



The Communiqué

Department of MBA

Annual Newsletter - A.Y 2021-22

Department of MBA

“Nurturing Leaders for a New India”

Vision

To be a prominent management institution offering transformational learning and research for growing human potential by developing socially responsible and effective future leaders.

Mission

Department of MBA is committed to:

- Effectively disseminate business knowledge between industry and academic experts and student community.
- Collaborate with leading organisations for exposure to real life business problems and solutions.
- Create an ambience for superior academic and research endeavours to nurture ethical future leaders.
- Foster employability, entrepreneurship skills and social responsibility.



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Issue No. 01

What's in the Issue?

- Seminar on 'Current Trends in International Business'
- Cooking without Fire – Cultural Competition
- HR talk on 'Impact of the Pandemic on HR Practices in the Industry'
- Alumni Interaction on 'Career Planning and Surviving in the VUCA World'
- Student Development Program on 'Capital Markets'
- Industry Interaction on 'Roadmap to Personal Financial Management'
- International Conference on Advances in Business Management and Intelligence System-22
- Industry Expert Talk on 'Industry Insights into Talent Acquisition'
- Soft Skills Training on 'Self Grooming'
- Workshop on Innovation Harvesting and IP Protection
- Freshers Day Celebration
- Alumni Interaction on 'Significance of Marketing Mix and Elements of Distribution channels'
- Industry Interaction on 'Story of India's Service Sector through Offshoring and Outsourcing'
- Management Movie Screening
- Alumni Interaction on 'Life After MBA'
- Research Talk on 'AI Application in Talent Acquisition'
- Research Talk on 'Impact of HR Practices on Employer Branding'

For Internal Circulation

Department of MBA

Atria Institute of Technology

ASKB Campus, 1st main road, Anand Nagar, Hebbal, RT Nagar Post, Bengaluru 560024



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Seminar

Current Trends In International Business

Date: September 6, 2021

Webinar
Current trends in International Business

Speaker
Prof. V R Ravi Kumar
President Karnataka Management Association and President Perfect India Foundation (NGO)

- Significance, Opportunities and Constraints of International Business
- Globalization and its Impact on International Business
- India's growth in International Business
- Barriers in International Business; WTO and its role in rationalising international trade
- SCM in International Business

Sept 6th, 2021 | 11:15 AM - 12:45 PM
• Open for all faculty and students

Convenor
Dean, ACME

Chairperson
Principal, AIT

ATAIA
INSTITUTE OF TECHNOLOGY

Register Now

Name of the Speaker:

Prof. V.R. RAVI KUMAR

President Karnataka Management Association

President Perfect India Foundation (NGO).

Target Audience: 2nd semester MBA

Objective of the Seminar

The top focus of the session was to highlight India's International trade and its impact on Economy.

The speaker explained about how International business grew in scope and size to the point where now, the global economy is today dominated by multinationals from all over the world. Acceptance of LPG in 1991 led to industrial development which became a great move towards the growth and development of Indian economy. With the young people joining the workforce, it is apparent that the emerging economies are offering the best possible means of progress for international businesses. He finally emphasized by citing that the world is indeed flat for those who create the innovative edge in the present scenario and thereby propagated the promotion of IB among aspiring young students.



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Key Learnings:

- Opportunities in International Business
- Barriers in International Business.
- Significance of Foreign Direct Investment
- Role of SCM & Logistics
- Impact of WTO on global business
- Problems of Globalization
- Tax Structure in India

Cooking without Fire competition, 6th September 2021

Is it possible to cook without fire? “Yes, very much possible!” proved the students of Atria Centre for Management and Entrepreneurship

The cultural Club of ACME conducted ‘Cooking without Fire’ competition on 6th September 2020. The competition was conducted with a view to create awareness about the nutritional value of food cooked without flame, the necessity, and advantages of healthy eating and to encourage students to stay away from the junk food.



Through this activity the students learnt the spirit of teamwork, culinary skills, appreciating the hard work put into cooking. The aim of the activity was also to provide a platform for students to showcase their talent and explore new areas of interest.

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The students enjoyed the day by enthusiastically taking part in this fun learning package. The event gave a platform to the students to demonstrate their culinary knowledge and skills related to developing and following a recipe, preparation of a dish, and displaying the dish before a judging panel where it will be evaluated on flavor, taste, and palatability.

