



# The Communiqué

## Department of MBA

### Annual Newsletter – A.Y. 2022-23

#### **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 organizations for exposure to real life business problems and solutions.
- Create an ambience for superior academic and research endeavors to nurture ethical future leaders.
- Foster employability, entrepreneurship skills and social responsibility.



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#### Issue No. 01

#### What's in the Issue?

- 'Prakriya 2022' - 3<sup>rd</sup> National Conference on Management Projects
- 'Infusion 2022' – Annual Inter College Management Fest
- Industry Talk on 'Angel Investment and Venture Capital Funding'
- Farewell Party of Final Year Students
- Industry Talk on 'The Role Of Managers as Leaders in Shaping Future Organizations'
- Workshop on 'Operation Research'
- Celebration of National Innovation Day
- Motivational Talk on Innovation Day
- Faculty Development Program on NBA
- Faculty Development Program on Research Methodology
- Master's Cricket League (MCL) by Sports Club
- Business Quiz by Business Quiz Club
- Makar Sankranti Celebration by Cultural Club
- Alumni Talk on Current Trends in Marketing & Sales
- Industrial Visit to SEG Automotive India Pvt. Ltd.
- 'Cruella' Movie Screening by Movie club
- Visit to Suggee Resort for an Outbound Leadership & Team Building Activity
- Industry Talk on 'Broad Aspects of Marketing'
- Orientation programme for MBA Batch 2022-24
- Indoor Team Building Activities and Exercises for First Year Students
- 'Reduce-Recycle-Reuse' CSR activity by CSR club.
- Industry Interaction on 'The Fascinating World of Stock Exchange'
- Workshop on Entrepreneurship Development by ED club
- Resume Writing Workshop
- Visit to IKEA
- Freshers Day Celebration
- Ethnic Day Celebration by Cultural Club
- Workshop on Important Skills to become a Good Manager.

#### 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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## **PRAKRIYA 2022 - 3<sup>rd</sup> National Conference on Management Projects - 01.08.22 & 02.08.22**

Department of MBA organized its 3<sup>rd</sup> National Conference titled **PRAKRIYA 2022** on 1<sup>st</sup> and 2<sup>nd</sup> August 2022. This provided a platform for students to present their research work and projects. The target audience were final year management students across the country. The main objectives of the two- day conference was - facilitate peer learning, insights and review from senior academicians and industry experts, aid discovery about latest research and refinement of project ideas. The Conference aims to bring together innovative students in the field of Management to a common forum mainly to promote research activities.

Technical Sessions of the Conference were categorized into different domains like Marketing, Finance, and Human Resource Management. The conference was attended by 103 participants and a total of 43 technical papers on various domains were presented by the students.

The awardees were felicitated with a Cash Prize.



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#### **‘Infusion 2022’ – Annual Inter College Management Fest – 13.08.22.**

**Infusion is an annual Inter – College Management Fest.** It provides a phenomenal platform for the participants from various disciplines to experience thought-provoking real-world scenarios. Over the years, Infusion has witnessed the finest display of managerial acumen and intense competition among the brightest minds. Infusion 2022 provides a myriad of events providing first-hand experience of a diverse management fest. Aspects from various events such as Best Manager, Elevator Pitch, Logo and Tagline, One Minute Ad, Business Quiz and & Solo/ Duet/ Group Dance were incorporated in the fest to put the skills and practical knowledge of the participant to test whilst pushing them to their threshold and also showcase their talents.

The department got sponsorship of Rs. 12,500 cash from Health trail and Milestone; and Rs. 2400 as vouchers of lifestyle.



*(Dr. Somnath Sinha, Ex Director Integrated Operations was the chief guest for the event)*

Infusion saw a good number of registrations for the fest. There was a total of 48 registrations and 79 participants across all the events. Students from MSRIT, Sir MVIT, Mount Carmel, AMC, IIBS, Seshadri Puram, Acharya College, Aditya College of Management etc participated in the event.

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## Industry Talk on ‘Angel Investment and Venture Capital Funding’ – 08.09.22.



**WEBINAR**  
**ANGEL INVESTMENT & VENTURE CAPITAL FUNDING**

**THURSDAY** | **TIME**  
08 SEP | 4:00 PM

**SPEAKER**  
**DR. SHARAN KUMAR SHETTY**  
Ph.D(Banking), Ideator and Founder of Capital Advisors (start-up firm)

- Motivational Speaker and Educational Consultant.
- Member of BOS & BOE and Editorial Board Member of International Publications.
- Associate Professor & Member of Governing Body MSN Institute of Management, Mangaluru.

