

Research & DEVELOPMENT

At our post graduate centre research, academic enhancement and critical inquiry take precedence over other things. Keeping this primacy of research and inquiry, the centre frequently conducts national and regional level conferences, workshops and Quality Improvement programs. In our fast paced world of transience and impermanence, where i phones sixes are constantly replacing i phones 5s, where information is literally in the palm of a student's hand, and students are not sheer bricks in walls, a teacher is no longer merely a cornucopia of information and data. A teacher has to be myriadly skilled and constantly enhance her / his multiple facets to facilitate as academicians, guides and counsellors to name a few amidst the many roles a teacher plays. The Quality Improvement Cell of the post graduate centre was formed to enhance the quality of both the faculty members and the students.

The cell motivates and aids the faculty to switch from the traditional learning mode to more dynamic and far-reaching learning modes for the enhancement in quality of education provided at the masters level. FDPs are therefore platforms that help us acquire these different skill sets aiding us to adapt to changing patterns of learning in the educational environment. When we talk about 21st century pedagogy, we have to consider many things—the objectives of education, the

curriculum, how assessment strategies work, the kind of technology infrastructure involved, and how leadership and policy facilitate attaining education goals. The Faculty development “Enhancing Teaching Skills”, conducted on April 8th, by the departments of M.A.English and M.C.A, through its many trajectories addressed these pluri-dimensional requirements to enhance one's teaching skills. The programme was a one day event and was attended by teachers from different disciplines from a number of schools and colleges. Our three resource persons included Dr. Shailaja Shastri, Dr. V. Shantha and Dr. Ashok Immanuel.



Dr. Shailaja Shastri, is the founder Director of ‘Training and Research Initiatives’ (TRI). She has been actively involved in the domain of mental health as teacher, trainer, researcher and counsellor for the last 25 years. She holds an M. Phil and Ph.D. degree in Psychology. Earlier she was the Professor and Head at the Department of Psychology, Jain University.

A certified Cambridge University facilitator and Dale Carnegie Trainer, Dr. Shailaja had conducted over 600 workshops for leading corporate houses, college faculty, school teachers, parents and young learners. She was a consultant to WIPRO's prestigious Mission 10X and has conducted workshops for Engineering College faculty across the country. She has been invited by corporates like Triveni Turbines Limited and Cognizant to be a consultant in their research Projects.





She was also invited to be a part of the Future of Learning organized by the Harvard Graduate School of Education. Further Dr Shailaja is involved in several inter university research projects at the University of Bolton UK.

One of her significant achievements has been the development of an innovative 'Life Skills' program for students which is now being implemented in several schools/colleges across the country. Dr Shailaja is an inspiring teacher, an accomplished trainer and a well known counsellor. She has travelled widely and delivered lectures in leading international institutions across the world.

In her morning session Dr Shastri spoke about the paradigm shifts in higher education. Through innovative, interactive and fun –filled sessions she engaged the attendees with complex modifications that have happened in the field of higher education- like the changing attitude of students, learning environment, teacher- student dynamics in the classroom and so on. Speaking of the five key elements that need to be changed, she engaged us with a) Balance of power b) role of a facilitator, c) responsibility of learning, d) the function of content, and e) the purpose and process of evaluation.

The afternoon session began with a lively discussion conducted by Professor Amal on “ Laughter therapy”. This was followed by our second session conducted by Dr V. Shantha on the need to enhance language skills in the classroom. She spoke about the importance of speaking grammatically correct English even by non-English language teachers since English is the primary medium of communication in a classroom. Through her lively and spirited insights she discussed common errors non-native speakers of English commit. She gave examples of syntactical errors, the improper usage of punctuation marks grammatical slip-ups and so on.

Technology will never replace teachers, but technology in the hands of great teachers is transformational. However in this technologically advanced world we cannot teach today's students as we taught students yesterday. How





do we effectively use technology to enable and facilitate learning? The last session of the programme conducted by our resource person Dr Ashok Immanuel focused on giving us an insight into this.

