



Kristu Jayanti College

AUTONOMOUS

Bengaluru

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

SPOTLIGHT

TOIL AND SUCCESS

NEWSLETTER BY:

BACHELORS OF BUSINESS ADMINISTRATION

VOL 3 , ISSUE 5

AT THE PRINCIPAL'S DESK:

"An investment in knowledge always pays the best interest" - Benjamin Franklin



Kristu Jayanti College affiliated with Bengaluru North University and reaccredited with a grade 'A++' in 2021 by NAAC in the third cycle of accreditation, is also crowned as the Best Emerging College of the century at the National Level.

The institution strives to aspire youth to excel in life by developing academic excellence, fostering values, creating civic responsibility, inculcating environmental concern, and building global competencies in a dynamic environment. We welcome all aspiring young minds to join this enthusiastic family of Jayantians in pursuing knowledge to serve the world at large.

The Department of Management (BBA), established in the year 2001, aims to impart holistic education to the students and equip them with the knowledge, skill, and attitude required in the corporate world. The department provides a strong foundation in myriad business aspects such as Accounting, Finance, Human Resources, Marketing, Business Research, and Management.

The newsletter 'Spotlight' brought out by the Department of Management, is to keep the world cognizant of the Department's success and efforts. Each issue of 'Spotlight' will showcase the innate talents of the students and motivate the successive batches to carve a niche in the society.

My message to our Jayantians is to continue to strive to pursue knowledge with vigor and enthusiasm.

**Fr. Dr. Augustine George,
CMI Principal**

AT THE HOD'S DESK:



Greetings from the Department of Management, Kristu Jayanti College, Autonomous. We are glad to release the new edition of newsletter "Spotlight" for the academic year 2022-23. At this culmination of another fruitful academic year, it is my pleasure to make my remarks about the newsletter. The newsletter features various activities conducted during the academic year which aimed at developing the key managerial skills, communication skills, problem solving skills and entrepreneurial skills. The current edition of newsletter highlights the major activities and achievements of the department.

Some major programs to note include Faculty enhancement programme on new plugins in LMS, RETRACE – Meet Your Alumni ", and "Prodigy-2023" inter-collegiate management organised in the month of March, 2023. Apart from these programs we have also organised skill-based activities, business plan presentation, workshop, intra-collegiate fest, HR Conclave and business quiz. The major activities were given due importance in the newsletter to share information with all the stakeholders.

The newsletter also proclaims the skill oriented activities like guest lectures, meet your alumni, club activities, industrial visits, and achievements of the students, value addition programs, international guest lectures and other minor activities of the department. We are happy to share that our department has made notable growth in terms of academic performance and research activities. Faculty members of the department have actively involved in research activities and published research articles in reputed journals proposals were made for minor projects.

We acknowledge the good work done by every member of the department and we sincerely thank our Principal, Vice Principal, Management Team and Dean for their continuous support and guidance to release this edition of newsletter.

I would like to appreciate editorial board lead by Prof. Rupashree R and her team for fabulous work done to launch this informative newsletter in time.

EDITORIAL TEAM

It gives us great pleasure to bring you the fourth issue of "SPOTLIGHT - Toll and Success", departmental magazine of the Department of Management, Kristu Jayanti College.

The name and fame of an institute depends on the calibre and achievements of the students and teachers. The role of a teacher is to be a facilitator in nurturing the skills and talents of students. This magazine is a platform to exhibit the literary skills and innovative ideas of teachers and students. Spotlight presents the achievements of students and contributions of teachers.

We would like to place on record our gratitude and heartfelt thanks to all those who have contributed to make this effort a success. We profusely thank the management for giving support and encouragement and a free hand in this endeavor. Last but not the least, we are thankful to the editorial team: Prof. Rupashree R (Department of Management), Mr. Akshay Baghele (IV BBA-A) and Ms. Neha N (II BBA D) and Design and layout: Ms. Snehal Sharan (VI BBA-BA). We truly hope that the pages that follow will make an interesting read.



PROF. RUPASHREE R
ASSISTANT PROFESSOR
DEPARTMENT OF MANAGEMENT

Design & Layout

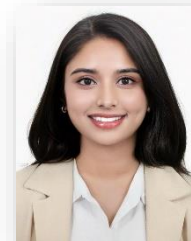


MS. SNEHAL SHARAN
(VI BBA-BA)

Editorial Team



MR. AKSHAY BAGHELE
(IV BBA-A)



MS. NEHA N
(II BBA-D)

FACULTY ENHANCEMENT PROGRAMME ON NEW PLUGINS IN LMS

The Department of Management organized a Faculty Enhancement programme on adding new plug ins in Learning management system. The session was conducted on 05/08/2022 from 11:00 AM to 1:00 PM in room number A 212.



The major objective of the programme was to orient and give an insight on the new plug ins that can be adopted by the faculty members into their respective courses for effective student engagement. The resource persons for the session Prof. Suku Thomas Samuel demonstrated on how to create “WIKI” as a new plug in focusing on collaborative learning method, Prof. Rupashree demonstrated on configuring the course outcomes to each of the respective courses and also demonstrated on the new grading system to be adopted by the college called KJC Competency Scale and the grading process to be adopted using the competency scale.

The overall objective of the programme was to enrich the faculty members to adopt new learning methods using KJLMS which emphasis on adopting new teaching pedagogy by teaching to students thereby focusing on flip classroom and collaborative learning



VALUE ADDED COURSE AY 2022 – 2023

I SEMESTER BBA

REPORT ON SELF-BRANDING

As a part of Academic Curriculum, Value Added Course was provided to the Ist year BBA students with a theme of “Self-Branding”. The syllabus was framed with diverse contents which compressed with three different units with an equal weightage to enrich the ability of students. This course was handled by BBA faculty and each faculty was given a topics based on their preference. The schedule was prepared to give equal importance to concepts and activities which would encourage the students to engage actively and learn happily. The In-house resources were involved in handling the session in most engaging and inspirational manner.

Course Content: Personal Branding, Personal Etiquette, Networking through social media.



Learning Outcome:

Through this course, students improved their industry required skills like networking, time management, different etiquettes which would help them to distinguish from others. This also helps to develop the habit of personal hygiene and dress code nourish themselves in their personal and professional career.



VALUE ADDED COURSE AY 2021 - 2022

CORPORATE ETIQUETTES

III BBA-ALL SECTIONS

Department of Management (BBA) offered value added course on Corporate Etiquettes to the III BBA students. This value-added course is customized with the objective to make the students industry ready. The syllabus is also designed in such a way to attain the objective in the effective manner. The courses content consists of theoretical and skill developmental aspects to enrich the student's knowledge. The courses are handled by BBA department faculties and allotted the class for each faculty based on their preference given on the topics. This course was scheduled from Monday to Saturday between 9.00 AM to 04.30 PM with frequent interval between the sessions.



Course Content: Business Etiquette, Internet and Email Etiquette & Personal Etiquette

Learning Outcome:

This value-added course will help the student to have a better understanding of etiquettes needed for corporate. It gives the insight how to properly use different etiquette practices for different business scenarios.



VALUE ADDED COURSE ON DIGITAL SKILLS FOR EXECUTIVES AY 2022 - 2023

V SEMESTER BBA

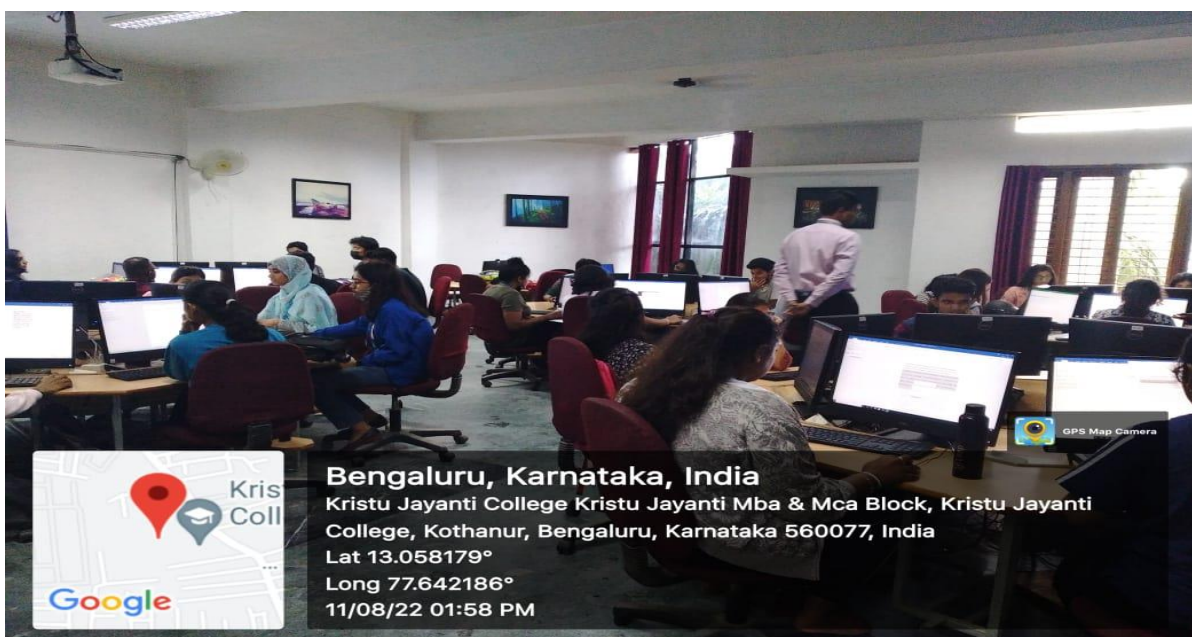
Department of Management (BBA) provided Digital Skills for Executives course to the BBA Students in order to enhance their skills in office tools. This course was exclusively offered for the V BBA students these courses were handled by BBA faculty members. Microsoft Word, Excel, PowerPoint is a course that presents skills training and assessment for a broad range of computing concepts and techniques. Students will gain competency in word processing and spreadsheet functions, and an understanding of the impact that computing has on society.

