

Management Chronicle

NEWSLETTER

DEPARTMENT OF BUSINESS ADMINISTRATION

VOLUME 10, ISSUE 1, JUNE 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



Indra Nooyi (born October 28, 1955) is an Indian-born American business executive who was the chairman and chief executive officer (CEO) of PepsiCo from 2006 to 2018. She has consistently ranked among the world's 100 most powerful women. In 2014, she was ranked at number 13 on the Forbes list, and the second most powerful woman on the Fortune list in 2015 and 2017. She is on the boards of Amazon and the International Cricket Council.

Please help others rise. Greatness comes not from a position, but from helping build the future. We have an obligation to pull others up.



Vidyayāmṛuthamashnuthē

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 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

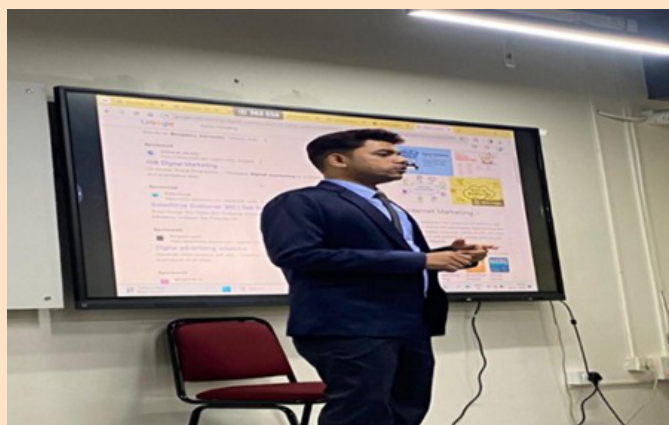
EVENTS

GUEST LECTURE ON “NAVIGATING DIGITAL MARKETING FROM LIKES TO LEADS

Digital Marketing is the component of marketing that uses the internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

The session was conducted to the Third-Semester MBA students on 9th January, 2024 by Mr. Shridhar Talwar, Analyst at Annalect India. The session started with a detailed exploration of Google Ads Fundamentals, including Keyword Analysis Techniques and Strategies for creating impactful Advertising Campaigns. Following this, students received insights into Meta's Evolution, key features, and Effective Campaign Creation on the platform. Mr. Talwar then discussed essential digital marketing tools such as Google Analytics, Google Ads Editor, and Search Ads 360, emphasizing their role in Campaign Management and Performance Enhancement.

The session concluded with an elucidation of key metrics like CTR, CPC, CPA, and ROAS, crucial for measuring campaign success and optimization. Additionally, attendees gained valuable insights into job opportunities and career guidance in the digital marketing field, including skill development, networking, and industry trends, empowering them to embark on successful careers in Digital Marketing.



Mr. Shridhar Talwar explaining keyword analysis techniques and strategies for creating impactful ad campaigns



Mr. Shridhar Talwar explaining the audience essential digital marketing tools

GUEST LECTURE ON “MANUFACTURING AND DESIGN – “A COMPREHENSIVE JOURNEY INTO INNOVATIVE PROCESSES AND STRATEGIES

Design for Manufacturing is the process of designing to account for manufacturing constraints. This design process considers the assembly process, testing and potential factory constraints in earlier design stages which helps prevent mistakes and makes the overall manufacturing process more efficient.

The session was conducted to the Third-Semester MBA students on 10th January, 2024 in Seminar Hall at 8:00 AM. Mr. Krishna. A. P., Manager/ Manufacturing and Operations in Bathla Aluminium Private Limited, delivered a comprehensive lecture on Manufacturing and Design. He emphasized on the significance of Facility Planning, Product Designing, Material Management, Procurement Procedures, Purchase Functions, Inventory Management, and Vendor rating.

The session was enriched with practical examples from Bathla's practices, illustrating the application of these concepts in real-world scenarios. The interactive nature of the lecture encouraged active engagement and participation from the students.



Mr. Krishna rendering practical insights on Manufacturing and Design



Mr. Krishna with the faculty Co-ordinator and students after the completion of the Session

GUEST LECTURE ON “ORIENTATION TO STOCK TRADING”

Stock Trading is a person or company involved in trading equity securities and attempting to make profits from the purchase and sale of those securities.

On 11th January, 2024, a guest lecture on 'Orientation to Stock Trading' was organized for the Third- Semester MBA students by Mr. Rajesh Raheja, Senior Assistant VP at ICICI Securities. During the lecture, he meticulously covered various aspects of Stock Trading and Demat Account, offering a thorough understanding to the audience. He underscored the potency of compounding, elucidating how it can exponentially grow investments over time.

Additionally, Mr. Raheja delved into practical Stock Trading Strategies, providing attendees with valuable insights into maximizing investment opportunities. Furthermore, Mr. Raheja adeptly utilized available resources on the ICICI Direct website to illustrate key points, enhancing the audience's comprehension and practical application of the discussed topics.



Mr. Raheja explaining the Importance of Investing



Mr. Raheja addressing the students on Equity in Stock Trading

WORKSHOP ON “A DAY IN THE LIFE OF AN ENTREPRENEUR”

The "A Day in the Life of an Entrepreneur" workshop hosted by EIMR on 25th January, 2024, featured insightful Seminars and interactive activities aimed at providing participants, particularly MBA students, with a comprehensive understanding of Entrepreneurship. The event commenced with a Seminar led by Ms. Victoria, a Seasoned Business Specialist, who emphasized the qualities essential for aspiring Entrepreneurs and highlighted EIMR's role in nurturing Entrepreneurial Skills. Following this, Mr. Tanay Patil, an accomplished entrepreneur and investor, facilitated engaging activities focused on brainstorming ideas, generating brands, and understanding investor perspectives.



