

## DEPARTMENT OF MBA

**“The best way to predict the future is to create it.”**

**– Peter Drucker**

The objective of Department of MBA is to inculcate in students’ analytical skills, ethical values, team spirit, interpersonal skills and sense of commitment and to address the current business scenario characterized by multiple challenges. The vision of the department is to be a value-based department, nurturing women professionals to conquer and build competent managers who will lead with a heart.



## SUMMER INTERNSHIP PROJECT (SIP)

Besides textual learning, the MBA department also focuses on learning through practical experience. Keeping this in mind the students of second year MBA had to undergo a six-week



summer internship in an organization anywhere in India or abroad. At the end of the internship, the student presented a report based on the management topic. This year the internship was taken up by fifty-eight

students in the field of Finance, Human Resources and Marketing. The internship was from 1 June 2019 to 15 July 2019. Students were offered internships at reputed companies like Indian Oil Corporation, Air India, Tata Steel Ltd, Canara Bank, Bosch, Malabar Cement, Kerala, Aditya Birla Sun Life Ltd, Hindustan Aeronautical Ltd, HGS, Aegis Pvt Ltd. This helped students to apply business concepts and theories to real world decision making and to hone their people skills. Through this, students gained learning experience by practicing to align the policies with organization strategies and goals. In addition to this, students also learnt to source candidates for the available vacancies in the organizations screening them according to the job requirement criteria and finally scheduling an interview with them.



## GUEST LECTURES

‘Social Media Marketing’ was organized on the 30, August 2019. It was delivered by Mr. Dipesh Daniel.

‘International Taxation’ was organized on the 14 of November 2019. The resource person for this was Mr. Raveendranath Kaushik.

‘Forex Market’ was organized on the 23, November 2019 with Mr. James Thomas as the resource person.

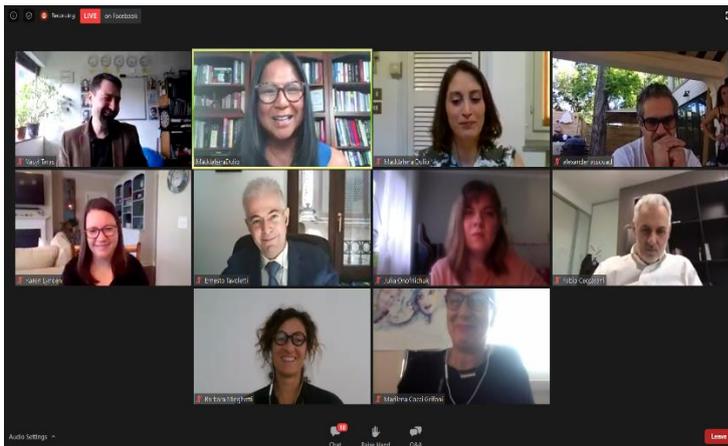


*Social Media Marketing – Dipesh Daniel on 30 August 2019.*



*International Taxation – Raveendranath Kaushik on 14 November 2019.*

## X- CULTURE



The X-Culture project was one of the best practical experiential learning that a Master's student could ask for. It was conducted from 19 July 2019 to 9 October 2019. The main objective of this global collaboration was to provide students with a great experience of working with people from different



countries virtually. The students worked for forty-six days with different nationalities such as USA, Columbia, Brazil, New Zealand and Grenada. The global collaboration course helped students in better understanding the communication among different cultures, and colleagues.

## LEADERSHIP CAMP AT PEGASUS



A two-day leadership training to Pegasus Institute was organized from the 6 to 8 January 2020. Around fifty-four students attended the training session. The main objective of Pegasus activities and learning was to create opportunities, discover, comprehend and improve attitude and values. The overall journey of students through Pegasus helped them in learning strategies and work as a team, to plan and overcome obstacles within the given time frame, to think smart and to display team spirit.

## SYMPOSIUM

The main objective of this interdepartmental symposium was to enhance generic professional development skills with specific focus on research, public speaking skills and idea presentation skills. It also aims to bring together all the departments of the centre, encourage student engagement and widen their horizon with reference to organizational / industry research with an intention to creatively present their views in a centralized location. The four symposiums covered topics like "Make in India", "Management lessons from Mahabharata", "Black business in India" and "Sustainable Living"

## INCIPIENCE

The main aim of organizing these club activities is to stimulate the students to think outside the box, to develop good social and interpersonal skills. The club activities mainly included general management, marketing, human resources, finance and entrepreneurial development. Through the annual club activity sessions, students learn to improve their presentation skills, better time management and instill a sense of commitment and responsibility among them and work as groups in the future endeavors.



## FIELD TRIPS

- **RESEARCH TRIP TO NANDI HILLS**



17 Marketing students of second year MBA embarked on a trip to Nandi hills on 24 August 2019. It was not just a fun trip, but also of research experience, closely associated with experience-based learning. A questionnaire consisting of 15 questions was distributed to the people visiting the hills.

- **INDUSTRIAL VISIT TO DECCAN HERALD**

Around 55 students from second-year MBA visited Deccan Herald's printing unit on 22 January 2020. The students were accompanied by Dr. Phily Antony. Students learnt through interactions, working methods and employment practices.



## INTERNATIONAL TRIP TO THAILAND

40 students from the department of MBA along with director, Dr Sr Lalitha Thomas, and two faculty members from the department, Dr. Percy and Mrs. Priya Vinod, visited Thailand from 25<sup>th</sup> November 2019 to 30 November 2019. During the trip, the students visited various places



such as Alcazar Show at Pattaya, coral island, GEMS gallery Pattaya, Sriracha Tiger Zoo, Assumption University, Reclining Buddha, Indra market and the Neon night market. The main objective of the international educational trip was to provide students with an opportunity to collaborate with teachers and integrate new perspectives in informal

environments, to enhance learning initiatives and improve skill developments.