

IASMS IMPRINTS

A Bi-Annual Newsletter from IASMS

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RELEASE OF IASMS IMPRINTS



The first issue of IASMS Imprints being released by our Honourable Chairman, Dr.T Somasekhar and Director, Dr.Nagaraj Shenoy along with faculty members.

IASMS Imprints – the MBA newsletter fulfills the need for a communication platform that disseminates news and provides information about the multifaceted activities and events organized at

Indian Academy School of Management Studies. The first issue highlighting the initiatives of the department was released by our Chairman along with Director, IASMS on 26th March, 2016.

FEED - Faculty Education & Enrichment Program



Inauguration of FEED Program by our Chairman IASMS



Dr. Nagaraj Shenoy, Resource Person FEED program in a session



Prof. A Kuppusamy handing over the certificates to participants

▼ Participants of FEED Program ▼



The FEED program was organized on 5th May, 2016 with Dr.Nagaraj Shenoy as the Resource person. The program aimed at deliberating and covering areas of IV Semester MBA research project that enable faculties in effectively guiding their students on the problem based research projects they have chosen in conjunction

with their specialization. The program received a good response with participation from 38 reputed colleges across Bangalore. The participants expressed that the course content and delivery by Dr.Nagaraj Shenoy was fruitful and appreciated the efforts of IASMS team in organizing the event.

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www.indianacademy.edu.in/iasms

From the Director's Desk

Golden Principles for Personal Excellence

He was a son of impoverished farmer and was unskilled as child. He started his career as a salesman and moved to New York. He was aspiring to be an actor. During this period, he discovered his rare skill and started giving talks on techniques of developing better human relations. In 1912, Dale Carnegie published his insights in a book titled "How to Win Friends and Influence People". It became an instant best seller and even a century after the principles discussed in the book are, amazingly, still relevant.

Become a Friendlier Person

1. Don't criticize, condemn or complain.
2. Give honest, sincere appreciation.
3. Arouse in the other person an eager want.
4. Become genuinely interested in other people.
5. Smile.
6. Remember that a person's name to that person is the sweetest and most important sound in any language.
7. Be a good listener. Encourage others to talk about themselves.
8. Talk in terms of the other person's interest.
9. Make the other person feel important - and do it sincerely.

Win People to Your Way of Thinking

10. The only way to get the best of an argument is to avoid it.
11. Show respect for the other person's opinion. Never say "you're wrong".
12. If you are wrong, admit it quickly and emphatically.
13. Begin in a friendly way.
14. Get the other person saying, "yes, yes" immediately.
15. Let the other person do a great deal of the talking.
16. Let the other person feel that the (your) idea is his or hers.
17. Try honestly to see things from the other person's point of view.



18. Be sympathetic with the other person's ideas and desires.
19. Appeal to the nobler motives.
20. Dramatize your ideas.
21. Throw down a challenge.

Be a Leader

22. Begin with praise and honest appreciation.
23. Call attention to people's mistakes indirectly.
24. Talk about your own mistakes without criticising the other person.
25. Ask questions instead of giving direct orders.
26. Let the other person save face.
27. Praise the slightest improvement and praise every improvement. Be "hearty in your approbation and lavish in your praise".
28. Give the other person a fine reputation to live up to.
29. Use encouragement. Make the fault seem easy to correct.
30. Make the other person happy about doing the thing you suggest.

It was an experience of enlightenment for me when I read it for the first time. I highly recommend everyone to read this book to discover the wisdom and greatness of Dale Carnegie. You will find awe-inspiring the insights provided by this timeless classic.

