



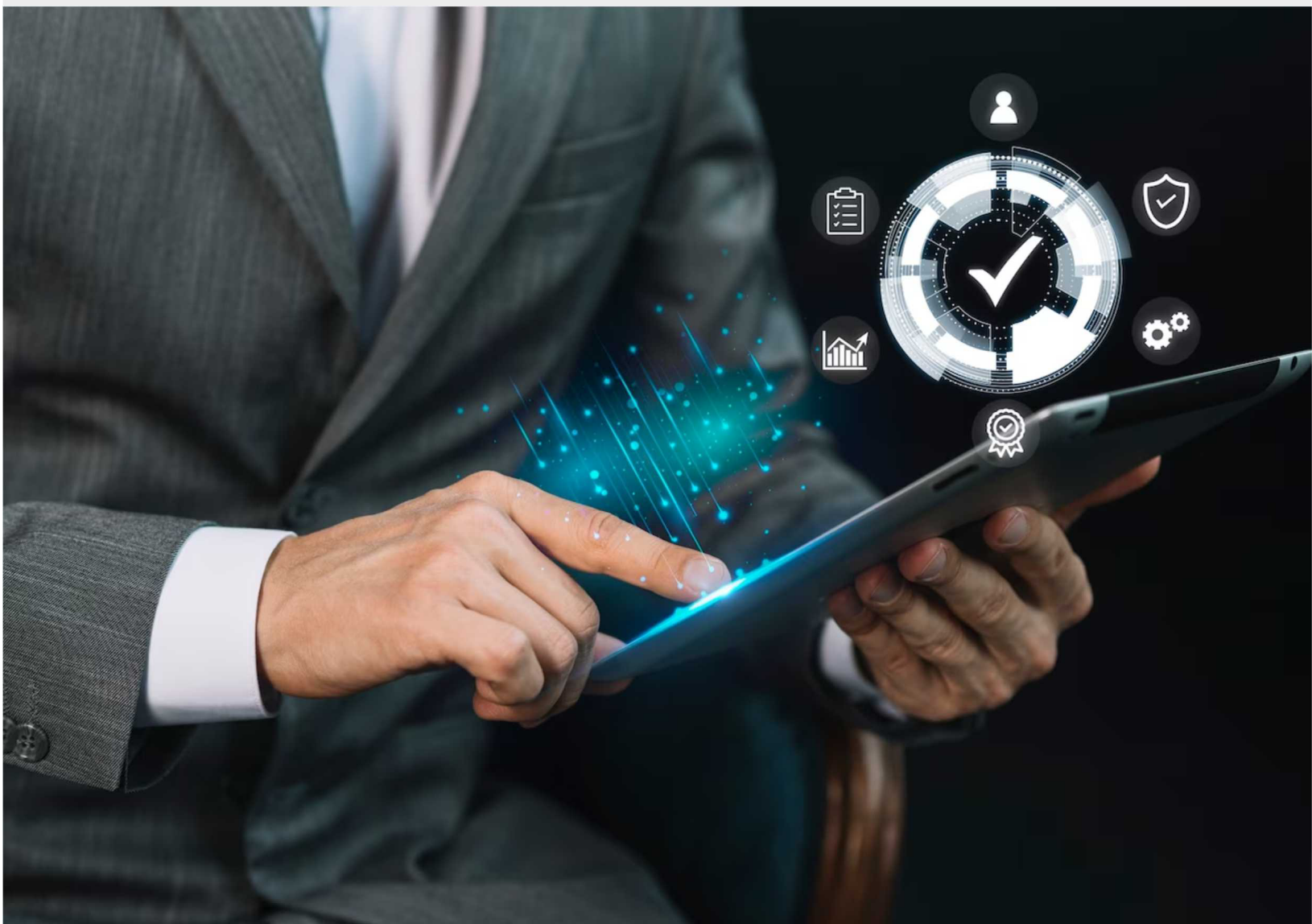
Kristu Jayanti College  
AUTONOMOUS Bengaluru

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University



# CR*est*ST

School of Management | In-house Publication | Year 2022



[www.kristujayantimba.edu.in](http://www.kristujayantimba.edu.in)



# Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University

## Another Milestone in Our Journey of Excellence

**Kristu Jayanti College, Autonomous, Bengaluru  
is awarded**



### **FIRST PRIZE**

**at the National Level**

 **for the**

## **CLEAN AND SMART CAMPUS**

**by the Government of India** 



### **Shri.Dharmendra Pradhan**

**Hon'ble Minister of Education, GoI**

**presenting the award**

**in New Delhi**

*Hearty Congratulations to  
Management, Staff, Students, Alumni & Parents*





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**"The day in which you have not done  
any good to your fellow men will not be  
recorded in your book of life"**

**-St Kuriakose Elias Chavara**

St. Kuriakose Elias Chavara was a nineteenth century educationist & social reformer in India. He played a major role in educating the people of the lower ranks of the society. He started a school at Mannanam in 1846. He was responsible for introducing noon day meals in schools, a practice later adopted by the rulers of Travancore & then by the Indian government.

Kuriakose Elias attained eternal peace on January 3, 1871, aged 66 at Koonammavu, a northern suburb of Cochin city. He was beatified at Kottayam on February 8, 1986 & later was canonized at St. Peter's Square by Pope Francis in 2015.





# Principal's Message



**Rev. Fr. Dr. Augustine George**

**“Education is what remains after one has forgotten what one has learned in school.” —Albert Einstein**

In the era of Industrial Revolution 5.0, businesses are undergoing exponential transformation which throws a great challenge to higher education institutions. Management education needs to cope up with the changes of business and groom management professionals to be industry ready. This match between industry and academia is finely balanced by the holistic education imparted by the College. This is further enhanced by versatile activities of the School and interactive sessions with the Industry members. The students are firmly rooted in the philosophy of the founding congregation and teachings of the distinguished faculty members who lay the ground to learn and grow. All these initiatives enable us establish both professionalism and endurance in the students of the School.

“Crest”, The Official Newsletter published by the School of Management, showcases the vibrant and versatile initiatives, talents and achievements of the School and the students. To each student, this is a reminder of where they have been, what they have learnt and who they envision to be.

I appreciate and acknowledge the efforts of the editorial team, faculty members of the School & the students for their contribution to the current issue of Crest.



# Dean's Message

**Dr. Aloysius Edward J**

**“Education is one thing no one can take away from you.” —Elin Nordegren**



With the motto of 'light and prosperity', Kristu Jayanti College strives to provide educational opportunities to all aspiring youth to excel in life with core values of faith, integrity, dignity and excellence.

School of Management seeks to impart quality management education drawing from global corporate experience with excellent student support services. To cater to the dynamism and volatility of the corporate world, students at the School are groomed to be alert, adaptive and industry ready.

School of Management takes immense pleasure in releasing “Crest” the School Newsletter that features immense opportunities provided to the students at the School. This Newsletter takes us through the memory lane of the various initiatives of the School and the stepping stones of the students. It also exhibits the meticulous planning and execution of various activities that shape the character and life of the students to transform them into corporate ready managers.

I heartily congratulate and appreciate the efforts of the Crest team and wish them success



# HOD's Message

**Dr. M K Baby**

**“Education is the key that unlocks the golden door to freedom.” —George Washington**

Kristu Jayanti School of Management is a pioneer institute to pursue knowledge beyond the traditional boundaries. The innovative academic programmes at the School is designed to develop student's values and talents right from day one, preparing them to become great leaders and professionals in the future.

In this era of cutthroat competition, it is of vital importance to be equipped with appropriate knowledge, habits, attitudes and values leading to holistic development. The School has been constantly upgrading and revising its curriculum to suit the shifting needs of the business

Presenting this issue of Crest, the School's Newsletter, fills me with great joy and pleasure. My sincere appreciation to the entire crew of Crest for working diligently to make this edition of Crest a success

# School of Management, Kristu Jayanti College: Where Learning Takes Centre Stage

School of Management, Kristu Jayanti College is a premier business school in Bangalore, India. Established in 2002, The School is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) and approved by AICTE, ensuring high-quality education and industry recognition. The School has carved a niche for itself through its commitment to industry-aligned curriculum, experiential learning, professional and holistic development of its students.

## **Futuristic Vision:**

The School envisions shaping not just competent professionals, but ethical and purpose-driven leaders. This vision forms the cornerstone of its mission, which revolves around equipping students with the skills and knowledge necessary to navigate the ever-evolving landscape of the business world.

## **Programs for diverse Competencies:**

The School offers:

- Master of Business Administration (MBA) with specializations in International Finance, Finance, Business Analytics, Marketing and Supply Chain Management, Human Resources & Corporate Psychology and Strategic Finance
- Master of Business Administration (Fintech)

## **Management Education Beyond the Classroom:**

The School actively embraces constructivist activity-based learning. Theatre-based Programme enhances creativity, critical thinking, and communication skills. An outbound leadership program focuses on cultivating team-building skills, trust, and cohesiveness among students. Leadership development program is designed to instill values, ethics, and attitudes, nurturing holistic growth. Students get to test their mettle in simulated business environments through Business Plan Competition, gain first-hand industry exposure through organized company visits, and sharpen their problem-solving skills through real-world case studies and simulations. Global opportunities await through international internships and exchange programs, broadening perspectives and enriching learning experiences.

## **The Gateway to a Fulfilling Career:**

The School has a dedicated placement cell that guides students towards their dream careers. The collaborations with leading companies across various industries ensure ample placement opportunities, resulting in a remarkable track record of placements giving graduates a head start in the competitive world.

## **Participative learning:**

The School fosters a vibrant and enriching learning environment that extends beyond academics. Students actively engage in diverse platforms featuring international speakers, national visionaries, and corporate luminaries, providing invaluable insights. Workshops and seminars are instrumental in equipping students with practical skills, while renowned professors of practice impart industry-relevant expertise, enhancing students' abilities and keeping them abreast of the latest industry developments. Conferences and symposiums provide platforms for intellectual discourse and exchange of ideas, promoting critical thinking and collaborative learning.

## **A Stepping Stone to Success:**

School of Management, Kristu Jayanti College is a premier business school that provides its students with a holistic and industry-oriented education. With its focus on experiential learning, strong placements, and vibrant learning environment, The School moulds future leaders for the dynamic world of business.

# School of Management



**Dr. Aloysius Edward J**

B.Com, M.Com, MBA, M. Phil, PGDCA, Ph.D  
**Prof & Dean, Faculty of Commerce & Management**

Dr. Aloysius Edward J is the Dean Faculty of Commerce & Management with 32 years of teaching and corporate experience and specialisation in finance, accounting and taxation. Dr Aloysius won ACBSP Teaching Excellence Award for Region 10 (consisting of 16 countries representing Asia) and is a recipient of Dr APJ Abdul Kalam Teaching and Research Excellence Award. He was nominated by Govt of Karnataka as a member of NEP Implementation Committee and undertakes training on NEP curriculum framework for college teachers. Dr. Aloysius assists the HEIs to sustain and enhance quality through assessment and accreditation.

Dr. M K Baby is a professor of Finance and Head of School of Management with 35 years of academic experience. In his prior tenure with St Joseph's College, Devagiri, Calicut, he held positions of Dean and Head of Post Graduate department of Commerce. He was also the coordinator of IQAC and took lead in the third cycle of College's NAAC accreditation. Dr. Baby has presented more than 30 papers in National and International seminars and published articles in the areas of Finance, Banking and Derivatives Management.



**Dr. M. K. Baby**

M.Com, LL.B, M.Phil, Ph.D  
**Prof & Head School of Management**



**Dr. D Joseph Charles Tamilmaran**

BE, MBA, NET, Ph.D  
**Coordinator, School of Management**

Dr. Joseph Charles Tamilmaran, with over 8 years of banking experience at institutions like Standard Chartered Bank and HDFC Bank, transitioned to academia, currently serving as the Coordinator of the School of Management at Kristu Jayanti College, Bengaluru. He also heads the Department Quality Assurance Cell and coordinates the activities of the OBE committee, ACBSP international accreditation, and NBA accreditation processes for the MBA program. As a published author with 25 articles and a book, Dr. Joseph trains faculty and students in Microsoft Excel, SPSS, Tableau, Python, Outcome Based Education, Innovative Teaching Practices to name a few.



# School of Management



**Dr. Baba Gnanakumar P**

M.Com, MPHIL, PGDCA, PGDPFM, Ph.D, UGC NET

**Prof, School of Management,  
Director, Centre for Consultancy &  
Corporate Training**

Dr. P. Baba Gnanakumar, a Commerce Gold Medallist, has received leadership training from IIM Bangalore. Currently serving as the General Secretary of the All India College Principals Association and a member of AIMS, AIB (Michigan State University, US), he is also a Certified Auditor (ISO TUV). He has been honoured with research awards from IIM Bangalore and IIM Kozhikode. With a remarkable portfolio including 127 published articles, 212 presentations, guidance to 12 Ph.D. scholars, and successful completion of 25 research projects, his impactful contributions are underscored by a Google Citation score exceeding 1000.

Besides teaching, he co-ordinates various strategies to create an ecosystem of research and innovation. Besides completing a macro project funded by a national agency, he serves as an editor and editorial board member. He contributes to the holistic development of the students and quality sustenance of the institution in academic and administrative capacities. As a researcher, his writings envision a prosperous economy, an enlightened society and a sustainable environment.



**Dr. Justin Nelson Michael**

M.Com, Ph.D

**Prof, School of Management  
Director, Centre for Research**



**Prof. Sen B. Mathews**

B.Com, DAE,MBA,PGDPM & IR, (Ph.D)

**Associate Professor, School of Management,  
Director, Centre for Employability  
and Corporate Relations**

Prof. Sen is a Life Skills & Soft Skills Coach dedicated to training young talents in Universal Human Values. Over the past 20 years, he has successfully placed more than 35,000 students in 200+ companies. As a certified trainer, he has conducted over 500 training programs. His accolades include the Most Dedicated TPO Award 2020, Vedant Excellence Award 2020, Exemplary Placement Leader Award 2021, and Best Faculty Award from ICFAI Academy. He was also honored with the Times Ascend & Asia Pacific HRM Congress Best Professor in HRM Award on September 20, 2022, and most recently, the Most Dynamic Placement Director of Karnataka 2023 Award.

# School of Management



**Dr. P C Gita**

MBA, MA, MPhil, NET, Ph.D

**Associate Professor, School of Management**

Dr. P. C. Gita is a seasoned academician in the world of Human Resources, blending 12 years of industry experience with 17 years of academic excellence. She holds a doctorate in Diversity and Inclusion (HRM) from the University of Madras and has nurtured over 1000 future leaders. Beyond classrooms, she shines as a resource person, demystifying HR analytics, research methodology, Power BI, Tableau, and Excel/SPSS mastery. A Lilavati Awardee, and prolific author of 25 research papers, Dr. Gita isn't just a teacher; she's a passionate advocate for leadership development, student engagement, and data-driven HR optimization.

Prof Stephen Deepak has 20 years of teaching and student engagement experience. His expertise is in the areas of Entrepreneurship, Human Resource Acquisition and Supply Chain Management. He is a certified Entrepreneurship course educator from IIM - Bangalore and Stanford University ventures program and an accredited Innovation Ambassador, Innovation cell, Ministry of Education. He is the Vice President of the Institution Innovation Council and Kristu Jayanti Incubation center and a certified Life Skills Educator and trainer with the Center for Continuing Professional Education and Lifelong Learning. He has published more than 30 research articles in peer reviewed, UGC listed, Scopus indexed and ABDC listed journals.



**Prof. Stephen Deepak**

BA, MBA, M.Phil, PGDMA, PGDPMIR,  
PGDRM, NET,(Ph.D)

**Assistant Professor, School of Management**



**Dr. Sheeja Krishnakumar**

Msc, MBA, Mphil, Ph.D

**Associate Professor, School of Management**

Sheeja Krishnakumar is with dual post-graduate degrees in Management (MBA) and Medical Microbiology, also with MPhil and a PhD in Management. Over a span of three years, she worked as a quality analyst in a pharmaceutical company. She is a resource person on topics related to management, health, and research methodology. Her noteworthy achievements include receiving the AICTE Lilavati 2022 award and being honored with best paper awards in conferences. Additionally, she serves as a reviewer for several Sage journals and acts as an external examiner for PhD candidates.

# School of Management



**Dr. D. Ravindran**

B.Sc(Physics), MBA, MPhil, PGD in Retail Mgt,  
UGC-NET, Ph.D

**Assistant Professor, School of Management**

He is an accomplished marketing maven with indelible marks in Supply Chain and Channel marketing in reputed companies like Pepsico, Airtel, Goodyear and Dabur. He is an enthusiastic marketing faculty with a doctorate in retail promotion from Pondicherry Central University and 15 years of teaching experience. He is also an active JCI member, visionary researcher and prolific writer with 7 awards, 62 international presentations, 32 Scopus/Wos indexed research publications, 20 ISBN chapters, 6 books, 8 Designs and 2 Patents. He is also an active member of JCI, ISTE and IFERP, Innovation Ambassador (IIC), Incubation Centre(KJIC), Soft skill trainer, NLP Practitioner with a passion for sculpting future leaders with sustainable excellence.

Dr. Arthi R is a highly qualified and accomplished professional with a B.E., MBA, and Ph.D., has 5+ years of teaching experience in academics. Her research interest lies in the area of Organisational Behaviour, emphasizing Emotional Intelligence and Leadership, alongside Business Analytics. With 12 international conference presentations and 15 published papers, including 4 in Scopus and 1 in Springer, she's a notable researcher. Dr. Arthi R serves as a Resource Person for national-level FDPs, focusing on Analytics and statistical tools SPSS, Process Macro, AMOS, Smartpls, Excel, Python, and Tableau. Recognized for her contributions, she has received two awards. Her expertise and commitment make her a valuable asset in academia.



**Dr. Arthi R**

B.E, MBA, Ph.D

**Assistant Professor, School of Management**



**Dr. Mamatha S Upadhya**

M.Phil, Ph.D (Mathematics)

**Assistant Professor, School of Management**

Dr. Mamatha S Upadhya received her Ph.D. in mathematics from Visvesvaraya Technological University, Karnataka in 2020. Her fields of interest are computational fluid mechanics, computational heat transfer and Fuzzy logic. She has published more than 50 research papers out of which 32 are Scopus indexed in these areas and her citation score has crossed 500. She has co-authored a book titled Micro and Nanofluid Convection with Magnetic Field Effects for Heat and Mass Transfer Applications Using MATLAB published by Elsevier.



# School of Management



**Dr. A. John William**

MBA, Ph.D

**Assistant Professor, School of Management**

Dr. John William holds a Ph.D. in Marketing from Bharathidasan University and have 14 Dr. A. John William earned a Doctorate in Marketing from Bharathidasan University and possesses 14 years of academic experience. With a commitment to student-centered teaching, he emphasizes the development of critical thinking, problem-solving skills, and a comprehensive grasp of the subject matter. Dr. John William has authored 28 research papers and 8 books. Additionally, he has actively contributed to curriculum development and demonstrated proficiency in designing and delivering courses that cater to the diverse needs of student populations.

