



# Kristu Jayanti College

AUTONOMOUS

Bengaluru

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

SCHOOL OF MANAGEMENT  
(PGDM & MBA)

# CREST



*Light & Prosperity*

2017 VOL8 , ISSUE 1  
FOR PRIVATE CIRCULATION ONLY



## PRINCIPAL'S MESSAGE

‘ If you call yourself a leader, then you have to be decisive. If you're decisive, then you have the chance to be a leader. These are two sides to the same coin – Honourable Prime Minister of India - Shri Narendra Modi

Everyone is called to be a leader – Decision making is the hallmark of any leader. Leaders have emerged at crucial junctures when societies, businesses or any entity has found itself staring at unanswered questions about how to traverse into the future, taking everyone along and creating a lasting and a fruitful result.

At Kristu Jayanti School of Management, it is our constant endeavour to transform ordinary men and women into gritful decision makers and leaders who would not shy away from calling a spade a spade, and those who would use their managerial knowledge, skill and abilities to transform the world of those who look up to them.

The times of today is webbed with the digital world and the various innovations there with. The knowledge explorers of this digital world are connected together in a space full of ideas, opinions, learning and opportunities.

You are at a time where opportunities are plenty – the economy and the ecosystem is wide open and is beckoning each one of you to make a mark and take the mantle of leading the country into greater forays and making it a true super economic power in the world.

I congratulate the editorial team, the faculty members of the Department and the students for having contributed to this newsletter and holding the banner of Kristu Jayanti School of Management high.



Rev. Fr. Josekutty P.D.  
Principal



Rev. Fr. Augustine George  
Vice Principal

## VICE PRINCIPAL'S MESSAGE

Dear parents, students and well-wishers, my prayerful greetings to all of you. First and foremost, I would like to express my gratitude to every one of you for your constant support which enables and encourages us to strive hard to carry forward the mission of activating value-based learning. And, through education, we try to help our students to think differently, to adapt in different situations, and to conquer the problems of life to succeed in life.

Moreover discipline, which is a non-negotiable factor of a student's life on our campus, inculcates the values of time management and punctuality; ensure your attendance in the classes.

It gives me great pleasure in thanking the almighty god for giving me this opportunity to be member of this prestigious institution.

With best wishes and blessing for the upcoming session.



## DEANS'S MESSAGE

Kristu Jayanti School Of Management is one of the leading B Schools in India that has been recognized not just for management excellence but also for its contribution and achievement to academia and corporate. Our commitment to deliver world class management education reflects in the design of our academic programs. As a School of management, we must have the academic rigor and applied relevance to carry out our mission in a dynamic environment. We intend to keep working to help our current and future students to advance in their career and achieve their goals. We can only do that if we invent and reinvent ourselves as academics living in a dynamic world.



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

## MESSAGE FROM HEAD OF THE DEPARTMENT



**Dr. Vijaya Baskaran**  
Hod, School of Management

A warm and affectionate welcome from the Department of Management Studies at Kristu Jayanti college.

Ours is one of the most vibrant departments in terms of students, faculty, facility, placements and various other activities. The department is continuously making efforts to impart cutting edge knowledge in order to mould the individuals with modern and sensitive outlook to face the challenges of the competitive world. We strive hard to promote academic excellence and are focussed on creating an ambience for fostering innovation, along with leadership skills.

We are also encouraging students to indulge in extracurricular activities to shape them as leaders of tomorrow. Furthermore, our experienced faculty are the strong pillars of the department whose focus is to empower a diverse community of students to nurture their capabilities, find success through high quality teaching and learning, and transform their lives.

I congratulate the team of faculty members and the students for their brilliant efforts, and wish all of them a great academic career.



## INTERNATIONAL TOUR



## INDUSTRIAL INSTITUTE INTERFACE SERIES (3I)

Industry Institute Interface series popularly termed as 3i is an initiative to bridge the gap between corporate and Institute in order to equip the students with technical and managerial changes and dynamics. To cope with the increasing pace and metamorphosis in modern corporate scenario, students need to be exposed to an aura of corporate life.

The Department of Management Studies of Kristu Jayanti School of Management organises Corporate Interface session for 1st Year MBA & PGDM students. During the session, the students were divulged to the core principles of life by focusing on excellence. Life is short and thus one needs to find a meaningful purpose in life- to live, to love, to learn and to unlearn things in life to integrate a balanced happier life. Eminent personalities from the corporates like Maclean Raphael, Executive Director, Human Resource – India and Srilanka, 3M India Ltd, Mr.B.K.KULKARNI, Vice president Healthcare, Siemens information Technology pvt. Ltd. etc.. came and addressed the various sessions of 3i.