Dr. Nagaraj Shenoy
Director

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

**"Two Roads Diverged in a wood and I took the one less travelled by,
And that has made all the difference."**

The Road not taken (Robert Frost)

Life is about choices and the right decisions we make. As individuals at some point of our life we reach a fork in the road. One way is well-trodden and the other is fresh with grass. The first road symbolizes a less risk, safe and an easy choice which most of us often opt for. The second however is more unpredictable and risky which makes all the difference between the ordinary and the extraordinary. IASMS encourages and prepares its students to explore the un-trodden paths that could add meaning to their future life. The current issue of IASMS Imprints presents a brief on several

events organized by the MBA department to encourage students in enhancing their knowledge and preparing them to handle the gamut of challenges that await them in their future life. Few other information you can look forward to in this issue include; Student articles, creative contributions and true accounts from IASMS alumni who have shared their fruitful experiences of their stay at Indian Academy. I would like to thank the contributors of this issue and wishing all an enjoyable reading.

Dr. Reena Shyam
Editor-IMPRINTS

BBMP Pre-Budget Discussion



Pre-Budget Discussion with Honorable BBMP Mayor Sri B.N Manjunatha Reddy & Prof. Reena Shyam with IV Semester MBA students Naveed, Vishal, Sree Ragil and Anushree)

A unique initiative by Bruhat Bengaluru Maha Nagara Palike (BBMP) witnessed pre-budget consultations with various sections of society including students and educational institutions was held on 8th March 2016. A team representing Indian Academy School of Management Studies participated in the discussion and gave their inputs to Honorable BBMP Mayor Sri B.N Manjunatha Reddy on how the BBMP budget could address issues like campaigns on waste segregation among public, improvement of sanitation, rain water harvesting and use of bio gas were some of the issues discussed along with suggestions to education and training to encourage student volunteers to contribute to making Namma Bengaluru a Beautiful City. The event was covered by various news channels and print media as well. A write up of our final year student Mr Naveed Ahmed on his suggestions to BBMP for a better and beautiful Bangalore appeared in Bangalore Mirror dated March 9th 2016.

Discover the Entrepreneur in you



Mr.Mazin Mustafa, Ms.Reshma Gupta, Mr.Mohammed Raees and Mr.Hisham Siddikh founders of RAAZ Designs with Dr.Reena Shyam

What makes someone a successful entrepreneur? It certainly helps to have strong technology skills or expertise in a key area, but these alone are not the defining characteristics of entrepreneurship. Instead, the key qualities are traits such as creativity, the ability to keep going in the face of hardship, and the social skills needed to build great teams. Unfolding these thoughts to our MBA students, was Mr. Mazin Mustafa and his team, founders of RAAZ foundation, a designing company. Mr.Mazin endeavored to kindle the entrepreneurial instincts in our students. "Discover the entrepreneur in you" was held on 18th March, 2016.

FORA- 2016 Bye to Stage Fear, Forever!



Ms.Bharathi V from the 2012 batch working as Financial Analyst for Oracle India Ltd judging student presentation competition FORA-2016



IV Semester MBA participants of FORA-2016 with our judges & Ms Geeta Financial Analyst, Ocwen Finance Ms Divya, Tax Analyst, EXL Analytics



Ms Harshitha working as Analyst Asset Management JP Morgan, Judge for Fora- 2016 with II Semester MBA students

Good presentation skills are not about genes. Unlike singing or the guitar, no inborn talent is required. Speaking well is a skill, comprised of physical behaviors, learnable by anyone who cares enough to succeed. FORA, the student's presentation competitions are a platform to mould our students into confident speakers on stage. We are extremely happy to have the alumni of IASMS as Judges for the FORA competition. Besides sharing their industry experiences, our alumni sharing offered insights on career paths, introduced their companies to students and their job prospects as well. Bye to Stage Fear, Forever was held on 19th March, 2016.

The second round of FORA was organized on 23rd April 2016 with Mr. Dattareya, Assistant Manager Prime Focus Technologies from the Batch 2008-2010 of IASMS was the judge for the event.

MBA Academic Competition - Product Launch PRARAMBHA

PRARAMBHA-2016 where students present their ideas on unique products and its launch plan.



