



IASMS IMPRINTS

Vol: VI | Issue: 2 | November 2021

A Bi-Annual Newsletter from IASMS

SPECIAL ISSUE – ONLINE EVENTS DURING COVID 19 IASMS – IA SCHOOL OF MANAGEMENT STUDIES

FACULTY DEVELOPMENT PROGRAM

FDP on Student Support Activities

“Mentoring, Career Guidance, Counselling and Institutional Social Responsibility”

24th August 2021 - IA School of Management Studies conducted a Seminar titled “Student Support Activities – Mentoring, Career Guidance, Counselling and Institutional Social Responsibility”. The aim of this seminar was

- To emphasise as to how mentoring relation-ship embedded in the educational process can contribute to educational success of students.
- To aid institutions to acknowledge the need to provide comprehensive career advice to students enabling them to make informed career choices.
- To shed light on the role of counselling to incorporate valuable lessons in the daily life of students and preparing them for life.
- To create awareness as to how Institutional Social Responsibility can be an ethical practice in transference of knowledge and in betterment of quality of life in the society.

Student support and progress is one of the core criteria that an educational institution strives to attain through its educational pursuits and extracurricular activities. All through its diversified programmes and ventures, it aims to drive students’ passion and intellectual curiosity and enhancing their preparedness for the careers and future life.

The Guest of Honour for the seminar was Dr Geetha Bali, Vice Chancellor of the Karnataka State Akkamahadevi Women’s University, Vijayapura.



*Lighting of the Lamp by Prof. K Siddappa,
Former Vice Chancellor, Bangalore University*

The aim of this seminar was enriched by the insights and knowledge of the following 3 key note speakers:

- Prof. K. Siddappa, President, Karnataka Association for Advancement of Science (KAAS), Former Vice Chancellor, Bangalore University, Founder Director, Microtron Centre, Mangalore University, spoke about ‘Mentoring: Past, Present and Future’
- Dr Madhukar B S (Former Advisor, NAAC) shared his thoughts on ‘Add Value through Career Guidance’.
- Ms Rachana Thummala, Director, Community Development & Internal Learning, IAGI. She delivered a talk about Institutional Social Responsibility in IAGI.



Photo session with Guests of Honour and Participants of the Seminar

IA SCHOOL OF MANAGEMENT STUDIES

Affiliated to Bengaluru North University | Approved by AICTE

Hennur Cross, Hennur Main Road, Bengaluru - 560 043. www.indianacademy.edu.in/iasms

From The Director's Desk

“Become a student of change. It is the only thing that will remain Constant.”

- Anthony J.D Angelo



The environment surrounding business today has increasingly become Volatile, Uncertain, Complex and Ambiguous (VUCA). The workforce of today should therefore be agile and well-equipped with new skills and mindset to manoeuvre and survive in a technology driven workspace. While IQ (Intelligence Quotient) that is the intellectual ability and EQ (Emotional Quotient), the ability to recognize and regulate emotion are two important attributes that set apart individuals and determine their future progression in career, AQ (Adaptability Quotient) is slowly becoming a new norm among employers.

AQ is the ability to handle change and adapt. It has been identified as “the future of work” by Fast Company magazine, while the Harvard Business Review describes it as the “new competitive advantage.” Shaping businesses to be resilient in uncertain times paves way for a new generation of business leaders with a multifaceted outlook who are capable of thinking ahead. IASMS has made constant efforts to nurture students to adapt to dynamic roles and challenging environments. Despite the pandemic, the college has engaged the students through several online initiatives that unveil their creativity and unconventional ideas. This issue of IASMS Imprints provides you a snapshot of these events. We hope our readers find this issue of the newsletter fruitful.

Dr. Reena Shyam
Director, IASMS

Editorial

Dear Readers,

I am extremely delighted to present this issue of the IA School of Management Studies (IASMS) bi-annual newsletter, IMPRINTS.

Pandemic has impacted every segment and every individual across the globe. The academic set up has been one of the worst hits considering the sudden shift from classroom environment to a completely virtual classroom. This newsletter issue is a special compilation of how IASMS transformed the pandemic into an opportunity to leverage the online platforms for conducting various curricular and non-curricular activities/ events despite the proximity challenges. This issue of the newsletter highlights the passion and enthusiasm of our students and faculty in coordinating the events and enabling continuous learning. With high spirits and positive mindset, we look forward to healthy and happy times.

Hope you enjoy your time reading this issue of the newsletter.



Dr. Rahul M Das
Editor - IMPRINTS

A REASON TO CELEBRATE AND LEARN @IASMS

IASMS – Celebrating International Nurses Day

12th May 2021 – The International Nurses Day was organized to express our sense of gratitude and appreciation to all the faculty and students of Indian Academy College of Nursing, Indian Academy School of Nursing and the fraternity of healthcare workers at large.

Dr Swapna, Vice Principal, Department of Nursing, Sarvodya College Bangalore addressed the gathering. The speaker emphasised the following aspects:

International Nurses Day (IND) is an international day observed around the world on 12 May (the anniversary

of Florence Nightingale's birth) of each year, to mark the contributions that nurses make to society.