Dr. Ashok Immanuel has 17 years of experience in teaching both undergraduate and postgraduate students. He has developed softwares and websites as a freelancer. He is currently serving as an Associate Professor in the department of Computer Science at Christ University and is also the Information Technology coordinator for the University. He leads and guides the software development team in building the ERP package, Knowledge Pro for the university. His area of expertise is web technologies. He has been instrumental in introducing technology at various levels across the university process. He focused on the many changes in technology which can aid teaching; reduce teachers' administrative work, enabling a focus on academic research. He engaged the attendees in the following areas.

A digital immigrant is an individual who was born before the widespread adoption of digital technology. Computer literacy, Information literacy,

Technological literacy, Digital / Media literacy, Visual / Aural literacy are some of the new literacy areas of 21st Century. We are moving from Active learning to interactive learning. Active learning is engaging students in activities, such as reading, writing, discussion, or problem solving that promote analysis, synthesis, and evaluation of class content. Interactive Learning is a pedagogical approach that incorporates social networking and urban computing into course design and delivery.

As the American Politician Ron Kind says, "Technology is driving the innovation. Technology is driving the creativity. Technology is going to determine our worker's ability to compete in the 21st century global marketplace." Today we have Smart phones, Smart Watches, Smart Televisions, Smart boards etc. Likewise, there are lot of tools available which can make the classroom and staffroom tasks easy. The applications like Moodle, MOOC, Coursera, edX, FutureLearn, Udemy, Khan Academy can help the staff and the students to have a Chalk less, Talkless, Bookless, Paperless and Cashless study environment.

On 7th Sept 2016 as a quality improvement initiative a **National Seminar on "Corporate Governance and Internal Financial Control"** was organized by the **M.Com (Financial Analysis)** department in association with Institute of Cost Accountants of India Bangalore. Students and faculty members from 19 different institutes of Karnataka and other states attended the seminar. The resource person of the seminar was CMA B R Nagaraj, CMA Prema, CMA Ravindranath Kaushik. The first technical session was on Ethics and Compliances conducted by Mr. B R Nagaraj, Management consultant. He gave the students an insight about compliance and the compliance that the business should follow such as Trust, Ethics, Integrity, Fairness, and Transparency. He highlighted on the ethical and unethical business practices happening in corporate world, and about TICPI i.e. Transparency International Corruption Perception India. He further highlighted on some paramount corporate accounting scandals like Indore scandal, World Com Scam 2002, Raj and Sathyam Scam 2010, TYCO scandal 2002, Freddie Mac scandal 2003, Lehman brother scam 2007. The second session was on Internal Financial Control conducted by Ms. Prema, Deputy Manager (Internal audit) BOSCH LTD. Ms. Prema explained to the students about Internal Financial Control and internal control process aligned to COSO 2013 framework. The components of this framework include Control environment, Risk Assessment process, Control activity, Information system and communication. The final session was addressed by Mr. Ravindranath Kaushik (CMA) who introduced a new concept SOX (Sarbanes - Oxley Act), its importance and the SOX Act, 2002 that was passed by Congress after series of Corporate Scandals.

Workshops CONFERENCES & SEMINARS

A postgraduate degree program is demanding. Workshops, conferences, and seminars allow for opening up the floor for discussion pertaining to the academic and business world and hearing about other ideas on the topic – in a setting that encourages conversation. Participants in such forums share their insights and thoughts on how to resolve the problem, which can offer a fresh perspective when dealing with the problem. Networking and listening to others share their ideas may be the ticket to get one's wheels spinning and one could end up coming away with the next big idea. A well run conference helps curate new ideas to help improve one's approach. Even though there is a lot information on the web, conferences cut through the clutter to deliver the best content specific to one's area and industry. Conferences force attendees and participants to break out of their comfort zone, making it necessary to break out of old ways of thinking. Conferences provide a unique convergence of networking, learning and fun into a single package. A good conference forces you to grow and challenge yourself. Keeping these ends in mind the postgraduate centre organises a number of workshops, conference and seminars..

