



Kristu Jayanti College

AUTONOMOUS

Bengaluru

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

SPOTLIGHT

TOIL AND SUCCESS

NEWSLETTER BY:

BACHELORS OF BUSINESS ADMINISTRATION

VOL 2, ISSUE 4

AT THE PRINCIPAL'S DESK:

“An investment in knowledge always pays the best interest.” - Benjamin Franklin



Kristu Jayanti College affiliated with Bengaluru North University and reaccruited with a grade 'A++' in 2021 by NAAC in the third cycle of accreditation, is also crowned as the Best Emerging College of the century at the National Level.

The institution strives to aspire youth to excel in life by developing academic excellence, fostering values, creating civic responsibility, inculcating environmental concern, and building global competencies in a dynamic environment. We welcome all aspiring young minds to join this enthusiastic family of Jayantians in pursuing knowledge to serve the world at large.

The Department of Management (BBA), established in the year 2001, aims to impart holistic education to the students and equip them with the knowledge, skill, and attitude required in the corporate world. The department provides a strong foundation in myriad business aspects such as Accounting, Finance, Human Resources, Marketing, Business Research, and Management.

The newsletter 'Spotlight' brought out by the Department of Management, is to keep the world cognizant of the Department's success and efforts. Each issue of 'Spotlight' will showcase the innate talents of the students and motivate the successive batches to carve a niche in the society.

My message to our Jayantians is to continue to strive to pursue knowledge with vigor and enthusiasm.

**Dr. Fr. Augustine George, CMI
Principal**

AT THE HOD'S DESK:



Greetings from the Department of Management, Kristu Jayanti College, Autonomous. We are glad to release the new edition of newsletter “Spotlight” for the academic year 2021-22. At this culmination of another fruitful academic year it is my pleasure to make my remarks about the newsletter. The newsletter features various activities conducted during the academic year which aimed at developing the key managerial skills, communication skills, problem solving skills and entrepreneurial skills. The current edition of newsletter highlights the major activities and achievements of the department.

Some major programs to note include International Conference on “Embracing Change and Transformation”, Faculty

Development Program on “Blended Learning”, Workshop on “Data Analysis using Spreadsheet”, and “Prodigy-2022” inter-collegiate management organised in the month of February, 2022. Apart from these programs we have also organised skill based activities, business plan presentation, workshop, intra-collegiate fest, HR Conclave and business quiz. The major activities were given due importance in the newsletter to share information with all the stakeholders.

The newsletter also proclaims the skill oriented activities like guest lectures, meet your alumni, club activities, industrial visits, and achievements of the students, value addition programs, international guest lectures and other minor activities of the department. We are happy to share that our department has made notable growth in terms of academic performance and research activities. Faculty members of the department have actively involved in research activities and published research articles in reputed journals proposals were made for minor projects.

We acknowledge the good work done by every member of the department and we sincerely thank our Principal, Vice Principal, Management Team and Dean for their continuous support and guidance to release this edition of newsletter.

I would like to appreciate editorial board lead by Dr. Jisha V.G. and her team for fabulous work done to launch this informative newsletter in time.

EDITORIAL TEAM

It gives us great pleasure to bring you the fourth issue of “**SPOTLIGHT - Toil and Success**”, departmental magazine of the Department of Management, Kristu Jayanti College.

The name and fame of an institute depends on the calibre and achievements of the students and teachers. The role of a teacher is to be a facilitator in nurturing the skills and talents of students. This magazine is a platform to exhibit the literary skills and innovative ideas of teachers and students. Spotlight presents the achievements of students and contributions of teachers.

We would like to place on record our gratitude and heartfelt thanks to all those who have contributed to make this effort a success. We profusely thank the management for giving support and encouragement and a free hand in this endeavour. Last but not the least, we are thankful to the editorial team: Prof. Dr. V. G. Jisha (Department of Management), Ms. Sujasca Dias (IV BBA-AM) and Ms. Karen Angelina (IV BBA D) and Design and layout: Ms. Snehal Sharan (IV BBA-BA). We truly hope that the pages that follow will make an interesting read.



DR. V. G. JISHA

ASSOCIATE PROFESSOR,
DEPARTMENT OF MANAGEMENT

Design & Layout



MS. SNEHAL SHARAN
(IV BBA-BA)

Editorial Board



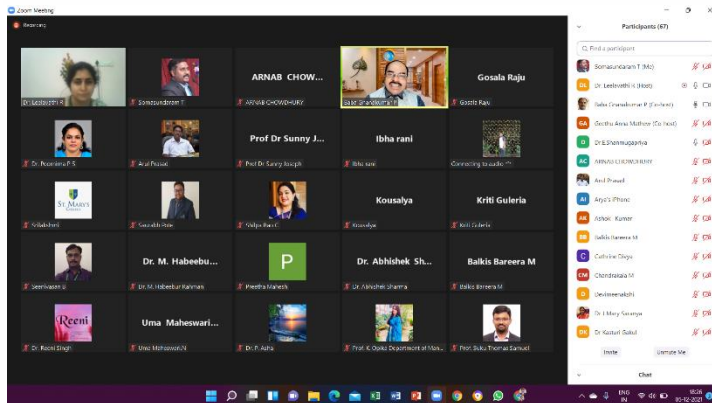
MS. SUJASCA DIAS
(IV BBA-AM)



MS. KAREN ANGELINA
(IV BBA D)

FACULTY ORIENTATION PROGRAMME ON “HOW TO CREATE A VIDEO LECTURE USING OBS AND ZOOM”

The Department of Management conducted orientation programme exclusively for the BBA faculties on 13th July 2021 from 3.00 pm to 4.00 pm. The aim of this orientation programme was to create awareness among the faculties in preparing the interactive video lecture using OBS software and Zoom platform.



Prof. Bijin Philip began the session by giving a demonstration on the OBS software, its settings and various other features. He mentioned a few setting options to enable, before taking a video lecture and saving options to record the video lecture in the perfect manner. He explained various

procedures and usage of OBS software for creating a video lecture in an effective manner.

Prof. Suku Thomas Samuel gave a brief description about using Zoom platform for creating video lecture. He explained the procedures for signing up and creating a Zoom account and also a business account on YouTube. He briefly demonstrated the procedure for creating video lectures in Zoom platform and also informed them regarding the additional setting options in Zoom application. He proposed the faculties to enable various settings and advanced options in the Zoom application and also browse the other available options on audio, video, virtual background settings.

From this orientation session, faculties were able to learn the usage of OBS software and Zoom application for making video lectures. The session gave a lot of inputs regarding features, settings and creation of video lectures and recommended the faculties to incorporate the same during lecture hours in the classroom as well as in the Learning Management System.



EFFECTIVE LEADERSHIP SKILLS

BATCH 1 (SECTION A, B & C) & BATCH 2 (SECTION D, BA, AM)

Course Content: Leadership and leadership traits, Building and leading teams & Conflict Management.

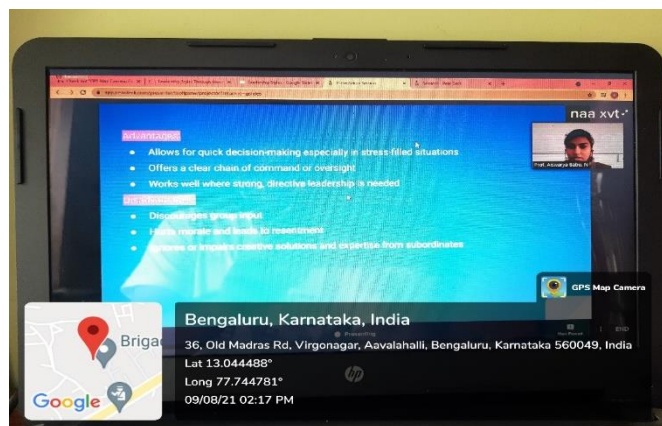
The Department of Management (BBA) offered a value-added course on **Corporate Leadership** to the III Semester BBA students from 09th to 19th August 2021. The students were divided into two batches and each batch consist of three sections. This value-added course was customized with the objective to make the students industry ready. The syllabus was designed in such a so that the objective of the course could be attained in the most effective manner. The course content consisted of theoretical and skill developmental aspects to enrich the student's knowledge. The course was handled by BBA department faculties and classes were allotted for each faculty based on their preference given on the topics. This course was scheduled between 09.15 AM to 03.00 PM with frequent intervals between the sessions. The entire course was conducted through the Zoom platform.

Evaluation: The evaluation process of Value-Added Course was done through KJC LMS by conducting an online exam on 19th August 2021, which consisted of 30 multiple choice questions for 40 minutes from 11.00 to 11.40 am.

Learning Outcome: This value-added course helped the students to have a better understanding of leadership and its traits. It gave an insight on how to manage the conflicts in an organization. This will not only make the students industry ready but also give a vision to choose entrepreneurship as a part of their career.



The secession, titled “Leadership Styles’ was conducted by Prof. Aiswarya Babu N. and invigilated by Dr. K. Jannathan.



REPORT ON VALUE ADDED COURSE – CORPORATE SKILLS FOR EXECUTIVES 2021 – 2022

BATCH 1 (SECTION A, B & C) & BATCH 2 (SECTION D, AM & BA)

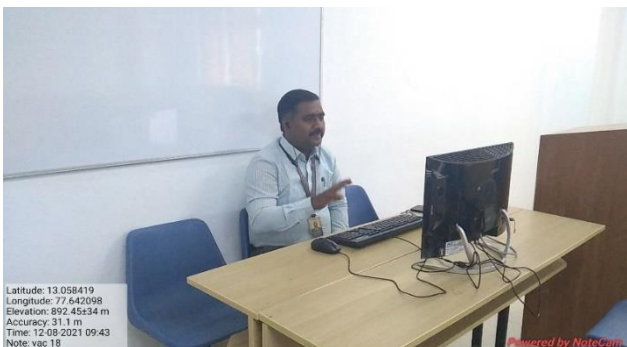
Course Content: Teamwork, Art of Negotiation, Networking.

As a part of Value-added course (VAC), the Department of Management (BBA) provided 'Corporate Skills for Executives course' to the BBA Students in order to enhance their skills required for working in an organization. This course began on 09th and lasted till 18th August 2021. The course was exclusively offered for the V Semester BBA students.

In order to match with the current pandemic situation, all the classes were held online through zoom application. To keep the students engaged, faculties used various methods during their classroom session like, polling session, videos, Skill development activities, etc., which in turn helped to



enhance a better learning experience for the students virtually. In some of the session's students were also given case studies and were asked to come up with solutions pertaining to the problem. The entire course was scheduled between 09.30 am to 3.30 pm and all the teachers strictly adhered to the course schedule.



Evaluation: The evaluation process of Value-Added Courses was done through KJC LMS by conducting online exam on 19th August 2021 which consisted of 30 multiple choice questions for 30 minutes from 11:30 AM - 12:00 Noon and it was evaluated through KJC LMS by the BBA faculty members.

This Corporate Skills for Executives course will help the students to improve their corporate skills and knowledge. It will also help them to come up with various strategies on how to work as a team and expand their networking skills and also to develop their career in the corporate world in a successful way.

“AKSHARA” – EDUCATE AND EMPOWER

“Education is not preparation for life; education is life itself.”

In view of providing holistic education, Department of Management (BBA), Kristu Jayanti College organized “Akshara” with an objective to Educate and empower the needy children of the society. The activity was planned as a mark of commemorating 75th Independence Day. The faculty members of the department joined hands together



to serve the needy children with basic study materials, focusing on supporting the future generation to educate and learn.

On the other hand, due to pandemic the students of the department were asked to participate in the program by helping and supporting their neighbourhood children. The children were also provided with school accessories and other basic teaching aids required to study.

The activity was executed on 15th August 2021 at K. Narayanapura, Bangalore where the faculty members visited a particular locality and contributed books, and other basic stationary items for about 60 children who needed a helping hand for their education. The programme was well executed on time from around 9:30 to 10:40AM. The kids were supplied with study materials as well 500 surgical masks (children as well as adults) to the residence of K. Narayanapura.

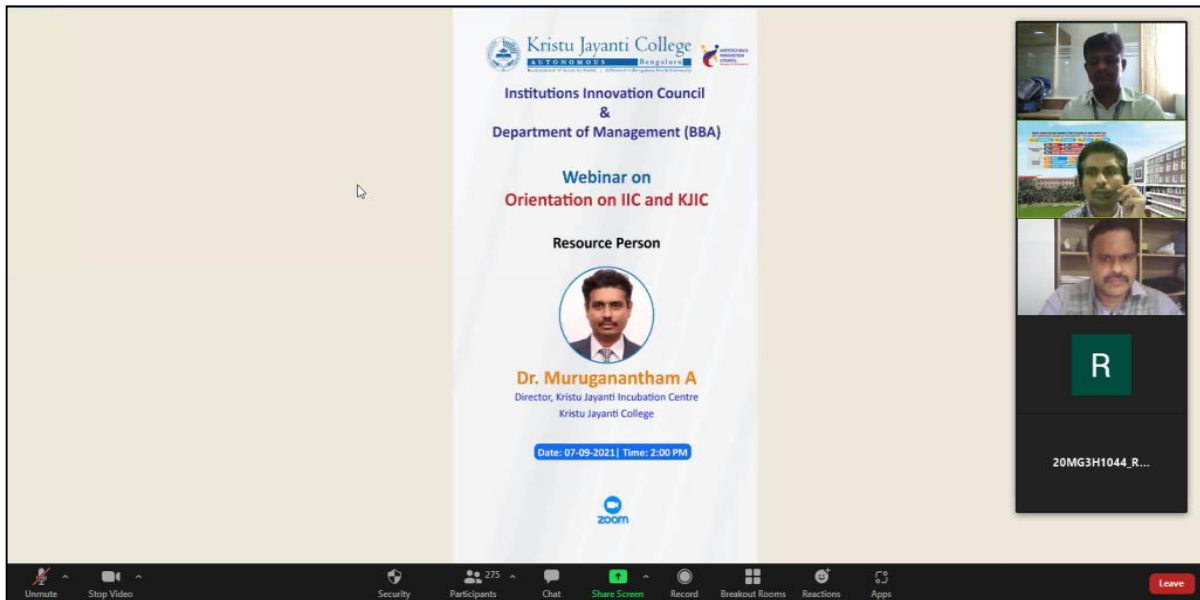
On a whole, the programme provided awareness among the faculty members and students by emphasizing on their responsibility towards unprivileged children who are want to study but need support.