## SHUBHARAMBH

Shubharambh is the orientation programme for first years to introduce them. For the 2016-2018 batch Shubharambh was conducted on June 20th at the conference hall where Principal Rev. Fr. Josekutty P.D gave the inaugural address followed by Dean Prof. Aloysius Edward talked about the salient features of the programme. Dr. Justin Nelson Michael gave a brief input about Jayantian culture.

HoD Dr. Vijaya Baskaran introduced the curriculum and teaching pedagogy. This session was followed by some ice breaker events and life skill sessions

## FRESHERS' DAY





## GRAMASAMVEDHITA RURAL EXPOSURE PROGRAME (REP)

Kristu Jayanti School of Management organized its annual REP for First Trimester MBA & PGDM students at Kesaregare village, Malur Taluk, Karnataka on 12th and 13th July 2016. The main objective behind the REP was to expose the students to rural environment and in contributing to the village.

On the first day of the rural camp, there was a platform where the students could interact with the villagers, especially school students. Interesting games were conducted for them like throw ball, musical chair, volley ball, etc. In the afternoon, a detailed survey was conducted to understand the living status of the villagers and getting to know them closely.



The second day was completely filled with activities for the students which could help them learn and entertain as well. The whole camp came to an end by conducting a cultural feast for them which included dance performances, group songs and various other cultural events followed by a prize distribution for the winners of the activities conducted.



Another batch of the management students visited the same village on 19th and 20th of December, 2016. The villagers were happy to receive the students again and they interacted with the villagers. Various sports and games were conducted for the school students where they actively participated and made the event lively.

A survey was conducted among the villagers to analyse their living standards and to know their grievances. Cultural events were hosted for the students.

Students also took this opportunity to get to know each other very well. A campfire initiated this interaction and a fantabulous DJ night ended the day.



This was the first field trip conducted for the management students and the energy we received from this became the driving force for all our upcoming activities.



## BREAKTHROUGH- LEARNING OUTBOUND PROGRAMME

Kristu Jayanti College in association with Rotary TTK blood bank, NIMHANS blood bank and Lions Blood bank organized blood donation camp on 17th January 2017 in the college. Students, administrative staff and faculty members donated 465 units of blood with true spirit and great enthusiasm. The camp was organized from 9.30 a.m to 4.30 p.m staff coordinators and volunteers of CSA, NSS and NCC were helping and guiding all donors in the camp. Huge response was received from students. Active participation of students of school of management was appreciated. All those who donated blood were provided with refreshments and also awarded with a certificate. The camp was concluded remembering the thoughtful words “ Donating Blood is Donating Life”.



**Learning Outcome:** Individual assessment on risk taking, team building, Strategizing, Empathizing

**Feedback:** This programme really helped to build up the confidence level. It helped to realize one's own potential. Believing in ourselves is the key to success for achieving any impossible task.

## PANEL DISCUSSION - I GOODS & SERVICE TAX (GST)

**Objective:** To understand the cause and effect on the implementation of the new GST bill, that set off for taxes paid on previous purchases.

**Session I: Shri.K.R.Sekar, Global business leader & partner, Deloitte**

GST is the most awaited Indirect tax reform. The speaker highlighted about the various types of taxes. Some of them are wealth tax, custom duty, Income tax, excise duty etc. Custom duty and Excise duty are grouped as transactional tax. These tax are charged on the cost of the product. The challenges that organisation or businesses faces on introducing the new GST bill is the cascading effect of the tax.

**Session II: Ms.Rashmi, Senior Manager, Deloitte**

New GST bill focuses on destination tax. However, non GST system focused tax based on sales. Now, a GST governing council has formed who will give the compensation to the State government in case of deficit revenue. GST bill has been approved by both the houses of the parliament. It will become a law, when more than 51 % of states approve the bill. Once the law is developed, it will come into effect on 1st April, 2017. Next, the focus will be on the documentation and filing of forms. All the procedural aspects needs to be notified.

### Conclusion

Through this panel discussion, The students could infer that on the whole the GST bill is a boon. Traders find it easier. Professionals too finding it more successful as it requires more talented youth, which creates the employment opportunities. The GST will help to reduce the double effect of the tax.





## INDUSTRIAL VISIT

The business world today is very challenging and competitive. The organisations expectation from the students has increased and recruit students not only on the basis of academics but also with basic practical exposure. This has enhanced the importance of industrial visits. The industrial visits bridges the gap between theoretical concepts and the practical work environment. Department of Management studies has left no stone unturned to prepare the students to compete and match the companies expectation, hence has given an opportunity to visit a few prominent industries in Bangalore and Hosur. To name a few, 3M, TE Connectivity, Strides Pharmaceutical, Pepsico, and GE Health care. These industrial visits helped students to understand the work environment and the professional ethics, which definitely will enhance the skills and the ability to be better managers.





