

# GBS-Focus

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From the Editor's Desk



Prof. Afreen Nasabi



It is indeed true that the present has thrown huge surprising challenges upon us. The composition of B-school Learning has taken a leap and we at GBS have persistently made efforts to keep our pupils resilient to cope up with the adversity. With ceaseless online mode of sessions, online contests and events, online assignments and projects, placement activities, our students had a glimpse of what the corporate world is going to look like in the coming months. " This edition is the gist of our novice yet veritable journey between January to June 2020".

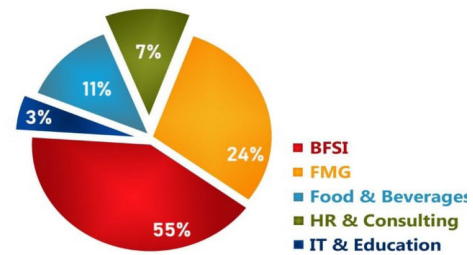
Happy Reading !

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PLACEMENT STATISTICS 2018-2020

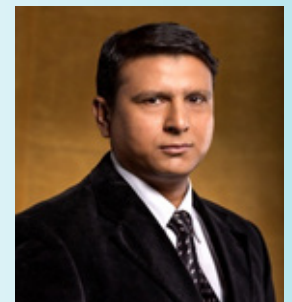


SECTOR WISE PLACEMENTS 2018-2020



Director's Message

Season's greetings from Global Business School Hubli. I hope all our GBS Focus readers are keeping good health and doing well in this extraordinary Covid-19 pandemic situation. GBS is always a pioneer in setting trends in the market. The academic sessions from April to June 2020 for II and IV semester students were held through online mode. GBS family has functioned effectively, uninterruptedly and has beautifully adapted to the current situation without hurting ant norms laid by the WHO and our Ministry of Health. We are in a continuous process of reinventing the learning experience for our students to make them corporate ready and best suited for the challenges ahead. GBS Focus is a well-articulated Newsletter which throws light on some of the new facets of the management learning experience at GBS.



Dr.M.N.Manik

Director  
Global Business School Hubli

Happy reading

**Highlights of the Placements season-2020 ( Top Placements)**

- Ms. Divya Jartarghar, a Marketing specialization student from Global Business School batch 2018-20 has bagged **Whitehat Jr.** as an Inside Sales Manager with a salary package of 5.5 lakh PA CTC.
- Mr. Mayur Muley, Mr. Pranesh Deshpande & Mr. Manu Rao, maketing specialization students from GBS have bagged opportunities with **BYJUS** as Business Development Associates with a salary package of 10 lakh PA CTC.
- 5 students bagged opportunities with **DALMIA CEMENTS** in the roles of Sales & Business development across North Karnataka
- 11 of our students bagged placement opportunities with **D-MART LTD** as Retail Sales- Associates for a salary package of INR 3 LPA.
- GBS, Hubli in association with **HDFC- Sales** conducted a placement drive for the positions of “Management Trainees” for Home loans, Mortgages and Financial services divisions. A total of 11 students bagged placement opportunities with HDFC-Sales
- GBS, Hubballi in association with **HDFC Asset Management** conducted a placement drive for the positions of “Sales/Client Services” on 12th February’19. Mr. Sanjeev Tuppad, Branch Manager, HDFC AMC, Hubballi conducted an Online Tests and Personal Interviews.
- Ms. Sudharani Deshpande, Ms. Sreevidya and Ms. Siddiqa Soudagar bag placement opportunities with **INTELLIPAAT** as Inside Sales Managers for a salary package of 5.5 LPA.
- Ms. Priya Changediya and Ms. Tamazzer Fahim bag placement opportunities with **ANZY Careers**, Bangalore for positions of “Associate Recruitment Specialists” in an off campus drive
- Four students from GBS (Ms. Amruta Surpur, Ms. Aishwarya Shetty, Mr. Omkar Hiremath and Mr. Anil Desai) got selected in **HDFC- ASSET MANAGEMENT LTD** as Client Service Executives for a salary package of INR 3 LPA.
- **Bharathi Cements Ltd**, a flagship brand of Vicat Operations in India who are the pioneers in cement manufacturing visited Global Business School to conduct a campus drive for the MBA final year students of Marketing specialisation. Mr. Manjunath AP, General Manager- Marketing visited the campus to screen the students for the positions of Territory Sales Officers across Karnataka.
- Juhi Krishnan Jujar, a student of marketing specialisation bags an offer of 6.78 LPA from **Jaro Education** in the role of a Management Trainee.
- GBS conducted an interactive session with RR Acharya, State Marketing Head, **Aditya Birla Fashion & Retail Ltd** with the students of MBA 3rd Semester students. Mr. RR Acharya shared insights on the Retail sector and gave a brief on how ABFRL had become India’s first bilion dollar fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

