

# Management Chronicle

NEWS LETTER

DEPARTMENT OF MBA

Volume 2, Issue 1, June 2017

## Vision and Mission 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 resource in the country.
- To develop leadership qualities, team spirit and concern for the environment in students.

## Vision and Mission 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.

The National Institutional Ranking Framework (NIRF) was approved by the Ministry of Human Resource Development to rank Institutions across India on basis of “Teaching, Learning and Resources, Graduation Outcomes and Perception”.

BNM Institute of Technology is proud to be acclaimed and Ranked between 100-150 by NIRF among 2900 Institutions in India including IITs, NITs and Universities.



Shri. Narayan Rao R. Maanay, receiving Best Educationist Award of The Hindu Newspaper from Honorable Higher Education Minister of Karnataka Sri. Basavaraj Rayareddi in the presence of Dr. M.P. Poonia, Vice-Chairman, AICTE and Dr. M.S. Shamasundar, Advisor, NAAC at Bangalore on 26.03.2017



Vidyaya Amrutham Ashnuthe

*B.N.M. Institute of Technology*

(Approved by AICTE, Affiliated to VTU and ISO 9001:2008 certified Institution)

Post box no. 7087, 27th cross, 12th Main,

Banashankari 2nd Stage, Bengaluru- 560070, INDIA

Ph: 91-80- 26711780/81/82 Email: [principal@bnmit.in](mailto:principal@bnmit.in) [www.bnmit.org](http://www.bnmit.org)

## From the Editor's Desk

We are glad to roll out June 2017 issue of Management Chronicle - the newsletter of MBA Department-BNMIT. Management Chronicle provides a platform for the students to express their views on the functional areas of management in the current scenario.

The fourth semester MBA students had taken up internships at prestigious organizations and have done credible work in various management fields of relevance and have developed a notable insight. Provided with the right platform, they have contributed comprehensive articles related to their areas of study which encompasses Search Engine Marketing, Cashless Transactions, Employee Engagement and HR Audit. The newsletter also highlights the initiatives taken up by the Department for enhancing faculty and student skills during the period January-June 2017.

### PROFILE OF THE MBA DEPARTMENT

Established in 2006, Department of MBA-BNMIT has recorded consistently excellent academic performance by securing top ranks in VTU. The department is served by highly qualified and experienced faculty members with an average collective experience of 16 years in industry and academics. International and national level faculty Research Contributions, MoU with University of Alabama in Huntsville, USA, MoU with Fidelity National Financial Ltd., MoU with Learninto Edu Pvt. Ltd., National level student fests, conferences, online courses, Industry Interface programs are the prominent features of the Department.

### *Achievements*



Dr. L Vijayashree receiving the award of  
“Woman of Excellence”

Dr. L Vijayashree, Professor & Head, Dept. of MBA has been awarded “Woman of Excellence” by Rotary Bangalore South Parade, on the occasion of International Women's Day held on March 8, 2017, in recognition of her selfless work towards creating opportunities and platforms for rural students in building entrepreneurial skills in the corridors of Education, Employability & Employment.

### *Students' Achievements*

- Second semester MBA students had participated in 'Chiguru- 2017' organised by Cambridge University, Bangalore on March 11 & 12, 2017. **Ms. Sowmyashree and Namitha Singh** have won first place in product launch. **Ms. Shashikala and Mr. Thulasiram** have won second place in Kannada Quiz. **Ms. Sowmyashree and Shashikala** have won second place in Collage.
- **Ms. Namratha & Ms. Priyanka** have won first place in cooking without fire event of “Elina Rebooted 2017”, organised by Jain University on February 22 & 23, 2017.
- **Ms. Thejaswini** has won first place in Best manager as well as Best Seller event in inter college fest organised by Sri Krishna Degree College, held on March 18, 2017
- **Ms. Sindhu S S and Mr. Likith S** of second semester MBA have participated and secured II place in Marketing event in the National Level Management and cultural fest "GESTIONE" held on April 20 & 21, 2017 at RNSIT, Bangalore.



