



# The Communiqué

## Atria Centre for Management & Entrepreneurship

### Biannual Newsletter – July 2021

#### **Department of MBA**

*“Nurturing Leaders for a New India”*

#### **ACME Vision**

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

#### **ACME Mission**

Atria Centre for Management and Entrepreneurship is committed to:

M1: Effectively disseminate business knowledge between industry and academic experts and student community.

M2: Collaborate with leading organisations for exposure to real life business problems and solutions.

M3: Create an ambience for superior academic and research endeavours to nurture ethical future leaders.

M4: Foster employability, entrepreneurship skills and social responsibility.



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**Issue No. 02**

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

- Alumni Interaction-2 on Marketing and Job Opportunities in Digital Marketing
- Alumni Interaction-3 on Marketing and Job Opportunities
- Alumni Interaction-4 on Human Resources and its Job Opportunities
- International Women's Day Celebration
- Management Movie Screening
- Alumni Interaction-5 on World of Finance and its Job Opportunities
- Online Industry Interaction on The Journey from Idea to Prototype Phase - Innovation & Entrepreneurship
- Environment Day Celebration
- Webinar on “Indian Dreams of 5 trillion-dollar Economy”
- Virtual Alumni Meet
- International Yoga and Music Day Celebration

#### **For Internal Circulation**

Department of MBA (ACME)

Atria Institute of Technology

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

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#### 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, 2020-22 batch.

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

She 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. Swetha explaining about demand for jobs in digital marketing)*

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.



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She 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. The session ended with clarification of doubts of students.



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#### 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.

**Speaker:** Mr. Abhijit Maney, Market Analyst, Target, Bengaluru

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



Mr. Maney started the session with a brief introduction on himself and 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, he discussed the Job opportunities, Career path and Salary structure of a marketing professional.

He 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 Ads.

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He 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.

### 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.

**Speaker:** Ms. Sindhu Narayan, Customer Success Manager with Snapminds

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.



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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.

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, she 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 spoke about the differences 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.



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#### International Women's Day Celebration – March 08, 2021

**International Women's Day** is celebrated in many countries around the world. It is a **day** when **women** are recognized for their achievements without regard to divisions, whether national, ethnic, linguistic, cultural, economic or political. At Atria Centre for Management and Entrepreneurship, Women's Day was celebrated by the MBA cultural club on 8<sup>th</sup> March 2021.

The celebration was organized and coordinated by 1<sup>st</sup> year students who volunteered to conduct a few cultural events, activities highlighting the achievements of global women personalities.

The program ended with a group photo session and offering of snacks.







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#### Management Movie Screening – March 20, 2021

**Objective:** - To guide students of 1st semester 2020-22 Batch into the world of learning beyond the classroom.

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



The motive of screening the movie was to make the students learn the importance of team, the role to be played by every team member and application of Statistics as a subject in Team Formation.

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#### **Key Learnings from the movie:**

- To take criticism in order to understand reality.
- Listening to others paves way to new possibilities.
- To simplify complexity.
- Always be responsive to change.
- Focus on winning the game rather than always trying to shift focus towards making records.
- To understand the difference between Perception and Reality.

#### **Alumni Interaction-5 on World of 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.

**Speaker:** Mr Guruthej Vailaya, Manager at State Street

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.

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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.



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#### Online Industry Interaction on The Journey from Idea to Prototype Phase - Innovation & Entrepreneurship - June 03, 2021

**Speaker**  
**Ms Kalpana Dube**  
Business Advisor & Mentor  
Certified Corporate Director  
Former Director IBM, GBS Global Delivery  
Former Enabling CIO, GE Equipment Mgmt

- Technology-led Innovations
- Innovative Ideas to Entrepreneurship
- Mantra to Survival and Success

Webinar  
**The Journey from Ideas to Prototype Phase - Innovation & Entrepreneurship**  
June 3rd 2021 | 4:30 PM - 5:30 PM

Register Now

Ms. Kalpana Dube, Business Advisor and Mentor is a Certified Corporate Director and has acted in capacities as the Former Director of IBM and as Former Enabling CIO of GE Equipment Management was invited as the speaker online to talk about Innovation, Entrepreneurship and the journey from Ideas to Prototype phase.

