul and then Amul's chocolate manufacturing process. Formed in 1946, Amul is a cooperative brand managed by a cooperative body, the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 36 lakh (3.6 million) milk producers in Gujarat. Each step of chocolate production was very clearly depicted in the presentation, and how different varieties of chocolates were made with care and quality, and were packed with precision, and were filled with nothing but quality. The virtual visit also introduces and explains about the various departments and their functions. Students were able to understand, manufacturing process, techniques used in production process, management practices, at the end of the virtual visit.



Business plan competition was organized for final year BBA students, "Innovation 2021". The ideology behind the competition was to help final year students inculcate skills of, refining ideas, foster entrepreneurship and integrative learning experience. The aim of helping students understand the basics of making a business plan, while simultaneously being creative and having a collaborative approach throughout the process. It was a great platform for future entrepreneurs, and helped them venture with the ideas in a collaborative manner.

"Innovation 2021" was inaugurated by the chief guest Dr. K.P. Najeemudeen, the founder and CEO of Crea Insights – Business Research & Creative Solutions. Chief guest, Dr. Najeemudeen appreciated the event organization practice. In his address to students he said, such competitions are essential because it is an opportunity for new business ideas to be formed. He gave the example of the company FedEx and how their business idea also came out through a similar business plan competition. He shared his wisdom and thoughts from various experiences in his life and gave ten points about how one should begin their entrepreneurial and business journey. He explained the points in great detail with examples from his own life. His words were very enlightening and inspiring.

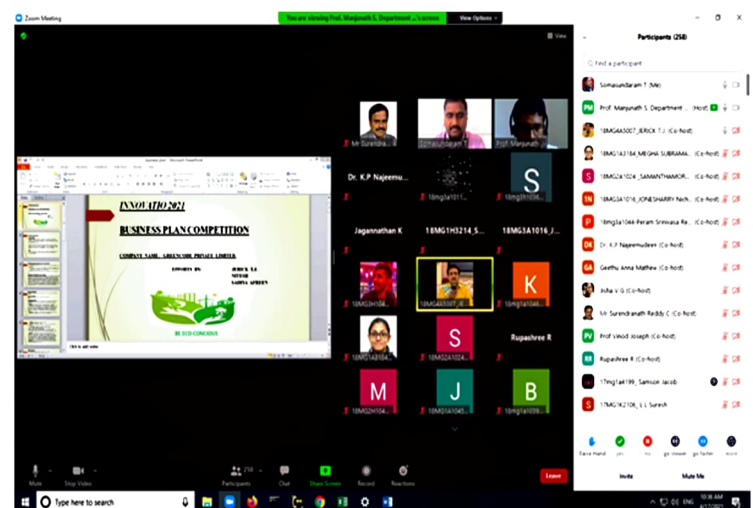
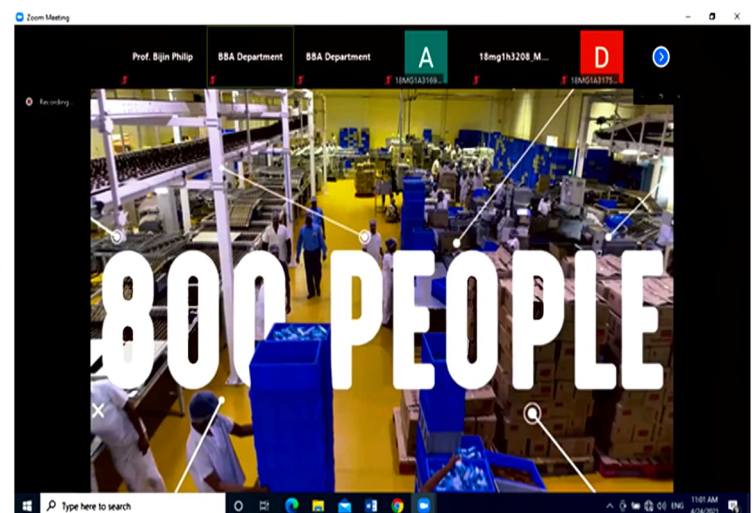
The competition was team event where students were asked to format a team of three students and come up with an innovative business plan overcoming all the challenges, which was also the main objective of the competition.

