

## 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 30<sup>th</sup> 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.



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 30<sup>th</sup> September and 5<sup>th</sup> October.

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.



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.

**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.

## **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.



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.

## **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 4<sup>th</sup> 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.



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.





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.

### **Skill Enhancement courses -2019-20**

The department believes in extending courses in addition to the academic courses offered by the university to help students learn the new set of skills which are expected by the industry. Keeping this in mind the department has offered 4 courses to students of 4<sup>th</sup> semester which includes aptitude training, career counselling, life skills and spoken English.



Students were given away learning certificates at the end of every course to recognize and appreciate them for the efforts that they had put in learning skills of advantage.

## Webinar on Beyond MBA: Life Success Mantra – May 17, 2020

The poster is divided into three horizontal sections. The top section is white and features the Atria Institute of Technology logo on the left, which includes a red bridge graphic and the text 'ATRIA CENTRE FOR MANAGEMENT AND ENTREPRENEURSHIP'. To the right of the logo are various blue and yellow icons representing business and education, such as a graduation cap, a target, a book, and a calculator. The middle section is a solid blue band with the word 'Webinar' in small white text, followed by the title 'Beyond MBA: Life Success Mantra' in large white and yellow font. Below the title, a white box contains the date and time 'May 17<sup>th</sup> | 10:30 am'. The bottom section is a solid yellow band. On the left, there is a small portrait of Purnajit Chatterjee. To his right, his name 'Purnajit Chatterjee' is written in bold blue text, followed by his qualifications and title: 'MBA (IIM-Ahmedabad), M.Sc. (Operations Research), B.Sc. (Hons.) Maths, Dean Centre for Management and Entrepreneurship, Atria Institute of Technology'. At the bottom of this section, a white box contains the registration information: 'For registration, give a missed call to +91 9666 247 700'. The background of the yellow section is decorated with faint, light-colored icons related to business and technology.

**Objective of the webinar:** To share experiences, thoughts and ideologies of ensuing success.

***The session was hosted on the Zoom video conferencing platform. Prof. Purnajit Chatterjee, Dean of MBA department was the speaker of the session.***

The session primarily targeted students whose ideas in general actually vary from what reality is!

The meeting was directed to awaken students' thoughts and held high to try assisting them to whatever possible extent to help align their purpose to meaningful life and absolutely this intent was the heart of this.

The speaker started with why passion and profession? And continued with historic extended lines which said "Choose what you want to be and align your profession with your passion for success & make your own SWOT analysis to assess your weaknesses and come up with solutions for all the problems in life and profession. Indeed, these learnings were exemplified by epitomizing real business heroes in present who are successful not because they were born to achieve something but because they are firmly determined and believe in practicing essential principles of leading a rewarding life. Session also included brief ideas and experiences of the speaker which also asserted

the same. A pool of whatever got discussed here were all directed towards suggestive persuasion to educate and enlighten the student community that was present.

## Webinar on Excellence in HR: Insights from Google - May 24, 2020

*The session was hosted on the Zoom video conferencing platform. Dr. Richa Das, faculty from MBA department was the speaker of the session.*



Webinar

## Excellence in HR: Insights from Google

24<sup>th</sup> May, Sunday | 10:30 am IST



### Dr. Richa Das

Ph. D – IIT (ISM) Dhanbad

MBA- IIT (ISM) Dhanbad

Assistant Professor (HR & OB) Centre for  
Management and Entrepreneurship

Atria Institute of Technology, Bangalore.

For registration, give a missed call to **+91 9666 247 700**



**Objective of the webinar:** To focus on the beneficial aspects of using wild HR policies by gaining insights from Google.

Being unconventional and unusual at everything is a fantastic approach, to further this method it is indeed a necessity to be a continuing entity which is ready to always embrace it, exactly the way Google does!

For any organization's growth and enduring prosperity its workforce plays an indispensable role and thus it's extremely important that a company's HR policies and practices are agreeable and fascinating at the same time.