Students at Educesta Institute of Management and Research (EIMR) along with the Co-ordinators to attend the Workshop



Ms. Victoria giving insights on Entrepreneurial Skills

TADIYANDAMOL TREKKING

Understanding the environment, adventure, different cultures, and tradition is equally important; Trekking includes them all. Once a year, the trekking programs in schools are important. It helps them collaborate with their teachers and get social. On the other hand, their skills are developed as they remain engaged in different activities.

45 Third-Semester MBA students embarked on Coorg trip and Tadiyandmol Trek from 21st January - 24th January, 2024. Started early in the morning, captivated by the breathtaking scenery during our drive and stopping for a delightful lunch enroute. Upon arrival at the stunning Honey Valley Resort.

The next day, geared up for a 14 km trek to Tadiyandamol Peak. The trek was challenging, but the beauty of nature and the spirit of good friendship made it an enjoyable experience. Reaching the Summit felt like a significant accomplishment after navigating the rugged terrain. After the trek, everyone spent a lovely evening with friends in Honey Valley Resort. The following morning everyone visited a nearby waterfall, and came back to Bangalore. The Coaches and Trainers with Students enjoying the accomplishment at the Tadiyandamol Peak

This trip was not only a fantastic adventure but also a valuable learning experience. The sense of achievement and the bonds formed along the way made it truly unforgettable



The Coaches and Trainers with Students enjoying the accomplishment at the Tadiyandamol Peak

GUEST LECTURE ON “CAPITAL MARKET AWARENESS”

A capital Market is a financial market in which long term debt or equity/backed securities are bought and sold, in contrast to a money market where short-term debt is bought and sold.

A guest lecture on 'Capital Market Awareness' was conducted for the Third-Semester MBA students on 30th January, 2024. Mr. Anilkumar Garag, a Financial Expert nominated by the Bombay Stock Exchange, delivered an insightful Investor Education Program organized by the BSE Investor Protection Fund (BSE-IPF) in collaboration with LOTUS KNOWLWEALTH (LKW). Mr. Garag giving insights on Capital Market Operations

During the lecture, Mr. Garag covered various aspects of the Capital Market, including the trade and T+1 Settlement System, savings, and investment strategies. He emphasized the importance of diversifying Investment Portfolios across different asset classes and elucidated the potential power of Compounding in Wealth Creation.



Mr. Garag giving insights on Capital Market Operations

GUEST LECTURE ON “FUNDAMENTAL AND TECHNICAL ANALYSIS”

Mr. G Vijay Raghavan, a seasoned Expert in the Stock Market with over 14 years of experience, delivered an enlightening guest lecture on 2nd February, 2024. The session was conducted to the Third-Semester MBA students, focusing on the Nifty 50 Index.

The lecture commenced with an exploration of the Nifty 50 Index, elucidating its significance as a benchmark index representing the Top 50 Companies listed on the National Stock Exchange of India. Mr. Raghavan then navigated through key concepts such as Stop-Loss Orders, delineating the difference between Trigger Price and Execution Price, and elucidating their importance in Risk Management. Furthermore, the lecture delved into the interpretation of technical indicators like Moving Averages and Bollinger Bands, along with strategies for analyzing Financial Statements to evaluate company health and growth prospects. Real-Time examples were provided to illustrate the practical application of these concepts. Mr. G Vijay Raghavan interacting with the students on NIFTY Analysis

The Guest, Mr. G Vijay Raghavan is being welcomed

Overall, the session provided the students with invaluable insights and a roadmap for navigating the complexities of the Stock Market and the Nifty 50 Index.



The Guest, Mr. G Vijay Raghavan is being welcomed



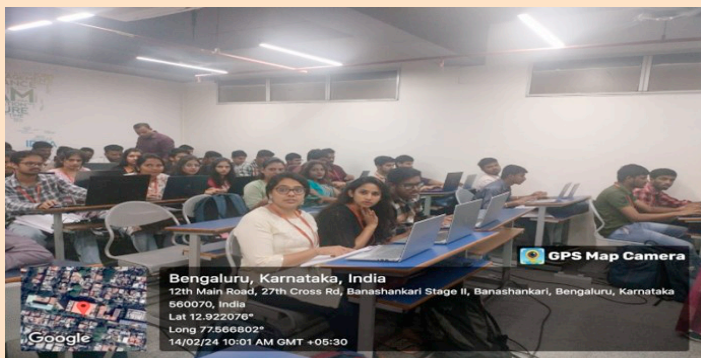
Mr. G Vijay Raghavan interacting with the students on NIFTY Analysis

WORKSHOP ON "DATA VISUALIZATION-EXPLORING TABLEAU AND POWER BI"

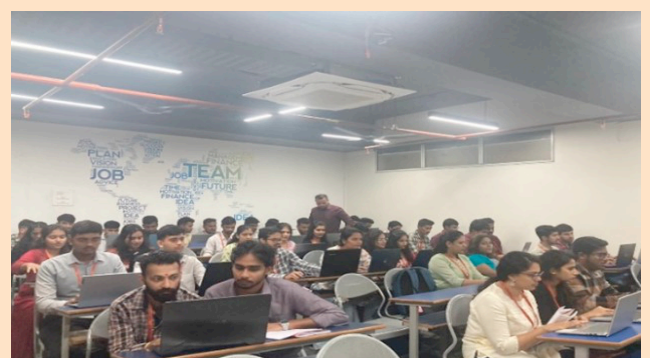
Tableau and Power BI are tools for Data Visualisation. Tableau is best for Data Exploration and visualising complex data sets, while Power BI is best for creating interactive Dashboards and Data Analysis.