Overall, 20 teams (Consisting of two participants each) participated in the competition, 23 Students from MBA and 17 Students from Basic science. In all 40 students participated wholeheartedly in the event. Their efforts were evaluated based on parameters like Creativity, Taste, Presentation, etc.

Following were the rules laid out for the competition.

1. One team may contain a maximum of 2 participants.
2. Total preparation time: 1 Hour
3. Readymade food items are not allowed.
4. Participants should maintain cleanliness & raw material used should be Hygienic.
5. Judges' decision will be final.
6. Judgement based on the method, taste, creativity in presentation.

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Participants infused lots of creativity and served delicious eatables to enhance the taste buds. Here the participant had to prepare an eatable without using the fire. The participants served plates of Bhel puri, Chats, sandwiches, shakes, Mojito, Chocolate Modak, Nippat Masala Lava Cake, Snack Trains, Monaco Sandwich, Oreo Cake and Many more. Competition started at 3:30p.m Sharp. One hour was given for preparation.



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It was a tough time for them to come up with the result. Every team gave a tough competition to others. Judges of the day were Prof. Mrs. Vasanti S, IQAC head from Electronics department, Prof. Mrs. Rajimol K. P., and Prof. Mrs P. R. Madhu Shree from ACME.

The winners for the event were:

First Prize: Falha Afreen & Sahana G C (MBA Department)

Second Prize: Divya R & Shiva Prasad R (MBA Department)

Third Prize: Jointly shared by Shravani N & G Sreelaya (BSE&H Department)

and Abhijith A A & Shruthi T S (MBA Department)

The competition ended with the Organizer Thanking the participants for their enthusiasm and hard work.

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HR Talk

Impact Of Pandemic on HR Practices in the Industry

Date: December 4, 2021



ATRIA CENTRE FOR MANAGEMENT
AND ENTREPRENEURSHIP

HR Talk on
"Impact of the Pandemic on HR practice in the Industry"



Speaker
Ms. Puja Kohli
Founder & Director - Unfold

Puja is a Human Resource Leader with a career close to 25 years with experience in consulting. Puja is the founder-director of 'Unfold' an organization that offers unique capability, research and change based solutions to build winning cultures that are Inclusive, Intraorganizational and Future Ready.

4th December 2021 | 11:30 AM Venue: MBA Classroom CR-02

| | | |
|--|--|--|
| Co-ordinator: Mrs. Archana R Motta ACME | Convenor: Dr (Hons) Purnajit Chatterjee Dean (ACME) | ChairPerson: Dr. T N Sreenivasa Principal (AIT) |
|--|--|--|

Name of the Speaker:

Ms. PUJA KOHLI

Founder & Director - Unfold

Target Audience: MBA students, Alumni and Faculty

Objective of the Seminar

The focus of the seminar was on discussing the impact of pandemic on HR practices in the industry.

While many HR professionals have toiled through difficult times before, the rapid global spread of the novel coronavirus has brought a troubling new twist.

Unlike a flood or a tornado, the virus doesn't hit once and go away. It lingers, leaving business leaders and employees uncertain about their next steps.

The speaker emphasized how the COVID-19 pandemic has elevated the importance of HR professionals within organizations as never before. HR practitioners no longer need to convince business leaders to consult with them on key decisions. Those leaders are now coming to them, often daily. This is HR's leadership moment.



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HR practitioners and experts are learning lessons during the pandemic and are understanding what lasting impacts pandemic will have on the way people work. From remote work to health benefits, employee morale to disaster planning, she illustrated how HR professionals are determined to help their organizations forge a new way forward.

Highlights:

- Impact of Pandemic on HR Professionals
- Flexible work with new opportunities and challenges
- Keeping up with Employees' mental health
- New HR practices

Alumni Interaction - Career planning and surviving in VUCA world – 23rd December 2021

Objective: - To guide students of 3rd semester 2020-22 batch about career planning.

Target Audience: 3rd Semester MBA, 2020-22 batch.

