



Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

DEPARTMENT OF MANAGEMENT
SPOTLIGHT
2019

TOIL AND SUCCESS

Vol 1, Issue 2, 2019

NEWSLETTER BY-
BACHLOR OF BUSINESS ADMINISTRATION
VOL 3. ISSUE:1



Kristu Jayanti College

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KRISTU JAYANTI COLLEGE RANKING AT BEST COLLEGES OF INDIA SURVEY 2019

India Today - MDRA Survey 2019

BEST EMERGING COLLEGE OF THE CENTURY at NATIONAL LEVEL



RANKING IN BENGALURU CITY



NATIONAL LEVEL RANKING



Congratulations to Management, Staff, Parents, Students and Alumni

An unique credit for organizing 453 academic activities in the (academic) year 2018-19

PRINCIPAL'S MESSAGE



The business world is thriving like never before. The innovation and procedures created every day is changing the world, and this change is because of people and not a person. The wings of success are teamwork and the Department of Management, BBA has a great team of teachers and students committed to achieve excellence.

The Department of Management in Kristu Jayanti College is always making a constant effort to prepare and train students to face, survive, and grow in a competitive business environment. The department efforts create a learning platform for the students to react to business ideas and innovations through functional finesse. It is always a pleasure for the management to support and encourage the department's commitment and passion in striving for academic excellence in its students.

'Spotlight' 2019-20 is envisioned and executed through the coordination and combined efforts of the BBA department. Hearty congratulations to the editorial team for successful completion of their newsletter, Spotlight Volume 3, Issue 1

Fr. Josekutty P.D.
Principal

VICE-PRINCIPAL'S MESSAGE



Changing lives through Education

Kristu Jayanti College is a committed institution which delivers meaningful curriculum. We have with us a very dedicated and talented team of teachers who are willing to execute commitment that changes student lives, creating world class leaders. We take it in our stride to provide a well-equipped learning environment where faculty takes equity in student well-being and growth in every step of their academic journey.

The Department of BBA has been instrumental in challenging student capacity through its innovative activities and events. I congratulate the Department of Management, BBA for motivating the editorial team in its efforts to create and publish Spotlight 2019-20, Volume 3; Issue 1.

Rev. Dr. Augustine George
Vice Principal

MESSAGE FROM HEAD OF DEPARTMENT



Season's greetings from Department of Management, Kristu Jayanti College. We are happy to launch the edition of newsletter for the academic year 2019-20. During the academic year, we have conducted various activities ranging from academic to non-academic for the holistic develop of management students. The activities aimed at developing the key managerial skills, communication skills, problem solving skills and entrepreneurial skills. This edition of newsletter is an emporium of information about all the activities and it provides the bird's eye view of departmental activities. Some of the major programs organised during this academic year are Management Development Programs on "Leadership and Innovation for Digital Transformation" conducted in the month of October, 2019 and "Value Creation through Entrepreneurship" organised in the month of February, 2020 and "Prodigy-2020" inter-collegiate management organised in the month of February, 2020. Apart from these programs we have also organised skill based exhibitions, business plan presentation, workshop, intra-collegiate fest and business quiz.

The major activities were given due importance in the newsletter to share information with all the stakeholders. The newsletter also proclaims the skill oriented activities like guest lectures, meet your alumni, club activities, campus to corporate, industrial visits, achievements of the students, value addition programs, international guest lectures and other minor activities of the department. We are happy to share that our department has made notable growth in terms of academic performance and esearch activities. Faculty members of the department have actively involved in research activities and published research articles in reputed journals proposals were made for minor projects.

We acknowledge the good work done by every member of the department and we sincerely thank our Principal, Vice Principal, Management Team and Dean for their continuous support and guidance to release this edition of newsletter.

I would like to appreciate editorial board lead by Prof. Monica and her team for fabulous work done to launch this informative newsletter in time.

C. Surendhranatha Reddy
Head, Department of Management

FROM THE EDITOR'S DESK...

Transparency is a great strategy to communicate trust and accountability among stakeholders. And with trust comes goodwill and support, which can change the game of business altogether. The Department of Management exposes the students to this quality of trust, to be accountable and responsible over raw profit motive. Spotlight 2019-20, Volume 3; Issue 1 is our way of being accountable for all the wonderful, enriching activities we conduct over the two semesters, for beneficiaries from within the

department, college and outsiders. I am happy and proud of all the Jayantians who have contributed their best in the events we have organized, elevating the success of the departmental activities beyond compare. I take privilege in introducing my editorial team who are the reasons for this newsletter to take its form.

I appreciate their efforts in making Spotlight 2019-20 possible and we as a team are thankful to the department and Kristu Jayanti College for encouraging and supporting us through out.

Prof. Monica L
Assistant Professor
Kristu Jayanti College
(BBA)

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***EVENTS
AND
ACTIVITIES***

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56. Value Added Course- Corporate Skills For Executives: Batch 2
57. Online Expert Lecture on Fit India Movement



Prof. Steffi Joan conducting a training session as a part of Life skills for BBA I Sem. students



Prof. Steffi Joan conducting an activity as a part of Life skills for BBA I Sem Section A students

The Inauguration of Life Skill Education for the 1st year BBA students was held on 17/06/2018. Prof. Vijayakumar introduced the concept of 'Life Skills'-- the 10 life skills and their importance to students. The Students were divided into 5 batches for the training.

Faculty members and the deanery of Commerce and Management Departments were involved in the training. The training of students on life skills was scheduled

The following skills were discussed and contemplated upon;

between 18/06/2019 to 21/06/2019. Students were reminded of their life. Students believed that the life skills that were learned could be practiced day-to-day activities. They also appreciated the various activities like: Role Play, Activity on Creativity etc., as they enunciated a clear picture of what they were imparted with. They also shared that the Life Skills training has helped in breaking the ice with their classmates.



Prof. Vinod Joseph conducting a training session as a part of Life skills for BBA I Sem. students



Prof. Haribhaskar conducting a training session as a part of Life skills for BBA I Sem. students



Prof. Manjunath.S and Prof. Suku.T. Samuel, faculty coordinators preparing materials required for Life skills training for BBA I Semester students.



Prof. Somasundaram conducting an activity as a part of Life skills training for BBA I Sem. students



Prof. Shilpa Rao conducting an activity as a part of Life skills for BBA I Sem Section B students



BBA I Sem. Students participating in the activities of Life skills training.



Inauguration of Virtuoso 2019 by Shri Vinod Modi, Founder, Secura Life Sciences, and other delegates.

The Department of Management aims at creating holistic management professionals with a zeal for innovation and excellence. Through its various skill enriching activities, the Department brings out the best and empowers the young visionaries to soar in the horizon. VIRTUOSO, the Management Workshop is one such unique platform. It marks the first activity of the department for the academic year 2019-20. The workshop aims at giving the students an exposure to the verticals of management. The rounds are simulations of business scenarios to enhance learning skills of the students. It is organized by final year students for freshers (first year students) of the department. The workshop is divided into six events, namely: Best CEO, Human Resource, Marketing, Finance, Business Quiz and Entrepreneurship. Each team comprises of 17 students and one team leader will be appointed among them. The VIRTUOSO has two preparatory rounds and one finale round. There will be no elimination during the preparatory rounds out of which five best teams will be selected for the finale round based on the scores.

Events
Best CEO
Human Resource
Marketing
Finance
Business Quiz
Entrepreneurship

Each team comprises of 17 students and one team leader will be appointed among them. The VIRTUOSO has two preparatory rounds and one finale round. There will be no elimination during the preparatory rounds out of which five best teams will be selected for the finale round based on the scores. VIRTUOSO has helped the students learn about several crucial skills needed in the corporate such as presentation, strategy, etc. They were given a wholesome learning experience of various functional departments in a business organization and its functioning. Three teams were selected as best performers of VIRTUOSO 2019-20.



Lighting of lamp at Virtuoso 2019 by Shri Vinod Modi, Founder, Secura Life Sciences and other delegates.



1 year BBA students participating at Virtuoso 2019 events

VIRTUOSO – Management Workshop



III year BBA student organizers and faculty members at Virtuoso 2019 events



Valedictory function of Virtuoso 2019

SWACHH CAMPUS DRIVE 2019



Students giving presentation about the Swachh Campus Drive in BBA Classrooms

The objective of SWACHH CAMPUS DRIVE was to make all the students aware of their responsibility towards maintaining the cleanliness and greenery of the campus.

The orientation regarding the 'Swachh Campus Drive' was carried out by the representatives of 'Department Extension Services Committee' in all the classes of management courses for the purpose of conveying the reason of the very existence of this association and for making all the students aware of their responsibility towards maintaining the cleanliness and greenery of the campus.

Department of Management organized an Extension Activities -Swachh Campus Drive. The theme of this initiative was "Save Energy and Resources". It was held on 24th July, 2019 from 2PM to 3PM. Students were part of the Extension Activities committee volunteered for this initiative. The main motive of this initiative is to spread awareness about keeping the college campus and surroundings clean. The students made badges to create awareness and started this campaign on the right path by cleaning up dry waste and disposing it in the correct manner. It is the responsibility of every student to maintain cleanliness at all times and be environment friendly. Students reached out to every class and shed light on how everyone can contribute towards protecting the environment and resources. Swachh Campus Drive was carried out in following venues:

1. Cafeteria near College Entrance
2. College Playground
3. College Cafeteria
4. All BBA Classrooms

This campaign was a wonderful start towards conservation and cleanliness of our environment and similar activities will be organized for greater outcomes.

From this drive I BBA students, who are also new to this campus came to know about the importance of keeping the campus clean and hygiene. They followed this cleanliness practice in all the venues of the campus. This drive also made the students understand the greenery in the campus which gave a chance to preserve this greenness.



Department Extension activities committee members group photo during Swachh Campus Drive

CGMA TRAINING SESSION

Advanced Management Accounting



Ms. Nadia Zackria, ISDC Trainer with the students of V BBA Section A for Advanced Management Accounting Training.



Shri. Rajeev Kumar, ISDC Trainer with the students of V BBA Section A for Advanced Management Accounting Training.

A training session was conducted for the students of V BBA section-A on Advanced Strategic Management. The training was conducted in two parts. The first session was held on 16th – 17th August, 2019. The second session was held on 25th – 27th September 2019. The training session was conducted by Ms. Nadia Zackria, ACCA, ISDC Trainer. The objective of the session was to prepare the students for Management Level Case Study exam. The students were trained on the concepts of Advanced Strategic Management. 33 students of class V Semester section-A were participants at the session. The students are expected to take up the case study exam with CIMA board in January 2020.

Advanced Strategic Management

A training session was conducted for the students of V BBA section-A on Advanced Management Accounting in tow slots. The first session of training was on 18th, 19th, 22nd & 23rd July, 2019 and second on 22nd & 23rd August, 2019.. The training session was conducted by Shri. Rajeev Kumar, ISDC Trainer. The objective of the session was to prepare the students for Management Level Case Study exam. The students were trained on the concepts of Advanced Management Accounting. 37 students of class V Semester section-A were participants at the session. The students are expected to take up the case study exam with CIMA board in January 2020.

Financial Reporting

The training was conducted for the students of V Sem. BBA Section-A from 5th – 6th July, 2019. The training was conducted by Prof. Sarvesh Mopkar ACA. The chapters of Financial Reporting were covered as a part of the training. The objective of the training was to orient the students on the standards of financial reporting and to prepare them for taking up CIMA-Management Level case study. The training was covered across two days for the students. Thirty six students of V Sem. BBA, section- A participated in the training.



Prof. Sarvesh Mopkar ACA with the students of V BBA Section A for Financial Reporting CGMA Training

CGMA TRAINING SESSION

Advanced Financial Reporting



Shri. Sudesh N, ISDC Trainer with the students of V BBA Section A for Advanced Management Accounting Training.

