

Campus Events in 2018-19

World Entrepreneurship Day celebrations – 21/08/2018

Department of MBA seeks to identify and constantly persuade its students with great goals and aspirations; in this view we as a department always try and support those events which are in line with elevating the entrepreneurial skills and ambitions of students who have a strong and honest vigor to follow and achieve their dreams.

The ‘World Entrepreneurship Day’ was celebrated on August 21st, 2018 to recognize and kindle the interest in students to think differently and optimistically to generate new ideas, create new products and deliver appreciated services. In the view of this the department participated in the WED celebrations embraced by the institution by organizing ‘Business Quiz’ which was hosted for Engineering students. The student coordinators Machaiah M P, Shobha V, Sharmila U & Monika M from 2nd year of 2017-19 batch actively volunteered in conducting the quiz.



(Student volunteers at the WED celebrations)

Visit to Garment Labor Union in Peenya, Bangalore – 19/09/2018

GLU is a women-led trade union based in Bangalore, engaged in organizing garment workers and protecting their rights. It collaborates with other trade unions, civil society organizations and campaigns to improve the working conditions in the garment sector which is beset with problems. GLU also engages with the government to influence labor policies and practices in favor of workers.



(Ms. Rukmini, President of GLU on the right and Ms. Saroja on the left in conversation with the students)



(2017-19 batch students with the President of GLU and faculty Prof. P R Madhu Shree and Prof. Devaki S)

2nd year HR specialization students of 2017-19 batch were taken to GLU on 19th September 2018 as a part of their industrial study tour. GLU has several branches across Karnataka.

21 HR students along with Asst. Professors Ms. Devaki S and Ms. P R Madhu Shree visited the Garment Labour Union Centre which is located on the Laggare Main Road, Bangalore.

Industrial visit to Lumax Auto Technologies Limited in Narsapur, 28/09/2018

3rd semester students of 2017-19 batch were accompanied by the department faculty to Lumax Auto Technologies Ltd. as a part of academic industrial study tour for the semester.

Lumax Auto Technologies Ltd is a part of the D.K. Jain Group of companies that has carved its strong position in automotive parts like sheet metal parts, fabricated assemblies, and tubular parts for two-wheeler and three-wheeler industries.



(2017-19 batch students with the faculty at the LUMAX plant)

In the study process it was well understood that the company deals with the manufacturing of a range of products that includes two-wheeler chassis, Exhaust

systems & Mufflers, Fork & Handlebar Assemblies, Petrol tanks, Adjustor Motors, Auto lightings among numerous other products.

Session on ‘Preparation of Business Plan for supporting financial assistance from Government agencies’.

The session on “Preparation of Business Plan for supporting financial assistance from Govt. agencies” was undertaken during the Entrepreneurship Awareness Camp (EAC) II was held on 25th Sep ’2018. Dr. Richa Das, faculty of MBA department was invited to deliver a talk during the session.

The focus of the talk was to increase the awareness among students about how to write a proper business plan to get financial assistance from Govt. agencies, banks, financial institutions, and what different securities will be demanded by Financial Institutions/ banks etc., were discussed during the session. The session was attended by B.Tech III, V, VII semesters and MBA III semester students of the institute.

Curtain Raiser (Induction programme) 2018

Curtain Raiser is the induction programme which was organized on 5th Oct’2018 for the new batch of students (2018-20) by the department. The fun-filled and educative program started at 9:00 AM and continued till 4:00 PM. The program aimed to assist students in getting acquainted with the rules and regulations of the institution.

The program was inducted with the welcome speech delivered by Prof. Purnajit Chatterjee, Dean of the department followed by introduction of students from both 1st year and 2nd year. This was followed by an explanation of all the rules and regulations of VTU and institution regarding syllabus, attendance and examination by Mrs. Archana Motta, Asst. Prof., ACME. Ice breaker activities were conducted with the help of Dr. Rashmi Singh, Asst. Prof., ACME followed by business quiz organized by 2nd year students.



(Orientation at the seminar hall)

Workshop conducted by department of MBA on ‘Preparing a successful Business Plan’ specifically organized for engineering students - 27th Oct ’2018

The workshop on “Preparing a successful Business Plan” was held on 27th Oct ’2018 from 10:15-12:45 at Seminar Hall-1 of Atria Institute of Technology.

It was organized by Atria Centre for Management & Entrepreneurship, Atria Institute of Technology. The resource person for the session was Dr. Richa Das, Assistant Professor - ACME, Atria Institute of Technology.

