

Management Chronicle

NEWSLETTER

DEPARTMENT OF BUSINESS ADMINISTRATION

VOLUME 8, ISSUE 2, JUNE 2023



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



William Edwards Deming (October 14, 1900 – December 20, 1993) was an American business theorist, composer, economist, industrial engineer, management consultant, statistician, and writer. Educated initially as an electrical engineer and later specializing in mathematical physics, he helped develop the sampling techniques still used by the United States Census Bureau and the Bureau of Labor Statistics. He is also known as the father of the quality movement and was hugely influential in post-WWII Japan, credited with revolutionizing Japan's industry and making it one of the most dominant economies in the world. Dr. W. Edwards Deming taught that by adopting appropriate principles of management, organizations can increase quality and simultaneously reduce costs.

"If you can't describe what you are doing as a process, you don't know what you're doing – William Edwards Deming"



Vidyayamruthamashnuthe

B. N. M. Institute of Technology

An Autonomous Institution under VTU. Approved by AICTE.

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FROM THE EDITOR'S DESK

We are glad to present the June 2023 issue of 'Management Chronicle', the Newsletter from the Department of Business Administration - BNMIT. Management Chronicle provides a glimpse of the various activities and events conducted by the Department and also furnishes 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 Business Administration 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. The Department is served by highly qualified and experienced faculty members with an average collective experience of sixteen years in the 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)
- MoU with Fidelity National Financial Ltd. and MoU with Learnito Edu Pvt. Ltd.

EVENTS

APTITUDE TRAINING TEST

Aptitude Training was conducted for the third semester students as a part of Training and Placement Activity from 16th to 18th Jan 2023. The training covered the following aspects - English and Verbal ability, Logical Reasoning and Quantitative ability. Mr. Madhusudan and Mr. Pratyus Praty were the trainers.



Mr. Madhusudan during the training program



Mr. Pratyus during a session on 'Logical reasoning'

ORIENTATION PROGRAM FOR FIRST SEMESTER MBA STUDENTS

Orientation program was held for First Year MBA students from 6th to 17th Feb 2023. The objective was to orient the students on the following aspects – Facilities available to the students at the institute, Learning Resources, Student Clubs, Extracurricular and co-curricular activities conducted by the Institute, Code of conduct to be followed by students, Covid-19 protocol, MBA Course Structure, Internal Assessment Process, Examination System, Training and Placement Support. These aspects were explained in detail by the internal faculty members.

This was followed by engaging sessions from eminent speakers from the industry and academia who spoke about Self-awareness, Human Values and ethics, Attitude management, Motivation and goal setting, Effective time management and Personal grooming and Personal branding. The program also included games, quiz and team building activities. Prof. S K Bhagawan, Ms. Savitha Shastri, Mr. Jayasimha, Prof. R S Deshpande were the external resource persons. Management games and quiz were organized by the second year MBA students.



Lighting of lamp



Prof. R S Deshpande during the talk on Union Budget



Ms. Savitha Shastri speaking about Ethics in Business and Management



Prof. S K Bhagawan during a session on 'Time Management and Personal Grooming'



2nd Year MBA Students conducting Management Games during the orientation



Prof. S L Satheesh Kumar conducting a session on 'Activity Based Learning'

INAUGURATION OF BNMIT MBA STUDENTS' CHAPTER IN ASSOCIATION WITH NHRWA

BNMIT entered into an MoU with a Pan India level HR association called National Human Resource Welfare Association on 4th Mar 2023.

The objectives of this association are –

1. Create a students' chapter to organize various student driven activities in inter-college and intra-college levels.
2. Providing professional development activities to students
3. Networking and collaboration
4. Generating internship and job opportunities

The Inauguration of students' chapter was held on 4th March 2023. The program was conducted in presence of Mr. MV Narasimhan, Founder NHRWA, Mr. DS Ramaprasad, Co-Founder, NHRWA, Dr. SY Kulkarni, Additional Director, Prof. Eishwar Maanay, Dean, Dr. Krishnamurthy G N, Principal, Dr. Mukund Sharma, HOD, Faculty and students of Department of Business Administration.