# Articles

## Search Engine Marketing

Everyone might be wondering how billions of documents, pages, files, news, videos etc are available to us with just a click on search engines, how search engine operates. Thousands of websites are created and included into the network, how are they ranked? These are the few basic questions that many of us have in our mind.

Two major functions of Search engines are: crawling, building an index, and providing search users with a ranked list of the websites according to their search which are most relevant.

### Crawling and indexing:

The search engines have automated robots called “Crawlers” or “spiders”. Links allows crawlers or spiders to reach billions of interconnected documents on the web.

### Providing answers:

Search engines are also known as answering machines. When someone performs an online search, search engine scours billions of documents and does major 2 things:

- 1)Shows only those results which are relevant to the search queries.
- 2)Ranks those websites serving the information according to their popularity.

It is both relevance and popularity that the process of SEO is meant to influence.

Search engine optimization (SEO) is the process of increasing the visibility of a website in a web search engine's unpaid results even referred as “natural”, “organic”, or “earned” results.

For a search engine ‘relevance’ means finding a website with right set of keywords. Over the years, engineers have devised search engines in a better way to match results to searchers' queries.

Before beginning a search engine optimization (SEO) project, it is important to understand the process involved in an effective SEO campaign. To that end, we break the process down into the six steps shown below and describe the activities involved in each of these steps.

Research- Reporting & Goal Setting - Content Building  
Page Optimization- Social & Link Building- Follow Up  
Reporting & Analysis

### Search Engine Marketing

Search engine marketing can be defined as a form of internet marketing which involves promotion of website by increasing its visibility in search engine results page through paid form. But in search engine optimization, ranking of the website are increased through unpaid form. Before websites used to rank well for the keywords being used in the website. Since after another update in the search algorithm, such as the panda update, websites

started to get buried down the search results. For this kind-of situation, Search engine marketing is a good alternative.



Following is the instance, where SEM works at its best for competitive keywords. It is too hard to conquer competitive keywords organically. Pay per click are much cheaper than organic search results as time spent on it are very low. If one starts with AdWords and \$3-4 dollar clicks, the costs incurred to increase the traffic flow will be huge, but if one try competitive keywords on some of the AdWords alternatives first, there will be more chances to achieve better results for a fraction of the money spent on the AdWords

When you need lots of traffic in a short period of time or on some occasion. SEO is a never ending process and incur lots of time and efforts to attain progress. If you are under time constraints, one will hardly want to wait. To find keywords that convert well. SEM is a great source of keyword ideas for SEO, organizations might refer competitive keyword planners. Once the organization launches the campaign, they will get to know some of the competitive keywords thought would rank well for them in Google. But its not mandatory that a competitive keywords will necessarily convert well for the organization. So it is better to spend some amount on a Pay per Click (PPC) campaign and observe if the particular keyword converts well. If it does, then increase SEO efforts and PPC budget for it.

Free SEO and paid SEM supplement each other splendidly. Each of them has its qualities and shortcomings and for best outcomes, the winning approach is to utilize both. You simply need to test a bit till you locate the combination for you and do continuous checking of the impact yet once you locate the ideal equation, you won't believe how much traffic you'll be getting.



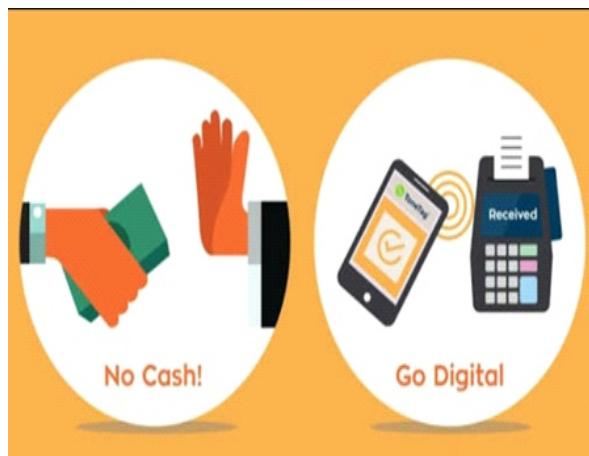
**Mr. Naveen Kumar**  
IV Sem MBA, BNMIT

# Cashless Transaction enabled by Technology and Improvement in Quality of Services

The use of technology has permeated in every walk of life. It has brought a sea change in how we interact with the outer world and even with ourselves in terms of our habits and behavior.

