

IASMS has been ranked among the top 100 India's Best Business Schools of 2017 by the prestigious Dalal Street Investment Journal (DSIJ)

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

**Success in Management requires Learning as fast as the World is Changing. - Warren Bennis**

In today's fast-paced and extremely competitive scenario, it is vital for organizations to be flexible enough to change, in order to remain successful. As our students join this volatile corporate world, there needs to be a sense of optimism and willingness to change to overcome the challenges that come their way.

Change management has always been an issue of debate. Human beings, by nature, do tend to resent change and resist it strongly. The whole process could be very distressing for students and pessimistic reactions could stem out of it. Therefore some thought is required on how our management students can effectively manage change. Being open and flexible in every situation of life could help to a great extent. Knowing that change can occur at any time, helps accept and adjust to it when it does happen. The ability to let go of expectations that no longer fit what is currently going on in the world would make it easier to

face change. It is always advisable to recognize the different stages of change and anticipate its impact in order

to take preventive measures. Such progressive efforts and practices will help maintain the passion and acceptance of the new. The best course of action is to accept change, meet it head on and allow it to be a positive, constructive force in our lives.

With every new day comes new strength and new thoughts...

Best wishes

**Dr. S. Rajasekar**  
Director



## **20<sup>th</sup> April, 2017 MBA Graduation Day**

**"What feels like the End is Often the Beginning"**

Graduation day is always a day of rejoicing, for it marks the conclusion of an educational journey and the commencement of another more uncertain and challenging part of a student's quest for a better life and future.



**“Time is the Scarcest Resource and Unless it is Managed Nothing Else can be Managed”**  
- Peter Drucker

Many young people today seriously question whether life has something good to offer and have a hard time finding their goals. It is widely believed that you fail to realize your dreams only because you do not receive adequate motivation. But could that be the only reason for not achieving? How about a thought on how you spend your “Time”. The one commodity that is most valuable on earth, a resource that fails to be replenished. Many things aren't equal for all mankind, however everyone gets the same 24 hours a day and 7 days a week. So what sets you apart from the rest is what you do and how you make use of your time. Often the human mind is wired not do things that are uncomfortable or difficult. However

the need of the hour is for young minds that are willing to take a chance, redefine their limits and not hesitate to experiment with fresh ideas. It is individuals who procrastinate less, invest in quality time and take action every day who succeed in achieving what they want.

An array of events had been organized during the last semester endeavoring to engage our management students in activities that allow them to spend some quality time in exploring their potentials. The glimpses and highlights of which are captured in this issue of IASMS IMPRINTS. Hope you enjoy reading this issue.

*Dr. Reena Shyam*  
Editor - IMPRINTS

## Insights - 2017

An opportunity for management students to gain knowledge from intellectuals, speaking on several topics ranging from self development to emerging dimensions in the field of management such as digital marketing.

### March 11<sup>th</sup> 2017, Dr. S. Rajasekar Director, IASMS

The session enlightened the students on their future journey of struggle in the initial years to finally being successful in their career. Dr. S. Rajasekar emphasized on the “I can do it...” attitude that is very essential for students and ensures they remained focused on their goals in life.

### 15<sup>th</sup> April 2017, Anil K C - Co founder and Executive Director of Arris Wings Pvt Ltd



*Dr. Puja Archana Sahu presenting a memento to  
Mr. Anil KC, the Guest speaker*

Mr. Anil KC's talk focused mainly on personal development of students. He guided the students into conducting a SWOT analysis of their own and working towards identifying their strengths and overcoming their weakness and threats. He also highlighted the interview process within Arris Wings Private Limited. Emphasizing on the fact that the interview process is an important aspect of a student's career, Mr. Anil shared a few inputs on various rounds and do's and don'ts during the interview process.

### 25<sup>th</sup> March 2017, Ms. Gauthami S, Director SS OPAL Solutions

Ms. Gauthami addressed the II semester MBA students on the importance of grooming which plays a crucial role in their interviews and stepping into corporate life.

