

Management Chronicle

NEWSLETTER

DEPARTMENT OF BUSINESS ADMINISTRATION

VOLUME 9, ISSUE 2, DECEMBER 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



Kaoru Ishikawa (July 13, 1915 – April 16, 1989) was a Japanese organizational theorist and a professor in the engineering faculty at the University of Tokyo who was noted for his quality management innovations. He is considered a key figure in the development of quality initiatives in Japan, particularly the quality circle. He is best known outside Japan for the Ishikawa or cause and effect diagram (also known as the fishbone diagram), often used in the analysis of industrial processes.

“In management, the first concern of the company is the happiness of people who are connected with it. If the people do not feel happy and cannot be made happy, that company does not deserve to exist.”

- Ishikawa



Vidyayāmruṭhamashnuthe

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 December 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 -

- 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

EVENTS

AAROHAN 2023



Students performing flash mob dance



Students performing skit

“Aarohan” is an annual college fest organized by Department of business administration of BNMIT. It is a highly anticipated event that brings together students from various colleges and universities to showcase their talents, participate in competitions, and enjoy a vibrant cultural extravaganza. The fest aims to provide a platform for students to exhibit their skills, foster a sense of camaraderie, and promote cultural exchange. The theme of Aarohan 2023 was City of future. The fest started on 6th July 2023 by welcoming the dignitaries followed by invocation. Next, there was a skit and the flash mob. Undergraduate events were held on 6th and Postgraduate on 8th July 2023.

Various events for students were scheduled namely Futuro Master (Best manager), Lunar Terrestrials (HR events), Jetsetters (Group Dance), Dynamic dazzler (solo dance), Pitch perfect (singing), Techvith (Finance events), Metatech (Business Quiz) and Gen Beta (marketing event).

This was followed by a mega event with the Band Lohar the blacksmiths.



*Students actively participating
in HR Event - Lunar Terrestrials*



*Students performing the assigned tasks y in
best manager Event - Futuro master*



Audience celebrating the Mega Event by the band "Lohar - The Blacksmiths"

SDP ON BUSINESS ANALYTICS

In today's competitive world, it is imperative for MBA students to gain working knowledge of Business Analytics tools for better career prospects and to stay competitive at work irrespective of their chosen specialization. The department of Business Administration conducted Student Development Program on Business Analytics and Foundations of SQL and Python in collaboration with Business Toys.

Students were given 30 hours training in Business Analytics between 12th to 19th July 2023. They were exposed to analytical tools like Tableau and Power BI in addition to Microsoft Excel through live projects and case studies from experts in the Analytics field.

In addition to this, the students of Business Analytics specialization were given 18 hours of training in Foundation of SQL & Python from 2nd to 4th Aug 2023. Data scientists from reputed companies held engaging sessions on application of SQL and Python through hands on project and case studies.

OBEL PROGRAM



Students during Out Bond Experiential learning(OBEL) at Big barn nature camp, Bengaluru

The Outbound Experiential Learning (OBEL) program designed for the MBA students of BNMIT marked a significant milestone as it embarked on its 3rd edition, taking place from the 26th to the 28th of July. This immersive journey commenced with a captivating visit to the Big Barn farm, setting the stage for a series of transformative experiences. The inaugural day unfolded with a compelling session led by Prof. Satish, fostering critical thinking and nurturing teamwork, essential skills for aspiring business leaders. This initial engagement paved the way for an array of adventures that lay ahead.

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 stage was thus set for a more comprehensive application of acquired knowledge

The pinnacle of the OBEL program unfolded on the third day as the participants embarked on a journey to Mutthurayaswamy hills. Amidst the tranquil hills, a series of exhilarating activities awaited, including rappelling, caving, and vertical trekking.

In summation, the OBEL program for BNMIT's MBA students delivered a holistic and enriching experience that extended beyond the classroom. With a comprehensive blend of theoretical insights and practical applications, the program seamlessly merged critical thinking, teamwork, and adventure into an invaluable learning journey. The participants emerged not only with newfound knowledge and skills but also with a profound sense of achievement and personal growth. This 3rd edition of the OBEL program undoubtedly stands as a testament to the institution's commitment to providing its students with unparalleled opportunities for holistic education and experiential learning.