One of the important measureable aspects of our surrounding has been 'Money'. Money has different interpretations- one that lets us satisfy our needs, act as a medium of transaction and eliminates the need for double coincidence of wants.

Hence it is inevitable that the two most all permeating entities, namely Technology and Money, come together to blend seamlessly with our lives.



This article elaborates on this aspect of interaction of technology with money and how this interaction improves the quality of products and services offered. The concept of plastic money and cashless economy has been in existence for a long period.

A cashless economy indicates towards a society where transaction are done through electronic channels such as debit cards and credit cards, payment system such as Immediate Payment Service (IMPS) and NEFT among many, rather than using cash.

The rising influence of handheld devices and establishment of a million point-of-sale terminals for debit cards and credit cards are the key drivers for this change. The concept of e-wallet replacing the conventional mode of cash is gaining importance due to attainment of Trust and Incentive around its usage among the general public. To reinforce the argument regarding the positive impact from meeting of technology and monetary transaction, we can take the example of direct transfer LPG subsidies.

Although in absolute terms the number of internet users in India is second only to China. Still there are vast regions without any access to internet, notably being rural areas which are going to contribute the most to next 100 million subscribers.

The idea of smart cities and internet coverage via satellites to inaccessible areas are right steps in this direction. Moving on from the technology aspect, in financial domain the access to banking for poor has also been a bottleneck.

The high cost of setting up bank branches in low turnover area and low literacy and awareness levels among rural people of usefulness of a bank account has contributed to current constrained situation.

The administration's initiative to leverage vast and ubiquitous network of postal offices as technology enabled banking centers is welcome step. This helps in overcoming the double obstacle of reach and familiarity with banking, for rural people in a postal office setup.

Finally, a major reason behind over reliance on cash is tied to the mind-set of our countrymen. Indians prefer cash-on-delivery (COD) over other modes of transaction even while purchasing from e-commerce websites. The e-commerce websites use COD option to increase their market share.

The way forward in this regard is using technology to give a superior experience to the customer and also increasing the accessibility and acceptability of the technology by general public.

The recent step by the government to demonetize higher denomination bank notes will push the public towards a cashless economy, which will go a long way in realizing gains and accountability.



**Mr. Niranjana T V**  
**IV Sem, MBA, BNMIT**



# Learning and Development and its Impact with respect to Employee Engagement

*Teaching is more than imparting knowledge, it is inspiring change. Learning is more than absorbing facts, it is acquiring understanding. ~William Arthur Ward*

## Learning and development of an employee:

Employee training and development is a broad term covering multiple kinds of employee learning. Training is a program that helps employees learn specific knowledge or skills to improve performance in their current roles.

Development is more expansive and focuses on employee growth and future performance, rather than an immediate job role.

Benefits of training and development in an organization include:

- Keeping up with industry changes
- Being updated with all the latest technology development
- Stay ahead of competitors
- Able to see skill gaps
- Maintain knowledge and skill
- Advance employee skills
- Provide an incentive to learn
- Increase job satisfaction levels
- Provide internal promotion opportunities.

What is employee engagement?

It can be defined as “the harnessing of organization members themselves to their work roles; in engagement, people employ and express themselves physically, cognitively, and emotionally during role performances”



## Types of employees based on level of engagement:

**Actively Disengaged:** The category of people who are unhappy and they spread unhappiness in the organisation

**Engaged:** These people are those who can be identified with words like passion, alignment and innovation and are connected to the company.

