

NEWSLETTER-2K25

GBS FOCUS

"**GBS FOCUS:** Your quick read on where we've been, what we've accomplished, and the **exciting energy** driving our college forward."



ISSUE: JULY 2025 – DEC 2025

CONTENTS

- ❖ Flagship Events at GBS
- ❖ Value Additions
- ❖ Placement Activities
- ❖ Research at GBS
- ❖ What's Edgy ?

DIRECTOR'S MESSAGE



Dr. Suman Kumar

It gives me great pleasure to present GBS FOCUS July-December 2025, our bi-annual newsletter that highlights our key events, academic activities, achievements, research contributions, and awards.

Each accomplishment featured here stands as a testimony to our commitment towards excellence and continuous learning. I sincerely appreciate and acknowledge the contribution of everyone involved in bringing out this edition successfully.

As rightly said, "None of us is as strong as all of us."

Warm regards,
Dr. Suman Kumar
Director, Global Business School, Hubli

OUR VISION

" We create managers for tomorrow's business world who grow to be able Leaders"

OUR MISSION

" We aspire to use contemporary experiential management aspects to train graduates in managing and leading organizations"

THE EDITORIAL

GBS Focus brings you the July-December 2025 edition of our newsletter, capturing an enriching phase in the journey of GBS. This edition reflects the enthusiasm, achievements, and academic vibrancy of our MBA community. Over the past six months, GBS has witnessed meaningful events, initiatives, and student accomplishments. Each segment offers a glimpse of our campus life and commitment to excellence in management education. We hope these pages reflect the spirit of learning, collaboration, and growth at GBS—where ideas are nurtured, potential is realized, and future leaders are shaped.



Prof. Sanmati A S



TABLE OF CONTENTS

1.	<u>Flagship Event</u>	4
	i. <u>Aarambha 2025</u>	
	ii. <u>Freshers n Fun week</u>	
	iii. <u>Parichay</u>	
	iv. <u>Teachers Day</u>	
	v. <u>Intra Pinnacle</u>	
	vi. <u>Aloha</u>	
	vii. <u>Navras</u>	
	viii. <u>Bhumika</u>	
	ix. <u>CSR Event</u>	
	x. <u>SAIL</u>	
	xi. <u>Mater Mind Series</u>	
	xii. <u>Market Touch Point</u>	
	xiii. <u>FDP- Marketing Analytics</u>	
2.	<u>Value Additions</u>	12
	i. <u>Industry Interactions</u>	
	ii. <u>Industrial visits</u>	
	iii. <u>Out bound</u>	
3.	<u>Placement Activities</u>	24
	i. <u>Placement Initiatives</u>	
4.	<u>Research at GBS</u>	25
5.	<u>What's Edgy ?</u>	26
	i. <u>International Tour</u>	
	ii. <u>Students Achievements</u>	
6.	<u>Memory Lane</u>	28

AARAMBH 2025

FRESHERS DAY: Welcoming the MBA Batch of 2025-27



Global Business School, Hubli, hosted “AARAMBH 2025” on November 27, 2025, at The Ocean Pearl, marking the formal induction of the MBA Batch 2025–27. The event was inaugurated and presided over by Dr. M.S Subhas, GC Chairman GBS, Dr. Suman Kumar, Director of GBS, in the presence of faculty members and distinguished guests. The program was coordinated by Dr. Tejaswini Patil, along with Prof. Sanmati A. S. and Prof. Fayyaz Patil. It featured engaging introductions, inspiring addresses, and recognition of student achievements through awards and felicitation ceremonies. The event fostered a sense of belonging and enthusiasm among the new batch, setting a positive tone for their academic journey ahead.



Mr. Prakash and Ms. Shravani were crowned as Mr. & Ms. Fresher, adding to the excitement of the celebration. AARAMBH 2025 marked an inspiring start to the academic journey, setting the stage for a year of learning, growth, and memorable experiences at GBS Hubli. The event also provided a platform for students to showcase their talents and interact with peers and faculty, fostering confidence and camaraderie. It truly reflected the vibrant spirit and welcoming culture of GBS.

FLAGSHIP EVENTS

FRESHERS & FUNWEEK 2025



Global Business School, Hubballi, celebrated Fresher's Day in a unique two-day format. Day one began with an early morning Zumba session at Tolankere, followed by Halloween-themed activities, Nukkad Natak at Oasis Mall, and marketing rounds across Hubballi, concluding with a stress round. Day two featured fitness activities at APMC, leading to the grand Fresher's Day celebration, fostering team spirit, creativity, active participation, and memorable bonding experiences among students.