Mr. Rabi Narayan, Senior Analyst KPMG and Prof. A. Kuppusamy judging the event



When it comes to launching a new product, having a solid marketing strategy is an effective way to engage not only current customers but also make an attractive appeal to potential customers. Testing waters with their new product and service ideas, the MBA students made presentations on the feasibility of their business ideas. PRARAMBHA-2016 was held on 26th March 2016.

The academic competitions also included an Interclass Quiz on Current Affairs to assess the knowledge of students organized on 1st June 2016.

Industrial Visit- An Interface with the Corporate World

Aiming to go beyond academics, industrial visit provides student an opportunity to learn practically through interaction and observation of working methods and employment practices.

KMF (Karnataka Milk Federation) Plant



21st March, 2016 II Semester students along with Prof. Rohini Sajjan and Dr. Puja Archana Sahu on one day Industrial Visit to KMF

The industrial visit to KMF on 21st March 2016 was an enriching experience for students in getting a live exposure of the production and distribution system of Milk. The results of effective dairy development by KMF have made far-reaching and extensive impact on rural landscape in Karnataka. The officials at KMF shared information on the proposed plans to strengthen and modernize the dairies in future which was the need of the hour.

VRL Logistics, Nelamangala, Bangalore Rural



II Sem MBA students with Mr. Vijayanandaiah S.S, G.M VRL Logistics



The II Sem MBA students visited VRL Logistics along with faculty members Prof. A. Kuppusamy & Prof. Sheeja Krishnakumar

VRL Logistics visit was organized on 21st March, 2016 for II Semester MBA. VRL Logistics is an organization with 3800 goods transport vehicles and 380 passenger vehicles with their service spread to 28 states and 4 union territories and covering 662 cities operating around the clock. The visit provided students an in - depth exposure on the various stages of receiving and sending consignments, tracking consignments on line, loading and unloading of process with minimum human involvement. The operations were well explained by Mr. Vijayanand Salimat, Manager in-charge and were highly informative to students.

GUEST LECTURES



Mr. Noble George, CEO of Abner Consulting Group addressed our students on entrepreneurship in the guest lecture organized on 9th April 2016. He spoke to students about the thought processes that goes to differentiate an entrepreneur from normal individuals. His talk on entrepreneurship was highly motivating for our students who aspire to be future entrepreneurs.



Mr. Sujith Haridas an alumni of IASMS and currently working as HR Consultant spoke on how to crack the interview in his talk held on 16th April, 2016. For any interview, at least hundreds, if not thousands, of candidates apply. Highlighting the importance to succinctly outline and build on personal strengths, Mr.Sujith Haridas shared his views on how our students can prepare themselves for future interviews.



Mr. Faku Khan an alumni of Indian Academy shared his practical experiences on entrepreneurship with our students in his talk held on 16th April, 2016. He is a role model for young aspiring entrepreneurs. Dealing with organic farm products, the founder of sheeppkart.com gave a realistic perspective on crucial decision making confronting a budding entrepreneur. The practical problems faced in setting up a start up provided a realistic approach to our students.

Mrs. Kiran, Corporate Trainer featured in the guest talk held on 30th April, 2016. Emotional intelligence, an interesting subject for young minds was the focus of Mrs Kiran's talk. She highlighted the role that EI could play in improving the quality of work life and tiding over the stress and difficulties of corporate life.



Mr. Sateesh Kumar was the esteemed speaker on 6th May, 2016. He inspired our II Semester MBA students to create a brand for themselves and make prudent career choices. He emphasized on the need for discipline, integrity and commitment in addition to soft skills and subject knowledge as these were essential qualities sought by the industry from MBA students.

Mr.Ravi Ragahavan, Corporate Trainer rendered his talk on 28th May 2016. He provided an overview on Sales and Marketing in automobile industry. He stressed on the importance of knowing the product, its applications and selling techniques relevant for the automobile sector.

