



The Communiqué

Department of MBA (ACME)

Biannual Newsletter – December 2020

Issue No. 01

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- Online Industry Interaction on FinTech: An overview of the Evolution leading to the new Revolution
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- Alumni Interaction-1 on Marketing and Sales Opportunities in Automobile Industry

For Internal Circulation

Department of MBA (ACME)

Atria Institute of Technology

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Virtual National Conference on Management Projects – 13/08/20 & 14/08/20

Atria Centre for Management & Entrepreneurship organised its first ever Virtual National Conference titled **PRAKRIYA 2020** on 13th and 14th August 2020. This has 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 to 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.

<p>Who We Are</p> <p>Atria Centre for Management and Entrepreneurship</p> <p>Established in 2004, ACME has a legacy of producing more than 500 MBA professionals over last one and a half decade. At ACME, we provide our students with an opportunity to explore beyond their limits and enrich their thought process through a detailed academic course. The two-year MBA program at ACME, develops and nurtures managerial talent in its students so that they can enter the corporate world of digital India. Our Alumni are in key roles in prominent organizations like KPMG, PWC, IBM, E&Y, Honeywell, TVS Motors, Saint Gobain, etc.</p> 	<p>Atria Centre for Management and Entrepreneurship organises</p> <p>“PRAKRIYA 2020”</p> <p>National Conference on Management Projects on 13th & 14th August 2020</p> <ul style="list-style-type: none">• Virtual Conference• Cash Prizes• E-Certificates to all Participants• No Registration Fee <p>REGISTRATIONS <i>Open</i></p>	 <p>PRAKRIYA 2020</p>  <p>We teach our students, how they can be the change, they want to see in the world.</p>
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ABOUT PRAKRIYA

Prakriya is a virtual National Conference organized by ACME, Atria Institute of Technology, Bangalore. This will provide a platform for students to present their research work and projects. The target audience are final year management students across the country.

Objectives of the two- day conference:

- Facilitate peer learning
- Insights and review from senior academicians and industry experts
- Aid discovery about latest research
- Refinement of project ideas



GUIDELINES

- The soft copy of the paper should be emailed to prakriya.acme@gmail.com on or before 12th August 2020, 2:00 P.M. with title and domain name in the tagline
- The paper should contain Abstract (500 words), Literature Review, Research Methodology and Findings.
- Abstract with full paper (not exceeding 7000 words) should be submitted only in the given format:
Font Style: Times New Roman , Font Size: 12
Document Type: MS Word
- The participants should present a PPT on the date of the conference. The presentation should be completed within 7 Minutes and 3 Minutes will be allocated for Q&A.

Register Now:
bit.ly/prakriyaacme

- All final semester BBA and MBA students can register
- Last date to register: 11th August 2020
- The meeting link and schedule will be shared on the registered Email ID a day before the conference.

*T&C Apply



CONFERENCE COORDINATORS

- Prof. Archana R Motta (Marketing):
9448936454, archana.motta@atria.edu
- Dr Richa Das (Human Resources):
8757120957, richadas@atria.edu
- Prof. Rajimol K P (Finance):
9738941871, rajimol.kp@atria.edu

PATRONS

- Mr Shaheem Rahiman, CEO, Atria Education
- Dr K V. Narayanaswamy, Principal, AIT

CONVENOR

- Prof. Purnajit Chatterjee, Dean, ACME, AIT

ORGANISING COMMITTEE

- Dr Perini Praveena Sri, Assoc. Professor
- Prof. Devaki S, Asst. Professor
- Prof. P R Madhu Shree, Asst. Professor
- Ms Sonal Mishra, Marketing Lead, ACME

(Brochure of PRAKRIYA)

The conference was well attended by the students from reputed educational institutions like Ramaiah Institute of Technology, Jain University etc. Technical Sessions of the Conference were categorized into different domains like Marketing, Finance, and Human Resource Management. The conference was attended by 54 participants and a total of 29 technical papers on various domain were presented by the students.

