

# Management Chronicle

NEWSLETTER

DEPARTMENT OF MBA

VOLUME 5, ISSUE 2, DECEMBER 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

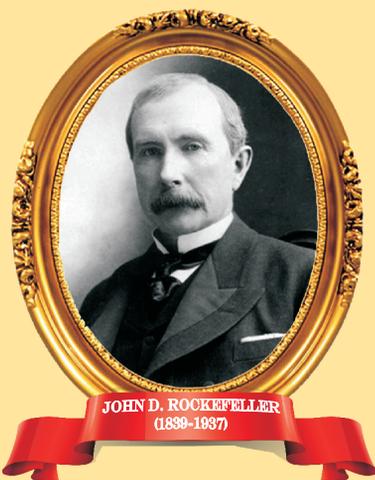
- To be a preferred destination for management education and entrepreneurship development

### 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



*John D. Rockefeller was an American businessman and philanthropist. He was born into modest circumstances in upstate New York, he entered the then-fledgling oil business in 1863 by investing in a refinery. He founded Standard Oil Company in 1870 and ran it till 1897. Rockefeller revolutionized the petroleum industry and was instrumental in both widely disseminating and drastically reducing the production cost of oil, through corporate and technological innovations. Rockefeller was also the founder of the University of Chicago and Rockefeller University and funded the establishment of Central Philippine University in the Philippines. Rockefeller was a stickler in planning and organizing skills. He planned his day to a clockwork precision and there was a mechanical regularity to his schedule.*

*“The ability to deal with people is as purchasable a commodity as sugar or coffee and I will pay more for that ability than for any other under the sun” - John D. Rockefeller*



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 Dec 2020 issue of Management Chronicle, the Newsletter of the Department of MBA –BNMIT. Management Chronicle provides a glimpse of the various activities and events conducted by the Department and also a platform for students to express their views on the functional areas of management vis-a-vis the current scenario.

## PROFILE OF THE DEPARTMENT

Established in 2006, the Department of MBA at BNMIT has been recording excellent academic performance consistently. Our students have also secured top ranks under VTU including the first rank in all of Karnataka. Department is served by highly qualified and experienced faculty members with an average collective experience of sixteen years 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 and over and above, students are exposed to industrial visits, commerce and HR companies, financial organisations and top marketing industries for a live experience.

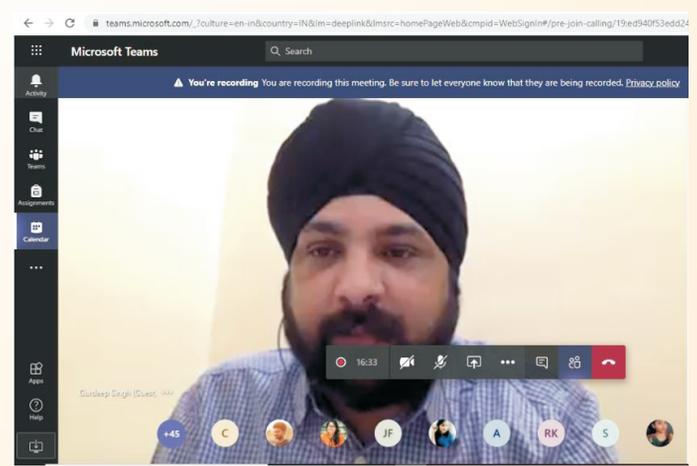
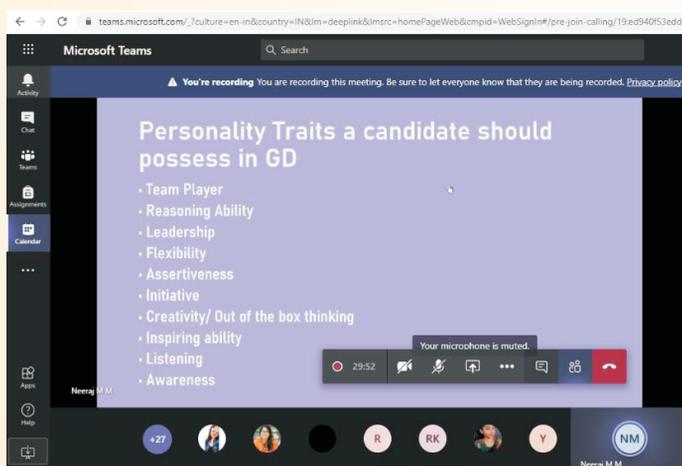
## SKILL-DEVELOPMENT PROGRAMS