Business Toys, renowned Analytics Consulting Firm, conducted 6 days' workshop on Tableau and Power BI from 5th February, 2024 to 14th February, 2024 at BNMIT campus for the Third Semester MBA students. Throughout the program, attendees delved into Fundamental and Advanced Concepts, engaging in hands-on activities to Craft Compelling Visualizations and Dashboards. Participants were empowered to extract meaningful insights and make informed decisions using Tableau and Power BI, enhancing their business capabilities significantly.

Students worked on various assignments throughout the workshop. They implemented various techniques, attributes, tools and features of Tableau and Power BI with specific Industry-Oriented Case Studies. These projects helped them to understand Data Visualization concepts better and gave them an idea about practical application of these Data Visualization tools in the real business scenario.



Students engaged in hands-on activities to craft compelling Visualizations and Dashboards



Students working on Tableau and Power BI for Data Visualisation

GUEST LECTURE ON "CURRENT TRENDS IN THE BANKING SECTOR"

Banking System in India or Indian Banking System is the cornerstone of the nation's economic framework. By channelling funds from savers to borrowers, and facilitating investment and individual financial needs, it plays a crucial role in the country's economic development. Understanding the structure and functions of the Indian Banking System is essential for developing a grasp of the Indian Financial System.

The session was conducted on 9th February, 2024 for the Third-Semester MBA students at 10:30 AM and was delivered by Mr. Janardhan Soakar, a Retired Deputy General Manager (RTD DGM) at Canara Bank. Mr. Soakar currently serves as a Trainer for Canara and Southern India Bank in India, bringing with him a wealth of experience and expertise in the Banking Industry.

During the session, Mr. Soakar provided a comprehensive overview of various aspects of the Indian Banking Sector. He began by tracing the origin of the Banking Sector, highlighting its evolution over the years. He then delved into the role of Central Banks and their significance in regulating the financial landscape.

Moreover, Mr. Soakar's presentation was not only informative but also highly engaging. His adept storytelling skills and sense of humour captivated the audience, eliciting laughter and active participation from the attendees.



Mr. Soakar explaining the various aspects of the Indian Banking Sector



Mr. Soakar elaborating the Current Trends in Banking Sector

GUEST LECTURE ON “THE APPLICATION OF SOCIAL MEDIA MARKETING PLATFORMS”

There was a learning session conducted on 14th February, 2024, for the Third-Semester MBA students on 'The Applications of Social Media Marketing'. The program, led by seasoned Digital Marketing Professional Mr. Bharath Gururaj, Digital Marketing Manager in BigBee Experience Management Private Limited, focused on Social Media Marketing Platforms, particularly Meta-Ads Manager. Attendees gained insights into Fundamental Social Media Marketing Principles, including its significance and scope across various platforms. A significant portion of the Seminar was dedicated to Meta-Ads Manager, where participants learned practical strategies for Planning, Executing, and Optimizing Campaigns. The Seminar emphasized the importance of clear Objectives, Target Audience Identification, Compelling Content Creation, and Performance Monitoring.

Overall, attendees left with a deeper understanding of Social Media Marketing Fundamentals and practical expertise in Leveraging Meta-Ads Manager for effective Campaign Management.

ORIENTATION PROGRAM FOR THE BATCH OF 2023-25

Department of Business Administration, BNMIT, organized an orientation program for the new batch of MBA from 12th February, 2024 to 16th February, 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 February in presence of 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. The First-Semester and Third-Semester MBA Students happily concluding Day 1 of Orientation Program

The major highlights of the orientation were that it was organized and hosted by the 2022-24 batch MBA students. The students organized competitions such as Business Quiz and Best Manager.



First Year MBA students during Lighting of the Lamp Ceremony



MBA Students happily concluding Day 1 of Orientation Program



Prof. S K Bhagavan testing the motor skills of the students through an Activity



The First-Semester MBA students working together in a team to solve the Crossword Puzzle

INAUGURATION OF 1ST SEMESTER MBA & MTech CLASSES

The inauguration of the First-Year classes for MBA at BNMIT on 24th February 2024, marked an inspiring start to the young minds with Guest of Honour Mr. Pancham Taneja, Country Head of Delta Capita. The event was brimming with invaluable insights for the New Generation of Leaders. The function started by welcoming our Dignitaries followed by invocation and inspiring words of the day's speakers.

Mr. Taneja emphasized two crucial elements for Success: IYY - Invest in Yourself, and the process of Learn, Unlearn, and Relearn. These principles underscored the importance of continuous personal growth and adaptability in today's Dynamic Business Landscape.

The program also featured words of wisdom from Shri. Narayan Rao Maanay, Chairman of BNMIT, highlighting the significance of resilience in shaping the Leaders of tomorrow. Dean Prof. Eishwar Maanay set the tone with an electrifying welcome, setting the stage for an enriching academic journey ahead.

It was the perfect platform to provide a warm welcome to the students embarking on their MBA & MTech journey and wish them a future filled with learning, growth, and impactful leadership!



