

# OPTIMUS

VOLUME 2



## About the Department:



*“A key to achieving success is to assemble a strong and stable management team.”*

*-Vivek Wadhwa*

*“Empowering Innovation & leadership by fostering a learning ambience.”*

Department of Management Studies offers a rigorous and intensive Master's degree in Business Administration (MBA) aided by an eclectic mix of academic and industry professionals. Students have the choice of pursuing dual specialization. The program triggers the learner's capability to conceive innovative business solutions in a collaborative environment with a practical intensive program.

## Department Vision :

To be a centre of excellence in management education, corporate training, research and consultancy, empowering professionals to become leaders, innovators and contributors to society.

## Department Mission:

*“Leadership is working with goals and vision; management is working with objectives.”*

*-Russel Honore*

M1 - Faculty - To attract and retain a team of committed faculty with professional exposure to academia and industry, capable of producing competent professionals.

M2 - Collaboration - Collaborate with academia, industries, organizations and professional bodies for training, research and consultancy.

M3 - Infrastructure - To create an ambience for experiential learning which leads to innovation and creativity through state of the art infrastructure.

M4 - Effective teaching, learning – To enrich the community of ethical, global leaders and innovators through complementary technologies for effective ‘teaching – learning’ process.

## Extra Curricular Activities:



### **FOOD FEST 2018- AN ENTREPRENEURIAL INITIATIVE:**

Department of Management Studies, CMRIT organised a Food Fest on 17 February, 2018 amidst the excitement of “Ethnic Day”. This was an initiative to indulge the creative minds in acquiring the marketing skills and step towards becoming future entrepreneurs. The Food Festival was an extra-curricular event where our students had an opportunity to showcase skills they learnt in academics.



“It's not about money.  
It's about the people  
you have, and how  
you're led.”

- Steve Jobs

### **EXPERT SESSION ON “STRESS MANAGEMENT”:**

Dr Madhumita Bhattacharya, an Associate Consultant psychologist at Apollo Cradle Hospital, Brookfield conducted an insightful session on 13 March, 2018 that mainly focused on various stress management techniques and causes of stress. The speaker highlighted the current picture where a large number of people are becoming the victims of stress and shunning their career.



## Extra Curricular Activities:

### **EXPEDITE 8.0- MANAGEMENT FEST (CULTURA 2018)**

Department of Management Studies, CMRIT organised Expedite 8.0- Management Fest on 23<sup>rd</sup> & 24<sup>th</sup> February 2018, as a part of Cultura 2018. It was incepted with an aim to bring together the best minds from various b-schools to compete and test their business mettle. The event is focused on creative challenging tasks, managerial events and unlimited fun.

The flagship event which was the Best Manager event received an overwhelming participation where the participants fiercely battled through 06 rounds for the ultimate title. The other events like Quiz and Treasure Hunt were enthusiastically executed, followed by the other events namely, Market Mayhem and Debate .



-Anthea Turner

### **ROTARACT CLUB (NGO VISIT):**

The students of Rotaract Club, Department of Management Studies visited an orphanage under Sri Sai Krupa Charitable Trust, Chikkabasavanapura with the aim of spreading happiness and warmth among children and as an initiative to motivate and highlight the importance of education. The students conducted Literary acts towards enhancing the academic and co-curricular activities.



## Extra Curricular Activities:

### FAREWELL:

The students of MBA 1st year bid farewell to their seniors with a gala celebration on the 25<sup>th</sup> of May 2018. There were many cultural performances and fun filled activities organized for the seniors. Ismail and Rohini were awarded the title of Mr. and Miss Outgoing of MBA Batch 2016-18.



### INDUSTRIAL VISIT:

Students of MBA second semester visited **VST Tillers and Tractors** on Apr 19 and 20<sup>th</sup> 2018. The students were given live demonstrations of their assembly models and were also exposed to the Marketing & Sales and Distribution Unit of the plant.



*“The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint to keep from meddling with them while they do it.”*

– Theodore Roosevelt

## Curricular Activities:

### WORKSHOP ON DIGITAL MARKETING :

Mr. Amit Kumar, Manager- Marketing & Business Development at Venture Transform Strategy Consulting LLP Limited. The workshop was conducted on March 5<sup>th</sup> 2018, a hands-on session for the students where they were enlightened about the emerging scope of digital marketing and its utility in diverse fields.

The Program focused on the aspects of:

- \*Search Result Optimization.
- \*Social Media Marketing.
- \*Google tools for advert analysis.
- \*Web Page Optimization.
- \*Website analysis sites, tools and parameters



### WORKSHOP ON EXCEL FOR MANAGERS :

Mr. Abdul Mateen has worked as an analyst at E&Y. Presently he is working as an Assistant Professor with Department of management Studies at CMR Institute of Technology.

The workshop which was conducted on 27<sup>th</sup> of February ,in which students were given a brief introduction to the Basics of Excel. The students were engaged with exercises on topics such as:

- \*Pivot
- \*Data Formatting
- \*Data Validation
- \*Advanced Filtering & Multiple Pasting



“The conventional definition of management is getting work done through people, but real management is developing people through work.”

- Agha Hasan Abedi

## Curricular Activities:

### STORY BOARD- BUILDING BRANDS

The students of MBA 1<sup>st</sup> participated in a team building activity conducted on 28<sup>th</sup> March 2018 . Total 65 students participated in the activity. The students were then asked to depict the story of brand with the help of effective content writing and making a collage out of the waste material and old newspapers. The activity focused on exploring the presence of mind and creative skills of the students along with their ability to management time and utilization of the limited resources optimally .



“Decisiveness is the one word that makes a good manager.”