PARICHAY 2025

Global Business School hosted PARICHAY 2025 from 13-15 October 2025 to welcome the MBA Batch 2025-27 under the theme "Orienting Minds, Shaping Leaders." The program began with an inaugural ceremony attended by Chief Guest Mr. Basavaraj and Guest of Honour Ms. Ashwini Mohan, along with the GBS management. Over three days, students participated in academic addresses, placement guidance sessions, ice-breaker activities, mentorship interactions, alumni and corporate panel discussions, and a leadership workshop. The orientation focused on academic excellence, career readiness, teamwork, communication, and value-based learning, inspiring students to embrace leadership, self-discipline, and professional growth throughout their MBA journey. The event was coordinated Dr. Tejaswini Patil.



FLAGSHIP EVENTS

TEACHER'S DAY



On the occasion of Teachers' Day, Global Business School, Hubballi, organized a special felicitation program to honor esteemed Principals, Directors, and experienced faculty members from Hubli-Dharwad in recognition of their invaluable contributions to the education system. The event was graced by Chief Guest Dr. M. S. Subhas. Dr. Suman Kumar (Director), Dr. Mahesh Bendigeri (Dean), Dr. Pradnyanand Mishra (Principal – BBA), and Dr. Tejaswini Patil (GMG Coordinator) were present, making the occasion a meaningful celebration of dedication and excellence in education.

INTRA PINNACLE



Intra Pinnacle, the inter-class sports event, was held on 19th November 2025 in JSS ground, Dharwad with great enthusiasm and team spirit. Students from various classes actively participated, showcasing their athletic skills and sportsmanship. The event included a variety of indoor and outdoor games, promoting healthy competition, unity, and collaboration while celebrating the true spirit of sports and was well coordinated by Prof. Prakash Naik.



FLAGSHIP EVENTS

ALOHA 2025



Global Business School, Hubballi, organized Aloha 2K25, a memorable farewell to the Batch 2023–25 at Hotel Metropolis, extending best wishes for their future careers. The event was graced by management members Shri Mahendra Kothari, Shri Jitesh Jain, and Shri Vicky Jain. Dr. Suman Kumar, Dr. Mahesh Bendigeri, Dr. Tejaswini Patil, and Prof. Sanmati and Prof. Gouri were also present. The celebration was filled with heartfelt moments, appreciation, and reflections, making it a truly special and memorable occasion for the outgoing students.

NAVRAS

Navratri was observed from 22nd to 30th September and celebrated at Global Business School, Hubballi as "NAVRAS." The event featured vibrant color codes, fostering unity and festive spirit. The nine-day celebration honored Goddess Durga, symbolizing strength, wisdom, and positivity, while participants sought blessings for prosperity, harmony, and overall well-being.



FLAGSHIP EVENTS

BHUMIKA 2025



Global Business School, Hubballi, successfully hosted BHUMIKA 2025, its prestigious annual graduation ceremony, celebrating the achievements of the 2023–25 batch at Hotel Royal Ritz, Amargol. The event featured a comprehensive Balanced Scorecard evaluation system, integrating academics, holistic development, expert panel interviews, and faculty ratings to recognize well-rounded excellence. Distinguished industry and academic panels assessed students across Marketing, Finance, HR, Sports, and Overall Leadership, ensuring a robust and transparent selection process. The event was coordinated by Dr. Harshal B and Dr. Tejaswini P.



Among the award winners, Gold Medals were secured by Bhargavi Peerannavar (Marketing), Sanjana Upadhye (Finance & Overall Leadership), and Divya Vernekar (HR & Sports). Silver Medalists included Nandish G Palled, Shree Raj, Ramakrishna Hubli, Tushar P Indikar, and Divya Vernekar, while Bronze Medals were awarded to Samuel Joseph, Pruthvi Ghorpade, Mithali Lengade, Shree Raj, and Tushar P Indikar, recognizing excellence across all domains.



FLAGSHIP EVENTS

CSR EVENT



Global Business School, Hubballi, conducted a “Change Maker” session on 25th October 2025 for MBA students, featuring Mr. Vinayak Jogarishettar from Revolution Minds. During the session, he shared valuable insights on various social initiatives, motivating students to actively participate in CSR activities and contribute towards community development and meaningful societal change. The event was coordinated by Dr. Mahesh Bendigeri.

