

Management Chronicle

NEWSLETTER

DEPARTMENT OF MBA

Volume 4

Issue 2

December 2019

Vision, Mission and Objectives of the Institute

VISION

- To be one of the premier Institutes of Engineering and Management Education in the country

MISSION

- To provide Engineering and Management Education that meets the needs of human resources in the country
- To develop leadership qualities, team spirit and concern for the environment in students

OBJECTIVES

- To achieve educational goals as stated in the vision through the mission statements which depicts the distinctive characteristics of the Institution
- To make teaching-learning process an enjoyable pursuit for the students and teachers

Vision, Mission and Objectives of the Department

VISION

- To be a preferred destination for management education and entrepreneurship development

MISSION

- To provide contextually relevant management education with learner centric pedagogies
- To develop skilled, competent and socially conscious managers
- To cultivate entrepreneurial culture among the students

OBJECTIVES

- To achieve faculty development and effectiveness through training and research
- To inculcate concern for society and nature as a guiding spirit among the students
- To provide integrated, classroom and experiential learning opportunities for managers and entrepreneurs



HENRY MINTZBERG

Henry Mintzberg writes prolifically on the topics of management and business strategy, with more than 150 articles and fifteen books on his name. His seminal book, *The Rise and Fall of Strategic Planning* (Mintzberg 1994), criticizes some of the practices of strategic planning today.

In 2004, he published a book entitled *Managers Not MBAs* (Mintzberg 2004) which outlines what he believes to be wrong with Management Education today.

Mintzberg claims that prestigious graduate management schools like Harvard Business School and the Wharton Business School at the University of Pennsylvania are obsessed with numbers and that their overzealous attempts to make management a science, are damaging the discipline of management.

An enterprise is a community of human beings, not a collection of "human resources". - HENRY MINTZBERG



Vidyayāmṛthamashnute

B.N.M. Institute of Technology

(Approved by AICTE, Affiliated to VTU, Accredited as grade A Institution by NAAC)

All UG branches - CSE, ECE, EEE, ISE & Mech.E Accredited by NBA for academic years 2018-19 to 2020-21 & valid upto 30.06.2021)

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From the Editors's Desk

We are glad to present the January 2020 issue of Management Chronicle, the Newsletter of MBA Department – BNMIT. Management Chronicle provides a platform to the students to express their views on the functional areas of management in the current scenario. The MBA students who have exhibited good knowledge of management concepts have contributed comprehensive articles related to their areas of interest which encompass Total Quality Management, Tax Benefit for Start-Ups and Artificial Intelligence in Human Resource. The newsletter also highlights the initiatives taken up by the Department for enhancing faculty and student skills.

Profile of the MBA Department

Established in 2006, the Department of MBA-BNMIT has recorded consistently excellent academic performance consistently by securing top ranks in VTU. The department is served by highly qualified and experienced faculty members with an average collective experience of 16-year in industry and academics. International and national level faculty research contributions, MoU with University of Alabama in Huntsville, USA, MoU with IIMBx for offering 'MOOCS' to MBA students, MoU with Republican Institute for Vocational Education (RIPO), Belarus for student internships, MoU with Fidelity National Financial Ltd., MoU with Learnito Edu Pvt. Ltd., National Level Student Fests, Conferences, Online Courses, Industry Interface Programs are the prominent features of the Department.

Faculty Outreach Programme



Students of Vivekananda Girijana Kalyana Kendra, B R Hills doing Meditation



Students Actively Participating in an Activity

One Day Faculty Outreach Programme was organised by the Department of MBA on July 27, 2019. The visited place was Vivekananda Girijana Kalyana Kendra, B R Hills. Vivekananda Girijana Kalyana Kendra (VGKK) is a Non – Governmental Organisation committed to the holistic, sustainable development of tribal people, keeping in mind their socio-cultural background and their rights. Dr. Arun, the person In-charge of the kendra and his colleagues helped us to know the programmes carried out for the tribal people.

The faculty members interacted with students. The students were given some Yoga tips to improve concentration and health. Few activities were also conducted for the students such as singing of bhajans and games. Thereafter, the faculty members visited ancient Vishnu temple at BR Hills to seek his blessings.

Training on “Basics of Excel” for MBA Faculties



Staff along with Mr. Shankar M M, Founder, CARES and Dr. Maruthi Ram R, HoD, MBA Department during Training on Basics of Excel



Mr. Shankar M M, Founder, CARES Explaining the Concepts During Training on Basics of Excel

The Department of MBA organised 3-day Training Programme on “Basics of Excel” on 30th, 31st, July and 1st, August 2019 for its faculty members to hone their skills further and train students accordingly as this will help them in acquiring the excel skills. The trainer was Mr. Shankar M M, Founder, CARES. The faculty members underwent hands-on training on Basics of Microsoft Excel. Microsoft Excel is an application software which has a lot of applications in the corporate world.