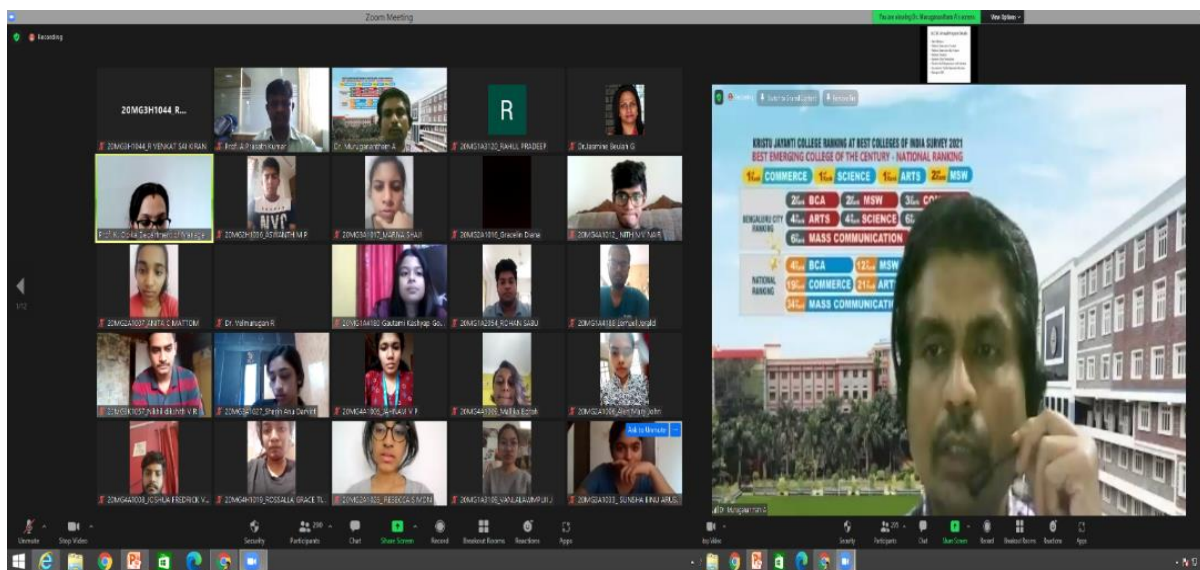
Student participation in “AKSHARA”

“ORIENTATION ON IIC AND KJIC.”

The Department of Management conducted an “Orientation on IIC and KJIC” on 7th September 2021. The session started with a silent prayer followed by the welcome address and introduction of the resource person, Dr. A. Muruganathan, (Director, Kristu Jayanti Incubation Centre) by Prof. C. Surendranath Reddy, Head - Department of Management.



Dr. A. Muruganathan explained the Innovation and Start-up Ecosystem in Higher Education Institutions, the objectives of Kristu Jayanti Incubation Centre, the various cells functioning under the KJIC, and also highlighted the activities that are carried out by the various cells. In addition, he mentioned about the participation and achievements of students in various competitions conducted all over the country.



WEBINAR – CONFAB ON MARKETING.

The Department of Management organized a webinar titled “**Face to Face with Brand**” on 13th September 2021. This webinar was conducted for the V Semester BBA students. The aim of the webinar was to enhance the marketing knowledge through sharing of real time experience.



The session started with a silent prayer. Ms. Pranjal from V Semester BBA ‘B’, Department of Management, Kristu Jayanti College delivered he welcome address and Ms. Rumana introduced the resource person. The session was conducted on the topic ‘**Mantra in Marketing**’.



“**FACE TO FACE WITH BRAND**”, a programme especially designed for final year BBA students to get ground reality endeavors in Entrepreneurship and Marketing. Mr. V. R. Muthu is a passionate entrepreneur who touched all the hearts of Tamil

Nadu with his Brand name “**IDHAYAM OIL**” was the resource person for the day. He arranged One on One discussion with students in order to promote the entrepreneurial skills among students’ community. Students learnt and enhanced their knowledge his experience.

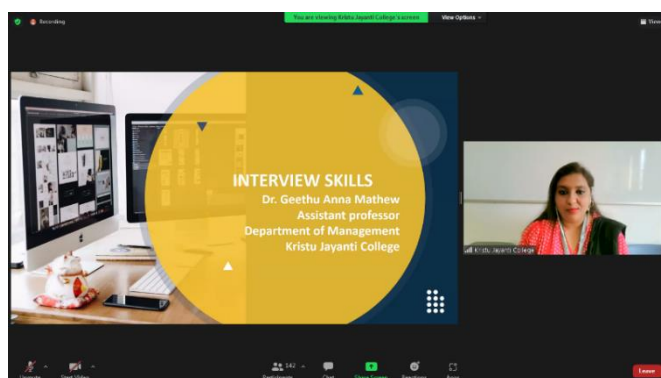
The participants learnt about marketing and strategies that are required for a successful business.

CERTIFICATE COURSE - SOFT SKILL ON EMPLOYABILITY

(2021 – 2022)

BATCH 1 (SECTION A, B & C) AND BATCH 2 (SECTION D, BA & AM)

The Department of Management conducted a certificate on soft skill on employability for the III Semester BBA students from September 20th to 24th, 2021. The objective of this course was to give each student a realistic perspective of skills required for employability and to help formulate the basic requirements for a career plan.

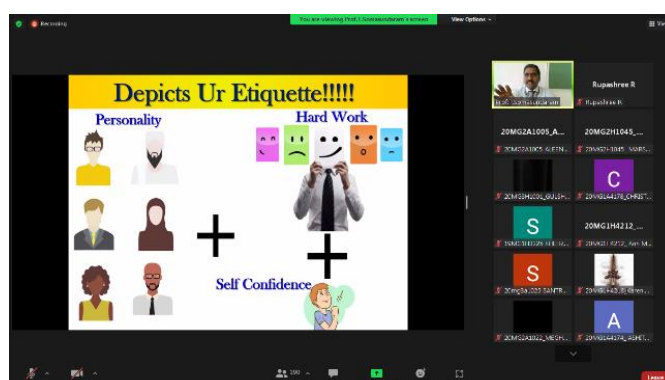


Soft skills include any skill that can be classified as a personality trait or habit. Interpersonal skills and communication skills are the specific categories that many employers look for in job candidates. In order to bridge the gap and to provide awareness among students about the employability skills and traits required to be inherited and practiced

the Department of Management organized a soft skill certificate programme on Employability skills as per the need of the BBA second year students.

It was a five hours soft skill course focusing on Employability. Teachers who have expertise and knowledge in this area handled each of the sessions. The students were oriented about various sub topics that focused on employability like, corporate etiquette, Interview Skills, Career Planning, Resume Building and Employment opportunities available in the market. The soft skill classes were scheduled from 20/09/2021 to 24/09/2021 from 2:30 pm to 3:30 pm through online zoom platform. Soft skills are an essential part of improving one's ability to work with others and can have a positive influence on furthering the career. The overall objective of soft skill course was to provide students' knowledge and equip them with skills required for Employability.

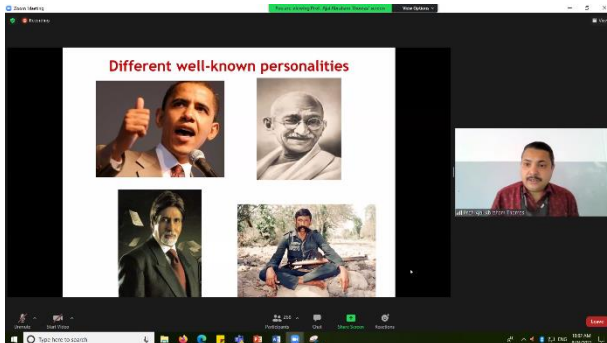
The evaluation process of Soft Skill Courses was conducted through KJC LMS which was an online exam held on 13.10.2021 from 2:00 to 02:30 PM, consisting of 20 multiple choice questions and the students were given 30 minutes time to take up the evaluation questions. Eligible students who had appropriate percentage of attendance were eligible to take up the exam and the certificated were dispatched to all the eligible third semester BBA Students.



VALUE ADDED COURSE - PERSONALITY ENRICHMENT 2021 – 2022

BATCH 1 (SECTION A, B, C AND D) AND BATCH 2 (SECTION BA AND AM)

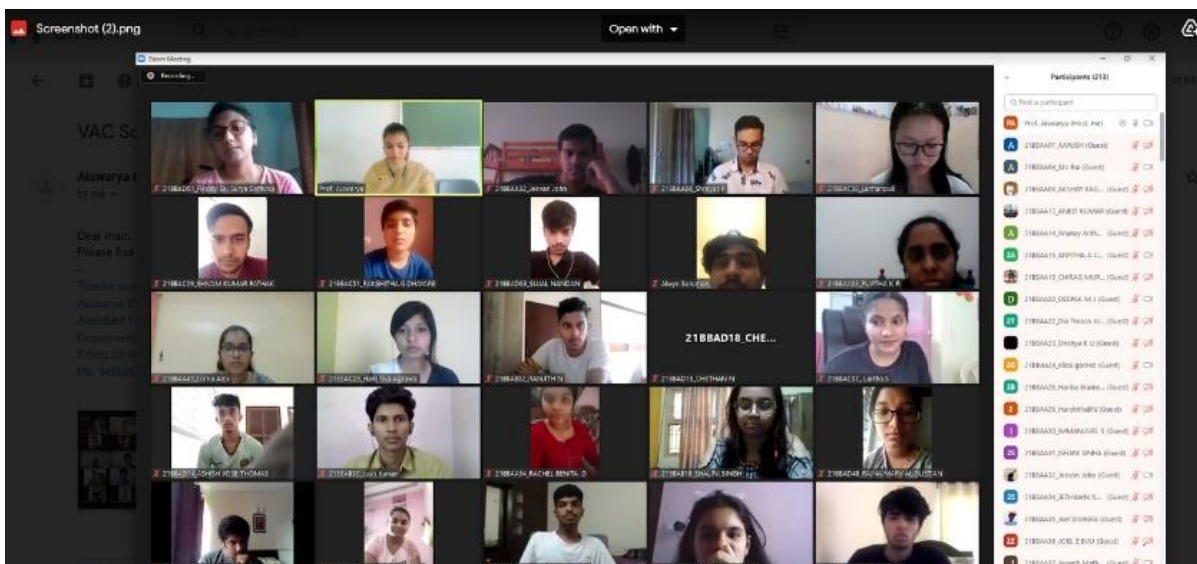
The Department of Management (BBA) provided Personality Enrichment Course to the first year BBA students in order to provide knowledge on key corporate skills required in an organization. This course was exclusively offered for the first year BBA students. BBA faculty members handled all the sessions and the class sessions were allotted based on the preferences given by them on the course. The webinar was conducted from 22nd - 29th September 2021.



Course Content: Introduction to Personality, Cognitive, Ethical and Moral Development, Personality Management.

Due to the current pandemic situation all, the classes were held online through zoom application. Faculties used various methods during their classroom session for keeping the students engaged. The

entire course was scheduled from Monday to Friday between 09:30 AM to 3.00 PM, and all the teachers strictly followed the schedule.



The evaluation process of Value-Added Courses was done through KJC LMS by conducting online exam on 11th October 2021 from 2:00 PM to 2:30 PM which consists of 30 multiple choice questions and the students were given 30 minutes test. The exam was also proctored through zoom by the respective class animators and the BBA faculty members evaluated it through KJC LMS.

POST GRADUATE DIPLOMA ORIENTATION.

The inauguration of the One Year Post Graduate Diploma, 2021-22 batch was held on 20th September 2021 along with all PG Courses. The orientation was conducted on 25th September 2021 by Prof. Ajai Abraham Thomas, coordinator of the PGD Programme. The orientation was followed by a session on the examination and evaluation process by Prof. Jeo Joy, Controller of Examination.



Prof. Suku Thomas Samuel (Faculty, Department of Management) took a session on LMS and Automation systems. This was followed by a session by Prof. Sen B Mathews (Director, CECR, Kristu Jayanti College Autonomous). The session highlighted the importance of working as a team and the importance of team bonding.

From this orientation, students learned about the campus culture and knew about the Do's and Don'ts in the college. It gave inputs regarding the code of conduct, campus culture, and dress code, leave application process, and educated the students to incorporate the same in the campus. The students understood the norms of examination and assessment of the PGD programme and learned to access the campus management solution for updating of academic and co-curricular activities.