SAIL INTERACTION



The “Student Alumni Interaction Linkage” was conducted on Friday, 26th December, from 4:15 PM to 6:15 PM in the auditorium. The session featured esteemed alumni speakers Mr. Manjunath Sureban, Ms. Methila Sureban, and Mr. Anirudh Shurpali, who shared valuable real-world insights and professional journeys. The interaction provided students with guidance, inspiration, and industry exposure. The event was held under the guidance of Director Dr. Suman Kumar and coordinated by Dr. Tejaswini Patil.



Global Business School, Hubballi, through GMG, organized a “Student-Alumni Interaction Linkage” session on December 13th at the auditorium. Alumni Mr. Rahul Surana, Mr. Manjunath Koti, Mr. Akash Hiremath, and Mr. Adarsh Patil shared insights on careers, industry expectations, and opportunities. Held under Dr. Suman Kumar’s leadership and coordinated by Dr. Tejaswini Patil, the session provided valuable industry exposure. Dr. Mahesh Bendigeri and Prof. Deepak Muralidharan were also present.

FLAGSHIP EVENTS

MASTER MIND SERIES



Global Business School, Hubli organized a panel discussion on “Entrepreneurship as a Career” on 5th July 2025 under its flagship Master Mind Series at the GBS Auditorium. The session brought together distinguished entrepreneurs including Mr. Arun Agadi, Mr. Karan Agarwal, Mr. Aditya Nandkumar, Ms. Otilie Anban Kumar, Ms. Shravani Pawar, and Ms. Spoorti Kabbur. The panelists shared valuable insights on building successful ventures, highlighting the importance of innovation, resilience, adaptability, and social responsibility. They encouraged students to step out of their comfort zones, gain practical exposure, and embrace continuous learning. The discussion also shed light on real-world challenges and opportunities in the entrepreneurial ecosystem. The interactive session witnessed active participation from students and faculty, making it both engaging and inspiring. The event concluded with a lively Q&A session followed by a vote of thanks, reinforcing GBS Hubli’s commitment to nurturing entrepreneurial mindset among students.



Global Business School, Hubballi, under its Master Mind Series, organized a panel discussion on “Drive to Thrive – GST Reduction and Business Opportunities in the Automobile Sector” on 17th October 2025. The session featured industry experts including Mr. Santhosh Reddy (Akshaya Motors – Mercedes Benz), Mr. V Arya (Bellad Hyundai), and Mr. Santosh Singh Rajput (Swasti Nissan), who shared insights on GST impact and market trends. Moderated by Dr. Mahesh Bendigeri, the discussion was highly engaging and informative. The event, coordinated by Dr. Tejaswini Patil and team, provided MBA students with valuable industry exposure and strategic perspectives, fostering interactive learning, critical thinking, and deeper understanding of evolving automotive business opportunities. Participants also benefited from real-time case discussions, industry examples, and expert opinions, making the session highly enriching, practical, and relevant to current business scenarios.

FLAGSHIP EVENTS

MASTER MIND SERIES



Global Business School, Hubballi, successfully concluded another impactful edition of its Master Mind Series. The session brought together industry experts who shared valuable insights on the evolving career landscape for MBA graduates, highlighting emerging domains and future leadership expectations. The discussions were forward-looking and highly relevant for students preparing to enter a dynamic business environment. GBS extends gratitude to the panelists for their expertise. The institution remains committed to empowering students with future-ready, leadership-driven, and globally aligned career perspectives.



The session on “Green Gold: Challenges and Opportunities of Organic FMCG” offered valuable insights into the growing significance of organic products in today’s sustainability-focused market. The session was introduced by Dr. Manish Kothari, who described “Green Gold” as a symbol of eco-friendly business practices that promote consumer health, environmental balance, and rural development. He emphasized the importance of innovation, ethical sourcing, and informed consumer choices in strengthening the sector. The panel featured industry experts Mr. Shrinivas Sagar, Mrs. Nikita Madikar, and Mrs. Aruna Timmapur, who shared practical perspectives. Mr. Sagar highlighted authenticity, farmer engagement, and certification while addressing challenges such as high costs and supply chain constraints. Mrs. Madikar focused on increasing demand, emphasizing branding, transparency, and innovation as key growth drivers. Mrs. Timmapur discussed quality control, standardization, and institutional support in linking rural producers to urban markets. The session concluded with an interactive Q&A addressing affordability, scalability, and policy support, reinforcing organic FMCG as a promising and sustainable sector.

FLAGSHIP EVENTS

MARKET TOUCH POINT



A “Market Touch Point” session on the 5S Principles of Japanese Management was conducted by Prof. Geeta Yamanur. The session highlighted the importance of Sort, Set in Order, Shine, Standardize, and Sustain in enhancing efficiency and productivity. It provided valuable insights on achieving operational excellence in today’s fast-paced business environment.



