

Management Chronicle

NEWSLETTER

DEPARTMENT OF MBA

VOLUME 6, ISSUE 1, JUNE 2021



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

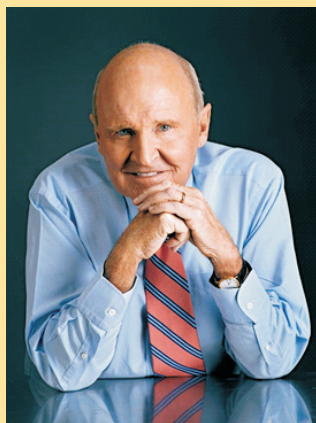
- To be a preferred destination for management education and entrepreneurship development

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



John Francis Welch Jr. (November 19, 1935 – March 1, 2020) was an American business executive, chemical engineer and writer. He was the Chairman and CEO of General Electric (GE) between 1981 and 2001. Welch joined General Electric (GE) as an entry-level Junior Engineer and became the company's youngest Vice President and later its youngest CEO and Chairman. Welch garnered a reputation for having a straightforward and dynamic leadership style that was at times considered abrasive by the employees. While the merits of Welch's management tactics were the subject of debate, none could argue with the results produced during his leadership. Welch took GE into international markets at a scale that was never before seen. He also forayed into the service industry in addition to manufacturing. GE's market value grew 40-fold, to \$500 million, between 1981 and 2001. At the time of Welch's retirement, GE was one of the most valuable company in the world.

"You can't grow long-term if you can't eat short-term. Anybody can manage short. Anybody can manage long. Balancing those two things is what management is"

- Jack Welch



Vidyayāmṛthamashnuthe

B. N. M. Institute of Technology

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FROM THE EDITOR'S DESK

We are glad to present the June 2021 issue of 'Management Chronicle', the Newsletter from the Department of Business Administration - BNMIT. Management Chronicle provides a glimpse of the various activities and events conducted by the Department and also furnishes a platform for students to express their views on the functional areas of management, vis-a-vis the current scenario.

PROFILE OF THE DEPARTMENT

Established in 2006, the Department of Business Administration at BNMIT has been recording excellent academic performance consistently. Our students have also secured top ranks under VTU including the first rank in all of Karnataka. The Department is served by highly qualified and experienced faculty members with an average collective experience of sixteen years in the industry and academics. Some of the prominent features of the Department are -

International and National Level Faculty Research Contributions; MoU with Auston Institute of Management, Singapore; MoU with University of Alabama in Huntsville, USA; MoU with IIMBx for offering 'MOOCS' to MBA students; MoU with Republican Institute for vocational Education (RIPO), Belarus for Student Internships; MoU with Fidelity National Financial Ltd. and MoU with Learnito Edu Pvt. Ltd. The Department also conducts National Level Student Fests, Conferences, Online Courses and Industry Interface Programs and over and above, students are exposed to industrial visits, commerce and HR companies, financial organisations and top marketing industries for a live experience.



EVENTS

INAUGURATION OF THE FIRST SEMESTER PG CLASSES

The First Semester MBA and M.Tech Classes were inaugurated on Jan 23rd, 2021.

Shri. P B Kotur, Head - Global Freshers Engagement Program, Wipro Limited was the chief guest for the occasion. Mr. Kotur highlighted the importance of three 'I's that are highly appreciated in the corporate sector - Initiative, Innovation and Integrity. He also emphasised on the need for having excellent communication skills, whereby an individual can communicate both 'content' as well as 'intent'. Mr. Kotur advised the students to use technology for knowledge acquisition, collaboration and communication.



Mr. P B Kotur addressing the First Year MBA and M.Tech students

Shri. Narayan Rao R Maanay, Secretary BNMEI, emphasised on enjoying the learning process and skilling oneself not just to secure jobs, but to create employment for others and to contribute towards nation building.

Shri. Ashok R Maanay, Joint Secretary, BNMEI congratulated the students for choosing BNMIT for their professional study and wished them all the success in not only gaining knowledge, but also in contributing towards the society as the citizens of the nation.

