



CHRIST
UNIVERSITY
BANGALORE, INDIA

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Beginning of a new life starts with....

THE PULSE

VOL 1.1 Sept 2012

BBA INITIATIVE



*Raising
the curtain*

From the first ever BBA Newsletter

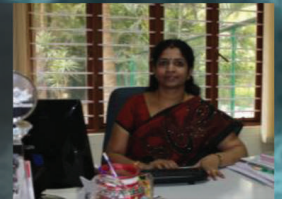
MESSAGE MESSAGE



Dr Jain Mathew, Head
Dept of Management Studies

At Christ University, we believe in the all round development of our students. Creativity is the stepping stone for success. We appreciate the initiative taken by BBA students to put up their ideas, creativity and talents through 'The Pulse'. Wish the very best to the efforts of the students.

At Christ University, excellence and service is an attitude. I am extremely happy and delighted to be a part of this infant venture of



Dr Jyoti Kumar
BBA Coordinator

the students of Bachelor of Business Administration. The Department of Management Studies thoroughly believe in the potential of the students. Education is beyond academics. It is an ongoing process, where learning happens at every single moment, in class and outside class. Activity oriented learning, is fun and more enthusing. I wish all the students, the very best and wish them success in their endeavor.

I am very glad that the long cherished dream of the students of BBA is coming true. A "NEWS LETTER" would undoubtedly become a platform to bring out the inherent talents in our students. Let this venture be another feather on the cap. I appreciate all your initiatives. I wish that this continue for years to come.



Roy Mathew
CUMA Coordinator, BBA



Bhama T
CSA Coordinator, BBA

With the students at outset conceptualized long processed idea which gave birth to our very first newsletter, "THE PULSE" Working by students on such ingenious newsletter gives in motivation to be better runner on field of designing creativity, novelty stimulation as a companion. Its just a beginning and with this I would leave the stage open to 'their' imagination, vision, thought processing, and all I can do is to become their constant mentor in seasons to follow. Wishing the team all the best.

India Today Best BBA Colleges 2012: Bangalore's Christ University tops the list

MISSION ACCOMPLISHED



Introduced in 1996, at a time when foreign degrees were the rage, Christ University's BBA degree offered a twin programme that allowed students the option of completing the first two years of their foreign degree programme at Christ University in Bangalore, after which they could complete the remaining years of their studies at an affiliated university abroad. Sixteen years later, it is still the most sought-after course at the university. The number of partner institutions has increased to six, including Western Michigan University, US.

The core curriculum of the BBA programme has been developed keeping international academic standards in mind and following a multidisciplinary approach.

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Launch of the first edition of newsletter by students of BBA (Dept of Management Studies) in September 2012 named "THE PULSE".

Adroit 2012 (Season #2) : Successful



The students of First year BBA (now second year batch) successfully organised the Adroit 2012 (an English language fest) this February for the entire BBA Dept. It consisted of 8 ultimate set of events. It was first time in the history that a fest organised by first years BBA students received such large number of participation. It truly became a happening event.

The fest was organized under the guidance of Mr. Joseph Felix and was initiated by Rochak Goel, Rahul Agarwal, Saharsh Saraogi, Punyodaya Kumar and Danish Syed.

The season #3 is expected soon.

Industrial Visit for 3 BBA B

For almost a week, a bunch of enthusiastic students from 3 BBA B went through the meticulous process of planning, preparing and organizing all that, which was necessary for the purpose of an Industrial Visit, or as it's more famously known around the Management Department, an 'I.V' on 18 July 2012. Kudos to these students for firstly taking the initiative, and then the strain of co-ordinating with the teachers and the department, collecting money from all the students, organizing for transport and food, and finally getting in touch with the company that is better known for its ability to "Open Happiness." Thank you, Rochak Goel, Umang Sangol, Suvrat Mittal, and all the others, that made this visit, just plain splendid. And thank you very much Bhama Ma'am, for being ever so supportive and encouraging.