Global Business School hosted a session on “Nostalgia Marketing” by Prof. Sandeep M. Kamble, highlighting how emotions and memories influence consumer behavior and brand loyalty. The session also covered marketing touchpoints across the customer journey. With real-world examples, students gained insights into creating emotionally engaging and strategically aligned marketing campaigns.



As part of GMG initiatives, Global Business School, Hubballi organized an MTP session on “Augmented Reality” for MBA III Semester students. The session was delivered by Dr. Basavaraj Sulibhavi, Associate Professor, who shared insights on the concept and business applications of augmented reality. The interactive session helped students understand its growing relevance in enhancing customer experiences and transforming industries. Students found the session engaging and informative.

FLAGSHIP EVENTS

MARKET TOUCH POINT



Global Business School, Hubballi, conducted an insightful MTP session on "Business Models and Financial Innovation in India's Microfinance Success" for MBA first semester students by Dr. Manish Kothari. The session highlighted evolving microfinance models and financial innovation, with active student participation, making it an engaging and enriching learning experience.



Today's Market Touch Point at Global Business School, Hubballi explored cognitive and emotional aspects of consumer decision-making through neuromarketing. Prof. Deepak Muralidharan delivered an insightful session, enabling students to understand neuroscience-driven marketing strategies, engage critically with emerging trends, and enhance their analytical and managerial competencies in contemporary marketing practices.



An MTP session was conducted on 27th December 2025 as part of GMG at Global Business School for MBA 1st semester students. The session, led by Prof. Prakash Naik on "Social Entrepreneurship and Impact Management," was highly interactive and insightful. Students actively engaged in discussions, gaining valuable understanding of how social entrepreneurship can address societal challenges and create sustainable impact.

FLAGSHIP EVENTS

FACULTY DEVELOPMENT PROGRAM – MARKETING ANALYTICS

FLAGSHIP EVENTS



Global Business School, Hubballi, in association with Kousali Institute of Management Studies, organized a One-Day Faculty Development Program on “Marketing Analytics” on 4th October 2025. The program featured eminent resource persons including Dr. N. Ramanjaneyalu, Dr. Prasad Kulkarni, and Dr. Alok Gaddi, who emphasized the growing relevance of analytics in marketing.



The sessions included hands-on training using tools such as Orange Data and Tableau, along with datasets from platforms like Kaggle and GitHub. A total of 27 faculty members participated, gaining practical insights into data-driven decision-making. The program was coordinated by Dr. Mahesh Bendigeri and Prof. Deepak Muralidharan.



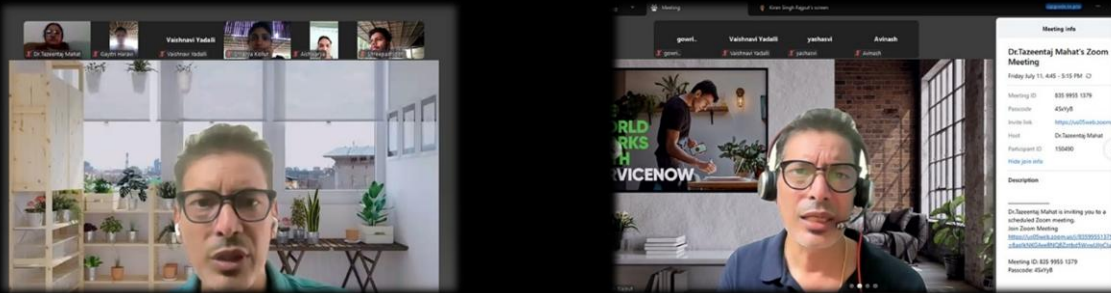
The inaugural address highlighted the need for continuous upskilling in analytical techniques to meet evolving industry demands. Dr. Suman Kumar, Director, emphasized the institution’s focus on research, innovation, and faculty development. Participants actively engaged in discussions, case-based learning, and practical exercises, enhancing their analytical capabilities. The FDP provided a collaborative platform for knowledge sharing, networking, and strengthening academic excellence, making it a highly enriching and impactful learning experience for all attendees.