The session focused on how novel, unimaginable and unique People policies and practices could do wonders to organizations. It covered various HR areas including Recruitment, Selection, L&D, Performance Management, Compensation, Employee Welfare and among other things. The session brightly centered its position around how much building of a vibrant and vivid organization cultures would captivate a seasoned workspace leading to beguiling work environment. Plentiful examples were used as references from Google's policies to support the expressions.

## Webinar on Marketing in the Post COVID World - May 31, 2020

*The session was hosted on the Zoom video conferencing platform. Prof. Archana R Motta, faculty from MBA department was the speaker of the session.*

The poster is for a webinar titled "Marketing in the Post Covid World". It features a portrait of Prof. Archana R Motta, a woman with glasses and a yellow top. The text includes the date and time: "31<sup>st</sup> May, 2020 | 10:30 AM IST". A contact number for registration is provided: "+91 96 6624 7700". The logo for ATRIA (Centre for Management and Entrepreneurship) is in the top right corner. A cluster of business-related icons is in the bottom right, including a thumbs up, a laptop, a percentage sign, a funnel, a target, and a megaphone.

**Objective of the webinar:** To anticipate the changing prospects of Marketing brands and products in the post COVID world.

The session started with a brief explanation of how COVID has impacted the lives of consumers and changed the face of the market!

Several industries have managed surviving, few have managed succeeding while the others have lost to the pandemic. In this situation of deep crisis and depression it is known that, yet abundant opportunities could be prevailed by marketeers if they are open to bring in uniqueness in the operations of their business through digitization.

The session was an eye-opener for all those business houses who had so far denied the possibility of their existence in the long-run due to the crisis; it hammered the thoughts of impossibility and shed light on the parts of possibility marketers should focus on.

## **Social initiative of distribution of mouth masks to house-keeping staff of the institution – 6<sup>th</sup> July 2020.**

During even semester 2019-20 a fine amount of Rs. 355/- was collected from HR students of MBA 4th semester. The student representatives volunteered to contribute the amount towards doing noble charity work. The class therefore mutually consented to purchase and distributed reusable mouth masks to the janitorial staff of our institution on 6th July 2020.



*Dean of ACME from the left side together with Student Representatives handing over the reusable mouth masks to the Facilities Manager*

## **Online Industrial Interaction on IT and BPM industry – 09/10/2020**

Due to the widespread of the pandemic all interactions with the students were directed through the digital route enabling students to continue to be associated with the faculty and the industry and were encouraged to do continuous learning. The interaction was through Google Meet.

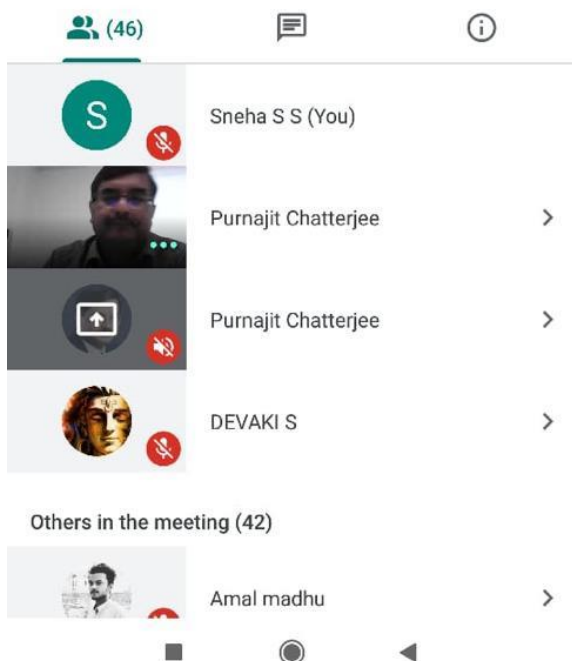
The objective of this session was to share experiences, thoughts and ideologies of industries.

The Dean of the department Prof. Purnajit Chatterjee was the speaker of the session. He is from the industry and with an overwhelming experience of about 30 years did discuss with the students about the IT and BPM industry.

