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CONSILIUM

THE GENERAL MANAGEMENT
NEWSLETTER

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WORDS OF WISDOM



Dr. Ganesh L
HOS – General
Management

“Work hard, stay positive,
and get up early. It's the best
part of the day.”

- George Allen, Sr.

As global business challenges become more complex nowadays, companies are turning to exceptional general managers who can take on greater cross-functional responsibilities and contribute to corporate growth on a more strategic level. The “Consilium”, General Management newsletter at Institute of Management, Christ University is designed to help the students to share their broad thoughts and to accelerate the leadership skills.

Here, at Christ University, General Management program tries to bring integration among different domains of the business thereby helps to prepare the leaders of tomorrow in order to face the challenges ahead in the business. The students of General Management are exposed to various Interactive online sessions, MOOC, customized case study analysis, article reviews, corporate interface and above all a certification course on the trending data analytics from IBM which are some of the key drivers to

build strong cross functional teams, and capitalize on emerging opportunities.

Through Corporate Interface, the General Management club has organized many discussions with industry experts. Mr Rangesh Srinivasan, alumni from IIT as well as from IIMA, shared his wide managerial experience in Aircraft manufacturing, TVS, and whirlpool. He conveyed that industry is in need of technically sound person with leadership skills.

Another initiative by team members under financial sector was Mr. Satish, CIO Mitraz Research in Financial Services explained about the mutual funds and the asset allocation technique.

An interactive session was given by Mr Raja Rao where he clarified many doubts raised by students regarding the importance of business analytics in career growth.

Congratulations to the Consilium team for their wonderful involvement towards

of this newsletter. We have been fortunate to have wonderful articles from professors, students and other corporate members who have tirelessly helped, build and shape our newsletter to find a space for forward-looking as a part of academic performance.

I am impressed by the progress made in the newsletter and the improvements have

been made in the standard of the articles.

We hope you will find this newsletter to be a great source of useful information. We encourage all of our readers to contact us with thoughts, comments, suggestions or contributions.

Personally I feel privileged to be part of this team and system.



Priyanka Bihani
6MBA GM

“Beware of little expenses.
A small leak will sink a
great ship.”

- Benjamin Franklin

FINANCE IN GENERAL MANAGEMENT

Increasing globalization and evolving regulatory requirements put tremendous pressure on an organization's ability to ensure business continuity and growth. Organizations need to keep abreast of changes and react quickly. General Managers play a key role in corporate decision-making for business growth by evaluating market opportunities, weighing associated risks and challenges against potential advantages and returns, and assessing the impact of evolving regulations and ensuring compliance. Finance is the elixir that assists in the formation of new businesses, and allows businesses to take advantage of opportunities to grow, employ local workers and in turn support other businesses. Finance forms an integral part of any business, which is the reason that every company be it marketing, retail, manufacturing etc, hires the financial manager to look after the company's investment, working capital, financing decision. As far as

General Management is concerned it covers all aspects finance and qualifies a general manager of a company to take up financial decisions of the company. Analytics forms the core of general management. Today a major challenge faced by most of the industries is, how to use the breadth and depth of data available to satisfy and provide better services to their customer. A typical financial company can use analytics in various fields such as risk management, portfolio management, asset management, data management to draw relevance out of data with current market scenario and it also helps companies to manage the big data of the company. Implementing advanced analytics solutions leads to positive business outcomes such as Revenue assurance: Assure revenue by reducing billing leakage and predicting credit risk, Increased revenue: Realize hidden revenue, identify opportunities, increase cross or up-selling and diversify product

streams, Improved operating margins and expenses: Identify and eliminate bottlenecks, improve efficiencies, minimize waste, and ensure contract compliance. Improved working capital: Optimize inventory and logistics for better cash flow, improved financial control and agility: Reduce financial risk, enhance statement quality and regulatory compliance performance, make decisions quickly, and adapt faster to market changes. Therefore every General manager evaluates how sophisticated the finance team is in their use of analytics and the type of analytics solutions they need. To realize maximum value from all operational and strategic initiatives, each function of general manager aims for effective use of predictive analysis. Each function within the organization is at a different point along the maturity curve of analytics adoption. For example, the accounts payable team might be using a reactive mode of analysis by reviewing dashboards and maintaining their KPIs and SLAs.

