

SCHOOL OF  
MANAGEMENT

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# CREST

Light  
and  
Prosperity



Kristu Jayanti College  
**AUTONOMOUS** Bengaluru

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

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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*

It is an immense joy to greet you all through this latest issue of Crest.

The magic word on the lips of most Indian businessmen is 'startup.' The entire nation is abuzz with policies and programmes to herald an entrepreneurial upsurge. The infrastructure and investment climate are a fillip for startups. The transition from being an employee to an employer, from being a follower to a creator, from adoption to innovation, is changing the industrial fabric of the nation. This adrenaline rush to start new businesses is very evident in the number of starts that have surfaced since the launch of 'Startup India, Stand up India,' by the Prime Minister. Young India has unlimited opportunities for new venture creation. The global environment too has welcomed this new dawn with open arms. In keeping with the theme for the academic year 'Reinventing skills for global competency,' the college has ventured into various programmes to build the corporate and entrepreneurial skills of the students. Hope these initiatives would equip all the students to be innovators and creators of modern India. I appreciate the faculty and students of School of Management and wish them the very best.



**Rev. Fr. Josekutty P.D.  
Principal**

## *Vice Principal's Message*



**Rev. Fr. Augustine George  
Vice Principal**

Excellence in any field is a dynamic target. When you are about to reach the target, the target itself moves. But if we are static or stagnating or slow to adapt to these changes, the target moves away from us and it goes beyond our reach. So managing change is the most important challenge that we face in the contemporary world. But how do we manage this change? Change can be effectively managed through specific strategies and these strategies are evolved by fostering innovations. People are no longer bound by conventional business models and structures. This is quite true with any business studies and challenge to any management schools. The Department of Management Studies, Kristu Jayanti College aims at developing this new way of learning experience among the students synthesizing both formal and informal education. Apart from the delivery of the curriculum through an innovative teaching pedagogy, they have number of interactive programme to enhance and to sustain the managerial skills of the students. Crest, the newsletter of the department brings to limelight activities and achievements of the department. It captures the glimpses of all academic, curricular and co-curricular activities, initiatives and achievements. I wish this endeavor a great success and I take this opportunity to appreciate tireless efforts of every creative mind behind it.





## Dean's Message

In keeping with its vision and mission, Kristu Jayanti School of Management empowers budding managers through holistic, transformative and innovative education that equips them with skills, broadens their perspective, and teaches them to challenge the status quo and fuel economic growth. The Institute fosters and nurtures leaders capable of making difference in the management of corporate sectors. It inculcates human values and professional ethics in the students, which help them make decisions and create path that are good not only for them, but also are good for the society, for the nation, and for the world as whole. We motivate our students to advance their own careers and also deliver significant social impact through entrepreneurship and innovation .

We believe that our students must acquire a global outlook in order to lead effectively. To promote and develop this outlook, we have partnerships with the management schools around the world. We host student exchange from these schools. I whole heartedly appreciate the efforts of the Crest team and I wish the entire team all the success.



**Prof. Aloysius Edward J**  
Dean, Commerce and Management Studies

## Message from Head of the Department



**Dr. Vijaya Baskaran**  
HoD, School of Management

It is a great honour and privilege to get associated with Crest- our Department Newsletter-a contemplation of comprehensive achievements by our prestigious School of Management, Kristu Jayanti College, on a regular basis. The inspiring student manager community of our freshers compile and edit all the incomparable happenings they been taken through this period is excellently assorted in picture perfect manner for all of us to uncover, rejoice, rejuvenate and recollect in an enjoyable manner. It is a rear mirror that helps us to plan and predict in a profound manner of how our School of Management journeyed so far. It is my duty to thank our Dean ,Financial Administrator, Vice Principal and Principal for constantly and consistently being with us, which is yet another hallmark of Crest.



## **INDUSTRIAL VISIT-I TVS MOTOR COMPANY, HOSUR**

The Department of Management Studies of Kristu Jayanti School of Management had organized an Industrial Visit to 'TVS Motor Company (Hosur)' for the 1st year MBA & PGDM students on September 3rd & 4th 2015. As a part of the curriculum the students were taken to TVS Motor Company accompanied by the faculty, to connect with the industry in order to inculcate practical knowledge and application of skills. TVS Motor Company is one of the largest two wheeler manufacturer in India and also in the world. The students were received by Mr. K. P. Sreenoop (Asst Manager, HR) and his team who briefed the students about the inception and growth of the company. The visit to TVS motors helped the students to connect better with the industry and to know a lot about the effectiveness of the work undertaken. The students could also witness the utmost dedication of the workers to deliver the products on time, with a consistent check on quality. The students also learnt about different manufacturing procedures and also division of work among the personnel.



## **GRAMASAMVEDITHA - RURAL EXPOSURE PROGRAMME [REP]**

Kristu Jayanti School of Management organized its annual REP for First Trimester MBA & PGDM students at Ethimmasandra village, Shidlaghata Taluk, Chikkaballapur District between August 13, 2015 and August 15, 2015. The main objective behind the REP was to expose the students to rural environment and in contributing to the village.

On the first day, Our students conducted literary events such as essay writing, spell bee and drawing competition for the government school children, the remaining students took part in 'Swacch Bharat', cleaning up the school premises. The students also carried out a detailed survey among the villagers by going to each house and collecting details to understand their status of living. On the second day, the students conducted sports and games for both primary and high school children, events such as kabbadi, musical chair, volleyball and others were conducted. The students also organized a Cultural Night for the villagers in the school premises, where different performances like dance, group song, mime and skit were performed. Next day August 15th, Faculty and students celebrated the Independence Day with school children & teachers and distributed the prizes to the winners of different events. Finally on the 3<sup>rd</sup> day, The Rural Exposure Programme provided a really good platform, where the students learnt how to manage things and to cope with unpleasant circumstances and to utilize resources judiciously.