It is understood that exposure to computers does not equal understanding computers. So, more than ever, basic computer and Internet skills are being considered prerequisites for employment and higher education.

Course Content: Documentation, Presentation and Spreadsheet



Learning Outcome: This Digital Skills for Executives course will help the students to improve their digital skills and knowledge along with learning various methodology to build a necessary working skill and develop their career in the corporate world in a successful way.



“HAR GHAR TIRANGA”

COMMEMORATED 75TH YEAR OF INDEPENDENCE DAY

‘Har Ghar Tiranga’ is a campaign under the aegis of Azadi Ka Amrit Mahotsav to encourage people to bring the Tiranga home and to hoist it to mark the 75th year of India’s independence. Our relationship with the flag has always been more formal and institutional than personal. Bringing the flag home collectively as a nation in the 75th year of independence thus becomes symbolic of not only an act of personal connection to the Tiranga but also an embodiment of our commitment to nation-building. The idea behind the initiative is to invoke the feeling of patriotism in the hearts of the people and to promote awareness about the Indian National Flag.

To mark this momentous occasion, Department of Management encouraged to hoist the flag in students’ home from 13th to 15th August 2022. In places where flag hoisting is not conducive students were encouraged ‘Pin a Flag’ virtually <https://harghartiranga.com/> along with posting a ‘Selfie with Flag’ on the site.

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DEPARTMENT OF MANAGEMENT
DEPARTMENT LEVEL EXTENSION ACTIVITY
COMMEMORATES
76th Independence Day

75
Azadi Ka
Amrit Mahotsav

**HAR GHAR
TIRANGA**
HOIST THE NATIONAL FLAG AT YOUR HOME

Date- 10th to 13th August 2022

CAPACITY BUILDING TRAINING ON LIFE SKILLS EDUCATION AY 2022-2023

The Department of Management organized Capacity Building Training on Life Skills Education for I year BBA students from 11th August 2022 to 16th August 2022. The introduction to Life Skills Education was given by Prof. Rupashree on 10th August 2022 in Mini Auditorium M1 to I-year students. Prof. Rupashree introduced the ten life skills for budding managers. Prof. Rupashree highlighted the importance of life skills in an individual's personal life and professional life.

The main focus of the training programme was to take the students through the ten pivotal life skills namely Self-awareness, Empathy, Creative Thinking, Critical Thinking, Problem Solving, Decision Making, Communication, Interpersonal Relations, Coping with Emotions, and Coping with Stress. These skills are essential for a holistic and purpose-driven life. It also equips a person with professional competencies



The session on **Self Awareness** skill was handled by Mr. Somasundaram T and Dr. Eshan M R. They made the students reflect on who they are and showed them how self-awareness can help them to have a happy mindset.

The **Empathy** skill was taught by Mr. John Pradeep Kumar, Dr. Geethu Anna Mathew, Dr. Rakhi Mohan, and Ms. Diana Erudiyathan who encouraged students to be more empathetic and to connect with people from different backgrounds which will help them to be more empathetic. They also made them understand the difference between sympathy and empathy.

The **Creative Thinking** skill was taught by Mr. Manjunath S, Mr. Haribaskar R, and Mr. A. Arun Prakash. Teachers explained the characteristics of a creative person and made students realise they all are creative in different areas. They taught students the different stages of creative thinking.

The session on **Critical Thinking** skill was taken by Mr. Suku Thomas Samuel, Dr. K. Jagannathan, and Dr. P. Prasanna. They started the session with an activity to warm up and explained what students should do to be a critical thinker and helped students to understand the steps in critical thinking.

Mr. C Surendranath Reddy, Mr. Manjunath S, and Dr. B. Subha took the session on **Problem Solving** skill. Faculty members explained about types of problems and steps involved in solving a problem. The students were taught the various attributes of a problem solver.



The **Decision Making** skill was taught by Ms. C. Shilpa Rao, Dr. Leelavathi R, Ms. K. Opika, and Mr. Bijin Philip. Faculty members made students understand the decision-making procedure. Students were challenged to have SMART goals.

The **Effective Communication** skill was taught by Mr. Vinod Joseph George, Dr. Roshen Therese, and Ms. Aiswarya Babu. Faculty members took the students through the different kinds of communication and gestures to help them to understand how to communicate effectively our thoughts and ideas.

Dr. A.J. Excelce, Dr. Jaspreet Kaur, and Ms. Diana Erudiyathan took the session on **Interpersonal Relationship** in which they taught the importance of having positive relationships which affect students' mental and social well-being. They also gave tips to maintain healthy and positive relationships. They spoke about the different relationships in everybody's lives and how to handle each one of them.



The on **Coping with Emotions** was handled by Dr. V.G. Jisha, Ms. Rupashree R, and Ms. Sherly Steffi L. They helped the students to understand how to deal with negative emotions and taught them the importance of expressing

emotions constructively. Students were also told about the positive ways and values which would help them to manage their emotions.

The last skill **Coping with Stress** was taught by Mr. Madhusudhanan R, Dr. Leelavathi R, Mr. Suku Thomas Samuel, and Ms. Aiswarya Babu. Faculty members taught the importance of coping with stress and things young people can do to control stress. They made students learn various approaches to managing stress.

“SPOTLESS” – CLEAN CAMPUS DRIVE

The Department of Management organized a cleanliness drive called “Spotless” on August 26th 2022. The major objective of the programme was to provide awareness about the cleanliness practices to be followed by students in their respective classroom premises which



includes classrooms, hallways, labs, libraries, cafeterias, etc. The drive also created awareness scarcity of electricity and ways. The student volunteers also provided few guidelines on keeping campus clean and green, saving electricity and water management. An information dissemination session was mediated in the form of the presentation which was run

across all the divisions of the management department where in final year BBA students volunteers presented the aforementioned activity in detail. The final year student volunteers encouraged the students to contribute their part in the activity planned with zeal and enthusiasm and they were open to the suggestion to improve the drive as well.



VIRTUOSO 2022 – INTRA COLLEGIATE MANAGEMENT WORKSHOP

Virtuoso 2022 is a workshop intended to be stepping stone for confidently taking part in the events of the Management Fest. It was initiated on 25/08/2022, with a briefing to the students of the first year by the coordinators of the Final years. The 10 sections of the first years was divided into 3 venues for the conduct of the events with A, B, C sections, D, E, HTM sections and AM & BA [A, B] in the separate venues. The events selected for Virtuoso were Marketing, Finance, HR, Entrepreneurship and Best Manager. Open registration comprising of a maximum of four members was done by the first years in any of the five events. It was compulsory to register in any one event for all the students. For all the events two teams were selected from each venue. The two teams were given new final rounds and among them the best performing teams were appreciated.

Events:

Marketing: This involves rounds such as creative advertising, analyzing competitors. For prelims the round involved creative selling of sustainable footwear and electric meters. For finals the teams had to rebrand and remarket the Pepsi brand, and on the spot creative advertisement.

Finance: This involves the money matters of the company. The preliminary round involved a question on tax increase on crypto- currency and the analysis of a selected stock. The final round involved a case study on company not doing well and the management of its assets and liabilities.

HR: HR involves the motivation of employees. For prelims the round involved various scenarios both prepared and on the spot. For finals the round involved role play of different HR situations found in companies, the teams were asked to react to it

Entrepreneurship: This involves the challenges in starting the business. The prelims involved a survey of the successful businesses near our college, and based on the lessons to come up with a good business. For finals they had to come up with a business idea involving controversial business persons as the PR person of their company.

Best Manager: This event is an individual event and involves identifying the manager who can take stress and react with balance and creativity. The prelims round involved creative resume and on the spot topic talk, and finals involves stress round on starting a business.



Inauguration of Virtuoso 2022 – Intra Collegiate Management Workshop organized by Department of Management, Kristu Jayanti College (Autonomous), Bengaluru



Valedictory Session of Virtuoso 2022 organized by the Department of Management (BBA)

SKILL DEVELOPMENT LECTURE
ON
“CONTEMPORARY TRENDS IN AVIATION MANAGEMENT”

Aviation is proof that given, the will, we have the capacity to achieve the impossible. The Department of Management organized a guest lecture on Contemporary Trends in Aviation Management. Shri. K. Giriprakash, Aviation Editor, Business Line, The Hindu was the chief guest of the session. The lecture was attended by the students of BBA Aviation Management and BBA Tourism and Hospitality Management. In his lecture, Mr. Giriprakash explained the current trends and the future course of developments in the aviation industry. He also mentioned the story of the Downfall of Kingfisher Airlines. Mr. Vijay Raghavan, Assistant Manager, Sales and Distribution, THG Publishing, Professor C. Surendranatha Reddy, Head of the Department, and Professor Ajai Abraham, Program coordinator were also present in the session. Sujasca Dias and Ishma Sakina Fernandez of V BBA Aviation management gave the welcome address and vote of thanks respectively.



**Mr. Vijay Raghavan, Assistant manager, Sales and Distribution,
THG Publishing welcomed with sapling during Skill Development Lecture**

RETRACE – MEET YOUR ALUMNI

Department of Management has introduced a new series for alumni interactions under the banner of Retrace. During the second edition of the event, the Department invited two of its prestigious alumni members to interact with the students of BBA I semester. The event was organized on 24 September 2022, Saturday. The event was hosted in M1 auditorium, Main block.



