



**INDIAN ACADEMY**  
get ready for life

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# IASMS IMPRINTS

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A Bi-Annual Newsletter from IASMS

IASMS – IA School of Management Studies, has been ranked 32<sup>nd</sup> in the All India B-School rankings- Academic Insights Magazine February 2020

## From The Director's Desk . . . . .

Dearest Readers,

It gives me great pleasure to communicate with you through this edition of IASMS-Imprints.

IASMS has been constantly working to deliver quality education to students by the process of continuous improvement. Despite the lockdown due to the pandemic, the department has endeavoured to engage students and faculty meaningfully through webinars and online sessions. The topics chosen for the webinars were carefully handpicked with deliberations made by faculty members. The sessions provided insights on various aspects of management like “CSR, Ethics and Management Rescue for Managers and Entrepreneurs”, “Intellectual Property Rights”, “E-Business, Branding, Monetizing and Security”, “How to get Hired” “Job Opportunities Post Covid-19” etc. The institution has been evolving experiential learning pedagogies to immerse students in the learning environments so that there is better retention among learners. The placement team has been designing training modules to equip the students to excel in the placement opportunities which have been coming up their way at regular intervals.

All in all it has been a dynamic time both for the students and faculty members during the static environment created by the venerable virus. This issue of Imprints provides a glimpse of the events organised at IASMS.

**Dr. Srinidhi K Parthasarathi** BE., PGDM., Ph.D., D.Litt  
Director, IASMS



## HR FEST ORGANISED BY ENSEMBLE-THE HR CLUB OF IASMS



*ENSEMBLE – IASMS HR Club – Inauguration of HR Fest*

ENSEMBLE, the HR Club of IA School of Management Studies organised the HR Fest on 13<sup>th</sup> March 2020.

The event was presided by Dr. Srinidhi K Parthasarathy, Director, IA School of Management Studies, IASMS) who auspiciously inaugurated the program

by lighting the lamp. This was followed by a sensational video of the HR Club that exhibited various fun learning activities in the HR sessions captivated the audience.

The inspirational speech of the chief guest was followed by the FIRST EVENT

## IA SCHOOL OF MANAGEMENT STUDIES

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of the day was Doodles on IASMS (Tag line: Say No to Corona).The SECOND EVENT for the day was “Dark Room”. Dark Room is a new and creative concept which is generally based on Self-perception.THIRD EVENT for the day “Padmavyuh” (HR Quiz) and the FOURTH EVENT of

the day “Suveekshanam” (Short Film Competition). Finally, FIFTH EVENT for the day “DarnaManaHai” (“Being Snappy? No Way!-Stress Interview). It was the last event of the day and aimed at helping students overcome their stage fear and communication barriers.



*Doodles – think different*



*Make a Point*



*“Set your imagination free”*

## *Stand Out*

### *The Glass Half Full -There’s always a brighter side*

Dear Readers,

With the entire world reeling under the Covid 19 Impact, one major area that experienced a paradigm shift is education. Online education has become the new norm and student anxiety is high as job opportunities are rescinded. But as the saying goes ‘Every dark cloud has a silver lining’, no matter how bad the situation may seem, it always has some good aspect to it. These testing times require a change in perspective among students. The need to perceive this phase as an opportunity for learning and exploring . Using the lockdown period to one’s advantage is a great way to get ahead of the game. One of the relevant questions students would be asked post lockdown period by prospective employers would be ‘What did you do in lockdown?’” What efforts have you taken to enhance the value of your resume? With the internet flooded with information on tips for preparing for virtual interviews, resume templates to make your resume attractive, innumerable options of new online courses to choose from, this phase paves the way for tremendous learning and make constructive use of your time. Agility and flexibility is likely to be the key for survival in the job market, so revamp your skills for a future that looks bright.

