



**KRISTU JAYANTI**  
(DEEMED TO BE UNIVERSITY)  
Under Section 3 of UGC Act 1956  
A CMI INSTITUTION | BENGALURU | INDIA

# DEPARTMENT OF PROFESSIONAL MANAGEMENT STUDIES

VOLUME I ISSUE III

NEWSLETTER



# EPOCH.

# VC'S MESSAGE

It gives me great pleasure to extend my warm greetings on the publication of Epoch 2025–2026, the annual newsletter of the Department of Professional Management Studies, Kristu Jayanti University.

Kristu Jayanti University has consistently upheld its commitment to academic excellence, holistic education, and the development of socially responsible and globally competent citizens. In this noble pursuit, the Department of Professional Management Studies has distinguished itself as a progressive academic unit that nurtures talent, promotes innovation, and prepares students to meet the challenges of an ever-evolving professional landscape.

I am pleased to note the steady growth and commendable accomplishments of the Department in offering specialized BBA programmes in Business Analytics, Aviation Management, Tourism and Hospitality Management, Retail Management, Branding and Advertising, and International Business. The introduction of BBA in Artificial Intelligence and Data Science and BBA in FinTech and Banking in the academic year 2025–2026 marks yet another significant milestone in its journey of academic expansion and relevance. These programmes reflect the Department's foresight in aligning education with emerging industry trends and the demands of the contemporary global economy.

The Department's sustained efforts in strengthening curriculum design, fostering industry-academia collaboration, and creating avenues for experiential learning are indeed praiseworthy. Such initiatives not only enhance the academic and professional competencies of students but also inspire them to become thoughtful leaders, innovative professionals, and responsible contributors to society.

Epoch is a meaningful reflection of the vibrancy, creativity, and achievements of the Department. It serves as a platform to celebrate the accomplishments of students and faculty, document significant milestones, and inspire the academic community to pursue excellence with dedication and vision.

I congratulate the Department of Professional Management Studies on the publication of this newsletter and convey my appreciation to all those who have contributed to its success. I extend my best wishes to the faculty, students, and the Department for continued progress and greater accomplishments in the years to come.

**FR. DR. AUGUSTINE GEORGE**  
**VICE CHANCELOR**





# HOD'S NOTE

It is a privilege to present this edition of Epoch, the newsletter of the Department of Professional Management Studies, for the academic year 2025–2026.

The Department continues to grow as a vibrant academic space committed to excellence in professional education. Our focus remains on building a strong foundation of knowledge, analytical ability, professional competence, and ethical responsibility among students, enabling them to respond confidently to the changing demands of the business world.

This academic year marks another important phase in the Department's journey of expansion and relevance. Along with our existing domain-specific BBA programmes, we are pleased to widen our academic portfolio with the introduction of BBA in Artificial Intelligence and Data Science and BBA in FinTech and Banking. These additions reflect our commitment to aligning education with emerging industry trends and preparing students for new-age careers shaped by technology, innovation, and global transformation.

The strength of the Department lies in its collective spirit. Our faculty members continue to contribute through committed teaching, academic mentoring, and industry-oriented learning practices that enrich the educational experience of our students. At the same time, our students continue to make us proud through their enthusiasm, discipline, creativity, and willingness to explore opportunities beyond the classroom.

At the Department of Professional Management Studies, learning extends beyond curriculum delivery. We believe in creating opportunities that support intellectual growth, practical exposure, leadership development, and social awareness. Through academic initiatives, student engagements, collaborations, and experiential platforms, we strive to nurture individuals who are not only professionally capable but also socially conscious.

Epoch serves as a reflection of this journey. It captures the achievements, activities, and milestones of the Department, while also celebrating the ideas and efforts of students, faculty, alumni, and all those associated with our academic community. More importantly, it stands as a record of our shared commitment to progress and excellence.

I extend my sincere appreciation to everyone who contributed to this edition of the newsletter. I also convey my best wishes to our students, faculty, alumni, and well-wishers. May the Department continue to move forward with purpose, distinction, and greater accomplishments in the years ahead.

**DR. JISHA V G**

HEAD OF DEPARTMENT

# EDITORIAL BOARD

Welcome to the third edition of EPOCH, the news letter of the Department of Professional Management Studies

As an editorial team, we are thrilled to bring you the most recent updates, achievements, and insights from our vibrant department. This newsletter serves as a platform to celebrate the remarkable accomplishments of our students, faculty, and alumni. This newsletter is a testament to the hard work, dedication, and innovative spirit that define our department. From groundbreaking research projects and successful internships to engaging events and inspiring alumni stories, we are proud to showcase the diverse and dynamic activities that make our department a leader in professional management education. We hope you find this edition informative, inspiring, and engaging. Thank you for being an essential part of our department's journey. Together, we are shaping the future of professional management and making a positive impact on the world.

Thank you each one of you for all your wonderful contributions.



Prof Dr. Arunkumar B  
Assistant professor  
Department of Professional  
Management Studies



Prof Manju M Kaimal  
Assistant professor  
Department of Professional  
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The background features a light blue gradient with several overlapping, semi-transparent circles in shades of blue and yellow. Superimposed on these are complex wireframe structures consisting of thin lines forming various geometric shapes like triangles and polygons, some with small dark blue dots at their vertices.

# **MAJOR ACTIVITIES OF THE DEPARTMENT**

# 3<sup>rd</sup> INTERNATIONAL CONFERENCE on *Business Transformation Through AI: A Multidisciplinary Approach*

No of beneficiaries: 212

Date: 04/02/2026 - 05/02/2026



The Department of Professional Management Studies successfully organised the 3rd International Conference on “Business Transformation through Artificial Intelligence: A Multidisciplinary Approach”, with the objective of providing a global platform for academicians, industry experts, researchers, and students to engage in meaningful discourse on the role of Artificial Intelligence in transforming businesses and society. The conference was formally inaugurated in the presence of the Chief Guest, Mr. Ramesh Balasubramanian, Vice President, Capgemini, who highlighted the significance of AI-driven innovation and human-centric transformation. The event emphasized the integration of AI across disciplines, focusing on innovation, ethical adoption, sustainability, and future workforce readiness, while fostering industry-academia collaboration.

The conference featured a series of insightful technical sessions delivered by eminent speakers, Mr. Ramesh Gupta, Mr. Viqaruddin Surki, Mr. Victor Sundaraj, and Mr. Mark Lionel John. The sessions covered AI applications in the BFSI sector, intelligent automation, predictive analytics, and hyper-personalization, highlighting AI’s impact on operational efficiency and customer experience. Discussions also focused on the redefinition of business models in the age of AI, workforce transformation, continuous upskilling, and the development of future-ready skills. The sessions further emphasized the collaborative role of human intelligence and Artificial Intelligence in driving sustainable organizational growth.

The plenary sessions included paper presentations by students and participants in both offline and online modes, providing a platform for research dissemination and academic interaction aligned with the conference theme.

## **Conclusion:**

The International Conference successfully achieved its objectives by fostering knowledge exchange, critical thinking, and multidisciplinary learning. The event reinforced the significance of Artificial Intelligence as a catalyst for business transformation while highlighting the indispensable role of human intelligence in guiding ethical and sustainable innovation.

# “Retail Re-Imagined: Innovations Shaping Tomorrow’s Marketplace”

Date: 12/12/2025



The School of Business and Management, Department of Professional Management Studies, Kristu Jayanti (Deemed to be University), Bengaluru, organised an insightful Retail Panel Discussion on “Retail Re-Imagined: Innovations Shaping Tomorrow’s Marketplace” on 12 December 2025 at the A2 Auditorium. Designed for BBA Retail Management and BBA International Business students, the session aimed to provide exposure to the innovations and disruptions shaping the global retail sector. The panel featured two esteemed industry experts: Mr. Sam Pereira, Director – Enterprise Item, Target Bengaluru, and Mr. Siddharth M Shah, Data Platform Engineering Team Leader, Euromonitor International, Bengaluru. The discussion was moderated by Mr. Prabhav Liju, a first-year BBA International Business student, who effectively guided the flow of the conversation and ensured meaningful engagement between the speakers and the audience.

The event began with a welcome address that emphasised the importance of integrating industry insights into academic learning. The faculty coordinator highlighted how rapid digital transformation and shifting consumer expectations are compelling retailers worldwide to adopt innovative business models.

Opening the discussion, Mr. Sam Pereira shared valuable perspectives on enterprise-level retail transformation. Drawing from his experience at Target, he explained how automation, omni-channel strategies, and advanced item management systems streamline operations and enhance customer experience. He stressed the importance of innovation, supply chain agility, and data-backed decisions for retailers operating in a dynamic marketplace.

Following this, Mr. Siddharth M Shah delivered a compelling presentation on the role of data platforms and analytics in modern retail. He discussed how organisations like Euromonitor utilise data engineering, predictive analytics, and consumer insights to forecast market shifts and support strategic planning. His session helped students understand how data ecosystems drive retail efficiency and why analytical skills are crucial for future retail professionals.

Moderator Prabhav Liju facilitated the conversation seamlessly, posed insightful questions, and encouraged deeper discussion, ensuring that the audience gained maximum value from the speakers' expertise. His role added structure and clarity to the session, making the dialogue more engaging and interactive. The Q&A session allowed students to seek clarifications on career opportunities, emerging technologies, and industry expectations. The speakers encouraged students to cultivate adaptability, analytical thinking, and continuous learning to succeed in an increasingly digital retail environment.

The event concluded with a vote of thanks to the speakers, moderator, faculty, and student coordinators. The Retail Panel Discussion provided an enriching learning experience, bridging the gap between academic concepts and real-world industry practices. It reinforced the department's commitment to preparing students for the evolving demands of the global marketplace.



# FACULTY ENRICHMENT PROGRAMME ON AI TOOLS FOR RESEARCH

**Organised by:** Department of Professional Management Studies

**Date:** 01 July 2025

**Venue:** Kristu Jayanti Deemed to be University

**Beneficiaries:** 22 Faculty Members

**Category:** Workshop

The Department of Professional Management Studies conducted a Faculty Enrichment Programme titled “AI Tools for Research” on July 1, 2025. The workshop aimed to enhance faculty members’ understanding of cutting-edge AI tools for research, academic writing, data analysis, and efficient literature access. Dr. A J Excelce, Associate Professor, led the session and provided hands-on training on platforms such as Connecting Papers, Julia AI, and ResearchRabbit.

The participants reported improved skills in managing research workflows, analyzing data, and integrating AI tools in teaching and supervision. The workshop fostered a robust research environment and promoted the use of technology in academic settings. Feedback from attendees indicated a high level of satisfaction, with 100% agreement on the workshop’s relevance and applicability.

The event was well-received, and most participants expressed interest in attending advanced sessions in the future.



# WORKSHOP ON THE BASICS OF AI TOOLS

Date: 10/02/2026 and 11/02/2026



**Class attended: II year BBA Branding and Advertising Students**

The Department of Professional Management Studies, in association with Miles SoBA, successfully organised the workshop "The Basic of AI tools" for second-year Branding and Advertising students on 10<sup>th</sup> and 11<sup>th</sup> of February, 2026. The workshop was held at Miles Stadium, Miles SoBa, Bengaluru to familiarize participants with the practical applications of Artificial Intelligence in managerial contexts

The session was led by Mr.Kunal Tahilramani, Project Director, Human Factors International, Mumbai. The session was highly interactive and focused on bridging the gap between conceptual understanding and hands-on application. The speaker began by explaining the fundamentals of AI tools and their growing relevance in business functions, particularly in marketing and brand management. A key highlight of the session was the detailed explanation on prompt engineering—how to frame clear, specific, and structured prompts to obtain accurate and meaningful outputs from AI platforms. Participants were guided on refining prompts by defining objectives, target audience, tone, format, and expected outcomes.

Further, the session explored how AI can be used effectively by a Brand Manager. Practical examples were demonstrated, such as generating brand positioning statements, developing content calendars, crafting advertising copy, conducting competitor analysis, and creating customer personas. The workshop concluded with a hands-on activity where participants were divided into groups and assigned tasks to create AI-generated brand strategies using structured prompts

## **Conclusion:**

The session effectively demonstrated how AI tools can be strategically leveraged in brand management through structured and precise prompting.

Participants gained practical exposure to applying AI for marketing tasks, enhancing both creativity and efficiency.

# WORKSHOP ON THE ART AND SCIENCE OF ENTREPRENEURSHIP

The Department of Professional Management Studies, in association with Miles SoBA, successfully organised the strategic initiative workshop "The Art and Science of Entrepreneurship" for second-year Branding and Advertising students on 23<sup>rd</sup> January, 2026. The workshop held at A212, Admin Block was designed to help students learn how businesses function in dynamic markets.

The session was led by Mr. Manoj Choudhury, Creative Director, Founder of 1000 Suns, Bengaluru. The speaker emphasized the importance of customer and market research as the foundation of successful entrepreneurial decision-making, explaining how understanding customer needs, pain points, and behaviour drives sustainable business models. The session also highlighted how businesses move beyond ideas to execution through business analysis, data interpretation, and insight generation, bridging the gap between theory and practice.

**CLASS ATTENDED: II YEAR BBA BRANDING AND ADVERTISING STUDENTS**

Real-time industry cases were discussed to illustrate how entrepreneurs identify opportunities, validate assumptions, and respond to market feedback. An interactive activity was conducted during the session, enabling students to apply concepts such as customer discovery, problem-solution fit, and insight-based decision-making. Overall, the session effectively combined conceptual understanding with practical application, helping students gain a realistic perspective on entrepreneurship and strengthening their analytical and problem-solving skills.

## **Conclusion:**

The workshop successfully bridged theory and practice by offering practical insights into customer research, business analysis, and real-world entrepreneurial decision-making. It enhanced students' understanding of how analytical thinking and market insights are essential for building sustainable and customer-centric businesses.



# BEYOND FEAR: FEARLESS FRENZY AND FRESHER'S PARTY

CLASS ATTENDED: II YEAR BBA BRANDING AND ADVERTISING STUDENTS

## Write Up :

The Department of Professional Management Studies, in association with Miles SoBA, successfully organised the strategic initiative workshop "Beyond Fear-Fearless Frenzy and Fresher's Party" for first-year Branding and Advertising students on August 01<sup>st</sup>, 2025. Held at the Miles Stadium in Koramangala, Bengaluru, the event was designed to help students confront their fears and break through limitations in both academic and personal spheres.

Led by renowned motivational speaker Dr. Pratish R. Nair, Founder and CEO of Miles SOBA and Agency M, the session featured a series of high-energy, interactive activities that served as practical tools for self-discovery and confidence-building. These carefully curated exercises encouraged students to step out of their comfort zones, communicate openly, and challenge self-imposed boundaries.

Each activity was followed by insightful reflections that helped participants draw meaningful lessons about resilience, courage, and adaptability. Students walked away with renewed self-belief and a mindset geared toward growth and innovation—key traits for thriving in the competitive world of branding and advertising.

## Conclusion:

The event left a profound impact on the students, equipping them with the confidence and mindset to face challenges fearlessly. It was a vital step in shaping them into resilient and forward-thinking professionals in the branding and advertising domain.



