



The Bottom Line

NEWS BULLETIN OF UG DEPARTMENT OF MANAGEMENT



FOREWORD

First day of the new semester, incredible team work and we have our first ever department bulletin, 'The Bottom Line'. It is indeed, my pleasure to present this bulletin to you. The College and our department has grown significantly over the years both in numbers and in academic diversity. I am proud of our achievements. However, with the changing economic landscape and the fast paced growth in technology we all need to plan well.

A report by McKinsey states: The potential impact of automation on employment varies by occupation and sector. Activities most susceptible to automation include physical ones in predictable environments, such as operating machinery and preparing fast food. Collecting and processing data are two other categories of activities that increasingly can be done better and faster with machines. This could displace large amounts of labour—for instance, in mortgage origination, paralegal work, accounting, and back-office transaction processing. It is important to note, however, that even when some tasks are automated, employment in those occupations may not decline but rather workers may perform new tasks. Automation will have a lesser effect on jobs that involve managing people, applying expertise, and social interactions, where machines are unable to match human performance for now.

With this in mind, we have introduced additional courses like Data Science, Artificial Intelligence etc. with the aim to keep our students better prepared for the future. Nurturing creativity and inspiring innovation are two of the key elements that defines a successful education and that is what we are trying to provide you with. May you all achieve your dreams, soar high and be happy and contributing individuals in the future.

I would like to thank our Principal, Rev. Dr. Thomas V. Thennadiyil, our Vice-Principal Rev Fr, Joseph S for supporting us and we cannot forget all the parents who continue to shower their blessings on us.

Cassandra Ranee
Department Head

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WHAT TO EXPECT?

Fresh Student Council:

New faces now lead the department to heights never reached before.

A Brand new student run program:

Pragyan -
By the Students,
For the Students.

Research Galore:

Research papers are the new black as we see rise in student participation.

DEPARTMENT'S PRIDE

Congratulations to the university rank holders from the BBA 2023 Batch



1st Rank

K. Vaishnavi (Centre)

2nd Rank

Nuthana S (left)

3rd Rank

Thanuja N. (right)

FOR THE THINKERS

"The ones who are crazy enough to think they can change the world, are the ones who do."

– Steve Jobs



STUDENT CENTRIC ACTIVITIES

Bridging the knowledge gap for our new students

With students attending college after a long break after their higher secondary exams and in order to introduce the students from non-Commerce background to the curriculum and syllabus the Department organised a Bridge Course from 1st August 2023 to 11th August 2023. Students were also briefed about the NEP syllabus and the question paper and scoring pattern. A final assessment was done at the end of the bridge course.

PRAGYAN – An advance learners' initiative

An Advanced learners' initiative titled Pragyan 2023 was organised for the first year BBA students wherein the final year students shared their expertise on the various topics, both academic and non-academic. The purpose of this initiative is to provide a platform for the advanced learners to improve their learning curve and the first year students to understand the various aspects which would be essential for their under graduate journey.



A session by Sonia during Pragyan

Visit to the Coco Cola factory and Mysore

I BBA students visited Coca Cola Factory in Bidadi on January 11, 2024. This helped them get an insight on the working of a factory and see the production line.

94 students of II BBA visited Karnataka Cooperative Milk Producers Federation Limited (Nandini Dairy) in Mysore. To add to their education, they also visited Mysore Palace and enjoyed a small trek to Rangarayana Doddi, Ramnagar District on their way back. It was a full day trip which was well appreciated.



2nd Year Students at Mysore

1st Year Students at Coca Cola Factory

Reaching out to the rural communities

'Empower Edu' - Bridging Borders through Education - Books and Stationery Drive for the students of Idigenahttu Government School (Karnataka and Tamil Nadu Border Forest Area) was conducted on 26/01/2023 to 29/01/2023. 102 underprivileged students were provided with essential stationery and other items which was funded by our own students.



Students of Idigenahttu Govt. School

Seminar on Technology trends

The Department of Management, in collaboration with ICT Edu Skills Pvt Ltd., successfully organized a seminar titled "Technology Trends - Dive into the World of Opportunities" on October 6th, 2023. Mr. Munit Accha, the Product Head of ICA Edu Skills Pvt Ltd., served as the distinguished resource person for the seminar. This report provides an overview of the event.



