



# Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

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

**DEPARTMENT OF MANAGEMENT**

# SPOTLIGHT

2019

*Toil & Success*

NEWSLETTER BY : BACHELOR OF BUSINESS ADMINISTRATION

VOL II - ISSUE 2

# EDITORIAL BOARD

## EDITOR'S NOTE

'History speaks of pride ventures and victorious battles of our predecessors. Every noteworthy achievement is recorded for the benefit of the existing and future generation. The recorded literature is a sanctum of undiscovered ideas'.

Spotlight 2019 (Issue 2; Vol. 2), is a record of the hard work put in by the Department of Management, BBA for the growth and enrichment of the students. Our activities are designed to motivate and change the mindset of students into becoming wholesome, open-minded individuals.

These activities are expressed and published in the Department's newsletter-'Spotlight 2019'.

I appreciate the efforts of the editorial team in the making of Spotlight 2019 (Issue 2; Vol. 2) and we as a team are thankful to the department and Kristu Jayanti College for encouraging and supporting us through out.

Prof. Monica L  
Faculty, BBA  
Kristu Jayanti College (BBA)

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# PRINCIPAL'S NOTE

"Excellence is the gradual result of always striving to do better." quoted by  
Pat Riley.

The Department of Management in Kristu Jayanti College aims to open up new avenues for the students to discover their creative talents and express themselves in multiple ways.

I appreciate the enthusiastic effort made by the students to bring out this issue of Spotlight and all the hard work they have put in. The Department designers, photographers, computer wizards – all got together in a collaborative spirit to achieve this objective; this is a true testament of the 'Jayantian Spirit'

I extend my heartfelt congratulations to the editorial board, for the lucrative creation, and release of 'Spotlight 2018-19 (Vol 2, Issue 2).

Happy Reading!!!



**FR. JOSE KUTTY P. D**  
**PRINCIPAL**



# FOREWARD

## HEAD DEPARTMENT OF MANAGEMENT

Sincere greetings to all of you from the Department of Management, Kristu Jayanti College. We are pleased to place before you the second edition of Newsletter of our Department for the academic year 2018-19. The newsletter features the major activities of the department, student achievements, research activities, extension activities and placement activities.



The notable event that took place was international conference organised by the department during this academic, which featured the presentation of research papers by researchers from different parts of the country. This will surely encourage more participation in International conferences by our faculty members. Most of the faculty members have done quality research and published their work in international journals, which has reflected in the overall culture and ambience of our department.

The newsletter also focuses on workshops, social responsibility week, skill based exhibition, intercollegiate management fest, business plan presentation, co-curricular and extra-curricular activities organised in the department. We have organised programs and courses in the department for the benefit of staff as well as students through interactions with counterparts from other institutions. The newsletter also envisages the laurels brought by our students in inter collegiate management fests.

All this has been possible due to the encouragement and motivation given by our Principal and Vice Principal who have been a guiding force for all the members

I would like to thank and appreciate Prof. Monica L. and her team of students, who made this newsletter a reality.

# VIDEO SCREENING

“THE INCONVENIENT TRUTH VIDEO ON CLIMATE CRISIS”

The Inconvenient truth Video on Climate Crisis was a video made by Former US Vice President, Al Gore as an effort to expose the dangers of climate change. The video was chosen and screened on 3 January 2019, with an objective to help students understand the massive importance of Global Warming in the sustenance of Earth. The video showed an in-depth view of how Global warming started; the factors that cause Greenhouse effect and its global impact. Video also emphasized the graphical presentation of ups and downs of the Greenhouse effect on our environment. The video assisted the students to understand Global warming and measures we can take to reduce its impact, promising a longer living Earth.

The screening was followed by a class discussion, where students were given an opportunity to share their perspectives on how they see the impact of global warming every day. Students strongly agreed with the contents of the video, and discussed on how to reduce Greenhouse effect to save our earth for our coming generation. Overall it was an informative video where the students internalized information about the Greenhouse effect and the remedies required to save our earth.