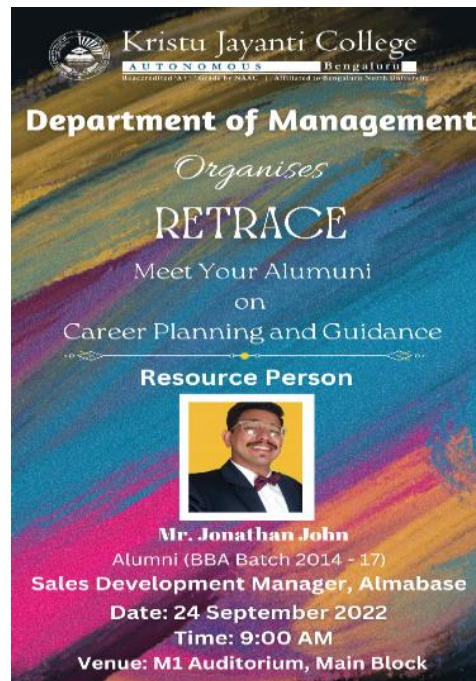
The students of I semester hosted the event. Mr. Jonathan John (Alumni BBA Batch 2014 - 17) Sales Development Manager, Almabase and Ms. Shivali V G (Alumni BBA Batch 2017 - 20) Advanced TAX Analyst, EY GDS, Bengaluru were invited as resource persons for the interaction.

Mr. Jonathan John (Alumni BBA Batch 2014 - 17) Sales Development Manager, Almabase addressed the students by stating the role of the Department in shaping his career and personality. He ran the students through the talk titled 'You got an email'. He spoke about the essence of writing skill and why it is important to write good emails. He shared tips on composing a good email.

The second resource person for the day was Ms. Shivali V G (Alumni BBA Batch 2017 - 20) Advanced TAX Analyst, EY GDS, Bengaluru. She shared her experience on the role of Kristu Jayanti and Department in shaping her personality. She motivated the students to participate in all possible activities of the Department and the college. She encouraged the students to pick up new skills and develop themselves.



Prof. Suku Samuel thanking Mr. Jonathan John (Alumni BBA Batch 2014 - 17) Sales Development Manager, Almbase & Ms. Shivali V G (Alumni BBA Batch 2017 - 20) Advanced TAX Analyst, EY GDS, Bengaluru for addressing the students of BBA I Semester



Poster designed for the Retrace Event on 24 September 2022

ANVESHAN 2022 – INTRA COLLEGIATE RESEARCH PAPER PRESENTATION COMPETITION

‘ANVESHAN’ literally means ‘discovery’, ‘a searching’, ‘a hunt’, ‘a quest’. It is the creative and systematic work undertaken to increase the stock of knowledge. It involves the unbiased collection, organization and analysis of information to increase understanding of a topic or issue. A research project may be an expansion on past work in the field. To test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects or the project as a whole. Kristu Jayanti College gives a platform for the undergraduate students so that they learn how a research is conducted and how they can publish their papers when they get out into the real world. To achieve this, the Department of Management organized ANVESHAN. ANVESHAN is an intra-class paper presentation competition that started in the year 2010. This program provides the platform for the students to showcase their research abilities, increase their competence level and build transferable skills.



The orientation was conducted on 6th September 2022 by Teachers handling the paper Business Research Methods, which consisted of the brief summary of the event. Teacher’s in-charge of Anveshan was Dr.A J Excelce, Ms. Aiswarya Babu N, Mr. Manjunath S and Dr. VG Jisha. Our Students were asked to register their topics through Google form. With the guidance of the event coordinators, students prepared questionnaires pertaining to their research and collected the data. After getting approval, they did a detailed analysis and submitted the report. Preliminary round was conducted on 15th and 16th September and the best 5 teams were selected in each area.

This program provided a platform for students to showcase their research abilities, increase their competence level and build transferable skills. For this purpose, students were divided into of group of three or two and instructed to carry out research based on the selected topics in the four broad areas like Marketing, Human Resource, Finance and General Topics. Totally 120 teams registered. All the groups were given opportunity to present their research work.

The final round was conducted on 20th September 2022. The judges for the event were Dr. Peter Leo Deepak, Dr. Sheeja Krishnakumar, Dr. Chandrakhanthan J, Dr. Sivasubramanian K. The event started at 9.30 a.m. and ended by 3:30pm. The Best paper presenters were honored in all the Categories.



Inauguration of the Anveshan 2022 – Intra Collegiate Research Paper Presentation Competition by Ms.Bindu Govindan, General Manager-HR, Tismo Technology Solution Pvt Ltd, Bengaluru

ACUMEN 2022 – INTRA COLLEGIATE MANAGEMENT FEST



The ACUMEN – Management Event was focused on the theme of “THEOGONY”

The Theogony contains a systematic genealogy of the gods from the beginning of the world and an account of their violent struggles before the present order was

established. With this concept the programme was well planned with containing of events namely Marketing, Human Resource, Finance, Best Management Team, and Best Manager. All the events were separately headed by Teachers coordinator’s along with student’s coordinators. Final years students are led the ACUMEN- 2022 events and first and second-year BBA students were participated. Events adequate points were well discussed at primary stage with teachers and students coordinators and prepared the schedule accordingly. The participants are oriented about the events, with proper guidelines. Prelims of each event were conducted on 13th September and 15th & 16th Septemberr second round of the event were conducted. On 20th September the ACUMEN-2022 was inaugurated by **Ms.Bindu Govindan, General Manager-HR, Tismo Technology Solution Pvt Ltd, Bengaluru**, and final round was conducted and the winners are announced during valedictory function on 21st September 2022.



Winners of Acumen 2022 along with Teacher coordinator and Student Coordinator in Valedictory Session of Acumen 2022

WORKSHOP ON “BEYOND FEAR AND BRAND STORIES”



Department of Management, Kristu Jayanti College, had organized a workshop on "Beyond Fear and Brand Stories" on 29th September 2022. The resource person for the workshop was Mr Pratish Nair Founder and Managing Director of The Prahlad Kakar School of Branding and Entrepreneurship. The

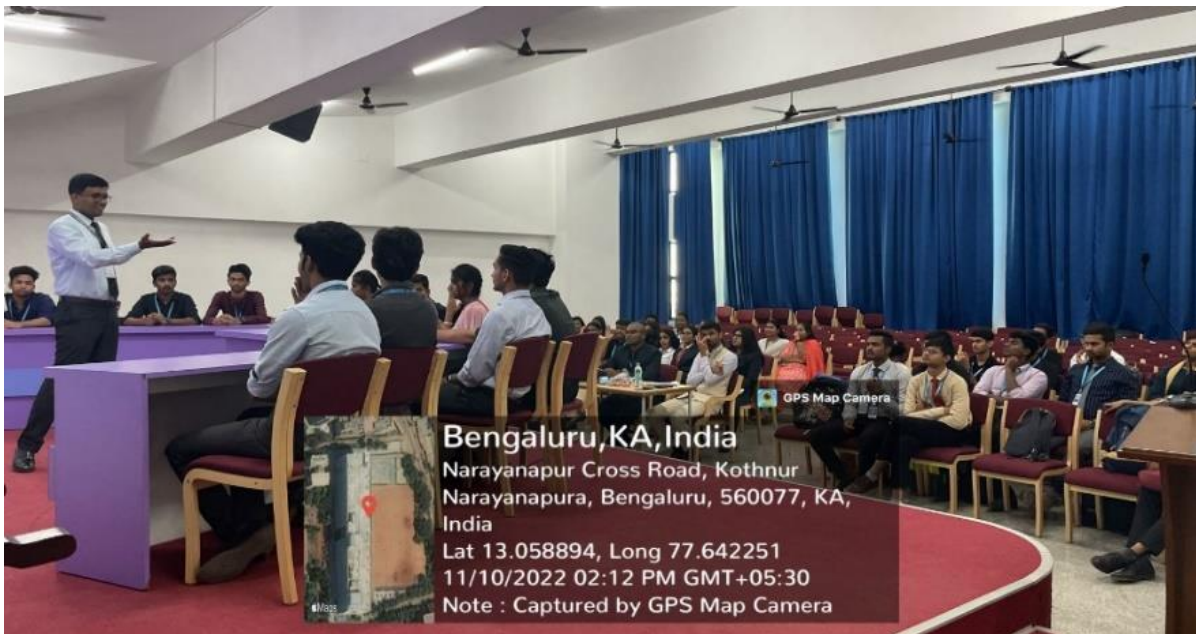
fifth semester BBA students were the beneficiaries for the workshop. The session emphasized on branding, decision making and overcoming fear to be a successful individual. Various activities were given to the students for self-assessment and motivation. The workshop gave thrust on how networking will help for personal branding. Students were given opportunity to share their experiences. The session was interactive and each student was involved in one or the other activities to enhance their confidence and develop themselves as a brand.



Shri.Pratish Nair, Founder & Architect, Miles Soba & The Prahlad Kakar School of Branding and Entrepreneurship, Bengaluru addressing the students in Workshop.

BUSINESS QUIZ COMPETITION “INQUIZITIVE 2022”

Inquizitive 2022, A Business Quiz competition organized by the Department of Management (BBA) to inculcate the Interest towards current affairs in business and a culture of quizzing among BBA students. The quiz also aims at bringing the best talent among the students and developing knowledge about business affairs. The competition had two prelims conducted on 02nd November, 2022 and 7th November, 2022 and the finals were conducted on 10th November, 2022. The students were divided into teams of 2 each and totally 97 teams were registered for the competition. The two prelims which consisted of MCQ type of questions, Guess the Personality, etc. on different topics like advertisement, company logos, taglines, etc. were conducted for the teams.



