



IASMS IMPRINTS

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A Bi-Annual Newsletter from IASMS

IASMS – IA SCHOOL OF MANAGEMENT STUDIES

Listed among Best B - Schools in India 2023 by Dalal Street Investment Journal

IA SCHOOL OF MANAGEMENT STUDIES CELEBRATES THE GRADUATION DAY OF THE XVIII BATCH OF MBA STUDENTS



Dr. Niranjana Vanalli, the Vice Chancellor of Bengaluru North University Awarding certificates

The Graduation Day at IA School of Management Studies was a significant event graced by Dr. Niranjana Vanalli, the Vice Chancellor of Bengaluru North University, as Chief Guest. Dr. T. Somashekar, Chairman of Indian Academy of Group of Institutions, presided over the ceremony held on 16th September 2023. Heads of various Graduating streams, including Dr. Reena Shyam,

Director, IA School of Management Studies were a part of the event.

This event celebrated the academic achievements of graduating students, with Dr. Niranjana Vanalli providing inspiring words of encouragement. Dr. T. Somashekar, through his involvement ensures the institution remains committed to nurturing academic talent and delivering quality education.



IA SCHOOL OF MANAGEMENT STUDIES

Affiliated to Bengaluru North University | Approved by AICTE

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

From The Director's Desk

"Take small steps in the right direction.

No matter how small your steps, keep moving forward towards your goal." – Nick Vujicic

Dear Readers,

The significance of constant learning and a progressive mindset can be the basis for individual growth and upliftment. Management students ideally should develop a strong desire to explore and learn from the VUCA world. The initiatives taken by several inspiring personalities can provide strong cues for management students to explore the new.

Recently Nita Ambani, Chairperson of Reliance Foundation inaugurated the traditional Indian art and craft store "Swadesh" in Hyderabad.

The optimistic mindset that these handmade handicrafts and agricultural products that are listed with geographical indications have the potential to attract global customers, has led to Reliance exploring US and UK markets for these products.

Yet another example is the acquisition of Air India by Tata Group which signals a significant transformation that's poised to reshape India's aviation industry, aligning with the country's fast-paced growth. Infosys founder NR Narayana Murthy recently mentioned that youngsters should work 70 hours a week if India wants to compete with economies that have made tremendous progress in the last two to three decades. The ambition to explore the unknown, strategic moves that contribute to growth, and consistent hard work can draw valuable learning from these business stalwarts. Setting goals and dedicated efforts dispensed each day to attain them is integral for management students.

IA School of Management Studies presents IMPRINTS 2023, a compilation of activities constituting small steps initiated to infuse goal orientation and continuous improvement in our students. We hope you find this issue of IMPRINTS an interesting read.

Dr. Reena Shyam
Director, IASMS



From The Editor's Desk.....

"Embrace empathy, compassion, and respect for others, for these are the foundations of human value. Treat every person you encounter with dignity, and recognize the beauty in our shared diversity."

Dear Readers,

Strive for personal growth, but never forget the importance of lifting others as you climb. Your success is even more meaningful when you help those around you reach their potential. In your pursuit of knowledge and excellence, never lose sight of the importance of love, friendship, and a kind heart. These qualities are the true treasures of life, and they define your human worth more than any accolade.

Welcome to the latest issue of the Bi-annual newsletter of IA School of Management Studies (IASMS) Imprints! It is with great pleasure that we bring you a compilation of updates of events organised by IASMS.

This latest issue of our newsletter IMPRINTs provide snap shots of all our activities and initiatives at IASMS.

Ms. Brinda M
Editor - IMPRINTS



IASMS EVENT HIGHLIGHTS

X-Culture – Global virtual experiential learning project for International Business August – October 2023



IA School of Management Studies (IASMS) – the 4th-semester MBA students Keerthana A, Jenit JJ, Priya K Benny, Bhuvaneshwari, Janani, and Pavan Kumar, excelled in the X-Culture project and received the X-Culture Global Business Certificates.

X-Culture Global Business Certificate is an initiative led by Mr. Vas Taras, Professor of International Business and the Department Head at Bryan School of Business and Economics. As part of this initiative, six of our MBA students from the 2021 batch were enrolled in

the X Culture project and worked with a team virtually consisting of members from diverse countries such as the Netherlands, UK, and USA on a Business Plan for selected global companies.