A training session was conducted for the students of V BBA Section-A on Advanced Financial Reporting between 24th-26th July, 2019. The training session was conducted by Shri. Sudesh Nepune, ISDC Trainer. The objective of the session was to prepare the students for Management Level Case Study exam. The students were trained on the concepts of Advanced Financial Reporting. 37 students of class V Semester section-A were participants at the session. The students are expected to take up the case study exam with CIMA board in January 2020.

CGMA ORIENTATION ACADEMIC YEAR 2019

An orientation was conducted for the students of I Semester BBA by Ms. Fathima Imraz, Manager – Operations & Ms. Sapna.N, Manager – Training of ISDC, Bangalore. At the orientation, the students were explained on the benefits of completing CIMA and CGMA. The roadmap for the course was also explained to the students covering aspects such as: the nature of delivery, study material, mode of examination, exemptions the students are entitled etc. The session also gave the students an insight into the benefits of completing CGMA. The students were explained in detail about the various papers of CIMA that have to be studied in different semesters. The students were also familiarised with the evaluation system of the examination. Towards the end of the session a 'Q&A' round was conducted during which the students clarified their queries.



Ms. Fathima Imraz, Manager – Operations, Ms. Sapna N, Manager – Training ISDC with Prof. Gincy Charles and the students of I sem BBA sec A at the orientation

ACUMEN 2019



Inauguration of ACUMEN 2019-- An Intra-Collegiate Management Fest by the Chief Guest: Mr. Rajan Parulekar, Managing Director, Paradigm Trainers Pvt. Ltd.; Bangalore.

The objective of ACUMEN 2019 was to explore and improve the ability of the students to make good judgments and quick decisions, typically in a particular domain of their interest in areas of management such as 'Finance/ Wealth management, Marketing/ Digital marketing, Human Resource/ Public Relation, Entrepreneurship / Best management team and Best CEO', which equip students to emerge in the corporate world as 'Young Achievers'. The inauguration ceremony of ACUMEN 2019 commenced at 9:15 AM which was inaugurated by Mr. Rajan Parulekar, Managing Director of Paradigm Trainers Pvt. Ltd., a firm that specializes in 'Sales and Marketing Training' since 1995.

The firm is also well known due to his 'Contextual Selling', 'Negotiation skills', 'Sales Force Management' and 'Key Account Management' techniques. The prelude was delivered by Dr. Jisha.V.G: Faculty Coordinator for ACUMEN 2019.

As the present era is gripped by digitalization the theme selected for ACUMEN 2019 this year was "DIGITAL ENTERTAINMENT- An escape to reality" Rev. Dr. Augustine George, Vice Principal, Kristu Jayanti College, delivered the presidential address. He stressed on the importance of 'Values and Adaptability' in the current corporate world. He also appreciated the department teachers and students for organizing and putting on a great show which focused on stimulating the management aspects with actual practice. His motivational speech was a great inspiration to the audience as well as the participants.

The first year participants were divided into 24 teams with 13 to 15 members a team and the second year students too were divided into 24 teams with 13 to 15 members a team. The preliminaries of various events commenced on 25th July 2019 and concluded on 6th August 2019. ACUMEN is the most anticipated fest of the Department of Management organized by the final year students for the first and second year students. It was inaugurated on 8th August 2019 with a spark of competitive spirit among the students before which there was a series of competitive rounds conducted as preliminaries which kindled their managerial adroitness while keeping up with the theme "DIGITAL ENTERTAINMENT- An escape to reality". The participants from BBA first and second year were grouped separately in the areas of: 'Finance/ Wealth management, Marketing / Digital Marketing, Human resource/ Public Relation, Entrepreneurship /BMT and Best CE'.

After three comprehensive rounds of preliminaries spanning 13 days, six teams stood between the finale and the grand prize. The final round for the second year students started at 10:00 AM on 8th August followed by first year finalists presenting the day after on 9th of August which ended at 3:00 PM. The Valedictory session began with feedbacks given by the first and second year participants on their respective events where the output of ACUMEN 2019 was stated in which the students mentioned that they had a great learning experience by applying theory through simulation. The winners of ACUMEN'19 were felicitated by Rev. Fr. Emmanuel P. J. where the overall winner in the first year students was team 'Telegram' and the runner up was 'Google Plus'. For the second year students' winners was team 'HBO NOW' and runner up was '123 Movies'.



Presidential Address by Rev. Dr. Augustine George: Vice – Principal, Kristu Jayanti College; Bangalore.

ACUMEN has always served as an important phase of growth and learning in every BBA student's life. ACUMEN'19 supports to build certain skills in students such as: Time Management, Team Work, Managing Stress level, Organizing, Patience and confidence. These skills will be an etching in their careers to achieve success. It made a great impact on students' view towards 'Management Studies' and helped them to analyze where they lacked in these skills and how they have to conquer them. The feedback session was followed by Rev. Fr. Emmanuel P.J. addressing the students on the importance of participating in fests like ACUMEN where the number of participants is equal to the total strength of a whole college and the importance of learning outcomes of such events. The Valedictory ceremony of ACUMEN 2019 commenced at 3:45 PM on 9th August 2019 in the main auditorium. The session began with an invocation song followed by feedback given by the first and second year participants on their respective events in which they appreciated the fest's trait of applying theory through simulation.

The feedback session was followed by Rev. Fr. Emmanuel P. J. addressing the student gathering on the importance of participating in fests like ACUMEN where the number of participants are equal to the total strength of a whole college and the importance of learning outcome from such an event, followed by Prof. Rupashree R: Faculty coordinator for ACUMEN'19, announcing the results along with the prize distribution. Majority of students agreed with the conduct of the event was similar to the description in the orientation and 50% of them strongly agreed that the event was Informative and Knowledgeable to them. They also agreed that the guidelines given by the event coordinator were satisfactory and the programs were well conducted within the allotted time. The participants appreciated the efficient organization done by the event coordinators in various events. Majority of the students are strongly inspired by the conduct and learning outcome of ACUMEN 2019.



Prize and Certificate Distribution by Rev. Fr. Emmanuel P. J: Director – Jayantian Extension Services & Kristu Jayanti College of Law; Bangalore.



Valedictory Session of Acumen 2019 - Intra- Collegiate Management Fest

ANVESHAN 2019



Students presenting their Research Papers in ANVESHAN 2019

Research is the process of creating new things. ANVESHAN is an event which is exclusively organized for final year BBA students. The fundamental objective is to inculcate an appetite for research among management students. Students worked in teams to come up with a research to a problem in their areas of interest and specialization. With constant guidance of teachers they successfully documented their own research work with a primary study. Across the teams in four sections the best five of each class were selected to present their research work.

The orientation was conducted on 18th of July 2019 by Dr. Silbert Jose which consisted of the brief summary about the event. The teachers who were in-charge of ANVESHAN: Dr. Silbert Jose and Prof. Steffi Joan.

Students were asked to register their topics online on or before 20th July after consulting the teachers who were in-charge. The first part of the report was a questionnaire which was to be submitted on 24th of July and a report on 30th of July. The presentation of the report was done through PowerPoint.

A part of the selection was done from 31st July to 6th August by their respective 'Business Research Methods' subject professors. Five teams were selected from each section. The objective is to inculcate research knowledge among management students. The students were divided into groups of two and were made to carry out research based on primary data. Students worked in teams to come up with a research to a problem in their areas of interest and specialization. Based on the selected topics students conducted primary study, collected data and analysis was made.

The final round was conducted on 8th of August 2019 in Mini Auditorium 2 in the Main Block. The judge for the event was Dr. M.K.Baby: Head of Management Department (PG). The event started at 10 AM and was concluded by 1 PM. The finalists came forward with innovative research topics which were critically appreciated.



Our Judge Dr.M.K.Baby, Head, Department of Management evaluating the research paper presented by our students in ANVESHAN 2019



Our Guest Ms. Neethu S, Cabin Crew, Indigo Airlines, Bangalore being honored by Prof. Madhusudhanan.R: Class Animator of III BBA – AM, Kristu Jayanti College; Bangalore.

Her personal travelling experiences as a cabin crew member enthused many students which later created an incentive for the students to ask various questions during the ‘Q&A’ session.

The students also agreed that the content was capably presented by the speaker and the audio/ visuals were effective. They strongly agree that their discussions with the speaker were exciting and informative. On the whole it was a collaborative session for the students. In the ‘Q&A’ session, students very enthusiastically clarified their doubts regarding the aviation industry.

The session started at 12:00 noon conducted by the Alumna of Kristu Jayanti College, Ms. Neethu.S, Cabin Crew, Indigo; Bangalore. It was a knowledge enhancing session for the aviation students. The speaker briefed them about the various practices, hierarchies present and ways to achieve the positions etc., in the aviation sector. She also gave an insight into the crux of the industry and the possible ways to overcome them.

They raised various queries regarding the selection process in the industry, future scope in employment, payrolls in the industry etc. The resource person on the other hand mirrored their enthusiasm and clarified their probes with equal temperament. The students were informed about the various perquisites and pitfalls of the industry with a general overview on the functioning and mechanisms that keep the aviation sector afloat.



Ms. Neethu.S. , Cabin Crew, Indigo Airlines, Bangalore, delivering a guest lecture on ‘Career Opportunities in Air Line Industry’.

CIVIC AWARENESS PROGRAMME 2019



They started this campaign on the right note by holding the placards and rallying in all the classrooms of BBA about traffic rules and 'New Motor Vehicle Act'. Similar activities will be organized in the future for remarkable outcomes.

This Civic Traffic Awareness campaign was done in the following venues:

- 1.College Entrance Gate
- 2.All BBA Classrooms

Through this drive the students were informed about traffic rules and 'New Motor Vehicle Act'. This will help them drive sensibly and safely on Indian roads and be better civilians with good civic sense. The orientation regarding traffic rules and 'New Motor Vehicle Act' was carried out by the representatives of Department Extension Services Committee in all the classes of management courses so as to make all the students aware of the importance of safe driving and following the traffic rules

The Department of Management organized 'Civic Awareness Program' on 23rd & 24th August 2019 between 8.30AM to 9.30AM and 3.30PM to 4.30PM. Students who were part of the extension activities committee volunteered for this initiative. The main motive of this initiative was to spread awareness about traffic rules and 'New Motor Vehicle Act'. The campaign focused on giving inputs on traffic regulations through a classroom presentation on: 'Traffic Rules and Regulations', 'Do's and Don'ts' while driving vehicles in the traffic etc. The students prepared placards based on traffic rules to create awareness.



Students holding the placards of the traffic rules at College Entrance Gate II



Students giving presentation about the Traffic rules and regulations in BBA Classrooms



SOCIAL OUTREACH PROGRAMME



Group photo of III semester BBA 'A' Section students at "Thrithwa Ashram"

The Department of Management organizes social outreach programmes every year for the students of second year during their 3rd semester.

The students of III semester BBA 'A' along with their class animator, Prof.T.Somasundaram visited 'Thritwa Ashram' an old age home located in Thannisandra Main Rd, Bengaluru. The class consisting of 28 students and the class animator reached the organization approximately at 2.00 PM and were welcomed by the caretaker of the organization, the latter being one of the uniquely abled. The students had interacted with the aged people and who reminiscence memories of their past life. They conducted games, dancing, singing, etc., in order to engage the aged people with lot of happiness and enjoyment. Students contributed: Grocery, Hygiene products, Sanitary napkins, Food and Snacks for the old age people in the home.

Around 4:15 PM they provided tea and snack for the aged people and bid us goodbye leaving to their homes with a happy heart. The students along with their teacher thanked the staff of the organization and Kristu Jayanti College for this opportunity with a different perspective on life.



Group photo of III semester BBA 'C' section students at "Rays of hope"

Every student contributed generously to make this visit happen. The day ended on a happy note. The students along with the class animator Professor Manjunath.S visited 'Rays of hope' for the social outreach program at 2:00 PM. Kannur. Prior to this, about two days before, students of the class generously contributed about 50 rupees each, to donate chocolates and few necessities to the orphanage. The class boarded the college bus at 1:45 PM and reached the orphanage by 2:00 PM.

