

SCHOOL OF
MANAGEMENT

2015 VOL7, ISSUE 1

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Light
and
Prosperity



KRISTU JAYANTI COLLEGE

AUTONOMOUS
BENGALURU

ACCREDITED 'A' GRADE BY NAAC

AN INSTITUTION MANAGED BY CMI FATHERS

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“The day in which you have not done any good to your fellowmen will not be recorded in your book of life.”

SAINT KURIAKOSE ELIAS CHAVARA

Saint Kuriakose Elias Chavara who was a nineteenth century educationist and social reformer in India. Kuriakose Chavara was born in 1805, in Kainakary, Kerala. He played a major role in educating the people of the lower ranks of society. He started a school at Mannanam in 1846. He was responsible for introducing noon day meals in schools, a practice later adopted by the rulers of Travancore and then by the Indian government. In 1864, while he was serving as the Vicar General of Syrian Catholics, he ordered to start a school along with every church which was successful in making free education available for everyone. Thus schools in Kerala came to be known as 'Pallikudam'.

Kuriakose Elias attained eternal peace on 3 January 1871, aged 66, at Koonammavu a northern suburb of Cochin City. Kuriakose Elias was beatified at Kottayam on 8 February 1986, and later on November 23, 2014 he was canonized at St. Peter's Square by Pope Francis.



Principal's Message



Fr. Josekutty P.D

Skill sets of a manager today have to be beyond regional verticals and transcend national boundaries. Industry today is in need of managers with global competencies.

The theme of the college for academic year 2015-2016 is 'Reinventing skills for global competency.' Hope this will be a clarion call for all the future managers to equip themselves with necessary skills to make a mark in their chosen career and life. I wish the students of Management Programme the very best in all their endeavors.

Principal

Youth is the prime of life, for many dreams and aspirations. "To many a man and sometimes to a youth, there comes the opportunity to choose between honourable competence and tainted wealth". The young man, who starts out to be poor and honourable, holds in his hand one of the strongest elements of success. Nothing is impossible for the person who believes. Our college has the privilege to have a healthy and harmonious ambience. The institute has played a cascading role in the career and personality of innumerable students who have brought laurels to the college. I would like to take this opportunity to acknowledge the effort taken by the students of management program in working towards the issue the 7th volume. I extend appreciation to the editorial board for making this edition creative and knowledgeable for the readers.

Wish you all the best.

Vice principal

Vice Principal's Message



Fr. Augustine George

Deans Message



Prof Aloysius Edward J
Dean, Commerce and
Management Studies

Nothing is permanent in business except change. Corporate have to adopt continuously strategies to leverage its opportunities. Kristu Jayanti School of Management conducts various programs or budding managers to face challenges in changing the business scenario besides curriculum. We focus on shaping the prospective corporate leaders through our four pillars of educational pedagogy, Knowledge, skills values and aptitude. I wish the Crest team for compiling all the Recent Departments activates in this issue.

Head of Department's Message

Education has always been considered as a noble profession, for it is a process that helps to condition the human mind in its formative years, provide a meaning and purpose on life and enables youth to choose an avenue that will lead to their further career path.

Crest is the Department newsletter which gives information of all the activities that has taken place in the department during the past year. I appreciate all the work put in by the CREST editorial team, and this issue is the product of their hard work, Congratulations and Thank you



Dr. Vijaya Baskaran
Head of Department
MBA & PGDM

Industrial Visit

The Second Industrial Visit was divided among the Two Classes of the MBA/PGDM 2014-2016 Batch. On the 29th of January 2015 2nd trimester (MBA / PGDM) 'A' section students, visited the L & T construction equipment limited Bangalore.

L&T construction and mining machinery business offers construction equipment, mining equipment and tipper trucks as well as products support and spare parts for all the equipment's supplied by them. On the 20th of January 2015, the students of 2nd Trimester (MBA /PGDM) 'B' section, visited TVS Motors. TVS motors which is located in Hosur. TVS Motors Company limited is part of the TVS group, manufactures Motorcycles, scooters, Mopeds and auto rickshaws in India. These Visits helped the students to understand and relate the theories read in the classroom to be seen in its practical application.



Students at TVS Motors Hosur



Students at L&T Bangalore

NGO Visit

Every Trimester the Students of Kristu Jayanti College would visit an Industry as a part of their curriculum. This Year the Third Trimester students took part in a NGO Visit. The Purpose of this visit was to engage students in social activities, to encourage their contributions to the society. The Students were divided into 4 groups. Each group had 10 to 15 volunteers to organise, assist and engage in the activities planned.