Topics on Excel such as Introduction to Excel and its application in Business, Introducing Formulae and Functions, Operators used in Formulae, Sum Function, Average Function, Product Function, Count Function, Min Function, Max Function, Cell Range and Referencing- Absolute and Relative Reference, Correlation, Regression, Chi-Square Test and Charts were dealt with judiciously during the 3-day training programme.

Pre-Placement Training for 3rd Semester MBA Students



MBA Students During Pre-Placement Training



MBA Students in a Session on Quantitative Aptitude

The Training & Placement Department organized a five day training programme from August 13 to 18, 2019 for the MBA third semester students. The training was conducted by QuantMasters, led by Mr. Himanshu & his team. The training program focused on the aptitude skills required by students as a part of the placement process. An intensive training was given on Numerical Aptitude, Verbal Aptitude Logical Reasoning and GD/PI skills.

The students were introduced to quick methods of calculations to answer the questions with speed and accuracy. The various parts of a resume` were discussed and the significance of each was highlighted. The students were made to create their resumes` as a part of the exercise. Different topics were taken up to practice group discussions. The students were given feedback on their performance along with suggestions for further improvement in their skills. In all, it was an invigorating five-day session with ample scope and opportunity for enhancing skills. As a follow-up to the training program, students will also be given an online test each week to reinforce their learning.

Release of Department Newsletter “Management Chronicle”



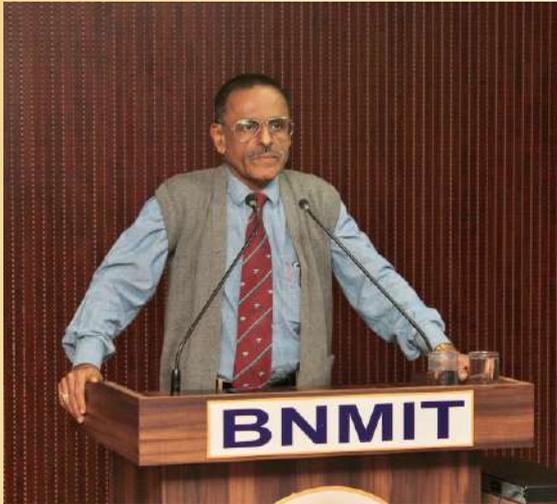
Dr. Maruthi Ram R, HOD – MBA, along with the Faculty Members and Student During the Release of the Department Newsletter “Management Chronicle”

'Management Chronicle' Release Programme was organized by the Department of MBA on August 22, 2019. The newsletter was released by the HOD along with the faculty members of MBA. BNMIT in routine releases newsletter in each semester to provide opportunity to the students to wield their facile pen and grow intellectually.

The release was followed by the HOD's address to the students circled mainly around 5 key mantras: "W - Words, A - Actions, T - Time, C - Character, and H - Honesty".

He elucidated the importance of the same in the student's life and how its inculcation would help them reach greater heights.

Talk on "Glory of India – The Untold Stories"



Retd. Major General K R Prasad Giving a Talk on Glory of India – The Untold Stories



Retd. Major General K R Prasad Addressing the Students

A talk was organized by the Department of MBA on the topic "Glory of India – The Untold Stories" on August 24, 2019 for 3rd Semester students. The guest speaker was Retd. Major General K R Prasad. He has served the Nation for almost 4 decades. The programme commenced with a soulful rendition of Vande Mataram by the MBA students which was followed by HOD's address. His poignant poem on the life of an army man was moving.

The speaker stressed on how important it is for every citizen to know Vande Mataram by heart. He gave an explanation and demonstration of the Last Post (the second of two bugle calls giving notice of the hour of retiring at night, played also at military funerals and acts of remembrance) and Reveille (a signal sounded especially on a bugle or drum to wake personnel in the armed forces). He illustrated how the Indian Army works as an apolitical organisation and has never failed in acting as an aid to the civil power. Addressing the MBA students, he correlated the Army for being an organised management which works with well-defined and designed strategies.

Retd. Major General Prasad being part of the Kargil War gave a breath-taking insight into the chain of events which led to the War and the operations that were undertaken in order to deal with the same. He delineated the harsh and agonizing circumstances the army men had to go through during the war, be it the grinding temperatures, paucity of bulletproof jackets and boots or the difficulty of carrying heavy backpacks and rifles across the rugged terrains. He unraveled the intangible sacrifices that our soldiers make for our Nation. He expounded the psychology of the soldiers before and during the times of war and crisis. He spoke with a sense of pride about his men and their bravery. This session instilled patriotism among the students and created an urge to know more about the history of India and the Indian Army.

"Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them". - Paul Hawken

"Management is about arranging and telling. Leadership is about nurturing and enhancing
- Tom Peters

Talk on “Aiming to Conquer Investment Market”



Mr. Rahul Dhawan – Expert, Equity Research & Financial Planning Giving a Talk on “Aiming to Conquer Investment Market”



Mr. Rahul Dhawan – Expert, Equity Research & Financial Planning addressing MBA Students on Investment Market

A talk was organized by the Department of MBA on the topic “Aiming to Conquer Investment Market” on August 31, 2019 for 3rd Semester students. The guest speaker was Mr. Rahul Dhawan who has domain expertise in Equity Research and Financial Planning.

Mr. Rahul Dhawan began his talk by stressing on the importance of savings and its growth, which would come handy at times of inflation. An investor's greatest trepidation is the unpredictability of the market. The speaker inferred that investors should not fret about the uncertainty, but utilize the services of a fund manager and invest regularly to benefit in the long run.

He gave a mantra, “the later you start, the steeper the climb”, and advised the students to carefully and meticulously plan their savings and investments. He also gave a brief insight about mutual funds and that being safer and gainful than other securities.

It was a great opportunity to get advice from a domain expert, where the students' got to know more about mutual funds, stock exchange and crypto currency. This program gave more clarity about investment decisions to the students'.

Industry Visit to UNIBIC Foods India Pvt. Ltd.



III Semester 'A' MBA Students at UNIBIC Foods India Pvt. Ltd.



III Semester 'B' MBA Students at UNIBIC Foods India Pvt. Ltd.

An industrial visit was organised on September 05, 2019 for III Semester MBA students to UNIBIC Foods India Pvt. Ltd., Bengaluru. During the visit, the students were exposed to different machines and processes which included weighing the ingredients, dough mixing, moulding, baking, and cooling to packing.

Students could practically witness the assembly line production system and were educated about UNIBIC's BRC (British Retail Consortium) certification. They were also enlightened about the laudable CSR activities of the company. The overall learning was really meaningful in the educational pursuits.

Talk on “Project Leadership and Interview”



Mr. Rohan Sachdeva, Associate VP – JP Morgan Giving a Talk on “Project Leadership and Interview”



Mr. Rohan Sachdeva, Associate VP – JP Morgan Addressing the Gathering

A talk was organized by the Department of MBA on the topic “Project Leadership and Interview” on September 07, 2019 for 3rd Semester students. The guest speaker was Mr. Rohan Sachdeva” – Associate VP, JP Morgan.

He gave a thorough knowledge about leadership and management which significantly help students to work in a corporate culture with the effective usage of program analytics, which is considered as a 'vogue' that plays a crucial part in shaping one's career.

He quoted by stating “Confidence is the pathway to succeed in life”- encompassing fear will lead to hope which is the utmost priority to become a successful leader. He considers project, as a temporary endeavour which helps in creating unique product or a service. He gave a gist about the categorization of projects which includes the fundamental aspects such as what, when, why and how to do a project in an organisation by justifying with appropriate examples to work on a project. Quest is the major aspect about how the industry works. Without quest, a person is considered as a dead body which was rightly mentioned by the speaker. Defining the goal and communicating with your peers helps to achieve a predetermined goal.

He also explained that there is a logical way to crack any problem in life by stating R's of communication i.e., the right message, right person, right way and right time. He finally ended the session by stating that 'Fear kills'- Jeopardizing your interest is the way of demotivating yourself. Hence always follow your passion in achieving great heights in life.

Workshop on Business Analytics and E-Business



3rd Semester MBA Students During Hands-on-Training Workshop on Business Analytics and E-Business



Students Selected to Present Business Plan at IIM – Khozhikode in the Echoes' Event 2019

A five day Workshop on “Business Analytics and E – Business” for 3rd Semester MBA students was conducted in association with Makeintern & Echoes' (IIM Kozhikode Event) from September 08, 2019 to September 12, 2019. The trainer for the 5-day program was Ms. Maneesha from Makeintern Institute.

The students were introduced to R, a programming language used by statisticians and data miners for data analysis. They were given an insight into the various statistical tests such as Z - test, t - test, Anova, Correlation, Regression, etc. and the application of the same for different purposes and inferences. The students were given demonstration on R and they were asked to experiment with the same on different data sets to get a hands-on experience. SAS and its basics were introduced to the students. Students got a better grip on the functions and applications of SAS. The trainer also covered aspects of Data Mining. Five students, selected by the trainer, were awarded the Merit certificates and given an opportunity to present business plan in IIM-Kozhikode at the Echoes' 2019 event. This was the rarest of rare opportunity for the students of MBA.

Visit to Pyramid Valley International



MBA Staff and Students at Pyramid Valley International



MBA Staff and Students During an Orientation on Meditation at Pyramid Valley International

III Semester MBA students visited Pyramid Valley International, Kanakapura Road on September 12 - 13, 2019. Pyramid Valley International comprises of the world's largest meditational pyramid.