## TALENTO 2015

The Department of Management Studies (MBA & PGDM) organized a two day Intra Collegiate Management fest “Talento 2015” in Kristu Jayanti College on September 10 & 11, 2015.

Shri.Sundar Varadaraj Perangur, Vice President, Business Development Strategies, Infuid labs inaugurated the two day fest. He addressed the gathering on various topics ranging from Hierarchy of Needs in modern business to effective management skills expected from managers.



“Talento is a unique platform for students of management to showcase their skills in managing the day to day situations in life” said Rev.Fr. Josekutty P.D , Principal, Kristu Jayanti College while delivering his presidential address. He further added on the role of final year students of management in empowering their juniors with various tasks testing their managerial skills and teamwork.

The 9<sup>th</sup> edition of Talento had inculcated the theme “Greek Warriors”, with the tagline Vini Vidi Vici, meaning I Came, I Saw, I Conquered. Talento 2015 had nine events with 10 teams comprising over hundred participants.

## WINNERS AND RUNNERS UP

Best Manager	-Michael David Philip
Best Entrepreneur	-Jimmy Lukose
Finance	-Jithin N Anil, KirthiR, Marlin Jose -Jewel Thomas, Joseph Antony
Marketing	-Vishal Mathew, Amanda Helen Benny -Ebin Thomas , Jerin T John
HR	- Avin Varghese Benny, Melissa Samuel -Alphy Joy, Sheen Simon
IT / CSR	-Jethin Abraham , Jeena Francis -Rejkrishna, Granto Mathew
Business Quiz	-Jewel Thomas, Joseph Antony -Sebin Joseph, Tom Joseph
BMT	-Shine,Sibin, Ashish James , Anish Joseph -Nimita Johnson, George Mathew, Arjun Vijayan, Aztony Joseph
Situational Management	-Lijomon Joseph, Rency Skariah - Jeena Francis , Jithin N Anil,

### **“MILLIONAIRE MAP” International Lecture Series (ILS)**

The School of Management of Kristu Jayanti College, had organized, International Lecture Series on ‘Millionaire Map’ on 7th August, 2015. The Millionaire’s Map is the first book in the history to integrate the mysterious code into an easy method for blueprinting your future and creating the life and desire.

The series had trained the students on developing the ability to perceive. During the session, the students were given brief knowledge about the power of being rich and being a millionaire. Mr. Albert Charles Vincent, CEO of GLUECK Technologies Malaysia, was the resource person



He encouraged the students to dream high, believing on one’s own self, to have the attitude of never giving up, achieving extra ordinary things along with great purposes focusing on the key aspects such as discipline, ability to perceive, grabbing all the opportunities and always having a mindset of adapting and being the change. At the end of the session, the students were given time to discuss on the topic and to clear all their doubts on the subject.

### **EXPERT LECTURE SERIES**

The Department of Management Studies (MBA/ PGDM) organized ‘Expert Lecture Series’ on August 12, 2015. Niranjan Khatri, Founder and Principal Consultant of I-Sambhav, was the chief guest of the session. The lecture session focused on the importance of sustainable development in today’s world.



Mr. Khatri spoke about how our views on planet earth have gradually changed. He said, a few years ago, earth was filled with infinite resources. But in recent times, we have understood that earth is finite, both as a source and a sink. He further said that the exponential growth of population is resulting in the decline of resources.

### **International visit to Singapore and Hong Kong**





The Department of Management Studies, conducted an International Industry visit and exposure to Singapore and Hong Kong for the third trimester students of MBA/PGDM. The seven day International exposure took them to premiere organizations like New Water Singapore and Hong Kong Monetary Authority.

## VICHAARMANTHAN

Vicharmanthan is a platform where the Department of Management Studies brings the important personalities who brought major changes or differences in various dimensions of the society, community and corporate.

Ms. Deepali Pant Joshi, Executive Director, Reserve Bank of India was the key note speaker for the twenty fourth edition of Vicharmanthan- an interactive series with global and Indian visionaries, organized by Kristu Jayanti College, on September 11, 2015. In her address on the topic 'RBI reforms and current trends in Banking' she said, "Reserve Bank of India (RBI) strengthens the monetary policy framework through strengthening our diverse and rich banking structure by granting licenses to new entrants, branch expansions and regulating foreign banks".



She inspired the students by saying "The biggest strength of our country is the youth. And youth is a majority in our country contrary to some countries where majority is formed by aged people."

On the 8th October, 2015 the silver jubilee edition of Vicharmanthan was honoured with the presence of Bharat Ratna C. N. R Rao; National Research Professor, Honorary President, Linus Pauling, Research Professor Jawaharlal Nehru Centre For Advanced Scientific Research, as the resource person.

## SIX SIGMA GREEN BELT CERTIFICATION COURSE (KPMG)

The Six Sigma Green Belt Certification Course for MBA/PGDM batch 2014-2016 was held on 30th November 2015 to 7th December 2015. The green belt certification course was conducted by KPMG, Bangalore. The session was handled by Mr. Albey George

There were 67 students who were divided into 6 groups attending this session. Mr. Albey George lectured on what Six Sigma is all about and why industries use Six Sigma. Six Sigma is used for eliminating the defects in the process from manufacturing to transactional. He also gave many tasks for each team so that students can feel the interest and used many practical ways in order to make students familiar with the concepts.

