



KRISTU JAYANTI (DEEMED TO BE UNIVERSITY)

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DEPARTMENT OF MANAGEMENT

KRISTU JAYANTI DEEMED TO BE UNIVERSITY

Spotlight

Soil and success

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Kristu Jayanti (Deemed to be University)

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FROM THE VICE CHANCELLOR'S DESK



It gives me immense pleasure to extend my warm greetings to the Department of Management, School of Business and Management, on the release of the biannual newsletter “Spotlight.” As the first issue of this academic year, this publication stands as a reflection of the department’s unwavering commitment to academic excellence, innovation, and holistic development. It is heartening to witness the vibrant initiatives, academic engagements, and achievements of both students and faculty being showcased through this platform.

This edition of “Spotlight” holds special significance as it is published in the year when Kristu Jayanti has proudly transitioned from an Autonomous College to a Deemed to be University. This milestone is a testament to our collective vision, perseverance, and dedication to fostering quality education and research. As a Deemed to be University, we embrace greater responsibility to enhance our academic standards, global collaborations, and institutional impact, while continuing to nurture ethical leadership and service-oriented values.

I commend the Department of Management for its initiative in documenting the diverse activities, accomplishments, and future aspirations of the department. I am confident that this newsletter will inspire students, faculty members, alumni, and stakeholders to continue striving for excellence. May “Spotlight” continue to illuminate the remarkable journey of the department and serve as a source of pride for the Kristu Jayanti family

With best wishes

Fr. Dr. Augustine George

Vice chancellor

Kristu Jayanti Deemed to be University

FROM THE REGISTRAR'S DESK



It gives me immense pleasure to extend my warm greetings to the faculty, students, alumni, and well-wishers of the Department of Management as we present the November 2025 edition of the biannual newsletter, Spotlight. This publication stands as a testament to the department's continuous commitment to excellence, innovation, and holistic education.

The Department of Management has consistently upheld the ethos of Kristu Jayanti University by nurturing responsible leaders equipped with competence, compassion, and character. Over the past semester, the department has demonstrated remarkable progress through academic advancements, impactful research initiatives, industry collaborations, and vibrant student-driven activities. I am delighted to witness the proactive engagement of students and faculty in contributing to an enriching learning ecosystem.

I wish to place on record my heartfelt appreciation for the unwavering dedication of the faculty members who continue to inspire young minds with their academic rigor and mentorship. Your efforts in fostering an environment of intellectual curiosity and professional growth are truly commendable. I also congratulate our students for their achievements in academics, internships, research presentations, and co-curricular ventures. Your energy, creativity, and enthusiasm bring life to the institution.

I extend my best wishes to the editorial team of Spotlight for their dedication in documenting the department's milestones and bringing forth inspiring stories and insights. May this edition motivate every reader and continue to highlight the vibrant culture of learning and achievement within the department.

Wishing the Department of Management continued success in all its academic endeavours.

Dr. Aloysius Edward J.
Registrar, Kristu Jayanti (Deemed to be University)

FROM THE DEAN'S DESK



It is my pleasure to present the latest edition of "Spotlight," our biannual newsletter crafted to capture the energy, creativity, and dedication that define our academic community. Over the past months, our students and faculty have engaged in a remarkable array of events from workshops and insightful paper presentations to spirited fests and thought-provoking conferences. Cultivating innovation at Virtuoso and Acumen, or embracing community at Samvedan and Social Responsibility Week, our collective journey reflects a commitment to excellence both inside and outside the classroom.

Each initiative covered in this newsletter, be it the intellectual rigor of Anveshan, the collaborative spirit of the exhibition, the management fest, the global engagement at our International Conference, or the analytical edge in our quiz competitions, showcases the vibrant learning environment we strive to create. Our commitment to social impact continues to expand, exemplified by exhibitions and workshops that challenge perspectives and nurture new skills.

I commend all participants, organizers, and faculty mentors whose efforts have brought these initiatives to life. Together, we are fostering a culture where inquiry, leadership, and compassion continue to thrive. As you turn the pages of "Spotlight" I invite you to reflect on our shared accomplishments and look forward to the opportunities ahead.

Best wishes

Dr. C. Surendhranatha Reddy

Dean, School of Business and Management

FROM THE HOD'S DESK



At the heart of this evolving narrative stands Kristu Jayanti Deemed to be University, a symbol of vision, perseverance, and academic excellence. From its modest beginnings in 1999 with just 9 students, the institution has grown steadily to become a dynamic learning environment of over 16,000 students. The achievement of autonomous status in 2013 and the conferring of deemed-to-be-university status in 2025 are milestones that reflect our collective commitment to quality education, innovation, and inclusive growth.

The Department of Management, established in 2001, has played a pivotal role in this remarkable journey. Over the years, the Department of Management has expanded both in size and scope, offering a diverse and contemporary range of undergraduate management programs. The wide array of academic and co-curricular events organized throughout the year—from management fests to guest lectures, workshops, and competitions, provide our students with the platform to refine their skills, broaden their perspectives, and discover their potential.