Dr. Priyadarshini V has 22 years of experience in academics and has over 20 paper presentations in both National and International conferences, along with several publications to her credit. Her research interests encompass the areas of Intrinsic Motivation, E-learning, and HR Analytics. She has successfully undertaken research projects for organizations in Coimbatore and has served as a resource person for HR Analytics training for industry professionals.



**Dr. Priyadarshini.V**

B.Sc, MBA, UGC NET, Ph.D

**Assistant Professor, School of Management**



**Dr. Shika Saravanabhavan**

M.A. Business Economics, UGC-NET,  
Ph.D-Economics

**Assistant Professor, School of Management**

Dr. Shika Saravanabhavan completed her Ph.D from the institute for Social and Economic Change, Bangalore. Her areas of Interest are Financial Inclusion, Small and Medium Enterprises and Natural Resources Management. She has several publications in Journals and as book Chapters.

# School of Management



**Dr. Saket Ranjan Praveer**  
MBA, Ph.D  
**Professor, School of Management**

Prof. Saket Ranjan Praveer, with 25 years of work experience, has international exposure in various positions such as Professor, Dean and Research Advisor at WS University, Ethiopia, IIM Raipur and CSVTU, Bhilai. He has 69 papers to his credit published in national and international journals of repute, edited books and conference proceedings. He has been the Keynote Speaker/ Resource Person at Conferences/ FDPs/ Workshops in the field of Business Analytics, Research Methodology, Marketing Research, Operations Research, Econometrics and Decision Models, IBM SPSS, AMOS, TORA, R Programming and Excel Modules. He has achieved 5 awards for academic excellence and research.



With over 15 years of academic experience, Dr. Naveen Kumar has a thorough grasp of educational dynamics in a variety of cultural contexts. He has published multiple research papers in reputable publications, displaying his dedication to knowledge advancement. His professional interests are in Digital Marketing, Modern Retail Practices, and e-commerce platform firms, where he navigates the ever-changing market and looks for novel ways to improve customer experiences and drive business success.



**Dr. Naveen Kumar R**  
MBA, PGDCA, Ph.D  
**Assistant Professor, School of Management**



**Dr. Shobha B G**  
M.Com, M.Phil, PGDBA, K-SET, Ph.D  
**Associate Professor, School of Management**

Dr. Shobha B. G has 21 years of experience in academics and 2 years of Industrial experience. Her area of specialization are accounting and finance. She has Published eight Articles in International Journals, 12 articles in UGC approved Journals, three articles in Scopus Indexed journals and presented 20 research Papers in National and International Conferences. She has contributed 3 textbooks for B. Com, Bangalore University in the area of accounting and finance.

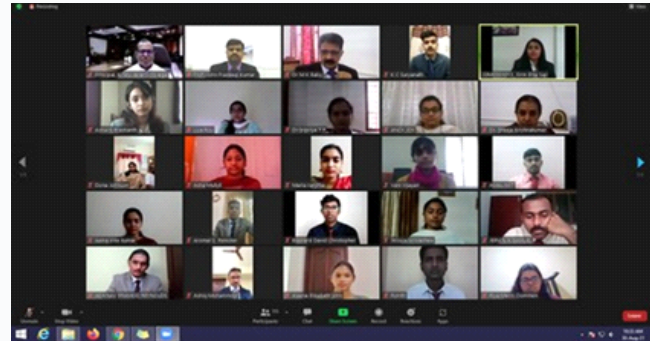
# Shubh Aarambh

## Shubh Aarambh for MBA I year Section A, B & C

Kristu Jayanti School of Management organized a virtual orientation programme SHUBH AARAMBH for the 1st Year MBA students of the batch 2021-2023 on 30th August 2020. It was presided by Rev. Fr. Joshy Mathew – Coordinator, Department of English PG, Rev. Fr. Dr. Augustine George – Principal, Rev. Fr. Lijo P Thomas – Financial Administrator, Rev Fr Emmanuel P.J – Director, College of Law and academic team from the School of Management led by Dr. Aloysius Edward – Dean, Faculty of Commerce and Management and Dr. M K Baby – Head, School of Management. Prof. Sen B Mathews, Director, CECR, Dr. P.C Gita, Faculty, School of Management coordinated the event.

The virtual gathering was welcomed by Dr. Aloysius Edward, Dean, Faculty of Commerce and Management which was followed by solemn prayer led by Rev. Fr. Lijo P Thomas, Financial Administrator, Kristu Jayanti College. After which there were readings from the Holy Scriptures - the Rig Veda, the Holy Quran and the Holy Bible by Dr. M K Baby, Head, School of Management, Prof. Sen B Mathews, Director, CECR and Rev. Fr. Joshy Mathew – Coordinator, Department of English PG. Dedicating the I Year MBA batch the student prayer was led by Nicole Marian following the intercessory prayers by students from the batch. Rev. Fr. Emmanuel PJ, Director, ended the prayer session with the final blessings. After a blissful prayer session, Rev. Dr. Augustine George, addressed the students with his inspirational and vibrant words exhorting them to look forward and not be overcome by anxiety and uncertainty of the pandemic. He told students to be responsible towards their life goals and career. The session ended with the melodious rendition of the College Anthem by the choir.

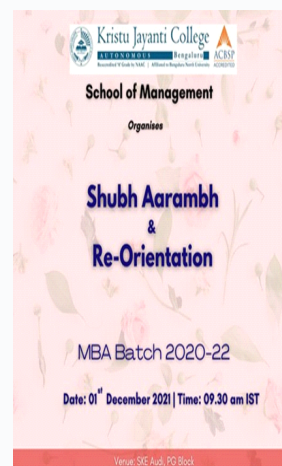
The Shubh Aarambh for the 1st year MBA C section students was organized virtually on 2nd February 2022 through Zoom Cloud meeting platform.



## Shubh Aarambh for MBA II year Students

Shubhaarambh, the inauguration of a new academic year 2021-2022 was organized by the School of Management on 1st Dec 2021 for the II MBA students, entering the V Trimester of their program. The program was organized on virtual mode using the Zoom platform.

In the Inaugural address, Rev. Dr Augustine George, Principal gave an inspiring note appreciating students and supporting the college in all its initiatives during the difficult phase. He urged them to look at life positively and adjust to the new normal and seek the best from the situation outside. Shubh Aarambh ended with all the students unitedly the college anthem with enthusiasm and in true Jayantian spirit in one accord.





# Orientation Programmes

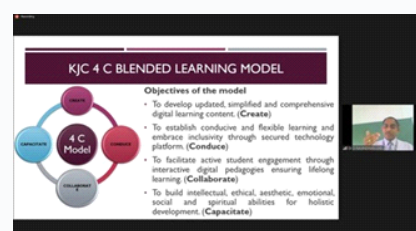
## LMS Orientation

Kristu Jayanti School of Management organised LMS Orientation on the concept 'Flipped Classroom & LMS' on 30th September 2021 at 2:30PM which is an instructional strategy for blended learning, and further elaborated on the 'Blended Learning Mode'. Illustrative instructions were provided to login and access the Kristu Jayanti LMS. Later, Dr D Ravindran displayed through the various sections in the LMS Portal and discussed in detail the relevance and significance of each module. He emphasised on 'KJC's Blended Learning Model' which provides a platform to Create, Conduce, Collaborate and Capacitate the learners.

He also highlighted the four 'Quadrants of Blended Learning', namely, Quadrant I – Lesson Activity, Quadrant II – Video Presentation about the Lecture, Quadrant III – Open Discussions, and Quadrant IV – Assessment on the lesson activity. The 'Elite Framework' upon which the Blended Learning system has been implemented was discussed. Further, sir briefed on the 'Gamification of KJC LMS' which assists in monitoring the progress and time bound activity completion of students, and awards badges for prompt work.



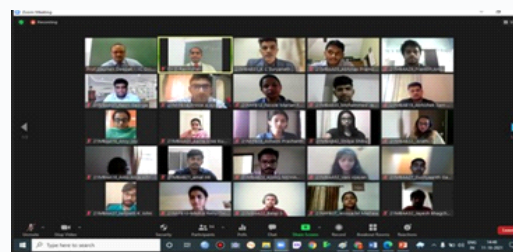
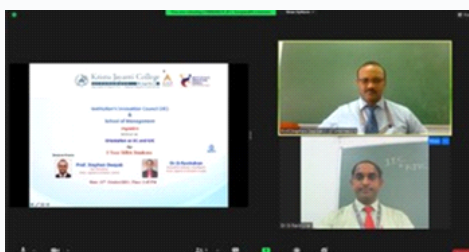
## Orientation on IIC And KJIC



Kristu Jayanti School of Management organised Webinar on Orientation on IIC and KJIC for 1st Year MBA Students on 11th October 2021. The Resource Persons were Prof. Stephan Deepak, Vice President Kristu Jayanti Incubation Centre & Dr. D. Ravindran, Innovative Activity Coordinator Kristu Jayanti Incubation Centre.

The session was commenced by Mr. KC Suryanath, 1st year MBA Student with a welcome address Dr. D. Ravindran then started the session on introduction of Institution's Innovation Council (IIC) by sharing various real-life examples of startups. He shared a presentation on 'What's next after graduation?'. He focused the importance of career planning and gave an insight about employability across domains where MBA was leading with 54% employability rate in 2020. He stated that by 10 years that is by the year 2030 the percentage of women owned firms will increase at a very high rate. The current problem faced by marketers that is marketing without direct meet was also discussed.

He stated that by 10 years, that is by the year 2030 the percentage of women owned firms will increase at a very high rate. Problems faced currently by marketers were discussed. Prof. Stephen Deepak talked about Kristu Jayanti Incubation Center (KJIC) and how it helps students who want to start their own startups in the future and how it supports the students who have a business idea. He added that, KJIC conducts many activities throughout the year which provides ample opportunities for students some of them are Idea Olympics, National Innovation Contest, Business Plan Presentation, Startup at KJIC. He even gave some insight about the role of council members and benefits and rewards of student members. The session was informative, dynamic, and inspiring. All the Jayantians participated actively in the discussion and asked questions. Prof. Stephen Deepak, Vice President, Kristu Jayanti Incubation Centre concluded the session. Miss. Stephy Ann Chacko, student 1st year MBA delivered the vote of thanks.



# 15th International Conference

## KRISYM – 2022

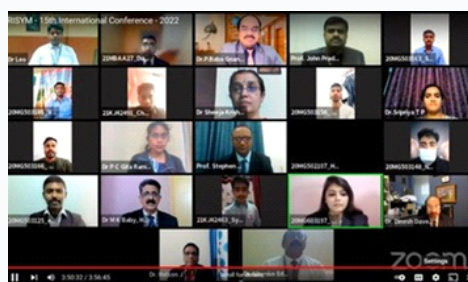
School of Management, Kristu Jayanti College, organized the 15th International Conference KRISYM 2022 on the theme 'Reengineering Management Capabilities for a Sustainable Future' on February 10 & 11, 2022. KRISYM 2022, the two-day international conference was inaugurated by the Chief Guest, Dr. Philip G Laird, Vice President, Innovation, Global and Academic Partnerships, Trinity Western University, Canada.

### Keynote session 1: Dr. Imbenzi George

The International Conference cutting across time zones had learned luminaries enriching and adding food for thought in every keynote session addressed by them. In the first keynote address, Dr. Imbenzi George, Sessional Assistant Professor of Graduate Program, MA Leadership, Advisor, Business Stream Director Trinity Western University, Canada spoke on the art of making friends and influencing people and how trust will determine marketing success in the post pandemic world.

### Keynote session 2: Dr Blair Whitmarsh

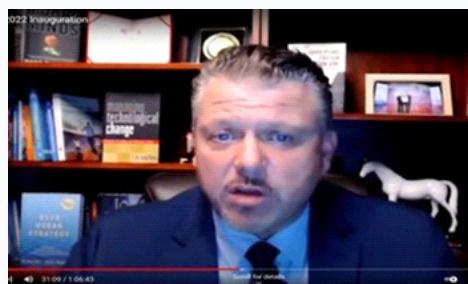
Addressing the virtual audience, Dr Blair Whitmarsh, Dean of the School of Human Kinetics, Canada and Athletics and author of the book Mind & Muscle explained the human resource dimension of High performance among individuals and teams as key indicators of sustained success. He stated that true success comes with the combination of Head, Heart and Hand.



### Keynote session 3: Dr Ulaganathan

The opening key note address, on day two was led by Dr Ulaganathan, Principal Lecturer, Programme Leader Accounting, University Teknologi Brunei. Speaking on the topic Usage of Blockchain in Accounting, he threw light on the sea changes the field of finance and accounting will go through bringing about greater accountability and transparency in the functioning of the firms.

### Keynote session 4: Dr. Mark Lee, D.B.A



Dr. Mark Lee, Professor of Business. Trinity Western University stated that the pandemic intensified issues of food security, fears of disruption in supply chains affecting the basic functioning and the looming worry for sustainability.

Speaking at the valedictory session, Dr. Dinesh Dave, Director and Professor of Supply chain Management in the Department of Marketing and Supply chain management. John A Walker College of Business, Appalachian State University, USA gave an elaborate explanation on the current Global supply chain issues, speaking on Demand and Supply dynamics, complications on supply chains brought in by the pandemic. He concluded with a recommendation on what can make India an epicenter for global supply chains and offering the EPIC framework for building robust and agile supply chains for the future.

# Domestic Lecture Series

## Transcend - Employability Lecture

The School of Management in association with the Centre for Employability and Corporate Relations (CECR) organised Transcend - Employability Lecture Series by The Bay for MBA students on 23rd March 2022. The resource persons for the ELS were Ms. Ashwini Mrinal Bhagat, Director, Human Resources, Hudson Bay, Ms. Geet Rajani, Assistant Manager, Talent Acquisition, Hudson Bay, and Mr. Jerrin Tom Mathews, Senior Specialist, Learning & Talent Development, Hudson Bay.

Prof Sen B Mathews Director CECR introduced Mr. Jerrin Tom Mathew, Alumni of School of Management, Batch 2017-19. He started the session with the topic "Hudson Bay" (an HR perspective). In this session, he started with how efficient we're they as a company increased their revenue and found an opportunity to grow in the Indian market. He shared that, they are grown up with the internet and the smartphone; the millennia are more wired and more connected than any other generation in history. Ms. Ashwini Mrinal Bhagat spoke about the various fields and jobs that one can explore in the company. She gave an overview on the achievement of the company and looking out for hiring skilled employees. Also gave a link through which participants could interact with her directly. The programme was concluded with the college anthem.



## Ventura 2022 - Mentoring

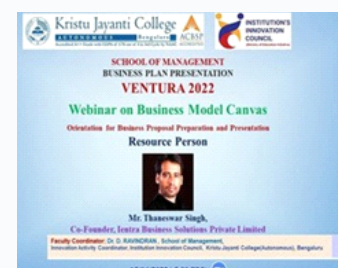


The School of Management organised Idea Generation & Business Plan Preparation, a mentoring session for Ventura 2022 for I year MBA students from sections A & B on 13th June 2022 at 5:00 p.m. The resource persons were Dr. D. Ravindran, Innovation Activity Coordinator, Institution Innovation Council, Kristu Jayanti College, and Dr. Muruganantham A, President, Institution Innovation Council, Kristu Jayanti College. Dr. D. Ravindran emphasized on New Product Development which could be a product/service that is entirely new in its existence or anything new to the market or adding a new line of business to an existing one, or repositioning a product or service.

## Ventura 2022 - webinar on Business Model Canvas

The School of Management in association with the Institution's Innovation Council (IIC) organised a webinar on Business Model Canvas, an orientation for business proposal preparation and presentation for MBA first year students on 15th June 2022 at 5.30 p.m. The resource person was Mr. Thaneshwar Singh, Co-founder, Lentra Business Solutions Private Limited. MC, Mr. Yatin started the programme with a silent prayer. Ms. Thanya gave the welcome address, and Mr. Gokul introduced the Chief Guest. The introduction to the programme was given by Dr. D. Ravindran, the Event Coordinator of the webinar and Innovation activity coordinator (IIC).

Mr. Thaneshwar addressed the students explaining how entrepreneurship can be and how it started for him. He spoke about capital, time, and knowledge. He clarified the start-up's vision, mission, and values of entrepreneurship. He gave the outline for preparing the executive summary and developing start-up goals. The program ended at 6:30 pm with Dr. D. Ravindran giving the concluding remarks and vote of thanks by Dr. Muruganantham A, President, Institution Innovation Council, Kristu Jayanti College.





