Management Chronicle

Newsletter

Department of Business Administration

Volume 11, Issue 1, December 2024

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

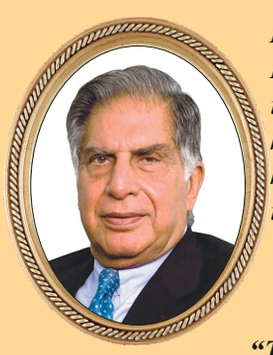
- To be a preferred destination for management education and entrepreneurship development

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



Ratan Naval Tata (28 December 1937 – 9 October 2024) *was an Indian industrialist and philanthropist. He served as the chairman of Tata Group and Tata Sons from 1991 to 2012 and he held the position of interim chairman from October 2016 to February 2017. In 2000, he received the Padma Bhushan, the third highest civilian honour in India, followed by the Padma Vibhushan, the country's second highest civilian honour, in 2008.As a leader he is bold and a man of ideas. Ratan Tata's leadership quality was displayed in identifying the need to go global very early on.*

"The true measure of success is not just in what you achieve, but also in how you impact others positively".

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B. N. M. Institute of Technology

An Autonomous Institution under VTU. Approved by AICTE.

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Vidyayāmruthamashnuthe

From the Editor's Desk

We are glad to present the June 2024 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 -

- An autonomous institution empowered to design an innovative and industry relevant curriculum.
- Industry specific training to achieve 100% placement in reputed companies with attractive salary packages.
- Highly qualified and Experienced faculty with 5 Ph.D. Holders and 5 faculty members pursuing Ph.D.
- Technology driven best practices in teaching learning
- International and National Level Faculty Research Contributions
- MoU with Auston Institute of Management, Singapore
- MoU with University of Alabama in Huntsville, USA
- MoU with KPMG
- MoU with Business Toys
- MoU with CIIYi Bangalore
- MoU with NSE Academy

Events

INDUSTRIAL VIST TO ID FRESH FOODS PVT.LTD

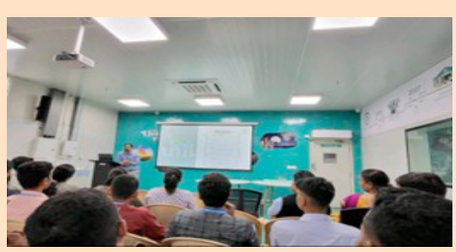
On 2nd and 9th July 2024, the Second-Semester MBA students visited ID Foods Pvt. Ltd. as part of their industrial exposure program. ID Foods is a renowned player in the food processing and distribution industry, known for its diverse product range including snacks, ready-to-eat meals, and packaged food items. The visit provided valuable insights into the operations, production processes, and business strategies employed by the company.

A comprehensive presentation was made by the senior management team, explaining the company's history, core values, and operational strategies. The presentation covered several important aspects like product development, production processes, supply chain management and quality assurance. The objective of this industrial visit was to provide MBA students with a firsthand understanding of the operations within a leading food manufacturing and distribution company. The visit aimed to bridge the gap between theoretical knowledge and practical application by exposing students to real-world business processes. Key areas of focus included gaining insights into the company's supply chain management, production processes, and quality control mechanisms. Students also aimed to learn about the strategic aspects of the business, including product development, marketing strategies, and the use of technology in food processing.

Ultimately, the visit sought to enhance students' understanding of how different aspects of business management are integrated in a manufacturing environment, preparing them for their future careers in business management.



Working procedure inside ID Fresh Food Pvt. Ltd



Students learning on the working of the unit





Students at ID Fresh Food (India) Private Limited along with the coordinators

GUEST LECTURE ON BUSINESS PLAN ROADMAP

On 4th July 2024, the Second-Semester MBA students had an interesting session, featuring Mr. Shashikiran PB, MBA-Operations and Finance. Presently, he is the Advisor for Growth and Operations to Consulting companies (Supply Chain Analytics, Business Solutioning, Analytics Delivery, People). He gave insights on how to start a business from a technical standpoint.

A business plan is a formal document outlining a business's goals, methods for achieving them, and the time-frame for success. It details the nature of the business, background information, financial projections, and strategies. The plan serves as a roadmap, guiding the company's direction. Ultimately, it provides a clear framework for achieving the business's objectives.

The students found the lecture to be informative and fetched valuable learning. They gained a better understanding of how to formulate a well-defined business plan. They got to know how it can be used as guide in the course of starting a business.



Mr. Shashikiran explaining the importance of a Business Plan



Mr. Shashikiran interacting with the students

ECO EQUIFY HACKATHON: LEARNING OUTCOMES

Eco Equify, a Two-day Hackathon at BNM Institute of Technology, was conducted on 12th and 13th July 2024, from 8:30 am to 5:30 pm. The technical sponsorship was provided by the IBM SkillsBuild. The Department of Business Administration (2nd Semester) were given an opportunity to provide marketing assistance for teams from the Engineering Department.