Students at Mutthurayaswamy Hills as part of OBEL

INDUSTRY VISIT TO BIESSE MANUFACTURING PRIVATE LIMITED

BNM Institute of Technology, in association with NHRWA had organized an industrial visit on 8th August, 2023 to BIESSE manufacturing company Private Limited located in Huskur Road for the 1st year students of MBA. A total of 50 students were present for the same. We started at 8.30 A.M from our campus via our college bus. Along with the students, two coordinators, Mrs. Pratyusha and Ms. Vidyashree were present throughout the journey.

Biesse Manufacturing Company Private Limited is a Subsidiary of Foreign Company, incorporated on 08 Feb 2006. It is a private unlisted company.

Overall, the industry's operating function was well understood by the students. Each task and step in the shop floor was well explained by the guides. A overview of the practical application of management functions were seen and observed.



Students at BIESSE manufacturing unit along with the coordinators during the Industrial visit

UPGRAD COURSE COMPLETION AND FELICITATING CEREMONY

MBA Department of BNMIT in collaboration with upGrad campus had organized a MOOC course to 4th Semester Marketing and Business Analytics specialization students on Advanced Digital Marketing. The course was successfully completed by our students and top performers were felicitated by upGrad.

Mr. Amit Mahensaria ,CEO ,upGrad Campus, Mr. Vishal Anand ,Customer success Head Pan India, upGrad Campus ,Mr. Rahul Kucheria ,Customer success-South Head, upGrad Campus and Mr. Akash Tiwari ,Sr. Marketing Manager, upGrad Campus had graced the occasion for giving certificate of appreciation to top performers and awarded BNMIT as Industry ready campus,



Prof. Eishwar N Maanay welcoming the guest



Dr. Mukund Sharma receiving the Excellence in curriculum development award



Felicitating Dr. Charithra C M with contribution to Student's success award



Mr. Naveen, student of 4th semester MBA receiving appreciation and top performer certificate



The top performer students with the Management of BNMIT and the Upgrad campus representatives

APTITUDE TRAINING FOR III SEMESTER MBA STUDENTS

Aptitude test is a type of an assessment, used by various companies to assess the applicant's IQ, time management, decision making skills, problem solving skills and several other traits . To train the 3rd semester MBA students in this area, Department of Business Administration had organized a 3-day training programme.

Mr. Pratyush Pratye and Ms. Ashwini were invited as trainers to handled Numerical and Verbal ability respectively. Mr. Santhosh, Assistant Professor, Department of Business Administration trained the students on logical reasoning skills. Further, the training was designed to focus more on numerical and analytical ability of the students.



Ms. Ashwini addressing the students of 3rd semester MBA on the topic of verbal communication aptitude



Mr. Pratyush Pratye addressing the student on numerical ability aptitude

GUEST LECTURE ON PSYCHOMETRIC TESTING

A fascinating guest lecture was held at BNMIT , featuring the esteemed Dr. Mridula Mishra from the Mittal School of Business at Lovely Professional University. With over 25 years of rich experience in research, academics, and hospitals, Dr. Mishra, who holds a doctorate in psychology from Banaras Hindu University (BHU), shared insightful knowledge on psychometric testing.

In her lecture, Dr. Mishra explained the importance of psychometric testing. She said that psychometric tests can be used to assess a person's cognitive abilities, personality traits, and interests. This information can be used to help people make career decisions, improve their performance at work, and develop their personal growth.



Dr. Mridula Mishra explaining the concept of psychometric testing



Students having interactive session with Dr. Mridula Mishra

SYMPOSIUM ON “SPECIALIZATION MATTERS”



The Department of Business Administration, BNMIT had organized Symposium on “Specialization Matters”, to help students wisely choose their specialization. Four speakers were invited to speak about four different specializations, offered by BNMIT, Banking and Finance, Digital Strategy and Applied Marketing, Human Capital Management and Business Analytics.

Mr. M V Narasimhan addressed the students and highlighted various job opportunities available in Human Capital Management.

Further, Mr. Sriprakash Nadadthur Sridharan spoke about Digital strategy and applied marketing specialization. He gave various inputs to the students related to digitalization and few other marketing concepts which the students must be familiar. Ms. Poornima Kadambi spoke about business analytics mentioned the importance and opportunities in Analytics field.

Finally, Mr. Kashish Aggarwal, spoke about Banking and Finance Specialization explained the benefits and opportunities of the specialization.