INDUSTRIAL VISITS - An Interface with the Corporate World

Metro Cash & Carry - 7th July, 2023



Industry Expert Mr Krishna Bhargavat Metro Cash & Carry with Students & Faculty

Metro Cash & Carry, Yeshwanthpur, Bengaluru. Metro Cash & Carry is a global wholesale retail company that operates a chain of cash-and-carry stores. The students had the opportunity to delve deeper into Metro Cash & Carry's operations and gain insights into various technical aspects of logistics and marketing.

The students were accompanied by Dr Krupa Rani MC and Prof. Afzal Basha.

VRL Logistics - 14th July 2023



Students exploring the ware housing facility at VRL

VRL Logistics Ltd, Dabaspet - Nelamangala. VRL Logistics, 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. 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 aim of the visit was to blend theoretical concepts with practical experiences.

The students were accompanied by Prof. Shivashankarachar Y and Dr. Savitha.

Emvee Solar Systems Private Limited - 29th August 2023



Industry Expert at Emvee Solar sharing insights about the systems

Emmvee Photovoltaic Power Private Limited, one of the leading players in the Indian Solar Energy industry for the last two decades. Emmvee offers turnkey solutions for MW scale photovoltaic projects with strong market existence in India and

Europe and is one among the pioneers in the Solar Energy Sector.

The visit was a great on-field learning experience for the faculty and students of IASMS on the concepts pertaining to Manufacturing. The students were accompanied by Prof. Afzal Basha

A Journey beyond Tradition – Discovering Namma Bengaluru - 4th September 2023

A day-long Bengaluru tour for the MBA First Year Batch of 2023-25. The aim was to familiarize the diverse group of new students with Bengaluru's cultural and heritage sites. This trip served as a learning experience for the new students, fostering interpersonal skills and creating lasting memories. The students were accompanied by Prof. Asgar Ahmed Shariff.



“Travel makes one modest. You see what a tiny place you occupy in the world.”

HMT - 13th September 2023



IASMS students visited the HMT museum in Jalahalli, Bengaluru. HMT Limited, established in 1953, is a Central Public Sector Enterprise under the Government of India. It is well known for its watches that are durable and value for money. The tour guide,

Mr. Venkatesh Murthy, provided insights about HMT's rich history. Although watch production ceased in 2016, some models were reintroduced due to high demand. The students were accompanied by Dr Krupa Rani MC.

Knitvel Needles Private Limited - 22nd September 2023



Knitvel Needles came into operation in the year 1979 to satisfy the challenging applications of the textile machine industry, with profound market knowledge, production capabilities and customer understanding, KNL manufactures precisely designed needles for the

industry requirements. The visit provided students with a chance to witness real-world applications of theory and concepts learned in the classroom. The students were accompanied by Prof. Shivashankarachar Y and Dr Puja Archana Sahu.

Snam Alloys Private Limited - 22nd September 2023



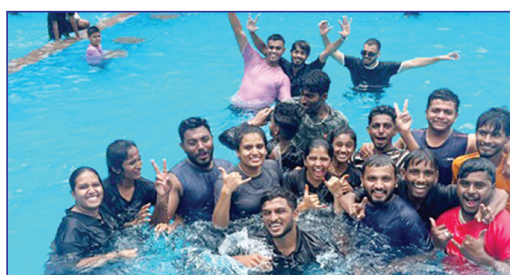
Snam Alloys Private Limited is classified as Non-govt company and is registered at Registrar of Companies, Bangalore. The products are sold both in domestic and international market likesrilanka, Iran, Egypt, Malaysia, USA and UK.

The visit aimed at Observing production processes and workflows that comprehend how products or services are created, from raw materials to the final product. The students were accompanied by Prof. Shivashankarachar Y and Dr Puja Archana Sahu.

IASMS One Day Fun Trip - 18th August 2023



Escape the ordinary, embrace the extraordinary.



The Fun day excursion to Gari Resort was an overwhelming success, giving participants a sense of

renewal and eagerness to return to their studies with fresh vigour and passion.