Amidst the pandemic, the Department arranged a Virtual Industrial Visit to UNIBIC, to help understand the manufacturing process of the UNIBIC cookies. The main objective of the visit was to help students see the managerial function in the industry and how technology and manpower work together in making these cookies.

Presentation started with a brief introduction about UNIBIC and how they set up their first factory in 2004, with Iconic Anzac and 7 Bradman cookies. They've Headquarter in Bangalore, India, and they are famous for their rich and fragrant cookies, all over the country. With over 20+ varieties for premium cookies and export their cookies to various countries, such as the UK, Australia, New Zealand, and many Middle-East Asian countries.

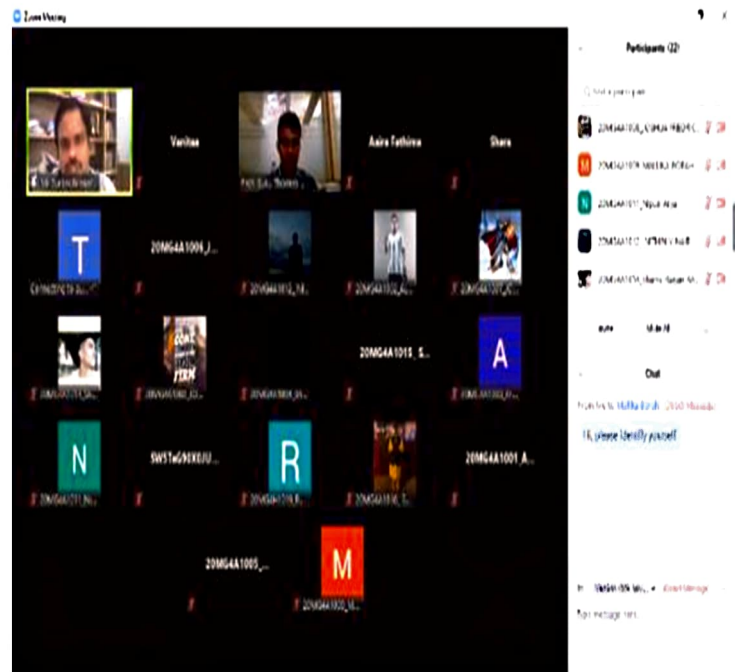
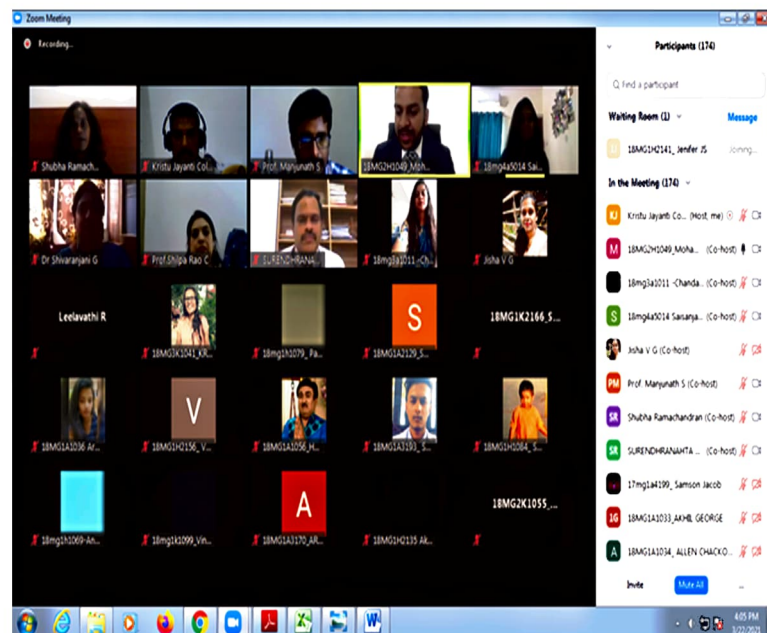
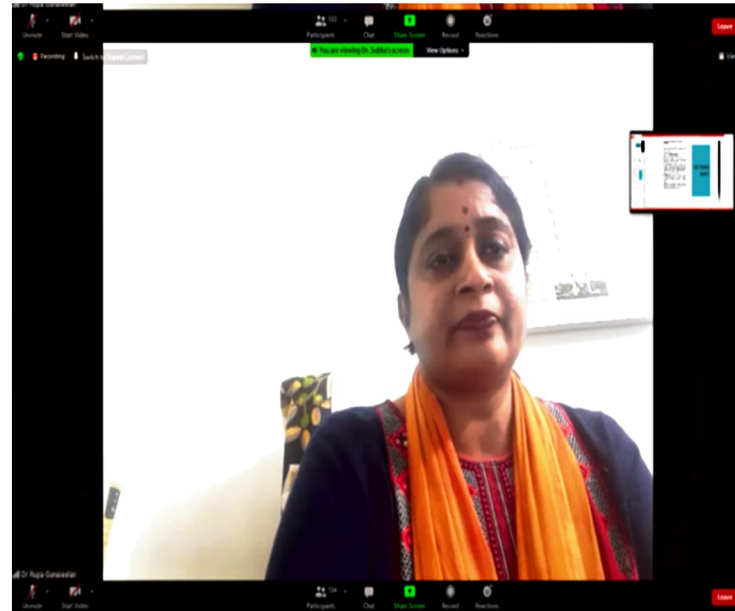
Following this, the students learnt the main part of the visit- The manufacturing process of UNIBIC cookies, which included the following steps: 1) Preparation of dough, 2) Fermentation process, 3) Molding, 4) Baking, 5) Cooling and 6) Packing.