Mr. Taneja emphasizing on crucial Elements of Success



The Management Team and MBA Faculty members during the Inauguration



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

AWARDING MBA STUDENTS (2022-24) FOR ACADEMIC EXCELLENCE

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



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

THE INTERACTIVE SESSION ON UNION AND KARNATAKA STATE BUDGET 2024-25

EVENT OVERVIEW

The BNM Institute of Technology hosted an interactive session on the Union and Karnataka State Budget 2024-25. The event witnessed enthusiastic participation from various colleges across the city, with attendees actively engaging in the discussions. The session was meticulously organized and curated by Dr. Neetha Mahadev, ensuring a seamless and insightful experience for all participants.

ESTEEMED SPEAKERS

The session featured insights from two distinguished speakers:

1. Dr. Jacob Crasta: Chairman of CM Envirosystems Private Limited. Dr. Crasta brought a wealth of experience in environmental management and sustainability practices.
2. Dr. S R Keshava: Professor and Head of the Department of Economics at Bangalore University. Dr. Keshava is renowned for his expertise in macroeconomic analysis and policy formulation.

KEY DISCUSSIONS

The session covered a wide range of topics related to the upcoming budgets:

1. Nationwide Budget Overview: Discussion on various aspects of the upcoming nationwide budget, including expected policy changes and economic implications.
2. Comparison of Karnataka State Budgets: A comparative analysis of the current Karnataka State Budget with the previous year's budget, highlighting key differences and new initiatives.
3. Tax Devolution and Centre's Bias: An examination of tax devolution processes and potential biases from the central government, discussing their impacts on state finances.
4. Tax Slabs: Detailed analysis of the proposed tax slabs and their implications for different income groups
5. Karnataka Government Yojanas: Review of various yojanas introduced by the Karnataka government, assessing their objectives and effectiveness.
6. Critical Analysis of the Budget: A thorough critique of the budget, evaluating its strengths and weaknesses, and discussing potential areas for improvement.

This interactive session was a resounding success, fostering a culture of learning and growth at the BNMIT. The event not only enhanced the understanding of the Union and Karnataka



Dr. S R Keshava, Dr. Jacob Crasta and Dr. Neetha Mahadev discussing the upcoming Nationwide Budget



Students interacting on the Comparison Study of Karnataka State Budgets

OBEL PROGRAM

The Outbound Experiential Learning (OBEL) program was conducted for the First-Semester MBA students of BNMIT. The OBEL program was for 4 days starting from 3rd March to 7th March, 2024. 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 Mr. Darshan, by giving a platform for self-introduction 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.

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 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.



The students performing Adventurous Activities



The BNMIT MBA Students after the completion of dventurous Activities

INAUGURATION OF SUPER 30 PROGRAM

SUPER 30 INITIATIVE

SUPER 30 is an Initiative to Drive “Campus to Corporate” Transformation was conducted on 30th March, 2024 in A113 Room in MBA Department for the First-Semester MBA students.

About the program: “Super 30” is a uniquely designed Skill Development initiative of The Management of BNM Institute of Technology. It features series of Skill Development Programs and Assessments, ultimately aiming at producing best Management Professionals to the Industry who can fit into various roles and hired for best salary packages across various Industries.

Objectives and benefits of the Program included

- Creating a group of Skilled Management Professionals by –
- Creating Self and Interpersonal Awareness
- Bridging gap between Industry and Academia through Corporate Mentorship
- Making students industry ready through carefully curated Skill Development Programs conducted by Top Industry Experts.
- Harvard Certification opportunity

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

Expected outcomes:

- Higher chances of placements in Top Companies
- Strong LinkedIn Profiles
- Better Salary Packages

Mentors:

1. Ms. Gayatri Bhat (Designation and Affiliation)
2. Mr. Rohit Ramamurthy (Designation and Affiliation)
3. Mr. Anand Lokhande
4. Ms. Siri Prasad

The First-Semester MBA Students are experiencing a great learning time which is filled with Knowledge and Joy. This initiative fosters interactive learning environment where the students undergo the real Fun-N-Learn Sessions.



SUPER 30 students with the Top Industrialists as Mentors

CII YI CONFERENCE ON “IS SINGULARITY COMING? PAST AND FUTURES OF AI”

Artificial Intelligence-based innovations and inventions have exploded over the past few decades, and as future AI Technology improves, that rate will keep growing faster.

The event hosted by IISc under CII Yi on 18th April, 2024 was a remarkable opportunity for MBA Students to immerse themselves in the forefront of AI and Technology. The First-Semester MBA students attended the Conference. Renowned speaker Prof. Guillermo led an illuminating Session, delving into the intriguing topic of “Is Singularity Coming? Past and Futures of AI”. Students gained invaluable insights into the historical evolution of AI and its potential implications for future business landscapes. Following this engaging discussion, students had the privilege of participating in a fireside chat with Prof. Iklaq Sidhu, Dean of IE University, Madrid. This intimate session provided a platform for students to glean Entrepreneurial Insights and explore Innovation Ecosystems, equipping them with practical knowledge and strategic foresight to thrive in an ever-evolving Digital World.

Overall, the event fostered a dynamic environment for learning, networking, and shaping the future of Business and Technology.



Prof. Guillermo explaining about Futures of AI



The Co-Ordinator and the Students with Prof. Iklaq Sidhu and Prof. Guillermo after the Session

TED x BNMIT

TEDxBNMIT is a dynamic platform at BNMIT, blending cultural richness and intellectual growth. This event fosters innovative dialogues, showcasing diverse perspectives on culture, technology, and personal development. Through inspiring talks and performances, TEDxBNMIT cultivates an environment that celebrates cultural diversity while nurturing individual and collective growth.

Established in 2013, TED x BNMIT was conducted events in 2015 and 2018 as well.