# WORKSHOP ON BIG DATA, BIG DECISIONS: LET THE NUMBERS LEAD

Date: 11/12/2025



The Department of Professional Management Studies, in association with Miles SoBA, successfully organised the strategic initiative workshop “Big Data, Big Decisions: Let the Numbers Lead” for second-year Branding and Advertising students on 11<sup>th</sup> December, 2025. The workshop held at A1 Conference Hall; Admin Block introduced students to the significance of data analytics in contemporary business decision-making. The session was led by Mr Pushkaraj Shirgurkar, Founder and CEO of Innovun Global, Bengaluru. The session began with a foundation hour that established the role of data as a strategic asset for organizations. A major component of the workshop was a case study deep dive featuring three impactful examples: Domino’s personalization engine, highlighting customer-centric data use; PepsiCo’s precision targeting, demonstrating data-driven marketing effectiveness; and McDonald’s real-time menu optimization,

, showcasing how real-time analytics improves operational efficiency and customer engagement.

The workshop included hands-on practice, allowing participants to apply analytical thinking to real-world business scenarios. The speaker also discussed how brands can make smarter decisions, predict market trends, and maximize return on investment through data analytics. A four-step data-driven decision-making framework was explained, followed by a focused case study on Domino’s data-driven personalization.

## **Conclusion:**

The workshop effectively demonstrated how data analytics empowers brands to make smarter, faster, and more strategic decisions. It enhanced participants’ understanding of real-world applications of data-driven frameworks in achieving competitive advantage and improved business outcomes

# BRAIN SPARK'26

Date:24/02/2026



Brain Spark'26, a National Level Inter-Collegiate Business Quiz was organised by the Department of Professional Management Studies, School of Business and Management, Kristu Jayanti University, in association with The Times of India - In Campus on 24<sup>th</sup> February 2026. The event brought together 18 teams from 11 institutions for a vibrant celebration of business intellect and strategy. The event was inaugurated by Mr. Rahul Arora, Associate Vice President – South Zone 1, who emphasized adaptability, innovation, and analytical thinking as essential corporate competencies. Rev. Fr. Dr. Augustine George, Vice Chancellor, inspired students to pursue industry readiness and skill development. The quiz, conducted in three rigorous rounds, culminated in a high energy finale among the top four teams. Christ University Central Campus emerged as Winners, represented by Hrushil Parekh and Raghuvansh Wadhwa. Mount Carmel College secured Second Place with Rohit AN and Azeem Aara, while Alliance University secured Third Place through Rani Haleema and Asik Shekh. The valedictory ceremony was presided over by Mr. Krishnan, General Manager, Times of India, Bengaluru, marking a fitting conclusion to a dynamic and intellectually stimulating event. The event successfully highlighted the spirit of competitive learning and business acumen, encouraging students to apply analytical thinking, teamwork, and strategic insight in a dynamic quiz environment.

# Business of Addiction : Loyalty Gone Wild

**Class Attended:** Second year BBA Branding and Advertising Students  
No. of Beneficiaries: 64

**Write Up :**

Date: 02/08/2025

The Department of Professional Management studies in collaboration with Miles SOBA organised “Business of Addiction: Loyalty gone Wild” workshop for BBA second year Branding and Advertising Students. The event was held on 02<sup>nd</sup> August, 2025 in Miles Office Stadium, Bengaluru. The resource person of this session was Dr Pratish R Nair, Founder and CEO of Miles Soba and Agency M.

Dr. Pratish R Nair conducted an engaging and hands-on workshop focused on creative advertising and digital marketing strategies. The session began with a comprehensive briefing where the resource person introduced students to the fundamentals of making promotional reels and advertisements, emphasizing effective storytelling, visual appeal, and brand messaging. Following the briefing, students were asked to pick up any retail store of their choice and were tasked with conceptualizing and creating an advertisement reel for the retail store. The activity encouraged students to apply their learning in real time as they were given complete freedom to explore the location, plan their content, shoot videos, and edit their reels within a limited time frame. This dynamic exercise was designed as an on-the-spot competition, fostering spontaneity, creativity, and teamwork. The workshop not only provided practical exposure to advertising techniques but also offered a platform for students to demonstrate their marketing and media production skills in a real-world context.

## **Conclusion:**

The workshop successfully blended creativity with practical learning, allowing students to experience real-time advertising challenges. It enhanced their understanding of digital marketing while fostering teamwork.



# CASE STUDY SUMMIT

**Date:**10/12/2015

**Students Attended :** 2nd and 3rd year students School of Business and Management

**No. of Beneficiaries:** 700 beneficiaries

## **Write Up:**

The School of Business and Management organised the Case study Summit, a comprehensive entrepreneurship-focused conclave aimed at promoting student-centric innovation, bridging the gap between theory and practice, and providing deep insights into India's evolving startup ecosystem. The summit brought together renowned founders, investors, and ecosystem builders who shared their real-world experiences, challenges, and strategies with aspiring student entrepreneurs.

The summit commenced with Session I by Mahdi Shafie, Founder of Trifid Media, who delivered valuable insights into digital branding, content strategy, and influencer marketing. He emphasized how startups can leverage social media platforms for rapid brand building and scalable business growth. His session provided students with practical exposure to contemporary digital marketing tools and strategies relevant to modern startups.

Session II was led by Amit Mehta, Operating Venture Capitalist at Campus Fund, who offered an investor's perspective on student-led startups. He explained early-stage funding dynamics, investor expectations, and the critical factors that make startups fundable. This session helped students understand the importance of business models, traction, and team credibility from a venture capital standpoint. In Session III, Vikas Bardia, Founder of Shoffr, shared his entrepreneurial journey, focusing on problem identification, execution challenges, and operational scaling. His discussion highlighted resilience, adaptability, and the realities of building and sustaining a logistics and mobility startup in a competitive market. Session IV featured Anish Basu Roy, Founder of TagZ Foods, who spoke on building consumer brands and innovating in the FMCG sector. He explained how identifying market gaps and responding to health-conscious consumer trends can lead to successful product innovation and brand growth.

The summit further explored ecosystem development in Session V by Azaan Feroz Sait, Founder of Hub Bengaluru, who emphasized the importance of community building, collaboration, and purpose-driven entrepreneurship. His keynote inspired students to actively participate in and contribute to innovation ecosystems. Session VI by Pranav Liju, Founder of Case study, focused on case-based learning and experiential education.

He highlighted how student leadership, real-world problem solving, and entrepreneurial mindsets can be cultivated through hands-on learning models, motivating students to move beyond theoretical knowledge. The summit concluded with an inspiring closing keynote by Dr. A. Velumani, Founder of Thyrocare, who shared his journey from humble beginnings to building a leading diagnostic healthcare enterprise. He emphasized discipline, cost leadership, simplicity, and long-term vision as key pillars of sustainable entrepreneurship.

Overall, the Case study Summit significantly enhanced students' understanding of real-world entrepreneurship by integrating founder stories, investor insights, and ecosystem perspectives. The programme strengthened critical thinking, encouraged practical application of classroom concepts, and motivated students to explore startup-driven and innovation-oriented career paths.



# WORKSHOP ON CRACKING CASE STUDY: SOLVE IT LIKE SHERLOCK

**Date: 25/08/2025**

**Class attended: Final year BBA Branding and Advertising Students**

**No. of Beneficiaries: 64**

## **Write Up :**

The Department of Professional Management studies in collaboration with Miles SOBA organised “Cracking Case Study: Solve it like Sherlock” workshop for final year Branding and Advertising Students. The event was held on 25<sup>th</sup> August, 2025 in B203. The resource person of this session was Dr Ashvin Gutti, Head of Academics, Miles Soba , Bengaluru

Dr. Ashvin Gutti explained the importance of learning through case studies and discussed examples from well-known companies like Apple and Samsung to illustrate his points. He highlighted that case studies allow students to see how theoretical concepts are applied in real business situations, and how companies deal with both opportunities and challenges in competitive markets. By referring to such examples, he showed that every organization, no matter how successful, has its own set of drawbacks and limitations that must be understood. He further emphasized that students should actively engage with case studies, as they serve as a practical tool for developing managerial skills. Case study discussions encourage learners to analyze situations, identify problems, compare alternative solutions, and make decisions just as managers in real organizations would. Dr. Gutti pointed out that the ability to crack a case study is important because it trains students to think critically, approach issues from multiple perspectives, and build confidence in problem-solving.

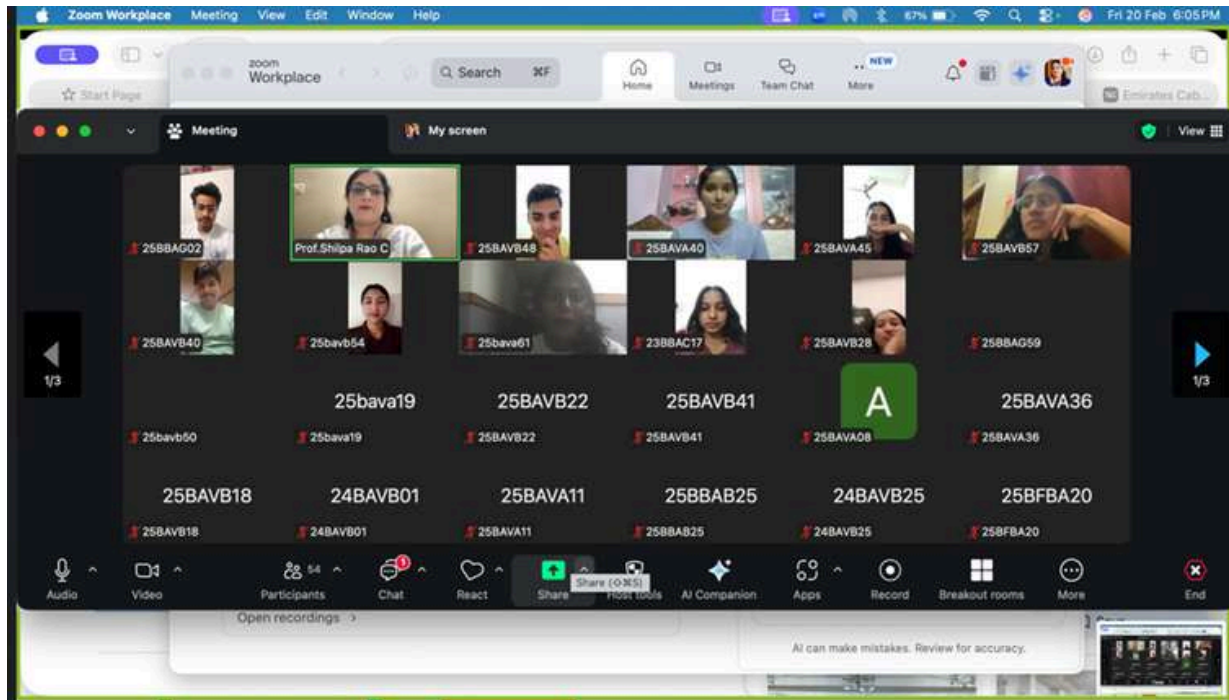


## **Conclusion:**

Overall, the session underlined that case studies are not just about reading success stories of companies but about understanding business realities holistically. They prepare students to connect classroom knowledge with industry practices and become effective decision-makers in their future careers.

# Certificate Course on Cabin Crew Management

Date: 27/2/2026 to 20/2/2026



The Department of Professional Management Studies under the School of Business and Management successfully organised a Certificate Course on Cabin Crew Management exclusively for Undergraduate (UG) students. The course was conducted from 27th January 2026 to 20th February 2026 in online mode. The aviation industry is one of the fastest-growing sectors globally, offering dynamic and rewarding career opportunities. The Certificate Course in Cabin Crew Management was designed to provide students with fundamental knowledge and practical insights into cabin operations, passenger service excellence, safety procedures, grooming standards, and communication skills essential for aviation professionals.

The programme aimed at enhancing employability by equipping students with industry-relevant competencies required to pursue careers as cabin crew and other airline service roles.

# Cabin Crew Management

The Department of Professional Management Studies successfully hosted the Culinary Fiesta on January 28, 2026, to commemorate National Tourism Day, observed on 25<sup>th</sup> January. The event was designed as a vibrant tribute to India's pluralistic heritage, focusing on the diverse cultures, regional cuisines, and traditional attires of various states. The fiesta saw enthusiastic participation from over 65 students across all semesters, organized into 13 distinct teams. Each group represented a specific Indian state of their choice, meticulously preparing a menu of six indigenous, home-cooked dishes. To provide an immersive cultural experience, participants donned traditional regional attire while managing their stalls. This hands-on initiative allowed students to apply practical management skills in a real-world setting, bridging the gap between cultural appreciation and entrepreneurial execution. The event witnessed a high volume of footfall and concluded on a high note of commercial success. All participating teams reported significant profits, with food items completely selling out well before the scheduled closing time. The Culinary Fiesta not only fulfilled its objective of celebrating India's geographic diversity but also served as a testament to the students' culinary talents and business acumen, marking a distinguished milestone for the Department of Professional Management Studies.

# CURRICULUM WORKSHOP FOR FACULTY MEMBERS

**Date:**10/10/2025

**Faculties attended:** Department of Management & Department of Professional Management Studies

**No. of Beneficiaries:**49



The Department of Professional Management Studies and the Department of Management, under the School of Business and Management, Kristu Jayanti (Deemed to be University), organised a Curriculum Workshop for faculty members of the Department of Management and Professional Management Studies on 10 October 2025 at 11:00 a.m. in the H2 Lab, Second Floor, Humanities Block. 49 faculties from the Department of Management and the Department of Professional Management Studies attended the workshop. The workshop aimed to strengthen the academic framework and pedagogical design of the management programmes, aligning them with the university's vision of excellence in higher education.

It provided a collaborative platform for faculty members to review, update, and redesign the curriculum to meet current industry trends, emerging technologies, and contemporary educational standards. The session was facilitated by two esteemed resource persons, Dr Jisha V.G., Head, Department of Professional Management Studies, and Mr Suku T. Samuel, Head, Department of Management. Both resource persons shared valuable insights on curriculum innovation, academic planning, and effective delivery mechanisms to enhance student engagement and learning outcomes.

Dr Jisha V.G. emphasised the importance of maintaining academic rigour while integrating industry relevance into the curriculum. She discussed strategies for revising course content, incorporating experiential learning components, and aligning course objectives with programme outcomes and programme-specific outcomes. She also highlighted the need to align course content with the graduate attributes. Mr Suku T. Samuel focused on the significance of outcome-based education and the continuous process of curriculum development. He elaborated on assessment rubrics, programme mapping, and the use of digital tools for effective teaching and evaluation. His session encouraged faculty members to adopt innovative teaching methodologies that nurture critical thinking, creativity, and problem-solving skills among students. The interactive workshop fostered collaboration among faculty members, enabling the exchange of ideas and best practices.

The workshop concluded with an open discussion where participants shared feedback and suggestions for refining course structures, learning objectives, and evaluation mechanisms. The Curriculum Workshop served as an important step toward continuous quality enhancement in teaching and learning. It reaffirmed the School of Business and Management's commitment to academic excellence and its proactive approach in adapting to evolving educational and industry landscapes.