Objective of the Webinar Talk was to create Capital Market Awareness an initiative of BSE Ltd – Investor Protection fund.

The speaker focused on post tax earnings and made it very clear how every income earned is not equal because of differential tax treatment and explained about Dividend income being taxable in the hands of shareholders and LTCG at 10% made applicable on profit made above Rs 1 Lakh on sale of equity shares. He explained how one needed to invest today to build wealth tomorrow which meant savings does not build wealth but deploying our savings prudently will maintain and improve its value. With the saved money assets could be built and liabilities may be evaded.

***Key takeaways from the session:***

- Awareness about capital market
- Insights about asset allocation
- What post tax earnings meant
- How to invest to build wealth.

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## Farewell Party of Final Year Students – 10.09.22.



First year students along with the faculty and the Head of the Department bid a final adieu to all the final year students of 2020-22 batch by organizing a very dazzling farewell evening.

First year students entertained their seniors by organizing various games, cultural activities and the department used the occasion to felicitate the student coordinators from 2<sup>nd</sup> year with the following titles.

- Best All Rounder (Boys)
- Best All Rounder (Girls)
- Best Cultural Coordinator (Boys)
- Best Cultural Coordinator (Girls)
- Best Placement Coordinator (Boys)
- Best Placement Coordinator (Girls)
- Best Alumni Connect Coordinator



*(Students at their Farewell Party)*



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#### Industry Talk on ‘The Role of Managers as Leaders in Shaping Future Organizations’ – 16.09.22.



Industry Expert:  
**Dr. Hiren Panchal**  
Founder & CEO - Mahabodhi  
Consulting Group

- 15 decades of experience in Training, Coaching & Business Consulting.
- Certified Master Hypnotist from California Hypnosis Institute of India
- NLP Trainer and Practitioner

Industry Expert Talk  
"The Role of Managers as Leaders in Shaping Future Organizations"  
Fri, 16th Sep 2022 | 4:15-5:15 pm



The objective of the webinar talk was to instill Future Managers Awareness about the training, coaching & Future Trends. The speaker interacted with the students regarding the qualities required by a leader. He focused on how people toil in search of qualified jobs because of their non-adaptive attitude, having no clear mind-set, not being agile, resisting changes and therefore these being the primary reasons for not being absorbed by the industries.

He shed light on how the above qualities, required skills and knowledge are not obtained by the applicants by citing facts from a survey and cautioned how future is uncertain due to the advent of technology and more than 30% of the jobs will be not available due to Innovation in the areas of Artificial Intelligence, Machine Learning and other upcoming automations.

Points under Reality check:

1. Lot of uncertainty and complexity in the future is expected due to volatility.
2. Managers are future leaders, and they should readily imbibe the characteristics which are in line with the ethics of the organization.
3. Current and future workplace has become boundless with remote working.
4. Managers must be open to different cultures as they are required to work in a system which is culturally diverse.

**Takeaways from the session:**

- Skills required by the manager.
- Freedom of Decision making for the leaders.
- Project Management
- Trends of Future Managers.
- Strategic responsibilities of Manger.

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## Workshop on ‘Operation Research’ – 12.09.22 & 13.09.22.



The idea of organizing the workshop was to help the students understand the concepts in Operations Research covered under the syllabus and to introduce its application in the workplace.

The following concepts were covered during the two days:

- Theory of Games
- Decision Theory
- Linear Programming
- Transportation Problems

The students were also trained with a few techniques to solve the problems in Operations Management and worked out problems from the previous VTU SEE question papers.



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## Celebration of National Innovation Day – 18.10.22

Institution's Innovation Council (IIC) and Department of MBA organized National Innovation Day 2022 on 18th October 2022.

Innovation is a key to the success of any nation and there is a need to cultivate the idea of innovation among the students. This program was organized to give an insight about innovation in the fields of engineering and management. The main aim of the program was to create awareness about the importance of creativity and innovation in all aspects of human development.