After the completion of the course there was an





## SYNECTICS 2K15

Synectics is a National Level Management Fest organised by the Department of Management Studies, this academic year's fest was held on 26th and 27th November 2015. The fest has been acclaimed for creativity, best in class hospitality and daring challenges. This fest is a unique platform for students to portray their skills in verticals of planning, organising and conducting. The main objective was to offer innumerable opportunities with an enriching experience for students who are ready to push their limits and test themselves. It was mainly focused on 3 functional areas of management namely Finance, Marketing and Human Resources.

The chief guests were: Inaugural Function – Partho Bandopadhyay, Managing Director & Board member, KPMG ( GDC).

Valediction: Shri Sadasiva Sarma – Leader Audit Business Practice GTSSC

There had around 282 participants from B-schools around the country. The Christ University(Kengeri campus) won the overall championship. The first runners up was PES University and the second runners up was Christ University (main campus).





## CII Partnership Summit

India Innovation Summit 2015, organised by the Confederation of Indian Industries at ITC Hotel Bangalore on 6th and 7th August 2015 was aimed to give the students an insight about the contemporary contributions made by the industry in the field of trade and commerce. It helped our students to connect with the academia of industry standards. 10 students from 2nd year MBA/PGDM attended this summit.



The Confederation of the Indian Industries conducted the 8th CII Karnataka Annual Manufacturing Conference on 15th-16th December 2015 at Hotel Leela Palace, Bangalore. Students got the opportunity to meet and interact with delegates from various companies which included CEOs and ministers. This was a great opportunity for the students to network with the people in the corporate. Around 28 students from 1st year MBA/PGDM attended the conference.

## EXPERIENTIAL LEARNING

On 21st November 2015 fifty volunteers visited an NGO named 'Home of Hope' The learning outcome was instilling in the minds of the students the joy of sharing through social activities.

## PANEL DISCUSSION -I

The Panel discussion titled "Make in India, Re-inventing skills in India" was held on 1st August 2015. The eminent personalities amidst and briefed by giving an insight about the topic. The moderator for the session was Mr. Varadarajan Krishnamurthy, Former Chief of Bureau & Deputy Editor, The Hindu-Business line.

The expert panel members for the session was

- 1) Shri.Raj Raghavan – Director & Country HR Leader, Amazon
- 2) Shri. Winston DeRosario – Director, Grant Thornton
- 3) Shri. Jason Samuel – Vice President - HR, TVS Motor Company Ltd
- 4) Shri. Raj Rajkumar – Director & Site Leader, TE Connectivity

Throughout the speech the panel members kept encouraging the crowd on how much we have to be self-motivated and self-driven to the fact that we should not seek for employment but rather look out for empowerment for raising our nation to greater and larger heights in the years to come.



## NAAC VISIT

The NAAC peer team comprising of Prof. Sunil Gupta, Prof. Bipin V Mehta, Prof. P.R Sudhakaran, visited the college on 5th-7th October,2015. Kristu Jayanti College is the only college in the state to be reaccredited with A grade.

PRESTIGIOUS REACCREDITATION PROCESS	
<b>SCORECARD</b>	
No. of institutions accredited in the first cycle	8
Grades B 7   C 1	
In the second cycle (one cycle is five years)	15
Grades A 1   B 14	
In the third cycle	6
Grades A 3   B 3	

Colleges from Karnataka State that applied for the subsequent cycles of accreditation fared marginally better. Of 15 that applied in the second cycle, only one secured an 'A' (Kristu Jayanti College, Bengaluru), while the remaining managed 'B'.

The Hindu Nov 17 2015

## YOGA SESSION

To combine academic studies with the current life-style and discipline can be challenging; all aspirants must be prepared for this approach of yogic studies. The Department of Management Studies arranged a Yoga Programme for the first year MBA/PGDM students. The sessions were conducted by Sanyasi Devanand who is a disciple of Swami Sivnanda, accredited with masters degree in applied Yogic Sciences, from the renowned Bihar school of Yoga. It was designed to create an atmosphere in which yogic life approaches the selfless service, dedication and compassion, to be imbibed in the students.



## APTITUDE TRAINING SESSIONS

Aptitude is an important component to do certain kind of work at a certain level, which measures the innate ability to perform. Aptitude training sessions were conducted for the final year management students by Vista Mind. It was an eighty hour programme organised by The Department of Management Studies to train the students to perform better in the on and off-campus recruitments. It mainly covered Quantitative Aptitude, Data Interpretation, Reading comprehension, Analytical reasoning and English language usage besides IBPS coaching.



## ATTITUDINAL WORKSHOP

The Zeal Institute conducted a workshop in the second week of July 2015, on decision making and realization of one's purpose in life. Prof. Anthony Williams said that the main reason for people to fail is but they are not conscious of who they are from within, because they pretend to be what others want them to be. He emphasized on the early realization of the four dimensions of life : Physical, Mental, Spiritual and Emotional. He also gave the students suggestions from his own life experiences to enable them to overcome life's shortcomings.





## CINEMBA

The Department of MBA/PGDM, for the first time launched CineMBA, a short film festival based on the theme “Management concepts with social relevance”. The events was conducted on 2<sup>nd</sup> February 2016.

Students of the 1st year MBA/PGDM were divided into 14 teams namely:

- Aqua Films
- Bavania Films
- Big Six Films
- Blue Eyes Production
- Cloud Ten Pictures
- Embassy Pictures
- Eros International
- Lenkos Films
- Nestor Studios
- Orion Pictures
- Rising Sun Pictures
- Sunico Films
- Tiffany Pictures
- Village Roadshow Pictures

This short film festival was judged by Mr.Praveen Devasagayam, who is currently an actor at The Improv. He has previously worked as an event manager at Granduer International.