Mr Manish T Somashekar, an Atria Alumni from 2006 batch with close to 16 years professional experience. Manish is part of Capgemini Executive hiring team responsible for hiring business leaders in new age digital technologies space.

Prior to Capgemini Manish was part of PwC US, RGF Executive Search, HP, ITC and Wipro

During his 16 years career Manish has hired talent in 63+ countries across the globe and has hired 35 + CXO level folks across industries

An avid nonfiction reader and a dog lover and keeps engaged himself with animal welfare activities during free time.

Currently pursuing his PG Diploma in HR analytics from Harvard School of Business.

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Mr Manish started the session by an anecdote of his career and his college days then he moved on with what is career and importance of career.

He stressed on importance of career by explaining with a road map which helps one to identify his career path



He then moved on and started explaining the importance of writing every day and the 20 habits which one should inculcate in their 20's.

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Furthermore, He motivated and emphasized students to join LinkedIn and make the best out of the platform, He concluded the session by clearing all the doubts of students during the Q&A session.

Grand Takeaways:

- The Speaker explained the importance of career planning.
- Importance of Networking and the learning involved in it.

The speaker was felicitated with a memorable memento by Dean as a token of appreciation in exchange for exemplary industry insights.





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Student Development Program on Capital Market, 3rd to 5th January 2022

Department of MBA organized 3 Days Student Development Program on Capital Market on 3rd to 5th Jan 2022 in association with the National Centre for Financial Education (NCFE) to provide an awareness of Financial Market opportunities. The main aim of the program was to teach financial literacy and investor education to the young generations and helps the students to have an awareness of financial education. The points covered during the session was investment basics and avenues, Mantras of Investing, How to be a smart investor, Opportunities in Financial Markets and Overview of Indian Commodity Market.

The objective of the program was to equip the students with necessary stock market theoretical and practical know how and provides the students an academic base so that students can apply the same in equity markets research for wealth creation. It introduces the students to the process of how to find and analyse stocks, proper entry and exit time of the stock, determine the risk of a stock investment or trade, understand why markets moves the way they do and helps them to choose the right trading style as an expert trader for their personal goals.

The registration was open to all UG and PG students who had interest in Financial Market and received 113 registrations from various colleges across India.

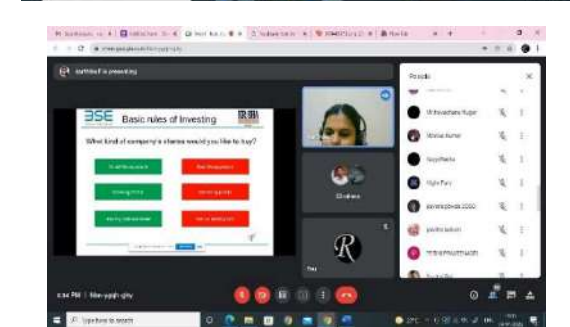
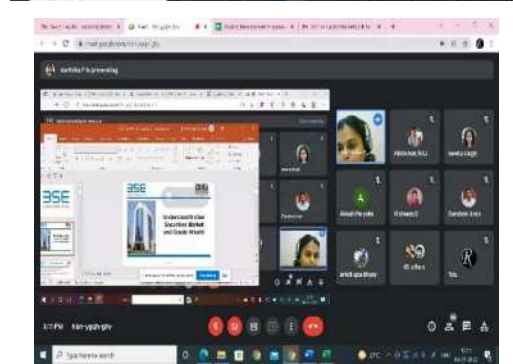
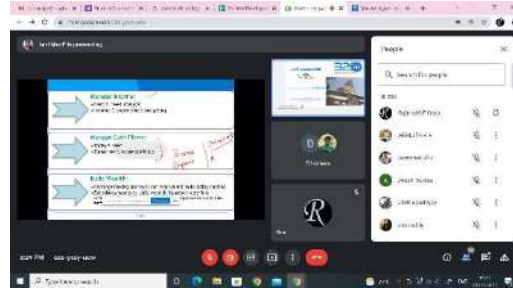
The day wise schedules were:

| Day | Time | Topic Covered | Speaker |
|-------|-----------------------|--|--|
| Day 1 | 3.00 pm to 4.30 pm | Financial Planning for Young Investors | Dr. Karthika P SEBI Resources Person & NCFE Trainer |
| Day 2 | 3.00 pm to 4.30 pm | Introduction to Securities Market | Dr. Karthika P SEBI Resources Person & NCFE Trainer |
| Day 3 | 3.00 pm to 4.30 pm | Understanding the Commodity Derivative Market | Dr. K Prabhakaran SEBI Resources Person & NCFE Trainer |