He started with the introduction of IT industry and BPO and continued with the evolution of IT sector in India and also enlightened us with his practical experience about working in the field of BPO and IT sector. Later speaker also gave a clear outlook of how the IT sector is growing in India and creating job opportunity for huge population, and also important strategies used in segments of IT sectors. Session also included brief ideas and experiences of the speaker which also asserted the same. A pool of whatever got discussed here were all directed towards suggestive persuasion to educate and enlighten the student community that was present.

The session concluded with short video of “Business Process Management” which included process, advantages and many more about BPM.

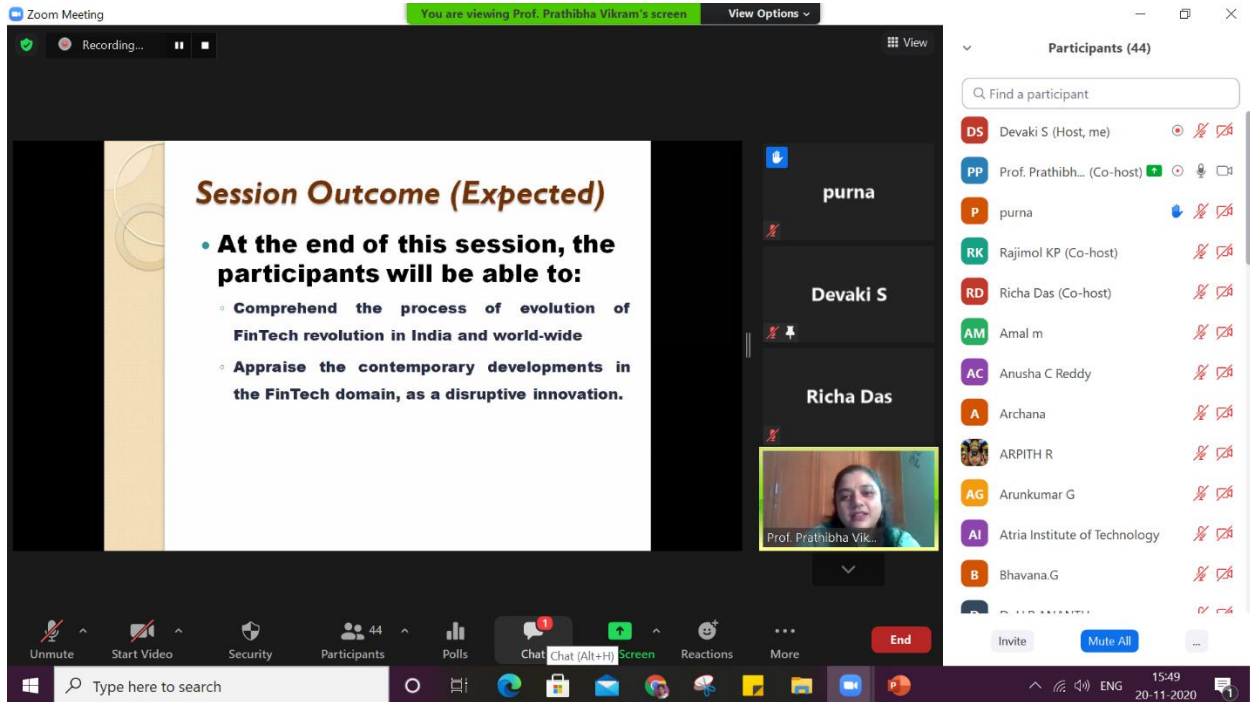




**Highlights:** Session shed some light on topics which covered the following:

- Evolution of the Indian IT sector.
- Segments of India's IT sector.
- Recent trends and strategies.
- Growth drivers and opportunities.
- Key industry organizations.