As we present this edition of “Spotlight” the biannual newsletter of the Department of Management, we celebrate not only our achievements but also our aspirations for the future. A special note of appreciation goes to the editorial team and all contributors whose dedication, creativity, and effort have made this publication possible. Your work ensures that “Spotlight” continues to reflect the vibrant spirit of our department and serves as a source of inspiration for all. May this newsletter continue to connect us, motivate us, and remind us of what we can accomplish when we move forward with passion, purpose, and unity.

Best wishes

Prof. Suku Thomas Samuel

Head, Department of Management

FROM THE EDITOR'S DESK



With a heart full of gratitude and joy, we present yet another edition of “Spotlight,” the cherished publication of the Department of Management. This newsletter has grown over the years into a meaningful platform that captures the spirit, dedication, and creativity of our academic community. Each edition reflects the collective efforts of students and faculty and serves as a reminder of the vibrant culture that defines our department.

This issue is a result of sincere teamwork and heartfelt commitment. Special appreciation goes to the student editorial team for their hard work, innovation, and passion in bringing this edition to life. Their ability to balance academic responsibilities while working tirelessly on this newsletter is truly commendable. Sincere thanks are also extended to the faculty members, senior mentors, and the leadership of the department and institution for their constant encouragement, guidance, and support throughout this journey.

Spotlight continues to be more than a compilation of events—it is a celebration of shared achievements, learning experiences, and the values that unite us as a department. May this edition inspire, connect, and reflect the pride we take in being part of this academic family.

Warm regards,
Dr. Jaspreet Kaur
Editor, Spotlight

Editorial Team



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23BBAA22



Shaik Asad Sheriff
23BBAA50



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25BBAB44

ALUMNI INTERACTION

On Careers in Finance

The Department of Management organised an Alumni Interaction Session on 1st March, 2025 to help students make informed decisions about their elective subjects. The session aimed to bridge the gap between academic choices and real-world applications by bringing together successful alumni to share their experiences and career insights.

The session featured esteemed alumni from various domains who shared their personal experiences, career journeys, and the impact of their elective choices. They discussed how certain subjects equipped them with relevant skills and knowledge, making them better prepared for professional challenges. Students had the opportunity to ask questions, seek advice, and gain practical insights into different career domains.

The session aimed to help students understand how elective choices impact career paths, gain industry insights from alumni, align academic interests with professional goals, and engage in interactive mentorship and guidance.

The interaction proved to be an enlightening experience for students, helping them gain clarity and confidence in selecting electives that align with their aspirations. The alumni's guidance and real-world perspectives emphasized the importance of strategic subject selection and continuous skill development. The session successfully fostered a spirit of mentorship and lifelong learning, strengthening the bond between the college and its alumni community.



Kristu Jayanti College
AUTONOMOUS Bengaluru
Re-accredited A++ Grade by NAAC | Affiliated to Bangalore North University

Kristu Jayanti Alumni Association
Organises

**Alumni Interaction on
Careers in Finance**
for students of
BBA IV Semester

Hearty Welcome

Resource Person



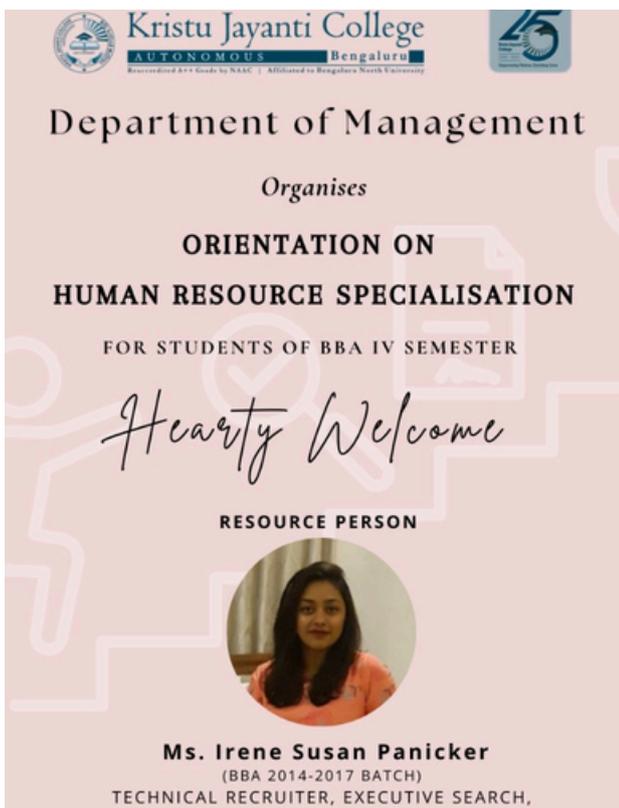
Mr. Daniel George Jeji
(BBA 2019 - 2022 Batch)



ELECTIVE SPECIALISATION INTERACTION

The Department of Management organised an Elective Specialisation Interaction with Experts on 1st March 2025 to help students make informed decisions about their elective subjects. The session aimed to bridge the gap between academic choices and real-world applications by bringing together successful experts to share their experiences and career insights.