### 6<sup>th</sup> May 2017, Mr. Visveswaran Vaiyapuri, Manager – Business Intelligence and Analytics, PROEDGE Consulting & Training

Data Analytics is the science of analyzing data to convert information to useful knowledge. This knowledge could help us understand our world better, and in many contexts enable us to make better decisions. A Talk by Mr. Visveswaran Vaiyapuri of PROEDGE for the II Semester MBA students focused on the subject of Data Analytics. He emphasized that gaining unbeatable knowledge in Data Science could help MBA students' steer ahead in the recruitment race as it is the most in-demand skill today.

### 20<sup>th</sup> May 2017, Mr. Vijaykumar Kannur, Head - Education Project from Shaw Academy



*Mr. Vijaykumar Kannur delivering his talk on Digital Marketing*

**“We are drowning in information and  
starving for knowledge”**

- Rutherford D Roger

As the digital marketing landscape continues to grow at a rapid pace, marketers are faced with new challenges and opportunities within this digital age. Mr. Vijaykumar Kannur, addressed the II Semester students on the growing employment opportunities in the area of Digital Marketing in his talk.

## 18<sup>th</sup> March, 2017 MBA Academic Competitions - “Motivated People Only”

“By entering here you agree to give 100% of what you have. Every day, every moment is an opportunity to excel, to be more to achieve your best. Do not squander your time by going through the motions. Train hard and get results. At the end of the day, look in the mirror and ask yourself if you gave your all”.

IASMS aspires to mould its students into motivated and confident individuals. Flagging off the Academic Competitions for the year 2017 was an endeavor in this direction.



*Two to Tango (Debate)*



*Speak your Mind (Pick and Speak)*

Providing a platform for students to learn to speak in public, and articulate their opinions confidently on the topics given to them.



*Prof. Kuppusamy and Mr. Anand, Business Acquisition specialist Slyd S and alumni from the batch of 2015 judging the events*

### Sustainable Business Ideas – Business Plan Competition

If you're an environmentalist eagerly wanting to make a difference in society and an entrepreneur, there are plenty of ways to combine those two passions. Sustainable business ideas was a competition challenging our MBA

students to conceive ideas that bring a positive change for a better world. The event saw some really interesting ideas ranging from Eco friendly cars to herbal cosmetics, mobile garage, and day care for the old and many more.



*Mr. Zuheb Ahemed, Team Head for Magic Bricks.com, a Times of India venture judging the business ideas*

## Industrial Visits

The Only Source of Knowledge is Experience

**25<sup>th</sup> March and 3<sup>rd</sup> May 2017,  
Coca Cola plant (Bidadi)**



*Prof. Kuppusamy and Prof. Sheeja Krishna Kumar with IV Semester MBA students at Coca Cola plant.*

The Coca Cola plant experience was very enriching and informative as well for the students. The quality inspection executive of Coca Cola, Ms. Sangeetha Nair explained the entire process right from preparation of sugar syrups, adding flavours and finally producing various lines of drinks including Fanta, Sprite, Maza and Minute Maid. The process by which glass bottles are washed and subject to quality inspection, bifurcation of bottles into conveyor belts based on compliance with quality and those sent for rejection was very interesting. The visit was appreciated by students for the learning and practical knowledge of industry functioning.



*3<sup>rd</sup> May 2017, Dr. Puja Archana Sahu and Dr. Reena Shyam along with Ms. Sangeetha Nair, Quality Inspection Executive at Coca Cola along with II Semester students*

**24<sup>th</sup> April 2017, Bosch Adugodi**

The Bosch manufacturing operation at Adugodi is an exemplary display of technological advancement and the growing image of India as an important hub for Bosch's global R&D network. Mr. Hanumath Rao, organization guide at Bosch explained the conscious

efforts made by the company to offer superior products that are environmentally friendly and cost-effective. He also highlighted that today, India is home to the Bosch Group's largest development center outside of Germany.