The programme was interspersed with a musical performance by the team 'Kala Bhageerathi' that performed a melodious group song. Ms. Bhuvana, a student of First Semester MBA, rendered a soothing performance of Angklung, an Indonesian instrument.



Ms. Bhuvana N, student of first semester MBA, playing Angklung during the inaugural session



Musical performance by the members of 'Kala Bhageerathi' team during the inaugural session

ORIENTATION FOR THE FIRST SEMESTER MBA STUDENTS



Sri. T J Rama Murthy, Director, BNMIT, addressing the students during the orientation programme

The Department of Business Administration had organized an orientation program for the new batch of MBA students from January 18th to 22nd, 2021. The objective was to orient the students on the following aspects – Facilities available to the students at the institute, Learning Resources, Student Clubs, Extra-curricular and co-curricular activities conducted by the Institute, Code of conduct to be followed by students, Covid-19 protocol, MBA Course Structure, Internal Assessment Process, Examination System, Training and Placement Support. These aspects were explained in detail by the internal faculty members.

The orientation program also included many skill building activities such as – Goal setting, Motivation, Managing expectation, which were conducted by external trainers - Mr. Jayasimha, Mrs. Pooja Sreedhar and Mr. Adarsh Basavaraj.



Mr. Jayasimha, external trainer, conducting a skill building activity



Mr. Adarsh Basavaraj, external resource person, during the orientation programme



"Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall"
Stephen Covey

OUTBOUND ACTIVITY AT BIG BARN

An outbound activity was organised for the First Semester MBA students at the Big Barn Nature Camp on March 4th, 2021. Mr. Prakash, the trainer and coordinator, addressed the students and conducted numerous games and activities. These activities were a perfect blend of fun and learning and focused on team work, coordination and crisis management.

Students were taken around the Farm, which began with a small trek amidst the lush greenery where they could see water bodies, life in ponds, variety of plants and trees. Also they could see various species of animals and birds that were in the Farm. The trip to Big Barn was successful in bringing the students closer to nature and instilling a sense of respect for nature, the environment and its inhabitants.



The first semester students of MBA engaged in team activity at Big Barn

GUEST LECTURES

'ANALYSIS OF UNION BUDGET-2021' BY C.A. NITYANANDA



Mr. C.A. Nityandanda talking about the implications of Union Budget 2021

Union Budget for the Financial Year 2021-22 was presented in the parliament by the Finance Minister on Feb 1st, 2021. To understand the implications of the budget, the Department of Business Administration organized a session on 'Analysis of Union Budget' that was held on Feb 5th, 2021. Mr. C.A. Nityananda, a well-known Chartered Accountant, was the resource person. The speaker gave a detailed description of various aspects of the union budget such as Capital expenditure schemes, Health sector reforms, Financial sector reforms, Tax reforms and other proposed initiatives for the financial year 2021-22.

'INTRODUCTION TO PRODUCT MANAGEMENT & ENTREPRENEURSHIP' BY MR. KARTIK SURYANARAYAN



Mr. Kartik Suryanarayan, resource person, spoke on new product development

A guest lecture on 'Introduction to Product Management & Entrepreneurship' was conducted for the first semester MBA students on Feb 6th, 2021. The speaker, Mr. Kartik Suryanarayan, a Product Manager experienced in B2B, Enterprise Tech and Product Strategy, gave an insightful session to the students.

The curtain raiser was with a video of Chicago symphony orchestra by Riccardo Muti. This was conducted with an objective to explain how Mr. Riccardo had synchronised multiple musical instruments to create a beautiful melody. Similarly, product managers of a company sync with other departments to achieve the goal of releasing a product.

A group activity called 'Know Your Product' was conducted by the speaker. The class was divided into five groups and each group was asked to discuss and select a problem faced by common citizens in their day-to-day life. Each group was also told to discuss solutions for the problem identified and how the solution can be developed into a product or service. Students presented many interesting ideas such as traffic management system, prevention of misuse of technology, solution to rising petrol prices and waste management. After the students' presentations, Mr. Karthik explained the pros and cons of those ideas and what other elements need to be considered in converting an idea into a successful business plan.