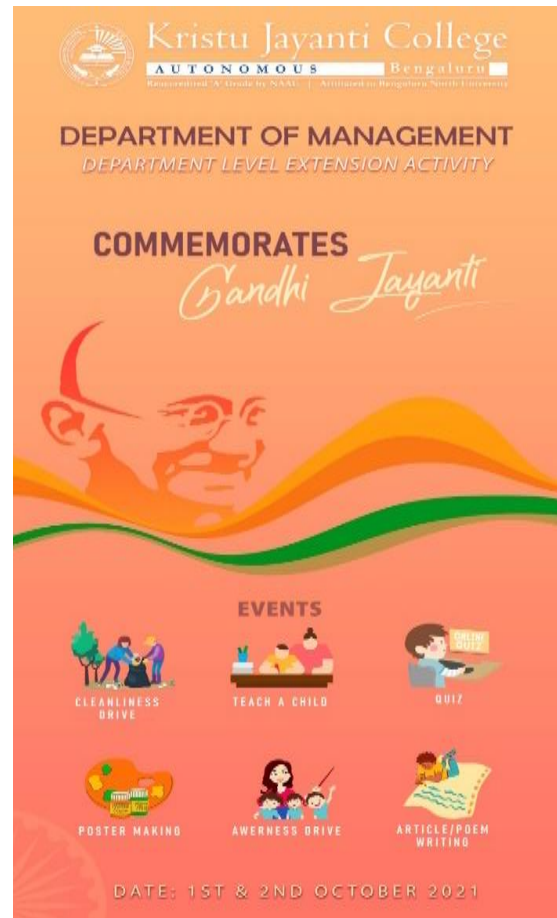
Prof. Sen B Mathews (Director – Centre for Employability & Corporate Relations, Kristu Jayanti College, Bangalore) **delivering Ice breaking & Team bonding session for I SEM PGD Students.**

“GANDHI JAYANTI”

“Cleanliness Awareness drive among Children’s of Migrant Construction Workers”

The Department of Management as a part of Departmental Level Extension activity organized a cleanliness awareness drive among the children’s of migrant construction workers on the 1st and 2nd of October 2021 to mark the 152nd Birthday of Mahatma Gandhi.

The drive was conducted by the students of V semester in two different localities i.e., K. Narayanapura and Kothanur, with the support of the teacher coordinator and class animators. Students created awareness about cleanliness and its importance in the current scenarios. The students involved the migrant children by explaining them about Gandhi, Principles of Gandhi and emphasis on the relevance of cleanliness and also provided them some of the ways in which they can keep their environment clean and neat.



On the 2nd of October 2021, the Department organized competitions like Poetry writing, Creative writing and Poster making for the 3rd semester BBA students. The 1st Semester students participated in the online Quiz which focused on creating Awareness about Gandhian Taught and Philosophy.

The day was special for both the participating students and the community as it created a lot of awareness on cleanliness, health and hygiene. It also brought a lot of happiness and joy among the participating students where they involved into real time learning.

RESEARCH FORUM INAUGURATION (01/10/2021)

The Research Forum is a gathering place for teachers and research scholars to exchange ideas and learn more about research. Dr. Mayank Pandey (Assistant Professor, Department of Computer Science, Kristu Jayanti College) was the resource person. The session began with a silent prayer and the welcome address by Dr. Excelse, followed by a profile reading which was handled Dr. Prasana.



Dr. Edward Aloysius, Dean of Commerce and Management, delivered the inaugural address. The event concluded with a Q&A session and a vote of gratitude by Dr. A. John William.

The resource person, Dr. Mayank Pandey (Assistant Professor, Department of Computer Science, Kristu Jayanti College) spoke about the fundamentals of research article publishing, the role of citation and indexing, the research paper and its credentials and self-citation and plagiarism check. The session continued with SCI-HUB usage and the validation of our research publication and sourcing of articles. Further the discussion continued with role of citation and h-indexing.

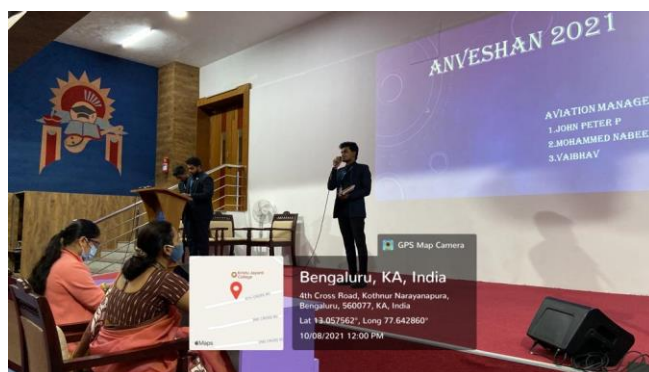


The session addressed mostly the value and importance of citation and indexing. Research publication & its quality is the significant factor for citation and indexing. The research contribution with contemporary areas and the gap identification will enhance new opportunities in publishing and will definitely lead to more citation and indexing.



ANVESHAN

Anveshan is a contest for presenting research papers, conducted exclusively for the final year BBA students, where students take up research projects as teams. The orientation for Anveshan took place on 6 September 2021, where lecturers handling business research methods gave a glimpse of how the event will unfold.



The teachers-in-charge of Anveshan were Dr. A.J. Excelece, Prof. Shilpa Rao, Prof. Manjunath.S, Prof. Madhusudhanan.R and Dr. Subha.

Before entering a magical world, you need the magic key; likewise, the event required our students to first register via Google forms before September 30.

Then, with assistance and guidance from the event coordinators, the students prepared the questionnaire and gathered data. Having received a green signal from the coordinators, they carried out a detailed analysis and presented the report.

A preliminary round was held and the top teams from all areas of specialization were chosen. Only the best five teams in each area were selected. The students were further divided into three groups and were instructed to conduct research on topics selected from the four main areas, such as marketing, human resources, finance, and other general topics. A hundred and fifteen teams registered in total. An opportunity to present their research work was given to each team. Teams selected in all four major categories presented their research findings in more detail.

The finals were conducted on the 8th of October 2021 in the Mini Auditorium 1 and 4 of the Admin Block. The event started at 9:30 AM and ended by 1 PM. The judges for the event were Dr. Arti Singh, Dr. Leo, Dr. Annie Stephen and Prof. Madhusudhanan.R. The best papers were awarded in all the categories.

Overall, it was a good event and all the students of V Semester BBA enthusiastically participated. The papers were presented in the following topics:

- A Study on Perception of College Lecturer in Bangalore towards Investing in Crypto currency.
- Awareness of Online Marketing among Start-ups in Bangalore.
- Consumer's Perception on the Failure of Global Automakers in India.
- A Study on Perception of Students towards Investing in Crypto Currency.
- Study on Investment Avenues for Individuals
- Impact of Online Classes on Students Learning Outcome.

EIC ORIENTATION PROGRAMME

The Department of Management conducted EIC orientation programme for the students on 09th October 2021. Resource person, Prof. Madhusudhanan motivated the students towards becoming an entrepreneur. He started the session with the famous quotes of Kevin O’Leary “A Salary is the Drug they give you to Forget your Dreams”. He also highlighted Most influential business Leaders of 2020 and Forbes World’s Billionaires List 2021 and their impact in the society as a whole. Further he has explained Entrepreneurship and Innovation centre Vision, Mission, Objectives and such other activities that promote entrepreneurial spirit among the students. Finally, he answered all the questions raised by the participants. This helped the students understand the need for entrepreneurship and opportunities in the market and help them to start up their business by identifying their qualities of being an entrepreneur.



Welcome address by Dr. K. Jagannathan, Assistant Professor, Department of Management during the EIC Orientation session



Prof. R. Madhusudhanan, Faculty Co-ordinator, Entrepreneurship Innovation Centre (EIC) delivering an orientation session to III BBA Students

SOCIAL OUTREACH PROGRAMME

"Whatsoever you do to the least of my people, you do it unto me" This verse reminds us of our social responsibility. Keeping this in mind, the Social Outreach Programme was introduced to the final students of Department of Business Administration (BBA).



As part of Social Outreach Programme, they visited **Santhosha Marga Charitable Trust- an Orphanage** located at Gubbi Cross, Bengaluru on 12th October 2021. Final year students of the department pooled in items based on the need of the orphanage home. The visit helped students to understand that *"the greatest pleasure in life lies in the art of giving rather than receiving"*. Through Social Outreach Programme, the



students were empathized to the sufferings of the poor, marginalized and underprivileged sections of the society.

VIRTUOSO- 2021 - MANAGEMENT WORKSHOP

Brief Write up: Virtuoso is a workshop conducted in the Department of Management, Kristu Jayanti College. It is organized for the first-year students by the final year students of Department of Management. For the second time Virtuoso 2021, was organized on 12th October 2021 in the Virtual mode. The final year students in addition to design of the events had the challenge of conducting the events virtually. Virtuoso 2021 consists of five events- Human Resource, Marketing, Finance, Entrepreneurship Development Programme, and Best Manager. Every first-year student had to enroll in one of the events.

Inauguration Session:



The inauguration session was held on 12th October 2021. The session marked the beginning of the Virtuoso Event 2021. The Chief Guest for the session was Dr. Kavita Sharma, Treasurer, Former Head & Dean, Department of Commerce, Delhi School of Economics, University of Delhi.. Through her inspirational words, she gave us an insight about the dynamic world of business and the new trends. She briefed about sustainable development and role of academicians and students in achieving sustainable development.

Events:

Entrepreneurship Development Program: There were 74 students registered for the event. The EDP event had three different types of cases designed to majorly focus on skill upliftment, creative thinking and risk management. Further the EDP group was

divided into two batches. The event was effectively conducted with help of faculty members and student coordinators.

Finance: It was a management workshop that gears up the first years in the field of finance and shapes them as a competent individual for their prospective future. There were 72 students who registered for this event. The first round was conducted with Aptitude test; second round with case study report submission; third round was conducted with presentation by the students.

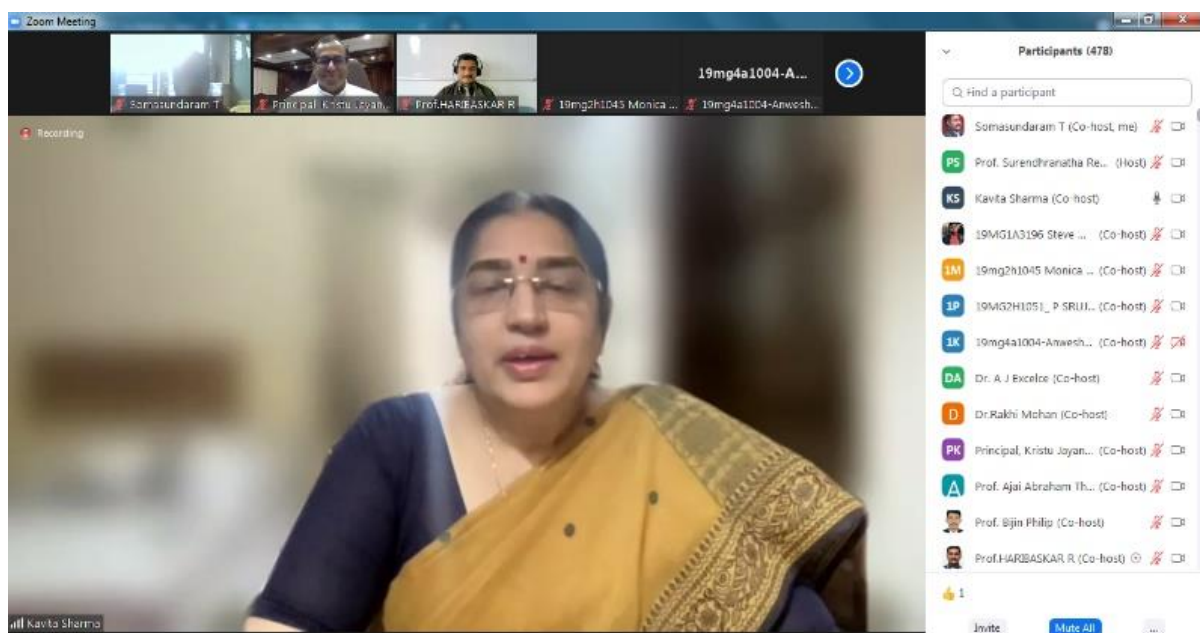
Marketing: There were 123 students who registered for this event. The first round was conducted with Aptitude test; second round with case study report submission; third round was conducted with presentation by the students.

Human Resource: There were 138 students who registered for this event. The first round was conducted with Aptitude test on 30th September; second round with case study report submission on 5th October; third round was conducted with presentation by the students which was judged by Dr. John William on 11th October 2021.

Best Manager: There were 138 students who registered for this event. The first round was conducted with Aptitude test on 30th September; second round with case study report submission on 5th October; third round was conducted with presentation by the students which was judged by Prof. Suku Thomas Samuel.

The Event ended with the valedictory session on 12th September. Fr. Lijo P Thomas, Financial Administrator, addressed all the students and faculty members. He was really proud about the conduct of the event. He spoke about how efficiently the event was conducted irrespective of all the circumstances, through online platform.

Outcome: Virtuoso has helped the students learn about several crucial skills needed in the corporate such as presentation, strategy, etc. They were given a wholesome learning experience of various functional departments in a business organization and its functioning. Three teams were selected as best performers of Virtuoso-2021.



“BRAND YOU”

‘The key to success is to focus on yourself and believe in yourself.’

A Webinar on the topic “BRAND YOU” was organized by the department of management for the final year BBA students on 25 Oct 2021 at 2.00 pm. The resource person for the day was Mr Charles Godwin, HR Leader, Public Speaker- Zoho Corporation. The resource person was an astute Human Resource Professional with 16 years in depth experience in the entire gamut of People Programs & Processes from renowned IT Industry. His Extensive exposure is to manage change during acquisitions & mergers, building capabilities & talent during high growth phases, executing apt HR interventions.