The treasury department on the other hand, might be using forecasting analysis in its day-to-day operations, say in trying to peg the exchange rate or budget for high-value payments etc.

Once the general managers have identified their position in the evolutionary path of analytics, the next step is to set up the organization to successfully deploy and use analytics. Leveraging analytics as a continuous process enables managers to improve business metrics. They should bring greater discipline to this process and drive consistent rigor across the organization. Systems should have built in triggers that initialize processes 'as-needed' or 'on-schedule', and integrate analytics and decision-making. Real-time data analysis should be used to monitor processes as well as raise alerts and report status as an ongoing activity within the office of the General Manager. Across functions, each insight should then be linked directly to a business outcome.

MARKETING IN GENERAL MANAGEMENT



Deepthi Suresh
6MBA GM

“People don’t buy what you do, they buy why you do it.”

– Simon Sinek

Marketing can give a good foundation for general management. Marketers have the ability to clearly understand the needs and wants of the customer, and the concept that “customers come first”. If they can translate this need into business strategies they can easily contribute to the overall development of the organization. In short the essence of marketing is “identifying, anticipating and satisfying”. The marketers also need to keep in mind the dynamic nature of the business world. As the needs of the customers change the marketers need to update themselves and make necessary changes in their

marketing strategies, failure to which can only lead to huge losses for the organization and also loss of loyal customers. Successful organizations therefore regard marketing as a continuous process through which actual and perceived customer needs are constantly analysed and monitored in order to fulfil these needs to the extent that the organization’s resources and capabilities allow. Marketing helps in establishing the link between the customers and the organizations products and gives them the awareness about the offering in the market. Marketing thus helps in setting up a brand for the organization.



Sonal B S
6MBA GM

“The biggest guru-mantra is:
never share your secrets with
anybody. It will destroy you.”

- Chanakya

GENERAL MANAGEMENT IN FAMILY BUSINESSES

Family business is an often overlooked form of ownership. Yet they are all around us – from small grocery stores, midsize companies to names such as BMW, Johnnie Walker. One-third of all companies in the S&P 500 index are family businesses, meaning that a family owns a significant share and can influence important decisions.

In the year 2014 a survey conducted by Price Waterhouse Coopers identified that 78% of family business support community initiatives, 78% go out of their way to help & retain staff during bad conditions, 80% support employment in their operation & 90% are confident in achieving their predicted growth. So what would these findings mean to a proverbial General management student?

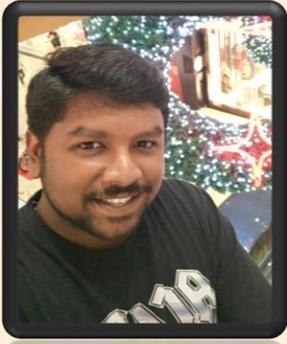
The top businesses in India are mostly family owned, be it the Tata Sons', Birlas', Godrej, Wipro. Discipline, Passion, Commitment, Mutual trust &

Respect are the values on which businesses are conducted. All of which can mostly be gained only through day to day business, however MBA General Management graduate has an advantage that can bridge the gap between academics and real world implementation.

Data analytics may be a new terminology that has dominated the business scene for the past 3-5 years but it is the major driving force behind all businesses. When a baniya increases his stock of apparels in his store around festivals it is through previous experience, experience that suggests increased flow of customers, which in true sense data analytics; now if he identifies that white clothes are fast moving then it would be data mining. A general management student has good exposure into the analytics field; a challenging field that inculcates the ability to bank on data instead of gut feeling and aids decision making.