Towards the end of the presentation, students learnt about the market strategy of UNIBIC, and one of the prominent of that's, introducing varieties of cookies and reducing the health constraints from cookies. Overall it was an informative virtual visit where the students imbibed a lot of aspects of management, how men and technology go hand-in-hand and intellectual aspects like team work & determination.



Redefining Higher Education in the New Normal

A seminar on the topic 'Higher Education Finance in the New Normal' was hosted for students of BBA. The seminar's resource co-ordinator was Dr. Rupa Gunaselan, Director, Bharathiar School of Management and Entrepreneurship Development (BSMED), Bharathiar University, Coimbatore. Rupa Gunaselan described the educational impact of the current use of artificial intelligence to support problem solving and achievement of tasks. She also discussed the current and potential impacts of AI on our education system. She also highlighted the importance of technology and how technology has created a more equitable and accessible path to education. She points out that technology and innovation are making students more global and interconnected with the help of online books, audio content, images, and videos. She emphasized the importance of MOOCs in the current situation. Students use hundreds of sources instead of accessing one source. Instead of reading words from a book, educators can bring the words to life in a video format. Today's students can listen to lessons from anywhere in the world without having to listen to them in a specific location. She also emphasized that technology is redefining the role of teachers, but the presence of teachers in the classroom is more important than ever.



Virtual National Conference on Redefining Management Practices in the Past Covid19

Dr. Simrit Kaur, Principal, Shri Ram College of Commerce, in her inaugural address called attention to learning

from experiences along with understanding the rapid changes in the external and internal situations. She went on to highlight the impact of such changes in the policies and strategies of an organization. She has also stressed on the hot topic technological advancement, the future of big data analysis, production function, need for automation, inventory management and labor hiring. She reinforced the need for psychological connection in this

The Department organized a national conference on 28 April. The prelude about the 2nd National Conference on Redefining Management Practices in the Post COVID-19 was given by Dr. Excelce, Conference coordinator. During this session, students were introduced to the history of the Department of Management, and the backdrop for the conference to take place, for participants from various colleges all around the country. The conference was organized to endorse distinctive practices in diverse fields highlighting sub theme: - Innovation in Finance and Accounting, Innovation in Banking and Insurance, Innovation in Marketing, Innovation in General Management, Innovation in Economics, Innovation in Human Resource, Innovation in Information Technology, Innovation in operations & Business Strategy and Innovation in Entrepreneurship & Startups. The deliberations witnessed the participation of 55 dignitaries representing 3 universities and 40 colleges. Papers written by 34 academicians from various parts of India were selected for presentation and published in the conference with ISSN number.