"Dreams Unlocked," a TED event on 23rd March 2024, in Mathrushree Sushila Devi Maanay Auditorium, BNMIT invited to a day of inspiration and self-discovery, centred on growth and unlocking dreams. Dynamic speakers share triumphs, resilience, and the transformative power of realizing dreams. Engage in the talks, connect with like-minded individuals, and embrace the opportunity to unlock your full potential at this extraordinary gathering



MBA Students as Volunteers with TEDx Team, at the end of the Event

GUEST LECTURE ON UNDERSTANDING MARKETING

Marketing Management is the strategic organizational discipline which focuses on the practical application of marketing orientation, techniques and methods inside enterprises and organizations and on the management of a firm's marketing resources and activities.

Guest Lecture on Marketing Management included the Distribution, Logistics, Supply Chain, Channel Management, and other related topics by Sri. Deepak Naik a Retired Deputy General Manager (RTD DGM) at Canara Bank. The session was conducted on 6th May, 2024 from 10:30 AM to 12:30 PM and was delivered in BNMIT College, MBA Department Seminar Hall to first semester students.

Some of the other topics covered were – Product marketing, Channel Marketing, SCM in depth. It was an interactive session and there were some case studies that were discussed like Share a Coke, Air BNB etc.

It was an informative session with lots of Real-Time examples where students were able to relate the concept to the Practical Insights.



Mr. Naik explaining the concept of Product Marketing



Mr. Naik discussing a Case Study titled Share a Coke

AAROHAN 2024 - SAFARI TRAILS

“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 2024” was 'SAFARI TRAILS'. The fest started on 8th May 2024 by welcoming our Dignitaries followed by invocation. Next, there was flash mob.

Various events for students were scheduled namely Babbar Sher – The Brilliant (Best manager), Waddle – The Penguin Way (HR Events), Wolf of Wall Street (Finance Events), Long Claws – The Wise Owl (Business Quiz), Jaguar – The Prowling Legend (Marketing Event) and Hungry Hippo – Hogathon, The Dancing Peacock (Group Dance), Melodies of Nightingale (Solo singing)



The coordinators welcoming the participants of Finance Event: The Wolf of Wall Street



Prof. Santosh V felicitating Mr. Akshay G, guest, of The Best Manager Event: Babbar Sher-The



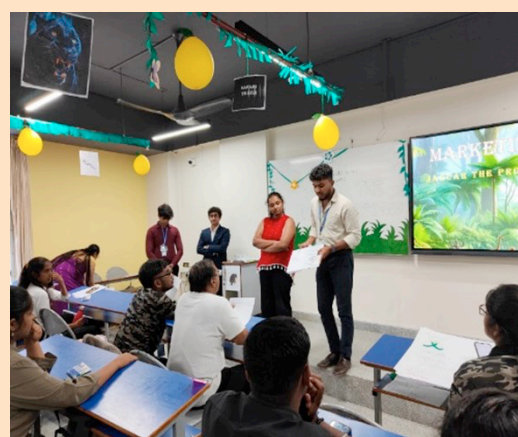
Participant singing in Solo Singing Event: Melodies of Nightingale



Participant singing in Solo Singing Event: Melodies of Nightingale



Participants having Veg Puff during the Hungry Hippo - Hogathon Event



Students presenting their marketing idea in the Marketing Event: Jaguar The Prowling Legend



Students awaiting the launch of the Business Quiz Event: Long Claws-The Wise Owl



Dean Prof. Eishwar Maanay's insightful words during the Valedictory Function



Performers during the MEGA EVENT

WORKSHOP ON “STATISTICAL ANALYSIS USING JMP SOFTWARE”

JMP is a suite of computer programs for statistical analysis and machine learning developed by JMP, a subsidiary of SAS Institute. It empowers users to explore and Analyse Data Visually, solve critical problems and then share those insights to make stronger Data-Driven Decisions.

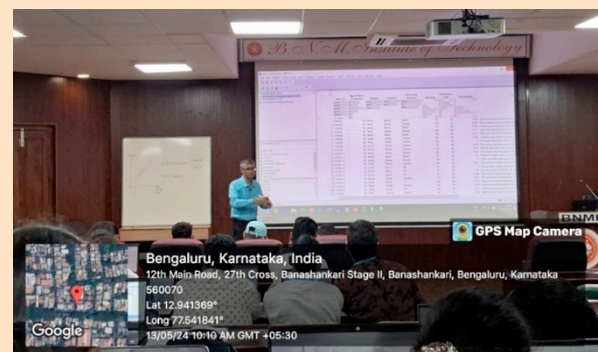
A fascinating hands-on workshop was held at BNMIT on 13th May 2024, for the First-Semester MBA Students featuring the esteemed Dr. Muralidhara Anandamurthy from JMP. With over 4 years of rich experience in working with JMP Software, he taught the techniques for using Statistical Tools.

In his session, Mr. Muralidhara explained about the application of Statistical Techniques in the software. This software can be used to help people analyse and infer the data, make managerial decisions and improve their performance at work.

The students found the lecture to be informative and helpful. It was indeed an experiential learning. Overall, the workshop was a valuable learning experience for the students. They gained a better understanding of JMP Software and how it can be used.



Mr. Anandamurthy explaining the concept of Ordinal Data



Mr. Anandamurthy demonstrating the Statistical Techniques in the Software

GUEST LECTURE ON THE “CONCEPT OF TRAINING AND DEVELOPMENT”

Training and Development is the process of acquiring knowledge, skill and attitude that helps to improve employees job performance and enables future career growth.