The session featured experts from various domains who shared their personal experiences, career journeys, and the impact of their elective choices. They discussed how certain subjects equipped them with relevant skills and knowledge, making them better prepared for professional challenges. Students had the opportunity to ask questions, seek advice, and gain practical insights into different career domains.



The interaction proved to be an enlightening experience for students, helping them gain clarity and confidence in selecting electives that align with their aspirations. The Expert guidance and real-world perspectives emphasized the importance of strategic subject selection and continuous skill development. The session successfully fostered a spirit of mentorship and lifelong learning, strengthening the bond between the college and its alumni community.

NAVIGATING CAREER PATH

ORIENTATION ON SPECIALIZATION AND PLACEMENT



On March 3, 2025, Department of Management conducted an expert lecture titled “Navigating Career Paths: Orientation on Specialization and Placements” for fourth-semester BBA students. The session was designed to assist students in making well-informed decisions about their future career paths and elective choices.

The interactive session featured Mr. Sen Mathews, Director at CECR, who shared valuable insights into emerging industry trends and diverse career opportunities. Drawing from his extensive experience, he offered practical advice on the essential skills, relevant certifications, and current market dynamics that students should consider when selecting their specializations.

The primary objective of the event was to provide a clear understanding of the scope and significance of specializations in Finance, Marketing, and Human Resources, and how these areas align with various roles in the corporate sector.

The session concluded with a lively Q&A segment, where students had the opportunity to address their questions and receive personalized guidance from an expert.

VALUE ADDED COURSE

SDGS AND SUSTAINABLE BUSINESS PRACTICES



The Department of BBA successfully conducted a 30-hour value-added course on "SDGs and Sustainable Business Practices" for III Semester BBA students from July 08 to July 10, 2025. A total of 401 students benefited from this programme, which was designed to build awareness and competency in integrating sustainability and the United Nations Sustainable Development Goals (SDGs) into business decision-making.

The course commenced with a comprehensive introduction to sustainable development, emphasizing the origin, scope, and relevance of the 17 SDGs. Students gained insights into the differences between traditional and sustainability-driven business models, and the growing importance of environmental, social, and economic responsibility in the business world.

Key topics covered included green innovation, sustainable product development, and responsible consumption. Students were guided through the process of developing SDG-aligned business models, conducting feasibility studies, and preparing sustainability-focused business plans.

The programme also introduced students to various government initiatives such as Start-up India, Make in India, and Start-up Karnataka, alongside institutional support systems that promote sustainable entrepreneurship. Discussions included policies and ecosystems that support the ease of doing sustainable business in India.

The course concluded on a high note with positive feedback from participants, who expressed a deeper understanding of sustainable business strategies and a renewed commitment to responsible business practices.



The Department of Management, in collaboration with the Centre for Life Skill Education and Training successfully conducted the Life Skill Education Training Programme from 23rd to 25th July, 2025. This 12-hour intensive training was exclusively organised for first-year BBA students to foster essential life skills crucial for personal and professional development. A total of 460 students actively participated in this value-added initiative.

The programme was thoughtfully designed around the ten essential life skills recommended by the World Health Organization (WHO). It adopted an experiential learning approach, replacing conventional lecture methods with interactive tools such as group discussions, role plays, storytelling, and real-life case examples. This dynamic and student-centric methodology created an engaging learning atmosphere, encouraging self-expression and emotional awareness.

Developed strong interpersonal and analytical abilities, including effective communication, teamwork, and problem-solving, along with improved decision-making, stress management, time management, adaptability, emotional intelligence, critical thinking, and self-leadership.

By focusing on real-world relevance, the training equipped students not only with knowledge but also with practical life skills that are vital for navigating academic, social, and future workplace challenges. The sessions promoted self-discipline, resilience, respect for others, and a strong sense of responsibility—key traits for holistic personality development.

TREASURE HUNT: “TAKESHI'S CASTLE”

A BUSINESS LEARNING ADVENTURE



The Department of Management, conducted a Business “Treasure Hunt: Takeshi’s Castle” at 10:00 AM on 2nd August, 2025 for III BBA A section at H101. “Takeshi’s Castle: Business Treasure Hunt was a group activity organised by the students to enhance decision-making, teamwork, leadership, and communication skills through a fun and practical approach. The class was divided into five teams, and each team advanced by solving business-related riddles and clues based on designated locations across the college campus. The activity proved to be highly successful, as it demonstrated the participants’ teamwork, effort, and decision-making abilities. It also fostered a strong sense of team spirit and showcased the leadership skills of the students. The event benefited 65 students.