Sorrow was filled in their minds, seeing those kids made them feel ever so grateful about the lives they had. They conducted some games and entertained the kids. Looking at the delighted and innocent smile of the children, they realised, there is so much more to life than what is being taught in the class. They sang, laughed, danced and enjoyed with the little kids as if they were kids too. They created beautiful memories in that two hours and will surely cherish this experience forever. At first, it wasn't so easy to get them to interact with all of them however, towards the end, they were surprised to see most of the kids dancing and enjoying with them. Later they sang songs and made them to sing too and got comfortable with everyone.



Group photo of III semester BBA 'B' section students at "Rays of hope"



Group photo of III semester BBA 'D' section students at "Home of Faith charitable trust"

SOCIAL OUTREACH PROGRAMME



Group photo of III semester BBA 'AM' section students at "Home of Faith charitable trust"

All of them were happy and excited to see the students visiting them and helping them. Before they left, they gifted the items them and took many pictures. As they left, they asked them to visit them once again and they also welcomed the class to celebrate their birthdays with the children. The kids were very happy that they visited them.

They started off at 1:45 PM and reached there by 2:00 PM and spent time with the children till 4:30 PM. It was a great experience as it was filled with lots of fun and sentiments.

The Trust had children of different age groups to men and women aged above 60. They seemed happy when they walked in at first. It wasn't so easy to get them to interact with all of the class. They engaged them in dancing, making them show their unique talents, playing games like musical pause and even danced along with them. The children were very happy to pose for a picture with the students. The class gifted them the items and took many pictures. They brought chips, juice packets and chocolates to munch on while they conducted events. This was, for them, a humbling experience. They saw the people with scarce resources which made them appreciate abundance of things in life that they take for granted. As they were leaving, they asked us to visit them once again. The children, along with their caretakers were very happy about the visit made by them. They spoke emotionally but the spark of hope never failed to reflect in their eyes. They were astonished on their hidden talents, some like to rap, some dancing and other singing. Well-mannered and loving were they all.

This trip made them see how grateful they were for their lives and how lucky they are as students. They are truly grateful and glad for this wonderful opportunity.

Even though they entered as random strangers they loved them as a family, the hardest part was when they left, yet they wanted us to visit them once again.

They started off at 1:45 PM and reached there by 2:00 PM and spent time with the children till 4:30 PM.

It was a great experience as it was filled with sentiments and a lot of fun. The Trust had children of different age groups generally from 8 to 18 years. They were very excited when they walked in at first. It wasn't so easy to get them to interact with all of them. They engaged them in activities such as singing songs, making them show their unique talents such as beatboxing, playing games like musical chair and even danced with them. The children were very happy to pose for a picture with the students. They donated certain commodities such as burgers, chocolate pies, and notebooks. Seeing the children with sporadic resources made us appreciate the copious amounts of things they had sometimes take for granted.

All the children were excited to see us visiting them and conducting fun filled activities for them.

As they were leaving, a young girl asked us to visit them every day because it made her feel like the students were her brothers and sisters. The children, along with their caretaker were very happy about the visit made by them. They started off at 1:45 PM and reached there by 2:10 PM. The place had children and teenagers of the age groups between 4 to 18 years. They all were welcomed by them and it was followed by a felicitation from the volunteer of the trust. By this time everyone was hungry and we served lunch to each one of them. They had prepared some activities and fun events for them which included games, dancing and singing. It was really an overwhelming experience to see them performing for them.

Every child seemed thrilled to perform and have our company by their bright smiles on their faces.

SOCIAL OUTREACH PROGRAMME



Group photo of III semester BBA 'BA' section students at "Thrithwa Ashram"

Towards the end after all the fun and frolic was done, we distributed snacks, stationary items and gaming kits. Overall it was a big learning experience. The visit to the orphanage not only showed the youth members the ugly truth of life, it also gave them something to look within themselves, that they were blessed in their present circumstances. Life is not the same for all.

The two hours we could stay went by quickly and we finally had to say our goodbyes. As we were about to leave, we all had a good photo session with the children. It was hard to say goodbye after spending a memorable time with them.

They started from college at 1:30 PM and reached there by 1:45 PM. The place was a home for destitute women, around 40- 45 of them in total. They reached during their lunch time, so they started off by serving them lunch while also interacting with them. They were delighted to see them there, and some also initiated conversations. The sisters who run the ashram were with them-guiding them. They told them that all these women are rescued from streets, railway stations etc., as they were found abandoned by their families because of their mental conditions. Our visit there was an unforgettable lesson. There, we learnt more about true life, about sharing and caring...

They started off at 1:45 PM and reached there by 2:10 PM. The place had children and teenagers of the age groups between 4 to 18 years. They all were welcomed by them and it was followed by a felicitation from the volunteer of the trust. By this time everyone was hungry and we served lunch to each one of them. They had prepared some activities and fun events for them which included games, dancing and singing.

It was really an overwhelming experience to see them performing for them. Every child seemed thrilled to perform and have our company by their bright smiles on their faces. Towards the end after all the fun and frolic was done, we distributed snacks, stationary items and gaming kits. Overall it was a big learning experience. The visit to the orphanage not only showed the youth members the ugly truth of life, it also gave them something to look within themselves, that they were blessed in their present circumstances. Life is not the same for all. The two hours we could stay went by quickly and we finally had to say our goodbyes.

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There were around 45-50 inmates in the home. They were all middle aged women and above. Their physical condition was quite good. There are many recreational facilities available to them and these facilities were properly used by them. However, all of them were lonely and craving for love and affection. We spoke to them, shared our love and we sang songs for them and danced. The care shown to them by the sisters was indeed inspiring.

The students of III BBA-BA are grateful that they got this opportunity; to spend time with such beautiful souls and which brought a smile on each one of their faces. The donations that they brought for them did not matter as much as our time and love did. It was a beautiful experience; one that definitely made them grateful for everything that they had in their blessed lives and, how, they must never be taken for granted.

KOUSHALA 2019 – SERVICE MANAGEMENT EXHIBITION.



Inauguration of KOUSHALA 2K19 – Service Management Exhibition by Chief Guest Mr. Vijay Anand K, GM & HR, Frozen Bottle, Bangalore.

The Department of Management inaugurated KOUSHALA 2019 – a skill based exhibition on ‘Service Sector’ exclusively for III BBA students as part of their academic curriculum with respect to the subject ‘Service Management’ on 20th of September, 2019 at 9.30 AM in the Mini Auditorium II.

The exhibition is aimed at providing experiential learning to the students of III semester BBA about various service industries and their impact on economy. The chief guest for the day was Shri. Vijay Anand K: General & HR Manager, Frozen Bottle; Bangalore.

The inauguration ceremony began with the lighting of the lamp. Prof. T. Somasundaram, Faculty Coordinator for KOUSHALA 2019 informed the gathering about the exhibition’s prerequisites and encouraged the participants by stating a quote by Jim Rohn, “Service to Others Leads to Greatness.”

Chief Guest Shri. Vijay Anand K: General and HR Manager, Frozen Bottle, addressed the gathering where he mentioned the importance of having knowledge about the service industry and mentioned sources such as National Daily and Economic Times. Shri. Vijay also elucidated few examples from his life such as the target of ‘Frozen Bottle’ to open 140 stores

by March 2020 and the ways in which he motivates his employees and his colleagues. Further he went on to appraise the current market scenario in India. Before finishing, Shri Vijay said to the students, “Don’t be one among them. Be unique and make your own mark before graduating and entering the real world.”

KOUSHALA 2019 featured 48 teams from III Semester BBA students, in which each team consisted of minimum 6 to 7 students who showcased their innovative models and distinctive ideas pertaining to a particular service sector or industry such as: Hospitality industry, Entertainment industry, Cruise industry, Postal System, Water theme Park, Agricultural industry, Tourism industry and many other service sectors. This exhibition promoted the students’ creativity in preparing the model and also different ways to promote the service sector.

KOUSHALA 2019 – concluded with the valedictory ceremony held at 4.00 PM in the Main Auditorium. The valedictory ceremony began with a warm welcome from student coordinator, Mr. Jason Joseph, followed by feedback from participants.

KOUSHALA 2019 – SERVICE MANAGEMENT EXHIBITION.



Judges Prof.Ratheesh: Department of Tourism and Prof. Stephen Deepak, School of Management, Kristu Jayanti College, Bangalore evaluating the models in Exhibition.

The participants found this experiential learning process extremely useful as they were able to apply subject knowledge to practical situations. Eight out of 48 teams were selected-- the first prize winning team was awarded with a cash prize of Rs.2000, Second prize winning team was awarded with a cash prize of Rs.1000 and the remaining six teams with a consolation prize of Rs.500 each which was felicitated by Rev. Fr. Emmanuel P. J. alongside Prof.C.Surendranath Reddy, Head of Department-Management.



Exhibition Visit by Chief Guest Shri.Vijay Anand.K, HR, Frozen Bottle, Bangalore and Rev.Fr.Immaneul P.J., Director – Kristu Jayanti College of Law & Extension Activities.

7th International Conference on “Enhancing Business Competitiveness for Sustainable Growth”



- Session I: Challenges of enhancing business competitiveness;
Mr. B.C Rao, Managing Director Kennametal India Ltd. Bangalore
- Session II: Sustainable Development a key for business competitiveness;
Dr. N Ramesh PhD, Head Quality, Taegue Tec India Pvt. Limited
- Session III: Role of intellectual properties in building business excellence;
Mr. Sanjeeth Hedge Senior Partner Banana IP Counsels
- Session IV: Recent Reforms in Indian Financial Sector;
Mr. Georgy Mathew, FCA, Sr. Partner, Varma and Varma, Chartered Accountant
- Valedictory: Mr. Jayas Damodaran, Country head – Sales programme salesforce.com

Dr. Martin Mezmar, Associate Dean, Global and Civic Engagement Walker College Of Business, chief guest of the occasion, delivered the inaugural address emphasising on business competitiveness through four main industry: Energy Industry, Transport, Health Care and Education Sector along with the changes that might take place in the coming years in these industries. He also shed light on the universal responsibility of every individual towards the benefit of society altogether which leads to a better world.



7th International Conference on “Enhancing Business Competitiveness for Sustainable Growth”



Session I: Challenges of enhancing business competitiveness

Mr. B.C Rao, Managing director Kennametal India Ltd, Bangalore.

In Keynote session I, Mr. B. C. Rao deliberated about certain challenges that are prominent to maintain business competitiveness such as ‘Relevance, Risk of Getting Commoditized, Technology Led Disruption’ and many more.

Further he suggested overcoming measure such as:

- 1.Focus on operations excellence
- 2.Customer centricity
- 3.Innovation
- 4.Leadership perspective

The session was concluded by giving two major bases for excellence:

- 1.No substitute for hard work and perseverance.
- 2.Fully committed to work taking ownership with actions.

Thus the session was concluded.



Session II: Sustainable Development a key for business competitiveness;

Dr. N Ramesh PhD, Head Quality ,Taegue Tec India Pvt. Limited

In Keynote Session II, Dr. N.Ramesh started with the meaning of sustainable development and emphasised that sustainable development is a strategy that meets the needs of an enterprise and its stakeholders.

He pointed out that the steps towards sustainable development should have deeper understanding about: sustainable business, engage with stakeholders, focus towards goals and commitments, converting risk into opportunity, value addition to the employee and customer which creates opportunity for the growth as well as create visions and promote participative work environment which are mentioned as the key factors for business competitiveness. The session thus concluded with an interaction regarding this new approach to business practices.