Ms. Kalpana Dube geared her session by focusing more on how creativity should be the core value of a company. She emphasized upon innovation and innovative skills needed to drive the innovation forward. She spoke more about the novel trends that include Digitization, Automation, Business Collaboration, Customer Service, Diversification and R&D to guide more ideas on innovation and becoming a successful entrepreneur.

She ended her session by suggesting the younger generation to be more adaptive and give up faith if the first game is lost rather trying with new ideas and seeking help from mentors and feedback from customers should guide brewing entrepreneurs with new hope.

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#### World Environment Day Celebration - June 5, 2021

The World Environmental Day was celebrated virtually on 5th June 2021 by the students and faculty of ACME with great enthusiasm. To raise global awareness to take positive environmental action to protect nature and the planet earth, ACME engaged in spreading the message of planting trees and its significance to life. It is a day that reminds everyone on the planet to get involved in environment friendly activities. Keeping this aim in view, the department of MBA, ACME celebrated World Environmental Day on 5th of June 2021.



The Environment is where We all meet, Where we all have a Mutual interest, it is the One thing all of us Share. Happy Environment day. 🌱



The event was conducted virtually due to the pandemic, and all were asked to plant a sapling in their area to create a green corner. A lot of enthusiasm was seen in the students and faculty members. The event was successful with wholehearted participation of all. Students have shared the pictures with sapling, following is the glimpse.



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**Webinar on “Indian Dreams of 5 trillion-dollar Economy” - June 10, 2021**



**Speaker**  
**Dr Perini Praveena Sri**  
Post Doctoral - Economics, PhD  
HOD-Atria Centre for Management & Entrepreneurship

- Skilling , Upskilling and Reskilling: A Strategic Response of Education
- Leveraging New Education Policies: India as “Global Knowledge Super Power”
- Millennials: Moving Up and Moving on for Robust Economic Growth and Employment

Webinar

**Indian Dreams of 5 trillion Dollar Economy: Still Alive with New Educational Reforms**

June 10th 2021 | 4:30 PM - 5:30 PM



Register Now



Dr. Perini Praveenasri, Professor at the department delivered a talk on the topic above, the top focus of the session was to highlight India's core emphasis and firm commitment towards restructuring educational ecosystem through skilling, upskilling and reskilling.

She threw light on the first digital budget of new decade 2021-2030 which is aimed at enriching the process of skill development landscape for India. She highlighted that India being a home to the world's largest young demographic population slated that this has raised new hopes to realize India's visionary target. Other than the concept of Digital and interpersonal skills, learning analytics, corporate learning was also insightful.



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#### International Yoga and Music Day Celebration – June 21, 2021

At Atria Centre for Management and Entrepreneurship, International Yoga Day was celebrated by the MBA cultural club on 21<sup>st</sup> June 2021. The theme for this year's International Yoga Day 2021 is "Yoga for well-being". Yoga has always been a very important part of our culture and now it has assumed significance during the COVID-19 pandemic and has emerged as a global trend. The message of yoga in promoting both the physical and mental wellbeing of humanity has never been more relevant.

International Yoga Day was celebrated virtually by the students of ACME, AIT with great enthusiasm. Students have demonstrated various asanas, Surya Namaskar, Vrikshasana, Garudasana, Bakasana, Adho Mukha Vrksasana, Sirsasana, etc. The importance of these asanas was explained simultaneously.

Yoga is the dance of every cell with the music of every breath that creates inner serenity and harmony. The importance of yoga and the pivotal role it plays in rejuvenating our mind and the body, leading to a healthier lifestyle.