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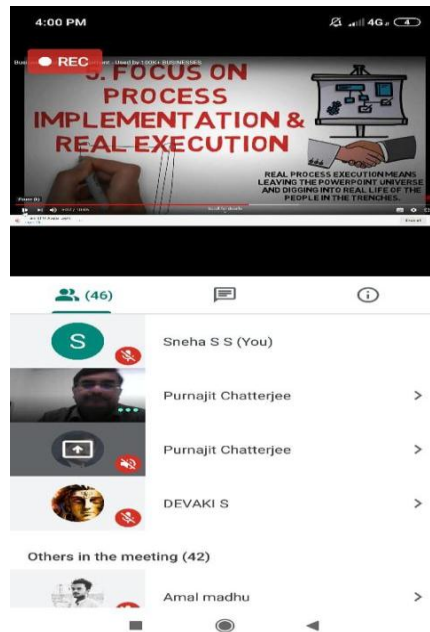
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Online Industry Interaction on IT & BPM industry – 09/10/2020

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 30+ years engaged his discussion with the students about the IT and BPM industry.



(Dean delivering his speech during the online industry interaction meet)

He started with the introduction of IT industry and BPO and continued with the evolution of IT sector in India and enlightened the audience 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 important strategies used in segments of IT sectors. Session also included brief ideas and experiences of the speaker which



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also asserted the same. A pool of whatever got discussed at the session 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.

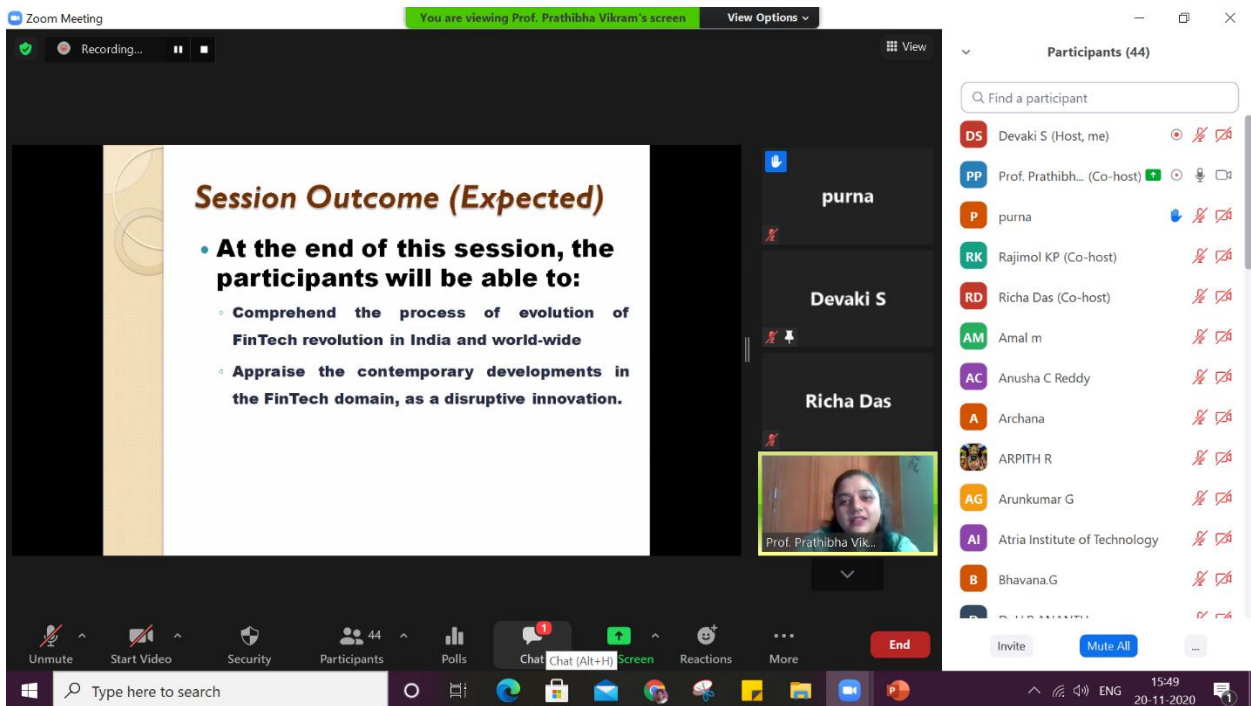
Due to the widespread of the pandemic all interactions with the students were directed through the digital route enabling students to continue to be associated with the faculty and the industry and were encouraged to do continuous learning. The interaction was through Google Meet.

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



(Prof. Prathibha Vikram delivering a talk during the interaction)

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 enlightened students with her practical experience. She gave a clear outlook of Pre Fintech era of how the technology influenced finance sector to grow in India and



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important segments of Fintech, block chain empowering Fintech applications, Fintech ecosystem, crowd funding, PayPal & UPI. Session included brief ideas and experiences of the speaker which also asserted what she tried explaining.

The session concluded with the case study of Alibaba.