Each group was assigned individual NGO's which were:

1. Home Of Hope
2. Infant Jesus Children's Home
3. Little Sisters of the Poor
4. Prethy Nivas

The Volunteers had organised many activities for their visit. Their activities consisted of Games, Music, Dance, etc. The Students put in their share of funds, which were used to purchase the needs and day to day requirements of their respective NGO's. The Volunteers also spent their time by interacting with the Children, the Senior Citizens and the Sick. This Visit helped in developing their social leadership and skills that they would require to become productive, confident, and caring young adults.



Management Development Program

Its is an event organised by the department of management studies to help students understand the practical application of all the management, theory taught in class rooms which are practiced at work.

Creating & Sustaining Value through Branding:

A Management Development program was held on 7/1/2015. The program was on the topic 'Creating & Sustaining Value through Branding'. It aims to create value through the efforts of their IT organisations, and the assets, such as reputation brand equity, stakeholder, trust or customer satisfaction. The Presidential Address was addressed by Rev Fr. George Edayadil CMI, Provisional St Joseph's Province, Kottayam Kerala.

THE RESOURCE PERSONS:

- Inaugural Address & Session 1 was on Branding and Strategies to create value. This Session was taken over by Shri Harish Bijoor, Brand Harish Bijoor Consults Inc. Strategy Specialist and CEO
- Technical Session 2, was on Branding through Social Media by Shri. Anustup Dutta, Chief Operating Officer, Vertebrend Management Consulting Pvt. Ltd, Bangalore, KPMG India.
- Technical Session 3, was on Corporate and Personal Branding, by Shri. Ismail Khan, Manager Human Resources, KPMG India.

Big Data for Managers:

The Management Development program on Big Data for managers was held on the 28th of March 2015. The MDP focused on the importance of data in today's world. Today IT Industries are built upon Big Data, and its security and maintenance is vital. Big data provides a 360 degree insight into a business and helps them find hidden growth.

The MDP was held at the Saint Kuriakose Elias Chavara Auditorium, and attended by 218 students of Kristu Jayanti College and 35 Participants from other institutions.

The Resource Persons were:

- 1) Shri Vineet Mittal, CEO Secure720
- 2) Ms. Mandira Shah, Head, Big data Engineering Operations, UST Global
- 3) Mr Srinath Gopalakrishnan Vice President, Global Head Sales, Exilent Technologies.



Shri Vineet Mittal, CEO of Secure 720 Lighting the Lamp at the Management Development program for Big Data for Managers



Ms. Mandira Shah Head,
Big data Engineering Operations, UST Global



Mr Srinath Gopalakrishnan
Vice President, Global Head
Sales, Exilent Technologies.

3i Session:

On the 8th of May 2015, the management of the MBA/PGDM Department organized a 3i session on the topic not 'to compare yourself with others but only with yourself'. The Resource person who took up the session was Blue darts, Shri. C. P. Mukundan Menon, Executive Vice President of Unitary Cooling Products, Blue Star Limited.

Mr. C.P Mukundan Menon expressed his view on the success of individuals. He pointed out to the fact that to be successful, one should look at themselves and find what are their strengths and weaknesses and work on it. To be successful we must be different.

Vinimay

The Department of Management Studies and Department of MCA jointly organized VINIMAY to Learn to Lead to inculcate and develop leadership skills among Management and MCA students inviting Senior Management Personnel from various companies

- 23.07.2014- Shri .Jeevan Muutupillai ED,
KPMG Advisory
18.04.2015- Shri. Aravind Warriar,
Sr BP HR & University Relations,
Novo Nordisk India Ltd, Bangalore

Sargotsav

Sargotsav is an intra-collegiate PG fest and it has been a melting pot in Kristu Jayanti College, where the students from various PG departments' come together to compete. Sargotsav comprises of literary cultural, fine arts and theatre events which ensure students to learn in all possible aspects in every field and imbibes a complete learning process. The fest aims to bring all the students related to different academic streams to a single dais, so as to provide them an opportunity to interact with each other and exhibit their talents and exchange their innovative thoughts and ideas.

