

Business Standard

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Business Standard

CAMPUS
TALK

BS PROMOTIONS

EXPERT LECTURE SERIES BY KRISTU JAYANTI SCHOOL OF MANAGEMENT

School of Management, Kristu Jayanti College, Bengaluru organized 'Expert Lecture Series (ELS)' for the academic year 2022 – 23 in association with Business Standard on August 24, 2022. Expert Lecture Series (ELS) is one of the industry interactive platforms that the school has established to bridge the gap between the industry and the academia, where experts from diverse business domains interact with the MBA students of the school. Shri. Srimanto Bhattacharya, Co-Founder, Senior Partner & Regional Manager – Asia Pacific Region, Spearhead-Inter-search was the invited expert who delivered a talk on the topic 'New Gen Jobs – Opportunities and Possibilities'. Mr S Jayaraam, General Manager, Business Standard was the guest of honour.

Mr. Srimanto Bhattacharya commenced his speech by sharing his own life experience and his 20 years of journey as

a manager-turned-entrepreneur. Introducing Spearhead Inter-search and its operations worldwide, Mr. Srimanto shared various insights and statistics about the job market for freshers. Presenting a comparative analysis of recruitment by companies in tier 1 and tier 2 cities, he briefed on the pros and cons of working in both the categories of cities. The expert talk was followed by an interactive session with Mr Srimanto, which was insightful.



CORPORATE LEADERSHIP SERIES BY GLOBAL ACADEMY OF TECHNOLOGY

Leadership is the art of motivating, influencing and directing people to act towards achieving a common goal. It focuses on developing and honing abilities to take on responsibilities in any environment, and this leads to building the next generation of leaders. A critical need of the hour is for educational institutions to invest time and resources in building the leaders with the right set of skills and clear goals. 'Leadership Series' is a continuous program and a step towards this by Department of Management Studies at Global Academy of Technology. As part of this initiative, management students had a live interaction leading to a focused interview on August 2, 2022 with Mr. Ranjith Kumar, who heads Marketing, Digital, E-Commerce & Loyalty, AirAsia India. Listening and learning from a marketing and brand expert, who managed the entire marketing portfolio, enabled digital revolution and achieved operational scale at AirAsia India, was a memorable experience for the

students. The discussion covered various aspects of communication, ethics, branding, change enablement, crisis management, strategic decision-making and team management. Dr N. Venkatesh Kumar, Head of Department, Management Studies welcomed Mr. Ranjith and extended profound gratitude to Mr S Jayaraam, Region Head, Business Standard and Mr Gangaraju, Asst. Manager, Business Standard for their role in organizing this event under the BS Insight Talks series.

Campus Reporter - Ms. Thrupthi K