Mr. Munit Accha in his Session

Extending a helping hand

In association with YUVA, Bangalore Trust, an NGO in Rajajinagar, exam kits (Geometry box and exam pad) were distributed to the SSLC students of Panchajanya Vidhya Peeta Rajajinagar (Aided Girls school) on 20th December 2023 through funds raised by the students.



Ms. Pavani T. handing stationery supplies to student

Students excel in various skill development programs

138 students of 1 BBA the 30 hour add on program on 'Data Analytics' and have all cleared the Microsoft Office Specialist for Office Excel 2019. The program was conducted by Mark Education Academy in our campus.

133 students of II BBA completed a 30 hour add-on program on 'Social Media Marketing' which was organised by ICA Edu Skills in our campus. A viva was conducted at the end of the program to test the students' knowledge on the subject and all the students fared very well.



STUDENT APPOINTMENTS

STUDENT COUNCIL



Mr. Prajwal Pinto
Cultural Captain

DEPARTMENT COUNCIL



Mr. Amith Saji
Department Captain



Ms. Harshini K
Department Captain



Mr. Shree Naveen
Department Secretary

CLASS REPRESENTATIVES

Kishan and Raksha - 3 BBA A, **John and Shaima** - 3 BBA B, **Pradeep and Keerthi** - 2 BBA A, **Abhishek and Pavani** - 2BBA B, **Arjun and Sneha** - 1 BBA A, **Nithin and Yashaswini** - 1 BBA B.

CLUB REPRESENTATIVES

Mahima Chhetri - Leadership Incubation Cell, **Ravi Kumar K.** - Literary Club, **Shalom Varghese** - Entrepreneurship cell, **Simon L. Edison** - Christian Students Association, **Thejas P.S.** - Environment Club, **Vrindha Rajesh** - Eastern Dance Team, **Stephen Francis** - Theatre Club, **Bindu N.** - Youth Red Cross, **Allan David** - NCC



MANAGEMENT CLUB



Dakshya - Instilling the art of writing papers

Intra-collegiate paper presentation **Dakshya** was conducted on 4th November, 2024 and the topic was 'Marketing strategies in the digital age.' 14 teams presented their papers. Thejas P.S. of 3rd BBA A won the 1st prize, Akshara Sai and Debarjito of 2nd BBA B won the 2nd prize, Naveen and Samuel of 2nd BBA B were awarded the 1st consolation prize and Shivaraj and Soumya of 1st BBA A were awarded the 2nd consolation prize.



Mr. Debarjito presenting his paper

Expanding the scope of research with *Saksham*

To celebrate the National Energy conservation day on December 13, 2024, the department organised Student Conference – **Saksham**. The Chief guest and keynote speaker was Mr. Bimal Singh, Head, Permaculturalist, Art of Living, Bangalore. Conference Proceedings with 27 papers on the topic was released by the Chief Guest and our Principal. 67 teams were part of this event which was in a hybrid mode. The best papers were awarded and they were: Ms. Ruchitha BC and Ranjitha R from MLA College got the 1st Prize, 2nd Prize shared by Mr. Tarun Kumar from Ramanashree Academy of Management and Ms. Sahana, Ms. Vaisnavi and Ms. Neha from Mount Carmel College, Mr. Jihad and Mr. Goplan of UTAS Oman got 3rd Prize and Mr. Thejas PS of St. Claret College got Consolation Prize.



Launching of Saksham's first published book

Visit to AOL campus BLR

40 members of the Management Club along with the faculty club coordinators visited AOL, Bangalore Campus on 16th January, 2024 to experience the serene nature of the campus and learn about the sustainable practices in the Ashram.



Students and Faculty at the AOL Campus

National Energy Conservation day

This day was celebrated with an event called Energy Conservation Think Tank. 22 essays were received and Bhavya R of ASC Degree College won the 1st prize, Priya B of Presidency College won the 2nd Prize and Bhuvanesh of Presidency College won the 3rd prize.