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Atria Institute of Technology

Atria Centre for Management & Entrepreneurship

Three Days Student Development Program on Capital Market

3rd - 5th January 2022
3.00 pm to 4.30 pm

| | | |
|---|---|---|
| <p>Atria Centre for Management & Entrepreneurship (ACME)</p> <p>Established in 2004, ACME has a legacy of producing more than 500 professionals over the last one and half decades. At ACME, we provide our students with an opportunity to explore beyond their limits and stretch their thought process through a detailed course over the Two year MBA program at ACME. We have developed and nurtured managerial talents in its students so that they can enter the corporate world of digital India. Our Alumni are in key roles in prominent organizations like IBSA, F&C, IFCI, Honeywell, TVS Motors, Sify, Godrej, IFCI Group Chair, IIM, Axis Bank, etc.</p> | <p>Registration Link</p> <p>https://forms.gle/3488WU7eU9Y2M27D56</p> <p>No Registration Fee Program will be on Virtual Mode E-Certificate to all Participants</p> <p>The Meeting Link will be shared on the registered E-mail ID on the day of program.</p> | <p>About the Program</p> <p>We are organizing a Student Development Program in association with The National Centre for Financial Education (NCFE) to provide an awareness of financial market opportunities. The program will be covered during the program are Investment banks and Ancillary, Master of Investing, How to be a Stock Investor, Opportunities in Financial Markets and Overview of Indian Commodity Market.</p> <p>The program details are as follows: Day 1: Financial Planning for Young Investors Day 2: Introduction to Securities Market Day 3: Understanding the Commodity Derivatives Market.</p> |
| <p>Faculty Coordinator Prof. Rajend & P Asst. Professor ACME</p> | <p>Chairman Dr. Purnajit Chatterjee Dean of BBA/ACME</p> | <p>Patron Dr. P. S. Sreenivasa Principal, Atria IT</p> |

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Roadmap To Personal Financial Management

Date: February 10, 2022



Webinar and Industry Interaction

Road map to personal Financial Management

Feb 10th, 2022 | 5 - 6 PM



Name of the Speaker:

Prof. Dr. Sharan Kumar Shetty

Ideator and Founder of Capital Advisors

Target Audience: 2nd semester MBA

Objective of the Webinar

To build wealth with capital markets

The session was hosted by department of ACME, Atria Institute of Technology. It mainly concentrated on the investments and financial security.

The webinar was conducted to educate the students about the financial possibilities and how financial securities could be created even as a student.

The speaker started with the importance of spending time for thinking about money and the way one will have to deal with it and approach of using a mix of financial products, insurance, investments, tax savings etc in creating the wealth. He emphasized how on how one could realize the benefits of saving money and experience the joy of financial freedom.



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By investing one can build wealth, Savings does not build wealth. Parking one's savings prudently to maintain or increase its value will help build the assets and reduce liabilities. Assets are something which will earn money while holding them those are Equities, Bonds, Rented Real estate etc.

One of the key points which got transmitted in the webinar was - "Discipline and Patience in financial planning and following that in a disciplined manner to become rich and shared the thoughts about focus on holistic wealth."

The webinar concluded by recommending some books and by recollecting quotes of Charlie Munger and Benjamin Franklin.

Highlights:

- Focus on tax earnings
- Invest to build wealth and assets
- Importance of asset allocation
- Precautions in the stock markets.
- Focus on holistic wealth
- Allocation of assets

International Conference on Advances in Business Management and Intelligence System, 11th & 12th February 2022

Atria Institute of Technology together with RJS International Multidisciplinary Research Foundation has successfully completed two days International Conference on Advances in Business Management and Intelligent System-22 (ICABMIS-22) on 11th & 12th Feb 2022. Centre for Management and Entrepreneurship took the lead in organizing the conference.