# WORKSHOP ON E-COMMERCE OPTIMIZATION

**Class attended: Final year BBA Branding and Advertising Students**

**No. of Beneficiaries: 64**

**Date: 05/08/2025**

The Department of Professional Management studies in collaboration with Miles SOBA organised "E-Commerce Optimization" workshop for final year Branding and Advertising Students. The event was held on 05<sup>th</sup> August, 2025 in A1 conference Hall. The resource person of this session was Mr. Nikhil Kumar, Head of Brand & Digital Marketing, Stanley Black & Decker.

Mr. Nikhil Kumar delivered an insightful session on the evolving dynamics of e-commerce and quick commerce, highlighting their relevance in today's digital economy. He began by breaking down the core differences between the two models and shared practical strategies to optimize e-commerce performance. Using real-time business examples, he explained the step-by-step process of building an e-commerce website—from selecting a platform to designing the user interface, and from managing product listings to streamlining checkout and delivery systems.

To reinforce these concepts, Mr. Nikhil Kumar conducted a hands-on group activity titled "Build a Store Blueprint." During this exercise, students collaboratively designed a virtual store layout, planned the navigation structure, and mapped out the entire checkout and delivery process. This interactive task not only enhanced their understanding of e-commerce architecture but also gave them a clear perspective on customer experience, operational flow, and backend integration.

## **Conclusion:**

The session offered a valuable blend of theoretical knowledge and practical application in the field of e-commerce. Students gained hands-on experience and a clearer understanding of how to design and optimize an online store effectively.

**SHREYA SINGH  
IV BBA AM B**



# CLUB ACTIVITY: POWER HOUR

Date: 12th December 2025

Classes Attended & Number of beneficiaries: VI BBA BA A & VI BBA BA B: 100



## Name and details of the Resource Person:

Dr. Sivaprasad V, Assistant Professor, Department of Professional Management Studies

The Department of Professional Management Studies, School of Business and Management, Kristu Jayanti (Deemed to be University), organised a Power Hour - Expert Talk on the topic "Path and Paradigm of Indian Higher Education" for the students of VI BBA Business Analytics 'A' & 'B'. The programme aimed to create awareness about the evolution, structure, and emerging trends in the Indian higher education system.

The session was led by Dr. Sivaprasad V, Assistant Professor, Department of Professional Management Studies, who provided insightful perspectives on policy reforms, institutional frameworks, and the changing paradigms shaping higher education in India. The talk emphasized the importance of adaptability, skill development and informed academic decision-making in the contemporary education landscape.

The programme was informative and engaging enabling students to gain a deeper understanding of the higher education.



# EXPERT TALK ON “EQUAL PAY FOR EQUAL WORK”

Date: 18/09/2025

Classes Attended : V Sem BBA HR specialization Students

Name and details of the Resource Person: Mr. Reon George,  
Associate HRBP, MathCo



Mr. Reon interacts with students on Equal Pay

The Department of Professional Management Studies organised an Expert Talk on “Equal Pay for Equal Work” for the V Semester BBA HR specialization students on 18 September 2025. The session was delivered by Mr. Reon George, Associate HRBP, MathCo, who provided an in-depth understanding of the significance of pay equity in today’s workplace.

Mr. George began the session by outlining the historical and legal foundations of the concept, highlighting key provisions from the Equal Remuneration Act, 1976, and constitutional safeguards promoting gender equality. He emphasized how both global and Indian organizations are increasingly adopting equitable compensation practices to build inclusive and transparent work environments.

The talk also addressed the practical challenges in implementing pay equity, such as unconscious bias, wage discrimination, and systemic barriers within organizational structures. Mr. George discussed the crucial role of HR professionals in driving equitable practices through job evaluation methods, pay audits, compensation benchmarking, and structured HR policies.

The expert talk successfully enhanced students’ awareness of ethical and inclusive compensation practices, equipping them with insights essential for their future roles as HR professionals.

# EXPERT TALK ON HOUSEHOLD SURVEY

## PRAYS EXTENSION CLUB IN ASSOCIATION WITH UBA

Date: 23/09/2025

Students attended & Number of beneficiaries: BBA PMS Prayas Extension Club Volunteers (37 Beneficiaries)

Name and details of the Resource Person:

- 1) Mr Manjunath S UBA Co-ordinator, Assistant Professor, Department of Management Studies, Kristu Jayanti (Deemed to be University).
- 2) Ms. Bincy Ann Babu Assistant Professor, Department of Professional Management Studies, Kristu Jayanti (Deemed to be University).

### Objective:

- To equip students with knowledge and practical skills in conducting household surveys for understanding socio-economic conditions and community needs.
- To promote social responsibility among students by linking academic learning with rural development initiatives under Unnat Bharat Abhiyan (UBA)..



The Department of Professional Management Studies, School of Business and Management, Kristu Jayanti University, in association with Prayas Extension Club and Unnat Bharat Abhiyan (UBA) the organised an Expert Talk on Household Survey on 23rd September 2025. The session took place from 2:30 PM to 3:30 PM at A212, Admin Block, 2nd Floor. The event was part of the university's continuous efforts to integrate classroom learning with community-oriented practices, thereby strengthening its commitment to holistic education and social responsibility. The objective of the session was to create awareness among students about the importance of household surveys in understanding socio-economic conditions, identifying community needs, and planning developmental interventions. The household survey is one of the fundamental tools in extension activities, and its relevance is closely tied to the objectives of Unnat Bharat Abhiyan, which focuses on rural development and nation-building. The resource persons for the session were Mr. Manjunath S, UBA Coordinator and Assistant Professor, Department of Management, and Ms. Bincy Ann Babu, Assistant Professor, Department of Professional Management Studies. Both speakers brought valuable academic insights as well as practical perspectives, enabling students to develop a holistic understanding of the topic.

Mr. Manjunath S opened the Expert Talk on Household Survey by outlining the Unnat Bharat Abhiyan (UBA) framework, which links higher education institutions with rural communities to tackle development challenges. He covered methodological aspects of household surveys—questionnaire design, relevant question framing, sampling methods, data collection techniques, and ethics—stressing accuracy, reliability, and sensitivity when engaging rural households. He emphasized that well-conducted surveys produce meaningful data for policymaking, rural development projects, and social initiatives, and bridge academic knowledge with field realities while fostering student empathy and social responsibility. Manjunath also addressed common challenges—cultural barriers, respondent awareness gaps, and data interpretation issues—and proposed strategies to overcome them. Following this, Ms. Bincy Ann Babu discussed practical applications of household surveys in extension activities, demonstrating how survey findings can inform community outreach, skill development programs, and livelihood improvement initiatives. The session was highly interactive, with students asking questions and sharing perspectives; speakers offered guidance on using surveys to design impactful community projects. Participants reported gaining a fresh appreciation for research-based social engagement and felt motivated to join extension activities organized by the Prayas Extension Club. Overall, the talk provided both theoretical foundations and practical insights, aligning with Kristu Jayanti University and UBA's vision of promoting social responsibility, rural development, and student involvement in nation-building.



# EXPERT TALK ON PRACTICAL APPLICATION OF ANALYTICS TOOLS AND TECHNIQUES

The Department of Professional Management Studies, School of Business and Management, Kristu Jayanti University, through its Quant Quest Club, organized an Expert Talk on Practical Application of Analytics Tools and Techniques for the V Semester BBA Business Analytics and B Section students.

## Resource Person

**Mr. Shubham Kumar Gupta**  
Business Analyst, Genpact

## Session Highlights

The session provided insights into how analytics tools and techniques are applied in real-world business contexts. Mr. Shubham Kumar Gupta shared his industry experience, explaining the importance of data-driven decision making. Students gained exposure to practical approaches for applying analytics in business problem-solving and strategy building. The talk bridged classroom learning with industry practices, enhancing students' preparedness for their future careers.

## Event Details

**Date:** 26th September 2025 **Time:** 12:30 PM – 1:30 PM **Venue:** M4 Auditorium, Main Block

The session was highly interactive and beneficial, giving students a practical perspective on the use of analytics in business decision making.

# HACKATHON 2026

**Date: 25/02/2026**

**No of beneficiaries: 121**

HACKATHON 2026 was organised by Department of professional Management studies under the school of Business and Management for the Academic Year 2025–2026. The event was conducted on 25 February 2026 in collaboration with FACE Prep, with the objective of fostering interdisciplinary collaboration between students of BBA FinTech & Banking and BBA AI & Data Science. A total of 121 students benefited from this innovation-driven academic initiative.

The programme was designed to simulate real-world industry structures by integrating students from finance and artificial intelligence domains into unified teams. The primary objective was to enable participants to apply technical, analytical, and financial competencies to real-world problem statements. The hackathon emphasized solution-oriented thinking, innovation in financial technology, and the development of scalable, technology-driven solutions to contemporary industry challenges.

The Resource Person for the event was Mr. Kaustav Basu, who holds an M.Sc. in Computer Science with distinction. He currently serves as a Subject Matter Expert in Data Science at FACE Prep, specializing in Python, SQL, and Machine Learning curriculum development and training. With professional experience as a Machine Learning Engineer and Assistant Professor in Computer Science and AI/ML, his guidance provided strong academic and industry relevance to the program.

HACKATHON 2026 followed a structured, multi-stage evaluation and development process. The preliminary rounds were conducted separately for the two specializations. Prelims 1 for BBA FinTech & Banking students was held on 19 February 2026, focusing primarily on Excel-based financial analysis and problem-solving skills. Prelims 2 for BBA AI & Data Science students was conducted on 20 February 2026, assessing coding proficiency, logical reasoning, and data analysis capabilities.

BBA FinTech & Banking students was held on 19 February 2026, focusing primarily on Excel-based financial analysis and problem-solving skills. Prelims 2 for BBA AI & Data Science students was conducted on 20 February 2026, assessing coding proficiency, logical reasoning, and data analysis capabilities



Based on performance in the preliminary rounds, students were shortlisted and grouped into interdisciplinary teams for the final round conducted on 25 February 2026. The finalists were assigned to three distinct challenge tracks: Inception, Moment, and Zenith. Each team selected a real-world problem statement, identified target users, defined measurable success metrics, and developed an end-to-end prototype solution supported by relevant datasets.

The hackathon structure emphasized practical implementation through well-defined phases. Teams began with solution design and problem scoping, followed by tool stack selection and technical development. Participants worked on user interface design, data modeling, algorithm development, and financial feasibility analysis. The final stage required teams to prepare a video pitch and present their solutions before an evaluation panel.

The solutions developed during the event demonstrated strong integration of artificial intelligence, financial reasoning, and data-driven decision-making. Several teams proposed innovative models such as AI-powered feasibility analysis tools, document intelligence systems for automated financial document processing, and strategic advisory platforms leveraging predictive analytics. The emphasis was not only on technical execution but also on business viability, scalability, and user-centric design.

The event concluded with a valedictory ceremony presided over by the dignitaries of the institution. The winners of HACKATHON 2026 were announced based on evaluation criteria including innovation, technical robustness, financial logic, presentation clarity, and overall impact.

HACKATHON 2026 successfully created an experiential learning environment that bridged the gap between theoretical knowledge and practical application. By combining finance, artificial intelligence, and technology in a competitive yet collaborative setting, the program enhanced critical thinking, decision-making, and teamwork skills among students. The structured time-bound problem-solving framework closely resembled industry-level innovation workflows, thereby strengthening industry readiness among participants.

## **In conclusion,**

HACKATHON 2026 stood as a significant academic milestone for the department. The event not only promoted interdisciplinary learning but also nurtured innovation, leadership, and professional competence among students. The collaborative effort between the institution and FACE Prep ensured that participants received meaningful exposure to current industry practices. The success of the program reinforces the importance of experiential and outcome-based learning initiatives in higher education.

# INDUSTRIAL VISIT TO AIR TRAFFIC CONTROL (ATC), BENGALURU

Date: 18/2/2026



The Department of Professional Management Studies under the School of Business and Management, Kristu Jayanti (Deemed to be University) organised an Industrial Visit to the Air Traffic Control (ATC) unit of the Airports Authority of India in Bengaluru on **18th February 2026** for the BBA Aviation Management students.

A total of **30 students**, accompanied by **Dr. Eshan M. R., Faculty - Aviation Management**, participated in the visit. The industrial exposure was thoughtfully planned to provide students with a comprehensive understanding of real-time air traffic operations and to bridge the gap between theoretical knowledge and live aviation practices.

The primary objective of the visit was to offer experiential learning on the functioning of Air Traffic Services and to familiarize students with the operational framework that ensures safe and efficient aircraft movement. During the session, ATC officials provided a detailed explanation of airspace structure, aircraft separation standards, communication procedures, and radar surveillance systems. Students were introduced to the coordination mechanisms between pilots and controllers, highlighting how precision, situational awareness, and timely decision-making are critical in maintaining aviation safety.

# INDUSTRIAL VISIT TO NSL SUGARS LTD., MADDUR, MYSORE – KOPPA PLANT

Date: 26/09/2025



**Students attended & No. of Beneficiaries: II Year BBA. IB (60 Students)**

The Department of Professional Management Studies under the School of Business and Management, Kristu Jayanti (Deemed to be University), organised an Industrial Visit to NSL Sugars Ltd., Maddur, Mysore (Koppa Plant) on 26th September 2025 for the II Year BBA IB students. A total of 60 students participated in the visit, which was conducted from 8:00 a.m. to 4:30 p.m. The primary objective of the visit was to provide students with an experiential understanding of how domestic industries integrate into the global business environment through efficient production systems, supply chain management, and export-oriented trade practices. Upon arrival, the students were cordially received by the officials of NSL Sugars, who provided an insightful orientation about the company's operations and its position in the international sugar market. The session offered an overview of the company's vertically integrated production process from sugarcane procurement and crushing to juice extraction, clarification, crystallisation, and final packaging highlighting how process optimisation contributes to maintaining global quality standards and international competitiveness. The emphasis throughout the visit was on quality assurance, advanced technology adoption, and sustainable production practices, which have enabled NSL Sugars to align with global environmental and trade compliance norms. Students observed how the plant's quality management systems and automation technologies enhance productivity and ensure that the company's exports meet international specifications and certifications.

In addition to production insights, the visit provided a comprehensive understanding of the supply chain and logistics framework that supports NSL Sugars' domestic distribution and export operations. Students explored the company's strategies for sourcing raw materials, managing transportation networks, and optimizing inventory to cater to both domestic and overseas markets. Discussions with company representatives shed light on how global factors such as exchange rate fluctuations, trade policies, and commodity price volatility influence the firm's operational and marketing decisions. From an international business perspective, the visit served as a valuable bridge between academic learning and real-world global trade practices. Students gained exposure to topics such as export documentation, foreign market entry strategies, trade finance, and international pricing mechanisms. The highlight of the day was an interactive Q&A session with the General Manager, Mr. Gourishankar, who elaborated on the challenges and opportunities of competing in the global sugar industry, the impact of international regulations, and the prospects of Indian sugar exports in emerging markets.

Overall, the industrial visit proved to be an enriching and transformative learning experience. It provided students with a first-hand understanding of how Indian enterprises like NSL Sugars operate within a globalized economy, adapt to international standards, and sustain competitiveness in the global value chain. The initiative exemplified Kristu Jayanti University's commitment to experiential and global business education, equipping students with the practical insights and global perspectives essential for success in today's interconnected business world.

