



The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2019

Issue No. 01

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- Parents Teachers Meeting

For Internal Circulation

Department of MBA (ACME)

Atria Institute of Technology

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MBA Orientation 2019

MBA department organized its regular series of Orientation program to formally welcome new students of 2019-21 batch to Atria Centre for Management and Entrepreneurship on 30th September '19. The program is organized every year with a view to facilitate and achieve smooth acquaintance and networking of students with its institution and department.



(Image depicting the presence of new batch 2019-21 along with the Principal, HODs of other departments, Dean and faculty of the department during Orientation program)

The program is designed in a very thoughtful way and is therefore aimed at achieving the set objective – ‘To refresh the faculties of students by undertaking a series of fundamental sessions.’ These refresher sessions happened between 30th September and 5th October.

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On the first day, the program got jumpstarted at 9:00 AM and continued till 4:30 PM. It started with a welcome speech by our Principal, Dr. K. V. Narayanaswamy followed by a presentation on ACME by Prof. Purnajit Chatterjee - Dean of ACME. This was followed by students' expectations from MBA program and the department. Students were subsequently briefed about the rules and regulations of the institution and the University.



(Students at the Orientation program)

Our Director Technical, Mr. Kaushik Raju was invited to deliver his talk on the role and significance of MBA, his speech seemed like it spurred our new students to envision its worth. They were educated and also entertained at same time by screening few good short runtime movies for their personal amelioration.



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The following fundamentals were covered during the 5 days of the orientation:

Basic Mathematics, Soft skills/Life skills, Basics in English, discussion about Current Affairs, Career Counselling and Career Guidance.



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Industrial Interactions

Industrial Interaction on Corporate Lessons of Life– 30/08/2019

Objective of the interaction - To disseminate and familiarize students to the unpredictable business world.

Atria Centre for Management & Entrepreneurship organized its opening guest lecture on August 30th, 2019 for the A.Y 2019-20. The theme was based on understanding the journey of the guest speaker as a corporate professional, his learnings and career experiences in different spheres of work through his successful career span continued till date.

His lecture left students assimilate grand take away points which are normally rare to find as a subject matter in books.

The guest speaker Mr. Bosco Caldeira has a career spanning over 25 years in global banks and IT firms in UK, UAE, India, Malaysia and Australia. Bosco has worked in senior management positions in Bank of America, Standard Chartered Bank Dubai, Deutsche Bank and CIMB Bank (Malaysia).

He also had a storied engagement of over 8 years with Infosys Technologies in London, Melbourne (Australia) and India, where he led and /or held senior management assignments in several transformation programs in global banks including UBS, ABN AMRO, NAB (Australia) , ANZ (Australia and the APAC region) , NCB (Kingdom of Saudi Arabia), NCB (Jamaica), etc. During this period, Bosco was the recipient of accolades for Sales and Delivery excellence.

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(The guest speaker Mr. Bosco Caldeira being felicitated by the Dean of the department and Dr. Richa Das)

Mr. Bosco Caldeira inducted the session by sharing his '**Corporate lessons for life**'. He emphasized on very specific personality attributes that one has got to be imbibing in today's age and time to progress in professional career. He painted our thoughts, brought us close to virtuality through his life experiences while quoting alongside few examples of eminent people from industry too. He also exposed students to quite age old examples of successful innovations of mythological India, while also reflecting upon the current challenges/issues faced by modern India today that is seeking exhaustive opportunities in the world economy at a faster pace. Further substantiated the growth potential of Indian economy and guaranteed possible benefits and ample disruptive opportunities as a result of such growth to many aspiring younger generations/entrepreneurs and startups.



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Industrial Interaction on Listing Career Opportunities in Marketing; Account of a series of life experiences in the journey of making a fruitful Marketing career – 25/10/2019

Objective of the interaction - To guide and enable students choose from a plethora of unaware opportunities in the realm of Marketing.

Department of MBA organized the 2nd industry interaction on 25th October 2019.

Ms. Meera Ramakrishnan, a very talented and textured woman, a business leader was invited to deliver a session on the subject titled above. The speaker is claimed to have extensive experience of more than 24 years in strategy planning and marketing. Her experience spans across B2C Healthcare, Information Technology, Media, and Safety & Security.



