

Management Chronicle

NEWSLETTER

DEPARTMENT OF MBA

VOLUME 5, ISSUE 1, JUNE 2020

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 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

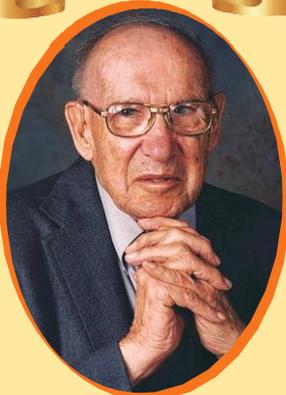
MISSION

- 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

Peter F. Drucker
1909-2005



Peter F. Drucker, was an Austrian-born American management consultant, educator, and author, whose writings contributed to the philosophical and practical foundations of the modern business corporation. He was also a leader in the development of management education, and he invented the concept known as 'management by objectives.'

*Although Drucker was known to shun the term 'consultant', it was through consulting that he wielded the greatest influence, starting with his 1943 invitation to analyze the organizational structure of the General Motors Corporation. The resulting book, *Concept of the Corporation*, offered the first complete assessment of a large corporation as a social institution. Drucker later served as a consultant to a number of corporations, organizations, and governments.*

"Time is the scarcest resource and unless it is managed nothing else can be managed"
– Peter Drucker



Vidyayāmṛthamashnuthē

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 EDITOR'S DESK

We are glad to present the June 2020 issue of Management Chronicle, the Newsletter of the Department of MBA –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 write-ups related to their areas of interests. The newsletter also highlights the initiatives taken up by the Department for enhancing the skills of the faculty and the students.

PROFILE OF THE MBA DEPARTMENT

Established in 2006, the Department of MBA-BNMIT has recorded 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. Some of the prominent features of the Department are - International and National Level Faculty Research Contributions; MoU with Auston Institute of Management, Singapore; 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. and MoU with Learnito Edu Pvt. Ltd. The Department also conducts National Level Student Fests, Conferences, Online Courses and Industry Interface Programs.

B-PLAN CHAMPIONSHIP FINALE AT UNMAAD 2020, IIM-BANGALORE ON JANUARY 31ST 2020

Third Semester MBA students were offered a five-day training on Business Analytics, a Zonal Center Program conducted in association with MakeIntern& Echoes (IIM Kozhikode Event) from September 8th to 12th, 2019. Further to the training, three best students (Mr. Sunil N Rao, Ms. Mounika Reddy B and Ms. Shruthi R) were selected based on pre-determined criteria by the trainer to present their Business plan at Echoes-2020, the Annual Cultural Fest of IIM Kozhikode. However, due to the non-conducive environment in the state of Kerala, the event was shifted to Bangalore and was held as part of Unmaad-2020, the Annual Cultural Fest of IIM-Bangalore on January 31st, 2020.

The BNMIT- MBA team presented the concept of Agiro, a digital platform and aggregator for farmers to have hassle free access to the basic and the advanced agricultural equipment. The idea was to build a virtual network of local equipment vendors and small farmers who own small equipment so that they can be shared with fellow farmers who are in need of the equipment. A panel of eminent judges- Dr. Srikanth P Parthasarathy, Venture Capitalist and B-School Professor, Mr.Sovan Panda, a Professional Coach, Angel Investor and Strategist, and Mr. Pramod D'Souza, an Angel Investor and Product Leader, evaluated the business plan. The judges were appreciative of the idea and the social cause and gave valuable suggestions for better implementation of the idea.



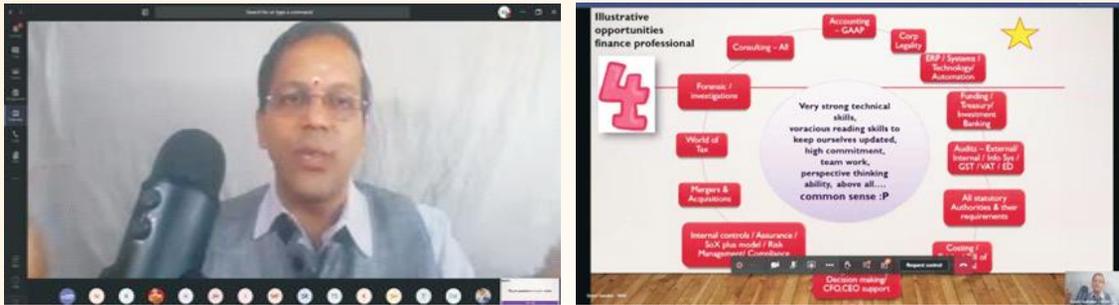
BNMIT MBA students are being presented with certificates and memento for participating in Business Plan event at UNMAAD 2020 of IIM-Bangalore by the Judges. (L-R) Mr. Sovan Panda, Mr. Pramod D'Souza, Dr. Srikanth P Parthasarathy to Mr. Sunil N Rao, Ms. Mounika Reddy B and Ms. Shruthi R.

