

IASMS IMPRINTS

A Bi-Annual Newsletter from IASMS

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Chairman's Foreword



It brings me great joy to know that the Indian Academy School of Management Studies (IASMS) is launching a bi-annual Newsletter, "Imprints".

I hope that the newsletter grows to be a fitting expression of the exuberance at IASMS. I take pleasure in congratulating the Editorial Team and the Director for the careful conception & compilation of this edition.

With Best Wishes,

Dr. T. Somasekhar,

Chairman

Indian Academy Education Trust

Director's Message

Recording the footprints on the path of progress is one of the essentials for an institution. It rakes up the memory of the time passed by and the impressions it has created on the mindscape of the people associated. Newsletters of an institution play an

important role in this direction. Apart from providing information about happenings in the institution, they create awareness and develop a sense of belonging among the stakeholders. They help in conveying the message of an institution to the outside world.

Keeping these thoughts in mind we, at Indian Academy School of Management Studies (IASMS), initiated to bring out a newsletter. Recognizing the impact of newsletter we have named it IASMS Imprints. I fondly hope it serves the purpose we wished it would.

Please go through, comment, contribute and make the imprint of your journey at IASMS memorable.

Dr. Nagaraj Shenoy

Director

Indian Academy School of Management Studies



IASMS has been ranked No.27 among top B-Schools of India and No.15 among the top B-Schools of South India by Career Connect Magazine in their recent issue of February 2016

Editors Desk

**"Education is education. We should learn everything and then choose which path to follow.
Education is neither Eastern nor Western, it is human."**

Malala Yousafzai, I Am Malala

(The Girl Who Stood Up for Education and Was Shot by the Taliban)

Management education today requires a new breed of youngsters who are willing to not only be the change we need; they should also be willing to lead the change. Young minds today are smart, energetic, tech savvy and engaged. They want to express their passions in meaningful ways.

We at IASMS provide a platform for this expression by organizing various academic and non academic programs aimed at overall development of students. Our

Newsletter Imprints is symbolic of a ceaseless flow of creative thoughts complimented with a goal to constantly strive towards progress. This issue unveils the major activities organized by the MBA department for the current semester and also showcases the achievements of our students and faculties. I hope all the readers enjoy reading this issue of the MBA News letter.

Dr. Reena Shyam

Editor-IMPRINTS

Inauguration of I Semester MBA Batch 2015-17 (28th September 2015)



Mr. Raghunath Thali, Vice President & Head, Platform Ecosystem, SAP SE, lighting the lamp on the occasion along with Dr. T. Somasekhar, Chairman and Dr. Nagaraj Shenoy, Director, IASMS



Mr. Rajesh Premchandran, Vice President, Refrigeration & Air – Conditioning at Danfoss Industries Pvt. Ltd delivering his talk on industry opportunities for MBAs

Induction Program for the New Batch of MBA students (5th October - 9th October 2015)

An Induction program on “Industry Readiness” was organized for the new batch MBA students from 05th October to 09th October 2015. The resource person for the sessions was Ms. Jahnvi G who trained students on the essentials of management education which included communication skills, grooming, time management and overall personality development to ensure and enhance employability of students for the new batch of students.

Workshop on Financial Education by SEBI – (5th October 2015)

A SEBI Sponsored workshop with Mr. Prakash Rao Jothady, who is a Certified Financial Education Trainer from SEBI as resource person. The session covered interesting areas like-Introduction to Savings and Investments, Basics of Budgeting, Inflation effects on investments, Risk and Return, Power of Compounding and Time Value of Money. The students

were also provided a booklet on financial education from SEBI which was very informative and enhancing student knowledge about basics of finance, investment and savings.



Dr Nagaraj Shenoy greets Mr. Prakash Rao Jothady, Financial Education Trainer SEBI

Guest Lectures

- ◆ Guest Lecture by Mr. Chandan R on Personal Savings & Investment on 19th September 2015. Topics of the talk included opportunities for savings, principles of investment, and avenues for savings investment.
- ◆ Mr. R. Hari Hara Sudan, Founder and CEO of Fulkrum gave an informative talk on preparing MBAs for placements interviews areas of the course such as Aptitude training, interview training, resume preparation and preparing for group discussions.