Ms. Poornima Kadambi orienting the students on speaking about Business analytics Specialization

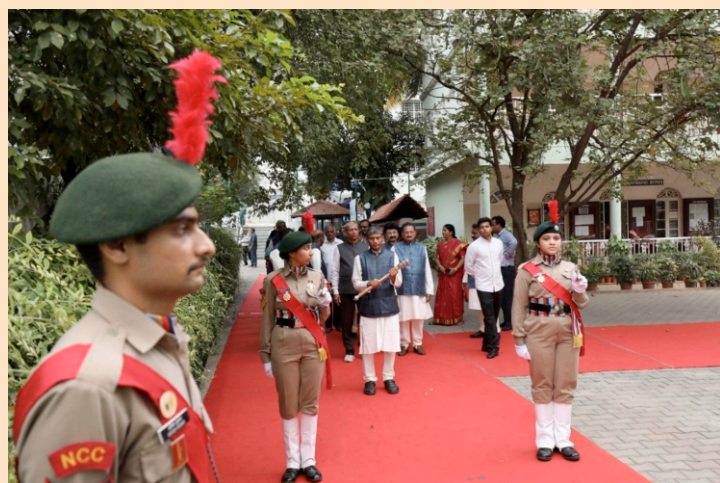
GRADUATION DAY FOR THE BATCH OF 2021- 2023



Passing batch of MBA students

Graduation day was celebrated for the Batch of 2023 MBA students on 9th December 2023. A total of 107 students received their Post Graduation degree completion certificates. The day started with the Outgoing students sharing their experiences with a media interaction and a group photograph was taken followed by graduation procession marching towards the Main auditorium . The students were then provided words of wisdom and encouragement for their upcoming bright future .

The chief guest was Dr.Vidyashankar, Honorable Vice Chancellor of VTU and the guest of honour was Mr. Ramesh Kaza, Senior MD at State Street.



Graduation procession

BNMIT GOLD MEDALLISTS

The BNM Institute of Technology Gold Medal was awarded to Ramya S(1BG21BA070) and Vani S(1BG21BA099), the students who secured highest CGPA in MBA as per VTU Norms for securing First Rank.

Smt. Sushila Devi Raghunath Rao Maanay Memorial Gold Medal was awarded to Ramya S(1BG21BA070) and Vani S(1BG21BA099) for securing highest CGPA in Banking and Finance specialisation as per VTU Norms.

Smt. Vaishali N Maanay and Sri. Narayan Rao R. Maanay Gold Medal was awarded to Ramya S(1BG21BA070) for securing highest CGPA and all-round excellence in MBA as per VTU norms.

Smt. Shailaja A Maanay and Sri. Ashok R. Maanay Gold Medal was awarded to Chandan C(1BG21BA019) for securing highest CGPA in MBA as per VTU Norms.



Graduating Students

The top students of the batch received gold medals for achieving different academic milestones



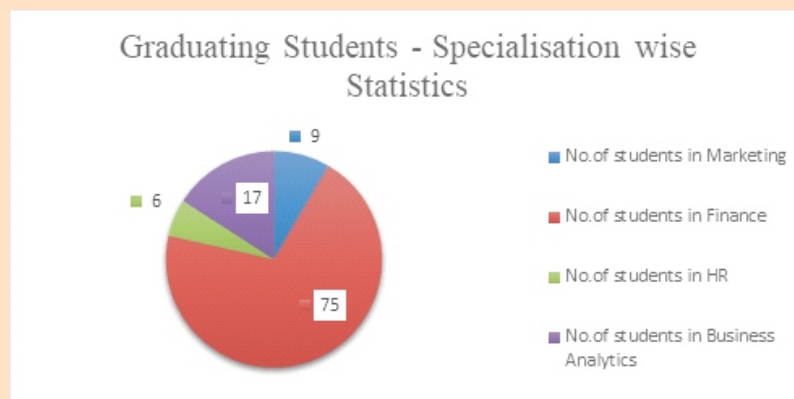
Miss Ramya S receiving Gold medal and certificate for Securing First Rank



Miss Vani S receiving gold medal and certificate for Securing First Rank

The students were called in order to receive their graduation certificates in the respective specialization

Total no of students	No.of students in Marketing	No.of students in Finance	No.of students in HR	No.of students in Business Analytics
107	9	75	6	17



6TH ICIER INTERNATIONAL CONFERENCE ON “STRATEGIC AGILITY AND RESILIENCE”

International Consortium for Innovation and Entrepreneurship Research (ICIER) and Department of Business Administration BNM Institute of Technology, Bengaluru, jointly organized the 6th ICIER International Conference during 14-15 December 2023 in association with the international partners. It was an interdisciplinary conference intending to draw scholars and professionals representing a diverse perspective on strategic agility and resilience. The conference provided a forum for showcasing the importance of agile strategies in the dynamic business, social and economic environment. The conference had academic sessions (paper presentations), panel discussions and practitioner-oriented discussions on Strategic Agility.