# Management Development Programmes

## Management Development Programme – 1

**National Level Virtual MDP-Leveraging the Start-up Ecosystem Entrepreneurial Journey- Ideation to Limited Company- 13th & 14th August 2021**



### DAY 1

#### MR. GOPINATH M R

Co-founder, Startup Basket Topic- Funding of start-ups

#### MR. MANI LAKKARJU

FUNDWORX

Topic:- Socio-Cultural ecosystems, myths, social norms, networks and support system

#### MR. MANOJ P KUDATHAKAR

Director, Omkar Print lab Pvt Ltd

Topic:- Entrepreneurship with Social Responsibility

### DAY-2

#### MR. GIRISH BATRA

Co-founder, JumpStrat Business Consulting

Topic:- Financial Ecosystem- Start up Capital Early Stage

Funding to Initial Public Offer

#### MR. THANESHWAR SINGH

Founder, Ientra Business Solutions

Topic:- Entrepreneurship and Human Capital Formation

#### MS. NIKKITHA SHANKER

Co- Founder, Shoppre.com

Topic:-Entrepreneurship and marketing strategy

## Management Development Programme – 2

**Business Excellence & Sustenance: The Role Digital Transformation- 22nd and 23rd October 2021**



### DAY-1

#### Shri. SHINTO JOSEPH

Director South East Asia Operations, LDRA

Topic:- 360 Degree Digitization of Economy

#### Shri. MANNIKAM PILLAI

Director, Alucor Solutions L.L.P

Topic:- Business Transformation through Technology

#### Shri. S.T. CHANDER

Global head- Iot platforms and services delivery

Topic:- IoT Enabling Technologies and Business Models

### DAY-2

#### Smt. DEBOLINA BOSE

Director, Indus Audit, Grant Thornton LLP

Topic:- Financial Inclusion of Technology

#### Shri. RAKESH GOEL

Director- AMS COE

Topic:- Future of Digital Transformation

#### Shri. SANJAY GOPINATH

Head- Marketing Communication & Accelerator, Mathworks India

Topic:-The Increasing Need of CMO-CIO-CFO to Work Together in Digital Transformation

# Management Development Programme – 3

THE POWER OF ANALYTICS 28 & 29  
JANUARY 2022

## DAY-1

### Shri. Divyang Trivedi

Director Grant Thornton LLP (US)

Topic:-Change of workspace through analytics

### Shri. Jayas Damodaran

Head- Strategy and Operations Salesforce

Topic:-Practical Application of Analytics in Business

### Shri. Manoj Karnath

Vice-President & Global Head- Data and

Intelligence Mindtree

Topic:-Analytics in Digital Marketing

## DAY-2

### Shri. Tapan Total

Analytics Manager in Risk Management

Wells Fargo Topic:-Demystifying unstructured data processing

### Shri. Sushanth Thangami

Senior Data Scientist, CrowdANALYTICS

TOPIC:- Leadership imperatives in the post COVID Era

### Mr Aman Nahar

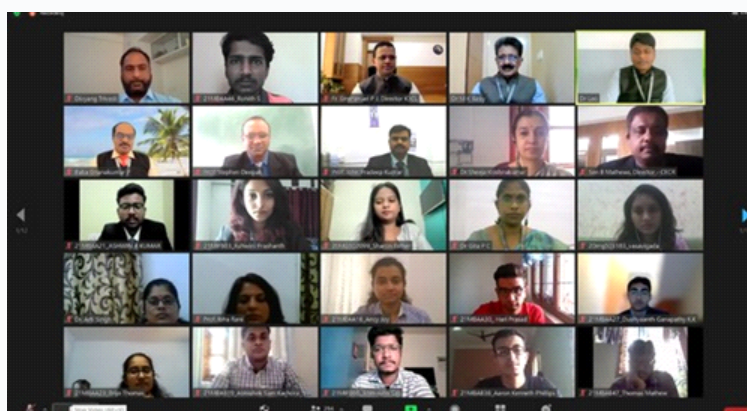
Co-Founder, CEO, Namasthe Digital

Topic:- Use of Analytics in Sales and Marketing

### Mr Kaml Kanath T

Regional Vice-President, Salesforce

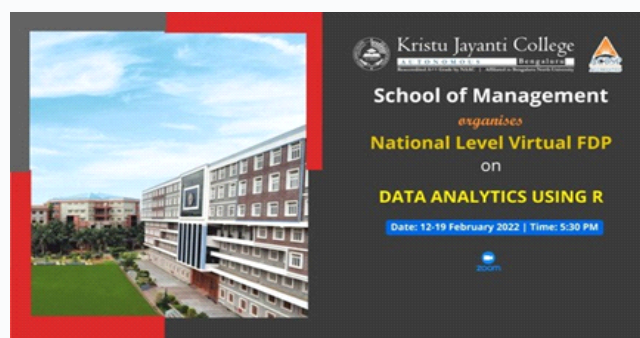
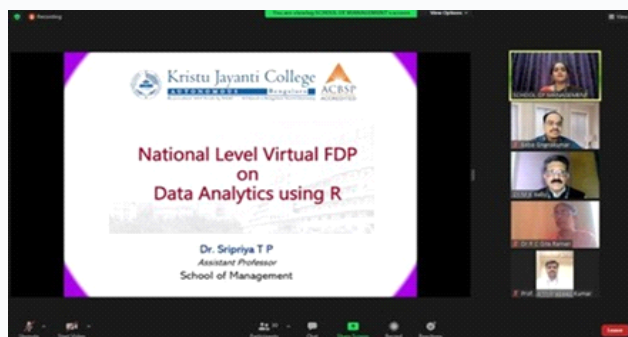
Topic:- How to get a faster answer and make smarter decisions



## Faculty Development Programme (Data Analysis Using R)

The School of Management organised a seven-day National Level Faculty Development Programme on the theme “Data Analytics using R” from 12th to 19th February 2022 through the zoom platform. The session was inaugurated and commenced at 5.30 pm on February 12, 2022. Dr. M K Baby, Head, School of Management gave an introduction to FDP. The resource person for the FDP was Dr. Sripriya T P, Assistant Professor, School of Management, Kristu Jayanti College, Autonomous, Bengaluru.

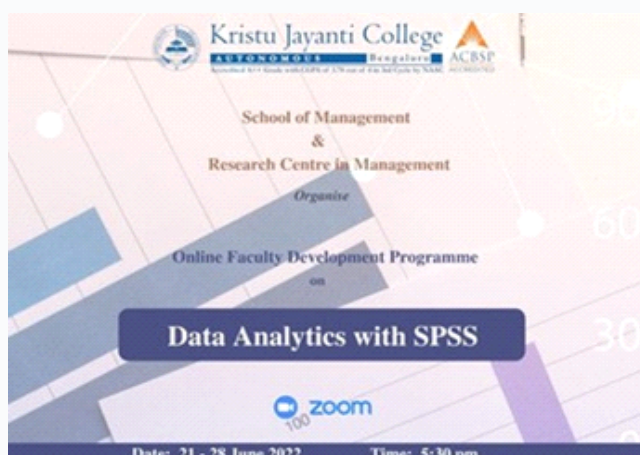
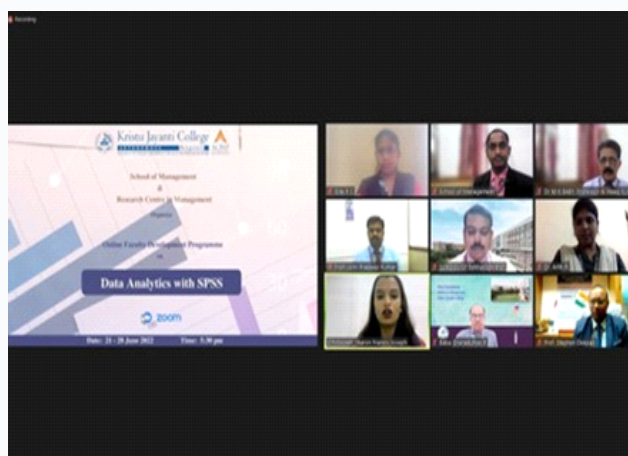
Session 1 started with the introduction to data analytics using R. The resource person discussed how data analytics is changing in the workspace and discussed the application of data analytics. There was a great discussion about Analytics transforming business today. In addition, introduction to the R interface, how to install the software, and explained the working environment in Rstudio.



## Faculty Development Programme (Data Analysis Using SPSS)

The School of Management organized a seven-day virtual Faculty Development Programme on “Data Analytics using SPSS” from 21st June 2022 to 28th June 2022. The resource persons were Dr. Baba Gnana Kumar, Dr. Justin Nelson Michael, Dr. P.C. Gita, Dr. Sheeja Krishnakumar, Dr. D. Ravindran, and Dr. Joseph Charles D from the School of Management, and Mr. Jaheer Mukthar K. P. from Department of Economics. The FDP was inaugurated on 21st June 2022. Dr. D Ravindran gave the prelude to the FDP and wished all the participants a fruitful learning experience.

The programme started with Dr. Joseph Charles and Dr. D Ravindran, discussing the meaning and need for research in industry and business, the importance of academic research, and the need for review in research. They taught the basics of SPSS, importing data, and defining variables.






# Vichaarmanthan


Kristu Jayanti School of Management organized the 46th Edition of VICHARMANTHAN, an interaction with global and Indian visionaries, on 14th March at 11:00 am in the SKE Auditorium. The guest speaker was Prof. Nagarajan Ramamoorthy, Director, Indian Institute of Management, Amritsar. The lecture title was Leadership and Changes in a Pluralistic World. The Session started with an invocation song sung by the college choir, followed by the welcome address and the auspicious lighting of the lamp ceremony. Professor spoke on Leadership and changes in a pluralistic world.

Prof Nagarajan Ramamoorthy, Director, IIM Amritsar, sir received his Ph.D. in Business and Management from the Robert H. Smith School of Business, the University of Maryland at College Park. He received the University's Research and Scholarly Excellence Award in 2008, the Distinguished Service Award in 2009, and the Best Reviewer Award for European Management Review awarded by the European Academy of Management. He has served on several editorial boards including the Journal of Occupational and Organizational Psychology in the UK, the Irish Journal of Management in Ireland, Current Issues of Business and Law in Lithuania, and the Fulbright Peer Review Board.



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46<sup>th</sup> Edition  
**VICHARMANTHAN**  
An Interaction with Indian and Global Visionaries



**Prof. NAGARAJAN RAMAMOORTHY**  
Director  
Indian Institute of Management, Amritsar

Lecture Title:  
**LEADERSHIP AND CHANGE IN A PLURALISTIC WORLD**

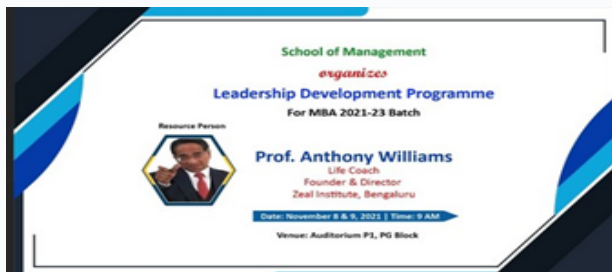


During the session, he mainly focused on ways to develop leadership and the mechanism to bring about change in a pluralistic world. He started the session by giving examples from his life. He stated that the key feature of leadership roles is unity and integrity. Anything and everything can be possible if they have these two factors along the journey. He further added that there should be a transparent system and the leader should be transparent enough to become a good leader. As a leader with integrity, the leader will show the right way and not mislead his followers.

This is the best way to gain the trust and confidence of the followers. A leader should accept the followers with their unique skills and talents to lead them on the path to success. Sir concluded the session by talking about the key points that will lead to better leadership and that will give a drastic change in the pluralistic world. The program was concluded with the vote of thanks and the college choir singing the college anthem.

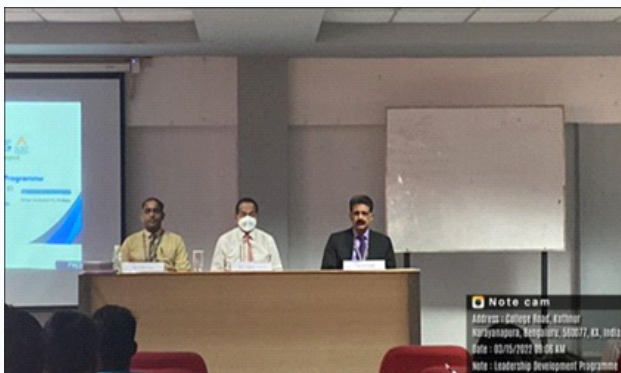
# Leadership Development Programme

Kristu Jayanti School of Management organized 'Leadership Development Programme' on the 8th and 9th of November 2021 for the I MBA students in the batch of 2021 – 2023, to impart and inculcate leadership skills and qualities among the budding professionals. The programme was inaugurated by Rev Fr Joshy Mathew, Co-ordinator Department of English (PG) and a member of the management team. Prof. Anthony Williams, Founder and Director of Zeal Institute, Bengaluru conducted the interactive programme. Giving a prelude to the session, Prof Williams outlined the objectives of the programme and urged students to develop a strong mindset and face all odds in life with great tenacity. The two-day Leadership Development Programme had sessions on Communication, Organization, Public speaking, Attitude development, Team dynamics and Leadership. The two-day programme concluded with a brief valedictory where the participating students shared their feedback and thanked the resource person.



Kristu Jayanti School of Management organized a 2-day session on Leadership Development Programme(LDP) on 15th & 16th March 2022 for the 1st year MBA C Section. It helped in making better decisions, build better teams, train future leaders in cooperative areas and train a management style that is conducive to a positive working atmosphere.

Sir inspired and motivated everyone to "change your destiny", live the life that you are created for. It is always important to have passion for any work being done, automatically destiny will lead us to our path. Sir conducted many group activities and interactive sessions among the students to bring motivation, confidence and cheerfulness to the students. The outstanding performance of students was acknowledged and awarded. These activities increased leadership, teamwork, and motivation qualities among individuals. He spoke on the Human relation theory that guided the students to overcome problems in their past and resolve them. The session concluded with feedback from the Head of the Department and the faculty coordinator of the programme followed by the vote of thanks by Ms Madhumitha B.



## Expert Lecture Series – 1

Kristu Jayanti School of Management organised Expert Lecture Series (ELS) on the topic “Online Trading and Settlement” on 22nd June 2022 at 10.30 a.m. for I year MBA students. The resource persons for the programme, were Shri. Raghavendra S, Deputy Manager, Mr. Hatim Rangwala, Mr. Vinay Ramrakhiyani, and Mr. Vinod James, Technical Experts from National Stock Exchange (NSE). ELS is an interactive programme organised to provide an opportunity and platform for MBA students to interact with experts from the corporate world to get an insight into the recent trends in the industry.

The session began with a welcome address by Ms. Anto Alice Amrutha A, Student Coordinator, School of Management. Dr. M K Baby, Head, School of Management, graced the programme. Shri. Raghavendra S, Deputy Manager, National Stock Exchange began the session with a brief introduction to the session and connected us through Video Conference in the MS Teams platform to the Technical Experts from NSE Mr. Hatim Rangwala, Mr. Vinay Ramrakhiyani, Mr. Vinod James. Mr. Rangwala took the viewers on the basics of online trading in the National Exchange for Automated Trading (NEAT), which is a screen-based trading system that provides members trading in multiple markets on the exchange with a unified trading interface where trading data on NEAT is released almost instantaneously to all trading members on NEAT.

The session concluded with a Q & A session. The Mr. Chandrashekar, Dr. A Muruganatham, President, IIC, Kristu Jayanti College, Prof. Stephen Deepak, Vice President, IIC and Dr. D. Ravindran, the faculty coordinator of the guest lecture inaugurated the intra-department Business plan competition, Ventura 2021.

Later, Mr. Raghavendra summed up the session. During Q & A session, Mr. Raghavendra answered all the questions raised by the students. The program ended with the Vote of Thanks by Mr. Ashiq Mohammed, Student Coordinator, School of Management. Dr. Leo Peter Deepak, Faculty Coordinator, appreciated and thanked the resource persons and also appreciated the student coordinators for the success of the programme.



## Expert Lecture Series – 2

Kristu Jayanti School of Management in association with the Institution's Innovation Council (IIC) of Kristu Jayanti College organised a guest lecture on Angel Investment/ Venture Capital Funding Opportunity for Early-Stage Entrepreneurs on July 22, 2021. First year MBA students of batch 2020-22 participated. Shri. Chandrashekar H M, Founder, Angel Adda Ventures Private Limited was the guest speaker. The session was organised on the Zoom cloud meetings platform.

Ms Sneha Chaira Phillips of 1st year MBA commenced the session. The guest speaker and the audience were welcomed formally by Ms Pooja Chand, Student Coordinator. Ms Sivaranjini M of 1st year MBA introduced the guest to the audience and handed over the session to the guest speaker. Mr. Chandrashekar commenced his speech by sharing his own experience as an entrepreneur in starting a new business and purpose of his start up. He continued talking about start-ups and the institutions that support them, the current trends, reasons for failure of start-ups and the process of raising funds. He shed light on the expectations of an investor while making his decision to invest in a start-up business. He also explained the common mistakes that the new age entrepreneurs make while pitching their business plan to the investors.





# Discussion on Union Budget 2022-23

Kristu Jayanti School of Management organized a virtual panel discussion on Union Budget 2022-23 on 2nd February'2021 at 3.15 p.m through Zoom Cloud Meetings platform. All the MBA students of batch 2020-22 and 2021-23 participated in the programme and got benefited. Union Budget for the year 2022-23 was presented on 1st February'2022 by the Union Finance Minister Nirmala Sitharaman in the parliament.

Shri. K R Sekar, President, Bangalore Chamber of Industry and Commerce (BCIC) & Partner, Deloitte was the moderator. Mr. Arun Ramachandran, Director Tax, Tata Consumer Products Ltd. Dr. Gayathri K, Professor, Centre for Economic Studies & Policy, Institute for Social and Economic Change and Shri Shine Jacob, Senior Asst. Editor, Business standard was the esteemed panelist.

The panelists spoke on the topic 'Budget and Economy', 'Budget and Taxation' and 'Budget and the Common Man'. This panel discussion was very informative for both students and all participants and it ended with a question and answer session and a formal vote of thanks and the College Anthem.

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**ACBSP**  
GLOBAL BUSINESS ACCREDITATION

**SCHOOL OF MANAGEMENT**  
Organises

**VIRTUAL PANEL DISCUSSION ON**  
**UNION BUDGET**  
**2022 -2023**

**FEBRUARY 02, 2022 | 3:15 PM**

**MODERATOR**

**SHRI K R SEKAR**  
President, Bangalore Chamber of Industry and Commerce (BCIC) & Partner, Deloitte

**PANELISTS**

**DR. K GAYATHRI**  
TOPIC: BUDGET - PUBLIC SPENDING AND BEYOND  
Professor, Institute of Social and Economic Change (ISEC), Bengaluru

**MR. ARUN RAMACHANDRAN**  
TOPIC: BUDGET AND TAXATION  
Director Tax, Tata Consumer Products Limited

**SHRI SHINE JACOB**  
TOPIC: BUDGET AND COMMON MAN  
Senior Asst. Editor, Business Standard



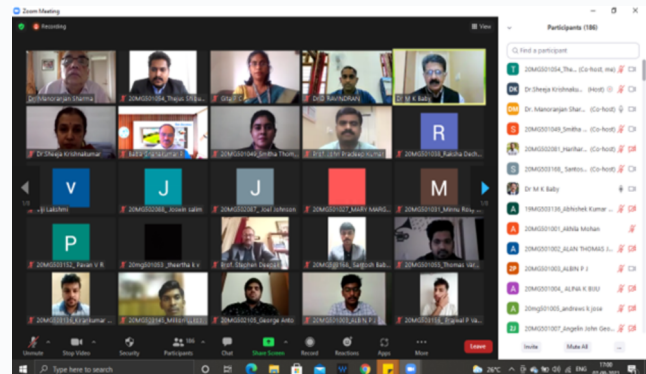
# National Webinar Series

## Webinar on indian economy and banking at the crossroads- roadmaps for the future

Kristu Jayanti School of Management organised a National Webinar on Indian Economy and Banking at the Crossroads- Roadmaps for the Future on 7th August 2021 by the Resource Person Dr. Manoranjan Sharma, Economist, Infomaerics, Rating and Former Chief Economist, General manager, and Chief learning officer, Canara Bank.

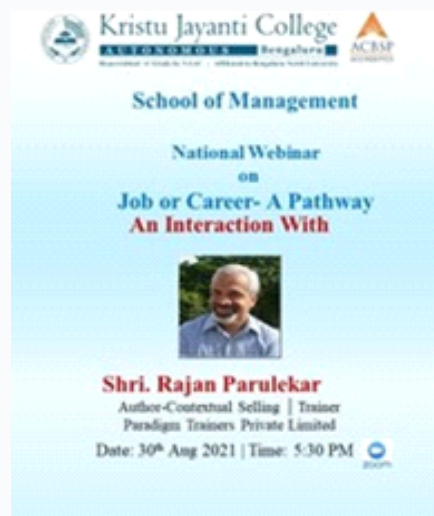
The session was started by Ms. Akshatha Shetty of 1st year MBA followed by a welcome address by Mr. Thomas Varghese, Mr. Thejus Shibu, 1st year MBA who gave the introduction about the guest Dr. Manoranjan Sharma.

Dr. Manoranjan Sharma, started with the agenda of the session with a warning that India's GDP for this financial year is likely to see a sharp decline that may lead to a deep economic slowdown. Sir, gave a brief introduction about his Economist life structure, Infomaerics, Rating, and Former Chief Economist, General manager, and Chief learning officer, at Canara Bank. Sir said the COVID-19 pandemic represents one of the biggest tests of the robustness and resilience of our economic and financial system.



