

Management Chronicle

NEWSLETTER

DEPARTMENT OF BUSINESS ADMINISTRATION

VOLUME 12, ISSUE 2, DECEMBER 2025



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

"Wear your failure as a badge of honour."



Sundar Pichai, CEO of Google and Alphabet Inc., is one of the world's most influential technology leaders. Raised in Chennai, India, his journey from humble beginnings to the helm of a global tech giant inspires millions. Since joining Google in 2004, he has driven the success of Chrome, Android, Gmail, and Google Drive, earning admiration for his humility, innovation, and ability to empower teams. A champion of accessible technology, he embodies how determination, continuous learning, and a growth mindset can shape the digital future.



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 delighted to present the December 2025 issue of Management Chronicle, the newsletter of the Department of Business Administration, BNMIT. This edition chronicles a vibrant term of mentoring programmes, faculty development, guest lectures, industrial visits and experiential learning each an effort to bridge classroom theory with real world practice. Beyond documenting these milestones, the Chronicle offers our students a platform to express their perspectives on the functional areas of management against the backdrop of an ever evolving business landscape. We trust you will find these pages both informative and inspiring.

PROFILE OF THE DEPARTMENT

Established in 2006, the Department of Business Administration at BNM Institute of Technology (BNMIT) has grown into a vibrant centre of management education recognized for academic excellence, industry integration, and social responsibility. Expanding from an intake of 60 to 180 students, the program's growth reflects its credibility and relevance. BNMIT's autonomous status since 2021 has further enhanced academic flexibility, quality, and innovation. The two year full time MBA program offers contemporary specializations in Banking & Finance, Business Analytics, Digital Strategy & Applied Marketing, Human Capital Management, and Logistics & Supply Chain Management. The curriculum is carefully designed to build strong conceptual foundations, analytical thinking, and strategic decision-making abilities aligned with evolving business needs.

The department promotes experiential and application oriented learning through case studies, live projects, business simulations, and outbound experiential learning programs that develop leadership, collaboration, and problem solving skills. Supported by modern infrastructure and digital teaching tools, the learning environment reflects real world business settings.

A key strength of the department is its robust global and industry connect. MoUs with Auston Institute of Management (Singapore), Belarusian National Technical Institute (Belarus), and the University of Alabama in Huntsville (USA) provide international exposure and overseas internships. Collaborations with NSE, KPMG, Upgrad Campus, Grant Thornton, CII, Logistics Sector Skill Council, V Tech Integrated Solutions, Right Taxmate, and NHRD facilitate certifications, technical training, and leadership development.

The department also encourages research, innovation, and global outlook through conferences, symposiums, faculty development programs, case competitions, and international immersion opportunities.

Rooted in values of integrity, professionalism, and social commitment, the department prepares graduates to be competent, confident, and ethical leaders ready to contribute meaningfully to organizations and society.

At BNMIT, management education is not just about building careers it is about shaping leaders who create impact.

EVENTS & ACTIVITIES

The months leading up to this issue have been among the most eventful for the Department of Business Administration. From boardroom mentors and global research tools to factory floors and outbound trails, our students learned where it matters most in the field, in dialogue, and in action. The pages that follow chronicle that journey, month by month.

JUNE – NOVEMBER 2025

CORPORATE MENTORING PROGRAMME – BATCH 2024–26

A continuing initiative • 20 June, 25 July, 1 October, 25 October & 22 November 2025

Great managers are rarely made in classrooms alone. Recognising this, the Department launched its Corporate Mentoring Programme for the 2024–26 batch, pairing students with thirteen distinguished industry leaders drawn from HR, Finance, Talent Strategy, Analytics, Sales and Technology. Across a series of one-on-one and small group sessions held through the year, mentors helped students decode emerging corporate trends, choose specialisations aligned to their strengths, and build the professional maturity that internships and placements demand.

The mentors ranging from CHROs and global talent leaders to coaches and DEI champions guided students through individual development plans, resume and LinkedIn refinement, mock interviews and candid conversations on workplace expectations. Monthly check-ins kept the momentum going, with mentors tracking progress and nudging students toward measurable goals.