## TALENTO 2016

The School of Management Kristu Jayanti College organized an intra-collegiate Management fest 'Talentto 2k16' on September 23rd 2016 for the first year MBA/PGDM students by the second year students. Shri. Ashish Bhatnagar, National head Amazon India inaugurated Talentto 2k16 on September 23rd 2016. He addressed the gathering on various topics ranging from needs in the modern business to effective management skills expected from managers.



"Talentto is a unique platform for students of management to showcase their skills in managing the day to day situations in life" said Rev.Fr. Josekutty P.D , Principal, Kristu Jayanti College while delivering his presidential address. He further added on the role of final year students of management in empowering their juniors with various tasks testing their managerial skills and teamwork.

The Tenth Edition of Talentto inculcated the Theme "India Vision 2025", with the tagline Inspire! Ignite! Innovate! Talentto 2k16 had eight events with 14 teams comprising of one hundred and forty participants.

### WINNERS AND RUNNERS UP

#### Best CEO

- Somy Thomas

#### Best Manager

-Monika Maria John

- Syed Faiz

#### Finance

- Aanette John

-Karthik

- Anup Raj

- Ravi

#### Marketing

-Paul Gideon

- Wilza Maria Menezes

- Vivian Anand

- Reynold Steve

#### HR

- Donal James

- Nadiya Jose

- Rincy Reji

-Fr. Jibu Joseph

#### IT / CSR

-Miles K M

- Sanjana

-Ann Mary Paulson

-Ruby Rose Vincent

- Sharon Sam

#### Business Quiz

-Paul Gideon

-Sini Merlin Varghese

-Akshay

-Arul John

#### BMT

-Somy Thomas, Roy John

-Vishnuprasad, Alwyn

-Sajin Jose, Vipphula

-Vivian Anand

- Reynold Steve

#### Overall Winners

-Paul Gideon, Wilza Maria

- Ebenezer, Annette John,

- Karthik, Brejeta Thomas

- Gopika.G, Martin Paul

- Sini Merlin Varghese

- Joel Joe.



## BLOOD DONATION CAMP

Kristu Jayanti College in association with Rotary TTK blood bank, NIMHANS blood bank and Lions Blood bank organized blood donation camp on 17th January 2017 in the college. Students, administrative staff and faculty members donated 465 units of blood with true spirit and great enthusiasm. The camp was organized from 9.30 a.m to 4.30 p.m staff coordinators and volunteers of CSA, NSS and NCC were helping and guiding all donors in the camp. Huge response was received from students. Active participation of students of school of management was appreciated. All those who donated blood were provided with refreshments and also awarded with a certificate. The camp was concluded remembering the thoughtful words “Donating Blood is Donating Life”.





## YOGA SESSION

To combine academic studies with the current lifestyle and discipline can be challenging; all aspirants must be prepared for this approach of yogic studies. The Department of Management Studies arranged a Yoga Programme for the first year MBA/ PGDM students during the month of June 2016.



The sessions were conducted by Sanyasi Devanand who is a disciple of Swami Sivananda, accredited with masters degree in applied Yogic Sciences, from the renowned Bihar school of Yoga. It was designed to create an atmosphere in which yogic life approaches the selfless service, dedication and compassion, to be imbibed in the students.

## APTITUDE TRAINING

Aptitude is an important component to do certain kind of work at a certain level, which measures the innate ability to perform. Aptitude training sessions were conducted for the final year management students by Anil Nair Classes. It was an eighty hour programme organised by The Department of Management Studies to train the students to perform better in the on and off-campus recruitments. It mainly covered Qua-



ntitative Aptitude, Data Interpretation, Reading comprehension, Analytical reasoning and English language usage besides IBPS coaching.

## ATTITUDINAL WORKSHOP

The Zeal Institute conducted a workshop in the second week of August 2016, on decision making and realization of one's purpose in life. The main objective of this workshop was to develop an attitude to cope up with the increasing pace and metamorphosis in the modern corporate scenario. The workshop provided training to overcome stage fear, develop skills to communicate effectively and deliver successful presentations. One will learn to apply powerful principles of human relations for better interpersonal relationship and develop people management skills to motivate and influence people. The program contains inspiring presentations, training exercises, group discussion, worksheets, study materials and assignments.





