

IASMS has been conferred 31<sup>st</sup> Rank among the 100 B Schools of India  
by Business Today, in their Special issue, October 2017

## Inaugural Ceremony of the XIV Batch of MBA



*Dr. T. Somasekhar, Chairman, IAGI, Shri. Lukose Vallatharai, Chief Guest, Shri. Duddu Muralidhar, Dr. Seetharaman Mohan and Dr. S. Rajasekar, Director, IASMS auspiciously lighting the lamp on the occasion of MBA Inauguration (Batch of 2017-2019)*

The Inaugural Ceremony of the XIV Batch of MBA was organized by Indian Academy School of Management Studies on 12<sup>th</sup> October 2017. The Chief Guest for the program Shri. Lukose Vallatharai, retired IAS officer in his address focused on how it is essential for management students to develop the right skill set, attitude and ethical values. The guest of honor, Shri. Duddu Muralidhar, Director, SNAM Group of Companies shared his thoughts on how to be successful and reach one's goals. In his talk mentioned what students do not learn in college like – “Life is not Fair Get used to it”, “The world won't care about your self-esteem”, “If you think your teacher is tough, wait till you get a boss”.

Dr. Seetharaman Mohan, Chairman, Advisory Board of CSR Initiatives, Alliance University, gave an interesting talk on how MBA students could be effective managers, adopting the approach of **Knowing** - the willingness to explore the new, **Doing** - Practical application of what is learnt and **Being** - openness to examining your behavior in relation to values and beliefs. In the concluding address Chairman, Dr. T. Somasekhar reiterated and emphasized on all the valuable inputs given by the eminent speakers. He urged the students to emulate and aspire to achieve heights of success attained by the esteemed speakers. The program was indeed a great way for the fresh batch to start their journey with IASMS.



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

Don't be concerned about money at present. You can always get a job that pays you ample money. Don't agonize about your resume. Don't worry about “am I positioning myself the right way for great five years from now”.

Begin by choosing the place you want to make in your life. If it's Mumbai, there's a flight that gets you there in less than two hours – take it the day after you graduate. Singapore? That flight takes only four hours. Just go and figure it out when you get there. Don't talk about “I'm going to live there someday” – go get in the middle of wherever it is that you want to build a life.

Next, choose a domain that you want to dedicate your life to. If you've dreamed of being an investment banker or consultant to Fortune 500 companies since you were 15, then Goldman Sachs or Mc Kinsey is looking for you. If you want to be an entrepreneur, working at an investment bank or consulting firm for a while is pointless. Be an entrepreneur starting now. Pick that domain that turns you on the most – start at a high level but then pick a thing that you really care about and a set of problems you want to solve.

Finally, make sure you are living your life. You are young, confident and have plenty of time in this world. But don't wait.

Get ready to start

Dr. S. Rajasekar  
Director

Dear Readers,

We are happy to present the 5<sup>th</sup> issue of IASMS Imprints, our newsletter that features the various Co-and Extra-Curricular activities organized by our institute in this semester to make the journey of students enriching at IASMS.

“If you want to be respected, you need LQ,” the word of Jack Ma, the Founder and Executive Chairman of Chinese Internet Giant Alibaba. And what is LQ? The quotient of love, which machines never have.

Over the years two popular skills have always been discussed in management circles namely IQ- Intelligence quotient and EQ emotional quotient as essential pre requisites that distinguish the extraordinary from normal individuals. However, Jack Ma adds a new element -

“LQ” an essential quality that will allow people to pursue globalization that is humane. He believes that no matter how smart machines may become, the solutions to the major problems facing the world like poverty, global warming, and epidemics, will come from humans particularly youngsters.

The events organized at IASMS hopes to develop in our management students not just IQ and EQ but also LQ so that they strive to make a difference in the roles they assume in future.

Hope you will enjoy reading our new issue..