VIRTUOSO

A MANAGEMENT WORKSHOP



The Department of Management of Kristu Jayanti (Deemed to be) University organised Virtuoso – The Origins 101, a management workshop exclusively designed for BBA I Semester students on 8th August 2025. The event aimed to offer an engaging platform for young management aspirants to explore the fundamentals of business and management through interactive sessions and activities. The event aimed to provide an engaging platform for young management aspirants to gain insights into the fundamentals of business and management through interactive sessions and activities. The inaugural ceremony was held at M1 Auditorium, 1st Floor, Main Block. The Presidential Address was delivered by Fr. Dr. Marialal Joseph, Director of Research & Development. The Inaugural Address was given by the Chief Guest, Mr. M. Vishwanathan, Senior Quality Professional at Novo Nordisk, who shared his industry expertise and inspired the participants to develop core management skills. The workshop marked the beginning of the students' journey into the world of management and aimed to nurture their talents, leadership abilities, and professional competencies from the very first semester. The workshop featured six event —EDP: Founder's Arena, Marketing: Operation Buzz, Best Manager: Master Mind, Finance: The Ledger Leak, and HR: The Control Room—which were structured to test participants' knowledge, problem-solving skills, creativity, and teamwork, while offering them an opportunity to apply theoretical concepts in simulated business scenarios.

ANTI - RAGGING WEEK

PROMOTING A SAFE AND RESPECTFUL CAMPUS CULTURE



The Department of Management organised Anti-Ragging Week from 13th to 18th August 2025 with a series of activities aimed at spreading awareness and promoting a safe, respectful campus culture. The programme ensured active participation from all three years of the BBA course across every section. For the first years, a Digital Poster Making Competition was conducted, where students expressed their views creatively through visuals and slogans against ragging. The second years presented classroom sessions, highlighting the consequences of ragging, the importance of empathy, and the need for a supportive peer environment. Meanwhile, the third years took part in an interactive quiz competition, testing their knowledge on anti-ragging laws, UGC guidelines, and student safety measures. These activities encouraged students to reflect on their role in building a safe campus and to be more responsible towards their peers. The week also served as a reminder of the institution's strong stance against ragging and its continuous efforts to uphold student welfare. Overall, the initiative successfully combined creativity, awareness, and responsibility, reinforcing the message that ragging has no place in our institution. By the end of the week, students pledged to carry forward these values and contribute to a culture of harmony, dignity, and respect.

ACUMEN: THE SUCCESSION

AN INTRA-DEPARTMENTAL MANAGEMENT FEST



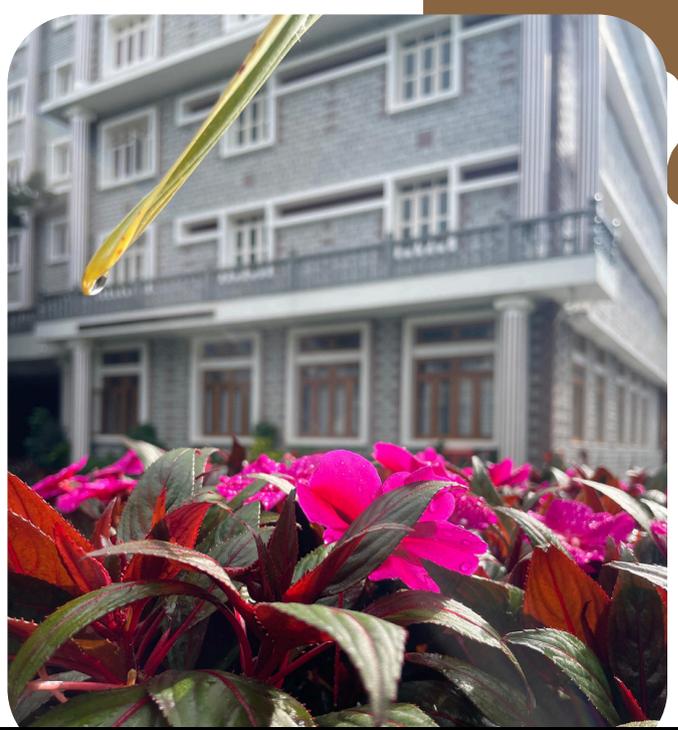
The Department of Management at Kristu Jayanti (Deemed to be University) organised “Acumen – The Succession”, an Intra-Departmental Management Fest, on 20th August 2025, providing a dynamic platform for I & III Semester BBA students to showcase their managerial skills and innovative thinking. The event commenced with an inspiring inaugural address by Mr. Thejus K Vincent, Deputy Manager, Marketing, Malayala Manorama Ltd, who emphasized the importance of innovation in product development as a vital tool for identifying and fulfilling consumer needs in today’s competitive market. The Presidential Address was delivered by Rev. Fr. Jais V Thomas, Chief Financial Officer, who encouraged students to seize such opportunities to strengthen their leadership and decision-making abilities. A total of 530 students actively participated in diverse competitions including Marketing, Human Resource, Finance, Entrepreneurship, Best Manager, and Pressure Pitch, each designed to assess strategic, analytical, and creative competencies. The fest fostered a spirit of collaboration, experiential learning, and healthy competition, while serving as a platform for knowledge exchange. The event concluded with a note of appreciation to all participants and organizers for their significant contribution in making Acumen 2025 a remarkable success.