A Visit to 'Missionaries of Charity'

**"Not all of us can do great things.
But we can do small things with great love."**

- Mother Teresa

IASMS – get ready for life. It Is not merely a statement but a sincere effort to prepare our students and transform them as a workforce of social change professionals who are skilled to impact the lives of millions of people and effectively change the world with their work. The MBA department organized a visit to Nirmala Shishu Bhavan, Lingarajapuram on 16th April 2016. The organization caters to orphans, physically and mentally challenged children. The team of students along with Prof.Sheeja Krishnakumar was received by superior Sister M Josephat who accepted the contributions made by our students. This was a small gesture to help make a difference in the lives of the less privileged by IASMS.

Seeking New Heights Winners of Intercollegiate Management Fest-2016



Archana R and Maria Lumina Winners of HR Event (Samrakshak), Management Fest Aarohan -2016 organized by BNM Institute of Technology on 28th and 29th April 2016



(From left) Md Multani, Khaja Pasha, Md Khizar, Fariha Tabassum and Md Akeeb along with our Director. Winners of Marketing Event, Management Fest Transcend organized by Acharya Institute of Management Studies on 22nd and 23rd April 2016

NON ACADEMIC COMPETITIONS



Showcasing the talents of students blended with creativity the non academic competitions started off with Collage competition and MBA Talent Hunt

program. Faculty members judged the extremely entertaining and fun filled program held on 21st May 2016.

MBA - FAREWELL



“Go confidently in the direction of your dreams live the life you have imagined”. Here’s bidding a warm farewell to the final year MBA batch of 2016. The farewell organized by I year MBA students on 26th May, 2016. A colorful event and moments to relive the good memories they had of the time spent with their companions and teachers at IASMS. Dr. Nagaraj Shenoy, Director, IASMS and all the faculty members wished the senior students a bright and meaningful future. This was followed by cultural programs organized by the juniors filled with fun and frolic. The event concluded with a beautiful video compilation of their stay at IASMS.



ACHIEVERS' DAY



Vishal B IV Semester receiving I Prize for FORA



Khadeeja Reesha II Semester I Prize for FORA and On spot Sketching



1st Prize for Product Launch secured by Triveen Kumar C, Sneha N, Priyanka K, Irena Msigwa and Anushree Kumar



Ambika R receives I Prize for singing



Aqida Ashraf and Aashish Shahi from II Sem MBA Winners of the Quizz Competition



(from left) Maruthi P, Ranjith Kumar and Md Mudassir receiving the award for Collage competition



(from left) Sangeeth K Srinivasan, Vyshak V, M Shareef P, Md Fahad, Stan Boyz Md Nahas, Firos, Md Ashmil, for Group performance



100% Attendance Achievers Award - Abdul Khaliq Rehan, Anushree Kumar, and Priyanka K from IV Semester MBA



Bharath R and Akshay Kumar from II Semester being awarded for 100% Attendance



Best Talent - Samuel Shantharaj

Solo Dance event the first prize was secured by Taba Chunu II Semester. The day earmarks and acknowledges the students who have performed exceptionally well in academic and non academic events organized during the current semester. The

aim is to help students experience accelerated learning, develop new skills and overall personal development. Our Chairman Dr. T. Somasekhar honored the student achievers during the program organized on 13th June 2016.

PLACEMENT RECOGNITION DAY



Mrs. Phanishri Santosh, Director-Placement, IASMS addressing the audience on Placement Recognition Day. Ms. Sneha of IV Sem giving feedback

IASMS aims at empowering students with values and professional skills to get placed in their appropriate field. The placement cell serves as a foundation for many careers by guiding students in right direction through continuous counseling and exploring avenues for employment of students in reputed organizations. The placement department has been successful in

attracting noted organizations like Indigo Airline, Purvankara, BVG India Pvt.Ltd, Just Dial, Karvy and Doors as a part of the campus recruitment drive. Almost 23 students have been placed from the outgoing batch of 2016. This goes to show that we have been largely successful in ensuring quality placements to our students.