Mr. Kalyan, a member there, briefly introduced the students to meditation and its benefits. He illustrated the beliefs of pyramid energy, vegetarianism and study of spiritual science, strongly preached by Brahmarshi Patriji, the founder. The Students were then guided to the Pyramid. Its geographical spread stunned them. They were then instructed to meditate peacefully for 30-minute. The tranquility that presided inside the pyramid was very soothing. They were also asked to mount the “King's Chamber”, that is always placed at 1/3rd

of the height from the base of the pyramid. The King's Chamber is believed to possess the greatest accumulation of cosmic energy in the pyramid. The powerful vibrations were conspicuous. The visit to pyramid valley was a much needed break for the students. They had a very peaceful experience of pyramid meditation in the midst of a resonating environment.

Outbound Activity at Big Barn



Warm Up Exercises for the Students



Students involved in Team Building Activity



3rd Semester MBA Students at Big Barn Farm as Part of an Outbound Activity

An Outbound activity was organised for 3rd Semester MBA students at the Big Barn Nature Camp on September 18 & 19, 2019.

Mr. Prakash, the coordinator, addressed the students in the first half of the day. He coordinated many management-based activities for the students. These activities were a perfect blend of fun and learning. They focused on team work, coordination and critical thinking.

Post lunch, Mr. Darshan, the coordinator, guided the students around the barn, which began with a small trek amidst the lush greenery. He gave the students a brief idea of the variety of species of birds, spiders and butterflies that abode the place and the numerous plants and trees there.

Students were divided into 3 teams and given the task of planting a tree each. This was aimed at creating awareness in them and building the urge to associate more with nature. The trip to Big Barn was successful in bringing the students closer to nature and instilling in them, respect for the nature.

I Semester MBA Inauguration



Dignitaries After Lighting the Lamp During Inauguration of I Semester MBA & M.Tech Classes (From L-R): Dr. Maruthi Ram R – HoD, MBA, Prof. Eishwar N Maanay – Dean, Administration, Chief Guest Sri. I S Prasad - CA, Sri. Narayan Rao R Maanay – Secretary, BNMEI and Prof. T J Ramamurthy – Director, BNMIT and Students

The inauguration of I Semester MBA & M.Tech Classes was held on September 30, 2019. Prof. T J Rama Murthy, Director BNMIT addressed the students and emphasised on the discipline and code of conduct expected from post graduate students. Sir also requested the parents to be involved in their wards' lives and ensure that their goals are achieved. Prof. Eishwar N. Maanay, Dean Administration informed the students about the various programs added to the curriculum to ensure a holistic development of the students.

Sri. Narayan Rao R. Maanay, Secretary, BNMEI, gave the Presidential address and welcomed the students to a new and challenging phase in their life. He encouraged the students to actively participate in all the activities and avail the opportunity to mould themselves for better prospects. Dr. Iqbal Ahmed, Governing Council member addressed the students and advised them to be good citizens of the nation.

The Chief Guest for the Program Sri I.S Prasad, Senior Vice President, FKCCI addressed the students and emphasised on the need to think out of the box and avail the numerous opportunities available in the country. He cited examples of many start-ups, which started small but later became giants in their field, he encouraged students to kindle the entrepreneurial spirit in them and provide jobs to others instead of seeking jobs.

Induction Programme for I Semester MBA



Dr. Jayasimha – Founder, Insight Consultancy Services Interacting with the I Semester MBA Students During Induction Program



Dr. Saritha Chakrasali – Head, Training & Placement, Briefing the Students About the Roles and Responsibilities of the Student for the Placement Drive



I Semester MBA Students Involved in a Team Building Activity Conducted By Disha Charitable Trust

An induction program for I Semester MBA students was organised from October 1 to 9, 2019 over a period of five days. The purpose of the induction program was to facilitate a smooth transition to a post graduate program and also emphasize on the various aspects of personality development.

A team of trainers from Disha Charitable Trust conducted day long program for the students under various sessions. The 'Holistic Wellness' session included Yoga and Pranayam and focused on enhancing memory, concentration, overcoming stress and developing physical, emotional, intellectual and spiritual quotient. The 'Self-awareness' session consisted of group counselling to manage emotions, overcome distractions, develop a positive attitude and learn to set goals. The session 'Walk with Pride' consisted of a quiz on India. The

objective was to inculcate patriotism and pride in the rich Indian Culture and Heritage. There was an audio-visual session on 'Student Social Responsibility'. The goal was to build leadership skills in students so that they become catalysts of change in the society. The session on Group Dynamics involved some traditional games as a stress buster. It also helped in team building and developing leadership and interpersonal skills. The last session was on Values- the foundation for success. It was interactive and motivational to help unleash the inner potential of an individual to lead a purposeful life. The students also visited the Big Barn as an outbound training program. They had a fun-filled day with plenty of physical activities aimed at developing their skills and confidence. Mr. Jayasimha was the guest speaker on 4th and 5th October 2019 for Section - A and Section - B. A trainer and a magician, Mr. Jayasimha – Founder, Insight Consultancy Services is also a motivational speaker conducting workshops in schools, colleges and corporate. Mr Adarsha Basavaraj, a Behavioural coach, was the guest speaker on 4th and 5th October 2019 addressing both the sections. Dr. Rajdeep Manwani - Coordinator, Department of Commerce, Jain University was the guest speaker on 4th October 2019. He is not only a motivational speaker but also an academician, life coach and quiz master.