### PRE-PLACEMENT TRAINING

A three-day training program was organized for 3rd Semester MBA students from December 17th to 19th of December, with the intention to prepare them for final placements. It was organized by the Department of Training and Placement and was conducted by Seventh Sense Talent solutions, one of the training partners of the institution. The following areas were covered during the training program.

- Case Study Analysis
- Resume Building
- Group Discussion
- Mock Interviews (Virtual)

The trainers dealt with some of the most interesting real-time cases - Maggi, Kodak, Paytm, Paper boat, Vodafone India, PUBG, Coffee production and deforestation.



*Mr. Gurdeep Singh, Trainer from Seventh Sense Solution during the training*

### TRAINING ON ADVANCED MS EXCEL

An online training was conducted on Advanced Excel from 19th to 24th October 2020 for the 4th Semester students between 9 am to 2:30 pm through Zoom platform. The program was conducted by the Resource Person Mr. Shankar. M, Business consultant from CARES organization, with the objective of preparing the students to take up new jobs and be Industry ready. The students were trained in basic functions of excel and advanced operations, covering the topics like logical functions, computation of stock returns, graphs, V-lookup, H-lookup functions, regression analysis and application of these in real-time situations. The data set and the formula sheet were shared with students before the commencement of the SDP. Daily assignments were given to execute the topics discussed and a test was conducted on the last day to evaluate the students on topics covered.

## TRAINING ON MARKET RESEARCH

Market research is a powerful marketing tool. Today, there is a growing demand to carry it out in an intelligent, innovative and faster way. Consumers of present generation communicate at a very high speed. With mobile phone access, they immediately let you know what they think and experience. Creating campaigns based on a traditional market survey conducted months ago may be of little use today as the needs, demands and availability keep changing by the day. The real-time market research is the one that would help the brand to react quickly. This training was conducted by Mr. Himavath Kumar Reddy, Founder and CEO, Skillgenix on Oct 19th, 2020.

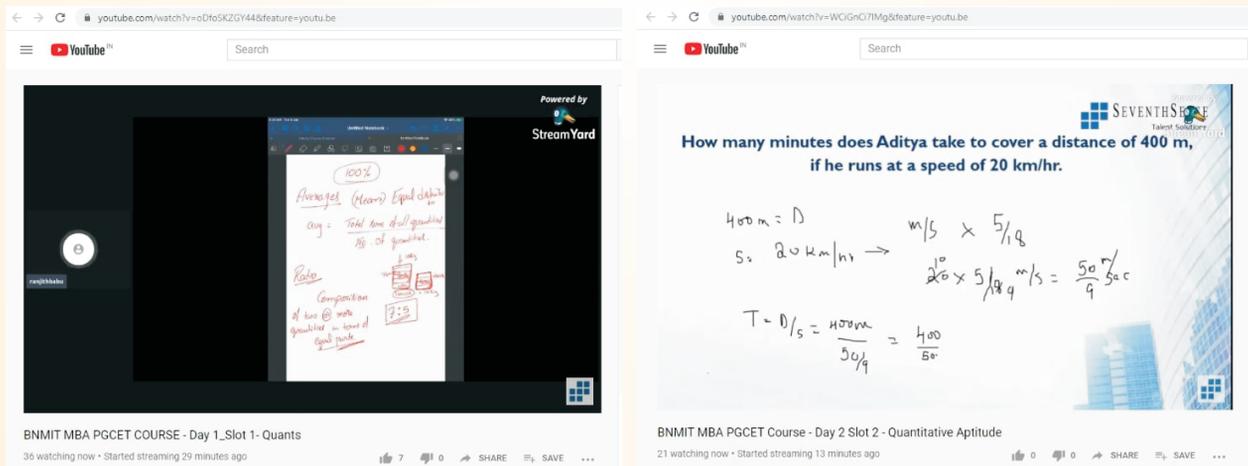
The session covered the following topics –