INDUSTRY INTERACTION



The GBS Discipline Committee organized a two-hour session on “Business Etiquettes” on 12th July 2025 for 2nd semester students by Mr. Vijay Matti, Founder of Campus Connect and Managing Partner at Stoneinz. The session focused on building identity through the 4 P’s—Passion, Purpose, Problem, and Persistence. It encouraged students to engage in self-discovery, align their goals, and develop a growth mindset through continuous learning and practical application. The event was coordinated by Dr. Suman Kumar and Dr. Tejaswini P



A webinar on Financial Planning and Investment was conducted by Mr. Kiran Rajput on 13th and 14th July 2025. The session highlighted various investment avenues, including real estate, equity, gold, and cryptocurrencies, while emphasizing informed decision-making. Students gained valuable insights on market understanding and the importance of separating insurance from investment.



Global Business School, Hubballi, conducted a Strategic Marketing Management Project Review for MBA students, Industry experts Mr. Vishwanath Koppad (HUL) and Mr. Channaveergouda Patil (Birla Opus) evaluated 16 team projects, offering personalized feedback and practical insights. The session bridged academic concepts with real-world marketing applications, enhancing students' understanding and preparing them for corporate challenges with improved perspectives and industry exposure.

VALUE ADDITIONS

INDUSTRY INTERACTION



Global Business School, Hubballi, organized an alumni interaction for Finance specialization students on 13th August 2025. Mr. Rahul Chandgude, Gold Medalist (Bhumika 2024) and VC professional, shared insights on startup funding, due diligence, networking, and corporate expectations. He emphasized analytical skills, adaptability, and practical exposure. The session concluded with an engaging Q&A, providing valuable guidance on careers in venture capital and investment banking.



A Corporate Connect session was organized as part of the Strategic Management course, featuring Mr. Sanjeev Ghanate, former CEO of JIO Mumbai. The session provided students with valuable industry insights drawn from his extensive corporate experience. He elaborated on key areas such as vendor management, emphasizing the importance of building strong and reliable partnerships, and supply chain management, focusing on efficiency and seamless operations. Mr. Ghanate also highlighted the significance of understanding customer needs and adapting strategies to meet evolving expectations. A major focus of the session was on leadership and team building, where he explained that effective leadership depends on understanding an individual's capability and commitment. His practical examples and real-world perspectives made the session highly engaging and insightful. The session greatly enriched students' understanding of strategic management in practice. The institute extends its sincere thanks to Dr. Tazeentaj Mahat for coordinating the session successfully.

VALUE ADDITIONS

INDUSTRY INTERACTION



Global Business School, Hubballi, organized a Corporate Connect session on Microfinance and Financial Inclusion for Semester IV students, featuring Mr. Sanjeev Rathod. The session covered industry trends, digital transformation, green initiatives, risks in MFIs, and the role of SHGs and JLGs, offering insights into social entrepreneurship and career opportunities.



An informational seminar on SAP-FICO was held on 26th July 2025 for MBA Sem II Finance students at Global Business School, Hubli. Resource persons Mr. Santosh Habib and Mr. Hidayat shared insights on career opportunities and industry relevance. The session, guided by Dr. Suman Kumar, was successfully organized by Dr. Mahesh Bendigeri.



Global Business School, Hubballi, organized an adjunct faculty session on 25th and 26th August 2025 for Semester IV Finance students. Mr. Anusheel Pareek, Chartered Accountant, delivered insights on International Financial Statement Analysis, using real-world MNC examples. He also highlighted the role of AI in finance, enhancing analytical accuracy. The session provided valuable exposure to global accounting practices and industry trends..

VALUE ADDITIONS

INDUSTRY INTERACTION



Global Business School, Hubballi, conducted a Consumer Behaviour Project Review for MBA students. The session was evaluated by Mr. Sohaib Shirahatti, entrepreneur at Saalif Traders and MDS Enterprises, who provided valuable industry insights. He reviewed five team projects, offering personalized feedback and practical guidance. The session effectively bridged academic concepts with real-world marketing applications



A Corporate Connect session titled “The 100 Crore Mindset Program” was conducted by Mr. Vinayak Savanur, Investment Strategist and Founder of Sukhanidhi Investment Advisors. The two-day program focused on investor mindset, compounding, disciplined investing, and stock selection. Students gained practical financial insights. The institute thanks Dr. Tazeentaj Mahat for coordinating the session.



An adjunct session on Sales Management for MBA III Semester (2024–26) was conducted by Mr. Prakash C. Yalavatti, an industry expert with 35+ years of experience. He shared practical insights on sales territories, quota setting, and sales force management, helping students connect theoretical concepts with real-world corporate practices effectively.

VALUE ADDITIONS

INDUSTRY INTERACTION



Global Business School, Hubballi, hosted a guest talk on Human Resource Audit for HR specialization students. Mr. Nikhil Patil, Deputy Manager – Strategic HRBP at Tata Motors Body Solutions Limited, shared insights on HR audit, compliance, and digital advancements. The interactive session bridged academic concepts with industry practices.