The students were also introduced to the various aspects of the MBA program and the various opportunities available to utilise their time effectively. Dr. Mukund Sharma N and Prof. Charithra spoke on the CIE and SEE. They were also made aware of the campus code of conduct. Mr. Manjunath, librarian spoke about the process of borrowing books and the various online and offline material available in the library. Prof. Bharath Bhushan B spoke on the College management System and the rules of behaviour to the students. Dr Bhavya Vikas spoke on the various clubs in the campus, which the students could join. Dr. Neetha Mahadev spoke on the Self Development Programs, Capstone Program and the lab sessions, which focus on making the students industry ready. Dr. Saritha Chakrasali, HOD Training and Placement addressed the students about the role of the department and expectations from students to benefit from it. Dr. Madhuri spoke about Friends' Corner which provided counseling sessions on the campus for any student who needed it.

Talk on “Human Values”



Dr. R. Krishna, CEO – Ramanuja Management Services, Bengaluru Interacting With the Audience

A talk was organized by the Department of MBA on the topic “Future Prospects for MBA” on October 12, 2019 for 1st Semester students.

The guest speaker was Dr. R. Krishna – CEO, Ramanuja Management Services. He stressed the importance of hard work, perseverance, perfect practice and strong value system.

He also made known the bright future for the youngsters, but without the right attitude and focus the opportunities could not be made use of.

Workshop on HR Analytics and Marketing Analytics



Lighting of the Lamp by the Dignitaries During Workshop on HR and Marketing Analytics

(L-R): Dr. M M Bagali, BOS Member Dr. B Amarnath, Registrar, SJB Group of Institutions,

Sri. Narayan Rao R Maanay, Secretary, BNMEI, Dr. Manjunath, BOS, VTU-MBA, Sri. Saurabh Rishi, Consultant, Sri. Eishwar N Maanay, Dean-Administration,

Prof. T J Ramamurthy, Director, Dr. Krishnamurthy G N, Principal along with the Participants

One day workshop was organized on HR Analytics and Marketing Research Analytics by VTU-BOS - MBA on October 18, 2019.

These two papers were newly introduced for third semester MBA HR and Marketing specialization respectively.

The faculties teaching these subjects across VTU affiliated colleges in Karnataka attended this program. Industry experts from the field of HR and Marketing Analytics were invited for the program.

Ramesh Sundararajan, HR Analytics Consultant, spoke about the content and details of HR analytics syllabus of VTU and explained the approach and the application of



Dr. B. Amarnath, Registrar, SJB Group of Institutions Addressing the Audience

the concepts in the industry. Further, the guest speaker clarified the queries by the participants. Further, the guest speaker clarified the queries by the participants.

The session on Marketing Analytics was handled by Saurabh Rishi, Marketing Analytics Consultant.

He threw light upon various marketing research and analytics carried in the industry and also briefed about various software packages available in the industry to carry out analytics.

This was also followed by the question and answer session.

Post lunch there was a Panel Discussion on the content to be covered as per the syllabus and the pattern of questions to be asked for the exams.

The BOS Chairman and its members clarified the doubts among faculties.

FCD Program



Dr. N S Vishwanath, Director, MP Birla Institute of Management, Addressing the Gathering on the Topic "Born to Succeed"



FCD Holders of 4th Semester MBA along with the Guest and HOD - MBA



FCD Holders of 2nd Semester MBA along with the Guest and HOD – MBA

A talk on 'Born to Succeed' followed by distribution of mementoes to First Class Distinction holders for 2nd and 4th Semester was organized by the Department of MBA on October 26, 2019. Dr. N S Vishwanath, Director, MP Birla Institute of Management, Bengaluru was the guest. He started the session by asking the students as to what success is? He was of the opinion that an individual gets success when he is consistent in what he does and how a person can become successful in life. He also spoke of how an individual can gain mastery over failure when they accept and hold themselves responsible for their failures. He stressed on how practice makes man perfect and how it helps individual to accomplish goals when the involvement is high. To make the students realise the importance of practice, he showed some of the videos that depicted how people were able to excel in their respective fields through consistent efforts and practice.

The talk was followed by distribution of mementoes to 2nd and 4th Semester students who secured First Class Distinction in the VTU exams.