National Start-up day

To celebrate the National Start up day on 16 th January, 2024, the Department of Management organised an Intra Collegiate Business Plan Pitch Competition for UG and PG students. There were 17 teams who presented their business ideas. Winners were Mr. Vivek Patel and Ms. Rakhi from BCA got 1st Prize, Mr. Harsh Bhaffna and Mr. Hariprasad from B.Com got 2nd Prize and Mr. Tarun and Mr. Bhavesh from BSC got 3rd prize.



DEPARTMENT ACHIEVEMENTS



Shaurya of 1st BBA A won the strongly contested 'Mr. Fresher' title for the year 2023-24

The Season of Giving

As part of the charitable activities of the Christian Students Association during the festival of Christmas, a grocery collection drive was conducted across the college. **The highest contribution came from 3 BBA B followed by 3 BBA A and 2 BBA A.** They were awarded prizes during 'Sparkle Night,' the annual Christmas event organised by the college, which was held on December 20, 2023.

FEST-O-MANIA

Presidency College:

Fashion Walk

1st place

Vrindha, Prajwal Pinto, Samrudh, Damanlang, Anika Teja Gowda, Sharon

Kristu Jayanti College:

Marketing

2nd place

Saim, Mahima, Ruben

HR Event

1st place

Harshini, Gowrija Suresh, Lakshya Bakshi

Overall Runners Award



Winners of KJC fest

Arihant College:

Product Relaunch

1st place

Amith Saji, Harshini, Pavan Surya

IPL Mock Auction

1st place

Winners: Mohit, Leonard, Stephen, Rohan

Business Quiz

2nd place

Aishwaraya, Shalom

Nirmala College, Coimbatore

Corporate walk

1st prize

3rd BBA (Vrindha and team)

2nd prize

1st BBA (Anjali P and team)

Ad designing

1st prize

2nd BBA A (Mahima and team)

2nd prize

2 BBA B (Prachi and team)

Marketing

2nd prize

2nd BBA (Deekshita and team)

SHINING STATISTICS

Knowledge enhancement through MOOC /NPTEL/

Internships:

1st BBA - MOOC

138/138

Internship

138/138

2nd BBA - MOOC

116/133

NPTEL - 35

3rd BBA MOOC

124/133

Update from Placement and Career Guidance Cell

Societe General

Amith Saji, Bhuvan Bhat

Consero Finance Solutions

Marfa Kusum, Nischita GV

TCS

Subash Sharma, Simon PC, Harshini K, Bindu N, Pavasurya A, Bhoomi Sharma, Prem Anish Steve Fernandes, Preethi R, Zeba Nigar, David George, Monish Gopal Sriyan, Sudeesh D, Merylyn Joyce, Saraswathi T, Bhavya R, Mohith A, Sahana B

Codeyoung

Simon L Edison, Simon PC, Aishwarya S, Raksha R, Deepthi R

Target Corporation

Santosh Kumar

Godrej and Boyce

Anish Steve Fernandez & Shalom Varghese

Microland

Alan David

Ditto by Finshots

David George

Total 32 Placed as of Jan 2024

Faculty Research

Journal publications - 10

Conference Proceedings - 12

NPTEL/FDP - 8

Refresher Course - 8

Patents - 1

Consultancy - 2

Papers Presented

Soundarya College

Conference on Sustainable Synergy
15th Dec, 2023

Thejas, Sayantan, Zainab, Prachi Khushi and Jack

Kristu Jayanti College

International conference on Eco-Consciousness of e-commerce platforms and market sustainability
11 & 12 January 2024

Thejas and Jack, Shivaraj and Soumya

MLA National Conference

Empowering Women in Business
overcoming Challenges and Unlocking
December 22nd, 2023

Thejas, Prachi, Sayantan, Zainab, Jack, Soumya and Shivaraj
(Shivaraj and Soumya of I BBA got the best paper award)

Kristu Jayanti College

International conference on Climate Curriculum

7th and 8th Feb, 2024

Thejas, Lakshya, Vishal, Hridhya and Sayantan

Alumni Contributions

The department would like to thank all alumni members who have contributed towards the alumni fund. So far, we have received **Rs 50,000/-** this year.