The focus of the talk was to increase the awareness among students about how to write a proper business plan to get financial assistance. Different ways for raising money for business, different funding paths, stages of funding, risks associated with different stages of funding were discussed in the workshop. Discussion extended to seed funding, angel investors, venture capitalist, different series of funding and initial public offering. The session was attended by B. tech III, V, VII semester students of Atria Institute of technology.

Freshers' Day celebration - 29th October 2018

The vivid culture of the department always brings the faculty, students and its close acquaintances together no matter what the occasion is!

Likewise, the department observes 'Freshers' Day' every year in which the senior batches coordinate amongst themselves in welcoming their junior batches to develop good rapport, bonding, belongingness and the joy of celebrating togetherness and oneness with each other and this day was embarked on October 27th, 2018.



(Faculty team with Mr. & Ms. Fresher event at the freshers' day celebration)

Details of the event:

Time of the event – 9 am to 2:30 pm

Schedule of events – Welcome address by 2nd year

- Video presentation of 1st year followed by 2nd year.
- Games
- Talent display by 1st year students
- Mime by 2nd year students
- Ms. Fresher & Mr. Fresher
- Felicitation and appreciation of winners
- Vote of Thanks
- Photoshoot followed by selfie time.
- Lunch

Study tour to Akshaya Patra (ISKCON), 06/12/2018

An industrial visit was organised to AKSHAYA PATRA Foundation which is an initiative of ISKCON Bangalore by the PG Dept. of Management Studies & Research Centre, Atria Institute of Technology on 6th December 2018. A total of 35 students along with two faculty members paid their visit to the AKSHAYA PATRA HK Hill Kitchen.



(I Semester MBA 2018-20 Batch students with faculty at Akshaya Patra - ISKCON)

Although the primary purpose of the visit was to make the students understand and become aware of the evolution of latest cooking technologies used in the preparation of food and implementation of Kitchen standards, in addition to this the visit was also complemented by a Personality Enrichment Workshop to derive experiential knowledge and imbibe essential values for successful future.

Workshop on Micro Analysis of Financial Statements -08/03/2019

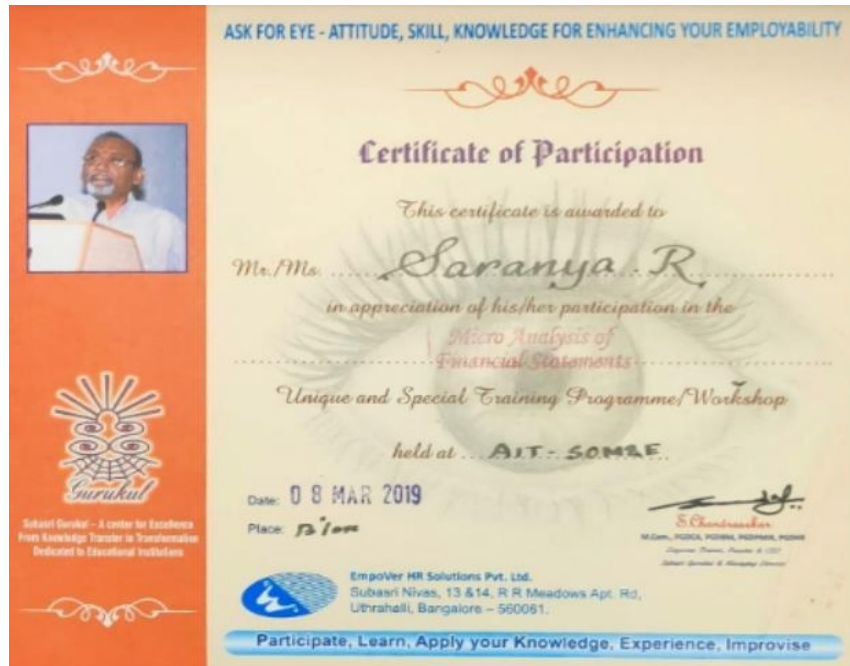
Resource Person: Dr. S Chandrashekar, Corporate Trainer.

The workshop was primarily organized for students with specialization in finance from 2nd year and to all those students interested from both 1st & 2nd year.

Objective of the workshop:

- To improve students' financial aptitude.

- To enable students', assess complex balance sheets in a much simpler way to best help them in analyzing companies' financial statements specifically while doing their projects.



