



# Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

**2019 - 2020**



# CREST

**SCHOOL OF MANAGEMENT**

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""The day in which you have not done any good to your fellow men will not be recorded in your book of life"

**-St Kuriakose Elias Chavara**

St. Kuriakose Elias Chavara was a nineteenth century educationist & social reformer in India. He played a major role in educating the people of the lower ranks of the society. He started a school at Mannanam in 1846. He was responsible for introducing noon day meals in schools, a practice later adopted by the rulers of Travancore & then by the Indian government.

Kuriakose Elias attained eternal peace on January 3, 1871, aged 66 at Koonammavu, a northern suburb of Cochin city. He was beatified at Kottayam on February 8, 1986 & later was canonized at St. Peter's Square by Pope Francis in 2015.



## PRINCIPAL'S MESSAGE



**Rev. Dr. Augustine George**

**"When learning is purposeful, creativity blossoms. When creativity blossoms, thinking emanates. When thinking emanates, knowledge is fully lit. When knowledge is lit, economy flourishes.**

**- APJ Abdul Kalam**

Kristu Jayanti College with the vision "Light and Prosperity" strives to achieve and promote inclusivity, integration and heterogeneity among the student community. The Institution operates with the belief that hard work, commitment and dedication produce fruits of excellence in all spheres of life. The management, faculty and administration have set high benchmarks of academic and holistic excellence and provide innovative, student-centered, globally competent processes and services for the success of every Jayantian.

At School of Management, students are strongly rooted in the teachings of business management by distinguished faculty members who lay the foundation of growth for the students. The various extension activities enable the School of Management to establish both professionalism and charisma among the management students who are the leaders of tomorrow.

CREST, the official newsletter published by the School of Management displays the talents and achievements of the students as well as the various events organized by the School during the academic year. CREST is an innate part of our exciting journey towards excellence at the School of Management. We are extremely joyful to release this edition of CREST.

I sincerely appreciate the efforts of the editorial team, faculty members of the department and the students for their contribution towards this issue of CREST.

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## DEAN'S MESSAGE



**Dr. Aloysious Edward**

Kristu Jayanti College envisions to weld in the individual academic excellence of students with holistic development. The College focuses on the overall growth of the students to become responsible citizens who are intellectually alert and proactive, having mutual respect for others and thus transforming them into empowering leaders of the future. Success is found in a life lived not dreamed, one that is propelled by action not just a desire to act, a life filled with fears conquered, limits pushed, and relationships cultivated. A successful life is the one that is filled with experience and actions, not wishes.

It gives me immense pride and joy in presenting this edition of CREST, the department newsletter. I congratulate the editorial team for their hard work and dedication towards making this newsletter a grand success. I also appreciate the faculty members and the students at School of management for all their contributions.

## HOD'S MESSAGE



**Dr. M K Baby**

With the motto of light and prosperity, Kristu Jayanti College seeks to provide educational opportunities to all aspiring youth to excel in life with integral values of Faith, Integrity, Dignity and Excellence.

Education is not just an act of acquiring knowledge but imbibing the skills to lead life and form one's personality, which is an ennobling process of growth. Our ambition is to nurture and encourage every student's individual talents and provide all students with skills, attributes and values they would require to be successful lifelong learners.



# SHUBH AARAMBH

## Shubh Aarambh for MBA I year Section A & B

School of Management, Kristu Jayanti College, inaugurated the academic year 2019-20 for the new batch of first year MBA students of Batch 2019-21 on July 24, 2019. Rev. Fr. Josekutty P D, Principal, Kristu Jayanti College, Rev. Fr. Augustine George, Vice Principal, Rev. Fr. Lijo P Thomas, Financial Administrator, Dr. Aloysius Edward J, Dean, Faculty of Commerce and Management and Dr. M K Baby, Head, School of Management presided over the inauguration.

The inaugural ceremony christened as ShubhAarambh commenced with Dr. Aloysius Edward welcoming the gathering and the fresh batch of MBA students. The dignitaries on the dais, a parent representative and a student representative lit the lamp. There was a session of prayer led by Rev. Fr. Augustine George. The concluding prayer was led by Rev. Fr. LijoP Thomas. In his inaugural address Rev. Fr. Josekutty P.D spoke about the history and heritage of Kristu Jayanti College highlighting the achievements of the college such as "THE HEROES OF BANGLORE", NAAC highest grade accreditation etc, Rev. Fr. Josekutty P.D acknowledged the contribution of the Students, Faculty, Management, Administrative Staff, Alumni and other Stake Holders. He introduced the theme for the academic year which is empowerment through the 4 core components such as Knowledge, Skill, Values and Attitude.

The 4 things to take from the message were, Be prudent and wise, Aim to be great, Be a good friend, and Empower to be a management guru.

Rev. Fr. Josekutty made a call to the students to carry forward the legacy of the School of Management forward. The program ended by singing the Jayantian anthem.

The Shubh Aarambh for the 1st year MBA C section students was organized on 01 October , 2019.



## Shubh Aarambh for MBA II year Students

To initiate a good start for the new academic year with the students and teachers of School of Management. Kristu Jayanti School of Management commenced the new academic year 2019-20 for the second year MBA students of the Batch 2018 - 20 on July 22, 2019. The Inaugural ceremony christened as Shubh Aarambh marks the commencement of the Trimester IV. Shubh Aarambh was blessed with the presence of Rev. Fr. Josekutty P.D Principal, Kristu Jayanti College, Rev. Fr. Emmanuel P.J, Director, Jayantian Extension Services, Jayantian Alumni Association & Hostels, Dr. Aloysius Edward, Dean, Faculty of Commerce & Management and Dr. M. K. Baby, Head, School of Management, Teachers and 180 students of second year MBA.

Rev. Fr. Josekutty P D highlighted the success stories of Kristu Jayanti College and the alumni quoting Stephen Covey's words "Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall", he stressed the students to become a good manager and as well as a great leader.



# 13TH INTERNATIONAL CONFERENCE

## KRISYM - 2020

The School of Management of Kristu Jayanti College organized KRISYM 2020, the 13th International Conference "Revisiting Three Decades of Liberalization and Globalization - Status, Prospects and Challenges" on the 14th and 15th February 2020 in collaboration with Trinity Western University, Canada, co-partnered with IMA - The Association of Accountants and Financial Professionals in Business and Miles Education. The theme of the conference revolved around the progress, pitfalls and the road ahead for India in its thirty year experience of liberalization.

The Conference was inaugurated by the chief Guest Dr. Philip G Laird, Vice Provost, Trinity Western University, Canada and Ms Michelle Wade, Commissioner to South Asia, State Government of Victoria, Australia.

The Dignitaries were accompanied by Rev. Dr. Augustine George, Vice Principal, Kristu Jayanti College, Dr. Aloysius Edward, Dean, Faculty of Commerce and Management, Dr. M K Baby, head School of Management and Dr. Justin Nelson Michael, Conference Convenor of KRISYM 2020.

Dr. Philip in his inaugural address very eloquently put forth the challenges and prospects in the field of education and elaborated on the online and learning management initiatives effectively used by Trinity Western University. In her Speech Ms. Michelle Wade drew parallels between India and Australia on how trade and mutual exchanges of Ideas, People, Trade and Cultures have brought both countries closer.

The two day conference comprised of five keynote sessions by leading Industry and Domain experts who spoke about Transformations in the Manufacturing, Banking, Media, Infrastructure, Consulting and Education sectors.

KRISYM 2020 witnessed 163 research papers with more than 185 authors with contributions from 163 Universities and Academic Institutions across the globe and 6 states from the country.

The International Conference concluded with the valedictory ceremony by Mr. Murali Venkatesan, Associate Director Commercial Management - Accenture.





## MANAGEMENT DEVELOPMENT PROGRAM - 1

**Redefining Effectiveness Through Business Analytics**  
- 23rd August to 24th August 2019

### DAY 1

**Shri. Amardeep Sibia,**  
Chief Executive Officer, SatSure  
Topic: 'Analytics Eco-System in Business'

**Shri. Ankush Gupta**  
Director Data Science, Nabler  
Topic: 'Impact of Analytics on Business Effectiveness'

**Shri. Amit Dasgupta**  
President, Kaalp Consulting  
Topic: 'Role of Data Science in Transforming Data into Insights'

**Smt. Dyuti Lal**  
Co-founder & CEO, Nikhil Consulting  
Topic: 'Wonders behind financial Analytics'

### DAY 2

**Shri. Salar Mohamed Bijili**  
Consultant Digital, Partnerships & Alliances, TechFetch.com  
Topic: 'Leap Frogging with Marketing Analytics'

**Shri. Anurag Gupta,**  
Senior Manager, People Analytics, Flipkart & Shri. Ankit Kawadiya, People Analytics Practitioner, Flipkart  
Topic: 'Power of Predictive Analytics in HRM'

**Shri. Krishna Kumar C S**  
Chief Analytics Officer & Director RainMan Consulting Pvt. Ltd  
Topic: 'Competitive advantage through analytics in finance and marketing'



## MANAGEMENT DEVELOPMENT PROGRAM - 2

**National Level MDP on Demystifying Disruptive Finance –**  
2020 - 24th January to 25th January 2020

### DAY 1

**Mr. M Krishna Murthy**  
Officer of SEBI in the cadre Assistant General Manager. Faculty member from NISM  
Topic: 'Securities Market- An Overview'

**Mr. Ritesh Nandwani**  
Officer of SEBI in the cadre Assistant General Manager. Faculty member from NISM  
Topic: 'Fixed Income Securities In The Indian Financial System'

**Mr. M Krishna Murthy**  
Topic: 'Trading And Settlement Mechanism'



### DAY 2

**Mr. Rahul Jain**  
Sr. Vice President- Research, International Money Matters Pvt. Ltd., Bengaluru  
Topic: 'Impact And Value Based Investing'

**Mr. M Krishna Murthy**  
Topic: 'Building Behavioural Finance Models'

**Mr. Ritesh Nandwani**  
Topic: 'Innovation In Securities Market'



# MANAGEMENT DEVELOPMENT PROGRAM - 3

**Leveraging Leadership for Managing Complexity and Risk in the post COVID 19 world - June 12th and 13th, 2020 - Virtual**

## DAY 1

### Shri. Sundar Vadivel

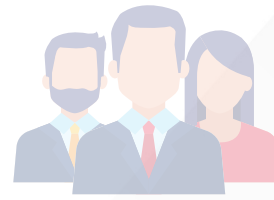
The former Senior Vice President, Landmark group  
Topic: 'Leadership by Building Trust'

### Shri Srinivas Iyengar

Vice president EVRY India Pvt. Ltd  
Topic: 'Embracing Digital Disruption'

### Shri. Nadeem Paasha

Talent Acquisition Head Inspirag  
Topic: 'Emotionally Intelligent Leader'



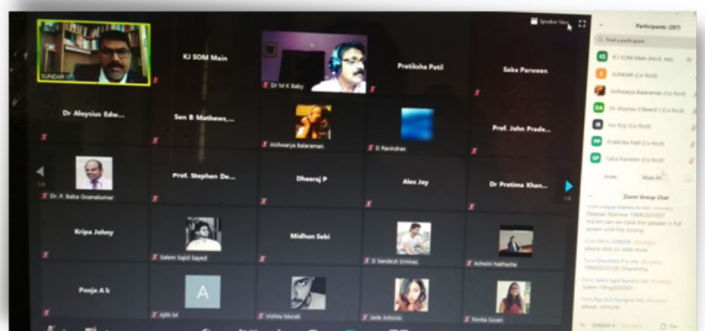
## DAY 2

### Shri. Praveen Kamath

General Manager & HR Head - Global Delivery & Enablement  
Wipro Ltd  
Topic: 'Driving Innovation and Operational Excellence'

### Shri. Srinivas Reddy

Commercial Refrigeration Business, Blue Star  
Topic: 'Leadership imperatives in the post COVID Era'





## FACULTY DEVELOPMENT PROGRAM - 1

### NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAMME- 2nd May to 9th May, 2020

**Dr. Joseph Charles Tamilmaran. D,**

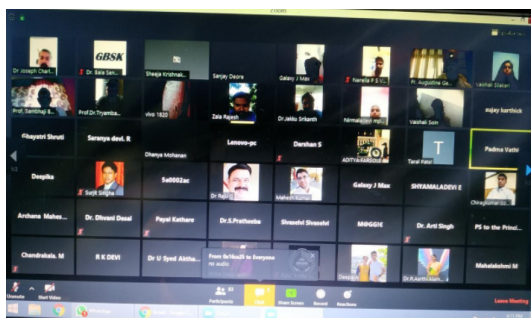
Assistant Professor, School of Management, Kristu Jayanti College

