



Kristu Jayanti College

AUTONOMOUS

Bengaluru

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Spotlight

Toil and Success

NEWSLETTER

2024-2025

Department of Management

Volume 2 Issue 8



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FROM THE PRINCIPAL'S DESK



I am delighted to share with you this edition of Spotlight, the official newsletter of the Department of Management. This publication stands as a testament to the academic vigor, innovation, and dynamic spirit of the department, reflecting the holistic development that Kristu Jayanti College (Autonomous) has always envisioned for its students.

The Department of Management has consistently upheld the mission of the institution to provide educational opportunities that foster intellectual growth, ethical grounding, and social responsibility. Through a judicious blend of academic excellence, industry interface, and co-curricular engagement, the department continues to nurture future business leaders equipped to meet global challenges with confidence, integrity, and vision.

I commend the faculty members for their unwavering commitment to academic mentorship and value-based education. Their guidance plays a pivotal role in shaping the character and competence of our students.

May this edition not only serve as a chronicle of departmental accomplishments but also inspire each reader to strive for excellence in all endeavors. Let us continue to uphold the ethos of Kristu Jayanti College and work towards building a brighter, more equitable future for all.

With best wishes,

Fr. Dr. Augustine George

Principal

Kristu Jayanti College (Autonomous)



FROM THE HOD'S DESK



It is with great enthusiasm that we present the second edition of Spotlight, the newsletter of the Department of Management. As we reflect on the activities of the past semester, we are filled with pride at the remarkable achievements of our students, faculty, and the department as a whole.

The past semester has been an enriching journey, filled with a diverse range of activities aimed at nurturing the holistic development of our students. We successfully organised a national conference, an inter collegiate management fest “Prodigy”, skill-based exhibition “Savishkar”, and skill-building sessions designed to equip our students with the modern competencies necessary to thrive in today’s dynamic business landscape.

Our department also had the honour of hosting distinguished industry experts for insightful guest lectures and engaging panel discussions. These sessions provided our students with invaluable perspectives on real-world challenges and emerging trends.

Appreciating the teachers and students who took the initiative to prepare this diction of newsletter. Thank you for being part of our journey. We look forward to the continued success and growth of our Department of Management, and to the stories that will unfold in the years to come.

Best wishes

Dr. C. Surendhranatha Reddy

Head, Department of Management



FROM THE EDITOR'S DESK



It is with great pride that the Department of Management presents this edition of its newsletter, which encapsulates the dynamic academic environment and collaborative ethos that define the department. This publication highlights the key milestones, initiatives, and accomplishments that have marked the department's progress in recent months.

Kristu Jayanti College (Autonomous) remains steadfast in its commitment to fostering a culture of academic excellence, where students are encouraged to think critically, lead with integrity, and pursue holistic growth. The achievements featured in this edition are a reflection of the dedication and perseverance of the student body, supported by the unwavering commitment of the faculty.

Sincere appreciation is extended to Rev. Fr. Dr. Augustine George, Principal, for his visionary leadership; to Dr. Aloysius Edward J., Dean and Professor, Faculty of Commerce and Management, for his continued encouragement; and to Dr. C. Surendhranatha Reddy, Head of the Department of Management, for his consistent guidance and support in all academic initiatives.

The contributions of the faculty members of the Department of Management are also gratefully acknowledged. Their dedication to academic excellence, mentorship, and innovation plays a pivotal role in shaping the educational experience of the students. Special recognition is accorded to the student editorial board for their enthusiastic efforts in compiling and curating this edition. This newsletter stands as a testament to the department's collective accomplishments and as an inspiration for continued growth and academic pursuit.

Warm regards,

Dr. Jaspreet Kaur

Assistant Professor

Department of Management

Kristu Jayanti College (Autonomous)



EDITORIAL TEAM



PRATHVI SHETTY
22BBAA51



SATYAM KUMAR
22BBAA59



SHAIK ASAD SHARIFF
23BBAA50



GUNJUvari KOUSHIK
REDDY
23BBAA22

Marketing Quiz

Department of Management, Kristu Jayanti College, Bangalore had conducted a marketing quiz for the first-year students on 15/11/2024. 69 students from BBA F section participated in the quiz. The main objective of the quiz was to assess the knowledge and understanding of marketing concepts among participants. Students exhibited a good understanding about the various brands and also 7ps concept in marketing. Students were divided into various groups. The presenters tried to include various concepts like Branding, Pricing, Promotion and also online marketing in the quiz. Students had good knowledge about the various concepts in marketing. The quiz not only helped to introduce the marketing concepts to the students but also helped to make the students understand how the marketing concepts could be applied in the real-world scenario. Students had given positive feedback about the quiz.