International Nurses Day is to celebrate the unsung heroes who sacrifice their lives to serve others selflessly. They have always been at the forefront of any healthcare crisis but most of the times, their struggle and physical hardships get unnoticed.

Prof. Elizabeth Leena, Principal, Indian Academy Nursing College wished and saluted all the Nurses for their selfless services towards health care.



*Dr. Swapna, Vice Principal,
Department of Nursing, Sarvodya College Bangalore*

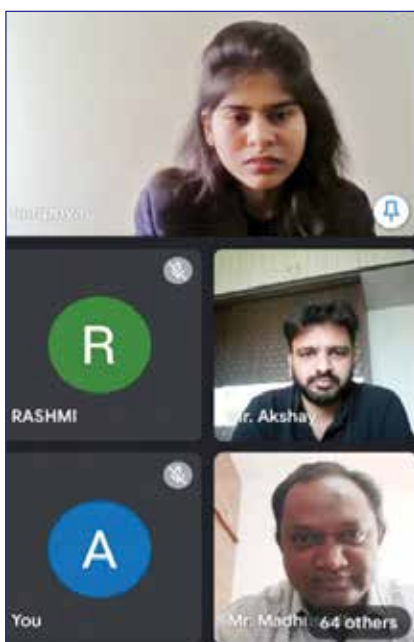


*Prof. Elizabeth Leena, Principal,
Indian Academy Nursing College*

STUDENT TRAINING & ENGAGEMENT INITIATIVES

Mock Interview Competition

15th May 2021 – A mock interview competition for the final year students through Google Meet was conducted, where the participants were given a set of guidelines with rules and regulations of the competition well in advance to prepare themselves well. The competition was judged by Prof. Akshay (Faculty – IASMS) and Mr. Madhusudhan (Director – Placements Cell). The key objective of this competition was to give the students a first-hand experience on preparation required for campus interviews – what to expect, how to manage anxiety and stress during interview, leveraging individual communication skills. All the participants were also provided with individual feedback on areas of strength and improvements.



*Prof. Akshay and Mr. Madhusudhan
conducting the mock interview*

Online Aptitude Test

22nd May 2021 – An online aptitude test using Google Forms was conducted for the students from 1st and 4th semester who participated in the test. The test consisted of questions focused on assessing Logical Reasoning, Mathematics, Verbal Ability and General Knowledge. The key learning outcomes of the activity were

- Increased ability of answering Aptitude based questions in students.
- Proper awareness on which type of questions being asked in Aptitude Tests.
- Focus on important concepts.
- Motivation towards placement preparations.