Workshops

On 15th October 2016, the department of MCA, conducted a workshop on “**Digital Marketing**” in association with Sketch Career and Elan Choice. Mr.Vignesh, the founder of Elan Choice demonstrated the tool “Word Press” and explained its capabilities as a website building software. Ms.Hamsa, the co-founder of Elan Choice explained the installation procedure and the usage of Word Press. The session touched the areas of Google Ad words and Search Engine Optimization.



The department of M.B.A held a regional workshop on **Health and Wellness** on October 21 & 22, 2016.



“Making lifestyle changes, for stress free living” was the main theme of the workshop. Students learned the importance of diet, rest and relaxation, regular exercises, yoga and pranayama, to maintain a healthy lifestyle and stress free living. The second day of the workshop was devoted to the practice sessions, where the students were guided in the correct practice of Asanas and Pranayama.



Regional workshop on **Social Media Analytics** was organized on October 28, 2016, by the department of M.B.A. Mr Suresh Babu the founder of web marketing academy was the resource person. The workshop gave a clear picture of the marketing needs and the importance and relevance of social media marketing in modern business environment. The workshop also

created more awareness and interest in the students about the powerful impact of social media marketing in business relations.

On 4th November 2016, the Department of M.Com (Financial Analysis) also organized a Regional Workshop on **“E-Filing of Income Tax Returns”** which had participants from various colleges around Bangalore. Manual filing of income tax is a complicated, time-consuming and a tedious process. E-filing of Income Tax Returns has made the process simple, easy and time saving. The Resource Person for the Workshop was CMA Ravindranath Kaushik a certified International Tax and Transfer Pricing Consultant from IIT. The resource person enlightened the participants on the topics - Centralizer Processing Center (CPC), its role in E-filing and the process of obtaining a PAN Card. He also elucidated on the ITR forms, estimation of Income Tax Liability through HTML and MS Excel and gave some general instructions on Filing returns of an Individual. He further went on to illuminate about the Tax Credit, Deductions under section 80G, E-verification, check the success of E-Filing and concluded by briefing about the career opportunities in the stream of taxation.



On 17th November 2016, the department of M.A English organised a one day workshop on clearing the CBSE-Net exam. The resource person was Dr. Kalyani Vallath from TES (Trivandrum) who spoke to them about the exam, the various components and methodology of preparation as well as presented them with worksheets and study materials.



Knowledge workshop on **“Business Analytics”** was organized by the department of M.B.A on January 21st, 2017. Mr. Mohan Kumar (Practice Head Wipro Tech). Mr Sriram Hariharan (General Manager Wipro) and Mr. Girish (senior manager Wipro) shared the knowledge, insights and experience about how to understand the idea of business analytics. The workshop was held between 8:30 am and 4:30 pm.

On 25th March 2017 the department of MCA conducted workshop on **Agile Technologies** for the first year and second year students of MCA. Mr. Javed Khan, Project Manager, Brilio Technologies conducted the above workshop. He mainly covered the following topics in this workshop: Introduction to Agile software development, Code smell and Common Code smell.



Disha a one day workshop was organised by the department of M.B.A. It focused on overall personality development of students through audio-visuals, games, activities, anecdotes, interactive sessions etc. Activity-based workshop encourage self-introspection, create a platform for free and frank discussions, provide exposure to values and skills and above all instills a sense of pride in our roots. The sessions were designed to enhance the physical, emotional, intellectual, social and spiritual quotients of students



Regional Level Seminar

On 24th October 2016 the department of MCA conducted a regional level seminar on **Angular JS & Node JS**. Mr. Arun David, senior software engineer, Tech Mahindra conducted the seminar on Angular JS & Node JS. Angular JS is a Java Script framework. It can be added to an HTML page with a `<script>` tag. Angular JS extends HTML attributes with Directives, and binds data to HTML with expressions. Angular JS is a Java Script Frame work. It is a library written in Java Script. Angular JS is distributed as a Java Script file, and can be added to a web page with a script tag. he covered



topics such as directives, expressions, filters, modules, and controllers.

On 18th February 2017, the department of English of Jyoti Nivas College Post-graduate centre organised a regional level seminar for students, research scholars and young academics on **'Visual Narratives.'** A picture is worth a thousand words, the saying goes and a visual narrative tells a story using pictures.