Mr. R. Hari Hara Sudan, Founder, CEO Fulkrum delivering a talk on Essential Skills for MBAs

- ◆ Mrs. Marina, resource person from BSE addressed the III Semester Finance Specialization students on 3rd November, and gave an insight on basics of investment analysis, principles of investment, opening D-Mat Account, and online trading processes.
- ◆ Mr. Rabi Narayan Behra alumni of Indian Academy delivered a lecture on “Business Analytics”, on 14th November 2015. He introduced the students to the basic concept of Business analytics and possibilities of pursuing a career in analytics as a feasible option after MBA.
- ◆ Mrs. Marina, resource person from BSE addressed the III Sem HR specialisation students on 19th November 2015 on fundamentals of investments and also the students from marketing stream on 15th December 2015.

Industrial Visits An Interface with the Corporate World

HUL Modern Breads Ltd

Modern Breads is a fine example of a fully automated food manufacturing unit producing different varieties of bread and bun. The students group was received by Mr Lalith Prasath HR of Modern Breads who explained the various stages of production including procuring raw material, mixing, heating, cutting and final packaging of products.



III Semester MBA Students at HUL Modern Breads Ltd (Yeshwanthpur industrial area) with Prof.Rohini Sajjan and Prof.Puja Archana Sahu on 22nd Sept, 2015

KMF (Karnataka Milk Federation)

An enriching experience for students in gaining practical knowledge on the production and distribution of Milk by a State owned entity.



III Semester MBA students at KMF (Karnataka Milk Federation) Plant (Bangalore Dairy Circle) with Prof. Kuppusamy and Prof. Sheeja Krishnakumar on 15th October 2015

Toyota Kirloskar Ltd

Toyota Kirloskar plant visit commenced with an exhaustive explanation by Mr Gopinath who gave an overview of Toyota Ltd, including product profile, HR,



I Sem MBA students At Toyota Kirloskar Ltd with Mr.Gopinath (HR Toyota Kirloskar) Prof. Rohini Sajjan and Prof Sheeja Krishnakumar on 17th December 2015

training practices, manufacturing process and quality testing followed by a corporate video of Toyota Ltd. The students witnessed the various stages of assembling and manufacturing process of the automobiles. The visit concluded with a question and answer session with plant executives clarifying various issues confronting the automobile industry.

Coca Cola plant

At the Coca Cola plant, Inspection executives, Ms.Megaha and Mr.Sandeep explained the entire process right from preparation of sugar syrups, adding flavors and finally producing various lines of drinks including Fanta,Sprite, Maza and Minute Maid. The process by which glass bottles are washed and bifurcation of bottles into conveyor belts based on compliance with quality and those sent for rejection was very interesting.



Visit to Coca Cola plant (Bidadi) students with Prof.Reena Shyam on 23rd December 2015

Go Beyond – Outbound Learning

“I forget what I hear, I remember what I see and I understand what I do” - Chinese Proverb

IASMS ensures learning is significant and easily transferable to students by using learning through experiencing concept.



III Semester MBA students with Prof. Sheeja Krishnakumar at NHRD HR Showcase, White Feather Convention Centre, Electronic City on 11th September 2015

NHRD HR Showcase

Unraveling the nuances of HR practices, NHRD HR Showcase, witnessed a congregation of several reputed companies hailing from IT, manufacturing, hospitality and other sectors. This was a unique opportunity for our students to gain insight on some of the best practices followed by these organizations in ensuring effective human resource management. Stalls represented by

firms like Manipal Hospital, TVS, Flipkart etc, provided a platform for students to interact with HR personnel besides being given pamphlets. Free workshops on psychometric tests and business games were other major attractions of the Event.

Seminar on “Impact of Goods & Service Tax on Indian Economy”

Students attended a Seminar on 6th October 2015 “Impact of Goods & Service Tax on Indian Economy” at Sindhi College organized by the Department of post graduate studies in association with Federation of Karnataka Chambers of Commerce & Industry, Bangalore (FKCCI). The program focused on Basics of GST, Prerequisites, Features, Benefits including challenges and Implementation.



At APMC (Agricultural Produce Market Committee) Yeshwanthapura, with Prof. Sheeja Krishnakumar on 4th November 2015

APMC (Agricultural Produce Market Committee)

To facilitate practical learning in the area of Rural Marketing, students visited APMC (Agricultural Produce Market Committee) a board established by Karnataka state government. Students were exposed to the process involved in actual trading and bidding of agricultural produce and the key role played by APMC in market transactions.

Mantri Mall, Malleswaram

The students with marketing specialization explored the diversities of retailing and consumer behavior. Consumer impulsive buying and purchase behavior, especially while visiting Malls was selected as an area for students to conduct a survey on. The students interacted with customers personally by medium of questionnaires intended to assess their purchase intentions and buying behavior at the mall.