## Online Industrial Interaction on FinTech: An overview of the Evolution leading to the new Revolution – 20/11/2020



The screenshot shows a Zoom meeting interface. The main content is a slide titled "Session Outcome (Expected)" with the following text:

- **At the end of this session, the participants will be able to:**
  - Comprehend the process of evolution of FinTech revolution in India and world-wide
  - Appraise the contemporary developments in the FinTech domain, as a disruptive innovation.

Below the slide, there is a video thumbnail of Prof. Prathibha Vikram. To the right, a list of participants is visible, including Devaki S (Host, me), Prof. Prathibha Vikram (Co-host), purna, Rajimol KP (Co-host), Richa Das (Co-host), Amal m, Anusha C Reddy, Archana, ARPITH R, Arunkumar G, Atria Institute of Technology, and Bhavana.G. The meeting controls at the bottom show options like Unmute, Start Video, Security, Participants (44), Polls, Chat, Screen, Reactions, and More. The system tray at the bottom indicates the time is 15:49 on 20-11-2020.

**Objective of the session:** To share experiences, thoughts and ideologies of industries.

The meeting was directed to enhance the knowledge of the audience regarding “Fintech” via zoom meeting.

The speaker Prof. Prathibha Vikram, Senior Faculty working for iNurture Education Solutions started with the introduction of Finance and Technology and continued with the evolution of Fintech revolution in India and also enlightened students with her practical experience. She also gave a clear outlook of Pre Fintech era of how the technology influenced finance sector to grow in India and important segments of Fintech, block chain empowering Fintech applications, Fintech ecosystem, crowd funding, PayPal & UPI. Session also included brief ideas and experiences of the speaker which also asserted what she tried explaining. A pool of whatever got

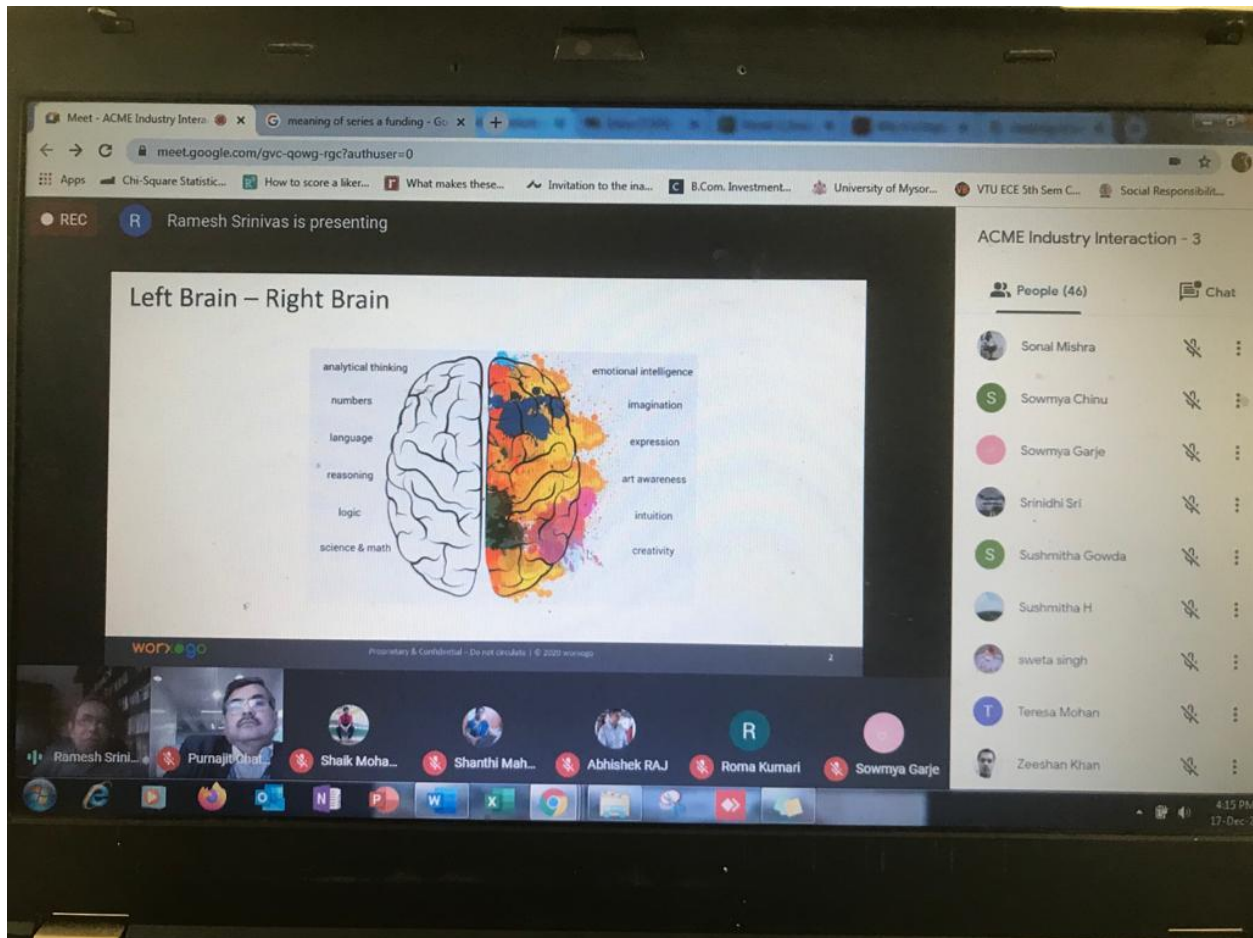
discussed at the session were all directed towards suggestive persuasion to educate the student community.