The event commenced with a distinguished inauguration ceremony featuring Mr. James Godber, Deputy Head of Mission, British Deputy High Commission, Bengaluru, as the Chief Guest.

The Chief Mentor, Dr. Mathew J Manimala, Chairman ICIER-India, played a pivotal role in the ceremony, ensuring a momentous start to the conference.

The Guests of Honour, Dr. PD Jose from the Indian Institute of Management Bangalore, and Mr. Prashanth Doraswamy, President and CEO of Continental India, their insightful addresses set the tone for the discussions on strategic agility and resilience. And Sri. Narayan Rao R Maanay, Chairman of BNMIT, who shared valuable insights on strategic agility and resilience.



Inauguration of the 6th ICIER International conference

During the conference, the Book of Abstracts was unveiled, showcasing a collection of invaluable insights and perspectives contributed by esteemed scholars and professionals. This publication serves as a lasting record of the intellectual wealth shared during the event.

There were many speakers who delivered speech on different topics from morning to evening. Also, four best paper presentations were given.

To conclude with, the 6th ICIER International Conference provided a platform for robust academic discourse, networking, and insights into the ever-evolving landscapes of strategic agility and resilience. The success of the event was attributed to the collaborative efforts of organizers, speakers, and participants, making it a milestone in the journey of innovation and entrepreneurship research. The conference owes its success to the support of BNMIT management, ICIER, and the diligent efforts of Dr. N Mukund Sharma, General Chair, Dr. Neetha Mahadev M, Organizing Chair & Secretary, and Eishwar Maanay, Dean at BNMIT for steering this intellectually stimulating event.



Dr. Rizwana being thanked by the faculty coordinator after the completion of marketing track paper presentation



Dr. Sathyanandini with the faculty coordinate after the completion of Finance track paper presentation.



paper presentation in the general Management Track



Panel discussion on strategic agility and resilience

FACULTY ACHIEVEMENTS

Dr . Vijayashree was invited as a panel discussion member from Soundarya Institute of Management and Sciences on 08/03/2023 as a part of the women's day celebrations.

Dr. L Vijayashree attended the NEP 2020 Exhibition at Akhil Bhartiya Sangam, Pragathi Maidan, New Delhion 29th and 30th July 2023

FACULTY PUBLICATIONS

- Dr.Prathima V G, Dr. Kanakana, Mokhupadhyay,METSZET Journal-ISSN:2061-2710,VOLUME 8 ISSUE 11, 2023, ISSN:2061-2710, Are 'Return to Work' initiatives a solution to increase representation of women in the, Nov-23
- Mrs. Prathyusha P, Manu S, TIJER - International Research Journal, Volume 10 Issue 8, August-2023, A Study on Volatility Analysis of Commodities Market with Reference to Gold & Silver, Aug-23
- Mrs. Prathyusha P, Vani S, TIJER - International Research Journal, Volume 10 Issue 8, August-2023, A Study on Capital Budgeting at Innova Printing and Packaging Co. Pvt. Ltd, Aug-23.
- Ranjitha Radhakrishna, Sonia Mathew, Women's Empowerment Within the Tourism Industry: Risk Assessment and Mitigation Strategies for Solo Women Travellers-Chapter 17, Aug-23
- C. Prabhavathi , Dr. N. Mukund Sharma, Journal of Namibian Studies, Vol 35 (Spl Issue) 2023, An Analysis of NPA Management and Asset Resolution – Evidence from the Indian Banking Sector, Aug-23.
- Sridhar.KDr. Mukund Sharma, Journal of Namibian Studies, Vol 35 (Spl Issue) 2023, Housing Loan Borrowers Perception: Special Focus On Housing Finance Company And Public Sector Bank, Aug-23

“Think of at least four factors which influence your problem. See if a shift in one of these causes can give you a different effect to explore.”

- Ishikawa

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