7th International Conference on “Enhancing Business Competitiveness for Sustainable Growth”



Session III: Role of intellectual properties in building business excellence

Mr. Sanjeeth Hedge, Senior Partner, Banana IP Counsels

In Keynote excellencI, Mr. Sanjeeth Hedge focused on two major aspects of business i.e., marketing and innovation which are important to keep the business flexible. He also highlighted in various intellectual properties like: Patents, Copy Rights, Trade Marks, Industrial Design etc., and also threw light on use of Intellectual Property Rights’ as in:

- 1.Competitive advantage
- 2.Marketing advantage
- 3.Intellectual property as an asset and
- 4.Valuation of business

He also suggested the most available areas of research in intellectual property which are:

- 1.Electrical engineering
- 2.Chemistry
- 3.Mechanical energy
- 4.Instruments

Thus the session was ended with an interaction.



Session IV: Recent Reforms in Indian Financial Sector;

Mr.Georgy Mathew, FCA,Sr. Partner, Varma and Varma, Chartered Accountant

In this session, Mr. Georgy Mathew highlighted various reforms that are recent in Indian financial sectors in terms of:

- 1.Banking Sector
- 2.Insurance sector
- 3.Capital Market

In terms of banking sector he briefed about consolidations of bank, capital inclusion, and small finance bank and also highlighted the various features of insolvency and bankruptcy code. In terms of reforms in capital market SEBI regulations were discussed and he also explained various reforms in insurance sectors with various insurance products.

He also pointed out the positive and encouraging response to the financial sectors reforms and how it brought Indian financial System closer to the global standards.

Mr. Georgy Mathew thus addressed all questions and fulfilled the expectations of the audience mentioned at the commencement of the session.

7th International Conference on “Enhancing Business Competitiveness for Sustainable Growth”



The International Conference brought largely over 89 delegates from different places such as U.S.A, Telangana, Andhra Pradesh, Kerala, Tamil Nadu, and Karnataka. They actively took part in the conference to share their experiences and research findings on the emerging contemporary practices in enhancing business excellence.

The international conference incorporated four Keynote sessions, eight plenary (Paper Presentations) sessions and a round table conference to enable delegates to discuss and deliberate emerging contemporary practices in enhancing business excellence. This conference provided a forum and platform for research scholars, educators, students and industrialists to exchange their thoughts and ideas; to communicate and



discuss their research findings and to address new issues and challenges in the field of “Enhancing Business Competitiveness for Sustainable Growth”. It also empowered the participants to explore possible avenues to foster academic growth, encourage student exchange as well as scientific activities within the region and the subcontinent as a whole.

The delegates from different educational institutions felt that the ‘International Conference’ conducted by the department of commerce PG provided them a platform to exchange their thoughts and ideas. It also invigorated them to communicate and discuss their research findings and to address new issues and challenges in the field of business competitiveness.



INQUIZITIVE 2019 – BUSINESS QUIZ COMPETITION



Valedictory Session and Prize distribution by Dr Aloysious Edward

INQUIZITIVE 2019, the second edition of 'Business Quiz' competition organized by the Department of Management (BBA) to induce an interest towards Current Affairs in business and a culture of quizzing among BBA students. The quiz also aims at bringing out the best talent amongst the students while developing their familiarity about general business affairs. The competition had two preliminaries which were conducted on 1st October, 2019 and 3rd October, 2019 respectively. The final round was conducted on 4th October, 2019. The students were divided into teams of two and a grand total of 66 teams were registered for the competition. The two preliminaries consisted of: MCQ type questions, Match the Following, Guess the Personality etc., based on different topics like advertisement, company logos, taglines, etc. were conducted for the teams.

INQUIZITIVE 2019 – a 'Business Quiz' competition, provides a platform where the students can develop their knowledge exclusively in the business sector. In this competition, students learn to improve their IQ in the field of business. It also improves their self-confidence creating an incentive to take part in such events in the near future. Three teams out of 65 were selected. The first prize and second prize winners were awarded with trophies and certificates and third prize winning team was given certificates.



INQUIZITIVE – Business Quiz Competition Prelims



INQUIZITIVE – Business Quiz Competition Prelims



INQUIZITIVE – Business Quiz Competition Final Round



Name of the Resource Person: Ms. Jissa Varghese: Volvo Group of University, at Volvo Group.

“I think, the success of any school can be measured by the contribution the alumni make to our national life.”- John. F. Kennedy.

Kristu Jayanti is proud to have served thousands of students since inception. The college has a good number of renowned alumni working across the globe, who continue to inspire us. One such alumni, is Ms. Jissa Varghese. On 5th October, 2019, the students of 3rd year BBA, Business Analytics had the opportunity of meeting this distinguished alumni. The meet started at 12:00 P.M., in classroom A-209. The session started with a small welcome speech for Ms. Jissa, by the class representative. Jissa is currently working with Volvo Group of University At Volvo Group, for the past 10 months.

Prior to this, she has worked as an assistant professor for two and a half years at New Horizon College. During her tenure as an assistant professor, she has taken keen interest in presenting and publishing research papers in the field of marketing, finance, and human resource. She is truly passionate about teaching and facilitation and spends a lot of time learning about it. Her core values are: Trust, Commitment and Courage. She believes in “Living life to the fullest!” and goes by the motto “Live, Love & Inspire”.

Jissa started the session with an ice-breaker of sorts. She was very interactive with the students throughout the session. She started off by talking about her experience in Kristu Jayanti and the various opportunities that this college provided her with, at every step. She was just a normal science girl, wanting to become an aeronautical engineer, but instead ended up in a management course- BBA. Reason being -she got an aeronautical seat in a small place called Bidar and not Bangalore. Her parents however were not open to the idea of their daughter studying that far away in a small town. She then, decided to explore a field out of her comfort zone, since everyone in her family were from the science background. She had to go through various interviews and about 4 accountancy tests, until she finally got a seat in BBA, and as she recalled- in “SECTION A”.

Everything about this course was new to her. She did not know what management was, or how the corporate industry works. In the first semester, she was just a quiet girl, still adapting to her new environment. She had immense stage fear, and would not want to take part in any event. Until, VIRTUOSO came along. VIRTUOSO is our management fest that has various events such as: HR, Finance, EDP, Marketing, PR and Best manager.

Then, she spoke about the different jobs she tried her hands at, and how she felt that it was not her cup of tea. But, when she got a job as an assistant professor in New Horizon, she realized that she enjoyed teaching and sharing knowledge. In her tenure as an assistant professor, she realized, that being a teacher means that she would have to have vast knowledge on various subjects, and different experiences that would improve the quality of teaching.

MEET YOUR ALUMNI



Guest Speaker delivering Guest lecture about the participation in academic activities



Prof. Steffi Joan presenting the memento to our Chief Guest for delivering a Guest lecture

So, she decided to quit her job there, and get into the corporate world- to learn new things and understand how the corporate works. Eventually she would get back to teaching once she felt like she has learnt enough, and can share her knowledge with people. She has a dream- to get a PhD in the long run.

She told the students to do a certificate course as it will help them in getting a job. For her, every day is a learning day. She learns at least one new thing every day. She told the students that it is very important for them to learn who they are as an individual and where their interests lie. An individual needs to have an identity of his own, and, as the years pass by, with various experiences at every step, they will learn what they truly want and who they are as an individual.

She ended the session by telling the students about the company she is working with- Volvo. She works in the HR department there and reports to all the functions all over India. She told the students about the internship procedure and the packaged deals they would get if they got selected as an intern in Volvo. They would get to travel for a year around the world, wherever Volvo functions. It is a great deal!

The session was very insightful. Jissa was very warm and interactive. She had the attention of all the students and the mentor. She shared a lot of information and experience with the students. She goes by the motto- “Live- Love- Inspire” and rightly so, she managed to immensely inspire the students with her positive take on life and work and, how one should make the most of every opportunity that life has to offer. The students were very impressed with her presentation and her flamboyant nature. She had an appealing aura. The session ended with a vote of thanks by a student, and the class mentor presenting a memento to Ms. Jissa.



Our Guest addressing the students

MANAGEMENT DEVELOPMENT PROGRAMME- 'LEADERSHIP AND INNOVATION FOR DIGITAL TRANSFORMATION'



Inauguration and Session – I | Rev. Fr. Augustine George welcoming Vijay Kumar, Digital Consultant



Inauguration and Session – I | Dignitaries lighting and inaugurating the MDP

List of Resource Persons

1. Inauguration & Technical session I : Mr. Vijay Kumar, Digital Consultant
2. Technical session II : Mr Srinivas Mahankali, Head, blockchain, Practice,
3. National Institute for Smart Government (NISG)
4. Technical session III : Mr. Vishal Srivastava, Director, Trainedge
5. Technical session: Mr. Rahul K Ravindran
6. Leadership and Behavioral Skills Facilitator,
7. TVS Institute of Quality and Leadership

The Management Development Programme organized by the Department of Management aims to inspire leaders and future managers of firms with the required organizational and technological know-how for translating a novel digital vision to execution for their organization with measurable impact. With the theme 'Leadership and Innovation for Digital transformation'- a one-day event; aims at providing an overview of the current business horizons and create new frontiers for the emerging business trends in the area of digitalization. The programme is divided into four technical sessions. The sub- themes selected for the sessions are as follows:

1. Disruption in the Era of Blockchain & IO
2. Fintech for Leadership in Digital World
3. Social Media marketing for Business Growth
4. Enhancing Interpersonal Effectiveness

During the keynote session I, the chief guest introduced 'Blockchain & IOT' to the gathering. The speaker discussed about the slow adoption of blockchain in India despite the great benefits and security that the system would provide. Mr. Vijay quoted various issues of the past and enumerated how the issues would have been solved if there had been a blockchain system in place. Some of the issues were Columbia disaster and frequent fire accidents in hotels. The session concluded on a positive note as the 'Interrogation' session brought light on many challenges that can be faced through a blockchain strategy and served to be highly informative.

MANAGEMENT DEVELOPMENT PROGRAMME- 'LEADERSHIP AND INNOVATION FOR DIGITAL TRANSFORMATION'



Session – II | Mr Srinivas Mahankali addressing the gathering



Session – II | Prof. Rupashree presenting a memento to addressing the gathering

The speaker of keynote session II was Mr. Srinivas Mahankali: Head; blockchain practice, NSG. The theme of the second keynote session was “Fintech for leadership in digital world”. The speaker reiterated the importance of blockchain with automation to gain leadership. Being a part of the government organization, Mr. Mahankali enumerated the strategies of government to implement blockchain. He quoted the Tamil Nadu government’s blockchain implementation as an example for rest of the country. He also provided insights on the benefits that the citizens would get after successful implementation of such systems. He highly enlightened the students about the concept of blockchain in government. The session served to be resourceful for the participants.



Session – III | Mr. Vishal Srivastava: Director- Trainedge, with Prof. Steffi. J for technical session III



Session – III | Mr. Vishal Srivastava: Director, Trainedge addressing the gathering

Mr. Vishal Srivatsava, Marketing & Business consultant, the keynote speaker of session III emphasized on social media as a medium for marketing in era. He brought in a comparison of conventional medium like: Television, billboards and Printed articles with the modern medium which is the virtual platform. He ranked the virtual platform higher in terms of cost and reach. He also quoted some examples of businesses that use this platform solely. The session served to be highly informative.



Session – III | Prof. Steffi J presenting a memento to Mr. Vishal Srivastava: Director, Trainedge

MANAGEMENT DEVELOPMENT PROGRAMME- 'LEADERSHIP AND INNOVATION FOR DIGITAL TRANSFORMATION'



*Session – IV | Prof. Shilpa Rao with Mr. Rahul K Ravindran
Leadership and Behavioral Skills
Facilitator, TVS Institute of Quality and Leadership*



Session – IV | Mr. Rahul K Ravindran addressing the participants of MDP

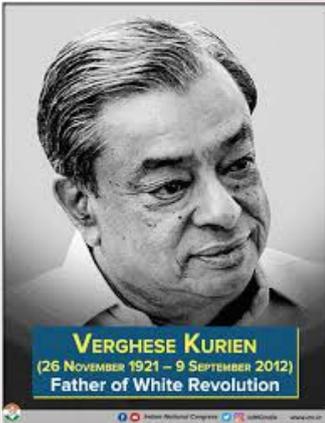
The keynote speaker for the final session of this programme was Mr. Rahul K Ravindran, Leadership and Behaviour skills facilitator, TVS Motors. He began the session by narrating the “Tale of Two Brothers” to the audience- a story to break the ice. During his session, he introduced the audience to different aspects of personality and engaging this personality to develop better interpersonal skills. The speaker also conducted an activity for the audience to assess their behavior styles. The session was very engaging and hence proved to be really useful for self-assessment.