(Ms. Meera Ramakrishnan in conversation with the students)

Ms. Meera opened up the session by sharing a brief anecdote of her own life to allure the audience. She narrated very likably of how she was distinctively from a different background and had nothing to do with marketing but yet pursued her MBA without being not so thoughtful of what she was upto. She illustrated how she could manage to get her internship at the TTK Group (based in Chennai an Indian business conglomerate with its presence across diverse industries that



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included then consumer durables, pharmaceuticals and supplements etc.) to work for the organization's advertising team in promoting and building a marketing strategy (USP) for men's lingerie.



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Industrial Interaction on Analyzing and Creating Awareness of diverse entrepreneurial opportunities in the Education Industry - 22/11/2019

Objective of the interaction - Creating awareness about having many possible money-spinning startup ventures in the industry.

The speaker of the session Mr. Shashi Kishore Patil is an accomplished management professional with over 2 decades of experience in building businesses with wide-ranging exposure to operations, sales and business development spanning diverse industries including e-Governance, Education & Training, Information Technology (IT), Automobiles and Manufacturing. Currently as a Chief Operating Officer of Comat, he has handled multiple projects spanning e-Governance, rural ICT-enabled services retail and BPO areas with over 6,000 employees and supporting a revenue stream of USD 12 million per annum.

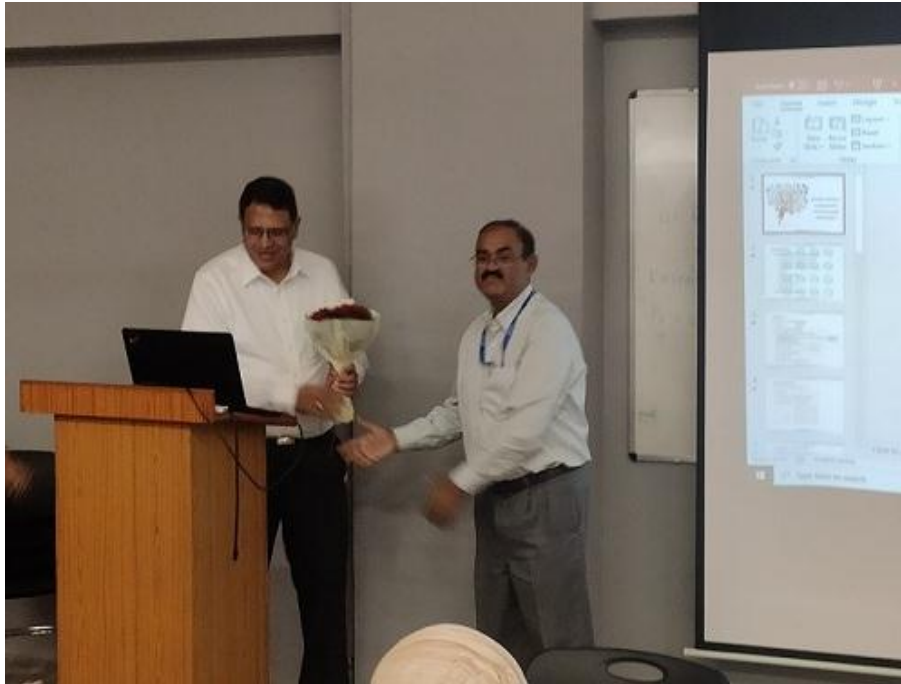


(Students paying attention to the guest lecture getting delivered at the MBA classroom)

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(Mr. Kishore Patil getting felicitated by the Principal)

The focus of the session was to create cognizance and an understanding about education industry being a lucrative destination for multiple business opportunities. The speaker emphasized on how believably many target segments could be brought into the centric space of commerce and trade. Ranging from play schools, pre-schools, and primary schools to high schools' etcetera with their distinctive features varying in size and scale of operations, percentage of investments, an eye for future growth prospects et al. all pose prolific openings for striving startups and individuals passionate about the industry. Additionally students were also imparted about a few rigorously thought of central & state legislations and regulations that could otherwise impede one's way if sufficient knowledge lacked while dealing with the system; other aspects like sharply picking up new trends in the environment, market forces and emerging ecosystems are contemplated to pave way for entrepreneurs to remain present and competitive in the industry.