NATIONAL LEVEL WORKSHOP ON DATA ANALYTICS USING SPSS

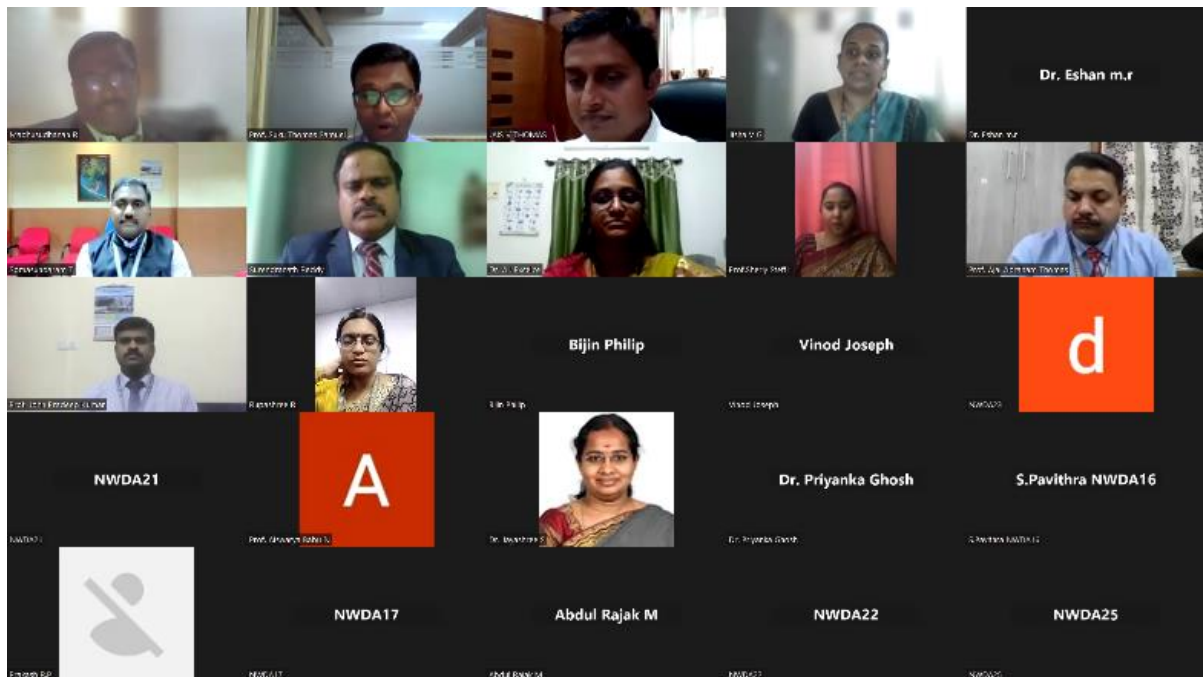
The Department of Management (BBA), established in the year 2001, aspires to impart education to the students and equip them with the knowledge, skill and attitude required in the business world. Provide solid foundation in wide range of business aspects such as Accounting,



Finance, Human Resource, Marketing, Business Research and Management.

The Department always sets high standards to perform the activities for the benefit of student community in various domains of management. The department constantly upgrades its processes to adopt changes in the

dynamic environment and to move along with global practices. The scope of research today is not confined only academia but all walks of life. SPSS is a comprehensive and flexible statistical analysis and data management solution. The workshop covers topics from foundation to advanced concepts. It is ideal platform for academicians, researchers, and industry stakeholders to gain practical insight on data collection tools, statistical tools along with application of technology of data processing and statistical analysis in social science research.



The registration process for the workshop was conducted with an online registration form. The registration amount for the workshop was Rs 600. The workshop had 30 external participants and 45 internal participants. The workshop had an inaugural session. Dr. Jisha VG was the emcee for the session. Prof. Suku Thomas Samuel, Coordinator of the workshop welcomed the gathering. Rev. Fr. Jais V Thomas, Financial Administrator, Kristu Jayanti College delivered the presidential address. Prof. Madhusandan R proposed the vote of thanks. The workshop spanned over 7 days and was hosted through Zoom.

The workshop was a huge success and received a very good appreciation and feedback. The session was recorded and converted into video tutorials.

ORIENTATION SESSION ON GROOMING AND CIVIC RESPONSIBILITY

On 17th January the Department of Management conducted an orientation regarding the civic responsibility and grooming. Civic responsibility means active participation in the public life of a community in an informed, committed, and constructive manner, with a focus on the common good. The orientation was led by first year students and coordinated by final year students who are a part of department extension services. The orientation was about the importance of grooming in the social and in personal lives. Students were informed about the

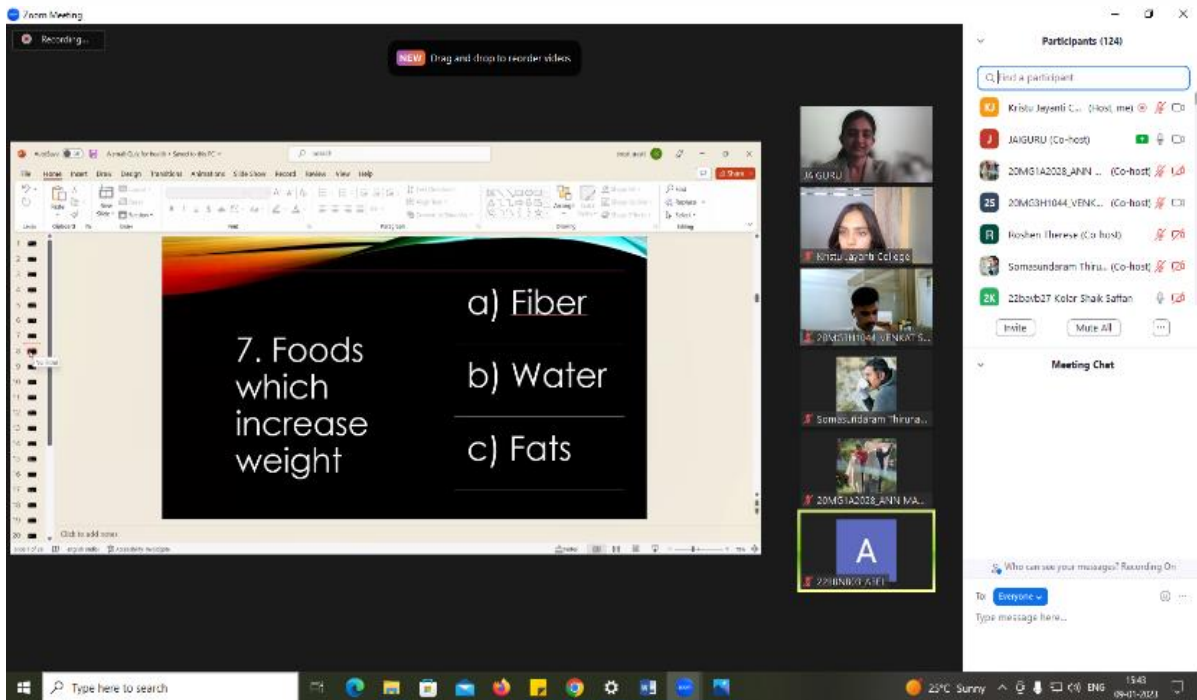


Jayantian code of conduct. On special occasions – [Conference, Seminar, and Dept. Fests] & Monday, Tuesday and Wednesday the dress code is complete formal Thursday, Friday, Saturday students can wear non – formal dresses.

Students focused on creating awareness about the civics duties and responsibilities as the citizen. They were also informed about the general guidelines such as importance regarding the identity card and attendance. This orientation was conducted for a duration of 10 to 15 minutes in each classes in both morning and afternoon session. All the batches of first, second and third years were covered.

GUEST LECTURE ON “SIDDHA DIET AND NUTRITION FOR HEALTH LIFE”

Department of Management of Kristu Jayanti College conducted an Extension Level Activity on the SIDDHA DAY spreading the awareness about the importance of balanced and healthy diet among students. The session was conducted in online mode on 9th January 2023 at 3:30 pm by Dr. Sangeetha Padmananbhan for the first year students. She is the head of marketing at Sakthi Herbal Product and a Board member in the PSG Nuta Association. The topic of the session was “Siddha Diet and Nutrition for Healthy life”. The session started with a light brain storming where basic questions about vitamins and nutrients were asked by the resource person. The students actively participated in the same. The session then instructed students about the 6 tastes in the siddha diet that has to be followed for good health. Six tastes are known as sweet, sour, salt, pungent (spicy), bitter and astringent.



Dr. Sangeetha also spoke about the Varmam therapy which helps the students to deal with day to day stress and headaches and not rely on the medicine which would be hazardous for the body in the long run. The session was concluded with an enlightening Q&A session where all the students actively participated and enhanced their knowledge about the topic. Overall the session was very enlightening and knowledgeable for all the students.

EXPERT SESSION ON MENTAL HEALTH AND WELNESS OF GEN Z LEARNERS

The program started with an invocation song sung by the college choir. “**Mental Health And Wellness Of Gen Z Learners**”, this expert session is specially designed for final year BBA students to understand how important it is to stay level-headed, make correct decisions, etc. in the future by understanding mental health and wellness. Dr. Sojan Anthony, Associate Professor at NIMHANS, was the resource person of the day. The prelude of the session was given by Dr. Jonas Richard, Professor & Head PG & Research Department of Social Work and Director, Center for Life Skills Education (CLSE) who emphasized mental health and wellness by giving live everyday examples. The expert session was coordinated by faculty coordinators Mr. John Pradeep Kumar and Dr. Jaspreet Kaur from the Department of Management.



The resource person began by introducing a bit of his work to the students, as well as telling the students that the truth of life is that the world that we want must be created for us. He further elucidated the different types of stress and how it occurs. It was an interactive session where students actively participated by giving their perspectives on the topic. The speaker also introduced the neurochemistry of the brain and how the brain is designed to make one feel pleasure, or better, i.e. the reward circuit.