An industrial visit for 3rd Semester students was held on 19th January 2026 at Reliance Trends. Adjunct Faculty Mr. Harshavardhan N, Store Manager, shared insights on Retail Management, including store design, layout, merchandise, and assortment management, along with practical retail challenges, providing valuable hands-on learning.



Global Business School (GBS), Hubballi, hosted an adjunct faculty session by Dr. Gururaj Pathak, Assistant Professor from M S Ramaiah, Bangalore, on Sunday, December 28, 2025. The session focused on “Applied Marketing Research” subject, covering key topics like Advertising Research, Pricing Research, Concept Testing, Readership and Viewership Surveys, and Commercial Eye-Tracking..



Global Business School, Hubballi, conducted an Adjunct Faculty expert session on Retail Management for 3rd Semester students on 12th January 2026. The session highlighted recent trends and evolving retail formats in the business field, providing students with valuable industry insights and enhancing their understanding of contemporary retail practices.



Global Business School, Hubballi, organized hands-on expert sessions on Enterprise Resource Planning (ERP) for 3rd Semester students on 26th November, 2nd and 3rd December. The sessions focused on functional business modules, offering practical exposure and enhancing students' understanding of ERP applications in real-world business operations..

VALUE ADDITIONS

INDUSTRY INTERACTION



Global Business School, Hubballi organized adjunct faculty sessions on Personal Finance and Tax Planning for the 2024-26 MBA finance batch by Mr. Prakash Yalavatti. The program covered investment basics, asset diversification, tax-saving instruments like PPF and NPS, and portfolio strategies, equipping students with practical knowledge for effective wealth management and financial planning.



Global Business School, Hubballi hosted adjunct faculty Dr. Shailaja Hiremath from KLS IMER for virtual Emotional Intelligence sessions, equipping students with practical workplace skills, self-awareness, and effective interpersonal and leadership development.



An insightful adjunct faculty session was conducted by CA Kapeel Bhandarkar for the first-semester MBA students, focusing on the critical modules of Employee (Labour) Cost and Overhead Cost Accounting. The session aimed to bridge the gap between theoretical frameworks and industrial application.

VALUE ADDITIONS

CERTIFICATION COURSES



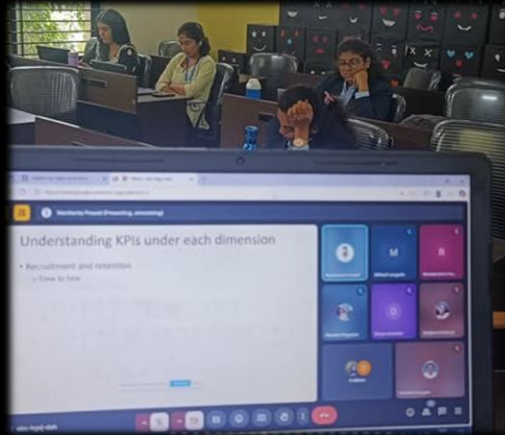
Global Business School conducted a two-day specialization-wise certification program on 27th and 28th June 2025 for MBA Semester II students, in collaboration with Business Toys Skill School, Bangalore. The program covered Marketing Analytics, Financial Modelling, and HR Analytics, offering hands-on exposure to real-world tools and techniques. Students gained insights into analytics applications, regression models, forecasting, and business intelligence. The sessions were led by industry experts Mr. Abhishek Naik, Mr. Jaishankar Anbalagan, and Mr. Manikant Prasad. The program was coordinated by Dr. Mahesh Bendigeri, with support from Prof. Gouri N and Prof. Sanmati S. The initiative was successfully conducted under the guidance of the institution's management, enriching students' practical learning experience.



Semester III classes at Global Business School began with a certification course by Business Toys on 26th and 27th September 2025. The program was designed to provide specialization-wise training, with Marketing students learning AI for Brand Building and Consumer Segmentation, Finance students exploring Fintech and Credit Analytics, and HR students focusing on Performance Appraisal and Salary Benchmarking. The sessions emphasized practical learning, industry relevance, and skill enhancement. Students actively participated, gaining valuable insights into emerging trends and tools in their respective domains. Attendance was mandatory, ensuring committed participation. The initiative significantly contributed to enhancing students' industry readiness and professional competencies.