**STUDENTS WATCHING VIDEO SCREENING ON  
THE INCONVENIENT TRUTH VIDEO ON  
CLIMATE CRISIS**



# CURRICULUM ENRICHMENT SESSION

## CIMA – FUNDAMENTALS OF MANAGEMENT ACCOUNTING

**SEMESTER BBA SECTION A  
STUDENTS WITH MR. SARVESH M**



The Department of Management, BBA, conducted a training programme for the II Semester BBA CGMA students in three sessions scheduled in December (04 – 07 December, 2018), January (16 – 18 January, 2019), and February (18 – 19 February, 2019). The training was conducted by Mr. Sarvesh M, a trainer at ISDC. The training was based on Fundamentals of Management Accounting exam paper of CIMA module. The students were introduced to the concepts of management accounting. They were also oriented to take up the CIMA examination in June 2019. The Major objective of the training session is to prepare the students for their CIMA examination, and ensure a more rewarding pass percentage. The session also acts as a motivation for the students to pursue the exam with a more confident attitude

# SOCIAL RESPONSIBILITY WEEK 2019

INAUGURATION OF SOCIAL RESPONSIBILITY WEEK 2019 BY  
MR. DILIP KUMAR, PRESIDENT, FORA RECYCLING



The Inauguration of Social Responsibility Week was held on 07/01/2019. The inauguration began with Prof. Manjunath S presenting the prelude about the week and the theme. This was followed by Rev. Fr. Josekutty P.D, the Principal addressing the gathering. In his address, he stated that social responsibility is the outcome of individual responsibility and a minor change will also result in real change. He also mentioned about the college being the Universal hub for United Nations sustainable development goals (UNSDG). With this, Rev. Fr. Josekutty P.D handed over the session to the chief guest, Mr.Dilip Kumar. Mr. Dilip emphasized on the importance of triple bottom line point in Social Responsibility.

He mentioned that companies should find out the hazards caused by them and take necessary steps as a part of their CSR. He also appreciated the department for organizing such programs which inculcates the need for social responsibility in students. Mr. Dilip Kumar address was followed by Ms. Samitha Manoharan, who introduced Target Corporation and its Social Responsibility activities to the gathering. She stated that Target is engaged in Social Responsibility activities even before it was made mandatory by law. Further, Mr. Sriram took over the session and concluded by encouraging the students to take full advantage of Social Responsibility Week and the opportunities

Social Responsibility Week was initiated on 07/01/19 with Social Revolution as the First Event. In this Event, the participants had to bring out practical solutions for the problems which are being experienced by Bangalore City. On 09/01/19Poster Making and Short Film screening events were conducted. In poster making, the participants had to make posters on a particular topic given on the spot. Short Film Making was one of the events that stood out in Social Responsibility Week due to the creativity with which the participants made videos on the social Issues.

On 11/01/19 Tableau was held where the participants enacted different social issues by standing still. It was done in an organized manner and the participants put their best foot forward in conveying their ideas through the act. The Final Event of Social Responsibility Week Social Entrepreneur was held on 11/01/2019. The participants had to form organizations that would help in solving the problems faced in society with the objective of earning profit.





**Inaugural address given by Ms. Samitha Manoharan, Head, CSR, Target Corporation**

...ration we suggest that following measures  
to reduce the rising rate of rape in India  
are education should be given to every person  
on sex discrimination, the rape rate can be  
reduced. The communication gap between parents and  
children is an eye on the doings of their wards.  
The narrow thinking of the people of society  
the legal system of India and law should be strict  
on who commits the rape  
could be made legal so that innocent females  
from being raped.  
a trained for self defense.



