



NEW HORIZON
COLLEGE OF ENGINEERING

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Accredited by NAAC with 'A' Grade, Accredited by NBA

E-Newsletter

MBA OUTLOOK

Volume 10 | Issue 7 | July, 2022

Inside the Issue

DEPARTMENTAL EVENTS

MBA Workshop – “Case Writing & Case Analysis”



NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies (MBA)

Workshop on

CASE WRITING & CASE ANALYSIS



Dr. Joy Mukhopadhyay

CEO, Think Group Consultancy
Services, Bangalore

Date: 4th July, 2022

Time: 2:00pm to 5:00pm | Venue: Chanakya Seminar Hall



Department of Management Studies, NHCE organized a workshop on “Case Writing & Case Analysis”. The Honourable speaker of this session was Dr. Joy Mukhopadhyay, CEO, Think Group Consultancy Services, Bangalore. The session aimed at helping students know about analyzing the given case and how to present the answers. It was an informative and interactive session that helped students explore more about understanding Business problems. The speaker had discussed cases on Organ Donation as CSR Activity: A Case on an Innovative Co-initiative by Mind tree, ICT in Education: Case Study on India, Unacceptable activities of Coca-Cola. Case Study is a type of Group Discussion exercise. A given case (issue/Business problem) is discussed in a group to bring out the best solution to the given problem. Skill sets like Decision – making, Analyzing the situation with a logical approach, taking the rightful course of action. We thank Dr Sheelan Misra, Head of department of Management studies for organizing such an insightful session that is relevant to the industry and for constantly encouraging and motivating students.

MBA Workshop – “Data Analysis using SPSS”

NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies
Presents

Data Analysis Using SPSS

RESOURCE PERSON:
Dr. Senthilkumar
Professor
School Of Management
Presidency University

**11TH & 12TH
OF JULY 2022**

A 303, MBA DEPARTMENT

Department of Management Studies, NHCE organized a workshop on “Data Analysis Using SPSS”. The Honourable speaker of this session was Dr.Senthil Kumar, Professor, School of Management, Presidency University, Bangalore. The session aimed at helping students know about SPSS package. It was an informative and interactive session that helped students explore more about understanding how to analyse the data sets and using the tools to present the data. The speaker gave relevant examples on generate tabulated reports, charts and plots of distributions and trends, descriptive statistics and conduct complex statistical analyses. SPSS is beneficial for both qualitative and quantitative data equal importance is been given for both data sets, about 85% of the research scholars carry quantitative data for their further analysis. SPSS gives a perfect graphical representation and also an appropriate result for the data that has been entered .We thank Dr Sheelan Misra, Head of department of Management studies for organizing such an insightful session that is relevant to the industry and for constantly encouraging and motivating students.