General managers are jacks of all and master of none, be it human resources, tax reforms, marketing, sales, current scenario of market they know it all but specialising in a field of interest can make one an expert. Since such individuals have formal training they have objective view, when compared to those who do not, towards situations and are able to remain so during trying times the added advantage are that they have dedicated family mentors who oversee their growth and mould them into the leaders that would take the company to greater heights.

General management is an ideal stream for a candidate who aims to be an entrepreneur due to the very fact that they are exposed to several fields than those who specialise in one particular field. Traditional businesses add a personal touch when it comes to their employees, this could be a factor in loyalty since there is a factor of mutual benefit. Knowing the outcomes of ones' decision on other fields can help making better decisions therefore a General managers' knowledge and family values together pose as a potent combination for growth of ones' family business.



Joe Nelson Fernando
6MBA GM

“We are what we repeatedly do. Excellence, then, is not an act, but a habit.”

- Aristotle

ROLE OF A GENERAL MANAGER IN OPERATIONS

A General Manager manages a broad role in operations, and the specific responsibilities will vary between different companies, but generally it includes monitoring and analysing the current system of production or provision to check it's effective, and working out a strategy for improving if necessary, also by managing day-to-day activities, analysing statistics and reading and writing reports, operations managers play a vital role in any company.

General Manager role includes interacting with managers of different areas of the organization, presenting findings to stakeholders and higher management as well as training and supervising new employees and tracking and measuring staff performance. Some other duties and responsibilities in this field also includes planning and controlling change, managing quality assurance programmes, researching new technologies and alternative methods of efficiency,

distribution of goods and facility layout. Some of the core responsibilities of a General Manager who directs the Operations manager are as below:

Policy Formulation

Formulating policy is one of the core duties of an operations manager. Companies must operate and function on a daily basis within a prescribed set of guidelines. These guidelines are generally established by operations managers which are approved by the General Managers. These can include how different departments within the company or organization communicate and cooperate with one another. Policies can also include disciplinary actions taken when employees break company rules.

Planning

The planning of various company operations and activities is another major concern of the operations manager. Operations managers

they will be marketed. The General manager also helps plan and coordinate activities between various departments such as determining what types of sales promotions the company will engage in.

Controlling Resources

Controlling major company resources is yet a third major function of an operations manager. General managers oversee the implementation of payroll policies and procedures, how much employees are paid, how funds are allocated for benefits packages and how other funds are spent to keep the company operating smoothly on a day-to-day basis.

General managers regularly review financial statements to ensure that the company is operating as efficiently and as profitably as possible.

Communication

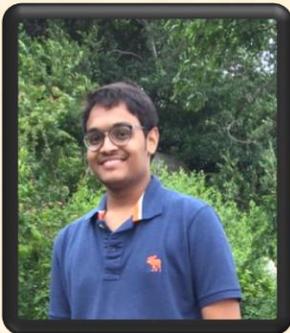
A final core responsibility of an operations manager is communicating with other management professionals within the organization to keep the company running smoothly, and communicating with other companies and organizations with which the company does business. Operations managers are responsible for putting together reports and financial statements that are essential for other

COFFEE OVER HR ANALYTICS



Mr. Kambam Vedantan
Former Manager –
Training at Canada
Bank

Interviewers



Bhavik Jain
6MBA GM



Kritika Chandnani
6MBA GM

1. When and why did you start working with HR Analytics?

While working as a trainer in a PSB, I always wondered whether there is any value addition to the trainees, how the organisation is benefiting through the training programs being conducted. These were the questions raised by the management also. Being interested in numbers, I felt if we can find a way to measure and quantify the effectiveness of training, probably we would be nearer to finding answers. Thus my interest in metrics started and in course of understanding metrics, I found that mere numbers is not sufficient but I should make meaning out of those numbers. I read a book –How to measure Human Resource Management by Jac Fitz-Enz and my journey into exploring HR analytics started.