**STUDENT PRESENTATION  
DURING THE EVENT**



**STUDENTS PERFORMANCE ON  
SOCIAL ISSUES  
DURING THE EVENT**



**STUDENT PARTICIPATION  
DURING THE EVENT**

**“POSTER MAKING”**

**“SOCIAL ENTREPRENEURSHIP”**

**“TABLEAU”**

Social Responsibility week 2019 ended on a high note. The valedictory session began with the Feedback of participants. There were 628 students who participated in the SR Week. The feedback session was followed by Rev.Fr. Lijo P Thomas address to the students. He appreciated the efforts of the department for organizing such an event. He also mentioned how people have increased being active on social media rather than being socially active. He concluded by encouraging the students to be more aware and responsible about the society. . The winners were felicitated with Certificates by Rev.Fr. Lijo P Thomas. Hence the event ended on a lively mood as the students celebrated with great energy and motivation to be more socially responsible, which would be a great boost in their hearts in the years to come

# INTERNATIONAL CONFERENCE

## MANAGEMENT OF CHANGE AND COMPLEXITY (ICMCC)

INAUGURAL SESSION MS. LILLA GOURLEY, DIRECTOR, AUDIT SERVICES, GRANT THORNTON.



The conference was inaugurated on 6 December 2018 by Dr. Aloysius Edward, Dean, of Commerce and Management, with his welcome address by bringing into context the change management strategies of different companies like Twitter, Google, Southwest Airlines and Facebook. Rev. Fr. Josekutty P.D. the Principal of our college, in his presidential address, emphasized on the concept of uniqueness and fostering uniqueness by capitalizing on Awareness, Desire, Empowerment and Reinforcement in order to manage change and complexity in an organisation.

The chief guest of the inaugural function, Ms. Lilla Gourley, Director of Audit services-Grant Thornton spoke about the collaboration of ideas and shared leadership for better problem solving and change management skills.



# SESSION DETAILS

The session I (Change Management in Manufacturing) was taken forward by Mr. Sunil Rawat, Director of Operations-TE Connectivity and Mr. Saleem S Khan, Senior Executive-TE Connectivity. They displayed a presentation on "Enhancing Excellence in manufacturing" which elucidated various change management strategies adopted by TE Connectivity in their volume drop period. They devised strategies like value stream mapping, Maynard operations Sequence Technique, low cost automation to cope with the dynamic environment. The session concluded with many challenges faced by B2B manufacturers and served to be highly informative.

In the second session, Mr. Sundar Vadivel Uthaman, Senior VP, HR, Landmark group, enlightened the gathering on the topic "Enhancing Excellence through change management in Retail". He stated that retail is predicted to change in the next 5 years than it did in the last 50 years. This is due to the fact that today's stores are shaped by new needs, behaviors and demands. He also mentioned about the levels of change management that is Constantly adapt, carefully listen and Always deliver, followed by the Landmark group. He also provided insights on LEAD strategy used by Landmark.

Mr. Vinodh Nagarajan, Head of Tax-Dell EMC, the keynote speaker of the session III emphasized on "Key Tax Reforms and Business Impact". He began by mentioning the importance of tax policy for the country, the government and businesses. He elucidated the principle differences of direct and indirect taxes, alongside the GST reforms. He also introduced terminologies like Tax planning, Tax avoidance and Tax evasion to the gathering. He concluded by stating the requirements of an ideal tax policy.

The keynote speaker for the final session of the conference was, Mr. Muthu Kumaran, VP-Credit Suisse, who with vigor elucidated on the topic "Enhance excellence through change management in IT". He highlighted 3 key elements for Change management in IT; they are People, Technology and Process. He also presented on the evolution of IT methodologies like Waterfall methodology, Agile methodology, DEVOPS which are responsible for minimizing time and increased automation. The speaker brought the session to close by expounding on the fact how innovation and technology is a constant to sustain in the dynamic market. The conference provided a platform to the participants to be insightful and put forth original ideas on Management of Change and Complexities identified and perceived by them in business practices.