Eco Equify Hackathon empowered MBA students to innovate, collaborate, and develop creative solutions to real-world problems. By participating in this, students enhanced their problem-solving skills and entrepreneurial skills that prepare them for a successful career in their chosen fields. Organizing a successful hackathon involves defining a clear theme, assembling a diverse team, providing necessary resources, and fostering a supportive environment. By hosting hackathons, colleges can provide students with a unique opportunity to develop innovative solutions, collaborate with peers, and gain valuable experience that can shape their future.



Group photo with MBA students and coordinators



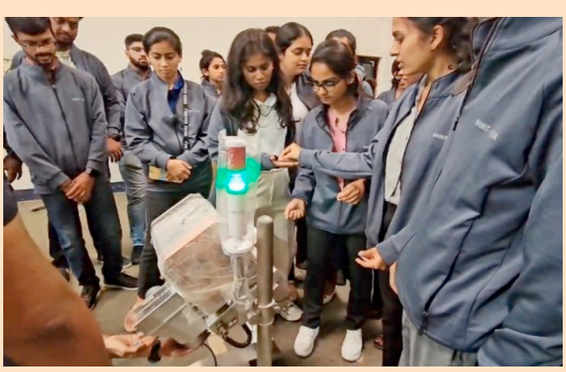
MBA students preparing marketing plan for new innovations

INDUSTRIAL VISIT TO UNIQUE EQUIPMENTS, GOA

On 20th July 2024, Fourth-Semester MBA students from BNMIT College had the opportunity to visit Unique Equipments in Goa. Unique Equipments is a leading manufacturer and exporter of industrial metal detectors, widely used in industries such as pharmaceuticals, granular food, plastics, chemicals, and more. This visit provided students with valuable insights into the production and application of these advanced detection systems.

An 8 km trek near Honda, Goa, led through dense jungle to a stunning waterfall. The rain-soaked forest was alive with earthy scents, and the monsoon-fed waterfall cascaded down in powerful torrents. Small stream crossings added excitement to the journey, culminating in a breathtaking view of the falls.

After the trek, the group visited Krishnapur village, where guide Prathamesh welcomed everyone into his home. A warm, home-style Konkani meal, rich in traditional flavours, provided the perfect end to the adventure. The experience beautifully combined Goa's natural wonders with its rich cultural essence.

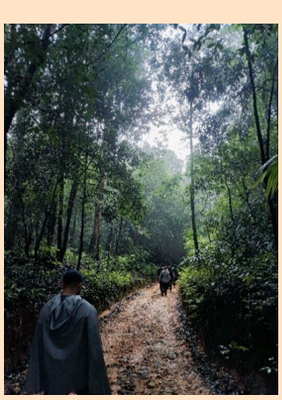


Students experimenting with the equipment



Students having insightful learning on working of machineries







Exploring nature together: A refreshing trek through the lush green forest and serene streams



Students at Unique Equipments, Goa, along with the coordinators

MEETING COMMISSIONER OF POLICE

The event titled "Dialogue with YUVA Students on Drug Abuse in Bengaluru City" was organized on 20th July 2024 at the office of the Commissioner of Police, Bengaluru. Shri B. Dayananda, IPS, the Commissioner of Police, Bengaluru City, spearheaded the discussion, emphasizing the alarming issue of drug abuse among the youth. This initiative, under the banner of Young Indians (Yi), aimed to raise awareness and foster meaningful conversations about preventive measures to address drug-related challenges in the city.

Second Semester MBA students from BNM Institute of Technology actively participated in the session, showcasing their enthusiasm and commitment toward social causes. Their involvement highlighted the critical role of educated youth in combating societal challenges like drug abuse. The interactive session allowed students to engage with experts and gain deeper insights into the legal, social, and personal impacts of drug addiction.

The program proved to be a significant platform for fostering collaboration between the police force and young minds in building a safer community. With the support of Yi Health and YUVA, the event successfully empowered participants with actionable knowledge and encouraged collective responsibility in addressing the drug abuse menace. BNMIT, MBA students left inspired to contribute actively to the cause and spread awareness in their circles



Mr. Dayananda IPS addressing the students on one of the major societal challenges - drug abuse