2. What according to you, is the biggest misunderstanding about HR Analytics?

That analytics is all about measurement and statistics. Analytics starts with logical questions then comes statistics and often overlooked are persuasive skills and Change management.

3. How do analytics, metrics and benchmarking relate to one another? Can they be viewed as three individual aspects, or are they intrinsically linked?

No. They are not individual aspects according to me. They are relative to each other. They are used to achieve the goal of making HR as a key asset of the business decision support system (DSS) HR metrics help your company to perform better. HR metrics has evolved over the years from 1990 to Benchmarking in 1995, to analytics in 2000 &, to prediction and prescription in 2010. The process starts with the simple reporting of HR metrics and goes all the way to prescriptive modeling of Business practices.

4.As a HR, do you need to start employing these methods simultaneously, or can you start with any of these three?

Today we are generating a big amount of data every day which is growing exponentially. The imperative is to turn data into information and then to intelligence to understand the impact on our businesses. Analytics needs measurement standards as a basic language on which to carry out descriptive, predictive and prescriptive human capital measurement projects. Therefore you need all these methods/tools integrated to make a wholesome meaning of the data at our command.

5.Does it take months or years to get quality HR analytics up and running in an organization?

Yes and No. Technology has provided us with networking tools and accesses to information. We need trained people with an analytic bent of mind to understand and use analytics to bring about a transformation in solving problems – analysis and prevention. There is a need for this to happen at the top management level.

6.What advice would you give HR professionals who are planning to start using

HR Analytics?

Analytics is first a mental framework- a logistical progression. Do not get intimidated by Big Data. Human resources or Human capital analytics is a communication device which gives a cohesive, actionable picture of current conditions and likely futures. The purpose of analytics to find the best path through a mass of data to uncover the hidden value of the Human capital. Therefore be excited about analytics. Ask questions and find answers to the concerns - ‘where do I start’ and ‘what tools are available?’ and ‘how do I get there?’ Bring about an analytics culture in the organisations for which work.

7.Can you imagine the future for HR without analytics?

Our motto is “to Manage tomorrow today”. Analytics is our security which will enable change to happen. It’s a new way to look at the world and predict outcomes so that embarrassing and costly failures does not lead to loss of business and take away someone’s job. The future is in predicting. Analytics is the destination and all others are interim Goals.



Prof. Sirish C V

EVOLUTION OF BUSINESS ANALYSIS

The IT industry could be said to be 50-60 years old, right from the time IBM mainframes came into being.

Initially, the application of computers was in areas that required intense computation, such as the Census. That was when “geeks” dominated the scene.

When Microsoft came into the picture with its operating system custom built for the Personal Computer (PC), the programming languages became friendlier, and the number of business applications of the PC grew rapidly. The earliest precursor of Microsoft Excel, Lotus 1-2-3 was born soon after, and was called a “killer application”. Companies started purchasing PCs just so that their Finance staff could use spreadsheets for analysis.

It can be said that the Business Analysis profession came into the picture then, although they were called “System Analysts”. Just as business

analysis was carved out of a programmer’s role, we see the dawn of User Experience (UX) at present. Prior to the arrival of the UX experts, the BAs were tasked with the UX for applications, be they on the web, or on mobiles. Of course, the vying for domination by three international certifying bodies – PMI, IIBA, and IREB - for prominence in the BA space indicates Business Analysis having reached critical mass.

Recently, while talking to a BA who has been with the IT industry for over a decade, she told me that UX specialists are taking over this function, I realized that we are again seeing specialization of the BA role. She also told me that Use Cases were gradually being phased out. We old schoolers have fond memories of reading thick books written by the Three Amigos on UML (Unified Modelling Language), which dominated Requirements Engineering for more than a decade. With nearly half the IT projects having adopted Agile

methodologies, the transition from Use Cases to User Stories (an integral part of Agile) is understandable.