COMEBACK PITCH

THE ART OF BUSINESS REVIVAL

The Department of Management, Kristu Jayanti Deemed to be University, organised a "Comeback Pitch" session for III BBA A section on 30th August 2025 . The session aimed to enhance students' decision-making, teamwork, leadership, and communication skills through an engaging and practical approach. The class was divided into eight teams, each taking on the role of business consultants. Their task was to analyze a failed company, identify the reasons behind its downfall, and develop innovative strategies to revive it. The activity proved to be a resounding success, with students demonstrating remarkable collaboration, critical thinking, and problem-solving skills, all while enjoying the challenge of breathing new life into struggling brands. The event benefited 65 students.



THE TIMES OF INDIA ON CAMPUS

LEADER'S ON CAMPUS LECTURE SERIES



The Department of Management and Department of Professional Management Studies under the School of Business and Management, Kristu Jayanti (Deemed to be University), in association with The Times of India in Campus (TOIC), organised a Leaders on Campus Lecture Series on the theme “Building a Successful AI Business” for first-semester students on 12th September 2025. The initiative aimed to provide deep insights into the emerging role of Artificial Intelligence in modern enterprises and comprised two key events – a Special Lecture and a Panel Discussion.

The session began with a presidential address by Fr. Dr. Lijo P. Thomas, Pro Vice Chancellor, who emphasized the transformative power of AI and the need to prepare future managers for technological innovation. The keynote lecture was delivered by Mr. Saurabh Chandra, CEO of Ati Motors, Bengaluru, who discussed how AI is revolutionizing industries, highlighting the challenges, opportunities, and ethical dimensions of building an AI business.

A Panel Discussion followed, featuring Mr. Saurabh Chandra and Dr. Aloysius Edward J., Registrar In-charge, which deepened the discourse through interactive exchanges. The discussion blended industry and academic perspectives, emphasizing real-world AI applications, scalability, and the role of universities in fostering responsible innovation. The event successfully created an engaging platform that showcased how technology and management converge to shape future-ready leaders.

HIDDEN MARKET CHALLENGE

CONNECTING THEORY WITH PRACTICE

The Department of Management, Kristu Jayanti Deemed to be University conducted a Hidden Market Challenging on 12th September, 2025 for III BBA A section. Hidden Market Challenge aimed to bridge classroom learning with practical application by exposing students to dynamic business situations that required quick thinking, analytical reasoning, and strategic planning. To execute the challenge, the class was divided into teams, each representing a business entity navigating a competitive market. Students were presented with unexpected real-time scenarios such as sudden market disruptions, shifts in consumer preferences, supply chain breakdowns, or financial constraints. Each team was tasked with analyzing the situation, identifying key problems, and formulating innovative strategies to sustain and grow their businesses in a challenging environment. Presenters defended their decisions through structured presentations before peers and faculty.



INTERNATIONAL CONFERENCE ON AI HORIZONS 2025: REDEFINING GLOBAL BUSINESS PARADIGMS FOR A SUSTAINABLE FUTURE



The Department of Management, Kristu Jayanti (Deemed to be University), Bengaluru, in association with Massey Business School, Massey University, New Zealand, successfully hosted a Two-Day International Conference on “AI Horizons 2025: Redefining Global Business Paradigms for a Sustainable Future” on 16th and 17th September 2025. The event brought together academicians, industry leaders, innovators, and researchers to deliberate on the transformative impact of Artificial Intelligence (AI) on global business practices.

The conference commenced with an inaugural address by Mr. Clive Michael Vanuerle, Whole-time Director, OSB India, who emphasized the need for adaptive governance frameworks blending AI insights with human intuition while upholding ethics, inclusivity, and resilience. Keynote Session I was delivered by Mr. Anil Maryala, Senior Manager, Dell Technologies, on “Purpose-Driven Innovation in Leading Ethical AI Start-ups for Global Impact,” highlighting the role of start-ups in embedding transparency, fairness, and accountability in AI innovations. Keynote Session II, by Dr. Jeffrey Stangl, Associate Dean, Massey Business School, New Zealand, explored “The Predictive Economy: AI Analytics Driving the Fintech Frontier,” emphasizing AI’s transformative role in financial markets, consumer behavior, and digital trust.

On the second day, Dr. Senthil S, Dean, Dayananda Sagar University, delivered Keynote Session III on “Humans and Machines Reshaping the Future of Work,” underlining the importance of lifelong learning and adaptability in the AI era. Dr. Srinivasan, Director, Galileo Global Education, presented Keynote Session IV on “AI-Driven Corporate Responsibility,” urging organizations to integrate ethical frameworks and CSR to promote sustainability and social equity. The conference concluded with a valedictory address by Mr. Rahul Arora, Assistant Vice President, Times of India, Bengaluru, who envisioned harmonizing technological advancement with ecological responsibility and human-centric development.