Mr. Santhosh Rao, Associate Vice President, Toyota industries engine India and Mr. Pranav R, Operations Risk manager at Amazon were invited as chief guest and guest of honour respectively.

The program began with invocation song, performed by 3rd semester MBA students. Mr. Narasimhan, Founder, NHRWA trust gave a glimpse of purpose behind establishment of students' chapter.

After lighting the lamp and formal inauguration of the event, the chief guest Mr. Santhosh Rao, addressed the gathering and spoke about various opportunities available to the students. This was followed by badging ceremony of all the student office bearers.

Further, the guest of honour, Mr. Pranav addressed the audience and highlighted the importance of digital presence in the contemporary world. At the end, Dr. SY Kulkarni, Additional Director, BNMIT addressed the students and provided his rich insights to make the students' chapter a successful one.



***NHRWA team with BNMIT Management during the Inauguration
– Mr. Pranav, Mr.Santhosh Rao, Mr. MV Narasimhan and Mr. DS Ramaprasad.***



Mr. Santhosh Rao, Chief Guest NHRWA addressing the gathering



NHRWA Team with Student Office Bearers of BNMIT

OUTBOUND EXPERIENTIAL LEARNING ACTIVITY AT BIG BARN FARM

A two-day outdoor camp was held at Big Barn Farm for First semester MBA students as a part of 'Outbound experiential learning' from 2nd to 6th Apr 2023. The idea was to improve leadership skills among the students through outdoor games and adventure activities. Students were divided among groups and assigned with specific tasks. The tasks were designed with an objective of honing the key managerial skills of students – planning, organizing, strategy, time management and effective communication. Mr. Prakash, the trainer and chief coordinator, and Mr. Darshan were the in-charge for conducting numerous adventure games and team building activities.



Photo collage showing the students getting Orientation on the activities to be performed in OBEL. The trainers Mr.Prakash and Mr.Darshan made the students play various leadership building activities

EVOLVE, EMERGE AND EMPOWER IN HUMAN RELATIONSHIP

In today's world, where everything is taken over by technology and artificial intelligence, we as humans lack the compassion we need. We are used to getting responses immediately and do not have the patience for human interaction. We tend to find compassion in materialistic things which we think gives us happiness, but we resist to realise that it is just temporary. The significance of compassion and human relationship is decreasing gradually and a change in mentality can be observed. To ameliorate, this article enlightens you on evolve emerge and empower human relationship.

Humans are an integral part of the society and have evolved over centuries. Evolution is an ongoing process which is impacted by a few factors like culture, biology, and technology. The evolution of human relationships has been by interacting with others in a good manner and building good relationship with them. With changing technology, the relationship of humans with each other will be highly influenced by virtual and augmented reality. Technology plays an important role in shaping human relationships as it provides access to connect with people all around the world and form new and diverse relationships. It is necessary not to forget that humans are social creatures who need connection.

To get the sense of belongingness, it is suggested to feel the oneness which makes us all humane. In-depth analysis of self needs to be examined and the true personality should emerge out of it. This personality traits helps us to analyse our fellow beings and thus see that our society is not detached. The youth of this age find satisfaction and goals in the activities they find pleasurable. To feel the joy of life, we must come together, form a nation, and emerge even more smarter, stronger, and compatible for the ages to come.

The emotional strength that we gain from this type of development leads to empowerment. People, youths, old all need to come to one single platform and put their full strength to save the humanity. We are to take such measures which will become a boon in years ahead. People from all over the globe should share their viewpoints, raise their voice in unison and see that humanity runs globally. Empowerment in human relationships result in an increase in trust and respect amongst people, reduce conflict and fostering collaboration. By empowering others, we can bring in several positive changes in their behaviour, attitude, and way of life.