Alumni Junction – Stay Connected



Mr. Rabi Narayan, Senior Analyst KPMG from the batch of 2008 with Chairman, Dr. T. Somasekhar



Ms. Divya, Tax Analyst EXL Analytics from the batch of 2012



Ms. Geeta Financial Analyst, Ocwen Finance from the batch of 2012



Ms. Bharathi V working as Financial Analyst for Oracle India Ltd and Ms. Harshitha Analyst Asset Management JP Morgan from the batch of 2012 being welcomed



Ms. Harshitha Katta

Financial Analyst,
JPMorganChase, Batch 2012



Master's at Indian Academy School of Management Studies has contributed greatly towards the development of my personality. During the course participating in inter and intra college events, industrial visits gave us practical industry exposure. I have inculcated leadership skills, time management and

team skills being able to advance these skills to a whole new augmented level.

Mr. Rabinarayan Behera

Senior Analyst, KPMG
Batch 2008



It was a beautiful journey between 2008 and 2010 at IASMS. Honestly, I never thought of placements during my days as a student. The reason was both simple and complicated. Simple as I was confident that I will definitely secure a job whatever may be the compensation I will get and

complicated as I was still not sure what arena to go for within management.

Teachers are beautiful creations of god; they are professional in enriching the thought process. Fortunately I got a bunch of them. They understood my weedy areas and did guide me to work on them. They did put me into dares for presentations, group discussions and management games. These were rough and tough challenges initially but I started enjoying them over time. My friends had a great role in my development through their inspiration and support. With my cognitive thought process and interest reserves I picked Finance field. Before completion of my MBA program at IASMS, I had a bunch of good job offers. One of them was from IHS Inc. as Macro economic data analyst. Currently I am serving at KPMG, Bangalore in the domain of Internal Audit and Risk consulting.

It may seem important where we work, what field we choose and what designation we get. But above all, I feel it is most important that we must like what we do and take pride in it.