The resource person talked about alcohol and substance abuse and how it could affect the daily life of an individual. He emphasized that life is a choice and that we need to find the correct

foundations. As the end of the session approached, he talked about where to find seek support for mental health problems. He elucidated the importance of appreciating oneself by the end of the day and how it could work wonders. To conclude his talk, he gave the students six mantras of life to follow to avoid stress. The session came to an end with a vote of thanks and the college anthem sung by the college choir.



Resource Person Dr. Sojan Anthony, Associate Professor at NIMHANS addressing the students

“WORLD EDUCATION DAY”

The Department of Management organized a visit to the migrant area which is located near Humanthrao circle, Kothnur and started with awareness activity about the education and management department have contributed pencils and chocolates to those children's. Student's



who volunteered visited to Kothnur Higher Primary School and conducted the fun activity and seminar the children's about “WORLD EDUCATION DAY” on JANUARY 24th 2023. The department aimed to provide awareness about the importance

of education in student's life, thus visited the nearby government school and made the students to do many fun activities and games from which they could show up their talents, interest in playing, competitive spirit as they are living in competitive era and by all these activities and games we could tell them that education plays a vital role in everyone's life.



WORKSHOP ON DESIGN THINKING, CRITICAL THINKING, AND INNOVATION DESIGN

This report comes about the workshop held on February 07, 2023. The workshop was held from 9:00 am to 9:50 am. The Workshop was an initiative by Prof. Ajai Abraham Thomas and the faculty coordinator was Prof. Dr. Leelavathi R. The resource person for the workshop was Dr. D Ravindran, Assistant Professor, and School of Management. It was held for the course title “Venture and Startup Management”. The venue for the workshop was Admin block, A1. As the participants, students from BBA B and D sections took an active part in the success of the event.

The topic of workshop mainly focused on Design Thinking, Critical Thinking, and Innovation Design. The resource person was successfully able to deliver the desired content in the time frame. The workshop could actively deliver how to launch new products in the market using creativity and in an efficient way possible. How to design a new product, and how to effectively communicate the relative worth of the launched product based on various concepts like Boston’s Consultancy Group Model was made very clear and precise.

Kristu Jayanti College
AUTONOMOUS Bengaluru
Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University

INSTITUTION'S INNOVATION COUNCIL
Ministry of Education, Government of India

Department of Management
(VI BBA- Sec B & D)

Organises

**Workshop on Design Thinking,
Critical Thinking and Innovation Design**

Venture and Startup Management

Resource Person

Dr. D. RAVINDRAN
Assistant Professor, School of Management
Innovation Ambassador (IIC)
Kristu Jayanti Incubation Centre

07 February 2023 9:00 AM ADMIN BLOCK, A1

On a whole, the workshop was a collaborative learning session for all the participants where each one was familiarized with certain concepts that hold significance in the long run. The workshop was an effective one as it also contributes to being a part of the course in the sixth semester. Such workshops impart a true sense of making classroom learning even more interesting and also develop in oneself the real essence of a collaborative type of learning. Thus, through the combined effort of the teaching and the non-teaching staff, and the kind coordination of the audience, this workshop resulted in its utmost success

“EXPLORING THE INVESTMENT OPPORTUNITIES IN CAPITAL MARKET”

Mr. Praveen M, address the gatherings by briefing about the stock market and the growth of market over a period of time. He also more emphasis on importance of investment and the role of compounding in the investment in investment decisions. He explains the different investment options like equity, debt, Futures and Options, different schemes on mutual funds and at the student level investment option about SIP. He talked about the procedure and systematic way for investment. The different schemes of India Infoline Limited and the advantages of those schemes were also discussed among the students. Students were given a chances to open the Demat account with no processing charges. Students were more motivated and enthusiastically asked various questions and get it clarified.



Mr. Pradeep M. Associate Vice-President IIFL, Bangalore address the gathering



Inauguration of the Expert Lecture by Silent Prayer

STUDENT PANEL DISCUSSION
ON
ROLE OF MENTAL HEALTH AND WELLNESS IN THE ORGANIZATION

Department of Management of Kristu Jayanti College conducted a student panel discussion on Role of Mental Health and Wellness in the Organisation. Five student panelist shared their views. There was a student moderator for the panel discussion. The discussions are as follows. Mental health and mental illness are distinct concepts. One may perceive both to be the same but it is in fact not; a person can have poor mental health without actually having mental illness. Mental health more so surrounds the state of mind and how stable one can be in order to be productive while being able to handle stress and pressure. On the other hand, mental illness is more of a diagnostic concept like depression, bipolar disorder, etc. Being mentally stable is required in order to be productive. Be it at an institution or at a workplace the importance of maintaining mental wellness is all the more important that one may think it is.

Setting the right atmosphere or an environment wherein the team members or employees can



actually feel safe and comfortable is a lot more impactful. They can feel apprehensive or might hesitate to speak up about their worries and shortcomings. In such cases it is the leader's role to more or less interact with their members and routinely check up their state of mind and respond to their worries. We would have learned several strategies that can be used at an Organizational level to maintain the well-being of its employees but we can in fact start at a small step; that is just reaching out to our fellow colleagues and asking about their well-being or even encouraging them to talk out about their issues.



Wellness of Mental health is often perceived as an idealistic deal rather than being realistically possible; people just think about how they can work in order to increase their performance abilities and receive an appraisal. But this misconception itself should be removed. The managers must be supportive and understanding towards their members when they ask for leaves regarding their mental health. People are constantly worried of being taken lightly and slighted when mentioning about their mental health and they hesitate to talk

about it at a workplace since others might consider them weak and also if things go south, may even lead to losing one's job. It does not make sense how physical health can be taken seriously but not mental wellness especially in India. There is a heavy stigma that revolves around the topic of mental health and people consider those who are vocal about it being absurd or even insane. The discussion was insightful and gave students practical insights. The panel discussion is conducted as part of activity-based learning pedagogy for the subject Training and Development.

MOCK BUDGET 2023-2024

Budget announcement is one of the most awaited event for a country as it has an effect on everyone whether it is members of parliament or corporate, institution or individuals, everyone eagerly waits for the honourable Finance Minister to reveal the year's budget allocation. The Department of Management took it upon their own hands to give a little sneak peak in what happens in parliament when the budget is announced by presenting first time ever Mock Budget 2023-2024 . This stimulating event was conducted by final year students on 16th of February 2023 at 2pm ,the event started with wisdom-full words of the Head of the Department Prof.Surendarnath Reddy .The theme of the budget was nav-ratna, which takes into consideration nine crucial sectors for any country which includes Defence ,Education ,Healthcare ,Agriculture , Home affairs, Railways ,MSME, Tourism and last but not least Women and Child Development . Critical issues regarding each sectors were discussed with opposition scrutinizing every scheme and nooks and turns to ensure people would get the utmost benefit from the allocation and bravely questioning those on ruling party on the pressing issues. Ruling party came up with a serious allocation for schemes which will genuinely help people and make their lives easier .The sense of excitement and cheerfulness was surrounded in the audience who actively participating and cheering on the members ,which acted as a fuel for the entire event. Questions were asked and answered regarding each sectors, the electrifying event came to an end around 4:30pm leaving everyone roused. This event was surely a learning experience for everyone involved and surely everyone gained insights on understanding how budgets are made which the aim was all along.

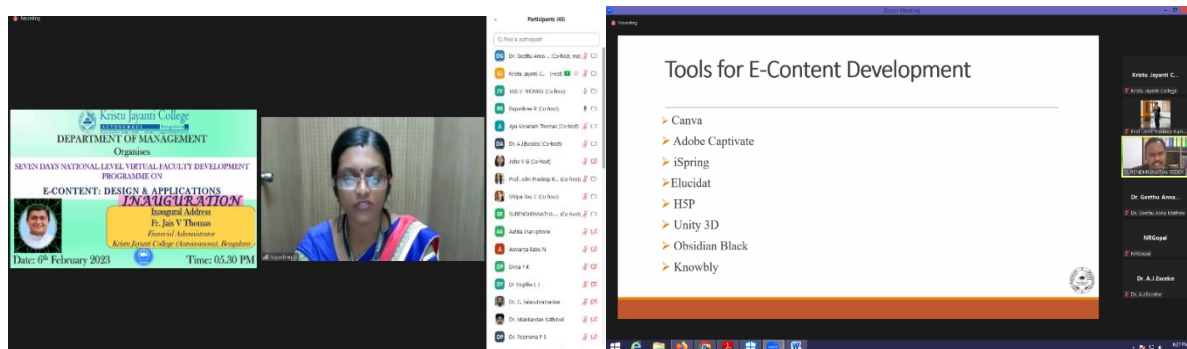


Ms. Monisha representing as Finance minister and presenting the budget to the audience

SEVEN DAY NATIONAL LEVEL VIRTUAL FDP ON E-CONTENT: DESIGN & APPLICATIONS

Effective usage of digital technology is seen as fundamental in helping to ensure continuity of learning, meeting current and future requirements. E-content is becoming popular because of its flexibility of time, place and pace of learning. It can be used by wide variety of learners with diverse needs, different backgrounds, skill levels and experience. It will not only make learning effective for student's community, but it helps teaching community also to enhance their teaching pedagogy by adapting to changing environments and complexities.

The Department of Management, Kristu Jayanti College (Autonomous), Bengaluru organized Seven Day National Level Virtual FDP on E-Content: Design & Applications from 6th February 2023 to 13th February 2023 from 5.30 pm to 6.30 pm through Zoom platform. The aim of this FDP is to provide insights to the participants and make them to understand the usage of tools and techniques, process of designing and developing the interactive e-content and also to enhance the learning process and pedagogical methods. The registration of FDP is opened on 9th January 2023 and closed on 4th February 2023 and received 88 participants from all over India. FDP is scheduled for Seven days through online platform on different topics on each day as Day 1 session is on Essentials of E-content Development, Day 2 session on Tools to enhance e-content and teaching pedagogy, Day 3 session on developing e-content, Day 4 session on creating video lecture using OBS studio, Day 5 session on E-content Model – KJLMS, Day 6 session on Open Educational Resources (OER) for E-content development and Day 7 session on Applications for creating interactive learning e-content.