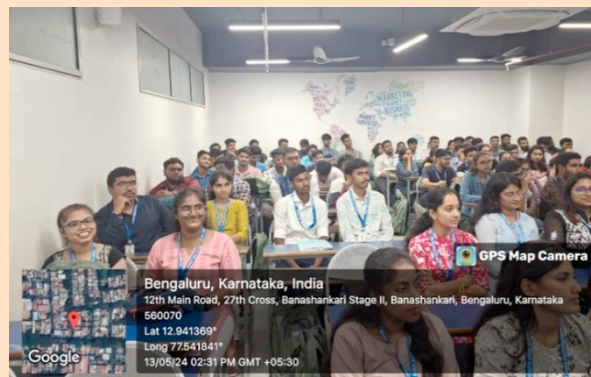
A fascinating Guest Lecture to the First-Semester Students was held on 13th May 2024, featuring the esteemed Ms. Gayatri Bhat, Head of Talent Development, Synechron. With over 17+ years of rich experience in leading and curating Learning Strategies, Designing Instructional Materials on numerous soft skills and professional development topics and delivery method for learning solutions, shared insightful knowledge on training and development.

In her lecture, Ms. Gayatri explained the history of training and development. Adding to this, she explained the recent trends in the field of Training and Development.

The students found the lecture to be informative. So, the lecture fetched valuable learning for the students. They gained a better understanding of Training and Development. They got to know how it can be used to improve their contribution in the workplace.



*Dr. Bhavya Vikas welcoming the Guest,
Ms. Gayatri Bhat*



*Ms. Gayatri Bhat interacting with the audience
on the Recent Trends in the field of Training and
Development*

GUEST LECTURE ON “COST ANALYSIS”

In Economics, the Cost Analysis refers to the measure of the cost – output relationship, i.e. the Economists are concerned with determining the cost incurred in hiring the inputs and how well these can be re-arranged to increase the productivity (output) of the firm.

An interesting Guest Lecture was held to the First-Semester MBA Students on 14th May 2024, featuring the esteemed CMA N Raveendranath Kaushik. He has over 11 years of rich experience in Industry and 12 years of Professional Consulting Experience. Being a fellow member of The Institute of Cost Accountants of India, shared insightful knowledge on Cost Analysis.

In his lecture, CMA Kaushik explained the significance of Cost Analysis. Understanding the importance of Cost Analysis can help the organisation in identifying Cost Drivers, make Pricing Decisions, Performance Evaluation and Budgeting Forecasting. This information can promote efficiency and Resource Optimisation, facilitates Financial Planning.

The students found the lecture to be informative and helpful. The lecture was a valuable learning experience for the students. They gained a better understanding of Cost Analysis, its application and process.



*Mr. Kaushik giving insights on Pricing
Decisions*



*CMA Kaushik explaining the Cost-Volume-Profit
Graph*

A SESSION ON “LEADERSHIP STYLES”

Leadership styles refer to the behavioural approach employed by leaders to influence, motivate, and direct their followers. A leadership style determines how leaders implement plans and strategies to accomplish given objectives while accounting for stakeholder expectations and the wellbeing and soundness of their team.

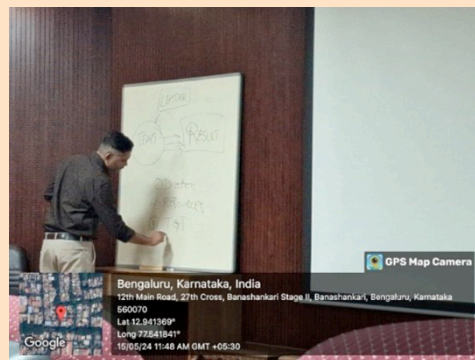
An interactive session was held to the First-Semester MBA Students on 15th May 2024, featuring the esteemed Mr. Deepak Parmar, an Associate Director for Training at UpGrad Campus. He has more than 2 decades of experience in various sectors including Training and Development, Information Technology, Fitness Services and many others. He is also Co-Founder of an IT Service Company called Quadtechies Technology Private Limited. He is also associated with American Psychological Association (APA) in the past 4 years.

In his session, Mr. Parmar explained different Styles of Leadership. He said that there is no best style of leadership and it all depends upon the situation. By knowing these styles, it can help people make effective decisions, improve their performance at work, and develop their personality.

The students found the session to be informative and helpful. Overall, the session contained learning capsules for the students. They gained a better understanding of 5 different Leadership Styles and how it can be used in a variety of situations.



Mr. Parmar interacting with the Students on the Styles of Leadership



Mr. Parmar explaining the qualities of a Best Leader

GUEST LECTURE ON “PERFORMANCE MANAGEMENT AND APPRAISAL”

Performance Appraisal evaluates previous performances and effectively communicates how an employee has worked in a current task. Whereas Performance Management ensures that the employee has accomplished the set goals or not.

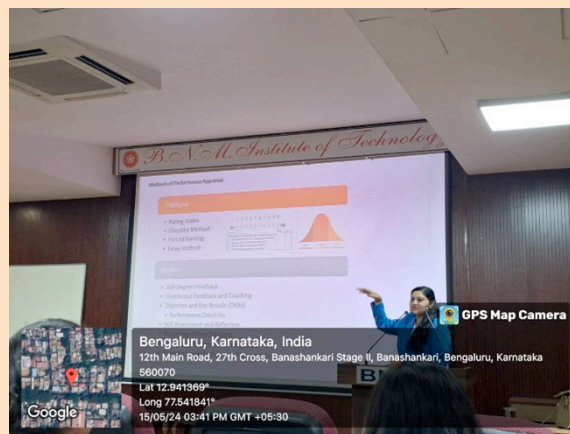
A fascinating Guest Lecture was held on 15th May 2024, for the First-Semester MBA Students featuring the esteemed HR Professional Ms. Angelina Shreyas (Deepa Hiremath), having over 15 years of experience in the field. She has worked across various sectors and also has served notable companies. She is presently working with Huron Consulting Group. Beyond her professional endeavours, she is a Certified Emotional Intelligence Coach and NLP Practitioner.