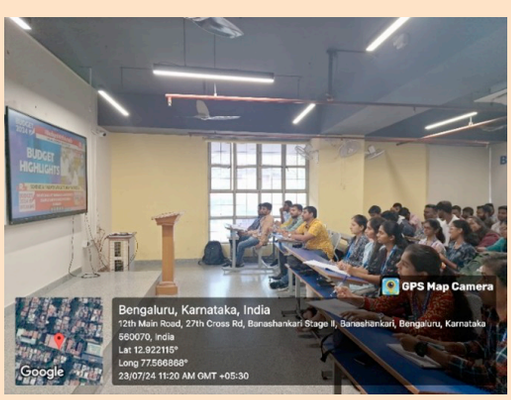


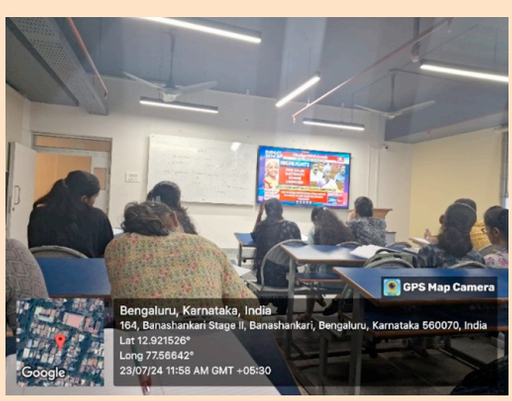
Students at the Commissioner office along with Mr. Dayananda, IPS, the Commissioner of Police

UNION BUDGET 2024-25

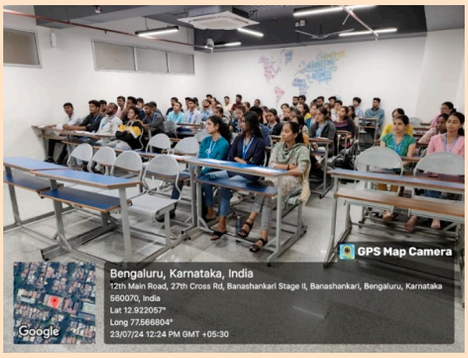
On 23rd July 2024 for the Second-Semester MBA students had a session on Union Budget. All the students witnessed live Budget session which was proposed by our finance minister Nirmala Sitharaman.

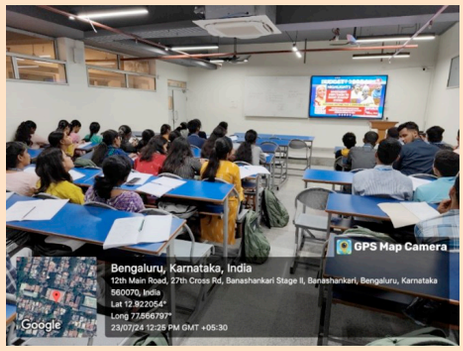
Watching the Union Budget presentation is highly beneficial as it provides a comprehensive understanding of the government's fiscal policies and economic priorities. By observing the budget, students gain insights into how economic decisions at the national level affect industries, businesses, and consumer behaviour. It helps them understand key macroeconomic factors such as taxation, government spending, inflation, and investment trends, all of which play a crucial role in shaping business strategies. Furthermore, the budget often outlines new regulations, incentives, and policies that can create both challenges and opportunities for businesses, making it essential for future leaders to stay informed. For MBA students, staying updated on the Union Budget sharpens their ability to think strategically and make informed decisions in a dynamic business environment.





Students witnessing the live Budget Session which was proposed by our Finance Minister, Mrs. Nirmala Sitharaman





Students writing the highlights of the Budget 2024-25

GUEST LECTURE ON BRAND BUILDING & GROWTH OF BUSINESS

On 24th July 2024 for Second Semester MBA students had an interactive session, by Mr. Kishore Rai, the founder of 'POLAR BEAR- The Ice Cream Sundae Zone'. Starting a business is not an easy task which involves lots of research in different aspects of the organisation.

He shared how Polar Bear was founded. Initially, he and his co-founders worked at Kwality Wall's before launching Dairy Day in 2002. Wanting to create a premium ice cream parlour experience, they started Polar Bear in Bangalore in 2008.

In the session they gave many insights about the challenges which they faced especially during COVID. They also gave students enlightening information about how they handle a critical and unexpected problem in the business. As well as he elucidated about the franchise model of the company.



Mr. Rai giving insights on the challenges they faced during the pandemic



Mr. Rai interacting with the students

INDUSTRIAL VISIT TO DAIRY DAY ICECREAM FACTORY

On 2nd and 9th August 2024, Second-Semester MBA Students from BNMIT College visited the Dairy Day Ice Cream Factory. This visit provided a unique opportunity to delve into the intricacies of ice cream manufacturing, from raw material procurement to the final product. The experience was both informative and inspiring, offering valuable insights into the dairy industry and the production process.

Dairy Day, a prominent name in the Indian ice cream market, boasts state-of-the-art manufacturing facilities spread across a vast area. The company prides itself on its diverse product range, catering to varied tastes and preferences. With a production capacity of 2 lakh litres per day, Dairy Day has established a strong foothold in the industry.