GROUP PHOTO SESSION WITH DELEGATES FROM VARIOUS INSTITUTIONS

# INTERNATIONAL GUEST LECTURE

**“DYNAMICS OF GLOBAL SUPPLY CHAIN MANAGEMENT” BY**

**DR. DINESH S. DAVE**



**Dr. Dinesh S. Dave,  
Professor and Head, Department of Computer science and Supply Chain Management,  
John A Walker College of Business, Appalachian State University, North Carolina, USA**

On 12 December 2018, the final year BBA students were given an opportunity to interact with Dr. Dinesh S Dave, a renowned academician and researcher. Dr. Dave is a professor and Head of the Computer Science and Supply Chain Management in Appalachian State University-North Carolina-USA.

Dr. Dinesh addressed the gathering about the recent trends and challenges that organizations face in order to meet the demand of the customers. The highlight of the lecture remained to be the discussions about EPIC Framework which stands for Economy, Politics, Infrastructure and Competence. Dr. Dinesh also shared the comparative advantages that India has with other countries like China, USA etc. He also threw light on comparative analysis related to past, present and future economic development of the country like GDP, Inflation and its relevance in Supply Chain Management. His examples on companies located in North Carolina and their SCM strategies were inspiring. He confessed that India's Infrastructure facilities need improvement in order to have a better managed business function.





# INNOVATIO 2019

The Department of Management organised "Innovatio 2019", a business plan competition exclusively for the final year students on 25th January, 2019 at 1:45 pm in Mini Audi II. The competition involves evaluating the students' entrepreneurial skills based on business plan prepared by them. There were around 20 teams from the final year competing with each other and showcasing their talents in terms of business ventures. The competition had two levels, where students submitted their report on their business venture and the teams made their presentation in the second level. The competition aims at giving a practical understanding of making business plan, stimulating creativity in the students for business ideas and encouraging a collaborative approach towards thinking about new business. Some of the business ideas presented were Mobile Ambulance, Memory capsule, Edible cutlery and so on. The judges for the day were Prof. Gincy Charles and Prof. Monica.

Innovatio, a business plan competition, helps students to develop entrepreneurial ability for refining their ideas, connect them with society through business plans. This platform facilitated students to identify and stimulate their creative ideas and develop self-confidence among them. There were 3 winners for the competition. The winning teams were felicitated with certificates by Rev. Fr. Augustine George. Innovatio 2019 served as an important platform for the budding entrepreneurs to develop on their venture ideas in a collaborative way.



Certificate distribution to the winners by Rev.Fr.Augustine George, Vice Principal, Kristu Jayanti College, Bangalore.



# GUEST LECTURE

## "Overview of Corporate Culture"



The session started at 12:00 noon, conducted by Alumni of Kristu jayanti college, Mr. Sandeep Titus currently working as Marketing Manager, Ardex Endura, Bangalore. The Session was a Knowledge enlightening session for the students where the Speaker briefed about the various Practices in corporate world and its culture, how we can prepare ourselves to take up those challenges. Speaker had an interactive session with the students where he briefed his personal experience which gave an insight to students. Speaker briefed about Networking, how is it important to have Networking in Corporate world and speaker briefed about the corporate culture and how far being a part of corporate personnel can take up the challenges and How to mold oneself in the corporate culture. Overall it was an effective and Knowledge gaining session for students.



# MEET YOUR ALUMNI

“Transformation from Campus to Corporate”