'PROJECT MANAGEMENT: FRAMEWORK AND TOOLS' BY MS. MADHUMITHA MANKAR



Ms. Madhumitha Mankar delivering talk on 'Project Management Framework and Tools'



Students of first semester MBA participating in the session

A guest lecture on 'Project Management: Framework and Tools' was conducted for the first Semester MBA students on Feb 20th, 2021. The resource person was Ms. Madhumitha Mankar, Consultant from Ernst & Young, a multinational audit and advisory firm. Ms. Madhumitha is also a certified Project Management Professional (PMP) from PMI Institute, USA.

The speaker explained the gamut of project management in an organization and described the following areas

- What is a project in an organization ?
- How to manage the project ?
- How is a project initiated ?
- What makes a good project manager ?
- How to structure the team ?

The speaker asked students to present their project ideas. Students came up with interesting ideas and the speaker gave her inputs and feedback on the ideas presented by the students.

'INTERPERSONAL SKILLS' BY MR. ARJUN VELLAL



Mr. Arjun Vellal talking to the students about Interpersonal Skills

A guest lecture on 'Interpersonal skills' was conducted for the first semester MBA students on Feb 27th, 2021. The resource person for the session was Mr Arjun Vellal, Founder & CEO, Proawitz Leadership Inc. and Managing Director, Utsah Foods and Hospitality Pvt Ltd. He is also a trainer, life coach and motivational speaker.

The speaker explained the importance of interpersonal skills, how an individual can build these skills and use it effectively at the workplace. Mr. Vellal shared his own experiences and asked the students about how many of them fear to talk to strangers or hesitate to talk at social gatherings. The speaker gave few inputs about how one can talk to the

strangers and make friends at social gatherings. He gave many examples that could easily resonate with students and help them in understanding the importance of interpersonal skills. Speaker described the three important elements of interpersonal skills - assertiveness, consciousness and active listening. The speaker insisted that students should focus on communication, listening ability, negotiation, leadership and personality to be successful professionals.

Students were enthusiastic and actively participated in this session.

'NETWORKING AND NEGOTIATIONS -THE PULSE OF TODAY' **BY MR. YOGESHVARAN**

A guest lecture on 'Networking and negotiations' was conducted on June 19th, 2021 by Mr. Yogeshvaran, who works as Supply Chain Lead in NAM, a Shell Joint Venture Company. Mr. Yogeshvaran brings in diverse commercial experience from strategic sourcing, procurement, consulting, negotiations, contract management etc.

The speaker started the session by explaining the meaning of networking and moved on to describe the different aspects of networking with people. He also conducted activities through which students could relate the topic to real life situations very well.

'UNLEASH YOUR FINANCIAL ENERGY THROUGH EFFECTIVE PLANS' **BY DR. SHARAN KUMAR SHETTY**

A guest lecture on 'Unleash your financial energy through effective plans' was conducted for the fourth semester MBA students on June 28th, 2021. The resource person for the session was Dr. Sharan Kumar Shetty, Founder of Capital Advisors Pvt. Ltd.

The speaker explained the process of financial planning and elaborated on the following aspects-

- What is a savings and investment ?
- How to invest towards building wealth?
- What precautions should be taken while investing in the stock market?
- How to focus on holistic wealth?

The speaker related the topic to day-to-day situations and introduced the students to terminologies related to savings and investments. The speaker also asked students about their opinions on savings and investments based on their experiences. Many students shared their thoughts about different aspects of personal finance. Speaker gave many inputs to students about handling money matters once they start earning. He advised the students to read 'Mad Money Journey' and 'Rich Dad Poor Dad', the two popular self-help books on personal finance.