Anveshan Research Paper Competition

Department of Management (UG), Kristu Jayanti College (Autonomous), organised Anveshan- Research paper presentation competition on 29th October 2024. The Programme was designed for final year BBA students to showcase their research work and gain recognition for their efforts. Dr. Praveen Madhu, Business Head, Triton Valves, inaugurated the event and delivered an insightful talk emphasizing how research is relevant in routine and practical scenarios. Illustrating this, he shared examples of companies like Swiggy and Zomato, where systematic research in seemingly small areas has led to innovative, impactful solutions. The Paper Presentation competition provide an opportunity for students to present their research ideas in their specialization domains.





Guest lecture on Shaping Society

The guest lecture on the topic “Shaping Society” was an enlightening session conducted by Department of Management. The resource person for the same being Ms. Sahana Ravikumar, Strategy and Research Analyst UN, New York, on 16th January 2025. The speaker provided a comprehensive overview of how individuals and organizations can drive positive change within communities. The session emphasized the importance of social services in addressing critical issues like poverty, education, healthcare, and environmental sustainability.

The speaker shared real-world examples and inspiring stories of NGOs that have made a remarkable impact in various domains, including child welfare, women empowerment, rural development, and disaster relief. These examples not only showcased the effectiveness of collective efforts but also underlined the power of empathy, dedication, and teamwork in achieving societal transformation.

Additionally, the speaker encouraged students to recognize their potential to contribute to society, whether through volunteering, financial support, or creating awareness. The session concluded with a thought-provoking message: “Small actions by individuals can lead to significant societal changes when driven by purpose.”


Prodigy 2025

National Level Inter Collegiate Management Fest

The theme of Prodigy 2025 is "The Iconic". The event aligned with the corporate world, creating a unique blend of innovation, leadership, and strategic thinking. The objective of the fest is to organise management events to test students on innovation, creativity and problem solving. Building upon the foundations of Light and Prosperity, this event aims to enlighten and enrich students.



The much-awaited inauguration ceremony of Prodigy 2025; National level management fest took place on 17th January 2025 at 9:15 am in A2 Auditorium, Administrative Block. The inauguration ceremony began in the presence of esteemed dignitaries, faculty members, students, participants from all over the country as well as industry professionals. The event started with an impressive inaugural address by Ms. Dalia Moses, Digital Marketing Manager, ACL Digital, Bengaluru, who shared valuable insights into the significance of fostering managerial talent in today's dynamic business environment. In her speech she quoted the current trends in digital marketing and skills to be acquired as young professionals



The highlight from Fr. Dr. Lijo P Thomas's speech was about the transformational journey in their learning process that every student goes through when they participate in this kind of competitions, he also pointed out the fostering and impactful friendship they create simultaneously while sharing knowledge.

The theme Prodigy 2025 is "The Iconic", the event aligned with the corporate world, creating a unique blend of innovation, leadership, and strategic thinking. The tagline "Foster Resilience, Inspire Brilliance" perfectly captured the spirit of the fest, emphasizing the creation of leaders who can thrive in challenging environments and inspire others. There were eight events as part of Prodigy; Best Manager, Marketing, HR, EDP Finance, Auction, Pressure Pitch and Corporate Walk.

The valedictory ceremony for Prodigy 2025, took place at 4:30pm in A2 Auditorium, Administrative Block. The valedictory ceremony was attended by esteemed dignitaries Fr. Jais V Thomas; Financial Administrator, Prof. Surendranath Reddy, Head Department of Management and Faculty and student coordinators. The auditorium was filled with vibrant participants (75 registrations from that 6 out station colleges and a total of 435 participants.) from across India. The overalls championship was won by Christ University, Bengaluru. The runner - up championship was won by St. Joseph's College OF Commerce, Bengaluru. The student coordinators of the fest, Ms Sneha Babu and Mr Dhanush E and the Faculty Coordinators Mr. Bijin Philip and Dr. Geethu Anna Mathew expressed their gratitude to everyone who contributed to the successful planning and execution of the event. The dedication and hard work of the organizing team were evident in the flawless coordination of the entire fest.



Spark a Smile

Social Responsibility Initiative

The event SPARK A SMILE 2025 was held on 17th January 2025 and was a remarkable initiative that aimed to instill the values of charity and social responsibility among students. The event embarked by setting up various stalls by students to raise fund for a noble cause. The participants were deeply motivated by the cause, as the event shed light on the significance of giving back to society and making a difference in the lives of those in need. The energy and enthusiasm of the volunteers played a pivotal role in ensuring the event's success, as they worked tirelessly to engage students and create an impactful experience. The collective effort not only strengthened the sense of community but also served as a reminder of the positive change that can be achieved when people come together for a noble purpose.