The impact was visible: greater clarity on specialisation choices, sharper communication, stronger digital portfolios and a confident, placement ready cohort. For the department, the programme deepened industry linkages and emerged as a model for holistic, industry engaged MBA development.



The panel of distinguished corporate mentors for the 2024–26 batch



Students with their mentors during a small-group mentoring session



A mentoring interaction on stage with industry leaders

GUEST LECTURE SERIES – “SPECIALIZATION MATTERS”

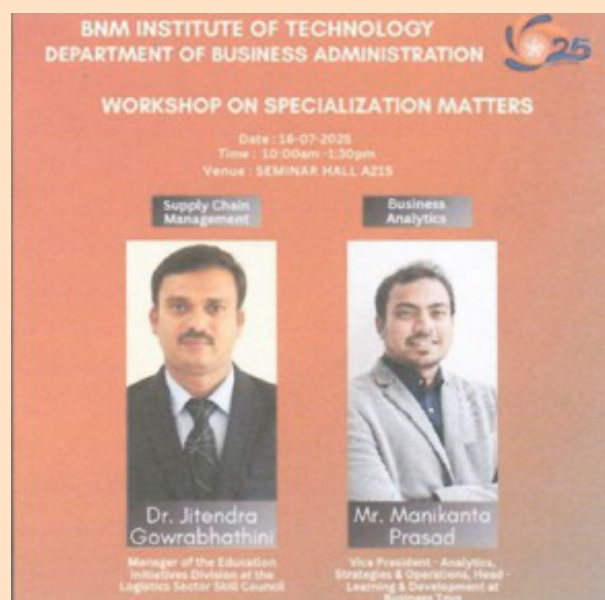
11 & 16 July 2025 • Seminar Hall A215

Choosing a specialisation is one of the most defining decisions of an MBA journey. To illuminate that choice, the Department hosted “Specialization Matters”, an exclusive guest lecture series bringing together accomplished leaders across Finance, Marketing, Human Resources, Logistics & Supply Chain and Analytics. Speakers from EY, Business Toys, the Logistics Sector Skill Council and beyond shared the realities of their domains career pathways, evolving job roles, required competencies and the market shifts shaping each field.

Through corporate case studies and real project experiences, the panel helped students align their strengths with the right domain, stressed the value of continuous learning and certifications, and demystified emerging opportunities in analytics, SaaS, mobility, logistics and HR-tech. A lively interaction followed, with students quizzing the speakers on required skill sets, internship avenues and the road to professional readiness. Many left with clearer direction and renewed motivation to build domain-specific expertise.



Finance, Human Resource and Marketing speakers (11 July 2025)



Supply Chain Management and Business Analytics sessions (16 July 2025)

CASE-A-THON 2025

24 July 2025 • In association with Young Indians (Yi)

A flagship of the department's calendar, CASE-A-THON 2025 returned as a premier inter-collegiate case analysis competition for undergraduate students, organised in association with Young Indians. Teams from institutions across the region competed in two timely tracks Green Business and Technology for Business Impact progressing through a brisk quiz round, rigorous case study analysis and final presentations before an expert panel.

The arena buzzed with innovative thinking, collaborative problem-solving and the practical application of management concepts under time pressure. Beyond the contest itself, the day became a melting pot of ideas, where students from different campuses exchanged perspectives, defended strategies and learned to think on their feet.

With attractive cash prizes, certificates and genuine industry oriented exposure on offer, CASE-A-THON 2025 sharpened participants' business acumen and decision making while strengthening the department's reputation as a host of high quality, real world management challenges.