VALUE ADDITIONS

CERTIFICATION COURSES



Global Business School, in association with Business Toys Skill School, Bangalore, organized a two-day specialization-wise certification course for MBA Batch 2023-25. The program covered Marketing Analytics, Financial Modelling, and HR Analytics, offering practical insights into real-world applications and analytical tools. Sessions were led by industry experts Mr. Abhishek Naik, Mr. Jaishankar Anbalagan, and Mr. Manikant Prasad. The program was coordinated by Dr. Mahesh Bendigeri, with support from faculty members, and strong guidance from the management.



A certification course by Business Toys was organized on 19th and 20th December 2025 for MBA students. The program offered specialization-based training in Product Segmentation & Google Analytics for Marketing, Equity Research for Finance, and Workforce Planning & Analytics for HR. Conducted in a structured format, the sessions ensured in-depth learning and practical exposure. Students actively participated and enhanced their domain-specific skills. Attendance was mandatory, and certificates were awarded to those who completed both days of training. The initiative, guided by Dr. Mahesh Bendigeri, Dean Academics, aimed at strengthening students' industry readiness and analytical capabilities.

VALUE ADDITIONS

INDUSTRIAL VISITS



On 14 June 2025, MBA students of Global Business School, Hubballi, visited the Akshaya Patra Foundation as part of an industrial learning initiative under the guidance of Dr. Tejaswini Patil. The visit began with an introduction to the foundation's mission of eliminating classroom hunger and its large-scale midday meal program. Students were guided by Mr. Rajesh Pathak and Mr. Prashant, Quality Manager, who explained the highly efficient and hygienic food preparation process. The students observed the large-scale operations involved in preparing and distributing meals to thousands of schools daily. An interaction session with the HR team provided insights into recruitment, training, and organizational practices in a large non-profit organization.



Global Business School (GBS), Hubballi, organized a three-day workshop for MBA students at Volkswagen, Hubli-Dharwad as part of the Consumer Behaviour curriculum. The workshop provided students with practical exposure to customer engagement, sales processes, and consumer decision-making in the automotive industry. GBS expresses sincere gratitude to Dr. M. S. Subhas for his support and encouragement, and to Dr. Suman Kumar and Dr. Mahesh B for facilitating the students' participation. Special thanks to Prof. Gouri U. Nersekar, Faculty Coordinator, for organizing the visit, and Mr. Avinash Joseph, Sales Manager at Volkswagen, for providing this valuable learning opportunity. The workshop greatly enhanced students' practical understanding of consumer behaviour.

VALUE ADDITIONS

INDUSTRIAL VISITS



VALUE ADDITIONS

MBA first-semester students (Batch 2025–27) from Global Business School, Hubballi, visited Karnataka Milk Federation (KMF) on 30 December 2025 as part of an experiential learning initiative. The visit provided students with valuable exposure to dairy operations, cooperative management, quality control processes, and supply chain practices associated with the well-known Nandini brand. Students observed various stages of milk processing, packaging, and distribution, gaining practical insights into how large-scale dairy operations are efficiently managed.

The visit also helped students understand the cooperative model adopted by KMF and its significant role in supporting farmers while ensuring quality dairy products for consumers. Such industry interactions enable students to connect classroom concepts with real-world applications.

The institution expresses sincere gratitude to Dr. M. S. Subhas, Suman Kumar, Mahesh Bendigeri, and Tejaswini Patil for their support. Special thanks to Dr. Mishra and Prof. Prakash Naik for facilitating and accompanying the visit. And well coordinated by Dr. Harshal B.

OUTBOND VISITS



The outbound program at Dandeli offered a perfect blend of adventure, teamwork, and experiential learning. Through a series of challenging outdoor activities and reflective sessions, students enhanced their collaboration, communication, and problem-solving skills. The program encouraged participants to step out of their comfort zones, build resilience, and develop leadership qualities essential for future professionals. Guided and supported by Dr. Suman Kumar and Coordinated by Dr. Harshal Borgaon, the experience ensured both safety and meaningful learning. From thrilling adventures to insightful takeaways, students returned with greater confidence, stronger bonds, and unforgettable memories that extended learning far beyond the classroom.

VALUE ADDITIONS

PLACEMENT ACTIVITIES



A series of placement activities were organized to equip students with the skills required for successful campus recruitment. The training included sessions on group discussions, pre-placement preparation, aptitude, logical reasoning, and quantitative techniques. Students actively participated and improved their communication, analytical thinking, and problem-solving abilities. The sessions were designed to build confidence, enhance performance in competitive selection processes, and familiarize students with real-time placement scenarios. Overall, the initiative played a significant role in preparing students to face recruitment challenges effectively and improve their employability prospects.