Topic: Advanced Data Analysis using Spreadsheet

**Dr. Baba Gnanakumar**

Director, Centre for Consultancy and Corporate training, Kristu Jayanti College

Topic: Educational Analytics



## FACULTY DEVELOPMENT PROGRAM - 3

### RISK MANAGEMENT USING DERIVATIVES - 26th May to 6th June, 2020

**Dr. Aloysius Edward**

Dean, Faculty of Commerce and Management, Kristu Jayanti College (Autonomous), Bengaluru

**Dr. S S S Kumar**

Professor, IIM Kozhikode

**Dr. M. K. Baby**

School of Management, Kristu Jayanti College (Autonomous), Bengaluru

Topics: 'Financial Derivatives,'

'Commodity Derivatives'

'Risk Management Using Derivatives'

'Valuation of Future'

'Valuation of Options and Recent trends in Derivative Markets'

## FACULTY DEVELOPMENT PROGRAM - 2

### BUILDING AN OPTIMAL PORTFOLIO IN THE POST COVID 19 WORLD - 21st May to 28th May, 2020

**Dr. Aloysius Edward**

Dean, Faculty of Commerce and Management, Kristu Jayanti College (Autonomous), Bengaluru

**Shri. Pandurang Patkar**

BFSI Corporate Trainer

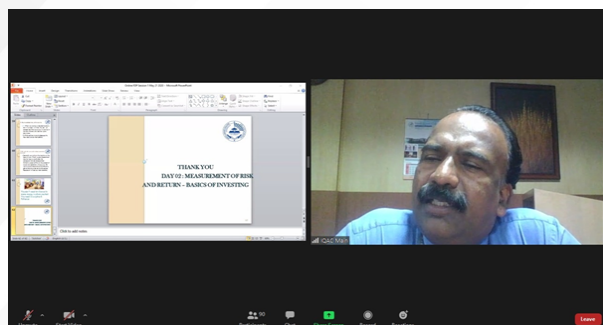
Topics : Dynamism of Securities Markets

Measure of Risk & Return I & II

Investment Avenues and Optimal Selection

Risk Profiling for Optimization of Return and

Construction of Optimum Portfolio.



## FACULTY DEVELOPMENT PROGRAM - 4

### EMERGING CHALLENGES IN B2B MARKETING STRATEGIES - 18th June to 25th June, 2020

**Prof. Mohan Kuruvilla**

Management Consultant, Visiting faculty, School of Management, Kristu Jayanti College

Topics: B2B Challenges and Strategies

Selection of Products, Services & Vendors

Influencing Strategies I & II

Customer Acquisition & Retention Strategies I & II

Case Analysis



## FACULTY DEVELOPMENT PROGRAM - 5

### INCLUSIVE RESEARCH METHODS - 17th June to 24th June 2020

#### Dr. Justin Nelson Michael

Professor, School of Management , Kristu Jayanti College  
Topic: 'Creative Problem Identification and Designing'

#### Dr. Gita P C

Professor, School of Management , Kristu Jayanti College  
Topic: 'Identifying the Research Topic'

#### Dr. Joseph Charles D

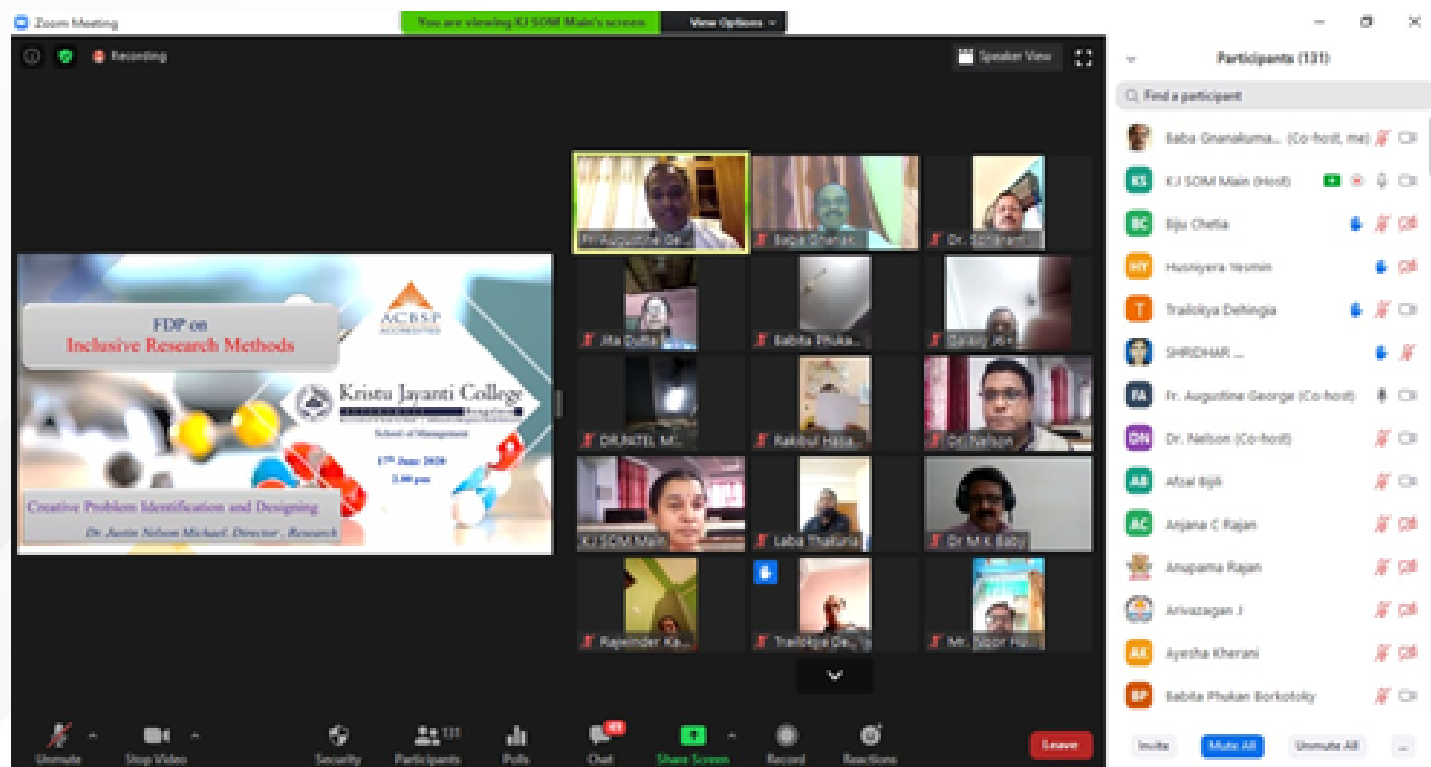
Professor, School of Management , Kristu Jayanti College  
Topics: 'Digital Tools for Collecting Data' & 'Statistical Data Analysis Using Spreadsheet'

#### Dr. G Bala Sendhil Kumar

Associate Professor, Kristu Jayanti College  
Topic: 'Hypothesis Formulation and Testing I and II'

#### Dr. Baba Gnanakumar

Director, Centre for Consultancy and Corporate training,  
Kristu Jayanti College  
Topic: 'Dissemination of Research Outcome'





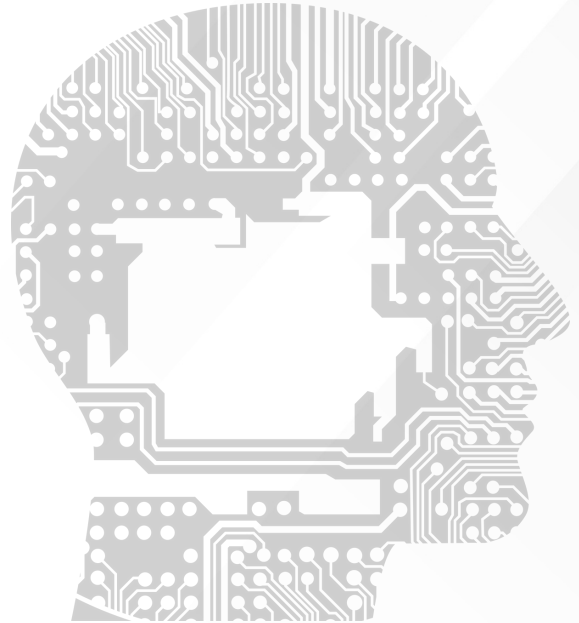
## VINIMAY LEADERSHIP SERIES

### Artificial Intelligence - A Boon or Bane

School of Management, Kristu Jayanti College along with Department of Computer Science (PG) organized a leadership series on 16th January 2020 for the first year MBA students of batch 2019-21 and students from the Computer Science Department. Dr. Gopichand Katragadda, Chief Executive Officer and Founder, Myelin Foundry was the guest speaker. The session prioritized on artificial intelligence algorithms on video, voice and sensor data. The series started at 11:15 with a choir song followed by lighting the lamp. Mr. Jibin Jose, student coordinator welcomed the gathering and Mr. Joshua George Thampy introduced the chief guest to the audience. Dr. Aloysius Edward, dean, Faculty of Commerce and Management welcomed the guest with a bouquet of flowers.

Dr. Gopichand commenced his speech with various examples to bring out the argument that whether artificial intelligence is a boon and bane to mankind. He also elaborated on the reasons behind him being rooted in augmented reality (AR) than into virtual reality (VR).

He also briefed about virtual reality in human life and its impact on the users. Dr. Gopichand also narrated and reflected on some of the achievements that he made in his former company. The leadership session led by Dr. Gopichand Katragadda was motivating and helped all of those who were present with a clear understanding of artificial intelligence. The session also had a Q and A session.



# VICHAARMANTHAN

## Adaptation to the Dynamic Banking Sector

School of Management, Kristu Jayanti College coordinated the 41st Vichaarmanthan - An Interaction with Global and Indian Visionaries. Dr. N. Kamakodi, Managing Director & CEO, City Union Bank was the guest speaker. Dr. Aloysius Edward J, Dean, faculty of Commerce and Management, welcomed the gathering. Rev. Fr. Josekutty P D, Principal, Kristu Jayanti College welcomed the chief guest with a bouquet. Mr. Demeterius Jacob, Student Coordinator, introduced the chief guest.

Dr. Kamakodi began the speech by sharing his experience in his undergraduate days where he implied the absence of the technical aids and the lack of such resources that the current generations hold. He also narrated his journey with City Union Bank. He also elaborated the growth of the bank under his leadership. The extent to which the bank has embraced the technology was well explained.



Dr. Kamakodi stressed on the importance of self-confidence and asked the students to set their goals and measure it on a daily and weekly basis. He insisted on the fact that there must be something new learnt every day and it is to be learnt out of the normal/regular activities, seen and worked on.

He also said that one should work on his/her individual strengths rather than the traditional myth of 'Focus on your Weaknesses.' He made every student think over their core areas and the precise role to be achieved in the same. He said this could be made possible by creating a strategy and working on it. The session concluded with a long Q & A session where students asked various questions on his personal life, career, banking products, banking technology and regulations.





# INTERNATIONAL LECTURE SERIES

## JAPANESE MANAGEMENT STRATEGIES

29-07-2019

School of Management, Kristu Jayanti College, organized an International Lecture Series on the topic Japanese Management Strategies and Insights on July 29, 2019. Dr. Justin Paul, Professor, Rollins College, Orlando, Graduate School of Business, Puerto Rico and a distinguished visiting professor at IIM-Kozhikode was the guest speaker. Dr Paul has also published over 50 research papers, best-selling case studies and books to his credit.

Dr Paul, began the session with a quote, "Goals help you to channel your energy to action". He highlighted the various management strategies adopted by Japan which helped it to become the third largest economy in the world.

He divided his presentation to two parts. In the first part he briefed about the Japanese culture and its political, economic and social framework. He emphasised on Japan's low unemployment rate of just 5.2% and the creation of Invest Japan Business Centre to promote the FDI. Regarding the social framework, he pointed out that Japan's aggregate export is more than the import. He also mentioned the strengths and weaknesses of Japan.