The event featured a vibrant array of stalls and activities that added to its festive atmosphere and contributed significantly to its success. The food stalls were a major highlight, offering a delightful mix of cuisines, snacks, and beverages that catered to a wide range of tastes and preferences. Complementing the culinary experience were stalls selling handmade and unique accessories, reflecting remarkable creativity and craftsmanship. The games section, filled with engaging carnival-style activities, created an energetic and fun-filled environment, while the lively photo booth—with its quirky props and colorful backdrops—emerged as a crowd favorite for capturing joyful memories.

Adding to the artistic flair of the event were the Mehndi and Face Painting stalls, which stood out as vibrant spots of cultural expression, showcasing the skills and creativity of student volunteers. Another favorite was the caricature stall, which transformed into a "laughter zone," where visitors left not only with amusing sketches but also with lasting smiles. Behind each of these attractions were dedicated stall owners and volunteers who worked tirelessly to ensure every visitor enjoyed a memorable experience, all while supporting the charitable cause that lay at the heart of the event.

National Conference Viksit Bharath@2047

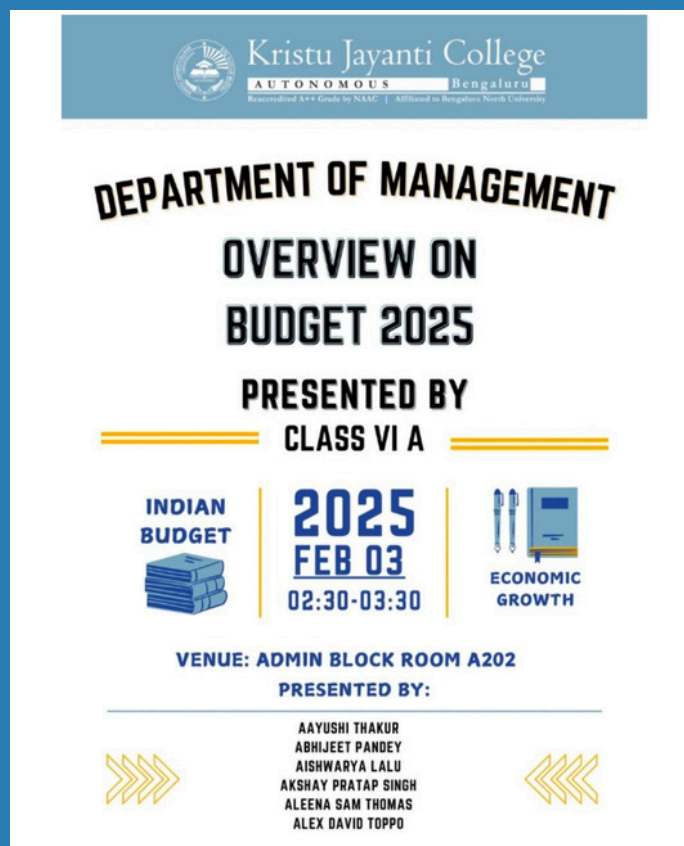


The Department of Management, Kristu Jayanti College (Autonomous), Bengaluru, successfully organised a Two-Day National Conference on Viksit Bharat@2047: Innovative Revolution and Reshaping the Future of Global Business Landscape in Multidisciplinary Sectors on January 28–29, 2025. The conference was inaugurated by Shri. Arunakar Mishra, MD & CEO, Genser Aerospace & IT Pvt. Ltd., emphasizing collective efforts to achieve India's vision of becoming a developed nation by 2047.

Keynote sessions covered diverse themes, including entrepreneurship and innovation by Mr. Rahul R. Gandhi, AI and business innovation by Ms. Manisha Mehrotra, psychological well-being and resilience by Dr. Sachin Baliga, and Indian culture and sustainability by Ms. Supriya Panchagam. Each session provided valuable insights into the role of technology, sustainability, and leadership in India's growth trajectory.

The valedictory session by Dr. M.K. Chandrahas highlighted India's evolving employment landscape, entrepreneurship, and the importance of fostering innovation. The conference facilitated meaningful discussions on start-ups, AI applications, green technologies, and sustainable business strategies. Participants gained a holistic perspective on India's transformation, reinforcing the nation's commitment to economic growth, sustainability, and global leadership by 2047. The event concluded on an inspiring note, equipping attendees with the vision and strategies to contribute effectively to India's future.

Overview on Budget



The Department of Management at Kristu Jayanti College (Autonomous), Bangalore, organised a student discussion on the topic “Overview on Budget” on February 3, 2025, from 2:30 P.M. to 3:30 P.M. The session was attended by students of VI BBA A, with six presenters leading the discussion and 67 participants actively engaging in the event.

The session was presided over by Dr. Jaspreet Kaur, Faculty, Department of Management, Kristu Jayanti College (Autonomous).