This form of storytelling has been in existence since prehistoric times. The cave paintings of the Paleolithic age are the earliest examples of visual story telling. Over time, the term has come to include a

wide range of newly emergent styles and forms – photography, animation, film, comics, advertisements, graphic novels etc. Possibly because of its visual nature, these texts have a wide audience and have grown in scope and influence over time. Like other forms of storytelling, visual narratives are also grounded in the socio-cultural context from which they emerge and have their own distinct strategies and artistic codes. This seminar focused on the narrative strategies and techniques used in the various visual narratives and also explored how these texts evolve from the socio- cultural context of the contemporary world. The keynote speaker was Prof. Manu Chakravarthy (National College,



of the

Basavagudi) who spoke on 'Locating the Cultural Significance of Visual Narratives.' The plenary speaker was, Dr. Prakriti H N (Head, Department of English, Jain University) who spoke of 'Reading the Graphic Novel'. There were

also 17 paper presentations by students and scholars from various parts of south India. There were 90 participants in total.

On the 31st of March 2017, M.Com (Financial Analysis) organized a regional Seminar on "**Demonetization: The Good and the Bad**". The main intent of the seminar was to know the effects of Demonetization, myth and reality of Demonetization and impacts of Demonetization on the Indian economy. The resource persons for the day were

Ms. Dhvani Shah and Mr. Anmol, Managing partner, Flip Coin Investment, Bangalore. They specialize in Stock Market, technical and fundamental analysis, portfolio management and business analysis.

Ms. Dhvani Shah emphasized on reasons for Demonetization and the initiatives taken by the government in order to bring it in action. It was an interactive session where in students put forth their views on demonetization and their effects. She foregrounded the positive impact of Demonetization on black money, fake currency, lending rate, hawala transactions and financial inclusions. She spoke about the negative effect on informal sector, decrease in demand and de facto currency. However, if we compare the merits verses demerits, it will be safe to say that the former outweighs the later. Even though there is suffering and agony among the masses right at the moment but the forecast is that its benefits will be seen in the long run and a move towards cashless economic framework. The resource person also enlightened more on the effects of demonetization on the stock market, tax rates and so on. The session concluded with a small interaction between the participants on the possibility of circulation of Rs. 1000 notes in the society.



International Conference

On 16th and 17th of February 2017 the department of M.Sc Organic Chemistry together with the undergraduate departments of Electronics, physics, chemistry, and **International Multidisciplinary Research Foundation (IMRF)** conducted an **International Conference on Electronics, Physics and Chemistry**. Many eminent speakers and scientists enlightened and exposed different fields of above mentioned subjects. Dr. (Mrs.) Fahmida Khan Professor from National Institute of Technology gave a plenary talk on Recent Trends in Chemistry. Dr. Aninda Jiban Bhattacharyya Assoc. Prof. Solid State and Structural Chemistry Unit from Indian Institute of Science gave a plenary talk on Conducting Polymers and Their Applications.





Jyoti Summit -2016

MULTIPLE APPROACHES TO GENDER

In Jyoti Nivas post-graduate Centre, research is a priority. Hence, the centre makes research an on-going experience through regularly organizing seminars, workshops and conferences at the National and Regional level. In this climate of research every staff engages in serious academic research, both minor and major, and gains valuable experience and knowledge that can make a significant difference in their academic life. Jyoti Summit is part of this effort to promote research. The focus of Jyoti Summit 2016 was 'Gender.'



Gender defines and confines our world – sometimes we are unaware of its influence. The term gender has its origins in 14th century when it referred to the state of being male or female. Since then, it has grown to include another category - the third gender. Gender is often seen as extending beyond the biological to include behaviour, roles and characteristics classified as social and cultural. However, it is undeniably present all around us and defines our impressions of self and others, permeating our way of perceiving, defining and classifying the world around us. It is so ingrained in us that often people are unaware of how gender functions in ordering our world. The main purpose of this Summit was to bring this to the fore - to raise issues concerning gender bias/discrimination, gender gap, gender roles and myths in the fields of literary, media and cultural studies, finance, management, HR and marketing. Jyoti Summit 2016 –Multiple Approaches to Gender was our attempt to open up dialogues on Gender and its effect on our lives.