*Dr. Reena Shyam with II Semester students at Bosch Adugodi*

**22<sup>nd</sup> May 2017, VRL Logistics**

VRL Logistics is a company committed to giving quality & reliable service for on-time delivery. Within a short span of time the company has emerged as the largest fleet owner of commercial vehicles in India's private sector. Prof. Sheeja Krishna Kumar accompanied the II Semester students on an industrial visit to VRL Logistics.

The facility at Tumkur Road has warehousing facilities and it is also a hub for receiving and sending consignments all over the country. The vehicles and consignments are tracked and traced on-line through computerized infrastructure. The operations were well explained by Mr. Vijayanand Salimat, General Manager. He gave an exhaustive presentation on the entire process of logistics management at VRL. The visit was highly informative as it familiarized students with the nuances of logistics which is an integral part of transport solutions across diverse industry verticals.



*The operations being explained to students by Mr. Vijayanand Salimat, General Manager, VRL Logistics*

## 1<sup>st</sup> April and 13<sup>th</sup> May 2017, FORA - Student's Presentation

**A Comfort Zone is a beautiful place..... But nothing grows there**

Management students must be comfortable with the idea of developing the ability to synthesize and communicate effectively on diverse issues. FORA is an attempt to help our students gain confidence, making them comfortable in public speaking and garner effective presentation skills. The event requires students to give presentations on some of the current issues relevant in the management world. The event was a novel way to reconnect with our alumni who judged the competitions. The judges interacted with the participants giving them valuable tips to improve their presentation skills.



*Prashanth Kumar, currently an entrepreneur (batch 2013) and Prof Kuppusamy judging the presentations*



*Mr. Yashodhara Ramareddy, Senior Analyst, Oracle and Mr. Ram Patil, Channel Accounts Manager, Intel sharing their feedback with the participants*



*Mr Chandan, Regional Head South India for Outdoor Advertising from the batch of 2012, interacting with the participants*



*"Some memories never fade" Team IASMS with our Alumni who judged the FORA – Students Presentation Competition*

## PROGRESSIVE INITIATIVES

### Value Added Courses

BEC and Excel certified courses have been conducted to ensure that the course equips the students with additional skills that enhance their opportunities for employment.

### Placement Training

As a part of Placement training sessions on soft skills, team building, social and email etiquettes and group discussions were conducted for the II semester MBA students. This initiative is aimed at making the students completely industry-ready by the time they complete their management course.

## April 6<sup>th</sup> Ethnic Day - A Myriad of Cultures



*The event was auspiciously inaugurated by Dr. S. Rajasekar, Director IASMS and Mrs. Phanishri, Director, Placement and Prof. Kuppusamy*



*Diversity makes the World Beautiful*



*Students depicted the tradition and culture of different states of India and enthusiastically participated in the event.*



## 8<sup>th</sup> April 2017 - IASMS "Talent Hunt -2017"

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 portray their hidden talents, making new connections and enlarging the limits of knowledge to result in the onset of wonderful performances. All round development of students is our ultimate goal and we encourage every student to open up and show his/her latent talent thereby help and nurture them in their overall development.

The group events included ramp walk, singing and dance. Individual and group songs revived melodies of the past and contemporary. Student-dancers put forth striking performances to the tunes of popular film songs. The ramp walk saw students with multi-color dresses and theme inspired costumes like Bollywood, zombies, fusion of western wear and Indian ethnic. All events witnessed whole hearted participation of the II and IV Semester MBA students. The events were judged by faculty members Prof.Sheeja Krishna Kumar and Dr.Puja Archana Sahu. The enthusiasm and eagerness displayed by all the students for the event was indeed very encouraging.



*"Hitting Just the Right Notes"*



*"Dance Mode On"*

*IASMS Students performed exceptionally well in the non - academic activities unraveling their talents*



## 19<sup>th</sup> April 2017, MBA Farewell

“The future belongs to those who believe in the beauty of their dreams”

- Elenor Roosevelt

The end of a term marks a very important stage in the lives of our management post graduates who stepped into Indian Academy School of management studies two years ago with a dream to achieve and explore their potentials. IASMS bid a warm farewell to the final year

MBA batch. The farewell was organized by I year MBA students for the outgoing MBA batch. It was a colorful event and moments to relive the good memories they had of the time spent with their companions and teachers at IASMS.