Dr. Reena Shyam  
Editor - IMPRINTS

## Outbound Learning Program - Break Through 27<sup>th</sup> Sep & 22<sup>nd</sup> Nov 2017

### *A Life - Defining Leadership and Team building experience*

The III and I Semester MBA students were a part of an adventure learning program at Break Through. The students were accompanied by Dr.Puja Archana Sahu, Dr.Reena Shyam and Prof.Kuppusamy. The trainers at Break through, Mr.Moan and Mr.Joe conducted sessions for the students which were a unique blend of fun and learning. Students were encouraged to challenge themselves pushing their physical and mental boundaries to overcome barriers to teamwork and effective action. In addition to cultivating problem-solving and leadership skills, such out bound adventure learning helps students deepen their friendships.



III Semester MBA students along with Dr Puja Archana Sahu at Breakthrough



I Semester MBA students at Breakthrough participating in team events at Breakthrough



I Semester MBA students along with Prof.Kuppusamy at Breakthrough



## Student Workshops

### 11<sup>th</sup> October 2017 - SEBI Sponsored Workshop on Financial Education

Mr. Prakash Roa Jothady, who is a Certified Financial Education Trainer from SEBI was the resource person and his talk covered areas like Savings and Investments, Right Investment Options, Asset Allocation Strategy and Investor Protection.

### 19<sup>th</sup> December, 2017 - Investor Education Program

Mr. Rahul Dhawan, conducted an IEP on behalf of BSE-IPF (Investors Protection Fund) at IASMS. The program

was effective in educating the students on the subject of Personal Finance and Stock Market Analysis.

### 22<sup>nd</sup> December, 2017 - "Investment avenues for startups"

Workshop conducted by Mrs. Nageshwari Sankara, Founder Idea Tiger addressed the students on Investment avenues for new ventures. Having worked with start ups in terms of building business models and new venture strategies, Mrs. Nageshwari focused on the various funding alternatives that young entrepreneurs could consider for funding their business ideas.



*Mr. Rahul Dhawan, conducting an Investor Education Program (IEP) on behalf of BSE-IPF on the theme "Capital Market Awareness, Introduction to Mutual Fund & Financial Planning"*



*Workshop being conducted by Mrs. Nageshwari Sankara, Founder Idea Tiger on the subject "Investment avenues for startups"*



*III Semester MBA Students attending a Financial Education Workshop conducted by Mr. Prakash Roa Jothady (first from left) from SEBI*



*Mr. Prakash Roa Jothady connecting a student to the SEBI Customer Care Center that handles investor queries*

## Expert Talk

### 23<sup>rd</sup> September 2017 - Mr. Kishore B S, COO and Co-founder of Educesta Ltd.

Investing in the stock market can be pretty intimidating and a daunting task. Being an informed participant is no longer an option in today's world of investing; it has become imperative. In his talk on Capital Markets, Mr. Kishore, gave the students a perfect understanding about the market and on line stock trading.

### 7<sup>th</sup> October 2017 - Mr. Anand YS, Head - Resourcing, Chola MS

A talk on "BEST HR PRACTICES" was organized for the I Semester MBA students which focused on how a well-tailored approach encompassing best HR practices as per employees' need can keep human resource engaged and satisfied within an organization.

## 21<sup>st</sup> October 2017- Mr.Kaushik Mukherjee, Head, Retail Operations & New Business, Easy Pick (Amrita Food), Kolkata

“Immense Potential”. This phrase has been used to describe the Indian retail sector for as long as one can remember. As the retail sector in India witnesses an unprecedented growth, the country has emerged among the most desirable retail destinations in the world. Speaking on the on the topic “Insights on Retail Industry”, Mr. Kaushik

enlightened the MBA students on the emerging business and career opportunities in the retail sector.

## 17<sup>th</sup> October 2017- Mrs. Marina representing BSE

Addressing the III Semester Finance Specialization students on the theme “Investments and Trading”, Mrs.Marina gave an insight on basics of investment analysis, principles of investment, opening D-Mat Account, and online trading processes.

