

# crest



SCHOOL OF  
MANAGEMENT

2014 VOL-6 ISSUE 2

**KRISTU JAYANTI COLLEGE OF  
MANAGEMENT  
AND TECHNOLOGY**

\*FOR PRIVATE CIRCULATION ONLY





*Saint Kuriakose Elias Chavara  
was Canonized on 23rd November  
2015 by Pope Francis*

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**Prof Aloysius Edward J**  
Dean, Commerce and  
Management Studies

Nothing is permanent in business except change. Corporates have to adopt continuously strategies to leverage its opportunities. Kristu Jayanti School of Management conducts various programs for budding managers to face challenges in changing the business scenario besides curriculum. We focus on shaping the prospective corporate leaders through our four pillars of educational pedagogy, Knowledge, skills values and aptitude. I wish the Crest team for compiling all the Recent Departments activates in this issue.

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Education has always been considered as a nobel profession, for it is a process that helps to condition the human mind in its formative years, provide a meaning and purpose on life and enables youth to choose an avenue that will lead to their further career path.

Crest is the Department newsletter which gives information of all the activities that has taken place in the department during the past year. I appreciate all the work put in by the CREST editorial team, and this issue is the product of their hard work, Congratulations and Thank you



**Dr. Vijaya Baskaran**  
Head of Department  
MBA & PGDM



## Yoga

The Department of Management Studies conducted the yoga classes for the First Year MBA students on the 12th of November. Sanyasi Devanand conducted the yoga classes; it was really very effective and useful. Yoga is defined as knowing oneself and the body. He started the session with a small meditation which lasted for almost 10-15 minutes. This meditation is done in order to relax and control one's mind. The next exercise was Thala Asana; this is done in order to increase the blood flow from the head to the toe. The next was Ardha Thalāsana, this is helpful for the movement of the body muscles, spinal cord and proper blood flow. All these Aasanas are helpful for both the body and the mind (physically and mentally). As future managers yoga is very essential because it will help you to keep yourself out of stress and remain joyful and happy in life. We look forward to many more sessions like this

## Club Activities

The Department of Management Studies organized club activities for the first year Management students in the month of August.

The clubs were grouped based on Finance, Marketing and Human resources.





# Gramasamveditha



Village life is the happiest comprise between the natural and the artificial, it is the merry game between man and nature. The Department of Management Studies organised a rural exposure camp for the MBA/ PGD-M(2014-2016 Batch) which was held from 14,15 and 16th August 2014, at Kesaregara Village,Kolar District. The students conducted a survey by interacting with the villagers about their life style. Independence Day was celebrated by hosting the national flag and with various cultural programs. Sports, games and literary activities were conducted for the students in the locality and prizes were also distributed.





# International Student Exchange Program

The Industrial visit was a student exchange program to give an exposure to the students about the education system and cross cultural shift of a foreign country which they will experience during their professional careers. Students had their International internship and short term course on International Business, at FHDW University, Germany and Normandie Business School, France. 20 students from Ist year MBA / PGDM (batch 2013-2015) had the privilege to be a part of the exchange program. The students were accompanied by Vice Principal, Fr. Augustine George Director of International Affairs.



## Intenational Study Tour

The international tour was from July 03 to July 09, 2014 (batch 2013-2015). First year Management students (MBA&PGDM) had visited companies like NEWater, Royal Selangor and so on in Singapore and Malaysia immediately after the domestic internship and they were exposed to the functioning of multinational manufacturing companies. The international exposure is part of the curriculum and due weightage is given in III Trimester internship. Around 72 students had the opportunity to be a part of this study tour along with Prof. Aloysius Edward, Prof.Selvi Sathyanarayan and Dr. Justin Nelson Michael.





# Industrial Visit



On the 6th August 2014, the department of management studies had organized an industrial visit for over 100 students, to Unibic Biscuits India Pvt. Ltd, DasanapuraHobli, Bangalore North Taluk. The industrial visit was an enriching experience for students in getting live exposure of manufacturing which can help them in their internships and further career enhancements





# Management Development Program

It's an event organized by the Department of Management Studies to help students understand the Practical application of all the management theories taught in classrooms which are practiced at work. It was held on 20th September 2014.

The topic for the day was Mergers and Acquisitions (M&A), the area in which corporate finance, management and strategy dealing with purchasing and/or joining with other companies.