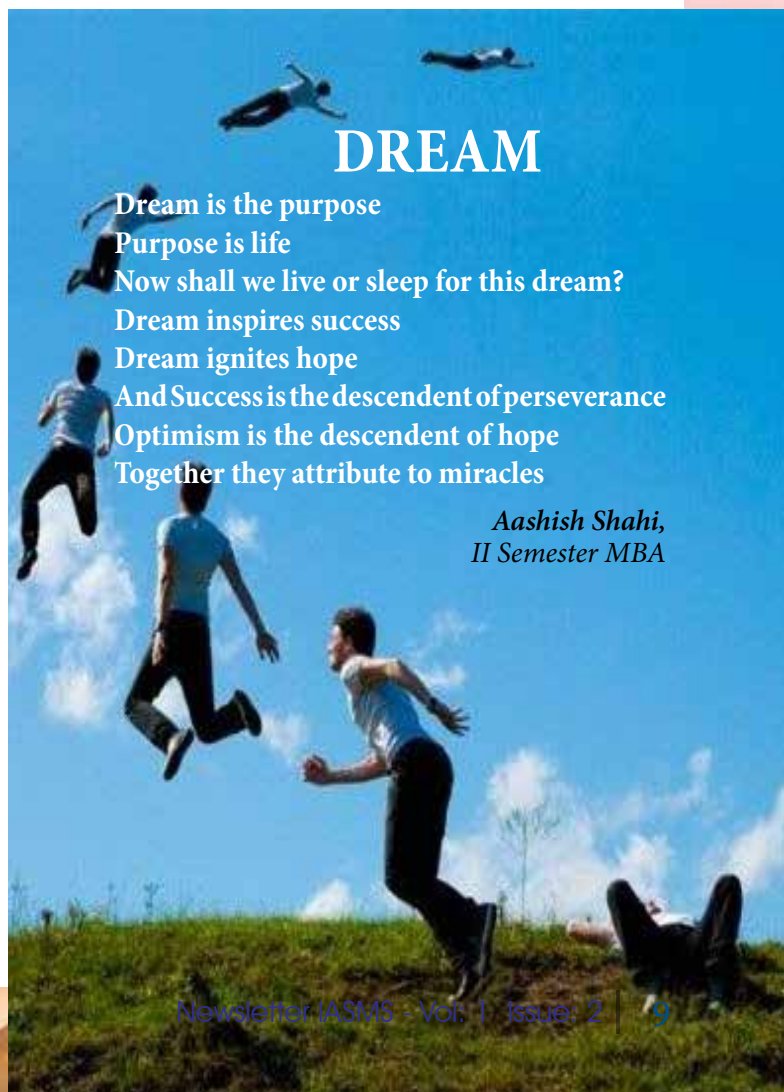
Mr. Abhishek Senapati

Business Process Lead,
TCS Ltd., Batch 2008



It gives me great pleasure to contribute to IASMS newsletter. I always fall short of words to describe how awe-inspiring time at IASMS. In 2009, when I joined this college for my MBA, I hardly knew anyone, a completely new environment. But just after few days of being in college; I felt it was a "home away from home."

Many memorable things happened during those two years and summing them up in words is a daunting task. Among them "Interwove - 2011" and "National Seminar on Business Strategies" are some of the things which are still clear, fair and florid in my mind. My heartiest thanks to IASMS for having given me an opportunity to pen down my experiences. Thanks to all the faculties who encouraged me and helped me overcome my loopholes. Without you people I wouldn't have grown up. It's rightly said "Teachers are an un-ending source of knowledge and inspiration".



Life is not a Bed of Rose Neither is it a Bed of Thorns

A person is himself responsible for making his or her life either bed of roses or a bed of thorns. Success in every field of life never comes to you on its own. You have to strive hard to get to it. Take the example of climbing a ladder; to reach the top you have to climb every single step on the ladder, same is the case with the success of life. Success is not the ladder which can be climbed with your hands in the pocket nor does it come on a silver plate.

Happy and sad moments are part of life, if sad moments are not faced, one can never realise the worth of the happy moments. Adversity is that great part of life which leads you towards a successful future.

Adversity makes you stronger and capable enough to bear the entire crisis you face travelling through the different stages of life to make you stronger both mentally

and physically. Hard times are like washing machines, they twist, turn and knock us around but in the end we come out cleaner, brighter and better than before.

Never lose hope, remember even people like Steven Jobs who succeeded in life, although they had obstacles that discouraged them from reaching their goals. But they never gave up.

In conclusion, never give up on your goals in life, however hard it is to achieve them. If others could make it in life, why not you!

Nabwire Annie
II Semester MBA



The Righteous Path for Corporate



Every individual has his own moral, ethics, code of conduct. They all are driven and influenced by their culture, religion, society and background. These values lead to better decisions and inspires individual to lead a quality life. It also allows integrating with the society for overall welfare of

the society and country. So, what about corporations? Can the same principles be applicable to them? Corporation is also a separate legal entity that exists and operates in the society. Similar to individuals, corporations too have code of conduct. In addition, the modern corporation also has provision for corporate governance by which it is controlled and directed.

Corporate governance includes the process through which a corporation's objectives are set and pursued in the context of the social, regulatory and market environment. Governance mechanism includes monitoring the actions, policies, practices and decisions of corporations then agents and stakeholders. According to Securities and Exchange Board of India: "Acceptance by management of the inalienable rights of shareholders as the true owners of the corporations and of their own role as trustee on behalf of the stakeholders. It is about commitment to value, about ethical business conduct and about making a distinction between personal and corporate funds in the management of a company. Incorporation of corporate governance, can not only lead to transparency, removal of mistrust between different stakeholders, reduce cost of capital and improve performance but at the same time its failure can have disastrous effects on the company. Corporate governance principles and codes have been developed in different countries and issued by stock exchanges corporations with

the support of governments and international organizations. There are instances of corporate governance failure. Companies that neglect corporate governance often manipulate financial report, market to embrace their own profit. However, in long term they fail and have to pay a big price leading to the closing of the company.