The conference started on 11th Feb '22 at 11:00 AM with an inaugural session. The inaugural ceremony was attended by several leading dignitaries. Dr. K S Gupta - Director, KSG Center for Quality Minds (KSGCQM) and Federation of Education Leaders and Administrators (FELA), Karnataka as Chief Guest, Dr. N Rajashekar Reddy – Chairman and CEO of RJS International Multidisciplinary Research Foundation, Mr. Shaheem Rehiman - CEO - Atria University. The



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inaugural session was followed by the keynote addresses by eminent international researchers- Dr. Celia Shahnaz IEEE Chair-2022, Dr. Luis Miguel Cordoso, Professor, Port Alegre Institute, Portugal and Dr. Jeetesh Kumar, Associate Director, Centre for Research and Innovation, Taylor's University Malaysia.

A total of 65 papers were presented in the conference. Parallel track Sessions for MBA and different departments of engineering were conducted. Eleven track sessions were held in the conference viz: MBA – 3 track sessions, ECE 5 track sessions, for Computer Science Engineering and Information Science Engineering, Mechanical Engineering and Civil Engineering there were 1 track each. Session chairs were invited from GVIC Andhra Pradesh, HKBK Engineering college, MET Nashik, Mother Theresa Institute of Technology and Sipna College of Engg., Amravat.

The conference was concluded with valedictory session. The Management of Atria Institute of Technology honoured the best researchers of every department of Atria Institute of Technology. Dr. T N Sreenivasa, Principal of Atria Institute of Technology thanked all the participants for their active involvement.

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Industry Expert Talk

10th March 2022



Speaker
Mr. Vinod Sreedharan
CEO - Optymis Technologies

- 30+ years experience in Talent Acquisition, Organisation Behaviour & Management Development
- Offered end-to-end HR solutions in Manufacturing, Pharma, Education, IT and ITES sectors

Talk with Industry Expert
Industry Insights into Talent Acquisition

Mar 10th, 2022 | 4 - 5 PM



Speaker: Mr. Vinod Sreedharan.

Venue: MBA classroom, Atria Institute of Technology.

Objective: To share thoughts about talent acquisition, past and present situation in HR field
And related to AI technology use in HR.

The session was hosted was Department of ACME, Atria Institute of technology. Speaker started the session by the real meaning of talent acquisition and recruitment, about its scope, characteristics how it includes recruitment and also includes talent attraction, talent management, talent development, identifying talent competency.

Speaker also talked about the practices of talent acquisition some of them are remote interviewing and diversity and inclusion.

It also gave me essential information about human resource (HR) solutions and importance of selection and recruitment process while hiring employees in an organization, how selection plays an important role in an organization. He also talked about HR technology firms who automate process in HR like SAP, Oracle and how HR faces challenges as it is a cost center but nowadays HR works as revenue center by recruiting competent and skilled employees for the organizational welfare.

At last, he concluded the topic by taking about importance of internal reference, and the organization's brand value increases when it recruits the employees that have previously

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worked in an organization. The session ended with lot of informative matter and by his industry experience and I like the way he presented himself.

Highlights:

- Meaning of word competence.
- Difference between recruitment and talent acquisition.
- HR selection and recruitment processes.
- Challenges in HR.
- Reality in HR (industry knowledge)
- Best practices of talent acquisitions.

Soft Skills Training by Vijayavani

10th March 2022

Topic: Importance of Soft Skills

Speaker: Mr. Pradeep Doddiah

Venue: Department of MBA

No. of participants: 42

Objective of the seminar:

To know the importance of self-grooming before one sets foot into the work field.





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The session firstly began with the self-introduction of the speaker, and he introduced himself with the Kannada newspaper named. Vijaya Karnataka. He started the session by asking questions to the students why they had decided to pursue MBA and explained about the essentials of what an interviewer would look for in a candidate other than one's skills and education. He quoted the important line "First impression is best impression" and went into the topic simplifying it with ABC which means Appearance, Body language and Communication.

He projected a video to explain the essence of self-grooming i.e., to formally dress up, look presentable, to give a firm handshake so on and next he spoke about the body language with which an interviewer can judge the candidate whether s/he is well prepared; if he is nervous or very confident, or if he is well-mannered etc. He gave tips on how to project oneself well confidently while attending an interview and lastly, he spoke about how Communication is indispensable. He gave examples of how people mix up their regional language while communicating in English. He said that Fluency and proficiency of any language used for interaction is important in order to crack interview and work in an organization.