Six Sigma Certification

Department of Management Studies organises Six-Sigma Green Belt Certification for the fifth trimester MBA & PGDM Students to impart the concepts and application of Six Sigma in Industry. The Programme is certified by the Institute of Quality Management, Pune. It will be held between January 23rd and January 28th, 2015. It was a Three day Program with 30 Hours of input. Study material were provided to the students by the management .The Certification was awarded based on a 90 minute Exam at the End of the course



Business Analytics



The department of management provided a business analytic course for the 1st year MBA students. The classes were conducted after the college's working hours. The students

had to take up examination to clear the various levels. The first phase was on "Hands on Ms- EXCEL 2010" training. During the first year of the program students were exposed to Data Capturing, Analysis, Retrieval, Outliers and various other function of Microsoft Excel.

Aptitude

The 2nd year M.B.A/PGDM students underwent Aptitude training from the 23rd of July to the 15th of August 2014 which was conducted by Vista Mind. Students had undergone coaching on various Quantitative and Qualitative topics like:

1. Vocabulary
2. Data interpretation and sufficiency
3. Logical Ability
4. Clocks and Calendar
5. Reading comprehension
6. Time and Work
7. Time speed and Distance
8. Numbers
9. Percentage, Profit and Loss
10. Ratio, Proportion and variation
11. Cubes



Vista Mind

These Aptitude training sessions were held with the objective of helping the students to crack their Aptitudetests when companies come in for placements. The students underwent this training every day, sometimes even on weekends. Vista Mind also gave an opportunity to the students to undertake an online test. The expert lecturers from Vista Mind made aptitude classes interesting through interactive sessions and had a mock Group discussion and Interview for the students to know the etiquettes of G.D and Interview.

Abhigyan

"Movies will make you famous; television will make you rich; but theatre will make you good."

The Department of Management Studies, organizes the annual theatre competition for the first year Management students called Abhigyan. Abhigyan means "Supreme Knowledge". Abhigyan is a unique theatre fest, where students portray management concepts of their choice through theatre. This edition of Abhigyan involved students of the 2014-16 batch, where 106 students from the MBA/PGDM department were divided into 9 teams with an average of 11 members in each team. The department assigned two mentors from the 2nd years to each team to assist and guide the students. The team names were allotted randomly on the basis of Old English plays primarily by Shakespeare, George Bernard Shaw and Sir Arthur Conan Doyle.

The team names are:

- Macbeth
- Hamlet
- Julius Caesar
- The Merchant of Venice
- Sherlock Holmes
- Tempest
- Othello
- Pygmalion- GBS

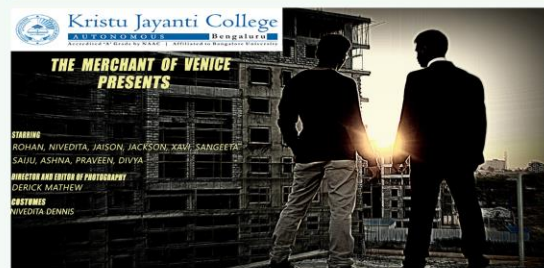
Abhigyan, is a platform to realise, unleash, develop and explore the potentiality in teamwork, Creativity, management, etc. The Task of each team was to innovate and develop a management concept, along with a Script, a Poster, A Teaser, and a Trailer. Abhigyan helped the students to express their Views on Issues Faced by todays Management, Finding Problems and solution in a theoretical manner. A workshop was organised by the management to help the students understand and learn about theatre. Ms Pavithra from Bangalore University shared her experiences and advise on how to act, express, direct, write a script, etc for theatre. 105 students attended the workshop.



Overall Winners of Abhigyan 2015
Team : Julius Caesar

The Winners of Abhigyan 2015:

- Best Actor- George Scaria
- Best Villain- Xavier Joseph
- Best Actress- Anusri Menon
- Best Comedian- Derick Kuriakose
- Best Director- Aashish Philips Bejamin
- Best Script- Team Hamlet –Shalini
- Best Mentors- Nikitha & Sujomon



Ventura 2015

Today's Business world is built on Ventures, Every Business has a Beginning, and that beginning is an Idea. Ventura is Platform to showcase your Business ideas.

The Management formed teams of 3 Students each. These teams came up with a Business plan. Students had to study and analyse their business from generating the idea, to the finance of the plan, to the market, the customers, competitors, strategies, etc. This Event helped students to learn the requirements of a business, and how to put their ideas and convince judges on the profitability and success of the business.

The Winners of Ventura 2015:

First Place: Sagar, Nivin and Linnet
Second Place: Nivya, Nobel and Akhil Benny



The Winners of Ventura 2015

Organisational study

As per the MBA / PGDM curriculum, the students are required to identify an organisation to intern in and study that organisation. The Students have to work with them for one month and prepare a report based on their findings. The Lecturers of the MBA/PGDM Department were assigned students to mentor during the course of the study. The Study for the year 2015 began on 26th May 2015 till 25th June 2015. The Students had to submit their weekly reports to their Mentors. Mentors would guide and advice the students on the information collected and what information they would require. A viva would be held for each student to see what the students have learnt during their study at their respective organisations, and how the management concepts were applied there.