The industrial visit commenced with a comprehensive presentation about Dairy Day's history, vision, and mission. The company's emphasis on quality, hygiene, and innovation was evident throughout the presentation. Subsequently, the students were divided into groups and guided through the different stages of the ice cream manufacturing process. An industrial visit is often a serious affair, filled with data, strategies, and future-focused discussions. However, the introduction of a taste test, especially of two freshly brewed ice cream flavours from Dairy Day, transformed the atmosphere into a delightful palate adventure.

The industrial visit to Dairy Day Ice Cream Factory was an eye-opening experience. It provided a firsthand look at the intricacies of ice cream manufacturing and the dedication required to produce a high-quality product. The knowledge gained during the visit will undoubtedly be beneficial in our future endeavours.





Students at Dairy Day Ice Cream Factory along with the coordinators

BNMIT-Yi CASE-A-THON

On 8th August 2024, the Department of Business Administration, BNMIT organized Case-a-thon in association with Young Indians, Bengaluru chapter. The event drew Post Graduate students pursuing business / management degrees from Business schools and management institutions from across Karnataka.

Case-a-thon or case study competition is an engaging event for management students to tackle real-world business challenges and scenario. Participants analyze a case provided to them and develop innovative solutions and strategic recommendations.

BNMIT-Yi Case-a-thon 2024 was organized in 3 rounds.

The Themes of the Case-a-thon are:

1.Survival and Revival: Managing and Leveraging Change

2.New Age Businesses: Use of Technology in Business

Panel of judges comprising of experts from Young Indians Bangalore Chapter, Industry and Academics evaluated the 75 teams in the first and second rounds, and shortlisted 12 teams in the Third/ Final round



Group photo of BNMIT dignitaries, Chief guest, Yi Bangalore Chapter Team, Event Organizers and participants for the theme "Survival and Revival"



Group photo of BNMIT dignitaries, Chief guest, Yi Bangalore Chapter Team, Event Organizers and participants for the theme "New Age Business".



Participants of Case-a-thon during the Inauguration Ceremony



Participants qualified for the Third and Final Round of Case-a-thon with BNMIT dignitaries.

Theme 1 - *Survival and Revival: Managing and Leveraging Change*

Winners	Team Members	College Name
I Place	Karthika K	Christ University, Bangalore
	Aldrin Joe B	
	Pooja Panicker	
II Place	Rittick Nandi	Kirloskar Institute of Management, Harihar
	Anurag Kumar Kumar	
	Arpit	
III Place	Shreyash D Pathade	Dayanand Sagar Academy of Technology and Management, Bangalore
	Nidhi Tak	
	Kanishka	

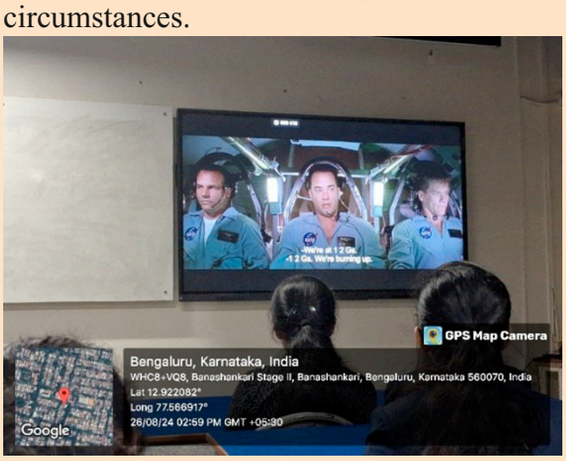
Theme 2 - *New Age Businesses: Use of Technology in Business*

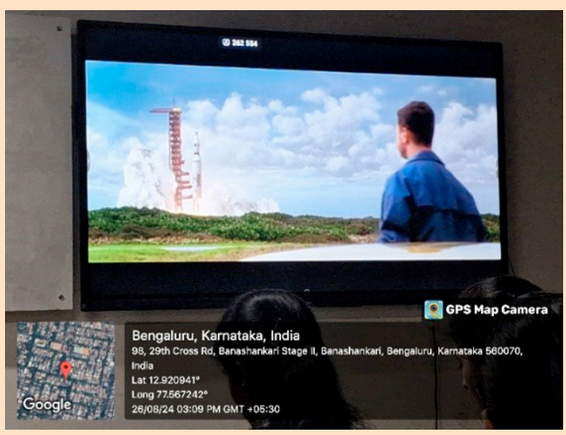
Winners	Team Members	College Name
I Place	Debojeet Chakravarty	School of Business & Management, Christ University, Bangalore
	Aastha Sarma	
	Hitasha Kedia	
II Place	Ashim Basak	Christ University, Bangalore
	Shivani B R	
	Kajol N Patel	
III Place	Riya	Christ University, Bangalore
	Rashika Agarwal	
	Ria Irene R	

MOVIE SCREENING

On 26th August 2024, movie screening of Apollo 13 was held for the Second-Semester MBA students. This movie provides an engaging opportunity to explore themes of leadership, teamwork, crisis management, and innovation in a high-pressure environment.