Atria Institute of Technology  
Atria Centre for Management & Entrepreneurship (MBA)

**National Innovation Day**

18 October 2022  
3.00 PM  
Seminar Hall

3.00 Pm to 4.00 Pm : Presentation by Various Departments  
4.00 Pm to 5.00 Pm : My story- Motivational Sesion by Successful Innovators

Dr. Nagalingappa G HoD-MBA      Dr. Purnajit Chatterjee Dean-MBA      Dr. T N Sreenivasa Principal-AIT

## Motivational Talk on Innovation Day - 18.10.22



Atria Institute of Technology  
Atria Centre for Management & Entrepreneurship (MBA)

**National Innovation Day**

**My Story - Motivational Session by Successful Innovators**

18 October 2022  
3.00 PM  
Seminar Hall

**Mr. Sangram Sabat**  
COO and Co-Founder  
Saarthi.ai

Dr. Nagalingappa G HoD-MBA      Dr. Purnajit Chatterjee Dean-MBA      Dr. T N Sreenivasa Principal-AIT

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Institution's Innovation Council (IIC) and Department of MBA organized a talk on My Story - Motivational Session by a Successful Innovator. The session was conducted to highlight the significance of Entrepreneurship & Innovation which can improve standards of living and help drive change with innovation.

The Guest speaker for the program Mr. Sangram Sabat is the COO of Saarthi.ai. He is an entrepreneur fascinated with inclusion, content, and automation. He has a proven track record of a decade in organization strategy, analytics, and data science. Sangram built emerging tech teams and led digital transformation projects at Citi and Fractal AI. With the passion to build technology for human-machine communication for people of India living in rural and suburban areas, Sangram Sabat, Vishwanath Jha and Sameer Sinha founded Saarthi.ai in 2017. Today, Saarthi.ai works with the top financial enterprises in India with a 100-member strong purposeful team, based out of Bengaluru.

Mr. Sangram threw light on digital transformation and explained the three valuable mantras for any start up are innovation, networking, and leadership. He explained the skills required to build a start-up ecosystem and addressed the difficulties one would face and how to deal with them. The speaker persuaded the students to build a start-up and keep an entrepreneurship vision. The main outcome of the session was to enable students to get the basic idea of entrepreneurship. They also learned the significance of building a start-up ecosystem. Students were imparted knowledge about Entrepreneurship, gained awareness related to the start-ups and need for innovations.

### **Faculty Development Program on NBA – 07.11.22 to 09.11.22.**

Accreditation is a process of quality assurance and improvement. The purpose of the accreditation by NBA is to promote and recognize excellence in education in colleges and universities. National Board of Accreditation (NBA) The NBA conducts evaluation of programs based on evaluation criteria and parameters laid down by its Committees and Council.

This 3-day FDP was inaugurated by our CEO Mr Shaheem Rahiman and presided over by our Principal Dr T N Sreenivasa. They spoke on the significance of accreditation and how all the stakeholders are required to contribute to the NBA accreditation process. The FDP on the NBA accreditation process provided hands-on training on the Outcome Based Education (OBE),



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Revised Blooms Taxonomy (RBT), and significance of accreditation to the institution and its stakeholders.

### **Faculty Development Program on Research Methodology – 10.11.22 to 12.11.22.**

Faculty Development Programme was designed for the academicians and research scholars to develop their knowledge and ability to undertake research in management and to provide expert knowledge on different research methods and data analysis in diversified areas of management. The programme helped the participants to design and conduct research projects, research papers.

The FDP was a hands-on where the faculty were trained to prepare the research design by Dr. Arun Balodi, different sampling techniques by Dr. Nagalingappa G, Data collection, data analysis, predictive analysis using Excel, PSPP and R and R commander by Dr. Richa Das.

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## Master's Cricket League (MCL) – 22.12.22 & 23.12.22.




**Atria Institute of Technology**  
Department of Master of Business Administration  
Presents  
**Master's Cricket League**  
22nd & 23rd December 2022  
Time: 09:00 AM Onwards

**RULES:**  
\*THROW VICKY BALL.  
\*5 OVERS (2, 1, 1, 1).  
\*UMPIRE DECISION IS FINAL.  
\*NO REPLACEMENT OF BALL.  
\*FIRST OVER WILL BE POWERPLAY.  
\*11+2 PLAYERS ONLY.  
\*NO RE-ENTRY.  
\*REST RULES WILL BE INFORMED ON DAY OF EVENT.

Registration QR Code

Entry Fees: ₹1300/-

Student Co-ordinator Nithin Kumar K 6361682517	Faculty Co-ordinator Mrs P R Madhu Shree Asst.Prof-MBA	Convener Dr Nagalingappa G HoD-MBA	Chairperson Dr T N Sreenivasa Principal-AIT
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*(MBA Student Coordinators with the Heads of the Departments)*



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The cricket match was conducted by the Sports Club of the department. The student Co-Ordinator Mr. Nithin Kumar K and team, Faculty Co-Ordinator Mrs. P. R. Madhu Shree were responsible for organizing the event. MCL was convened by MBA HOD Dr. Nagalingappa G and the Principal Dr. T. N. Sreenivasa chaired the event. The Physical Education Director, Mr. Avinash supported the umpiring, and we had external referees who are the Alumni of our department - Mr. Yugesh and Mr. Murali. Totally 14 teams participated in the League.