# SYNECTICS 2017

Synectics is a National Level Management Fest organised by the Department of Management Studies, this academic year's fest was held on 15th and 16th December 2016. The fest has been acclaimed for creativity, best in class hospitality and daring challenges. This fest is a unique platform for students to portray their skills in verticals of planning, organising and conducting. The main objective was to offer innumerable opportunities with an enriching experience for students who are ready to push their limits and test themselves. It was mainly focused on 3 functional areas of management namely Finance, Marketing and Human Resources.

The chief guests were: Inaugural Function – Ms. Sarmista Mazumdar, Vice President, Human Resources, EXL Private Limited



Valediction:  
Mr. Rahul Eswar, Indian author and activist.  
Shri. Ajay Tiwari  
Head, Campus Recruitment, Alcatel-Lucent NOKIA

There had around 330 participants across 32 B-schools around the country. Out of the various colleges participated, Christ University Main Campus won the Overall Championship and Indian Business Academy won the Overall Runner up.





## VINIMAY

Vinimay is a program initiated by Kristu Jayanti School of Management, where various successful CEO's and Directors of different companies and other NGO's visit the campus to train the students and to give away their valuable thoughts and various other information to the students to enlighten them in the field of business and information technology.

The Department of Management Studies (MBA and PGDM) organized "Vinimay", a leadership series programme on August 25, 2016. The session was inaugurated by Mr. Amit Vasishtha, Director, Talent acquisition, South East Asia, HP Enterprises Pvt Ltd. The objective of the session was to introduce the students to the culture of corporate space and what is expected of them in the corporate environment.



The employability lecture series held in SKE was coordinated by Mr. Harikrishna, Student, School of Management. It was started with the Invocation Song led by Mr. Jobin Thomas, Student Coordinator, CECR and team. Mr. Granto Mathew, Student, PGDM welcomed the dignitary. He was welcomed by Rev. Fr. Josekutty P.D, Principal, Kristu Jayanti College. Then the session was taken over by the resource person. The resource person mainly shared about his life journey and how to crack an interview. The resource person gave more insights on interview process and various how students should perform in the interview in creative manner.

## PANEL DISCUSSION - II BREXIT

On 4th August 2016, a Panel Discussion on Brexit was held. The Panel Discussion aimed at understanding the Impact of Brexit on Indian Economy.

The Moderator of this panel Discussion was =  
**Shri V.K. Varadarajan,**  
Former Chief Reporter, The Hindu

The Panelists were :

1. **Shri. Sujit John**  
Business Editor, The Times of India Bangalore
2. **Dr. N. S. Viswanath**  
Director & Principal,  
M P Birla Institute of Management,
3. **Shri. Raj Rajkumar**  
Director & Site Leader,  
TE Connectivity Global Shared Services, Bangalore

Shri.V.K. Varadharajan, started his discussion with various aspects about BREXIT. BREXIT is the exit of Britain from the European Union. He briefly discussed about the current scenario in Britain and the effect of BREXIT on Britain and Indian economy. Through this panel discussion, the students could infer that on the whole BREXIT can be an advantage for some economy and disadvantage for other economies. Many Indian Businesses have their offices in Britain so they can avail benefits and continue to remain a part of the EU. But with the BREXIT, this benefit will be taken away and may result in companies relocating their business set ups to other places.





## FDP (FACULTY DEVELOPMENT PROGRAMME)

Faculty development programme on Capital Market Analytics was organized by Kristu Jayanti School of Management in collaboration with National Institute of Securities Markets (NiSM), SEBI on Feb 17 & 18, 2016. The resource persons for the FDP were Prof. K Sukumaran, Dean, National Institute of Securities Markets (NISM), SEBI, Mumbai. Mr. Kuldeep Thareja, Senior Executive, National Institute of Securities Markets, SEBI. Mr. Abhay Chopra, Senior Executive, National Institute of Securities Markets, SEBI.



First day of the programme dealt with Capital Market & Investor Sentiments, Capital market – An overview, and Macro Economic Behaviour. Second day of FDP was dedicated to Fundamental Analysis, Technical Analysis and Financial Planning. Participants from various Management Institutions and Universities across India attended the programme. Totally there were 26 participants who attended the programme. Participants gave a positive feedback regarding the programme.



## MDP (MANAGEMENT DEVELOPMENT PROGRAMME)



### Session I: Title, Mr. Arjun Urs

Mr. Arjun spoke on the cashless economy through digitalization and also shared his experience on digital project implementation across various domains.

### Session II: Title, Mr. Vishal Srivastava

Mr. Vishal spoke on the Digital Brands and the Strategies and also shared his experience in the field of digital marketing with various Brands.