The film, based on the true story of the ill-fated Apollo 13 space mission, showcases how a group of astronauts and NASA engineers work together to overcome a life-threatening disaster. For MBA students, Apollo 13 offers valuable lessons in decision-making under uncertainty, resourcefulness, and collaboration, all essential skills in the business world. By analysing the characters' responses to adversity, students can gain insights into effective problem-solving, communication, and the importance of a strong, adaptive team dynamic in achieving success under challenging circumstances.





Students viewing Apollo 13 movie

GUEST LECTURE ON "OPEN BANKING TECHNOLOGIES AND CAREER PROSPECTS FOR MBA GRADUATES"

On 31st August, 2024 the Second-Semester MBA students had a guest lecture on "Open Banking Technologies and Career Prospects for MBA Graduates" at 9:00 AM in the Seminar Hall. The lecture was delivered by Mr. Rajesha H G, and MBA (Finance) graduate with 17+ years of Consulting experience in Banking Software Domain. He is Currently working with Infosys Technologies as 'Principal Consultant- Finacle'.

During the session, Mr. Rajesha provided a comprehensive overview on important aspects of Open Banking. He began by the simple concept of Banking and its types. He was deep into the various aspects of open banking such as API's, Customer Consent, Data Access and Sharing, Secure Communication and Regulation Standards.

Open banking is also known as "open bank data." Open banking is a practice that provides third-party financial service providers an open access to consumer banking, transaction, and other financial data from banks and non-bank financial institutions through the use of application programming interfaces (APIs). Open banking will allow the networking of accounts and data across institutions for use by consumers, financial institutions, and third-party service providers. Open banking is becoming a major source of innovation that is poised to reshape the banking industry. Mr. Rajesha interacting with the students

Dr. Bhavya Vikas welcoming the guest, Mr. RajeshaMoreover, he mentioned essential skillset required for MBAs for Career in IT. It was an informative session with numerous real-time examples where students were able to relate the concept to the practical insights.



Dr. Bhavya Vikas welcoming the guest, Mr. Rajesha



Mr. Rajesha interacting with the students

OBEL 2

The Outbound Experiential Learning (OBEL) program for the 2nd Semester MBA students held from 1st to 5th September reached an exciting milestone. The journey began with an inspiring visit to Big Barn farm, setting the tone for a week filled with transformative experiences. The first day featured an engaging session by Mr. Prakash, which focused on cultivating critical thinking and teamwork—key skills for future business leaders. A new game called 'Star War' and 'Advanced Traffic Jam' was introduced. This opening session laid the foundation for the exciting challenges and activities that followed throughout the program.

Under the guidance of the seasoned experts at the Big Barn farm, the participants were introduced to the diverse realm of adventure activities on the second day of the program. The students had a great opportunity to learn how to read a compass so that they gain knowledge about directions. The stage was thus set for a more comprehensive application of acquired knowledge.

Knots are essential tools used in various fields, including outdoor activities, climbing, sailing, rescue operations, and even in everyday life. 10 different types of knots were taught to the students on the third day. The importance of different types of knots lies in their ability to provide security, control, and efficiency in different situations. One of the popular team-building activity that encourages collaboration, problem-solving, and communication among participants was the 'Spider Web Game'.



Participants at OBEL 2

The highlight of the OBEL program took place on the fourth day, when participants journeyed to Mutthurayaswamy Hills. Surrounded by the serene beauty of the hills, they engaged in a series of thrilling activities, including rappelling, caving, and vertical trekking.

In conclusion, the OBEL program for BNMIT's MBA students provided a well-rounded and enriching experience that transcended traditional classroom learning. Combining theoretical insights with hands-on applications, the program effectively integrated critical thinking, teamwork, and adventure, offering a truly invaluable learning journey. Participants left with enhanced knowledge, newly developed skills, and a strong sense of accomplishment and personal growth. The 3rd edition of the OBEL program serves as a clear reflection of the institution's



The students perfoming Adventurous Activities



Instructions given by the trainer for the Relay Race game



Mr. Prakash explaining the process to draw a roadmap with compass



Students playing The Spider Web Game

GUEST LECTURE ON "MOVING TOWARDS ZERO DEBT COMPANY - AN ANALYSIS ON WORKING CAPITAL MANAGEMENT"

On 12th September 2024, the Second-Semester MBA students had a guest lecture on "Moving Towards Zero Debt Company- An Analysis on Working Capital Management". The lecture was delivered by Mr. CMA Raveendranath Kaushik. He is a resource person in various esteemed institutions and he is a Cost Accountant specialized in MSME consulting, GST, Direct Taxes, Project Funding and Import-Export Management.
During the session, Mr. Kaushik provided a comprehensive overview on working capital management. He began with the basic business process and the major drivers of profit such as equity-profitability, tax management, debt management, payable management, enterprise management, asset management and cost management.