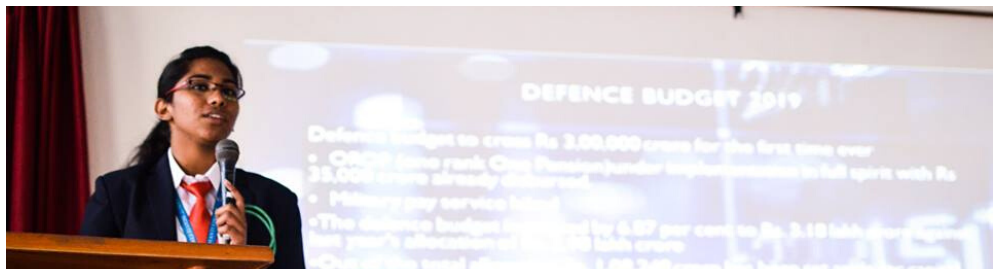
On 2 February 2019, the second year BBA students were given an opportunity to interact with Ms. Neethu Madhu, Alumni (Batch 2014-17), Financial Analyst-Wells Fargo EGS. The resource person shared her experience in college and conveyed the importance of Skill Development Activities conducted in the college. She shared her experience of interviews, she attended. She explored the opportunities available in the market for Aviation Management and Business Analytics course and the online courses available for the same, which she came to appreciate that the college has started offering these specializations to the Jayantians. She motivated the students to face the career boldly and advised to take part in all the extra and co-curricular activities conducted in the college.

The students learned the strategies to transform themselves from campus to corporate. The resource person shared her experience with various interviews and explored some additional courses to strengthen their career.

# EXPERIMENTAL LEARNING PROGRAMME

## "DISCUSSION ON UNION BUDGET"

STUDENT PRESENTING ABOUT UNION  
BUDGET 2019 OF INDIA



To honor the budget week, the Department of Management organized a student presentation of the declared Budget 2019 on 2 February 2019. The session started at 12:00 noon, conducted by II Semester BBA Students, with an Introduction of Taxation system in India. The Session focused on sharing information about the various sectors of the budget, enhancing the knowledge of the audience. The students had an interactive session where they came across the different Tax imposition on vivid areas of the economy, agriculture, railway, transportation etc.

### Session Highlights

- i) 12 Crore farmers with under 5 acres of land can get annual income support of Rs.6000 directly into their bank accounts.
- ii) 3 Crore salaried, pensioners to gain between Rs.500 and Rs.3600 a year in the tax savings due to Higher standard deduction.
- iii) 10 Crore unorganized sector workers eligible to get pension up to Rs.3000 a month after age 60 on a contribution of up to Rs.100 while working.
- iv) The main gainers from the Budget are Tax payers, Investors and Businessmen.

The students imbibed a lot of vital information from the session. Overall it was an interesting and interactive Session.



# INTERNATIONAL GUEST LECTURE

## “Learning in Dynamic Global Environment”



Guest Lecture delivered by Dr. Per Markus Anderson, Associate Dean for Global Learning,  
Professor, Religion, Concordia College, Minnesota, USA.

On 18 February 2019, the second year BBA students were given an opportunity to interact with Dr. Per Markus Anderson, and Christopher. J. Mason-Professors from Concordia College, Minnesota, USA. The objective of the session was to create awareness among students about the various opportunities available in Concordia College for higher studies while pursuing Degree. The speakers briefly explained about the different courses available in Concordia College, Minnesota, USA. He focused on different opportunities available for students if they pursue higher studies in the esteemed institution. He also illuminated on the benefits of pursuing Higher Studies in their college. Christopher. J. Mason, gave a brief note on course structure and fees. He explained about the Scholarships available to the students. He also clarified the doubts of the students regarding the Course duration and Fee Structure. Pursuing education abroad may seem a distant dream for many, but such universities are eradicating the overseas gap that exists in pursuing foreign education



Guest Lecture delivered by Christopher. J. Mason, Interim Director,  
Offutt School of  
Business, Associate Professor of Finance, Concordia  
College, Minnesota, USA.

# INQUIZITIVE 2018 BUSINESS QUIZ COMPETITION

**VALEDICTORY SESSION AND PRIZE DISTRIBUTION BY REV.FR.EMMANUEL P.J.**



InQuizitive 2018 was the first edition of Business Quiz competition organized by the Department of Management (BBA) to inculcate the importance of current affairs among the participants. It also focused on introducing the culture of quizzing among the BBA students. The events objective was to bring in the best minds of the department to battle out amongst each other in a competition that was designed to test their memory and knowledge on a vast series of topics and trivias.