*Dr. Reena Shyam*  
Editor - IMPRINTS

## A FRESH START - SESSION COMMENCES WITH "EXPECTATION SETTING"

*"Make each day count by setting specific goals to succeed, then putting forth every effort to exceed your own expectations"*

IASMS commenced the classes for the II and IV Semester on 5<sup>th</sup> March 2020. The session started on an optimistic note with Dr. Srinidhi K Parthasarathi, Director, IASMS addressing the students on "Expectation Setting". Opening the session, Dr. Srinidhi emphasized on the need for management students to differentiate themselves from the rest and be industry ready. The essence of good grooming was communicated by Dr. Reena Shyam, HoD, IASMS. She also briefed the students on the competitions and management club activities that were lined up for the current semester. Prof. Shivashankar, focused on Peer learning and Business News Analysis which were new additions in the calendar of events for the new semester. These programs are intended to infuse analytical skills and essentially help students remain updated on current affairs. While campus life is exciting and vibrant student should also conduct themselves professionally. Dr. Pujaarchana Sahu and Dr. Abirami appraised the students on accepted behavior on campus. Prof. Akshay and Prof. Afzal Basha focused his talk on career prospects for MBAs and explained the job options for finance and marketing.



### *Set your Expectation Right*

With a shared mind set the Team at IASMS expressed their commitment towards "Getting Students Ready for LIFE" through this session.

## TEAM BUILDING SESSIONS

Team Building activities create a platform for discussion, enable open communication among students, improve mutual relationships and in turn, the quality of campus life. The faculty team of Indian Academy School of Management Studies conducted team building activities for the II and IV semester Students. The students were united into teams that would participate in various competitions organized by the department. The students presented their team names and introduced their team members.



*"The strength of the team is each individual member.  
The strength of each member is the team."*



*United we stand*



*"Let's Join today to create a fabulous tomorrow"*

## COLLAGE COMPETITION HELD ON THE GANDHIAN THEME

On 6<sup>th</sup> March 2020 the student teams participated in the competition exhibiting their creative ideas and representing Gandhi's ideology of transforming individual and society simultaneously in accordance with the principles of truth and

nonviolence. The students were given 3 topics for the collage competitions namely - Free India, Gandhi's life and contribution, and Handling of present world challenges' using Gandhi's philosophy like non-violence, truth etc.



*Shape your imagination*



*Just stick with it*



*Keep your thoughts positive,  
because your thoughts become your words*

### 3<sup>rd</sup> June 2020 - FDP On "Enhancing Business Competitiveness - Exploring CII-EXIM Business Excellence"

Business Excellence Models (BEMs) are used by organisations to assess and improve their work practices and performance. To survive in today's competitive market place it is necessary for all organisations to enhance value for all stakeholders, maximise enterprise-wide effectiveness and capabilities, and deliver

organisational and personal learning. To educate the faculty on how Business Excellence Models can contribute to institutional growth and excellence Mr. R A Suresh, DGM, heading Industrial Engineering department at Bharath Electronics heading Industrial Engineering department was the resource person for the online FDP Program.



## LEADERSHIP TRAINING

Prof. Sam Joshua, Assistant Professor, Indian Academy Degree College rendered a guest lecture on "3 Rs for Great Leadership- Respect, Responsibility and Reward"

It is essential for Management students to understand the essence of leadership and what it takes to influence others. Today's workplace has evolved to become more trustworthy, transparent, ethical, collaborative and mindful of its employee needs – leaders must be equally diligent to earn respect from their colleagues. Being the leader doesn't mean that you have earned respect. Prof. Sam Joshua through his interesting session and team activities engaged the students in a fruitful session aimed at developing their skill set as leaders. The knowledge gained through the session would enable our students to make a positive difference in their future workplaces



*Leaders become great not because of their power,  
but because of their ability to empower others"*

## “INDUSTRIAL VISIT ” - 10<sup>TH</sup> MARCH, 2020



*TVS Motor Co Ltd, Hosur Plant – Industrial Visit.*

*Students were accompanied by Dr. Pujaarchana Sahu and Prof. Shivahsankarachar*

The visit was an opportunity to understand the company policies pertaining to quality management systems and improving in terms of production, quality, and service management. operational process. Understand the end-to-end process at all Students were acquainted with new facts and technologies levels in a manufacturing unit.