WEBINAR LECTURE SERIES ON

'SPECIALIZATION MATTERS- ONE HOUR GUIDE TO MAKE AN INFORMED CHOICE'

The Department of MBA, BNM Institute of Technology, Bangalore organized a three-day webinar series for the first year MBA students on the topic 'Specialization Matters- One-hour guide to make an informed choice' from June 23rd to June 25th, 2020. A total of 450 students across different cities of Karnataka participated in the webinar.

Day One was marked for Finance Specialisation and the Resource Person was Mr. Viswanathan P, Chartered Accountant & CEO at Vyoma Linguistic Labs Foundation, Bangalore. Mr. Viswanathan highlighted that Finance, as a specialization, requires strong quantitative aptitude, voracious reading skills, teamwork, perspective thinking ability and common sense as a prerequisite. He mentioned that investment banking, funding, treasury, consulting, corporate valuation, financial planning and analysis, accounting, ERP, internal controls/ assurance/ risk and compliance, forensic/financial investigations are the various career options available in finance.



Mr. Viswanathan P, CEO, Vyoma Linguistic Labs Foundation talking about the Career Prospects in Finance

The day 2, on June 25th 2020, was dedicated to Human Resource Management, where the guest speaker was Mr. Mohan Kumar, Practice Head at Wipro Technologies. It was a very informative session that extended to almost two hours with Mr. Mohan's vast experience of both academics and industry. He spoke on the wide range of skills students need to possess for any career. Thereafter, Mr. Mohan spoke about the opportunities available in the HR vertical. With increasing dependence on the software industry to devise efficient work force management, Sir spoke about the IT skills and certifications that the students need to take up to attract better career opportunities. He emphasized on the need to learn continuously, add new skills and meet the ever-changing requirements of the workplace.



Mr. Mohan Kumar, Practice Head Wipro Technologies Addressing Students on Career Opportunities in HR

Day 3 of the webinar was chaired by Mr. CNB Rajesh, Director and Chief Evangelist, Enleanytics. He shared his insights about career prospects in Marketing and how students should prepare themselves with the relevant knowledge, skills and attitude. He shared details about entry level jobs, skills that students can nurture, companies that are currently hiring and how students can ready themselves for jobs. He also advised students to shape their mind-set, build their network and invest in skilling and reskilling especially in soft skills, sales funnel skills, digital marketing skills and design skills besides linguistic skills. The speaker addressed concerns of the audience in the Q & A session. The students found the webinar extremely

fruitful and there were a plenty of take away from it.

WEBINAR ON 'TESTING OF HYPOTHESIS-RESEARCH METHODOLOGY'

A webinar on Testing of Hypothesis was organised on April 22nd, 2020 for the second semester MBA students. The objective was to provide insights into empirical research and the role of inferential statistics in research methodology. Ms. Manju J R Assistant Professor, Department of Electrical and Electronics Engineering, J S S Academy of Technical Education Noida, Uttar Pradesh was the speaker.

Ms. Manju explained a few concepts like hypothesis, steps in testing hypothesis, the errors in hypothesis, small sample and large sample test and how to calculate z test and t test.

It was an interesting session as the speaker gave many examples from industry and relevant case studies. Students too had plenty of interaction with the guest speaker and could get clarity on Testing of Hypothesis as part of Research Methodology.

INTERNSHIP FOR MBA STUDENTS (2018-20 BATCH) IN SINGAPORE JANUARY 26TH TO FEBRUARY 22ND, 2020



Mr. Matthew Tan, Faculty at Auston Institute of Management Delivering a Lecture on 'Change Management'

International internships provide practical training, create awareness on how people think and prioritize things in other countries apart from understanding their history, culture, and traditions. In order to provide global exposure to students, the Department of MBA, BNM Institute of Technology in association with Auston Institute of Management and World1 Solutions organized an Internship and Study Tour to Singapore. 19 students of MBA took this opportunity to enrich their knowledge and explore new spheres in their domains of specialization.

The tour benefitted the budding managers by giving them exposure to a new culture, the challenges and opportunities faced by organizations in Singapore. During the tour, the students attended lectures on Research Methods, Change Management and Project Management at Auston Institute of Management, Singapore. They also attended a talk on Entrepreneurial Journey at Singapore Chamber of Commerce and Industry.