In the second part of the presentation Dr. Paul focussed on the Management strategies followed by Japan. He explained in detail a number of business strategies such as group management, quality management, Kaizen, just-in-time system, management by walking around, long-term commitment, creative thinking and 5s philosophy. The need of 'kaizen' which means 'improvement' and 5s philosophy in India was briefed upon. Dr. Paul also enlightened the students by telling that hardwork, teamwork and strategic planning are the most important factors which will help graduates to achieve their goal. The International Lecture was concluded with an interactive Q & A session.



## CURRENT INTERNATIONAL ENVIRONMENT, CHALLENGES AND OPPORTUNITIES

12.09.2019



The session was taken by Mr. Philip Laird. The talk started with basic knowledge about the current business environment, the challenges faced by the business, how to tackle with the challenges and at last various upcoming opportunities. The session created a high impact on students about the business environment.

Mr. Philip Laird gave a brief explanation about the characteristics of knowledge, demographic picture of knowledge, creative common platforms and diversification. Then he elaborated about the challenges faced by the business in global platform, the technology innovations & disruption and its impact on business. He explained the way technology control the lives of humans and the world and at last he said about opportunities in the global market and how micro innovations makes a huge impact in the business.

In the end a general discussion was held between the speaker and the students. The discussion was quite interesting and lasted for about 20 minutes. The schedule was allotted in perfection, where the students were able to get hold of both the topics and excel in the same within the short time span.



## INTERNATIONAL LECTURE SERIES

### INTERNATIONAL TRADES AND PRACTICES

24-09-2019



Kristu Jayanti School of Management organized an international lecture series on 24th September 2019 for the first year MBA students of batch 2019-21. Dr. Martin Meznar, Associate Dean of Appalachian State University, USA was the guest speaker. The session prioritized on the International Trade and practices. Mr. Jebin R, Student coordinator welcomed the gathering and Ms. Sony Jose, Student Coordinator introduced the chief guest to the audience. Dr. Aloysius Edward, Dean, Faculty of Commerce and Management welcomed the guest with a bouquet of flowers. Dr. Martin commenced his speech with the topics like goods, services, capital, balance of payments, current account, capital account etc. He introduced the concept of trade wars as countries are imposing tariffs or taxes on imported goods. It leads to a tradeoff.

Dr. Martin highlighted the point of trade war between the countries. To avoid taxes the countries produce products in their own countries. He explained it with an example of Britain's raincoat and wine from France. He further stated that exports lead to cash flow to the country and imports leads to cash flow out of the country and it is a positive sum game where everyone is in a win-win situation.

Dr. Martin stated that when trade increases, the standard of living also increases and was presented with a graph. By 2017-18 global trade levels dropped showing that many countries started producing on their own. He further explained how the MNCs, consumers, workers etc. are better off with trade when the less developed countries opened to globalization. Trade policies benefited the consumers, big corporations, workers, environment, small, local business etc. He also discussed the issues of national borders which led to migration, competition, global problems and environmental issues. The session also had a Q & A interaction.

### ISSUES RELATED TO CORPORATE SOCIAL RESPONSIBILITY AND ETHICS

19-12-2019

The topic for the ILS was "Issues related with Corporate Social Responsibility and Ethics". The main objective of this programme is to learn the various issues faced by the companies in their Corporate Social Responsibility activities.

Dr. Padmanabhan along with Dr. M K Baby, Head, School of Management reached the venue at 11 am. Dr Padmanabhan began his lecture citing the recent issues that the companies face in field of Corporate Social Responsibility. He illustrated it with many case studies on the problems faced by various US companies. He also described some of the personal dilemma that he had faced during his tenure in various companies that he worked abroad.

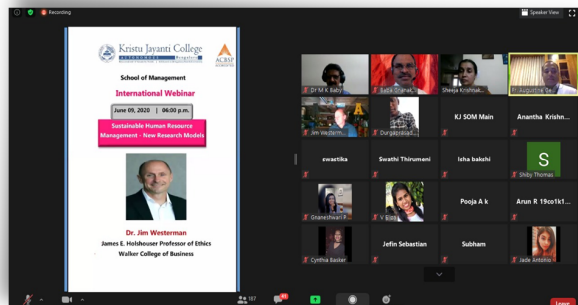
After the lecture there was Q & A session for the students where the students asked their queries about the recent issues that many companies face in the field of CSR.





# INTERNATIONAL WEBINAR

## SUSTAINABLE HUMAN RESOURCE MANAGEMENT - NEW RESEARCH & ECONOMIC FALLOUT OF COVID-19 AND MODELS OF RECOVERY



Kristu Jayanti School of Management organised an International Webinar Series on June 09 & 10, 2020 through an online platform "Zoom" at 06:00 PM. The International Webinar series included two sessions. The resource person for the first session was Dr. Jim Westerman, James E. Holshouser Distinguished Professor in Ethics, Walker College of Business Appalachian State University, USA and for the second session the resource person was Dr Philip G Laird, Vice Provost, Trinity Western University.

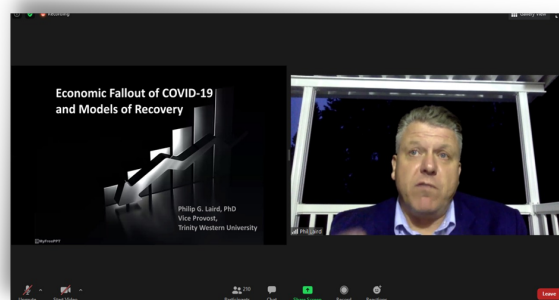
### Session I: Sustainable Human Resource Management-New Research Methods by Dr. Jim Westerman, James E.

Dr. Jim Westerman, James took the session on the topic Sustainable Human Resource Management- New Research Methods. He has completed his BS in Finance, from Florida State University, MBA from Florida State University and went on to complete his Ph.D. in Management from the University of Colorado at Boulder. Dr Jim Westerman has worked on several research and consulting which mainly focused on sustainability, ethics, organizational behaviour, and human resource management.

Dr Jim highlighted the current challenges in the field of Human Resource Management. He shared his thoughts on Sustainability and then moved to sustainable HRM. He believed a Sustainable Business is both the present and the future of business and a socially just society is more stable, happy, and productive. He talked about how business can be transformed and become more productive by adopting more sustainable human resource management. He emphasized on the new research methods that are being adopted in organizations for human resource management. He advocated that the businesses must be more aware of their environmental impacts and be connected to communities.

### Session II: Economic fallout of Covid-19 and models of recovery by Dr Philip G Laird

The second webinar was on the topic, Economic fallout of Covid-19 and models of recovery on June 10, 2020 and the guest speaker was Dr Philip G Laird, Vice Provost, Trinity Western University who earned his BA in Psychology from the University of British Columbia in 1990, his MA in Social/Developmental Psychology from Simon Fraser University in 2003, and his Ph.D. in Psychology with a special designation in Psychology and the Law in 1997 from Simon Fraser University. He joined the Faculty of Humanities and Social Sciences at Trinity Western University in 1995 and served as a faculty member in Psychology conducting research on moral reasoning, moral attributions, and jury decision-making.



He started the session by explaining the economic growth, the uncertainty faced due to the pandemic situation. He explained about the potential models of recovery. Best case scenario, U Shaped recovery curve, which is long, extended downturn in economy. V shaped curve where there is a sharp decline in economic productivity followed by a parallel recovery back to the pre COVID levels. It is unlikely because the recovery will not be fast and at present there is no way to treat or prevent COVID 19. He conveyed that although there is some evidence of flattening of the curve, people continue to be fearful of another wave. In the Worst-case scenario, the recovery shape would be L shape.

He explained about the impact of covid-19 on worldwide economy, the restricted global economic movement and travel restrictions and how the social activities are curtailed. Dr Philip G Laird concluded the session by quoting that COVID-19 has been life altering and economically disruptive. The results of COVID-19 will be one of the 5 patterns of economic recovery (u, v, w or l) and said that finding the J Curve will require innovative thinking, understanding human psychology and setting a vision for what the future of humanity will need post COVID-19.



## WEBINAR

### WEBINAR ON IMMUNITY - WHY IT MATTERS ?

School of Management, Kristu Jayanti College on 20th June 2020 conducted a Webinar on the topic Immunity - Why it matters? The session was taken by Dr. Sheeja Krishnakumar D, Assistant Professor, School of Management, KJC. Topics which were covered in the session were immune system, Microbes and diseases, Mode of transmission, antibiotics and vaccination, herd immunity and reverse quarantine. The session started with the topic immune system which includes the first line of defence, the second line of defence and the third line of defence. In this area ma'am covered about main organs in our body and the white blood cells which are classified into Granulocyte, Monocyte and Lymphocyte. Thymus plays an important role in our life, it begins to shrink with the age and produce T cells this is the main reason to reduce immunity at older age.

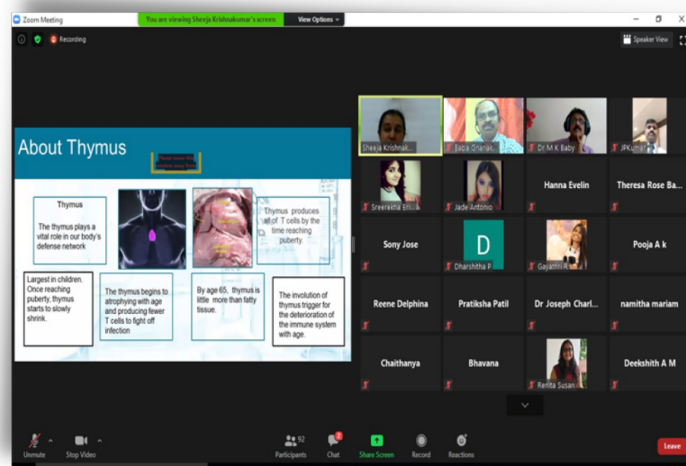
The next topic covered was immunity where given a definition that a resistance by the host towards injury by microorganism. Immunity are classified into innate and acquired immunity where it groups into active and passive this can gain through naturally or artificially. She also spoke about airborne and droplet diseases and she added that airborne are dangerous than droplets.

In the next part of this session professor explained about the ways which helps to strengthen the immune system are healthy life style, sleep, diet, exercise and vitamin D where professor also explained the importance of antibiotics and vaccine and how it helps to cure diseases.



The last part of the session mainly talked about a brief introduction to COVID - 19, its serious symptoms, the importance of herd immunity for country like India - When most of a population is immune to an infectious diseases, this provides an indirect protection to those who are not immune to the disease.

Finally ma'am explained about the major steps for the prevention of COVID 19 like wearing mask, hand hygiene and social distance. Professor concluded the session with a quote "Be safe and stay healthy".



### RECENT TRENDS IN CORPORATE GOVERNANCE

### EXPERT LECTURE SERIES - 1

The School of Management organized an Expert Lecture Series (ELS) on Corporate Governance- Recent Trends on 27th august 2019. The speaker for the day was Shri Nandishaw K Dhony, Advocate, Supreme Court of India. The speaker explained what corporate governance is how because of poor corporate governance companies are shutting down. He gave the example of Vistara Airlines had failed because of poor bad accountability, transparency, assurance, and take hold impact. He said that good quality control gives shareholders confidence in the company quality on board. He explained what corporate culture is and how activities are impacting on board by giving the example of companies like Hindustan Uniliver, TATA Motors etc. He focused on what leadership and on the qualities that are

critical to the success of corporate governance. The speakers also told the students about directorship course and scope of it. The session ended with Question and answer session in which students raised their doubts and Sir gave clarifications.



## EXPERT LECTURE SERIES - 2

### ENTREPRENEURIAL ECOSYSTEM

School of Management, Kristu Jayanti College organized an Expert Lecture Series on the topic Entrepreneurial Ecosystem on November 29th, 2019. Dr Douglas Gilbert, Professor, School of Management, University of Phoenix, USA was the guest speaker and he enlightened the audience on the topic, "Entrepreneurial Ecosystem". The lecture series was conducted in the mini auditorium at 4.00 pm. Dr M K Baby welcomed the guest speaker. Dr. Douglas, began the session by underlining the sad but reality of the entrepreneurial environment in India, that is seven out of ten entrepreneurs are failing. Throughout his lecture he touched upon three key insights that are to be considered while starting the entrepreneurial journey and to become successful.