Students at Mantri Mall, Malleswaram with Prof. Puja Archana Sahu and Prof. Reena Shyam on 18th November, 2015

Marketing Hackathon (13th October 2015)

A Marketing campaign design competition was by Indian Academy in association with Scrollback a community chat platform. The event was conducted by the Scroll Back team. The students were divided into teams and were asked to design an effective marketing campaign for the company’s new app, Hey Neighbour. All the students gave impressive presentations on the theme.



Dr.Nagaraj Shenoy, Director IASMS welcoming Mr.Gaurav Srivastava-Co founder Scrollback on the occasion of Marketing Hackathon organized on 13th Oct 2015



Dr. Nagaraj Shenoy, Director IASMS with the Scrollback Team (from right Mr. Gaurav Srivastava - Co founder Scrollback, Mrs.Kashmira Chawak-Heads Marketing and PR, Mr.Shreyas Narayanan Kuty-Community Evangelist and Mr.Salman Khan Marketing executive Scroll back



Student Participants of Marketing Hackathon

FORA Students Presentations Seminar (7th Nov 2015 to 28th Dec 2015)

The students presentation, “FORA” for I Semester and III Semester MBA students aims at improving the communication and public speaking skills of the students, besides endeavoring to infuse confidence in them. The event requires students to give presentations on some of the current issues relevant in the management world. The teams had to give two rounds of presentations on different management topics. The presentations were judged by Alumni of Indian Academy who hold prestigious positions in reputed firms.



I Semester MBA students on the occasion of FORA student presentation seminar



I Semester MBA students on the occasion of FORA



FORA - III Semester MBA students

Staying connected with our Alumni

IASMS has endeavored to continue its bonding and association with its alumni over the years. We believe that our alumni can contribute to the academic progress of the institution in a big way. Participation and involvement of our alumni in various activities of the department has helped the college continue its association with its alumni. Besides providing an opportunity for our alumni to bond with their faculties and share with each other expressions of mutual regard and recollection of the time spent at IASMS, it offers a platform for the current batch of MBA to learn from the experiences of their seniors.



Prof Kuppusamy greets our alumni, Mr. Balachander (2010 -2012 batch) - Operations Head HSBC Bank



Mr Dattatreya Desai (2008-2010 batch) - Area Manager Prime Focus Technologies



Shiva Kumar (2008-2010 batch) – Senior Associate with Swiss RE

Congratulations

“Competition” - A word that sends shivers of excitement or trepidation down the spine whether you crave the thrill of battle or cringe at the very thought. Competition is an essential part of Management education, preparing our students to handle the pressures of real life issues of the corporate world.



Naved Ahmed.Z receiving the first prize for debate from Dr. T Somasekhar, Chairman IASMS



Winning team Toby Philip & Khadeeja Reesha Mustafa receiving the first prize for Poster Making



Vishal B receiving the first prize for Pick and Speak competition



Aashish Shahi - First Prize for Quiz competition



Winners FORA - III Semester (from left) Varalakshmi.N, Upasana Dowerah and Triveen Kumar .C



Harsh Choudhary and Triveen Kumar C receiving the first prize for Face Painting



Winners FORA - I Semester (from left) Archana R, Awantika Soni and Bharath R



Upasana Doowerah & Sneha P won the first prize for Cook without fire competition

Winners of Marketing Hackathon



Marketing Hackathon-The winning team (from left) Vinayak.P, Azharudheen Poonthiruthy, Soffrin Philip, Sreejith Pulikkal and Sree Ragil Remesh, with Mrs. Kashmiri Chawak- Head Marketing and PR at Scrollback.



(from left) Maruthi P Winner and Ranjith Kumar R Runner up of boys shot put throw with Mrs. Elizabeth Leena, Principal, Indian Academy Nursing College.

Congratulations - Sports Achievers

"Winning isn't Everything - but wanting to win is"

- Vince Lombardi



Sreehari.V and Tony Wilson
First prize in badminton doubles
held on 14th Jan 2016



Fal Dessai Depeesh Dilip Runner up for Boys Table Tennis receives the award from Dr. E Jerome Xavier, Principal, Indian Academy Degree College.

Faculty Focus

Dr. Nagaraj Shenoy

Papers Presented in International Conferences

"Building Quality Management Institutes: The Six Sigma Way", a paper presented at The International Conference on "Global Convergence of Management Education and Practices" – ICON 2015, organized by CBSMS, Bangalore University, Bengaluru, on November 25 & 26 November 2015 at Bangalore, India.