**Not Engaged:** The large majority present in organisations almost 50% in number. They do what is told and they like only one instruction at a time

## Outcomes of engagement:

- Lower absenteeism and higher employee retention,
- Increased employee effort and productivity,

- Increased sales,
- Improved quality and reduced error rates,
- Higher profitability,
- Earnings per share and shareholder returns,
- Enhanced customer satisfaction and loyalty,
- Faster business growth; and
- Higher likelihood of business success.

## Measuring engagement:

Engagement surveys identified the common themes like:

- Pride in employer, Job satisfaction, Opportunity to perform well at challenging work.
- Recognition and positive feedback for one's contributions
- Personal support from one's supervisor.
- Understanding the link between one's job and the organization's mission,
- Prospects for future growth with one's employer,
- Intention to stay with one's employer.

## How learning and development can foster employee engagement?

- Put brand and values at the heart of what you do-values are more than branding
- Pinpoint your desired learning culture
- Make technology the enabler, not the starting point - meaningful work is important to employees
- Build trust and learn from your audience, Invest in leaders and managers
- Good leadership is also crucial to making the desired culture a reality in the workplace,
- Think learners, think consumers
- Modern expectations for digital content are high, and being social

Employee engagement can be overall said that it is a combination of emotions, understanding, motivation and willingness of employees.

- Emotional Attachment – to the organization, their job and their work.
- Rational Understanding – of organization's goals, values and how they contribute.
- Motivation and Willingness – Invest discretionary effort to perform better.



**Pooja Prasad**  
IV Sem, MBA, BNMIT

# HR (Human Resource) Audit

## “The things that get measured get managed”

Human resource auditing is the process of examining policies, procedures, documentation, systems and practices with respect to the organization's human resource function. It is an analytical, investigative and comparative process. It provides the feedback about the HR function to operating managers and HR specialists. The main purpose of any audit is to identify the strength and weakness in the organization. The audit works best when the focus is on analyzing and improving the HR function in the organization. HR audit provides the quality check on HR activities.



HR audit entails measuring the effectiveness of management's mission, goals, strategies, policies programs and activities from HR perspective. It also helps us to identify the values which include the return on investment, operational effectiveness, the administrative efficiency and resource optimization. Secondly it helps us to have a check on compliance with legislative and organization policies. Finally, it helps us to identify the risk involved in dealing with humans.

Organizations conduct HR audit to increase the effectiveness and performance of HR department, to assess and identify the right way of implementing HR policies and procedures. In addition to these primary objectives, HR audits are used by organizations to identify the reasons for low productivity and improve the strategies, to evaluate the HR staffs and employees, to seek explanation and information with respect to the failure and success of human resources values which include the return on investment, operational effectiveness, the administrative efficiency and resource optimization.

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### Types of HR audit

**Compliance:** This type of an auditing focuses on how well the company is complying with current federal, state and local laws and regulations.

**Best practices:** This helps the organization maintain or improve competitive advantage by comparing its practices with organizations which are identified to have the best HR practices.

**Strategic auditing:** Focuses on strengths and weakness of the system and processes to determine whether they align with the HR department / the company's strategic plan.

**Functional audit:** Focuses on a specific area in the HR functions which include the payroll, performance management, records maintenance.

### HR Audit process

The HR audit is a comprehensive, systematic and sequential process involving the following activities: HR Audit process includes examining employees' records, salary data, eligibility documentation and performance standards to measure the effectiveness of workplace policies and department procedures.

### Conclusion

HR audit is an effective tool to assess the efficiency of the current HR activities, to align the HR practices with the organizational activities and identify the improvement areas. It allows an organization to assess and evaluate any gaps or potential risk and increase the commitment of HR professionals towards continuous improvement.



**Ms. Ashwini B N**  
**IV Sem, MBA, BNMIT**



## Department News

### Aarohan 2017- An Intercollegiate Management Fest

Department of MBA, BNM Institute of Technology hosted an inter-collegiate management fest 'AAROHAN 2017' on 5th and 6th of May 2017, sponsored by Anand Audio, Oppo, Ace Craft, Big Bazaar Serenity, Wildcraft, Dominos, Saaguva Dariyalli, Fulcrum Edu, Big Barn and Agnipatrike.