SPECIAL PANEL DISCUSSION

On the 7th of March 2015, a Panel Discussion on The Union Budget 2015 – 2016 was held. The Panel discussion aimed at educating the students on the Budget. The Budget for the year 2014 -2015 was broken down and explained, and all the doubts were cleared.

The Moderator of this Panel Discussion was
Shri John Thomas
Founder and Editor
Vijay Bank Karnataka.

The Panellists were:
Prof. Ravi
Mr. Sujith
Mr. Sekar



KRISYM



KRISYM, The KRISTU JAYANTI INTERNATIONAL SYMPOSIUM, is an international conference which is held by the Management Dept. every year. The 8th international Conference on 'Globalisation and Changing Landscape of Business' commenced on 30th June 2015. At the 8th International conference speakers from around the world gathered to present their papers and participate in the various sessions of KRISYM. The Program was inaugurated by Shri Bharat Lal Meena, IAS, principal secretary, Higher education, GOVT of Karnataka. The Chief Guest for the Valediction was Prof. Ram Mudambi, Professor and Perelman Senior Research Fellow, Fox School of Business, Temple University, Philadelphia, USA.



Prof. William Newberry Prof. Hemant Merchant Prof. Fiona Moore



Prof. Justin Paul Dr. Cordula Barzantny Dr. Hari Bapuji

The Key Note Speakers:

1. **Prof. William Newberry**, Dept. Chair, Dept. of Management and International Business College of Business Florida International University, Miami, USA
Topic: Globalisation Strategies in a Global Business environment.
2. **Prof. Hemant Merchant**, Global Business Kate Tiedemann College, University of South Florida, St Petersburg, USA
Topic: Race Against time: Technology in Business.
3. **Prof. Ajai Gaur**, Associate professor Dept. of Management and Global Business, Rutgers Business School, Rutgers University, Newark, USA.
Topic: New Frontiers of International Business Research: Emerging Market firms.
4. **Prof. Fiona Moore**, School of Management Organisation studies and Human Resource Management, Royal Holloway, University of London, UK.
Topic: Changing Concepts of Culture n International Business: The view from Anthropology.
5. **Prof. Justin Paul**, Graduate School of Business Administration University of Puerto Rico, USA.
Topic: Business and Globalisation in Emerging Economies.
6. **Dr. Cordula Barzantny**, Professor In International & Intercultural Management Dean Aero Space Affairs Toulouse Business School, France
Topic: Business And Globalization In Emerging Economies

This conference was graced and inaugurated by Prof. Ian Moore - Professor of Business Anthropology at Royal Holloway, University of London. Prof. Moore gave a brief insight on how social anthropology influences structuralism, business studies influences behaviorism and critiques anthropology focused on primitive, the session was more informative.

This conference had many keynote sessions which started off by Justin Paul. He mainly emphasized on business and globalization and the importance of globalization in China.

Key Note Session was further led by William Newbury. He mainly focused on global strategic management and gave a brief insight on 3 sources of competitive advantage i.e. global efficiency, mnc flexibility, world wide learning and emerging markets, this session was concluded by Jayasudhamodharan.



Dance team with foreign delegates

The next session was led by Hermant Merchant - he spoke about globalization changing landscape of business and few steps to be taken to improve the country. He also briefed on emotions and identities, developing nations by giving few examples to make the session more informative. This session was concluded by Guru Basvarajarya. Krisym 2015 also included a few cultural programs, to share the culture with the foreign delegates. Their enthusiasm for our culture is most admirable.

Krisym 2015, was a success. The participants and foreign delegates had nothing more than positive comments about the conference. The Faculty and Student Organisers of the conference are to be commended for their efforts. Their planning and hard work have surely paid off.