This programme enabled the participants to develop a clear and holistic understanding about the emerging era of IT & blockchain and these insights will be carried forward in future decision making. Overall, the keynote sessions of the programme proved to be truly resourceful and motivational for the participants.



Session – IV | Prof. Shilpa Rao presenting a memento to Mr. Rahul K Ravindran

LEGENDARY ACHIEVEMENT DAY



'Legendary Achievement Day' is a new initiative undertaken by the department of Management-BBA, to recognize and take inspiration of the success and contribution of the 'so called' Underdogs in the field of Business and Management. This year the department commemorated the profound contributions of Dr. Verghese Kurian, the father of White Revolution in India. Dr. Kurian's enterprise has had a revolutionary impact on the production and consumption of Milk and Milk Based products in this country. We were once known as a 'Milk Hungry Nation' with extensive import of milk products and baby food after Independence, but now we stand self-sufficient and export milk products to other countries.

This year 'Legendary Achievement Day' celebrated the Autobiography of Dr. Verghese Kurian, the Father of White Revolution in India on 30 November 2019. The first year students were encouraged to make posters depicting the achievements and contributions of Dr. Kurian and display them on the bulletin boards and Department Display Boards to spread awareness of the leader's contributions among other department students. Along with this, the first year students presented an awareness talk on 'White Revolution and Dr. Kurian's role in it' to their peers. The first 'Legendary Achievement Day' paid tribute to the great leader who is an inspiration to young Jayantians, and in the future many more legendary achievements will be celebrated and commemorated.



SOCIAL RESPONSIBILITY WEEK - 2020

“Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance” Ban Ki-moon

The Inauguration of CSR Week was held on 06/01/2019 with Prof. Haribaskar reading the prelude about the week themed “Sustainable Development Goals”. He explained the 2030 agenda of UN in sustainability development and how important it is for students to contribute towards the social development. This was followed by Rev. Dr. Augustine George, the Vice Principal addressing the gathering. In his address, he stated that social responsibility is the outcome of individual responsibility and a minor change will also result in real change. He also mentioned about the college being the Universal hub for United Nations sustainable development goals (UNSDG). The session was then handed over to the esteemed chief guest, Dr. Dinesh S Dave-Professor and Head of the department of computer information system, supply chain management, John Walker College-North Carolina, USA; Who presented various examples of steps taken by various industries and the students in USA towards the sustainability development goal, He made students realize that sustainability development and profit making in business can go hand in hand. Then the address was followed by our other Guests of honor Miss Sashmeeta Mulmi, Director- Strategies Engagement of International Justice Mission, and Mr Santhosh Abraham-Vice President of NASSCOM. Miss Sashmeeta shared her experience in various rescue missions she was part of in human trafficking and underage commercial sexual exploitation and how they were able to collaborate with government of Karnataka to ensure the end of human trafficking and also to provide decent working conditions for the victims. Mr. Santhosh Abraham presented a detailed power point on Company’s social responsibility with detailed financial figures and comparison of funds over past 5-6 years. He further explained and stressed how technology helps in the sustainability

development and to solve various social issues and concluded by encouraging the students to take full advantage of CSR week and the opportunities.

The 1st event was held on 7-1-2020 and it was Social revolution with 34 teams participating from various classes of BBA. The students identified a current social problem and came up with practical solution which enables them to think out of the box and contribute to society.

On 8-1-2020 Social entrepreneur and Poster making was held. The Social Entrepreneur event had about 20 team’s participating in the event. The student must identify and come up with business ideas that would cater to the needs of the society and support sustainable development goal and must be driven by profits.

The poster making event had the highest participation among all other events. In the event student had to present their views on a topic given on the spot correlated with sustainable development goal with a splash of colors, creativity and art in the limited time.

The Mime event was the start event of SR week and was held on 9-1-2020. The event allows the students to present various problems and solutions correlated to sustainability development in form of theatrical art where team consisting of 8-10 members performs.

On 10-1-2020 Short film screening event was held where 8 teams participated. The event gives an opportunity for students to screen the Social issues prevailing in the society through their lenses using their direction skills.

The SR week was a fruitful one by serving its objective of creating awareness among students about the sustainable development goals and students showed their enthusiasm by participating and learning throughout the week.



List of Resource Persons with details:

1. Judges - Prof. Stephen Deepak, School of Management, Kristu Jayanti College, Bangalore.
2. Judges – Manjunath S, Department of Management, Kristu Jayanti College, Bangalore.
3. Inauguration – Rev. Fr. Augustine George, Vice Principal, Kristu Jayanti College, Bangalore.
4. Mr. Paniraj Murthy, CEO & Logistics, NextStep Logistics Pvt Ltd.
5. Ms. Shobha Satish, Founder & Director, NextStep Logistics Pvt Ltd.

The department of management organised "Innovatio 2020", a business plan competition exclusively for the final year students on 24th January, 2020, 12.00 pm at Mini Audi I admin block. Innovatio was inaugurated by Mr. Paniraj Murthy, CEO & Logistics, NextStep Logistics Pvt Ltd. and Ms. Shobha Satish, Founder & Director, NextStep Logistics Pvt Ltd. Rev. Dr. Augustine George, Vice Principal, Kristu Jayanti College was present. The guest addressed and emphasized about passion being integral to an entrepreneur and successful business. The competition involves evaluating the students' entrepreneurial skills based on business plans prepared by them. For Innovatio, the 240 final year BBA students are divided into teams of 3 members and the competition had two levels, where students submitted their report on their business venture and the teams made their presentation in the second level put through a screening round. There were around 20 teams from the final year competing with each other and showcasing their talents in terms of business ventures. The competition aims at giving a practical understanding of making a business plan, stimulating creativity in the students for business ideas and encouraging a collaborative approach towards thinking about new business. Some of the business ideas presented were Bio Motors, Farmer Producer Organisation, Cycle flora, Westich.

Innovatio 2020 ended on a high note. The valedictory session began with the feedbacks from the participants. The presentations came to a close by 4:30 pm and the valedictory was conducted on the same day. The valedictory was graced with the presence of Prof. Surendranath Reddy, Head, Department of Management and the faculty coordinators of Innovatio 2020. The Head of the department along with the Judges felicitated the winners of Innovatio 2020. Innovatio 2020 has provided a platform for the budding entrepreneurs to showcase their ideas and gather opinions on the areas of improvement. On the whole, the knowledge acquired from Innovatio will prove to be really useful for the students in the years to come. They gained good exposure to various business aspects in spite of their project schedules. They thanked the department for constantly providing opportunities to excel. Innovatio 2019 served as an important platform for the budding entrepreneurs to develop on their venture ideas in a collaborative way.



SAVISHKAR 2020



Savishkar, a management exhibition held annually at Kristu Jayanti college(Autonomous), Bengaluru organised by the Department of Management, a grandeur platform for all the 1st year BBA students to showcase their management concepts and ideologies through hand crafted model both static model and working models . It is an exhibition held to give all the young management aspirants an opportunity to showcase their Innovative ideas and logical skills induced in their management concept.The exhibition was inaugurated by Ms. Arthi Sunil – Founder director Indriya Lifestyle Ventures as the Chief Guest along with Principal Rev. Fr. Josekutty PD of Kristu Jayanti College (Autonomous) Bengaluru. There were 35 Exhibits through which the chief guest experienced the varied innovative ideas of the students.



There were topics covered from all the aspects of innovative, futuristic, Pragmatic Concepts which have the potential to bring a herculean change in the society through solutions. There were exhibits such as Hydraulic Industrial Estate, Gyro buses in Airports, Innovative Waste Management Energy, Dust Management, Stock Exchange, Production Diversification of Cannabis, Service Sector, Education Sector, Mining Industry, Desalination Plant, Quilance, Supermarket, PK Courier Services, A 360 Efficace De Porteuse, Smart Gate and Airtaurent. Chief guest Made a appreciable Compliments on the efforts presented by the students and stated “ In creative and Incredible ideas, energetic Presentations. It was overwhelming comment which encouraged the student a lot. The exhibition was the grant success which imbibes the students with great Zeal and Experience.



PRODIGY 2020

Prodigy 2020 - National Level Inter Collegiate Management Fest has been the brain child of the Department of BBA since 2007. This year we organized the 14th edition of Prodigy with the theme “Armageddon”, which signifies the end of the World. This year’s fest centered on various management events, where each event created to put all the participants to the test. Each and every participant showcased their intelligence to think outside the box, which helped them to overcome the obstacles that stood in their way.

Prodigy 2020 was inaugurated by our Chief Guest, Ms.Arthi Sunil, Founder & Director-Indriya Lifestyle Ventures, Bangalore. She’s worked with ITC limited for over 24 years and her take on management is derived from experience. She gave her valuable guidance to the young minds on not compromise on few things in life like hard work, focus and skill development to be the best. Prodigy 2020 had two types of rounds in each event- Preliminary rounds and Qualifying rounds. The event winners are decided only on qualifying rounds; however qualifying rounds have bonus points which are considered for deciding overalls and runners- up. This fest incriminated the students’ management skills based on various events like :-

- 1.Lone Wolf - Best Manager
- 2.Designated Survivor - Human Resources
- 3.Margin call - Finance
- 4.Shark Tank - Marketing
- 5.Scarcity Optimization - Entrepreneurship development

The event had given lot of inputs to the participants, provided practical understanding of various management problems. It has served as an important platform for the young minds to mould their professional skills in an effective way. Prodigy 2020 featured 14 esteemed institutions from in and around Bangalore. The overall was won by Christ- Deemed to be University, Bangalore and the Runners- up was bagged by Presidency College, Bangalore.



MANAGEMENT DEVELOPMENT PROGRAMME VALUE CREATION THROUGH ENTREPRENEURSHIP

List of Resource Persons with details:

1. Inauguration & Technical session I: Mr. Raghu B Viswanath, Founder & Chief Vision Holder of Vertebrand
2. Technical session II : Ms. Sukriti, Manager- Investments at Lead Angels
3. Technical session III : Mr. Thaneshwar Singh, serial entrepreneur, and founder of Ientra Business Solutions Pvt Ltd.
4. Technical session IV: Mr. M R Gopinath, Co-Founder and CEO of Startup Basket
5. Technical session V: Mr. Sam Rajsekhar Youth counselor and senior Associate Leadership Foundation International USA.

The Management Development Programme organized by the Department of Management aims to create social revolutions, create innovative businesses and create value in all our activities. Who else but a person of high entrepreneurial spirit can be expected to take up these challenges and look closely at this institution of entrepreneurship; the challenges it faces and its ability to deliver value to our economy and society.

The programme was divided into five technical sessions. The sub themes selected for the sessions are as follows:

1. Innovation and creativity in information age Entrepreneurial eco systems in India
2. Changing profile and competencies of modern entrepreneur
3. Challenges and opportunities for start ups in India
4. Societal transformation through social entrepreneurship

The inaugural ceremony started at 9:30 PM with the honor of presence of our chief guest, Mr. Raghu B Vishwanath, -Founder & Chief Vision Holder of Vertebrand. The Prelude of the session was given by Dr.

Silbert Jose, Staff coordinator, MDP. The vice principal of the college, Rev. Dr. Augustine George addressed the gathering and spoke about the importance of entrepreneurship and how the department has done a great job with all the events and fests so far.