The students were assigned internships at BGC Group, Manulife, Big 3 Media, Eagles Connect Pte Ltd, 2359 Media and SmecenPte Ltd., based on their areas of specializations. The students visited these companies and gathered data pertaining to their projects. The companies through their managers, provided the students with all the relevant information in the respective specializations as required by the students. The data gathered was analyzed and presented at the Auston Institute of Management. The presentations were appreciated with certificates on successful completion of their projects.

The students were also taken to prominent places of interest as a part of cultural immersion during their stay at Singapore. The Merlion Park, Sentosa Island, Universal Studios Theme Park were a few places visited, that left the students mesmerized and filled with memorable experiences to cherish in life.



Students at Universal Studios, Sentosa Island, Singapore



Students with the Staff of Auston Institute of Management



Students at Harbour Front, Singapore



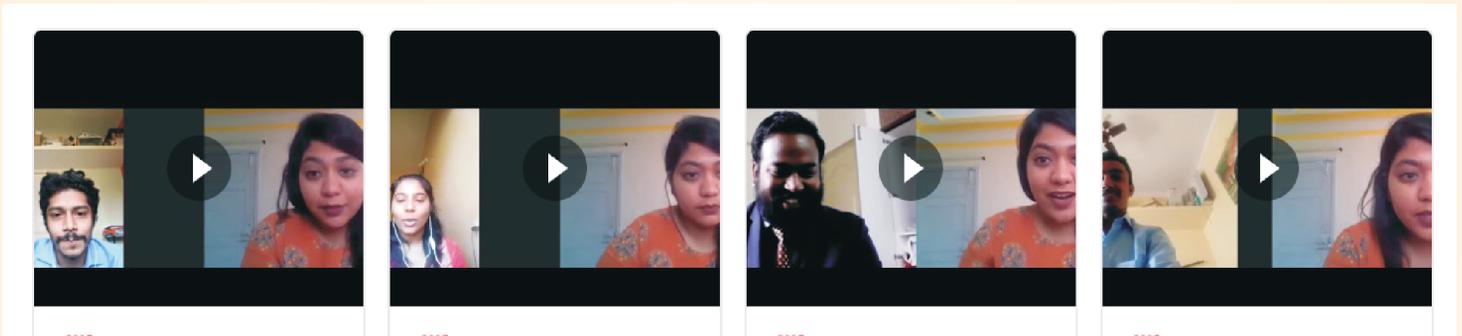
Students at Malay Heritage Centre, Singapore

ALUMNI CONNECT- "MOCK INTERVIEWS" ON MAY 9TH & 10TH, 2020

The Department of Training and Placement, BNMIT organized 'MOCK INTERVIEWS' on May 9 & 10, 2020 for the final year students of MBA on topics which are frequently asked in interviews. Alumni who are associated with reputed organizations such as TCS, Amazon, Cargill Business Services, Société Générale, Accenture India Pvt Ltd etc., conducted the mock interview sessions.

Each student had a face to face interview for duration of 20 minutes via zoom video call. The questions were a good mix of general aptitude and were based on specialization. The last 3 minutes of the mock interview was reserved to provide feedback to the students about their performance and to provide input for areas of improvement.

Some of the students, who performed well during the mock interview session, had the opportunity to attend interview at the respective company where the alumni was employed based on the reference of alumni. Some of the valuable feedback given by the alumni is that the candidates should be very good at fundamentals of their functional areas, have confidence and should carry the right attitude. The students had expressed that the mock interview sessions were very useful and had helped them to gain confidence by facing interviews in an effective manner.



Virtual Mock Interviews being Conducted by Alumni

GUEST LECTURE SERIES

'BCG MATRIX @ AMAZON.COM' ON MARCH 31ST 2020

An online Guest Lecture was conducted for 2nd Semester MBA students on March 31st 2020. Mr. Adarsh.B, Subject Matter Expert in the Product Compliance Department at Amazon.com addressed the students on BCG Matrix with reference to his company.

The students found the lecture very interesting and understood how an online marketing giant conducts its business and focuses on increasing its competitive advantage. Mr. Adarsh was very considerate about the limitations of online platform and answered all the queries of students. The students were curious to know about Amazon as a company and career opportunities there.