Firstly it depends on how as entrepreneur plan and think about his/her business. Secondly, one must be very prudent about the financial aspects of it. Thirdly, the entrepreneur should have proper and beneficial networking. Emphasizing the dangers of a lone start-up in this knowledge economy, he underlined the importance of networking in the entrepreneurial environment.

He sees the educational styles in the light of two models. The K.S.A model and A.S.K model. The K.S.A model according to Dr Douglas is the traditional style of teaching wherein knowledge is fed to the students initially. The A.S.K model is more creative and specific and is the modern and more efficient style of teaching where the students are imbued an attitude and an environment that is conducive for learning and developing of proper skills which will enable them to search for the knowledge. The session was very informative and lively and ended with a Q &A session wherein Dr. Douglas Gilbert shared his valuable thoughts and insights.





## ACADEMIA INDUSTRY INNOVATIVE SERIES (AIIS)

The Academia-Industry Innovative Series (AIIS) is a distinguished initiative of Kristu Jayanti School of Management, which makes way for an informative interaction between esteemed personalities and the students of the School of Management. It bridges the gap between theory, and practice and also acts as the stepping stone for career growth. Middle level managers and other corporate representatives take sessions on various current business scenarios. AIIS also includes Alumni Connect where in the sessions are conducted by Alumnis of Kristu Jayanti College.

### Footsteps for greater career

**Mr. Abraham Moses, GM & Good Samaritan**  
Mind tree Limited, Bengaluru

Date: 03rd August 2019



### Self-evaluation and continuous thirst for improvements

**Mr. Aravind Warriar**  
Senior HR manager of Rapid Value

Date: 07th September 2019



### The Future of Entrepreneurship

**Mr. Thaneshwar Singh & Mr. Jeroz Coelho**  
Thaneshwar-founder of Ientra Business Solutions Pvt Ltd, Mr. Jeroz Coelho, Partner, Ientra Business Solutions

Date: 19th October, 2019



### Understanding Entrepreneurship

**Ms. Tulika Bansal**  
Program Manager at Cure Fit, Bangalore.

Date: 02nd November 2019



### Career Opportunities in the Field of Human Resource

#### Mr. Ragavendra

Talent Acquisition Manager, Standard Chartered Bank

Date: 16th November 2019



### Career Opportunities in the Field of HR

#### Mr. Winston A De Rosario

Director-People and Culture, Quintype.

Date: 23rd November 2019



### Ladder of Success

#### Mr Oliver Abel

Chief Executive Officer, Chris Group, Founder - Director, SEED and Managing Partner at HANA Printerz.

Date: 18th January 2020



### Emerging Successful in Life Post Pandemic

#### Shri. Shravan Kumar

Dy. General Manager, HR, Samsung India Electronics, Bengaluru

Date: 09th May 2020

#### Virtual Academia Industry Innovative Series (AIIS)

May 09, 2020 — 12:00 noon



### Industry trends Post Pandemic – Challenges and Opportunities

#### Dr. Bibu Yohannan

Director-Human Resources Al Farwaniya Property Developments LLC- Abu Dhabi, UAE.

Date: 16th May 2020

#### Virtual Academia Industry Innovative Series (AIIS)

May 16, 2020 | Time: 12:00 noon



### Scope in International Finance and ACCA

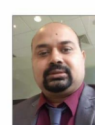
#### Mr. Jince Mathai (ACCA)

Accountant- RUS and company UK limited, Birmingham, England, UK

Date: 23rd May 2020

#### Virtual Academia Industry Innovative Series (AIIS)

ALUMNI CONNECT

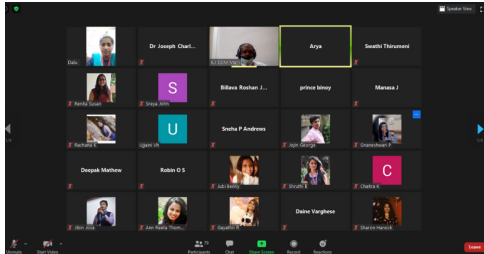


## Banking Industry and Skills for Managers

### **Ms. Dalu Royal Baby & Ms. Arya Roy**

Dalu - Deputy Manager, ESAF Bank, Arya - Assistant Manager, IDBI Bank

Date: 3rd June 2020



## Managerial Skills in the Field of Marketing

### **Mr. Arunkumar G.S & Mr. Jinit Francis**

Arun - In-Store Excellence Manager, Jinit - Senior Area Business In charge Johnson & Johnson

Date: 4th June 2020



## Challenges and Opportunities in Marketing

### **Mr. Rinchu Mathew & Ms. Kshema Shetty**

Rinchu - Business Director, Havas Media Group, Kshema - Area Sales Manager, Mondelez India Foods

Date: 5th June 2020

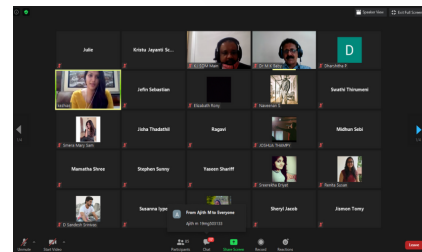


## Demolish the Comfort Zones

### **Ms. Julie Mathew & Ms. Kezhia Sharieff**

Julie - Account Manager - Talent Acquisition, MPH UAE, Kezhia - Lead Ad Operations Coordinator, Yahoo

Date: 8th June 2020





## DISCUSSION ON UNION BUDGET 2020

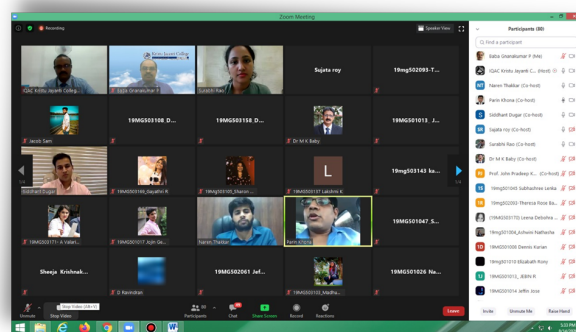
The School of Management, Kristu Jayanti College, organized a panel discussion on the Union budget on 03rd February 2020 to deliberate and discuss on the implications of the budget on industry, taxation, economy and the common man. This was preceded a day earlier on 01st February 2020 by a live telecast of the Union Budget presented in parliament by the Honorable Finance Minister Smt. Nirmala Seetharaman. The panelists included a diverse set of representatives from Academia, Media and Industry. The esteemed panelists included Dr Sheetal Bharat, Assistant Professor, Bengaluru, Dr B.R Ambedkar School of Economics (BASE), Shri. Vinodh N, Country Tax Head, Dell EMC, Shri. Debasis Mohapatra, Special Correspondent, Business Standard.

The discussion was moderated by Shri Jacob Crasta, Chairman, CM Environsystems Pvt Ltd and LSquare Eco-Products Pvt Ltd. The Panel discussion was flagged off by Dr Aloysius Edward, Dean, Faculty of Commerce and Management, Dr M.K Baby, Head, School of Management. The discussion was coordinated by Prof. John Pradeep Kumar, Faculty, School of Management. The Panel discussion was attended by the I and II year MBA students. The panelists received a rich volley of questions by the students during the interactive session questioning the highs and lows of the budget.



## DISCUSSION ON FUTURE OF ENTREPRENEURSHIP

The School of Management of Kristu Jayanti College organized a panel discussion on 14th of August 2020 in collaboration with the Institution Innovation Council (IIC) of the college and Asian Institute of family Managed Business (AIFMB). The theme for the Panel discussion was 'Future of Entrepreneurship'. The panellists were Ms. Surabhi Rao, Director and Head of Product development Narsipur chemicals Pvt Ltd, Mr Naren Thakkar Director Atlantic Polymers Pvt Ltd, Mr Parin Khona Director, Press room automation group and Mr Siddhant Dugar, Chief operating officer of Designer exports who moderated the discussion.

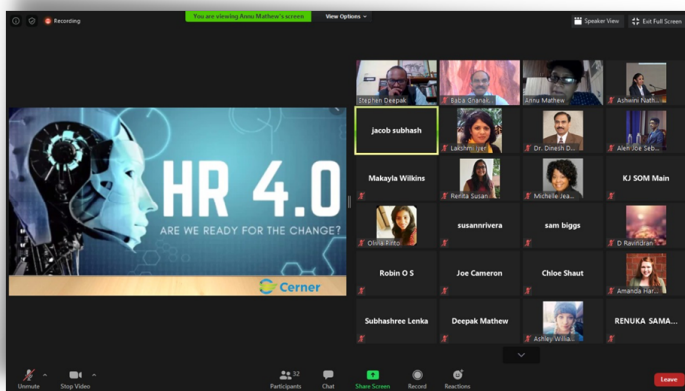


The Panellists spoke on a range of topics based on their experience of managing the odds in the Covid 19 background. Mr Siddhant stated that "Instead of looking at the Covid 19 situation as a setback, it is better to see it as an opportunity and as a new scope for doing things that has emerged as a new normal". Ms Surabhi Rao, shared her view that 'that there is a dip and surge often seen in any business situation, it is better to be hopeful in the dip and wait for the surge, as things brighten up in due course'.

Mr Parin Khona opined the fact that the pandemic has brought out a great leveller in technology. He stated that 'New ways of applying technology has emerged, the situation has brought about a great change of mind set in technology averse clients and customers, and the new adoption is helping the business'. Mr Siddhant too added to the view that 'It is important for all to stay positive and look for new ways of dealing an old situation, if your plans do not work, rework the plans to make it apt to the situation'. The Panel discussion was interactive with a question and answer session in the end. The feedback given by the students and faculty who attended bore testimony of great learning in the end.

# KNOWLEDGE EXCHANGE PROGRAMME

The Knowledge Exchange Program (KEP), 2020 was jointly organised by School of Management, Kristu Jayanti College, Bengaluru, India and Appalachian State University, North Carolina, USA. The KEP was organized for 13 days between 11 May 2020 and 23 May 2020. The program was planned originally to take place in person on the campus but due to the Covid 19 Pandemic, it was decided to have the KEP virtually. There were totally 12 Students from School of Management, Kristu Jayanti College and 14 Students from Appalachian State University who were part of this Program.



This Knowledge Exchange Program gave a lot of exposure to all the participants to learn new knowledge, share experience, and understand culture and to make friends through academic lectures, expert interactions with Industry, case study discussions and presentations. The students were grouped into three teams and were given two supply chain management case studies and one data analysis case respectively.

They were ably guided by faculty from both Appalachian State University and Kristu Jayanti College. The participants got an opportunity to interact with 10 Industry Leaders and domain experts who spoke on a range of topics related to the functional areas in the Covid 19 pandemic background and 14 academicians. The meetings were organized via the Zoom Interactive platform.

## DAY 1

### Dr. Bibu Yohannan

Director, Human Resources AI Farwaniya Property Developments LLC Abu Dhabi, UAE (Reem Mall Project)  
Topic : 'Indian and International Business Environment'

## DAY 2

### Ms. Srividya Puppala

CEO and Founder of Ensconce

Topic: 'Customer Experience Management VS Customer Relationship Management'

### Mr Jnanesh Kumar

Director, Employee Success, Salesforce

Topic: 'Talent Acquisition and Management- Challenges and Opportunities'

### Dr Baba Gnanakumar

Professor, School of Management

Topic: 'Pharma Supply Chain Management Resilience'

## DAY 3

### Ms. Ramya B

Head of the Department of History, Kristu Jayanti College

Topic: 'India and its culture'

### Mr. Rakesh Goel

Senior Director of Capgemini

Topic: 'IT trends- The Way Forward'

### Dr Baba Gnanakumar

Professor, School of Management

Topic: 'The Drones of Dabur'

## DAY 4

Three teams were given the case studies to discuss over the four days and was instructed to be ready with their presentations. Teams set up their respective zoom meetings and Whatsapp chat groups to enable an effective discussion.