The first session followed, which was handled by Mr. Raghu B Viswanath who addressed the participants on “Innovation and Creativity in Information Age”. He spoke about the attributes an entrepreneur should possess

in order to become successful. He elaborated and explained the Neapolian war and discussed how the strategies adopted the Neapolian helped him win. He explained how the availability of required skills and workforce are sufficient and efficient enough to achieve the desired goal when managed well.



Inauguration and Session – I | Dignitaries lighting and inaugurating the MDP



Inauguration and Session – I | Mr. Raghu B Viswanath, Founder & Chief Vision Holder of Vertebrand Addressing the gathering

MANAGEMENT DEVELOPMENT PROGRAMME VALUE CREATION THROUGH ENTREPRENEURSHIP

The second session was taken over by Ms. Sukriti, Manager for Investments, Lead Angels. The topic for the session was “Entrepreneurial Eco – Systems in India. She spoke about the funding value chain and the drawbacks, how to find an investor and approach them. She also spoke about the problems faced in marketing and why it persists. She explained how the market size and the potential to grow can be enhanced. She said, “India is a price sensitive market”. She gave various live examples within the market in order to make the session more understandable for the audience.



Session – II | Ms Sukriti, Manager- Investments at Lead Angels Addressing the gathering



Session – II | Dr. Silbert Jose presenting a memento to Ms. Sukriti, Manager- Investments at Lead Angels

The third session facilitated by Mr. Thaneshwar Singh, Serial Entrepreneur and Founder, Lentra Business Solutions Pvt. Ltd. on the topic “Changing profile and competencies of modern entrepreneur”. He told the participants that upgrading oneself with the environment and adapting with the innovation is the key to face the changing profiles and competencies in order to become a successful modern entrepreneur. He emphasized on communicating the idea to the right person. The session was very informative and helped the participants to understand that its necessary to change oneself as per the need and demand of the hour.



Session – III | Mr. Mr. Thaneshwar Singh, serial entrepreneur, and founder of Lentra Business Solutions Pvt Ltd Addressing the gathering

MANAGEMENT DEVELOPMENT PROGRAMME VALUE CREATION THROUGH ENTREPRENEURSHIP

The fourth session was handled by Mr. M. R. Gopinath, Co – Founder and CEO, Start – up Basket on the topic “Challenges and Opportunities for Start-ups in India”. He shared his start-up experiences. He discussed about the challenges he faced and the opportunities which he got during the course of time. He told the students on how to attract investors, schemes offered by the government, start-up basket and its goals and emphasized on creating an monopoly in the market. He mentioned about the options of minimum financing like stock options, working with vendors and partnering with companies like Amazon, IBM, etc which provides credits for developmental activities.



Session – IV | Mr. M R Gopinath, Co-Founder and CEO of Startup Basket Addressing the gathering

The final session was handled by Mr. Sam Rajshekhar, Senior Associate, Leadership Foundations International-USA on the topic “Societal Transformation through Social Entrepreneurship” where he stressed on how a person needs to be a human in order to become a social entrepreneur. He emphasized on helping the poor rather than waiting someone else to do it and seek to empower the ones living on the streets. He told the students to keep the environment in mind and proceed ahead with their business.



Session – V | Mr. Sam Rajsekhar Youth counselor and senior Associate Leadership Foundation International USA. Addressing the gathering

CGMA TRAINING – Management Accounting

Objective:

Training on concepts of Management Accounting

A training was conducted for the students of IV BBA Section A. The training was conducted on 2nd & 3rd March 2020. The training was conducted by Prof. Krishna Gayathri. The chapters of Management Accounting were covered as a part of the training. The objective of the training was to orient the students on the concepts of Financial Strategy and to prepare them for taking up Organisation Case Study of CIMA. The training was covered across 2 days for the students. 28 students of IV BBA section A participated in the training.



Ms. Krishna Gayathri, ISDC Trainer with the students of IV BBA Section A for Management Accounting Training Session

INDUSTRY VISIT- VI Semester Students



VI BBA D Section Students visited Kolar Dairy Premises (KOMUL) at Kolar

A total of 210 Students from VI BBA Sec A, B, C and D were accompanied by Prof.C.Surendranath Reddy, Prof.Somasundaram, Dr Jisha V G, Prof. Vinod Joseph, Prof. Rupashree and Prof. Bijin Philip to all three scheduled industries (i.e) PUSHPAK PRODUCTS PVT LTD, KOMUL and CEREBRA GREEN on 04/03/2020 and 06/03/2020. The students had visited a total of three industries as a part of their curriculum.

Firstly, students had visited Pushpak Products Pvt Ltd which has been designing, manufacturing and delivering high-end precision products and services for the Aerospace, Defence, Automobile, Industrial and Institutional. They are partners to ISRO, for some of the successful ambitious Aerospace projects of the world. To name recent ones, GSAT-15, 16, 17 and Project PSLV-C37, that successfully launched 104 satellites in a single flight.

The second plant students visited was KOMUL which is Karnataka's Second highest Milk Producing District organization. It is a District level apex body of milk cooperatives in Karnataka, which aims to provide remunerative returns to the farmers by eliminating the middlemen and also serve the interest of consumers by providing quality Milk & milk products, which are good value for money. Presently Union has full pledged dairy at Kolar with an installed capacity of 2.0 LLPD, and three chilling centers at Chinthamani, Sadli, & Gowribidnur with 1.0 LLPD capacity each respectively. KOMUL started marketing of liquid milk in polythene sachets in entire Kolar

District and parts of Bangalore City since 1994. The area of operation is restricted to Kolar and Chikkaballapura Districts having 2919 villages of 11 revenue Taluks.

The third industry was Cerebra Integrated Technologies Limited which commenced its business in 1992, as a player in the Hardware Sector, before later expanding to provide software services, IT training, Consulting, and ultimately, offering Total IT Solutions comprising of LPO, BPO and KPO services. Cerebra have over 50,000 installations of PC's & Servers across the country, and the team has grown to more than 150 people today. Cerebra have persevered through times of hardship, and continue forward on its mission to be amongst the top IT Solutions Providers in the globe. Cerebra have set up one of the largest e-Waste facilities in India, with the aim of becoming a leading player in this business.



VI BBA A & C Section Students visited Cerebra Green at Narasapura Industrial Area



VI BBA C Section Students visited Pushpak Products Private Limited at Bidadi

GUEST LECTURE-“Global Emerging Leadership Program”

Objective:

To provide an overview of challenging oneself and to discover new ways of understanding yourself as a leader

Mr.Omar Karim briefed the students about the Global Emerging leadership program (GELP), which accepts 40 students across the globe to engage in dialogue and tools to best serve their aspirations and communities. Mr.Omar added that the leadership program is three weeks in length and is designed to build leaders with stronger resilience to overcome challenges and discover new opportunities. He also briefed the students about the significance of being a global leader and its benefits.

He elaborated on the registering procedures too for those students prospective of enrolling.

Session Outcome:

Students had a great experience with Dr.Omar, who provided lot of insight to the students for enhancing their leadership qualities and skills for a better career. Students was inspired by his speech and taken a lot of information from the speaker in order to bring changes in their skills and capability to become an effective leader in their career.



Prof.Ratheesh welcoming the Chief Guest Mr.Omar Karim and Mr.Joel Hampson for the International Guest Lecture



Mr.Omar Karim delivering the Guest lectures on Emerging Leadership Program

CGMA TRAINING – Project and Relationship Management

Objective:

Training on concepts of Project and Relationship Management

A training was conducted for the students of IV BBA Section A. The training was conducted on 2nd & 3rd March 2020. The training was conducted by Prof. Deepak Nair. The chapters of Project and Relationship Management were covered as a part of the training. The objective of the training was to orient the students on the concepts of Financial Strategy and to prepare them for taking up Organisation Case Study of CIMA. The training was covered across 2 days for the students. 28 students of IV BBA section A participated in the training.



Prof. Deepak Nair, ISDC Trainer with the students of IV BBA Section A for Project and Relationship Management Training Session

PROJECT WORK 2019 – 2020

Objective:

To provide the practical experience to the students about various management concepts learned through the research work carried out in the industry.

Activity:

The students were assigned the task of undergoing a brief Project / Field work by choosing an any industry and selecting a research topic in three different specializations like HR, Finance and Marketing as part of their curriculum in VI Semester. Each student was assigned a project guide for the better execution of the project report. Students had done a research and analyzed the problem in the company and done survey by using questionnaire, which is useful for them to apply theoretical concepts in practical way and given some recommendations and suggestions for better improvement of company and submitted the project report under the guidance of a guide from the department. The duration of the project work was 3 months spanning from December, 2019 to February, 2020. A viva voce was conducted on March 10, 2020, where external examiners had evaluated the students based on their project work done in the company.

Outcome:

The students were benefited from the project work by applying the theoretical aspects in the practical task and able to recommend few solutions for the development of company.

CGMA TRAINING – Risk Management

Objective:

Training on Risk Management CIMA examination

A training was conducted for the students of VI BBA Section A. The training was conducted in two parts: 24 – 27 Feb 2020 & 27 – 28 March 2020. The training was conducted by Prof. Archana Munoyat & Prof. Anjana Mothi. The chapters of Risk Management were covered as a part of the training. The objective of the training was to orient the students on the concepts of Risk Management and to prepare them for taking up CIMA examination paper. The training was covered across 5 days for the students. 36 students of VI BBA section A participated in the training.

Session	Date	Trainer
I	24 – 27 Feb 2020	Prof. Archana Munoyat
II	27 – 28 March 2020	Prof. Anjana Mothi

ONLINE FACULTY DEVELOPMENT PROGRAMME on DATA ANALYSIS USING SPREADSHEET

In the future, data analytics is expected to provide deeper insights of business and predictive analytics behavioral segmentation to derive information about the individuals and customer segments in an easy way. The Department of Management has realized the importance of real-time analysis of data using data analysis and enabling enterprises worldwide make quick and effective business decisions. Keeping this in mind, the FDP has been organized with the theme, Data Analysis using Spreadsheet. During the 4 days FDP, topics covered will include tools that will help in the transformation of data collected from sources into information and aid a business to make decisions using the knowledge. The software that will be used for the session is using MS Excel. The topics that will cover from basics to intermediate level. The session will cover the usage of formulas of logical, reference and statistical functionality. Sorting, filtering, pivot tables, pivot charts,

data analysis pack will be covered as a part of the online session.

The registration details and poster were circulated through social media platforms and emails. The session was conducted using Zoom as a platform. Data sets for the session were shared well in advance with the participants.

On Day 1, Prof. Surendranath Reddy, Head Department of Management delivered the welcome address. The online FDP was inaugurated by Rev. Dr. Fr. Augustine George, Vice Principal and delivered the presidential address.

On Day 4, a valediction session was conducted. Prof. Surendranath Reddy, Head Department of Management delivered the welcome address. Two participants shared their feedbacks. Rev. Fr. Josekutty PD delivered the presidential address and concluding remarks.

WEBINAR on CHALLENGES TO START-UPS IN POST COVID – 19 WORLD

Day 1: Session on “Investment Avenues in Post Covid Era”

A paradigm shift is a change in the way we understand, perceive and approach our world. The current Pandemic Covid 19 has largely affected many areas. A person with Positive mind can change any situation favorable to him. The session for day 1 was on ‘The Investment Avenues in post Covid Era’. We started the session with silent prayer. Prof.C.Surendranath Reddy, Head of the Department of Management, Kristu Jayanti College has delivered the welcome address. Dr. A. J. Excelce has introduced the resource person, Mr. Pandurang Patkar, Certified financial planner. Mr. Patkar is a Corporate Trainer, and an expert in Wealth Management. Sir is also a Stock Market Expert and Visiting Faculty for Management Colleges. Sir spoke about the scenario of financial market and discussed the diversified opportunities to invest.