### Session III(a): Title, Mr. Arnab Ganguly

Mr. Arnab spoke on Ad-Campaigns in Digital Platforms. Mr. Arnab also spoke about various methods of using the digital platform for marketing and also gave various statistics on the growth of marketing in the digital platforms.

### Session III (b): Title, Mr. Suresh Babu,

Mr. Suresh Babu shared his experience as an entrepreneur and as a digital marketer. He also gave various insights on where to start experimenting as a student in the world of digital marketing.

Outcome : Through this session the students understood various aspects of digital marketing and its importance.





## VICHARMANTHAN

### **HONOURABLE JUSTICE KURIAN JOSEPH, JUDGE OF SUPREME COURT OF INDIA.**

Honourable Justice spoke about the fundamental duties. Fundamental Duties are sections of the Constitution of India that prescribe the fundamental obligations of the State to its citizens and the duties of the citizens to the State. And these sections comprise a constitutional bill of rights for government policy-making and the behavior and conduct of citizens. These sections are considered vital elements of the constitution. Resolution committing itself to the defence of civil rights and economic freedom, with the stated objectives of putting an end to exploitation, providing social security and implementing land reforms.



Other new rights proposed by the resolution were the prohibition of State titles, abolition of capital punishment and freedom of movement. Which includes equality before law, prohibition of discrimination on grounds of religion, race, caste, gender or place of birth, and equality of opportunity in matters of employment. Which includes freedom of conscience and free profession, practice, and propagation of religion, freedom to manage religious affairs, freedom from certain taxes and freedom from religious instructions in certain educational institutes.

### **(HONOURABLE JUSTICE CYRIAC JOSEPH, FORMER ACTING CHAIRPERSON, NATIONAL HUMAN RIGHTS COMMISSION, GOVT. OF INDIA & FORMER JUDGE, SUPREME COURT OF INDIA AND FORMER CHIEF JUSTICE, KARNATAKA HIGH COURT)**



“Our laws and judicial interpretations were based on high degree of human values. Even before the establishment of the High Court”. Honourable Justice Cyriac Joseph made students of Kristu Jayanti College to realise the deep need for human rights laws.

The Indian economy has made significant progress in all sectors of development in the last 50 years since it started its planning process. There are distinctions between civil and political rights, and economic, social and cultural rights. Socio-economic rights include education, health, standards of living, trade union rights, housing, water, food, cultural identity, etc. These economic rights of people are beneficial rights created by benevolent legislations and they should reach the people otherwise it will remain as “manifesto rights”.





**SHRI T. P. SREENIVASAN, (INDIAN FOREIGN SERVICE, 1967), FORMER PERMANENT REPRESENTATIVE OF INDIA TO THE UNITED NATIONS, VIENNA AND GOVERNOR FOR INDIA OF THE INTERNATIONAL ATOMIC ENERGY AGENCY**



After a year of political earthquakes, 2017 is unlikely to be an easy ride. Shri T. P. Sreenivasan has taken the students around word of 2017. He pointed out about the various things that are happening around the world and how it is going to affect India. The 45th US president will be in a hurry to make his mark. Mr. Trump has promised to act quickly to pull the US out of the Trans-Pacific Partnership, revise and replace Obamacare, scrap the previous administration's clean energy policy, and much more. India will remain the fastest-growing major economy in the world. That's the Narendra Modi government's outlook for Asia's third-largest economy, despite the shock of demonetization and a range of uncertainties, both at home and abroad. India's real GDP growth will remain between 6.75% and 7.5% in the 2017-2018 financial year, the government said in its Economic Survey, an annual document that deciphers the state of the economy.





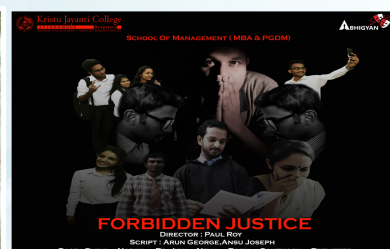
## ABHIGYAN 2017 (LEARNING MANAGEMENT THROUGH THEATRE)

Abhigyan 2017 is the 14th edition of its kind. – Learning Management through theatre. It embraces 15 different themes that are owned by 15 different teams represented by first year MBA and PGDM students, who are mentored by a team of second year MBA and PGDM students. Each team consists of 10 members and is given a management concept. Abhigyan 2017 has gained more importance and has marked the beginning of a new journey because, this is the first time it has been included as part of the curriculum of Human Resource Management. The evaluation and the results of Abhigyan 2017 is part of the student's internal assessment.



Miss Nandini Rao, Artistic Director, Yours Truly Theatre was the Chief Guest for the Valediction. She imparted some Management insights through theatre as she addressed the gathering.