## Webinar on effective preparation for a marketing

Kristu Jayanti School of Management organized an Interactive seminar for their MBA students in the Marketing specialization on 15th September 2021, on the topic 'Effective preparation for a Marketing Career' by Mr Rajan Parulekar, acclaimed trainer at Paradigm Trainers Private Limited and author of the best seller 'contextual selling'. Mr Rajan Parulekar was formally welcomed to the session by Dr Aloysius Edward, Dean, Faculty of Commerce and Management, Dr M.K Baby, Head, School of Management and Prof Stephen Deepak, Coordinator of the Seminar.



## Webinar on job or career-a pathway



Kristu Jayanti School of Management organized a national level Webinar on the topic Job or Career- A Pathway on 30th August 2021 on the zoom platform at 5:50 pm. The guest speaker was Mr. Rajan Parulekar, who is the trainer of Paradigm trainers' private limited.

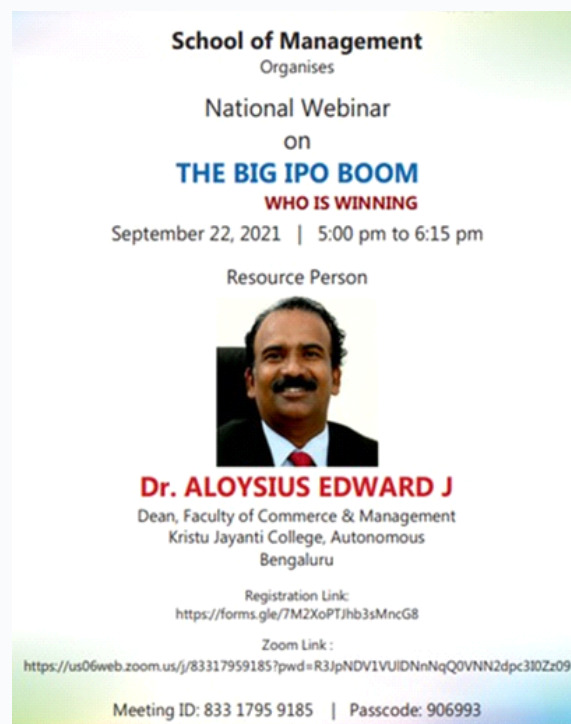
Mr. Rajan Parulekar mainly focused on acquiring practical knowledge and contributing as much as students could. He started the session by giving an example of an individual working with ITC and how he struggled to work. He said that students need to learn that college is different from the outside world where we learn practical knowledge. He further added that technical experience, ability to solve problems, positive attitudes, communication, and hard work are really necessary to help in the progress of oneself.

He stated that industries expect a team player and a person who has a positive attitude towards work, a holistic way of looking at things and not just career and job alone, how we prepare for life rather than just thinking of financial stability, practicality vs theory in terms of studying and doing the work. He emphasized employability rather than employment.

## Webinar on the big ipo boom-who is winning

The School of Management of Kristu Jayanti College (Autonomous), Bengaluru organized a National Webinar on the Nation's trending topic "The Big IPO Boom – Who is Winning" to capture the recent big moves of new-age firms listing themselves on the stock market. The webinar was virtually organized on 22 September 2021 on the Zoom platform covering a wide range of academics, industry experts, investors, scholars, and students from the B-School.

In his hour-long presentation, Dr. Aloysius presented a comprehensive overview of the work of the Indian stock market and the IPO process of listing by a firm wishing to raise capital from the stock market. He presented numerous examples of companies belonging to different sectors and narrated the experience of these firms leveraging growth from the stock market and coined a new phase 'The IPO Boom – 2021' to cover surging developments in the stock market.





# Webinar on digital discourse dynamics of cryptocurrency

Kristu Jayanti School of Management organized a National level webinar on the topic "Digital Discourse Dynamics of Cryptocurrency" on 07th October 2021 on zoom platform. The guest speaker was Dr Justin Nelson Michael who is the professor, School of Management & Director, Centre for Reasearch Kristu Jayanti College (Autonomous), Bangalore. In conversation with Dr Baba Gnanakumar P and Dr Aloysius Edward J.

Dr. Justin Nelson Michael had begun the session by describing what cryptocurrency was. He saw it as an international chance for a new sort of trading. The outstanding financial firm was then explained by Dr Aloysius Edward J.

The session was then taken over by Dr Baba Gnanakumar P. He talked about how cryptocurrency was created through mining and about Volatile Buterin, the inventor of Ethereum mining. Following that, Dr Justin Nelson raised reservations about purchasing the cryptocurrency. Dr Aloysius then went into great length explaining how to purchase bitcoins and the various cryptocurrency exchanges available. Dr Baba Gnanakumar further discussed a variety of important points, including those who had accepted cryptocurrencies as legal tender, the cryptocurrency exchange boom, and the cryptomarket.

School of Management

**DIGITAL DISCOURSE**

**DYNAMICS OF CRYPTOCURRENCY**

October 07, 2021 | 5.00 pm - 6.00 pm

College YouTube Channel: <https://youtu.be/2aZGWxIPw4>

Registration Link: <https://forms.gle/K9c15ptRETBNuB8>

E-Certificate will be provided after submission of feedback form

**Influencer**

**Dr Justin Nelson Michael**  
Professor, School of Management & Director, Centre for Research  
Kristu Jayanti College, Autonomous, Bengaluru

**in Conversation with**

**Dr Baba Gnanakumar P**  
Professor, School of Management & Director, Centre for Consultancy and Corporate Training  
Kristu Jayanti College, Autonomous, Bengaluru

**Dr Aloysius Edward J**  
Dean, Faculty of Commerce and Management  
Kristu Jayanti College, Autonomous, Bengaluru

The School of Management organized a live Digital Discourse on the topic Impact of Oil Prices through a college YouTube channel on 10th November 2021. Dr. Justin Nelson Michael, Professor, School of Management and Director, Centre for Research, got into the role of an influencer and engaged in conversation with Dr. Aloysius Edward J, Dean, Faculty of Commerce and Management, Dr. M.K. Baby, Head, School of Management and Dr. Baba Gnanakumar P, Professor, School of Management and Director, Centre for Consultancy and Corporate Training.

Dr. Nelson started the conversation by stating that Bengaluru witnessed a huge fluctuation in the prices of oil from Rs. 100.58 to Rs. 113.93 and similar situations being faced by other states in India in recent times. Dr. Aloysius shared the history of crude oil and the geology of crude oil. Dr. Baby presented the properties of crude oil. Dr. Baba continued the discussion by sharing about the grading of crude oil based on the quality of the composition and international crude oil classification was also discussed.

Kristu Jayanti College  
Autonomous, Bengaluru

School of Management

**DIGITAL DISCOURSE**

**Impact of Oil Price**

**Influencer**

**Dr Justin Nelson Michael**  
Professor, School of Management & Director, Centre for Research  
Kristu Jayanti College, Autonomous, Bengaluru

**in Conversation with**

**Dr Baba Gnanakumar P**  
Professor, School of Management & Director, Centre for Consultancy and Corporate Training  
Kristu Jayanti College, Autonomous, Bengaluru

**Dr Aloysius Edward J**  
Dean, Faculty of Commerce and Management  
Kristu Jayanti College, Autonomous, Bengaluru

**Dr M K Baby**  
Head, School of Management  
Kristu Jayanti College, Autonomous, Bengaluru

November 10, 2021 | 5.00 pm - 6.00 pm

# International Lecture Series

## Lecture on Future of Analytics

The lecture series organized by Kristu Jayanti School of Management on the topic "Future of Analytics" by Dr. Clare Walsh, Ms. Rosie Sweeney, Dr. Rajesh Ponia, and Mr. Shone Babu seems to have covered some important aspects of data analytics and artificial intelligence. Dr. Clare Walsh's discussion on the framework and applications of Data Analytics and AI X in the Industry must have provided insights into the growing importance of data analysis skills and business intelligence. She rightly emphasized that a good understanding of these areas is critical to succeed in the future Industry.

Dr. Walsh's sharing of the development in AI X and research taking place in this area of analytics must have provided the audience with an understanding of the latest trends and advancements in this field. It's great to see that the Institute of analytics is taking initiatives to educate students about the future of analytics.

Ms. Rosie Sweeney's discussion on systems development and the multiplicity of value systems must have provided an overview of how AI X can add value to the data analytics world. Her emphasis on the need for students to focus on systems development is critical as this area requires a good understanding of technology, data, and business requirements.

Overall, the lecture series must have been informative and insightful for the students and participants. The initiative taken by Kristu Jayanti School of Management to organize this lecture series on the future of analytics is commendable, and I hope it will help students and participants to stay updated with the latest trends in data analytics and AI X

## Lecture on Europe, the Migration Crisis

The International Lecture Series on 'Europe, The Migration Crisis' organized by the Department of History and the School of Management of Kristu Jayanti College in association with NIAS Europe Studies, Science Technology and International Relations, National Institute of Advanced Studies, Bengaluru, was an important event. The lecture delivered by Mr. Achim Burkart, Consul General at the Consulate of the Federal Republic of Germany in Bangalore, provided insights into the role of migration in the European Union and Germany in particular.

It is interesting to note that Mr. Burkart shared statistics of the migration numbers over the years and the countries from which migration was taking place. This information is critical to understanding the patterns and trends of migration and its impact on the destination countries. It is also notable that Mr. Burkart narrated how migration was a blessing for many European countries as it helped to replace resident labor shortages with migrant workers.

The conclusion drawn by Mr. Burkart that a positive perception among the countries was required to channel the opportunity for the greater good is important. It highlights the need for a collaborative approach among countries to address the migration crisis and its impact on the host countries.

The presence of distinguished personalities such as Dr. Augustine George, Prof. D Suba Chandran, Dr. M.K Baby, Prof. Ramya B, and Prof. Stephen Deepak at the lecture indicates the importance of the topic and the significance of the event. Overall, the lecture series must have been informative and thought-provoking for the audience, comprising students, faculty, and research scholars from both institutions.



## Lecture on Upskilling & Reskilling

The School of Management, Kristu Jayanti College (Autonomous), Bengaluru organized the International Lecture Series (ILS) on 13th December 2021 through the Zoom platform at 4 PM. Dr. Baby Sam Saamuel, Turnaround Consultant, Business Mentor, and Strategic Consultant was the resource person. The objective of ILS is to create global awareness and to help students to understand international challenges and opportunities in business.

The School of Management, Kristu Jayanti College (Autonomous), Bengaluru organized the International Lecture Series (ILS) on 13th December 2021 through the Zoom platform at 4 PM. Dr. Baby Sam Saamuel, Turnaround Consultant, Business Mentor, and Strategic Consultant was the resource person. The objective of ILS is to create global awareness and to help students to understand international challenges and opportunities in business. Mr. Kevin Stephen, 1st year MBA gave the general instructions and introduced the ILS. Following Ms. Vani Vijayan, I year MBA delivered the official welcome address and extended a cordial and heartfelt welcome to the audience. Mr. K C Suryanath, I year MBA introduced the resource person. Dr. Sam shared valuable knowledge on developing analytical skills to become efficient and successful leaders and how these upskilling and reskilling process is important throughout life and career. After his presentation, Dr. Sam took questions from students answered all the questions patiently. The formal vote of thanks was delivered by Ms. Ancy Joy, I year MBA. The programme was concluded with Jayanthian Anthem.



## Lecture on Emerging Trends in IT & Data Security

Kristu Jayanti School of Management organized an international lecture series on 13th May 2022 for the first-year MBA students of batch 2021-2023. Dr. Wei Xie, Assistant Professor in the Department of Computer Information Systems, Walker College of Business, Appalachian State University, USA was the guest speaker. The session prioritized the Emerging Trends in Information Technology and Data Security.

Dr. Wei Xie highlighted the point of recent trends in information systems and security of information management (SIM). Also explained how intelligence is being implemented in business today and how organizations use IT. Further, she explained the challenges of implementing IT to transform business. Dr. Wei Xie also cybersecurity, organizational and societal issues of information systems, decision making, and they also gave the examples of Digital innovation and Healthcare intervention, and Global information systems. Dr. Wei Xie concentrated more on AI, Artificial Intelligence. Narrow AI, General AI, and Super AI. They also explained Cognitive mapping in virtual reality, they explained the challenges and opportunities of IT in business and cognitive mapping via one of their student examples. She explained about automation in technology. Moreover, she concentrated on how to improve IT in business to attain the success of the business.



## Lecture on Indo Japan Relations

Kristu Jayanti School of Management organized the International Lecture Series (ILS). An Interaction with Global Leaders on the topic "Indo-Japan Relations" on 18th June 2022 at noon at SKE Auditorium. The chief guest for the programme was His Excellency Katsumasa Maruo, Deputy Consul General of Japan, and guest of honour Mr. Ravinder Singh, Executive Director, ICDE -India. His Excellency Katsumasa Maruo shared India and Japan's multi-faceted cooperation within the ambit of their special strategic and global partnership through his speech. India and Japan are two major countries in Asia, sharing many similar interests and subscribing to common values. A strong India-Japan relationship will play a significant role in the emerging Asian security architecture and will contribute to the peace, stability, and prosperity of Asia and the world.

His Excellency Katsumasa Maruo shared India and Japan's multi-faceted cooperation within the ambit of their special strategic and global partnership through his speech. India and Japan are two major countries in Asia, sharing many similar interests and subscribing to common values. A strong India-Japan relationship will play a significant role in the emerging Asian security architecture and will contribute to the peace, stability, and prosperity of Asia and the world. Japan relations presentations were given by the 6 students of the School of Management. The presentation was started by Ms. Angel Sebastian, a student at the School of Management, on the topic of world peace and the environment. The session was taken over by Mr. Kevin Babu. He spoke about the peace-building activities of India and Japan, Mr. Prince Ambattu Aji and Mr. Jibin John Saji spoke about Indo- Japanese technology and development. A role-play was done by Ms. Anto Alice and Mr. Dushyanth about Indo-Japanese culture.



# Academia Industry Innovative Series (AIIS)

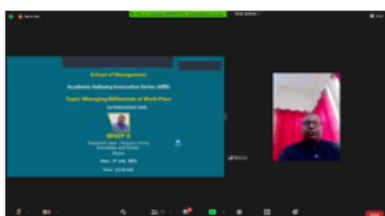
The Academia-Industry Innovative Series (AIIS) is a distinguished initiative of Kristu Jayanti School of Management, which makes way for an informative interaction between esteemed personalities and the students of the School of Management. It bridges the gap between theory, and practice and also acts as the stepping stone for career growth. Middle level managers and other corporate representatives take sessions on various current business scenarios. AIIS also includes Alumni Connect where in the sessions are conducted by Alumni of Kristu Jayanti College.

## Influential Thought Leadership Development

**Mr. Binoy K**

Regional Head- Campus Hiring Karnataka & Kerala

Date: 3rd July 2021



## Careers in Sports Industry

**Mr. Tijo Thomas & Mr. Lijomon George**

Assistant Manager Grant Thornton

Date: 10th July 2021

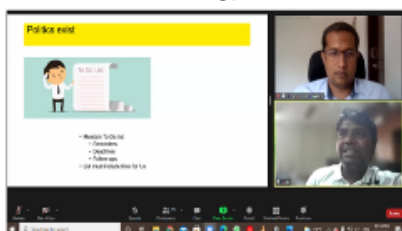


## Lessons for surviving the corporate world

**Mr. Thomas K Kaduthanam & Mr. Jude Kostka G**

Sr. Manager, Leadership Development, Reliance Retail  
Senior consultant, Ernst and young LLP

Date: 17th July, 2021



## Leadership for future workforce

**Mr. Tijo John**

Sr. Manager, Leadership Development, Reliance Retail

Date: 24th July, 2021



## Marketing for skills for workforce

**Mr. Kalesh Sivanandan**

Former All India Head - Channel Management Blue Star Limited

Date: 31st July 2021



### The future of MBA in India post Covid

**Mr. Ravi Jangra**

Deputy Director, All India management Association,  
(AIMA), New Delhi  
Date: 28th August 2021



### Next 2 Year for Long-Term Growth

**Mr Shinto Joseph**

Director, South Asia Operations, LDRA

Date: 4th September, 2021



### What Is Audit?

**Shri. Prasad K Dhulipalla**

Director, Grant Thornton

Date: 18th September 2021



### Risk Management

**Shri. K. Kiran Kumar**

Vice President, Corporate Risk, Wells Fargo

Date: 25th September 2021



### Intellectual Property Rights

**Shri. J.L. Anil Kumar**

Senior consultant Lex-orbis

Date: 30th October 2021



### Guerilla Marketing Strategies

**Ms. Srividya Puppala M S**

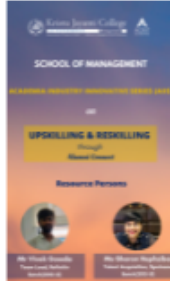
CEO, Ensconce

Date: 6 November 2021



### Upskilling and Reskilling

**Mr. Vivek Gowda**  
Team Lead, Refinitiv  
**Ms Sharon Hephziba**  
Talent Acquisition, Spotnana  
Date: 20th November 2021



### Upskilling & Reskilling

**Mr. Godwin Anthony**  
Director, Capital equipment  
Date: 4th December 2021



### Up skill and reskill through alumni connect

**Mr. Primith Thomas**  
Presale and marketing Manager at data semantics v  
Date: 26th February, 2022



### Skills for the new normal

**Shri. Mathews Abraham**  
HR consultant  
Date: 5th May 2022



### Add altitude to your aptitude

**Mr. Sudharshan K.P**  
Founder, Managing Director, IQ Genie  
**Ms. Pranitha M.R**  
HR and Business strategist, Spanidea systems  
Date: 15th May, 2021



### Digital transformation and emerging technology

**Mr. Jitesh Bajaj**  
Head of Digital Transformation, Emerging  
Technologies, Open Innovation, Tesco  
Date: 6th May 2022

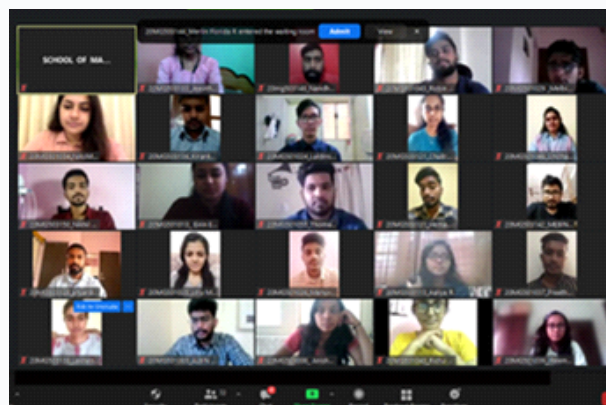




# Skill Development Workshops

## Workshop on Aptitude, Reasoning and Verbal Skills

Kristu Jayanti School of Management organized Aptitude Training " Aptitude, Reasoning and Verbal Skills" on 6th July to 16th July 2021 from 06th August to 16th August 2021 for the 1st year MBA students for Section A,B & C. The session was started on July 7th 2021, and first day Trainer Apeksha gave an introduction about the aptitude and reasoning skills, she gave mock test for 50 marks and she explained about the registration. They learnt many topics in aptitude, like number system, permutations and combinations, probability, ratios, profit and loss, percentage problems, etc. Reasoning topics like letter series, coding and decoding, direction sense, clocks and calendars etc. Verbal skills like articles, prepositions, change of speech, active voice, passive voice, direct & indirect speech etc. After a 2 weeks of break again, the classes started on 6th August and the session came to an end at 6:15 PM 16th August 2021.