## “INTERNATIONAL ALUMNI TALK SERIES” - 2<sup>ND</sup> JULY 2020

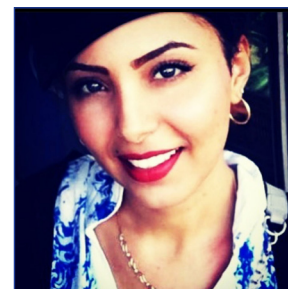


*Irina Msigwa*

*(from the batch of 2014-16)*

*Company Manager, Autofinity Refine Limited. Tanzania, Dares Salaam*

Alumni are important stakeholders of an educational institution and contribute to the progressive efforts of the institution. The international alumni of IASMS from the batch 2014-16 viz., Ms. Irina Msigwa and Ms. Muna Alamodi, a perfect blend of beauty and brains shared their experiences from the corporate world. Hearing directly from the alumni about their experiences in the real world is a valuable opportunity for the present batch of students to share their own plans and ambitions of life after MBA. While Ms. Munaspoke about cultural adaptability for successful careers, Ms. Irina's talk was focused on off The Job – Lessons That Fine Tune Your Career.



*Muna Ala Modi*

*(from the batch of 2014-16) Business & Economical Researches, Embassy of the State of Qatar, Nairobi – Kenya*

### 8<sup>th</sup> July 2020 - “Empowering Women with the Art of Self-Defence” A Initiative Towards Gender Sensitisation



Mr. Stephen opened his talk with a question to the participants asking them what their idea of self-defence was. The participants shared their views that the ability to be confident in times of difficulties and handle even the most difficult times courageously was their idea of self-defence. Mr. Stephen shared that in order to be strong, every girl should focus on 3 aspects a strong mind,

body and soul. A mind which reflects confidence and strength would be complimented by physical strength too. The speaker encouraged all the girl students to resolve that they are mentally strong and will combat any situation with courage instead of fear. Mr. Stephen had volunteers who demonstrated to the participants various situations of danger and how the girls could use some simple tactics to defend themselves in any situation. Using motivational anecdotes the speaker urged the students to be self-reliant and confident to counter any situation in their lives. The participants enjoyed this very interactive and lively session

## HR TAKEAWAYS

1. In 1996, The American National Payroll Association founded National Payroll Week to celebrate the partnership between America's workers and companies.
2. According to ancient “paystubs” employees in Egypt and Mesopotamia used to be paid in beer and other commodities.
3. The first employee time clock was patented in 1891 by William Legend Bundy.
4. 93% of recruiters are likely to look at a candidate's social media profile.
5. The majority of jobseekers read at least 6 reviews before forming an opinion of a company.
6. Resumes that include photos have an 88% rejection rate.
7. A single mistake in your resume will prevent you from moving forward. 61% of recruiters will dismiss a resume because it contains typos.
8. When evaluating employers, there are 3 things that matter most to Millennials - Growth opportunities, Retirement benefits, Work culture.



*- Praise Johnson*

## EXPERT TALK - 2020 IASMS

20<sup>th</sup> June 2020 “E-Business: Branding, Monetizing, and Security” - **Dr. Sheshadri Srivatsa, PhD**  
**Professor, University of Nebraska at Kearney, USA**

“E-Business: Branding, Monetizing, and Security” talk delivered by Dr. Srivatsa Seshadri to create awareness on E-business Models, Business Opportunities available using internet as a platform and educating participants on Cyber security and common cyber security measures.



27<sup>th</sup> July 2020

**Workshop on IPR – A Management Perspective**  
**Dr. Sibi G, HoD, Dept. of Biotechnology, IADC-A**

The power to evolve innovations and thinking in an innovative manner in an organizations can be increased by means of creating Intellectual Property (IP) awareness amongst its employees and students, who are directly or indirectly involved in the process of innovation. Dr. Sibi G's talk establishing a basic level of IP awareness amongst the students, such that the chances of obtaining well-protected innovation (Patents) for their organizations are increased. The workshop focused on the types of innovations patentable and the procedure of patent writing, patent filing and the process of granting patents.



14<sup>th</sup> and 15<sup>th</sup> July 2020 Career Guidance and Employability - **Dr. Arun Vijay Subbarayalu, PhD**  
**Assistant Professor in Quality Management**

**Imam Abdulrahman Bin Faisal University**

This session was organized to motivate the students to know about the goals and aspiration in their future. In this pandemic situation to know about the challenges and job anxiety and to join the greater employer.