Inauguration of Seven Day National Level Virtual FDP on E-Content: Design & Applications organized by Department of Management, Kristu Jayanti College (Autonomous), Bengaluru

GUEST LECTURE ON SOCIAL MEDIA AND CRIME

Social Media and crime are a global issue, Individual safety, privacy and dignity are all at risk because of the dangers offered by social media. Cyber stalking has also been estimated to be prevalent offense on social media. The guest lecture was handled by Dr. Don Caerio Assistant Professor, coordinator Forensic Science Kristu Jayanti college Bengaluru on 21.02.2023 at 12-12.50pm for marketing students and HR students at A1 Audi Admin Block.



Prof. Don shared real life incidents to make students understand how social media and crime are interrelated. Adopting new technology will definitely enhance the access of young mind in creativity

and it brings a lot of responsibility along with it. The Government is running many awareness campaigns to make youth understand their responsibility towards to themselves and society.

INDUSTRIAL VISIT TO STOVEKRAFT LTD.

The Department of Management organized Industrial Visit to Stovekraft Ltd., for final year BBA students. It was headed under the guidance of Prof Surendranatha Reddy, Head of the Department and faculty coordinators Prof. John Pradeep Kumar, Prof. Haribhaskar, Ms. Sherly Staffi, Dr. Prasanna, Prof. Manjunath and Dr. Geethu Anna Mathew. Stovekraft has a largest manufacturing facility for kitchen appliances in the Harohalli, Industrial area, near Bangalore, and the second manufacturing unit in Baddi, Himachal Pradesh. Provision of the best services using ultramodern technology to their valued customers is a constant endeavour from Stovekraft Limited. Pigeon and Gilma are the famous brands of Stovekraft. Students were split into three different buses for their convenience. Upon reaching the industry, students were segregated into five different lines and each line of students was taken respectively inside the industry. The first unit was the vessel lid manufacturing unit followed



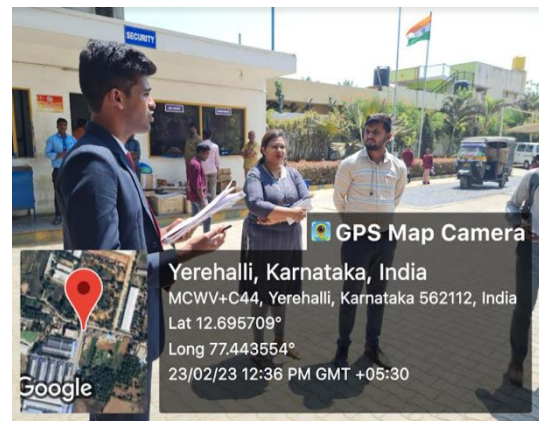


by a pressure cooker manufacturing unit. Both these units were located in the unit number 3. One specific thing which was attention grabbing in the vessel lid unit was that it followed “Kaizen”. Kaizen is said to be a compound of two Japanese words that together translate as “good change” or “improvement”. It meant that the industry served as a continuous

improvement unit through its association with lean methodology and principles. Know Your Customers, Let it Flow, Go to Gemba, Empower people and be transparent are the five key principles that constitute Kaizen.

Mentioning about the first place of learning, the vessel lid manufacturing industry involved several sections and sub sections on how the complete process went on. Glass cutting, grinding, drilling, furnace, assembly and reverting were the steps which were taken into consideration. Glass cutting was of g type and c type as per the instructors in the industry. The students were able to get an exposure and a clear insight of how the process underwent the sub manufacturing processes to fetch the resultant product.

Second on list was the pressure cooker manufacturing unit. The powder coating process flow (conveyor type) was clearly depicted in a chart and the same was shown in reality too. It all began with loading the part, followed by spray cleaning, oil removal, dip wash, spray wash. Next major task was vitrification, again the spray wash and dip wash. This process was again continued by moisture drying oven after which it was taken to powder spraying room 1 and then powder spraying room 2. Following on the list was powder coating curing oven.



The unloading was undertaken and the storage packaging came out to be the final step involved. METRITE SAG-HD was the cleaning agent in usage, which is an alkaline cleaner designed for steel articles to clean surface at a temperature of 65°-70° C. The combination of adhesives and its unique formulation ensured ideal phosphate crystal structure. This process was used with immersion or spray method with air agitation for effective degreasing. Various technical equipment was used by the manufacturing unit to make the human effort easier.

Thus, the industrial visit was successfully able to impart knowledge in its true sense. A real time exposure on how the whole process of manufacturing follows in the Stovekraft Limited was assured. Learning and growing together was given utmost priority with complete understanding of various functionalities carried out in the industry was made sure.

DIGITAL MARKETING TRENDS

Digital Marketing trends are the key changes in the strategic direction of the digital marketing landscape that impact the way marketers should interact with their target audience. Traditional



marketing is restricted to geography but digital marketing will give the international platform to marketers to reach target audience. The guest lecture was handled by Dr. A. John William Assistant Professor, School of Management, Kristu Jayanti College Bengaluru on 14.02.2023 at 12-12.50pm for marketing students and HR

students at A1 Audi Admin Block.

Dr. John shared real life situations faced in digital marketing firms by giving different scenarios Adopted by digital firms and the most popular technique adopted by the firm. The guest lecture in recent trends in digital marketing helped the student community to understand the importance, usage and adapting the need of the business.

CIMA TRAINING ON FINANCIAL STRATEGY

A training was conducted for the students of BBA VI semester section A. The training was conducted across the months of February, March and April 2023. The training was conducted by: Mr. Prabodh Nayak CMA. The syllabus of Financial Strategy was covered as a part of the training. The training was conducted offline. The objective of the training was to orient the students on the concepts of Financial Strategy. The orientation will help the students to prepare them for taking up CIMA examination paper. The training was covered over a total of 47 hours

for the students. 17 students of BBA VI semester section A participated in the training. The students found the training to be beneficial and insightful.



Mr. Prabodh Nayak CMA conducting CIMA Training on Financial Strategy for BBA VI

CIMA TRAINING ON RISK MANAGEMENT

A training was conducted for the students of BBA VI semester section A. The training was conducted across the months of February and April 2023. The training was conducted by Ms. Jyothika Ramadas, ACCA Affiliate. The chapters on Risk Management were covered as a part of the training. The training was conducted offline. The objective of the training was to orient the students on the concepts of Risk Management. The orientation will help the students to prepare them for taking up CIMA examination paper. The training was covered over a total of 54 hours for the students. 17 students of BBA VI semester section A participated in the training.



The students found the training to be beneficial and insightful.

Ms. Jyothika Ramadas conducting CIMA Training on Risk Management for BBA VI

RESEARCH DAY 31 -03-2023

Every month one day shall be dedicated for the Research, to be known as Research Day Accordingly 31 of March 2023 was observed as Research Day.

Research day began with at 9.00 am with an innovative and enthusiastic introductory speech by Dr. J. Aloysius Edward, Dean & Professor, Faculty of Commerce and Management. He insisted on the importance of the research and went on to say research and academic are like two sides of same coin. He urged faculty to utilise the opportunity given by the management to come up with quality research papers.

Prof. C. Surendhranatha Reddy, Head Department of Management, also emphasised the same and gave his suggestions for carrying out quality research.

To help Research empowerment sgroups (REGs) to progress in the research activity Department Research Mentors (DRM) were appointed, who are nominated by the Dean in consultation with the HoDs, their main focus is to facilitate, guide and monitor the progress of department level REGs. DRMs are also part of REG. Dr. R. Leelavathi, Dr. P. Prasanna, and Dr. Roshen Therese Sebastain DRMs for Department of Management.

PRODIGY- 2023



Prodigy 2023 – The national level intercollegiate fest was organized in the even semester of 2023. Nine colleges took part in the competitions. **Prodigy 2023** was incorporated with the theme “Epoch”, which signifies the essence of time, in creating notable innovations and captures time for immortality. **Prodigy 2023** was inaugurated

by Mr. Karthik Tallam, Honory counsel of the kingdom of Cambodia, spoke of the qualities of the Z- generation and their uniqueness as they are born and develop in the digital age. They tend to be less bookish and therefore such platforms are extremely important to them

Prodigy 2023 had five events and five types of rounds in each event. The events were as follow

1. Taylors tournament - Best Manager-To lead others one must first learn to lead themselves

2. Mayo’s marvels - Human resources -You rise by empowering others

3. Grahams game – Finance -Money is a terrible master but an excellent servant.

4. Kotlers kingdom – Marketing

Marketing has is and still continue to go through vastly different phases.

5. Fayols flight – Best Management Team

Teamwork makes the dream work.

INTERNATIONAL LECTURE SERIES



The program started with an invocation song sung by the college choir. **International Lecture Series**”, this expert session is specially designed for final year BBA students to understand how important it is to stay level-headed, make correct decisions, etc., in the future by

understanding future education opportunity at the University of Information Technology and

Management. Mrs. Magdalena Louis, Director for International Collaboration and Recruitment, Presidential Representative for International Collaboration and Mr. Tuna Dalaman, Specialist for International Collaboration and Recruitment, Lecture of Aviation Management, was the resource person of the day. Prelude of the session was given by Mrs. Magdalene Louis where she spoke about the multi-cultural environment at the University of Information Technology and Management, Poland.

Mr. Tuna Dalaman gave a brief insight about the courses offered by the university, the location of the university and many more. He also spoke about the wide variety of industries at Rzeszow. To conclude, resource person motivated all the students about the importance of having higher education. The session was concluded with a vote of thanks and the college anthem sung by the college choir.

