

MANAGEMENT CHRONICLE

Newsletter

DEPARTMENT OF MANAGEMENT STUDIES



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.

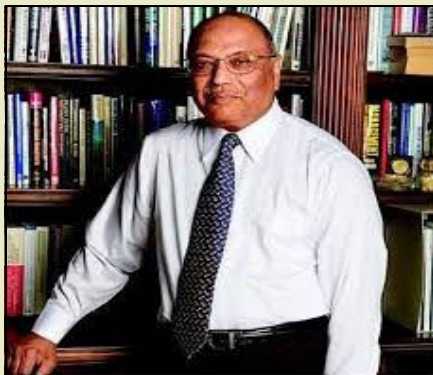
VISION AND MISSION OF THE DEPARTMENT

VISION

- To be a preferred destination for Management Education and Entrepreneurship Development in Karnataka.

MISSION

- To provide contextually relevant Management Education with learner centric pedagogies.
- To mould students with people skills, effective communication techniques and managerial competencies needed for successful managerial roles.
- To imbibe entrepreneurial culture through curriculum, pedagogy, research and mentoring
- To develop socially conscious managers



“Management Chronicle”

from Department of Management Studies, is dedicated to C K Prahalad, Management Guru, author of “The Fortune at the Bottom of the Pyramid”.

Inside the CHRONICLE

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B.N.M Institute of Technology

Affiliated to V.T.U, Belagavi | Approved by A.I.C.T.E, New Delhi

From the Editor's Desk

We are glad to bring out June 2016 issue of our newsletter, Management Chronicle.

This issue is dedicated to late Dr. C K Prahalad, Professor of Corporate Strategy, University of Michigan, Author of renowned book "The Fortune at the Bottom of the Pyramid"

Management Chronicle aims at providing a platform for the students to contribute articles and to showcase their skills in the functional areas of management. Students have expressed their views on Employee Engagement, Technical Analysis, Risk Management & Cloud Computing. The newsletter also reflects major programmes organized by the Department of Management Studies from January to June 2016.

PROFILE OF THE MBA DEPARTMENT

From 2006, Department of MBA has proven its teaching ability by securing top VTU university ranks. The department of MBA at BNMIT is served by highly qualified and experienced faculty members with an average experience of 16 years in industry and academics. International and national level faculty Research Contributions, MoU with University of Alabama in Huntsville, USA, National level students fests, conferences, online courses, Industry Interface programs are the prominent features of the Department.

Achievements



Dr. Neetha Mahadev was conferred PhD degree in Management from VTU on 27th May, 2016, for her thesis entitled "Women Entrepreneurs' Conflicts and Conflict Resolution Styles at Different stages of Business Development- A Study on Women Entrepreneurs of Selected SMEs in & around Bengaluru".



Ananth P Joshi has secured 3rd place in yogasana championship conducted by Atmadarshana Yoga Centre Affiliated to Yoga Alliance International & Yoga-Samskrutham University, Florida, USA, held on 18th June 2016.

Editorial Team

Ms. Ruth Priya

Assistant Professor, MBA, BNMIT

Ms. Bhavya Vikas

Assistant Professor, MBA, BNMIT

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**Mr. Naveed Ahmed Shaikh**

IV Sem MBA, BNMIT

**Mr. Chirag D Parvatikar**

IV Sem MBA, BNMIT

**Ms. Lavanya V**

II Sem MBA, BNMIT



## ARTICLES



### Impact of Employee Engagement on Employee Retention

‘Employees’ are one of the most important pillars in the foundation of the business organizations. ‘Employees’ have gained immense respect and power to make their own decisions in the present era of business. Retention and Attrition has become very common in today’s world of business.

The objectives of the research was to find the most engaging, retaining factor for the employees; to study the association between the demographic factors (gender and marital status) and employee engagement, employee retention and Needs Hierarchy factors; To study whether there is a relationship between the demographic factors (age and work experience) in response to the engagement programs, employee retention and Needs Hierarchy factors; To study whether there exists a relationship between employee retention factors & employee engagement factors.

The factors of engagement included Organization Culture, Career Development and Advancement, Work Life Balance, Job Satisfaction and Involvement, Managerial Support, Job Support and Internal Communications.