PLACEMENT ACTIVITIES

PLACEMENT ACTIVITIES



Global Business School organized an engaging student session with Yatharth Jhavar from Grant Thornton Bharat. The session focused on interview strategies, building strong first impressions, and preparation for competitions like CASEino Quest. Students gained practical, career-oriented insights and valuable industry exposure. The interactive session enhanced students' confidence and professional readiness. The institution extends its sincere gratitude to the speaker for his impactful session. The event was successfully coordinated by Dr. Mahindra Hullur.



PLACEMENT ACTIVITIES

RESEARCH AT GBS

Finance students converted their Corporate Tax Planning project into a research paper, published in the Asian Journal of Management and Commerce, analyzing corporate tax strategies and firm performance under Dr. Mahesh Bendigeri's guidance.

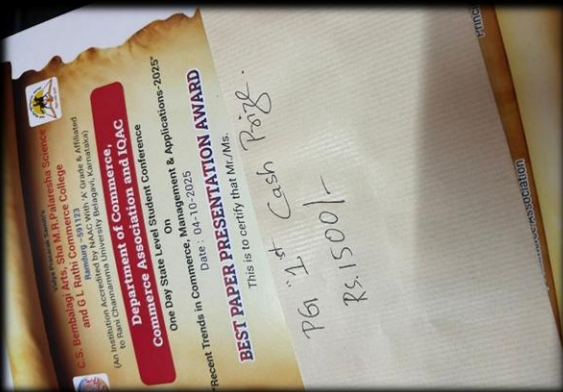
Student-faculty collaboration led to a research publication in the International Journal of Research in Finance & Management, converting a Finance live project on corporate tax planning and financial performance of Infosys Ltd..

Prof. Sanmati A. Shetteppanavar and Ms. Soumya C. Rudagi converted their HR Live Project into a research paper published in the International Journal of Research in Human Resource Management (Nov 2025, Vol. 7, Issue 2, Part E), on gig workers' wellbeing.

Dr. Tejaswini Patil, Mr. Chidanandaya, and Ms. Sanjana A published their research in the International Journal of Research in Human Resource Management, exploring the role of employee welfare initiatives on employee satisfaction, communication, and productivity.

Dr. Tejaswini Patil and Chidanandya H published their research titled "HRIS Integration as a Driver of HR Operational Efficiency" in the International Journal of Research in Human Resource Management.

BEST PAPER AWARD



Seven students from Sem III (Batch 2024–26) participated in the One-Day State Level Conference on Recent Trends in Commerce, Management & IT at CS Bembalgi College, Ramdurg. Ms. Soumya Rudagi secured 1st Prize (₹1500) and Best Research Paper Award under the guidance of Prof. Sanmati Shetteppanavar.

RESEARCH

INTERNATIONAL TOUR

Seventy-nine students from the 2024-26 batch of Global Business School, Hubli, undertook a seven-day international study tour to Malaysia, accompanied by Shri Vicky Jain, Prof. Prakash Naik, and Ms. Jyoti Nalwad. Coordinated by Dr. Harshal Borgaon, the tour included visits to key academic and cultural sites. Students engaged in experiential learning, cultural exchange, and team-building activities.. The tour broadened global perspectives and created memorable learning experiences.



WHAT'S EDGY

STUDENTS ACHIEVEMENTS



Students of Global Business School achieved remarkable success at the Industry Analysis Competition held at Davangere University. The team comprising Sudeep, Samuel, and Allwin secured 1st prize, while Divya Vernekar, Ramkrishna, and Soumya achieved 2nd place. In addition, several students including Divya Vernekar, Sanjana Upadhye, Sudeep Shetty, Rakshita, Pooja, Supriya, Abhishek, Varshini, and Laxmi were recognized as Best Speakers for their outstanding presentation and analytical skills. Their performance reflected strong teamwork, confidence, and subject knowledge. The achievement highlights the institution's commitment to academic excellence and holistic student development, bringing pride to the organization.



Global Business School, Hubli, ranked among the Top 50 South Zone colleges in the National Financial Literacy Quiz by NISM and SEBI. Students Shreeraj and Sanjana U represented the institute at the regional semi-finals in Bengaluru. The institution congratulates them for this achievement and proud representation at national level.



Students conducted mock interviews at Samarthanam Trust to support specially abled individuals in enhancing their confidence and interview skills. The initiative aimed at preparing them for career opportunities. The institution thanks Dr. Tejaswini Patil, Director Dr. Suman Kumar, and the GBS team for their support.

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MEMORY LANE



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