### Winners:

Overall team award for best short film:

**1st place:** Aqua Films

**2nd place:** Orion Pictures

Best Actor (male): Syed Zaid Asim

Best Actress (female): Alphy Joy

Best Actor in negative role: Avin Varghese Benny

Best Actor in comedy role: Shijo E Varghese

Best Cinematography: Rohit Patel

Best Director: Vishal Mathew

Best Script: Michael David Philip & Divya MV

Best Editor: Abin Babu Anchani

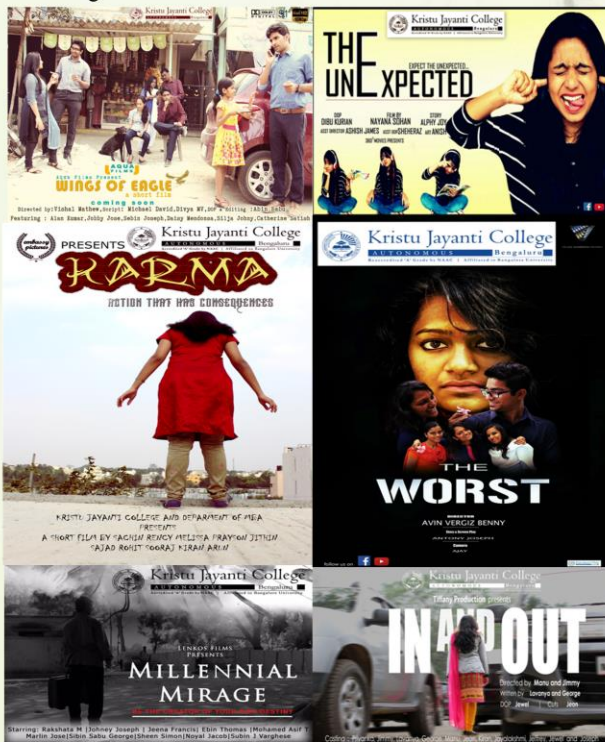
Best Actor in supporting role (male): Manu George

Best Actor in supporting role (female): Kirti Garg

Best Costume: Sunico Films

Best Screenplay: Aqua Films

Best Sound Editing: Melvin Fernandes





## VINIMAY

Vinimay is a program initiated by Kristu Jayanti School of Management, where various successful CEO's and Directors of different companies and other NGO's visit the campus to train the students and to give away their valuable thoughts and various other information to the students to enlighten them in the field of business and information technology.

The Department of Management Studies (MBA and PGDM) organized "Vinimay", a leadership series programme on July 21, 2015. The session was inaugurated by Michael Joseph, Manager, People and Culture, Grant Thornton, India and Rashmi Bhat, Assistant Tax Manager at Grant Thornton as well. The objective of the session was to introduce the students to the culture of corporate space and what is expected of them in the corporate environment



The speakers stressed on the importance of having a 'purpose' while choosing a career. This purpose includes understanding one's own talents and skills and matching it with the available opportunities.

On 9th September 2015, Vinimay was held in the SKE auditorium initiated by the Kristu Jayanti School of Management who welcomed Shri. Shridhar Venkat, CEO, Akshaya Patra Foundation who addressed the students and equipped the students regarding their roles of social transformation and information regarding unlimited food education.

## MANAGEMENT DEVELOPMENT PROGRAMME

Management Development Programme (MDP), an event organised by the Department of Management Studies, with an intention to make the students understand the application level of all the management theories practiced at work.

### MDP -I on 'Financial Intermediation in Capital Market'

On 26th September 2015, the Department of Management Studies organised an MDP on Financial Intermediation in the capital market. Financial intermediation is currently a subject of active research. The principal focus was on the risks of increased competition, the appropriate regulation of banks, relationship banking, stock markets and banks, banking and corporate control, monetary policy and the banking system, and financial intermediation and growth were also discussed.

The resource persons were:

- 1) Shri Haresh Hinduja Head-Primary Market, Link Intime India Pvt Ltd, Mumbai
- 2) Shri Amit Kumar Rathi, Director, Unitus Capital
- 3) Shri Aditya tippani suresh, Associate Director, CBRE
- 4) Shri Sudhendoo Gandhi, Head, Operations, Karvy Stock Broking Ltd. Hyderabad





### MDP II on 'Currency Derivatives'

On 11th January, 2016, Department of Management Studies organized an MDP programme on "Currency Derivatives". Currency Derivatives offer investors an option to trade in major foreign currencies pegged to the Indian rupee. Leading stock exchanges of India offer futures trading contracts in different foreign currencies.

The session was inaugurated by Aditya Suresh, Associate Director, CBRE South Asia Pvt.Ltd.



The resource persons were:

Shri Himanshu Gupta Senior Research Analyst  
Karvy Commodities Ltd. Hyderabad;

Shri Sumit Mukherjee, Head-consultant Karvy  
Commodities Ltd., Hyderabad



### MDP III on 'Creating Value through Entrepreneurship'

On 22nd April 2016, Department of Management Studies organized an MDP on "Creating Value through Entrepreneurship". The MDP was inaugurated by Shri. Aaron Watson, Founder, Director of Sinai Global Flagship. There were four different sessions. The resource persons were as follows:

Session 1: "Creating Value Through Entrepreneurship" by Shri. Raman Gujral, Faculty member & Regional Head South, Entrepreneurship Development Institute of India, Ahmedabad.

Session 2: "New Venture Creation-Startup & Real projects" by Prof. Bholnath Dutta, Founder President and convenor, MTC Global

Session 3: "Schemes of government of Karnataka for MSME" by Ms. Aruni K.N, Deputy Director, District Industries Centre, Bangalore.