The Summit was attended by 400 participants comprising of students, research scholars and faculty members (40 participants from across the country). It began with a keynote speech by eminent writer and journalist Ms. Gita Aravamudan. Followed by a plenary session by lawyer and activist Mr. Gowthaman Ranganathan. They both talked about the various aspects of gender and how it affects our world, drawing from their experiences as journalist and writer and activist and lawyer.

This was followed by a tea break. After the tea break was a panel discussion on Breaking the Glass Ceiling. It was moderated by Dr. Shantha of the Department of English and included Mr. Gee Imaan Semmalar (Transactivist), Ms. Bhumika Anand (Alumini member and entrepreneur) and Mr. Mohan Kumar (from Wipro).



The second session of Jyoti Summit 2016 on 'Multiple Approaches to Gender' was a panel discussion on 'Breaking the Glass Ceiling – Strategies and Concerns'. The phrase 'Glass Ceiling' shows the imperceptible barriers that women, men and transgenders face in their personal and professional lives. Many individuals have successfully managed to dismantle these structures of exclusion and discrimination. What have been the strategies and concerns they have encountered and engaged with? The panel discussion began with a brief introduction to key issues by the moderator, who highlighted the need for both exposing and challenging genderisation and its restrictive structure.

Mr. Mohan Kumar highlighted the role of women in the corporate world. He emphasized how, today corporate practices are more inclusive. In response to a question, he said corporate policies benefit from the presence of women professionals and their perspectives.



Mr. Gee Semmalar made a powerful impact on the audience when he shared his own experiences as a transman. He also spoke of the different locations within transgender, and how they cannot be seen as one homogeneous category. He answered many questions about his life and perceptions with patience, sensitivity and Ms. Bhumika Anand spoke of her journey as a professional, an entrepreneur, the

challenges and ease she has faced along the way. She took a stand as an employer and elaborated on its conflation with her position as feminist.

The brief presentation by the panelists was followed by a lively and intense interaction with the audience who had a wide variety of questions to ask and discuss. Panelists were asked to expand on some of the points they raised, and sometimes asked to support their position. The session ended with Dr. V Shantha presenting the key points that emerged, along with the concluding remarks, connecting the panel discussion to the larger theme/thrust of the summit. After Lunch there were three parallel sessions of paper presentations.

In the afternoon session on gender and literature paper presenters examined gender issues in a wide range of texts. The session was moderated by Dr. Preetha Vasan of the Department of English. Prabuddha Ghosh from Jadavpur University presented a paper titled "Challenging the Societal establishments through literature: Ismat Chughtai and Mahasweta Devi" This paper comparatively looked at the two writers and how they challenge gender



politics, societal and political establishments through their writings in post colonial India. The paper titled "Women Empowerment as Portrayed in Alice Walker's the Color Purple" by Ms. Sharmila.N, Associate Professor, Christ University attempted to explore the journey of Celie's selfhood and how she manages to achieve this, living in a community, that doesn't even consider women as human beings. The paper also tried to identify the factors that lead Celie to empowerment and how they can be of use to



women all over the world, in elevating themselves from the subdued positions that they are in. “Fatherhood” in the short stories ‘Neipayasam’ by Kamala Das and ‘Unpublished Manuscript’ by Ambai” a paper by Nivethaa, a post graduate student from Christ University compared marital stereotypes showcasing how one text represents stereotypes while the other breaks away from stereotypes. Agnes Catherine’s paper “Gender and Caste: Twin categories of oppression in Indian Society as reflected in the 20th century Indian Literatures in Translation” explored how gender is a cloistering aspect for



both men and women along with caste being another. The paper showed how across genres in Indian Literatures in Translation of 20th century, in works like Samskara, Rudali, Mareech the Legend, Sangati etc, this continuing issue in India is reflected. “Gender as Anisosthenic Archetype : Images of Acquiescence and Remonstrance”, by Priya Uthaiah.I., Assistant Professor of English, from Govt. College (Autonomous), Mandya looked at the images of acquiescence and remonstrance to androcentric subservience, in the literary texts Medea and