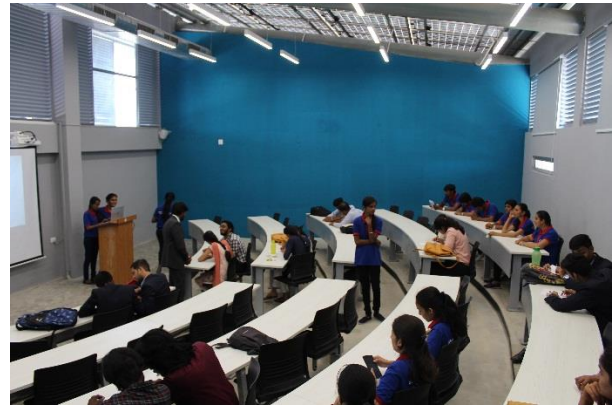
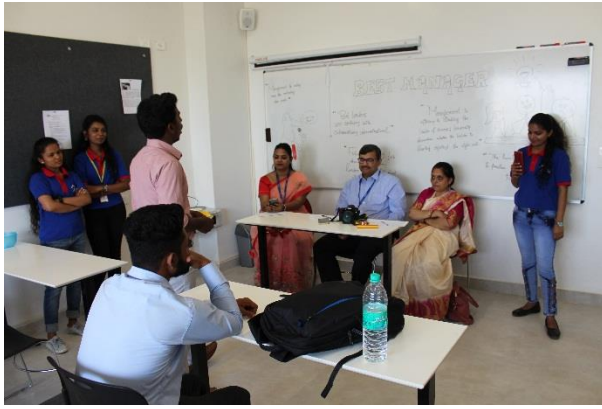
(Image of certificate of participation issued for attending the workshop)

At the end of the session the students were given participation certificates and a few students interested in availing booklets based on banking & accounting terminologies were distributed with the same.

INFUSION 2k19 - Management fest – 23/03/2019

INFUSION 2k19 is ACME's Inter-Collegiate Management fest which offers a rich platform for budding management students to discover and unleash their distinctive business and management capabilities.

INFUSION 2K19 got its fillip with the enterprising events renowned for its effectiveness in the domain of business - Best Manager, Business Quiz, Brand Charades and Elevator Pitch.



(Participants participating at the events)

We had enthusiastic student participants from multiple colleges to name a few - Sheshadripuram Institute of Commerce & Management, Bharatiya Vidya Bhavan, SJBIT, East Point College, South East Asian College, Adarsh Institute of Management among others. The students participated actively in all the events by displaying captivating performance that triggered the energy levels of audience as well as the participants amongst themselves.

Student Entrepreneurship Development Programme (SEDP) in association with ABiC, 12/04/2019

The objective of the SEDP was to instill an entrepreneurial awareness among the student community. The SEDP was free and open to students from all branches of the Institute.



(Student Participants with faculty and external Resource persons)

The SEDP provided a great learning experience to all the participants. Resource persons from across the different departments within were invited to deliver valid sessions. Mr. Krishna Prasad the co-founder of Rampura Organics India Pvt. Ltd. was invited to deliver a talk on his journey on becoming a successful entrepreneur.

Placement Training for Final Year students (2017 -19 Batch) between 25/04/19 and 13/05/19

Placement training was offered to the final year students between 13th April 2019 and 25th May 2019. The training was offered by external trainers Shristi Learning Services who are professional training consultants in the area of aptitude and soft skills training.

Topics under focus – Logical reasoning, verbal aptitude, soft skills & quantitative aptitude.



(Image displaying the list of topics covered by Shristi Learning Services)

Distinguished talk on "The emergence of Startup Ecosystem in India – new ways to engage millennials and wealth creation" – 16/05/2019

Atria Centre for Management & Entrepreneurship organized a distinguished talk delivered by an eminent speaker on 16th May 2019 (Thursday) for about an hour on the most trending topic - "The emergence of Startup Ecosystem in India – new ways to engage millennials and wealth creation."

Distinguished speaker – Prof. Supriyo Guharoy, CEO Indo Asian Group of Institutions.

Target audience – Students across different branches, SPOCs of different departments, heads of departments and interested faculty.

Farewell Party Celebrations – 21/05/2019

Final year students were given a very sweet & most memorable goodbye by their juniors on 21st May 2019.

Details of the event:

Time of the event – 10 am to 3:00 pm

Schedule of events – Welcome address

- Video presentation of 2nd year followed by 1st year.
- Talent display by 1st & 2nd year students
- Games for 2nd year students and faculty
- Appreciation of winners
- Adieu by the CEO, the Dean & the faculty.
- Vote of Thanks
- Class photoshoot followed by selfie time.
- Lunch