Keynote session - Atma Nirbhar Bharat Abhiyan

The welcome address for this session was given by Dr. Jisha V.G., welcoming all the participants, and her address was succeeded by the Speaker Dr. Stephen Das, from Associate Professor, Joseph School of Business Studies and Commerce. Director, Directorate of International Education and Training. Sam HigginBottom University of Agricultural Sciences and Technology, Prayagraj (Allahabad) 211007, Uttar Pradesh, India, enlightened the audience with the complete List of "Atma Nirbhar Bharat Abhiyan" initiative taken by the Government of India.

He gave his special remarks on inspiring the workers to work for more than 10 hours for having a better vision for the country. Also, he added that the government has not allocated funds to the Education Sector and has overlooked the same. Thereby, he concluded saying the whole Education System has to be revamped and more job employment opportunities has to be provided for a sustainable India.

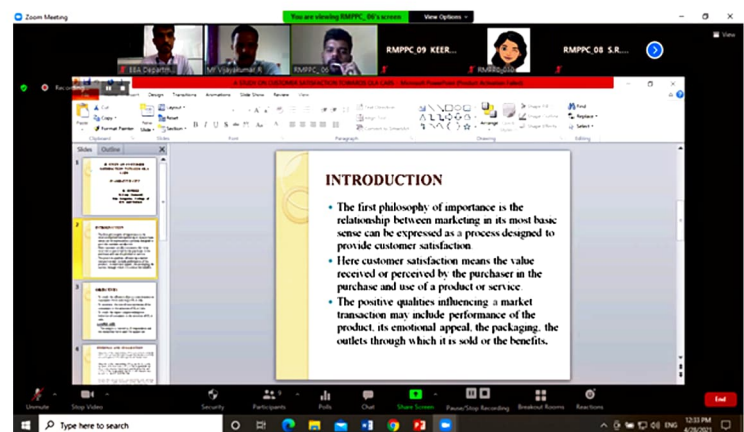
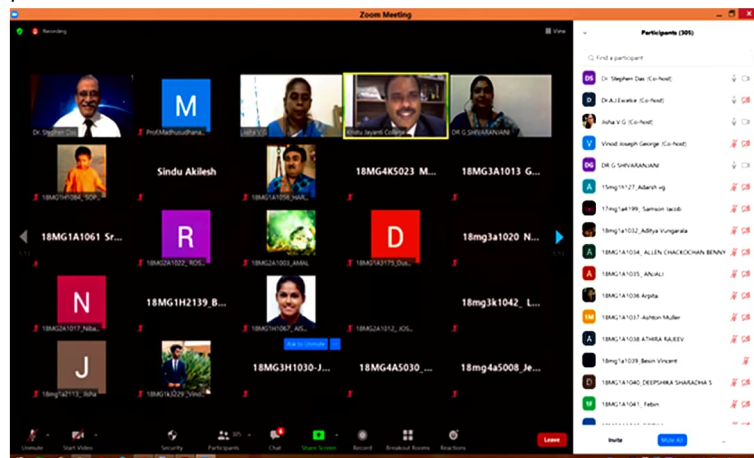
Two Plenary sessions, Plenary - I & Plenary - II, took place where 20 and 14 papers were presented by scholars from all over the country, respectively.



Keynote session II & Valediction

Presidential address was given by Rev. Fr. Emmanuel P.J. In his address the importance of sustainable growth was insisted to the students. Addressing the present pandemic situation and possibilities of new normal and the opportunities in the new normal with sustainable growth enriched the audience.

Valedictory address was delivered by Dr. Raja Shekar B Pro-Vice Chancellor, University of Hyderabad, Telangana. His keynote address was focused primarily on services sectors during the pandemic. E-commerce is going to play an important role in the near future, he emphasized on this fact a lot. He also mentioned the great paradigm shift in consumer behavior and how it's advised to explore the new shift in consumer behavior where the new opportunities lie. Social Media is going to be the greatest tool in the field of services during and post covid 19.