The session was attended by our head of the department Prof. Surendranath Reddy, department coordinator; Prof. Ajai Abraham Thomas, the coordinator for this webinar; Prof. Vinod Joseph George, the person behind the webinar; Prof Somusundaram and all the faculty and final year BBA students. The whole session was about why we should brand oneself and what are the importance of branding. He walked us through the various instances in his life that made him what he is now. He spoke about the 3 C’s one should follow i.e., Consistency, Confidants and Communication. He further added that as a management student the skills that an organization look forward is problem solving, logical thinking, analytical skill and life skills. He also mentioned that one should always have Humility within them.

At the end of the webinar, he mentioned that branding is not a one time but a lifetime process. He further concluded by saying that we should only compare us to our previous self rather than comparing to others.

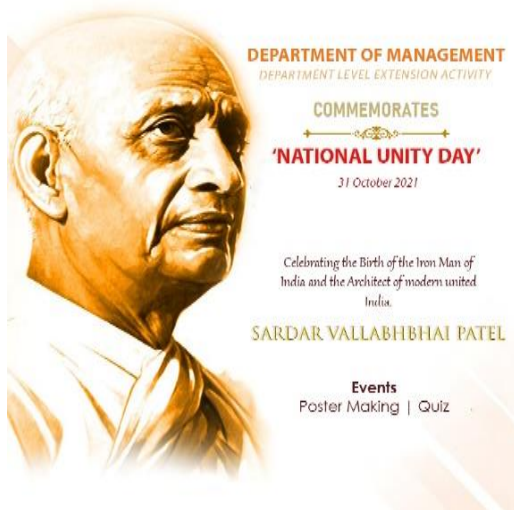
“NATIONAL UNITY DAY”

Commemoration of Sardar Vallabhai Patel Birthday



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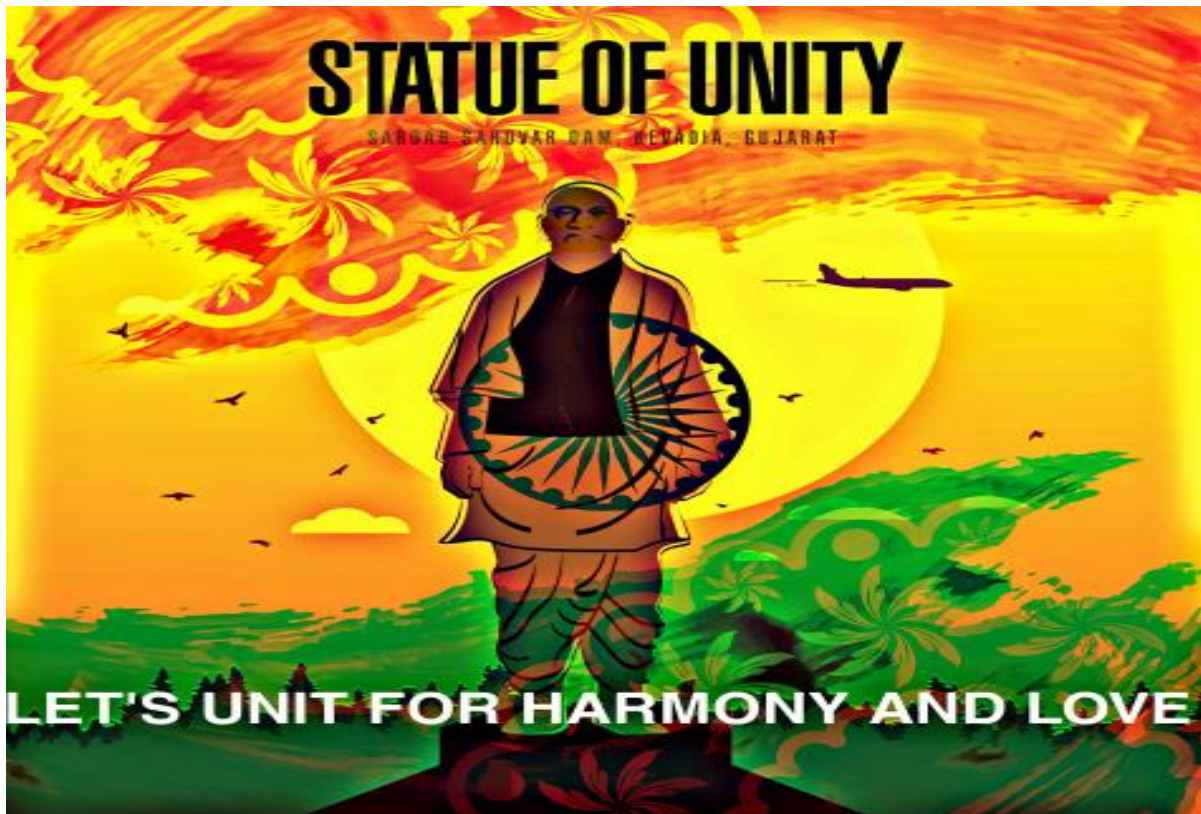
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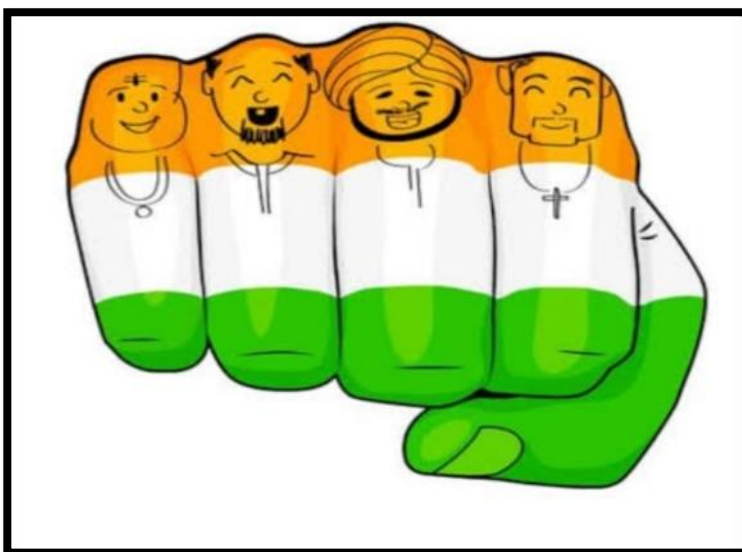
National Unity Day or Rashtriya Ekta Diwas is celebrated on October 31 every year since 2014 to mark the birth anniversary of the man who played a crucial role in the unification of India - Sardar Vallabhbhai Patel who is known as the “IRON MAN OF INDIA” and was the man behind the unification of India to form a country out of a cluster of princely states.

National Unity Day is aimed at promoting the values of preamble and the objectives is to provide an opportunity for reaffirming the

inherent strength and resilience of our nation to stand against threats to the unity, integrity and security of this nation. As a mark of



commemorating this auspicious day The Department of Management as a part of Department Level Extension activity organized two events - Poster making and an Online quiz focusing on creating awareness among the BBA Students about the efforts of Sardar Vallabhbhai Patel in bringing harmony and unity among the citizens of the country.



The students of BBA were asked to create posters of their own creativity on the theme unity and also an online quiz organized in order to promote the awareness among students about Sardar Vallabhai Patel and his contribution in bringing peace and unity among people of the nation.

Poster designed to inform about the event

ACUMEN 2021- SUSTAINABILITY IN VIRTUAL REALITY

The ACUMEN - Management Event was focused on the theme of “**Sustainability in Virtual Reality**” was well planned with comprising of events namely Marketing, Public Relation, Best Management Team, Finance and Best CEO. All the events were separately headed by Teachers along with student’s coordinators.

Final years students organized the ACUMEN- Events and first year BBA students were the participants for the event. Events fine points were well discussed at early stage with teacher and student coordinators and prepared the schedule accordingly. The participants were oriented about the events, with proper guidelines. Prelims of each event were conducted on 30th October and 4th November; second round of the events were conducted on 10th November.

The ACUMEN was inaugurated by Mr. Ravi Jangra, Deputy Director, Centre for Management Development, AIMA, Delhi; and final round was conducted and the winners were announced during valedictory function on the same day.



The aim of the event was to motivate and encourage the budding managers to inculcate the information of each function of management and enhance the managerial skill through their roles assigned and areas interested to participate. Students gained knowledge and understanding of the different perspectives on Management function like leadership skills through leading the event flawlessly and motivating the participants.

Participants have experienced, evolved and enlightened themselves through their active involvement of the various events.

“NATIONAL ENTREPRENEURSHIP DAY”

The Department of Management as a part of Department level extension service observed “**National Entrepreneurship Day**” on 16th November 2021. With an objective of imbibing a sense of Entrepreneurship and to motivate them to become future

entrepreneurs the department organized various events for the students of each year according to the need.

The first-year students participated in a programme called **“Know Your Entrepreneur”** in which each and every student of the class was divided into groups of 5 to 6 members and were asked to present the contribution of an entrepreneur of their choice. This activity was well participated by the first year BBA students were each student got to know about the contribution of different Entrepreneurs and also got an opportunity to exhibit their skills before a group of audience which also stimulated confidence among them.



The second-year students participated in **‘Logo Designing’** event where each student who wanted and aspired to become an entrepreneur designed the LOGO of their future business and explained about what the logo talks about during their class hours.

The final year students as they are the immediate budding entrepreneur were a part of an online Webinar on **“Overview of Security Market and Career Growth ”** the session was handled by a renowned guest speaker Mr. Prabhakaran who is a certified stock market trainer. The webinar gave students an insight about the working model of stock exchange in India and also they got few insights about how to trade in the stock market as the guest speaker threw some light about how to trade in stock exchange and at the end of the session Mr. Prabhakaran also shared about how students can pursue their career in stock market with the help of National Institute of Securities Market and the certifications they have to undergo in order to become a trader which helped students to know about Career Growth.



ORIENTATION ON CAMPUS CULTURE & NEP 2020: CURRICULUM FRAMEWORK

The Department of Management conducted an orientation on Campus Culture & NEP 2020: Curriculum framework exclusively for I BBA students on 16th November 2021 from 10.30 am - 12.30 pm in the SKE Auditorium, PG Block. The aim of this orientation program was to create awareness among the students about campus culture, code of conduct and Curriculum framework of New Education Policy (NEP) 2020. The orientation program was inaugurated by Rev. Dr. Augustine George and welcomed the students to the campus and insisted each and every student to follow the campus culture and enrich their knowledge and skills for their better career. Followed by that, Prof. C. Surendranath Reddy, Head, Department of Management (BBA) explained the Campus Culture in terms of Jayantian Code of conduct and mentioned the criteria for academic excellence, student's behavior, discipline & dissemination of information from authorized college sources. He educated the students about the procedure and process of leave application and dress code and grooming part of the students followed in the campus and also explained about various students supporting centers & committees, student council, infrastructure support & facilities provided to the students in order to enrich their skills and knowledge in all academic & co-curricular activities.



In the second session Dr. Aloysius Edward, Dean of Commerce and management, had vividly explained the entire concept of New Education Policy (NEP) to the entire BBA students. His presentation gave a valuable insight to the students about

significance of NEP along with the 32 years of struggle, **Kasturirangan** Committee recommendations, transformation of education from teacher centric to learners centric, need of NEP in the current scenario multiple entry and multiple exit with its awards, peculiarity of fourth year and its dimensions with various aspects with post gradation and research, credit allocation for the subjects, comparison of Indian curriculum with foreign studies, need of Life Skill Education and Value Added Courses and importance in NEP. There are no differences between curricular and Extracurricular activities in NEP, in the futuristic view he gave an insight about Academic Bank Credit (ABC) and he concluded with future prospects of NEP.

From this orientation session, students learned the campus, about the NEP Curriculum and also the different courses objectives and course outcomes in order to learn new knowledge and skills to update themselves to achieve their career goals.



Prof. C. Surendranatha Reddy (Head of the Department, Department of Management (BBA), Kristu Jayanti College (Autonomous), Bengaluru) **addressing the students during orientation session and presenting about the campus culture**

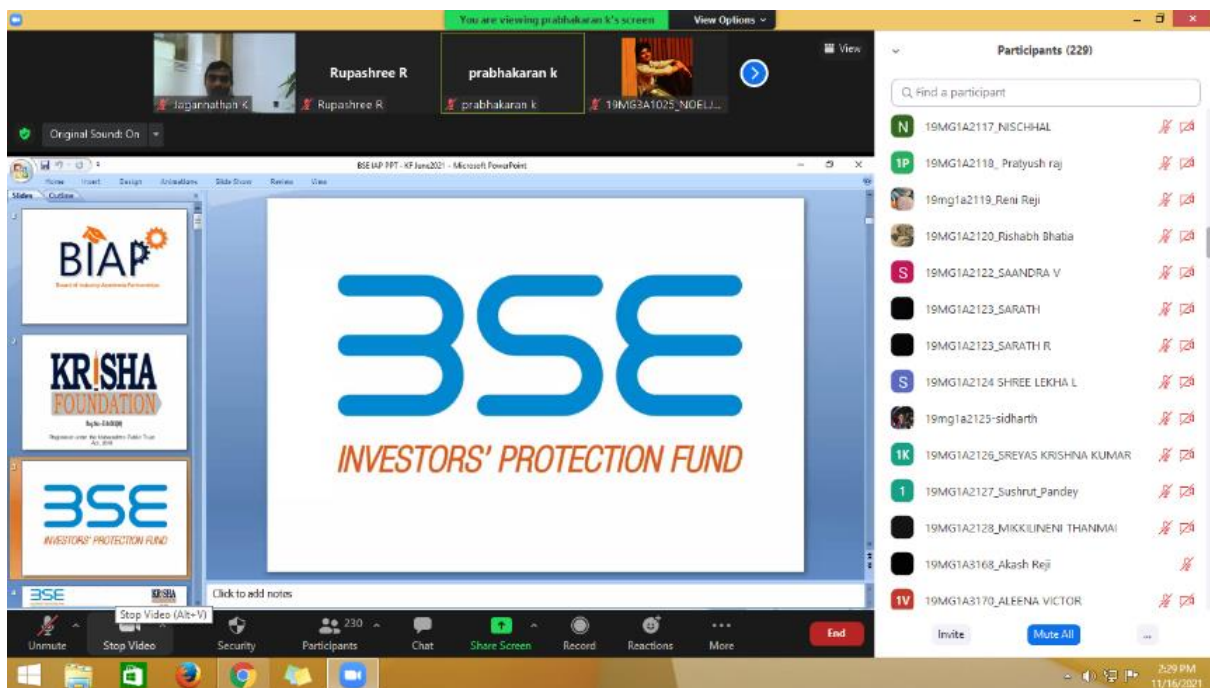


Dr. Aloysius Edward (Dean, Deanery of Commerce & Management, Kristu Jayanti College (Autonomous), Bengaluru) **addressing the students during orientation session and presenting about the NEP 2020: Curriculum Framework**

OVERVIEW OF STOCK MARKET AND CAREER GROWTH

Stock Market, one of the effective investment platform and **Stock Broking**, one of the best opportunities to start your own income with less investment. With this mindset and Intention, a programme was organized to create awareness on stock market and to explore the stock broking opportunity avenue among the students to improve their career path.