On the dais: CASE-A-THON 2025, hosted with Young Indians



Registration and warm-up before the competition begins



Evaluation in progress before the expert panel



A team presenting its analysis and recommendations



A packed hall of participating teams from across institutions

SEPTEMBER 2025

FACULTY DEVELOPMENT PROGRAMME – “MANUSCRIPT TO MILESTONE”

3 – 8 September 2025 · Transforming Ideas into Scholarly Contributions

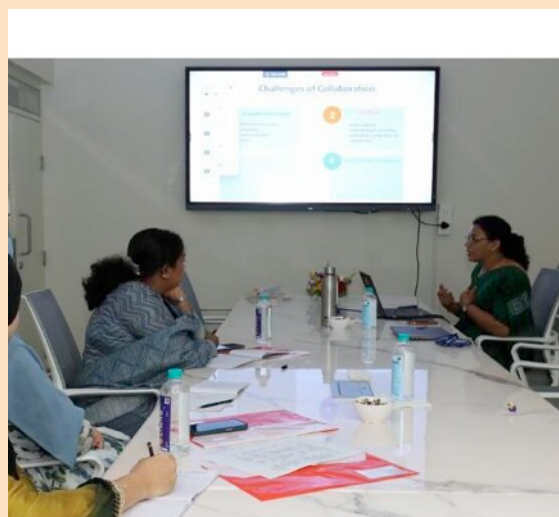
Over five immersive days, the Department conducted a Faculty Development Programme designed to carry researchers from the spark of an idea all the way to publication. Titled “Manuscript to Milestone”, the programme drew thirteen distinguished resource persons from institutions including IIT Bombay, IISc Bengaluru, Christ University and SIBM Bengaluru, blending conceptual depth with hands-on practice across both offline and online sessions.

Participants journeyed from framing meaningful research problems to mastering qualitative and quantitative methods, systematic literature reviews, hypothesis testing and conceptual model building. Hands-on workshops on Mendeley, Biblioshiny and VOSviewer equipped faculty to manage references and conduct bibliometric analysis, while sessions on interdisciplinary patents and publication strategy mapped the road to reputed journals.

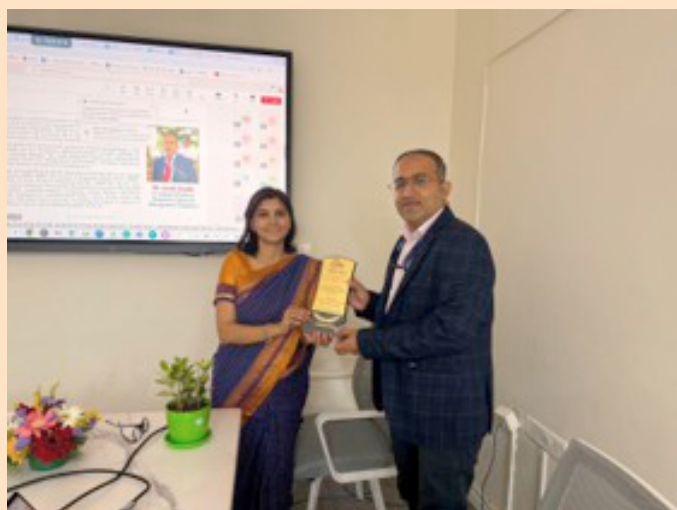
The valedictory session distilled the week's learning into a clear call to action to write, review and collaborate closing a programme that instilled methodological clarity, technical confidence and a renewed culture of collaborative research within the institution.



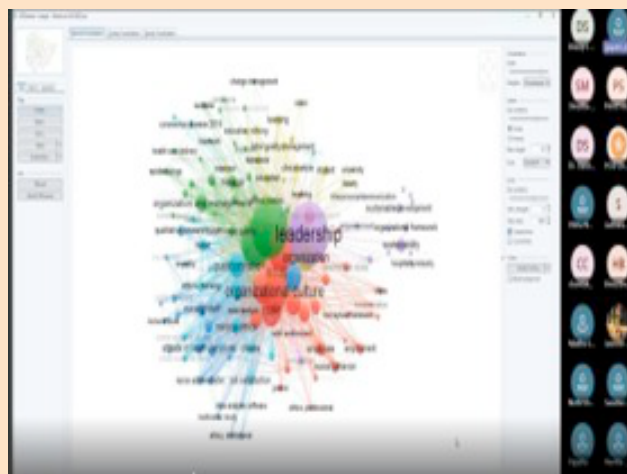
Dr. Bikramaditya Ghosh (SIBM) on moving from curiosity to research concept



An interactive, hands-on research methodology session



Felicitation of a resource person during the programme



Bibliometric mapping demonstrated using VOSviewer

NOVEMBER 2025

ORIENTATION PROGRAMME – MBA BATCH 2025–27

5–14 November 2025

The Department welcomed its newest cohort with a ten day orientation crafted to ease the transition into management education. Inaugurated by the Dean, Prof. Eishwar Maanay, the programme opened with a conversation on the students' aspirations and the habits proactiveness, communication and daily learning that make the two year journey fruitful.