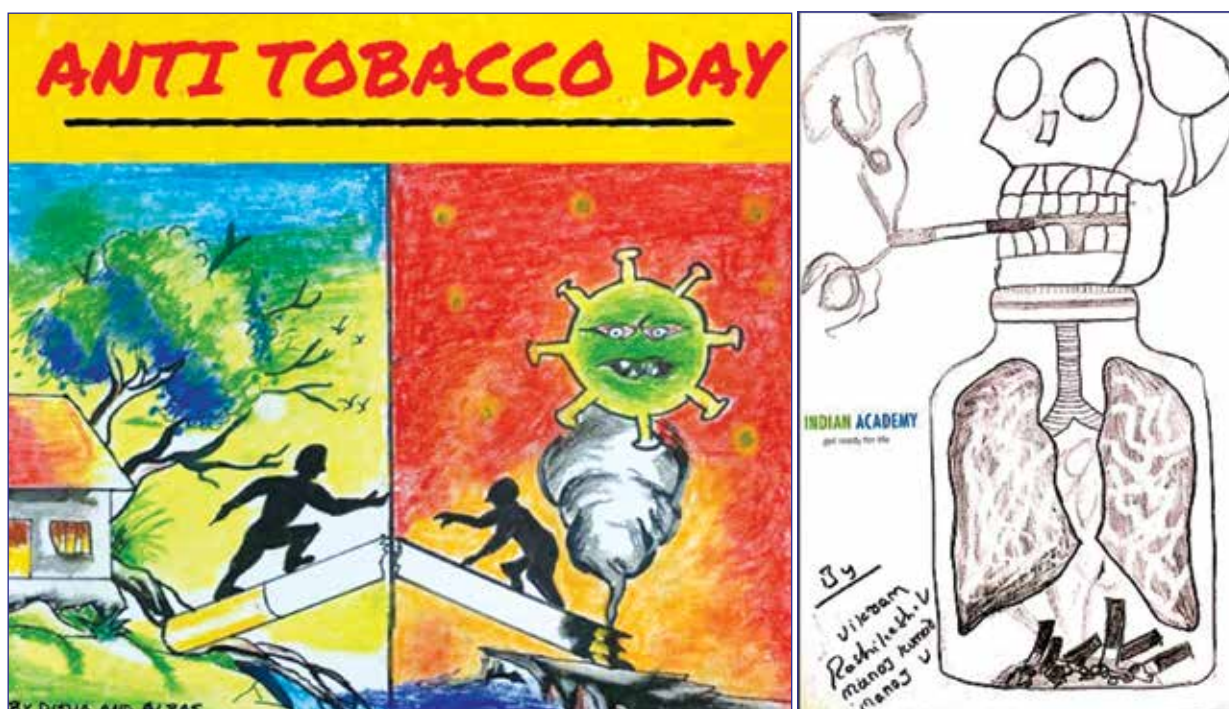


Online Debate Competition

29th May 2021 – The faculty team of IASMS organized Online Debate Competition for all the final semester MBA students with a goal to generate effective critical thinking on the primary issues in the given topics and recognizing the strengths and weaknesses of arguments.

IASMS - AWARENESS PROGRAMMES BY STUDENTS

Anti - Tobacco Day (Poster Making Contest)



Posters made by students for the competition

1st June 2021 - IA School of Management Studies conducted Anti - Tobacco Day with an aim to raise awareness on the harmful and deadly effects of tobacco usage and passive smoke exposure, and to discourage the use of tobacco in any form.

World Environment Day

5th June 2021 - World Environment Day was celebrated to raise awareness on the need to take action to protect Nature and the Planet. The event focused on promoting the following environmental practices to safeguard the environment

- Use Natural fertilizers instead of Chemical fertilizers
- Reduce electricity usage
- Prevention of deforestation
- Recycling

Online session conducted by students of IASMS



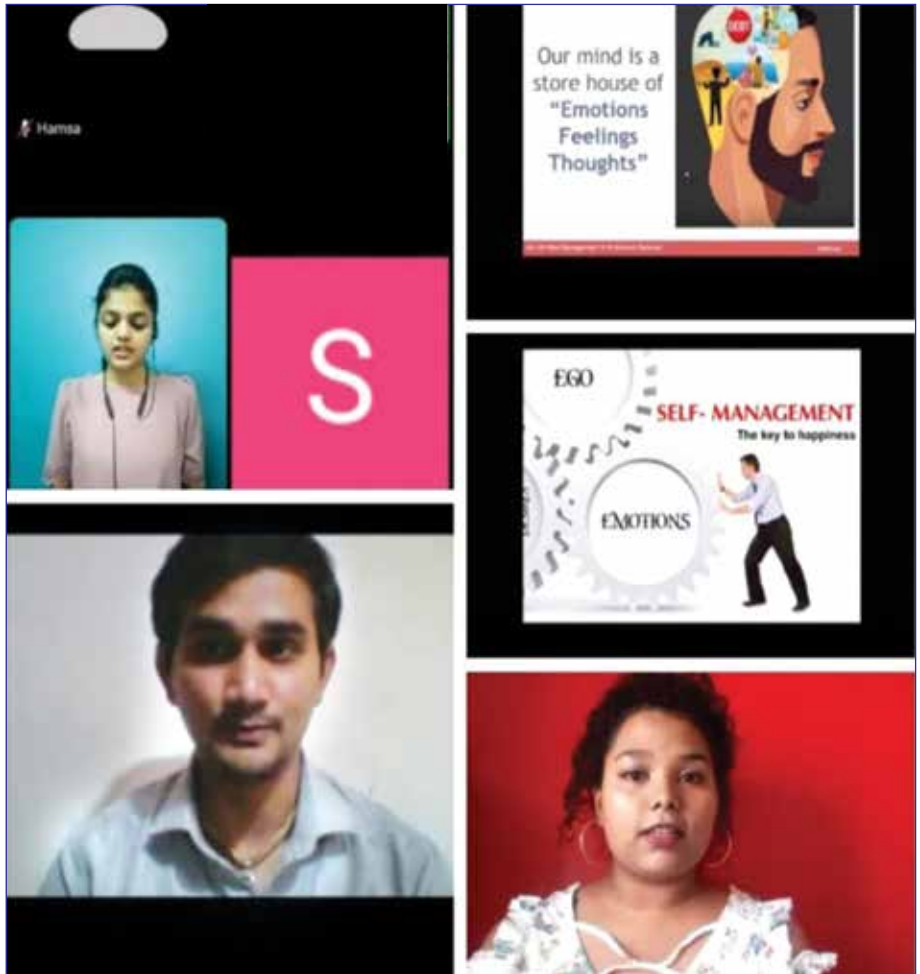
Report Writing Competition

12th June 2021 - IA School of Management Studies conducted Report Writing Competition with an aim to help students understand the essentials of a good report and demonstrate good writing skills. The key learning outcome observed by students was an understanding on what makes a report effective and the typical conventions of report writing.