Recognitions / Honors

Invited as Chief Guest for National Conference on "Futuristic Trends in Power Integration & Computing Techniques" (NCFPIC) and delivered Key Note Address on 7th November, 2015 at Sri Sairam Engineering College, Bengaluru.

Felicitated at International Conference on "Global Convergence of Management Education and Practices" held on 25th and 26th November, 2015 at Bengaluru, India.

Prof. Sheeja Krishnakumar: Presented paper at IASMS in International Conference, paper titled "Inclusiveness of trans-genders for the growth of Business" on May 9, 2015.

'Work Culture and Work life Balance Issues across Countries' at Kristu Jayanti International Symposium (KRISYM), on June 30, 2015.

'Organization Culture and Innovation: Affect of its Variables in the 6th International Conference on Managing Business Competitiveness at Acharya B School on 17th & 18th of Dec 2015

Prof. Rohini Sajjan: Presented a paper on "Sports Memorabilia Counterfeit and RFID" in 6th International Conference of Acharya Bangalore B_School, held on 17th and 18th December, 2015.

Prof Rohini Sajjan Presented a paper on "Comparative Analysis of Inflation Indexed Bonds Performance in India with Investors Prospective" in International Conference of CMS Business School, Jain University, Bengaluru on 17-18 April, 2015.

Prof. Reena Shyam Prof. Puja Archana Sahu: Presented papers on the topic "Entrepreneurship and Business Ethics - Resolving of ethical dilemma using Business Ethics Synergy Star (BESS)"

in an International Conference on Globalisation and Changing Landscape of Business organized by Kristu Jayanti College on June 30th and July 1st 2015.

Prof Puja Archana Sahu and Mrs Reena Shyam Presented papers on the topic "International student perception towards MBA education" in an International Conference on Global Convergence of Management Education and Practices organized by Canara Bank School of Management Studies on 25th and 26th Nov 2015.

Publications

Prof. Kuppasamy: Published a Book Review on "The Great Disruption by Paul Gilding (Publisher-Bloomsbury) in the IASMS Journal of Business Spectrum, Vol.VIII No.2 pp.62-63, July 2015.

Prof. Sheeja Krishnakumar: Published a paper in SDMIMD Journal of Management, titled 'Significance of Job Satisfaction among Academicians', Vol 6, Issue 1, March 2015, ISSN Print 0976-0652, online 2320-7906.

Published a paper on 'Designing a Framework of Performance Management System to an Educational Institution: A Diagnostic Approach' published in IFIM Journal – FOCUS. Vol 11, No.1, ISSN: 0973-9165

Prof. Rohini Sajjan: Published a paper on "Comparative Analysis of Inflation Indexed Bonds Performance in India with Investors Prospective" in Pariprashna Academic Journal of CMS Business School, Jain University with ISSN 0976-7150, Special Issue Volume I, Issue I of January - April 2015.

Prof. Puja Archana Sahu: Published a paper on "Relationship between NYSE and BSE – A Study" in the International Journal of Recent Scientific Research Vol. 6, Issue, 7, pp.4927-4929, ISSN-0976-303,2015.

Prof. Reena Shyam: Published a paper on "Business ethics for small business entrepreneurs and resolving ethical dilemma" in the International Journal of Recent Scientific Research Vol. 6, Issue, 7, pp.5168-5171, July, 2015.

Creative Hues

Creativity is putting your imagination to work, and it has produced the most extraordinary results in human culture
 - Ken Robinson

IASMS organized various activities to tap the talents of students, providing a platform for to express their creativity and divergent thinking. The aim was to encourage students, facilitating them to making new

connections and enlarging the limits of knowledge to result in the onset of wonderful ideas. As students learn how to become comfortable with ambiguities, they develop complex thinking skills



Ethnic Day and Secret Santa Celebrations

"We may have different religions, different languages, different colored skin, but we all belong to one human race."
 - Kofi Annan



Freshers' Day

Stepping into college with fresh thoughts, noble aims, high hopes and aspiration- Freshers' Day Celebrations organized by senior batch of MBA students



Unveiling the entrepreneurial instincts among students



Food stalls hosted by students as a part of ethnic day celebrations made commendable profits.
 Winning teams Syed Mujtaba Mahdi, Pukar Pachhai and Aashish Shahi

Fariha Tabassum, Md. Multani, Iftaquary and Khaja Pasha receiving the awards from Dr. Nagaraj Shenoy, Director IASMS