AVIATION CONCLAVE

The Department of Management organized a Conclave in the area of Aviation. Dr. Ananda C. M, Head, CSIR- National Aerospace Laboratories was the resource person of the first session. In his lecture, Mr. Ananda explained the varieties of indigenous aircrafts like Hansa and Saras.



He also explained the upcoming technologies behind aircrafts. Mr. Suresh Khadakhbhavi, Assistant Vice President, Innovation Lab, Bangalore International Airport Limited was the resource

person for the second session. He enlightened students with how innovation lab at BIAL works and also introduced DigiYatra application which is a latest innovation in India aviation sector. He demonstrated the working of the application in detail. The lecture was attended by the students of IInd, IVth and VIth semester BBA Aviation Management.

Professor C. Surendranath Reddy, Head of the Department, and Professor Aiswarya Babu. N, faculty co-ordinator and Assistant Professor were also present in the session. Both the sessions ended with a very interactive QnA session.



Dr. Ananda CM addressing the students

INNOVATIO 2023

On April 15th, 2023, the Department of Management at Kristu Jayanti College, Bangalore, organized an exclusive event named Innovatio 2023 for the final year BBA students. The event aimed to encourage and bring out the creative business plan ideas of the students and provide them with a platform to showcase their talent. This year innovation 2023 was led by teacher coordinator Mr. Manjunath S, Dr. Leelavathi R, and Mr. Ajai Abraham Thomas. The event saw enthusiastic participation from students, and it was a grand success. The event began with a classroom-level selection round where all the final year BBA classes participated. Out of all the participants, 19 teams were selected for the second round. The second round was held in the presence of esteemed judges, Dr. Rakhi Mohan and Prof. Jagannathan. The judges evaluated the teams based on their presentations and other parameters and selected the top 8 teams for the final round. The final round of the competition was held on the same day in the presence of two distinguished judges, Dr. Muruganantham A and Dr. Baba Gnanakumar. Dr. Muruganantham A is the Director of Kristu Jayanti Incubation Centre, President of the Institution Innovation Council, and Associate Professor in the Department of Computer Science [PG]. Dr. Baba Gnanakumar is the Director for Consultancy and Corporate Training at Kristu Jayanti College. The teams presented their innovative business plan ideas, and the judges evaluated them based on various parameters such as feasibility, creativity, and impact. All the teams presented outstanding ideas that impressed the judges and audience alike. The presentations were thought-provoking and highlighted the students' innovative thinking and business acumen. Chirag and his team secured the first prize, Shibu and his team secured the second prize, and Zubair and his team secured the third prize. The event was inaugurated by Rev. Fr. Emmanuel P J and Mr. Sankreet, an alumnus of Kristu Jayanti College and owner of Sankey's Burger. They appreciated the efforts of the Department of Management for organizing such an innovative event and encouraged the students to showcase their talent.

HANDS ON TRAINING SESSION ON DATA WAREHOUSE TOOLS



The session started by a silent prayer followed by the welcoming of resource person Dr. Ayshwarya B. The purpose of this lab session was to introduce BBA students to the concept of Data Warehousing and Data Mining and provide hands-on experience using

Anaconda Navigator. The lab session was conducted using Anaconda Navigator, which is an open-source distribution for data science and machine learning. The system in the lab had the required package of Anaconda Navigator. These packages included pandas, numpy, matplotlib, seaborn, and scikit-learn.

During the session, BBA students were asked to create a sample dataset using Microsoft Excel. They were then able to use Spyder, which is a popular IDE widely used in the data science community and available in Anaconda Navigator, to explore the dataset. Various data exploration techniques, such as data visualization and statistical analysis, were used to gain insights and identify patterns in the data. This enabled student to practice and develop their data analysis and modeling skills.

The session was throughout guided by the resource person Dr. Ayshwarya B and Prof. Somasundaram T. Their guidance throughout the session was outstanding. There explanations, demonstrations, and feedback were clear, concise, and insightful, which helped students to gain a much deeper understanding of the subject matter as a result.



APTITUDE SKILLS CERTIFICATE COURSE AY 2022 – 2023

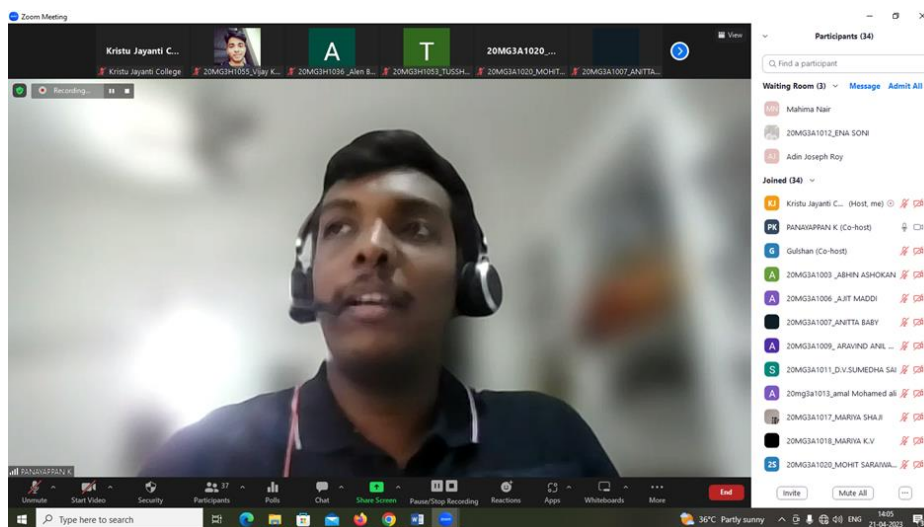
The Department of Management offered Certificate Course on “Aptitude Skills” to the Second year BBA students. Aptitude is the acquired capacity for something and it can range from developed knowledge, learned or acquired abilities or skills, talents, which is necessary to perform a task. The aim of this course is to equip the students with basic aptitude skills through problem solving methods and testing one’s critical thinking across various contexts. This course is conducted for 30 hours as part of their curriculum which will enhance their employability skills. This course was handled by BBA faculty and each faculty was given a topics based on their preference and allotted the class for the students. Aptitude problems related to various concepts were solved out in the class and the additional problems were given to the students to get practiced in aptitude skills. The aptitude class was scheduled from Monday & Wednesday from 11.00 am to 12.50 pm and Tuesday & Thursday from 1.40 pm – 3.30 pm and all the teachers have taken the classes as per the schedule.



EXPERT LECTURE ON DATA MINING PROCESS OF ONLINE MARKET PLACES

The lecture given by Mr. I Panayappan, Operations Manager at Amazon, likely focused on the various techniques and processes involved in data mining for online marketplaces. Our Resource Person Mr. Panayappan provided an overview of data mining, including its definition, importance, and relevance to online marketplaces. The session covered the various methods of collecting data, such as web scraping, API integration, and other data extraction techniques. Mr. Panayappan may have emphasized the importance of data quality and its impact on the effectiveness of data mining. The processing of data after collection was discussed in the lecture, including data cleaning, transformation, and integration. Mr. Panayappan may have provided examples of how data processing can help identify patterns and trends in the marketplace. The analysis of data using various techniques such as clustering, association rules, and decision trees might have been covered in the lecture. Mr. Panayappan discussed how data analysis can be used to improve business processes, customer experiences, and identify new opportunities. The session included examples of how data mining is applied in online marketplaces, such as product recommendations, pricing strategies, and targeted advertising. Mr. Panayappan emphasized the importance of using data mining techniques in decision making to stay competitive in the market.

Overall, the session provided valuable insights into the data mining process of online marketplaces, including its importance, methods, and applications. Students gained a better understanding of how data mining can be used to improve business processes, customer experiences, and ultimately drive revenue growth.



Mr. K. Panayappan, Operations Manager, Amazon, Chennai delivering a session on usage of data warehouse

ICSSR SPONSORED NATIONAL LEVEL CONFERENCE ON “ATMANIRBHAR BHARAT – EMBRACING SELF”

Self- Reliance is the only road to true freedom. The development of each one is the identity of a self-reliant India. Kristu Jayanti College armed with its values of faith, integrity, dignity and excellence strives to fulfill its mission to provide quality education to all aspiring youth. To expand and enrich the horizon of the academic realm by exchanging and disseminating ideas and knowledge, the department of management organized ICSSR sponsored national conference on “**ATMANIRBHAR BARAT – Embracing self-reliance through Innovation and entrepreneurship**” on 18th and 19th April, 2023.

As the world is moving towards digitalization and AI, the role of entrepreneurship and Innovation plays a key predominant role in generating employment opportunities and increasing the per capita income of the people in the economy. The conference commenced with inauguration on 18th April with esteemed dignitaries gracing the occasion. The **inaugural session** of the conference was addressed by **Mr. Jitesh Bajaj** Head, applied research and open Innovation, TESCO, Bangalore on the title Azadi ka amrit mahotsav – creating a pathway for startups. He has mentioned about the technology advancements and how it can be implemented in the academic world in a better way. Sir emphasized on Chat Gpt, Google Bard which is a conversational Ai chatbot plays a significant role and urged that it should be utilize by the youngsters for the betterment of the society. The session ended up with an interaction where the participants were motivated with the answers provided by Mr. Jitesh Bajaj.



**Inaugural Address by Jitesh Bajaj Head, applied research and open Innovation, TESCO,
Bangalore**

INSTITUTE OF ANALYTICS CERTIFICATE COURSE IN DATA ANALYTICS



The BBA (Hons) Business Analytics, Department of Management, Kristu Jayanti College Integrated with Institute of Analytics (IoA-UK) course equips the students with the techniques and analytical tools required to analyze and engage with huge and complex data. The course trains the students to convert huge volumes of unstructured data into usable data using programming languages like R

The course is aimed at students who have a strong interest in developing the statistical and business skills required to succeed in the digital economy. The students will be learning to interpret data and analyze patterns using ‘big data’ and drive strategic change in the organization. The training was given on the campus itself through a professional trainer from ISDC, which is an approved Learning Partner of IoA, UK in the country.