Workshop On Industry Sector Analysis



NEW HORIZON
COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

Workshop on

INDUSTRY SECTOR ANALYSIS

9TH JULY 2022



Sonali
Senior Analyst,
Goldman Sachs



Jishnu Jith
Private Banker - IDFC
First Bank



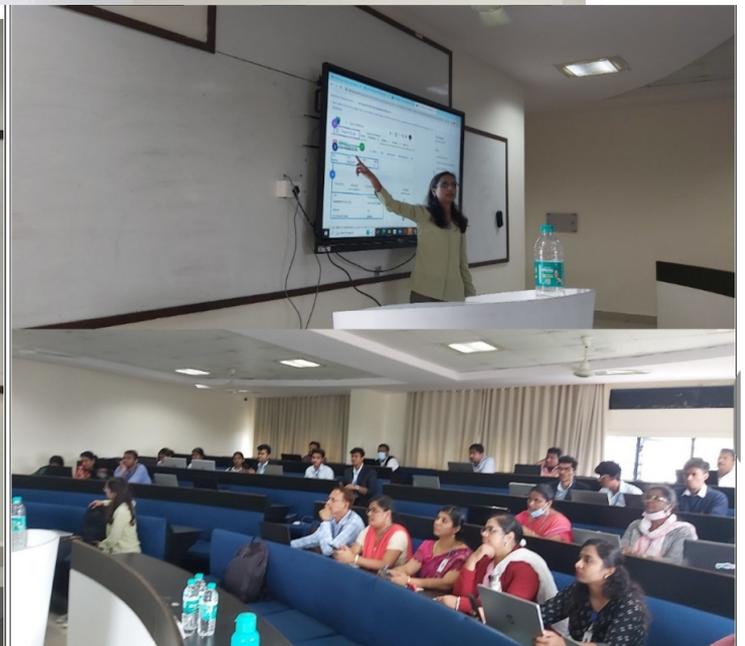
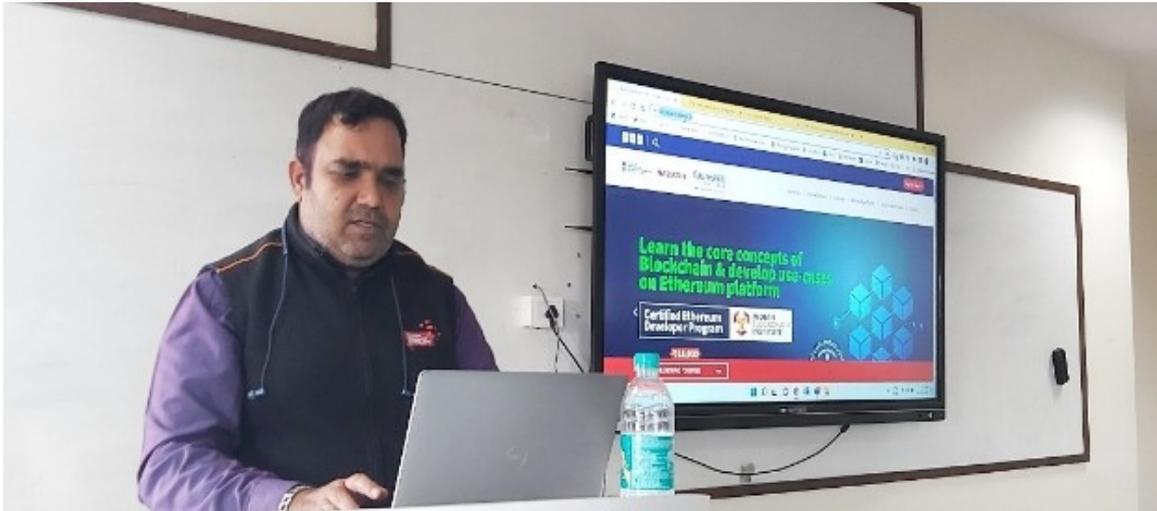
Dhyanasree
HR Associate,
Amazon Development
Centre Pvt. Ltd.,

TIME:
11:00AM - 1:00 PM

VENUE:
MBA SEMINAR HALL

Department of Management Studies organized a workshop on "Industry Sector Analysis", which was held on 9th of July, 2022. This workshop was presented by three speakers namely, Sonali, Senior Analyst, Goldman Sachs, Jishnu Jith, Private Banker – IDFC, First Bank, Dhyanasree, HR Associate, Amazon Development Centre PVT. Ltd., The workshop was designed to inspire students on how they can use their talents to grow in their careers. And they helped us in realizing how important it is to improve our knowledge in any specialization. They also told us not to look for a salary at the initial stage but to focus on working and gaining new learning experience to move to the next ladder. It was such a great inspirational session for all the students. On behalf of all students we thank Dr. Sheelan Misra, head of the Department and other faculty members for providing us with new learning opportunities.

Sales Force Developer Catalyst



Faculty Development Program on sales force developer catalyst was organized by the department of management studies, department of quality assurance & skill development centre in association with future skills prime, NASSCOM, from 11.07.2022-14.07.2022 at Subhas Chandra Block – 303. The speaker for the day was Shri Dinesh Panigari, Regional Lead, NASSCOM and Ms. Shephali, certified trainer from sales force. FDP started by welcoming the speaker, all faculties registered for FDP across the departments of NHCE, and NHCK has attended the FDP. Shri Dinesh from NASSCOM presented the concepts of sales force, Nasscom portal explained the concept of developing products by understanding the need of customer, organization and how the sales force helps in industry. Ms. Shephali explained the concepts of sales force by taking faculties through trail brilaz portal, hands on experience was there for all the faculties and they earned all the badges completing various modules. Four days FDP sessions were interactive, Informative and insightful. We thank management for providing this opportunity to organize the same and look forward for similar kind of programs in future.

