



# The Communiqué

## Department of MBA (ACME)

### Biannual Newsletter – June 2020

#### **Issue No. 02**

#### **What's in this Issue?**

- Offered Skill Enhancement courses
- Webinar on Beyond MBA: Life Success Mantra
- Webinar on Excellence in HR: Insights from Google
- Webinar on Marketing in the Post COVID World
- Workshop on Elective selection by students for 4<sup>th</sup> semester
- Parents Teachers Meeting
- Social initiative of distribution of mouth masks to housekeeping staff of the institute.

#### **For Internal Circulation**

Department of MBA (ACME)

Atria Institute of Technology

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

# The Communiqué

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### Biannual Newsletter – June 2020

#### Offered Skill Enhancement courses

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.



*(Faculty engaging classes during skills enhancement sessions)*

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.



# The Communiqué

## Department of MBA (ACME)

### Biannual Newsletter – June 2020

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

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



*(Poster of Webinar by Dean)*

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

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 Communiqué

## Department of MBA (ACME)

### Biannual Newsletter – June 2020

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.



# The Communiqué

## Department of MBA (ACME)

### Biannual Newsletter – June 2020

#### 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.



#### 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**

*(Poster of Webinar by Dr. Richa Das)*

**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!



# The Communiqué

## Department of MBA (ACME)

### Biannual Newsletter – June 2020

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.



# The Communiqué

## Department of MBA (ACME)

### Biannual Newsletter – June 2020

#### 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.

Webinar

## Marketing in the Post Covid World

**Prof. Archana R Motta**  
2 decades of marketing domain expertise in academia  
Corporate experience in FMCG, Industrial products and Apparels  
BBM, MBA and MPhil with Certified Training Experience

31<sup>st</sup> May, 2020 | 10:30 AM IST

For registration, give a missed call to  
**+91 96 6624 7700**

*(Poster of Webinar by Prof. Archana R Motta)*

**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!



# The Communiqué

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### Biannual Newsletter – June 2020

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 marketeers should focus on.



# The Communiqué

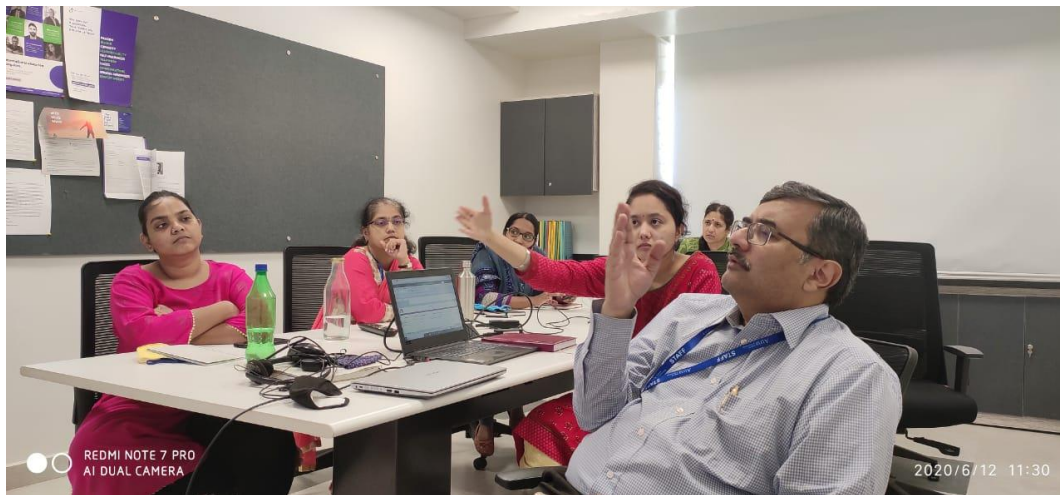
## Department of MBA (ACME)

### Biannual Newsletter – June 2020

#### **Workshop on Elective selection by students for 4<sup>th</sup> semester – June 12, 2020**

The workshop was conducted over the Google hangouts meet. Students of second semester 2019-21 batch were addressed on the various career options they will have by opting for the different specializations. To facilitate the students in selecting the specialization that they need to take in the final year, the department organized a half day workshop on what are the prospects of different specializations. The students were made aware of the courses that they would be studying in the various specializations and what would be the job roles or prospects in the coming years.

The courses that the students would be studying in the third and fourth semester in Marketing, HR and Finance Domain were dealt with in detail. The course objectives and course outcomes of each of the 6 subjects in the three specializations were discussed.

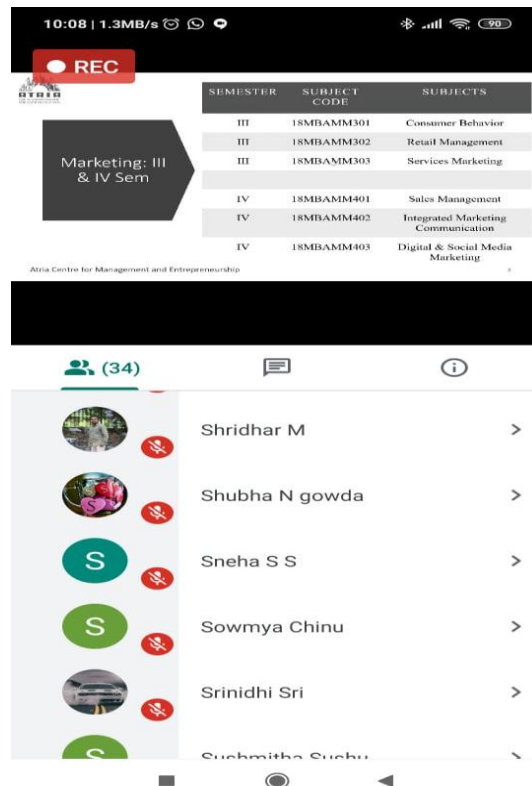


*(Dean having discussion with the Team during the Elective selection  
Workshop with the students)*

# The Communiqué

## Department of MBA (ACME)

### Biannual Newsletter – June 2020



*(Count of students' who attended the meeting online)*



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#### **Parents Teachers Meeting June 15, 2020**

The PTM for 2<sup>nd</sup> semester and 4<sup>th</sup> semester students were held on a common platform using Google hangouts. The following suggestions and comments from parents and students were consolidated for future reference or implementation whichever is possible.

- Parents are happy with the way classes got engaged online during Lockdown period particularly with Theory subjects.
- Parents are more concerned with numerical subjects. It is decided to conduct revision classes once permission is given for students to attend classes on campus.
- Parents are in consensus to resume the offline classes from 1<sup>st</sup> week of August provided the situation stabilizes.
- Parents located in distant places are okay to send their wards attend classes on campus provided the institution provisions hygienic accommodation and food facility during students stay on campus.
- Requests came in from few parents to organize revision classes for numerical subjects.
- There are a lot of concerns regarding exam dates. It is made clear to the parents that they will be notified as soon as the University notifies the institution.

# The Communiqué

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### Biannual Newsletter – June 2020

#### **Social initiative of distribution of mouth masks to house-keeping staff of the institution**

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)*