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Industrial Interaction on Aspects and Opportunities in Hotel Industry 22/11/2019

Objective of the interaction - To enable a fair understanding about the hotel industry.

Mr George Bennet Kuruvilla, General Manager of Radisson Blu Atria, Bengaluru was the distinguished guest speaker for our 4th industry interaction session. Radisson Hotel Group (RHG) is 75-year-old and is one of the world's largest hotel groups with 8 distinctive hotel brands, more than 1,400 hotels in operation and under development around the world.



(Mr. George Bennet in conversation with the class)

The agenda of the session was to help students with looking out for a new slant of how the hotel industry operates on ground. What takes hotels to reach where it desires to be? To briefly illuminate the challenges generally tackled, tactics to be dealing with guests/customers, what probable swelling opportunities could students anticipate from the industry in the coming 2 years? Et al.

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(Mr. George Bennet receiving a token of appreciation from the Principal and the Dean)

The speaker validated his approach by painting few remarkable graphical trends showing current surge and slump industry set-ups inclined by market and the economy. A comparative analysis of world and Indian model of the market was drawn and a correlation between how the flow of air passenger traffic could be acting as an impetus to the business was carefully echoed. The speaker also spoke about aspects like pricing, role of active website, booking engines, online travel advisers, perception of guests etc. and reiterated why it should matter for the enduring prosperity of a hotel business; he made his line much clear by citing a few startling examples.

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Industrial Visits

Industrial visit to GP Foods Pvt. Ltd. – 10th Oct 2019



**(Final semester students at GP Foods Pvt. Ltd. with Prof.
Archana R Motta and Prof. Devaki S)**

The department organized its 1st industrial tour for the Odd Semester: 2019-21 to GP Foods Pvt. Ltd. located at #11, Jigani Link road, Bommasandra, Anekal Taluk, Bangalore, Karnataka-560105.

The students accompanied with the faculty visited the plant to establish educative interactions with the company officials in order to have a larger perspective about the organization's positioning in the marketplace with respect to the production and distribution of confectionaries in India.

We were oriented to the plant, different sections of the manufacturing facility, the diverse job processes, machines, equipments' and tools used in production. We received handy reference to the company's staffing process, the statutory and non-statutory employee welfare measures adopted, details about the gender mix ratio, working hours, etc.

The visit primarily aimed at enabling students to understand the latest technologies applied in the manufacturing process, standardization of production, packaging of products, labelling, grading and distribution of products.

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**Industrial visit to Mother Dairy (a KMF Unit), Yelahanka – 26th and 30th
December 2019**



*(Day 1 - Batch 1: Students with Joint Director Mr. Narendra, faculty
Dr. Perini PravinaSri and Prof. Rajimol KP)*



*(Day 2 - Batch 2: Students with Joint Director Mr. Narendra, faculty
Dr. Richa Das and Prof. P R Madhu Shree)*



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Mother Dairy plays an important role in every household where the day begins with a cup of steaming hot tea using milk from the Mother Dairy Plant.

The fundamental objective of the visit was to make the students aware about the mechanized milk production process. Mother Dairy markets approximately 3.2 million liters of milk daily in markets of Delhi, Mumbai and Hyderabad.

Students enjoyed interacting with the workers/employees and sought knowledge by asking numerous questions. The activity was indeed an eye-opening visit as students could relate and learn various concepts related to production and operations of a Dairy...

Learning was immense, students also managed to understand a few cues about the branding, positioning and marketing strategies that the company uses to maintain a good long-lasting relationships with its farmers, retailers; idea about how apparently they estimate their consumers' needs and wants from time to time also amazed us above all, as these facets are of high relevance to running any business successfully especially those dealing with perishable products despite facing competition from other local and national brands.

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Parents Teachers Meeting – January 3, 2020



(PTM at the MBA meeting room)

The PTM was conducted on January 3, 2020: The following were the official proceedings of the meeting:

- Collective efforts of the department in promoting Personality/ Life Skills/ Soft Skills Development program along with the interdisciplinary academic sessions are supported by the parents.
- Thoughts from a very few parents to bring the working hours of students down by one hour to help them also be occupied by their interests is brought under the microscope of the department.
- The display of internal assessment marks and attendance has provided gainful insights to parents about their ward's performance.
- The industrial visits organized by the department to facilitate practical hands on training and experience was appreciated.