Industry Expert Lecture



Department of Management Studies conducted the SAP Appgyver session. This session was based on the no – code platform which is a visual programming environment where developers can build enterprise ready customer software without writing code. It is the world's first professional no-code platform, enabling people to build apps for all form factors, including mobile, desktop, browser, TV and others. On behalf of all students we thank our management for providing us with a new learning experience on SAP Appgyver tool.

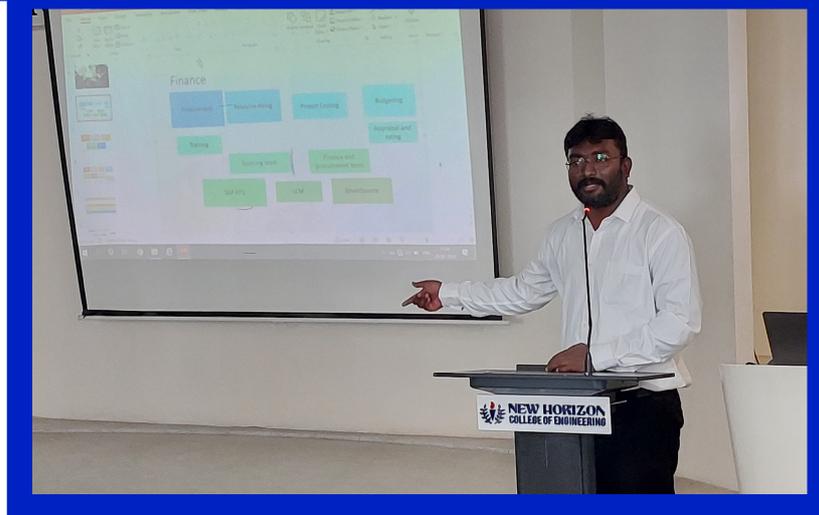


Management Development Program Up-scaling from within-Enhancing Worth



The Management Development Programs are organized with a view to achieving specific objectives, they are to overhaul the management machinery. To improve the performance of the managers another significant objective and to give the specialist on overall view of the functions of an organization and equip them to co-ordinate each other's effort. In this view, the department of Management Studies had organised for a One Day Management Development Program on 23rd July 2022. The program started with a note of significance of MDP. Dr. Sheelan Misra introduced the first speaker of the day Ms. Payal Nanjani, Globally acclaimed Indo-American Leadership Expert, coach and Trainer. Ms. Payal Spoke on Developing Managerial Effectiveness-A way to optimise competencies. The second session was conducted by Dr. Pavan Soni and he is an Innovation Evangelist by profession and a teacher by passion. He is the founder of Inflexion Point, offering programs on Design Thinking, Strategic Acumen, and Consulting Skills. He is the author of the book, Design Your Thinking, published by Penguin Random House in 2020. The book was shortlisted for the '2021 BBLF CK Prahalad Best Business Book Award'. Pavan was the only Indian to be shortlisted for the prestigious 'FT & McKinsey Bracken Bower Award for the Best Business Book of the Year 2016'. He gave activities on MIND MAPPING and how to rewire our thought process and take decisions. The third session was on Interpersonal Effectiveness and Team Building-A road map to build great teams. Dr. Preeja Sridhar gave lot of inputs on team building videos and concepts on interpersonal effectiveness. The last and fourth session was on Effective Leadership-For Road Less Travelled. Speaker Dr. Arun Bharadwaj gave examples on how to climb and reach up to our goals and still be happy with our lives. He emphasized on the definition of Leadership effectiveness that it can be defined as "the leader's ability to effectively influence followers and other organizational stakeholders to reach the goals of the organization" (Yukl, 2005) and gave practical examples of how to lead a team for better productivity.

ALUMNI TALK



The Department of Management Studies organized an alumni talk session by Santosh Kumar M., an IT professional with 15+ years of experience working in service providers, product-based organizations and financial institutions.

This session was about how important it is to decide our specialization in MBA, he gave detailed knowledge about various specializations like HR, Marketing, Finance, Analytics and Operations and all its applications in today's IT organizations. And his lecture gave a clear picture of the perspective from which we should choose our specializations. On behalf of all students we thank our management for providing us with such an interesting and informative session.

Special Thanks

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