Cases of failure of Corporate Governance

Lehman Brothers: The collapse of Lehman Brothers, a corporate governance failure, which led to the biggest bankruptcy in the history of USA, and it contributed to the largest and worst financial crisis of the decade. A consequence of fatal errors in intricate accounting rules, complex derivatives, greed, excessive leverage and the complacency of rating agencies.

Satyam: A failure that occurred with the fourth largest software company of India. Accounting manipulations consisted of understatement of liabilities and inflated cash balance. Satyam reported a net profit of Rs 649 corers whereas the real profit was only Rs 61 core. The CEO Ramaliya Raju was found guilty and sentenced for violation of corporate governance.

Volkswagen: VW has admitted installing software in engines over several years so they passed laboratory emission test but bushed out dangerous nitrogen oxides when on the road. CEO Martin Winterkorn resigned from the post. The scandal wiped away 15 billion dollar off VW's market value. The fatal mistakes and their consequences of the above organizations lead as to the thought that in the long term, practice of corporate governance can help to maintain transparency and promote a better relation among stakeholders and can provide a good image for the company.

Aashish Shahi
II Semester MBA

WHAT IS WRONG WITH US ?

I have always wondered about what was wrong with our generation? Why don't we understand what life is and appreciate what our blessings are? Why do we live in such ignorance? All these questions tend to occupy my mind every day.

Am I the only one? Where are all the others that think the same? If they are there, where are they? I want to meet them so I can be inspired more, so that I will know it is not too late.

So we can work together & build each other.

Our parents work hard to provide us a secure future, provide us with all they can. Buy us the latest phones, laptops. Provide for our academic progress. We have all the resources yet we don't utilize them? Why?

Our teachers try their best to motivate us, why can't their voices reach our cemented minds? What is wrong with us?

PROBLEM NO 1: EMOTIONALLY WEAK

We are not emotionally strong. We have been spoon-fed for far too long, we don't understand the courage and enthusiasm it takes to climb the stairs.

Someone scolds us; we are crying and complaining about it. We lose our girlfriend (Or the boyfriend) we become wet mops suited to clean toilets. We have a tough day at college, we spend the remaining half of the day sleeping and complaining how tough the day was. We wait for someone to continuously praise us till we are ready to move.

PROBLEM NO 2: CONFUSED (Reality Distortion)

The youth today live in a world which is far from reality. We don't know what life is really about..? We think that we can take today for granted, and tomorrow will still be in place. This "carefree" attitude sickens me. We are more bothered about spending day and night with our friends yet we can't have a proper conversation with our siblings.

We spend whole day chatting and texting to our crush or the so called lover, we can't spend time to call our parent

who works day and night so that our education is affordable.

What is wrong with us?

PROBLEM 3: DREAMS BIG BUT DOES LESS

Ask any youngster about his/her goal? The most common answers are that I want to work with a great company or I want to be an entrepreneur. I WANT TO BE RICH. But the question we failed is, DO WE HAVE WHAT IT TAKES?

We find it difficult to sit in a class for 2 hours continuously and concentrating. WE can't get these small things in order and how dare we plan on something more which will require 100% commitment i.e. working day and night towards your goals.

I am not writing this with the intention to take away the little piece of motivation left in you. As one among you, I want all of us to develop and utilize the little time we have left. My friends, Life is not going to be easy. We need to stop taking it for granted. We are provided with all necessary platforms, we just need to learn how to use them. We need to stop waiting for opportunities but instead start chasing them. We need to do things we have not done before. We need to learn more. Our time is limited and once it's away from us, no one and nothing can get it back for us!