The Panel Discussion on 'Globalisation and Changing Landscape of Business':

The Expert Panel Members:

- 1) **Dr. Xiaobai Shen**, Senior Lecturer & Director MSc International Business & Emerging Markets, University of Edinburgh Business School, Edinburgh, UK.
- 2) **Dr. Karen Lynden**, Rowan Cabarrus Community College USA
- 3) **Dr. Diane A Isabelle**, Assistant Professor, Global Entrepreneurship Sprott School of Business, Carleton University, Ontario Canada.
- 4) **Dr. Omer Faruk GENC**, Assistant Professor Department of Business Administration Abdullah Gul University, Turkey



VALEDICTORY ADDRESS
Prof. RAM MUDAMBI
 Professor and Perelman Senior Research Fellow, FOX School of Business Temple University Philadelphia, USA



Dr. Diane A Isabelle



Dr. Karen Lynden



Dr. Xiaobai Shen



Dr. Omer Faruk GENC

Incognito

Incognito is an intra-departmental Business Quiz competition organized by the Department of Management Studies. It was the inaugural season of its kind and was initiated by the first autonomous batch of Kristu Jayanti College. The objective of this event was to create awareness amongst students regarding the various scenarios that are prevailing in the business world, and to train potential participants for various business competitions that are conducted in the country.

The event was open to all first and second year MBA/PGDM students. 19 teams consisting of two members each took part in the first round of the competition.

The first round was held on 27th March 2015. After the first round, 9 teams were eliminated and 10 teams were through to the next round which was held on 30th March, 2015. These 10 teams battled it out for the top 5 spots. A cumulative of the two rounds were taken into consideration and 5 teams were selected for the Grand Finale which was an on-stage event held in the SKE Auditorium on 31st March, 2015. Students of MBA/PGDM of both first and second year were the audience for the Finale. Kevin Andrews, a student of second year MBA hosted the event. The final round consisted of 7 rounds:

- Black Sheep
- Trivia
- Logo Quiz
- Identify the personality
- Connections
- What's the significance?
- Guess the Ad

Winners:

1st Place: Edwin Daniel and Suhan S of second year MBA

2nd Place: Jissmon George and Akhil Martin from first year MBA



Incognito 2015

Chavara Cup

The Chavara Cup is a Intra Departmental Sports Meet organised by the Department of Management Studies. The Chavara Cup 2015 was the First Sports Meet for the MBA/P-GDM Department. The Chavara Cup was inaugurated by Fr Augustine George, Vice Principal of Kristu Jayanti College. The Chavara Cup was held on the 7th and 8th of May 2015.



International Lecture Series



His Excellency John Aqualina

The international lecture series for the 2nd trimester MBA batch was held on the 3rd of December 2014. The chief guest for the day was his Excellency John Aqualina. He moved as a refugee to Australia and he completed his studies. Later he was elected as a Mayor in Malta and went on to become a Member

of the Parliament. His Excellency told the students how he made his dreams and aims in life come true. His Excellency encouraged the students by throwing light on the opportunities that are available at Malta. His Excellency compared the Indian culture with the culture in Malta, and even though there is a huge differences in the population size, at an individual level the environment is more of the same.

The international lecture series was held on 10th March 2015, for the MBA batch. The speaker for the day was Mr. Garrett West, Director, South Asia Dell. Mr. West started off his session by sharing his experiences



during his career. He did his B.A in economics, sociology and politics. He also has a Diploma in business studies, and has completed his ACCA (Association of Chartered Certified Accountant). At present Mr. Garrett is doing his Masters in Law along with his work. The topic that he stressed on for the ILS was skillsets required for corporate success.

Faculty trip to china

In the month of February 2015, the faculty members of Kristu-Jayanti College, were part of a Tour, where they travelled to China.



The faculty members had visited Shanghai, Beijing, and Hongkong, to widen their understanding about a different culture, management and different academic phases prevailing in China.



The Great Wall of China, Tiananmen Square and the Forbidden City were the three places that any person would dream to go and this dream came into reality for the faculty members of Kristu-Jayanti College. They experienced a new environment that was neat, organised, where the locals were punctual, dedicated and co-operative.

“In the past the locals kept to themselves and were not open to foreigners. Today the people of China, welcome foreigners with open arms. They have adapted to the changing world. This could be one of the reasons why the economy of China has developed, and is continuing to grow” Prof. Ragesh T. S. Faculty members, Kristu Jayanti College.



UPCOMING EVENTS

International Trip to singapore and hongkong



Students Achievements

LUMINANCE'14

DCS-MAT, Wagamon

Kerala

Overall Runnersup

HR -1st prize: Fr.Rojin, Rajeev, Anushree and Nivya

Finance-2nd prize: Tom, Jose, Dais and Jewel.