Highlights:

1. Appearance
2. Body language
3. Communication

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Innovation Harvesting & IP Protection

Date: February 19, 2022



Name of the Speakers:

Mr. Kishor Jagirdar

Chairman & Managing Director
INFOPACE Management Pvt. Ltd.

Dr. Cyril Prasanna Raj

Director – Innovation
iSETiLAB Incubator Foundation

Target Audience: Faculty of AIT

Objective of the FDP

To foster Innovation and creativity in faculty and provide insights and awareness related to ways of IP protection.

Innovation harvesting is discovering the not-so-obvious patentable chunks of R&D, looking for new applications of existing ideas and finding out what else could be patented for growing a company's IP portfolio and help with Patent Portfolio Management.

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Speakers explained how innovations and patents are becoming indispensable in today's times due to cutting the edge forward competition. While discussing the role of patents they clarified how much it is rewarding to inventors for their commercially successful technologies. They also explained how patent protection can be claimed by preparing a detailed explanation of how an invention/ innovation works.

Highlights:

- Classes in Indian Patents
- Elements of a Design Patent Application
- Registration of Patent
- Funding of Startups
- Funding Opportunities under various schemes
- Startup funds from GOI
- Global Innovation and Technology Alliance

Report on Freshers Day Programme of MCA and MBA - Batch 2021-23 - 08-04-2022

The **Freshers Day** programme for new MCA and MBA batch was organized by the respective departments in collaboration with each other on 8th April 2022.



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The program started with the lighting of the lamp and an Invocation song by the MCA students. The Dean of MBA extended a warm welcome to the Chief Guest who is the CEO for Atria Education, Mr. Shaheem Rahiman, The Principal, Dr T N Sreenivasa and HODs from other departments who had come on invitation to attend the program. The CEO and the Principal addressed the new batch of students through their motivating talks and inspired them to work towards the fulfilment of their goals.

The HOD of MCA department Dr Dattatreya P Mankame presented the Vote of Thanks.

All the entertainment and cultural events kickstarted post the formal opening of the program.

All the students performed at their best and the event was made a big success with the help of all the student coordinators from MBA 2nd year and faculty coordinators with the support of Head of the Departments from both MBA and MCA.

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Alumni Interaction on ‘Significance of Marketing Mix and Elements of Distribution channels’, 30th April 2022

Speaker: Santosh Kanavalli

Venue: MBA Department

Objective of the session: To share experiences, thoughts, and ideologies regarding Marketing Mix.

The session was hosted by Department of ACME, Atria Institute of Technology. It primarily targeted students on Place in marketing mix among 4 P’s.

The speaker said that 4 Ps are wings for management in Campaign vehicle.

4 Ps are Product, Price, Place, and Promotion.

The speaker stated about Distribution i.e., product should reach the right place at right time in right quantity.

Types of Distribution:

Direct Channel: Manufacturer directly in touch with end user without intermediaries.

Indirect Channel: Manufacturer supplies goods to agents then agents to wholesalers then from wholesalers to retailers at last to end user.

Speaker also mentioned the Pros and Cons of Direct Channel and Indirect Channel of Distribution.

Elements of Distribution are,

1. Channels of Distribution
2. Warehousing Decision
3. Product Handling
4. Transport
5. Inventory Control
6. Order Processing.

Speaker also mentioned about managing distribution channels,

- Intensive Distribution

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- Exclusive Distribution
- Selective Distribution
- Digital platform as Distribution.

At last speaker mentioned that all 4 Ps are inter-linked to each other.

Highlights:

- ❖ Importance of place in marketing mix.
- ❖ How distribution works in real world.
- ❖ Types of Distribution Channels.
- ❖ Elements of Distribution mix.