Zero debt companies are firms that have no outstanding debt obligations, meaning they do not owe any money to creditors, banks, or other financial institutions. This can be an attractive trait for investors, as it often indicates financial stability, lower financial risk, and a strong cash flow position. They effectively manage working capital by relying on internal cash flow, enhancing liquidity without debt obligations. This financial stability allows for efficient inventory and receivable management. They can reinvest profits directly into operations, supporting growth without interest pressures. Overall, zero debt reduces financial risk and improves operational efficiency.



Mr. Kaushik explaining the Business Process



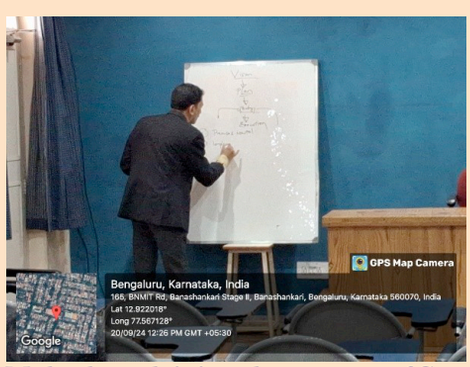
Mr. Kaushik giving insights on the profit drivers in the company

GUEST LECTURE ON STRATEGIC CONTROL

On 20th September 2024, the Second-Semester MBA Students had a guest lecture on Strategic Control featuring Mr. Mahesh Bellur, India Business Manager at Tech Data APAC. The session commenced from 11:30 AM to 1:30 PM and was delivered in the Seminar Hall, BNMIT.
Strategic control is the process used by organizations to control the formation and execution of strategic plans; it is a specialised form of management control, and differs from other forms of management control in respects of its need to handle uncertainty and ambiguity at various points in the control process.
Mr. Mahesh emphasized that strategic control is essential for ensuring that organizations stay on track to achieve their goals. Without proper control, businesses may deviate from their intended strategies, leading to missed opportunities or failure to respond effectively to market changes. Strategic control is thus critical to business success in a dynamic and competitive environment.
The guest lecture on Strategic Control provided valuable insights into how businesses can use strategic control to align their plans with long-term objectives. It highlighted the importance of continuous monitoring, assessment, and flexibility in strategic management. The session offered both theoretical knowledge and practical applications. Ultimately, it emphasized the need to adapt in today's rapidly changing business environment.



Mr. Mahesh giving detailed insights on Strategic Control



Mr. Mahesh explaining the concept of Strategic Management

SYMPOSIUM ON SPECIALISATION MATTERS

On 21st September 2024, a Symposium on Specialisation matters for the Second-Semester MBA Students was conducted in the Seminar Hall from 9:00 AM. Students had experienced corporate professionals and Senior Professionals to provide insights regarding each specialisation.

Specialization is vital for MBA students as it enhances their expertise and makes them more competitive in the job market. It opens doors to advanced positions and unique opportunities aligned with industry demands. Specialized knowledge also fosters valuable networking connections with professionals in the field. Furthermore, it allows for tailored skill development, leading to informed decision-making and greater job satisfaction. Ultimately, specialization helps students stand out and achieve their career aspirations.

The Corporate Professionals include;

1.**Mr. Sudhi Rao** – Senior Manager at Philips (for Analytics specialisation)

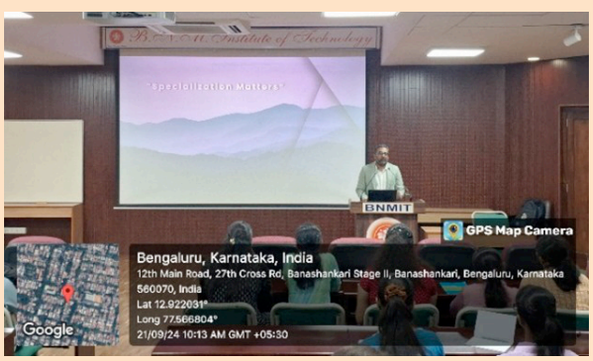
2.**Ms. Hemalatha Ramu** – Senior Director of HR at Biocon Biologics (for HR specialisation)

3.**Mr. Arul Oli Thanaraj** – Chief Operating Officer at Flyberry Gourmet (for Marketing specialisation)

The event aimed to facilitate the exchange of insights and best practices across various areas of specialization, while also providing networking opportunities that connect students, professionals and experts to foster collaboration and future partnerships. It offers a platform to discuss current trends and challenges within specialized fields, helping attendees stay informed. Additionally, the event includes workshops and sessions designed to enhance practical skills relevant to specific industries. It also provides valuable career guidance by offering information on career pathways and opportunities within various specializations, assisting attendees in making informed decisions about their professional futures.



