

Newsletter

MBA-Outlook

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2021-22

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Departmental Events

Logo Making Competition – Give Wings To Your Ideas

Department of Management Studies, New Horizon College of Engineering, in association with ED Club and Start Up club has organized Online “LOGO MAKING COMPETITION” - Theme “GIVE WINGS TO YOUR IDEAS”.

The purpose of this event was to engage the students to bring creativity and imagination based on the theme. The registration started through online registration cum submission through online google form. The registration started on 11th Dec 2021 and closed on 14th of Dec 2021. The event was open for NHCE students for all departments and for all years. around 50 Students

participated out which the best logo will be selected for Mega Entrepreneurial Event. All Participants are given a participation certificate. We thank Management for providing us with necessary support to conduct the event.

Alumni Talk On Skills For Future Workforce

On 17th December, 2021 Department of Management studies, NHCE had organized Alumni talk on skills for future workforce by Mr.Rakesh.B During the session, sir has shared all his experience as a student at NHCE, and also sir made the session a very interactive one. Sir has given more insight about how one can improve his skills and talents once we enter into

NEW HORIZON COLLEGE OF ENGINEERING
Autonomous College affiliated to VTU.
Accredited by NAAC with 'A' Grade & NBA

Department of Management Studies
In Association with
ED Club & Start Up Club
Presents

“LOGO MAKING COMPETITION”
The best logo will be selected for Mega Entrepreneurial event

Theme
“Give Wings to your Ideas”

Starting date
11th Dec 2021

Deadline
14th Dec 2021

Are you Creative ??
Here is a Chance to Prove it

Registration Link:
<https://forms.gle/yCykFEAZmTjuvI5EA>

QR Code

E-Participation certificate for all the participants

Faculty Coordinator Dr. Dhanalakshmi Prof. Saumi Roy	Convenor: Dr. Sheelan Misra	Student Coordinator: Avinash - 7406703280 Shimon - 8904094792
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NEW HORIZON COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES (MBA)
Presents

Alumni Talk ON Skills for Future Workforce

Speaker

Mr. Rakesh B
Global Accounts Manager,
Prione Business Services Pvt Ltd
Batch: 2015 - 17

Date 17 December 2021	Time 10:00am
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the corporate and gain more necessary needful information in corporate life of an individual to seek a better future in their own career. Sir has deeply explained about how one can be knowledgeable enough to survive and sustain in corporate.

Even students were so excited to take all insights and was able to be very interactive with sir. Sir also talked about his current role and the organisation he was working, the way he worked from a scratch to make it up at a better position. Sir also spoke about the skills that an individual need to develop such as adaptability, Interpersonal skills, Leadership, Teamwork, Positivity, creativity etc. Sir shared his experience on global account manager how it works, as how to interact with clients and take up the issues and clear to them on the same.

Industry Expert Lecture Series

On 18th December, 2021 Department of Management Studies, NHCE organized Industry Expert Lecture Series on Brand Image. The Honourable speaker of this session was Mr Shyamanta, Director - Corporate Com-

munications at Fidelity Investments India. The session aimed on helping students know about Brand Image - Storytelling and Branding. It was an

NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies

Industry Expert Lecture series

Brand Image

18th December, 2021
12:10 PM

MBA Seminar hall

Mr. Shyamanta (Sam)
Director - Corporate Communications,
Fidelity Investments India.

informative and interactive session that helped students gain insights about Brand storytelling, with a focus on creating empathy by linking what the brand stands for with the values you share with the customers. The speaker also gave relevant examples of some of the powerful brand storytelling and also briefed how to build a brand story and how to elevate a brand by focusing on a strong human experience.



We thank Dr Sheelan Misra, head of department of management studies for organizing such an insightful session that is relevant to the industry and for constantly encouraging and motivating students.

ED CLUB- Idea Hackathon

The Entrepreneurship Development Cell and New Horizon Centre Of Innovation, Incubation And Entrepreneurship of New Horizon College of Engineering organized New Horizon Idea Hackathon on 23th-24th December, 2021.

The esteemed mentors spoke about their journey and experience to initiate and finally start venture. The main motive of the session was to make students aware about start-up and entrepreneurship, to encourage and motivate them to explore in entrepreneurship, which will boost their inner urge for becoming self-employed in future, to be job creator

rather than job seeker.

The speakers indulged the students, encouraged and inspired them to be in startup by nothing is impossible

NEW HORIZON COLLEGE OF ENGINEERING
Entrepreneurship Development Cell

NEW HORIZON CENTRE FOR INNOVATION, INCUBATION AND ENTREPRENEURSHIP

Presents
NEW HORIZON IDEA HACKATHON
"Break the **STATUS QUO** and Develop **A NEW** where Few have **DARE TO GO**"
Showcase your innovative ideas

ON
23rd and 24th December 2021

OUR ESTEEMED MENTORS

DR. SHREYA AMRAPURKAR
MENTOR - INNOVATION AND COMMUNICATION,
NEW HORIZON COLLEGE OF ENGINEERING

MS. AMULYA BISHT
MENTOR - IAS PREPARATION,
INDUSTRIAL AND SOCIAL SCIENCE SERVICES LTD.

MRS. HARSHITHA
INTERNET & FOUNDER,
TECHNOLOGY SERVICES

MR. MILIND MISHRA
IIT MADRAS, CHENNAI

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CHIEF EXECUTIVE OFFICER, TECHNICAL PARTNER,
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RESEARCHER OF SOCIAL AND HEALTHY PRODUCTS

MR. SATISH CHANDRA
SECONDARY MEMBER OF
INDUSTRIAL AND SOCIAL SCIENCE SERVICES LTD.,
BANGALORE.

MR. HIMANSHU BAROLA
FOUNDER AND MANAGING DIRECTOR,
INDUSTRIAL AND SOCIAL SCIENCE SERVICES LTD.,
RESEARCHER OF SOCIAL AND HEALTHY PRODUCTS

MRS. UMALI
CORPORATE TRAINER,
CORPORATE AND ENTREPRENEURSHIP,
PILHANA COLLEGE

KNOWLEDGE PARTNERS

KARNATAKA MANAGEMENT ASSOCIATION | YUVA INCUBATED | MTC GLOBAL | L&D GLOBAL | WADHWANI FOUNDATION

For more information, please contact the ED Cell Coordinators at
8971822969 / 8904094792 / 9964037602 / 7022299273

Open for all the UG and PG students

concept and success story of their own perspectives and ventures and lives, which was very interesting and would be useful to gain knowledge about Entrepreneurship and its future impact where they have plenty of opportunities.



ACUMEN- Market Nest

Department of Management studies, NHCE, under the Acumen club has organized "Market Nest" on 27th-28th December, 2021. There were two rounds, round 1: Auctionate and other was marketing & Branding. Students participated, and reached the next round by giving a tough challenge to each other, elimination process helped to screen the students for the next round. Students got an idea how in real life bidding, auction, branding and rebranding happens And Students learnt practical aspects of various industries.

NEW HORIZON
COLLEGE OF ENGINEERING

Department of Management Studies
Acumen Club Presents

"MARKET NEST"

Round 1: **Auctionate**
Round 2: **Re-invent Branding**
Theme: **Marketing and Branding**

27th and 28th of December 2021

acumenofficial@gmail.com

7090990363, 9916866513

Registration Link:

Student Coordinators
Vinay kumar R R
Pooja

Faculty Coordinator
Ms. Pavithra S



EDITORIAL BOARD

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Chandan KM

Shubham Mudi