# INFLUENCER MARKETING: GO VIRAL OR GO HOME

**Date: 25/02/2026**

**Class Attended:** II year BBA Branding and Advertising Students

**No. of Beneficiaries: 57**

## **Write Up :**

The Department of Professional Management Studies, in association with Miles SoBA, successfully organised the strategic initiative workshop "Influencer Marketing: Go Viral or Go Home" for second-year Branding and Advertising students on 25th February, 2026. Held at Plenary Hall, Admin Block, the event aimed at providing students with practical knowledge of contemporary digital marketing strategies

The session was led by Ms.Vismaya Naganna, Brand Strategist, Founder and Director of Orange Heart, Bengaluru. The workshop introduced participants to the concept and significance of influencer marketing, highlighting how brands leverage social media personalities to build credibility, engagement, and brand awareness in the digital era.

The speaker explained the meaning and growing relevance of influencer marketing and discussed the different categories of influencers based on popularity and reach, including nano, micro, and mega influencers. Students gained an understanding of how each category serves distinct marketing objectives, depending on audience size, authenticity, and engagement levels. The workshop also explored various types of collaborations between brands and influencers, such as sponsored posts, product reviews, brand ambassadorships, and campaign partnerships.

To enhance experiential learning, an interactive activity was conducted where students analysed and designed influencer marketing campaigns. This hands-on exercise encouraged creativity, strategic thinking, and teamwork, enabling participants to apply theoretical

## Conclusion:

The workshop provided valuable insights into the dynamic world of influencer marketing and its strategic application in brand building. It equipped students with practical knowledge and creative confidence to design impactful digital campaigns in today's competitive landscape.



# INTERNATIONAL LECTURE SERIES

**Date: 09/03/2026**



The Department of Professional Management Studies, School of Business and Management at Kristu Jayanti University, Bengaluru, organised an International Lecture Series titled "Beyond Borders: Your Global Career Blueprint" on 9th March 2026. The session was conducted for first- and second-year BBA International Business students and first year BBA Aviation Management students, with the objective of helping students understand global career opportunities, international education pathways, and the competencies required to succeed in a globalised business environment.

The keynote speaker for the session was Mr. Marty Bennett, who currently serves as the Director of International Recruitment and Engagement at The University of Akron, USA. With extensive experience in international education and global student mobility, he shared valuable insights on building international careers and navigating opportunities beyond national borders. During the session, Mr. Marty Bennett highlighted the importance of global exposure, cross-cultural competencies, and strategic career planning for students aspiring to work in international markets. He also discussed emerging global career trends, international higher education options, and the skills required by multinational organisations. The interactive lecture allowed students to engage in discussions and clarify their queries regarding international career pathways, overseas education opportunities, and global employability skills.

# INSTITUTE OF ANALYTICS (IOA)

## ORIENTATION



The Department of Professional Management Studies, Kristu Jayanti Deemed to be University, organised a dedicated orientation session on 31 July 2025 for BBA Business Analytics First year students, introducing them to the Institute of Analytics (IoA) – a globally recognized professional body for analytics and data science professionals.

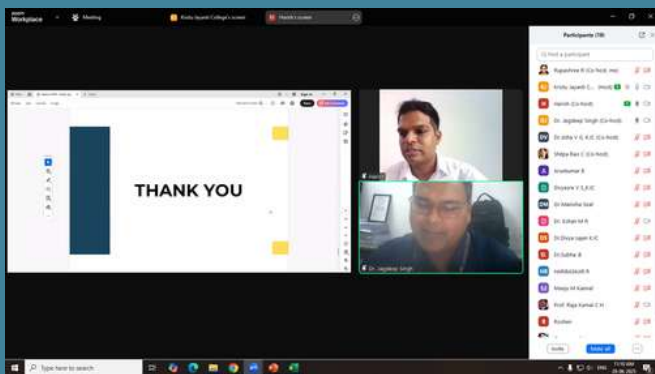
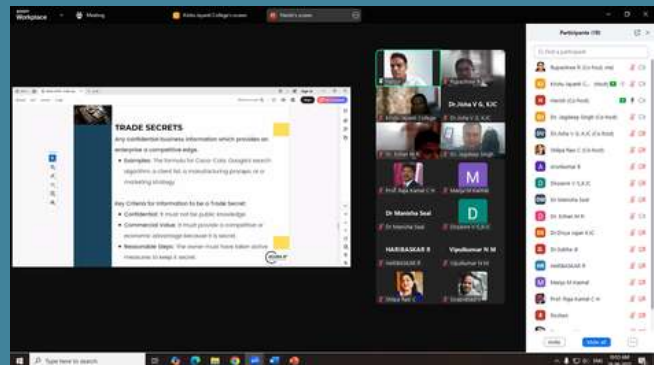
The session aimed to familiarize students with the value, scope, and benefits of IoA membership, including access to Continuous Professional Development (CPD) programs, industry insights, career resources, and the prestigious IoA designation that enhances professional credibility.

Students were briefed about the University's strategic partnership with the International Skill Development Corporation (ISDC) to deliver the IoA Certificate Course in Analytics, integrated into the BBA Analytics curriculum across all semesters. This collaboration bridges the gap between academic learning and industry needs by offering hands-on skills and exposure to global standards.

The orientation was led by Dr. Sheetal Mahendher, Head of Academics – Analytics, ISDC Global, who provided an overview of IoA certifications, learning pathways, and their alignment with emerging career trends in analytics. She highlighted how these qualifications equip students for competitive global roles.

The session concluded with an interactive Q&A, where students expressed enthusiasm for joining the IoA community and leveraging its opportunities for professional growth.

# WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS (IPR)



The online workshop on Intellectual Property Rights (IPR), held on 28th June 2025, brought together faculty members eager to learn how IPR influences modern scholarship and research culture. Coordinated by Dr. A. J. Excelce and Dr. Jagdeep Singh, the event included twenty-two in-house faculty and aimed to boost innovation while familiarizing attendees with the legal steps needed to safeguard their creative output.

Mr. Harish Naidu, founder and partner at Acura IP Services, led the morning session from 10:00 to 11:00 and opened with real-world examples that made complex terms feel accessible. He walked participants through the main types of intellectual property—Patents, Copyrights, Trademarks, Geographical Indications, and Trade Secrets and explained the step-by-step process for filing patents or securing a copyright. His practical tips on timelines, costs, and common pitfalls were particularly well received.

The workshop's purpose was achieved, as participants developed a better understanding of IPR and its value to research. Faculty also improved their ability to recognize and safeguard different forms of intellectual property, learned how to apply legal contexts to them, and understood the ethical considerations underlying IPR. Finally, the session helped with thoughts of incorporating IPR into their teaching and research practices, consistent with national objectives for innovation.

Overall, the workshop provided a valuable context to support the development of the faculty's capacity, equipping them with both the basic knowledge, and practical components of the evolving field of intellectual property. The participants indicated they appreciated the informative and stimulating session, which helped make the workshop a great academic endeavour.

# KALEIDOSCOPE 2025: INTRADEPARTMENT MANAGEMENT FEST



Date:04/09/2025

**Class attended: I<sup>st</sup> and II<sup>nd</sup> year BBA PMS Students**

**No. of Beneficiaries:940**

The Department of Professional Management Studies under the School of Business and Management at Kristu Jayanti (Deemed to be University), Bengaluru, organised its much-awaited intradepartmental management fest, Kaleidoscope 2025 on the 4th of September 2025. The fest, true to its name, turned into a vibrant reflection of creativity, leadership, strategy, and knowledge, bringing together the enthusiasm and talent of first and second-year BBA PMS students. The day long event was designed to provide young management aspirants with an opportunity to explore the practical side of business and management while testing their decision-making abilities, leadership potential, and teamwork.

The celebration began with the inaugural ceremony at 9:30 AM in the A2 Auditorium, Admin Block, which set the perfect tone for the fest. The Presidential Address was delivered by Fr. Dr. Lijo P Thomas, Pro Vice-Chancellor of Kristu Jayanti (Deemed to be University) who underlined the importance of cultivating managerial competence alongside academic learning. He highlighted that fests such as Kaleidoscope serve as essential platforms for students to develop holistic skills and prepare themselves for the corporate world, where adaptability, confidence, and creativity matter as much as classroom knowledge. Following this, the Inaugural Address was given by Mr. Mayur Nayak, Cofounder and COO of Voyaah.com, Bengaluru. Drawing from his entrepreneurial and corporate experience, he spoke about the evolving expectations of industries in terms of recruitment and growth. He emphasized that organisations are now looking beyond degrees, focusing on how well graduates can adapt to challenges, solve problems, work in teams, and innovate. Stressing the need for a strong skill set, he inspired students to focus not only on academic achievement but also on building confidence, resilience, and an enterprising mindset. His speech struck a chord with the students and gave them valuable insight into industry expectations.

After the formal inaugural session, the fest moved into its competitive phase. Kaleidoscope 2025 featured three flagship events carefully curated to test different aspects of managerial acumen and knowledge. The C-Suite Competition was a highlight, where participants were required to take on the role of top executives and tackle challenging business situations. This event tested their analytical thinking, crisis management skills, and leadership foresight as they stepped into the shoes of CEOs and CFOs making decisions for the future of organisations. The Best Manager event stood out as one of the most challenging competitions, putting individual participants under rigorous tests such as stress interviews, case presentations, on-the-spot tasks, and group discussions.

The Business Quiz added an intellectual flavor to the fest, drawing enthusiastic participation and spirited performances. Covering areas ranging from economics, business history, and corporate strategies to current global affairs, it tested not only memory but also the ability to connect dots between concepts and real-world developments. The participation across the fest was noteworthy as every first year and second year student of the BBA programme actively engaged in the competitions. This ensured not only inclusiveness but also made the event a true platform for collective learning. For first year students, it was their first major exposure to management fests, and the experience instilled confidence and excitement for future academic and co-curricular activities. For the second-year students, the fest was an opportunity to display the skills they had developed during their academic journey so far and mentor their juniors in the process.

The valedictory session, held at 3:30 PM in the A3 Auditorium, brought the fest to a memorable conclusion. The Valedictory Address was delivered by Fr. Dr. Marialal Joseph, Director of Research and Development at Kristu Jayanti (Deemed to be University). He lauded the efforts of both students and faculty in organising the fest and applauded the participants for their active involvement. He emphasized that management education is not merely about learning theories but about application, adaptability, and creativity in real-life contexts. He urged students to take the lessons learned from events like Kaleidoscope and apply them in their academic journey, internships, and future careers. His words of encouragement left a strong impression on the participants, motivating them to view challenges as opportunities for growth. The much-awaited announcement of winners brought cheer and celebration. Among the first-year students, the overall winners were the Business Analytics B Batch, whose sharp analytical thinking, teamwork, and innovative approach helped them stand out. Among the second-year students, the International Business batch

emerged as overall winners, demonstrating their comprehensive understanding of global business trends, strong presentations, and excellent coordination. Their achievements highlighted the diverse talent pool within the department and showed how teamwork and consistent effort lead to success. Beyond the competitive spirit and recognition of winners, the impact of Kaleidoscope 2025 extended to every participant and audience member.

## **Conclusion:**

Overall, Kaleidoscope 2025 was a resounding success, characterized by enthusiastic participation, insightful sessions, and high-quality competitions. From the inspiring words of the inaugural and valedictory speakers to the vibrant energy displayed in the competitions, the fest embodied the spirit of Kristu Jayanti University. It served as a reminder that education extends beyond textbooks, thriving instead in platforms that encourage innovation, creativity, and leadership. As the curtains fell on Kaleidoscope 2025, it left behind not just the memories of a well-conducted fest but also the promise of future leaders who will take forward the values of learning, collaboration, and innovation.



**Kaleidoscope Inauguration Function**

# THE KINDNESS KIOSK – PRAYAS EXTENSION CLUB INITIATIVE

**Date:12/12/2025**

## **Students Attended: BBA PMS Students**

The Department of Professional Management Studies, under School of Management studies, Kristu Jayanti (Deemed to be University) through its PRAYAS Extension Club, successfully organised “The Kindness Kiosk” on 12 December, at the Humanities Block, from 8:30 AM to 4:30 PM, under the banner of the PRAYAS Extension Club. The Kindness Kiosk was conceptualised with the theme “Kindness is contagious -let’s make it go viral through every stall we set up”, aiming to foster empathy, social responsibility, and community engagement among students.


The event provided a platform for students to translate compassion into action through creative and service-oriented initiatives. A total of 13 student teams actively participated in the event, each setting up unique kiosks that promoted acts of kindness, generosity, and inclusivity. The stalls showcased a variety of initiatives such as sharing essentials, creative outreach activities, food items, and meaningful interactions designed to spread positivity within the campus community. The event witnessed enthusiastic participation from students, faculty members, and visitors, creating a vibrant and heart-warming atmosphere throughout the day.

The collaborative efforts of the teams highlighted the importance of social consciousness and demonstrated how small acts of kindness can collectively create a significant impact. The PRAYAS Extension Club played a pivotal role in organising and coordinating the event, ensuring smooth execution and meaningful engagement. The Kindness Kiosk stood as a testament to the university’s commitment to holistic education by nurturing values beyond academics and encouraging students to contribute positively to society.

# GUEST LECTURE - LET'S TALK LET'S HEAL

**Students Attended:** III BBA RM, III BBA THM, III IB & I B&A

**Name and Details of resource person:** Ms. Kezia Eldos, Assistant Professor Kristu Jayanti(Deemed to be University) Bangalore



The poster features the Kristu Jayanti University logo at the top left, which includes a circular emblem with a book and a lamp. To the right of the logo, the text reads 'KRISTU JAYANTI (DEEMED TO BE UNIVERSITY) Under Section 3 of UGC Act 1956 A CMI INSTITUTION | BENGALURU | INDIA'. Below this, it states 'SCHOOL OF BUSINESS AND MANAGEMENT DEPARTMENT OF PROFESSIONAL MANAGEMENT STUDIES'. The event title 'Let's talk Let's heal - Expert Talk' is written in a mix of bold sans-serif and cursive fonts. The topic 'Thriving, Not Just Surviving' is in bold, followed by 'For II year PMS Students'. A circular portrait of Ms. Kezia Eldos is shown, with her name and title 'Assistant Professor Department of Psychology' below it. At the bottom, the date '05th November, 2025', time '10:00 AM - 10:50 AM', and location 'M2 Audi, Science Block' are listed.

The Department of Professional Management Studies, under the School of Business and Management, Kristu Jayanti (Deemed to be University), organised an enlightening session titled “Let’s Talk, Let’s Heal – Expert Talk on Thriving, Not Just Surviving” on 5th November 2025 for the II Year Retail Management, Tourism and Hospitality Management and International Business and I year Branding and Advertisement Students.

The session aimed to promote emotional well-being, resilience, and self-awareness among students, emphasizing the importance of mental health in both personal and professional growth. The expert talk encouraged students to move beyond merely coping with challenges and instead embrace a mindset of thriving through positive habits, mindfulness, and self-care practices.