The competition had two prelims conducted on 27th September, 2018 and 1st October, 2018. The finals were conducted on 5th September, 2018. The students were divided into teams of 2 each and totally 14 teams were registered for the competition. The two prelims consisted of MCQs on different topics like advertisement, company logos, taglines, etc. The final round was a potpourri of various sub rounds and interesting tasks entwined into the event, which put the participants in a roll.

Inquizitive 2018 a business quiz competition provides a platform to the students to develop their knowledge, especially with respect to the business sector. It has been an opportunity to the students to proudly display their extensive knowledge of various businesses and its related activities, which in turn inspired the audiences to be aware of the happenings around them. In this competition, students have learned to use their IQ to notice and retain vital information that we normally do not grasp. Overall three teams out of 14 teams took the cake by acing the rounds. InQuizitive 2018 was a real success, owing to the Quiz Master Mr Kiran (VI Sem BBA) and his team who conducted the inspiring rounds with finesse, setting an example to all 340 participants on event execution and success.



# GUEST LECTURE

## Career Excellence in International Environment



Our Guest Prof. Ruth Wallace, Dean, College of Indigenous Futures & Arts Society, Charles Darwin University, Australia was given a warm welcome by Dr. Alosiyus Edward, Dean, Faculty of Commerce and Management, Kristu Jayanti College, Bangalore.

On 28 November 2019, the Department of Management organized a guest lecture for the benefit of 4th Semester BBA Students. The objective of the lecture was to provide the students with relevant information on Higher Education at Australian University, focused to inspire students to pursue education in different parts of the world, and give an insight on research.

Prof. Ruth, Dean-College of Indigenous Futures & Arts Society at Charles Darwin University-Australia, addressed the students regarding the opportunities available to them in Australia. He mentioned about qualities such as Innovation, problem solving ability, creativity which are important in a potential employee, besides the grades for the dynamic environment. Prof. Ruth was followed by Prof. Ganesh Koramannil, Research Scholar-College of Indigenous Futures & Arts Society-Charles Darwin University-Australia, who enlightened the gathering about Australian culture and the similarities between the Indian and Australian culture. He also shared his experience being an Indian in Australia and how Australia enabled him to realize his potential as he was able to take advantage of the similar goals of the people around him. This complimented the current business mantra of capitalizing on similarities to succeed in the business world

Prof. Ruth Wallace, Dean, College of Indigenous Futures & Arts Society, Charles Darwin University, Australia delivering a guest lecture to the students







# INDUSTRY VISIT

## **INDUSTRIES VISITED:**

**PARLE - G LIMITED NEW DELHI.**

**YAKULT DANONE INDIA PVT. LIMITED, SONIPAT – HARYANA.**

**MOTHER DAIRY FRUIT & VEGETABLE PVT. LIMITED,  
PATPARGANJ - NEW DELHI.**

**AAVIN MILK DAIRY, COIMBATORE.**

**SUGUNA MOTORS, COIMBATORE.**

**AQUA GROUP, COIMBATORE.**

**DODDABETTA TEA FACTORY, OOTY.**

**COCA COLA**

**HARTEX RUBBER**

**PARLE G**

**AGI GLASS**

# INDUSTRY VISIT

There were 72 Students of VI BBA along with three faculty members, who had been to New Delhi for an industrial visit as part of their curriculum from 17th November, 2017 to 21st November, 2017. The students had visited Parle-G, a company manufacturing cookies and confectionary and Mother Dairy, milk products processing industry as well as Danone-Yakult.

Another group of 94 Students of VI BBA accompanied by four faculty members, had been to Coimbatore for an industrial visit as part of their curriculum from 18th November, 2018 to 21st November, 2018. The students had visited four industries namely Aavin Milk Dairy, Suguna Motors, Aqua Group and Doddabetta Tea Factory. Similarly, the third batch of students industrial visit was planned in Hyderabad. As part of their schedule, they had visited four industries; Coca Cola, Hartex Rubber, Parle and AGI Glass.