-Lee Iacocca

### DIAGNOSTIC VERBAL TEST

It was a diagnostic verbal test for the students of MBA 1<sup>st</sup> year to evaluate their ability to comprehend and understand the reading passages and answer the set of questions given to them which was conducted on 12<sup>th</sup> March 2018 which had reading comprehension, error identification, sentence completion and word association. The activity focused on unveiling a clear picture about the knowledge and verbal abilities of the students and identifies the areas for improvement.





## Curricular Activities:

### WORKSHOP ON GD & PI SKILLS :

Mr. Mohan Kumar is working as a Practice Head at Wipro Limited, Chief Information Officer. He has been working at Wipro Technologies for more than 11 years. The Program held on 2<sup>nd</sup> of March 2018, focused on the aspects of enablement to the employment opportunities.

The core curriculum was based on experiential and video based learning, learning by direct experience sharing, some of the topics were fundamentals of leadership, Goal setting, Importance of communication skills – Oral, Written, Body language, building self-confidence & self-esteem.

The program also included mock technical/subject matter and HR interviews, etiquettes in terms of grooming appearance for the interviews and tips for preparing the final year project work.

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-Russel Honore



## Curricular Activities:

### WORKSHOP ON “WRITING SKILLS ENHANCEMENT & ROLE OF SOCIAL MEDIA”:

Mr. Ziya Qureshi is an IT professional, currently based out of Bangalore. Ziya is a prolific writer, motivational speaker and creative enthusiast. He has recently performed as a speaker at Rekhta’s event in Bangalore. It was a two-hour session that commenced on 17<sup>th</sup> of March 2018, with an enriching expert talk on the importance of writing skills. They were made to understand the power of content writing and blogging in today’s world. Later the speaker conducted an activity where the students got an opportunity to showcase their writing skills and also sketch the areas for improvement.

**First phase:** In the activity the students were asked to pen down their ideas and thoughts on a given topic on a sheet of paper.

**Second Phase:** The students were made to read out their writings and then later were asked to post it on Instagram .

*“Good management consists in showing average people how to do the work of superior people.”*

- John Rockefeller



## Students Corner

**Deepthi, Hemanth, Mruthunjaya and Neha** of MBA 1<sup>st</sup> year were selected by E&Y for a 3-month Internship. Mruthunjaya was also given the title of "Best Intern". They have all received an Offer Letter from E&Y after completion of the internship.

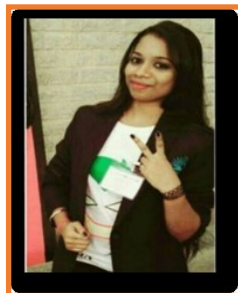


**Abhilash M and Dilip Kumar M S** of MBA 1<sup>st</sup> year, participated in the Management Fest organised by New Horizon College held on 28<sup>th</sup> of March 2018 and secured 2<sup>nd</sup> place in Business Quiz.

*"The first rule of management is delegation. Don't try and do everything yourself because you can't."*

*-Anthea Turner*

**Vikas Malve** of MBA 1<sup>st</sup> year, with a passion for cricket and participated in the VTU CUP held on 21<sup>st</sup> of march 2018 and got Runner's-up Cup. He was also awarded Man of the Match in UVCE Tournament held from 14<sup>th</sup>-17<sup>th</sup> May 2018.



**Kowsalya** of MBA 2<sup>nd</sup> year, participated in Natyakala dance competition held on 21<sup>st</sup> of January and won 1<sup>st</sup> prize. She also participated in "Dance World" which was conducted by Whitefield Cultural Club.

## Students Corner

Vinod of MBA 1st year has started a YouTube channel in November 2017 and the name of the channel is Vinod Mac . His inspiration is Madhan Gowri and he has nearly 300 subscribers and his main motive is to promote his videos in regional languages.



### Mruthunjaya S (24) **'Shutterent'**

The idea of opening a rental store for photography enthusiasts struck Mruthunjaya when he saw them borrowing DSLRs and other equipment. "Not everyone can afford these. So I came up with the idea of renting out cameras and other photography equipment like lenses and lighting."

Mruthunjaya of MBA 1<sup>st</sup> year, was featured in The Deccan Herald for his entrepreneurial initiative "Shutterent", an innovative idea that lets students and photography enthusiasts easily rent expensive camera equipment at affordable prices.



*"The first rule of management is delegation. Don't try and do everything yourself because you can't."*

*-Anthea Turner*

Ismail of MBA 2<sup>nd</sup> year, took part in Maruti Suzuki Indian National Championship 2017. He qualified 3<sup>rd</sup> overall in South Zone and stood 4<sup>th</sup> overall in the Championship Finale which was held in Delhi on 23<sup>rd</sup>, 24<sup>th</sup> and 25<sup>th</sup> February 2018. He also participated in Onashi Auto Gymkhana on 10<sup>th</sup> march, held in Patel's Inn



## From Editor's Desk

Dear Readers,

With the pristine purpose of presenting all that transpired in a marked period of time, we proudly present before you this year's edition of Optimus, the newsletter of the Department of Management Studies, CMRIT Bangalore.

Besides keeping you up to date with the Department event and the activities of our accomplished members, we also plan to throw light on the small initiatives of students that go a long way in building the edifice of knowledge.

Believing in team work as less of "me" and more of "we", we extend a big thanks to all our helping hands and promise industry experts for to keep giving you glimpses of the Department .

*"The first rule of management is delegation. Don't try and do everything yourself because you can't."*

*-Anthea Turner*

## EDITORIAL BOARD

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*“Management is  
doing things  
right; leadership  
is doing the right  
things.”*

*-Peter Drucker*



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