The resource person for the session, Ms. Kezia Eldos, Assistant Professor, Department of Psychology, shared valuable insights on the psychology of thriving, the significance of emotional intelligence, and practical ways to handle academic and life pressures



Through her engaging and interactive style, Ms. Kezia helped students reflect on their thoughts, emotions, and coping mechanisms, creating a safe space for open dialogue and introspection.

The session, held at M2 Auditorium, Science Block, from 10:00 AM to 10:50 AM, was highly impactful and received positive feedback from participants. It inspired students to cultivate self-compassion, build stronger emotional resilience, and foster a supportive community where talking about mental health becomes normalized.



The event concluded with a vote of thanks, appreciating the resource person for her enriching contribution and reaffirming the department's commitment to holistic student development through such meaningful initiatives.

# LIFE SKILLS EDUCATION (CLSE)



The Department of Professional Management Studies, in association with the Centre for Life Skills Education (CLSE), organised an Expert Talk on the topic “GET SET TARGET” on 23rd August 2025 as part of the academic year 2025–2026 activities. The session was attended by students of III BBA B&A and III BBA IB, with a total of 117 beneficiaries.

The resource person for the session was Dr. Geethu Anna Mathew, Assistant Professor, Department of Management, School of Business and Management, Kristu Jayanti University, Bengaluru.

Dr. Geethu Anna Mathew emphasized the importance of goal-setting as a crucial life skill for both personal and professional growth. She highlighted that “a goal without a timeline is merely a dream, and a goal without vision is also a dream.” Through engaging examples and practical insights, she encouraged students to set SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) goals and remain committed to their pursuit.

The session also stressed the significance of aligning personal vision with career aspirations, effective time management, and developing resilience in overcoming obstacles. Students actively interacted with the resource person, gaining clarity on how to transform their dreams into actionable goals.

The programme was highly impactful as it motivated students to introspect, plan strategically, and take proactive steps toward achieving success in their academic and professional journeys.

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# WORKSHOP ON NAVARASA

Date:09/03/2026

Class attended: I year BBA Branding and Advertising Students

No. of Beneficiaries: 62



The Department of Professional Management Studies, in association with Miles SoBA, successfully organised the strategic initiative workshop “Navarasa” for first-year BBA Branding and Advertising students on March 09<sup>th</sup>, 2026. Held at the Miles Stadium in Koramangala, Bengaluru, the event was designed to help students focus on emotional expression and self-awareness.

Led by renowned motivational speaker Mr. Pratish R. Nair, Founder and CEO of Miles SOBA and Agency M, Bengaluru, the session featured how today’s generation often struggles to express emotions effectively and introduced the concept of the nine rasas in detail. Through interactive activities, students were encouraged to share their thoughts and respond to one another, helping them understand communication and emotional expression better. The workshop also emphasized the importance of mirroring emotions to build empathy and connection.

Creative elements like videos and live performances added depth to the learning experience. Students watched artistic representations of emotions and participated in activities such as expressing dialogues in different emotional tones. Personal sharing moments created a sense of relatability and emotional bonding among participants.

## Conclusion:

The workshop helped students understand the importance of emotional expression and empathy in communication. It provided a meaningful and engaging experience that encouraged self-awareness and deeper connection with others

# EMPOWERING FUTURE MANAGERS THROUGH NSQF TRAINING ON RETURN FILING


**CLASS ATTENDED: FINAL YEAR PMS STUDENTS**


**DATE: 5 JANUARY 2026- 9TH JANUARY 2026**

**NUMBER OF BENEFICIARIES: 399**

**TIMING- 8 AM TO 11.50 AM**

**NAME OF COLLABERATING AGENCY: NERGY VIDYA, ERNAKULAM KERALA**



 **KRISTU JAYANTI**  
(DEEMED TO BE UNIVERSITY)  
Under Section 3 of UGC Act 1956  
A CMI INSTITUTION | BENGALURU | INDIA

**School of Business and Management**  
**Department of Professional Management Studies**

*Organises*

**HANDS - ON TRAINING**

On

**Essentials of Digital  
Statutory E-Filings**

**NSQF Level 4.5**

**For Final Year BBA PMS Students**

Date: 05/01/2026 to 09/01/2026  
Time: 08:00 A.M. To 12:00 Noon  
Venue: SKE Auditorium, PG Block

An NSQF-aligned training programme on Filing of Returns was successfully conducted for final-year BBA PMS students at the SKE Auditorium from 5th to 9th January 2026, between 8:00 AM and 11:50 AM each day. The programme was designed to bridge the gap between academic learning and industry-required practical skills in statutory compliance.



The training sessions were handled by Nergy Vidya, who brought in strong industry expertise and practical exposure to the students. The programme focused on developing hands-on knowledge in filing returns, with special emphasis on real-time procedures, formats, and compliance requirements.

A key highlight of the programme was the practical session on filing returns, where students were guided step-by-step through the process. This interactive approach enabled students to gain first-hand experience, clarify doubts instantly, and understand the practical challenges involved in return filing.

The NSQF training proved to be highly beneficial, enhancing students' employability skills and professional confidence. The programme received positive feedback from participants, who appreciated the practical orientation and industry relevance of the sessions. Overall, the training served as a valuable initiative in preparing final-year BBA PMS students for real-world financial and compliance-related responsibilities.

# ORIENTATION SESSION ON GRADUATE ATTRIBUTES, POS AND PSOS FOR FACULTY MEMBERS

Date:02/08/2025

**Faculties attended: Department of Management & Professional Management Studies**

**No. of Beneficiaries: 49**

**Name and details of the Resource Person: Dr.C.Surendranatha Reddy, Dean, School of Business and Management, Kristu Jayanti (Deemed to be University).**



## **Dr.C.Surendranatha Reddy interacting with the faculties**

On 2nd August 2025, Department of Management and the Department of Professional Management Studies, under School of Management Studies, Kristu Jayanti (Deemed to be University) conducted an orientation session on “Graduate Attributes, POs & PSOs” for faculty members. The session took place at H201, Humanities Block at 11:00 a.m., and the resource person was Dr. C. Surendhranatha Reddy, Dean, School of Business and Management. The event aimed at aligning teaching practices with the principles of Outcome-Based Education (OBE) in line with UGC, NAAC, and NBA frameworks. Dr. Surendhranatha Reddy began by explaining graduate attributes as the core competencies and values students must acquire during their academic journey.

He highlighted attributes such as critical thinking, ethical reasoning, communication, leadership, creativity, adaptability, and teamwork as essential for creating well-rounded graduates capable of contributing to professional and civic life. He noted that graduate attributes serve as global benchmarks for evaluating the effectiveness of higher education.

Moving further, he elaborated on Programme Outcomes (POs), which contextualise graduate attributes within specific disciplines. In business and management, for example, POs include the ability to apply theoretical knowledge in practice, make ethical decisions, develop entrepreneurial skills, and solve problems analytically. He emphasised that POs act as the backbone of curriculum design, ensuring that academic and co-curricular activities collectively contribute to student achievement. The discussion then shifted to Programme Specific Outcomes (PSOs), which focus on the unique objectives of individual programmes or specialisations. Dr. Surendhranatha Reddy illustrated this with examples: finance-focused programmes emphasise financial modelling and risk assessment, while marketing programmes may prioritise consumer behaviour analysis and digital strategies. These PSOs, he explained, differentiate programmes while still aligning with GAs and POs.

A critical part of the session addressed the role of faculty in mapping GAs, POs, and PSOs to teaching, assessment, and curriculum. Dr. Surendhranatha Reddy stressed the need for course outcomes (COs) linked systematically to POs and PSOs, supported by robust assessment tools. Such alignment ensures both academic rigour and accreditation compliance. Finally, Dr. Surendhranatha Reddy highlighted innovative pedagogical practices such as case-based learning, simulations, and experiential projects, alongside feedback from industry and alumni, to keep outcomes relevant. He also stressed embedding GAs across all student engagements, including internships, research, community service, and extracurriculars, thereby producing graduates who are both career-ready and socially responsible.

### **Conclusion:**

The session concluded with an interactive discussion where faculty members raised questions and sought clarifications on implementing OBE principles in their respective courses. Dr. Reddy patiently addressed their queries, offering practical insights into challenges such as assessment design, interdisciplinary linkages, and balancing academic depth with professional relevance. His concluding remarks urged faculty to see themselves not merely as conveyors of knowledge but as architects of student transformation.

# M POWER : ORIENTATION PROGRAMME

Date:31/07/2025

**Class Attended: 1 year BBA Branding and Advertising Students**

**No. of Beneficiaries: 62**



The Department of Professional Management Studies in collaboration with Miles SOBA organised “M Power – Orientation Programme” for first year Branding and Advertising Students. The event was held on 31<sup>st</sup> July, 2025 in A1 Conference Hall, Admin Block. The speakers of this session were Dr Pratish R Nair, Founder and CEO of Miles Soba and Agency M and Mr.Vitesh Shah, Assistant Vice President, Miles SOBA and Agency M.

Dr. Pratish R Nair and Mr. Vitesh Shah led an engaging session that focused on instilling self-confidence in first-year students while introducing them to the concept of branding in a relatable and inspiring manner. They began by emphasizing how confidence plays a vital role not just in academics, but also in personal and professional growth. Branding was explained not only as a business concept but also to understand and present one’s own identity and strengths—helping students see themselves as individuals with unique value. What made the session truly impactful was the spontaneous and interactive approach adopted by the speakers. They used humour and real-life examples to break the ice and put students at ease. Simple yet thoughtfully designed activities were conducted to encourage open communication. These activities created opportunities for students to speak up, share their thoughts, and interact with their peers—often for the first time in a college setting.

**Conclusion:**

The session proved to be a perfect blend of learning and interaction, helping students gain confidence while developing a genuine interest in branding. It set a positive tone for their journey ahead, encouraging openness, creativity, and self-expression.

# WORKSHOP ON PEN TO POWER: PERSUADE YOUR HERO

Date: 07/11/2025

Class Attended: I year BBA Branding and Advertising Students

No. of Beneficiaries: 62



The Department of Professional Management Studies, in association with Miles SoBA, successfully organised the strategic initiative workshop "Pen to Power: Persuade Your Hero" for first-year Branding and Advertising students on November 7<sup>th</sup>, 2025. The workshop held at A2 Auditorium, Admin Block was designed to help students learn how to craft a compelling letter to an industry leader seeking mentorship.

The session was led by Mr. Manoj Choudhury, Creative Director, Founder of 1000 Suns, Bengaluru. The session began with students sharing what they believed "Pen to Power" might signify, which opened the floor for deeper reflection. The speaker then guided the audience through the true essence of the phrase, illustrating the power of words through an impactful story. He emphasized how well-chosen words can influence thought, create opportunities, and build meaningful professional connections.

The workshop further covered the importance of preparation, clarity of purpose, and thoughtful structuring when writing a persuasive letter or any form of content. Students were introduced to practical approaches for organizing ideas and shaping them into impactful messages. The key takeaway highlighted that with the right preparation and creative construction, writing can transform imagination into reality and effectively persuade the reader.

## Conclusion:

The workshop reinforced that powerful writing begins with clear intention and thoughtful preparation. Students left with a deeper understanding of how well-crafted words can influence opportunities and turn ideas into meaningful outcomes.

# PERSONAL BRAND MAKEOVER: REINVENT YOURSELF

Date:18/03/2026

**Class Attended: 1 year BBA Branding and Advertising Students**

**No. of Beneficiaries: 62**



The Department of Professional Management Studies, in association with Miles SoBA, successfully organised the strategic initiative workshop “Personal Brand Makeover: Reinvent Yourself” for first-year BBA Branding and Advertising students on March 18<sup>th</sup>, 2026. The workshop held at B204; Admin Block was designed to create personal brand for the students.

The workshop on Personal Brand Makeover conducted by Mr. Vishnu Rao, Creative Consultant, Marketing Strategist, Lwyd.in, Bengaluru was a unique, energetic, and highly engaging session. It focused on the importance of building a strong personal brand and how individuals can present themselves effectively to stand out in today’s competitive environment. The speaker shared valuable insights on self-presentation, communication, and the role of confidence in attracting better opportunities.

The session also included interactive activities that encouraged students to reflect on their strengths and improve how they express themselves. These activities made the learning experience more practical and relatable. Students gained a better understanding of how small changes in attitude, behaviour, and communication can create a strong personal impact. Overall, the workshop was informative and inspiring, helping participants realize the importance of personal branding in both personal and professional growth.

## **Conclusion:**

The workshop emphasized the importance of building a strong personal brand to stand out and attract opportunities. It was an engaging session that enhanced confidence and self-awareness among participants.

# LIFE SKILLS EDUCATION



The Department of Professional Management Studies organised a three-day Capacity Building Training on Life Skills from 23rd to 25th July 2025 for first-year BBA students. The programme was conducted in collaboration with the Centre for Life Skills Education and benefited a total of 526 students from various BBA sections. The training was facilitated by faculty members from the Department of Professional Management Studies, Kristu Jayanti University, Bengaluru.

The primary objective of the program was to equip students with essential life skills that support both personal development and future professional success. The training aimed to instill critical competencies such as self-awareness, empathy, creative and critical thinking, decision-making, problem-solving, effective communication, interpersonal relationships, emotional regulation, and stress management. Each skill was delivered interactively through structured classroom sessions following a pre-set timetable. The faculty adopted an engaging methodology, encouraging students to participate in activities like role plays and discussions, thereby making the sessions experiential and reflective.

The training helped students understand the practical application of life skills in real-life situations and fostered their ability to adapt and thrive in a competitive environment. Students showcased their understanding of the concepts through active participation and demonstrated their grasp of the ten core life skills. The overall feedback from the students was positive, reflecting increased awareness and confidence in applying these skills in academic and personal spheres. The training successfully achieved its intended goals and contributed significantly to the holistic development of the participating students.

# EXPOXPLORE MANAGEMENT EXHIBITION

The School of Business and Management, Department of Professional Management Studies, organised ExpoXplore 2026, a management exhibition, on 22 January 2026 during the Academic Year 2025-26. ExpoXplore 2026 was formally inaugurated at 9:30 a.m. in A2 Auditorium. The exhibition was conducted in alignment with the national vision of Viksit Bharat 2047 under the theme "Bharat X - India's Next Leap."

The programme featured the Presidential Address by Fr. Dr. Marialal Joseph, Director - Research & Development, followed by the Inaugural Address by Ms. Divya B. Ratnakar, Senior Manager - CDM, GSK. The exhibition witnessed participation from 80 teams comprising nearly 800 students across eight domains. The event was conducted in three stages —idea presentation, model layout presentation, and working model exhibition. After multiple rounds of evaluation, 32 finalist teams were shortlisted to showcase their innovative models.

The exhibition presented student-developed physical and software-based solutions, including a smart drainage cleaning system, a satellite-enabled connectivity model supporting defence and rural outreach, and a self-cleaning ocean machine. ExpoXplore 2026 successfully highlighted the university's focus on innovation, sustainability, experiential learning, and real-world problem solving, providing students with a platform to transform ideas into impactful solutions.