INDUSTRIAL VISIT OF NEW DELHI



# INDUSTRY VISIT

The students visit focused on manufacturing industries, with some orientation towards the service functions. Companies like Parle-G, Mother Dairy, Danone-Yakult, Aavin Milk Dairy, Suguna Motors, Aqua Group, Doddabetta Tea Factory, Coca Cola, Hartex Rubber, and AGI Glass focused on the production and manufacturing of durable and nondurable products. The plant visits lasted for 1 hour and the students were oriented about the manufacturing area, product display followed by question and answer session.



INDUSTRIAL VISIT OF COIMBATORE, OOTY



# INDUSTRY VISIT

The students were also briefed about the benefits of the products and a lot of information was provided as to how the products were marketed in India and elsewhere. The students were exposed to the quality check routine of the products and automation of the machine was also explained.

They were also briefed about the packaging and marketing techniques of the industry along with their channel of distribution, the number of employees and the benefits given to them.

The learning outcome of industrial visit includes the knowledge about manufacturing process, techniques used in production process, management practices adopted by the industries, legal framework, procuring raw materials, marketing of products and human resource practices of the organisations.



INDUSTRIAL VISIT OF HYDERABAD



# PRODIGY- 2019

## AN INTER-COLLEGIATE MANAGEMENT FEST

PRESENTATION OF MEMENTO TO OUR CHIEF GUEST MR. VIKRANTH SHARMA DGM- SALES, CEASE FIRE, BANGALORE



Title: Prodigy 2019

Date: 20/02/2019 & 21/02/2019

Number of beneficiaries: 906

In-house: 800

External: 106

List of Resource Persons with details:

Mr. Vikranth Sharma DGM- Sales, Cease fire, Bangalore.

Objective:

To inspire students to take up challenges in the area of Management and to overcome hurdles effectively.

Prodigy is the flagship inter- collegiate event of BBA Department of Kristu Jayanti College. Various Management events are conducted for participants from colleges across Bangalore and also from other states. The participants are put through various challenging rounds for the various events and the best teams are awarded prizes. The students of our college are also given an opportunity to execute and witness these rounds. Based on the performance of the colleges in the various rounds, the best colleges are given the overalls and runners-up positions.

Prodigy 2019 started on the 20 February 2019. It was a 2 day fest which had two forms of rounds in each event; qualifying round and the competitive round. The event winners were decided on the bonus points earned from day one and the scores earned in the competitive round.

# INAUGURATION OF PRODIGY 2019 INTERCOLLEGIATE MANAGEMENT FEST BY CHIEF GUEST MR. VIKRANTH SHARMA DGM- SALES, CEASE FIRE, BANGALORE.



Prodigy 2019 was the 13th edition of its kind and had the theme Industrial revolution 4.0. It had the following six events;

Maestro- Best CEO

The formidable force- Human resources

Currencia- Finance

Influenco- Marketing

Neoteric- Entrepreneurship development

The Vortex Cloud

The fest had its promotion on 19th February, a day before the fest in the college quadrangle at 11.00 am. The promotion was very innovative and depicted the various industrial revolutions that have gone by in the past like the 1.0 (Steam engine), 2.0 (Electric bulb), 3.0 (Computer) & 4.0 (Humanoid with AI).

Prodigy 2019 had a total of 11 teams participating. The overalls were won by Christ- Deemed to be university and the Runners- up was secured by Christ- deemed to be university (Professional Studies). The participants commended the quality of the rounds as very creative, and appreciated the hospitality of our department. Through and through it was great learning experience for the participants and the organizers.



MARKETING EVENT PRESENTATION BY THE PARTICIPANTS



# GEARING UP FOR MBA



When I was in my final semester of BBA, I started getting worried because I wanted to do my masters but I never prepared for it till then. I slowly started researching for the entrance exams that I had to prepare and it blew my mind when I saw my classmates and other friends were ahead of me. They prepared for an year or so, some for eight or nine months for different exams and I was sitting there figuring out which exam to write with less than 3 months in hand. I was scared, worried and thought it was all over. I was unable to do it. I had already lost hope and thought I would take a break for a year and prepare, that's when my brother asked me to at least attempt the exams so I will have a better hang of it the next time.