- Introduction to Market Research
- Types of Company Strategies
- Understanding SWOT Analysis
- Methods of Collecting the Information about Companies
- Preparing Company Snapshots
- Writing Business Overview

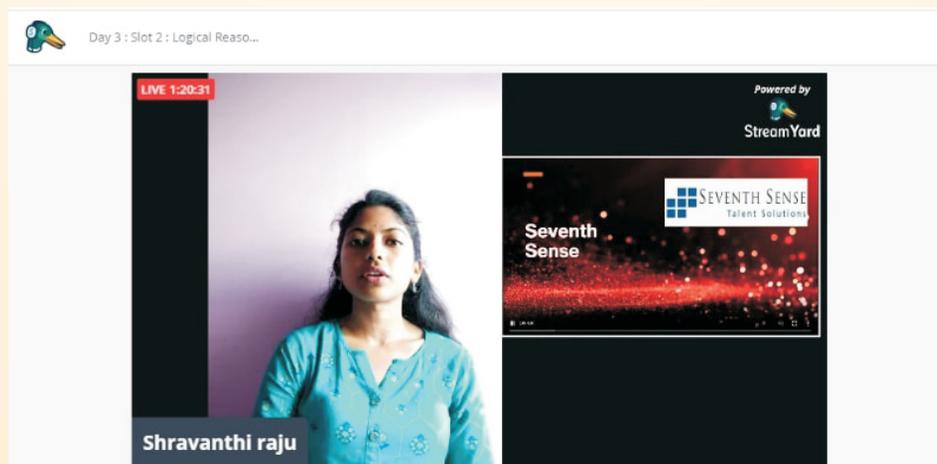
Market research widely used across industries ranging from Food and Beverages to Semiconductors. The trainer also highlighted about the career opportunities available in the field of market research.

## 'EMBARC' – COACHING FOR PG CET

Post Graduate Common Entrance Test (PGCET) is conducted for the purpose of shortlisting students to enrol for MBA program affiliated to VTU. In order to help the prospective PGCET aspirants prepare for this test, the Department of MBA had organized a three days virtual crash course “eMBark” from October 8th to 10th, 2020. The course covered the basics of all the four sections of PGCET - Quantitative Aptitude, Logical Reasoning, English Language and General Knowledge. Some of the existing MBA students were also invited to be a part of the initiative by providing certain inputs about skills required to crack the exam.