Webinar on Art of Mind Management and Emotional Balance

9th June 2021 – A webinar on “Mind Management and Emotional Balance” was conducted by Mr. Rama Sevaka Das, the speaker for the session. He is currently working as Presenter & Youth Guide in FOLK, Youth Empowerment Club of ISKCON Bangalore. His talk included the need for controlling our mind, understanding the mechanism of mind, methods of mind management, advantages of controlling mind and a small introduction about the workshop. He gave more information on how can we improve our work life balance. He spoke about the advantages of controlling mind. He explained about physical method and mental method through which the mind can be controlled by reducing anxiety, controlling depression and how to improve emotional intelligence. Throughout the session, students learned the importance and advantages of mind management and emotion balance through

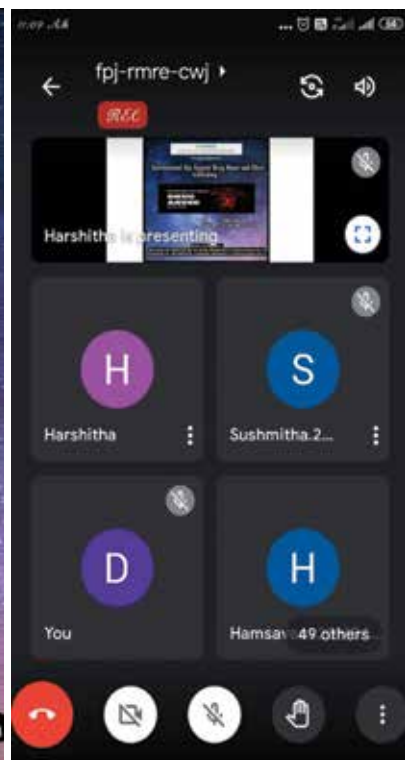
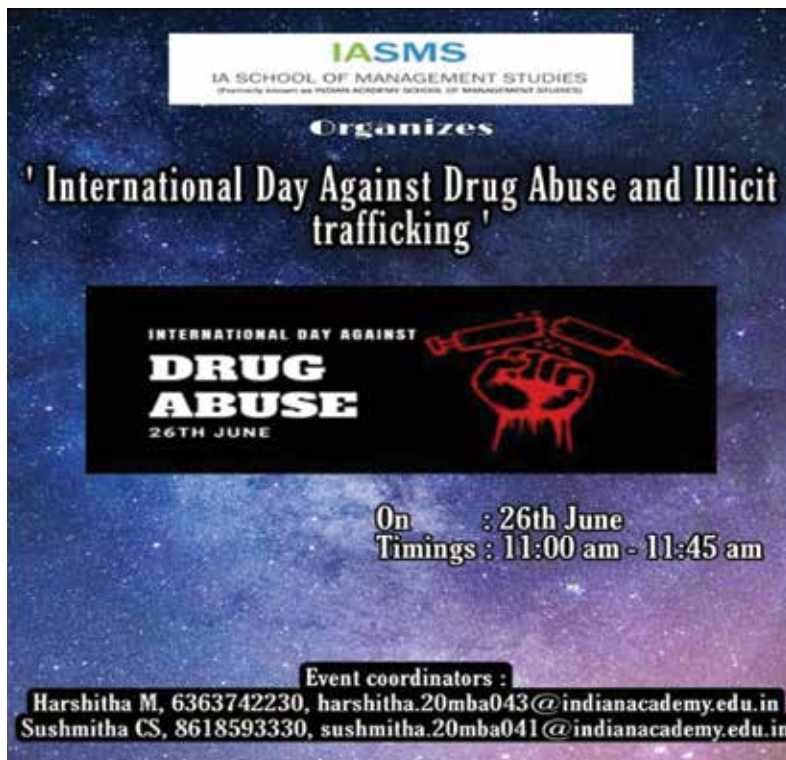
- Positivity
- Importance of yoga
- Advantages of controlling our mind



Mr. Rama Sevaka Das (ISKCON) interacting with students

International Day Against Drug Abuse

26th June 2021– An awareness session on ‘International Day Against Drug Abuse and Illicit Trafficking’ with an objective of creating awareness on the harmful effects of drugs and raising voice against illicit trafficking was conducted by the students.