INSIGNIA '15

St Aloysius College (Autonomous)

Mangalore

Online Business- Valan Antly

Sports Industry- Nikhil nelson

Head Hunt for fortune 50- Joe Solomon

NOSTRADAMUS-2015

Ramaiah Institute of Management studies

Banagalore

Won Overall trophy

Operations 1st prize- Nivya & Basil

HR 1st prize- Anusri and Nivedita.

Treasure Hunt- Sherin and Goutham.

SPARK-LUMIERE

Jyoti Nivas college,

Bangalore

Pitchfork 1st place- James, Vijay, Gokul and Divya

Trident 1st place- Goutham and Rinu

Reklame 2nd place- Muhamed Fanooj, Jismon and Jewel.

Futurista 2nd place- Saiju, Rohan, Shruthi and Nivya

Ingenia 2nd place- Nikhil Nelson, Aashish and Sagar

Espacio 2nd place- Meryl, Annie and Anusri

Adadrsh Institute of Management & Information Technology

Banglore

IT 2nd place- Kevin Abraham and Nischay

Marketing 1st place- Derick and Meryl

ARCHISH'15 VIBRISSA

Indus Business Academy

Bangalore

Trusure hunt 2nd place- Johnson, Sarah, Joji and Gouthan

IT 2nd place- Nischay and Kevin

Business Plan 1st place- James and Divya

FACULTYCORNER

Prof Aloysius Edward

- Delivered lecture on the topic 'Dynamics of Investments' and was also the Resource person at Bangalore University, Gnana Bharathi Campus, on 2nd December 2014.

Dr. R VijayaBaskaran

- Participated in National workshop on structural equation modelling, Data Mining and Neural Networks VIT University Vellore during the month of January

Prof. Sen B Mathews

- Resource person at Sri Ramakrishna Institute of Technology Coimbatore Third National conference on "Indian Business Management" Emerging Management Paradigm in Indian business on 25th April 2015.

Dr. Justin Nelson Michael

- Delivered lecture on topic "Foregin exchange management" and was also the Resource person at Bangalore University, Gnana Bharathi campus on 5th December 2014.
- Presented The 3I model of Education for community Engagement-A Case Study of Kristu Jayanti College, Autonomous, Bengaluru at UGC sponsored National seminar on Role of Best practices in quality Enhancement and Sustenance in Higher Education Institutions' organised by IQAC Changu Kana Thakur Arts, Commerce and Science College New Panvel, Mumbai on 24-25, April, 2015

Prof Ragesh T S

- Participated the National workshop on structural equation modelling, Data Mining and Neural Networks VIT University Vellore during the month of January
- Paper Publication in Research India Publications, on the topic "Sustainable development", ISBN 978-93-8443-03-0

Paper presentation

Student paper presentation " Inclusive and Sustainable growth for Emerging economies like India"

T.John Institute of Management and science (TIMS)
Annu francis Best paper award on the topic -
fundamental analysis of Banking sector in India.

Merin chiramel on the topic -
Commodity Derivatives & Risk Management

Two day National seminar in association with ICAI
on IFRS & GST-Need of the hour organised by
Bishop Speechly College for advanced studies,
pallom,Kottayam Affiliated to MG University

Siju Abraham Thomas on the topic -
A study on the comparison and Difference in
US GAAP and IFRS

Mittu elsa manu on the topic -
A brief study on IFRS

Suby Alphonsa John on the topic -
A brief study on IFRS

Emin Cyriac on the topic -
Efficiency of VAT in Karnataka

Priyanka V on the topic -
Efficiency of VAT in Karnataka

Shijo S Mathew on the topic -
Efficiency of VAT in different states

Jithin Jacob on the topic -
Efficiency of VAT in different states

Abychan B Edavazhical on the topic -
IFRS and IAS: A Comparison

Robin Thomas on the topic-
IFRS and IAS: A Comparison

Vidhya R on the topic -
GST proposed Mechanism

Vishal Varghese on the topic-
GST proposed Mechanism

Sandesh Joseph on the topic-
A study on the comparison and Difference in
US GAAP and IFRS

MANAGEMENT DEVELOPMENT PROGRAMME)
On "Creating & Sustaining Value Through Branding"
organized by Kristu Jayanti College.

Joseph Thomas on the topic-
A study on different Factors influencing the
customer's brand preference of Small car segments in
Bangalore

Rajeev Menon on the topic-
Challenges in understanding the perception and
behavior of customers towards Brands

Suresh Kumar on the topic-
An Impact of Brands in Ready to Eat Products

Basil Paul on the topic-
Factors influencing sales effectiveness of Shopping
malls in Bangalore city

Akhil Thomas on the topic-
The impact of branding strategies for Coca-cola to
attract their customers.