"The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle" - Steve Jobs

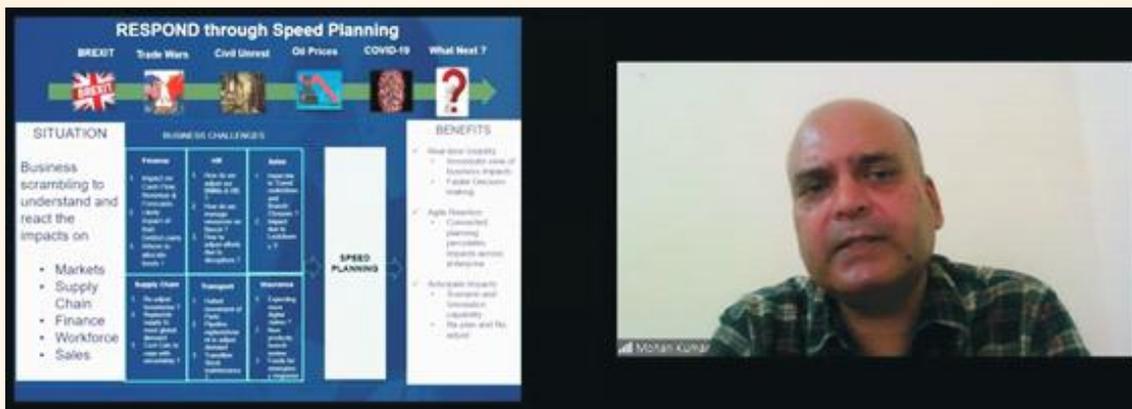


'EMBRACING THE NEW NORMAL' ON MAY 12TH 2020

COVID-19 has impacted the Economy, working patterns, job opportunities and prospects across the globe. In order to address the same, an online guest lecture was arranged for the 4th Semester MBA students on May 12th, 2020. The speaker Mr. Mohan Kumar, Practice Head at Wipro Ltd. and industry representative of the BOS, NAAC and NBA, addressed the students.

Mr. Mohan Kumar elaborated the concept of Speed Planning that organisations need to adopt to achieve real time visibility of business impact, agile reaction, and anticipation of future possibilities. He also enlightened the students about the future trends and avenues that have resulted because of the pandemic. The future belongs to curious learners and students should emphasize on continuous learning and knowledge acquisition.

Mr. Mohan Kumar answered the queries of students and clarified their doubts. He also provided tips on how they could prepare themselves for interviews amidst the challenging jobs and market conditions, prevailing in the country.



Mr. Mohan Kumar, Practice Head, Wipro Ltd. addressing the MBA students

'RECRUITMENT PROCESS' ON MAY 15TH 2020

A guest lecture on 'Recruitment Process' was held on May 15th, 2020 for the second semester MBA students. The guest lecture was organized by the Department of MBA to provide the students with a head start in their career. The guest speaker was Ms. Geetha Nagaraj who works for Public Consulting Group in Columbus, Ohio, USA. Ms. Geetha Nagaraj has over 18 year of experience in Quality Assurance and 2 year as IT Delivery Manager.

Ms. Geetha gave a brief overview on the processes of recruitment and highlighted about job specification and job description. Further, she explained how recruitment process was important to the organization for selecting the right candidate. She also gave a practical outlook to the prevalent COVID-19 situation, how people were being laid-off and challenges of the job scenario in the immediate future. She advised the students to develop different skill sets which will be of additional value while applying for jobs. She also advised students to learn to manage time efficiently, that would be an added advantage.



'SALES-A WORLD FULL OF OPPORTUNITIES & CHALLENGES' ON JUNE 3RD 2020

An online guest lecture was conducted for the 4th Semester MBA students on June 3rd, 2020 on the topic 'Sales-A World full of Opportunities and Challenges'. The speaker Mr. DVS Subhash, Sales Head at Birlasoft, (US and India regions) delivered an interactive session for the students. He gave an insight about Sales in this competitive world.

His talk involved concepts of sales cycle of a company and the priority be given to enhance sales experience. He elucidated on how to identify the prospect and convert them into a sale lead in business. Mr. Subhash described the different roles of a successful sales manager and how he should manage the sales team by identifying the performers

and rewarding and encouraging them to scale greater heights and also motivate the average performers and train them to bring out the best in them. Sir also gave a brief idea about the compensation structures that are followed in companies.

He answered the queries of the students and appreciated their curiosity to know more about Sales as a profession.

'LIFE AFTER COVID-19'

BY DR. KARTHIK L, SCIENTIST, ON MARCH 25TH, 2020

A Guest Lecture on Life after Covid-19 was conducted for 4th Semester MBA- HR students, by Dr.Karthik L, Scientist, M.Sc.(Microbiology); MBA (Marketing); PhD(Bioinformatics); PhD (Marketing) on March 25th, 2020. He spoke on how Covid-19 created unprecedented disruption across several industries, forcing employers to respond at a rapid pace. These included taking measures like implementing remote jobs on the spot, and at the same time easing employees' concerns to reduce worry and stress. Once the lockdown is lifted across states, many employees and workers will return to an unrecognizable life, leaving most of us wondering as to what the new normal will be.No one can predict the future, but we can see trends, and the more you are able to spot them, the better your chances are of retaining a job and securing your future. The purpose of the lecture was to make the students aware of how the nature of career opportunities would change and the need for them to be updated with latest skills.