Mysore Industrial Visit for Academicians - 13th October 2023



Mysore HR Forum - Dasara 2023 Organized the HR & Operational Excellence Conclave 2023 and arranged a Mysore industrial visit for academicians. The visit included a guided tour of AB InBev (American-Belgian multinational drink and brewing company) a leading industrial establishment in Mysore, well-known for its

innovative best practices and efficient operations. The second industry ITC Limited Foods Division Mysuru ITC is known as one of India's largest conglomerates. ITC Foods is known for its diverse range of food products and few other visits too were included. Prof Afzal Basha represented IASMS.

Training Session for Howard Johnson by Wyndham, Bengaluru



Dr Reena Shyam and Prof. Asgar Ahmed Shariff delivered a session at Howard Johnson

14th October 2023

IA School of Management Studies recognizes the potential for faculty members to have an interface with the corporate world by offering consultancy services

and using their expertise in various management areas to deliver training sessions for companies engaged in manufacturing and offering services.

CULTURAL EVENTS

Cultural Day - 1st August 2023



Brand Rang event

The students of 1st year and 2nd year made use of the opportunity and showcased their unique talents

INTERNATIONAL EXPERT TALK SERIES

“Talent Management in the Digital Age” - 03rd August 2023

The session shed light on the changing demands of the industry and emphasized the significance of continuous skill development, data literacy, tech-savvy, emotional intelligence, and adaptability.



"Disruptions and the New Age Marketing: Indian Perspective with Global Understanding." - 23rd August 2023



Dr. Veena Tewari, Associate Professor, College of Administrative Sciences, Ministry of Higher Education, Sultanate of Oman and Prof. Suryanarayana K S, CAO, IAGI with Students

Dr. Veena is a distinguished guest from Oman, delivered an insightful talk on the evolving landscape of disruption in the business and marketing sectors. It emphasized

the need for businesses to stay agile, adopt innovative marketing techniques, and learn from case studies of companies that have effectively navigated disruption.

VIRTUAL FACULTY DEVELOPMENT PROGRAMME

18th to 25th May 2023

FDP program had several distinguished and eminent speakers both from academia and the corporate world. Dr. V Rajesh Kumar, Dean, School of Commerce and Management, Chanakya University, on the topic Implications of changing paradigms of Management education in the context of NEP 2020, Dr. Punit Kumar Dwivedi, Director, MGI, Indore as the resource person. Highlighting the areas where MBA education can be improved, Dr. Joseph Charles, Assistant, Professor, School of Management, Kristu Jayanti College who focused on the Adoption of Outcome based education or OBE, Dr. Vijay Pithadia, Director, Shree Sahaja and Institute of Management-and IT Gujarat highlighted Emerging Trends in Management Education, Dr. Baba Gnanakumar, Professor & Director for Consultancy & Corporate Training, School of Management highlighted on Publication of Research Output in Quality, Dr Shailesh Kasande, CEO and Group Director,

Suryadatta Group of Institutes, Pune, Maharashtra highlighted on Bibliometric in Management Research, Dr Rajesh Kajuria, Commissioner, Accreditation of Business Schools and Programs (ACBSP), USA and Founding Director, CKSVIM Business School, Vadodara, Gujarat highlighted on Accreditation and Ranking of B-Schools.

Throughout the event, speakers provided valuable perspectives on various issues and shared their expertise on key subjects. They touched upon current challenges, emerging trends, and potential solutions, fostering an atmosphere of intellectual engagement and knowledge exchange.



EXPERT TALK SERIES

MANAGEMENT FOR HOSPITALS

30th June 2023

Dr. Malaiyarasa Pandian P,
Prof. Dept of
Microbiology,
IADC-A



IPR- RELEVANCE FOR BUSINESS

17th July 2023

Mr. Manish K Salian,
Associate Lead – Legal and
Corporate Affairs 99 Games
Online Pvt. Ltd, Udupi



“From Vision to Action: SDGs Concepts & Implementation”

24th July 2023

Mr. Sanjay Ramanujan,
Chartered Accountant and
Insolvency Professional



Overview of the Global Business Context

9th August 2023

Dr. Arun Prasad
Faculty, Marketing Loyala
Institute of Business
Administration (LIBA)