Aarohan 2019 – Inter-Collegiate Management Fest



Dignitaries during the Inauguration of Aarohan – 2019,
(L-R): Dr. Maruthi Ram R – HOD-MBA, Sri. Venkatesh Sanganal, - VP – EZYLynx,

Sri. Narayan Rao R Maanay – Secretary, BNMEI, Prof. T. J. Ramamurthy – Director,

BNMIT, Dr. Krishnamurthy G. N. – Principal, BNMIT, Dr. L. Vijayashree – Head, NewGen IEDC, ED Cell and Student Participants

The Department of MBA organized 'AAROHAN – 2019', an inter-collegiate management fest, on November 12, 2019. Nearly 82 teams of 164 students from several colleges participated with full enthusiasm and exhibited their talent and won accolades for their talents. The theme of the management fest was “Rivers of India”. The sponsors for the fest were Serenity Resorts, Bamul, Ace Craft and Business Toys.

The fest started off with inauguration by Chief Guest Sri. Venkatesh Sanganal, Vice President, EZYLynx, Bengaluru being a water activist, he has been actively



Sri. Venkatesh Sanganal, Vice President, EZYLynx Chief Guest of the Event Addressing the Gathering on the Theme “Rivers of India”

involved in water conservation drives & activities and he spoke on few alarming facts and figures regarding the reckless use and dissipation of water.

He also encouraged students to strive harder for preserving water and nature in order to be able to leave behind a legacy of beauty and life for future generations.

Sri. Narayan Rao R. Maanay, Secretary, BNMEI addressed the gathering and spoke on the significance of India's precious resource, the rivers. He emphasized on the gravity of the situation and need of the hour being conservation of rivers and water bodies.

Inauguration of the fest was followed by the activities on different specialization.



Participants from Various Colleges Involved in an Activity During Aarohan – 2019



Winners of Aarohan – 2019 ISBR - IBS Students along with MBA faculties of BNMIT

The fest had 4 events in total (correlated with the concepts of management): JALA SAMPANMULA (Human Resource), JALA NIKSHEPA (Finance), JALA DHAARA (Marketing) and JALA AVATHARANA (Business quiz). All the participants enjoyed and appreciated the events. Dr. Maruthi Ram R., HOD, MBA Department handed over the overall championship trophy to students of ISBR-IBS, Bengaluru during the Valedictory Program. Overall, the one day fest concluded successfully.

Student Articles

Total Quality Management [TQM]

Quality measures the success of a business. Managerial activities like planning, organizing, controlling etc. also require quality standards. It is followed by the supervisors at the lower levels of management to maintain quality in production and distribution to the top management as to adhere to quality in decision making, planning and controlling.

The process to produce a perfect product by a series of measures require an organized effort to prevent or eliminate errors at every stage in production is called total quality management.

Total quality management is a concept that can be implemented as a line of reasoning that must be incorporated into the organization and its culture. It focuses on continuous quality improvement of products and services.

Total Quality Management Principles are as follows:

- Focus on Customer – Customers determine the level of quality. They should be satisfied with the overall quality service provided that includes training of employees or improving processes.
- Employee Involvement – Employee comprises of the internal organization where involvement in the development of products or services largely determines the quality of these products or services.
- Process Centred – Fundamental part of total quality management are process thinking and process handling. These acts as the guiding principle and it is supported by people based on the objectives that are linked to the mission, vision and strategy.
- Decision Making based on Facts – Decision making within the organization must only be based on facts and not on opinions. Quality should be measurable. TQM helps in this regard by employing statistics to measure quality standards.
- Continuous Improvement – Higher level of quality can be developed by using right measuring tools. Continuous improvement proposals will be initiated and implemented. Total quality management is a long term investment to cure quality defects.

TQM practices should be effectively managed in an organization because each factor in TQM practices improves different aspects of performance in different organisations which helps in high customer retention.

Quality is an essential element of the organization to succeed that can be achieved by TQM which aims at prevention of defects. Using quality management reduces rework to achievable goal. The companies that have implemented TQM include Ford Motor Company, Phillips semiconductor, Toyota Motor Company etc.

Organizations need both quality systems and quality culture which are brought together by the total quality management.

Sushmitha S - III 'B'

TAX BENEFITS FOR START-UPS

INDIA is one of the largest tech start-ups in the world. In the recent year, the Indian start-up ecosystem has taken off and has matured. Driven by factors such as availability of funding, consolidation activities by a number of firms, evolving technology space has led to the emergence of Start-ups.

In a move to accelerate the Start-up ecosystem in the country, the Honourable Prime Minister Narendra Modi announced the Start-up India Policy and the number of Start-ups tremendously improved. This was aimed at revolutionizing the start regime in India, which is already witnessing strong traction. Start-ups awaited the most for the announcement of various initiatives that government would lay out through Start-up India Action Plan.