## Workshop on Project & Internship Orientation


Kristu Jayanti School of Management organized a workshop on Project and Internship Orientation for the III Trimester MBA students on 28th July 2021 to orient students to identify internship projects and choose research topics according to their specialization. Dr. Aloysius Edward, Dean, Faculty of Commerce and Management briefed the students about the Internship and gave them the necessary guidelines to choose the right firm and right topic. Prof Sen B Mathews explained the modalities of approaching companies and applying for internships.

## Workshop on Research Topic Selection

Kristu Jayanti School of Management organized a workshop on Projects and Internships Orientation-II to orient students regarding project and internship on 5th August 2021. The objective was to orient students to choose research topics according to their specialization. The Program started with the introduction and general guidelines by Dr. Aloysius Edward, Dean, Faculty of Commerce and Management. The Project and Internship orientation provided the students the information with which they could kick start their preparation on time. Queries and clarifications were addressed by the faculty members from the department.



**Kristu Jayanti College**  
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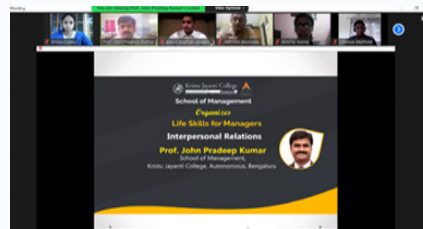
**School of Management**

**Internship & Project 2021-22**  
**Workshop**  
**Project orientation II**

**5<sup>th</sup> August, 2021**      **4.00 PM**

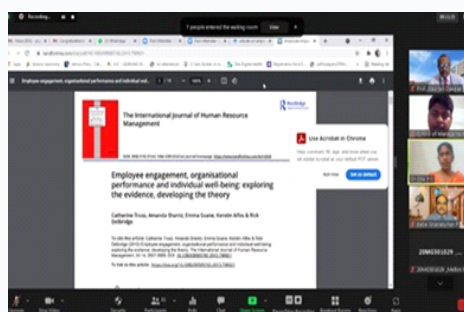
## Workshop on Life Skills for Managers

Kristu Jayanti School of Management organized an online training programme for the first year MBA students of batch 2021-23 from September 1st to September 4th 2021 titled "Life Skills for Managers". The sessions were taken by the specially trained faculty to promote 21st-century skills.



The main focus of the training programme was to take the students through the ten pivotal life skills namely Self-awareness, Empathy, Creative Thinking, Critical Thinking, Problem Solving, Decision Making, Communications, Interpersonal Relations, Coping with Emotions and Coping with Stress. These skills are essential for a holistic and purpose-driven life. It also equips a person with professional competencies. Faculty members of the School of Management gave insights about different topics. The training programme was really motivating for students and had a really positive impact.

## Workshop on Research Methodology

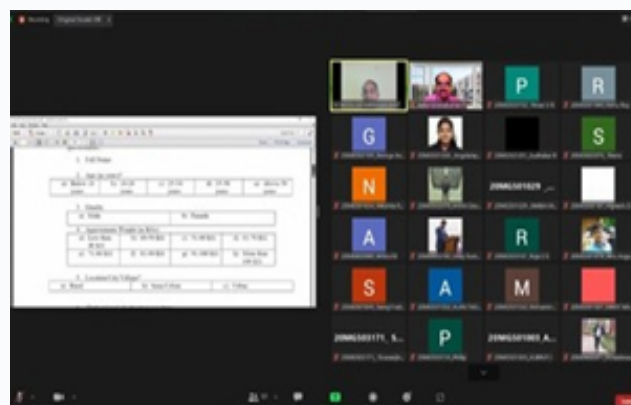


Kristu Jayanti School of Management organized a Research Methodology Workshop Series I on 29th October 2021 for the 2nd year MBA students pursuing their Internship and Research Project. The workshop titled 'Research Design and Organization Study' was aimed at orienting the students to formulate a proper research design and writing a comprehensive organization study report.

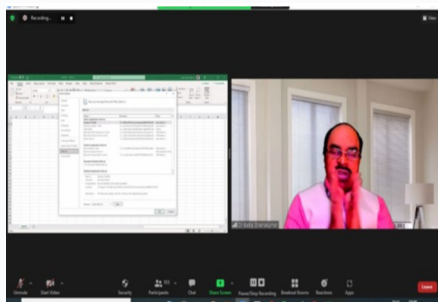
Dr. PC Gita, Assistant Professor of Kristu Jayanti College handled the first part of the workshop giving guidelines on how to conduct a systematic review of the literature and the steps involved in the questionnaire construction, following which Prof Stephen Deepak, faculty from the school briefed them on the contents of the organization study - the 3 C's - Company, Customer and Competitor.

## Workshop on Data Analysis Using SPSS

Kristu Jayanti School of Management organized Research Methodology Workshop II on Data Analysis using SPSS on 12th November 2021 through the Zoom platform at 7.00pm. The resource person for the workshop was Dr. D. Ravindran, a faculty member from the School of Management. The workshop intends to enable the II year MBA students to analyze the project data efficiently. Dr. D Ravindran started the workshop by explaining the SPSS software and later dealt with framing the questionnaire. He demonstrated the SPSS software and gave hands-on experience of analyzing the primary data for the students from various specializations of Finance, Marketing, Human resources, and Analytics. The session was highly engaging, providing the students with hands-on experience of analyzing data using SPSS software.



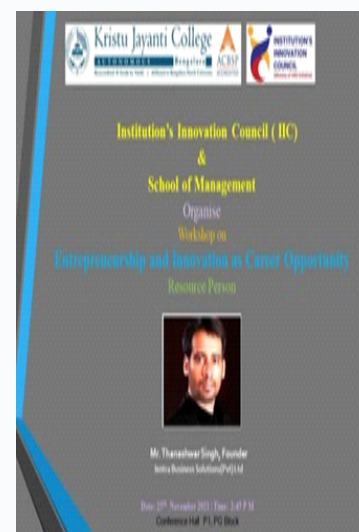
## Workshop on Data Visualization



Kristu Jayanti School of Management organized Research Methodology Workshop III on Data Visualization on 13th November 2021 through the Zoom platform at 7.00pm. The resource person for the workshop was Dr Baba Gnanakumar, a faculty member from the School of Management. The workshop intends to enable the II year MBA students to analyze the project data efficiently. Sir explained the data analysis for secondary data. He stated the sources of secondary data for finance research and cited a few websites from where students can access the data. He demonstrated analyses using Microsoft Excel. He gave hands-on experience in data visualization using graphs. He explained how to analyze the students from various specializations like finance, marketing, human resource, and analytics. The session was highly engaging, providing the students with a clear understanding of how to visualize data using Excel.

## Workshop on Entrepreneurship & Innovation as Career

Kristu Jayanti School of Management, organized in association with the Institution's Innovation Council (IIC), organized a workshop on Entrepreneurship and Innovation as Career Opportunity on 25th November 2021. The resource person for the program was Mr. Thaneshwar Singh, Founder, of Ientra Business Solutions Pvt. Ltd. the session was started by asking the students about the meaning of innovation. He quoted the motive with which one becomes an entrepreneur. He later shared his journey from being a marketer to an entrepreneur. He mentioned necessity is a key factor in becoming an entrepreneur. He stated that learning from mistakes is a very essential part of becoming an entrepreneur. Mr. Singh spoke about the incubation center of the college and how it provides a platform for the students to build their business ideas. The incubation center has helped students to come up with their start-ups. The session was very informative and inspiring and all the Jayantians actively participated in the discussion, by asking relevant questions.



## Workshop on Life Skills for Managers



Kristu Jayanti School of Management organized the Life Skills for managers programme for the 1st year MBA Batch 2021-2023 Section C which was held from 3rd February 2022 to 5th February 2022. The Life Skills for Managers training Session consists of 10 interactive Life Skill Sessions - Self Awareness, Empathy, Creative Thinking, Critical Thinking, Problem Solving, Decision Making, Communications, Inter-Personal Relations, Coping with Emotions and Coping with Stress.

The Day one session consisted of 3 topics Self Awareness, Empathy and Creative Thinking, by the faculty members Prof. Sen B Mathews, Prof Stephen Deepak and Dr Baba Gnanakumar. On the second day, Critical Thinking by Dr Gita PC, Problem Solving by Dr Sripriya, and Decision Making by Dr D Ravindran, Communications by Dr Sheeja Krishnakumar and Interpersonal Relations by Prof. John Pradeep Kumar. The final session was taken by Coping with Emotions by Dr M. K. Baby and Coping with Stress by Dr Justin Nelson Michael. The Life Skills training programme came to an end by developing the skills and building up the confidence of each student.



## Workshop on Aptitude Training Programme

Kristu Jayanti School of Management organized the Aptitude Training Programme for the 1st year MBA students in two phases, from 24th May to 30th May and 6th June to 17th June 2022. The expert trainers were from Bizotic Talent Solutions. This training programme is designed to improve the potential of students to pass the aptitude tests during the campus placement. The training session started with a pre-test to determine the knowledge baseline before commencing the training program. The topics covered during the session include number system, letter series, ratio proportion and partnership, number series, average, articles and prepositions, percentage, blood relations, profit and loss, subject-verb agreement, time and work, seating and data arrangement, time speed, and distance, analogy data interpretation, reading c+omprehension, simple and compound interest, sentence correction, ages, sentence completion, coding and decoding, direction sense test, change of speech and voice, probability, data sufficiency and ordering of sentences.



## Workshop on Ms Excel

Kristu Jayanti School of Management organized Excel classes for the students of the I MBA batch 2021-2023. The inauguration was held on 9.03.2022 with the presence of Dr. Aloysius Edward. J Dean, School of Management and the resource person, Mr. Nandeesh Reddy, an alumnus from the 2019 batch. During the classes, the students learned about the introduction, scope, importance, and fundamentals of Excel. They were taught about the importance of count, sum, and average, as well as how to use conditional formatting, data validation, and dependent dropdowns. The students also learned about when to use appropriate lookup functions like VLOOKUP, HLOOKUP, and VLOOKUP with Match.



In addition, the students covered topics like IF and Nested IF and worked on more problems related to these functions, as well as VLOOKUP and Match. They also learned about Pivot Tables. At the end of the session, the students had a revision of all the functions learned in Excel, and the trainer clarified any queries they had individually. Overall, it seems like a comprehensive Excel course that will be beneficial for the students' future endeavors.

## Workshop on Project & Internship

Kristu Jayanti School of Management organized a workshop on Project and Internship I to orient the first year MBA students (Section A,B and C) on June 2022, in mini auditorium. Dr. Aloysius Edward J., Dean, Faculty of Commerce and Management, spoke to the students about the process of identifying internships and research projects that are relevant to their field of study. Highlighting the importance of the internship for MBA students, Dr. Edward explained the project manual, key deliverables, and important deadlines. Assuring the students about the support that would be extended by the faculty guides, the School, and the College, he also gave an introduction to the internship that is being planned for the students to get internship placements. Dr. M. K. Baby, Head, School of Management, presented the complete internship schedule to the MBA students by commencing his speech with the details of the marks and credits allocated for the internship cum research project in trimester IV. Referring to the three stages of the Internship cum research project, Dr. Baby elaborated on the dates and deadlines for every activity were announced by him.



## Workshop on Research Methodology-Project Orientation II



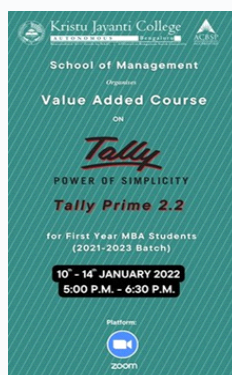
Kristu Jayanti School of Management organized a workshop on Research methodology- Project Orientation II for the first year MBA students (Section A, B and C) on June 24th 2022 by Dr. Justin Nelson Michael, professor and Director, Center for Research, Kristu Jayanti College, addresses the students about the process of identifying a company for internship and research projects that are relevant to their field of study. The session began with the importance of finding the right company and the significance of following all the deadlines. Sir stressed the marks carried between the dissertation and Viva-voice, and the initial steps that must be taken before joining the company for an internship. Highlighting the importance of collecting a letter from the company confirming the internship, Dr. Nelson also explained the project manual, key deliverables, and important deadlines for the deliverables. He also spoke in detail about the different chapters of the research report and the weightage of each chapter. Then students were provided with a useful list of e-resources to use for their research studies and a guide to avoid any plagiarism.

# Value Added Course

## Tally Training

The School of Management organized a value-added course on Tally Prime 2.2 from 10th January 2022 to 14th January 2022 through the Zoom platform. This course was offered to the 1st year MBA Batch 2021-2023 students. The resource person was Mr. Vignesh, Trainer, NICT Computer Education, Bengaluru. The course was coordinated by Prof. John Pradeep Kumar and Dr. J Peter Leo Deepak, faculty member of the School of Management. Features like 'Company Creation' and 'Company Features Alteration', 'Altering a Company', 'Shutting a Company', 'deleting a Company' and 'changing the date', 'Accounts Masters - Ledger Creation', 'Inventory Masters- Stock Group, Stock Category, Stock Item, Units of measure and Godown Creation', 'Voucher Posting' were demonstrated in Tally Prime.

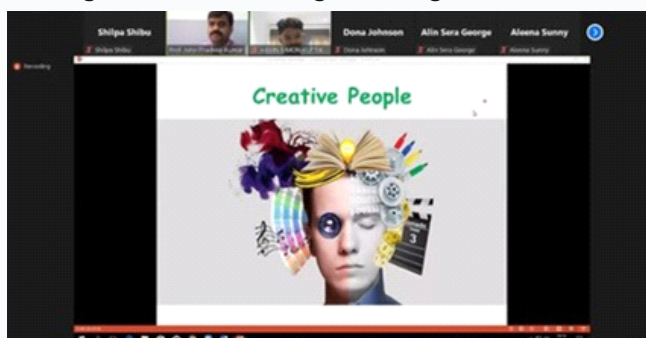
Ms. Priyanka, introduced the key concept of GST in Tally Prime and taught the fundamentals related to the GST concept in the Tally software, showing multiple examples of recording CGST, SGST and IGST in various scenarios. On the final day of the training, Ms. Priyanka had a quick revision of the fundamentals and the key concepts that had been learnt thus far.



After a brief revision of the same, the students had their Tally Prime online examination, comprising of 50 multiple choice questions, spanning over an hour. With the examination, the Tally Prime training came to an end. In the opinion of the students, the course was extremely beneficial and provided a lot of knowledge needed for the corporate segment. The course content and its delivery were carried out in a well-coordinated manner.

## Design Thinking

The School of Management at Kritu Jayanti College organized an online value-added course titled "Design Thinking for Managers" for the first-year MBA students of batches 2021-23 from September 7th to September 16th. Ten sessions were focused on the different components involved in the design thinking process, which included empathy mapping, creativity myths and creative people, creative organizations, testing the ideas, impactful learning for innovation, design thinking for innovation, creating a prototype for managers, creating a design sprint, distributed creativity, and the impact of ideas. The first session on empathy mapping was taken by Dr. Baba Gnanakumar, who gave an understanding of what design thinking is, which is the first step in the whole process. Prof. John Pradeep Kumar broke down the creation myths and took us through who creative people are and their characteristics. He encouraged people to believe in creativity and also showed them how to develop it and come up with ideas. The third session on creative organizations was led by Dr. Gita PC, who taught how different companies and creative organizations use design thinking to transform themselves.



Testing the Ideas was the fourth session in which Dr. D. Ravindran conducted an activity wherein students were split up into 10 groups and had to come up with an idea and pitch it to the ten other students who were angel investors. Dr. Justin Nelson took the next session on Impactful Learning for Innovation, where he explained to us that there are no bad ideas and what we must focus on is whether our ideas can create an impact. The sixth session on Design Thinking for Innovation was one where we were given a deeper understanding of what innovation is by Prof. Sen B. Matthew. The final session taken by Dr. M. K. Baby was solely for the presentations by the students, where we heard the different innovative ideas using design thinking.



## Universal Human Values

Kristu Jayanti School of Management conducted a Value Added course on universal human values for the first-year MBA students of Batch 2021-23 from September 6, 2021, to September 15, 2021. The faculty members of the School of Management served as the resource persons. The Universal Human Values course was initiated based on the guidelines from AICTE. The course was mooted with the following objectives:

Development of a holistic perspective based on self-exploration about themselves (human beings), family, society, and nature/existence.

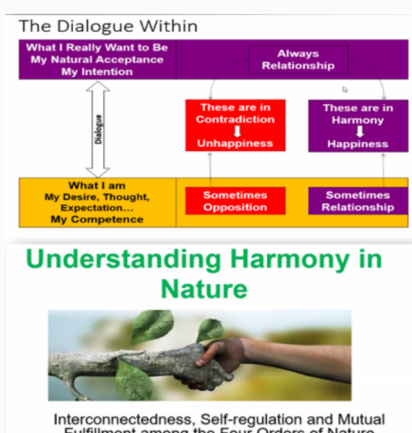
Understanding (or developing clarity) of the harmony in the human being, family, society, and nature/existence.

Strengthening of self-reflection and development of commitment and courage to act.

Annotating human emotions and experiences with individuals, families, society, and nature.

Interpreting life circumstances to adopt the right attitudes and behaviors for holistic living.

The course described human experiences at the individual, family, society, and natural levels. The interactive sessions gave students more insights and enabled them to explore life through their own experiences. The students were assessed through a daily test at the end of the day's session, and they had to submit a descriptive essay assignment based on the learning outcomes of the course.



## Lean Six Sigma Green Belt Certificate Program

School of Management, Kristu Jayanti College, organized a Lean Six Sigma Belt Certification Program for MBA students of batch 2020-22 from March 12-16, 2022. The school has a tie-up with KPMG India Private Limited to conduct sessions for the students to build and sharpen their skills and their relevance in the fields of manufacturing, production, and operations. The classes were conducted by a reputed professional Six Sigma Black Belt Master, Mr. Lakshya, Manager, KPMG India. The entire MBA batch of 2020-22 has three sections. Sessions were conducted section-wise every day on separate time slots. The training was split topic-wise, and a schedule was prepared accordingly.

On the first day, the instructor introduced Six Sigma and its relevance in manufacturing, production, and operations.

On the second day, the instructor focused on the "measure" phase and introduced the software Minitab.

On the third day, the instructor discussed the "analyze" phase, including root cause analysis, Lean theory principles, and the control impact matrix, as well as Chi-Square, Regression, and Correlation.

On the fourth day, the instructor focused on the "improve" and "control" phases. They discussed various methods for generating ideas, such as brainstorming and turncoats, as well as the Theory of Inventive Problem Solving (TRIZ), Kaizen, Kanban, the Poka-Yoke model, the statistical process model, and various types of charts. The instructor also provided exam-style questions to prepare for the exam.