No.	MATCHES	WON BY
1	BSE VS MCA	MCA
2	BSE VS MBA	MBA
3	ICE VS ECE	ECE
4	MECHANICAL VS CIVIL	MECHANICAL
5	CS VS ECE	ECE
6	ICE VS ECE	ECE
7	EC VS EC	EC
8	ISC VS ME	ME
9	MCA VS CSE	MCA
10	MBA VS ECE	ECE

#### SEMIFINALS

SL.NO	MATCHES	WON BY
1	ECE VS ECE	ECE
2	MCA VS ISE	MCA

#### FINALS

SL.NO	MATCH	WON BY
1	MCA VS ECE	ECE

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#### **Business Quiz by Business Quiz Club – 12.01.23.**

A Business Management Quiz was organized by student coordinators Mr. Goutham, Mr. Suhas and Ms. Navya on 12<sup>th</sup> January 2023. The event was judged by the Faculty event coordinator Dr. Richa Das and invited faculty members of the department Prof. P R Madhu Shree and Prof. Devaki. S.

The Quiz was organized to test the business and management acumen of 2<sup>nd</sup> year students who are specializing in various specialization streams.

The Quiz composed of the following 2 rounds:

- 1.General Round
2. Round 2
  - a) Logo Identification
  - b) Tag Line Identification
  - c) Personality Identification

16 students qualified and participated in the 1<sup>st</sup> round and 5 students made it to the 2<sup>nd</sup> round. Finally, 2 students were identified as the Winner and Runner of the event.

Winner – Jayashree D

Runner - Rakshitha R





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## Makar Sankranti Celebration by Cultural Club– 13.01.23.



The Cultural Club of the Department organized “Makar Sankranti celebration” on 13<sup>th</sup> January 2023. The Event was conducted with a view to showcase the rich culture of India on Makar Sankranti (also known as Makara Sankranti or Maghi) which is a festival day in the Hindu calendar, with reference to deity Surya (sun).



As a part of the festival celebration MBA students organized and participated in various cultural events,

1. Dance performance [Mr. Nithin kumar K, Ms. Pavithra G, Ms. Rakshitha J T, Ms. Jayshree & Priyanka K T]

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2. Ramp walk [MBA department professors followed by students]
3. The game sugar cane peeling.



The program ended with the distribution of traditional sweet “Ellu Bella” which is a mixture of sesame seeds and jaggery.

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## Alumni Talk on Current Trends in Marketing & Sales – 16.01.23.



The poster features a central portrait of Mr. Mujaheed Khan. Above the portrait, the text reads: 'ATRIA INSTITUTE OF TECHNOLOGY DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION PRESENTS ALUMNI TALK'. Below the portrait, it says: 'MR. MUJAAHEED KHAN (BDE, SAINT GOBAIN INDIA PVT LTD.) TALK ON "CURRENT TRENDS IN MARKETING & SALES"'. At the bottom, it provides the date and time: 'DATE: 16TH JANUARY 2023 @ 11:15 AM' and the venue: 'VENUE: CR-02'. It also lists the coordinators: 'GOUTHAM M STUDENT CO-ORDINATOR', 'PROF. ARCHANA R MOTTA FACULTY CO-ORDINATOR', and 'DR. NAGALINGAPPA G HOD, MBA DEPT.'.

**ATRIA INSTITUTE OF TECHNOLOGY**  
DEPARTMENT OF  
MASTER OF BUSINESS ADMINISTRATION  
PRESENTS  
ALUMNI TALK



**MR. MUJAAHEED KHAN**  
(BDE, SAINT GOBAIN INDIA PVT LTD.)  
**TALK ON**  
**"CURRENT TRENDS IN MARKETING & SALES"**

DATE: 16TH JANUARY 2023  
@ 11:15 AM

VENUE: CR-02

GOUTHAM M  
STUDENT CO-ORDINATOR

PROF. ARCHANA R MOTTA  
FACULTY CO-ORDINATOR

DR. NAGALINGAPPA G  
HOD, MBA DEPT.

The objective of the talk was to guide students of the 3rd semester 2021-23 batch on current trends in Marketing and Sales in the industry.