Before We Visit the Goddess. Farha Naz’s paper “Masculinity and Femininity: Dimensions of Gender Identity in Hosseini’s The Kite Runner and A Thousand Splendid Suns” attempted to analyse how hegemonic masculinity defines and confines the status of women. Other papers presented include Mary D’ Souza’s “ A Leap into the Gender Identity in Statue and The Hunt; Recalling a Fictional Legendary Writer of Short Fiction, Mahasweta Devi.”, Construction of Gender roles and stereotypes in Perumal Murugan’s “ One Part Woman” by Sushmita Ram and Parvathi post graduate students from Jyoti Nivas College, “Dichotomies: An Over-View of Masculinities and Femininities in Vijay Tendulkar’s Ghashiram Kotwal and Mohan Rakesh’s Halfway House” by Ashvarya Sinha and Prerna Bidalia from Christ University and “The position of women in the short stories, The Last Song and The Pot Maker, by Tamsula Ao’s ‘These Hills Called Home’ by Rashmi Naik from second year M.A., Jyoti Nivas college . The paper presentations were followed by audience’s interaction with the presenters, which brought some significant insights to the presentations .

Media and Culture are one of the areas where social conventions and norms of gender are often reinforced and maintained. The papers in this session focused on how gender affects and permeates popular culture and media texts. The session was moderated by Dr. Roopa Philip of the Department of English and the papers presented examined the gendering implicit in advertisements, cinematic texts and oral narratives – both contemporary as well as traditional like folk and myths. Many of the papers critiqued and examined the role these texts play in endorsing and propagating gender stereotypes. Dr. Shobha’s paper investigated the construction of transgenders in contemporary cinema. Dr. Sindhu’s paper on ‘Imaging the Oppressed: Genderscapes in Selected Documentaries’ looked at the gender revisions within documentaries relating to environment in India. Ms. Richy’s paper looked at the stereotyping of women as weak and powerless in horror movies, while Mr, Louis Bernard looked at the sexualisation of the female body to sell automobiles. The papers titled ‘Normalising Dominance and Submission in Select Classic Disney Movies’ and ‘Gender Presentation in Marvel and DC Comics’ both critiqued and traced the limiting although evolving ideas of gender within the space of animated films and comics. The other papers focused on female identity in contemporary Hindi cinema, Indian Television and Advertising and folklore of the



yakshi. It concluded with two papers- one that analysed 'masculinity' in contemporary India and a presentation and performance by Ms. Anu who is a spoken word poet on the way this new style of poetry is revolutionizing gender. Each paper presentation was followed by questions and responses from the audience in order to generate healthy debate and feedback.



Faculty and students from various Institutions presented papers on Gender Difference in Finance and H.R. In this session there were eight papers and the participants are from Presidency college, Jain University and Jyoti Nivas College. The moderator for the session was Mrs. Asha, Chartered Accountant, Bangalore. The session started with welcome address and the brief introduction about the Moderator CA. Asha. CA. Asha highlighted the importance of the gender differences in Finance and HR and then the participants were asked to present papers on their respective areas. The paper presenters of gender difference in finance spoke about the investment patterns of men and women in respect to risk taking capabilities, gender specific decisions of students in selecting the educational loan, and the importance of lending finance to transgender for their personal development. The presenters of gender difference in Human Resource highlighted about Work life balance of women that is required to be maintained to have an organized life style. The idea was given on having women work force in certain areas of business for safety and empowerment. The objective of one of the paper is to minimize gender disparities at work place for an equitable society. Paper presentation also brought awareness about the Sexual Harassment Act of 2013.

The session about presentation of Gender difference in Finance and H.R enabled the audience to know the different perspective of men and women towards decision making in management and financial planning and work life balance of women. The research paper gave an insight into the actual challenges women are facing in the corporate, certain points which could help their personality development and gave a roadmap to overcome such situations and also it gave an idea to the students about how to manage their stressful situation and work life balancing. Following are the list of papers presented in Finance and HR session.