The prizes were distributed to the winners of ABHIGYAN 2K16 and it ended on a high note.





### Winners:

Best Actor: Cyril Thomas

Best Actress: Sini Merlin Varghese

Best Comedian: Chandhrsekhar

Best Actress in supporting role: Anju Daniel

Best Actor in Supporting role: Paul Roy

Best Director: Robin Raj

Best Script: Paul gideon

Best Mentors: Mohammed Sajad and Silja Johny

### **Overall Winners:**

**1<sup>st</sup> place-** North Western League

**2<sup>nd</sup> place-** William Studio



## **PANEL DISCUSSION - III DEMONETIZATION**

The Panel discussion “demonetization” was held on 12th January, 2017 . The moderator for this discussion was Mr. John Thomas, Former Senior Editor Vijay Karnataka. Demonetization was a sudden surprise to everyone by our Prime Minister Mr. Narendra Modi to sweep out corruption and add a boon to every tax-payer. The attempt was to wipe out black money and to bring the Indian economy for better tomorrow including real-estate and gold where black money were grounded. Demonetization was not considered as an benefit as it caused great inconvenience to common man for getting cash as well as to exchange old Rs. 500 and Rs.1000 notes from bank. It was difficult for half of the population who were not well versed with the card transactions and the electronic payment systems. Government needed to take all the necessary steps so as to ensure that there will be a smooth flow of currency exchanges.



There was heated debate between two teams of students with one team supporting the demonetization and the other team opposing it on the account of sufferings of the common man, the disturbances that was caused on the harmony of the small and medium scale industries, the number human lives it consumed, the level of stress it resulted etc. The debate concluded that the implementation of the whole concept was really bad though the scheme was appreciable as an bold attempt. : It was an eye opener session for everyone present there and got a deep understanding



## TRANSCEND

Transcend is a platform opened by the Centre for Employability and Corporate Relations for the students of Kristu Jayanti College to interact with people from the corporate world in order to enhance employability. The main aspects of Transcend are Enter, Stay in and Progress.

### Objectives of Transcend 2016.

- a) C2C Engagement (campus to corporate and corporate to campus engagement)
- b) Focus on Employability Skills to a specific audience
- c) Companies from different verticals come and share about Specific Competencies (Knowledge, Skills, Behaviours & Attitude)
- d) Empowered Lectures

This academic year witnessed a transcend sessions conducted by Happy Locate.

## SIX SIGMA CERTIFICATION

Department of management studies organises Six Sigma Green belt certification for the fifth trimester MBA&PGDM students to impart the concepts and application of Six Sigma in industry. The programme is certified by the Institute of Quality Management, Pune. It was held on 1st, 2nd and 3rd of February 2017. It was a three day program with 30 hours of input. Study material were provided to the students by the management. The certification was awarded based on a 90 minute exam at the end of the course.



## UDYOG VICHAR

The Udyogvichar was held in the Mini Auditorium coordinated by Ms Namitha Mary John, Student Coordinator, CECR. It was started with the Invocation Song led by Mr Jobin Thomas, Student Coordinator, CECR and team. Ms Lavanya Navad, Student Coordinator, CECR welcomed the dignitaries from GT.



They were Mr Winston De Rozario, Director, People and Culture, Divyag Trivedi, Associate Director Tax, Ms Sharon Hephzebah, HR, Tijo Thomas (Alumni) and Sruthi Nair (alumni). They were welcomed by Rev. Fr. Augustine George, Vice Principal, Kristu Jayanti College, Dr Aloysius Edward, Dean – Commerce and Management and Prof. Sen. B. Mathews, Director, CECR respectively. Then the session was taken over by the resource persons. The resource persons from GT had mainly come for the Pre-Placement Talk wherein they encouraged their candidates for placements in their company.





## INCOGNITO (BUSINESS QUIZ)

The business quiz has been designed as an innovative, interactive programme to facilitate a copious flow of knowledge and ideas packaged in exciting rounds. Learning through management quizzing is fun and goes beyond the traditional bounds of management training. There were four teams each consisting of 2 members from both first and second year student of MBA and PGDM. It was to benchmark knowledge with others in an environment of healthy competition and lots of fun and to feel stimulated and inspired to accelerate learning curves.

School of Management (MBA & PGDM)

## INCOGNITO 2K17

JEESON MEMORIAL INTRA COLLEGIATE BUSINESS QUIZ

The quiz was based on various business related topics like – identifying the logos, famous business personalities, abbreviations, punch lines, current issues related to business etc. The students participated very enthusiastically and made the event a successful one.