A constellation of speakers energised the new entrants: Prof. S. K. Bhagavan on time management, Ms. Vaishnavee Maanay on personal branding, motivational speakers Mr. Thomas John Rose and Mr. Rohith Saraswathi who narrated his ascent of Mount Everest on leadership and goal setting, and experts on emotional intelligence, grooming etiquette and responsible social media use. In house faculty oriented students on the curriculum, clubs, committees and placement pathways, setting a confident tone for the year ahead.



Orientation Programme for the First-Year MBA, Batch 2025–27



A resource person addressing the newly joined students



Session on the importance of personal branding





Students engaged during an orientation session

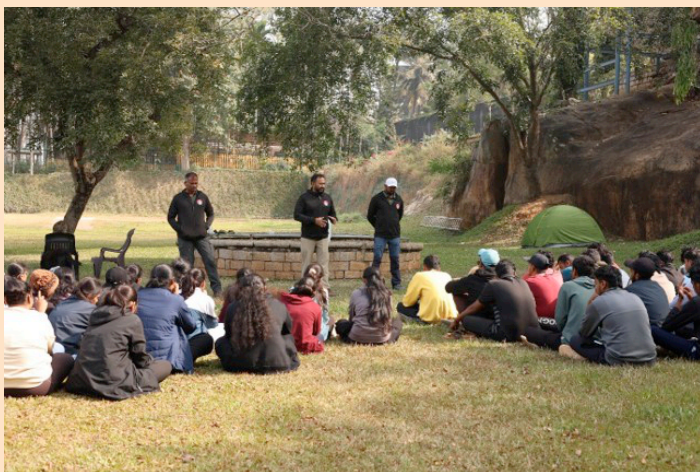
OUTBOUND EXPERIENTIAL LEARNING (OBEL) PROGRAMME

Big Barn Nature Camp, Bengaluru

“Tell me and I forget, teach me and I remember, involve me and I learn.” Guided by Benjamin Franklin's words, the OBEL programme took MBA students out of the classroom and into the open for an activity driven training in personality development. Over five days, professional outbound trainers led the cohort through exercises in interpersonal communication, team building, decision making and critical thinking.

Away from lecture halls and lit by the open sky, the camp asked students to solve problems together, trust their teammates and lead when it counted. Each challenge mirrored a real workplace dynamic shared goals, limited time and the need to communicate clearly under pressure turning play into powerful, reflective learning.

Stepping decisively out of their comfort zones, students grew noticeably more proactive and collaborative, returning with stronger interpersonal skills and a visible transformation in the way they worked together. The programme set the experiential tone that defines the department's belief in learning by doing.



Briefing before the outbound activities at the nature camp



Team-building and group challenges in the open



The cohort assembled at Big Barn Nature Camp



Collaboration and coordination in action

DECEMBER 2025

FINWIZ GUEST LECTURE – “NAVIGATING WAVES WITH TECHNICAL ANALYSIS”

5 December 2025 • Seminar Hall A215 • 52 participants

The Finance Club, FINWIZ, brought the markets to the classroom with a guest lecture on technical analysis by Mr. G. Vijaya Raghavan, a SEBI-registered financial analyst. Moving from the philosophy behind charting to the psychology of the market, he unpacked price trends, support and resistance levels, chart patterns, moving averages and momentum indicators, using live market examples to show how investors time their entries and exits.

Above all, the speaker championed discipline, risk management and emotional control, flagging the common mistakes that trip up novice investors and the best practices for reading charts in volatile conditions. The interactive session marked by sharp questions on stock selection and timing left students equipped to read charts more critically and eager to apply technical tools in simulated and real investment settings.