# ANALYTICAL HACKATHON – INSIGHTRUSH MANAGEMENT EVENT



The School of Business and Management, Department of Professional Management Studies, organised the Analytical Hackathon – InsightRush Management Event on 13 March 2026 from 08:00 AM to 03:30 PM for Business Analytics students (Batch 2024 & 2025). The event was conducted by the Quant Quest Club in collaboration with ISDC Connect.

The main objective of the hackathon was to help students identify real-world problems and provide practical solutions using analytical thinking and data interpretation. It also aimed to improve students' skills in using AI tools, dashboards, and data visualization, along with developing teamwork, creativity, and communication skills.

During the event, students worked in teams to select a problem, analyze it, and create solutions using logical reasoning and data-based insights. They used tools like Microsoft Excel and AI applications to prepare dashboards, charts, presentations, posters, and short videos to clearly explain their ideas.

The teams presented their work in front of the judges, Ms. Likita Krishnan (Support Manager – IOA, ISDC Global) and Mr. Shyam Prasad S (Senior Trainer, ISDC Learning). The judges asked questions, evaluated the solutions, and gave valuable feedback to improve students' analytical and problem-solving abilities.

The event helped students gain practical exposure to real-world problem-solving, improved their ability to use AI and visualization tools, and strengthened their teamwork and presentation skills.

The hackathon concluded with the announcement of winners in different categories, recognizing the best performances in analysis, innovation, and AI usage.

# PANEL DISCUSSION: FROM DASHBOARDS TO DECISION MAKERS – AI DRIVEN ENTERPRISES



The School of Business and Management, Department of Professional Management Studies, organised a panel discussion titled “From Dashboards to Decision Makers – AI Driven Enterprises” on 7 February 2026 from 9:00 a.m. to 10:00 a.m. for first-year Business Analytics students during the Academic Year 2025–26. The session was conducted by the Quant Quest Club in collaboration with the International Skill Development Corporation (ISDC), Bengaluru.

The panel featured distinguished industry experts including Dr. Sheetal Mahendher, Head of Academics – Analytics, ISDC Global; Mr. Yashus G., Strategy Consultant – GenAI; Mr. Rohith M. S., Strategy Consultant – GenAI; and Mr. Calvin Fredy Paul, Regional Head – ISDC. The speakers shared insights on how organizations are transitioning from traditional data dashboards to AI-driven decision-making systems.

The discussion highlighted the growing importance of artificial intelligence, predictive and prescriptive analytics, and data-driven strategies in modern enterprises. Students were exposed to real-world applications of analytics, emerging industry trends, and the skills required to succeed in AI-enabled organizations. The interactive session helped bridge the gap between academic learning and industry practices while encouraging students to develop stronger analytical and technological competencies.

The panel discussion provided a valuable platform for students to understand how analytics and AI support strategic and operational decision-making in businesses, reinforcing the university's commitment to industry-oriented learning and professional development.

## ***Club Activity: Power Hour expert on “From Paycheck to Portfolio – Smart Money Habits for Young Adults.***

**Date:** 16th January 2026

**Classes Attended & Number of beneficiaries:** VI BBA BA A & B, 108

**Name and details of the Resource Person:** Dr. Ashy Sebastian, Assistant Professor, Department of Professional Management Studies

### **Write up on the Programme:**

The Department of Professional Management Studies, under the School of Business and Management organised an expert talk session on “From Pay check to Portfolio – Smart Money Habits for Young Adults” The session was delivered by Dr.Ashy Sebastian .The session was informative and conducted to provide students with expert insights on personal finance management. The resource person Dr. Ashy Sebastian, discussed practical approaches to managing one’s pay check, controlling expenses, building savings, and gradually transitioning towards investments. Real-life financial examples and simple strategies were shared to help participants relate theory to everyday financial decisions.

The interactive nature of the session allowed students to clarify doubts and gain confidence in handling their finances. Overall, the programme successfully motivated participants to adopt smart money habits and take informed steps towards building a secure financial future.



# LIVIPREPPING FOR THE REAL WORLD: ACE THE GRILLING ROOM

**Date:** 04/08/2025

**Class Attended:** Final year BBA Branding and Advertising Students

**No. of Beneficiaries:** 64

## **Write Up :**

The Department of Professional Management studies in collaboration with Miles SOBA organised "Prepping for the Real World: Ace the Grill" workshop for final year Branding and Advertising Students. The event was held on 04<sup>th</sup> August, 2025 in Miles Office Stadium, Bengaluru. The resource person of this session was Dr Pratish R Nair, Founder and CEO of Miles Soba and Agency M.

Dr. Pratish R Nair conducted a highly insightful workshop focused on preparing students for interviews. He shared practical tips and effective techniques on how to confidently face interviews, addressing key areas such as body language, communication skills, and the importance of first impressions. The session also emphasized interview etiquette and professional mannerisms, helping students understand what recruiters expect in terms of behaviour, attire, and interaction. To provide hands-on experience, Dr. Pratish R Nair conducted mock interviews, allowing students to apply what they had learned in a realistic setting. This interactive approach not only enhanced their preparedness but also boosted their confidence and self-awareness.

## **Conclusion:**

The workshop served as a valuable learning experience, equipping students with the confidence and skills needed to face real-world interviews. Dr. Pratish Nair's practical approach and mock sessions helped bridge the gap between theory and practice effectively.



# ***Expert Talk on “Retail Financial Edge: Driving Growth through Smart Management”***

**Date:** 21/08/2025

**Venue:** Plenary Hall, Admin Block

**Time:** 10:00am to 11:00am

The School of Business and Management, Department of Professional Management Studies, Kristu Jayanti University, organised an insightful Expert Talk on the theme “Retail Financial Edge: Driving Growth Through Smart Management” on 21 August 2025 at the Plenary Hall, Admin Block. The event was exclusively designed for 2nd and 3rd-year Retail Management students, aiming to strengthen their practical understanding of financial strategies in the retail sector and prepare them for future leadership roles.

## **Expert Resource Person**

The resource person for the session was Mr. Shaik Kamaldeen, Senior Manager – Business Operations, Chubb Systems Private Limited, who brings with him years of expertise in financial operations, business strategies, and management practices. With his vast professional experience, Mr. Kamaldeen provided students with valuable insights into the economic dynamics of retail businesses. He shared practical strategies for applying clever management techniques in a competitive marketplace.

## **Highlights of the Session**

Mr. Kamaldeen began the session by emphasizing the growing significance of financial intelligence in retail management. He explained that the retail industry today faces constant disruption due to globalization, technological transformation, and changing consumer expectations. In this context, financial acumen plays a pivotal role in sustaining growth and ensuring long-term competitiveness. The expert outlined how innovative management practices, effective budgeting, and cost optimization enable retail businesses to create a financial edge. He spoke about the need for operational efficiency, economic forecasting, and risk management strategies that align with both business objectives and customer demands. Students were introduced to real-world cases where data-driven decision-making and financial prudence had transformed retail organizations into sustainable business leaders.

## **Student Learning and Engagement**

The session was not limited to theoretical discussions but was highly interactive and application-oriented. Mr. Kamaldeen encouraged students to participate in discussions, raise questions, and think critically about the financial challenges faced by retail companies. He presented practical scenarios and case studies on topics such as pricing strategies, managing working capital, optimizing supply chains, and investing in digital retail solutions. A key takeaway for students was the understanding that retail success is not just about selling products, but about integrating finance with strategy, technology, and customer engagement. Mr. Kamaldeen stressed that future retail professionals must be equipped with both analytical skills and a forward-looking mindset to succeed in a rapidly evolving sector.

## **Bridging Industry and Academia**

One of the strengths of the Expert Talk was its ability to bridge the gap between academic learning and industry practice. Students appreciated the fact that the concepts taught in classrooms found real-world relevance through the examples and experiences shared by the resource person. The talk also provided exposure to emerging trends in the industry, such as the role of artificial intelligence in financial decision-making, the rise of Omni channel retail, and the growing importance of sustainable economic strategies. The session concluded with a Q&A segment, where students actively engaged with Mr. Kamaldeen, asking questions on career development, industry challenges, and the skills required to excel in retail management. His responses motivated the participants to cultivate critical thinking, adaptability, and strategic foresight in their professional journey.

The Expert Talk proved to be a valuable learning experience for the Retail Management students of Kristu Jayanti University. It enriched their knowledge of financial strategies and innovative management practices while instilling the confidence to apply these concepts in real-life business situations. The Department of Professional Management Studies expressed its gratitude to Mr. Shaik Kamaldeen for his time and contribution. The event reinforced the University's commitment to providing students with holistic, industry-driven education that prepares them to become leaders in their chosen fields. Through such initiatives, Kristu Jayanti University continues to uphold its vision of nurturing future-ready professionals who can drive growth, innovation, and sustainability in a globalized business environment.

# Seed to Scale – Agri Branding Hackathon

Date: 27/01/2026



## **CLASSES ATTENDED: ALL UG AND PG PROGRAMMES** **NO OF BENEFICIARIES: 46**

Seed to Scale, an intrauniversity Agri-branding Hackathon was organised by the Department of Professional Management Studies in association with the Department of Agriculture, Government of Karnataka. The event was aligned with the theme “Agriculture Beyond Cultivation – Empowering Farmers” and aimed to encourage participants to reimagine agricultural produce as farmer-owned brands, with a strategic focus on branding, positioning, farmer value capture.

The first round, conducted on 21<sup>st</sup> January, 2026 witnessed the participation of 46 students who selected agricultural commodities such as wheat, turmeric, ragi, cotton, spices, fruits, and vegetables, and presented the associated branding opportunities and value-creation potential for farmers. Based on their performance, 20 students advanced to the second round held on 23<sup>rd</sup> January, 2026 which emphasized go-to-market strategies.

The final round, conducted on 27<sup>th</sup> January, 2026 with 12 shortlisted participants, focused on digital branding. Participants developed digital posters and video advertisements to create awareness among farmers about the role of branding in enhancing product value and expanding market reach. The final presentations were evaluated by Mr. Monappa N, Indian Administrative Fellow, The Nudge Institute, Department of Agriculture and Horticulture, Government of Karnataka, and Ms. Vismaya M. Naganna, Founder and Director of Orange Heart. Three teams, comprising a total of six members, received first, second, and third place awards. The awards were presented during the pre-event of the International Trade Fair 2026 on “Agriculture Beyond Cultivation – Empowering Farmers,” held on 28<sup>th</sup> January, 2026 at the Jubilee Auditorium.

### **Conclusion:**

The Seed to Scale Hackathon successfully sensitized students to the importance of Agri-branding as a tool for farmer empowerment and value creation beyond cultivation. The event fostered innovative thinking, strategic marketing perspectives, and digital branding skills.

# SESSION ON OUTCOME BASED CURRICULUM

**Date:** 30/08/2025

**Faculties attended:** Department of Management & Department of Professional Management Studies

**No. of Beneficiaries:** 48

**Name and details of the Resource Person:**

- Dr. C.H Raja Kamal, Associate Professor, Department of Professional Management Studies, Kristu Jayanti (Deemed to be University).
- Dr. Diana Erudiyathan, Assistant Professor, Department of Management Studies, Kristu Jayanti (Deemed to be University).

**Write Up:**

On 30th August 2025, Department of Management and the Department of Professional Management Studies, under School of Management Studies, Kristu Jayanti (Deemed to be University), organised a faculty development session on "Outcome-Based Curriculum". The session was conducted from 11:00 a.m. to 12:00 noon at the H1 Auditorium, Humanities Block, and was designed to provide faculty members with a clear understanding of how to effectively design and implement curriculum within the framework of Outcome-Based Education (OBE). The resource persons for this session were Dr. Raja Kamal C. H., Associate Professor, and Dr. Diana Erudiyathan, Assistant Professor, both of whom brought academic expertise and practical insights into the discussion.

The session began with an overview of the principles of OBE, which emphasises shifting the focus from teaching inputs to measurable learning outcomes. Dr. Raja Kamal highlighted that outcome-based curriculum design ensures that students not only gain subject knowledge but also acquire essential skills, values, and competencies required to succeed in professional and societal contexts. He underlined the significance of aligning Programme Educational Objectives (PEOs), Programme Outcomes (POs), Programme Specific Outcomes (PSOs), and Course Outcomes (COs) to establish a coherent academic framework that ensures consistency in student learning achievements. Following this,

Dr. Diana Erudiyathan elaborated on the practical aspects of curriculum implementation. She focused on pedagogical strategies that encourage active learning, such as project-based assignments, case studies, experiential activities, and interdisciplinary approaches. She further stressed the importance of assessment methods that capture higher-order thinking skills rather than rote learning, thereby ensuring that course outcomes are measurable, transparent, and aligned with programme objectives. Dr. Diana also explained the role of feedback systems, including inputs from industry stakeholders, alumni, and students, in keeping curricula dynamic and relevant. The resource persons collectively emphasised that OBE is not just a compliance requirement for accreditation but a student-centered approach to education. They noted that curriculum design under OBE should prepare learners to be adaptable, innovative, and responsible citizens capable of thriving in a rapidly changing world. Faculty members were encouraged to actively engage in outcome mapping, review practices, and innovative teaching methodologies to create a meaningful academic environment.

The session concluded with an interactive discussion, where faculty members raised queries about challenges in designing outcome-based assessments and integrating them into existing structures. The resource persons addressed these concerns with clarity, providing practical strategies and examples. Overall, the session was highly impactful, equipping faculty with both theoretical understanding and practical tools to implement Outcome-Based Curriculum effectively in their teaching practices.



# SKYSCAPE

The Avia-Tour Club of the Department of Professional Management Studies hosted Skyscape, the premier intra-departmental management fest, on January 9, 2026. The fest was designed specifically for BBA Aviation and Tourism Management students. This three-day event served as a professional training ground for the industry's future leaders. With over 75 enthusiastic participants, the fest celebrated the successful integration of academic theory with the high-stakes demands of the global aviation sector. The heart of Skyscape lies in its structure: four specialized events conducted simultaneously over the past two days. These competitions were meticulously designed to simulate the fast-paced, high-pressure environments of international airports, airlines, and tourism operations. Each event tested participants on critical competencies such as strategic decision-making, operational efficiency, teamwork, communication, and crisis management skills that are indispensable in the aviation and travel industry.

Through real-time problem-solving scenarios and competitive challenges, students were encouraged to apply classroom knowledge to practical situations, fostering analytical thinking and professional confidence. Skyscape not only provided a platform for healthy competition but also nurtured leadership, adaptability, and industry readiness, reinforcing the department's commitment to experiential learning and holistic student development.

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# THE STORY OF THE BRAND: ONCE UPON A BRAND

DATE: 11/02/2026

**Class attended: 1 year BBA Branding and Advertising Students**

**No. of Beneficiaries: 61**

## **Write Up :**

The Department of Professional Management Studies, in association with Miles SoBA, successfully organised the strategic initiative workshop "The Story of the Brand: Once Upon a Brand" for first-year Branding and Advertising students on 11<sup>th</sup> February, 2026. Held at B202, Admin Block, the event offered an engaging exploration into the power of storytelling in branding.

The session was led by Mr. Bibin George Varghese, Director at Pinelabs, Bengaluru. The speaker emphasized that every successful brand carries a compelling story at its core—one that connects emotionally with consumers and motivates them to endorse, trust, and remain loyal to the brand.