22<sup>nd</sup> April 2017

Students' Workshop on “Identifying and Developing Skills for Management Students”  
By Mr. Zuheb Ahemed, Team head for Magic Bricks.com, a Times of India Venture



Mr Zuheb Ahemed (left) involving the students in a Brainstorming session



An interesting workshop by Mr Zuheb started off on the note that it was very essential for management students to set goals in life, the importance of individuality and exploring what makes each individual unique. The students received inputs on how to concentrate on their strengths and develop their skills to transform themselves into confident management students ready to meet the challenges of the industry. Team activities were assigned to students which included the idea of making a movie and each member of the team giving

inputs on various aspects like story creation, budget preparation and finally movie launch strategy. The session was indeed filled with fun, learning and a lot of excitement. Mr.Zuheb concluded the session with feedback on how the teams could improve their presentation and quality of interaction. IASMS takes pride in alumni such as Mr Zuheb Ahemed (from the batch of 2012) who desire to contribute to their alma mater and make a difference in the lives of our present batch of MBA students.

## 14<sup>th</sup> June 2017 - Achievers' Day

“The key to realizing a dream is to focus not on success but significance. Then even the small steps and little victories along your path will take on greater meaning”  
- Oprah Winfrey

IASMS strives to provide opportunities for students to participate in student impromptu speaking, debates, Business Plan presentations and cultural programs, all of which focus on overall student development. These small initiatives trigger confidence and the essence of team spirit that play a vital role in shaping the future of our MBA students.

14<sup>th</sup> June 2017, marked the Achievers Day celebrations recognizing the efforts of the students who excelled in various academic and non academic inter class MBA competitions. The program was presided over by our honorable Chairman, Dr. T. Somasekhar.



*Ms.Suman Roshni  
receives I Prize for FORA*



*Ms. Khadeeja Reesha Musthafa receives I Prize for  
FORA, Debate & Pick and Speak*



*Nikitha N, Hajare Rajesh Padmappa, Rajkumar, Karthik .D, Suman Roshini for Sustainable Business Ideas*



*Gayaney Vijayan | Prize for Pick and Speak*



*Feroz Jahan Abdul Saleem Ladji | Prize for Caption the Picture*



*Hajare Rajesh Padmappa | Prize for Best Personality and B- Quiz*



*Ruqsar Fathima | Prize for 100% attendance and B-Quiz*



*Ms. Archana R | IV Semester for 100% attendance*



*Ms. Deepa Prathap | II Semester for 100% attendance*



*Umar Shariff K | Prize for Best Ethnic Wear & Solo Singing*



*Srinatha D V | Prize for Solo Singing*



*N. Satyanarayana Gupta, Gutipalli Saran for Group Singing*



*Archana Chandrashekar, II Semester MBA for Best Ethnic Wear*



*Dr. T. Somasekhar, Chairman and Dr. S. Rajasekar, Director, along with the winning team for Group Dance (from left) Hajare Rajesh Padmappa, Mohammed Sajjad A K, Anuradha Rajabanshi, Suman Roshini, Jawhar Abdul Rahiman, B A Mohammed Arshad, Karan Raj, Rajesh R, Mohamed Ashiq*



*Nalina A and Sangeeth K Srinivasan, IV Semester MBA and for Best Ethnic Wear*



*Ms. Aqida Ashraf for Best Personality*



*The Winning Team for Ramp Walk (from left) Kavya Jogy, Jaseel K P, Muhammad Salih P P, Jawhar Abdul Rahiman B A, Deepa Prathap, Ashiq .K Mohammed Arshad, Mohammed Sajjad A K, Rajesh R, Manjunath P, Mohamed Ashiq*