The Resource Persons were:

Shri. Umesh Chandra, President, EnSci;

Mr. Sathyajith Das, Independent Consultant & Corporate Advisory;

Shri. SebiChacko, HR Officer, Strides Arcolabs Ltd.;

Shri. Amit Kumar Rathi, Director, UNITUS Capital

## International Lecture Series

Various experts around the world have been invited to the institute to open the minds of the students to different work cultures and market scenarios.

Dr. Justin Paul, Professor, Graduate School of Business Administration, University of Puerto Rico, U.S.A. spoke on the topic "Changing Business environment and the International Scenario".

Dr. Marina Apaydin, Professor, Department of Management, The American University in Cairo. Spoke on the 3A approach to life, building your career, building your portfolio and networking.

Dr. Erhard Juerke Fachhochschule Dortmund, University of Applied Sciences and Arts had also addressed the gathering during one of the international lecture series.





## Vichaarmanthan

It is an interactive program organized by the Kristu Jayanti College, where students are exposed to Indian and Global visionaries. Vichaarmanthan literally means churning of ideas, and exactly this happens through the fruitful discussions. There have been interactive series with Indian and Global visionaries who has brought many institutional heads to our campus like, Lok Ayukta, IIM Directors, and IIT Directors.



The objective behind this creative forum is to maintain a regular interaction with the industry as well as academia and to discuss the upcoming trends in various disciplines. In Vichaarmanthan, every session is specifically tailored to our students requirement, and is thought provoking, interactive and challenging which will positively impact their well being.

Shri . S.K. Ranganath IAS ( Retd.), Former Chief Secretary was the resouce person on 9th September 2014.



## TALENTO 2014

**TALENTO is a unique platform created by the Department of Management studies for students to showcase their talents and managerial skills. It is an effort to explore new talents, intellects, and brains.**

### **Winners:**

**Best Manager:**

**HR : First:**

**Second:**

**Finance: First:**

**Second:**

**Marketing: First:**

**Second:**

**IT CSR: First:**

**Second:**

**BMT: First:**

**Business quiz:**

**First:**

**Second:**

**Surprise Event:**

**First:**

**Second:**

**Rohan Somukuwar**

**Anusri, Jaison,**

**Nivya, Nandana**

**Jebin, Abey.**

**Mathew Sen, Jilson and Vijay**

**Fanooj and Jismon**

**Jeffin and Sarath Nair**

**Sagar and Rajesh**

**Kevin Abraham and Derick Mathew**

**Anusri, Nischay, Jebin and Jeffin**

**Jewel and Saiju**

**Akhil Martin and Tijin**

**Goutham , Sarath Nair and Jaison**

**Vinny, Johnson and George Scaria**



# SYNECTICS 2014

**Synectics X-tended is the National Level Management fest that is organized by the Department of Management Studies on 28th November 2014. The fest is a unique platform for the students to portray their skills in verticals of planning, organizing and conducting.**



**Shri Raj RajKumar, Site leader TE Connectivity Global shared services, Bangalore, was the Chief Guest for the Event. The Core Events were marketing finance and Human Resource. The Functional events were Best Managers, Best Management Team, Business Quiz and corporate social Technology.**

**The Valedictory Ceremony was officialted by Rahul Easwar, General Manager(Knowledge Services),Thoughts Academy. and the prizes were distributed for the winners of various events. Around 264 Students from 34 B Schools around India participated in the Fest.**

**The Overall Winners were CMS JAIN UNIVERSITY Bangalore  
The Runners Up were CHRIST UNIVERSITY Banaglore**



# Student Achievements

## **St. Berchmans Institute of Management Studies, Autonomous, Changanacherry, Kerala- BERCHNOVA PASEOUS'14**

### **Overall championship**

Best manager- 1st prize -Joe Solomon  
Finance Event- 2nd prize-Jose p Joseph, Tom Jose, Aruma Roy, Subin K Mathew.

## **St. Joseph's College of Engineering and Technology & School of Management, Palai, Kerala- SARGASADHANA 2K14**

BEST MANAGER-1st prize-Shijo S Mathew  
Finance team -2nd prize-Antony Davis, Emil Abraham, Justin Jose and Annu Francis.

## **IIPM, Indian Institute of Plantation Management Bangalore-FINE-STR-2014**

PAKALPANA(PRODUCT DESIGN)-2nd prize -Priti Kumar&Sherin Sam  
Rangoli -2nd prize-Rinu cheriyan

## **Christ university, Kengeri campus-Chrizzelenz 14**

### **Overall runners up**

Best manager- Joe Solomon  
Business Plan:1st prize-Antony Davis, Joseph Thomas.

