

A DEPARTMENT OF MANAGEMENT MAGAZINE

evolve

ODD SEMESTER

2016-2017



Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

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VIRTUOSO

This year virtuoso was focused on providing students a first-hand experience to various managerial aspects, where around 235 students were divided into 16 groups of 15 members each, consisting of five different events such as Best Manager, Marketing, Finance, Human Resources and Business Quiz.

On 5th of July, during the inauguration Mr. Vinod Joseph, teacher in charge for the workshop gave a brief introduction to Virtuoso followed by Rev. Fr. Augustine George, Vice Principal who addressed the gathering encouraging students to participate in activities organized by department and Chief guest Ms. Reshma Hegde Managing Partner at Elan Education and Consultant who enlighten the students with her inspiring words. Six teams emerged into the finals for each event where the first event Human Resource focused on a similar rehire situations, followed by Marketing round where participants were given old products to advertise, strategize and market in today's scenario. The Finance round consisted of a task where participants were given a task focused on long term investments and allocation of funds followed by Best Manager round where six finalists were put through a personality round and followed by the final event Business Quiz. After the finale of every event, the felicitation program was graced by Rev. Fr. Lijo P Thomas, the Financial Administrator of the college who addressed the gathering on importance of teamwork. Ms. Priya M, the other teacher in charge for the workshop gave a brief report of the workshop after which the winners were felicitated. Team Shopclues and team Flipkart were felicitated as the overall winners and runners up respectively. Mr. Alan was declared as Best Manager.

Virtuoso gave the students an exposure about management concepts and managerial skills required for performing in tough situations.



AD - EXTRAVAGANZA

Ad -Extrvaganza is intra collegiate advertisement fest conducted by the department of management, It aims at creating a platform for the students of management to showcase their skills in the area of advertisement. The event featured 4 rounds. The teams were comprising of five members each. It was one of its kind event.

The first edition of Ad-Extravaganza had participants from 9 colleges across Bangalore and India. The fest had one outstation college and prominent colleges from Bangalore such as Christ University, St. Joseph Colleges etc.

The participating college loved the concept of an exclusive fest for advertisements.



ACUMEN

Acumen is an annual intra-collegiate fest organised by final year students of department of management. The main objective of fest is to analyze and to identify out the hidden talents in first and second year management students. In addition to that our fest also helps to mould the students and bring them out of comfort zones towards real and competing corporate world.

This year Acumen is bearing theme of 'Football' because football is a game of strategies, coordination, team play and forward planning which in one way or other syncs together with management concepts.

List of Events

1. Team Manager – Best Manager
2. Coach- EDP
3. Players-Human Resource
4. Live Media -Marketing
5. Sponsors- Finance
6. Referee- Public Relations
7. Brazuka -Product Launch
8. Organizers-Event Management
9. Commentators-Business Quiz

The conduction of Acumen has given the III year students to an exposure organize, plan and execute an event. It has helped them to develop skills for team formation, coordination and delegation of responsibilities.

The fest has given the student of I and II year to participate in a fest in the areas of management. It has helped in improving their presentation and communication skills.



BANQUE

Banque is the exhibition hosted by the department of management to create a platform for students to learning more about banking operations and functioning.

The final year students were divided into team of 6 each. The students were asked to select an area related to a bank and prepare a working model. The models were displayed during the exhibition. The students were also made to prepare a report and submit it to the staff in charge

The students actively participated in the exhibition. The students were evaluated and cash prizes were given. Some of the models prepared were as follows:

- Money Laundering
- European Banks Vs. Asian Banks
- Bitcoin
- Self-help Kiosk
- White Label ATM's
- Structure of a bank

Students have felt that exhibition was helpful in a way that they can learn about latest developments in banking industry right from technological advancements to simplification of banking services to the customers.



ANVESHAN

Anveshan is the annual paper presentation competition of the department conducted for the final year students to promote the spirit of research. The students were divided into groups of two and made to carry out research based on the area of specialization. The areas that were available are – Finance, Marketing and Human Resource.

Students actively participated in this paper presentation. some of the topics are :

- Impact of Brexit on Indian Economy.
- Presentation on Derivatives.
- Stock Market
- Mutual Fund

Students utilized this opportunity as a platform to express themselves with their views, explore ideas and made it successful. They also felt that this paper presentation paved way for them to present their opinion to a vast group.



INDUSTRIAL VISIT

The industrial tour to Hyderabad was scheduled between 23rd November and 27th November, 2016. The objective of the trip was to enable students to understand about the industrial practices and manufacturing processes.

Following industries are visited by the students.

- Khaitan Electricals Limited
- Agi Glaspac Pvt. Ltd.
- Sarwottam Ispat
- Hartex Rubber Industry

The major learning from industrial visit to Hyderabad and above mentioned industries was understanding the production and operations management along with various other functions of organisations. Students had learning experience about stages of manufacturing of products, safety precautions taken by the industries, quality management methods used, warehousing and waste management techniques deployed.



GUEST LECTURES

The various Guest lectures given by various resource persons for this semester were

“Leadership- Gender Discrimination” by Ms. Adrienne Castellon, Instructor and Advisor, Educational Leadership, Trinity Western University, Canada. Which was attended by I BBA- A, B, C & D .

“Significance of Communication in Organisations” by Mr. Shreyas B.V, Management Consultant, E & Y, Bangalore. Which was attended by I BBA- A, B, C & D .

“Career Planning and Profile Building” by Mr. Amith Ravindra, Trainer, Think & Learn Pvt. Ltd., Bangalore. Which was attended by III BBA- A, B, C & D .





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