The talk was aimed at giving an understanding of trends in marketing and sales and how the students should prepare themselves to keep up with the current trends.

The speaker highlighted the importance of a few basic computing tools that are required in the field.

- ▶ MS-Word
- ▶ MS-Excel
- ▶ MS-PP
- ▶ Salesforce
- ▶ CRM software's

He briefed about how in marketing one could attract new customers, target new marketing segments, engage with customer after sales and increase their trust and loyalty. The speaker gave real-time examples to illustrate these workable situations. He also discussed about how to add value to the sales and touched upon a few topics like AI in sales, virtual selling, and social selling.

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#### Session Takeaways:

- Tools that a student should be familiar with in this field of marketing and Sales.
- Customer engagement
- Importance of cross selling and Role of AI in sales.



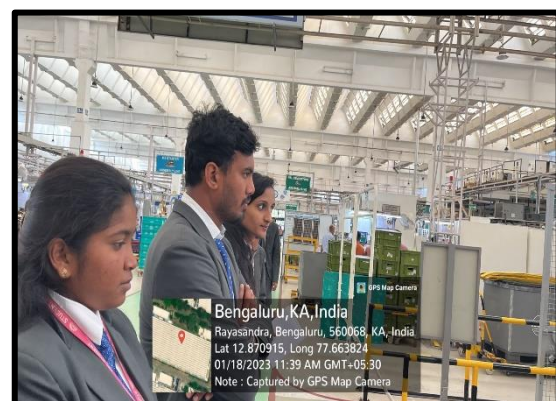
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### Industrial Visit to SEG Automotive India Pvt. Ltd. – 18.01.23.

Program	Industrial Visit to SEG Automotive
Batch	2021-2023
Faculty Accompanied	<ol style="list-style-type: none"> <li>1. Prof. Archana R Motta</li> <li>2. Dr. Rashmi Singh Roy</li> <li>3. Prof. P R Madhu Shree</li> <li>4. Prof. Devaki S</li> </ol>
Purpose of Visit	<ul style="list-style-type: none"> <li>• To provide the students with industry exposure.</li> <li>• To make them aware of the industrial procedures required to work in any company.</li> <li>• To make the students interact with the technical experts.</li> </ul>





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#### **Key Highlights of the Visit:**

1. Engineering competence center demonstration.
2. Assembly line demonstration.
3. Importance of MBA in Industry.
4. Insights about entrepreneurship case study.



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#### ‘Cruella’ Movie Screening by Movie club – 25.01.23.



The movie screening started around 2:15 in the afternoon on 25th January 2023. The English movie named 'Cruella' made in the US, is a 2022 Oscar Winner English film which was released in the year 2021

#### Key Learnings from the movie:

1. Being determined and committed to the work that one is passionate about.
2. It is important to be Creative and toil hard to achieve something out of your recognized creativity.
3. Never ignore the opportunities that come in your way knocking on your door.
4. Chase your dreams.
5. Nurture your talent.
6. Acknowledge the contribution and efforts of your team members.
7. Having a good team with shared values will always pay off.

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## Visit to Suggie Resort for an Outbound Leadership & Team Building Activity – 09.02.23.



The Department organized a team outing to conduct an Outbound Leadership and Team Building activity to nurture their leadership qualities, improve communication, observation skills, listening skills, team coordination, time management and planning strategies.

The students took part in the following team building activities:

1. Booster bikes
2. Ruler and the Kingdom
3. Hands and Ropes

**Outcome from Outbound Leadership and Team Building activities:**

- Communication skills
- Listening skills
- Coordination
- Representing Ourselves
- Time management
- Planning

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## Industry Talk on ‘Broad Aspects of Marketing’ – 14.02.23.



Industry Expert:  
**Mr. T Ashok Kumar**  
Senior Trainer & Consultant

- 26 years of experience as HR Professional
- 10 years of Consulting experience in various verticals

Industry Talk

**"Broad Aspects of Marketing"**

Tue, 14th Feb 2022 | 2:15 pm



The speaker Mr. T Ashok Kumar focused the session on enabling students to first understand the significance of marketing and its essence in Business. He concentrated on the qualities and skill sets needed in general to aspire and pursue a successful career in the domain of marketing. He insisted students imbibe the following skills before they graduate.