The session concluded with the case study of Alibaba.

**Highlights:** Session shed some light on topics which covered the following:

- Evolution of the Indian Fintech sector.
- Segments of India's Fintech sector.
- Fintech ecosystems.
- Fintech applications: Alternative lending and payments.
- Blockchain empowering Fintech Applications.
- Case study of Alibaba.

## Online Industrial Interaction on Behavioral Science– 17/12/2020



**Objective:** To enable understanding about how AI and behavioral sciences can impact humans' lives.

Mr Ramesh Srinivas was the speaker of the session. He is the Cofounder and CEO of Worxogo Solutions Pvt. Ltd. an AI product-based company. The Worxogo's product is a Personal Digital Coach for frontline employees in large enterprises. It uses a combination of Behaviour Science and Technology to help them improve their performance.

Prior to embarking on the entrepreneurial journey, Mr Ramesh was a Management Consultant. He was a Partner at PwC, IBM & KPMG and specialized in Business in Business Transformation. He is a B.Tech from IIT, Madras and a PGDM from IIM, Ahmedabad

Mr Ramesh shared with students his career experience and learnings by explaining how behavioral sciences and AI is going to change everybody's lives.



He explained how behavioral sciences could impact one's decision-making. Students found the session very interactive as he used brainstorming tactics to keep the students alert. He made his lecture session more interesting by presenting videos those were based on experiments of behaviors in human-beings.

Mr Ramesh wrapped up the session by recommending reading of books authored by Daniel Kahneman who has won Nobel Prize in Economics for his work in book called Thinking, Fast and Slow.

## **Alumni Interaction 1 on Marketing and Sales Opportunities in Automobile Industry, December 28, 2020**

**Objective:** - To guide students of 1st semester (2020-22 Batch) choose from a plethora of unaware opportunities in the realm of Marketing, a session on 'Marketing and Sales Opportunities in Automobile Industry' by Mr. Narendra Srinivasulu was conducted by the MBA Department on December 28, 2020.

**Target Audience:** 1<sup>st</sup> Semester MBA, 2020-21 batch.

Mr Narendra Srinivasulu, Country Manager, TVS Motors, Nigeria. He being an Alumnus was invited to his alma matter to deliver a session on the subject titled above. The speaker is claimed to have extensive experience in the field of marketing. His experience spans across India, Thailand, North America and Nigeria regions.



Mr Srinivasulu started the session with by sharing a brief anecdote of his own life, From the days in Atria to his first Job in Bridgestone at Hyderabad. He also explained the hardships faced during his initial days and how he the will to stay in the field of marketing because for the passion he had in him for marketing.