Blesson Paul on the topic-
Branding strategy with special reference to
TATA MOTORS Ltd

Suhan.S on the topic- Branding of retail Coffee chains
in India with special reference to TATA STAR BUCKS

Justin Jose on the topic- Brand Loyalty Measurement
Of The Times of India

Rinshad on the topic- Customer brand loyalty towards
corporate retail store, Big Bazaar.

Anila Jose on the topic- A study on customer
preferences and satisfaction towards selected online
websites with
special reference to Bangalore city

Bibin George on the topic- Influence of Branding
among Youth towards the purchase of Telecom service
providers

Emmanuel Peter on the topic-
Comparative study on brand loyalty while making purchase decisions with regard to Nike and Puma

Jithin Jagadeesh on the topic-
A study on the branding strategy of BARISTALAVAZZA

Sajan Thomas on the topic-
To study customer perception towards mobile banking and customer relation with respect to Brand ICICI

Ladeed on the topic-
A study on Ocea Brand Awareness

Kezhia Shariff on the topic-
A study on Emergence of Masstige Marketing In India.

Derick Joseph on the topic-
Factors creating Brand awareness with respect to EBAY and AMAZON

Sujomon Jose on the topic- Passenger perception Towards safety of Volvo Buses

Divya Mathew on the topic-
A study on impact on ITC's corporate social Responsibility initiatives on consumer preferences and Brand loyalty for classmate brand

David Lobo on the topic-
An impact on brand loyalty of sportswear with special emphasis on Nike and Puma.

Helena Terez on the topic-
Effects of advertisements on children with special reference to confectionery products.

Nikhil George on the topic-
Market analysis on Mid size car segment

Mebin Cherian on the topic-
Brand equity of HERO MOTOCORP Ltd after its split with HONDA (HMSI)

Jeron Francis on the topic-
A study of Brand influence on purchase intentions with impact to JK Tyres

Dejo Joseph on the topic-
A study on influence of branding on consumer purchasing behavior in footwear industry with reference to Bangalore.

John Chako on the topic-
A study on various Brand building strategies by Electronic Retailers In India.

Abhineet Tripathi on the topic-
Influence of branding on consumer's buying behavior, A study in Relation to Mobile phones (With special reference to Bangalore city")

Alwin Abaraham on the topic-
Investments in Mutual fund and brand value with special reference to Reliance Money and Capital

Vipin Jose on the topic-
An Analyses on how Branding in the new normal impacts customers in CCD.

Rahul Paul on the topic-
Comparative study on customer satisfaction towards Big bazaar and Spencer.

Bonny John on the topic-
Branding Strategies of Flipkart and their effect on students of Bangalore

Samuel Henry on the topic-
Sales Promotion Strategies of Premium Bike Dealers

Bino Babu on the topic-
A study on consumer brand loyalty towards KPL oil.

Dibya Limbu on the topic-
Impact of Brand loyalty on consumer buying behavior.

Thomas Paul on the topic-
Employer branding-Source of competitiveness of the industrial plants.



2013-2015 BATCH PLACEMENT

Joining for exciting careers ahead

Name of students

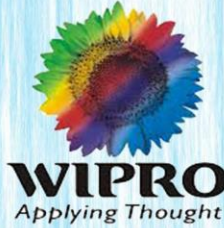
Company

Abychan B Edavazhickal	KPMG
Ann Jess Varghese	QUEST GLOBAL
Arya Gopal	E&Y
Ashwini D	GRANT THORNTON
Dibya Limboo	COCA COLA
Joe Solomon Augustine	ASIAN PAINTS
Joseph Thomas	ORACLE
Kevin Andrews	EY
Lalitha P	GRANT THORNTON
Liji Susan John	SUNRISE BIZTECH SYSTEM
Merrin Chiramel	EY
Reshma Mariam Abraham	ORACLE
Reynold Jose	FEDERAL BANK
Richa Kumari	EY
Robin Thomas George	EASTERN
Shijo S Mathew	EY



Siju Abraham Thomas	EY
Taniya Joseph	Oracle
Thomas Alexander	Sunrise Biztech System
Tom S	E&Y
Valan Antly J	fed
Vishal Varghese George	Oracle
Abhineet Tripathi	Flourish Pure foods
Chethan H	Sunrise Biztech System
Edwin Daniel	Thomson Reuters
John Chacko	Sunrise Biztech System
Justin Jose	J P Morgan
Rahul Francis	Flourish Pure foods
Subin K Mathew	J P Morgan
Srinatha Nr	Coca cola
Suresh Kumar S	
Thomas Paul	
Vidhya R	Oracle
Geethu Varghese	Sunrise Biztech System