## The Best Things That Happened in INDIA in 2016

- India's richest man, Mukesh Ambani introduced Reliance Jio service with the world's cheapest rate, by changing the game in the country's telecom market.
- India overtook US in terms of internet users i.e., 227 million people, now it's second largest in the world after China.
- Indian Govt decided to stop building Cola plants at least until 2027 and to encourage the development of renewable energy sources.
- Adani Group unveiled the world's largest solar power plan in TN, which produces 648 MW of power.
- Tesla's Elon Musk said he wants to open a Giga factory in

- India to produce the lithium ion batteries required for electric cars.
- India's net neutrality activists won their fight against differential pricing for internet – based apps & services in 2016.
- The number of Indian unicorn start ups valued at \$1 billion or more went up to 8 in 2016 .
- India's law makers approved the country's biggest tax i.e., GST made all states of India under one unified tax structure



Compiled by Nikita N

## Do we have an Elephant Rope?

We all have several fears that hold us back to do certain things in life, these fears generally develop over a period of time when we attempt something and fail. Our failures hold us back to try again. We even fail to realize that we have overcome our weaknesses over a period of time. Let me elaborate this with a story of an elephant.



A gentleman was walking through an elephant camp, when he spotted that the elephants weren't being kept in cages or held back by strong chains. All that was holding them back from escaping the camp was a small

piece of rope tied to one of their legs. Curious and wanting to know the reason, he asked a trainer standing nearby, why the elephants were just standing there and never tried to escape. The trainer replied "when they are young and much smaller we use the same size rope to tie them. As they grow up, they are conditioned to believe that they cannot break away. They believe the rope can still hold them, so they never try to break free."



We all, like these elephants have our own set of fears, uncertainties that act like ropes and hold us back. But no matter what the fear of your life that holds you back, always move forward with the belief that what you want to achieve is possible. Overcome your fears, break free from whatever holds you back, shine and conquer the world.

- Shine M Roy

## "Words of Wisdom"

*Life is all about focusing on what you want. You need to keep your mind on what you want, not on what you don't want. Success is not an accident. It is the result of your attitude and your attitude is a choice. Hence success is a matter of choice and not chance.*

- Shiv Khera

These words by Shiv Khera have been a constant source of influence in my life. One's Attitude really matters in life. Having the right attitude infuses the desired positive change in us each day of our life. Success comes only when we concentrate on what we want and ignore what we don't want in life. The first step to success is always when we turn our promises into commitment. Start by doing what is necessary, then what is possible and suddenly you realize that nothing is impossible after all. The more we remain concentrated on what we want in life, the more we find opportunities to achieve our goals.



- Suman Roshni

## Being Ethical - Do We Have a Choice ?



Enroute to J.P. Nagar, I made several attempts to stop autos speeding by requesting the drivers to take me to A.J. Vale Apartment. Finally I was successful in getting an auto and as the driver agreed to travel to my location, I quickly hopped in. But my relief was short lived as I realized the driver was not confident with the route. Since he wasn't familiar with the exact location of the Apartment, he circled round and round till we finally reached my destination. As I glanced at the meter

to check how much I had to pay, it read ₹ 150. Quite naturally I pulled ₹ 150 out of my wallet and handed him over the money. However, I was surprised when he took only ₹ 100 as his fare and returned ₹ 50. I promptly asked him why he was taking ₹ 100 when his meter read ₹ 150. To which He answered, "Madam, I am an Auto Driver. I am supposed to take you straight to your destination. Since I did not know the exact location of the Apartment, I had to circle around the whole block. If I had brought you directly to your location it would have cost you only ₹ 100. Why should you pay for my ignorance? Legally, I can claim ₹ 150, But Ethically I am entitled to only ₹ 100."



This incident made me realize that all it takes to being ethical is having the ability to treat others with utmost care. Showing genuine concern for the well being of others. The ultimate standards for deciding what we ought to do are ethical, not legal, ones.

- Sushma S

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