The two-day deliberations redefined leadership and governance in the AI era, underscored responsible innovation, explored AI’s inclusive potential in fintech, and advocated for ethical AI integration. Participants gained valuable insights into the ethical, social, and economic dimensions of AI, reinforcing India’s preparedness—in association with New Zealand—to lead responsibly in the AI revolution while keeping sustainability and human values at its core.



ANVESHAN

INTRA- UNIVERSITY STUDENT PAPER PRESENTATION COMPETITION

The School of Business and Management, Department of Management, Kristu Jayanti University, organized ANVESHAN 2025 – Intra-University Student Paper Presentation Competition on the theme “The Business Renaissance through Technology, Transformation, and Talent.”

The event aimed to foster a spirit of research, innovation, and critical thinking among undergraduate students in Commerce and Management disciplines. The competition sought to encourage students to engage in academic research, enhance their analytical and writing skills, and provide a platform for presenting innovative ideas on business and management trends. It also promoted interdisciplinary learning, collaboration, and nurtured leadership qualities among students to help them address real-world business challenges.

The inauguration featured a Presidential Address by Rev. Fr. Dr. Marialal Joseph, Director of Research & Development, and an Inaugural Address by Mr. Arvind Tewari, AVP Sales & Marketing, Saraf Hotel Enterprises. Both dignitaries inspired participants with insights on research, leadership, and transformation in the business world.

The competition successfully achieved its outcomes by improving participants’ research, writing, and presentation skills, enhancing their awareness of emerging business and technological trends, and providing constructive feedback from expert jury members. It further promoted confidence, critical thinking, and problem-solving abilities while fostering a vibrant research culture within the university, aligning with the vision of academic excellence and innovation



UNESCO WORLD LEADER'S DAY

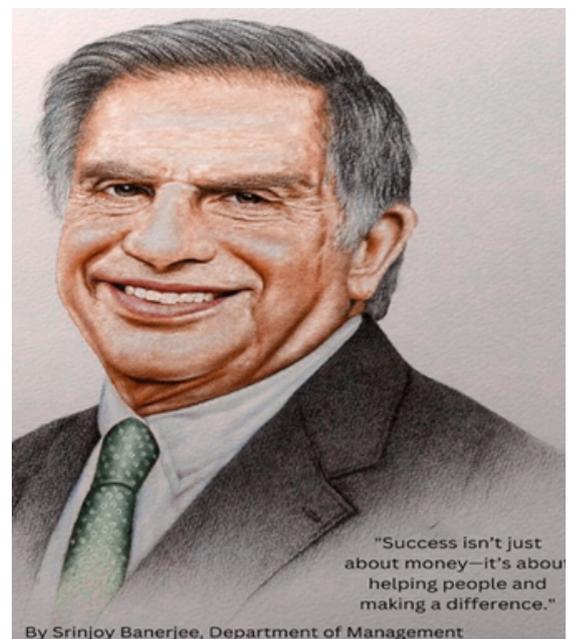
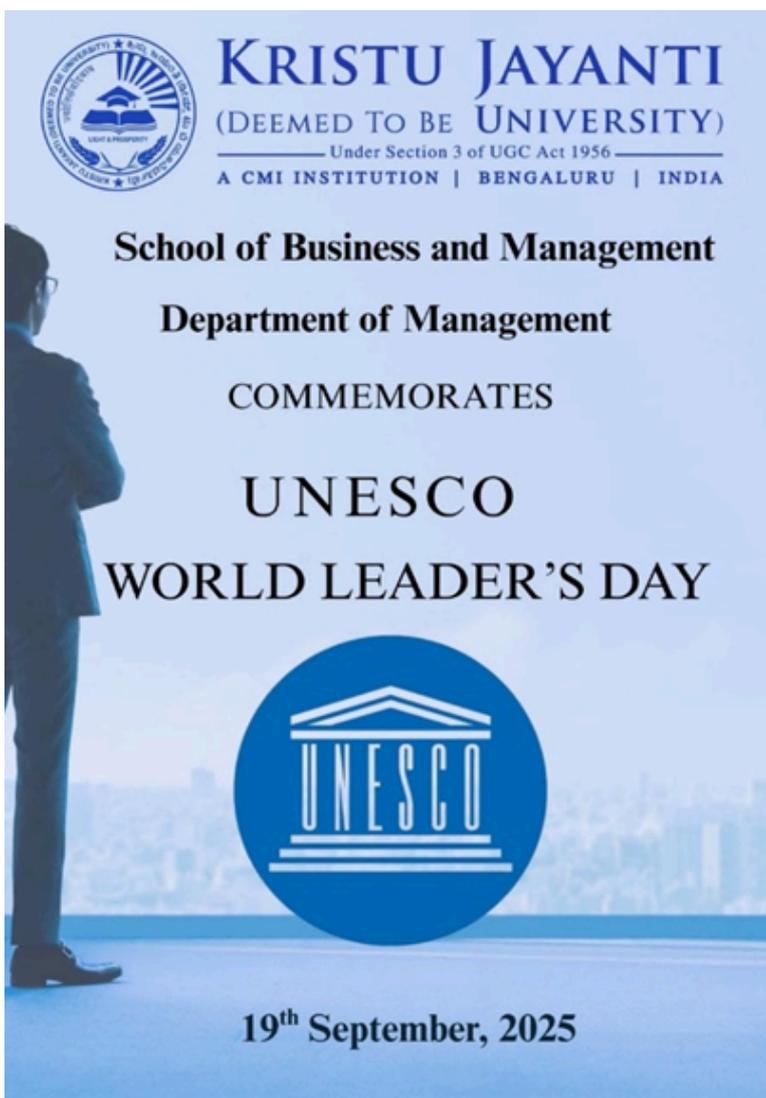
LEADERSHIP FOR A BETTER TOMORROW