Prof. Suneel Rao welcoming Mr. Sudhi Rao



Mr. Sudhi Rao speaking on Analytics as specialization



Mrs. Hemalatha giving insights on HR as one of the specializations



Mrs. Hemalatha explaining the various components under Human Capital Management



Prof. Suneel Rao welcoming Mr. Arul Oli Thanaraj



Mr. Arul giving insights on Marketing as a specialization

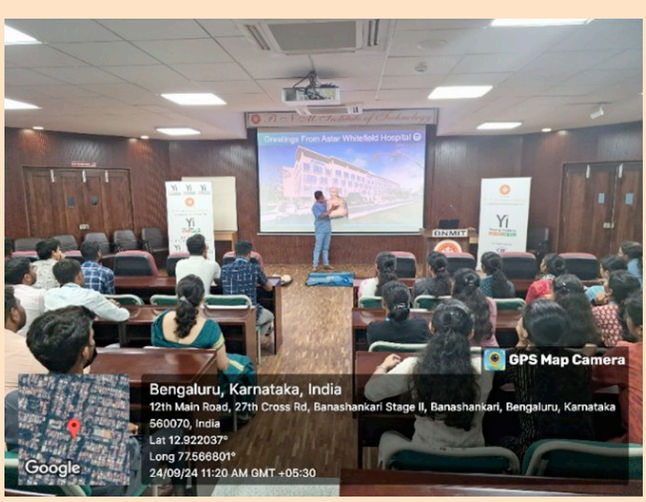
CPR TRAINING SESSION

On 24th September 2024, the CPR training session was held at BNMIT for Second Semester MBA students. It proved to be an invaluable learning experience, emphasizing the importance of life-saving skills. Organized in collaboration with a team of certified medical professionals, the workshop aimed to educate students on the fundamentals of Cardiopulmonary Resuscitation (CPR) and its practical applications in emergency situations. The session began with an engaging introduction that highlighted the critical role of timely intervention during cardiac emergencies, emphasizing how such skills could make the difference between life and death.



During the training, participants were introduced to the basic principles of CPR, including chest compressions, rescue breaths, and the use of automated external defibrillators (AEDs). Practical demonstrations were conducted on mannequins, allowing students to gain hands-on experience under the guidance of skilled trainers. The interactive nature of the workshop encouraged active participation and ensured that the students thoroughly understood the techniques. Trainers also discussed the importance of maintaining composure during emergencies and offered insights into real-world scenarios where CPR had a life-saving impact.Trainer demonstrating on how to save people lives in emergency situation in different cases

The session concluded with students expressing their appreciation for the initiative, recognizing how these skills could be useful not only in professional settings but also in personal life. The training not only equipped the MBA students with essential first-aid knowledge but also instilled a sense of responsibility to act promptly and effectively in critical situations. Overall, the CPR training was a resounding success, aligning with the institution's goal of fostering well-rounded, socially responsible professionals.



Trainer demonstrating on how to save people lives in emergency situation in different cases



Participants receiving certificates after the hands-on workshop



Instructor explaining the recovery position with a detailed visual aid

ORIENTATION PROGRAM FOR THE BATCH OF 2024-26

Department of Business Administration, BNMIT, organized an orientation program for the new batch of MBA from 12 December, 2024 to 20 December, 2024. The objective of the Orientation was to provide the newly joined students a glimpse of activities, facilities available, action plans and skill sets expected from them. The orientation program was inaugurated on 12th December in the presence of Dr. T J Rama Murthy, Director, Dr. SY Kulkarni, Additional Director, Prof. Eishwar Maanay, Dean, Dr. Krishnamurthy G N, Principal, Dr. Mukund Sharma, HOD, and Faculty members of the Department. In addition, several sessions were engaged by both internal and external resource persons.

Several sessions include 'The Musical Pipe' activity, designed by Prof. Bhagwan, is a dynamic and engaging exercise that combines physical coordination and mental focus to teach essential life skills. It helps students enhance focus, concentration, coordination, teamwork, mindfulness, and stress management. Additionally, Prof. Bhagwan conducted a session to teach professional client-welcoming skills, emphasizing dynamic conversations to understand client needs and improve business strategies. Through role-playing, students practiced communication, active listening, and problem-solving, gaining valuable insights into client satisfaction and building strong business relationships.

FORMAL INAUGURATION

The inauguration of the First-Year MBA classes at BNMIT on December 20, 2024, was a momentous occasion, setting an inspiring tone for the young, aspiring leaders. The event was graced by the Guest of Honour, Mr. Yatish Shivaprasad, Managing Director and Head of Corporate Functions Technology at Societe Generale Global Solution Centre.