Session 4: "Idea generation and support schemes" by Shri. Yashasvi Nag N, Senior Faculty EDI, Regional Office, Bangalore

All these four sessions focused upon who an entrepreneur is and the key areas that one should look into, to become an entrepreneur. An entrepreneur is someone who is able to take calculated risk. He must be innovative and does things differently. Innovation comes with problem solving, cost cutting and improvising on the existing product. As a whole, if one has the right idea and access to it, along with the right kind of resources then one can become successful as an entrepreneur.



## 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. The event was conducted on 12<sup>th</sup> April, 2016. Abhigyan means “supreme knowledge”. Abhigyan is a unique theatre fest, where students portray dramas of management concepts related to social interest. It is a platform to realize, unleash, develop and explore the potentiality in teamwork, creativity, management, etc. This edition of Abhigyan involved students of the 2015-17 batch, where 138 students were divided into 12 teams of an average of 11 members in each team. The department assigned two mentors from the second years for each team to assist and guide them.

Chief Guest for the event was Mr. Winston Derosario, Director, People & Culture, Great Thornton



The twelve teams were named after eminent personalities in the field of drama and theatre.

- Kalidasa
- William Shakespeare
- George Bernard Shaw
- Arthur Miller
- Tennessee Williams
- Edward Albee
- Oscar Wilde
- Christopher Marlowe
- Thornton Wilder
- Lorraine Hansberry
- Henrik Ibsen
- Elizabethan

The plays were based on the management concepts like

- Eco- Friendly Marketing
- Organization Dynamics
- Global Marketing - Consumer Behavior
- Cross Cultural Diversity
- Emotional Intelligence
- Misleading Advertisement
- Consumer Rights or Awareness
- Conflict Management
- Creativity & Innovation
- Gender Inequality & Diversity
- Quality of Work life
- Make in India





**Winners:**

Best Actor: Lijomon Joseph

Best Actress: Nayana Sohan

Best Villain: Sachin Santhosh

Best Comedian: Denit Jacob

Best Actress in supporting role: Melissa Samuel

Best Actor in Supporting role: Ruben Tangachan

Best Director: Vishal Mathew

Best Script: Nancy Doss

Best Mentors: Jismon George and Treesa Paul

**Overall Winners:**

1<sup>st</sup> place- Lorraine Hansberry

2<sup>nd</sup> place- Thornton Wilder

3<sup>rd</sup> place- George Bernard Shaw



**PANEL DISCUSSION-II**

The Panel discussion “Union Budget-2016” was held on 2nd March, 2016. The moderator for this discussion was Dr. B.L Bhagyalakshmi, Former Director, Dept. of collegiate education, Govt. of Karnataka.

The panelists were:

- 1) Shri. John Thomas, Former editor, Vijaya Karnataka
- 2) Shri. E R Parameshwaran, Director, BMR Advisors
- 3) Shri. Devendra Babu, ISEC



### CHAVARA CUP

Overall winners - MBA II<sup>nd</sup> year  
 Conducted on 29<sup>th</sup> March to 4<sup>th</sup> April, 2016



### INDUSTRIAL VISIT - II GARUDA FOOD PRODUCTS PVT. LTD Bommasandra Industrial Area, Anekal

On April 2nd, 2016, the students of first year MBA/PGDM visited Garuda Foods Pvt. Ltd as a part of the Productions Operations Management course curriculum.

Garuda foods is a joint venture company in partnership with an Indonesian company Polyflex.

This plant in Bommasandra was established in 2012. The students were able to see and witness different processes that take place in a food manufacturing unit.

Garuda food's "Gone Mad" (the choco stick wafer) and jelly drink are popular products in the Indian markets.



**GARUDAFOOD**



**FRESHERS' DAY**

Theme - Minions



**SHUBHARAMBH**

Shubharambh is the orientation programme for first years to introduce them. For the 2015-2017 batch Shubharambh was conducted on July 13th at the conference hall where Principal Rev. Fr. Josekutty P.D gave the inaugural address followed by Dean Prof. Aloysius Edward talked about the salient features of the programme. Dr. Justin Nelson Michael gave a brief input about Jayantian culture. HoD Dr. Vijaya Baskaran introduced the curriculum and teaching pedagogy. This session was followed by some ice breaker events and life skill sessions





### TRANSCEND

The Employability Lecture Series, Transcend 2016 comes with a tagline “Enter, Stay In and Progress.”

This initiative is for the students from the Second Year (UG) & First Year (PG) of our College.

#### Objectives of Transcend 2016.

- C2C Engagement (campus to corporate and corporate to campus engagement)
- Focus on Employability Skills to a specific audience
- Companies from different verticals come and share about Specific Competencies (Knowledge, Skills, Behaviours & Attitude)
- Empowered Lectures

This academic year witnessed two transcend sessions one conducted by EY and the other by FUJITSU



### CAREER GROWTH WORKSHOP

On 16th April, 2016 Department of Management Studies conducted a career growth workshop for the first year MBA/PGDM students in order to provide them insights about the various domains of Management Studies and why they should specialize in them.

The resource persons were:

Shri. Winston DeRosario, Grant Thornton

Shri. Karthik, L & T Finance

Shri. Srini Bhopal, Sherpify.com



### Centre for Placements and Corporate Relations (CPCR)

The Talent Transformation Team from the Centre for Placements and Corporate Relations (CPCR) play a pivotal role in bridging the gap between Industry and Institute. CPCR develops linkages between different recruiters to organize on-off campus interviews for Graduate and Postgraduate Students of the College. GATE is the placement season and UdyogVichaar is the Placement Day. Different initiatives of CPCR help the young talents to understand and accept their strengths, interests, abilities, weaknesses, skills and values.