## Pre-Placement Training Program 21<sup>st</sup> September 2017

*“Strength doesn’t come from something you can do.  
It comes from doing something you thought you couldn’t do.”*



*Dr. E Jerome Xavier, Principal, Indian Academy Degree College-Autonomous, addressing students on “The Ingredients that make an Effective Leader”*



*Students in a Group Discussion as a part of Pre- Placement Training*

Management education aims at overall development of the students in improving the confidence level of students, encouraging them to explore their potentials and enhancing their employability in the job market. Indian Academy Placement cell organized the pre-placement training sessions for III Semester MBA students. The session on Leadership Skills was handled by Dr. E. Jerome Xavier, Principal, Indian Academy Degree College-Autonomous who highlighted the ingredients that make an effective leader. Resume

Building by Mrs. Phanishri, Placement Director and Presentation Skill was handled by Mr. Sam Joshua, Director, Department of Professional Excellence, who gave inputs to students on making effective presentations. Dr. Mahuya De Gosh, HOD, Department of Chemistry who provided tips on how to be effective communicators. Prof. Jaffer Mohammed, Principal, Indian Academy Evening College focused on topic “Employer Expectations”. Prof. Geeta Ravi, HOD, Department of English conducted effective sessions on Group Discussion.



*Prof. Geeta Ravi, HOD, Department of English along with Mrs. Phanishri, Placement Director in sessions on Group Discussion for III Semester MBA students*

## I Sem Orientation 25<sup>th</sup> September to 6<sup>th</sup> October 2017

I semester MBA students were part of the induction program conducted by resource persons on several interesting topics.

Prof. Sathish, Department of BCA handled a session on Quantitative Abilities. Dr.Reena Shyam, IASMS did the icebreaking session familiarizing students with each other intended to help a group to begin the process of forming themselves into a team. The talk by Prof. Afzal, BBM Department, revolved around Career Guidance and how to choose the career path that best suits the interest of the students. Prof. Kalpana focused on Skill Development for management students, providing them knowledge of requisite skills to be employable. Prof. Rohini from IASMS discussed the importance of individual SWOT Analysis of students; Professor Kuppusamy described the importance of Managing Relationships which was an essential ability that students should inculcate, no matter what stream of job they get into.

Professor Jaffer, Principal, Indian Academy Evening College appraised the new batch on their Journey with IASMS. Dr Mahuya De Ghosh, HOD Department of Chemistry highlighted the need for effective communication skills. Prof. Sam Joshua Director, Department of Professional Excellence emphasized on presentation and Goal setting. Dr.Devendra M, HOD



*Mr.K.Ilango, Head of the Media Division at the Gandhigram Institute of Rural Health and Family Welfare Trust, handled orientation program for I Semester MBA student on the subject Effective communication*

Department of Tourism stressed on the importance of learning and seeking knowledge as MBAs.

The concluding session of MBA orientation was handled by Mr.K.Ilango Samuel Peter, a media and communications expert. The 2 day session by Mr.K.Ilango on Effective communication included games & exercises that would help students learning to improve the way they communicate with others. The session was more fun and engaging the fresh students in interactions and discussions.

## IASMS Club Activities – Decide.Commit.Succeed

*IASMS believes in nurturing the skills and talents of students so that they evolve as confident individuals.*

### Ensemble -IASMS HR Club

The HR club activities enhance the skills and talents of students so that they evolve as confident human resources. The club organized events which included - Collage making competition on 13<sup>th</sup> October 2017 on the theme “Creativity and Innovation in Advertising for Jobs”, HR Quiz competition on 24<sup>th</sup> November 2017 and HR Recruitment Strategy – A Case of INFOSYS Leadership Crisis on 8<sup>th</sup> December 2017.



*Student Participants of the collage making competition on the theme “Creativity and Innovation in Advertising for Jobs”*

## Niche - IASMS Marketing Club

Stimulating creativity and understanding the nuances of marketing is the objective of Niche the marketing club. The events organized by this club include - LOGO Redesign competition on 14<sup>th</sup> October 2017, Marketing Quiz competition, 18<sup>th</sup> November and Mad Ads Competition on 11<sup>th</sup> December to showcase their skill in marketing products and services. The events acquainted students with promotional strategies and advertising involved in marketing.