## Data Analysis Using Spreadsheets

The school of management of Kristu Jayanti College (Autonomous) held a three-day session on the topic of Data Analysis using spreadsheets from September 16th, 2021, to September 18th, 2021. The seminar covered five data analyses and was presented by a faculty member from the school of business. The speaker, Dr. Sripriya, of the school of management made it a very clear and vital session. This session was focused on the first-year MBA students. During the session, the attendee shared the basics and practical knowledge regarding the topic.

The main focus of this program was to give them a thorough understanding of data analysis using spreadsheets and how useful it will be in their lives. The five topics that were covered are namely: data handling using Excel, data visualization using Excel, data analysis using Excel, data analysis using SPSS, and analytics using SPSS.



## Student Knowledge Enrichment Programme

### Contribution of Nobel Laureates In The Field Of Economics For 2021

SKEP was hosted by the School of Management of Kristu Jayanti College (Autonomous) on 25th October 2021, at 2.45 p.m. on the Contribution of Nobel laureates in the field of Economics for 2021. The presenters were Jisha Jogi Mammen, Reyon Immanuel, and Prince A Aji of MBA Batch 2021-2023. The program started with an introductory note by Ms. Moumita Goswami, who asked specific questions to the audience that formed the prelude to the contributions made by the Nobel laureates. The presentation started with Prince introducing the significance of the Nobel Prize and giving a biographical sketch of the three laureates, David Card, Joshua D. Angrist, and Guido W. Imbens. Reyon Gifto Immanuel and Jisha Jogi Mammen explained the contributions of David Angrist and Guido W. Imbens and their empirical contributions to labor economics.



### Air India Takeover by Tata Sons



Kristu Jayanti School of Management organized a session on the Air India Takeover by Tata Sons on October 28, 2021, to enrich students' knowledge by giving them opportunities to research and present their views on contemporary topics in the business world. The resource persons were Aaina Sree Kumar, Aarathi P, and Ancy Joy of MBA Batch 2021-2023. Ms. Aaina Sree Kumar started the session by explaining India's aviation sector and its history and operations. Then the session was taken over by Aarathi P, who went on at great length about how TATA built India and the two centuries of business. Ancy Joy handled the last session of the presentation. She dealt with what the Air India acquisition means for TATA and the final takeover.

## Unicorns of India – 2021

The School of Management organized a session on the topic Unicorns of India – 2021 on 4th November 2021. Ms. Ashwini Prashanth, Mr. Kevin Babu Mathew, and Ms. Christina Ann Thomas were the presenters from the MBA batch of 2021–2023. Ms. Christina Ann Thomas started the session by explaining the evolution of entrepreneurship in India. Further, she spoke about the Indus Valley Civilization and highlighted the rise of different entrepreneurs, and she also presented a few interesting business facts from different eras and the business scenario after India's independence. Ms. Ashwini Prashanth took over the session and spoke about the genesis of the term "unicorn" and its valuation. She further explained the unicorn story of 2021. She mentioned various Unicorn firms from different industries. Mr. Kevin Babu Mathew handled the last session. He presented the case studies of three major unicorn companies: Biju's, OYO, and Nykaa. The program was concluded with a vote of thanks. Dr. M. K. Baby, head The School of Management appreciated, the presenters' enthusiasm and hard work.



## Pandora Papers



The School of Management conducted a Student Knowledge Enrichment Programme on the topic "Pandora Papers" on November 11, 2021. Aditya Pillai, Abhishek Biyani, and Ashwin Kumar were the speakers from the first year of MBA Batch 2021–2023. The first speaker was Aditya Pillai, who started the session with warm greetings and explained Pandora Paper's frauds. He stated that the new age of technology and information is not safe because of

fraudsters. The next speaker was Abhishek Biyani, who started his session by giving a brief explanation about how the Pandora Papers were discovered and how the investigation led to the biggest scam in the world. The session was carried forward by the next speaker, Ashwin Kumar. He spoke about the impact of tax havens on the Indian economy. He presented the initiatives taken by the government to control these kinds of scams.

## Sports as a Business, Case study of IPL

The School of Management of Kristu Jayanti College (Autonomous) scheduled a Student Knowledge Enrichment Program on the topic of Sports as a Business: A Case Study of the IPL on November 29, 2021. The presenters were Reon George, Nicole Marian Fenwick, and Jemimah Percely of MBA Batch 2021–2023. Jemimah Percely started the session and gave a detailed explanation of the evolution and history of cricket. She began with the birth of cricket in India and how the sport had traveled across international borders from England to India. Then the session was taken over by Nicole Marian Fenwick, who explained the business model of IPL and the target customers. She spoke on how the IPL makes money, and she briefed about the IPL's sponsors, franchisers, broadcasters, tickets, merchandise, etc. Reon George handled the last session of the presentation and explained the impact of the IPL on the Indian economy. He spoke about the significant rise in GDP, tourism, and employment due to IPL.





## From Start-Up to Listed Companies – A Case Study on Zomato and Nykaa

The School of Management administered a SKEP session on the topic "From Start-Up to Listed Companies: A Case Study on Zomato and Nykaa" on December 3, 2021, at 4 PM. The presenters were Arathi L., Brainerd Christopher David, and Thomas Mathew from the first year MBA. Ms. Arathi L took over the session, and she presented the story of Nykaa Company. In her presentation, she gave a detailed explanation of the BPC (Beauty and Personal Care) industry and how it is changing the economy. She also spoke about Nykaa

and its founder, Flaguni Nair. The session was continued by Mr. Brainerd Christopher David, who presented a precise and systematic description of the storyline of the Zomato Company. He also shared about Zomato's business and revenue model and about its founder, Deepinder Goyal. The session was then handed over to Thomas Mathew, who spoke about the IPO issues of the Zomato and Nykaa companies. He explained the IPO process. Then he gave the details of the IPOs of Zomato and Nykaa.



## Knowledge Exchange Programme (KEP)

The School of Management of Kristu Jayanti College (Autonomous) organized the ten-day Knowledge Exchange Program in collaboration with Appalachian State University, North Carolina, USA, from May 9th, 2022, to May 18th, 2022. The KEP is a collaborative academic engagement that brings faculty and students of both institutions together to learn through expert lectures and interactions with domain specialists in the industry. The student teams from both institutions worked together, solving cases, doing group tasks, and finding solutions for industry-specific problems.

- The ten-day Knowledge Exchange Programme was inaugurated by Rev Lijo P. Thomas, Financial Administrator of Kristu Jayanti College, Dr. Lakshmi Iyer, Acting Associate Dean Graduate Programs and Professor, Department of Computer Information Systems, Walker College of Business, Dr. Dinesh S. Dave, Director and Professor, Department of Marketing and Supply Chain Management, Walker College of Business, Appalachian State University, Dr. M.K. Baby, Head, School of Management, and Prof. Stephen Deepak, Coordinator of the KEP and Office of International and Domestic



The students and faculty were accorded a traditional welcome. Speaking on occasion, Rev. Lijo P. Thomas appreciated the great work done by the teams to fructify this collaboration, building on the commonality of providing holistic education to the learners. Dr William M. Northington, assistant professor, Department of Marketing and Supply Chain Management; Dr Wei Xie, assistant professor, Department of Computer Information Systems; and Dr. Sen B. Mathews, director, Centre for Employability and Corporate Relations, were also present at the ceremony.

At the valedictory ceremony, Rev. Dr. Augustine George, principal of the college, expressed his gratitude and appreciation to the visiting team for making the visit a memorable one. He urged the teams to initiate more engagement that further enhances the quality of teaching and research.



# Social Outreach Programme

## Gramasamveditha 2021 – 2022

KA Rural Exposure Programme 'Gramasamveditha' was organized by the School of Management, Kristu Jayanti College (Autonomous) on November 12, 2021, at three villages in Nelamangala Taluk, Bangalore Rural District: Kannamangala, Kannasawadi, and Purushanahalli. 'Gramasamveditha,' an annual rural exposure program under SDG 1 No Poverty through Education, was organized for the I MBA students at the school to create awareness about the rural community and inculcate in them human values and social concern. The teams branched out to three villages to organize programs and engage with the rural community.

The teams spent time observing, learning, and conducting various activities to understand rural life. A team of students also took classes in Kannada, English, Math, and Computer Science for the 6th to 10th standards at Sree Siddhaganaga Rural High School, Purushanahalli; Nethaji High School, Kannasawadi; and Government High School, Kannasawadi. They taught chapters on Krishna and Sudhama by V.S. Shirahatti Mata, Hachevu Kannadada Deepa by D.S. Karki, and E. Bhumi Bannada Buguri by Hamsalekha. English lessons on 'All things bright and beautiful' and 'The King's Ministers' were covered. The lessons in math included fractions, and the computer lessons included the parts and functions of a computer.

An interactive quiz and entertaining cultural programs were organized. Prizes were given to all the students who actively participated in these programs. Sports items, notebooks, and other stationery items were also distributed among the students. The Gramasamveditha program ended with a Children's Day celebration at three schools. The Rural Exposure visit was coordinated by Prof. John Pradeep Kumar, assisted by Drs. Peter Leo Deepak and Sripriya, and supported by Mr. Hari Prasad and Ms. Ashwini Prashanth.





# Seva Saurabha

## Interacting with migrant workers

Kristu Jayanti School of Management celebrated Teacher's Day on September 5, 2021, by organizing a unique social outreach program, "Seva Saurabh," by interacting with and organizing sports and entertainment programs for migrant workers living around the vicinity of Kristu Jayanti College, K Narayanapura, Bengaluru.

The teachers from the school, along with the first-year MBA students, visited camps of migrants. The whole batch was divided into four teams that visited the camp sites of the migrant workers to learn more about their livelihoods and living circumstances. A survey titled 'Impact of Literacy on the Livelihood of Floating Migrant Construction Workers in Bangalore North' was conducted during the visit. The four sites visited are the 1. migrant camp next to Kristu Jayanti College, 2. migrant camp behind the Public Health Centre, K. Narayanapura, 3. Migrant camp in Naganahalli Main Road; and 4. Migrant camp in BDS Nagar.

The interaction helps to collect details like reasons for migration, family status, employment, governmental support, civic amenities availed, children's education, the impact of the pandemic, vaccination status, health, and hygiene. The teams conducted various programs in all four venues, including sports and entertainment. There were special programs for the children of migrant workers. The winners were given gifts..



Kristu Jayanti School of Management organized "SEVA SAURABHA" . The objective of the program was to commemorate and honor Dr. APJ Abdul Kalam, the greatest scientist of the 21st century and the 11th President of India, whose vision and insights for the nation are an inspiration to India and the youth. The program acknowledged the 90th Birth Anniversary and World Students' Day. The session began with an invocation song by the college choir. Ms. Ashwini Prashanth gave us all a glimpse into the life of the Missile Man of India, Dr. APJ Abdul Kalam, and his remarkable sacrifices and dedication to the nation. Ms. Sharika Premraj screened a tributary song and inspired in all a feeling of pride and joy, along with determination and courage to face life and its challenges as the youth of the nation. Mr. Hebin Simon Kuttikaden presented the mesmerizing and artistic digital posters done by Jayantians in honor of Dr. APJ Abdul Kalam. Mr. Kevin B. Mathew methodically organized a quiz on the life and works of Dr. APJ Abdul Kalam. The documentary highlighted the personality and life of the outstanding scientist and pioneer engineer of all time, Dr. APJ Abdul Kalam, who dedicated his life for the nation and died while serving it.



## Vist to Guanella Preethi Nivas

Kristu Jayanti School of Management organized Social Outreach Programme- Seva Saurabh on 12th March 2022 for 1st year MBA students Section C visited the Guanella Preethi Nivas - an old age home at Geddalahalli, Kothanur Post, Bengaluru. Prof. Sen B. Mathews, Director, Centre for Employability and Corporate Relations, accompanied the students. The program started with an introductory session of the NGO by Fr. Kulandai Swamy, Superior and Rector, followed by Prof. Sen B Matthews, who spoke about the Social Outreach Program, which was then followed by the activities planned by the students of the class. After spending time and interacting in the NGO, the day came to an end with a photo session with the members of the Guanella Preethi Nivas, including Fr. Kulandai Swamy, Prof. Sen. B. Matthews, and the students of I MBA-C.A Social Outreach Programme, "Seva Saurabha" was organized by the School of Management, Kristu Jayanti College (Autonomous) on March 19, 2022, at Guanella Preethi Nivas, Byrathikhane Bengaluru.

A total of 40 students visited with the faculty coordinator, Dr. D. Ravindran. The program began at 2:30 p.m. and was addressed formally by one of the students. The teams spent time observing, interacting, and conducting various activities to entertain the audience. Initially, all the students were divided into 3 teams along with the students. A few games like "Damsharas" and "Antakshari" were played. The groups of students also conducted activities with older people to get them to perform along with the students. A team of students also took a session on meditation. Two saplings were given to the Father of Guanella Preethi Nivas by the faculty coordinator, Dr. D. Ravindran, at the end of the program. The "Seva Saurabha" program ended at 5:15 p.m. with snack distribution, a presentation of the requirements, and a photo session.



## Visit to Refuge Foundation

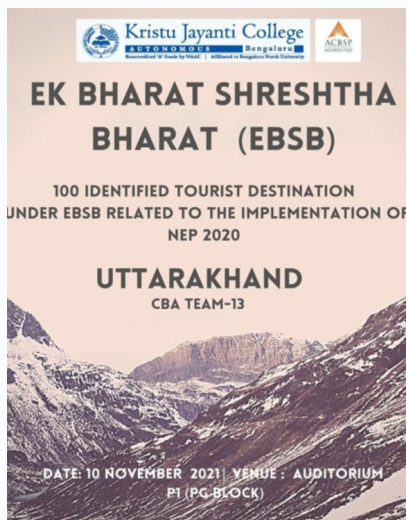


The School of Management organized the Social Outreach Programme (Seva Saurabha) on March 12, 2022, at 9.30 a.m. This year, MBA students from section C visited the NGO Refuge Foundation in Kothanur, Bengaluru. Dr. Sheeja Krishnakumar, Faculty, School of Management, accompanied the students. The program began with a formal address by Prashanth, an MBA student in his first year. The foundation consists of 21 girls from the age group of 9-18 years studying in different institutions. The program began at 9:30 a.m. and was addressed formally by one of the students. The teams spent time observing, learning, and conducting various activities to entertain the kids. Two groups of students conducted game activities, namely musical chairs and balloon bursting. The winners were rewarded with gifts by the faculty Sheeja Krishnakumar.



A team of students also took part in a session on good habits with the help of a poster, where various good habits that one should inculcate were addressed. To entertain the kids at the Refuge Foundation, students were also prepared with a song named "Hakunah Mattata." Meanwhile, the students are actively involved in communicating with the kids about their education and hobbies. The last activity conducted was the talent show, where the kids had the opportunity to showcase their talent. The kids performed extremely well in singing and dancing. The students of 1MBA joined them in dancing. Some of the students also had an interactive session with the caretaker of the girls to learn more about the foundation. The 'Seva Saurabha' program ended at 11:30 a.m. Before leaving, students distributed biscuits, chocolates, and other necessities.

# Ek Bharat Shreshtha Bharat Club Activity



Mr. Danon C. Sabu, student, School of Management, took the viewers on a cruise through the facts of the state of Gujarat. Mr. Infant Richard A. methodically organized a quiz based on the state of Gujarat. Team 8, Team 12, and Team 3 secured the first, second, and third positions, respectively, in this quiz. Ms. Puravi Pothal took up the role of a travel guide and enlightened all on the beautiful tourist destinations in Gujarat.

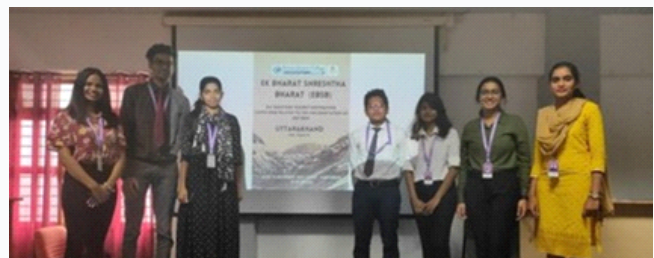
Later, Ms. Janet Biji Thomas presented a series of news items based on the developments in Gujarat. A basic Gujarati language learning conversation was conducted by Ms. Puravi Pothal and Ms. Riya Merin Oommen to help us learn the local language of Gujarat. Up next was a video on how to prepare a famous Gujarati snack, Dhokla, by Riya Merin Oommen. The vote of thanks for the program was delivered by Mr. Danon C. Sabu.



The School of Management organized an activity related to Ek Bharat Shreshtha Bharat (EBSB) for the implementation of NEP 2020 for the students to identify 100 tourist destinations in the country on November 10, 2021.

As part of this initiative, students of the I year MBA have been introduced to the state of Uttarakhand to learn about the tourist locations, history, culture, and language. As part of this initiative, students of the I year MBA were introduced to the state of Mizoram to learn about the tourist locations, history, culture, and language.

The session began with a silent prayer, following which the emcee, Mr. Jithu Shaji, an MBA student, gave the welcome address. Following this, Mr. Prajul Venu, an MBA student, screened a documentary on Mizoram state. Ms. Josmi Joseph, an MBA student, took the viewers on a cruise through the beautiful and venerable history of Mizoram state. Ms. Jisha Jogi Mammen, an MBA student, enlightened all on the beautiful places in Mizoram by acting as a travel guide. Mr. Prince Aji, an MBA student, conducted a quiz based on the state of Mizoram and its history.



A role play was enacted by Mr. Jibin John Saji, Mr. Kevin B. Mathew, and Ms. Jessica M. Mathew on basic Uttar Pradesh language learning conversation and helping us learn the local language of Uttar Pradesh. Later, Ms. Pooja Balaji introduced the famous cuisines of Uttar Pradesh. Up next was a documentary video on Uttar Pradesh. Mr. Kevin B. Mathew methodically organized a quiz based on the state of Uttar Pradesh, in which Team 2 was declared the winner. The vote of thanks for the program was delivered by Ms. Jessica M. Mathew.





# Experiential Learning Programme

## Industrial Visit (IV)

On the 28th of May 2022, Kristu Jayanti School of Management organized an industrial visit for the first-year MBA students from Section C under the guidance of the faculty coordinators, Dr. Peter Leo Deepak J and Prof. Sen B Mathew, to TIA Technology India Private Limited, Nelamangala Taluk, Dobaspet P.O., Bangalore Rural. 80 students were divided into two batches; the first batch attended a formal introduction session in the conference hall about the company, and they also learned how their processing works. The other batch of 40 students was taken to the manufacturing unit, and they started to explain their process. TIA Technology explained the processes or steps involved in the manufacturing of goods. They started by stating some of the most important tasks performed in the unit: weighing, filling, and packing. They mentioned that almost all the raw materials used in the manufacturing unit are produced by the company, but other than that, they do get other equipment imported..



The manufacturing unit uses different technical equipment to make the work of humans easier or to reduce human intervention. 100 grams to 2 metric tons can be weighed. The machinery used is automated as well as semi-automated. One of the main fully automated machines they use is called a backfilling machine. This machine consists of two fillers, one of which is an open-mouth bag filler that is used for the free flow of granular products such as salt, sand, rice, and so on, and a twin-screw feeder for powdered products. The granules are then packed, sealed, and weighed, and

then taken to storage locations by automated machines again. In the event that the weight is not balanced, the machine discards the product. All these procedures are fully automated, making the processes easier and increasing the productivity of the company.