So where do I see the BA profession contributing its mite going forward? My bets are on the Digital space. Digital transformation can be said to encompass the following pillars – Social media, Mobility, Analytics, Cloud computing and Internet of Things. Digital has a material impact on the IT industry, in particular the IT Outsourcing industry, with companies such as GE in USA and Wipro in India carving out separate companies to focus on the Digital space. BAs can play a leadership role in bringing lateral and Design Thinking to projects in the Digital arena. Thought leaders such as Gartner are seeing that the IT budget of the CIO (primarily for Outsourcing) will either stagnate or even decrease, while the IT budget of the CMO (Chief Marketing Officer) and CFO (Chief Financial Officer) evidences sharp growth. Called Martech and Fintech, Digital applications in Marketing and Finance respectively will see marked increase in order to meet severe competition from attackers, and incumbent companies struggle to keep pace.

How can our students be prepared for such a transition? My suggestions are three-fold.

1. Regularly browse through the websites of strategy consulting firms such as McKinsey, Boston Consulting Group (bcgperspectives.com), and renowned b-schools such as Wharton (knowledge@wharton), and subscribe to their channels on YouTube or other video sharing sites, with a keen eye on their publications about Digital. 2. IIBA has introduced an entry level certification called ECBA, which does not have prior related work experience requirement, unlike two of their certifications – CCBA, and CBAP. One could prepare for ECBA and obtain the certification.

3. Attend annual conferences such as the BA Convention (held annually both in Bengaluru and Pune) to obtain a sense of the themes that are popular at present.

Here's wishing you all the best in your future endeavours!



Sarmista Choudhury
6MBA GM

“Once a year, go
someplace you’ve never
been before”

-Dalai Lama

A TRAVEL TALE

Well, my first trip this year was academic. Still I made sure that I extract the fullest I could to satisfy the traveller in me besides the academic perspective. Lavasa – city of dreams, as it’s called by few, truly meets up to the expectations. Basically Lavasa is a city developed in a valley of Western Ghats (hill) near Pune. This is the place near to Pune city, yet far away from city traffic. This place is situated at the backwater of Varasgaon Dam. Once you reach here you are completely isolated from city. It’s a completely different world. This is a place to experience.

Experience the beauty of nature, experience the waves of water, experience the five star treatments by nature, and experience the thrill of the surrounding. So I say for me, Lavasa is an experience and not just a place. Journey to this place is as exciting as visiting this place. It’s almost 30 km of ghat (hill) region. One more exciting thing to reach at this place is, you drive to the top of the hill and then you have to again drive down in valley to see the city.



My visit to Lavasa was in the month of March this year. It was on account of Six Sigma Green Belt Certification provided by KPMG to the bonafide students of Christ University. We reached Lavasa on March 1, 2016 and our

training there was scheduled from March 2, 2016 – March 5, 2016. The training session was started post breakfast with a warm welcome from the authorities.



Mr. Suraj Rajendran, a business consultant at KPMG, was the trainer we, the General Management students of main campus were allotted to. . He kept up to our expectations of quality teaching right from the beginning. Six Sigma helps you build additional skill set like problem solving, data driven decision making, customer centric approach and leadership.

You are able to deliver customer value as well as profitability to organization. It helps you to prioritize you effort based on the impact of action and improve your daily life.

Besides studies , our trip included boating , Kayaking , Segway ride , a sumptuous and drizzling barbeque night and an early morning nature trail - all the activities provided by CIM , Lavasa in return of a minimal amount by the students .

The best part of my trip was the morning and evening strolls on the promenade. The clean roads, the lovely lakeside, the peaceful early mornings all made up to the 4 days trip to be a wonderful one.