'LEADERSHIP AT CRISIS'

BY MS. PREEJA SRIDHAR, LEADERSHIP COACH ON MARCH 26TH, 2020



Leadership Coach, Ms. Preeja Sridhar, Mu Sigma Inc addressed the 4th Semester MBA- HR students on the topic 'Leadership at Crisis 'on March 26th, 2020.Ms. Preeja is a Corporate Trainer in Behavioural Skills for the past twenty-two years. She has been instrumental in conceptualizing and conducting quality programs for the entry level, middle and top-level professionals.

Ms.Preeja spoke on the Volatile, Uncertain, Complex and Ambiguous environment we are living in the present times. She emphasized on the need for vision, understanding, clarity and agility as integral components of leadership skills to deal with crisis. She spoke of the Japanese ways of coping and handling crisis through Ikigai, Kaizen, Kanban and Hoshin Kanri. The students found the webinar very interesting and the new terms discussed created an interest to learn more about them.

'TEAMWORK'

BY ARJUN VELLAL ON MARCH 30TH, 2020



Virtual Guest Lecture on 'Teamwork' was conducted by the MBA Department for 4th Semester HR students on March 30, 2020. Mr. Vellal addressed the students on the importance of teamwork to be successful in one's career. It is not possible to do anything single-handed. Hence it is necessary to collaborate with people around you and make them think and act your way. This is what defines success. To build a good team, we need to establish good relationship with people around us. The relationship has to be built on trust as a result of consistent behaviour and performance. Along with this, the authority which defines their fields of experience also aids in building a good team.

As the webinar was on a general topic, the talk was opened to all the students, irrespective of their area of specialization. The students found the webinar very enlightening as it stressed on the practical aspects of achieving success in one's life.

"There are many things in life that will catch your eye, but only a few will catch your heart. Pursue these" - Michael Nolan



'FUTURE OF HR ANALYTICS'

BY DR. MANJUNATH V S, FOUNDER-ENLEANYTICS ON APRIL 9TH, 2020



A guest lecture on 'Future of HR Analytics' by Dr. Manjunath V S, Founder-ENLEANYTICS was organized by the MBA Department for 4th Semester HR students on April 9th, 2020. Dr. Manjunath spoke on how the Future of HR Analytics will witness an evolution in HR interfaces using AI Chatbots, Optimized Hiring through Smart Recruitment, Better performance measures through Machine Learning Algorithms and nurture to grow talent through personalized learning.

The focus would be to hire people with high emotional intelligence, foster a culture that is customer oriented. This will enable to link HR with the business drivers. The stages of HR Analytics evolve through the two dimensions of Business Value and Maturity of the HR function. This can be visible through parameters such as justification, measurement, effectiveness, value creation and creating impact.

The webinar was highly technical and very much in tune with the current industry scenario. The students developed a good understanding about the significance of Analytics in the HR field. As the students had already studied the subject as part of their third semester, the practical aspect of the subject reinforced their understanding.

'5 PS OF SUCCESSFUL LEADERSHIP'

BY DR. BALAJI M.S, CEO WHTZNXT ON APRIL 16TH, 2020

A guest lecture was organized by the MBA Department on the topic '5 Ps of Successful Leadership' on April 16, 2020. Dr. Balaji M.S, CEO Whtznxt addressed the students of 4th Semester.

Dr. Balaji opined that the leaders should be responsible for the highest results and give freedom to the team members to do the assigned work in their own way. In fact it is by giving the freedom to fail and learn from mistakes, you will help people transform themselves. The 5 Ps focus on -People, Process, Programme, Policies and Passion. Every leader should demonstrate a combination of leadership styles: 50 % Democratic, 30 % Autocratic, 20 % Laissez-Faire would be a good combination.

The present challenge which leaders face is recruiting the right kind of people, posting leaders and giving others before you take from them. He advised students to choose a mentor and connect with industry experts. He also advised them to build an impressive resume` and have the courage to include failure stories. This will demonstrate their honesty as well as willingness to learn from their failures.



STUDENT ARTICLES

AR MARKETING



Bhoomika
MBA 4th Sem.

Marketing is an activity which starts with identifying what customers need and then plan the course of action to provide maximum satisfaction accordingly. In the current scenario, marketing is very dynamic due to fluctuating demand and supply of certain products and services and also due to the changing behaviour of customers, which makes it challenging for the companies to adapt and implement the change.