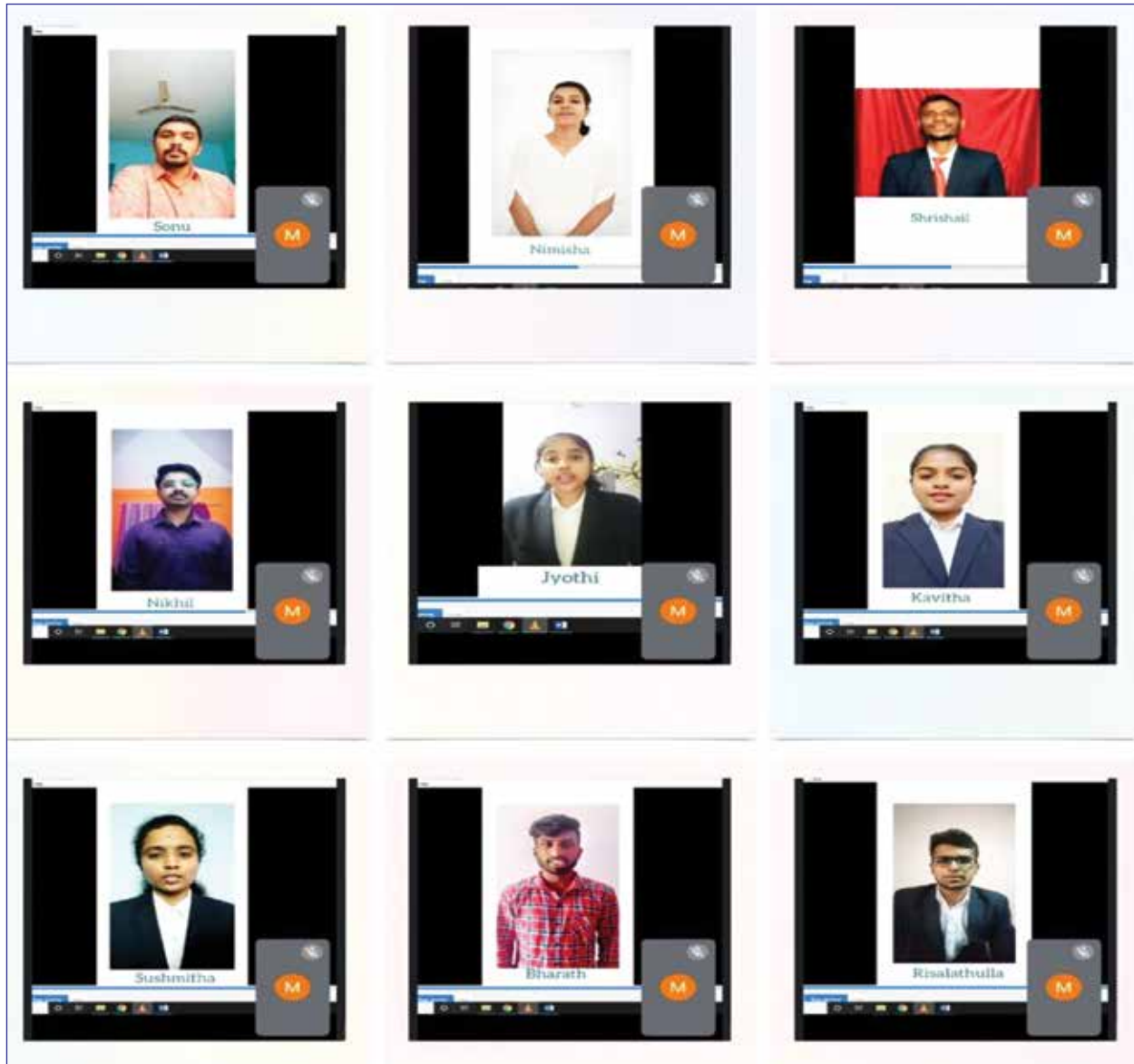


Online presentation by students of IASMS

“This Is Me” Introduce Yourself Video Making Competition

19th June 2021 – The students of IASMS participated in a video making competition that helped them to explore their creative side through preparing a self-introduction video clip. The key objective of this competition was to makes students understand the significance of Video Resumes which is a major trend in the recruitment

process. This competition was conducted keeping in mind the present circumstances of pandemic where online recruitments are becoming the new normal; therefore, students should be familiar with the online recruitment process and the screening done by corporate while hiring candidates.



Let's Talk about Yoga as a lifestyle for health and wellness

23rd June 2021 – In times of pandemic, everyone being stranded within their individual homes and operating within a limited space had been resulting in poor mental and physical health. To overcome the monotony, IA School of Management Studies organized a webinar on ‘Yoga as a lifestyle for health and wellness’. The webinar was an online interactive session where the students’ asked questions on ways to overcome the sedentary lifestyle. The session was followed by a breathing exercise demonstrated by Dr Apar AvinashSouji BNYS, Ph.D (Yoga), Principal, School of Yoga and Naturopathic Medicine Swami Vivekananda Yoga Anusandhana Samsthana

(S-VYASA) Deemed to be University, Bengaluru.