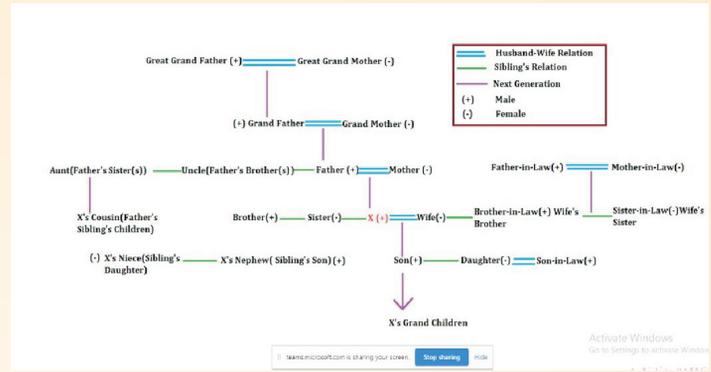
*Glimpses from the Training Program*



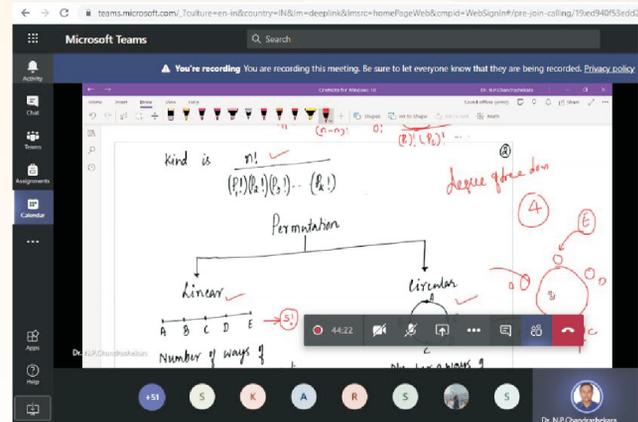
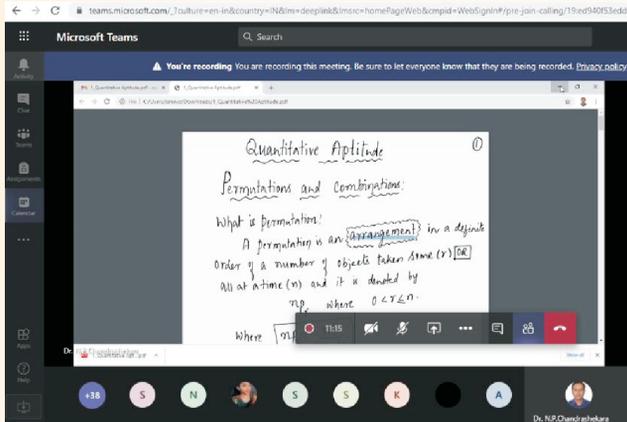
*Ms. Shrvanathi Raju, 3rd Semester MBA Student giving Tips to Prospective students*

## TRAINING ON LOGICAL REASONING AND QUANTITATIVE APTITUDE

Aptitude test is considered to be one of crucial rounds in a recruitment process during which the organizations test a candidate's ability in following areas – Mathematics, English Language, Logical Reasoning, Critical thinking and Problem solving. An online training program was organized by the Department of Training and Placement to help students of MBA prepare for aptitude tests conducted by companies. Training was conducted by Dr. N. P. Chandrashekar from the Department of Mathematics and Mr. Santhosh KV from the Department of MBA in the month of December 2020.



Snapshot of Training on Logical Reasoning



Mathematical Concepts being explained by Dr. N P Chandrashekar explaining

## GUEST LECTURES

### 'HR PRACTICES PRE AND POST COVID-19' ON DEC 12<sup>TH</sup>, 2020

This session was conducted with an intention to bring awareness to future Human Resource (HR) professionals about the changes that has taken place in HR practices, after the pandemic hit the world. Ms. Hemalatha Ramu, Associate Director, Human Resources, at Biocon was the speaker along with Mr. Narasimha M. V, Chairman and Founder of National Human Resource Welfare Association Trust.

Speakers highlighted the fact that business organizations have prioritized welfare of the employees since the pandemic has impacted most of the countries in the globe. In addition to providing technical infrastructure such as laptops, free Wi-Fi facilities to employees, organizations took a step ahead by introducing innovative employee engagement initiatives. Zoom parties, motivational webinars, online employee appraisals, provision of rations, no employee boycotts etc. are some of examples of such initiatives to keep employees motivated and give them the sense of security. Even though the work environment and events were virtual, employees still felt connected to the organization and to their peers. The speakers also gave a few career tips to the students - An HR must be empathetic to understand the human problems and provide solution to them. It is the duty of an HR to know his/her employees or team members in person and address their concerns with a sensitive approach.