A key highlight of the session was its focus on looking beyond surface-level marketing campaigns. The speaker encouraged students to critically analyse advertisements, taglines, and brand communications to understand the deeper story, values, and positioning strategies embedded within them. The workshop helped participants recognize that branding is not merely about logos or promotions, but about crafting meaningful experiences and consistent brand messages. Importantly, the session challenged students to think like future marketers.

## **Conclusion:**

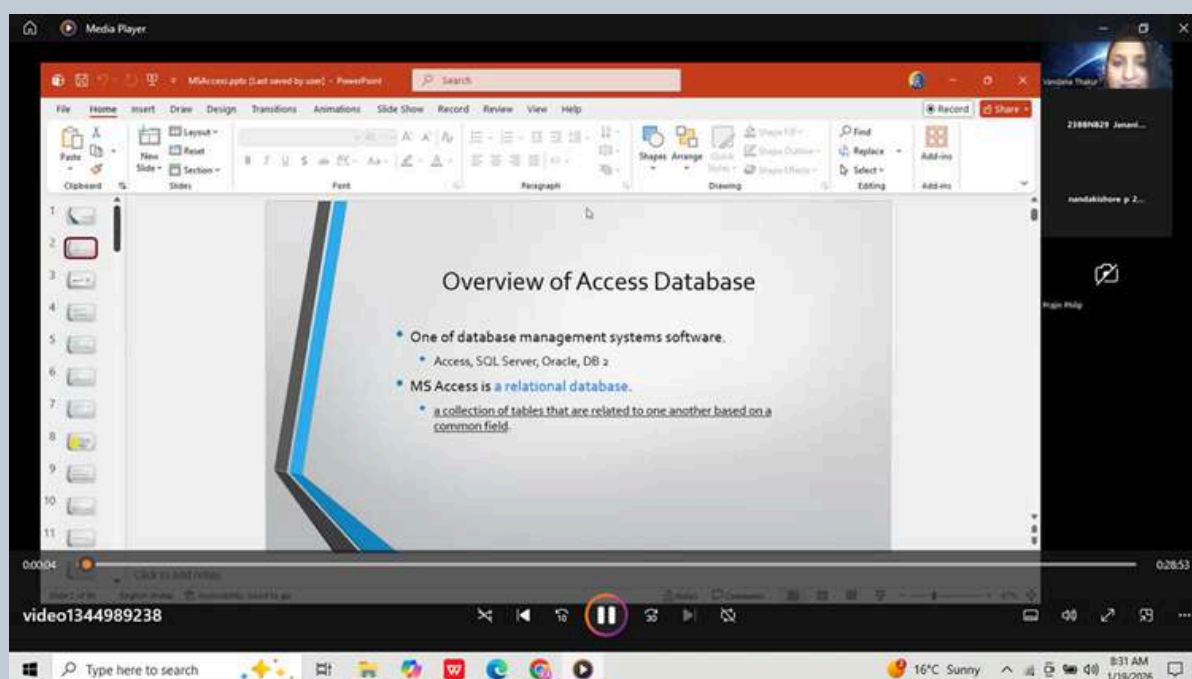
The workshop reinforced the idea that powerful brands are built on meaningful stories that create emotional connections with consumers. It inspired students to think strategically and authentically as future marketers in crafting impactful brand narratives.



## POP - IT FOR BUSINESS (ONLINE)

Ms. Vandana Thakur, Professor of Practice (PoP), currently serving as a Delivery Manager at Wipro Technologies, conducted a series of online academic sessions through the ZOOM platform as part of the curriculum enrichment initiative. With over 17 years of extensive industry experience across multiple professional roles, Ms. Thakur brought strong practical and industry-oriented perspectives to the learning process, effectively bridging the gap between classroom theory and real-world business applications. There were two classes involved - Business Analytics A & B sections.

The prescribed syllabus was comprehensively covered over a total duration of 8 hours, spread across three different days, ensuring systematic and focused learning. The sessions were scheduled on 25th October 2025 (Saturday) for four hours from 9:00 AM to 12:50 PM, 29th October 2025 (Wednesday) for two hours from 10:00 AM to 11:50 AM, and 30th October 2025 (Thursday) for two hours from 8:00 AM to 9:50 AM. Conducted online via ZOOM, the sessions enabled interactive participation, screen-sharing demonstrations, and real-time problem-solving.

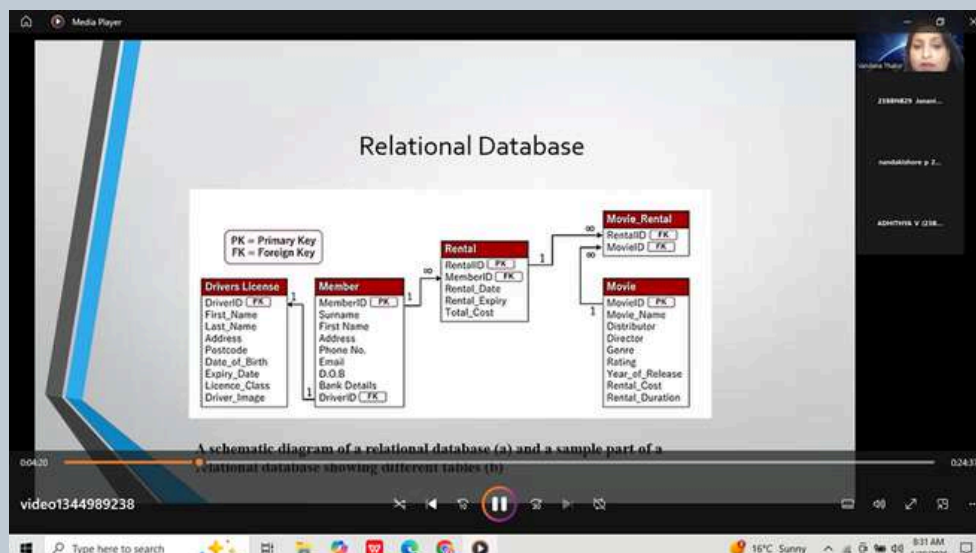


The syllabus commenced with Database Management Systems, introducing students to MS Access. Ms. Thakur explained the creation of databases and tables, data entry and management, and the development of forms and reports, highlighting the importance of structured data handling in business decision-making.

The sessions further focused on Spreadsheets in Business, starting with an overview of spreadsheets and their features. Students were trained in cell referencing, formatting cells, data validation, and protecting worksheets. Advanced topics in data analysis using Excel were also covered, including sorting, filtering, conditional formatting, chart preparation, pivot tables, and what-if analysis tools such as Goal Seek and Scenario Manager.

Additionally, Ms. Thakur provided detailed explanations of essential financial functions, including NPV, PMT, PV, FV, Rate, IRR, DB, SLN, and SYD, demonstrating their application in financial analysis and investment decision-making. The syllabus also included logical functions such as IF, AND, and OR, along with lookup functions like VLOOKUP and HLOOKUP. Mathematical and text functions were introduced to enhance analytical accuracy and reporting efficiency.

Overall, the online sessions by the Professor of Practice were highly engaging and application-oriented. Ms. Vandana Thakur's industry expertise, combined with practical demonstrations conducted through the ZOOM platform, significantly enhanced students' technical proficiency and analytical skills, making the sessions relevant, impactful, and aligned with current industry requirements.



# POSTER MAKING COMPETITION ON ENERGY CONSERVATION

The Institution's Innovation Council (IIC), in association with the Department of Professional Management Studies, organised a Poster Making Competition on Energy Conservation on 18th December 2025. The event was held in the Conclave Hall, 1st Floor, Admin Block, during the second half of the day.



The programme was planned and coordinated by Dr. Jagdeep Singh, Department of Professional Management Studies, who is also a member of the Kristu Jayanti Innovation Council (KJIC).

The competition witnessed enthusiastic participation from students across various disciplines. A total of 25 students participated in the event, representing 1st Year BBA Business Analytics, International Business, and Aviation Management specializations. In addition to the participants, approximately 40 students attended the event as observers, actively engaging with the ideas presented through the posters and gaining insights into sustainable energy practices.

The posters reflected a wide range of themes related to energy conservation, including renewable energy sources, responsible energy consumption, environmental sustainability, climate change awareness, and the role of individuals and organizations in conserving energy.

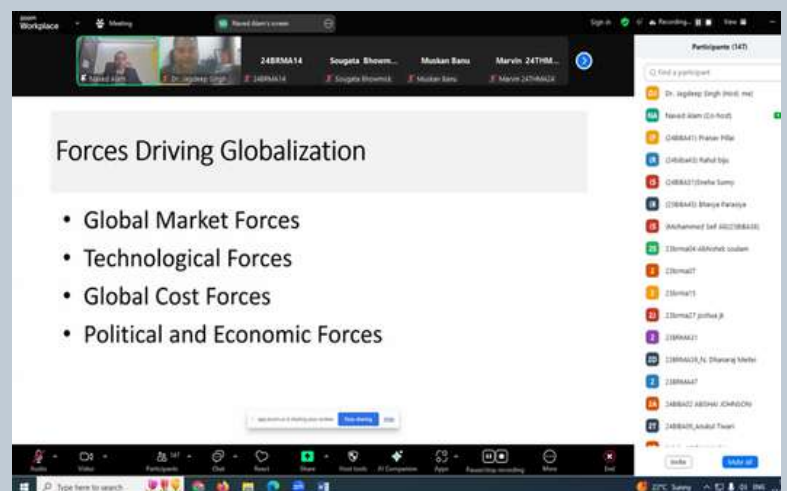
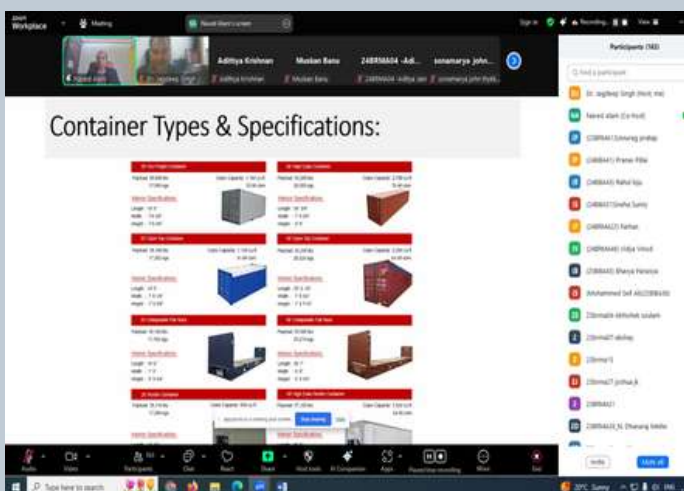
The competition was evaluated by a panel of esteemed judges comprising Dr. Raja Kamal CH, Dr. Vijay Kumar, and Dr. Shalini R Nayak, who assessed the posters based on criteria such as relevance to the theme, creativity, clarity of message, visual appeal, and overall presentation. The judges appreciated the innovative ideas and the efforts taken by the students to communicate the significance of energy conservation effectively.

To encourage participation and recognize student efforts, all participants received a gift in the form of a Document File as a token of appreciation. The winners of the competition were awarded cash prizes, with ₹1000 for the First Prize, ₹750 for the Second Prize, and ₹500 for the Third Prize.

Overall, the Poster Making Competition on Energy Conservation was successfully conducted and achieved its objectives. The event fostered creativity, environmental awareness, and innovative thinking among students, while also reinforcing the institution's commitment to sustainability and responsible innovation.

# THE WEBINAR ON 'GLOBAL SUPPLY CHAINS: FROM ORIGIN TO DESTINATION'

The Department of Professional Management Studies organised a webinar on "Global Supply Chains: From Origin to Destination" on 17th January 2026 at 11:00 AM, coordinated by Dr. Jagdeep Singh, for students of BBA Professional Management Studies including 2nd & 3rd Year Retail Management (RM), 2nd Year Tourism and Hospitality Management (THM), and 1st and 2nd Year International Business (IB), with the objective of enhancing their understanding of global logistics and supply chain dynamics. The session was delivered by Mr. Naved Alam, Additional General Manager, Mediterranean Shipping Company (MSC), who shared valuable industry insights from his extensive experience in the global shipping and logistics sector. He explained the concept of global supply chains and their role in connecting suppliers, manufacturers, logistics providers, and consumers across international markets, and elaborated on the functioning and components of supply chains, including sourcing, procurement, transportation, warehousing, and distribution. The webinar provided detailed insights into shipping lines and freight forwarders, highlighting leading companies such as MSC, Maersk, CMA CGM, DHL Global Forwarding, Kuehne + Nagel, DB Schenker, and DSV. Mr. Alam also explained containerization and various types of containers, discussed air freight and sea freight along with factors affecting freight rates, and addressed cargo handling practices. Special emphasis was given to freight corridors in India, coastal trade, and the growing importance of shipping infrastructure, along with discussions on customs clearance procedures and the impact of geopolitical situations on global supply chains, shipping routes, and freight costs. Overall, the webinar was informative and industry-oriented, providing participants with a comprehensive understanding of global supply chains and their strategic importance in international business.



# DATA QUEST 2025 - “DATA LABYRINTH: CHECKMATE WITH ANALYTICS”

The Department of Professional Management Studies, School of Management, Kristu Jayanti College (Deemed to be University), organised Data Quest 2025, an intra-departmental data analytics fest, on October 14-15, 2025, under the banner of the Quant Quest Club.

The event was inaugurated by Fr. Dr. Marialal Joseph, Director, Research & Development, and Ms. Harsha K G, Data Scientist, IHX-A Perfios, on October 14, 2025, in the A2 Auditorium, 3rd Floor, Admin Block, at 10:00 AM.

In his presidential address, Fr. Dr. Marialal Joseph encouraged students to explore the intersection of data and decision-making, emphasizing that analytics is the language of modern business intelligence. He appreciated the department’s efforts in providing experiential learning opportunities that prepare students for data-driven careers.

Delivering the inaugural address, Ms. Harsha K G shared insights on the evolving landscape of data analytics and its growing importance in shaping business strategies. She highlighted how tools like Power BI and AI-driven analysis are transforming organizational decision-making and motivated students to develop both technical and strategic thinking skills.

The two-day fest, themed “Data Labyrinth: Checkmate with Analytics,” creatively merged the logic of chess with analytical reasoning. Over 400 students from BBA Professional Management (Business Analytics, FinTech & Banking, and AI & Data Science) streams participated enthusiastically in a series of competitive rounds such as Kinglytics Arena, Data Detox, Knight Jeopardy, and Data Viz Quest.

The event provided a platform for students to apply classroom knowledge to real-world scenarios, showcasing their analytical, visualization, and problem-solving skills. Participants appreciated the engaging format and hands-on experience that enriched their learning beyond academics.