We think that who we are today is not of much relevance as long as we change the day before the job interview. Is it so? Just think about it.

Don't be fooled. The person you are today will be the same person you are after six months or one year, if you don't take the first step to improve yourself and change. It starts NOW.

I am ready to take the first step, Are you coming with me?

Khadeeja Reesha Musthafa, II Semester MBA



MOTIVATION - YOUR GATEWAY TO SUCCESS



Once there were two friends, Ram and Sam. They both joined a big marketing firm just after graduation. Both of them worked really hard. Four years passed and the company's director promoted one of them-Sam became sales head.

Ram did not get any promotion and remained sales executive. Ram

decided that it is unfair, so he approached his boss and told him, that he doesn't appreciate a hard working staff. The boss knew that Sam worked hard. To prove the difference in their capabilities, he asked Ram go and find anyone selling apples in the market. Ram came back and happily declared apples were available from a vendor. But when the boss asked how the apples were priced, he did not have any details. Ram went back to the market and then returned to say the price was Rs.50 per kg. Next, the boss gave Sam the same assignment. Sam went to

the market, and when he returned he had done a proper market research; he said that at the moment there was one person selling apples for Rs. 50per kg, Rs. 500 for 10 kg and now he had 440 apples in stock and was willing to supply them within 2 days on attractive credit terms.

Ram was impressed by the difference between him and Sam. He realized that he had to learn a lot from his friend. Later Sam too helped his friend by sharing his marketing knowledge and skills. Ram too learned from the experiences of Sam, and within one year Ram moved up the career ladder.

Both Ram and Sam moved ahead successfully. The moral of the story is successful people are observant, and learn from the experiences of others and above all true friendship never let you down.

Archana R

II Semester MBA



From Zanzibar to Bangalore (My Experiences)



Coming to India in 2011 to the city of Bangalore was like trial and error for me and I was very skeptical. I first heard about Bangalore when I was at the crossroad of my life and just finished 12th standard. I was tired of studying in my home country due to the lack of knowledge base and practical aspiration that could make a student feel that he is a part of a revolution that can bring a positive impact to the development of one's country. By the Grace of GOD and my mother I was convinced that I should target my life's goal even higher thus came the challenge of finding new avenues in my educational life and the first stop was Bangalore.

Before even embarking on this journey I had already created a canvas in my mind that India was an unfriendly place. However when I arrived in India, on my ride from the airport, I realized that my impression of what was portrayed about India was completely untrue. The infrastructure at Kempegowda Airport is a marvel set-up and way better compared to the one back home. That would be my life and I should just fall in with conformity. But thank GOD that I followed my intuitions and decided to pursue my MBA but surely with a different college. Thus I stumbled on Indian Academy School of Management Studies. Being in this college had changed my life enormously. The environment, the strong minded lecturers have helped me unlock my mind, from that country boy to a fully-fledged cultivated monstrosity of knowledge seeker. I never thought that it was possible for me to be able to apply and challenge myself in many areas which I was uncomfortable and not acquainted with. Today I see myself as a better entity that can benefit

a society prominently.

I close with an advice to my fellow students that do not look at glass half empty but look at it as half full. Always have determination in whatever endeavors that you might encounter, never say that it cannot be done or I have done enough, never settle for less, always look for things that might broaden your mind, challenge you, give you an insight and purpose to the world in general. The world we live today is very volatile and erratic, "make sure that you are ahead of the game". The world is full of knowledge at your own disposal and you just have to grasp and grab.

Remember TIME (Things I Must Earn) doesn't stand still. So make the best of everything.

*Mzee Ahmed Abubakar,
IV Semester MBA*



WITH ME FOREVER

He knew me
He knows me
Who ishe?
When I was in my mother's womb
When I am in trouble
When I lack strength
He knows me well more than anybody
He is God!!!

Ambika.R, II Semester MBA