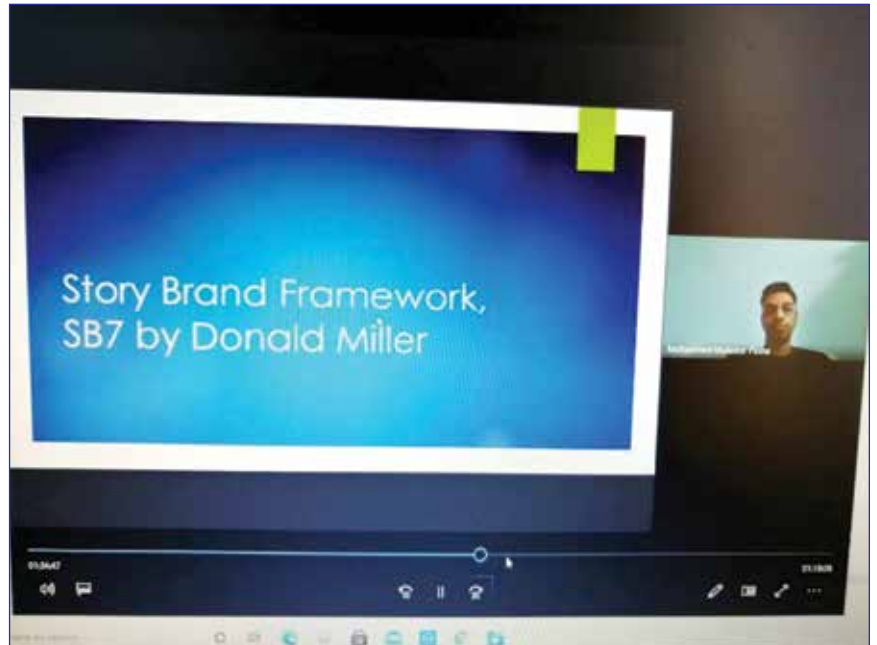
He spoke about the importance of calming one’s mind and how yoga helps to promote wellness. He quoted the Bhagavad Gita which talks about yoga and the importance of maintaining a balance between sleep, activities and food. He covered topics like Anandamaya Kosha that explains all our activities are done to attain happiness, Annamaya Kosha which talks about the food we eat and importance of sathvik food in our life. He shared the way asana should be practiced emphasizing the importance of being aware of our body.

Webinar on Global Branding

24th June 2021 - Branding is the process of communicating a unique selling proposition, or differential that sets a product or service apart from the competition.

Branding involves what people think about business and products. Building a reputation in any new market, including overseas, involves a first impression, which comes from the initial interactions of companies, products and services.

Businesses can attempt to shape or form the branding of the company or products in many ways: including advertising, media etc. Global Branding anticipates the transition to a more consumer-driven market. Even with a centralized, global brand, most companies will still likely use local agencies for their marketing campaigns.



Mr Mohammed Mudassir Pasha sharing insights with students of IASMS

The webinar was conducted with an aim to –

- provide an understanding of the factors which have led to the growth of internationalism and globalisation.
- provide an overview of the major concepts and themes on which the subject of global branding is based.

- understand the significance and process of global branding.

The webinar was delivered by Mr. Mohammed Mudassir Pasha, Client Support Analyst, London Stock Exchange Group.

Achievers' Day

30th June 2021– IA School of Management Studies conducted Achievers' Day through online mode. The event was planned to recognize the efforts of all the students who actively participated in planning and executing various events

as organizers and coordinators. The winners and runners of various competitions like mock interview, aptitude test, debate competition, report writing, debate were announced and awarded.



Winners across different events conducted at IASMS

Best Resume Contest

3rd July 2021 - IA School of Management Studies conducted best resume contest. This event was conducted to appraise students on the essential information that needs to be included in preparing an attractive resume. The contest primarily aimed at

- To enable students to understand the importance of preparing a good resume.
- To ensure student efforts are put towards designing an effective resume.

Motivational Talk Competition

17th July 2021 - IA School of Management Studies conducted an online competition on motivational speech by students with an intent to spread new ideas and inspire a positive change among listeners. Motivational speakers are individuals who give stimulating, motivational speeches that encourage those listening to them to take action or make changes that will make their lives better. Motivation, inspiration and encouragement are important for all students and would be more effective when students themselves give a motivational talk to their fellow mates.

Motivation is not only important in its own right; it is also an important predictor of learning and achievement. Students

who are more motivated to learn persist longer, produce higher quality effort, learn more deeply, and perform better in classes and on standardized tests.

Key takeaway for all students was to engage their minds and hearts in such a way that motivates them to think more clearly, see opportunities, and move forward with action.



Student participants delivering motivational talk

Unlock Your Potential

26th July 2021 - As IASMS welcomed its students back on campus and kick started the day with great excitement by organising a series of activities that engaged the teams in fun filled tasks. There was an air of excitement and enthusiasm as the students reunited with their friends and teachers after the lock down period. The faculty TEAM at IASMS endeavoured to rejuvenate and motivate students to start the session with a positive frame of mind.

The session included multiple management games and activities that emphasized on learning about communication and teamwork, time and performance management, consumer behaviour.



IASMS students participating in Management Games

Business Games – 2021

“You Can Do anything you set your Mind To”

30th July 2021 - The students of IASMS participated in various business games that were organized to impart experiential learning on business knowledge through quiz, brand identification activities. The entire set of activities were planned in such a way that students had fun while acquiring knowledge about different companies, the industry and the brands.



Students participating in various business games and quiz

GUEST TALKS

Become Your Own Boss (Discover the Entrepreneur in you)



10th July 2021 - IA School of Management Studies conducted a Webinar to introduce students to an entrepreneur's mindset and what it takes to become a successful entrepreneur over online marketplaces like Amazon, Flipkart, Myntra, etc. Lakshman Kumar Sinha, Senior Category Specialist with AMETEK was the guest speaker for the session.