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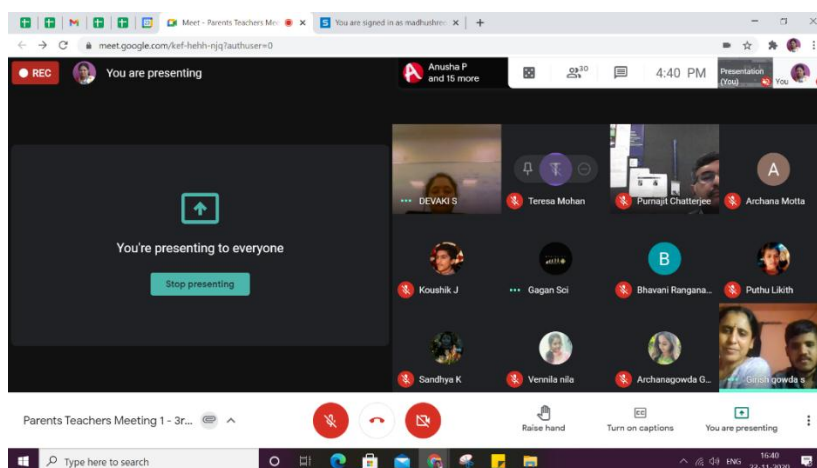
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Virtual Parent Teacher Meeting – 23/11/2020

The PTM for 3rd semester students was organized and students with Parents were invited to attend over Google hangouts. The following points were covered during the meeting:

- Students attendance status up to October 2020 and their performance in the 1st and 2nd IA was shared with parents.
- Student learning while being at home was ascertained by talking to parents.
- Parents were informed about the SOPs followed by the institution to battle out COVID and the necessary precautions and salubrious initiatives taken inside the campus in terms of sanitization, thermal scanning, installation of hand-wash stations, arrangement of classrooms to promote social distancing etc.
- Emphasis was placed on getting the RT-PCR test done and producing a negative result report at the time of attendance to the campus if the student intends to take up offline classes.
- Parents were verbally asked to opine their willingness to send their wards to the campus in order to attend classes for critical subjects.
- Parents replied by insisting on continuing with the conduct of online classes.



(Faculty interacting with Parents and their wards)

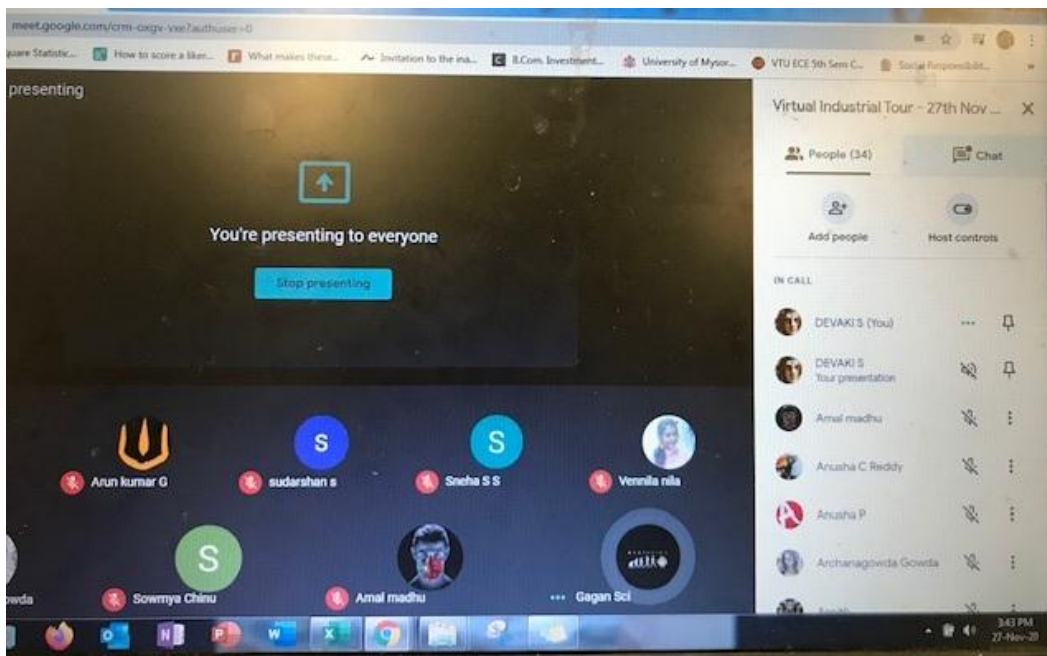
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Virtual Industrial tour – 27/11/2020

Link to the meet: meet.google.com/crm-oxgv-vxe



(Students list during virtual tour interaction)

Amul the pride of India is known for exciting millions of Indians with its delicacies. Students were introduced to the process of Amul chocolates production followed by the varieties, the packing and distribution of chocolates.