### 'AN OVERVIEW OF HR ANALYTICS' ON DEC 11<sup>TH</sup>, 2020

A very informative session on the use of Analytics in Human Resource (HR) practises was conducted by Dr. M.S. Yatish Chandra, who is working as an Associate professor, Department of Management Studies and Research, Centre for PG Studies, Mysore.

HR Analytics has become very important for every organisation to track, analyse and evaluate the performance of their employees. It is not just about numbers but about the logic behind the numbers. HR Analytics is an interpretation of data patterns that aids in decision making and performance improvement. It focuses on collation, interpolation and interpretation of data, to make informed decisions. It uses tools such as Dashboards, Checklists, HR Information Systems to address problems related to human resources of an organization.

Data driven decisions always result in better outcome in any organisation rather than going by the gut feeling. Some of the areas of HR that can be measured using Analytics are – Recruitment, Retention, Performance and Career management, Training, Compensation and benefits, Workforce and Organisation Effectiveness. The process of HR Analytics enables the organisation to collect the relevant information, measure the outcomes, analyse data, build programme to overcome the problems which may appear later. The speaker also spoke about the application of analytics in other critical metrics that needs to be measured and monitored by the HR department such as cost of labour, time to hire, absenteeism, recruitment and training cost, training effectiveness etc.

## 'BRAND MANAGEMENT' ON NOV 13<sup>TH</sup>, 2020

A session on the topic 'Brand Management' was conducted by Mr. Khundmir Syed who is the Marketing Lead at IBM for their University Relations Program. Brand Management involves focussing on the listed aspects.

- **Trust** – it is important build the brand with trust
- **Empathy & Transparency** – Cadbury Diwali advertisements which tells us to buy from local/physical retailers as well.
- **Community help** – Burger advertising to order food from pizza hut, McDonald, Dominos, etc.
- **Start with why** – We should be knowing why our brand is existing.
- **Content Marketing** – Texts and videos should have a good content. They should entertain, educate and inspire. The videos should attract the viewers and should grab their attention.

How does one go about this? There are a few aspects to focus to be successful in branding. Those are:

- Upskill with digital marketing courses along with other relevant skills.
- Jugad (Hustle) think different, think out of the box.
- Find your Brand – As an individual, what are you? what are the different roles and responsibilities?
- Write your stories, opinions which sound interesting.
- Unlimit your self – never draw a line for your ideas, knowledge, work, etc. openness to learn is very much important. There is never a full stop for your learning.

## 'INVESTING IN THE FINANCIAL MARKETS' ON NOV 6<sup>TH</sup>, 2020

**A** guest lecture on 'Investing in the Financial Markets' was conducted by Mr. Prathik A, alumnus of MBA Batch of 2015. Mr. Prathik had worked in global investment banks such as Goldman Sachs and JP Morgan as Equity Research Analyst before becoming a full-time trader for the past four yrs. He handles a portfolio of four crores. He has also completed Advanced Valuation Certificate from New York University.

Speaker started the topic by explaining basic financial concepts with examples and delved deep into the subject to cover the following aspects -

- Beginners Stock market guidelines
- Articles and websites that can be referred to study the company's performance
- How important company analysis is?
- How to create a portfolio?
- How to take investment decisions?
- How to check share price movement?



### Management Wisdom

#### Retiring Employees, Lost knowledge ?

*What happens when retiring employees leave the office, taking years of experience and knowledge about the organization along with them? Many organizations lose all of that knowledge, but according to American Express (AMEX), it doesn't have to be that way. Through a pilot program, AMEX created a workforce transformation group that would allow retiring participants to gradually give up some of their day-to-day responsibilities. In return, the employees would spend some of this time mentoring and teaching classes to successors. This resulted in a phased retirement, allowing employees to leave gradually and enjoy more time while still enjoying a portion of their previous salary, and regular benefits. This also meant that some employees stayed a year or more post traditional retirement age. AMEX believes this program is a success, allowing senior employees to enjoy their last years of work in a reduced capacity and at the same time, educating the existing workforce for future success. Consultants cite this program as an example of how job transitions should really work.*