“**Overview of Stock Market and Career Growth**”, a programme conducted on 16th November 2021, was specially designed for final year BBA students to get awareness on stock market. Dr. Prabhakar, Trainer, SEBI, NCDEX, Sathyamangalam Erode, Tamil Nādu, was the resource person for the day. He explained all aspects of stock market from basic. The resource person also conducted demo session on online sales and purchase of share through his account. This was much useful to the students for better understanding of the stock broking systems and strategies. The webinar was concluded with Q & A session followed by feedback session. The participants learnt a lot about stock market, how to purchase and sell shares online. They understood the importance of stock broking and to create income through online platforms with less investment. This helped the student’s community to improve their career in the coming future.



Inauguration of Webinar on “Overview of Stock Market and Career Growth” by Prof.C.Surendranatha Reddy, (Head, Department of Management, Kristu Jayanti College, Bangalore.)

INQUIZITIVE 2021

Inquizitive is a business quiz competition organized to facilitate learning in general knowledge, current affairs and especially in Business knowledge. The Department of Management (BBA) conducts this competition to infuse interest towards current affairs in business, its sector and a culture of questioning among our BBA students. In addition to developing students' knowledge about business and its affairs, this quiz seeks to bring out the best talents hidden within them.

47 teams registered for the competition and were divided into 2 teams each.

The competition had two preliminary rounds, one conducted on 15 November 2021 and the other on 17 November 2021. The two prelims consisted of MCQ's; guess the personality, etc. on various topics like advertising, company logos, and taglines and so on. 24 teams got through the prelims and after a heavy competition, six teams were selected for the finals.

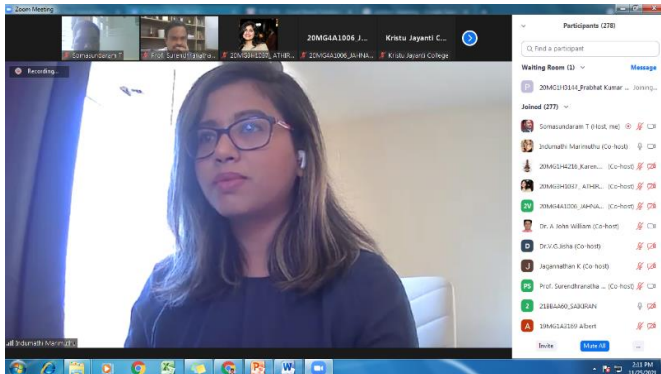


The finals were conducted on 19 November 2021. After much anticipation, the first and second place winning teams were rewarded with trophies and certificates, while the third-place team was awarded with certificates.



INTERNATIONAL WEBINAR ON REMARKABLE POWER OF SMALL HABITS

Department of Management in association with Center for Soft Skills & Aptitude training of Kristu Jayanti College, Bengaluru organized an international webinar entitled “**Remarkable Power of Small Habits**” for the second year BBA students on 24th November 2021 at 2.00 pm through Zoom platform. The aim of this webinar was to focus on importance of habits and its impact on individual personality.



M. Indumathi, Quality Consultant & Soft Skills Trainer, Solid soft Reply Group, U.K. delivering the session on power of small habits followed in our daily life

The session started with a silent prayer and a brief introduction by Ms. Jahnvi V.P. about the Resource person Ms. Indumathi, Quality Consultant & Soft Skill Trainer, Solid soft Reply Group, UK. Resource Person, Ms. Indumathi addressed the gathering and started the session by interacting with the students and discussing about the different habits followed on regular basis by each and every individual. She spoke about the identity of habits based on the person and stated the way to identify and prove to be part of your life. She also explained the way of scoring the habits followed by every individual and how important it is in deciding the life style. The session was well organized and it focuses on the four laws of behavioural change, Make it Obvious, Make it Attractive, Make it easy and Make it Satisfying.

The session started with a silent prayer and a brief introduction by Ms. Jahnvi V.P. about the Resource person Ms. Indumathi, Quality



Inauguration of International Webinar on Remarkable Power of Small Habits organized by Department of Management, Kristu Jayanti College (Autonomous), Bengaluru.

INTEGRATED LEARNING THROUGH BLENDED APPROACH

Date: 29/11/2021 - 05/12/2021 (Time: 5.30 pm - 6.30 pm)

Blended learning also known as hybrid learning is a method of teaching that integrates technology and digital media with traditional instructor-led classroom activities, giving students more flexibility to customize their learning experiences.



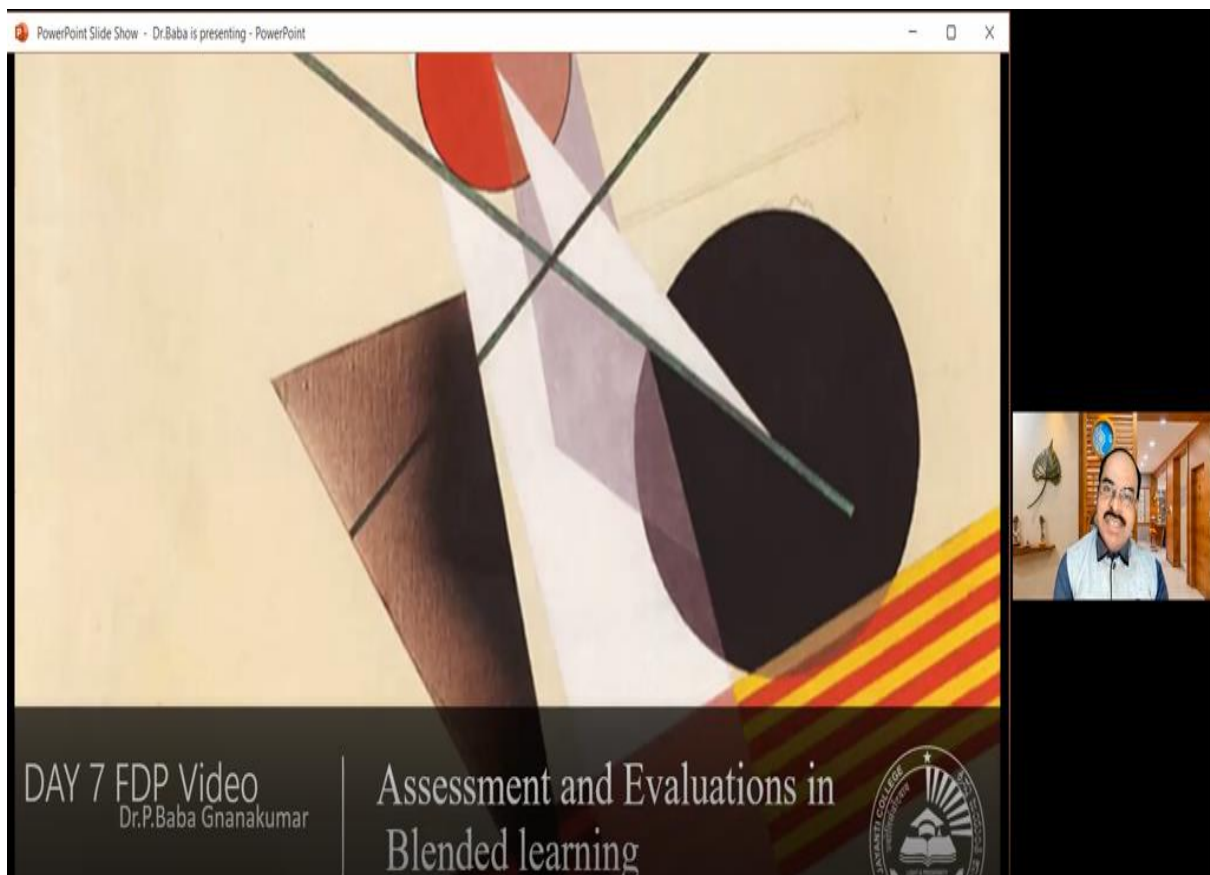
Day-1 Introduction to Blended Learning by Prof. Prof. Surendranath Reddy, HOD, Department of Management, Kristu Jayanti College (Autonomous), Bengaluru



Day-3 NEP 2021: Role of Blended Learning by Dr. Baba Gnanakumar P, Director for Consultancy & Corporate Training, Kristu Jayanti College (Autonomous), Bengaluru

The FDP provided the participants a hands-on experience on the integrated learning through blended approach.

The academicians are able to select appropriate tools for blended learning and also learned various approaches to enhance learning effectiveness through blended learning. The objective for the FDP was to provide hands-on exposure to the participants related to the integrated learning through blended approach. Resource persons for the programme were Prof. Surendranath Reddy, HOD, Department of Management; Prof. Suku Thomas Samuel, Assistant Professor, Department of Management; Dr. Baba Gnanakumar P, Director for Consultancy & Corporate Training, Kristu Jayanti College (Autonomous); Prof. A. Sevuga Pandian, Associate Professor & Head Department of Computer Science (UG); Dr. Geethu Anna Mathew, Assistant Professor, Department of Management and Dr. Aruna Devi, Assistant Professor, Department of Management, Kristu Jayanti College (Autonomous), Bengaluru.

The image shows a screenshot of a video recording of a PowerPoint presentation. The main slide features an abstract graphic with geometric shapes in red, white, black, and brown, set against a light beige background. At the bottom of the slide, there is a dark banner with white text that reads "DAY 7 FDP Video" and "Dr.P.Baba Gnanakumar". To the right of this banner, the text "Assessment and Evaluations in Blended learning" is displayed in a serif font. A small circular logo of Kristu Jayanti College is visible in the bottom right corner of the slide. On the right side of the screenshot, there is a small inset window showing a man with glasses and a mustache, wearing a light blue shirt, speaking into a microphone. The top of the screenshot shows the window title "PowerPoint Slide Show - Dr.Baba is presenting - PowerPoint" and standard window control buttons.

Day-7 Assessment and Evaluations of Blended Learning by Dr. Baba Gnanakumar P, Director for Consultancy & Corporate Training, Kristu Jayanti College (Autonomous), Bengaluru

CONNECTING CAMPUS TO CORPORATE

Number of beneficiaries: 267 (VI BBA - All Section)

In-house: HR Conclave

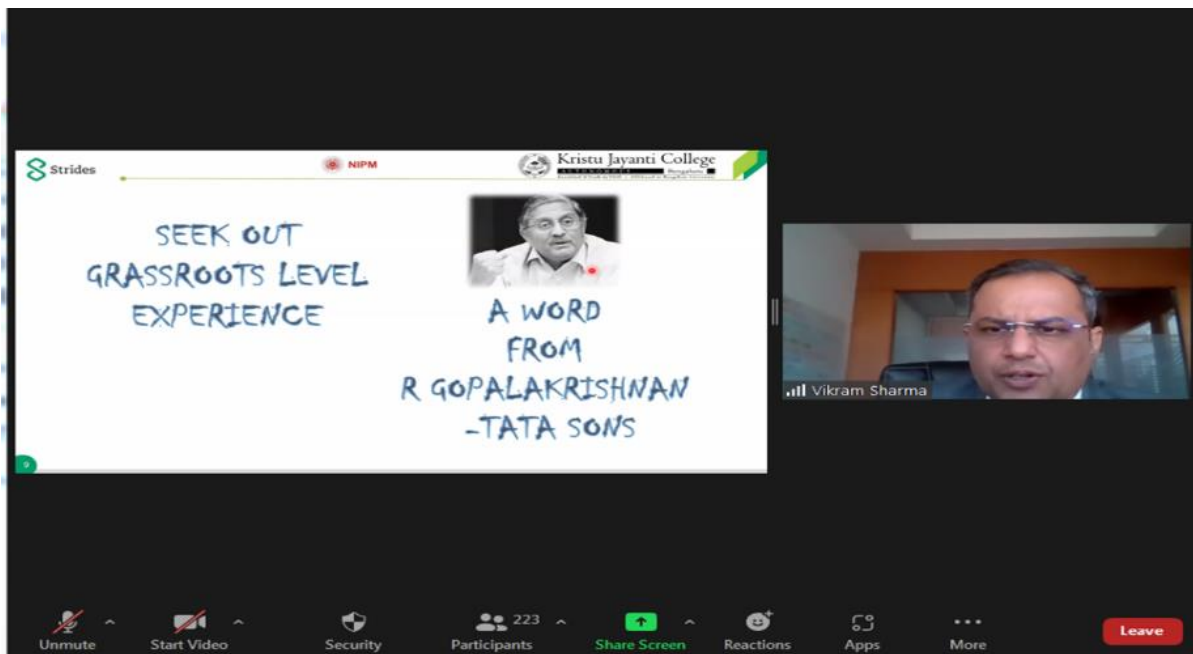
Resource Persons with details:

1. **Shri. Vikram Sharm**, Vice President - HR, Strides Pharma, Bengaluru.
2. **Shri. Renuka Murthy**, Head of Compensation and Benefits at Autoliv India Private Limited, Bengaluru.
3. **Shri.Dinesh A.U**, Director - Human Resources & Admn. at Rittal India, Bengaluru.