In her lecture, she explained the difference between Performance Management and Performance Appraisal. Objectives and process of Performance Management and insights into the methods and common challenges with appraisal.

The students found the lecture to be informative and obliging. Overall, the lecture had a valuable agenda for the students to learn. They gained a better understanding of performance management and appraisal moving hand in hand.



Dr. Neetha Mahadev welcoming Ms. Angelina Shreyas



Ms. Angelina giving insights on the Methods of Performance Appraisal

CII YI CONFERENCE ON “YUVA PATH FINDER”

There was a conference which was conducted by CII Young Indians held on 16th May 2024 at CMR University, Bengaluru. The First-Semester MBA Students attended the conference led by 'YI BLR YUVA' Team.

Young Indians 'Yuva' is the National Initiative to protect the environment and create a path for Young Indians with the motto “Together We Can, We Will”. Bringing together students from various colleges to brainstorm and share innovative ideas for the upcoming projects. It was an Orientation Program where YUVA Volunteers are involved in variety of verticals like Healthcare, Branding and Communication, Sports, Entrepreneurship, Innovation and more. Chairs and Co-Chairs of each vertical from different colleges of Bengaluru participated in this event where the 'YI BLR YUVA' Team guided all the Chairs and Co-Chairs to take initiative of their respective vertical in their colleges and to conduct the events in order bring awareness and to take a step forward to protect our environment. All the Vertical Chairs of YI team provided insightful briefing on future plans, ensuring a clear and impactful roadmap.

'Young Indians YUVA' is a National Initiative with chapters in many states that assists citizens and volunteers safeguard the environment.



The 'YI BLR YUVA' Team Welcoming the Audience



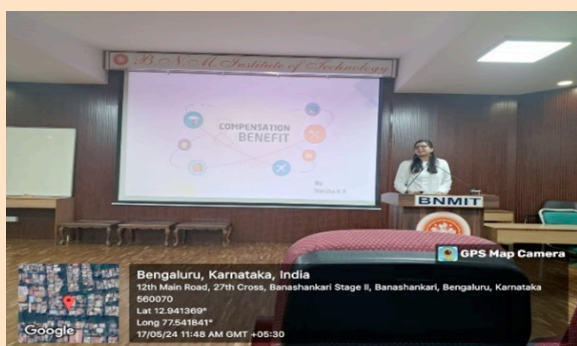
The Chairs and Co-Chairs of different Colleges discussing on Variety of Verticals

GUEST LECTURE ON THE “CONCEPT OF COMPENSATION AND BENEFITS”

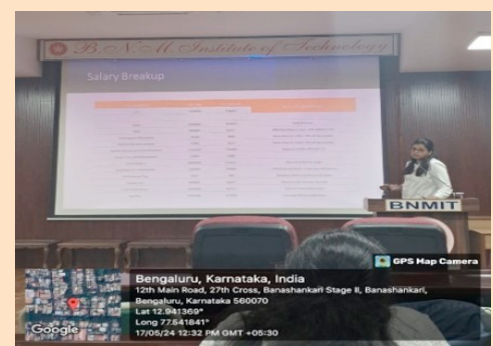
A Guest Lecture was held for the First-Semester MBA Students at BNMIT Seminar Hall on 17th May, 2024, featuring the esteemed Ms. Varsha Ram, a highly skilled Payroll Professional with over 10 years of experience, shared insightful knowledge on Compensation.

In her lecture, Ms. Varsha explained the history of Compensation. She gave insights on understanding Wage, Salary and Compensation and difference between Compensation and Benefits. Adding to this she explained the importance of Compensation and Benefits, how to develop a Base Pay System, and Government and Legal issues relating to compensation.

The students found the lecture to be useful and helpful. Overall, the lecture was a knowledge-oriented experience for students. These concepts can be used to increase Recruitment and Retention of Personnel in the organisation. This information can help people think on how to improve their Performance at work.



Ms. Varsha giving an Introduction to the concept of Compensation and Benefits



Ms. Varsha Ram demonstrating Salary Breakup

GUEST LECTURE ON “DIVERSITY, EQUITY AND INCLUSION”

A fascinating Guest Lecture was held at BNMIT College on 17th May, 2024, featuring the esteemed Speaker Ms. Vidyashree S G, an MBA-HR Graduate in Trane Technologies since 2017. She has over 10 years of Work Experience.

In her lecture, Ms. Vidyashree explained the concept of Contemporary Areas in an Organisation. These can increase Employee Engagement and trust which brings stronger business results and profits. This can bring in new perspectives and Innovation; improves Work-Life Balance.

The students found the lecture to be helpful. The lecture was an insightful learning experience for the students. They gained a better understanding of the 'Contemporary Areas' the organisations must concentrate. They also learned how this can help both the Organisation and Personnel can improve their Performance.