- Communication
- Creativity and Problem-Solving
- Attention to Detail
- Interpersonal Skills
- Leadership
- Adaptability
- Writing
- Data Analysis & Analytics



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#### Orientation programme for MBA Batch 2022-24 – 13.02.23 & 14.02.23

The 2 days orientation programme for MBA entrants was organized by the Department on 13<sup>th</sup> & 14<sup>th</sup> February 2023. This orientation programme was designed to support new students as they begin their journey to Atria. It was to make freshers feel like an integral part of the Atria family and get a feel of things to expect during their time at campus.

The following were the main objectives of this programme.

- To groom and motivate the students to be good professionals and inculcate the attributes and values of the management professional.
- To develop a sense of commitment towards the nation and profession.
- To develop integrity, transparency, independence, and excellence in the profession.
- To introduce students to the Vision, Mission, POs, PEOs, PSOs and culture of the department and institution
- To familiarize students with the VTU Rules and Regulations.



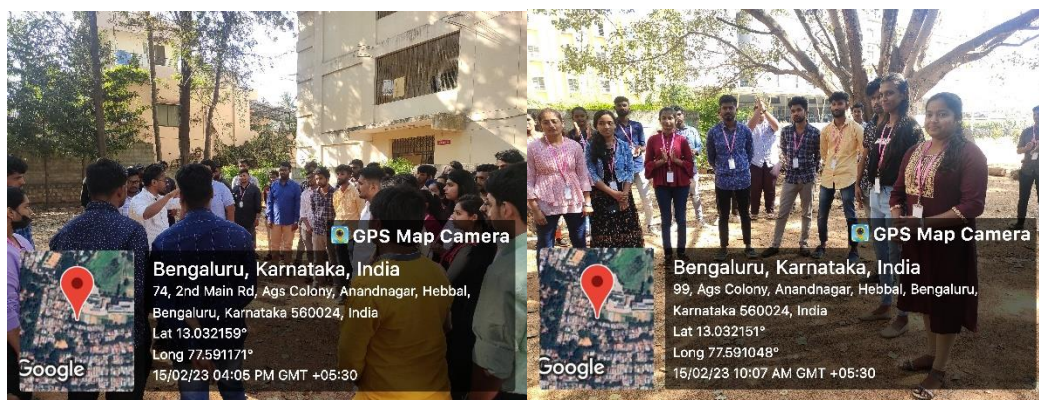
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## Indoor Team Building Activities and Exercises for First Year Students – 15.02.23.

The students of the Department of MBA were exposed to a Team Building activity in association with Art of Events Pvt. Ltd. The purpose of the training was to help students to build their leadership abilities, improve their communication, observation, and analytical skills, listening, team coordination, collaboration, problem solving, time management and planning and coordination abilities.



**The following was the list of Team Building activities conducted.**

- Booster Bikes
- Passing the balloon

The above 2 Team Building games were conducted to improve alertness, communication, collaboration, organizing, strategic thinking, creative problem solving and decision-making skills.



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#### **‘Reduce-Recycle-Reuse’ CSR activity by CSR club – 16.02.23.**

With the growing increase in waste in our society from household to industrial waste, we took a very innovative approach to get rid of them. Recycling and reusing valuable waste material can result in the development of fantastic and usable products. Rather than putting this waste material into the land fields, various innovative and creative ideas can be put together to bring something new and useful. Keeping this in mind, the CSR club of the department came out with the idea of how newspapers can be used for crafting and how they could be reused.



*(Winners Mr. Jagdish Kumar R and Mr. Chetan T N)*



*(Runners Up Ms. Varshitha G and Mr. Sanjay Kumar M)*



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#### Workshop on Entrepreneurship Development by ED club – 20.02.23.

The workshop was conducted by Mr. Thejasvi D S, Founder & CEO of IREU Group of Companies. Students of 1<sup>st</sup> Sem MBA participated in the Workshop.

The session started with Dr. Nagalingappa. G, HoD, Department of MBA welcoming and introducing Mr. Thejasvi D S.



The speaker started his session with some of his experience in entrepreneurial journey. In the power packed session, he discussed regarding:

- The entrepreneurial mindset,
- Road map of taking an idea to a successful startup and
- Launch of a new start Up.

He also explained to the students regarding,



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- a) Entrepreneurial strategy compass whether to collaborate or compete in the market,
- b) Various marketing strategies for creating a value Chain and
- c) Competitive analysis of the competitors.

The session was very interactive with students taking part in asking and replying to the questions. The session ended with the Head of the Department thanking the speaker for the wonderful session.

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## Industry Interaction on ‘The Fascinating World of Stock Exchange’ – 23.02.23.