Maritime Logistics Seaborne Trade 10th August 2023

Capt. Mahendra Mirji
Professional Seafarer (Retd)



Power of Attitude

2nd September 2023

Ms. Abhilasha Srivastava
Counsellor and Life Coach



IFRSS – The Way Forward For Financial Reporting 8th September 2023

Dr Ikram Ui Haq
Senior Lecturer,
Yourk St John University,
United Kingdom



Self-Love, Self-Belief, and Action Taker

9th September 2023

Ms. Hina Ambareen,
Certified Leading Wellness
& Life Coach, Motivational
Speaker



Cyber Security Awareness And E-Governance 9TH September 2023

Mr. Chethan H., Senior
Faculty and Center Head
Karnataka. Administrative
Training Institute Govt. of Karnataka



Cyber Security And Its Importance In The Present Day Context

21st October 2023

Mr. Arjun Bhaskaran,
Promoter, Finpro
Technologies



ALUMNI JUNCTION

IASMS Alumni

Mr. Syed Mujtaba Mahdi - (Batch of 2015-2017) - 22nd July 2023

Mr. Syed Mujtaba Mahdi currently works with JP Morgan Chase. He emphasized cultivating a CAN DO mindset over a CAN'T DO mindset and embracing challenges for career growth. The session was highly effective in clarifying corporate expectations and requirements.



BUSINESS PLANATHON – Event Judges



Mohammed Albas – (Batch of 2019-21)

Project Team Lead - IT Business Services, SAP Labs India

Mr Paul Chembian S (2018-20)

Onboarding Specialist – IBM India Pvt Ltd

IASMS – BUILDING TEAMS – 4th August 2023



“Talent wins games, but teamwork and intelligence win championships.”

The team building activity aims to teach problem-solving and encourage creativity. It helps develop teamwork competencies like communication, compromise, and

collective reasoning. As team members learn to trust each other and communicate more effectively, they can easily share ideas and collaborate.

PEER LEARNING



Knowledge sharing session with and from each other

MBA students delivering learning sessions for nursing students. As institutions continue to explore innovative approaches to education, cross-disciplinary collaboration offers for preparing future healthcare professionals.

IASMS ACADEMIC COMPETITIONS

FORA - 8th July 2023



Team presentations

Students were divided into teams that worked on the topics assigned for gathering information and preparing effective PowerPoint presentations. The panel of judges provided valuable feedback on the presentations made by the teams.

MUN - 25th July 2023



Students playing the role as president and delegates representing various countries and discussing various implications of the Ukraine war on World Trade.

Model United Nations, also known as Model UN or MUN, is an educational simulation in which students learn about diplomacy, international relations and the United Nations.

Debate Competition - 11th August 2023



Students engaged in constructive discussion.



The event provided a platform for participants to engage in constructive discussions and express their opinions on important and relevant topics.

Business Plan - 19th October 2023



Business planathon event provides competitive edge and enables the students to explore Business opportunities developing the business model and generate the formal business plan.

ACHIEVERS' DAY - 4th May 2023



The program was organized in recognition of the efforts of students who excelled in various academic and inter class MBA competitions.

FAREWELL - 14th October 2023



The art of starting something is certainly impressive, but the art of concluding it is even more significant.

MAKING IASMS PROUD



Johnson & Pranav

II sem MBA Batch of 2022-23,
Runner up, Inter – College Business Quiz
Fest organized by Nagarjuna College



Amrit Raj & Vinutha

IV sem MBA batch of 2021 – 23, Runner up,
Inter-College- HR Event
Fest organized by BNMIT College



Pavithra M & Serisha S

II sem MBA batch of 2022 – 23,
Runner up, Inter – College Brand Rang
Fest organized by Atria Institute of Technology



Khansaabgari Zubair

II sem MBA batch of 2022 – 23,
Winner, Inter – college Reels making
Fest organized by Nagarjuna College



Keerthana A

IV sem MBA batch of 2021 – 23, Student
Research Paper presentation organized
by Fusion 2022 by IFIM College



Vibha Bhat

IV sem MBA batch of 2021 – 23,
Research Paper Publication



Vinutha

IV sem MBA batch of 2021 – 23,
Runner Up
Marathon Organised by IAGI



Keerthana A, Jenit, Priya K Benny, Archana, Indu, Janani, Babloo H
Student Research Paper Presentation, 23-08-2023 International Conference – ICAFI