Key Elements for selecting Retail Bank in Bangalore – Comparative analysis of Gender specific decisions - Krishna Prasad.P (Presidency College, Bangalore).

Conceptual study on Investing: Gender Based Difference - Mrs. Indira & Dr.Jahnavi (Jyoti Nivas College Autonomous).

Impact of Working Women on the Family and Society – Nayansri Kumari (Jyoti Nivas College Autonomous).

A Study on Personal Loans Provided to Transgender by Banks – Ms. Sharon Davies (Jyoti Nivas College Autonomous).

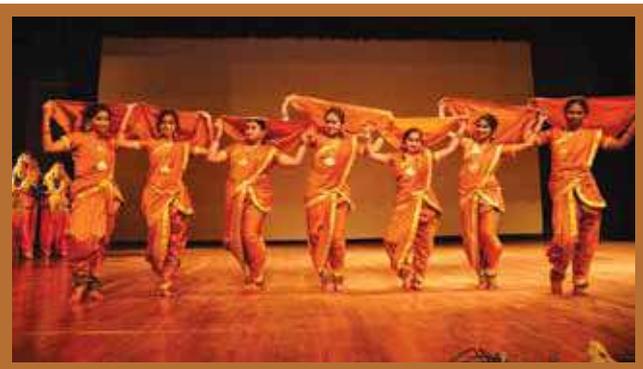
Gender and Work force – Vybhavi & Arpith (Jain University).

A Study on Gender Difference in Investment Behaviour – Likhitha M & Chaitra Karanth (Jyoti Nivas College Autonomous).

Gender and Job- To minimize disparities at workspace for an equitable society – Vaishnavi Narayanan (Jyoti Nivas College Autonomous).

Change the Culture in Order to Change the Game, Vis-A-Vis the Sexual Harassment Act of 2013 – Amal A L (Jyoti Nivas College Autonomous).







Club Activities

The club activities of the MBA departments offer an ideal platform for students to gain in-depth understanding of the management functions in the field of Human

Resource, Finance and Marketing Management. The club activities that happened every week, focusing on HR, finance, marketing and general management. Students are divided into small groups and they are given sufficient time to come up with creative thinking and plans. Club activities provide an opportunity for team work, to pick up interpersonal skills, to think and work together, to resolve conflicts and to achieve a sense of synergy and team spirit in the club activities



Agnitio- Knowledge Recognition 2017 (The Management Fest)

The management Fest “AGNITIO 2017 - Knowledge Recognition” was organized by the MBA and M.Com (FA) Department on February 17, 2017. The Fest was inaugurated by our Director Dr.Sr.Lalitha Thomas.

The inter-collegiate Festival which had an interesting and varied array of events in marketing, finance and human resource, attracted more than 200 students from over 20 city colleges, resulting in an overwhelming response.

The marketing event called ‘INGENIUM’ encouraged creative thinking among students who were made to come up with a non-existing product and visualize a live advertising campaign, going into rebranding and persuasive selling. The event helped students to explore the area of creative thinking, visualizing, marketing and image building for the company.



The HR event called “THE BEST MANAGER” encouraged students to use their intelligence and understanding the market and come up with a good business idea and a good business model, using the skills of entrepreneurship, observation skills, presence of mind, including facing stress interview and be able to present the business plan confidently and convincingly.

In another HR event called ‘POPULO’, students were given opportunities for role play, story telling and investigating and students were tested in problem solving, decision making and creativity. Besides, Team work and Team spirit played a significant role in this event.

The just a minute (JAM) event called “CELERIATE” provided students with opportunities to pick and choose topics and speak enthusiastically and freely.

JAM tested the abilities of the students to think creatively and to express the creative thinking in a logical and impressive manner, using appropriate language. Thoughts and expressions were highlighted in this JAM session.

Towards the end, Mr. Shaheed, who was the quiz master, conducted the much awaited event of quizzing the participants on management, finance, and general knowledge. The competition to bag the overall championship trophy kept the participants and the audience alive with excitement and enthusiasm. The Grand Finale of the fest was witnessed in the form of the cultural extravaganza and the management fest ‘AGNITIO 2017’ concluded with the prize distribution ceremony.