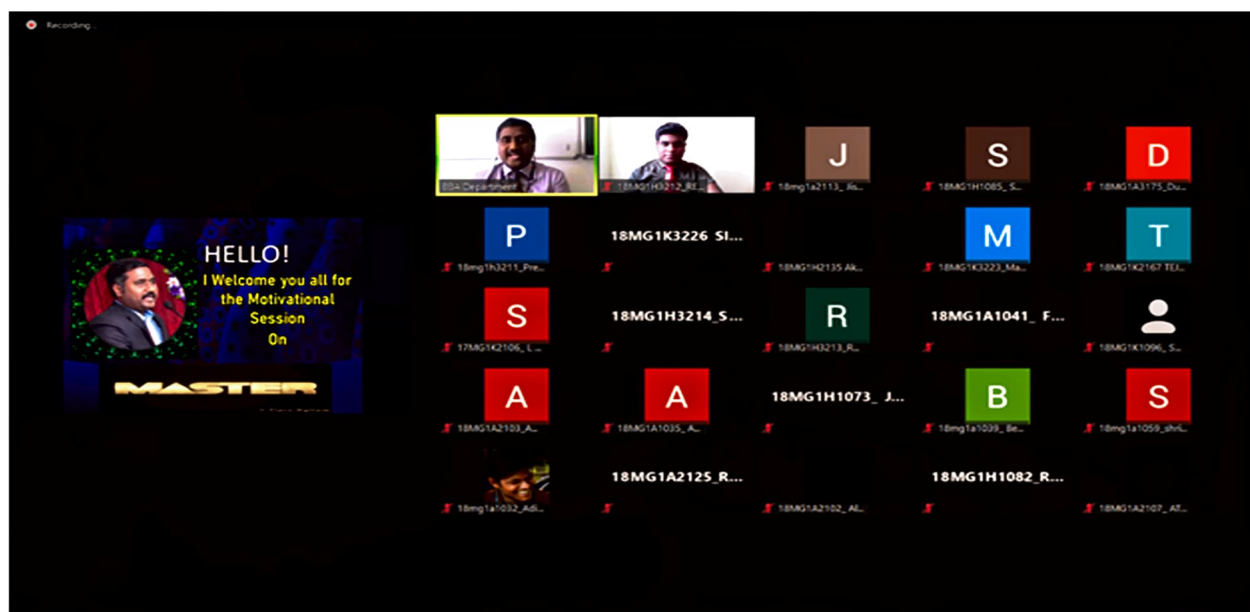
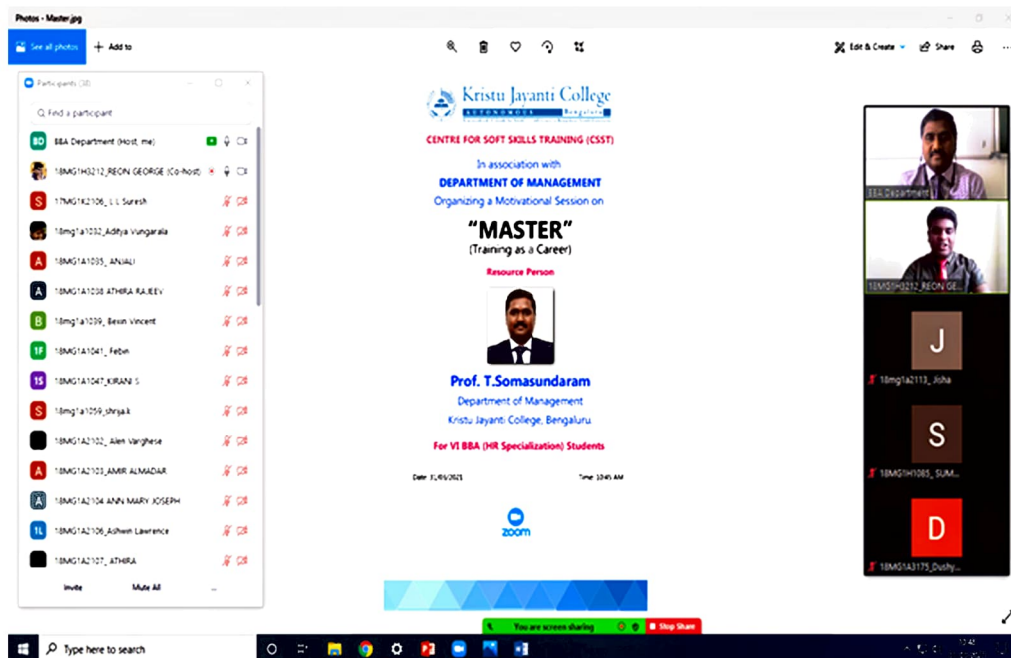
Guest Lecture on Master