With a view to providing exposure to the stock market, the Department of MBA organized a Guest Lecture on “The Fascinating World of Stock Exchange” on 23<sup>rd</sup> February 2023 for the students of 1<sup>st</sup> year MBA. The lecture was delivered by Mr. Anushruth Manchi, Co-Founder and Director and Mr. Chetan Barkar, Operational & Marketing Head, Trading Minds.

The speakers advised students to invest in the securities after understanding the fundamentals of the company and for trading purposes reiterated the need to do technical analysis before deciding. They explained the nuances of fundamental analysis, which can be easily used without much effort and told how the information about the company could be gathered. Further, they also shared their experiences with the stock market, how they multiplied their investments despite the uncertainties.

In the session overall the students learnt about the basics of the stock market and gained knowledge about the working of the same.



**Atria Institute of Technology**  
Department of MBA  
Industry Interaction  
The fascinating world of Stock Exchange

**Mr. Anushruth Manchi**  
Co-Founder & Director  
Trading Minds

**Mr. Chetan Barkar**  
Operational & Marketing Head  
Trading Minds

**23rd February 2023**  
10.00 am

**Seminar Hall**

**Faculty Coordinators**  
Prof. P R Madhushree  
Prof. Rajimol KP

**Convenor**  
Dr. Nagalingappa G  
HoD- MBA

**Patron**  
Dr. Y Vijay Kumar  
Principal- AIT



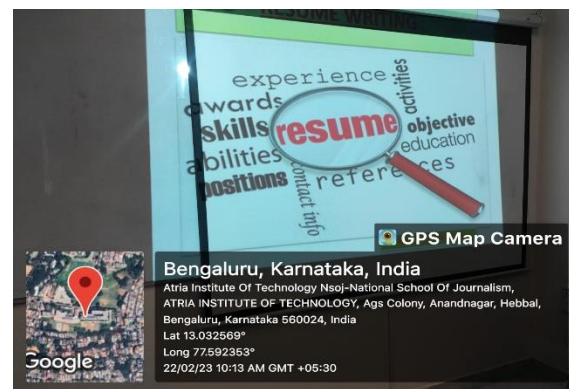
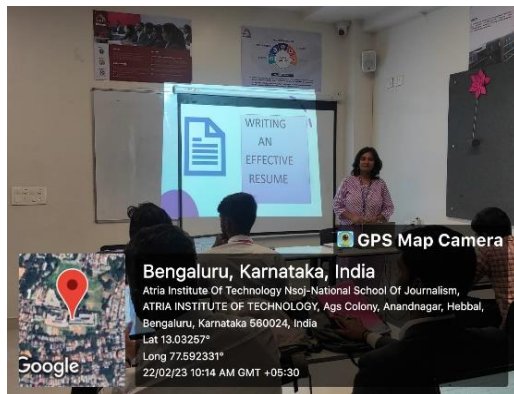
# The Communiqué

## Department of MBA

### Annual Newsletter – A.Y. 2022-23

## Resume Writing Workshop – 23.02.23.

Dr. Rashmi Singh Roy, Associate Professor, MBA Department was assigned the responsibility of conducting the workshop. She discussed the importance of resume writing, key steps of resume writing, structure for constructing an effective resume, choosing a write format and style etc. She also informed about do's & don'ts in resume construction. A demo of resume building was also provided by her to help students update their own resumes by adopting effective resume writing skills.





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#### Visit to IKEA – 02.03.23.

As a part of the skill development activities in the course Marketing Management 22MBA15, the students of first year MBA must undertake a visit to the store to understand the market dynamics. This was arranged on 2<sup>nd</sup> March 2023 by taking the students to IKEA store @Nagasandra, Bangalore.



The visit was coordinated by Prof. Archana R Motta and she was accompanied by Prof. Madhushree P R, Prof. Devaki S and accompanied 120 students.



The students were briefed about the store details by the authorities at the store. **IKEA** Nagasandra, store is spread over 12.2 acres. The 460,000sq ft IKEA store features over 7000

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affordable, good quality, sustainable and well- designed home furnishing IKEA products along with inspiring home sets to instill creative ideas to decorate homes.