Aaron Luis Savio Figueiredo
 Anil Kumar B R
 Ankit Bejay
 Emil Abraham
 Emmanuel Alexander Peter
 Jitin John
 Ladeed C
 Nikita Savina Weller
 Prince Kunjumon
 Reshma V
 Rijo Varghese
 Saumya T George
 Sharon Hephzibah Samson
 Sujomon Jose
 Aruma Roy
 Bibin Jose
 Bithika Baboo

ASIAN PAINTS
 J P MORGAN
 SUNRISE BIZTECH
 SYSTEM
 DECATHLON
 EASTERN
 ORACLE
 FLOURISH PURE FOODS
 FLOURISH PURE FOODS
 GRANT THORNTON
 GRANT THORNTON
 JOHNSON & JOHNSON
 SOUTH INDIAN BANK
 SUNRISE BIZTECH
 SYSTEM
 SOUTH INDIAN BANK
 GRANT THORNTON



Harshita	EY
Helena Terez Thomas	COCA COLA
Johnsy Mary Johnson	GRANT THORNTON
Kezhia Sharieff	YAHOO
Printo Antony	SOUTH INDIAN BANK
Rahul Paul	FLOURISH PURE FOODS
Vipin Jose	FLOURISH PURE FOODS
Sonika Raj	SUNRISE BIZTECH
Blesson Paul Thomas	SYSTEM
Alwin Mammen Abraham	HR ANEXI
Bonny John	ORACLE
David Lobo	ORACLE
Derick Joseph	EASTERN
Divya Mathew	FLOURISH PURE FOODS
Febin Edwards	GRANT THORNTON
Karthick G	THOMSON REUTERS
Praveen K George	FEDERAL BANK
Rajiv Menon	VOLVO



MANAGEMENT TEAM



Fr. Josekutty P.D. - Principal



Fr. Augustine G. - Vice Principal



Fr. Lijo Thomas -
Financial Administrator



Fr. Som Zacharia
Director, Library & Information



Fr. Emanuel .P.J
Faculty, dept of psychology

EDITORIAL



Sarah



Derick



Anju



Kevin



Aashish

It gives us an immense pleasure to be associated with CREST 2015 bi-annual news letter from school of management in Kristu Jayanti College. This edition of Crest highlights the various academic, extracurricular, co-curricular activities that have taken place during the course like theatre play to paper presentation till end of students being placed in different companies. The main objective of Department of Management is to impart quality professional education and training in various aspects of modern management, there-by providing aspiring managers an edge over other B-school graduates This volume of CREST aims at giving a glimpse of past years We would also like to thank the management, all the faculty members and students who have supported us in compilation of this edition of CREST.

Ranked 3rd under A2



BUSINESS STANDARD ALL INDIA B SCHOOL RANKING-2014

INSTITUTE	OVERALL PERCENTILE	AUDIT PERCENTILE	PERCEPTION PERCENTILE	INTELLECTUAL CAPITAL	ADMISSIONS AND PLACEMENTS	AUDIT SPLIT			
						INFRASTRUCTURE	INDUSTRY INTERFACE	GOVERNANCE	SCALE OF OPERATIONS
A 2									
Dronach College of Management, Hyderabad	80	85	60	80	85	85	65	45	70
Institute of Public Enterprise, Hyderabad	85	85	60	90	80	25	95	80	70
Kristu Jayanti College of Management and Technology, Bangalore	80	75	80	75	85	70	65	45	25
SDM Institute for Management Development, Mysore	75	85	40	75	85	65	80	70	80
ICBM School Business of Business Excellence, Hyderabad	80	80	55	80	75	60	90	70	45
Presidency Business School, Bangalore	80	80	60	70	80	55	85	20	95
Sri Sai Ram Institute of Management Studies, Chennai	80	75	70	85	70	55	75	85	80
Combaratore Institute of Engineering and Technology, Coimbatore	75	65	85	80	70	35	80	55	25
Department of Management Studies, St. Joseph's, Tiruchirappalli	70	85	25	85	85	40	75	60	70
KPR School of Business, Coimbatore	70	55	90	50	50	90	60	35	45
Rajagiri Centre for Business Studies, Kochi	70	75	45	70	75	35	75	30	95
Shea Sivani Institute of Management, Secunderabad	75	75	55	65	75	50	85	70	70



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