Day 2: Session on “Adapt Your Marketing Strategies in Covid – 19”

The session was enclosed on “Adapt your marketing strategies in Covid – 19”. As Covid-19 will change the way businesses are run, and fundamentally alter management practices. It could significantly speed up the trend of moving from traditional static organizational structures towards dynamic team forms, with people working in flexible groups with shifting membership, often from different locations,

to address particular challenges. On this note, the resource person was today was Prof.C.Surendranath Reddy, Head of the Department of Management, Kristu Jayanti College. Prof. K. Opika read the profile of the speaker. The session explored the marketing strategies followed by different companies during Covid- 19. Sir, quoted examples of restaurants maintaining social distancing post lock down. Different apps like Dunzo, Med life and Myra started with home delivery within two hours. Post pandemic has opened various opportunities to do business. The session came to an end with vote of thanks.

Day 3: Session on “Prudent HR Measures during and post Covid – 19”

The title for day three session was “Prudent HR measures during and post Covid- 19”. The FDP commenced with a silent prayer. Prof. Shilpa Rao C shared insight about the pandemic crisis and the resource person, Prof. Stephan Deepak, Assistant Professor, School of Management, Kristu Jayanti College was introduced. Sir, shared his opinion about the industry 4.0. Also, talked about the processes adapted by companies for their strategic plan. The models are ready to implement however, there is a delay due to the current situation. The session ended with feedback and vote of thanks.

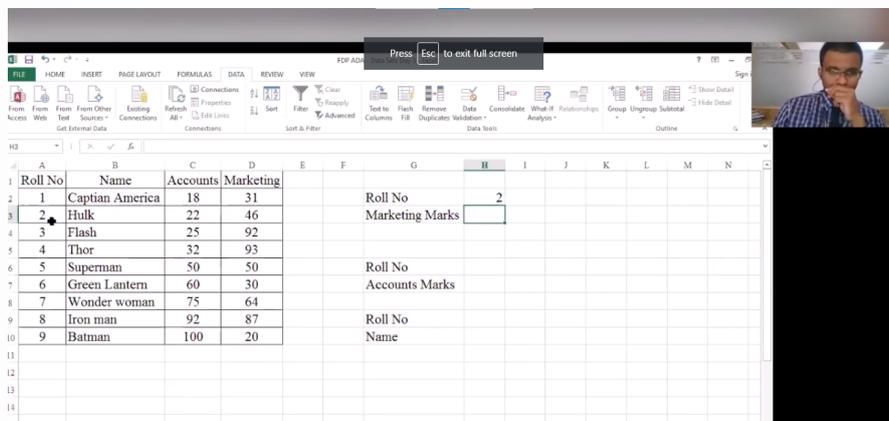
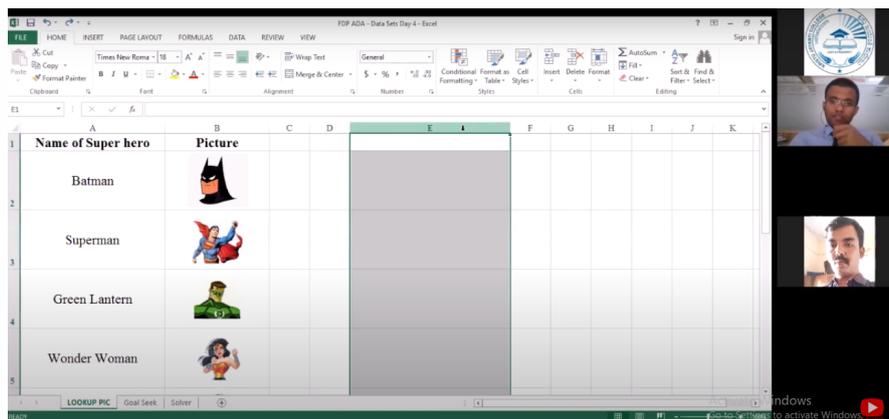
ONLINE FACULTY DEVELOPMENT PROGRAMME on ADVANCED DATA ANALYSIS USING SPREADSHEET

In the future, data analytics is expected to provide deeper insights of business and predictive analytics behavioral segmentation to derive information about the individuals and customer segments in an easy way. The Department of Management has realized the importance of real-time analysis of data using data analysis and enabling enterprises worldwide make quick and effective business decisions. Keeping this in mind, the FDP has been organized with the theme, Advanced Data Analysis using Spreadsheet. During the 4 days FDP, topics covered will include tools that will help in the transformation of data collected from sources into information and aid a business to make decisions using the knowledge. The software that will be used for the session is using MS Excel. The topics that will cover from basics to intermediate level.

The session will cover the usage of formulas of logical, reference and statistical functionality. Sorting, filtering, pivot tables, pivot charts, data analysis pack will be covered as a part of the online session.

The registration details and poster were circulated through social media platforms and emails. The session was conducted using Zoom as a platform. Data sets for the session were shared well in advance with the participants.

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ONLINE FACULTY DEVELOPMENT PROGRAM on POST COVID – 19: PARADIGM SHIFT IN BUSINESS



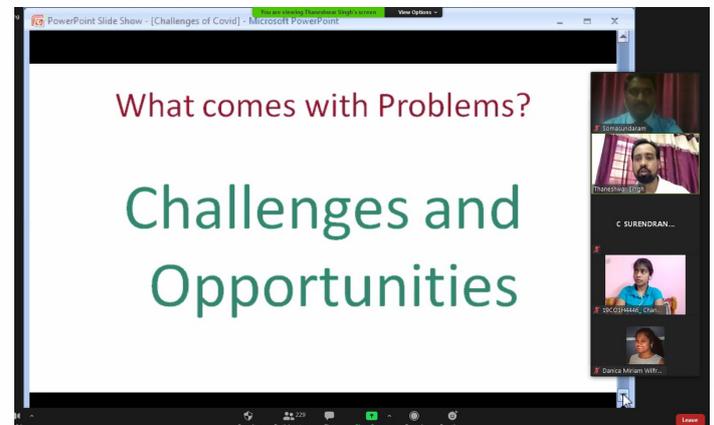
Inauguration of Students Webinar on “Challenges to Start – Ups in Post Covid – 19 World” by Rev.Dr.Augustine George, Vice Principal, Kristu Jayanti College, Bangalore.

The Department of Management had organized Online Webinar for students exclusively for BBA and B.Com on the topic “Challenges to Start-ups in Post Covid – 19 World” on 6th June 2020 from 11.00 am to 12.30 pm through zoom app. The webinar aims to discuss the various issues and challenges related to Start – ups in the post COVID – 19 world. This webinar is created to provide a learning experience for the young students and to utilize this opportunity to beat the complex environment and take the business to new levels. The Chief Guest and Resource Person for the day was Mr.Thaneshwar Singh, Founder MD, Ientra Business Solution Private Limited, Bangalore. The session was inaugurated by Rev.Dr.Augustine George, Vice – Principal, Kristu Jayanti College, Bangalore.

Chief Guest and Resource Person Mr.Thaneshwar Singh, Founder MD, Ientra Business Solution Private Limited, Bangalore addressed the gatherings by sharing his knowledge and experience to the students.

During the session Mr. Thaneshwar briefed about the challenges that each industry faces at this current pandemic situation and also gave his insight on how these challenges can be turned into opportunities for starting up the business. He also spoke about how to be adaptable and agile during this uncertain situation. He shared the details about the opportunities available in the post pandemic situation by comparing the old and new strategies followed by the different industries. A total of 303 students registered for the webinar through the registration link and out of that 271 students had participated in the webinar in effective manner. Students have shown lot of interest in this webinar based on the information shared by the resource person.

The participants were very interactive and towards the end of the session there was Q&A session followed by feedback by the participants.



Mr.Thaneshwar Singh, Founder MD, Ientra Business Solutions Pvt. Ltd. Bangalore was delivering a session on the challenges faced by the start - ups

WEBINAR on INDIVIDUAL SOCIAL RESPONSIBILITY IN COVID – 19 WORLD

The Department of Management had organized online webinar for students on the topic “Individual Social Responsibility in Covid – 19 World” on 27th June 2020 from 03.00 pm to 04.00 pm through zoom app. The webinar aims to discuss the various challenges one has to face in the COVID – 19 World. This webinar is organised to give insights for youth to rethink the roles and responsibilities in tackling covid virus. The Resource Person for the day was Mrs. Srilatha KS, Human Resource, ABB Global Industries & Services Pvt. Ltd. Bengaluru. The session was inaugurated by Rev.Dr.Augustine George, Principal, Kristu Jayanti College, Bengaluru.

Prof.C.Surendranath Reddy, Head, department of Management welcomed the gather Resource Person Mrs.Srilatha K S addressed the gatherings with gratitude for inviting her to interact with students. Madam emphasized on coping up with any situation by continuously skilling, reskilling and upskilling in changing environment.

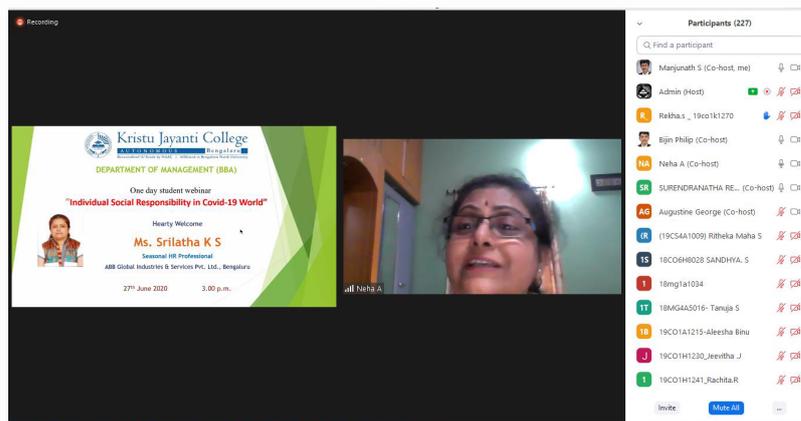
Reinventing the roles and responsibilities helps to adapt quickly to changing environment. Few realistic examples were shared which helped every participant to think how can they contribution to the society in this pandemic situation. Covid pandemic situation can only be solved only with teamwork, so individuals should join with government for eradication or slowing down infection. Madam shared how ABB global industries and services contributed to CSR and Covid situation. A total of 438 students registered for the webinar through the registration link and out of that 231 students had participated in the webinar in effective manner. Students have shown lot of interest in this webinar based on the information shared by the resource person. The participants were very interactive and towards the end of the session there was Q&A session followed by feedback by the participants.



Inauguration of Students Webinar on “Individual Social Responsibility in Covid – 19 World” by Rev.Dr.Augustine George, Principal, Kristu Jayanti College, Bangalore.



Prof.C.Surendranath Reddy, Head, Department of Management, Kristu jayanti College welcoming the gathering.



Mrs. Srilatha K S, HR, ABB Global Industries & Services Private Limited, Bengaluru addressing the gathering.

VALUE ADDED COURSE – CORPORATE SKILLS FOR EXECUTIVES 2020 –21 BATCH 1 (Section A, B & C)

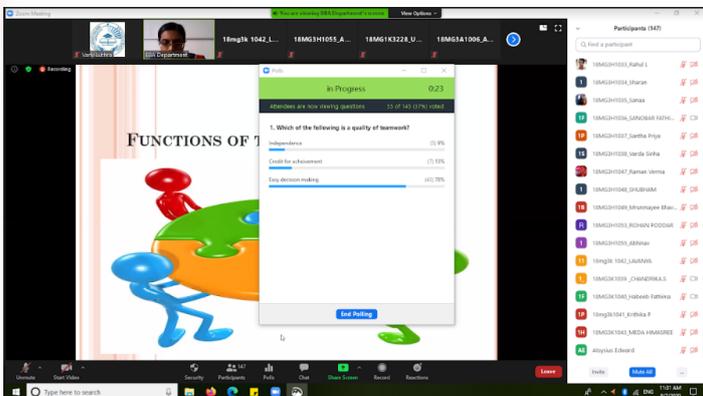
Department of Management (BBA) provided Corporate skills for executives Course to the BBA Students in order to enhance their skills required for working in an organization. This course was exclusively offered for the V BBA students and based on the total no. of students registered for courses; they are divided into two batches. All the sessions were handled by BBA faculty members and the class sessions were allotted based on the preferences given by them on the topic. In order to match with the current pandemic situation all the classes were held online through zoom application. Faculties used various methods during their classroom session for keeping the students engaged like polling session, video session, Skill development activities etc with enhanced better learning experience to students virtually. In some of the sessions students were also given a case and were asked to come out with solution pertaining to the problem. The entire course was scheduled from Monday to Friday between 09.30 am to 3.30 pm and all the teachers have taken the classes as per the schedule.