To conclude, technology has no doubt made it easier to connect with people virtually but has also led to decline in face-to-face interaction among humans. Hence, it is necessary to create a balance between technology and human interaction. Being compassionate, mindful, and respectful while interacting with others will help in improving human relationships. Simple steps like encouraging others, paying attention when the other person is talking, supporting others and not being judgemental or biased can create more meaningful and stronger relationships which will enrich our lives and make this world a better place to live.

- Ms. Dristi Bopaiah, 3rd Sem

EMERGE AND EMPOWER

Over the past several centuries, women have consistently shown their ability to defy the restrictions of society to become who they are now. Their journey of evolving, emerging into power and empowering other women to follow the same has been the most difficult roadmap for them to stay on. Having been surrounded by many traditional norms and stereotypes, women have shown excellent remarkability of strength and sheer will to break the stereotypes and transform all the traditional norms into the form of equality. They have rewritten their destiny by altering their social status from being submissive to the dynamic catalysts of change.

The evolution of women's roles in society has been a testimony to their excellent capability of being able to adapt to the course of time. In the past, household duties were often a women's responsibility in the society, which led her to be confined to the boundaries of her home. However, as time went by, women started to realize their untapped potential through which they could establish themselves, but due to the prevailing patriarchal society they lived in, they were finding it difficult to break into fields that were majorly male dominated such as science, education, business and politics. This brave move has helped women to discover themselves as to who they are and everything that they are capable of being.

The emergence of the voices of women once suppressed and hushed, has evolved into the emerging new perspectives of the same. The new definition of their existence gave them the freedom that they deserved. Throughout history, women were proven to be powerful speakers, thinkers, and change-makers. For instance, the right to vote was only preserved for men. After realizing their potential and the fact that they are equal to the opposite gender, women demanded the right to vote by holding many protests, which asserted their presence in the society. This emergence of voices shattered the stereotypical beliefs that women were submissive and instead, displayed their ability to influence and make change.

The journey towards empowerment has been surfaced with unity and togetherness. Women have come together from different backgrounds to challenge the societal barriers and are creating a world where they have limitless opportunities. Empowerment has often been stirred up by collective support and collaborations that celebrate the strength that is still intact.

Education has been the main powerful instrument in the advancement of women. This has given abundant knowledge, skills and the confidence to come out of the constraints put by the society. As women continue to come up as leaders, influencers and professionals, they inspire the younger generation to believe that they also are capable of bringing up their own form of change into this world and seize opportunities that await for them.

Evolve, emerge and empower” for women has been a very challenging process as they have faced many backlashes such as discrimination, death and many societal hurdles that decelerated their progress. However, they continue to break all the barriers and move forward to create a larger ground of opportunities for the future generation. This revolution is a reminder that nothing is impossible, no barrier is too high and no dream is too big for us to achieve.

- Ms. Shreya Rao G, 3rd Sem

STAFF ACCOMPLISHMENTS

PUBLICATIONS

- Dr. Charithra C M and Dr. Bhavya Vikas, Effect Of Volatility Spillover Between The Forex Market And Indian Stock Market, 11th International Conference On Contemporary Issues In Management (CIM23)978-93-95422-96-3
- Ranjitha Radhakrishna, Analysis of customer sentiments on review sites towardselected travel companies: A big data approach, BOHR International Journal ofSocial Science and Humanities Research 2023, Vol. 2, No. 1, pp. 104–113 DOI: 10.54646/bijsshr.2023.32 ,www.bohrpub
- Ranjitha Radhakrishna, An Exploratory Review on the Role of Tourism Digital Marketing Tools and Trends, Applied Management PerspectivesBI-Annual Journal School Of Management Presidency University, BANGALORE, Vol 02 | Issue 01 | March 2023 ISSN: 2583 0546

“Personal] goals are necessary for you and for me, but numerical goals set for other people, without a road map to reach the goal, have effects opposite to the effects sought. Deming, W. Edwards. (2000). Out of the Crisis – 2nd Edition. Kindle Edition. The MIT Press.”

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