Harshavardhan M, Archana, Zoya Kainath, Rithik Richardson, Keerthana A, Sindhi Bai, Karthik
Winners, Inter-College Dance
Fest organized by Nagarjuna College

STUDENT JUNCTION

AI - The Next SHIFT

Artificial Intelligence represents the next shift in our technological culture, bringing about significant changes across various aspects of technology. It has transformed tasks such as editing, coding, and data analysis, and we can expect further integration in the future. In recent years, AI has played a crucial role in how we interpret and analyze data, offering unprecedented speed, accuracy, and depth of analysis.

One notable change we have witnessed is the critical role of AI in handling massive amounts of data. In today's world, information is generated at an incredible rate every second. While humans would require a substantial amount of time to process such vast datasets, AI can handle them in a fraction of the time with minimal to no errors. This capability allows us to extract insights from even the most complex and extensive datasets.

Another remarkable feature of AI is its ability to predict future trends. By leveraging historical data and current trends, AI models can forecast future developments and events. This is invaluable for businesses seeking to anticipate customer behavior, optimize resource allocation, and stay ahead of market shifts.

AI also excels at uncovering hidden patterns that might elude human perception. AI models can learn and adapt from the data itself, enabling them to identify correlations and patterns that might otherwise go unnoticed.

Furthermore, AI enhances security by playing a crucial role in safeguarding sensitive information. It responds to real-time security breaches, helping protect against cyber threats. The adoption of AI in the data analysis process is vital in how we extract information from raw data.

AI's remarkable abilities to uncover patterns, process vast data volumes, enable real-time decision-making, predict trends, and enhance security make it a transformative force in data analysis. As AI continues to advance, its impact on our ability to derive value from data will only increase, promising a future filled with unparalleled potential.



Ameer Khan - II Sem MBA

“Unravelling the Magic of Data Analytics : How it Shapes Our World”

“Data analytics, in simple terms, acts as a helpful detective sifting through mountains of information to uncover valuable insights. It's a powerful tool that has a significant impact on our daily lives, businesses, healthcare, and more.

Imagine you're running a small online store, and you have a wealth of data, including what products customers view, what they purchase, and when they do it. Data analytics is your trusty sidekick sorting through this data, informing you about which products are selling well, which ones are languishing, and even suggesting what your customers might want to buy next. It's the secret sauce behind those “Recommended for You” sections on websites.

However, data analytics isn't just about the past; it's also about predicting the future. It's akin to having a crystal ball that looks at past events to make educated guesses about what will happen next. For instance, stock market experts rely on data analytics to make predictions. They analyse historical stock prices, company performance, and economic indicators to make informed predictions about which stocks are likely to rise or fall. It's not fortune-telling, but it's the next best thing.

In healthcare, data analytics is a superhero. When you visit the doctor, your medical history is like a puzzle, and data analytics helps put that puzzle together. It compares your symptoms, test results, and medical history to thousands of other patients, allowing doctors to diagnose

diseases more accurately and recommend the best treatments. It's like having a brilliant medical detective on your side.

Data analytics even makes our cities smarter. Think about traffic. It studies data from traffic cameras, GPS devices, and sensors on the roads to predict where traffic jams might occur.

That's why you sometimes receive suggestions like “Take this route to avoid traffic” on your navigation app. It's all thanks to data analytics, which makes our daily commutes a little less stressful.

Now, why is data analytics so important?

In today's world, information is gold. We're constantly bombarded with data, and it's easy to get overwhelmed. That's where data analytics steps in, helping make sense of the chaos.

In conclusion, data analytics is the unsung hero of the digital age. It's the friend that simplifies our complex world of data. It's the guiding light that helps businesses succeed, keeps us healthy, and makes our daily lives more convenient. It's the secret weapon that transforms raw data into valuable insights. It's not just important; it's indispensable.”



Johnson Rajkumar - II Sem MBA

IASMS IMPRINTS TEAM - Dr. T. Somasekhar, Chairman, IAET; Dr. Reena Shyam, Director, IASMS;

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