The factors of employee retention were Compensation and Benefits, Company’s Pay Policy, Rewards and Recognition, Employee Motivation, Relationship with Peers, Co-workers and References and Recommendations. The employee’s stand/position in the Maslow’s Hierarchy of Needs factor is analysed.

The statistical tools used for this research were ANOVA (One way), Correlation (Bivariate) and Regression. The demographic factors such as Age, Gender, Marital Status and Work Experience were used

The results showed that the most engaging factor for an employee was his Job Satisfaction and Involvement. The most retaining factor of the employee was the relationship with the peers and co-workers.

There was a positive correlation between Age and the Career Development & Advancement and Work Life Balance, which means as the Age increases, so will the Career Development & Advancement and Work Life Balance. There was negative correlation between Work Experience and Job Support and Internal Communication. The most engaging factors were Career Development & Advancement and Organization culture when compared to the overall retention factors.

Thus, the organization must concentrate on the factors like Career Development & Advancement, Organization Culture, Compensation & Benefits. A few more positive changes in these factors .



**Ms. Raveena R**

IV Sem MBA

## Technical analysis on Nifty 50 and Reliance Industries Ltd.

The fundamental and technical analysis are used to analyze the financial securities and help in making investment decisions. The investors in order to be successful in the investment activity try to forecast the behaviour of the stocks by adopting any one of the techniques.

Fundamental analysis is all about examining the capacity of the stocks on the basis of company, industry and economy in order to determine/estimate its intrinsic value.

In short, Fundamental analysis evaluates the company's value by analyzing its characteristics. Whereas technical analysis has a totally different approach, it takes into consideration the share price movements. and Divergence and Japanese candle sticks techniques involved.

The main objective of this article is to understand the relationship between Nifty 50 and Reliance Industries Limited.

It is purely based on the secondary data, with Relative Strength Index, Moving Average Convergence and Divergence and Japanese candle sticks techniques involved.

The four main charts of technical analysis are:  
Bar chart, Line chart, Candle Chart, Point and

figure chart. The main function of technical indicators is to alert, to confirm and to predict.

The indicators are: Relative Strength Index (RSI), Moving Average Convergence Divergence (MACD), Candlestick Charts. The statistical tools used are: Return, Beta, Correlation.



From the study, the impact between Nifty 50 and Reliance Industries Limited, its trends and fluctuations are determined. Therefore an investor before investing should have a thorough knowledge about the company and know at least the basics of the techniques used.

**Ms. Prathesha,**

IV Sem MBA





## Study on The Risk Management

**Risk** is virtually anything that threatens or limits the ability of a community or nonprofit organization to achieve its mission.

**Risk management** is a process of thinking systematically about all possible risks, problems or disasters before they happen and setting up procedures that will avoid the risk, or minimize its impact, or cope with its impact.

**Internal finance control** are the policies and few procedures followed by the company in their various business activities for the efficient running of the organization by safeguarding the assets of the company to detect and prevent the errors and fraudulent activities for the purpose of relying on the financial information of the company with the help of two different systems used to monitor IFC risks and controls, which are Financial Controls Management (FCM) and SAP Governance, Risk and Compliance (GRC).

Risk management is the topic chosen for the study under which internal finance control is the main area which is concentrated upon which work as a framework for setting control orders for the standard operating procedure (SOPs). There are 27 SOPs framed for various activities. In the mentioned above SOP's, bottle management and warehousing and distribution are the topics chosen and mainly concentrated upon and in both financial and operational control.

**1)Scoping:** The main objective is that scope of IFC activities are sufficient to enable management to conclude on the design and operating effectiveness of the internal financial controls

**2)Process Risk Assessment:** The main purpose of this is to identify and assess the risk associated with each in-scope business process and it mainly ensures that the right key controls are selected to manage the risk the testing approach is efficient

**3)Documentation and Design Effectiveness:** The company has to ensure that processes within scope are suitably documented and that key controls are appropriately identified and evaluated.

**4)Testing:** This is to assess whether the key controls that mitigate high and medium risks are operating effectively. To achieve this all testing need to be done consistently, that is formal test plan should be designed, prescribed sample size should be used.

**5)Control Self Assessment:** The main objective is for the management to provide an assessment of the operating effectiveness of the key financial controls so that the results can be relied upon by group when assessing financial reporting controls, formal testing requirements can be reduced for defined categories of the key control.