Objectives:

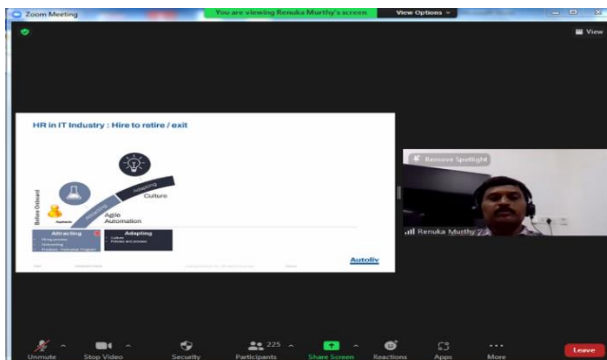
1. To explore the current expectation of the industry.
2. To motivate and guide the students to equip and enhance themselves towards corporate expectations.
3. To advice and direct the students on current technology update with respect to corporate requirements.

Brief about the HR Conclave



HR Conclave on title “Connecting Campus to Corporate” was organized by Department of Management in association with NIPM, Karnataka Chapter. Resource persons from three different industries were acted as speaker on the day. Programme was started with Invocation Prayer, Welcome address by Prof. C. Surendranath Reddy, Head, Department of Management, Presidential address by Fr. Lijo. P. Thomas, Financial Administrator and end the programme by vote of Thanks delivered by Dr. K. Jagannathan. The keynote speakers are Vikram Sharma, Vice President -

HR, Strides Pharma, Bengaluru, Renuka Murthy, Head of Compensation and Benefits at Autoliv India Private Limited, Bengaluru and Dinesh A U, Director - Human Resources & Admn. at Rittal India, Bengaluru.



The learning experience is greatly enhanced when the academic rigor in classrooms is supported by different forms of active learning. Connecting Campus and Corporate is predominant focus to understand; share and exchange of information, knowledge, and experience sharing by the expert will enrich the academic and industry

connectivity. HR conclave which is being organized well focus on bridging the gap between Campus and Corporate. The main aim of this conclave is to find out the root cause for the better employability. HR conclave will throw some light and will give invaluable solutions in creating more employment and employability among students. The ultimate goal of such conclaves is to get the students industry and market ready. Interaction at HR conclaves helps build their confidence and ensure that they are aware of current trends and sentiments of the real world.

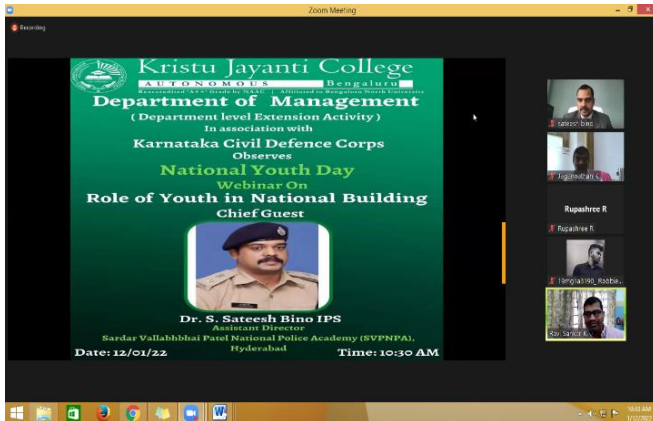


All three HR expertise was discussed well about the present scenario and condition in Human resource, particularly pandemic impact. Students were paid much interest to understand the various perspectives of human resource developments and expectations of the organization. This HR conclave clearly explained about, the way the student's community will improve themselves to get employment in the trade and industry environments. Its helped lot towards enhance their learning skills other than their theoretical knowledge.

NATIONAL YOUTH DAY

Webinar “Role of Youth in Nation Building”

The Department of Management as a part of Department level extension service observed “National youth day” on 12th January 2022. With an objective of imbibing the youth especially students with Vivekananda's philosophy and ideals the department extension activity in association with Karnataka Civil defense corps organized webinar



**Student introducing the Resource Person
Dr. S. Sateesh Bino IPS**

for all the BBA Students on the theme “Role of Youth in Nation Building”. The chief guest and the resource person for the session was Dr. S. Sateesh Bino IPS, Assistant Director, Sardar Vallabhbhai Patel National Police Academy addressed the students on the role of youth in nation development. The session was very lively as Dr. Sateesh shared his rich experience in the field and also briefed the students on how to be smart and confident in carrying out a particular work. The students were very interactive during the session and also raised questions about UPSC Examinations and Training provided. The session provided an insight to the students on what their role and responsibilities are towards the society and also the empowerment provided by Swami Vivekananda towards Youth of the nation.

.A series of programme were organized for the BBA Students as a mark of observing National Youth Day like quiz in order to provide awareness on Swami Vivekananda Taught and Philosophy towards youth and their roles, and around 657 BBA students took part in it. Poster making was organized on the theme “Clean green and Sustainable India” in which around 40 students participated and displayed their creative poster which emphasized on Clean and Sustainable India. The event creative writing 12 students participated and contributed their ideas on the theme “Optimistic Attitude - It’s all in the Mind”. The creative posters and writing of the students will be published in the department yearly magazine.



Dr. S. Sateesh Bino IPS Addressing the students

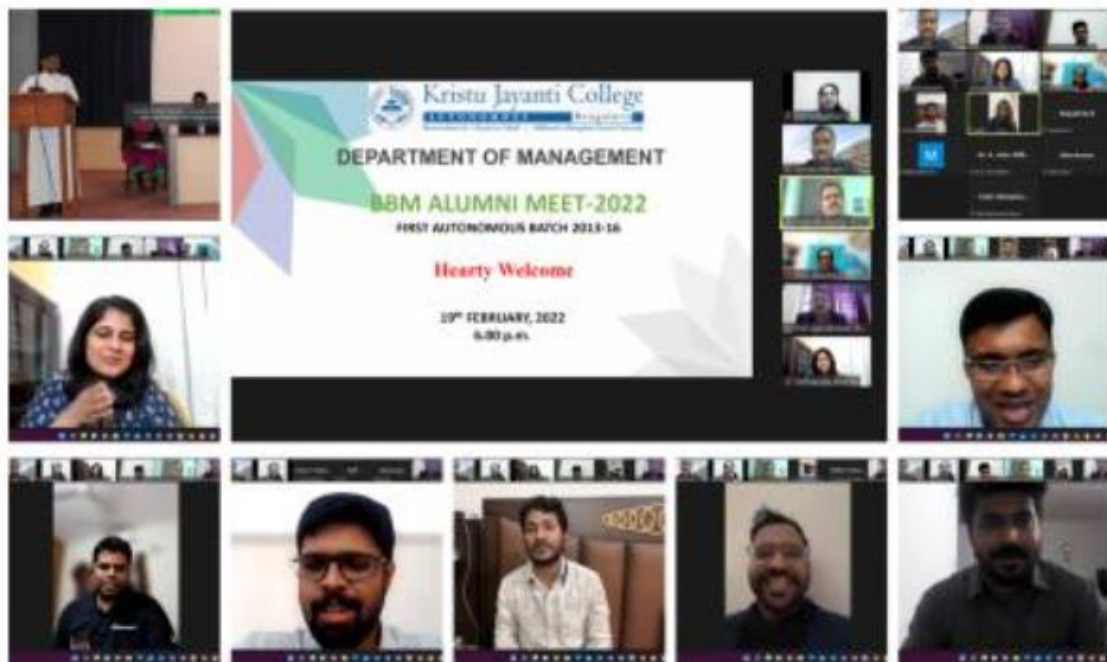
ALUMNI BATCH INTERACTION:

“THE FONDEST MEMORIES ARE MADE WHEN GATHERED.”

The Alumni Association of Kristu Jayanti College in association with Department of management organized “Department Alumni Meet 2022” for the first autonomous batch 2013- 2016. The purpose of the programme is to reconnect, relive moments, and celebrate their success and various achievements. The department alumni conducted the meet on 19 February 2022 through virtual mode. The meet started at 6:00 pm and started with a welcome address by Prof. Surrendranath Reddy, Head Department of Management.

Several alumni spoke about their experiences and expressed interest in continuing their association with the department. Prof. Suku Thomas Samuel, the association coordinator, gave the vote of thanks, thanking the alumni and various organizers and members of the alumni association.

As part of the interaction session with the alumni, the alumni suggested the formation of an alumni group with different batch members and to hold meetings periodically. They also discussed about updating the alumni association's database.



BBA Alumni Meet 2022 of batch 2013-2016.

RESEARCH DAY

Every month last Friday shall be dedicated for the Research, to be known as Research Day Accordingly 25th of February 2022 was observed as Research Day.

Research day began at 9.00 am with an innovative and enthusiastic introductory speech by Dr. J. Aloysius Edward, Dean & Professor, Faculty of Commerce and Management. He insisted on the importance of the research and went on to say research and academic are like two sides of same coin. He urged faculty to utilise the opportunity given by the management to come up with quality research papers and so did Prof. C. Surendhranatha Reddy, Head Department of Management.

Faculty were given option to choose and form group among themselves to carry out research these groups were called Research Empowerment Groups (REG). REG consists of minimum of two and maximum of three faculty members who are from the departments. All the faculty members of the department shall be part of one REG. REGs shall focus on minimum two research articles in a calendar year.



**Mr. A. Arun Prakash presenting with his
REG member Dr. B. Subha**

To help REGs to progress in the research activity Department Research Mentors (DRM) were appointed, who are nominated by the Dean in consultation with the HoDs, their main focus is to facilitate, guide and monitor the progress of department level REGs. DRMs are also part of REG. Dr. R. Leelavathi, Dr. P. Prasanna, and Dr. A. John William are DRMs for Department of Management.

Based on the area of interest faculty formed the group and met at various location in the college. There was a set agenda to be accomplished by the end of the day. Accordingly, each group discussed and presented on their proposed area of research. The presentation was done in the presence of DRMs of their respective groups in scheduled classrooms

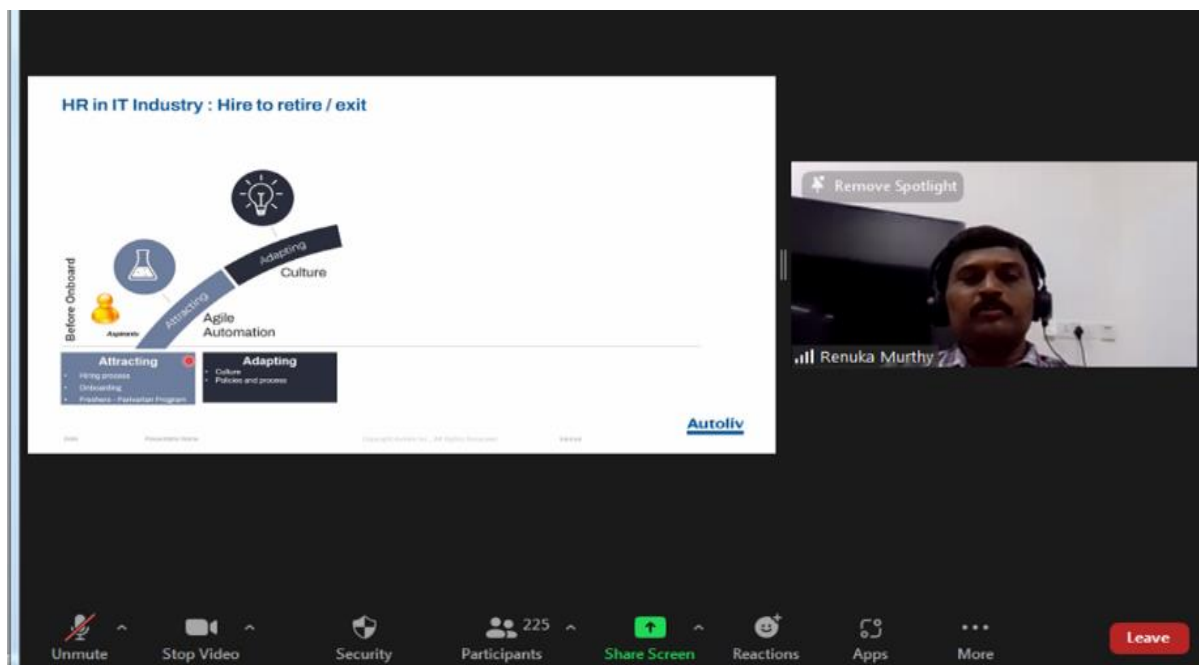
Dr. R. Leelavathi	A 210
Dr. P. Prasanna	A 212
Dr. A. John William	A 202

Research Day has provided opportunity and time to involve in quality research activity. It also helped to share innovative ideas

through brainstorming session with likeminded research partners and present and for further suggestions and improvement. Based on the suggestions and ideas discussed, the REGs were advised to take it further and come out with a refined structure before they meet for next Research Day. For academic convenience it was decided to have Research Day on the last Wednesday from March 2020.