The discussion aimed to provide students with insights into the significance of budgeting, its impact on the economy, and key highlights of the latest Union Budget. The presenters covered essential aspects such as fiscal policies, government expenditures, taxation, and economic growth. They also analyzed budgetary allocations for different sectors and their implications on businesses and individuals. The session was highly interactive, with participants asking thought-provoking questions and sharing their perspectives on the economic policies discussed. The discussion encouraged critical thinking and helped students relate theoretical concepts to real-world financial decisions.

Industrial Visit The Times of India

On February 5, 2025, the Department of Management of Kristu Jayanti College(Autonomous), Bengaluru organised an industrial visit to The Times of India, Bommasandra, Electronic city, Bengaluru for II BBA B students. The primary objective was to provide practical exposure to the operations of a leading media house, bridging the gap between theoretical knowledge and real-world industry practices. Established in 1838, The Times of India is India's largest English-language daily newspaper, owned by Bennett, Coleman & Co. Ltd., operating multiple printing centers nationwide to cater to its vast readership.



Upon arrival, students were welcomed by the corporate communications team and received a briefing on the organization's history, mission, and operational milestones. They were introduced to the pre-press department, observing layout design and page formatting processes, followed by witnessing the high-speed, fully automated printing machines on the press floor, which underscored the organization's commitment to quality and timely delivery. In the post-press section, students observed the bundling and packaging of newspapers ready for distribution, learning about the logistics of managing vast distribution networks.

The visit highlighted the critical role of technology in modern printing and media operations, showcased advancements that have revolutionized the industry, and provided insights into effective workflow management and the importance of maintaining high operational standards. The emphasis on quality at every stage of production reinforced the significance of maintaining standards to uphold brand reputation. Overall, the industrial visit was an enlightening experience, offering a first hand look into the intricate processes involved in newspaper production and distribution, and was invaluable in understanding the practical applications of management principles and the dynamics of the media industry. We extend our gratitude to The Times of India for facilitating this visit and providing our students with an opportunity to gain practical insights into the media sector.



Peer Insight Session Hands-On Marketing Tools

A Peer Insight Session on Hands-On Marketing Tools was conducted on February 7, 2025, from 10:00 am to 11:50 am for VI BBA Marketing Specialization (Batch 1 and Batch 2), benefiting 140 students. The session featured Dhanush Kumar N, Harsh Bhargava, and Srijan A H, students from the Department of Management, VI BBA, who provided practical insights into various marketing tools and their applications. Through interactive demonstrations and real-world case studies, they introduced essential digital marketing techniques, data analytics tools, and consumer engagement strategies. The hands-on approach encouraged active participation, fostering a deeper understanding of modern marketing practices.

The session emphasized the importance of technology-driven marketing solutions and how students can leverage data analytics for strategic decision-making. The peer-led format allowed for an engaging and relatable learning experience, promoting knowledge-sharing and skill development among participants. Students actively engaged in discussions, applied concepts through live exercises, and explored innovative marketing strategies. The session not only enhanced their technical proficiency but also prepared them for real-world challenges in the marketing domain, reinforcing the value of experiential learning.



Faculty Development Program

Refining Academic Writing and Elevating Research Publication & Citations



The Department of Management, Kristu Jayanti College (Autonomous), Bengaluru, successfully organised a Seven-Day National Level Virtual Faculty Development Program (FDP) from 10th to 17th February 2025 via the Zoom platform. The FDP aimed to enhance participants' skills in academic writing, qualitative data analysis, reference management, and research publication strategies.

Expert speakers provided valuable insights into structuring research articles, managing qualitative data using NVIVO, and efficiently handling citations with Mendeley. Sessions on choosing the right journal, increasing citations, and mastering empirical research writing empowered scholars with practical knowledge to improve their research visibility. Hands-on training, interactive discussions, and expert guidance enabled participants to refine their research methodologies and enhance their chances of publishing in high-impact journals. The FDP significantly contributed to the academic growth of faculty members, research scholars, and postgraduate students, equipping them with essential tools to navigate the evolving landscape of academic publishing.

Skill Development Activity

Career Essentials and Resume Building

The Department of Management organised a Skill Development Activity on "Career Essentials and Resume Building" on February 14, 2025, to equip students with essential career development skills and enhance their ability to craft impactful resumes. Conducted by Dhruv Dhona and R. Angelin from the BBA F section, the session covered crucial aspects such as career planning, goal setting, professional networking, and personal branding.

A significant focus was placed on resume building, where students learned about structuring resumes effectively, avoiding common mistakes, tailoring resumes to job descriptions, and applying professional formatting. The interactive session allowed students to seek guidance, receive personalized feedback, and refine their resumes. Attended by 65 students, the session proved highly beneficial, offering practical insights that boosted their confidence and employability. The initiative was well-received, highlighting the need for similar workshops in the future to support students in their career growth.