# BINGE AND BEYOND – RETAIL STALLS EVENT

**Date: 19/02/2026**

**Faculties attended: Department of Management & Department of Professional Management Studies**

The School of Business and Management, Department of Professional Management Studies at Kristu Jayanti (Deemed to be University), Bengaluru, successfully organised “Binge and Beyond”, a vibrant and experiential retail stalls event that showcased the entrepreneurial talent, creativity, and managerial competence of 53 students. Conceptualized as a live marketplace within the campus, the event was designed to provide hands-on exposure to real-world retail operations and to bridge the gap between classroom learning and practical business execution. Held on 19th February 2026 at 10:00 A.M. in the Humanities Block, the event transformed the venue into a dynamic hub of student-driven commercial activity, attracting enthusiastic participation from students, faculty members, and the wider university community. The formal inauguration was graced by Fr. Dr. Jais V Thomas, Chief Finance Officer, Kristu Jayanti (Deemed to be University), whose presence added prestige to the occasion and reinforced the institution’s commitment to nurturing financially aware and industry-ready management professionals.

“Binge and Beyond” served as an effective platform for students to conceptualize, design, and operate their own retail stalls, thereby gaining invaluable experiential learning. Participants demonstrated strong business acumen by carefully selecting products, planning pricing strategies, managing inventory, promoting their stalls, and engaging directly with customers. The event featured a diverse range of stalls offering food items, lifestyle products, accessories, novelty merchandise, and other creative offerings, each reflecting the innovation and market awareness of the student teams. The lively marketplace atmosphere created an immersive environment where theoretical concepts from marketing, retail management, finance, and consumer behavior were actively applied in real time. Students worked collaboratively in teams, which significantly enhanced their leadership, communication, negotiation, and decision-making skills.



# FACULTY ENRICHMENT PROGRAMME ON OBE FRAME WORK

**Date:** 12/08/2025

**Faculties attended:** Department of Professional Management Studies

**No. of Beneficiaries:** 25

**Name and details of the Resource Person:**

1). Dr. C.H Raja Kamal, Associate Professor, Department of Professional Management Studies, Kristu Jayanti (Deemed to be University).

**Write Up:**

On 12th August 2025, Department of Professional Management Studies, under School of Management studies, Kristu Jayanti (Deemed to be University), organised a Faculty Enrichment Programme on OBE Framework. The session took place in the Council Room from 2:40 p.m. to 4:00 p.m. and was conducted by Dr. C. H. Raja Kamal, Assistant Professor, Department of Professional Management Studies. The programme was specifically designed to enhance the knowledge of faculty members in implementing Outcome-Based Education (OBE) practices and frameworks into curriculum planning and teaching methodologies. The session commenced with Dr. Raja Kamal providing a comprehensive introduction to the concept of OBE (Outcome-Based Education), explaining how it shifts the focus from traditional input-based teaching to a system that prioritises clearly defined and measurable outcomes. He stressed that OBE is not only an accreditation requirement under agencies such as NAAC and NBA but also a transformative approach that ensures students develop the necessary skills, knowledge, and values for personal and professional success.

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Dr. Raja Kamal explained the hierarchical structure of outcomes, starting with Programme Educational Objectives (PEOs), followed by Programme Outcomes (POs), Programme Specific Outcomes (PSOs), and Course Outcomes (COs). He elaborated on the interconnections between these levels, highlighting how each course contributes to programme outcomes and, in turn, to broader institutional goals. This clarity, he emphasised, allows faculty to align teaching strategies and assessment tools to desired student achievements, ensuring both academic rigor and relevance. The session also touched upon the practical aspects of curriculum design under the OBE framework. Dr. Raja Kamal encouraged faculty members to adopt innovative teaching practices such as case-based learning, experiential projects, and collaborative assignments, which help students achieve higher-order learning outcomes. He also underlined the importance of assessment methods that go beyond rote memorisation to evaluate analytical, problem-solving, and ethical decision-making skills.

Furthermore, he pointed out the critical role of feedback systems in OBE. Feedback from students, alumni, and industry experts is vital in refining curriculum design, keeping learning outcomes aligned with the evolving needs of society and the job market. The session concluded with an engaging discussion, where faculty members raised questions regarding outcome mapping, assessment tools, and balancing theoretical content with practical applications. Dr. Raja Kamal addressed these queries with real-time examples and practical strategies.



# FOUNDATIONS OF ACADEMIC RESEARCH

From 18th to 22nd July 2025, the Department of Professional Management Studies conducted a Value Added Course (VAC) on “Foundations of Academic Research” for the V Semester BBA PMS students. The sessions were held in the second-floor classrooms and aimed at strengthening students’ preparedness for academic projects, capstone work, dissertations, and higher studies.



The programme began with an introductory session in which faculty members outlined the learning objectives, the significance of academic research, and its role in managerial decision-making. Participants were oriented toward understanding research as a systematic process grounded in evidence, analysis, and ethical inquiry.

Across five days, the course was delivered through interactive lectures, demonstrations, and hands-on activities. The key areas covered included:

- Introduction to academic research, its scope, significance, and applications in management studies.
- Identification and formulation of research problems, research questions, and hypotheses.
- An overview of qualitative, quantitative, and mixed-method research designs.
- Techniques of data collection including surveys, interviews, and observational methods.
- Conducting literature reviews and synthesizing research findings.
- Basics of statistical tools and an introduction to digital/AI tools for data analysis.
- Ethical dimensions of research, plagiarism awareness, and referencing standards.
- Structuring research reports and presenting findings academically and professionally.

Faculty members adopted a participatory and learner-centred approach. Students engaged in group discussions, short research tasks, and reflective exercises, which encouraged critical thinking and conceptual clarity. A mini research project was assigned wherein students selected a topic, drafted a brief proposal, collected sample data, and presented preliminary insights. This experiential component enabled them to apply conceptual learning to practical scenarios.

Feedback collected at the end of the VAC reflected a positive response, with students expressing increased confidence in research design, data handling, and academic writing. Many appreciated the clarity gained in framing research problems and understanding research ethics.

The programme concluded with a valedictory session in which faculty members acknowledged the enthusiasm and active involvement of the students. Certificates of completion were distributed to the beneficiaries, marking the successful completion of the course.

# CLUB ACTIVITY: POWER HOUR

ACADEMIC YEAR 2025-2026

**Date: 19th December 2025**

**Classes Attended & Number of beneficiaries: VI BBA BA A,48**

**Name and details of the Resource Person: Mr. Leslie Das, Assistant Professor,  
Department of Professional Management Studies**

## **Write Up :**

The Department Professional Management studies under the School of Business and Management conducted Power Hour – Corporate Prep: A Way Forward was designed to equip students with essential skills and awareness required to succeed in the corporate environment. The programme focused on key aspects such as professional communication, workplace etiquette, time management, teamwork, and understanding corporate culture. Through interactive discussions and practical insights, students gained clarity on industry expectations and the importance of professionalism in their career journey.

The session encouraged participants to assess their strengths, build confidence, and adopt a proactive approach towards personal and professional growth. It also highlighted career planning, adaptability, and continuous learning as crucial elements for long-term success. Overall, the programme helped bridge the gap between academic learning and corporate readiness, preparing students for a smooth transition into the professional world.



# EXPERT TALK ON “FINTECH & AI HORIZONS: SHAPING THE INNOVATORS OF TOMORROW”

**Date:** 26/07/2025

**Classes Attended & Number of beneficiaries:** I Sem BBA Fintech & Banking, AI & Data Science (119 Beneficiaries)

**Name and details of the Resource Person:** Mr. Ashok Kumar, Programme Director, FACE Prep Campus, Coimbatore.

## **Objective:**

- To explore emerging trends and innovations in Fintech and Artificial Intelligence.
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- To equip them with insights into the skills, technologies, and entrepreneurial opportunities shaping the Fintech-AI landscape.

An expert talk on “Fintech & AI Horizons: Shaping the Innovators of Tomorrow” was organised on 26th July 2025 with the objective of introducing first-year students to the evolving landscape of Financial Technology and Artificial Intelligence. The session was tailored for students of BBA Fintech & Banking and AI & Data Science streams, with a total of 116 beneficiaries. The event commenced with a formal welcome and an introduction of the guest speaker, Mr. Ashok Kumar, a renowned trainer and Programme Director at FACE Prep Campus, Coimbatore. Mr. Kumar brought with him over a decade of experience in industry-aligned education and career guidance, particularly in the fields of financial innovation and AI integration. During the session, Mr. Kumar provided valuable insights into how Fintech and AI are transforming traditional financial systems. The session concluded with an engaging student interaction segment, where participants posed thoughtful questions about career paths, required skill sets, and real-world applications of AI in financial services. Mr. Kumar addressed each query with clarity and enthusiasm, leaving the students inspired and motivated to explore this dynamic and promising field.



# CLUB ACTIVITY: POWER HOUR

ACADEMIC YEAR 2025-2026

**Date** : 19/07/2025

**Number of beneficiaries** : 03

**Name and details of the Trainer:** Ms. Rupashree R, Assistant Professor, Department of Professional Management studies, School of Business and Management, Kristu Jayanti (Deemed to be University)

## **Objectives:**

To equip newly inducted faculty members with hands-on knowledge and practical skills to design, develop, and deliver content through a structured Learning Management System using the Four-Quadrant Model.

A comprehensive workshop on Learning Management System (LMS) was conducted for the new faculty members of the Department of professional management studies to familiarize them with the Four-Quadrant Approach to digital content creation and delivery. The session aimed to promote blended and outcome-based teaching methodologies aligned with University standard norms was organised . New teachers were guided on preparing and uploading structured lesson notes in textual format. Focus was placed on content clarity, alignment with learning outcomes, and integrating images, references, and reading materials for better student comprehension. Followed by it the use of discussion forums as a tool for encouraging student engagement and peer learning. Techniques for moderating discussions, initiating reflective questions, and promoting collaborative thinking were demonstrated.



# EXPERT TALK ON PROFESSIONAL CAREER TRAJECTORIES IN BUSINESS ANALYTICS: INDUSTRY & ACADEMIC PERSPECTIVES

**Date: 23/01/2026**

**Classes Attended & Number of beneficiaries: VI BBA BA A:48**

**Name and details of the Resource Person: Dr. G. Arockia Stalin, Department of Professional Accounting & Finance**

The School of Business and Management, Department of Professional Management Studies, Kristu Jayanti (Deemed to be University), organised a Power Hour Expert Talk on the theme "Professional Career Trajectories in Business Analytics: Industry & Academic Perspectives" for VI Semester BBA Business Analytics students.

The session was delivered by Dr. G. Arockia Stalin, Assistant Professor, who shared valuable insights into the evolving landscape of Business Analytics, highlighting both industry-oriented career pathways and academic/research-oriented opportunities. The talk provided students with a holistic understanding of professional growth options, emerging roles, skill requirements, and future trends in the analytics domain.

The session served as a meaningful platform to bridge the gap between academic learning and real-world professional expectations, enabling students to make informed career decisions and strategically plan their professional journeys in the field of Business Analytics.



# **WORKSHOP ON “IMPORTANCE OF AASSC’S SKILL-BASED JOB ROLES AND CREDIT-BASED CERTIFICATION”**

The Department of Professional Management Studies, School of Business and Management, in association with the Aerospace & Aviation Sector Skill Council (AASSC), successfully organised a workshop on “Importance of AASSC's Skill-Based Job Roles and Credit-Based Certification for the students of BBA Aviation Management on 21st February 2026.

A total of 212 students from II and IV semester, BBA Aviation Management comprising of A and B section actively participated in the session. The workshop aimed to enlighten students about the significance of industry-relevant, skill-based job roles and the value of credit-based certifications in the aviation sector.

We were privileged to have an esteemed panel of experts to address the students Mr. Sangharakshaka V P, Chief Executive Officer (Offg.), AASSC Ms. Suparna Kapoor, Ex. Strategic HR Hindustan Aeronautics Limited (HAL), Mr. G Srinivas Prasad, Manager Training(GH BLR), Air India SATS, Mr. Abhishek Jha, Business Development Executive, AASSC.

The speakers shared valuable insights into the evolving landscape of the aviation industry, emphasizing the need for specialized skills and how AASSC certifications can provide a competitive edge to students in their careers. Their experience and knowledge offered students a clear perspective on bridging the gap between academic learning and industry expectations.

The interactive session provided students with a great opportunity to understand the framework of skill development and its practical application in the aerospace and aviation sectors.

# YOUTH PARLIAMENT

25/02/2026

The Department of Professional Management Studies organised a Youth Parliament as an experiential learning activity for the students of VI Semester, mapped to the subject Income Tax. The activity was designed to provide students with practical exposure to the legislative process involved in taxation laws and policy formulation. The Youth Parliament simulated parliamentary proceedings where students assumed roles such as Speaker, Finance Minister, Members of Parliament, and Opposition Leaders. The central agenda focused on discussions related to direct taxation policies, amendments in income tax provisions, tax reforms, and their socio-economic impact. Through structured debates and deliberations, students critically analysed contemporary taxation issues and proposed policy recommendations. The Youth Parliament successfully achieved its intended learning outcomes by fostering analytical thinking, communication skills, teamwork, and deeper conceptual clarity in Income Tax. The programme reflected the department's commitment to outcome-based education and innovative teaching methodologies.

## **Outcome:**

- Students were able to explain key provisions of the Income Tax Act and relate them to current tax reforms during the simulated parliamentary discussions and subsequent evaluation.
- Students demonstrated the ability to critically analyze taxation policies and present well-reasoned arguments supported by relevant statutory provisions.
- Students exhibited improved understanding of the legislative process involved in tax law formulation, reflected through their performance in subject assessments and reflective submissions.



# Value Added Course – Personal Branding

For Third Semester Students | July 8 – 10

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A Value Added Course on Personal Branding was conducted for third semester students from July 8th to July 10th. The course was designed to help students understand the importance of creating and maintaining a strong personal brand to succeed in their academic and professional journeys.

Faculty members from various departments handled different topics under the theme of Personal Branding, covering areas such as:

- Self-image and identity
- Effective communication and networking
- Resume and LinkedIn profile building
- Interview preparation and personal presentation
- Digital presence and reputation management

The sessions were interactive, with engaging activities and reflections that encouraged students to discover their strengths and align them with their career goals.

# WORLD WETLANDS DAY CELEBRATION WITH CLEANLINESS DRIVE AT HUNASAMARANAHALLI LAKE

**Date:** 02/02/2026

Kristu Jayanti (Deemed to be University), through the Prayas Extension Club and Yuva Tourism club of the Department of Professional Management Studies, in collaboration with the Ministry of Tourism Bengaluru office and Hands on CSR, observed World Wetlands Day 2026 by organising a cleanliness drive and waste bin installation at Hunasamaranahalli Lake in Bengaluru on Monday. The programme was held in line with this year's theme, "Wetlands and Traditional Knowledge: Celebrating Cultural Heritage," highlighting the vital link between wetlands, indigenous knowledge systems and cultural practices associated with water bodies.

More than 45 student volunteers actively participated in cleaning the lake premises and its surrounding areas. The drive also served as an awareness initiative to sensitise the local community about the ecological significance of wetlands, their role in conserving biodiversity, and their importance in sustaining livelihoods and cultural traditions. Volunteers interacted with residents and visitors, spreading messages on responsible waste disposal, protection of natural ecosystems and the need for community participation in conserving wetlands. The initiative underlined how traditional knowledge and local stewardship can play a crucial role in protecting fragile wetland ecosystems.

**THANK YOU**

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