**YOB (Your own Business ) not JOB**

28<sup>th</sup> July 2020 – “Entrepreneurship – Myths and Reality” - **Mr. Mazin Mustafa**  
**Founder, Azlan Design**  
**(Sultanate of Oman)**

The session was intended to help students acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities. Developing and cultivating an entrepreneurial mindset among students is the major aim of the entrepreneurship cell. Mr. Mazin briefed about the entrepreneurial resources needed for the successful development of entrepreneurial ventures and the common myths surrounding entrepreneurship.



## COMMUNICATIONS CAPACITY BUILDING

21<sup>st</sup> July – 25<sup>th</sup> July 2020 - Communication for Skills for Managers



An initiative to help students gain confidence in communications and overcome stage fear by using peers to support the learning process. The peer support team included Afreen Fathima, Ascensia J, Lavanya T, Likitesh Mohan, Nimisha J, Paruchuri Haripriya and Stephanie Teresa Benson included Mutual learning and encouragement leads to higher self-efficacy among learners as well.

## 6<sup>th</sup> Aug 2020 - Crisis Media Management and Communication for Managers

Mr. N. Niranjana Nikam, Freelance Journalist

The session focused on the essence of communication in the event of crisis facing an organization. The talk provided an in-depth knowledge about the importance of Media, its relevance for industry and awareness among students about how media could affect corporate reputation during and after the crisis. Managing media communication in times of crisis would familiarize management students with how to develop a right approach while communicating and representing the organization.



## INTER COLLEGE ONLINE COMPETITIONS

**(LOCKDOWN no barrier to Learning)**

21<sup>st</sup> and 28<sup>th</sup> June 2020 “Pragyan”

IASMS hosted the first ever online intercollegiate Online Competition - ‘Pragyan 2020’, inculcating innovative thinking among the young minds. The event has garnered fruitful participation from many colleges across the country. The competition had three events namely Canvas, poster making competition based on the theme the positive side of Covid-19. Story telling is a great way to support and help them enable ones potential of imagination and creativity. Yale the Tale is an event based on story narration to unleash the creative thoughts of participants. Ventura, the business plan competition seeking innovative business ideas during times of COVID-19, provides an opportunity to learn about entrepreneurship through development and presentation of business ideas.

7<sup>th</sup> and 8<sup>th</sup> August 2020 “Jigitsha”

Jigitsha, this online competition for all Post-graduate students across India, had two rounds, “Pracchan – Online Quiz” and “Parigraha – Mock Interview” The objective of this competition was to provide job seekers an opportunity to practice for an interview online. Tackling tricky interview questions, preparing effectively for interviews, improving communication skills and handling stress before an actual job interview were some of the take aways from the event for the participants.

## 3 SECRETS TO MANAGING GEN Z

Gen Z is the newest generation to be named and includes those born between 1996 and 2015. Hiring and retaining incoming Gen Z talent requires is a smart strategy.

**WANT THEIR ATTENTION? Use visuals, not text.**

Gen Zers, use visual modes of communication. They seem to like that better than long forms of text. This means HR teams need to rethink the way they approach Gen Z workers with important information that requires employee engagement, like training, on boarding and performance reviews

**CONVERGENCE TO TECHNOLOGY.**

Gen Zers are rarely seen without their smartphones or another connected gadget in hand — tech is automatically their “go-to” solution.

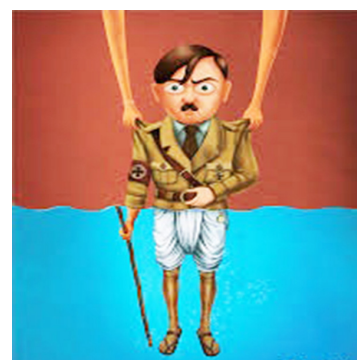
## STUDENT ARTICLES

### Quiz Zone

1. Where will you find this pattern?



- 2) Which cosmetics major has an augmented reality app called ‘Modiface’?
- 3) Why are the logo and interface of Facebook in blue color?
- 4) Most logos carry one icon, but which co logo has as many as 25 icons with symbols such as sun, DNA, bee, flower and heart?
- 5) Identify the brand from this ad campaign



1. Oreo Biscuits
2. L'Oréal
3. Mark Zuckerberg is red-green color blind.
4. Unilever
5. Comfort Fabric Conditioner

**ANSWERS:**

- Stephanie Teresa Benson

### OFFICE WORKPLACE FLEXIBILITY.

Gen Z love their social working environments, but they don't necessarily find it only in the workplace. Deploy some essential remote work tools such as collaboration apps and project management software to keep your distributed workforce connected and engaged.