REPORT ON HR CONCLAVE – CONNECTING CAMPUS TO CORPORATE.

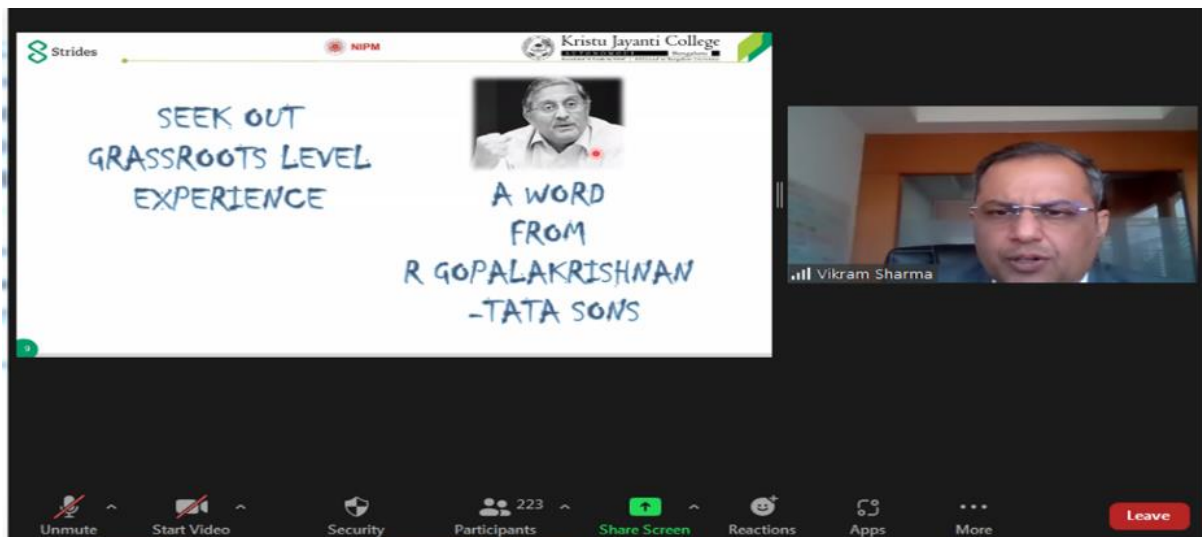
The department conducted a webinar on 8 March 2022 for the VI Semester BBA students. The objective of this webinar was to motivate and guide the students to equip and enhance themselves towards corporate expectations. To give a glimpse of current technological update with respect to corporate requirements. The Department of Management organized an HR Conclave on title “Connecting Campus to Corporate” in association with NIPM, Karnataka Chapter. Resource persons from three different industries acted as a speaker on the day. The program started with an Invocation Prayer, a Welcome address by Prof.C. Surendranath Reddy, Head, Department of Management, a Presidential address by Father Lijo.P. Thomas, Financial Administrator, and ended the program with a vote of thanks delivered by Dr.K.



Resource Person Mr. Renuka Murthy, Head of Compensation and Benefits at Autoliv India Private Limited, Bengaluru addressing the students

Jagannathan. The keynote speakers were: Vikram Sharma, Vice President - HR, Strides Pharma, Bengaluru; Renuka Murthy, Head of Compensation and Benefits at Autoliv India Private Limited, Bengaluru and Dinesh A. U, Director - Human Resources & Admin at Rittal India, Bengaluru.

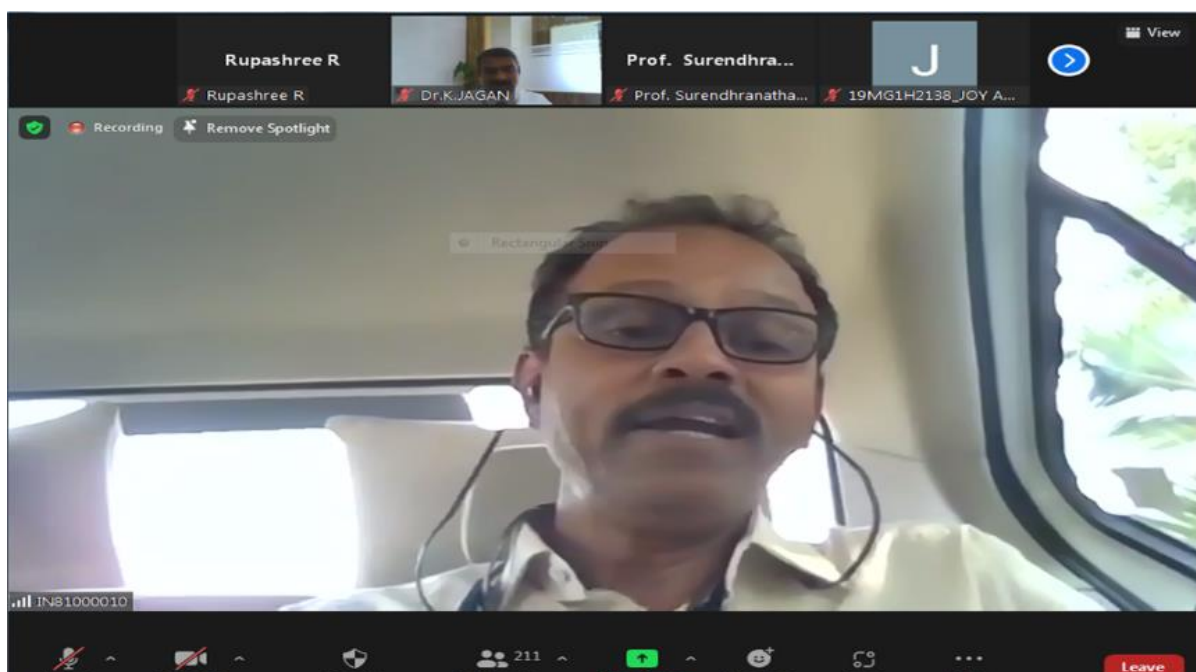
Connecting Campus and Corporate is a predominant focus on understanding, sharing and exchanging information, knowledge, and experience sharing by the expert will enrich the academic and industry connectivity. The department of BBA organized an HR conclave to focus on bridging the gap between Campus and Corporate. The main aim of this conclave is to find out the root cause for better employability. HR conclave threw some light and gave valuable solutions in creating more employment and



Resource Person Mr. Vikram Sharm, Vice President - HR, Strides Pharma, Bengaluru addressing the students

employability among students. The ultimate goal of this conclave was to get the students ready for the industry and market. Interaction at HR conclaves helped build their confidence and ensure that they are aware of current trends and sentiments of the real world.

All three HR experts discussed the present scenario and condition in Human resources, particularly pandemic impact. Students paid much interest in understanding the various perspectives of human resource developments and expectations of organizations. This HR conclave clearly explained how the student community should improve themselves to get employment in the trade and industry environments. It helped in enhancing their learning skills other than their theoretical knowledge.



Resource Person Mr. Dinesh A U, Director - Human Resource & Administration, Rittal India, Bengaluru addressing the students

PRODIGY 2022 – AN INTERNATIONAL MANAGEMENT FEST.

“The true sign of **intelligence** is not knowledge but **imagination.**” - Albert Einstein

Kristu Jayanti College's BBA department hosts Prodigy, the impresa of the department, conducted every year during the even semester since 2007. The department organizes various management events that attract college students across Bangalore and students from other states too. The objective of this fest is to organize different management events to test the innovativeness and management skills of students.

Prodigy 2022 was conducted on March 24.



Inauguration: Mr. Prahlad Rao, Founder & Director, Thomas Assessments Pvt. Ltd, Bangalore.

Valedictory: Rev.Fr. Joshy Mathew, Programme Coordinator, Department of English (PG), Kristu Jayanti College, Bangalore.

The **Chief Guest Mr. Prahlad Rao, Founder & Director, Thomas Assessments Pvt. Ltd, Bangalore** inaugurated Prodigy 2022, who shared his experience, which exposed the various qualities in his life. He had given valuable guidance to the young minds that they should not compromise few things in life and should be always work hard, focus and develop your qualities to be the best.

Prodigy 2022 was the 14th edition of its kind. The theme for this time's Prodigy fest was "Ascendence"; it signifies the act of rising or moving to higher level. Prodigy 2022 had two types of rounds in each event. Preliminary rounds and Qualifying rounds. The event winners are decided only on qualifying rounds; however, qualifying rounds have bonus points, which are considered for deciding overalls and runners-up.



The fest had the following five events:

- Impresario Archon - Best Manager
- Unfazed Expeditor - Human resources
- Meticulous Treasurer - Finance
- Ingenious Wizard - Marketing
- Elite Equipe - Best Management Team

Results:



Prodigy 2022 features around 200 participants from 32 esteemed institutions, in which few colleges are outside our country from Australia & Oman and rest of the participants are from various parts of our country. The overall winner trophy was won by Christ- Deemed to be university, Bangalore and the Runners- up was got by CMS, Jain University, Bangalore.

“RECENT TRENDS IN AVIATION INDUSTRY.”

“To most people, the sky is the limit. To those who love aviation, the sky is home.” - Anonymous.



The department of management organized a guest lecture on 3 March 2021 on “Recent trends in aviation industry. The department conducted it for the IV & VI BBA AM students. The objective was to familiarize students with the trends in aviation industry post - Covid scenario. In addition, to introduce the various job opportunities available in the Aviation industry.



The COVID-19 pandemic has had a significant impact on the airline industry due to travel restrictions and a decimation in demand among travelers. Now the question everyone is having is how the industry is going to come out of the pandemic impact. The session was on “**Recent trends in Aviation Industry**”. The session began with a silent prayer. Ms. Aiswarya Babu. N, Assistant Professor, Department of Management, Kristu Jayanti College had delivered the welcome address. Ms. Aneeta Sara Binu of VI BBA AM, introduced the resource person- Mr. Muralidas Menon, who started his career as a sales representative has various milestones in his career in aviation before and after becoming the regional manager of Go Air. Sir explained how airline industry is coming out of the covid-19 impacts and what the trend are these days in aviation industry. He also explained various job opportunities Aviation Management graduates are having in the industry.

ORIENTATION FOR DATA ANALYSIS AND REPORT WRITING.

The Department of Management organized an orientation session on 25 March 2022 on Data Analysis and Report Writing for the Final year BBA students. The session focused on how to analyze the data and prepare a report for project work.



Professors Suku Thomas Samuel and Manjunath.S handled the session. The department conducted the session online through Zoom from 2:00 PM to 3:30 PM.

Prof. Suku Thomas Samuel explained the different tools used for data analysis while Prof. Manjunath.S explained about report writing and its various sections. The session was a helpful and valuable one for the students. This orientation gave an idea to the final year BBA students on how to carry out data analysis for project work and how to write a report on the same.

SOCIAL RESPONSIBILITY WEEK 2021-22

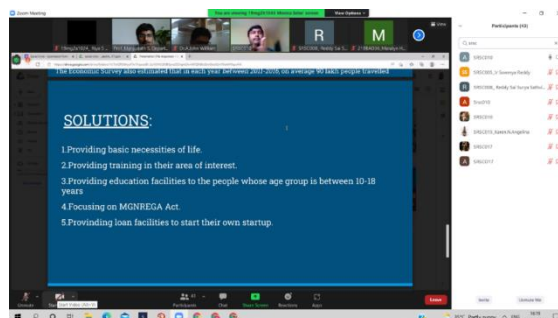
“AZADI KA AMRIT MAHOTSAV”.

“Freedom is never dear at any price. It is the breath of life. What would a man not pay for living?” - [Mahatma Gandhi](#).

the department of management organized SOCIAL RESPONSIBILITY WEEK 2022 with the theme “Azadi Ka Amrit Mahotsav” from 28th March 2022 to 5th April 2022 where in different events were scheduled for the BBA Students to participate. The Inauguration was held on 28th march 2022 at 2:00pm the chief guest for the session was Mr. Abhishek Rajan, Director of Sustainability at Brillion - A Bain Capital Company. Mr. Abhishek spoke to students about the sustainable practices they will have to follow in order to have a better sustainable environment. The programs of SR Week is as follows:

SOCIAL CRISIS

This event was held on 1 April 2022. The event had focused on providing the participants with some case studies with the prevailing social crisis in the society. The case studies given to them focused mainly on the three major crisis of the society i.e., poverty, automobile scandal and migration of laborers. There were 18 teams and out of them 11 teams presented. The participants were able to bring out innovative corporate ideas to curb these crises.