### LOGO REDESIGN



### BRAIN STORMING - MARKETING QUIZ COMPETITION



*MAD ADS - "Bring out the creativity inside you and make an outstanding advertisement of your own. Be it hilarious or sensitive, be it just your creativity and ad sense."*



## Finalytics- IASMS Finance Club

The finance club focuses on driving initiatives that educate students on current issues in the finance domain. The events organized include Finance Quiz held on 24<sup>th</sup> November 2017, Finance Wizard on 1<sup>st</sup> December and Invest wise on 22<sup>nd</sup> December which had teams presenting innovative business proposals ranging from Waste Segregation Equipment, Repair Solutions, Mobile Restaurants and Emission free driving solutions.



## Fresher's Day 29<sup>th</sup> December 2017

*“Making memories of a Lifetime with people you will never-ever forget”*

The event was not only instrumental in nurturing positive interaction between the final year and new incumbents, but displayed the ability of III Semester students in managing the event well through wise planning, time optimization and coordination



MBA - 2017  
Ms. Fresher Smitha Hanamant  
and Mr. Fresher Madhushankar

## Visit to Little Sisters of the Poor 9<sup>th</sup> December 2017

*“Carry out a random act of kindness, with no expectation of reward, safe in the knowledge that one day someone might do the same for you.” Princess Diana*



The I Semester MBA students visited Little Sisters of the Poor - Home for the Aged is a place where the elderly people above the age of 65 is given a shelter irrespective of their caste, creed or religion. The organisation is a true example of selfless service rendered by the group of sisters for the betterment of mankind. We are extremely thankful to the management of Little Sisters of the Poor which provided our MBA students an opportunity to interact with the elderly inmates. An experience which was valued by our students and instilling in them a desire to contribute to the well being of society.



## MBA Industrial Visits - An Interface with the Corporate World

### III Semester MBA - Vita Milk Plant Haryana at 28<sup>th</sup> Oct – 4<sup>th</sup> Nov 2017

As a part The III Semester MBA students along with Dr.S Rajasekar, Director, IASMS visited Vita Milk plant in the state of Haryana. The visit was highly informative as it familiarized students with the nuances of milk production and its marketing as well.



*III Semester MBA students along with Dr.S Rajasekar, Director, IASMS visited Vita Milk plant in the state of Haryana.*



*Visiting some tourist attractions like Agra Fort, Taj Mahal followed by Kullu and Manali – An Experience that one can't really miss*

### APMC (Agricultural Produce Market Committee) 16<sup>th</sup> November 2017

The III Semester MBA students visited APMC (Agricultural Produce Market Committee) Yeshwanthapura, with Dr. Sheeja Krishnakumar. The study intended to facilitate practical learning in the area of Rural Marketing



*Dr.Sheeja Krishna Kumar along with III Semester MBA students at Agricultural Produce Marketing Committee (APMC)*

### KMF (Karnataka Milk Federation) 16<sup>th</sup> November 2017

An enriching experience for I Semester MBA students in gaining practical knowledge on the production and distribution of Milk by a State owned entity KMF (Karnataka Milk Federation). The process in the entire unit was explained by Mr.Sreekanth and Mrs Sheelashree from the marketing division of KMF.



*I Semester MBA students with Dr.Reena Shyam at KMF on industrial visit*



## Visit to Karnataka Soaps and Detergents Ltd. (KSDL) 18<sup>th</sup> December 2017

I Semester MBA students visited Karnataka Soaps and Detergents Ltd. (KSDL), a State government undertaking. Mr. Balakrishna the PRO and R&D head of the factory explained the uniqueness of the factory and process involved in the production of the soap.

*Dr. Sheeja Krishna Kumar along with III Semester MBA students visited Karnataka Soaps and Detergents Ltd. (KSDL)*



## IASMS Ethnic Day - A Myriad of Cultures 15<sup>th</sup> December 2017

Diversity makes the world beautiful. In the era of westernization as people drift away from traditions and culture, events like ethnic day provide an opportunity for our youths to appreciate the beauty of our own culture. Students depicted the

tradition and culture of different states of India and enthusiastically participated in the event. All students displayed their cultural attire as a part of the best ethnic dressed event followed by a talk on their cultural identity.