The Start-up India Action Plan was initiated to provide support and to empower Start-ups to grow in area of innovation. This plan was announced on 16th January 2016 and it concentrated on three areas, namely, simplification and handholding, funding support and initiatives and industry-academia partnership and incubation. This article will brief you about various tax benefits that are provided to Start-ups through Start-up India Action Plan.

One of the significant tax benefits available to Start-up is 3 years' tax holiday. During initial years, budding entrepreneurs struggle to make their ideas feasible. With a view to stimulate the development of Start-ups, it is vitally important that the profits of Start-ups are exempted. Thus, government provides 100% tax rebate for 3-year in a block of 7-year as per union budget 2017-18, provided that the annual turnover doesn't go beyond Rs. 25-crore in any financial year. Any eligible Start-up registered after 1st April 2016 can be qualified to claim this exemption. This serves as a helping tool for growth and addresses working capital requirements.

A new section i.e., sec 54EE is added to Income Tax Act which provides exemption on long term capital gain for Start-ups. The amount of capital gain earned on transfer of a long term capital asset by Start-ups, can now be invested in a fund notified by central government, within 6 months, to claim tax benefits. The maximum amount that can be invested is Rs. 50 lakhs and such amount shall remain invested for 3-year.

In section 54GB of Income Tax Act few amendments are made to provide tax benefits to individuals and HUF which would in-turn benefit Start-ups. Individuals and HUF are given an exemption on capital gain arising out of sale of residential house or a residential plot. The exemption is given only when the net consideration arising out of sale is invested in equity share of an eligible Start-up. Provided such shares are not sold/transferred within 5-year. The Start-ups shall use such amount to purchase assets.

This helps to boost investments in eligible Start-ups and facilitates them with equity capital. The government also exempted tax that was levied on investment made above fair market value (or angel tax) in eligible Start-ups. A special change is made in set off of carry forward losses and capital gain by allowing it in case of change in shareholding pattern.

These are the tax benefits intended to facilitate growth of strong Start-up ecosystem in India. And when we evaluate how successful this initiative was, we can observe a phenomenal growth of Start-ups in India. Out of the applications received, 14,036 were recognised as Start-ups by Department of Industrial Policy and Promotion (DIPP) and 91 Start-ups have been approved for availing tax benefits by Inter-Ministerial Board (IMB). Hence, the Start-up India action plan has definitely worked well in building a strong ecosystem of Start-ups in India.

Sanjana Gudthur - III 'B'

ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE

Artificial intelligence is a field of computer science that aims to solve cognitive problems commonly associated with human intelligence. AI is being driven by two fundamental technologies – machine learning and deep learning. Machine learning is a branch of artificial intelligence that enables machines to learn from and make predictions based on data.

Key use cases of Machine Learning in the HR context:

- **Anomaly Detection:** Identify items, events or observations which do not conform to an expected pattern or other items in a dataset.
- **Background Verification:** Machine learning-powered predictive models can extract meaning and raise red flags based on structured and unstructured data points from applicants' resumes.
- **Employee Attrition:** Find employees who are at high risk of attrition, enabling HR to proactively engage with them and retain them.
- **Content Personalization:** Provides a more personalized employee experience by using predictive analytics to recommend career paths, professional development programs or optimize a career site based on prior applicant actions.

Deep learning is a branch of machine learning that trains a computer to learn from large amount of data through neural network architecture. After sufficient training, deep learning algorithms can begin to make predictions or interpretations of very complex data.

Key use cases of Deep Learning in the HR Context:

- **Image and Video Recognition:** Deep learning algorithms outperform humans in object classification. Given videos and photos of thousands of applicants, deep learning systems can identify and classify candidates based on objective data.
- **Speech Recognition:** While understanding human voice, myriad accents are difficult for most machines. Deep learning algorithms can be designed to recognize and respond to human voice inputs. Virtual assistants use speech recognition algorithms to process human voice and respond accordingly.
- **Chatbot:** Natural Language Processing (NLP) trains chatbots and similar systems to understand human language, tone, and context. NLP will emerge as a crucial capability for AI systems as organizations continue to automate HR service delivery with Chatbot.
- **Recommendation Engines:** Digital learning experiences often involve personalized learning recommendations related to skill levels and professional interests. Using Big Data and Deep Learning, learning experience platforms can identify learning pathways that might interest individual employees.

Increased investment in smarter HR technologies has led to some interesting innovations in the AI – HR space. Here's a quick overview of the most significant ways AI is transforming HR for the better:

AI in Recruitment: AI has made candidate sourcing, screening, and matching easier for organizations. In addition to improving efficiency, AI is also helping HR leaders overcome human-bias in decision making.

Candidate Sourcing, Lead Nurturing, Candidate Screening, Interviewing and On-boarding are some of the key use cases of AI in recruiting.

Ronite T.E. - III 'A'

Faculty Achievements:

❖ **Dr. Bhavya Vikas**, Associate Professor, Department of MBA was invited as a Technical Chair Person for the Finance Track of International Conference on “Business Education and Managerial Skills in the Era of AI and IoT”, organised by Bangalore Institute of Management Studies on September 6, 2019.