To tap into this workforce that knows what it brings to the table and can deliver on its promise, giving them the option for remote work is a great way to attract and retain them.



- Jyothi H M

## DO YOU KNOW?

- ✓ Amazon.com employees spend two days every two years working at the customer service desk — even the CEO — in order to help all workers understand the customer service process.
- ✓ Facebook is primarily blue because Mark Zuckerberg suffers from red-green colour blindness.
- ✓ Google is actually a play on the word 'googol' – a mathematical term for the number represented by 1 followed by 100 zeros.
- ✓ Starbucks spends more on health care insurance for



- its employees (\$300 million) than on coffee beans.
- ✓ “Yahoo” is an acronym for “Yet Another Hierarchical Official Oracle.”
- ✓ The reason why the tables in Starbucks are round instead of square is not by chance - the designers of the internal space believe that customers feel less alone if they are sat on their own at a round table instead of a square.



- Haripriya

## WORLD TOWARDS 6G

5G networks have barely started to roll out, yet experts believe we will need 6G to keep up with the super-smart apps of the 2030s. 6G is the sixth generation of wireless technology. It follows up on 4G and 5G, building on the revamped infrastructure and advanced capacity currently being established on 5G networks. Fifth Generation (5G) wireless networks (that are being currently deployed) offer significant advances beyond LTE (Long-Term Evolution), but may be unable to meet the full connectivity demands of the future digital society.

### 6G TECHNOLOGY

6G aims to meet the information needs of society ten years later (2030). It would accelerate the adoptions of solutions for smart cities, environmental monitoring through support for user-centric machine to machine communication. 6G will pave the way for coming era of connected and autonomous vehicles and flying vehicles. It will encompass capacity expansion strategies to offer massive-scale connectivity to the users, so the expansion strategy will be from core physical communication methods to networking designing

were it demands for full connectivity. 6G will revolutionize the health care sector through innovations like mobile edge computing, virtualization and artificial intelligence as shown in the fig.

In present times mobile phones consist of everything ranging from the smallest size, largest phone memory, speed dialing, video player, audio player and camera also. The 6G Wireless Mobile Communication networks integrate satellites for global coverage. The 6G will be a combination of Nano core (Remote Access Trojan Virus) and Artificial Intelligence, where all the network operators will be connected to one single core.

(6G) is an imminent technology, (6G) which can boom the latest era with its splendidly well applications. Although 6G mobile communications is a very long way off, research and development as well as some thought of what 6G might look like is already starting, and the pace will only continue to increase.

- Ascensia



## TIME SPENT ON HIRING IS TIME WELL SPENT

As Stephen Covey, author of The Seven Habits of Highly Effective People, said: “Trust is the glue of life. It’s the most essential ingredient in effective communication. It’s the foundational principle that holds all relationships.”

The recruitment and selection process is dynamic, complex and an important part of the human resource management in organization. Trust increases transparency and is an essential ingredient of the recruitment process. How do you build Trust in the Recruitment Process?

### 1) Communicate clearly and effectively

Company policy, practices and strategy has to be clearly communicated during hiring.

If transparency is a core part of a firm’s recruitment strategy it will be more successful in hiring and retaining top candidates.

### 2) Gain candidate’s trust through a creative career web page-

Once a candidate is shortlisted for the interview, the very first thing that he/she does is look at social media, employer review sites and job ads of the company. But all these

mediums lead to the company’s career web page. If that web page is not very engaging, the candidates will not be able to trust your company

### 3) Training HR team

Scaling a company is one of the hardest tasks for any business. The human resources (HR) team needs to be prepared to do its best recruiting and hiring.

### 4) Provide a personal touch to the candidate:

This can be done with the help of pre-recorded videos giving a brief overview about the company’s culture, core values, and introduction to the organizational team and highlighting valuable employee stories that showcase the working environment of the organization.

When HR is a trusted part of the workplace, it can have a positive impact on an organization.

- Megha C.K