The visit to the Coca-Cola factory, located in Bidadi Industrial Sector was short, but informative. Our contingent of sixty-five students was split into two groups, and each group was accompanied by a guide who not only took us through the whole manufacturing process, but even patiently explained the various intricacies involved in the making of all their beverages. The guides also put to rest our various doubts and queries regarding the entire process. What startled us most was that as per their latest count, they produced 600 bottles per MINUTE in the plant! We saw the sugar mixing region, the laboratory testing section, plastic and glass bottle filling region for Coca-Cola, Sprite, Maaza, as well as Kinley. The plant has been granted with the OEC, or 'Operating Excellence Certificate', and there are just 7 plants like these in the entire world.

We ended the visit on high spirits, singing the Coca-Cola anthem, and sipping on some delicious coke and pulpy orange, given to us by the ever-smiling people working at the plant. Having one such trip every semester is the general opinion, but some people, like me would ask-"Ma'am, at least two or three per semester, Ma'am please!! Please, please Ma'am!" and very soon, you can hear those voices fading away. Rules, rules are meant to be followed here at Christ University.

BY AVNAV NAYAN PUJARA 3 BBA B

Ambush Marketing and 2012 London Summer Olympics

Sponsorship of mega-sports events continues to be one of the most popular forms of marketing. The international appeal and reach of the Olympic Games, in particular, is amongst the top advertising and sponsorship opportunities in the world for international branding. In turn, the marketing value provided by the Olympic Games has attracted the interest of multiple sponsors in various categories, leading to competitive hosting bids and ambush marketing.

The London Summer Olympic 2012 was one of the World's largest sporting event. In this article the key concept of Ambush Marketing has been discussed which is one of the major issues in marketing. In Ambush Marketing what is illegal and what is legal it is difficult to answer.

While forms of ambush marketing have been around for decades, it really hit its zenith in 1984 and the Los Angeles where it seemed to be out of control. Marketers, new to sponsorships of this type, were desperate to be associated with such a popular event that would be seen by so many potential customers. Marketers, frustrated by being boxed out of lucrative opportunities looked for ways to be associated with the event. After all, millions of consumers throughout the world were watching.



Source : <http://sedatedworld.com/>

The perceived advantage of an official sponsor was too much to pass up. And so was born the modern concept of Ambush Marketing. Generally defined as marketing and promotional activities that seek an association with an event, generally related to sports, without the authorization or consent of the organizer of the event and, by naturally, without paying the organizer any fees. When pulled off well, the ambush marketer could receive virtually the same benefits as an official sponsor for free. That's a pretty good deal. The goal of Ambush Marketing is then a simple one. . The idea is to get right to the edge of legality. When that line is crossed, the ambush marketer misappropriates or capitalizes on the goodwill associated with the event with the intent to confuse the public into thinking that the ambush marketer is an official sponsor of the event.

At a minimum, the ambush marketer is trying to at least dilute the impact on consumers enjoyed by the official sponsors. The ambusher wants to eliminate the competitive edge the official sponsor enjoys. In their eyes, they're simply trying to even the playing field.

Other goals are also inherent in the ambush marketer's mind. By deferring attention away from competing official sponsors, the ambush marketer reduces the effectiveness of the official sponsorship. It can effectively destroy the benefits the official sponsor hoped to achieve, making its investment worthless. In effect, the official sponsor wasted its money.

The International Olympic Committee (IOC) and London organizers has pledged to crack down on any advertisers associating themselves with the Games without permission. In a first for an Olympics, the British Parliament passed legislation criminalizing such ambush advertising, making even lesser offenses punishable by fines of \$30,000 (£20,000) or more.

The goal was to protect the investment of the official Olympic sponsors including Adidas, Coca-Cola and McDonalds, which have paid upwards of \$1 billion for the right to use the Olympic name and logo.



Source : sports-economics.blogspot.com(Left), Nike official Advertisement(Right)

But that hasn't stopped the corporate gate crashers which have again found a way around the rules. Nike launched a global TV campaign tied to the Olympics opening ceremony, in which amateur athletes compete in places around the world called London. There are runners in London, Ontario, cyclists in London, Nigeria and shots from London, Ohio and Little London in Jamaica. Just none from "that" London. The spot is a none-too-subtle dig at the hoopla surrounding the Olympics and by association, the millions spent by official Olympics sponsors such as Nike arch-rival Adidas.

"There are no grand celebrations here, no speeches, no bright lights," a narrator with an English accent says in the ad's voice over, "Somehow we've come to believe that greatness is reserved for the chosen few, for the superstars. The truth is, greatness is for all of us."