So I enrolled for MAT 2019 and ATMA 2019 that was conducted in January. I went, gathered books from library and started preparing for them. Like everyone else I did it with all my heart for a whole week and then became lazy again. My friend who was a big motivator and the one among the few who believed I still could crack this, helped me do it little at a time. So I went one concept at a time. Well I started from the toughest of the lot quantitative aptitude and went pretty slow, because maths and I were hard core enemies from school.

All the time I was bored because of which most of the time I did English comprehension. So I did on and off. There was logical reasoning too, which I did at last. As the day went on, my preparation went up and down. The last day had come for my ATMA exams and I was nervous since I didn't cover the whole portions. The last night I couldn't do anything productive as I was very tensed. I started trembling as I went to my exams. All of my friends and family kept calling me which they thought helped me but it actually raised my fear.

As I was on front desk and ready to begin my exam, I was shivering. But I did what I could and stepped out. I knew I didn't do well and wouldn't crack it, but my brother was right. I understood how exam worked. I went back home feeling sad and told everyone it wasn't great. Everyone tried consoling except my brother who said, "It's over and there's no point being worried but you have another chance so shut up and go prepare for that."



So, I started preparing for the next exam which was MAT. This time I was clear of what I did wrong. So I made it a point to put more efforts because I had 7 days left for exam. I prayed and prepared a timetable. I tried my best to do only what I knew and be better in that and took a day for English comprehension, attempted more mock papers. The next was Logical reasoning, which needed two whole days to complete, when I say 'complete', it was not the whole but what I knew or understood.

Finally I had four days left and the toughest subjects to cover. I only focused on the ones I partially knew or had prepared before and took help from more people than just my friends. I asked Monica ma'am to help me with a few topics in the day. And my friend taught few others at night, and the rest of the time I attempted mock tests and practiced what I learnt. This time I put more efforts and wasn't very worried because my family had lost hope. So, the pressure was less and I wanted to know more because it was interesting and not just for the sake of exams.

On the day of my exam I prayed well and I went for it. I didn't panic much and also had a better idea, how to clear faster. I did my exam better than the last time. I was not very confident about the results. I kept praying and finally when my results were announced I was surprised because I got 94 percentile. My family was in a huge surprise when I told them. Now I have enrolled for Christ University hoping to learn more.

To put it in simple terms....

1. Prayers
2. Interest to learn more
3. Practice and
4. Calmness

Put together can make any venture successful.



**JINISHA PETER**  
**BATCH: 2016-19**



## BEST COLLEGE SURVEY 2019

INDIA TODAY-MDRA SURVEY 2019

**BEST EMERGING COLLEGE OF THE  
CENTURY at NATIONAL LEVEL**

1<sup>st</sup> Rank  
ARTS

1<sup>st</sup> Rank  
SCIENCE

1<sup>st</sup> Rank  
COMMERCE

KRISTU JAYANTI COLLEGE IN BENGALURU CITY RANKING

2<sup>nd</sup> Rank  
BCA

2<sup>nd</sup> Rank  
MSW

3<sup>rd</sup> Rank  
COMMERCE

4<sup>th</sup> Rank  
ARTS

4<sup>th</sup> Rank  
SCIENCE

6<sup>th</sup> Rank  
BBA

KRISTU JAYANTI COLLEGE AT NATIONAL LEVEL RANKING

6<sup>th</sup> Rank  
BCA

12<sup>th</sup> Rank  
MSW

19<sup>th</sup> Rank  
ARTS

21<sup>st</sup> Rank  
COMMERCE

21<sup>st</sup> Rank  
BBA

26<sup>th</sup> Rank  
SCIENCE

*Congratulations to Management, Staff, Parents, Students and Alumni*