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Story of India's Service Sector through Offshoring and Outsourcing 4th May 2022

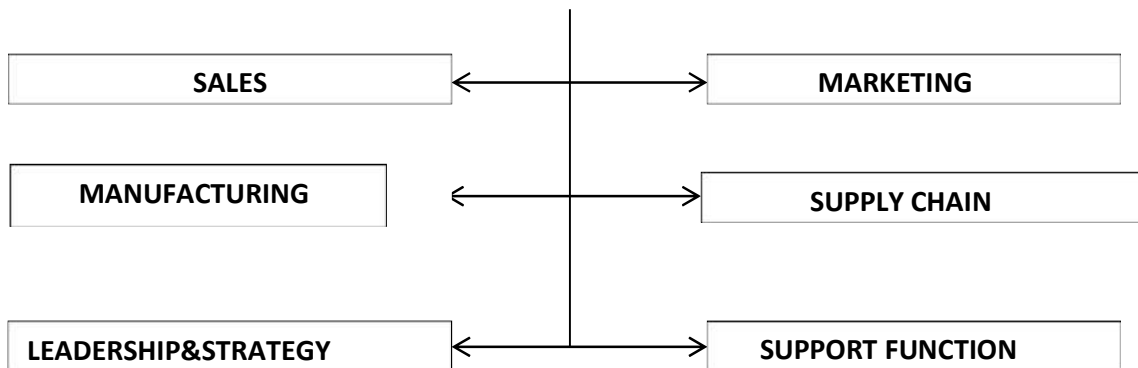
Name of the Speaker: Mr. Sumit Kumar Das, Ex-Manager for Business consulting at KPMG

Target Audience: 1st semester MBA

Objective of the Seminar: To educate students on the role of Outsourcing & Offshoring in Service sector in India.

The industry talk was organized by Department of ACME in collaboration with KMA. The interaction was directed to give an understanding about Outsourcing & Offshoring services. In Outsourcing organizations contract the work out to a 3rd party, while in Offshoring organizations get their work done in a different country usually to leverage cost advantages. The speaker also shared his experience and learning about BPOs & KPOs which work for other countries as outsourcing within India.

The speaker also explained the following main parts of business: -



The seminar got concluded by throwing some light on related areas by asking and answering questions like,

- What functions can be typically Outsourced?
- What is not outsourced? &
- Why Outsourcing is important?

The session was ended by giving few good examples of companies Outsourcing within India including benefits of Offshoring to companies

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HIGHLIGHTS:

- Importance of outsourcing
- Benefits of outsourcing





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Movie Screening

20th May 2022

Movie Screened – “SUI DHAAGA”

Venue – MBA Classroom

No. Of Participants – 52

Faculty Coordinator: Prof. Devaki S

Objective – To inspire students to seek entrepreneurship as one of their career options in the future.

The movie screening session was hosted by the members of movie club team Mr. Dilip with the guidance of Prof. Devaki. The primary intension was to inspire students to build their own business and to motivate them to become entrepreneurs.

The movie screening started around 2:15 in the afternoon. The movie name is Sui Dhaaga – Made in India, it’s a Hindi film and was released in the year 2018. Mauji Sharma is a small-town man who lives with his parents and wife Mamta. The trade eventually shut down, leaving Mauji’s family on the verge of bankruptcy. Mauji is an errand boy in a shop that sells sewing machines, where he is constantly ridiculed and demeaned for the amusement of his boss. He is also a skilled tailor and often does small mending jobs on a sewing machine borrowed from his neighbor and friend Yogesh.

While attending the wedding of one of Mauji's employers, Mamta witnesses the kind of treatment her husband receives at work, which leaves her visibly upset. After Mauji's mother suffers from a heart attack, the family is thrown into deep waters as with Parasram now retired, they cannot afford the treatment. Mauji's younger brother Jugnu, who lives separately with his wife and son in the same locality, informs him of a clerical job in Meerut. Mauji declines it, and with his wife's support, sets up a roadside tailoring shop in the town market area.

Jealous of Mauji's success, Yogesh takes his sewing machine back. Jugnu's brother-in-law Guddu, who is friendly with the staff, asks him and Mamta to manufacture the hospital gowns under the label of the clothing company he works at. The owner of the company, Harleen Bedi, is a cunning

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woman who takes advantage of their gullible nature, resulting in them handing over the rights to their clothing and embroidery designs. Shortly before the results are announced, two of the judges let slip that while any other designer in their place would have easily won, their lack of experience worked against them.