## **RV Institute of Management Studies-IMPERIUM 2014**

Best Ceo Runner up- Joe Solomon Augustine  
Business plan-1st prize -Siju Abraham

Marketing-1st prize- Geethu A Varghese, Kezhia Sharieff  
People development-2nd prize- Soumya Tressa George, Liji Susan John

Finance-Jose P Joseph, Ann Jess  
Business quiz-Edwin Daniel, Kevin Andrews

## **School of Management studies, Calicut, University of Calicut-VISTA '14-Unleashed**

### **Overall championship**

Best manager-Soumya Tressa George  
Finance:1st prize-tom Jose, Jose P Joseph, Ann Jess Varghese, Tanya Joseph  
System:1st prize -Rijovarghese, Ashy John

Human Resource:2nd prize - Vidhya Gowda, Twinkle Joseph, John Chacko, Rajiv Menon

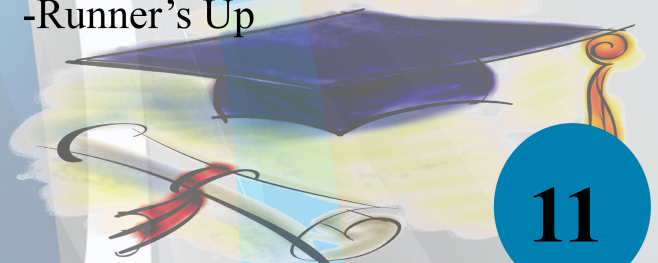
## **CMR Institute of Management-Lakshya 2014-Boulevard**

Operations-1st prize  
Basil P Paul- Munich

## **PAPER PRESENTATION WINNERS**

### **Ramaiah College Of Arts, Science & Commerce -**

Kevin Andrews-First Prize  
Lalitha And Richa Kumari  
-Runner's Up





# Faculty Corner

## **Prof Aloysius Edward**

- Resource Person for a UGC Sponsored National Seminar on 'Foreign Exchange Derivatives Market in India' at St. Aloysius College on 28th august 2014.
- Resource person at Baldwin Women's Methodist College Handled session on 'Quality Enhancement Initiative in Higher Education'
- Resource person -JNV teachers' training organised by JawaharNavodayaVidyalaya,Bangalore urban district-Hyderabad Region-Ministry of Human resources development,dept of school ed-

## **Dr VijayaBhaskaran**

- Published a journal : International Journal of Research and Business innovation: , Vol.2, Issue no. 5, on Emergence of Masstige Marketing in Indian Pureplay E-tailing Industry , ISSN 2321-2615 of October 2014

## **Dr.Justin Nelson Michael**

- Published a journal: Green & Sustainable Development- International Society for Green, Sustainable Engineering and Management: Issue 2 , on Land and Property Taxation on ISSN: 2350-1464of October 2014.

## **Prof Selvi S,**

- Published a journal: Green & Sustainable Development- International Society for Green, Sustainable Engineering and Management: Issue 2 , on Land and Property Taxation on ISSN: 2350-1464of October 2014.



## Upcoming Events

**‘Abhigyan’- 2015 - Management through theater fest.**

**‘VENTURA 2015’- Business plan competition.**

**Incognito-2015 ( Jesson Memorial Intra collegiate Business Quiz)**

**Sargotsav-2015- PG cultural Fest.**

**Chavara Cup- Sports day for MBA/PGDM**

**Organisation Study Workshop 4 week intern in a company**

**8TH International Conference on “Globalisation and Chang-**

## EDITORIAL CORNER

*We deem it an honour to be associated with CREST 2014 bi-annual newsletter from school of management Kristu Jayanti college. This issue highlights various academic, extracurricular, co-curricular activities of students besides staff achievements how consistently our school of management is getting highest rankings as well as how our students are successfully been absorbed by the industry is depicted beyond comparison, hard work, honesty, integrity, oneness are the parameters of Jayantian culture and it is imbibed among us.*

### The Editorial Team



**ANJU**



**KEVIN**



**AASHISH**



**DERICK**



**SARAH**





# Business Standard B-School Ranking-2014 INSTITUTE

	A2	RANK
Dhruva college of management, Hyderabad		80
Institute of Public Enterprise, Hyderabad		85
<b>Kristu Jayanti college of management and Technology, Bangalore</b>		<b>80</b>
SDM Institute for Management Development, Mysore		75
ICBM School Business of Business Excellence, Hyderabad		80

