

Business Standard

CAMPUS
TALK

BS PROMOTIONS

NIRMAN-2022: INAUGURATION OF THE FIRST YEAR MBA/PGDBM ORIENTATION PROGRAMME

The inauguration of first year MBA and PGDBM orientation programme at IEMS B School Hubballi had Prof. H. Nagaraj Registrar (Evaluation), Karnataka University Dharwad as the Chief Guest. In his speech he expressed the three basic principles for success, THINK, PLAN and PROCEED.

The sacrifice and aspirations of parents should be fulfilled by their wards by hard work and dedication and to achieve the goal there should be a mentor and an objective. The continual efforts and dedication will take the person to greater heights. The society has given lot of things to human beings now it's our turn to give it back to society, he said and concluded that the person should be remembered by his deeds not by his needs.

The Guest of Honour of the programme and alumni, Mr Gururaj Kuntoji, Asst Sales Manager, Monier Roofing Pvt. Ltd. opined that the MBA

graduates are the people who are helping the economic development of the nation. Programme Chairman, CA Dr N.A. Charantimath in his presidential remarks, expressed life without values is nothing and the education system should not create job seekers but job providers. The skill set required for the job market are dynamic in nature and such initiatives are incorporated in the IEMS from the day of commencement.

Admission Coordinator Prof. Smita Nadiger briefed the NIRMANA-2022 initiatives to the students. The one-week orientation programme had many activities to enhance the skills of the students. Dr Veeranna D.K., Director, welcomed the gathering. Vote of Thanks was delivered by Prof. Archana Gadag. The programme was compered by Ms Vishaka Naik and student coordinators, Mr Ranganath Kavi and Ms Hema Waghmare were also present.

KRISTU JAYANTI SCHOOL OF MANAGEMENT ORGANISED 15TH INTERNATIONAL CONFERENCE

The School of Management of Kristu Jayanti College (KJSM) (Autonomous), Bengaluru in collaboration with Trinity Western University, Canada organised the 15th Edition of KRISYM – Kristu Jayanti International Symposium on the contemporary theme 'Reengineering Management Capabilities for a Sustainable Future' on 10th and 11th February 2022.

The International Conference was inaugurated by Dr Philip Laird, Vice President Innovation, Global and Academic Partnerships, Trinity Western University, Canada, in the august presence of Fr Dr Augustine George, Principal, KJSM; Dr Aloysius Edward – Dean, Faculty of Commerce and Management; Dr MK Baby – Head School of Management; Dr Baba Gnanakumar, Conference Convenor; Dr Sheeja Krishna Kumar and Prof Stephen Deepak, Conference Co-convenors, invited delegates, resource persons, faculty members and students from the School.

Welcoming the audience, Dr Aloysius Edward – Dean, Faculty of Commerce and Management placed thrust on the theme of the conference highlighting the triple bottom crux of people, planet and profit as the mantras for continued sustainability. In his prelude, Dr Baba Gnanakumar, refreshed everyone's memory with the reengineering case on HUL's repositioning of the 150 plus brands in the millennial age.

Dr Augustine George, the Principal in his presidential address sought to connect the CMI Educational Philosophy as a prime source of engineering and reengineering for the sustainable success of CMI Institutions. The day was also coincidentally memorable as it marked the 217th birth anniversary of the Founder St Kuriakose Elias

Chavara who championed the cause of education and continues to inspire the mission of Kristu Jayanti College.

Dr Philip Laird, giving his presidential address dwelt deeper to the cause of firms constantly showcasing master piece innovations to the world. Highlighting the case studies of once famed companies like Kodak, Blockbuster videos, Pan Am and Smith Carona, he stated that comfort zones and complacency would become the deadly odds against attaining a sustainable future.

The 2nd day's opening was done by Dr Ulaganathan, Principal Lecturer, Programme Leader Accounting, Universiti Teknologi Brunei. Speaking on the topic 'Usage of Blockchain in Accounting', he threw light on the sea changes the field of finance and accounting will go through bringing about greater accountability and transparency in the functioning of the firms. Dr Mark Lee, Professor of Business.

Speaking at the valedictory session, Dr Dinash Dave, Director and Professor of Supply Chain Management in the Department of Marketing and Supply Chain Management, John A Walker College of Business, Appalachian State University, USA gave an explanation on the current global supply chain issues, speaking on Demand and Supply dynamics, complications on supply chains brought in by the pandemic. They concluded with a recommendation on what can make India an epicentre for global supply chains and offering the EPIC framework for building robust and agile supply chains for the future.