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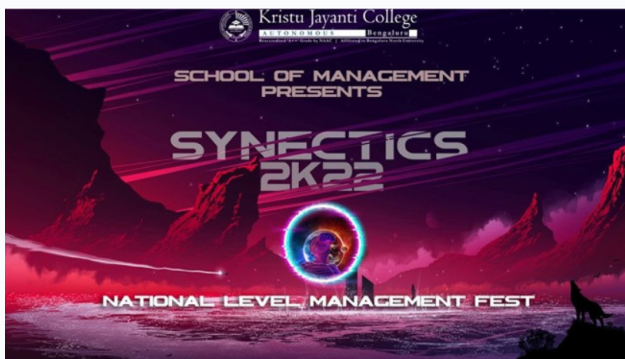


The MD spoke about the history of the company and gave a gist of the workings of the company and the technologies used for the smooth running of the processes taking place within the company, one of them being cloud-based technology. He had so much to say about other details pertaining to the company, such as the challenges faced in today's industries, the company turnover, and so on. Once the session was done, the students were taken to the manufacturing unit. Mr. Roshan, who is an engineer working for the company TIA Technology, explained the processes or steps involved in the

manufacturing of goods. The students got a clear understanding that for a company to succeed, it's important that all the different branches, such as marketing, finance, human resources, and analytics, contribute equally.



# Synectics 2022



Synectics is a flagship event of the School of Management wherein various business schools from across the country participate to compete and prove their potential and professional acumen.

Kristu Jayanti School of Management organized "Synectics 2022" on 5th, 6th and 8th of April 2022. The theme was Dystopia-"Powering the Next". It was a combination of nine events that tested the participants in areas of critical thinking, innovative ideas, etc.

The events names are as follows:- Cerebro - Best CEO, Planinator - Best Entrepreneur, Finmeister- Finance, Humanix- Human Resource, Metasell- Marketing, Bizvisory- Business Quiz, Relations-scape- Public Relation, X Æ A-12 - IT & Analytics and Plan-Z- Best Management Team.

The faculty members and the core team members came up with the idea to conduct a paperless fest. Right from participant's registration, briefing and details of each round and judging each round all were executed by google documents and google forms.

Synectics 2022 was inaugurated by the chief guest- Prof. David Ward, associate dean, Faculty of Business and Law, the University of Portsmouth in the presence of Rev. Fr. Lijo P Thomas, Financial Administrator, Kristu Jayanti College, Dr. Aloysius Edward, Dean, Faculty of Commerce and Management, Dr. M K Baby, Head School of Management, Dr. P.C. Gita, faculty coordinator, and the student coordinators. The prelude to Synectics 2022 was given by Dr. P. C. Gita by explaining how the theme and the future of humanity have a close connection with various events. Prof. David Ward in his inaugural address talked about artificial intelligence and its importance now and in the future.

A total of 244 participants representing 32 business colleges participated in this inter-collegiate fest. They competed in numerous rounds across 9 events for a span of 20 hours. There were 105 judges from industry and academia together. Synectics 2022 came to an end by the Valediction function which was embraced by the presence of chief guest Mrs. Sunita Dube, Founder and CEO happy60plus, Mr. Vinay Mishra Co-Founder and CTO of Happy60plus acknowledged and appreciated the winners and advised students to practice it daily to achieve their goals.



# Talento 2021

Kristu Jayanti School of Management organised Two-day Intra Collegiate fest TALENTO 2021 on 18th and 19th November, 2021 on the theme Days Gone Bye - 'Embracing the years of transition'. The two-day fest was organized exclusively for the first year MBA students with eight events viz, Best CEO - Eschaton; Best Management Team- Cosmic Convergence; Human Resources- Noosphere; Finance - Resurgent; Marketing - Pardot; Best Entrepreneur - Neuromancer; IT and Analytics - Metaverse; Business Quiz - Cybernetics.. A Total of seven teams competed with each other to win the Overall Championship.

The fest exposed the students to hone their managerial skills and abilities. Talento 2022 was inaugurated by Shri. Rangappa T, Asst. Commissioner of Police who delivered a remarkable address to the participants. The Welcome address was delivered by Ms. Angela Jayson, student coordinator. The Prelude to Talento was given by Prof. Stephen Deepak, Faculty Coordinator of the fest. Principal Rev. Dr. Augustine George presided over the inaugural and appreciated the organizers for their efforts and wished all the participants the very best.

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# Abhigyan 2022

Kristu Jayanti School of Management organised 'Abhigyan - Management Concepts through Theatre' in an offline mode for the first-year MBA students at SKE Auditorium, Kristu Jayanti College on 12th April 2022. Abhigyan is an experiential learning platform for the 1st Year MBA students; it aims to bring quality management education with the main to teach management concepts through Theatre. Theatre is a very viable way of educating young minds; results in creativity bringing out innovation in students and developing their intellectual capability and managerial skills also making them socially pliable.



The theme for Abhigyan 2022 was Seiza, which means the Japanese astrological tradition of providing the importance of balance in every aspect. The MBA batch of 2021-23 was divided into 12 teams. Every team was assigned 2 student mentors from the second-year MBA batch and one faculty mentor. Each Team was given a name of the astrological tradition.

The sole objective for this year's Abhigyan was to convey a message that through the present scenario of darkness with an uncertain future the human race should stand united to fight together so that this place would be a better place to live in.

Each team was assigned different Human Resource Management topics based on which they came up with a script for a play, poster, and a teaser video and enacted the play in the SKE Auditorium. The program ended with the distribution of awards by Fr. Joshy Mathew, Coordinator, Department of English (PG), and Dr. Aloysius Edward J, Dean, Faculty of Commerce and Management. The awards were given in the categories of the best poster, teaser, director, actor, actress, comedian, supporting actor, supporting actress, and runner's up and overall winners.



Kristu Jayanti School of Management organised 'Abhigyan - Management Concepts through Theatre' on 01st June'2022 d for first year MBA C section students. .

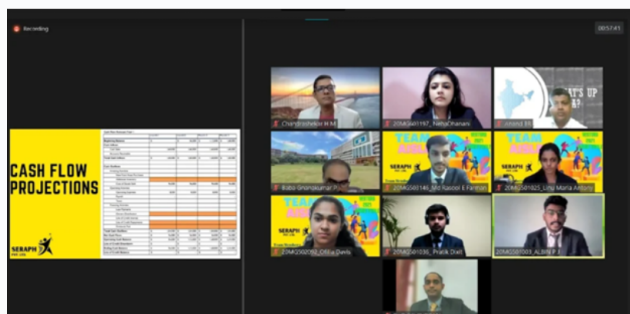
The theme for Abhigyan 2022, Seiza, refers to the Japanese astrological tradition. Each team was given a name from the Japanese astrological tradition. The MBA Section C batch of 2021-23 was divided into 08 teams The competition started at 11 am and it went up to 4.15 pm. The judges for Abhigyan 2022 were Dr. Joseph Charles and Dr. Sripriya T P, faculty, Kristu Jayanti School of Management. The faculty coordinator for the program was Dr. Sheeja Krishnakumar.

The program ended with the distribution of awards by Prof. Stephen Deepak, Faculty, Kristu Jayanti School of Management. The awards were given in the categories that include best poster, teaser, director, actor, actress, comedian, villain, supporting actor, actress, runner's team and overall winning team.



# Ventura

Kristu Jayanti School of Management in association with the Institution's Innovation Council (IIC) of Kristu Jayanti College organised a virtual guest lecture on Angel Investment/ Venture Capital Funding Opportunity for Early-Stage Entrepreneurs on July 22, 2021 for first year MBA students of batch 2020-22 . Shri. Chandrashekhar H M, Founder, Angel Adda Ventures Private Limited was the guest speaker. Mr. Chandrashekhar shared his own experience as an entrepreneur in starting a new business and the purpose of his start up. He talked about Start-ups and the institutions that support them, the current trends, reasons for failure of start-ups and the process of raising funds. The session was informative, as the students got an opportunity to interact with the expert and could gain knowledge about angel investment and venture capital. Students got an idea about how to prepare for their forthcoming event, Ventura 2021.



The annual Intra-School Business Plan Competition, VENTURA 2021 was held from 22nd July 2021 to August 17, 2021. The objective of Ventura 2021, is to provide an opportunity and platform for the I year MBA students to identify potential Business Ideas, test these ideas for Feasibility and Market Opportunity and develop a Business Plan that can be promoted into the next successful Product or Service.

The team members were instructed to prepare the business proposal considering the feasibility of the solution (SMART goals) and application of the idea in usable, scalable, economic, environment and intellectual property components provided from the idea proposed. The themes given for the competition includes Healthcare & Biomedical devices, Agriculture & Rural Development, Food Processing, Robotics and Drones, Waste management etc. The event was inaugurated by Chandrashekhar H M, Founder Angel Adda Ventures Private Limited, Bangalore on 22nd July 2021.

The event was graced by Rev. Dr. Augustine George, Principal, Kristu Jayanti College (Autonomous), Dr. Aloysius Edward, Dean, Faculty of Commerce and Management, Dr. M K Baby, Head, School of Management, Dr. D. Ravindran, Faculty Coordinator of Ventura 2021, Vice President, Institution Innovation Council(IIC) Prof. Stephen Deepak, faculty members of School of Management and coordinations of Institution and Innovation Council(IIC) and Kristu Jayanti Incubation Centre.



The competition was conducted in three phases, first round on Preliminary presentation on 'Idea and Feasibility', on 29th July 2021 with 25 teams comprising seven to eight students from the first year School of management who presented their ideas from which 18 teams were shortlisted. The second round was conducted on 18th August 2021, in which the teams presented their business ideas focusing on 'Feasibility and Market Opportunity' from which 10 teams were shortlisted by the panelists. The final round of Ventura 2021 was conducted on 27th August 2021, in which the 10 teams presented their ideas with detailed business plan report and judged by the panelists, Chandrashekhar H M, Founder Angel Adda Ventures Private Limited , Bangalore and Mr. Anand B R, Co-Founder and CEO, Ecoprosus India Private Limited and Shortlisted best three teams .

# Incognito 2022

Kristu Jayanti School of Management organises INCOGNITO 2K22 an intra-collegiate business quiz competition was organized on April 28, 2022, in the memory of its beloved student Mr. Jeeson of batch 2005-07.

The 9th edition of INCOGNITO 2K22 was sponsored by 'Business Standard'. It was a grand success with 42 participants competing for the title. There was a preliminary round that was conducted on April 27, 2022, to shortlist the top 4 teams for the finals. The top four teams with a mix of both first-year and second-year MBA students embarked on the stage on April 28, 2022. There were four rounds with questions from diverse themes and rules. The questions involved identification of brand names, odd-one-out, kill the balloon task and buzzer quiz. The quiz was well conducted by the quiz master Mr. Jason Joseph, Mss. Pooja Jain and Mr. Melvin Thomas are well supported by their team.

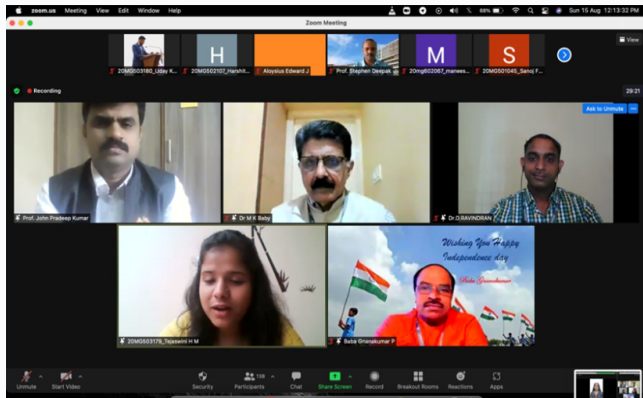
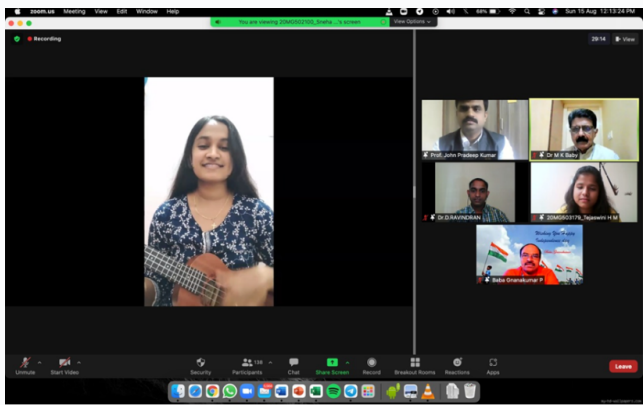
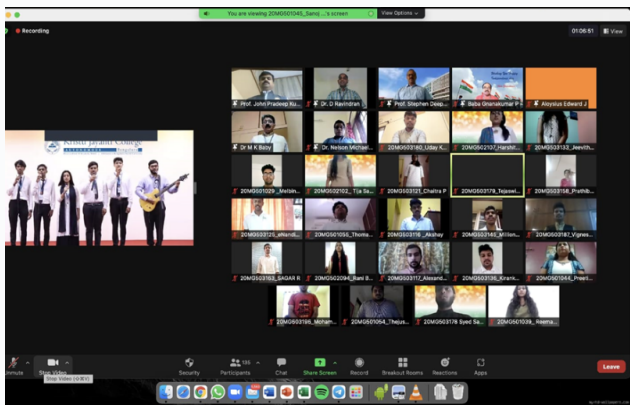


Mr. Archit George Abraham & Mr. Jacob V Sam, Mr. Shrishail B.K & Mr. Keerthi. V, Miss. Tasneem Firdose & Mr. SL Jayanthi were the winners & runners of INCOGNITO 2K22. Fr. Joshy Mathew, coordinator of English, PG, Kristu Jayanti College, Dr. Aloysius Edward, Dean, Faculty of Commerce & Management and Dr. M K Baby, Head, School of Management, Prof. John Pradeep Kumar, Faculty Co-Ordinator, INCOGNITO felicitated the winners with the trophies, certificates, goodies & the cash prizes.



# 75 Independence Day Celebration

The School of Management organized the Independence Day programme on 15th August 2021 to mark the 75th year of Indian independence. The theme of the programme was “Azadi Ka Amrut Mahotsav”. The programme was coordinated by Prof. John Pradeep Kumar and led by Ms Tejaswini H. M, the Master of Ceremony for the day. Ms Harshith P Singh, I MBA student welcomed the gathering. Ms Gayathri S Kumar gave the Independence Day Speech highlighting the courage and strength of the freedom fighters followed by a patriotic song rendered by Sneha P Babu and Neeraj Unnithan. A Digital Poster Designing Competition and a Quiz Competition were organized on the occasion to encourage students to showcase their talent and patriotism. The digital posters designed by the MBA students were judged by Prof. Stephen Deepak. A short documentary based on the spirit of the freedom struggle was also screened.





## International Yoga Day

Kristu Jayanti School of Management and Department of Computer and Science PG organized the International Yoga Day celebrations on June 21, 2022 on the theme 'Yoga for Humanity' with the motive of raising awareness on the benefits of Yoga and focusing on physical well-being. Smt. Geetanjali Pande from Bihar School of Yoga, Bengaluru was the Yoga trainer. Fr. Dr. Augustine George, Principal, Kristu Jayanti



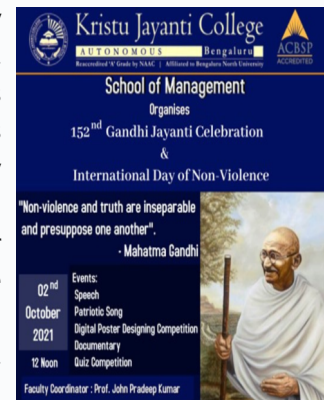
College welcomed Smt. Geetanjali Pande with a sapling. The trainer taught three yoga asanas for physical well-being and breathing awareness. The trainer performed the Pavana Mukthasanas (ankle rotation, butterfly, wrist rotation, neck rotation) and assisted students repeat it. The trainer stressed the importance of sitting on the floor than on a chair while performing many of the day

to day activities. The trainer demonstrated Naukasana and khandarasana. Later, the trainer taught Thadasana, Lateral Bending, Twisting, and Relaxation asanas. The trainer trained students to do Pranayama - Bhramari (humming like a bee) and explained its importance. The trainer ended the session with the Yoga Nidra asana.



## Gandhi Jayanti

School of Management, Kristu Jayanti College celebrated the 152nd birth anniversary of Mahatma Gandhi and the International day of Non-Violence on 2nd October 2021. Mr Hebin Simon Kuttikaden presented the mesmerizing and artistic digital posters done by all the participants who competed in the event and Prof Stephen Deepak was the judge for the same. Ms Ashwini Prashanth and Mr Kevin B Mathew methodically organized a Quiz on the life of Mahatma Gandhi. Later, Ms Sharon Francis Joseph presented an inspiring and captivating documentary in memory of the Father of our Nation. The documentary included testimonies and experiences of Gandhiji's close compatriots. It highlighted the personality and life of the greatest leaders of all time, Mohandas Karamchand Gandhi, who dedicated and martyred his life for the nation. The program concluded with the Indian National Anthem sung together by everybody.



## National Youth Day

Kristu Jayanti School of Management organized a virtual National Youth Day Celebration on the occasion of the Birth Anniversary of Shri. Swami Vivekananda on 12th January 2022 through the Zoom platform. A brief introduction about National Youth Day was given by Stephy Matthew, I year MBA student after which the history of this day and a documentary about Swami Vivekananda were shown by Ashwin Kumar, I year MBA student. This was followed by a quiz conducted by Hebin Simon, I year MBA student where one student from each CBA team took part and represented their team. The quiz consisted of 25 questions about Swami Vivekananda. Team 12 emerged as the winners of the quiz followed by Team 3 as runners-up.

The session was concluded by Dr M K Baby who spoke about the contributions and how Swami Vivekananda has inspired the youth and also brought out the significance of National Youth Day. The programme was well coordinated by Dr D Ravindran and Dr Sheeja Krishnakumar. The programme was concluded with a vote of thanks.



# Rashtriya Ekta Diwas 2021 Celebration

School of Management, Kristu Jayanti College, celebrated Rashtriya Ekta Diwas (National Unity Day) on October 31, 2021 to commemorate the 146th birth anniversary of Sardar Vallabhbhai Patel. Unlike last year, it was celebrated virtually through the Zoom platform. The first year MBA students of batch 2021-23 were part of the celebration along with the faculty members. The event started with a silent prayer at 12:00 noon. Ms. Shilpa Shibu, Student Coordinator welcomed the gathering..