Sonal B S
6MBA GM

CORPORATE INTERFACE ACTIVITIES IN GENERAL MANAGEMENT SPECIALIZATION OF CHRIST UNIVERSITY, 2015 – 2017

Studying MBA in India is like riding a cycle with training wheels on, specially if you are a fresher. The traditional concept of exams and written papers do not add as much value as case study analysis or work experience. A fresher lacks the knowledge of the expectations, the politics and the intricate on goings that keeps the company rolling. The experienced however have an advantage as they have had an exposure to the corporate field. There arises a need for every educational institution to even out the playing field between the freshers and the experienced so that the odds of a student being placed is not left to chance. Therefore it is imperative for students to gain as much exposure as possible to the industry in the two year duration.

The General Management branch of MBA at Christ University has accomplished this task through weekly interactions with personnel from diverse fields of business. Start-ups like

Clickoncare, Fikka, Brandstard and MNC's like NTT Data have been a part of these interactive sessions, imparting knowledge on various topics.

Interaction with Mr. Anand Ganapathy, Fikka Technologies, has brought forth the necessity of inspiration to get through tough times, need of partnership agreements, exposure to various positions in a company before one becomes an entrepreneur. Mr. Zakki & Mr. Piyush, Brandstard, have helped students understand the importance of client needs and vices of assumptions. Mr. Alan Miller & Mr. Akshat Malik, clickoncare, threw light on the start-up scenario in Bangalore, its challenges, ups & downs. Mr. Sharan Hinduja, Softwareone, is an alumni of Christ University; his session seemed like the ugly truth of the corporate world, the session helped students brace themselves for the tough competition ahead. Ms. Molly, Placement Office Christ University, provided

students guidance with respect to placement activities in the college, “how to position yourself” towards the corporate, identifying our strengths and creating a niche for oneself. Mr. Ravi Kumar, Senior VP NTT Data, took us through the on goings in the technology field of business, automation, smart devices, role of a Business

Analyst and avenues for a MBA to pursue a career.

Through interface sessions students can gain a fair idea of the world outside the protection of the university and are able to orient themselves for maximum growth.



-Click'on'care



-Brandstard



- Fikka Technologies



THE MOST PROMINENT MANAGEMENT TRENDS OF THE 21ST CENTURY



Sri Lalitha Tumarada
6MBA GM



Tanya Gupta
6MBA GM

The most substantial notions and developments that have impacted business management in the first decade of the 21st century and also the management research areas in the decade to follow:

Globalization

The melting of barriers among nations and their growing interconnectedness, enhanced by technology, has led to a change in the world order that has had a profound impact on global business. The emergence of nations such as India and China has replaced the era of dominance of the Western countries or any one particular region, paving the way for a business arena where developments in one part or the other are sure to have a spiralling impact. Perhaps the best evidence of this can be: Rising expectations from business and society for graduates with global competencies, coupled with the increasing complications and global connectedness of higher education, command the attention of b-schools around the world.

Technology

If the current wave of globalization has been the driving force behind the most extensive and powerful changes in business, then information technology has undeniably been the facilitator. Four out of the top five companies in *Businessweek's* annual list of most innovative companies are technology-driven businesses. Customers are courted and supply chains are managed via websites, social media, and email; colleagues working 12 time zones apart can see and hear each other as they work at their desks-or in airport lounges on opposite sides of the planet.

The Study of Psychology

Speaking of interdisciplinary influences on business, the study of human psychology - probing into reasoning, motivation, behavior and performance - has become a key pillar of organizational management. From

employee management to customer satisfaction and social engagement, satisfaction of business objectives requires effective analysis of both individual and institutional psychology. Research is therefore likely to be focused on how psychological theory and research can be integrated into business academics and management practice.

Business Ecosystems

One of the most noteworthy trends in management has been the rise of business ecosystems - defined as groups of firms which together provide complex products and related services to meet end-to-end requirements of users across the value chain.