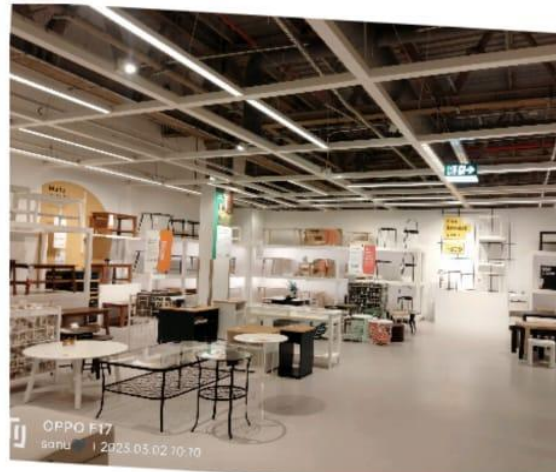
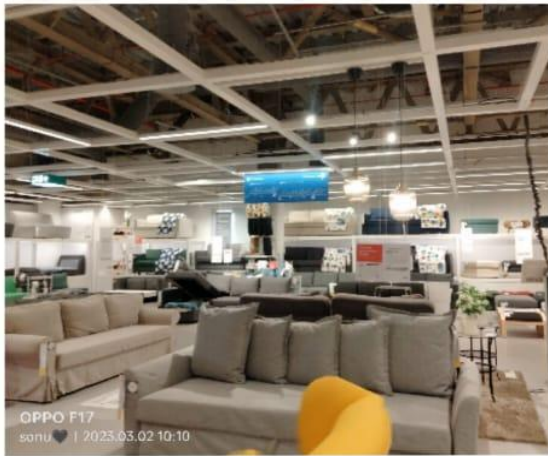




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### Freshers Day Celebration – 10.03.23.

The Management, Principal, Staff and Students of Department of MBA organised a fresher's Day event called "Arambha" for the first semester students of MBA on 10<sup>th</sup> March 2023. This was the first batch of MBA after the intake was increased to 120.



The Freshers were formally invited by the Management, Principal, HOD and faculty members of the department. The program started with lighting of the lamp and an invocation song sung by the 2<sup>nd</sup> year students, followed by the dignitaries speech and motivational words. The event witnessed the installation of office bearers of different clubs constituted at the department level and the installation of the of the class representatives. The newcomers were entertained by seniors and their own classmates with singing and dance performances, and it ended up with a gleaming fashion show by all the students and faculty members.

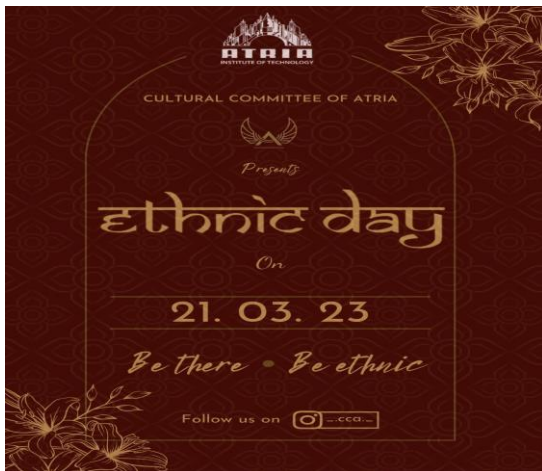
# The Communiqué

## Department of MBA

### Annual Newsletter – A.Y. 2022-23

## Ethnic Day Celebration by Cultural Club – 21.03.23

The Cultural Committee of Atria organized Ethnic day at the Institute level on 21st March 2023. Students and the faculty of the MBA department also took active part in the celebration. The event's focus was to foster the spirit of Indianism and the cultural heritage of various states among students.



Each department was given a time of 10 mins, during which they had to showcase the cultural identity of a specific state. The MBA department participated in the event where they represented the states of Rajasthan and Gujrat. The department had put in a lot of effort and brought in the nuances of culture within a short span of time. The entire campus of AIT was filled with the aura of Indian culture in colorful attires.

The event was Judged by external judges and MBA department won the 2<sup>nd</sup> Runner Up Award.



The Mr. and Ms. Ethnic Competition was held in the post-lunch session. There were nearly 15 participants who participated in the event. The event was held in two rounds with the first round being the ramp followed by the second round where the participants had to describe their attire. Ms. Ramya from MBA was awarded the Ms. Ethnic Title.



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#### Workshop on Important Skills to become a Good Manager - 24.03.23.

The Department of MBA organized a workshop on 24<sup>th</sup> March 2023. This was organized for the first-year students of both the sections. External Trainer Mr. Ramani Venkat was called in to conduct the workshop on important skills to become a good Manager. The students were made to use these skills through various activities.



**The Workshop focused on the following based activities:**

- Team Building and Effectiveness
- Communication and Leadership Traits
- Lateral and Critical Thinking
- Problem Solving
- Observation &
- Creativity