Prudentia Intra-college Case Study Competition

The Department of Management, Kristu Jayanti College (Autonomous), organised Prudentia 2025, an intracollegiate case study analysis competition on 22nd February 2025 from 8:00 AM to 11:00 AM. The event aimed to enhance students' analytical, problem-solving, and decision-making skills by engaging them in real-world business scenarios. The competition provided a platform for participants to showcase their strategic thinking abilities and teamwork while addressing complex business challenges.

The event saw active participation from VI BBA C students, who critically analysed and presented solutions to various case studies. The competition not only encouraged intellectual engagement but also fostered collaborative learning among students. The insightful discussions and innovative approaches displayed by the participants highlighted their understanding of business strategies. The event successfully contributed to the academic and professional growth of the students, making it a valuable learning experience.



Guest Lecture World Thinking Day

The Research Club of the Department of Management organised a guest lecture on "Technology and Social Media: Enhancing Global Collaboration for Youth" on 22nd February 2025, in celebration of World Thinking Day.



The session, conducted from 11:00 AM to 11:50 AM, was attended by students from VI BBA A and II BBA B, benefiting 134 participants. The esteemed resource person for the session was Dr. Kumar R, Head, Department of Computer Science (PG).

Dr. Kumar R provided valuable insights into the role of technology and social media in fostering global collaboration among youth. He emphasized how digital platforms can be leveraged for knowledge sharing, networking, and innovation. The interactive session encouraged students to explore new ways of using social media responsibly and effectively in their academic and professional journeys.

The event was well-received by the participants, who actively engaged in discussions and shared their perspectives on the impact of technology in shaping global connections.

Certificate Course Aptitude Skills

The Department of Management introduced a Certificate Course on “Aptitude Skills” for second and final-year undergraduate students to enhance their problem-solving abilities and critical thinking skills. This 30-hour course was designed as part of the curriculum to develop students' fundamental aptitude skills, improving their employability and preparedness for competitive exams.

Faculty members from the BBA department conducted structured sessions, each handling topics based on their expertise. The course covered data interpretation, arithmetic ability, verbal ability, and logical reasoning, providing students with in-depth practice on aptitude-related problems. Additional exercises were assigned to reinforce learning, helping students grasp key concepts efficiently.



Scheduled daily from 3:30 PM to 4:30 PM, the course maintained a consistent learning approach, ensuring students received well-organised and practical training. The evaluation process included an exam with 30 multiple-choice questions, assessing students' understanding and proficiency.

By completing this course, students enhanced their analytical skills, learned shortcut techniques for problem-solving, and gained the confidence to excel in competitive and banking exams. This initiative plays a crucial role in shaping their future careers, equipping them with essential skills for professional success.

Orientation Session on Internship

The Department of Management organised an Orientation Session on Internship on 4th March 2025 from 12:40 PM to 01:30 PM for all IV Semester students. The session was attended by 460 students and was led by Mr. Somasundaram.



The session aimed to provide students with a comprehensive understanding of internship opportunities, expectations, and best practices. Mr. Somasundaram shared valuable insights on the importance of internships, industry expectations, and how students can maximize their learning experience during the internship period.

The session served as a guide for students to prepare for their internships effectively, ensuring they gain practical exposure and develop essential professional skills. The Department continues to facilitate such initiatives to bridge the gap between academic learning and industry requirements.

Resume Writing Workshop

The Department of Management, Kristu Jayanti College (Autonomous), Bengaluru, organised a Resume Writing Workshop for VI Semester BBA students (A Section) on 8th March 2025 (Saturday). The workshop commenced at 1:40 PM in Room No. A210 and was conducted by Dr. Jaspreet Kaur, a distinguished member of the Centre for Employability and Corporate Relations, Kristu Jayanti College (Autonomous), Bengaluru.



The session commenced with an informative presentation highlighting key strategies for crafting an effective resume. Various aspects such as structuring content, emphasizing skills, showcasing achievements, and tailoring information to specific industries were discussed. Students were advised on the importance of clarity, precision, and professional presentation to enhance the impact of their resumes. Practical insights were provided to help participants avoid common resume mistakes and align their content with current industry standards.

In addition to the theoretical guidance, the workshop featured an engaging hands-on experience segment. Students were actively involved in drafting their resumes based on the tips shared during the session. The interactive format allowed participants to receive personalized feedback and refine their documents for better presentation.

This practical approach ensured that students could immediately apply what they had learned, enhancing their understanding of resume writing best practices.