## 'CAREER OPPORTUNITIES IN BANKING & FINANCIAL SERVICES INDUSTRY' ON NOV 05<sup>TH</sup>, 2020

This webinar was conducted for the 3rd Semester MBA students by Dr. Alok Malhotra, Senior Mentor and Head of the education delivery of NIIT and M. Niranjana T Mohite - Regional Head for West and South, BFSI vertical of NIIT.

The speakers gave an overview of the fundamental concepts of Banking and Financial Services sector. They explained about different types of banks functioning in India and the functionalities of the public and private sector banks and other players in the Banking and Financial Services Industry and their functions such as Fintech.

Speakers went on to explain various career opportunities available in banking and financial sector. Pre-requisites for obtaining a job in the banking sector, the interview process and how to get prepared for the interviews were some of the aspects addressed. They also spoke about courses and certificates offered by NIIT, to help students getting into the financial services industry.

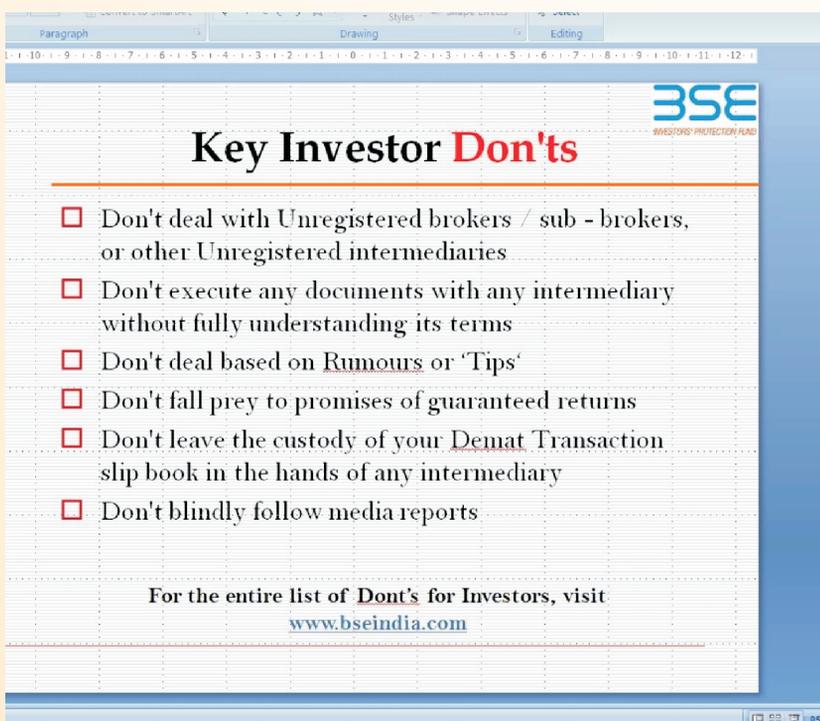
## 'SELF-BRANDING' ON NOV 2<sup>ND</sup>, 2020

An online guest lecture was conducted for the 3rd Semester MBA students on the importance of Self-branding. The speaker, Mrs. Tripti Arvind, an Educator, Entrepreneur and a Model gave an insightful session to the students. Her talk revolved around the need for self-branding and factors to be kept in mind to enhance personal brand. She explained the steps involved in the development of self-branding.

The Speaker defined self-branding by saying “what people talk about you when you are NOT in the room”. How to create strategies for creating the presence in and around the network was the essence of the talk. She also explained how challenging the process of self-branding would be. Process includes the following essential elements- setting up the target, using creativity to create our own identity, identifying our niche, building our online and offline presence and networking with others.