The students of Batch 1 had three sessions in a day and the classes were conducted through a common zoom id on all days as per schedule

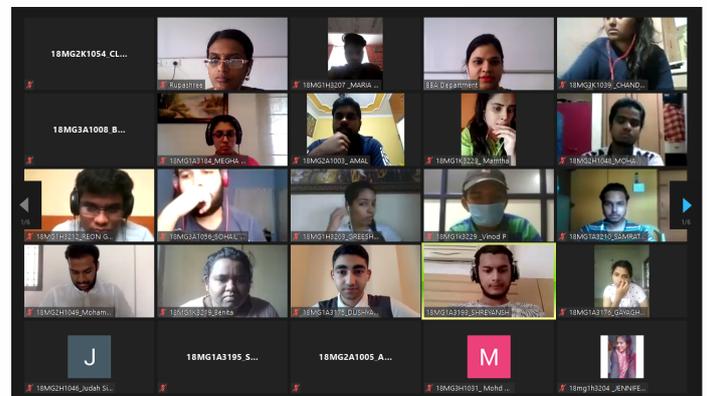
The evaluation process of Value Added Courses were done through KJC LMS by conducting online exam on 29.08.2020 which consists of 30 multiple choice questions for 40 minutes from 12 pm – 12.40 pm and it was evaluated through KJC LMS by the BBA faculty members.

Learning Outcome:

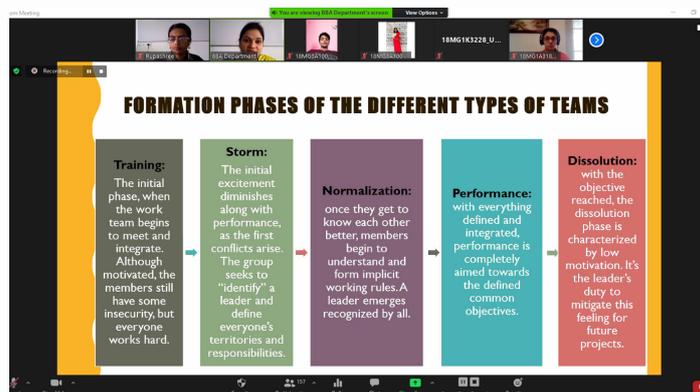
This Corporate Skills for Executives course will help the students to improve their Corporate skills and knowledge along with learning various Strategies to build a team work and to create an account in social media like LinkedIn which helps to create a networking and develop their career in the corporate world in a successful way.



Polling question in progress during the session



Students actively taking part in Skill Development Activity

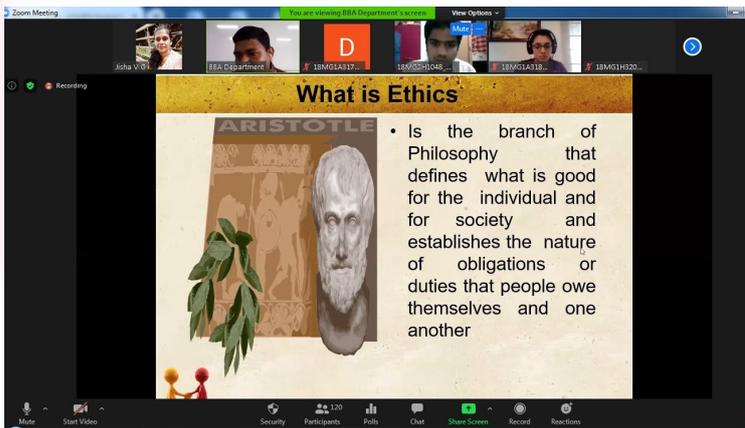


Content delivered by Faculty members

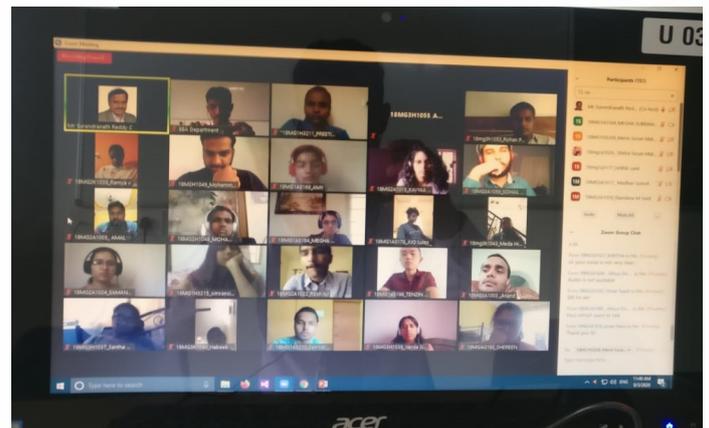
VALUE ADDED COURSE – CORPORATE SKILLS FOR EXECUTIVES 2020-21 BATCH 2

Department of Management (BBA) provided Corporate Skills for Executives course to the BBA Students in order to enhance their skills in Corporates. This course was exclusively offered for the V BBA (Batch 2) students these courses were handled by BBA faculty through Zoom Platform The Classes were allotted for each faculties based on their preference given on the topics. This Corporate Skills for Executive helps the students to apply the strategic skills to work in a group. It makes the students to improve their skills to negotiate in the corporate environment. It improves the students to create a network for the career growth. Different Case studies are given to the students and discussed in the classes. Additionally, the students were given Practical training to create different Social media account to create networking in the corporate world. Faculties used various methods during their classroom session for keeping the students engaged like polling session, video session, Skill development activities etc with enhanced better learning experience to students virtually. In some of the sessions students were also given a case and were asked to come out with solution pertaining to the problem This course was scheduled from Monday to Friday between 09.00am to 3.30 pm and all the teachers have taken the classes as per the schedule.

The students were divided into two batches and the sessions were conducted according to the schedule:



Content Delivered by the Faculty on Negotiation

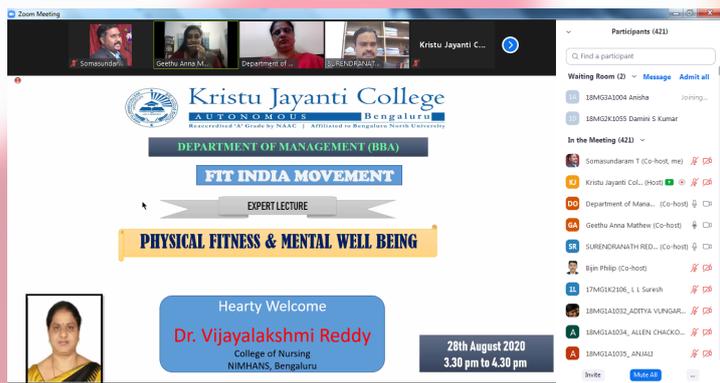


Content Delivered by the Faculty on Networking



Skill Development Activity

ONLINE EXPERT LECTURE on FIT INDIA MOVEMENT – PHYSICAL FITNESS & WELL BEING



Inauguration of Expert Lecture on Fit India Movement - “Physical Fitness & Mental Well-being” by Prof.C.Surendranath Reddy, Head, Department of Management, Kristu Jayanti College, Bangalore.

Fit India Movement is a nation-wide movement in India to encourage people to remain healthy and fit by including physical activities and sports in their daily lives. It was launched by Prime Minister of India Narendra Modi at Indira Gandhi Stadium in New Delhi on 29 August 2019. Fit India Movement is a nation-wide campaign that aims at encouraging people to include physical activities and sports in their everyday lives. 'Fit India Movement' aims to go beyond fitness. The motto of the Fit India Movement is to make Indians healthy and Fit. This movement encourages people to intake healthy food and lifestyle and to maintain physical and mental Fitness.

On promotion of Fit India Movement, Department of Management (BBA) organized Expert lecture on title “Physical Fitness & Mental Well-being” for second and third year BBA students in order to create awareness among the young minds to maintain healthy and prosperous life by including physical activities in routine lives. Expert lecture were inaugurated by Prof.C.Surendaranath Reddy, Head, Department of Management, Kristu Jayanti College and delivered the welcome address and given an overview of Fit India Movement and its importance

Dr.Geethu Anna Mathew has introduced the resource Dr.Vijayalakshmi Reddy, College of Nursing, NIMHANS, Bengaluru. She started the session with the famous quote “A Sound Mind in a Sound Body”, which is pertinent to the theme of ‘Fit India Movement’. She talks about various physical activities to be carried out in our daily lives in order to maintain our physical and mental health. She insisted various impacts on mental well-being through physical activity and narrated the problems faced by the youngster through irregular activities such as usage of mobile phone, consuming junk food, not carrying any physical activities, etc.

She informed the students about carrying various physical activities like any kinds of sports activities, yoga and meditation, other physical activities, etc. to reduce stress at the initial level and maintains good physical and mental health in their lives. She shared her research experience among the students about the importance of carrying physical activities and doing yoga gives a very good physical fitness and mental well-being for our healthy lives for life-long. Finally, she given valuable tips to the students regarding maintaining of both physical and mental health based on the questions asked by the students.



Dr.Vijayalakshmi Reddy, College of Nursing, NIMHANS, Bangalore was delivering a session on Physical Fitness & Mental Well-being



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India Today - MDRA survey 2019

Kristu Jayanti School of Management

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Kristu Jayanti College of Law

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(5 year Integrated Programme)

Kristu Jayanti College (Arts, Commerce & Science)

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 M.Sc. Psychology
 M.Sc. Counselling Psychology
 MA English Literature
 MA Journalism & Mass Communication
 BA Journalism, Psychology, Computer Science
 BA Journalism, Political Science, English Literature
 BA Journalism, Psychology, English Literature
 BA History, Economics, Political Science
 BA History, Tourism, Journalism
 BA Journalism, Economics, English Literature
 BA Economics, Political Science, Sociology
 BA English (Honours)
 BA Performing Arts, Psychology, English Literature
 B.Sc. Visual Communication
 Research Centre - Social Work, Psychology

FACULTY OF COMMERCE & MANAGEMENT

M.Com. Master of Commerce
 M.Com. Financial Analysis (FA)
 M.Com. FA CGMA Integrated
 MA Economics
 BBA Bachelor of Business Administration
 BBA CGMA Integrated
 BBA Business Analytics
 BBA Aviation Management
 B.Com. Bachelor of Commerce
 B.Com. ACCA Integrated
 B.Com. Integrated with CMA
 B.Com. Professional
 B.Com. Tourism
 B.Com. Business Analytics
 B.Com. Honours
 B.Com. Logistics & Supply Chain Management
1 Year PG Diploma for Working Executives
 (Marketing Management | H R Management
 Business Administration)
 Research Centre - Commerce

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 M.Sc. Microbiology
 M.Sc. Biochemistry
 BCA Bachelor of Computer Applications
 BCA Analytics
 B.Sc. Computer Science, Mathematics, Electronics
 B.Sc. Computer Science, Mathematics, Statistics
 B.Sc. Biotechnology, Biochemistry, Genetics
 B.Sc. Botany, Biotechnology, Biochemistry
 B.Sc. (Honors) Forensic Science
 B.Sc. Microbiology, Biochemistry, Genetics
 B.Sc. Physics, Mathematics, Computer Science
 B.Sc. Physics, Mathematics, Electronics
 B.Sc. Mathematics, Statistics, Economics
 Research Centre - Biotechnology



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Refer to the college website for information on counselling/interview schedule

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