Augmented Reality (AR) is a technology that works on computer vision -based recognition to augment sound, video, graphics and other sensor-based inputs onto real world objects, using the camera of a device. It basically helps to blend digital content into real world.

Augmented Reality (AR) marketing is the recent trend in marketing which allows the customers to witness a unique experience while shopping. AR was earlier more confined to theory which people thought was impossible to implement, but now has become a science-reality accessible through mobile phones as well. It has become one of the most trending marketing strategies which enhances customer's shopping experience.



The biggest advantage is that even though the customers are not willing to purchase the products from such websites, they tend to visit the online portal just to experience the AR feature which may motivate them to purchase. Augmented shopping experience is one of the rising trends in retail shopping like fitting rooms, cosmetic samples, automobile test drives, jewellery shopping, furnishings and many more which provide the benefit to the customers to try before they buy. It helps customers to imagine the product and experience the product features before purchasing it.

Though the application of Augmented Reality was just restricted to gaming earlier, but now it has become a part of marketing strategy of many companies, giving huge benefits. Implementing Augmented

Reality Marketing would upgrade the customer's experience which leads to increased sales opportunities and enhanced customer engagement.

ABOUT INTERNATIONAL INTERNSHIP AT AUSTON INSTITUTE OF MANAGEMENT, SINGAPORE



Bharath Kumar B
MBA 4th Sem.

It was an excellent endeavour for our batch to have world-class exposure at BNM Institute of Technology in association with Auston Institute of Management, Singapore. The tour benefitted the budding managers to immerse them in another culture, experience the challenges and opportunities facing organizations around the world. It also extended global awareness and enhanced international perspective as a management graduate. During the tour, we attended lectures on Research Methods, Change Management and Project Management at Auston Institute of Management and attended a talk on Entrepreneurial Journey at the Singapore Chamber of Commerce and Industry. We were also taken to prominent tourist places during our stay at Singapore.

I had the opportunity to do my internship at a reputed company which has garnered a strong reputation for helping brands stand out in crowded and competitive environments. The company has created on-the-ground experiences that would truly add value to the overall festival experience while showcasing both brands. Creating new realities over the years, employees developed a range of AR, VR, and MR products for a variety of platforms.

I was fortunate to experience different aspects of a project, the process of how a project is initially planned, developed and completed, as well as how much work and detail goes into every stage. Another valuable lesson I learnt during these 4 weeks, were the different types of work an engineer has to perform, which in turn, has provided more insight into the different types of roles and responsibilities. I was given a tender to work on, in which recommendations to improve certain aspects of the project had to be given. They were open to any suggestions and ideas. This instantly made me feel comfortable and made me feel as though I was a part of the team. I felt more confident and supported as I knew my work would be doubly-checked and uncertainties will be explained.

By observing and learning from them, I managed to get some tips and learned different types of skills, from learning to communicate, reading and deciphering many different types of plans. I was happy that I had the opportunity to use my theoretical knowledge to apply it in the real-life situations. Through experience and observation, I learnt that working in primary stages of certain projects, things can change very quickly and dramatically. I found that the workplace itself was relatively diverse with people, having different strengths and qualifications, work together and organize their work in sync with one another so that work flows and they can complete their work efficiently to present it to the client in time. This, in turn, helps to manage the workplace better as a team and therefore creates a good atmosphere in the working environment.



My internship project is based on Competence Mapping which is the process of identifying specific skills, knowledge, abilities, and behaviors required to operate effectively in a specific job or organization. In other words, Competency Mapping is a process of identifying key competencies for an organization and job and incorporating those competencies throughout various processes (i.e. job evaluation, training, recruitment) of the organization.

Overall, I was very happy with the many things that I learnt and experienced during my stay in the company.



Pooja Kumari
MBA 4th Sem.

I had an incredible opportunity to intern at the Singapore Media Company in Singapore. I worked in the Marketing and Advertising Industry and my research topic was 'Improving Customer Satisfaction through Service Quality' in Singapore Media Company.

I undertook the 6-week internship which was conducted and certified by Auston University, Singapore. Training and Orientation was given in the initial days to opt the courses and choose our internship company wisely.

Singapore Media Company is marketing and advertising company, an award-winning experiential studio, established in 2014. Their clients include Airbnb, Unilever, HP, Adidas, Johnnie Walker etc. The culture and energy embodied and displayed by the employees made

it exciting to go to work every day and learn about the organization. I served as marketing and advertising intern and it was a very good learning experience.

In the first week, I was introduced to the products and services offered including 360 degrees Production, Projection mapping, Augmented reality, Virtual reality, App development etc. I was assigned work in the Service Quality Department taking feedback from customers. As an intern I helped them to understand customer perspective by being their primary customer. I downloaded an application and submitted my opinion to improve the service quality.