# KNOWLEDGE EXCHANGE PROGRAMME

## DAY 5

### Dr Aloysius Edward

Dean Faculty of Commerce and Management

Topic: 'COVID-19 and its impact on India and strategies in the Post COVID-19 World'

### Mr. B.C Rao

Managing Director Kennametal, India

Topic: 'Future of Manufacturing and Supply Chains'

## DAY 6

### Ms. Ann Mathew

GPHR, Director - Recruiting CERNER - India

Topic: 'HR - 4.0 - HR in the Fourth Industrial Data Analytics Revolution'

### Mr Naveen Yeri

Head of Enterprise Analytics and Data Science, WELLS FARGO

Topic: 'Unravelling the world of Data Analytics'

### Dr Baba Gnanakumar

Professor, School of Management

Topic: 'The Drones of Dabur'

## DAY 7

### Mr Ankush Gupta

Director, Data Science, NABLER

### Mr Manoj G.L & Ms Mrinalini Hanagodur

NABLER

Topics : 'Multi Touch Attribution, Market Basket Analysis, Data Management Issues and Challenges'



## DAY 8

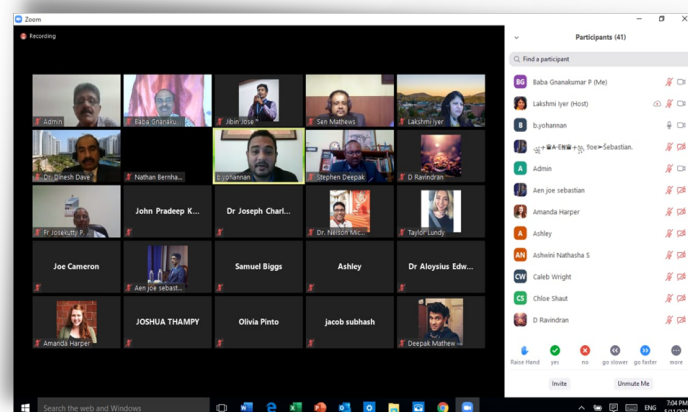
Participants were asked to view Recorded Lectures posted on the Learning Management System of Appalachian State University. There were Four Recorded Lectures:

Topic: International Business Environment and Strategies, India Perspective by Prof. Stephen Deepak School of Management.

Topic: 'Supply Chain' - An Indian Perspective by Dr Joseph Charles School of Management

Topic: Seven Habits of highly effective young managers by Dr Justin Nelson Michael, Director, Centre for Research, KJC

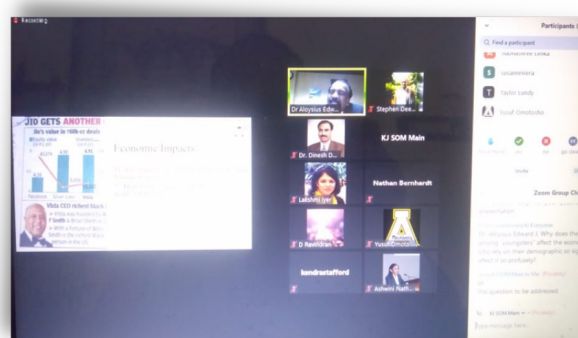
Topic: Career and Campus Hiring in India by Prof. Sen B Mathews Director - CECR, Kristu Jayanti College



## DAY 9

The Valedictory address was given by Dr Augustine George, Vice Principal, KJC and Best wishes and Concluding messages were given by all the heads.

Officials from the Global outreach office from Appalachian State University were also present namely Mr. Mark Hagen Assistant Director of Education Abroad Office of International Education and Development, Ms. Meredith Pipes Global and Civic Engagement Specialist and Dr. Martin Mezmar Assoc. Dean, Global and Civic Engagement.



## INTERNATIONAL INDUSTRIAL VIST



On the 29th of July the students were taken to the Sunway Lagoon, one of the biggest amusement parks in East Asia. The team were able to spend their time there in leisure and relaxation. The students left for Singapore the next day and upon arrival were taken to New Water, a water purification plant which is at the heart of Singapore's quest for a sustainable way of life. The students were taken through the process of purification and the various technologies involved in the process.

The students were then taken around a short tour of Singapore where the group's guide explained as to how the country has thrived and developed in spite of having many limitations. Singapore is a land of small proportion and in order to accommodate a larger population underground facilities have been built which includes shopping malls, highways, establishments, etc. Singapore is also a culturally sensitive place where the majority of the population are Chinese, Indians and Arabs.

The students were taken to the Sentosa islands the next day where they were given the opportunity to visit the world's biggest aquarium. The students were truly mesmerized by the huge number of aquatic species living in different types of habitats in the aquarium. The team were also given the experience of the well renowned cable kart ride and the water show at Sentosa Islands. The next day were spent at the Universal Studios where the students were exposed to many forms of activities ranging from rock climbing to rides which involved Augmented reality. The students flew back to India the very next day bringing a fun filled learning experience to an end.

The School of Management organized its annual international exposure to Malaysia and to Singapore for a period of 6 days from 27th July to the 2nd of August 2019. A total of 21 students accompanied by Prof. Stephen Deepak, Faculty-School of Management visited the two countries for this knowledge enrichment programme.

The team from the School of Management left for Malaysia on the 27th of July from the Bengaluru International Airport. The morning of the 28th of July was spent in exploring the various heritage and cultural sites of Malaysia. The students were taken to the Kings palace where the political and the monarch system of Malaysia were explained to them. The students also visited national heritage and religious sites which are the heart of Malaysia's culture. In the noon, the students had the privilege of visiting the twin towers, which is located in the central hub of Kuala Lumpur. The towers were mostly operated through artificial intelligence and the students were able to experience this augmented reality first hand.





# NATIONAL INDUSTRIAL VISIT

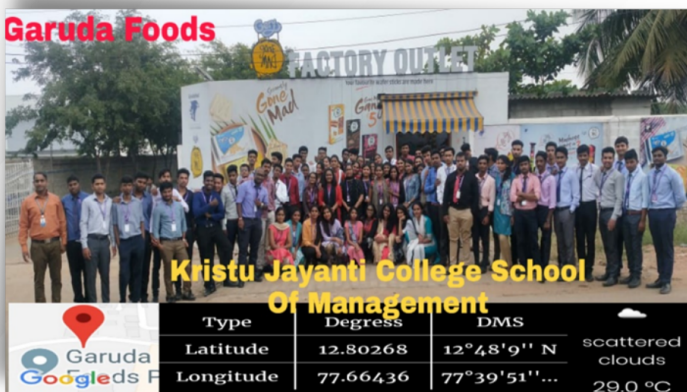
## GARUDA POLYFLEX FOODS PVT

Dates : 3-09-2019, 18-10-2019, 7-11-2019

Name and details of external agencies involved : Mr. Shrinidhi Thulapule, Sr.Manager - Human Resources, Garuda Foods P Ltd

Venue : Garuda Polyflex Foods Pvt, Bommasandra, Bangalore

Classes attended & number of students : 1st year MBA (A-C)



## RESIL CHEMICALS P LTD

Date : 10-02-2020

Name and details of external agencies involved : Shashikanth P R - HR & Admin, Resil Chemicals Private Limited

Venue : Resil Chemicals P Ltd in Bengaluru

Classes attended & number of students : 1st year MBA - 93 students



## TAEGUTEC INDIA

Date : 11-02-2020

Name and details of external agencies involved : Dr. N. Ramesh, Head - Quality Assurance & EHS, TaeguTec India Ltd

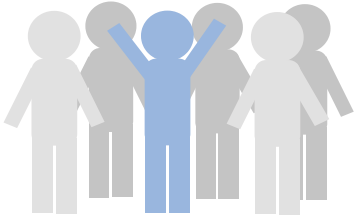
Venue : TaeguTec India, Bommasandra, Bengaluru

Classes attended & number of students : 1st year MBA C- 76 students





# OUTBOUND LEADERSHIP TRAINING PROGRAM



Kristu Jayanti School of Management organised a one-day leadership outbound training programme for 1st Year MBA students on 20th August 2019. The training session was conducted by team Activ8 at Mar Thoma Centre, Bangalore. Outbound training comprises of an informal surrounding, bounded by nature and silence, when individuals turn more natural and thoughtful, leading to a comprehensive and effective learning process. Students were divided into groups and various tasks were given to them like: Rope climbing, zip-line, blind fold, human web, pipeline and key punch.



Kristu Jayanti School of Management organized a one-day leadership outbound training programme for first year MBA students. The training programme was conducted by the team Activ8 at Marthoma Centre, Bangalore. The main motive of this training was to make students work as a team and to overcome their fears and to build confidence. The surroundings of the programme gave a natural feel which helped them to stay energetic.

The trainer/instructor instructed the groups about the task to be completed but did not tell the ways to achieve those goals or to complete the task. The training programme helped in developing leadership skills, teamwork and communication skills.

The students were divided into two groups and further the two into four groups and were given activities such as rope climbing, zip-line, blind fold, human web, pipeline and key punch. Rope climbing and zip-line were the most important activities as it boosted confidence and also helped the students to overcome their fear and face those challenges. The activity named 'Blind Fold' showed the trust one must have in their teammate. The 'Human Web' taught students to show their creativity and the time management to complete a work. The 'Key Punch' taught how to use common sense and to concentrate on your work and achieve it as quickly as possible.

Refreshments were served for students from time to time. Overall the performance was a good success and a wonderful learning experience.



The trainer instructed the groups about the tasks to be completed, but did not tell the ways to complete the tasks. The participants were required to discuss and make strategies to complete those tasks. The training focussed on developing leadership skills like communication, planning and teamwork. Each activity taught some or the other lesson to the participants. Rope climbing and zip-line boosted confidence in each participant to face any situation. 'Blind Fold' taught to trust the teammate and to communicate properly in any circumstances. The 'Human Web' taught to be strong and creative. 'Pipeline' focussed on increasing concentration while doing a task whereas 'Key Punch' focussed on creative thinking and problem solving in order to physically touch all 30 numbered keys in proper sequence as quickly as they can.

## TALENTO 2019

Kristu Jayanti School of Management organized the Intra Collegiate Fest TALENTO 2K19 for the I Year MBA students on the 30th and 31st August 2019. The main objective of Talento is to identify the hidden talents in the budding managers by propelling them out of their comfort zones. Kristu Jayanti School of Management organizes Talento for every new batch of MBA student every year. The Theme chosen for this year was Kairos 48. Kairos in Greek language means 'the right critical or opportune moment', and the participating students in the fest were put to test on tasks which they had to complete in 48 hours. The Fest comprised of 8 events in the areas of Finance, Marketing, Human Resources, Operations system and CSR, Business Quiz, Best Management Team, Best Entrepreneur and Best CEO.

Talento2K19 was inaugurated by Shri. Vijay Kumar, Founder & CEO at in Sales.in with the august presence of Rev. Fr. Augustine George, Vice Principal, Kristu Jayanti College, Dr. M K Baby, Head, School of Management and Prof. Stephen Deepak, Faculty coordinator, Talento2K19. Prof. Stephen Deepak gave a prelude to Talento2K19. In his inaugural address Shri. Vijay Kumar encouraged to students to give their full efforts in their journey towards excellence and stressed that mistakes doesn't mean failures.

To acknowledge and appreciate the winners and participants, we had with us, Shri. Kiran Kumar K, Vice President, Wells Fargo as the chief guest in the valedictory ceremony of Talento2K19. Talento2K19 is the stage from where these butterflies begin yet another journey in search of excellence in their pursuit of life. The Chief Guest for the valedictory ceremony Mr. Kiran Kumar K, Vice President, Corporate Risk, Wells Fargo congratulated and felicitated the winners with trophies and certificates.

The runners up trophy was presented to team SYNKENTRONO and the overall trophy was lifted by team EPIMONI. Talento2K19 was envisioned almost 45 days earlier by the six-member core team under the stewardship of Prof. Stephen Deepak. Kairos 48 was the theme of Talento2K19 where the first year MBA students were allotted 48 hours to prove their mettle.

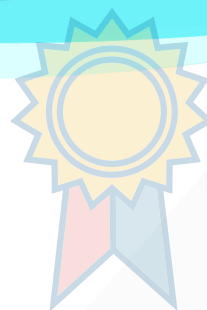
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Talento for section 'C' students was inaugurated by our esteemed chief guest, MR. Shankar Iyer, Marketing, Sales, Management consultant and founder president Vidhura 3C Management. MR. Shankar Iyer in his inaugural address encouraged the students by pointing out the possibilities, opportunities, creativity and the colorfulness of the youth and grabbing the chance to express ourselves in the best spirit of friendly competitiveness. All the faculties appreciate the winners and advised students to practice it daily to achieve their goal. Talento wouldn't have been possible with the extreme effort of all the faculties, 2nd year MBA students, creativity team, tech team and undoubtedly the active participation of 1st year MBA student.