The Placement Season for 2014-2015 saw 59 corporate organizations from different sectors to hire students from various streams of study at Post Graduate and Graduate Levels. The major recruiters were Grant Thornton, EY, KPMG, Berger Paints, South Indian Bank, Oracle, Thomson Reuters, Johnson & Johnson, Sunrise Systems, Tesco, HP, Asian Paints, Decathlon, Fujitsu, Societe Generale, City Union Bank, Target Corporation, Mahindra Finance, Aditya Birla, State Street, etc.



**Gate 2016**  
opening a passage

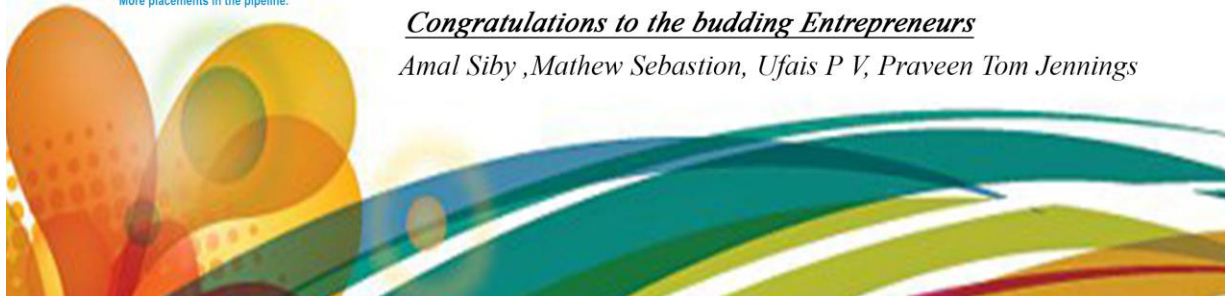
**CPGR**  **CENTRE FOR PLACEMENT AND CORPORATE RELATIONS (CPCR)**

**Hearty Congratulations**  
to all the Students from the School of Management (PGDM & MBA)

 Building a better working world	 JEBIN REJU	 JEWEL JOBY	 RINU CHERIAN	 ROHAN SOMKUWAR	 SARA SAREENA	 SHALINI S. KUMAR	 NIVIN MATHEW		 TOMS JIMON GEORGE
								 XAVIER JOSEPH	
 ASHWINI R	 ASHISH THOMAS	 LOVEIN GEORGE	 ISAAC WINFRED	 GOKUL KRISHNA					
	 VIKRAM ANAND	 TINDO THOMAS	 NANDANA G	 JILSON GEORGE		 VIJAY KUMAR C	 GOUTHAM KRISHNA		
	 JEFFIN JOHNSON	 ANNIE FIONA	 ANUSRI MENON		 MATHEW SEN		 MERYL MATHEW		
	 SARAH SHAJI JOHN	 GEORGEKUTTY G		 DERICK MATHEW		 AKHIL ZACHARIAS	 MANJUNATHA V	 JOHNSON A	 SOJAN THOMAS
	 ABEY OUSEPH	 MUHAMMED FANOOJ	 PRITI KUMARI	 JAMES VARUGHESE	 ANJU M P	 MANOJ KUMAR		 BRILLIAN GEORGE	
	 DIAS P MATHEW	 ALVIN BENNY	 AKHIL BENNY	 NOBLE THOMAS	 NIVEDITHA D	 NITHIN T JOHN	 THOMAS ANTONY	 DOBIN DOMINIC	 JERY JAMES
	 VINNY T JOSEPH		 PRATHIBA REDDY		 ATHIRA JYOTHIS PHILIP	 LINNET MATHEW		 PRAGATI M	
	 DERICK KURIAKOSE	 VIPIN VARGHESE	 AKHIL MARTIN THACHIL		 TIJIN M ABRAHAM VARGHESE	 PIBIN KOSHY THOMAS			

as on 15th March, 2016.  
More placements in the pipeline.

***Congratulations to the budding Entrepreneurs***  
*Amal Siby, Mathew Sebastian, Ufais P V, Praveen Tom Jennings*



## VENTURA

Today's business world is built on Ventures. Every business has a beginning and that beginning is an idea. Ventura is one such platform to showcase your business idea.

Students of first year MBA/PGDM were divided into 35 groups of 4 each and every team came up with a business plan. Different aspects of the plan was to be worked upon starting from the Executive Summary, Venture description, Marketing Plan, Financial Plan, Operations and Management Plan, Harvest Strategy, etc. This event helped the students to learn about different requirements and aspects of a business, how to put forth their idea and convince judges in the profitability and success of the venture. The judges for the final round of Ventura were Mr. Ashok Javaji and Mr. Mani Ratnam from J M Consultancies, Bangalore



### WINNERS:

**1st place:** Jobin J S, Grant Mathew, Shijo E Varghese and Kirti Garg for "www.spo.com"

**2nd place:** Vishal Mathew, George Mathew, Jayalakshmi and Jobin Thomas for "ECORIDEZ"



## SARGOTSAV

Sargotsav is an intra collegiate PG-level cultural fest. It was organized by School of Management (MBA/PGDM). Over 100 students from seven PG departments took part in the various literary and cultural events. The fest was conducted on 7th April, 2016 and the overall championship was bagged by School of Management( MBA/PGDM)



## CLUB ACTIVITIES-INTRA

The Department of Management Studies organised club activities for the first year management students, throughout the year on Saturday afternoons. The clubs were grouped based on the specializations the students wish to take up namely Finance, Marketing and HR. These activities not only included technical activities but also cultural competitions amongst various groups.



## INCOGNITO

Incognito is an intra departmental Business Quiz Competition organized by the Department of Management Studies. This competition was initiated by the first autonomous batch of Kristu Jayanti College. The objective is to create awareness among students regarding various scenarios that are prevailing in the business world, and to train potential participants for various business competitions that are conducted across the country.