## 'CAPITAL MARKET AWARENESS' ON JUL 25<sup>TH</sup>, 2020

A guest lecture on 'Capital Market Awareness' was organised for the 2nd Semester MBA students on 25th July 2020. The Resource Person was Mr. Ashok Kumar, Founder, Promoter and Managing Director of Lotus Knowlwealth Pvt. Ltd., a knowledge based Financial services provider of Mumbai. Mr. Ashok Kumar explained the Do's and Don'ts of investment and also introduced the practical aspects of the stock market with examples. Speaker covered many elements of the capital market such as - operation of the capital market, importance of investment, mutual funds, fundamentals of financial planning and future prospects in capital market etc. which are very much essential to analyze the market trends. He emphasised on the fact that 'There is no shortcut for creation of money and wealth, it is a long-term process'.



*Session on Capital Market Awareness by Mr. Ashok Kumar*

## 'CSR AND ITS RELEVANCE IN CURRENT TIMES' ON JULY 15<sup>TH</sup>, 2020

A Webinar on 'Corporate Social Responsibility (CSR) and its relevance in the pandemic situation' was organised for the first year and second year students on July 15, 2020. The resource person for the webinar was Dr. Leena James, Professor at Christ University.

The speaker explained how the concept of CSR has changed from philanthropy to a business strategy. CSR mainly encompasses the 3 Ps – Profit, Planet and People. India has opted to shift CSR from a 'Choice' to 'Compliance'. According to Section 135 of the Companies Act of 2013, CSR spending has been made compulsory for companies satisfying certain prescribed limits of Net worth, Net profit and Turnover to the extent of 2% of the average profits over the last three years.

The session covered many examples of CSR activities of top companies such as Tata, Mahindra & Mahindra, Wipro and Nike. The webinar provided valuable insight on the importance of CSR and it being a mindful approach towards the benefit of the society.



*Dr. Leena James, explaining the CSR initiatives taken up by the government of India*

## STAFF ACHIEVEMENTS

### AWARDS AND RECOGNITIONS

- **Dr. L. Vijayashree**, Professor, won the 'Most Innovative Education Leadership Award' from Golden Aim Awards on July 10th 2020
- **Ms. Savita G Rao**, Asst. Professor, participated and scored 100% in the EK Bharat Shreshtha Bharat- National E-Quiz on Uttarakhand organized by BNM Institute of Technology on July 16th 2020

### WEBINARS, WORKSHOPS AND FACULTY DEVELOPMENT PROGRAMS

- **Ms. Charithra C.M.** Asst. Professor, participated in six days online FDP on 'Operations Management' organised by AICTE Training and Learning (ATAL) Academy and Rajasthan Technical University, Kota from November 23rd to 27th, 2020
- **Dr. Bhavya Vikas**, Associate Professor, participated in six days online FDP on 'Risk Management for Micro, Small and Medium Enterprises (MSMEs)' organized by SSN School of Management & AICTE from November 16th to 21st, 2020
- **Ms. Charithra C.M.**, Asst. Professor, participated in six days online FDP on 'Risk Management for Micro, Small and Medium Enterprises (MSMEs)' organized by SSN School of Management & AICTE from September 21st to 26th, 2020
- **Ms. Charithra C.M.**, Asst. Professor, participated in a Webinar on 'Scientific writing of Journals' organized by Springer Nature in association with VTU Consortium on September 30th, 2020
- **Ms. Charithra C.M.**, Asst. Professor, completed 'Introduction to Financial Markets' an online non-credit course authorized by Indian School of Business and offered through Coursera (ISB) on September 9th, 2020
- **Dr. Neetha Mahadev**, Professor, completed 'Successful Negotiation: Essential Strategies and Skills' an online non-credit course authorized by University of Michigan and offered through Coursera on Aug 20th 2020