This time BNMIT management students took their fest to a new level by having 'Agriculture- A Tribute to Indian Farmers' as the theme of the fest. A platform was built to motivate and inspire all the students to take a leap forward.

The exciting day began with a soulful prayer by the college students. Prof. K Narayana Gowda, Former Vice Chancellor, University of Agricultural Sciences, Bangalore gave an inspiring talk and invoked a sense of responsibility amongst students towards the importance to be given to farmers and inaugurated the two-day festival. Following the inauguration, the audience were introduced to all the events of the fest.

Around 60 students from 15 colleges registered to take part in various events. Some of the colleges were Dayanand Sagar, RVIM, Adarsh and RNSIT. With the theme as Agriculture, the students were ready to defy all odds with a lot of zeal to organize and compete in the various management events. The Inaugural Session was telecasted on DD Chandana TV Channel on May 7, 2017.



Group dance by students of MBA during the Inaugural Programme



Mr. Yashaswi and Mr. Shashikumar of first and second year MBA singing the Aarohan Anthem- A tribute to Indian farmers

### Staff Development Programme- Jan 18, 2017

Staff Development Programme on “Advanced Excel” was organised for the non-teaching staff members of BNMIT on January 18, 2017. The resource person for the SDP was Mr. Shankar M M from CARES, Bangalore. 20 data entry operators representing various departments participated in the SDP and got hands on experience in different functions of MS Excel and Powerpoint presentation



(From L-R) Sri. N Chandrashekar, Deputy Director General, Doordarshan Kendra, B'lore, Sri. Narayan Rao R Maanay, Secretary, BNMEI, Prof. K Narayana Gowda, Former Vice Chancellor, University of Agricultural Sciences, Bangalore, Dr. C Naganna, Chairman, BNMIT & Dr. L Vijayashree, Prof. & Head, Dept. of MBA, BNMIT



Heads of the Institution along with the resource person and participants of the Staff Development Programme held on January 18, 2017



### Guest lecture series from February to June 2017

Sl.No.	Topic	Resource Person
1.	Entrepreneurship	Mr. Ayush Arora Entrepreneur, Social Cutlet
2.	Online Coaching & Training for Competitive Exams	Mr. Ashok Hegde Chairman & MD, BRet
3.	Organized Life	Mr. Michael Joseph Manager, People & Culture, Grand Thornton
4.	Leadership Skills	Dr. M. Venugopal Senior HR Director, Maxvel IP service
5.	Recruitment and Selection Process	Mr. Tharun Nalluan Executive Director, Learnito
6.	Armed Forces and Corporate-common thread	Col. Vijaya Sarathy Academic Consultant
7.	Marketing	Mr. Santhosh Entrepreneur
8.	Business Plan Presentation	Mr. Yeshaswi Nag .N. Project Officer, EDI

#### Student Activities

The second semester MBA students have visited shopping centres in Koramangala, Bangalore on April 12 & 13, 2107. This was an initiative to render a practical exposure of collecting primary data from the respondents. Mall intercept is a type of convenient sampling technique where students chose their target respondents conveniently. The students were exposed to learning many things like selecting the topic for the research, preparing the objectives for their study from the literature review done on the topic selected. Data was collected from around 240 respondents in two days.



#### Visit to Asakta Poshaka Sabha- A Home for Senior Citizens

As a part of CSR activity, the second semester MBA students visited Asakta Poshaka Sabha, Bangalore on May 26, 2017. The students interacted with the senior citizens and performed group dance and song.



#### EDITORIAL TEAM

**Dr. NEETHA MAHADEV**  
Professor, BNMIT

**Dr. BHAVYA VIKAS**  
Associate Professor, BNMIT

**Ms. LIKITHA UMASHANKAR**  
II SEM, MBA, BNMIT