Brimming with invaluable insights and motivational guidance, the program aimed to prepare the next generation of leaders for their transformative journey ahead. The ceremony commenced with a warm welcome for the dignitaries, followed by a soulful invocation. The highlights of the day included inspiring addresses by the distinguished speakers, leaving the audience motivated and eager to embark on their academic journey.

The program also featured words of wisdom from Shri. Narayan Rao Maanay, Chairman of BNMIT, who emphasized the importance of resilience in shaping the leaders of tomorrow. His inspiring address resonated deeply with the audience, instilling a sense of purpose and determination. Dean, Prof. Eishwar Maanay, expressed heartfelt gratitude to the dignitaries and attendees, setting the stage for an enriching academic journey ahead. The event concluded with a renewed sense of enthusiasm and commitment among the students, ready to embark on their path to excellence.

The event served as the perfect platform to extend a heartfelt welcome to the students as they embarked on their MBA journey, inspiring them to pursue a future rich with learning, growth, and transformative leadership



Mr. Shivaprasad emphasizing the significance of perseverance and innovation in corporate



The Management felicitating The Guest of Honor, Mr. Shivaprasad



The Management Team and selected First Year MBA students during Lighting of the Lamp Ceremony

Awarding MBA Students (2023-25) for Academic Excellence



The Management Team Congratulating the Academic Excellence of First-Year MBA Students

During the inaugural function of MBA and MTECH Students on 24 December 2024, the students of Second- Year MBA were provided with Meritorious Certificates, Scholarships and Awards based on their Academic Excellence. The students were awarded with Cash Prize and Scholarships.

Semester	Position	USN	Name	Cash Prize
I	I	1BG23BA055	Monisha H	₹ 20,000
	II	1BG23BA0 23	Deepika P M	₹ 15,000
	III	1BG23BA0 25	Deshna Bhaskar	₹ 10,000
II	I	1BG23BA0 23	Deepika P M	₹ 20,000
		1BG23BA111	Varshitha S	₹ 20,000
	II	1BG23BA 099	Spoorthi Chandru Gangamatha	₹ 15,000
	III	1BG23BA105	T R Srigowri	₹ 10,000
		1BG23BA114	Vidyashree G C	₹ 10,000

GLOBAL IMMERSION PROGRAM TO MALAYSIA

On 7th December, 2024, MBA students from BNM Institute of Technology, in collaboration with Euro Global, embarked on a 6-day study tour to Malaysia. The group of 22 students visited two prestigious universities: Multimedia University (MMU) and University of Kuala Lumpur (UniKL). At MMU, students engaged with professors and students, learning about advanced educational programs and technology-driven initiatives, including AI development. Students were addressed by Senior Prof. Dr. Aziz, who shared insights on courses and Malaysia's education system, followed by a campus tour and witnessing a graduation ceremony. Students also visited Ajinomoto's Cyberjaya factory, gaining knowledge on global operations and sustainability in the production of MSG.

On the final day, students explored UniKL, located within the Quill City Mall, where students attended a lecture on Semiotics in Marketing, highlighting the influence of culture on marketing. In addition to academic visits, students explored Kuala Lumpur's iconic landmarks like the Petronas Twin Towers, Independence Square, Chinatown, and Batu Caves. The trip offered a perfect blend of academic learning, cultural immersion, and exploration of Malaysia's natural beauty.



Students attending senior at Multi Media University



Dr. Bhavya Vikas giving insights on 'Managing Personal Finances'



Welcoming at MultiMedia University



Participants in Global Immersion Program



Last session in UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL



Live Cooking Session – Students in action at the Ajinomoto



Students having hands-on experience in Ajinomoto Industry

Student Achievements

Sl. No.	Title	Name
1.	**Stellar Students (Best Performer)**	Deepika P M T R Srigowri Monisha H Arun Kumar G K
2.	**The Inspirer (Best Leader)**	Manoj Bhat Aparna I K Prajanya Shetty Swathi Hegde
3.	**Shining Star (Best Groomed)**	Amogh P R Deepthi V Ranga Shayi Saniya Shareen Sharanya G K Spurthi K P
1.	**Helping Hand**	Sanath Spencer Lokesh A Likith P S Shakthi Darshan K
2.	**Never Missed a Beat (Highest Attendance)**	Rohan M Sinchana H S
3.	**Winning Knight (Best Performer)**	Nagarathana G Varshitha S
4.	**The Dashing Debut (First Impression)**	Vijay V Ibbani B N
5.	**Shining Star (Best Groomed)**	N Yashas Ashwin Kumar R Naga Sai Sree N Vedika Manya Shivam

"I don't believe in taking right decisions. I take decisions and then make them right."

EDITORIAL TEAM

Staff **: Ms. V.Vidyashree ,** Assistant Professor

Student **:**Deepika P M,3 rd Semester
T R Srigowri, 3 rd Semester

Designed by:

Sri. Anand P M, *System Manager*