- **Dr. Neetha Mahadev**, Professor, completed an online course 'Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more' authorized by IE Business School and offered through Coursera on August 8th, 2020
- **Ms. Charithra C.M.**, Asst. Professor, participated in a Webinar on 'Innovations in the Indian Financial Markets' on Organized by IIMT and Finmark Traders Pvt. Ltd. on Aug 26th 2020.
- **Ms. Chandrika Krishnan**, Asst. Professor, attended Workshop on 'Educators Boot camp: Design Thinking for Innovation in Teaching' organized by Global Institute of Management Sciences on July 27th & 28th 2020
- **Ms. Chandrika Krishnan**, Asst. Professor, completed the Certification Course on 'HR Analytics' and cleared the assessment conducted by AAMB School on July 18th -22nd, 2020
- **Dr. Neetha Mahadev**, Professor, completed an online non-credit course 'Business Analytics for Decision Making' authorized by University of Colorado Boulder and offered through Coursera July 27th 2020
- **Dr. Neetha Mahadev**, Professor, participated in the 7th edition of E-Confluence on 'How Higher Education can Reboot the Economy; By IFIM Business School' on July 25th, 2020
- **Ms. Savita G Rao**, Asst. Professor Participated in the Dr. APJ Abdul Kalam Memorial Global Webinar on the topic 'Impact of Covid-19 on the Rural Economy-Challenges and Opportunities' on July 27th, 2020
- **Dr. Bhavya Vikas**, Associate Professor, completed online course on Coursera on the topic 'Portfolio and Risk Management' authorized by Indian School of Business on July 25th, 2020.
- **Ms. Prathima V G.**, Asst. Professor, attended one week FDP on 'Building Research Capabilities' organized by Centre of Research and Consultancy of R V Institute of management, Bangalore on July 19th to 25th 2020
- **Ms. Charithra C.M.**, Asst. Professor, participated in a Faculty Development program on 'Selection of right statistical Methods for data analysis' organized by BIMS, Bangalore on July 17th, 2020
- **Ms. Charithra C M**, Asst. Professor, participated in a National Level Webinar on 'How to write Research Papers and Publish in International Journals' organized by Dr. AIT, Bangalore on July 9th 2020
- **Dr. Bhavya Vikas**, Associate Professor, participated in online FDP on 'Selection of Right Statistical Methods for Data Analysis' organised by Bangalore Institute of Management Studies, Bangalore on July 17th, 2020
- **Ms. Savita G Rao**, Asst. Professor, participated in the webinar 'Impact of Covid-19 on the Global Economy, Healthcare, Education, Energy & Employment' on July 7th 2020
- **Ms. Chandrika Krishnan**, Asst. Professor, participated in National Level FDP on 'The Eternal Torchbearers' in association with Disha Bharat, by Seshadripuram Academy of Business Studies on July 10th, 2020
- **Ms. Savita G Rao**, Asst. Professor, participated in the webinar 'Impact of Covid-19 on the future of Higher Education-Challenges & opportunities' conducted on July 4th 2020



**Management  
Wisdom**

### **Tesco's International Expansion**

*Tesco's move into Korea offers a classic case study of building market share internationally. The company made some smart moves in their Korean expansion, most notably partnering with Samsung, the leading Korean conglomerate, and embracing the Korean way of life by operating stores as local businesses and community centers. Tesco also made a smart move by employing nearly 100% Koreans on staff, with only 4 British employees out of 23,000. Tesco's intelligent strategy resulted in winning over shoppers in Seoul, with 25% of Koreans signing up for loyalty cards resulting in sky rocketing sales. Tesco did what its competitors such as Wal-Mart and Carrefour could not do- finding the success in 'cracking the Asian tiger'.*

## **EDITORIAL TEAM**

### *Students - 3rd Semester*

**Gontla Rachana,  
Pooja J,  
Shravanthi S. Raju and  
Manoj M**

### *Faculty*

**Sri. Ananth S. Hoskere**, Assistant Professor  
**Sri. R.N. Tiwari**, Assistant Professor

**Designed by:**

**Sri. Anand P M**, System Manager