Mr Narendra has been the driving force behind the exponential growth witnessed by the TVS Motors at Nepal since he took over the post of Country Manger. He was responsible for achieving

a target from 30 Million USD to 70 Million USD. Also, he explained how his interactions were different from B2C and B2B during his career and its importance that led it on a path of accelerated growth while maintaining the core values.

This was followed by a Q&A session from the students to which Mr Narendra patiently answered all the queries and he also played short video which explained the Sales stages in a B2C company.



### **Grand Takeaways:**

- The Session was interactive hence the students cleared the doubts on sales and marketing.

- The Speaker Explained the different stages and types of customers in B2B & B2C
- Significance of Being an Effective Communicator, and good Observant in the field of Marketing.

The session finally got concluded by felicitating the dignitary with a memorable memento by Mrs Archana R Motta as a token of appreciation in exchange for exemplary industry insights.





## Alumni Interaction 2 on Marketing and Job Opportunities in Digital Marketing - January 2, 2021

**Objective:** - To guide & enlighten students of 1st semester (2020-22 Batch) into the world of Digital Marketing and its Job Opportunities.

**Target Audience:** 1<sup>st</sup> Semester MBA, 2020-21 batch.

**Speaker:** Ms. Swetha Doddamani, Team Leader, Intellipaat, Bengaluru.

She is being an Alumnus was invited to her alma matter to deliver a session on the subject titled above. Ms. Doddamani secured rank in state level under VTU University and has been awarded by camlin as Kalachaturae and has also been awarded the best employee of Intellipaat.



Ms. Doddamani started the session by giving a brief introduction on Digital Marketing and explained the pre-requisites or essential skills required to make a career in digital marketing. Furthermore the Job opportunities, Career path and Salary structure of a digital marketing professional.

Ms. Swetha then explained the differences between traditional marketing vs digital marketing, the pro's & cons. She spoke in-detail about SEO, how it works, importance of keywords, Search engines, On-page vs Off-page SEO.



Ms. Swetha explained about Youtube Marketing, E-mail marketing, Content marketing and affiliate marketing. In addition to that she gave tips on how to crack an interview and encouraged students to write a blog. She then ran a small-fun activity among students and asked them come up with tag-lines for a digital marketing post and distributed gifts. She then cleared all the doubts of students in a Q&A session.

### **Grand Takeaways:**

- The Speaker explained in-depth of Digital Marketing and the career path of a digital marketing professional.
- Significance of SEO (Search Engine Optimization), SMM (Social Media Marketing) and keywords.
- Importance of Webinars and how its crucial for service-based offerings.

The session finally got concluded by felicitating the dignitary with a memorable memento by Mrs Archana R Motta as a token of appreciation in exchange for exemplary industry insights.



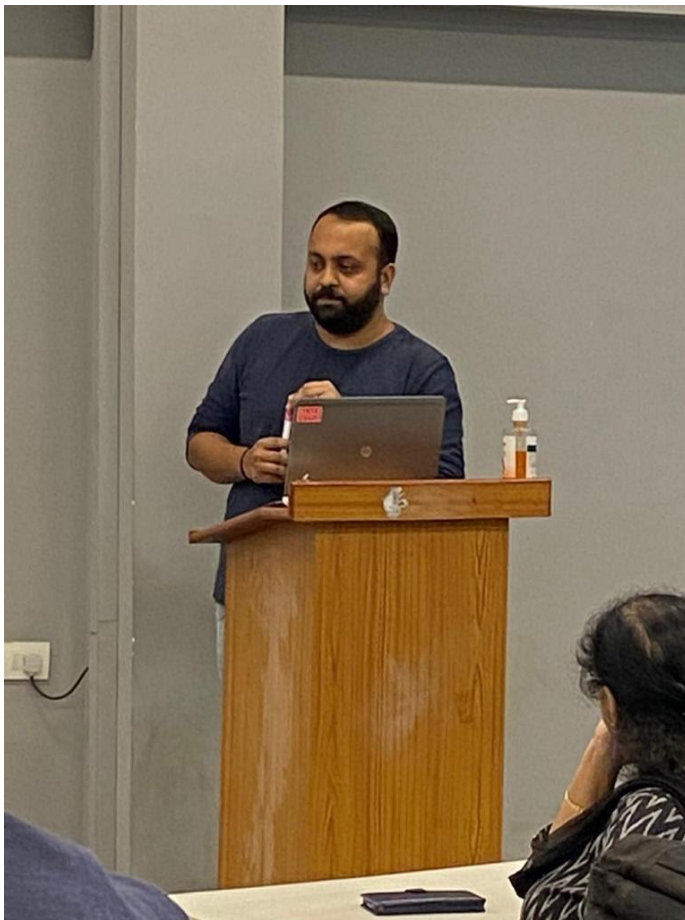
## Alumni Interaction 3 on Marketing and Job Opportunities - January 9, 2021