**6)Quality Assurance:** The main objective of the quality assurance is to comply with the IFC minimum standard so that gaps can be addressed on a timely basis & reported to key stakeholders.

**Ms. Roja S**  
IV Sem MBA



## Impact of cloud computing on marketing in the present scenario

The evolution of cloud computing over the past few years is potentially one of the major advances in the history of computing. However, if cloud computing is to achieve its potential, there needs to be a clear understanding of the various issues involved, both from the perspectives of the providers and the consumers of the technology.

Cloud computing can be defined as a way to enhance computing services by enabling users to access software application that are stored offsite at locations rather than at organization's local data center or a user's desktop.

Marketers have transitioned to the cloud for a number of reasons, including:

- Multi-device support
- Increased security
- Low-cost efficiency

We are trying to explain the applications of cloud computing in the following areas:

- Inbound marketing
- Lead Tracking
- Sales cycle management.

**Why Marketers Are Migrating to the Cloud ?**

1. Multi-Device Support
2. Secure
3. Low Cost

So, while cloud computing is really great and we are probably already using it, ei-



ther for business or for personal means, here's what we've learned from taking a look at the pros and cons:

By digital marketing, organizations can increase ROI and also promote their brands anytime anywhere at minimal cost. To interlink both cloud computing and digital marketing, E-services plays a good role.

Thus, by appropriate cloud deployment model and proper digital marketing for STP (Segmenting, Targeting and positioning) of the brands.



Shreyas and Pooja Prasad of First Year MBA have won the First Place for this article presentation in National Conference organized by SJBIT, Bangalore held on 6th April, 2016.



## DEPARTMENTAL ACTIVITIES

### PANEL DISCUSSION

A Panel Discussion on Career Opportunities in Logistics and Supply Chain Management was organised in association with Global School of Supply Management on 20<sup>th</sup> February, 2016. Dr. Anil Chinna bandar, Vice President-Supply Chain, Life Style, Mr. Debaprasad Chakraborty, AVP-Delivery, Sourcing and Procurement Practice-BPO, Mr. C. Subbukrishna, Director, Global Institute of Supply Chain Management were the Panelists.



*Panelists discussing about Career Opportunities in Logistics and Supply Chain Management*

### AAROHAN 2016

#### INTERCOLLEGIATE MANAGEMENT FEST

The Department organized an Inter Collegiate Management Fest on 28<sup>th</sup> and 29<sup>th</sup> April, 2016 with Indian Army as the Theme. Theme Event, Marketing Event, Finance Event, HR Event, Business Quiz, Women Entrepreneur, Best Manager were the events conducted. 70 teams from 17 different Colleges in and around Bangalore participated in the fest.



*Dignitaries along with the winners of Aarohan 2016*



*Faculty members along with student volunteers of Aarohan 2016*



## INDURSTRIAL VISITS

I & II Year MBA Students visited GB Foods and UNIBIC on 17<sup>th</sup> and 18<sup>th</sup> April, 2016. They were shown a presentation of the processes involved and also saw the processing area inside the factory.



*Students at Unibic Foods Pvt Ltd*



*Staff and Students at GB Foods*

## SYMPOSIUM

A Symposium on Corporate Expectation from MBA Graduates was organised on 12<sup>th</sup> March, 2016. The resource persons for the first Session were Mr. Adhi Kesarla, Head-Finance, Google India, Dr. Balaji Sreeramulu, VP and Head-HR, Professional Access and Mr. D P Chakravorthy, AVP-Delivery, Infosys.



The Second Session was on "How Graduates shall equip themselves to be Successful". Mr. Praveen Kamath, Global Head, Talent Transformation, Wipro Corporation, Mr. Shivakumar Venkateswaran, Chief Human Resource Officer, IIM Bangalore and Mr. V. Narayanan, Strategy Consultant & Corporate Coach Director, Academy for Consultancy & Empowerment were the key speakers in the program. The Placement CD of 2016 was released.

## MOU with Fidelity National Financial



BNM Institute of Technology has signed MoU with Fidelity National Financial (FNF)- a US based Fortune 500 company on 25<sup>th</sup> May, 2016. Under this MoU, FNF will provide training to management students and place eligible students after successful training and completion of graduation.

*Any suggestions and articles, kindly email to : [mba\\_office@bnmit.in](mailto:mba_office@bnmit.in)*