Apart from the chocolate processing, the documentary included some thrilling facts about AMUL which was not known by students, this induced students to pay attention through the documentary.

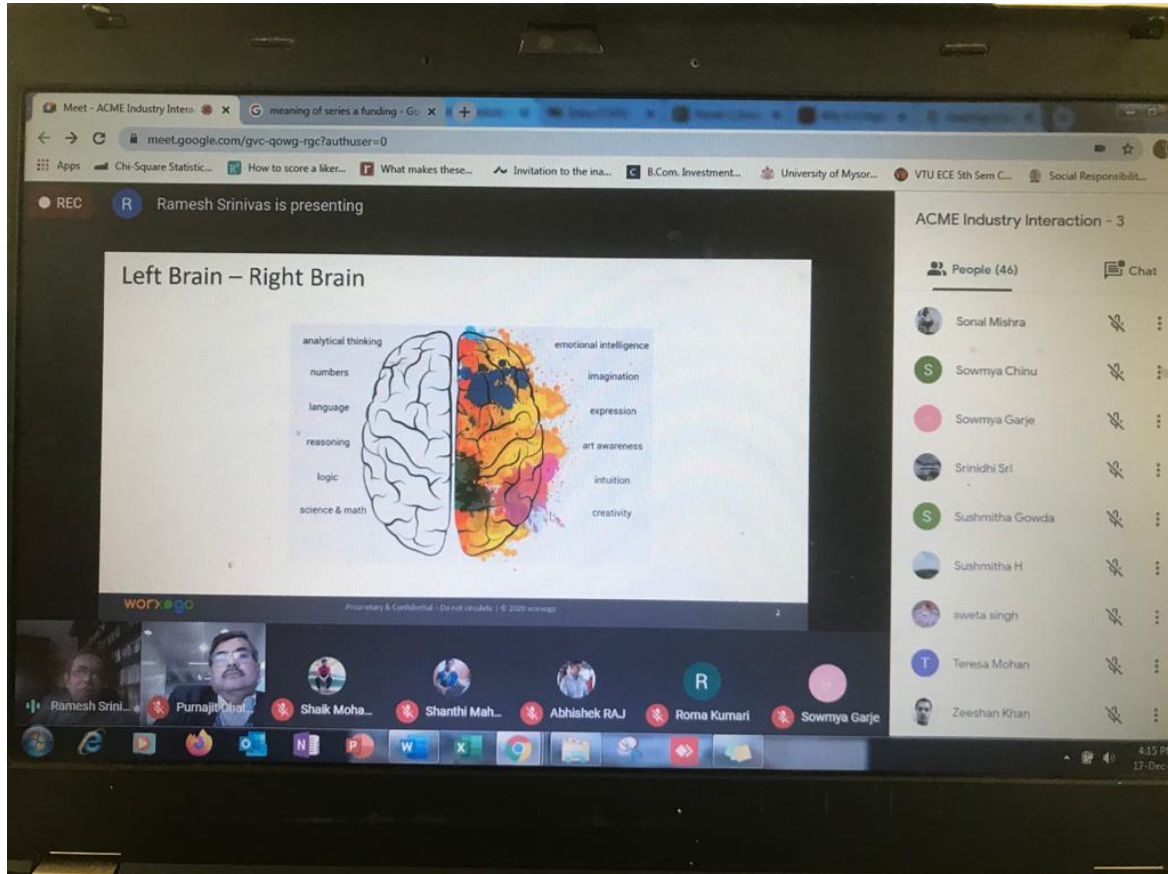
Due to the pandemic the students were encouraged to attend an industrial virtual tour via Hangouts.

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Online Industry Interaction on Behavioral Science – 17/12/2020



*(Mr. Ramesh Srinivas explaining about the activity
of left brain and right brain)*

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.



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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.



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Alumni Interaction 1 on Marketing and Sales Opportunities in Automobile Industry – 28/12/2020

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: 1st 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.

Mr Srinivasulu started the session 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 had to stay in the field of marketing because for the passion he had in him for the domain.



(Mr. Narendra interacting with the students)

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



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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.

The session 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.