The Department of Management organized a Poster Creation Activity on the occasion of UNESCO World Leaders' Day on 19.09.2025 to commemorate the importance of visionary and responsible leadership in shaping society.

Students of Ist, IInd, IIIrd year BBA enthusiastically participated in creating posters on the theme "Leadership for a Better Tomorrow." Each poster highlighted qualities of world leaders such as integrity, courage, empathy, and innovation. Along with the posters, students also designed unique taglines that captured their understanding of true leadership values.

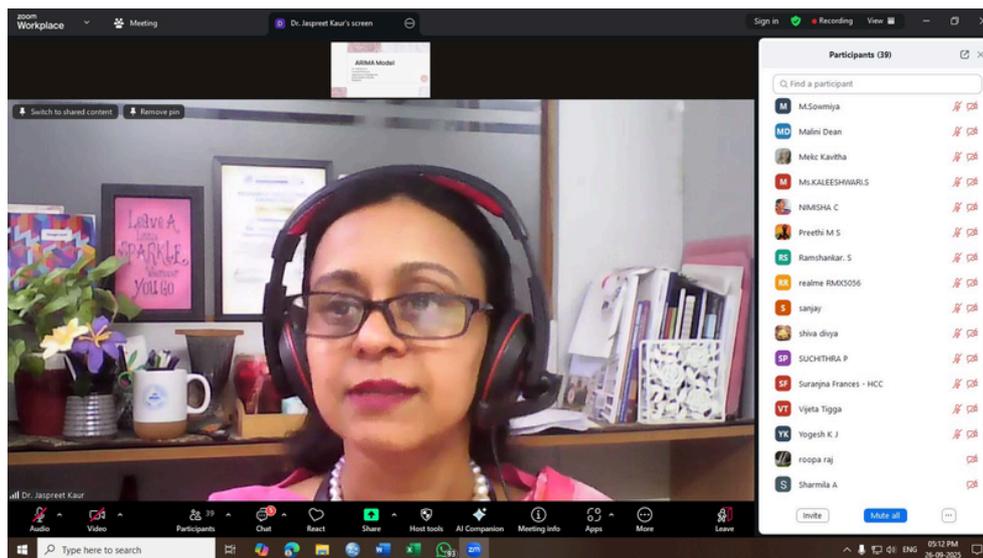
The activity not only encouraged creativity but also gave students an opportunity to reflect on leadership traits relevant to management education and global progress. The posters were displayed as part of the commemoration, symbolizing the role of future leaders in building peace, sustainability, and inclusiveness.

The Department expressed appreciation to all participants for making the event meaningful and impactful.



SEVEN DAY NATIONAL LEVEL VIRTUAL WORKSHOP ON ADVANCED QUANTITATIVE ANALYSIS FOR RESEARCH USING SPSS AND BASICS OF R SOFTWARE

The Department of Management, School of Business and Management, Kristu Jayanti (Deemed to be) University, organized a **Seven Day National Level Virtual workshop On Advanced Quantitative Analysis for Research using SPSS and Basics of R Software** from 22nd to 29th September 2025. The workshop aimed to enhance participants' research competencies by providing advanced knowledge in quantitative data analysis using SPSS and introducing the foundational concepts of R software for research applications.



A total of 138 participants benefitted from the programme, including 22 in-house faculty/research scholars and 116 external participants representing various academic and research institutions across India.

As part of the workshop, each day was facilitated by distinguished faculty members from Kristu Jayanti University, who provided hands-on training and conceptual clarity on advanced research analysis tools. The resource persons included:

Day I: Dr. Leelavathi R, Assistant Professor, Department of Management
Day II: Ms. Kaleeshwari S, Assistant Professor, Department of Management
Day III: Ms. Sony N, Assistant Professor, Department of Management
Day IV: Mr. Somasundaram T, Assistant Professor, Department of Management
Day V: Dr. Jaspreet Kaur, Assistant Professor, Department of Management
Day VI: Dr. Bharath V, Assistant Professor, Department of Management
Day VII: Dr. Neerupa Chamhan, Assistant Professor, Department of Professional Accounting and Finance

Through interactive demonstrations, case applications, and practical sessions, the workshop enabled participants to develop critical skills in statistical data analysis, research interpretation, and software application. The initiative not only strengthened participants' ability to conduct rigorous research but also provided a collaborative platform for academic exchange and professional growth.