The integration between media, technology and telecommunication firms would be an appropriate contemporary example. This has vital implications for management because innovation in business ecosystems has a character different from traditional, vertically integrated firms. Every organization in the ecosystem has to be aware of the bigger picture. Working Knowledge, Innovation in ecosystems requires joint action to both devise and appraise efficient, cross-organization knowledge streams, segmental architectures, and good stewardship of legacy systems. It rests on manifold, complementary platforms.

PLACEMENTS

GM – 2017(in progress...)		
SL NO.	STUDENT	COMPANY
1.	NIKITHA	EY INDIA
2.	SUDEEP	THE SMART CUBE
3.	AMIT	ITC INFOTECH
4.	SUSHMA	SBI GENERAL INSURANCE
5.	LALITHA	SBI GENERAL INSURANCE
6.	PALLAVI	ALSTOM TRANSPORT
7.	PRAKASH	TATA AIG
8.	JINTU MONI	TATA AIG
9.	SARMISTA	WALMART
10.	BOPAIAH	M SUPPLY
11.	SAURAV	NTT DATA
12.	VAIBHAV	NTT DATA
13.	CHIRAG	MERU CABS
14.	VINEET	TECH MAHINDRA
15.	SONAL	TECH MAHINDRA
16.	AASHISH	TECH MAHINDRA

TESTIMONIALS

General management in itself is a dynamic course which provided overall perspective across specialisations and enhanced the learning. It is essential for an individual to be versatile so as to compete in the real world and this course has helped in achieving a competitive edge. It provided a great exposure on variety of subjects and the faculties made the journey effortless. It was indeed a great experience being the class representative for the GM batch and bridging the link between the faculties and the students. It is very much essential for an Individual to think and act out of the box to learn and experience new things. Responsibility initiates personal grooming be it communication skills, confidence level as well as risk taking ability.

In the end , what matters is where you see yourself XYZ years down the line which is only possible through challenging oneself and keeping in mind a mantra "kaizen"



Himanshu Mehta

6MBA GM

CR – General Management



Shruti Jain

6MBA GM

CR – General Management

General Management as a specialization offers a vast scope for covering the various aspects of business environment. The more we studied the course the more interesting it became. General Management offered an enriching learning experience and have opened a lot of opportunities to embark upon. As a CR of General Management I would say we became more of a family directed towards learning and achieving the best of the possible. The faculties and the Head of Department facilitated us in attaining that goal. They not only provided best learning experience but also acted as motivators to give the best out of us.

It is and will always be a crucial step up in our careers. We will keep the learning of these memorable years for the years to come.

TESTIMONIALS ...contd.



Kritika Chandnani

6MBA GM

Club Coordinator –
General Management

When I volunteered for the role of GM club coordinator little did I know that this would be one of the best learning experience of my life. This role brought in with itself a sense of responsibility, motivated me to work with team spirit, helped me improve my communication skills and brought forward my leadership qualities. It has helped me become a confident individual.

We had quizzes, corporate interactions, group discussions, debates, case study analysis and industrial visits as part of GM club activities. Weekly corporate interface was a prime activity of the GM club. I faced various challenges as to find corporate connections, screen corporate professionals as per requirements of the students, communicating the expectations of students and finally scheduling the event. As general management specialization caters to all aspects

of business and has students with different backgrounds with varied future interests, task to manage requirements and arranging appropriate corporate exposure along with guidance for each and everyone was the most challenging of the all. This role demanded continuous planning and unending need gap analysis of what the students anticipate from the interface as well as what the professional can provide.

Constant motivation, encouragement and guidance from faculty coordinator Prof. Reena Raj and Head of specialization Prof. Ganesh L made this journey smooth and worthwhile. Lastly I would like to thank my classmates for their enthusiasm and everlasting support to make this club a success. Today, I am glad that I raised my hand during our first club meeting to undertake this role and add this to my basket of experiences.

THE EDITORIAL TEAM



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Batch of General Management 2017 , Main Campus – the last legends





Team ASTRAS – General Management – USHUS 2016