# SYNECTICS



Synectics is a flagship event of School of Management wherein various business schools from across the country participate to compete and prove their potential and professional acumen. The Synectics was conducted on 4th and 5th of October 2019. The theme was E Pluribus Unum which means "Out of Many One". It was a combination of nine events which were named after spectacular inventions of early civilization.

- ❖ Artemis- Best CEO
- ❖ Dionisis- Best Entrepreneur
- ❖ Vae Victis - Finance
- ❖ Cuneiform- Human Resource
- ❖ Chasqui- Marketing
- ❖ Linus- Business Quiz
- ❖ Carati- Operation
- ❖ Astron - Analytics
- ❖ IMHOtep- Best Management Team

The faculty members and the core team members came up with the idea to conduct the first ever paperless fest. Right from participant's registration, briefing and details of each round and judging each round all were executed by google documents and google forms. The lunch coupons were also provided through QR codes.

Synectics 2K19 was inaugurated by the chief guest- Shri Abraham Moses, General Manager, Mindtree Foundation and Guest of honor- Shri Joseph Robert, Senior Technical Project Manager, Mindtree in the presence of Rev. Fr. Josekutty P.D., Principal, Dr. Aloysius Edward, Dean, Faculty of Commerce and Management, Dr. M K Baby, Head School of Management, Dr. P.C. Gita, faculty coordinator and the student coordinators. The prelude to Synectics 2K19 was given by Dr. P. C. Gita by explaining how the theme and the ancient civilization has a close connection with various events. Mr. Abraham Moses in his inaugural address encouraged the students to give their full effort in their journey of life and emphasized to grab and act on each and every opportunity that comes in the way. Shri. Joseph Robert in his talk embraced the important skills which are essential to succeed in modern business and corporate life.

A total of 261 participants representing 31 business colleges from 6 states participated in this inter-collegiate fest. They competed in 81 rounds across 9 events for a span of 27 hours. There were 63 judges from industry and academia including 21 judges from Alumni members of school of management, judged the various rounds of Synectics 2K19.

Synectics 2K19 came to an end by the Valediction function which was embraced by the presence of Shri. B R Indushekar, Vice- President and G M, Operations of Volvo construction group to acknowledge and appreciate the winners and advised students to practice it daily to achieve their goal.

The overall trophy was lifted by XIME, Bangalore students for Synectics 2019.

The paperless fest came to an end with 760 hours of untiring effort of 294 Jayantians, by giving them a pride of creating history of saving 2 trees of 15 years of age with 8-inch diameter and 24-34 feet height each. It also added value to the lives of budding managers, entrepreneurs and nation builders.



# VENTURA



Ventura is an Inter collegiate business plan competition organized by Kristu Jayanti school of management every year to provide an opportunity for the III Trimester MBA students to identify potential Business Ideas, test these ideas for Feasibility and present a business plan through a competition. The competition spanned over a period of one month from 25th June to 17th August.

21 teams with 6 - 7 members took part in the business plan competition. The competition was conducted in 3 phases, the 1st phase had 21 teams, the 2nd phase had 15 teams who were further shortlisted to 7 teams in the last phase.

The final phase was judged by the expert jury consisting Shri. Girish Batra - Co- founder of Jump start business consulting and Shri. Thaneshwar Singh Founder of Ientra business solutions. The teams were given names of the next fortune 500 companies to motivate them and draw inspiration in making their dream become a reality.

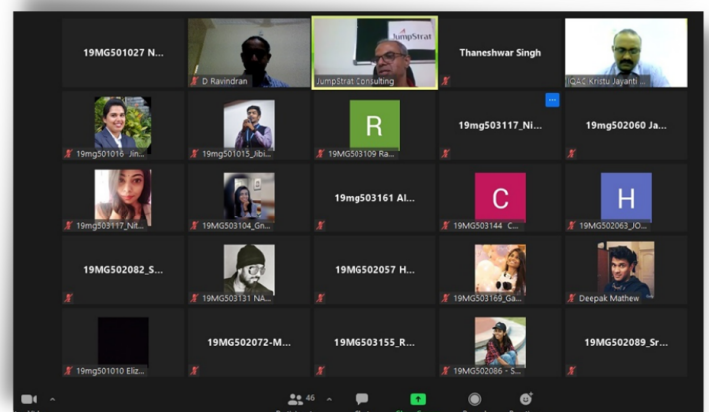
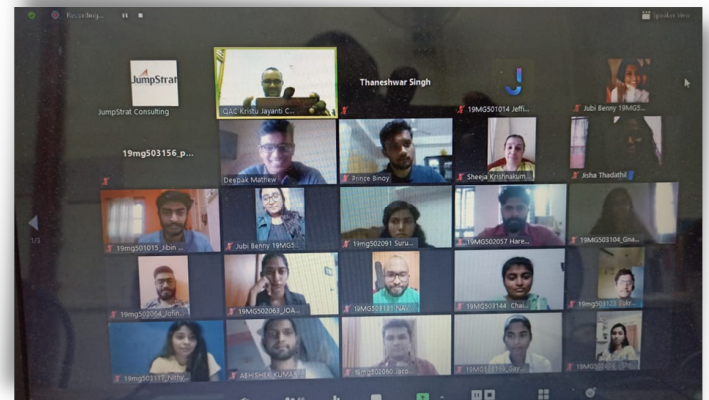
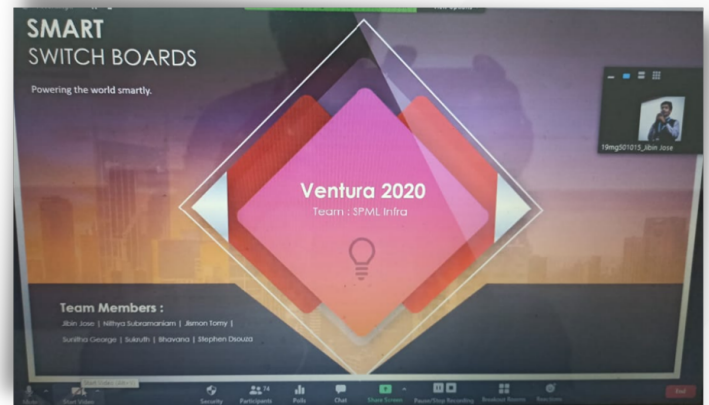
The names of the teams were:

1. RADICO KHAITAN
2. MAN INDUSTRIES
3. INEOS STYROLUTION
4. SUBROS
5. AJANTA PHARMA
6. SCHWING STETTER INDIA
7. VRL LOGISTICS
8. STEEL STRIPS WHEELS
9. RATTANINDIA POWER
10. GABRIEL INDIA
11. DISHMAN CARBOGEN AMICS
12. SPML INFRA
13. GREAVES COTTON
14. KIOCL
15. YAZAKI INDIA
16. TAKE SOLUTIONS
17. DIMENTION DATA INDIA
18. GMDC
19. AKUMS DRUGS&PHARMACEUTICALS
20. H.G. INFRA ENGINEERING
21. IREDA

Out of the 7 Finalists, the business ideas presented by 4 teams won the hearts of the panelists. The teams were required to give a detailed plan on different functional areas and present their plan for implementation.

The WINNER OF VENTURA 2020 were TEAM SCHWING STETTER. The 1st runner up was TEAM GMDC as and TEAMS SPML INFRA and AJANTA PHARMA jointly shared the 2nd RUNNER UP title.

All the Teams were appreciated for their perseverance and efforts to provide solutions to various business problems. The competition was a time for all the teams to trigger their inner entrepreneurial drive. By these competitive initiatives the school of management continues to provide Holistic development and helps unleash the potential of each and every student.





# RURAL EXPOSURE PROGRAMME

## GRAMASAMVEDITHA 2019

Kristu Jayanti School of Management organised a rural exposure program for the 1st year MBA students on the 14th and 15th August'19, at Kannamangala village. The students were guided by Prof. Stephen Deepak, Prof. John Pradeep Kumar, Dr. Sheeja Krishnakumar and Prof. Sen B. Mathew. Different committees were formed and are as follows:

- Facility Management Committee
- Technical committee
- Teaching Committee
- Recreation Committee
- Sports Committee
- Prize Distribution committee
- Cooking Committee

### DAY 1

The sports committee conducted several games for the students of Kristu Jayanti CMI School as well as for the students of a government school nearby. The teaching committee taught various action songs and interacted with the students. Meanwhile, other committee members were involved in various activities like planting saplings, helping cooking team or preparing for the Independence Day celebration.

### DAY 2

All the committees were divided into two groups for the Independence Day celebration in both the schools simultaneously. In government school, the freedom of our nation was celebrated with great enthusiasm in a traditional way by the students of the government school along with several performances by the 1st year MBA students followed by prize distribution ceremony for the winners of the sports event held the previous day. In Kristu Jayanti CMI School, both junior Jayantians and senior Jayantians celebrated the day with great patriotism by narrating the life of soldiers, martyrs, and freedom fighters through skit and dance performances. Thereafter prizes were distributed to winners of sports events and the programme was concluded by giving sweets to all the students, teachers and parents.



## GRAMASAMVEDITHA 2020

School of Management, Kristu Jayanti organized a rural exposure programme for the first year MBA students of batch 2019 - 21 from 18th and 19th of January 2020, at Kannamangala village. The two-day rural exposure was packed with loads of activities that were well planned and executed by a team of faculty and the students.

### DAY 1

On reaching the village, the students split into different teams as planned. One team went to the School and conducted various games and activities for the children. Another team performed various street plays on various themes such as Poverty eradication, Saving Water and Basic Amenities (Health and Hygiene) which are part of the flagship program of Ministry of Human Resource Development, Govt. of India, 'Unnat Bharat Abhiyan'.



### DAY 2

The students conducted various awareness programmes by visiting the houses door to door. They also stretched out to the nearby villages and created awareness on water conservation, rainwater harvesting, reduced use of pesticides etc. Through those interactions students also gained lot of insights about the challenges and opportunities in the rural India. The two-day activity also included different teams of students that performed food preparation and inventory management, sports committee, event management committee etc. Gramasamveditha apart from sensitizing the students on the rural India, it also created a bond among the management students and resulted in memorable moments in their life.





# SOCIAL OUTREACH PROGRAMME

## Section : Ist year MBA A (45 students)

Date : 2.10.2020

Place visited: Home of Faith,Bengaluru

Objective: To create healthy social awareness, deliberations on Mahatma Gandhi's thoughts and skills with bright young minds.



## Section : IInd year MBA C (78 students)

Date : 2.10.2020

Place visited: GuanellaPreethiNivas Old Age Home,Bengaluru

Objectives: To create healthy social awareness, deliberations on Mahatma Gandhi's thoughts and skills with bright young minds.



## Section : IInd year MBA A (56 students)

Date : 2.10.2020

Place visited: Alamba Charitable

Objective: To provide a platform where management students could interact with differently abled people.



## Section : IInd year MBA A (56 students)

Date : 14.11.2019

Place visited: Planet Home, Geddalahalli, Kothanur, Bengaluru

Objective: Making Students Socially Responsible by Visiting the Planet Home.

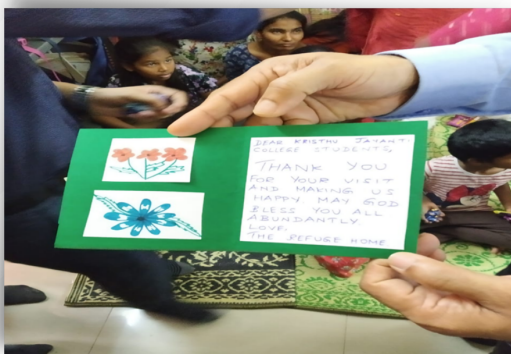


## Section : IInd year MBA B (56 students)

Date: 02-10-2019

Place visited: The Refuge Home, Bangalore.

Objectives: To create healthy social awareness, deliberations on Mahatma Gandhi's thoughts and skills with bright young minds.



## Section : Ist year MBA (38 students)

Date: 14-11-2019

Place visited: The Refuge Foundation, Bengaluru

Objectives: To create healthy social awareness, deliberations on Mahatma Gandhi's thoughts and skills with bright young minds.