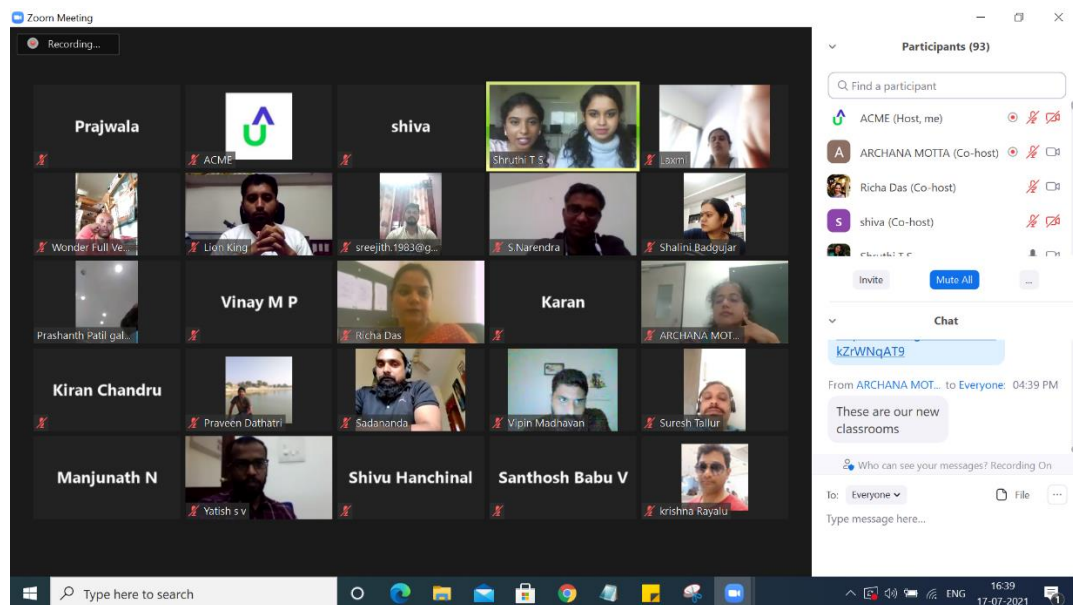
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#### Virtual Alumni Meet – July 17, 2021

We organized Virtual Alumni Meet on 17<sup>th</sup> July 2021, a programme to “Meet and Greet” all our students of MBA department.



The meet was held on Zoom meeting from 3.00 pm to 6.00 pm and was attended by around 110 Alumni in addition to 35 plus current students and all 7 faculty members.

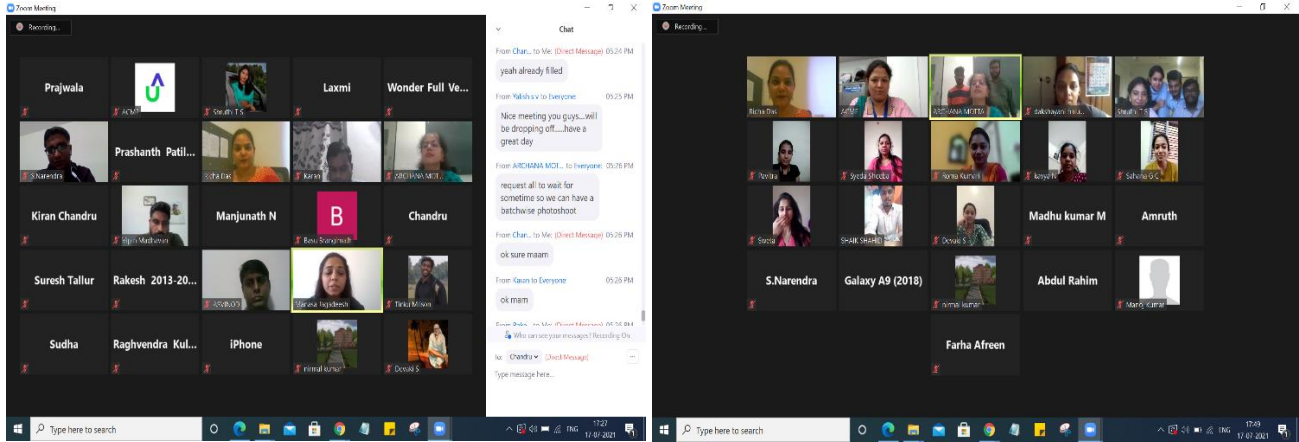
Mr. Shiva Prasad R, student delivered the welcome address and greeted the Alumni. Dr. Purnajit Chatterjee, Dean delivered a special welcome address and explained in detail on how the department and college has transformed since their time and what the department is planning to do going forward.

Entertainment programme was played through a short video in which students of current batch and alumni had presented.

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To make the event a little more fun, the students of the current batch had organized a Trivia crack quiz and a small video containing nostalgic memories were compiled and played in a video called “Memories bring back Memories” followed by a small nostalgic memory quiz.

Further a Panel Discussion was conducted on Pre and Post pandemic work life in which Mr. Vinod Muthalgiri, Mr. Narendra, MR. Manasa H J had participated and Dr. Richa Das moderated the entire session.

Finally, a Vote of Thanks was delivered by Mrs. Archana R Motta and the entire session was concluded with a photo shoot of each batch.