The webinar helped all the students understand the following:

1. Online Market Place Registration: How to become seller in Myntra, Flipkart and Amazon.
2. Social Media: How to promote a product on social media
3. Affiliate Marketing: An account has to be created for affiliate sales, sign in and select the product which you want to sell, and the available product in the company will be displayed. We can promote the product in social media like Facebook, Instagram and LinkedIn. Once we register with affiliate marketing, we can directly get our link in Amazon and market products online.

The key takeaways for the students were –

- Since several of the student's desire to become an entrepreneur, this session encouraged them to move towards their goals.
- Students could consider the possibility of engaging in affiliate marketing which requires very low investment.

FDI and its Impact on Indian Economy



31st July 2021 – A guest talk on FDI and its impact was delivered by Dr Sohini Gupta with these learning goals

- To understand the concept about FDI and its various types.
- To have a clear idea about benefits and the disadvantages of FDI for the host country.

Foreign direct investment is significant for developing economies and emerging markets where companies need funding and expertise to expand their international sales. Recipient businesses get access to latest financing tools, technologies and operational practices from across the world. Over time, the introduction of newer, enhanced technologies and processes results in their diffusion into the local economy, resulting in enhanced efficiency and effectiveness of the industry. This session enlightened the students about the concepts related to FDI and increased their knowledge about investments.

Talk on Digital Marketing and Online Branding

30th July 2021 - IASMS organized a guest talk webinar on Digital Marketing and Online Branding that focused on different types of online marketing like SEO, Pay per Click, Social media marketing, content marketing and email marketing. The learning objective of this session was

to make the students understand the use of SEO in order to increase targeted organic website traffic, and use a data-driven approach to review the effectiveness of websites to improve customer experience.

FACULTY DEVELOPMENT PROGRAM CUM WEBINAR

Majan Online Virtual Environment (MOVE) – IADC-Aorganized by IASMS



Prof. K.S. Suryanarayana, Director of Quality Assurance & Senior Lecturer at Majan University College, Muscat making a presentation on MOVE LMS

31st July 2021 - IA School of Management Studies organized one day FDP cum Webinar on “Majan Online Virtual Environment (MOVE) - A Review” to create awareness amongst teachers on Technology Convergence and Benchmarking of Academic operations. The main objective of the FDP cum Webinar program was to form a bridge between the industry and academic institutions to appraise their knowledge and to impart the technological concepts and techniques to deliver the best academic results.

Prof.K.S.Suryanarayana, Director of Quality Assurance &

Senior Lecturer at Majan University College, Muscat, Sultanate of Oman, was the key speaker of the session. He is known for his contribution to Technology Convergence and Benchmarking of Academic operations.

Following were the key objectives of the webinar session:

- Effectively use ICT tools, software applications and digital resources.
- Integrate ICT into teaching-learning and its evaluation.
- Acquire, organize and create your own digital resources.

Entrepreneurship Workshop on Self-Employment

13th September 2021 – An entrepreneurship workshop on self-employment for students of IASMS was conducted by Mr Samuel Laurence to enrich and provide a wider perspective on the possibilities of becoming an entrepreneur. He focused on discussing the key highlight of various government schemes under Start-up and Stand-up India, and how an aspiring entrepreneur can leverage these schemes. The session was very insightful and motivating for the students as many of the students shared about their desire and choice of industry to become future entrepreneurs.



Mr. Samuel Laurence interacting with IASMS students

FIND THE INNER PEACE WHICH CREATES THE WAY TO SUCCESS



Peace is not the highest goal in life. It is the most fundamental requirement for a healthy life.

Inner peace refers to a state of being mentally and spiritually at peace, with enough knowledge and understanding to keep oneself strong in the face of discord or stress. Being 'at peace' is considered by many to be

healthy and the opposite of being stressed or anxious. Success on other hand is the achievement of something that you have been targeting.

The mind is like a room filled with a lot of stuff

Suppose your room is stuffed with furniture, books, papers and a lot of junk. There is no free space, and you can hardly move in the room. After living in this room for some time, you get used to it, no matter how uncomfortable and unpleasant it is. You might dislike it sometimes, but you do nothing to clean or rearrange your room.

This is exactly the state of your mind. It's filled with thoughts, fears, worries, and endless thinking. There is no room for new and different thoughts. It is in a state of tension and stress, always jumping from one thought to another.

Imagine that one day you decide to clean your room

You take everything out of your room, emptying it completely. Now the room seems very big without all the stuff in it. You clean and wash it, and then put back only the essential stuff. How do you feel now, when you are in your room? Isn't there an exhilarating feeling of joy? There is a lot of space, you can move freely and find everything easily.

Suddenly, you realize that you live in a big room, and this gives you a great feeling of joy and power. You realize that you were living in a limited and suffocated environment. Now, there is more air, more space, and you can move and walk freely in the room.

If internally you have been worrying about anything that is disturbing you, you will never have the confidence to overcome the failure and walk towards what will make you successful in life.

Inner peace clears your mind and allows you to see your path with great clarity, which gradually starts organizing thoughts and actions that makes everything fall in place. The happier you are within yourself, your dedication on achieving the goal will be maximized.