Everyone is called back and as they all walk the ramp again; Mauji and Mamta are elated at having their dreams finally come true. As the end credits roll, it is shown that the family is free from their financial struggles, Sui Dhaaga's designs are being marketed all over the world, and Mauji and Mamta have opened a tailoring school to encourage others like them to become self-reliant.

Lessons in Entrepreneurship from the movie:

- Realize where you are
- No time is perfect time
- Nothing wrong in starting small
- Don't shy away from struggles
- Your work will speak for you
- Be passionate, not foolish
- Make your family your team and your team your family



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Alumni Interaction on ‘Life After MBA’, 28th May 2022

Name of the Speaker: Mr. Yeshwanth R, Senior Executive Accounts & Finance

Objective: To guide students after completing MBA

Target Audience: 2nd year MBA students

Mr. Yeshwanth R completed his MBA in Marketing in 2015 and turned his career in finance and started his career in CA Firm. He is now currently working in Coral Technology Pvt Ltd. As Senior Executive – Accounts and Finance and has work experience of more than 4 years.



Mr. Yeshwanth started the session with explaining about work-life and personal life and explained about how to manage one’s passion and work-life.



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He explained about the career path and the additional courses that would help the students get more knowledge and exposure to the industry. He mentioned about the importance of Discipline in life and foreign languages required to be known by the individuals in the industry.

Session was concluded by Q&A.

The speaker was felicitated with a memorable memento by Mrs.Madhushree as a token of appreciation.



Session Takeaways:

- The speaker explained about the work life balance & to manage their passion.
- Importance of Discipline in life.
- Importance of Foreign languages.

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Research Talk

Role of Artificial intelligence in E-recruitment

11th July 2022



Speaker:
Sridevi GM

- 10+ years experience in the HR Domain
- Well experienced in the talent acquisition process for various technical requirements and HR strategies.
- Social media hiring specialist with good exposure to machine learning, AI.

Talk with Researcher Scholar
AI Application in Talent Acquisition

July 11th 2022 | 4-5 pm



Name of the Speaker: Ms. Sridevi G M

Research Scholar

Doctoral Program MBA, Visvesvaraya Technological University

Target Audience: 2nd semester MBA and 4th semester MBA

Objective of the Seminar

Presented the paper on Role of Artificial intelligence in E-recruitment

The speaker presented her research on how an automated resume screening model was built to measure and predict candidate resume suitability and job description. She explained about the four clusters of candidate resumes and a resume database being formed respectively for the purpose. She explained how in her research she a study on Jaccard similarity did that was used to classify resumes into most suitable, moderately suitable, and not suitable profiles. She explained how Prediction experiments were carried out and measured on 5-fold cross-validation. She explained how the decision tree could give a more effective overall classification rate than The linear regression. This saves organization recruitment cost and time. She concluded by quoting that AI gives competitive strategy to achieve sustainable development by the organizations.

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Research Talk

Impact of HR Practices on Employer Branding

25th July 2022



Speaker:
Prof. GIRISH R
Assistant Professor-HR

- 2 Years of Corporate Experience in HR Process.
- 10 Years of Teaching Experience in Teaching Quantitative and HR Courses.
- HR Consultant for IPIRTI, a Govt. of India Institute .

Talk with Research Scholar
"Impact of HR Practices on Employer Branding"

Mon, 25th July 2022 | 3:15-4:15 pm



Name of the Speaker: Prof. Girish R

Assistant Professor - HR

Doctoral Program MBA, Visvesvaraya Technological University

Attendees: 2nd semester MBA and 4th semester MBA

Objective of the Seminar

Before proceeding to finalize the thesis, a Ph.D. Research Scholar must deliver a seminar open to faculty members and students in which the research work will be presented to obtain comments and criticism which may be incorporated in his/her thesis.

Highlights of the Talk

- Introduction to the Topic “Employer Branding “
- Relevance and importance of Employer Branding for the Employer and Employees.
- Comparison of HR Practices being practiced and its contribution for branding of the IT and Manufacturing Sectors.
- Research and Sampling Design incorporated in the Study.
- Data Analysis using Correlation and Multiple Regression Analysis.
- Interpretation and Conclusion