STAFF ACCOMPLISHMENTS

Publications

- **Mr. Santhosh K V and Dr. Bhavya Vikas**, published a paper entitled 'A Study on challenges in engaging millennial employee in start-ups' in Adalya Journal in Apr 2021
- **Mr. Santhosh K V, Dr. Bhavya Vikas**, published a paper on 'Significance of Psychological Contract in Education- A study with special reference to response of students to online classes at the time of lockdown due to COVID-19' in International Review of Business and Economics in Feb 2021

Courses, Workshops and Faculty Development Programs

- **Dr. Neetha Mahadev, Professor**, completed an online short-term course on the 'The Art of Negotiation' from Jan 25th to Feb 22nd, 2021
- **Dr. Neetha Mahadev, Professor**, completed an online short-term course on 'Types of conflict' from Jan 25th to Feb 22nd 2021
- **Dr. Bhavya Vikas, Associate Professor**, completed an online short-term course through Udemy on 'Financial Modelling and Valuation: Complete Beginner to Pro' in Apr 2021

- **Ms. Charithra C M, Assistant Professor**, attended FDP on 'Innovation Management' from Feb 22nd to Feb 26th, 2021
- **Ms. Charithra C M, Assistant Professor**, attended an FDP on the 'Research Methodology and Scientific Writing for Engineering and Management' from Feb 16th to Feb 22nd, 2021
- **Ms. Chandrika Krishnan, Assistant Professor**, attended an online FDP on 'Understanding Organizational Behaviour from Managerial Perspectives' conducted by International Management Institute-Kolkata from June 14th to June 18th, 2021
- **Ms. Chandrika Krishnan, Assistant Professor**, attended an FDP on 'Data Analytics for Research' conducted online by IIM Sirmaur from June 21st to 25th, 2021
- **Ms. Chandrika Krishnan, Assistant Professor**, attended an FDP on 'Innovation in Research and Sampling Design' conducted by Centre for Research in Social Sciences and Education (CeRSSE), Jain (Deemed - to - be University) from May 17th to 21st, 2021
- **Ms. Chandrika Krishnan, Assistant Professor**, completed short term course on 'Six Sigma Yellow Belt Certification' conducted by Primax Foundation from May 29th to May 31st, 2021
- **Ms. Chandrika Krishnan, Assistant Professor**, attended an online workshop HR Analytics 'Measuring Success of Investment made in people', conducted by International School of Management Excellence (ISME), Bangalore from Apr 27th to Apr 30th, 2021
- **Ms. Chandrika Krishnan, Assistant Professor**, attended an FDP on 'Descriptive Analytics and data Visualisation Using Tableau' conducted by R V Institute of Management, Bangalore from Feb 1st to Feb 5th, 2021
- **Ms. Chandrika Krishnan, Assistant Professor**, attended an FDP on 'Role of Faculty in Moulding Students' conducted by HKBK Degree College from May 24th to May 26th, 2021
- **Ms. Chandrika Krishnan, Assistant Professor**, completed a short term certification course in 'HR Analytics' conducted by AAM Business School from July 18th to 20th, 2021
- **Ms. Chandrika Krishnan, Assistant Professor**, attended a workshop on 'Intellectual Property Rights-Significance in Business, Research and NEP 2020' conducted by Visveswaraya Trade Promotion Centre (VTPC), Department of Industries & Commerce, Government of Karnataka on May 12th, 2021
- **Mr. Ananth S Hoskere, Assistant Professor**, attended a 5-day FDP on 'Innovation in Research and Sampling Design' conducted by Jain University from May 17th to May 21st, 2021
- **Mr. Santhosh KV, Assistant Professor**, attended an online workshop on 'Research Methodology' from July 3rd to July 9th, 2021
- **Mr. Santhosh KV, Assistant Professor**, completed an online short term course on 'Interpersonal skills' during May 2021
- **Ms. Jasmine Francis, Assistant Professor**, attended an FDP on 'Innovation Management' from Feb 22nd to Feb 26th, 2021



"The true mark of a leader is the willingness to stick with a bold course of action — an unconventional business strategy, a unique product-development roadmap, a controversial marketing campaign — even as the rest of the world wonders why you're not marching in step with the status quo. In other words, real leaders are happy to zig while others zag. They understand that in an era of hyper-competition and non-stop disruption, the only way to stand out from the crowd is to stand for something special."

Bill Taylor

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