KEYS TO FIND INNER PEACE:

- It lies in proper life balance
- Love yourself
- Listen to inner self
- Simplify and defeat
- Stop judging yourself as weak player
- One good deed per day
- Power of forgiveness
- Be in present

As we work hard every day towards our professional goals, we must remember that our skills and talents can take us to levels of success that our character can't sustain. When we pursue peace, it empowers us with the clarity we need to move forward with the courage to accomplish our greatest personal and professional achievements.

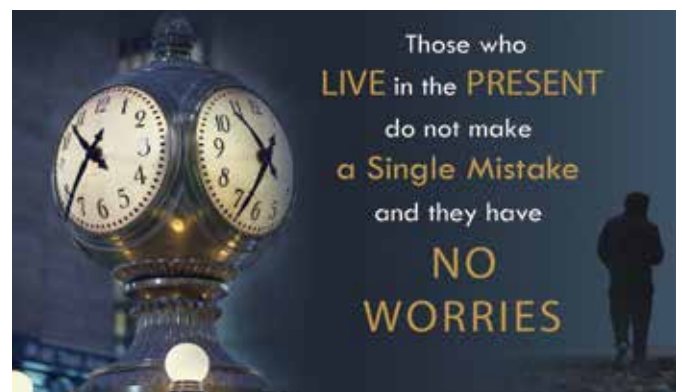
- Sushmitha CS
Final year, MBA

DO NOT LIVE IN THE PAST



We all have "baggage" from our past experiences that have shaped us into who we are now, but some individuals are so stuck in their past that they can't let go of those memories. Past memories which is painful continues to be painful. Crying is normal if you're in pain, but don't let the pain take over your

life. If you do, your life will be dominated by fear and phobias. If anything embarrassing happens or happened to you, find a solution to lessen the impact. Allowing it to continue to rule your life and harm your future is a bad idea. If you've had bad luck in the past, it doesn't mean that you'll have bad luck in the



future. Your past life has no impact on your future; instead, it is what you do today that will define your future.

- Sumaiya
Final year, MBA

NOT ONLY FAILURE, SUCCESS IS ALSO A STEPPING STONE TO ANOTHER SUCCESS



This is a real-life story of a person who is little more than a girl and a little less than a woman; an entrepreneur who wants to achieve something meaningful in her life. This is my story. I always wanted to be in-charge, rather than simply following orders given by someone above me. It was on December 22, 2020 when I took an initiative to start living my

dream. Despite being a married woman pursuing my MBA, I decided to take the required actions to change my dreams into reality, and that's when I initiated a WhatsApp group named AALIAH VIRTUAL ACADEMY.

Just to rewind a little and to give you a background or flashback of how it all started, I would like to take you back about a decade from now. It was an early realization for me to become a teacher, as I knew that thought teachers are the one who make doctors, lawyers, engineers and almost all the professions. Teaching is indeed a noble profession and I have an unconditional love towards teaching. I found my interest in arts and technology. In order to become an effective teacher, I took initiatives to build a passion towards it that resulted into creation of Aaliah Virtual Academy which focused on both arts and technology. My husband and I, found our academy while we celebrated the first graduation day of our academy on July 11, 2021 with graduating Beauticians that enabled the Henna Queens and Salih Muslims to represent themselves as successful individuals.



It was a first-hand experience for us while few achievements were in progress. As a sapling cannot grow into a tree in a single day. Likewise, I believed in my own success. My success may be small and slow, but I am sure of reaching greater heights. My mantra for success has always been based on my trust in God, support from my partner, smart planning and execution, and to top it all, trust in myself. A little bit of self-motivation with self-love has worked wonders for me at each stage. Our academy has witnessed more than 100 students who have successfully established themselves now. We have not faced any losses or major challenges so far, but we don't take it for granted. The path to success is consistent improvement. Though these successes are small, it motivates us for constant updates and improvement. At that time, we realized that not only failure, success is also stepping stone for another success.

S. RAISA

MBA Final Year

GOAL SETTING TO ACHIEVE LIFE SUCCESS



Goal setting is a smart technique used by individuals to enhance their performance by determining a detailed and demanding goal plan, be it for professional, personal or spiritual growth. When we accomplish our set goals, we experience a strong feeling of pride and satisfaction which leads to emotions of self-efficacy, confidence,

and certainty that we are capable of delivering on any assignment handed to us in time. Goal setting by itself is a systematic and structured task that involves listing out the goals we want to achieve, within a specific timeline. This approach keeps us motivated and focused as the accountability of achieving the set targets completely rests with the self. By adopting this strategy, we will be able to visualize the key milestones, and with every accomplishment we will see ourselves at the finish line of the set targets. A focused mind will enable us to maximize our



potential and help us reach the success. Our constant dedication and hard work play a major role in driving us to accomplish our goals. So, to be successful in life we need to plan our goals and strive to achieve them with the right mindset.

- Venkatadri S
MBA II Year