Each of us had been assigned a mentor under whom we worked during the whole duration. My mentor gave me an insight into the marketing and advertising industry and its various aspects.

We also had team outings to experience Singapore culture. Sightseeing was a pleasant diversion from the routine, inside the company. I am thankful for this wonderful opportunity to learn about the work as well as culture in another country. It is the best experiential learning I ever had!



Sanjana Guduthur
MBA 4th Sem.

As part of our 4th Semester project work, BNM Institute of Technology had organized a four-week international internship program in Singapore. This trip was particularly special to me as it was my first trip to a foreign country. I was very excited and had decided to experience, even the smallest things. The four-week program was filled with gaining knowledge and I could carry a load full of remarkable experiences back to India.

We had the opportunity to experience the academic life and culture in Singapore through Auston University. During the internship, we were allocated different companies in Singapore; I did my project work at 2359 Media. I was spellbound at the opportunity that came my way where I could interact with managers at international level and spoke to many

people hailing from various countries and cultures. The work-culture in Singapore is very flexible; employees can choose their own time of work. They do not have any dress code, and the workplace is very comfortable. We got an exceptional opportunity to attend a conference at Singapore Chamber of Commerce which gave us practical insights on how business venture takes shape on a large scale. I also got an opportunity to interact with Assistant Brand Manager of P&G.

We also took time to explore the city-state and witness the unique culture of Singapore. The real beauty of Singapore lies in the night lights and we experienced the extravagant culture of Singapore. We visited the Universal Studios, Marina Bay Sands, Gardens by the Bay, Little India and many more places. We were impressed by the world class digitalized transportation facility at Singapore. There exists a sensible, calm, and disciplined behavior among the people there. We had a very friendly navigator called city mapper which facilitated us with every information needed for our travel. Overall, it was an overwhelming memorable experience.



Students at the International Internship - Auston Institute of Management

STAFF ACHIEVEMENTS

FACULTY PUBLICATIONS

- **Dr. Bhavya Vikas** has published an article entitled 'Significance of Anticipatory Stage in the Formation of Psychological Contract for Effective Recruitments by Contemporary Organizations' in Shanlax International Journal of Management, Special Issue I, February 2020, P- ISSN: 2321-4643, impact factor 3.025, p 163-169.
- **Dr. Mukund Sharma**, Professor, Department of MBA and Ms. Abilasha C Yadav, published a review on 'The Impact of Currency Options on Exchange Rate Volatility: Indian Experience' in Journal of Critical Reviews ISSN-2394-5125 Vol 7, Issue 3, 2020 Scopus Indexed Journal

FACULTY ACHIEVEMENTS

- **Dr. L. Vijayashree**, Professor, Department of MBA was awarded 'The Star Performer' in the event 'Idea Competition' from Institution Innovation Council, MHRD, Govt. of India
- **Dr. L. Vijayashree**, Professor, Department of MBA successfully facilitated an MoU between BNMIT and VKF on February 14, 2020 regarding Domain Expertise and Advisory Services with Government Agencies, Corporate/ Industry Connect, Project Implementation Partner Support, etc.
- **Dr. L. Vijayashree**, Professor, Department of MBA was invited for a Talk on Stress Management of Working Women organized by Animal Husbandry and Veterinary Services, Hebbal on March 03, 2020 and was awarded with the Woman Excellence Award.
- **Dr. L. Vijayashree**, Professor, Department of MBA was invited for a talk as a Jury Member on the 'Role of Business Environment, Organizational Behavior and Strategic Management in creating a successful startup' at NetHealth Workshop on January 11, 2020 by COMSNETS 2020.
- **Dr. Bhavya Vikas**, Associate Professor, Department of MBA has completed 'Six Sigma Yellow Belt Online Certification' from April 11 to April 12, 2020 organised by Micro, Small and Medium Enterprises-Technology Development Centre, Government of India.
- **Dr. Bhavya Vikas**, Associate Professor, Department of MBA has completed 'Six Sigma Green Belt Online Certification Course' from May 3 to May 14, 2020 organised by Micro, Small and Medium Enterprises-Technology Development Centre, Government of India.
- **Dr. Bhavya Vikas**, Associate Professor, Department of MBA has completed online certification course on 'Financial Markets and Investment' in the month of April 2020 from Globsyn Business School, a global platform for digital learning.
- **Mrs. Vaishnavee Maanay**, Assistant Professor, Department of MBA has completed online training on Social Media Marketing from May 20 to 22, 2020, organized by Micro, Small and Medium Enterprises-Technology Development Centre, Government of India.
- **Mrs. Savita Rao G**, Assistant Professor, Department of MBA has completed an online certification course on 'Embracing Change' conducted by Harappa Education a Digital platform for lifelong learning in the month of March 2020.
- **Mrs. Savita Rao G**, Assistant Professor, Department of MBA completed online course on 'Designing Learner Centric MOOCs' by IIT, Bombay through NPTEL.
- **Mrs. Charithra C M**, Assistant Professor, Department of MBA has completed 'Six Sigma Yellow Belt Online Certification' from April 11 to April 12, 2020 organised by Micro, Small and Medium Enterprises-Technology Development Centre, Government of India.
- **Mrs. Charithra C M**, Assistant Professor, Department of MBA has completed online certification course on 'Financial Markets and Investment' in the month of April 2020 from Globsyn Business School, a global platform for digital learning.