❖ **Dr. Maruthi Ram R**, Professor and HOD, Department of MBA was invited to deliver a Special Lecture on 'Management Mantras of Ramayana and The Role of Yoga for Management' by the Department of Management Studies, Visvesvaraya Technological University, Muddenahalli, Chikkaballapura District on November 22, 2019.

Faculty Publication

- ❖ **Dr. Bhavya Vikas**, Associate Professor, Department of MBA, published a paper titled “Prevalence of Burnouts: Relationship Between WRS and Ergonomics Among Academicians in Bengaluru, Karnataka” in Adalya Journal, Volume 8, Issue 11, November 2019, ISSN: 1301-2746.
- ❖ **Dr. Bhavya Vikas**, Associate Professor, Department of MBA, published a paper titled “Cognitive Ergonomics and its Significance at Workplace for Business Sustainability: An Exploratory Study” in Adalya Journal, Volume 8, Issue 11, November 2019, ISSN: 1301-2746.
- ❖ **Charithra C M**, Asst. Professor and Dr. Mukund Sharma, Professor Department of MBA published a paper titled “The Effect of Global Linkages on Stock Market Volatility : A Study on Selected Developed and Developing Markets” in MERC Global's International Journal of Management, Volume 7, Issue 4, October 2019, ISSN: 2321-7278

Student Publications:

- ❖ **Sushma K S** of III MBA published an article on “A Study on Risk and Return Analysis of Selected Financial Services Companies Listed on NSE”, in International Education and Research Journal, Volume 5, Issue 7, ISSN: 2454-9916 under the guidance of Dr. Bhavya Vikas & Ms. Charithra C. M.
- ❖ **Varshini Venu** of III MBA published an article on “Equity Research Using Technical Analysis”, in International Journal of Research and Innovation in Social Science (IJRISS), Volume 3, Issue 7, ISSN: 2454-6186 under the guidance of Dr. Bhavya Vikas and Ms. Charithra C. M.

Faculty Development Programmes

- ❖ **Dr. Bhavya Vikas**, Associate Professor, Department of MBA, attended one-week National Level, Faculty Development Programme on “Research & E-Resources”, held at Don Bosco Institute of Technology, Bangalore from July 15 to July 20, 2019.
- ❖ **Ms. Charithra C M**, Assistant Professor, Department of MBA, attended a One Day Industry Academia Interface on “Imperatives of Engineering Education: Enhancing Skills and Employability”, Organized by Institution of Engineers in Association with B.N.M. Institute of Technology on July 19, 2019
- ❖ **Ms. Savita Rao G**, Assistant Professor, Department of MBA, attended AICTE Sponsored Two Week Faculty Development Programme on "Harnessing Outcome Based Teaching- Learning Deliverables for the Enhancement of Accountability in Contemporary Education- a Holistic Perspective" at Coimbatore Institute of Engineering and Technology, Coimbatore from June 12 to June 25, 2019
- ❖ **Dr. Neetha Mahadev, Ms. Charithra C M, Mr. Bharath Bhushan B and Ms. Karpagam B A**, Department of MBA, attended 7-day Faculty Development Programme on “Transcending Language Skills”, Organized by B.N.M Institute of Technology, Bangalore from July 15 to July 25, 2019
- ❖ **Dr. Neetha Mahadev, Dr. Mukund Sharma N, Dr. Bhavya Vikas, Dr. Kavyashree K M, Ms. Vaishnavee E Maanay, Mr. Sridhar K, Ms. Charithra C M, Mr. Bharath Bhushan B, Ms. Karpagam B A and Ms. Savita G Rao**, Department of MBA, attended 3-day Faculty Development Programme on “MS Excel”, Organized by B.N.M Institute of Technology, Bangalore from July 30 to August 1, 2019

Faculty Paper Presentation

- ❖ **Dr. Bhavya Vikas**, Associate Professor, Department of MBA, presented a paper on “Cognitive Ergonomics and Its Significance at Workplace for Business Sustainability” in the National Conference on 'Marketing in the Digital Era' organised by Acharya Bangalore B-School on June 14, 2019.
- ❖ **Dr. Bhavya Vikas**, Associate Professor, Department of MBA, presented a paper on “An Explanatory Study on Cognitive Ergonomics and Its Importance at Workplace” in the National Conference on 'Marketing in the Digital Era' organised by Acharya Bangalore B-School on June 14, 2019.
- ❖ **Dr. Bhavya Vikas**, Associate Professor, Department of MBA, presented a paper on “Prevalence Of Burnouts: Relationship Between WRS and Ergonomics among Academicians in Bengaluru, Karanataka” in the National Conference on 'Industry 4.0 & its implications on Businesses' organised by Acharya Bangalore B-School on October 18, 2019.

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