The preliminary round of Incognito was held on 26th April, 2016. Out of the many teams, four teams were shortlisted for the final round, which was an on stage event in the SKE Auditorium on 27th April, 2016. These four teams battled it up for the top position with neck to neck competition.

### WINNERS:

- 1st Place: Jismon George  
Saiju Abraham
- 2nd Place : Loganathan  
Jobin J.S
- 3rd Place : Sajay Sabu  
Sooraj Surenderan





## FAREWELL

Farewell for the batch of 2016 was conducted by the first year students of MBA/PGDM on 7th May, 2016. The formal function was presided over by The Principal, Vice Principal, Dean and HoD. This event was based on the theme "Go Green". As a part of the theme, plant saplings were distributed to the students. The creativity team did a remarkable job by decorating the auditorium with beautifully colored leaves and trees to add to the beauty of the theme. Many fun games and cultural activities were also conducted for the senior students in order to send them off with some of the best memories in KJC. On the whole it was a day that witnessed tears-both happy and sad.





## CAMPUS TO CORPORATE ENGAGEMENT

An interaction with the leadership team from cheetah mobile, Beijing

On 30th March 2016, The Leadership team from cheetah mobile visited our campus as a part of campus to corporate engagement program. The crew consisted of ten members of which five were production managers and others were project heads. The purpose of their visit was to identify their scope in the Indian markets. Around 25 -30 students were selected from first year MBA/P-GDM to interact with the leadership team. Initially there was a common session with the leadership team and later on the students were divided into six groups and each group was headed by a production manager. The group discussion carried on for 2-3 hours, where the students got a direct platform to interact and clarify their doubts. The leadership teams were able to obtain different ideas, views and suggestions of the students which helped them to know more about Indian market and the opportunities.





## KRISYM

9th International Conference on “Reinvention of Resilient Ecosystem for Business”

Globalization thrives in financial markets and may even control them. Much focus is on the world’s fastest growing economies. Over the past decade, trade revenues of nations, savings and purchases of various nations also increased with their debts. Low interest rates encouraged global consumers to spend and start-up new businesses. But such imbalances could not be sustained and financial instruments containing mortgages for business startups, that have lost their value, have proven toxic for the business world. Change is on the anvil as myriad opportunities are opening up for every sector. True challenge lies in addressing the hurdles that may slow down the process of transformation and enable us to pursue excellence to be globally competitive.

School of Management(MBA/PGDM), Kristu Jayanti College organized the 9th edition of KRISYM series(Kristu Jayanti International Symposium) on 29th and 30th April, 2016. This conference aimed at bringing about significant amount of changes in the business ecosystem. It also brought together leading academic scientists, researchers and scholars in this domain of interest around the world. Hence, KRISYM-2016 focused on competitiveness and innovativeness in all aspects of business i.e Finance, HR, Productions, Sales, Marketing and Information Systems.

The chief guests were:

Inaugural function: Mr. Bert Mueller, Co-Founder and CEO, California Burrrito

Valedictory function: Dr. Sibichen K Mathew, IRS, Advisor, Telecom Regulatory Authority of India

Sub themes of KRISYM-2016 included the following areas-

- Cross-cultural resilient ecosystem
- Reinvention of startup businesses
- Sustainable development in economic crisis
- Environmental consciousness & CSR on resilient ecosystem
- Impact of RBI norms on startup businesses
- Impact of mobile and internet marketing on startup businesses
- Product innovation in startup businesses
- Innovative strategic HR
- E-creativity in HR
- Innovative motivational strategies in startup businesses
- Anticipating and reacting to competitors’ actions in startup businesses
- Sustainable innovation and technology incubation
- Social impact of technology development in startup businesses

Key resource persons:

- 1) Mr. Arya Rajesh Kumar, Founder and Director, Fomax and Co-Chair, CII-YI
- 2) Dr. Sanjeev Sukumaran, CEO, Sherpify
- 3) Ms. Sushmitha Dutta, Zonal Head, Faircent.com
- 4) Mr. Aslam Hirani, Founder, Innobryx, Consulting and Aveti
- 5) Mr. Asgar Ahmed, Director, Student Entrepreneurship Development, NEN





## Student Acheivements

- Mr. Jackson James from II<sup>nd</sup> year MBA won the “Best Paper Award” for presenting a paper titled “Developing India through Technology” at T.John Institute of Management & Science (TIMS) on 25<sup>th</sup> November, 2015
- Aashish Benjamin from II<sup>nd</sup> year MBA won the II place for the fest conducted by IBS Business school “TARKASH 2015 CHECKMATE” on 19<sup>th</sup> November, 2015.
- **OVERALL CHAMPIONS** at inter collegiate management fest **ARCHISH'-2016** BY INDUS BUSINESS ACADEMY, KANAKAPUR ROAD, BANGALORE



- **OVERALL CHAMPIONS** at inter collegiate management fest ‘**QUEST**’2016 BY BMS ENGINEERING COLLEGE, BANGALORE

### Winners

Best Manager-

**1<sup>st</sup> place**  
Michael David Philip

Retail-

**1<sup>st</sup> place**  
Alphy Joy  
Subin Jacob Varghese

IT-

**1<sup>st</sup> place**  
Nimita Johnson  
Jeena Francis

Photography-

**1<sup>st</sup> place**  
Jewel Thomas  
Kiran Babu

Business Plan-

**1<sup>st</sup> place**  
Hari Krishna N  
Avin Varghese Benny

Marketing

**1<sup>st</sup> place**  
Vishal Mathew  
Subin J Varghese

Human Resource-

**2<sup>nd</sup> place**  
Fr. Johney Joseph  
Alphy Joy





**Adrisht'16- National Level Management  
Fest by JSS Academy of Technical  
Education, Bangalore**

**Winners:**

Human Resource: **Runners Up**  
Alphy Joy  
Sheen Simon

Marketing: **Runners Up**  
Vishal Mathew  
Subin J Varghese

CSR: **Runners Up**  
Rohith R Pokar  
Namitha John

Team Buiding **Runners Up**  
Anish Joseph  
Kiran Babu  
Jethin Abraham  
Kiran Babu