Irish bookmaker Paddy Power has taken a lower-budget approach to ambush marketing, slapping up billboards near the Olympics venue claiming Paddy Power's is the "Official sponsor of the largest athletics event in London this year! There you go, we said it". The poster then reveals it is

talking about the town of London, France and that the "athletics event" is an egg and spoon race.

The London Organizing Committee of the Olympic Games initially ordered the posters to be taken down but reversed that decision after Paddy Power threatened to take LOCOG to court.

Both Nike and Paddy Power are experienced ambushers when it comes to cashing in on major sporting events.

The extensive controls in place for the 2012 games have, however, not always been in place to guard against such activities. A number of examples over the last 30 years demonstrate what ambushers have achieved; we consider below how the 2012 regime may have applied to them.

- 1984: Kodak sponsors TV broadcasts, despite Fuji being Los Angeles Olympics' official sponsor; Fuji returns favor at Seoul 1988 Games
- 1992: Nike sponsors news conferences with the US basketball team; Michael Jordan accepts the gold medal for basketball and covers up his Reebok logo.
- 1994: American Express runs ads claiming Americans do not need "Visas" to travel to Norway for the Winter Olympics.
- 2000: Qantas Airlines' slogan "Spirit of Australia" coincidentally sounds like Games slogan "Share the spirit" to chagrin of the official sponsor Ansett Air
- Wills Cup 1996: Pepsi was unsuccessful to get sponsorship of 1996 World Cup. But Pepsi used Ambush Marketing to capitalize such event by launching a campaign called "There is nothing official about it". This campaign was targeted to steal the show from Coca-Cola who was official sponsor of the World Cup.

These are the best examples of Ambush marketing where Ambushers took the credit from the main sponsor.

BY

SUNITA KUMAR

Asst Professor,
Dept of Management Studies



Brain Trivia

- ✓ Steve Jobs' annual salary was \$1, just enough to keep company health benefits.
- ✓ The first owner of the Marlboro Company died of lung cancer.
- ✓ The most productive day of the working week is Tuesday.
- ✓ Warner Chappel Music owns the copyright to the song 'Happy Birthday'. They make over \$1 million in royalties every year from the commercial use of the song.
- ✓ The creator of the NIKE Swoosh symbol was paid only \$35 for the design.
- ✓ Originally, Nintendo was a playing card manufacturer.
- ✓ It takes six months to build a Rolls Royce . . . and 13 hours to build a Toyota.
- ✓ Henry Ford produced the model T only in black because the black paint available at the time was the fastest to dry.

Page of BBA CONTEST #1

Reliance Communication is the official sponsor for the ICC T20 World Cup 2012, Sri Lanka. You being the marketing director of Vodafone, draft a strategy to ambush market your services for the same event.

(To know about ambush marketing refer to Page 5)

Email us at: pulse.bba@gmail.com

The best strategy will be awarded.



Shades of Air

Trespassing through bumpy land,
Reaching the threshold of
meandering end,
I wondered,
Why does sky in the east haze black?
Black – It ought to be,
Answered the shredded branches of
skyscraper,
Which once shielded for one and all.

With dusk and dawn of whiling time,
With colours of season wandering
around,
With human manifestations and
blissful inhibitions,
With everyday trails and coercive
attritions,
We are the players living or dead.

Farmers are crying for cherry
showers,
With feeble fishes fading for waters
ahead,

And soil quenching for sunlight's
awe.
And humans welcoming acid rains
era.

Who are the leaders of painful
story?
Are we the blame gamers of saga
tonight?
Who will come and attend the
carnivals for the spring and season's
alike?

We are the victims of the chronicle,
Whether time stings or passes by...

By

AARUSHI ANIL SINGHANIA

3 BBA A

Festing Fiesta: Department of Management Studies

Christ University Department of Management Studies is recognized nationally, as a festing giant and has bagged several individuals and overalls across various colleges in the country.



As Time Passes By . . .