Ms. Vidyashree Introducing the Concept of Contemporary Areas



Ms. Vidyashree elaborating on Diversification of Workforce

GUEST LECTURE ON “BRAND MANAGEMENT”

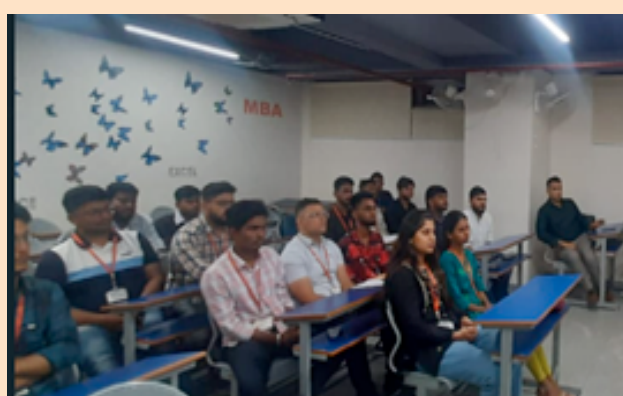
Brand Management is the development and management of the reputation and image of a brand. The goals of brand management include building brand awareness, fostering positive customer associations, and differentiating a brand from its competitors.

A Guest Lecture on Brand Management for Fourth-Semester MBA Students was conducted on 11th June 2024, by Mr. Naqui Ahmad – Brand Strategist (Brand Manager), NZXT INC, USA. The session commenced from 10:30 AM to 12:30 PM and was delivered in the Seminar Hall. The topics mainly discussed is How to Build, Grow and Nurture a Brand. In addition to this, there were other topics discussed which include Product Marketing, Channel Marketing and Brand Management in depth.

It was an interactive session and there were some case studies that were discussed like NVIDIA. The students a better understanding of the concept of Brand Management with the help of practical insights.



Mr. Naqui Ahmad discussing the concept of Brand Building



Mr. Ahmad interacting with the students about Product Marketing

GUEST LECTURE ON “A COMPARATIVE ANALYSIS ON OLD AND NEW TAX REGIME FOR INDIVIDUALS IN INDIA”

Be it the old tax regime slabs or the new ones, the income tax slabs of India embody a mechanism through which individual taxpayers in India pay their income tax, based on the slab they fall under. It is designed to ensure that those with higher incomes pay a greater amount of tax, while those with lower incomes pay relatively less tax. This ensures a fair distribution of the tax burden in the country.

A Guest Lecture on A Comparative Analysis n Old Aand New Tax Regime For Individuals In India by Mr. Gopal Venkatesh, Associate Director, Acuity Knowledge Partners- Bangalore was conducted to the Fourth-Semester MBA Students on 21st June 2024. The session commenced from 10:30 AM to 12:30 PM and was delivered at BNMIT, in the Seminar Hall.

There was an explanation on List of Deductions not available under New Tax Regime, Advantages and Implementations of New Tax Regime. In addition to this, other interesting topics were covered. There was a discussion on the Pros and Cons of Old Tax Regime vs New Tax Regime.

The students found the lecture to be informative and it was more of knowledge oriented. There was a detailed elaboration regarding the topic of lecture which helped the students to get more insights from Mr. Venkatesh



Mr. Venkatesh being welcomed by Prof. Vasudha Srivatsa and Prof. Suneel Rao



Mr. Venkatesh discussing the Pros and Cons of the New vs Old Tax Regime

STUDENTS ACHIEVEMENTS

The Management and Staff Congratulate the following Award Winners of First-Semester and Third-Semester Students

- First-Semester MBA Students Ranga Shayi H S and T R Srigowri awarded with the title 'Dashing Debut'
- Third-Semester MBA Students Pavan Kumar J and Lankesh Yadav M awarded with the title 'Visualisation Master'

The Management and Staff Congratulate the following Award Winners of First-Semester Students

- Sinchana Hegde and Sandhya M G are awarded with the title 'Stellar Students' (Best Performers)
- Deepthi V, Sreenidhi S, Syed Sameer and Darshan R S are awarded with the title 'The Inspirers' (Best Leader)
- Vivek, Vignesh, Tejaswini, Sahana R, Deshna Bhaskar, Saniya Shareen M, Spoorthi Chandru are awarded with 'Shining Stars' (Best Groomed)
- Sanath Spencer, Amogh P R, Likith P S, Monisha G and Sarthak Shetty are titled as 'Helping Hands'

The First-Semester Students had participated in various colleges and were awarded with prizes.

- Deepika P M and T R Srigowri are titled with 'Winning Knights' (Inter College Fest Winners). These Students had participated in treasure hunt competition at Bangalore Integrated Management Academy (BIMA) and won runner up prize.
- Varshitha S and Nagarathna G had participated in HR event at New Horizon and won Runner up Prize.

FACULTY ACHEIVEMENTS

REFERENCES (RESEARCH PUBLICATIONS)

- Dr N Mukund Sharma & Indira C M. (2024). An Empirical Study On The Factors Influencing Investment Behavior Of Investor Towards Gold Futures. Migration letters, 21(Vol 21 No S6 (2024)), 1343-1347.
- Dr N Mukund Sharma & Prashanth Kumar A C. (2024). Dissecting India's Fiscal Ecosystem: A Thorough Investigation Of The Central Government's Financial Flow And Obligations. Migration letters, 21(Vol 21 No S4 (2024)), 178-186.

Leadership is hard to define and good leadership even harder. But if you can get people to follow you to the ends of the earth, you are a great leader.

EDITORIAL TEAM

Staff : Ms. V.Vidyashree , Assistant Professor

Student : Deepika P M, 1st Sem
T R Srigowri, 1st Sem

Designed by:
Sri. Anand P M, System Manager