FACULTY DEVELOPMENT PROGRAMMES

- **Mrs. Karpagam, Mrs. Chandrika Krishnan, Mrs. Savita Rao G , Mr. Bharath Bhushan, Dr. Kavyashree**, Department of MBA attended a 5-day FDP on 'Transcending Mentoring Skills' organized by BNM Institute of Technology, Bengaluru from January 16 to 18, 2020.
- **Mrs. Savita Rao G, Mrs. Charithra C M, Dr. Bhavya Vikas and Dr. Kavyashree** attended an Outbound Training on the theme 'Capacity to Capability' @Big Barn on February 06, 2020.
- **Mrs. Prathima V G and Mrs. Chandrika Krishnan** Assistant Professors, Department of MBA attended a one day HR Conclave 'Future Workforce and Building Talent Pipeline' organized by RV Institute of Management on February 24, 2020.
- **Mrs. Savita Rao G**, Assistant Professor, Department of MBA attended an FDP on 'Blended Learning Pedagogy using MOOCs' conducted by IIM Bangalore on March 07, 2020.
- **Mrs. Savita Rao G**, Assistant Professor, Department of MBA attended Online FDP on 'Learning through Gamification' conducted by Dept. of Management Studies, PSNA College of Engineering and Technology, Dindigul on April 30, 2020.
- **Mrs. Savita Rao G**, Assistant Professor, Department of MBA attended a Webinar for Environment Educators on 'Environment, Development & Climate Change' conducted by Dr. Sunita Narain, Centre for Environment Education, C0E by Ministry of Environment, Govt. of India on May 13, 2020.
- **Mrs. Savita Rao G**, Assistant Professor, Department of MBA attended 5-Day Online FDP on 'Learning, Pedagogy and Effective use of Case Methodology', conducted by ASM Group of Institutions, Pune and ASMA held from May 17 to May 21, 2020.
- **Mrs. Savita Rao G**, Assistant Professor, Department of MBA attended 3.5 hours Live Webinar by participating in 'FUTURE READY UNIVERSITY IN 90 DAYS' Hosted by the International Business Team, LITHAN, Singapore on May 28, 2020.
- **Dr. Bhavya Vikas**, Associate Professor, Department of MBA attended one day, National Level online Faculty Development Programme on 'Economic Value Added' organized by Department of Commerce, Acharya Patashala Evening College of Arts and Commerce, Bengaluru on May 28, 2020.

FACULTY PAPER PRESENTATION

- **Charithra C M**, Assistant Professor, Department of MBA has presented a paper on 'Venture Capital financing and growth of start-ups' in the National Seminar on 'Indian Startups: Issues, Challenges and Opportunities' organized by Sri Padmavati Mahila Visvavidyalayam, Tirupati on February 28 and 29, 2020.
- **Dr. Bhavya Vikas**, Associate Professor, Department of MBA has presented a paper on 'Venture Capital financing and growth of start-ups' in the National Seminar on 'Indian Startups: Issues, Challenges and Opportunities' organized by Sri Padmavati Mahila Visvavidyalayam, Tirupati on February 28 and 29, 2020.
- **Dr. Bhavya Vikas**, Associate Professor, Department of MBA has presented a paper on 'Significance of Anticipatory Stage in the Formation of Psychological Contract for Effective Recruitments by Contemporary Organizations' in the 8th International Conference on 'Contemporary Issues in Management' organized by International School of Management Excellence, Bangalore on February 27 and 28, 2020.

EDITORIAL TEAM

Students

Sanjana G, IV Sem

Bhoomika, IV Sem

Faculty

Smt. Savita G. Rao, Assistant Professor

Sri. Ananth S. Hoskere, Assistant Professor

Sri. R.N. Tiwari, Assistant Professor

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Sri. Anand P M, System Manager