*Colours - The Smiles of Nature*

## IASMS Talent Hunt - Unveil the Hidden Talent 16<sup>th</sup> December 2017

In a bid to discover and nurture talents in the field of dance IASMS organized a dance competition which had several talented groups participating. The dance series showcases talented artists from I and III Semester, who performed various styles including contemporary, classical, Bollywood, and hip-hop.



*Dancing to the beats*

*Dance - Music Made Visible*

## “Achievers Day” Celebrations 6<sup>th</sup> January 2018

Recognizing the efforts of the students who excelled in various academic and non academic inter class MBA competitions. The program was presided over by Dr. M. Prakash, Director Academics, IAGL. The event commenced with a brief report of M.B.A department activities presented by our Director, Dr. S Rajasekar and focused on how ordinary people could achieve extra ordinary success by quoting several examples like Mark Zuckerberg and Dhirubhai Ambani. This was followed

by a beautiful video highlighting major activities organized by the department in the current semester. The prizes to the winners of various events were handed over by Dr. M. Prakash and Dr. S Rajasekar. In his speech Dr. M.Prakash emphasized on how education is exploring oneself and not merely confined to knowledge accumulation and how MBA provides the right platform to develop the skill set that is required for today’s competitive corporate world.



*Ikhlās Khanum & Adila Anees for Logo Redesign*



*Mohammed Saif R for Logo Redesign*



*Ashwini A for 100% attendance*



*Sajjin G and Suraj M P*



*Sumi Kumari and Gutipalli Saran winners of Marketing Quiz*



*Clifford Winner of Stock Mind Virtual Stock Trading*



*Ajay Patil, Meghana K and Asha K for MadADs*



*Mohammed Saif R, Karthik .D and Mohammed Arshad for MadADs*



*III Semester MBA Students awarded Microsoft Excel certification from Microsoft along with Dr.S Rajasekar and Prof. Rohini Sajjan*

### Value Added Courses

- Ms Office Excel Certified course was conducted by NICT Computer Education in association with Microsoft for the III Semester MBA student as a part of Value Added Course. Out of the 23 students who opted for the course 11 student have qualified in the exams and received the course certificate.
- Purple Finch HR Value added Course – The course provided a practical approach to training students on Communications skills, Culture, recruitment and hiring practices



*Joel Cruz and Pradeep R*



*Pradeep Kumar Pillai K P and Krishne Gowda R - for FinQuiz*



*Divyashree M and Indra  
for Collage Making*



*Jawhar Abdul Rahiman, Mohammed Saif R, Karthik .D and  
B A Mohammed Arshad for Invest Wise-Business Plan*



*Pallavi G S, Smitha Hanamant,  
Venkatesh G V, Rajiv L*



*Karthik .D, Jawhar Abdul Rahiman, Mohammed Saif R,  
Hajare Rajesh for Recruitment Plan*



*Vinodh S L, Rakesh N*



*Rajesh R, Pradeeb G for HR Quiz*

**On a Poetic Note .....**

You can find anyone who laughs with you, find  
Someone who cries with you.  
You can find anyone who understands your words, find  
Someone who understands your silence.  
You can find anyone who blames you, find  
Someone who supports you.  
You can find anyone who spends some good time  
With you, find someone who will spend good life  
With you.

**Find Someone**

You can find anyone who let's you go, find someone  
Who waits for you.  
You can find anyone who touches your body, find  
Someone who touches your soul.  
You can find anyone who likes you, find  
Someone who loves you.  
You can find anyone who lives with you, find  
Someone who lives for you.



**Karad Deepika**

# The New Era of Investment - - - Crypto-Currency

Our Economy changed after the introduction of LPG, then came FDI followed by technological innovations of computer and network based communication gateways. The massive involvement of computers gave birth to the Era of Digitalization and this process is not only changing the face of our country's economy but the world's economy too.