**Objective:** - To guide & enlighten students of 1st semester (2020-22 Batch) into the world of Marketing and its Job Opportunities.

**Target Audience:** 1<sup>st</sup> Semester MBA, 2020-21 batch.

Mr. Abhijit Maney, Market Analyst, Target, Bengaluru. He is being an Alumnus was invited to his alma matter to deliver a session on the subject titled above.

Mr. Maney previously worked for Amazon, Alshaya and Redmart and was a student in the batch of 2011.



Ms. Maney started the session by a brief introduction on himself and also shared his days in Atria, also felt nostalgic remembering his time here in Atria. Then, He explained his work culture during

the Lockdown Period and explained the pre-requisites or essential skills required to make a career in marketing as a marketing analyst. Furthermore, the Job opportunities, Career path and Salary structure of a marketing professional.



Mr. Abhijit then explained about Google Ad-words and its benefits for an Organization and narrated about his experience in handling his clients in Amazon Also the importance of Amazon Sponsored Ad's





Ms. Abhijit showed his banner advertisement for Redmart and the importance of it during Peak hours, In addition he narrated an incident on how a small mistake in pricing led to a huge loss and the consequences.



He then motivated students on how to crack an interview and encouraged students to contact the alumni for any support regarding Internships etc. He ended the session by clearing all the doubts of students in a Q&A session.



### **Grand Takeaways:**

- The Speaker explained in-depth of Digital Marketing and the career path of a digital marketing professional.
- Significance of SEO (Search Engine Optimization) and keywords.
- Importance of Internships and the learning involved in it.

The session finally got concluded by felicitating the dignitary with a memorable memento by Prof. Archana R Motta as a token of appreciation in exchange for exemplary industry insights.



## **Alumni Interaction 4 on Human Resources and It's Job Opportunities - February 20, 2021**

**Objective:** - To guide students of 1st semester 2020-22 Batch into the world of HR and its Job Opportunities.

**Target Audience:** 1<sup>st</sup> Semester MBA, 2020-22 batch.

Ms. Sindhu Narayan, a multi-talented person with an immense experience of 10 years in the field of HR is a training expert in Recruitment, other HR areas, Customer Service, Communication and Etiquette, Body Language and Team Building.

Ms. Narayan also served as a Customer Success Manager with Snapminds, where she led the Corporate Training Vertical. She being an Alumna was invited to her alma mater to deliver a session on the subject titled above.



Mrs. Narayan started the session by an interactive Q&A on the topic of HR. Then, she explained in-detail about the role of a HR professional in the Recruitment process: On-boarding Process, Managing people, their Performance evaluation, job rotation, Career ladder, succession planning and exit process.