As I walked down the lane to my block,
I saw many faces that were strange to me . . .
It's a new phase, a new part of my life,
I know not what I have come here for,
There is nothing but an unfamiliar feeling of anxiety,
I am no longer a high school student . . .
I know my life will be altered,
I have left my comforts behind to explore each part of me,
And now, am on my own . . .
As I take my first step I see that dream,
The very same vague dream of my future . . .
This is where I learn, to become a successful human being.
As days pass by . . .
Memories are laid down,
The very same strange faces are now those that make me smile . . .
Life here is pure elation,
Joy and happiness is all around . . .
I learn to laugh and cry,
And never let hatred come by,
Like those endless chai in kiosk to those lunches in gourmet,
Every fight and every patch up is treasured forever...
CIAS's to project reviews,
Nicknames to last bench gossips,
Festing to cultural practices,
Short term crushes to long-term affairs,
Late night parties to next day hangovers,
All are overwhelmed only till that painful moment of separation,
The moment you realize its time for you to move on with your life,
To enter the world where you have to make life long commitments,
Where you run short of time,
Where you make sacrifices, where you become the master of your own life .
Even as you struggle to achieve your dream which was once vague,
You hold onto these memories that made you laugh and forget everything,
That's when you wish, if you could rewind time...

BY

GRASHYA VARGHESE

3 BBA B



Graduation and blessings

A young man was getting ready to graduate from college. For many months he had admired a beautiful sports car in a dealer's showroom, and knowing his father could well afford it, he told him that was all he wanted.

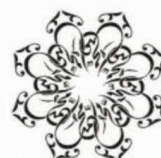
As Graduation Day approached, the young man awaited signs that his father had purchased the car. Finally, on the morning of his graduation, his father called him into his private study. His father told him how proud he was to have such a fine son, and told him how much he loved him. He handed his son a beautifully wrapped gift box. Curious, but somewhat disappointed, the young man opened the box and found a lovely, leather-bound Bible, with the young man's name embossed in gold. Angry, he raised his voice to his father and said "With all your money, you give me a Bible?" and stormed out of the house, leaving the Bible.

Many years passed and the young man was very successful in business. He had a beautiful home and wonderful family, but realized his father was very old, and thought perhaps he should go to him. He had not seen him since that graduation day. Before he could make arrangements, he received a telegram telling him his father had passed away, and willed all of his possessions to his son. He needed to come home immediately and take care of things.

When he arrived at his father's house, sudden sadness and regret filled his heart. He began to search through his father's important papers and saw the still new Bible, just as he had left it years ago. With tears, he opened the Bible and began to turn the pages. And as he did, a car key dropped from the back of the Bible. It had a tag with the dealer's name, the same dealer who had the sports car he had desired. On the tag was the date of his graduation, and the words PAID IN FULL.

How many times do we miss Spirit's blessings and answers to our prayers because they do not arrive exactly as we have expected?

By
MAYANK AGRAWAL
3 BBA B



Blessings

DHRITAAKSH

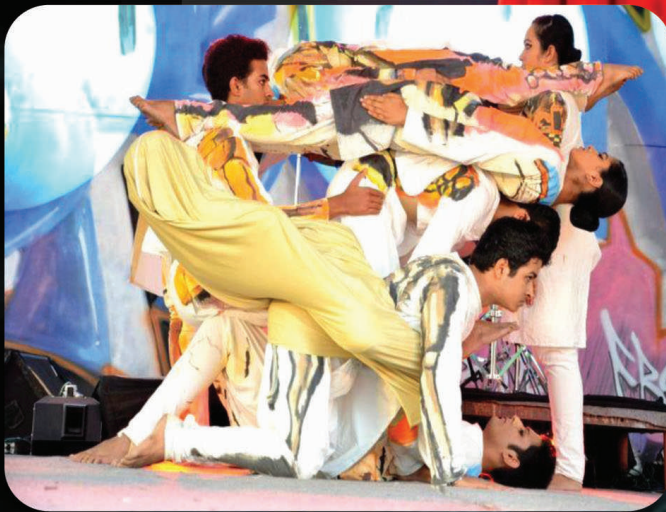
The Christ University cultural Dance Team

DHRITAAKSH - The only cultural dance team from Department Of Management Studies in this year's cultural team. The team basically genres into contemporary style of dancing, but has dancers with the experience of various other styles like Hip-hop, salsa, classical and Bollywood.