The valuation of economy of any country is governed by the value of currency of that country, which is present in the physical form (cash) or digital form (cashless) in different banks, financial institutions, Government or private entities, which comes under centralized system and governed by Central Bank as well as Government of that particular country. The Digitalization Process has gone a step ahead and competing with actual economy by creating Digital Currency, also known as Crypto-currency.

Crypto-currency is a form of digital money that is designed to be secure and anonymous. It is a currency associated with internet that uses cryptography, the process of converting legible information into an almost uncrackable code, to track purchases and transfers. The first crypto-currency was Bitcoin, which was created in 2009. Satoshi Nakamoto (the unknown inventor of Bitcoin) on 9 Jan 2009 announced the first release of Bitcoin, a new electronic cash system that uses a peer-to-peer network or block chain to prevent double spending. It is completely decentralized with no server or central authority.

The creation and value setting of these currencies are entirely dependent on public and market forces. According to Website coinmarket.com, there are 1355 crypto-currencies being traded in 7399 markets. As on December 14, 2017, the total value of these currencies was \$514 billion. Bitcoin, the oldest crypto-currency, dominates with over 54% market share.

As these currencies are out of the centralized system and do not have any control of government and no tax norms have been

set on its investment and return, are attracting more and more people as an investment venture. Currently, market of crypto-currency is very volatile; it can go up very high and comes down steeply within a short span. The average price of Bitcoin was \$915 last January, 2017, which increased to \$14,392 in December, 2017, that shows a rise of 1,473% in such a short time. Bitcoins are attracting people to invest more and more.



As our all traditional investment resources like Bank deposits, Gold, Bonds, Stocks, Mutual Funds etc. are not promising much returns and taking longer duration in fetching satisfactory return (as in case of mutual funds), crypto-currencies, especially Bitcoins, are luring people around the world to invest more in it. The prices are soaring high, the value of one Bitcoin equals to \$13,759 (12.01.18) which has come down from its December value but still it is very high and promises an unexpected return.

In the crypto-currency market, it is not necessary to own a whole of coin; like in case of Bitcoin, one can own 0.5 or 0.25 of a Bitcoin. In India, the minimum investment towards owning a Bitcoin is just ₹ 1000, so people are investing more and more money in owning the share of Bitcoins. As these crypto-currencies are not legally accepted by Indian Government and still not used in formal business transactions, so there could be chances of legal issues. But there are countries like Japan which has made it legal for use in business transactions.

The current scenario of crypto-currency is showing the trend that in future it will be stream-lined as the part of the main economy.

- Swati Shukla

## A Business Lesson Learnt from Mongoose & the Snake

A business is an organization entity and legal entity made up of an association of people be they natural legal or a mixture of both who share a common purpose and unit in order to focus their various talents and organize their collective available skills or resource to achieve specific goals.

Talking about business and its strategies the same strategies a mongoose uses to attack a snake.

A mongoose knows its strength and more importantly a snakes weakness. It cleverly attacks a snake in an area where the mongooses strength and the snakes weakness comes to fore and kills it but remember in a bush a snake can coil around the mongoose and crush it to death

This is a similar strategy which is applicable in the present competitive business world identifying of the strengths is important because it helps in taking necessary steps in planning and achieving the objectives of the organization.

Decision makers should consider whether the objective is attainable given the SWOT. If the objective is not attainable, they must select a different objective and repeat the process.

Users of SWOT analysis must ask and answer questions that generate meaningful information for each category to make their analysis useful and find their competitive advantage you also need to know your competitors strengths and weakness very well.

The wildlife knows that their life and survival depends on exploiting the weak areas of their prey. However in business we don't do it as religiously as the wildlife.

The whole idea and learning behind this is that you should know your strengths as well as the competitor's weakness and pulling your competitor into your strength area and then you need to attack.

The current market works on the understanding principle of "Survival of the fittest". The game of business can be well played by capitalising on your competencies and converting them as your competitive advantage to steer ahead of others.

- Joel Cruz A



IASMS IMPRINTS TEAM - Dr. T. Somasekar, Chairman, IAET; Dr. S. Rajasekar, Director, IASMS; Editor: Dr. Reena Shyam

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