## PANEL DISCUSSION -IV UNION BUDGET



### Session I: *Union Budget, Dr. Jacob Crasta*

Mr. Jacob Crasta spoke about the Union Budget 2017 presented by Finance Minister Arun Jaitley has been well-received by the industry and experts, while opposition parties said it left out the farmers and youth, heaping goodies only on the salaried class.

### Session II: *Budget and common Man, Shinto Joseph*

Mr. Shinto spoke the common man went through a major reform of Demonetisation last year which lead to many hardships, troubles, and uneasiness to the common population of the country. With the onset of the budget 2017, common man had major expectations from the Finance Minister of India.

### Session III: *Budget and Taxation, Sudhaker G*

Mr. Sudhakar spoke about budget and taxation and said that, there were commendable initiatives on a few fronts, especially on that of black money. On the aspects where the Budget has left the country wanting for more, should be the next focus on the government's action plan.

### Session IV: *Budget, Banking and Economic T.P. Joseph*

Mr.T.P. Joseph spoke about the budget this year has come at a challenging time for the Indian economy. The tailwinds which supported the economy over the past few years, such as low oil and commodity prices, are gradually turning into headwinds now, even as legacy issues such as the pile of bad debt continue to delay a broad-based investment revival. On the aspects where the Budget has left the country wanting for more, should be the next focus on the government's action plan.



# MANAGEMENT FEST 2017



**OVERALL CHAMPIONS  
ECLAT 2K17  
JAIN UNIVERSITY**

## **WINNERS**

**Best Manager**  
Rusha Thomas

**Treasure Hunt**  
(First place)  
Donal, Roja, Pavan

**Finance**  
(Second place)  
Chandrashekhar & Aiswarya

**Marketing**  
(First place)  
Carol & Renold

**HR**  
(First place)  
Neha & Linse

**Business Quiz**  
(Second place)  
Akshay & Akhin

**Photography**  
(First place)  
Joel Paul



**OVERALL CHAMPIONS  
QUEST 2K17  
BMS COLLEGE OF ENGINEERING**

## **WINNERS**

**Best Manager**  
Somy Thomas

**Business Plan**  
(First place)  
Anette & Ebenezer

**Business Quiz**  
(First place)  
Robin Raj & Paul Gideon

**Marketing**  
(First place)  
Roy & Vivian



# MANAGEMENT FEST 2017



**OVERALL CHAMPIONS  
ARCHISH 2K17  
INDUS BUSINESS ACADEMY**

## ***WINNERS***

**Best manager**  
Somy thomas

**Sustainability**  
(First place)  
Toms & Fr.jibu

**Business quiz**  
(Second place)  
Akshay & paul gidian

**Treasure hunt**  
(Second place)  
Donal, roja, aakin and merin

**Ecnomics**  
(Second place)  
Monika & albin

**Retail**  
(First place)  
Roy & carol

**Business analytics**  
(First place)  
Anvitha & annete

**Ad makeup**  
(Second place)  
Vishnu & robin



**OVERALL CHAMPIONS  
PERCEPTIONS 2K17  
RAMAIAH INSTITUTE OF MANAGEMENT**

## ***WINNERS***

**Treasure hunt**  
(First place)  
Donal, roja, jacob and merin

**Finance**  
(First place)  
Anup & ansu

**Mad ads**  
(First place)  
Robin R, Pavan, Hendrick,  
Emil, Joel & Chandrashekhar

**HR**  
(Second place)  
Fr.jibu & Jeffy



## MANAGEMENT FEST 2017



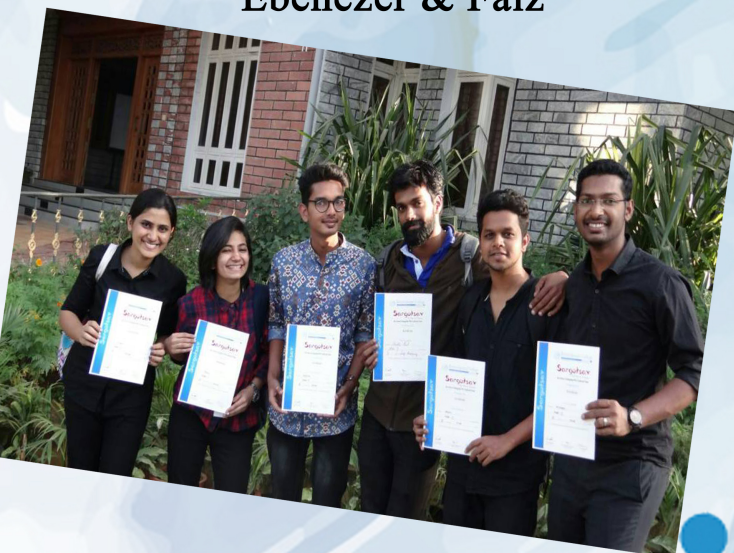
**OVERALL CHAMPIONS  
EXPEDITE 2K17  
CMR INSTITUTE OF INFORMATION  
TECHNOLOGY  
WINNERS**