The workshop concluded on a positive note, with students gaining valuable insights and actionable strategies to improve their resumes. The Department of Management extended heartfelt gratitude to the resource person for her invaluable guidance and to the participants for their enthusiastic involvement.

INNOVATIO

Business Plan Competition

The Department of Management at Kristu Jayanti College, Autonomous, Bengaluru, successfully organised "INNOVATIO 2025" on 10th March 2025. The event witnessed the enthusiastic participation of 177 students from II, IV, and VI BBA classes. Designed to ignite creativity, innovation, and entrepreneurial thinking, the event aimed to empower students to develop sustainable and strategic business ideas. Mr. Richie Mathew, HR and Operations Head of RR Polymer, Bengaluru, graced the occasion as the Chief Guest, inspiring young minds with his insights. Under the guidance of faculty-in-charge Mr. Manjunath S, the event provided a vibrant platform for students to explore their entrepreneurial potential.

INNOVATIO 2025 featured a dynamic Business Plan Competition comprising five engaging rounds that tested participants on various facets of entrepreneurship, including strategic decision-making, financial planning, and business model development. The event not only promoted entrepreneurial learning but also fostered a competitive yet collaborative environment where students could refine their creativity, business acumen, and problem-solving skills. It truly embodied the spirit of innovation, strategy, and entrepreneurship, paving the way for future business leaders.



Industrial Visit BAMUL Plant



The Department of Management organised an industrial visit to Bangalore Milk Union Limited (BAMUL) on 25 March 2025, for the students of the VI semester BBA A section to provide them with practical exposure to the dairy industry. BAMUL, one of the largest dairy cooperatives in Karnataka, operates under the Karnataka Milk Federation (KMF) and plays a crucial role in milk procurement, processing, and distribution. It follows a cooperative model, working with thousands of dairy farmers to ensure the production of high-quality milk and dairy products. The visit provided insights into BAMUL's contribution to the dairy industry, its commitment to quality control, and its impact on rural livelihoods. The visit to BAMUL was an enriching experience for the students of the VI semester BBA 'A' section, bridging the gap between academic learning and industrial practices. It provided firsthand exposure to production processes, quality assurance, and supply chain management in the dairy sector. This visit not only enhanced the students' practical knowledge but also inspired them to explore careers in business management, supply chain operations, and the cooperative sector.

Industrial Visit

Bangalore Co-op Milk Union Limited (Bamul Nandini)

Department of Management organised industrial visit to Bangalore Milk Union Limited (BAMUL), Bangalore, on 25 March 2025 for final year BBA E section students to gain practical exposure in milk processing, dairy technology, and industrial operations. The visit aimed to bridge the gap between theoretical knowledge and real-world practices, offering insights into one of Karnataka's largest milk producers.



Students learned about milk procurement, pasteurization, quality checks, packaging, and distribution. The visit began with an orientation session, where BAMUL officials provided an overview of the cooperative system, ensuring fair pricing for farmers and high-quality dairy products for consumers. Lab tests such as fat content analysis, adulteration detection, and microbial testing were demonstrated. Students observed the pasteurization process, homogenization, and standardization techniques, along with automated packaging and cold storage facilities to maintain hygiene and product freshness.

Officials explained the supply chain management, branding, and marketing strategies essential for dairy business success. The visit provided hands-on exposure to modern dairy technologies, quality control practices, and industrial operations. It was an enriching experience, offering students valuable knowledge in food processing, quality control, and supply chain management, enhancing their career prospects in the dairy and agricultural sectors.

ALUMNI INTERACTION

The Department of Management at Kristu Jayanti College, Bengaluru, continues its commitment to enriching the academic journey of its students through experiential learning and industry-academic collaboration. As part of this initiative, an alumni interaction session titled “Navigating Career Paths” was organised on 28th March 2025 for the BBA II Semester students of Sections A, D, and E. The primary objective of the session was to provide students with insights into real-world career navigation, based on the personal and professional experiences of an esteemed alumna. It aimed to bridge the gap between academic learning and corporate expectations, inspire students with success stories, and encourage informed decision-making in their career planning.



The session was graced by Ms. Reeshma Nair, a proud alumna of the Department of Management (BBM 2007–2010 batch), who is currently serving as a Senior Marketing Associate at Infosys. With over a decade of experience in the field of marketing, Ms. Reeshma brought with her a wealth of knowledge, practical insights, and an inspiring journey that resonated with the students. Ms. Reeshma began by recounting her days at Kristu Jayanti College and how the foundation built during her undergraduate years played a pivotal role in shaping her career. Her nostalgic yet inspiring reflection created a strong connect with the audience. She shared her journey from being a management student to entering the corporate world, highlighting key turning points, challenges faced, and how she overcame them with perseverance and learning agility. She elaborated on the current trends in the marketing domain, particularly in digital marketing and customer engagement strategies in the IT industry.