**Inter collegiate management fest  
ASHVAMEDHA-'16 by SIT Tumkur.**

**Winners**

Finance- **2nd place:**  
Marlin Jose  
Melvin Fernandes

Marketing- **2nd place:**  
Vishal Mathew  
Subin J Varghese



**UPCOMING EVENTS**

- Organisational study
- International Exposure

## Faculty Corner

### Prof. Aloysius Edward J

- Resource Person in 9th ASSOCHAM Higher Education Summit 2016 which was held on 17th February 2016.
- Resource person in FDP on 'Road Map to Autonomy' which was held on 28th November 2015.
- Guest Lecture "Journey Towards Re-accreditation – Experiences" which was held on 21st December 2016.

### Dr. Vijaya Baskaran

- Published a Paper in International Journal of Information Technology and Computer Sciences Perspectives, on the topic "Indian BPM Companies Strategic onslaught to reign their Sustenance",

- Published a Paper in International Journal of Innovative Science, Engineering and Technology, on the topic "Hybrid Model of Outsourcing Indian BPOs",

### Dr. Justin Nelson Michael

- Participated in 8th International Accreditation Conference 2015 Organised by Standards for Educational Advancement & Accreditation (SEAA) Trust New Delhi on November 16th & 17th 2015

### Prof. Selvi.S

- Published an article 'Solid waste management adopted by BBMP' on November 2015.
- Participated in International Lecture Series-Quantitative Analysis for Scientific Research on July 9th 2015.

### Dr. Arul Sentilkumar S

- Published an article 'An Empirical study on Employee's stress among the sales executives of private of banks which influence on employees attrition with reference to private banks in Coimbatore' in January 2016.

### Dr. G. Vanishree

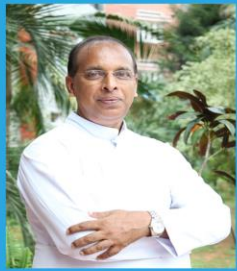
- Participated in Entrepreneurship Development organized by Entrepreneurship Development Institute of India on 14th – 25th December 2015.
- Presented a paper on Women Empowerment and Food Security on October 29th 2015.

### Dr. S. Sundararajan

- Published an article 'Effectiveness of Training & Development in Shipping Industries' and 'An analytical research on fundamental and technical analysis of the HDFC bank stocks in India' on January 2016.
- Published an article on 'Current Trends of HRD Practices in Changing Business Environment-Empirical study' on December 2015.
- Resource person in Recent Trends in Banking Sector organized by Siri PSG Arts & Science College for women, Sankari, Salem on 6th February 2016.
- Presented a paper on Employee's Health and Safety Measures in Modern Companies-empirical study on 26th February 2016.



## Management Team



Fr. Josekutty P.D.  
Principal



Fr. Augustine George  
Vice Principal



Fr. Lijo Thomas  
Financial Administrator



Fr. Som Zacharia  
Director, Library & Information



Fr. Emmanuel .P.J  
Faculty, Department of Psychology

## Editorial Board



Nimita Johnson

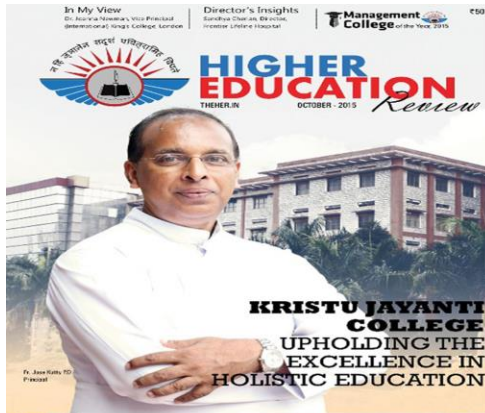


Abin Babu



Deepa Aerothott

It gives us immense pleasure to be associated with CREST-2015-16- the annual newsletter from the School of Management, Kristu Jayanti College. This volume of CREST, highlights the various academic, extra-curricular and co-curricular activities that have taken place during the course like theatre play to paper presentations till the ultimate achievements of students being recruited by various reputed companies. The main objective of the Dept. of Management Studies is to impart quality professional education and training in various aspects of modern management, thereby providing aspiring managers an edge over other B-school graduates. This volume of CREST aims at giving a glimpse of past year's programmes and achievements of the department. We would also like to thank the management, faculty and all the students who have directly or indirectly helped and supported us in the completion of this newsletter.



PRESTIGIOUS REACCREDITATION PROCESS

**SCORECARD**

No. of institutions accredited in the first cycle **8**

Grades **B 7 | C 1**

In the second cycle (one cycle is five years) **15**

Grades **A 1 | B 14**

In the third cycle **6** Grades **A 3 | B 3**

Colleges from Karnataka State that applied for the subsequent cycles of accreditation fared marginally better.

Of 15 that applied in the second cycle, only one secured an 'A' (Kristu Jayanti College, Bengaluru), while the remaining managed 'B'.

- The Hindu Nov 17 2015

KRISTU JAYANTI COLLEGE IS AWARDED BEST COLLEGE IN SOUTH INDIA BY ASSOCHAM

**BEST COLLEGE IN SOUTH INDIA**

[www.kristujayanti.edu.in](http://www.kristujayanti.edu.in)



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