**Mad ads**  
(First place)  
Reshma, Fedrick, Jyotiranjn,  
Pradeek, Abijith

**Product Launch**  
(First place)  
Ebenezer & Faiz

**Business Quiz**  
(First place)  
Robin Raj & Kishore

**Crisis Management**  
(Second place)  
Ebenezer & Faiz



## SARGOTSAV

Sargotsav the intra collegiate PG fest was held on 9th and 10th of February 2017, Competition was held among eight groups comprising of Nine PG departments. On stage and Off-stage events were conducted in which students from different departments participated with the true sprit. Various prizes were bagged by the students of the School of Management.





## VENTURA 2017

Today's business world is built on Ventures. Every business has a beginning and that beginning is an idea. Ventura is one such platform to showcase your business idea.

Students of first year MBA/PGDM were divided into 45 groups of 4 each and every team came up with a business plan. Different aspects of the plan was to be worked upon starting from the Executive Summary, Venture description, Marketing Plan, Financial Plan, Operations and Management Plan, Harvest Strategy, etc. This event helped the students to learn about different requirements and aspects of a business, how to put forth their idea and convince judges in the profitability and success of the venture. The judges for the final round of Ventura were Mr. Srinji Bhopal, COO, Sherpify.com and Ms. NehaBahl, Co-Founder, Commerce Mint.



### Winners :

**1st place : Vivian Anand, Reynold, Archana , Ann Mary Paulson.**

**2nd place : Paul Joel, Rusha Thomas, Kevin Sunny Abraham, Reshma Gowda**

**3rd Place : Martin Paul, Carol Pinto, Benedict Joshua,,**





## KRISYM' 17 (INTERNATIONAL CONFERENCE)

The goal of the international conference is to foster international research collaborations in Business Management as well as to provide a forum to present current research results in the form of technical sessions and plenary sessions during the conference in a relaxed and enjoyable atmosphere. This 10 th edition witnessed 99 participants across globe from India and from four foreign countries namely UK, South Africa, Israel and Republic of Benin. In India, the participants were from nine different states & union territory spanning across 12 Universities & 25 Colleges. During Plenary session about 65 research papers were presented by the participants and 15 research papers were submitted in-absentica by the participants. Overall through this conference the participants got more insight into technology interventions in all areas of business and the importance of technology in this modern era.



### ***Session I:Technology Integration/Diffusion in Governance, MrSebi Chacko***

Mr. Sebi Chacko, gave a detailed description about Governance risk and compliance (GRC). Governance, risk management and focused on how important it is to run the business on an ethical manner.



### ***Session II:Technology in consulting, Mr Don Reddy***

According to Mr.Don Reddy, Innovation drives technology. The key to success of a business is IT with Innovation. A business will not run in the long run without information technology. IT helps to make business decision quickly and easily.

***Session III:Quality Assurance through technology,*** Mr. NithinMallya, gave a detailed description on quality assurance through technology. Quality Assurance (QA) is a process, procedure, testing and inspection. QA is to improve customer experience.- Adopting technology in QA makes it easy but it is not simple.Then he concluded by the challenges faced and how to overcome them



### ***Session IV:Integration of Technology in Manufacturing,***

Mr. K G Mohan Kumar spoke about Product Innovation and Process Innovation. He also spoke about 10 commandments in manufacturing and also on the future technologies especially eith reference to commuting and automobiles





### ***Session V: Achieving Excellence Through Initiatives in Accounting & Finance***

Mr. Paul Edward spoke on excellence in finance and accounting. In order to excel in this field, sir highlighted on delighting the customers and also on planning, execution and Monitoring. He also spoke about the benefits on technology in Finance and accounting.



Through this programme the students got more insights on Business excellence through technology interventions and how important it is the modern era. The students and faculties from other institutes also benefited in this programme.

### **CHAVARA CUP' 17**

The chavara cup is a intra departmental sports meet organised by the department of management studies.







# Kristu Jayanti College

AUTONOMOUS

Bengaluru

| Affiliated to Bangalore University



Kristu Jayanti College (Autonomous), K. Narayanapura, Kothanur(Post), Bangalore - 560077, Karnataka,

Tel. 080-28465611 / 28465770, Fax 080-28445161

e-mail : [info@kristujayanti.com](mailto:info@kristujayanti.com)

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