For final year BBA students, specializing in HR, department organized a Lecture on, "MASTER – Training as a Career" by, Prof. T. Somasundaram, Assistant Professor, Department of Management & Staff In-charge, Centre for Soft Skills Training (CSST), Kristu Jayanti College, Bengaluru. The aim of the lecture was to provide students with their career inputs, helping them to understand the knowledge and skills required to be a Trainer, and to educate students about various platforms available for students to choose their career as a trainer.

Students have interacted with the resource person and shared their views in choosing a trainer as a career. Most students are motivated by the resource person to take a chance at becoming a trainer in their career. The participants are very interactive during the Q & A session and enthusiastic towards the end of the session. All in all, the session was very informative and interesting, and helped students to learn a lot about the field.

Professor Somasundaram, started the session with 3C's required to reach training as a career and explained how the training helps to bridge the gap between existing and required skills among the students. He also stated the different types of trainer's career available in the market and how students have to choose their choice to become a trainer in the respective domain. He pointed out the concepts of training in different dimensions like coaching, teaching, mentor, learning, experience, development, soft skills, etc. among the students and insisted them to analyze their strength in the respective domain to become a trainer. In this session, the basic differences between hard and soft skills were explained and also demand for the training markets on a global level.

He narrated the life stories of various trainers, speakers, motivational speakers, monks, etc. and motivated the students to take a chance as a trainer in their life. He mentioned the knowledge and skills required for each student to differentiate themselves and also pointed out several books to go through in their career to become a Trainer. He also shared the various training platforms like ISTD, IATD & JCI India to start their career as a trainer and informed the students to make use of it.



Life Skill Training for Academic Year 2020-21

An extensive Two-days session was organized, for 1st year BBA students, on "Life Skill Training" for Academic year 2020-21.

The fourth session - Empathy was taken by, Prof. Suku Thomas. He shared why empathy is considered as a life skill and how one must attain it in the long run, to be a better human being. The last session of the day was on Effective communication, and was mainly focused on enhancing skills of area in terms of expressing and presenting their ideas. It was taken up by Prof. Surjith Singh.

First session of Creative Thinking by Prof. Sen B Mathews began, and he introduced the concept of Life Skills, the 10 life skills and its importance to students. Next session was on Critical Thinking, by Dr. Nagadeepa, who explained the concept thoroughly. He said, as humans we are involved in various tasks in a day however, sometimes we carry out our routine without Creative and Critical thinking, in order to excel, one must learn to include critical thinking in their day - to - day activities. The last session before lunch was taken by Dr. Kalyani on Self Awareness as it identifies the area of self - Consciousness and the zeal to learn more about oneself. The session was interactive and liked by students.

On Day II, Dr. Kalaiselvi K gave wonderful insights on Interpersonal Relationship skills, which was followed by another stress busting session, on Coping with stress by Prof. Madhusudnan. The third session of the day was coping with Emotions, by Dr. Mathiarasan. It's really important to know the ways to cope up with emotions in our busy schedules. The fourth session was Problem Solving by Prof. Vignanath which identifies the areas of solving the issues with less worry. The last session of the day was Decision making by Dr. Geethu. The session focused on the factors included while you make a decision.