THE VISIONARY - POSTER MAKING EVENT

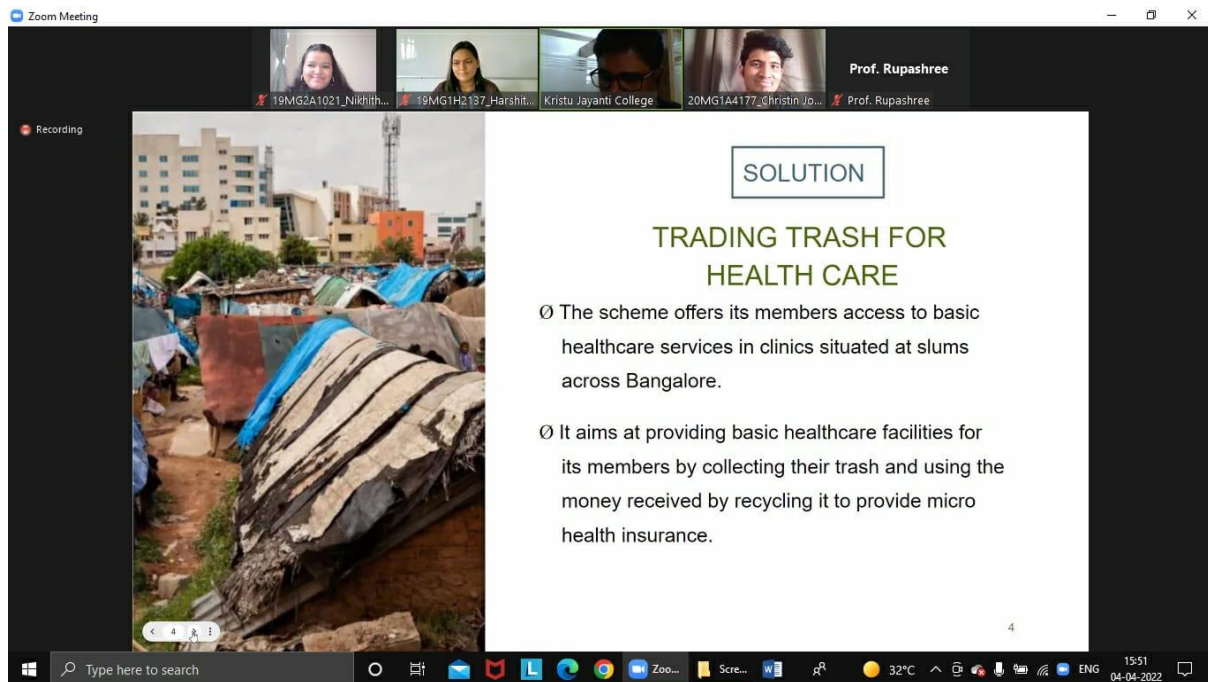
The visionary event was held on 28 March 2022 at 2pm. The event was conducted through offline in room A212 successfully with the help of the faculty coordinators Prof. Manjunath, Prof. Rupashree, Prof. Haribaskar the theme of the event was “Sustainable ecosystem”. The objective of the event was to enhance students’ creative ideas towards sustainable ecosystem. The participants were asked to make a poster based on the theme given; each participant was given 1-hour time to design the poster and 3 min time for the explanation to judges. Prof. Sheryl Steffi and Prof. Anjali are the judges for the program 42 participants registered for the program. The results were announced in the valedictory on 5 April 2022.



SOCIAL ENTREPRENEUR

The Social Entrepreneur Event was held on 1st April 2022 at 2pm. The theme of the event was “Ideas@75”. The objective of the event was to enhance student’s creative ideas towards society development. The participants were asked to come up with an innovative business plan that would be solution to an ongoing social issue and make a presentation of about 5 to 6 slides. Each participant was given 5 minutes to present followed by 2 minutes of questioning by the judge.

SOCIAL REVOLUTION



The screenshot shows a Zoom meeting interface. At the top, there are five video thumbnails for participants: 19MG2A1021_Nikhith..., 19MG1H2137_Harshit..., Kristu Jayanti College, 20MG1A4177_Christin Jo..., and Prof. Rupashree. The main content area displays a presentation slide with the following text:

SOLUTION

TRADING TRASH FOR HEALTH CARE

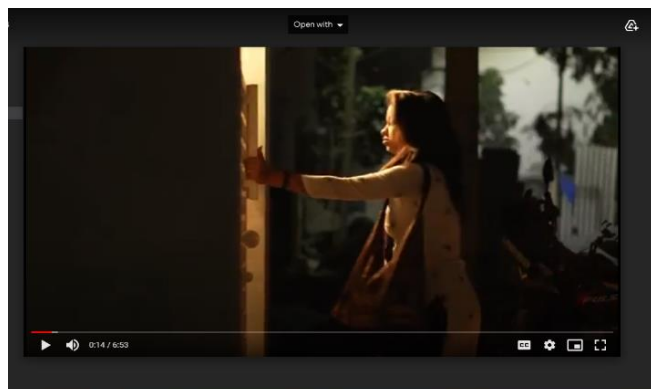
- Ø The scheme offers its members access to basic healthcare services in clinics situated at slums across Bangalore.
- Ø It aims at providing basic healthcare facilities for its members by collecting their trash and using the money received by recycling it to provide micro health insurance.

The slide also features a photograph of a slum area with makeshift shacks and a dirt path. The Zoom meeting controls and system tray are visible at the bottom.

The Social Revolution Event was conducted as a part of Social Responsibility Week 2022. The participants were asked to come up with an issue and its solution in about 5 to 6 slides. Each team was given 3 minutes to present followed by 2 minutes of questioning. The students were divided in a team of 2 and totally 17 teams registered for the event.

SHORT FILM SCREENING

As a part of social responsibility, Week 2022 short film screening was organized on the theme “Transformation@75”. Students from first, Second and third year registered and participated in the short film. A short film screening is the displaying of a motion picture or film, generally referring to a special showing as part of a film’s production and release



cycle. Students projected their ideas faced in the society through filming which is one way to communicate easily with large group of audience. The participants were given a deadline to submit their videos. The judges screened the movies submitted and the prizes were awarded.

Community Engagement

Community engagement is one of the new initiatives for Social Responsibility Week 2022. Under this programme, students had to register as a group consisting of minimum 5 to 8 members. Each team registered had to give a write up of the activity which they prefer to do for the society and get it approved by their Class animators. Students were involved in community engagement programme from 28th march to 5 April 2022. This particular activity was highly appreciated and gave students a high learning experience about the reality of life and the problems faced by many in society. On 5 April 2022, each team explained the Panel Judges Dr. Excelece, Dr. Jisha and Dr. Prasanna about their ideas and learning outcomes of the activity and the best ideas were awarded with prizes. The event was a great success as students shared their feedback on how this event turned out to be life-learning experience and brought out the social citizen responsibility in them.



Valedictory

The valedictory session for social responsibility week was held on 5 April 2022 at 3:30 pm. The presidential address for the session was delivered by Fr. Deepu, Director Student Welfare officer and faculty department of Life science who enlightened the students about their responsibility of students towards the society. The session was concluded by Prof. Manjunath.S announcing the winners of SR Week 2022 for all the events and motivating the participants to become more responsible citizens.

RESEARCH DAY II

“Research is to see what everybody else has seen, and to think what nobody else has thought.” - Albert Szent - Gyorgyi.

The Department of management conducted a Research Day Report on 30 March 2022 from 8:55 AM to 5:30 PM.



Latitude: 13.058294
Longitude: 77.642064
Altitude: 812.1±5 m
Accuracy: 21.9 m
Time: 30-03-2022 09:07
Note: Research Day - 30.03.2022

This is conducted to enhance the research productivity among the faculty members. The institution decided to devote a day in a month that would help the members of the faculty to be fully involved into research activity.

The session began at 9:00 AM with a welcome note from Prof. C. Surrendranath Reddy, Head - Department of Management, where he emphasized the requirements for the day. Then Dr. Prasanna, Assistant Professor, Department of Management, explained the requirement as instructed by the Dean of Management studies. The presentations by the research group were held in various locations simultaneously between 4.00 PM to 5.30 PM.

The group covered the following aspects for the first research day presentation:

1. Review of Literature.
2. Conceptual Model / Factor Identification.
3. Questionnaire readiness & Data Collection Progress.
4. Proposes Tools for Analysis.
5. Potential journals for publication.



Bengaluru
Karnataka
India
34
93
2022-03-30(Wed) 04:13(pm)

INNOVATIO 2022 – BUSINESS PLAN COMPETITION

The Department of Management organised “**INNOVATIO 2022**”, a business plan competition on 8th April 2022. The Business Plan Competition is intended specifically for final-year BBA students to give them a platform for refining ideas, encouraging entrepreneurship, and providing an integrative learning experience. The event was inaugurated by Mr. Sonal Shandalya, sales director of Schema Technologies Pvt. Ltd. and Rev. Fr. Joshy Mathew, Coordinator Department of English, Kristu Jayanti College, Prof. Surendranath Reddy, Head department of management was also present.



Rev. Fr. Joshy Mathew gave the presidential address, beginning by complimenting the management department for putting on such a magnificent event that allows aspiring entrepreneurs, to channel theoretical education into the pragmatism of the corporate world. He told the audience a Korean narrative that left them wondering, "What is the bigger reality - the sky or the ocean?" He then turned the story into a morality tale about the ocean being the greater reality because it reflects the reality of the sky on its surface, giving it a deeper meaning - the world always provides a surprise element of the greater reality in each pace of each person's life, which we all need to embrace.

Mr. Shandalya reemphasized Fr. Joshy Mathew's moral and also included the audience's perspective. POWER is something that everyone desires, and it can be obtained by simply exercising self-discipline in our daily life. Also, company strategies may or may not work at first, but everything falls into place if consistent efforts are made.

The competition entails judging the students' entrepreneurship abilities based on their own business plans. INNOVATIO is a three-round tournament in which teams compete against one other. **Round 1:** the best three teams from each class were chosen. **Round 2:** Entries were evaluated to choose six finalists from an initial field of eighteen. The top three winning teams are chosen in the third round. The competition seeks to provide a practical understanding of business planning, as well as to stimulate creativity and encourage a collaborative approach to new company ideas. Students can learn and acquire experience in identifying business ideas, exploring business possibilities, constructing the lean business model canvas, and creating a pitch deck by participating in a business plan competition. Using primary and/or secondary data to do market research and feasibility assessments; Present their proposal to both peers and academics; Communication and presenting abilities are being developed. Learning App, Emergency Service App, Retail Automatic Billing Trolley, and other business concepts were presented.

Valedictory for the INNOVATIO 2022 was held at 4.30 pm on the same day. Ms. Nikhitha Cherian, the event coordination welcomed the gathering. The valedictory session began with the feedbacks from the participants. Dr. Aloysius Edward, Dean, Commerce & Management, delivered the Presidential address emphasizing how this event is not really a part of academics, but rather a part of the career itself, as business plans are what an entrepreneur works on in the corporate world. He believes that if the top 20 business concepts are given the opportunity to connect with industry consultants and management, they will be able to rework and construct a far more viable proposal. As a result, the top 20 proposals were given the opportunity to collaborate with the Kristu Jayanti College's dynamic and exclusive incubation center. The valedictory was graced with the presence of Prof. Surendranath Reddy, Head, Department of Management and event coordinators Prof. Manjunath S, Dr Lillavathi and Prof. Vinod Joseph George, faculty members and final year BBA students.

Winners:

PRIZE	Participants	Roll Number	Class
I	GAUTAM KUMAR PRANJAL MALVIYA DEBASHISH PANDA	19MG1A1037 19MG1A1045 19MG1A1035	VI BBA B
II	KUMAR ISHAN DEVANSH NANDAWANA AKANKSHA SUKLA	19MG1H2139 19MG1A2108 19MG1A2098	VI BBA C
III	ATHULYA NAIR SHREEKEERTHANA N BHARGAVI S	19MG1A3174 19MG1A3194 19MG1K3218	VI BBA D

VIRTUAL INTERNATIONAL CONFERENCE ON EMBRACING CHANGE AND TRANSFORMATION

Inaugural

The conference was inaugurated on April 28th 2022 by Prof. Surendhranatha Reddy C, head of the department, of Management, who in his welcome address enlightened the gathering about embracing change and transformation. Rev. Fr. Augustian George, principal of our college in his presidential address emphasized on the concept of managing challenges. The chief guest for the inaugural function was Mr. Saidqosim Mukhtorov, head of international relations office, Institutional Erasmus Coordinator, senior project manager. The chief guest highlighted on collaboration of ideas and shared leadership for better problem solving and change management skills.



Session I Keynote Speakers of the session I was Mr. M Vijay Kumar, manager, versatile talent Acquisition Professional, Professional, Verifone. He introduced about the challenges, transformation and embracement in HR and concluded by explaining the roles an HR manager should possess such as “talent attracter, transition manager, policy maker, HR data scientist, brand ambassador, etc”.

Session II In the second session, the speaker was Ms. Srividya Puppala, CEO and Founder, ENSCONCE Business process consulting. She enlightened the gathering on the topic "how to develop quality employees".

Session III Mr. Vinodh Nagarajan, Head of Tax, Dell EMC, the keynote speaker of the session III emphasized on "Key Tax Reforms and Business Impact". He elucidated the principle differences of direct and indirect taxes, alongside the GST reforms. He also introduced terminologies like Tax planning, Tax avoidance and Tax evasion to the gathering. The session was very interactive and proved to be really useful.

Session IV The keynote speaker for the final session of this conference was, Mr. Muthu Kumaran, VP, Credit Suisse, who with vigor elucidated on the topic "Enhance excellence through change management in IT". He highlighted 3 key elements for Change management in IT, they are People, Technology and Process. The speaker brought the session to close by expounding on the fact how innovation and technology is a constant to sustain in the dynamic market.

Plenary Session Plenary session was divided into three; chaired by Dr. M.K. Baby, Dr. Bala Sendhil Kumar, Dr. Baba Gnan Kumar, Dr. Muthu Kumar. V, Mr. Stephen Deepak. R, Dr. Joseph Charles Tamilmaran. D, Dr. Gita P.C, 32 papers were presented by the participants on various topics.



Mr. Georgy Mathew, FCA, Senior partner, Varma and Varma, the chief guest for the valedictory session addressed the gathering about the various challenges of managing change. He quoted a pool of examples which constituted the cases of change in organizational structure, Mergers & Acquisition, and change in product design.



This conference enabled the participants to develop a clear and holistic understanding about the Management of Change and complexity and these resources will help us to create a High-Performance Organization (HPO) in the changing competitive world.

Keynote Session I – Change Management in Manufacturing- **Mr. Sunil Rawat and Mr. Saleem. S. Khan**