# EK BHARAT SHRESTHA BHARAT



## DEVELOPING HARMONY

School of Management, Kristu Jayanti College, inaugurated Ek Bharat Shrestha Bharat (EBSB) club on 20th November 2019, 11am in the mini auditorium, 5th floor PG block of our campus. This initiative is to achieve the objective of Ek Bharat Shrestha Bharat. The aim of this club is to make the students at our institute to understand about EBSB and the paired state, Uttarakhand. The program was inaugurated by Rev. Fr. Emmanuel P J, Director Kristu Jayanti College of Law, Director Jayantian Extension Services and Jayantian Alumni Association, Kristu Jayanti College. The nodal officer, Dr Joseph Charles Tamilmaran and Dr. Sheeja Krishnakumar, Faculty, School of Management chaired the session.



In the prelude importance of mutual interaction & reciprocity between people of different states and developing a common spirit of understanding was narrated. A brief history and culture of Uttarakhand was also explained. The EBSB club was formally inaugurated by lighting the lamp Rev. Fr. Emmanuel P J. Rev. Fr. Emmanuel delivered the presidential address. In his address he explained the importance of establishing cultural exchanges between people of different regions for strengthening the feeling of unity towards nation-building. Fr. Emmanuel also encouraged the students to make Kristu Jayanti EBSB club the best in Karnataka, the best in South India and the best in the entire country.

The formal event was followed by a documentary and quiz on Uttarakhand. The narration of the documentary was done lively by first semester MBA students. The documentary film covered the culture, art forms, cuisines, geographical, political and historical importance of Uttarakhand. Four rounds of quiz were conducted on Uttarakhand state. There was a healthy competition and learning among the students. Students learnt about the objectives and the need of EBSB and also about the state of Uttarakhand. The program culminated with vote of thanks and National Anthem.

## LET US LEARN HINDI

As part of the Kristu Jayanti EBSB Club activities, the most prominently spoken language in our paired state Uttarakhand, the Hindi which is one of the official languages of our India was taught by the Hindi speaking students of the first year MBA programme on June 27, 2020 through the online platforms. The uniqueness of this club activity is that all the activities were conducted virtually.

The Hindi speaking students of the first year MBA batch students divided into three teams. Team 1 started the session with the basic fundamentals of Hindi by focusing on grammatical gender, plural and singular verb usage that is how to identify a masculine verb or feminine verb and also how to use singular and plural verb while framing sentences in Hindi. They also taught about the words used for gratitude, days and members of family. And at last they took a session on basic self-introduction in Hindi.

Team-2 took a session on conversation at a railway station scenario from booking a ticket to travelling. It was quite interesting and was very lively. They took the session in the form an audio-based skit. They first enacted a conversation between a passenger and ticket booking staff and then they enacted some common conversation that we come across while in railway station from newspaper seller to small shop outlet, conversation with TTE to the announcements that we hear in the station.

Team-3 took a session on how to initiate a talk in coffee shop and restaurant. They took the session through a pre-prepared audio visual, where they showed a common scenario that occurs in restaurant from a conversation to waiter to conversation between the common people. They also taught some of the common terms used in Hindi and some common phrases. Students also interacted with the teams and learnt spoken Hindi. The session was concluded by Dr. M. K. Baby, Head, School of Management who appreciated all the team members for the excellent planning and execution of the activities of the club. Sir expressed his gratitude to the faculty coordinators and to all the students for brilliantly executing their creativity through different activities.



## WORKSHOP - 1

### CAREER WORKSHOP



Kristu Jayanti School of Management organized a Career workshop to the first year MBA students on June 15, 2019. The main objective of the workshop was to expose the students to the various opportunities in the major functional areas of business such Finance, Marketing and Human Resources Management and also on the other business functions. The School offers specialization in International Finance, Financial Management, Marketing Management, Human Resources Management, Business Intelligence and Analytics and General Management.

The workshop was graced by four eminent personalities from the industry and the academia namely Mr.Jnanesh Kumar, Director- Employee Success, India, Salesforce.com; Ms.Lalitha P, Tax Associate, Grand Thornton Shared Service and Mr. VinodGowda, Area Sales In-charge, Pepsico International and Dr. Om Kumar Prakash, Professor, IIM Kozhikode.



## WORKSHOP - 2

### PERSONAL HYGIENE



A fruitful session was conducted by Dr. Sheeja Krishnakumar on Personal Hygiene on 3rd August 2019 for the 1st year MBA students. She spoke about what is personal hygiene, how important it is to take care of oneself and what will be the consequence if one doesn't do so. Maintaining personal hygiene is essential for sustaining a good life. Maintaining a good standard of hygiene helps keep free from infections, illnesses and bad odors at bay. Good personal hygiene not only enhances your overall appearance but also prevents diseases, infections, and unpleasant odors. She also mentioned about bad eating habits and how important it is to eat healthy and to stay healthy. It helps to increase immunity. It helps to keep diseases at bay.



## WORKSHOP - 3

### CORPORATE ETIQUETTE



Kristu Jayanti School of Management organized a session on Corporate Etiquette on July 22, 2019. Corporate Etiquette is a very informative session for the second year MBA students as they prepare themselves to become Corporate Managers. Prof. Sen B Mathews, Director, CECR, Kristu Jayanti College was the resource person. Prof.Sen B Mathews took over the session elaborating his views and experience on common etiquette to be followed in the corporate world.

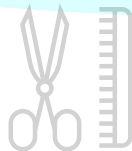
Prof. Sen B Mathews mainly focused on seven habits of Etiquette. He touched on "Need" and creating "Everlasting First Impression" in the field of Business & Management. He presented a case study relevant to the Behaviour and Attitude of the budding managers. He gave detailed information on Common Etiquette to be adhered. He also spoke about the social, corporate, telephonic, meeting, eating, bathroom, business etiquette and slightly touched on Wedding Etiquette as well. Prof. Mathews also gave a brief session on guidelines of men and women dressing code to be expected at corporate work place and in interview. He prepared the students for the interview by connecting corporate exposure and college exposure. He concluded his presentation by emphasizing on being Proactive and Disciplined person awaiting for future enlighten.





## WORKSHOP - 4

### GROOMING



School of Management, Kristu Jayanti College organized a workshop on grooming organized by Gillette for 2nd year MBA students on 23rd July 2019. The key note speaker was Mr. Azeem, Sales Manager, Gillette. The session enriched the students with the importance of grooming in the corporate world.

He mainly spoke about the A.B.C principles of grooming in which 'A' stands for appearance, 'B' stands for body language and 'C' stands for communication. He also spoke about how you have to carry yourself and create an impression that will help us to connect with the corporate world. He also said that a person is judged in the first 7 seconds according to the way a person carry themselves In front of the panel. Mr. Azeem also then enlightened the students with the do's and don'ts of grooming with apt examples. He spoke about the A.B.C principles in detail and rekindled us with the importance of all the three aspects of grooming. All the students were given participation certificate and Gillette kit for attending the one day workshop on grooming.



## WORKSHOP - 5

### INTERNSHIP AND PROJECT



School of Management, Kristu Jayanti College organized a workshop on Internship and Project for the second year MBA students of batch 2018-20 on August 06, 2019. Dr. Justin Nelson Michael, Director, Centre for Research, Kristu Jayanti College was the resource person. Students were briefed about the internship and about the schedule that is to be followed during the Internship. Various guidelines in terms of identifying a company, seeking internship etc were also explained. Dr. Nelson took a brief session on the project report. The Project Report consists of various sections and each section has different marks. Every week students are expected to report to their guide. The major contents are divided into five chapters: Introduction, Review of Literature & Research Design, Organisational Study, Results, Analysis & Discussions, Summary of Findings, Conclusions and Recommendations.



## WORKSHOP - 6

### RESEARCH PAPER WRITING



School of Management, Kristu Jayanti College organized a workshop on Research Paper Writing for the second year MBA students of batch 2018-20 on August 07, 2019. The II-year students of the School of Management should do a research and present the paper in a national or international Conference. Dr. Baba Gnanakumar P, Faculty, School of Management was the resource person for the workshop. Dr. Baba Gnanakumar briefed the students about research and its types. He also gave a structure of an ideal research paper. Dr. Baba also shared various tips to identify a problem statement and choose the objectives and scope of their research work. He also shared various resources from where the students can do their literature review and study. The various sections of a research paper was explained to the students with examples.



## WORKSHOP - 7

### VIRTUAL CAREER WORKSHOP

School of Management, Kristu Jayanti organized a Virtual Career Workshop on April 28th, 2020 for the first-year MBA students. Prof. Sen B Mathew Director - Center for Employability and Corporate Relations (CECR) Associate Professor welcomed and introduced the Guests. Shri Kiran Kumar, Vice President Risk Analytics in a leading American bank Bangalore spoke about the career opportunities in Analytics and how analytics is used in Companies and spoke about the opportunities that the students get from learning Analytics. He also shared few case studies to explain the application of analytics to solve business problems.

Smt. Srividya, CEO and Founder of Ensconce, Bangalore and Secretary of MSME World, Bangalore the resource person from marketing explained the students the importance of marketing and the fun in marketing. She also highlighted the role of women employees in sales and marketing. She also encouraged the students to develop their skills in marketing field. She also gave various tips to the students to prepare themselves to face the corporate world with necessary skills and technique.

Shri. Jnanesh Kumar, Director - Employee Success Salesforce, Bangalore who focused on the career opportunities in HR. His interaction started by giving his own experience and his journey in becoming a Director of Employee Success at Salesforce. He mentioned that a Human Resource department is an essential component of any firm and it focuses on maximizing employee's productivity and protecting the company from any issues that may arise from the work force. Their responsibilities include compensation and benefits, recruitment, firing and keeping up to date with any information that may affects the company and its employees. He stressed that, if a person is passionate of being an HR professional, he should work on it rather than fitting himself into circumstances he is not comfortable with. He concluded his interaction by mentioning various career opportunities in HR and HR with a dual combination with other elective streams.

Shri. Rizwan UI Junaid, AVP - Investments Northern Trust Asset Management Bangalore focused on the career opportunities in the field of finance. Finance affects almost all the aspects of a firms' operations. He shared his experiences and explained various advantages and the scope in the field of finance.

Overall, the program went on well and it was a new experience to the faculty, students and guests to organize the first virtual program with the support of the technology. The session concluded with Q & A interaction between students and the resource persons which brought more clarity among students in various fields like Finance, Marketing, Analytics and HR, and the students asked various questions regarding specialization to progress their career. The vote of thanks was given by Dr Aloysius Edward, Dean, Faculty of Commerce and Management.

**Kristu Jayanti College**  
AUTONOMOUS Bengaluru  
Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore North University

**School of Management**  
**Virtual Career Workshop**

**Smt. Srividya Puppala**  
CEO and Founder of Ensconce, Bangalore  
Secretary of MSME World, Bangalore  
**Career Opportunities in Marketing**

**Shri. Kiran Kumar K**  
Vice President - Risk Analytics  
A leading American Bank, Bangalore  
**Career Opportunities in Analytics**

**Shri. Jnanesh Kumar**  
Director - Employee Success  
Salesforce, Bangalore  
**Career Opportunities in HR**

**Shri. Rizwan UI Junaid**  
KJSOM Alumni MBA 2009-11  
AVP - Investments  
Northern Trust Asset Management  
Bangalore  
**Career Opportunities in Finance**

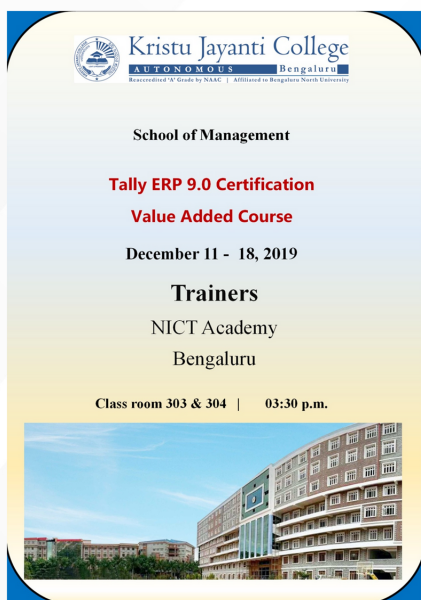
April 28, 2020 | 05:00 p.m. | Zoom Cloud Meeting

## VALUE ADDED COURSE - 1

### TALLY ERP 9.0

Kristu Jayanti School of Management organized certification programme on TALLY ERP9, for the first year MBA students. The course was designed to impart knowledge among students regarding concepts of Financial Accounting tally which is used for learning to maintain records. The course was useful for the management students in order to get placements in offices as well as companies in accounts department. The course started with understanding the importance of learning tally for the students, what is tally and the basics of tally. The concepts taught during the classes were introduction to the tally screen, button bar, calculator, work area and gateway of tally menu. The students were taught how to create a company, pass journal entries and ledger with the use of various accounting vouchers and invoices, TDS and GST calculation, multilingual operations, and processing for small and medium enterprises.