Savishkar 2025

Management Exhibition

Savishkar 2025, the intracollegiate management exhibition organised for the BBA 1st-year students, was successfully conducted on 28th March 2025. The event served as a dynamic platform for young management aspirants to translate theoretical concepts into practical, innovative models. A total of 29 teams participated in the exhibition, each presenting a unique perspective on key management principles and their application in real-world business scenarios. The exhibition was inaugurated by Ms. Reeshma Nair, a proud alumna of the Department of Management (BBM 2007–2010 batch), who is currently serving as a Senior Marketing Associate at Infosys.



The exhibits reflected a blend of creativity, critical thinking, and analytical prowess, highlighting the students' ability to develop strategic solutions and innovative business ideas. The event was inaugurated with a warm welcome and introduction that underscored the objective of fostering experiential learning. As faculty members, peers, and visitors walked through the exhibits, they were met with insightful presentations and engaging demonstrations that showcased the depth of understanding the students had acquired over the course of their studies. Savishkar 2025 stood as a testament to the participants' problem-solving skills, teamwork, and execution capabilities—qualities essential for future leaders in the field of management. The event concluded with a valedictory session and the prize winners were awarded with cash prizes and special gifts. The event also encouraged peer learning, as students exchanged ideas and explored diverse concepts from various domains within management, including marketing, finance, human resources, logistics, and entrepreneurship.

International Lecture Series

Marketing Analytics and Key Tools in the Modern Business Landscape

Department of Management in association with Office of International and Domestic relations organised the International Lecture Series on “Marketing Analytics and Key Tools in the Modern Business Landscape” featured an insightful session by Dr. Tere McGonagle-Daly, Deputy Vice-Chancellor (Students and Global Engagement) & University Registrar, Massey University, New Zealand for the final year BBA students on April 1st, 2025. This lecture provided an in-depth exploration of the evolution of marketing analytics and its critical role in contemporary business decision-making.



Dr. McGonagle-Daly traced the evolution of marketing approaches from the heuristic era, where intuition and experience shaped decisions, to the data era, where businesses leverage analytics to drive growth. He highlighted the marketing principle approach, which integrates both qualitative and quantitative insights to formulate effective strategies. Referencing global leaders like Henry Ford, Apple, and Peter Drucker, Dr. McGonagle-Daly illustrated how marketing pioneers have historically leveraged data for business success. Ford's mass production strategy, Apple's customer-centric innovation, and Drucker's emphasis on understanding market needs underscore the transformative power of data-driven decision-making in marketing.



Student Development Programme on Mastering HR Skills for Organizational Excellence


The Department of Management organised a Student Development Programme on “Mastering HR Skills for Organizational Excellence” for the Second Year BBA students on 2nd April 2025 at 10:00 am. This session was designed to equip students with fundamental HR skills necessary to enhance organizational effectiveness and develop practical competencies in talent management, employee relations, and leadership, ensuring they gained a comprehensive understanding of HR functions.

The Resource Person, Ms. Athulya Nair, Senior Analyst from Walmart, focused on core HR functions such as recruitment, selection, performance management, and compensation strategies. Students learned how to align HR practices with business objectives and enhance workforce efficiency. The session emphasized training and development, career planning, and employee engagement strategies, providing insights into fostering a learning culture and promoting continuous professional growth within an organization.

The programme covered the role of technology in HR, workforce analytics, and data-driven decision-making. Students gained knowledge of HR software applications that enhance efficiency in talent management and compliance. A special focus was placed on understanding the values Walmart seeks in candidates during recruitment, including integrity, customer service orientation, and teamwork.

Additionally, students developed key HR skills such as effective communication, workforce analytics, project management, and leadership. Competencies essential for HR excellence—such as data management, operational excellence, and continuous improvement—were also explored. The programme introduced the P1, P2, P3, and P4 progress levels, helping students assess their mastery of HR skills and plan for continuous professional development.