SAVISHKAR 2023

Savishkar, a management exhibition held annually at Kristu Jayanti college (Autonomous), Bangalore organised by the Department of Management, a grandeur platform for all the 1st year BBA students to showcase their management concepts and ideologies through hand crafted



model both static model and working models. It is an exhibition held to give all the young management aspirants an opportunity to showcase their innovative ideas and logical skills induced in their management concept.

The exhibition was inaugurated by Mr. Benjamin Ninan Associate Director, Global Leader Talent and Workforce Contingency Kyndryl along Rev. Fr. Deepu Joy Student Welfare officer of Kristu Jayanti College (Autonomous) Bengaluru. There were 26 Exhibits through which the chief guest experienced the varied innovative ideas of the students. There were topics covered from all the aspects of innovative, futuristic, Pragmatic Concepts which have the potential to bring a herculean change in the society through solutions. There were exhibits such as Types of Industry Marketing Services, Aviation Industry, Procure to Payment Process, E-Commerce City, Waste Management, Security App Services, Hotel Industry, Comparison of B2B-B2C, Poultry Farming, Cargo and Shipment, Types of E-Commerce, Infrastructure, Service Industry, Free subscription business Model, Supply chain of sugar industry, Bio Gas Plant, Innovative Restaurant, Farm Gun.



Inauguration of Savishkar 2023 – Skill based exhibition by Chief Guest Mr. Benjamin Ninan Associate Director, Global Leader Talent and Workforce Contingency Kyndryl.

HUMAN RESOURCE MANAGEMENT

By

PROFESSOR OF PRACTICE

MR. LIJOSH JOSEPH, DIRECTOR- TALENT AND CULTURE

On **21/04/2023, 03/05/2023 & 05/05/2023**, Department of Management (UG), Kristu Jayanti College, Autonomous invited professor of practice for expert lecture on “Human Resource Management” for IVth Semester Aviation Management students. The resource person for the above mentioned days was Mr. Lijosh Joseph, Director-Talent and Culture, Flutura Business Solutions, Bengaluru.

The lecture on Human Resource Management was organized for the students of IVth semester Aviation Management B section to enhance their understanding of the field and provide valuable insights into the principles and practices of managing human resources effectively. The lecture took place on **21/04/2023, 03/05/2023 & 05/05/2023** respectively. The guest speaker Mr. Lijosh Joseph an accomplished professional with extensive experience in HR management, shared their expertise and knowledge with the enthusiastic audience of students.

Key Points Discussed:

Introduction to Human Resource Management: The lecture commenced with an overview of Human Resource Management (HRM), emphasizing its significance in organizations. The speaker explained the role of HRM in managing the workforce, attracting and retaining talent, and creating a positive work environment.

Real Time-functions of HRM: The guest speaker delved into the various functions performed by HRM, including recruitment and selection, training and development, performance management, compensation and benefits, employee relations, and HR analytics. The students gained insights into how these functions contribute to the overall success of an organization.

Implementation of Strategic HRM: The lecture highlighted the strategic aspect of HRM, focusing on aligning HR practices with organizational goals and objectives. The speaker discussed the importance of strategic workforce planning, talent management, and creating a culture that fosters employee engagement and productivity.

Current Trends in HRM: The guest speaker shared the latest trends and developments in HRM, such as the adoption of technology in HR processes, the rise of remote work and flexible arrangements, diversity and inclusion initiatives, and the growing emphasis on employee well-being and work-life balance.

Case Studies and Interactive Discussions: To enhance student engagement, the guest lecture included case studies and interactive discussions. Students had the opportunity to analyze real-world HR challenges and propose solutions, allowing them to apply the concepts learned during the lecture.

KOUSHALA 2022

Department of Management inaugurated Koushala 2022 – a Skill based Service Management Exhibition organized by Department of Management exclusively for the final year BBA students as part of their academic curriculum and also with respect to the subject service management on 18th November 2022 at 9.30 am in the A2 Auditorium. The exhibition is aimed at providing provided a platform for the students in refining their ideas, foster experiential learning on various service sector in the country and provided an integrative learning experience. The Chief Guest for the day was Mr.Aneesh Jose Chimmen, Assistant Vice President, Deutsche Bank, Bangalore. The inauguration ceremony began with the lighting of the lamp. Dr.Geethu Anna Mathew, Faculty Coordinator for Koushala 2022 informed the gathering about the exhibition's prerequisites and encouraged the participants.



Chief Guest Mr.Aneesh Jose Chimmen, Assistant Vice President, Deutsche Bank addressed the gathering by mentioning the transformation of institution in organizing the various event and activities to encourage the students in different skills and ability. He pointed out

the competition level prevailing in the corporate world and every student have to enrich their skills and knowledge accordingly to grab the opportunities to build their career. Further he talked about the current market scenario in India and competency level required for the students

to meet the present corporate world. He said to the students, to be unique and make your own mark before graduating and entering the real world.

Koushala 2022 – a skill based service management exhibition assessed the student’s innovative and creative thoughts in exhibiting their working model related to service sector in new dimensions. The competition had two levels, at first level where students are informed to form their team consists of 5 members which features total 69 teams from all the 6 sections and present their ideas, at the second level, five teams are selected from each section which features 27 teams for finalists to make their working model to exhibit in the competition and service model exhibits ranging from PUS, Event management, Pet recreation centre, AI in Retail services, Resort to Amusement park, Transportation to Tourism services, Hospitality to health care services, Communication to consultancy services, and so on.



Exhibition Visit by Chief Guest Mr. Aneesh Jose Chimmen, Assistant Vice President, Deutsche Bank



Valedictory Session and Prize distribution by Dr. Aloysius Edward J, Dean, Faculty of Commerce & Management

EXPERT LECTURE ON VENTURE SUCESS

“VENTURE SUCCESS” an expert with the aim of Connecting Theory with Practice. The programme was started with silent prayer. “VENTURE SUCESS” this is specially designed for final year BBA students to get ground actuality happenings in business. **Raakesh Guptha** is a passionate entrepreneur and hard worker and well known person among pharma related business people and Doctors through his medicine with the brand of Ethnic Pharma, would be the resource person of the day. One to One discussions with students were excellently gone well. Students can learn and enhanced their knowledge through sharing of his question and answer session with practical exposure and experience by resource person.



Staff Coordinator Dr.K.Jagannathan presenting the Memento as a taken of gratitude to Resource person Mr. Raakesh Guptha, Director, Ethnic Pharmaceuticals, Chennai

RESEARCH DAY 29.11.22

Research Day for the month of November scheduled on 29-11-2022 Tuesday from 9.00 am to 5.00 pm. Department faculties under the mentorship of Dr. P. Prasanna, Dr. R. Leelavathi, and Dr. Roshen Therese Sebastian scheduled research day activities to be carried out in consultation with the Dean Dr. Aloysius Edward.

The plan of action carried out is detailed as under

1. Submission of completed paper (research paper completed in the month of September and October 2022) with plagiarism report.
2. Those planning to publish on their own to submit proof of submission and journal name.
3. On 29th November 2022 two titles were expected to be submitted.
 - a. one research article title should be of higher standard i.e., targeting Q1 / Q2 journal

b. one research article title targeting UGC listed journal. Along with title faculties were asked to submit extended abstract (Introduction, Methodology, Proposed tools) and Questionnaire.

4. Faculties were advised to utilise the next 40 days to complete both the papers.
5. On January 9th 2023 all faculties are expected to submit both research papers (listed under 3a and 3b).

COMMEMORATIVE DAY - “INTERNATIONAL CIVIL AVIATION DAY”



Every year December 7th is observed as International Civil Aviation Day to increase awareness about the role and importance of the International Civil Aviation Organization (ICAO) for international air transport. The aim behind celebrating the day is to create awareness

across the world about the the unique role of the organization in helping States to cooperate and realize a global transit network at the service of all mankind. Also importance of international civil aviation to the social and economic development of States. The theme for this year is Advancing Innovation for Global Aviation Development.

The Department of Management celebrated International Civil Aviation Day by conducting various activities for students. The I and II BBA Aviation Management and I BBA Tourism and Hospitality Management students participated in a quiz on International Civil Aviation. Students got to check their level of awareness and gain new knowledge in the horizons of aviation. V BBA Aviation management students were part of poster making on the topic Advancing Innovation for Global Aviation Development. Students got to understand more about the latest and upcoming technologies in aviation.



Poster Presentation by V BBA AM section students on commemorated International Civil Aviation Day

DEPARTMENT EXTENSION ACTIVITIES TRAFFIC AWARENESS DRIVE

The Department of Management as a part of its department extension activity conducted a Traffic Awareness Drive at K.Narayanapura Cross on 17/11/2022 from 8:45 am to 9:45 am and in the evening from 4:00 pm to 4:45 pm to encourage all the travelers to follow the traffic rules and wear helmets and seat belts while driving. The major objective of the programme was to provide road safety information for road users to encourage safer road user behavior among current and prospective road users and reduce the number of people killed and injured on our roads every year. During the drive students held banners related to various captions like avoid distractions, obey traffic signals like stop signs, red lights, wear helmets, fasten your seat belts, maintain the speed limit and safe distance, don't drink & drive, don't drive without having a driving licence etc.

The student volunteers of BBA who are a part of department level extension activity took part in the drive which aimed at sensitizing the general public on the basic traffic rules to be followed. In view of this event students of the department also conducted a flash mob and mime inside the campus at chavara square on 16/11/2022. The participation by the students in the drive create awareness among the public who passed by the road to follow traffic rules for leading a safe life.





Students actively involved in the drive at K. Narayanapura cross during peak hours