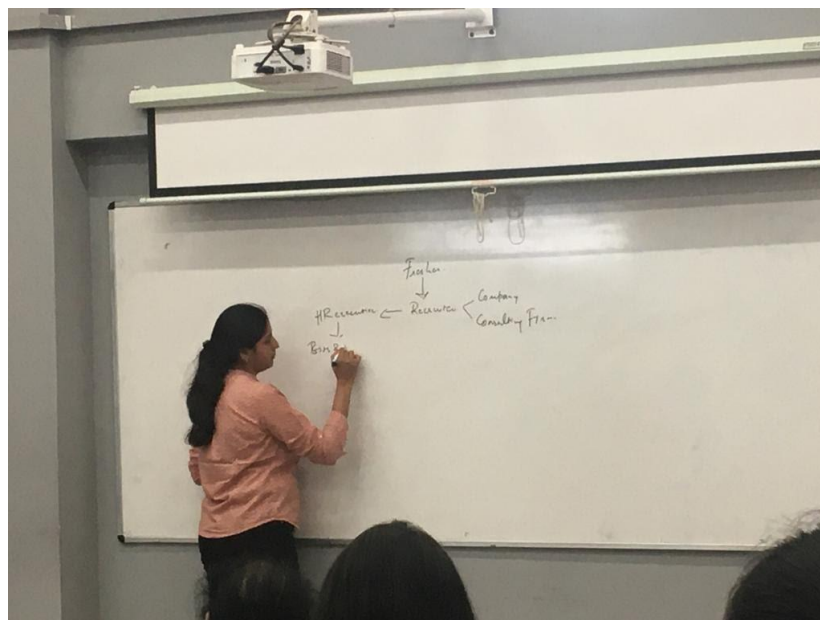


Mrs. Sindhu then moved on to the key-skills required to become a HR professional and focused on vital skills like business acumen, being data driven, digital friendly and people's advocate.

She narrated an anecdote about her days where the role of the HR was more tedious to be performed with just the application of excel sheets and drew a comparison stating how today technology has evolved with the use of data analytics, digital tools for performing the HR functions with more ease. She focused parallelly on how important it is to network with people around and threw light on the kind of merits one could have if they were to use LinkedIn.



Mrs. Narayan explained the difference between a company and a consulting firm and described how the job roles differ from each other and encouraged students to be a part of reputed consulting firms in their initial days as freshers as this would help them learn many aspects related to talent acquisition and retention.



Furthermore, she motivated and emphasized students to join LinkedIn and make the best out of the platform, she spoke about how platforms like NHRD could be more useful. She concluded the session by clearing all the doubts of students during the Q&A session.

### **Grand Takeaways:**

- The Speaker explained the opportunities in the arena of Human Resources and the career path of a HR professional.
- Significance of Data Analytics.
- Importance of Networking and the learning involved in it.

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





## **Alumni Interaction 5 on Finance and Its Job Opportunities – March 22, 2021**

**Objective:** - To guide students of 1st semester 2020-22 Batch into the world of Finance and its Job Opportunities.

**Target Audience:** 1<sup>st</sup> Semester MBA, 2020-22 batch.

Mr Guruthej Vailaya, an ever-smiling personality who is an all Rounder who excelled in both Academics and extracurricular activities.

Mr Vailaya specialised in Finance stream and joined Northern Trust as an Analyst in 2009 and worked there for 9 years before he left as a Team Leader. His next stint was in Moody's Analytics for a period of 1.5 years as Delivery Lead.

Mr Vailaya currently is associated with State Street as Manager. He being an Alumnus was invited to his alma mater to deliver a session on the subject titled above.



Mr Vailaya started the session with an interactive Q&A on the topic of Finance. Then, he explained in-detail about the role of an entry level Finance professional, typically what are the roles & responsibility in a day at office.





He then moved on and started explaining the importance of MBA in an industry in today's cut-throat competition the world is facing and how to stand out from the crowd. He focused on 3C's which are Communication, Confidence & Career Objective and stressed on importance of these vital skills in an organization.



He then threw light on certification courses like CFA, CPA and parallelly focused on importance of MS Excel and other MS tools.

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 opportunities in the arena of Finance and the career path of a Finance professional.
- Significance of Certification Courses.
- 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.