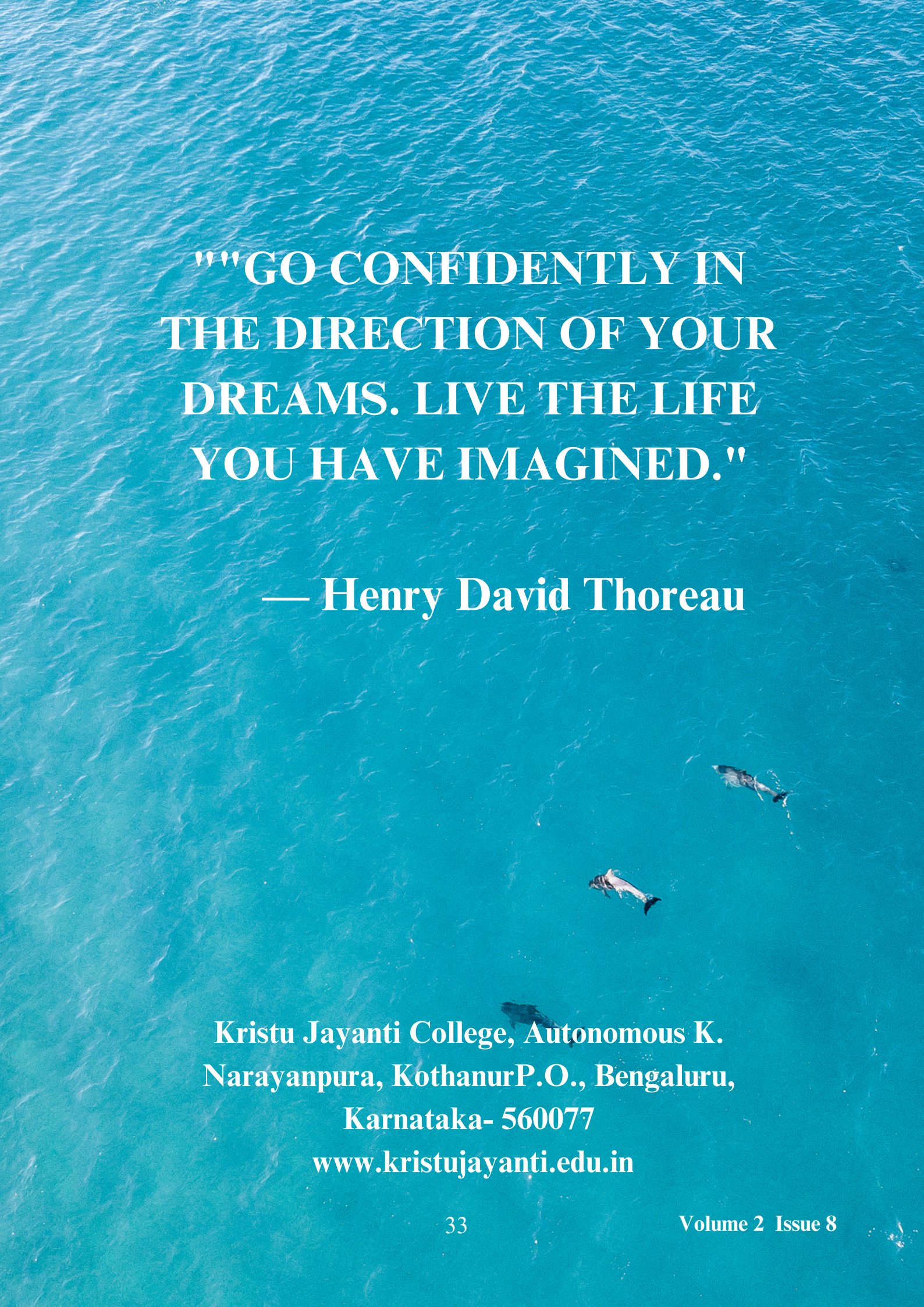
By the end of the Student Development Programme on “Mastering HR Skills for Organizational Excellence,” students had gained a strong foundation in key HR functions, including recruitment, selection, performance management, and compensation strategies. They developed practical competencies in talent management, employee relations, and leadership, aligning HR practices with organizational goals. Additionally, students understood the role of technology in HR, workforce analytics, and data-driven decision-making. With a focus on Walmart’s recruitment values and essential HR skills, they enhanced their communication, project management, and operational excellence. This session prepared them for professional growth and successful HR careers.



She also shed light on workplace dynamics, expectations from fresh graduates, and the skills that give candidates an edge. Ms. Reeshma responded with clarity and encouragement, leaving the students motivated and better informed. The session was met with enthusiastic participation and positive feedback from students. Many expressed that they found the interaction insightful and relatable, especially as it came from someone who once walked the same corridors and classrooms.

The practical advice and personal anecdotes served as a valuable guide for their own academic and career decisions. The alumni interaction with Ms. Reeshma Nair was a great success, fulfilling its aim of inspiring and educating the BBA students on navigating their career paths. Such initiatives not only provide a real-world perspective to the students but also strengthen the bond between alumni and the institution. The Department of Management looks forward to organizing more such sessions to continue nurturing career readiness and professional growth among students.





**"GO CONFIDENTLY IN
THE DIRECTION OF YOUR
DREAMS. LIVE THE LIFE
YOU HAVE IMAGINED."**

— Henry David Thoreau

**Kristu Jayanti College, Autonomous K.
Narayanpura, Kothanur P.O., Bengaluru,
Karnataka- 560077**

www.kristujayanti.edu.in