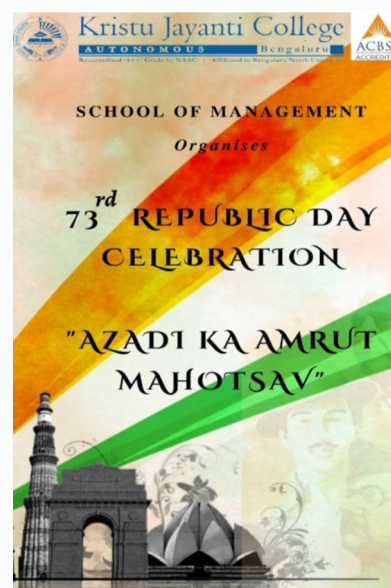


Ms. Albin Thomas, Student Coordinator delivered a speech on the topic, 'Life of Sardar Vallabhbhai Patel and Rashtriya Ekta Diwas- National Unity Day'. Ms Dona Johnson and Ms Sharika Premraj screened a tributary song, and inspired in all a feeling of pride and joy, along with determination and courage to face life and its challenges as the youth of the nation. Mr Adithya Pillai presented the mesmerizing and artistic digital posters done by Jayantians in honour of Sardar Vallabhai Patel. Later, Mr Alan George presented an inspiring and captivating documentary in memory of the great visionary. The documentary highlighted the personality and life of the outstanding Former Deputy Prime Minister, Sardar Vallabhai Patel, who dedicated his life to the nation's unity. Ms Rose Mary Saju methodically organized a Quiz on the life and works of Sardar Vallabhai Patel and also on Rashtriya Ekta Diwas. Ms Sharika Premraj, Mr Hebin Simon Kuttikaden, and Mr Mohmad Jasmal CV secured first, second and third positions, respectively, in the Quiz.

The Vote of Thanks for the programme was delivered by Ms Sijimol Joy. All technical assistance was provided by Mr Alan George, Adithya Pillai, and Albin Thomas, Students, School of Management. Dr. M K Baby, Head, School of Management, graced the programme to address all and provided his compliments and congratulated the organizers for their efforts. Prof. John Pradeep Kumar, the Faculty Coordinator, appreciated and thanked the organizers for their hard work which led to the success of the programme. The programme was concluded with the Indian National Anthem.

## 73rd Republic Day Celebration – Azadi Ka Amrut Mahotsav

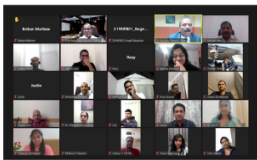
The Kristu Jayanti School of Management conducted the "73rd Republic Day Celebration – Azadi Ka Amrut Mahotsav" with the MBA Batch 2021-23. The session began with an introduction to the programme and a welcome address by Emcee/MCMss. Jisha Jogi Mammen, Student, School of Management. Mr Thomas Scaria Paul and MMsPooja Jayan, 2nd year MBA students presented an inspiring documentary on the journey that led to Indian freedom and independence. Ms Sharon Francis Joseph and MMsAncy Joy, enlightened and paid tribute to the National War Heroes, and shed light on their sacrifices and dedication to the nation. Mr Dushyaanth Ganapathy and Mr Kevin B Mathew methodically organized a Quiz on the freedom fighters and republic day. The programme was concluded with the Indian National Anthem.



# Alumni Meet

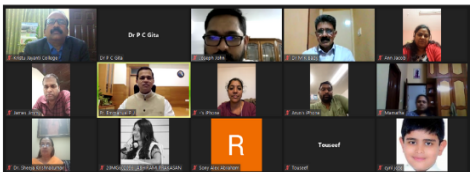
## MBA Batch 2003-05

Date: 12th November 2021



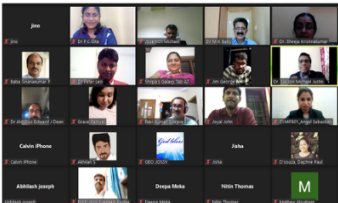
## MBA Batch 2004-06

Date: 8th January 2022



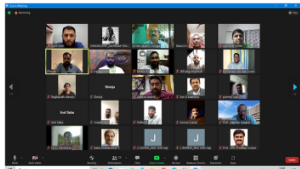
## MBA Batch 2005-07

Date: 20th November 2021



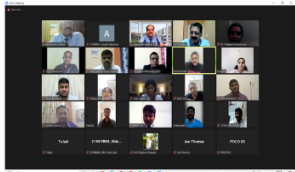
## MBA Batch 2006-08

Date: 16th October, 2021



## MBA Batch 2007-09

Date: 6th November 2021



## MBA Batch 2008-10

Date: 2nd October 2021





MBA Batch 2009-11

Date: 24th October 2021




MBA Batch 2010-12

Date: 27th November 2021




MBA Batch 2011-13

Date: 5th December, 2021




MBA Batch 2012-14

Date: 23rd January 2022




MBA Batch 2013-15

Date: 15th January 2022




MBA Batch 2014-16

Date: 6th February 2022




MBA Batch 2015-17

Date: 13th February 2022




MBA Batch 2016-18

Date: 20th February, 2022




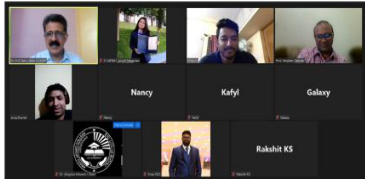

MBA Batch 2017-19

Date: 5th March 2022




MBA Batch 2018-20

Date: 12th March 2022

MBA Batch 2019-21

Date: 19th March 2022



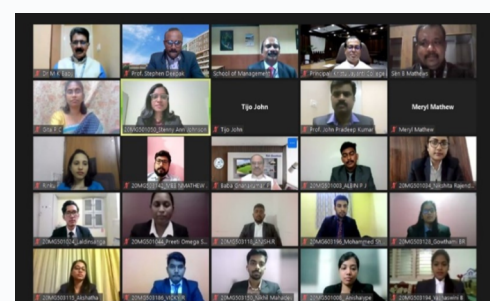

# Alumni Industry Mentorship (AIM)

Kristu Jayanti School of Management organized a virtual National Youth Day Celebration on 12th January 2022. The national Anti-Terrorism day is observed on 21st May every year. It was on this day in 1991, then former Indian Prime Minister Rajiv Gandhi was assassinated. Thus, the VP Singh government in the early 1990s decided to observe May 21st as Anti-Terrorism Day in India to spread the message of peace, humanity, unity and harmony among the people of the country. A special address on Anti-terrorism day was given by Aaliya from first IMBA C section, she spoke about why Anti-Terrorism day is observed with a brief history of Terrorism. She also spoke about how Anti-Terrorism day is observed by organising debates and discussions in schools, colleges, and universities on the dangers of terrorism and violence. During the program digital posters designed by the students of the School of Management on the theme "ANTI-TERRORISM and PEACE" were presented. This was followed by a short video clip on Anti-Terrorism day. The Anti-terrorism day Pledge was taken by students and the teachers of the School of Management.

Ms. Evangeline Lawrence Rajan, Student Coordinator delivered a speech on the topic, 'Sardar Vallabhbhai Patel and His Achievements'. An audio visual documentary on the life and contributions of Sardar Vallabhbhai Patel was screened. Ms. Reema Regi and Mr. Alan Varghese Alamparampil, student coordinators presented speeches on topics, 'National Unity Day' and 'Statue of Unity' respectively. Ms. Megha Scaria, student coordinator spoke on the topic, 'Leadership Lessons from Sardar Vallabhbhai Patel'. A live quiz on Sardar Vallabhbhai Patel and the National Unity Day was conducted by Ms. Theresa Damien and Mr. Andrews Kuruvilla Jose, student coordinators.

Various competitions such as Slogan writing, Digital Wallpaper making and Digital Photography were conducted. The participants of the competitions presented their creative contents and explained it to the audience. Prof. Stephen Deepak, Faculty, School of Management, Mr. Benjamin Lazar, Trainee - Inventory Allocation, Hudson's Bay Company & Alumni from MBA Batch 2018-20 and Mr. Saravanan Kasi, Deputy Sales Manager, Ingram Micro & Alumni from MBA Batch 2017-19 were the judging panel.

The winners of the competitions were announced and appreciated by Dr. Aloysius Edward J, Dean, Faculty of Commerce and Management. Dr. M. K. Baby, Head, School of Management shared the concluding remarks. The students and the faculty members took the National Unity Day Pledge and the programme ended with the National Anthem.





## Faculty Achievements (2021-22)



**Dr. Baba Gnanakumar**

- AIMS international Award, Houston, US as outstanding teacher in Management



**Dr. P C Gita**

- Lilavati Award from AICTE



**Dr. Sheeja Krishnakumar**

- Lilavati Award from AICTE
- Best paper Award at the international Conference, Institute of professional Excellence and Management



**Prof. Stephen Deepak**

- Best paper Award at International Research Summit at Jain (Deemed to be university)



**Dr. Ravindran D**

- Published a Patent.

# Student Achivements

## BERCHNOVA

National level Management Fest - St Berchmans College

1st Prize - Best Management Team



Abhishek Biyani



Yatin N



Kevin B Mathew



Janet Biji Thomas

2nd Prize - Finance



Ashwini Prashanth



Sharon Francis Joseph



Amal M T



Manish P

## ENCHAINER

National level management fest - GIBS Business School

1st Prize - Tressure Hunt



Arathi L



Simran Das



Hebin Simon



Danon C Babu



Reon George



Reyon Gifto

2nd Prize - Marketing



Alin Sera George



Aaron Kenneth Philips



Ashiq Mohammod



Franklin Anto

# XIMERA

Inter-Collegiate Management Fest - Xavier institute of Management & Entrepreneurship

1st Prize - Business Plan



Archit George



Jacob V Sam



Prince A Aji

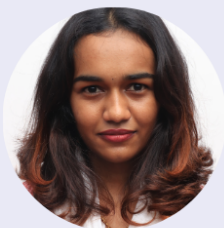


Adil Mohammed

# MAGNOVITE

International lmanagement fest - CHRIST ( Deemed to be University)

1st Prize - CSR



Arathi L

2nd Prize - Business Plan



Archit George



Jisha Jogi

2nd Prize - Best Management Team



Kevin B Mathew



Jacob V Sam



Mary Margret J Nellissery

2nd Prize -Finance



Calderia Steffi Maria



Venkata Sravya Korupolu

2nd Prize - Public Relations



Yatin N



Sharon ESther



# Centre for Employability and Corporate Relations (CECR)



## Career Support

Placements at Kristu Jayanti College, Autonomous, Bengaluru, have constantly proliferated every year with the due interest of leading brands from diverse sectors who visit the campus. Kristu Jayanti College has a dynamic and innovative Centre for Employability and Corporate Relations (CECR), which enables students to master the skills required for corporates. Every year students are placed in top organizations, including corporates, banks, educational institutes, etc., through CECR. More than 90 corporates visit the campus for recruitment every year. The overwhelming feedback from the recruiters regarding the performance and engagement of the students in various roles is an assurance of their trust in the quality of pedagogy and andragogy adopted at Kristu Jayanti College. The CECR continuously bridges the gap between theory learned in the classroom and practical exposure to the corporate world through the three I's: Industry, Institute, and Interface. Top executives from different sectors like IT, ITES, Retail, Manufacturing, Banking & Financial Services, FMCG, Educational institutions and Media visit the College for dynamic interaction with the students to update them on the corporate world's current trends.

## Employability Skills Development

Employability skills, such as communication skills, interpersonal relationships, leadership, attitude, teamwork, etc., assist the student in getting the right job, and accelerate the pace of his/her career. In this aspect, the centre provides various courses and training to enhance their career growth, such as introduction to communication and interpersonal skills, listening skills, group communication, teamwork, interviews, aptitude, stress management, time management, public speaking

skills, negotiation, conflict management and event management. The centre conducts various programs such as the 'Throwback' event to mentor and train students to enhance their knowledge and skills in which the alumni interact and provides information on cracking the interview and the work life in the organizations. The centre conducts the 'Transcend' program, where top officials of the organization interact with the students and provide the details of corporate culture and guidance.

## GATE - Opening a Passage

The CECR commences the Placement Orientation and Training Programme by inaugurating GATE having the tagline, 'Opening a Passage' that is attuned to the needs of the industry in the era of globalization and the ever-growing challenges and complexities of business. Through its multifarious training verticals, GATE initiates molding employable, dedicated and committed individuals to be industry ready. Udyogvichaar (Pre-placement Talk) is a platform for corporate officials to interact with the student community, discuss the job role & process and explicate the various openings in their respective companies. Interested students choose a prospective recruiter and undergo the company selection process through GATE.



# Internships For The Batch 19-21 (81)

A three month internship is an integral part of the curriculum for MBA students at School of Management, Kristu Jayanti College. The School of Management believes that the internship programs are an experiential learning opportunity that offers an invaluable chance for the students to network and build crucial professional connections before they graduate. The 2021-2023 batch of MBA students underwent internships from august 2022 to November 2022 (4th semester). This organizational study helped students understand the corporate environment, its culture and business etiquette.

Along with the organizational study, they also did a live project working on a current problem which includes data analysis and data interpretation and coming up with solutions or suggestions for the same. The following are the companies where the MBA students had interned during their 4th semester for a period of 8 weeks (2 months).



# Placements



Grant Thornton



**Akhila Mohan**  
20MG501001



**Reema Reji**  
20MG501039



**Thejus Varghese**  
20MG501054



**Ivin Roy**  
20MG502082



**Jetlin Joseph**  
20MG502086



**Nikitha George**  
20MG502091



**Sharon Esther**  
20MG502099



**Evangeline Rajan**  
20MG502109



**Alexander Mamman**  
20MG503117



**Hariniraj B**  
20MG503129



**Ignatius Martin F**  
20MG503132



**Jeevitha D**  
20MG503133



**Kiran Kumar N**  
20MG503135



**Kirankumar Mallapur**  
20MG503136



**Manasa S**  
20MG503140



**Philip D Mathew**  
20MG503154



**Pooja Chand**  
20MG503155



**Sandhya**  
20MG503165



**Santosh Babu S**  
20MG503168



**Sivaranjini M**  
20MG503171



**Tejaswini H M**  
20MG503179



**Vicky R**  
20MG503186



**Vignesh D**  
20MG503187



**Vikas Yadav M**  
20MG503190



**Alphin Joseph**  
20MG602059



**Cyrus Almeida**  
20MG602062



**Jayson A Nelson**  
20MG602072



**Stephano Jose**  
20MG602103



**Neha Nizarali Dhanani**  
20MG603197



**Manuvell Paul**  
20MG501026



**Neeraj Unnithan**  
20MG501033



**Sheryl Susan Jacob**  
20MG501047



**Gayathri S Kumar**  
20MG502080



**Sharlet Joseph**  
20MG502098



**Lekhana A S**  
20MG503138



**Anjana Abraham**  
20MG501009



**Jacob Mathew**  
20MG501016



**Feba Bigi**  
20MG502079



**Pavan V R**  
20MG503152



**Pramodh R**  
20MG503157



**Sanketh S Shetty**  
20MG503167



**Shailesh Bhat V**  
20MG503169



**Uday Kumar N**  
20MG503180



**Christy Antony**  
20MG602061



**Maisie Abraham**  
20MG602066



**Mohammed Noumaan**  
20MG603196



ORACLE



Riona Annie Raju  
20MG502096



Ashitha Premarajan  
20MG502106



Aaliya  
20MG503113



Girish Zingade  
20MG503127



Dency Soney  
20MG602063



Kiran S  
20MG503134



Minnu Rosy Varghese  
20MG501031



Theertha K V  
20MG501053



Alan Augustine  
20MG502074



Monisha M  
20MG503147



Vatsala Srinivas  
20MG503184



Sneha P Babu  
20MG502096



Harshitha Singh  
20MG502107



Rachel Tom  
20MG502108



Md Rasool E Farman  
20MG503146



Sanjeev Mandal  
20MG503166



Spoorthi S  
20MG503174



Jinto Vincent  
20MG501022



Syed Saquib Hasan Razvi  
20MG503178



Vikas S  
20MG503189



Smitha Thomas  
20MG501049



Eirin Saji  
20MG501013



Swati Vikraman  
20MG501052



Archi Abraham  
20MG502076



Blessy George  
20MG502078



Jacob V Sam  
20MG502084



Akshatha  
20MG503115



E Nandish  
20MG503125



Alina K Biju  
20MG501004



Richu Roy  
20MG501040



Manacy R  
20MG503139



Harshitha M  
20MG503130





Jibish G Saji N  
20MG501018



Megha Scaria  
20MG501028



Midhun Thomas  
20MG502090



Thomas Scaria Paul  
20MG502101



Hemanth Kumar T  
20MG503131



Sahana N  
20MG503164



Angela Jayson  
20MG501006



Nikhil Chillalshetti  
20MG503150



Pavithra Ammal  
20MG503153



Saira Rachel Kurian  
20MG62069



Anisha Iype  
20MG501008

## ORACLE Cerner



Farzeen Sunil



Joel Johnson



Anish R



Chaitra P



Mebin Mathew



Prathiba K



Yamini Kalivela



Rachana A



Sam George Mathew

## HappyLocate®



Linu Maria Antony  
20MG501025



Rithika R  
20MG501041



Sanoj Frederick  
20MG501045



Hariharan S  
20MG502081



Jackson Soren  
20MG502083



Tija Saju Kovoov  
20MG502102



Merlin Florida R  
20MG503144



Aby John Biswas  
20MG602057

## FROZEN BOTTLE

— #zeroingmemories —



Angelin John George  
20MG501007



Gifty Mol Lalachan  
20MG501015



Jason Joseph  
20MG501017



Sivasankar P  
20MG501048



Thomas Varghese  
20MG501055



Ofilia Davis  
20MG502092



Yamini Rajkumar  
20MG503193

## One IT Custom Buiness Software



Reuben Abilash I V K  
20MG503160



## London Stock Exchange Group



Kishor Gowda G  
20MG503137



Margret Navomi Mathew  
20MG602068



Roja S S  
20MG503161



Ume Kubra M N  
20MG503181

## DXC TECHNOLOGY



Albin P J  
20MG501003



Chethan Mn  
20MG503122



Mary Nishka  
20MG503141



Leo Jai  
20MG602065



## HUDSON'S BAY



Akshay  
20MG503116



Gowthami Br  
20MG503128



Laldinsanga  
20MG501024



Mosses Johnson  
20MG501046

## Morgan Stanley



Raksha K M  
20MG501038



Stenny Ann Johnson  
20MG501050

## accenture



Rosemary Francis  
20MG503162



Abhirami Prakashan  
20MG602056



Pratik Dixit  
20MG501036



Rani Brijit George  
20MG502094



Sagar R  
20MG503163



Yashwanth Kumar C V  
20MG503195

## syncron



Benson K Mathew  
20MG502077



P. Rini Evengine Cynthia  
20MG503151



Sharon Rachel  
20MG503170



Million Lukose P L  
20MG503145



Athira M  
20MG602060



Melwin Thomas  
20MG501030



Pooja Jayan  
20MG501035



Deepak Kumar J  
20MG503123



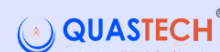
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20MG501027



Aayush M Joe  
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India Today - MDRA Survey 2023

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**MA** Public Administration  
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**BA** Journalism & English Literature [JOEN]  
**BA** Psychology & English Literature [PYEN]  
**BA** Political Science & Sociology [PSSO]  
**BA** History & Political Science [HSPS]  
**BA** English Literature & Performing Arts [ENPA]  
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