We have been part of the Christ University Cultural Team for the past two years and have participated in many outside fest of colleges like IIM-B, BITS Goa etc. The members of Dhritaaksh are Ankit Aggarwal, Swarup Krishna, Ashmit Budhiraja , Piyush Chandak, Shubha Achaiah, Mithun Prasad, Jesal Seth, Meghna, Sneha Gupta and Aneesha Warriier.



Says thy,
our will to reach the sky;
bruises burnt,
cuts overlooked,
falls recovered,
sleep damaged,
doesn't matter anymore,
COZ,
says thy,
our will is now
to reach beyond sky!



Bhasha Utsav & Ethnic Day

Sept 7, 2012



This event is organized every year by the Department of Languages to understand languages and celebrate diversity in the university.

Each and every christite waits elatedly for this very day. Entire campus swings to the beats of exceptional dhol and music. Each and every person are on their toes to CELEBRATE..!!



This year we celebrated the same with utmost joy. Christ University looked like a sea of multitude colours splashing with waves of high-spirits and energy. Glee prevailing over all equally. From Jammu and Kashmir to Kerala, Gujarat to Assam Christ University is in pure elation. It is that one day out of approximately 240 working days where we Christites come in attire representing our cultures. Where amateur photographers and shutterbugs rule the roost. Yes it is this day we all cherish. The day which will be treasured and remembered in our forthcoming years of life...

Esprit 2012: Official Poster Detectives hit Christ University



For more information visit: www.esprit2012.com

An Experience Worth a Trip

Village exposure for 1 BBA a

The first joyous moment we had in class since the first week, was when our teacher announced a class trip and the first of many that would bring our class together. Consent forms were distributed and submitted and without further delay, the day arrived.

The class was full, not just with students but also with their knapsacks and survival and camping kits. The class met promptly and perhaps for the first time, punctually at 12'o'clock near the buses that awaited us near the gates and when the word was given there was a scramble to bag the best seats available.

With a hoot and applause we set off from the Christ University campus in two separate buses to village miles away known as "Kolar". The bus ride with friends was fun, with lots of singing, and dancing, beautiful music and food to while the time away. The beauty that surrounded our bus as we sped along a road to the activity centre made the whole bus go quite. As we got down from the bus and entered the activity centre, where we would be staying, there was a mixed reaction from us. Within moments, in both rooms, the floors were filled with mats and mattresses by students who had already claimed their places with their friends. The boy's room was decided as the main meeting room considering its size and that was where we ate and spoke for the next one day.



After we had settled down, we were briefed over a cup of tea, following which our class was divided into groups and given tasks to perform.

One group had to put up a mime play on the importance of education, cleanliness and proper health care while the other groups were assigned people who knew the language and were asked to interview and understand the situations in various households.

The most thrilling part about the trip was our mode of transport that took us from the activity centre to the villages. Our class piled into 4 mini trucks, with some of us hanging on the outer rail of the truck! That was one of the best entertaining parts of the trip. The productive part was yet to come.

What we learnt from the villagers appalled us. They led a very primitive life with very few households having electricity or power. They live in a male dominated world, and education is not given much importance. We learnt from them the joy of living harmoniously as one huge family. A heavy downpour right before dinner pulled us all out of our reverie and made us snuggle into our sweaters and helped us fully enjoy hot homemade food. Each group was taken to separate village to visit their school and help around in making the school ground look good.

We were engaged in digging holes for planting flowers and bushes and were also busy shifting rocks and clearing space to make a playground for the children. Overall it was wonderful to learn the ways of a village life. Also we are glad that we could be a part of helping lives develop, however small our contribution was. It was an experience that made us see a new phase of life, realise that sometimes there is more to life than meets the eye, and that there our other lives too, underprivileged, somewhere in this world that probably live and lead a happier life than we do!

BY

AISHWARYA BALACHANDRAN

1 BBA A



CRICKET TOURNAMENT FOR BBA STUDENTS
OF ALL YEARS

CRICKET GPO

GRAND PLAY-OFF

COMING SOON



LETS BATTLE IT OUT !!

19 – 20 SEPTEMBER 2012

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Looking Forward

The pulse will come out every month. Looking forward for your participation and creative ideas for the later issues. Contact us through email: pulse.bba@gmail.com
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