Tally is an accounting software that has made calculations simple, it has become an essential part of all business. Enterprises believe that Tally software saves a lot of time, provides accuracy and carries out efficient business transactions. Tally training is best job oriented training for the management students as they will be working in an organization and every organization whether being small or large uses the tally software for recording their day to day transactions of the business. Manual calculations are time consuming, which is why tally is being used across organizations and the chances of error are reduced to great extent because of tally. The certification programme ended with an assignment for students and an online objective type examination which was held on 18th DEC'2019 in the computer lab.



## VALUE ADDED COURSE - 2

### SIX SIGMA

The Six Sigma Certification program conducted by KPMG for the 1st year MBA students of Kristu Jayanti College was organised from 27th June 2019 to 30th June 2019. A total of 120 students applied for the course and cleared the pre-test for undergoing the course and 118 students went forward with the course.

The Classes were conducted by reputed professionals namely, Mr. Stephen, Executive, KPMG and Mr. Manish, Manager, KPMG. On the First day the classes were conducted for the entire batch solely by Mr. Stephen. Mr. Stephen gave a brief introduction about Six Sigma and about its relevance.

He emphasized that Six Sigma helps in increasing quality and decreasing the cost and thus improving customer satisfaction. He stressed about the accuracy of 99.99966 % that Six sigma provides for various projects and processes. Sir explained the major focus of six Sigma was to reduce variation, defects, cost, cycle time as well as delighting the customers and elaborated on the process of DMAIC that we will be learning about in detail in the coming days.



#### DAY 1

- "D" aspect of DMAIC, i.e., Define
- Voice of Customer (VOC), Critical to Quality Characteristics (CTQs) and Kano Model.
- "Project Charter" and "Process Mapping"

#### DAY 2

- "M" aspect of DMAIC, i.e., Measurement
- Minitab and discussed about types of data and data distribution
- Measurement system analysis and Gage R & R

#### DAY 3

- "A" aspect of "DMAIC", that is Analyse
- Fishbone diagram and 5 whys
- Principles of Lean theory and the control Impact Matrix along with Chi Square
- Regression and Correlation
- "Improve", the "I" aspect of "DMAIC"



#### DAY 4

- "Control" phase of "DMAIC"
- Theory of Inventive Problem Solving (TRIZ)
- Kaizen and its advantages
- Kanban
- Poka-Yoke model
- Examination for students with the help external invigilators who aided in the smooth conduction of the exam.



## VALUE ADDED COURSE - 4

### APTITUDE TRAINING

Aptitude training - one of the key elements in developing the logical reasoning skills among students, was conducted by School of Management in building the reasoning ability among the management students thereby paving a way to make better promoting and logical thinking abilities. The classes on acquainting these skills were held from 13th June to the 1st July 2019. Each Section (A, B & C) were allotted with two hours of aptitude training per day. The aptitude sessions were divided into two, namely Logical Thinking & Verbal Reasoning Ability.

The schedule was allotted in perfection, where the students were able to get hold of both the topics and excel in the same within the given period of time. Sessions on Logical Thinking Ability was taken by Mrs. Sangeetha - Bizotic Learning, for two hours per day, for the three sections. The various topics learnt include "Direction Sense Test, Data Arrangement, Syllogisms, Permutations, Data Interpretation, Probabilistic Variations, Coding and Decoding of Data, Time & Work Relationships, Placement of Combinations, Yield Percentage of Interests, Integration of Speed & Distance Data, Partnership Proportion & Ratios, Number Analogies & System Series, Variation in Profit & Loss, Proportion of Age Differences, Percentage Determination, symbolic Averages". To keep this continuous improvement on track, a weekly test was held during the weekend, which covered the topics taught during the whole week, with apt time and score limits

The students thus enrolled themselves of the same and attended the weekly tests as instructed on the given website. Similarly, sessions on "Verbal Reasoning Ability" were conducted by Mr.Puneeth - Bizotic Learning, for 4 hours per week for each section. The topics covered were, Change in Voice & Speech, Comprehension, Verbal Ability- Closet Test (I & II), Ordering of Phrases.

Thus a month of aptitude training has helped the management students to increase their logical thinking ability through the application of apt solutions and thus giving them the confidence to crack through the various aptitude tests, which serve as a preliminary to most of the interviews and placements.



## VALUE ADDED COURSE - 5

### TRAINING ON GROUP DISCUSSION

Training on Group Discussion is one of the skill development activity conducted by Kristu Jayanti School of Management to facilitate the MBA students to know the basics of Group Discussion and communication like 'How to talk' and 'what should and should not talk' according to the topic of the discussion. The students were encouraged to be self-aware about where they actually stand in each topic of discussion and their strengths and weakness.

They learnt that, they should focus more on the different elements of the particular topic in advance as well as grab the points of the other respondents and talk about it. The benefit they got from this was the confidence in facing interviews. The sessions made them realize that, they should be industry-ready and it is not easy as it seems to make it up in this competitive world.



# VALUE ADDED COURSE - 6

## LIFE SKILLS FOR MILLENNIALS EXECUTIVES

### MBA SECTION A & B

School of Management, Kristu Jayanti College along with the Centre for Life Skills Education of the College organized a Capacity Building Training on "Life Skills for Millennial Executives" for the first year MBA students of Batch 2019-2021 between July 25, 2019 and July 27, 2019. This training is the first programme of the School of Management, this academic year 2019-2021. Rev. Fr. Augustine George, Vice Principal, Dr Aloysius Edward, Dean, Dr Jonas Richard, Director, Centre for Life Skills Education (CLSE), Dr M. K Baby, Head, School of Management inaugurated the training and Prof. John Pradeep Kumar, Faculty, School of Management. The faculty, who are certified trainers in Life Skills, were actively involved over the three days to train the Millennial budding executives.



Life skills curriculum of the School of Management is based primarily on Professional Skills, Communication Skills, Interpersonal Skills and Ethics & Values. The training was split into ten sessions comprising of 10 core life skills namely Self-awareness, Creative thinking, Critical thinking, Problem Solving, Decision Making, Communication, Interpersonal skills, Empathy, Coping with emotions and Coping with stress.

Creative thinking is an effective resource that resides in all the individuals the session has given us immense development in thinking out of the box the learning has guaranteed a better solution for future challenges. As a student it is always important to convert daily faced problems into positive Vibes which result in in experience and a fruitful learning and particularly problems solving skills have felicitated my point of view to convert my problems into positive outputs.

The ultimate goal is a balanced life, with time for work, relationships, relaxation, and fun and the resilience to hold up under pressure and meet challenges head on.

Empathy is the skill of reflecting back to another person the emotions he/she is expressing so that he /she feels heard and understood. Communication skills involve listening, speaking, observing and empathizing.

It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and the digital communications. Finally Certificates were issued to all the students who completed the training successfully.

### MBA SECTION C

The School of Management conducted the Capacity Building Training on "Life Skills For Millennial Executives" from 30th September 2019 to 3rd October 2019. The workshop was inaugurated on 30th at 9:00 am.

Self-awareness session was conducted by Prof Sen B Mathews at 2:45 pm, In the session we learned that Self-awareness is all about knowing your emotions, character, feelings, motives, desires, personal strengths and weaknesses.

Empathy session was conducted by Dr, Joseph Charles, from this session we learned that Empathy is the capacity to understand or feel what another person is experiencing from within their frame of reference.

Effective communication session was conducted by Dr. Sheeja Krishna kumar, Many jobs require strong communication skills. Prof. Stephen Deepak took a session on problem-solving and he explained in detail how can we solve a particular problem in different ways and it is the process of working through details of a problem to reach a solution.

Critical Thinking session was conducted by Dr. Gita P.C. Coping with Emotions session was conducted by Dr. Joseph Charles, from the session we learned that Emotions are feelings.

Life Skill training certificates on the successful completion of the life skill course by Dean and HOD of School of management.





# STUDENT ACHIEVEMENTS

## ARTHAYUDH 2019

Conducted By: Department of Management Studies, Christ (Deemed to be University)



### OVERALL CHAMPIONSHIP

#### BUSINESS QUIZ - 1st PRIZE



Rijo George



Cynthia Eunice

#### ENTREPRENEURSHIP - 2nd Prize



Jibin Jose



Sneha Mary

#### FINANCE - 2nd Prize



Pranit Kumar



Deepak Mathew

#### OPERATIONS - 2nd Prize



Anish Mahesh



Melvin James

#### MARETING - 2nd Prize



Namitha Varghese



Sherin Abraham

## **INSIGNIA-2019** Conducted By: St Aloysius College (autonomous)

### **OVERALL CHAMPIONSHIP**

#### **AUTOMOBILE - 1st PRIZE**



Joshua George



Hareesh P

#### **ADVERTISEMENT - 1st Prize**

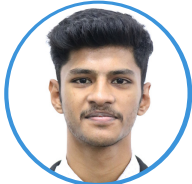


Ujjaini V.H



Nandeesh Reddy

#### **FINANCE - 2nd Prize**



Pranit Kumar



Deepak Mathew

#### **MINING - 2nd Prize**



Jefin Sebastian



Haris Khan

## **MAGNOVITE RENAISSANCE** Conducted By: Christ (deemed to be university)

### **OVERALL CHAMPIONSHIP**

#### **HUMAN RESOURCE - 1st PRIZE**



Joel A



Keerthish S



Nancy A

#### **CSR - 1st PRIZE**



Aishwarya B



Donald James

#### **MARKETING - 2nd PRIZE**



Gokul D

#### **BEST MANAGEMENT TEAM - 2nd Prize**



Godwin Paul



Benjamin Lazar



Demetrius Jacob

#### **OPERATIONS - 2nd Prize**



Anish



Melwin James

#### **BEST MANAGER 1st Prize**



Abdul Hannan Ahmed



## FACULTY ACHIEVEMENTS



**DR. ALOYSIUS EDWARD**



- Principal Excellence Award 2020 - HEF- Gujarat
- Elected as an Office Bearer in ACBSP Region 10

- Most Dedicated TPO Award
- Golden AIM awards for Excellence & Leadership in Education
- Dynergic Business Solutions



**PROF. SEN B MATHEWS**



**DR. RAVINDRAN D**



- Award of Excellence 2018- Empowering Youth to CreatePositive Change by JCI India
- Special recognition for contributing to Henry Giessenbier Fellow foundation -JCI India
- Award for Excellence in the Field of Marketing, HREA Education Award 2020, Vadodara
- Outstanding Mentor Award -CAPE RESEARCH FORUM

- Academic Excellence Award by American College, Dubai



**DR.BABA GNANAKUMAR**

## INTERSHIPS FOR THE BATCH 18-20

School of Management, Kristu Jayanti College has included internships as an add-on curriculum for its MBA students during their 4th semester. The School of Management believes that the internship programs are an experiential learning opportunity that offers an invaluable chance for the students to network and build crucial professional connections before they graduate. The 2018-2020 batch of MBA students had to do their internships from October 2019 to November 2019 (4th semester) where they did an organizational study to understand the corporate environment culture and etiquette.

Along with this organizational study, they will also do a live project working on a current problem which includes data analysis and data interpretation and coming up with solutions or suggestions for the same. The following are the companies where the MBA students had interned at during their 4th semester for a period of 8 weeks (2 months).

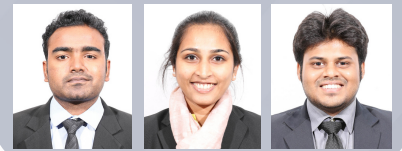




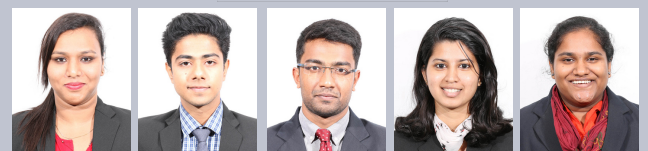
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### Grant Thornton





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