Technical analysis comes alive at the FINWIZ guest lecture



Mr. G. Vijaya Raghavan engaging a full house



Finance specialisation students at the session

INDUSTRIAL VISIT – THE AKSHAYA PATRA FOUNDATION

10, 11 & 17 December 2025 · Hare Krishna Hill, Rajajinagar

First year MBA students visited The Akshaya Patra Foundation's Hare Krishna Hill facility to witness large scale food service at its most efficient. As one of the world's largest not for profit providers of freshly cooked school meals, Akshaya Patra runs centralised kitchens engineered to produce staggering volumes every single day without compromising on quality, hygiene or speed.

Inside the kitchen, students traced the journey from raw material procurement to the finished meal observing quality control checkpoints, supply chain coordination, stringent hygiene protocols and the relentless pursuit of process efficiency. Watching lean principles and capacity planning operate at such scale turned abstract operations theory into something tangible.

More than a factory tour, the visit was a lesson in purpose driven operations: proof that operational excellence and social impact can move in the same direction. Students returned with a sharper appreciation of how disciplined processes underpin even the most humane of missions.



MBA students at The Akshaya Patra Foundation, Hare Krishna Hill



A briefing on the foundation's operations and mission



Touring the centralised kitchen facility

MANAGEMENT DEVELOPMENT PROGRAMME – LEAN SUPPLY CHAIN EXCELLENCE

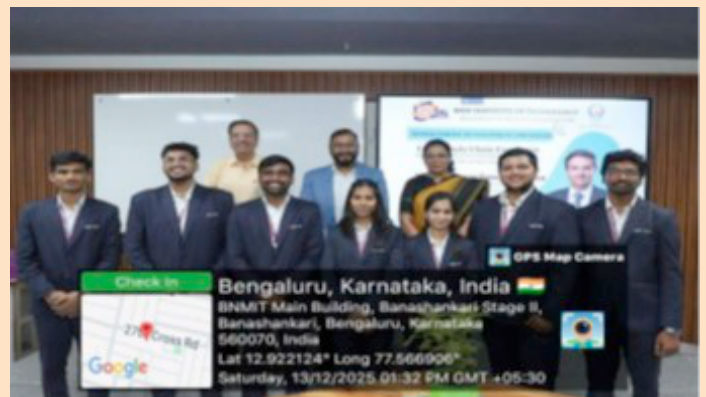
13 December 2025 • Centre for Skill Enhancement

Through its Centre for Skill Enhancement, the Department hosted a Management Development Programme for industry professionals on “Lean Supply Chain Excellence: Reducing Waste, Improving Flow & Stabilising Operations”. Built around real life case studies, the programme welcomed thirty two supervisors and executives from leading manufacturers including Volvo CE, Mitsubishi Elevator, ACE Designers and L&T Construction Equipment.

Led by veteran operations leader Mr. Indushekar B. R., the hands-on sessions moved through lean diagnostics, the Lean solution toolkit, A3 problem solving and a practical 30-60-90 day implementation roadmap. Feedback was overwhelmingly positive participants left able to validate operational issues with data and confident to drive continuous improvement back in their organisations, reaffirming the department's commitment to industry oriented management education.



Industry participants with the facilitator at the MBA Block



The organising committee with the Dean and Faculty Coordinator

GUEST LECTURE – SOCIAL MEDIA METRICS

24 December 2025 · By Mr. Arjun, Alumnus (2019 Batch)

Bridging marketing theory with the realities of digital advertising, alumnus Mr. Arjun Best Outgoing Student of his batch and now a Regional Sales Manager led an engaging workshop on the metrics that brand advertisers live by. Starting with Cost Per Click, he showed through a real e-commerce example how marketing teams compare platforms and reallocate budgets to squeeze out cost efficiency.

The session went on to cover transaction conversion rate, return on ad spend, bounce rate and word of mouth each anchored in formulas and industry examples alongside practical tips for improving ad impressions and building a career in sales and marketing. A spirited Q&A rounded off the morning, leaving students fluent in the language of campaign performance and data driven decision making.



Mr. Arjun decoding social media metrics for the students

"An investment in knowledge pays the best interest." — Benjamin Franklin

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