ORIENTATION ON UBA HOUSEHOLD AND VILLAGE SURVEY



An orientation program was conducted to prepare participants for the upcoming household and village-level survey. The primary objective of the session was to provide participants with a clear understanding of the survey's goals, procedures, and the responsibilities expected from each team member. The session commenced with an introduction to the importance of surveys in identifying the needs and challenges of communities. Facilitator Mr. Manjunath S, walked the participants through the structure of the survey form, explaining the type of information to be collected from households and villages. They also stressed the importance of approaching respondents with respect, patience, and empathy to ensure accurate and reliable data collection. The program further emphasized the role of clear communication, polite questioning, and cultural sensitivity in building trust with respondents. Participants were guided on framing questions in a simple, unbiased manner to make respondents feel at ease while sharing information. Key points on confidentiality, accuracy in recording responses, and ethical responsibility were also highlighted.

Additionally, practical insights were shared on time management, group coordination, and handling unforeseen challenges in the field. The orientation concluded with a strong message on the importance of teamwork and professionalism in carrying out the survey successfully.

PITCH FOR THE PLANET

CRAFTING SUSTAINABLE BUSINESS PLANS

The Department of Management organized “Pitch for the Planet: Crafting Sustainable Business Plans” for the III BBA ‘G’ and ‘C’ section students. The event provided a platform for students to ideate and present innovative business models focused on sustainability. Participants showcased how business strategies can integrate economic viability with environmental protection and social responsibility.



The initiative enabled students to think beyond conventional business plans by emphasizing eco-friendly practices, renewable resources, waste reduction, and socially responsible entrepreneurship. Overall, the activity encouraged creativity, critical thinking, and awareness of sustainable development in the business world.

The activity aimed to familiarize students with the concept and importance of sustainable business practices in modern management. It encouraged them to design innovative business plans that integrate environmental, social, and economic dimensions while balancing profitability with responsibility. Through this exercise, students developed entrepreneurial, analytical, and presentation skills, along with critical thinking, creativity, and problem-solving abilities to address sustainability challenges effectively.

UNLOCKING INNOVATION: THE PATENT PATHWAY

The Entrepreneurship and innovation centre (EIC) of kristu Jayanti deemed to be University, Bengaluru, in collaboration with Department of Management Organized an enlightening expert talk on the topic “Unlocking Innovation: The Patent Pathway” on 26th September 2025. The session was conducted in M4 auditorium .



Mr. Swagath Parida, Senior Manager – Software Development, Dell Technologies, Bengaluru, delivered an insightful expert talk on “Unlocking Innovation: The Patent Pathway.” The session aimed to create awareness among students about the importance of Intellectual Property Rights (IPR) and the process of transforming innovative ideas into patents. He emphasized that in today’s knowledge-driven economy, ideas form the foundation of innovation, but their value lies in effective protection through patents, which grant inventors exclusive rights and strategic advantages.

The speaker explained that ideas alone cannot be patented—they must evolve into novel, useful, and non-obvious solutions. He detailed the patenting process, from documentation and prior art search to application filing, examination, and grant. Practical insights were shared on how entrepreneurs can leverage patents for competitive advantage, investor confidence, and revenue generation.

Real-world case studies illustrated how startups have succeeded through effective patent strategies. The talk also addressed challenges such as cost, time, and lack of awareness, offering affordable solutions for student innovators. The session concluded with an interactive Q&A, leaving students better equipped to turn their creative ideas into valuable intellectual assets.



LEADERSHIP



FOR A BETTER TOMORROW



STAND TALL
LEADERSHIP

INSPIRE ALL

PERCEPTUAL MAPPING

UNDERSTANDING CONSUMER BRAND POSITIONING

POSITIONING



The Department of Management organized an Activity on Perception Mapping for the V Semester BBA Marketing Batch students on 29th September, 2025. The session focused on the role of perceptual mappings in understanding how consumers position brands in their minds based on selected attributes. Dr. Swathi.P explained the methodology of plotting brands on two-dimensional scales (e.g., Price vs Quality, Style vs Functionality).

Students participated actively in group discussions and exercises by preparing sample perceptual maps of popular brands across categories such as smartphones, beverages, and automobiles. This interactive approach helped them connect theoretical concepts of positioning and differentiation with real-world business scenarios.

The activity introduced students to the concept and relevance of perceptual mapping in marketing and helped them analyze consumer perceptions of brands through practical mapping techniques. Students learned to compare competing brands based on key attributes like price, quality, and innovation while gaining hands-on experience in creating and interpreting perceptual maps. The session enhanced their analytical and decision-making skills, enabling them to identify market gaps, understand brand positioning, and develop a practical perspective on how businesses use perceptual mapping to remain competitive.

*“Success is not final, failure is not fatal: it is the courage to continue that counts.” —
Winston Churchill*



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