**Industry Interface - 2020**

Industry & Academics-have both realized that the gap in the supply of employable manpower cannot be bridged without their close co-operation & continued engagement.

**Global Business School** has been in continuous dialogue with various industries to work out a plan which enhances mutual interaction between reputed industries across various sectors and verticals with a view to bridging the gap between industry expectations and their preparedness as an outcome of academic process.

Through this Industry interface activities at Global Business School, aims at providing the Training & Corporate exposure to students during their academic curriculum so that they are prepared to meet the industry expectations before they join the Corporate post their completion of academics.



**Placement updates for the batch 2018-20**



Students attending interviews @ PUMA Corporate office in Bangalore



On Campus drive @ GBS

**ROBOTIC PROCESS AUTOMATION Workshop for Management students by FACE ACADEMY**

Global Business School conducted a two day Robotic Process Automation (RPA) training workshop for both the first year and the final year students. The workshop was conducted by FACE ACADEMY, the authorised training partner for RPA which trains engineering and Management graduates to compete in

the age of AI ( Artificial Intelligence ) and enable the students to learn about AI, Creating Bots, and how Machine Intelligence changes the rules of day to day business operations. Mr. Arshad Ali, was the trainer at the workshop representing FACE ACADEMY Bangalore.



**Webinars organised for GBS students**

S.No	Date	Name of the organisation	Webinar Event for the batch (2019-20)	Guest speaker
01	8th July 2020	PUMA SPORTS INDIA LTD	Impact of COVID -19 on the Retail Industry	Mr. Stany Steven DSouza, Area Retail Manager, PUMA SPORTS INDIA LTD, MUMBAI
02	29th June 2020	BSE	Finance & Capital Markets	Mr. Sushas Rajput, Proficient Minds
03	31st May 2020	KLARITY	Profile building, Networking and Job Search using Linked In	Mr.Gaurav Sangtani, VP Global Financial Firm. Tedx Speaker Mr. Sadique Jamil, Account Executive, Linked In Mr. Manmeet Singh Akali, CEO, Klarity

**Research Publications during January –June 2020**

S.NO	Title	Journal	ISSN/ISBN No.	Date	Author	Faculty Author
01	Influence of Board Charateritics on Financial Performance of CNX Nifty Listed Comp nies in India	International Jou nal of Management Studies	Issn 2249-0302 EISSN 2231-2528	Jan/2020/ Vol -7, Issue 1	Dr. R L Hy-derabad	Prof. Mahesh Bendigeri
02	Role of Digital Marketing in retail kitchen appliances industry in Hubli	RVIM Journal of Management Research	Vol 11 (2), Page No 21-27	Jan 2020	Student: Raj Porwal.	Prof. Harshal Borgaon
03	Influence of Visual Merchandising on Impulse Buying Behaviour of Customers in Sports Retail Outlet in Hubli City	Studies in Indian Place Names	ISSN 2394-3114 is UGC Care listed journal.	Feb 2020 Vol 40 (60), Page No 3326-3336	Student: Mr. Shrinivas Mantur,	Prof. Harshal Borgaon
04	Understanding and Developing Emotional Intelligence–An Empirical Study of Students in Hubli City	Studies in Indian Place Names	ISSN 2394-3114 is UGC Care listed journal.	Feb 2020 Vol 40 (60), Page No 3023-3030	Student: Ms. Shreevidya K	Prof. Harshal Borgaon
05	A research on consumer intentions towards usage of E-Payment Application system in Hubli	Journal of Information and Computational Science	ISSNNO. 1548-7741 UGC-CARE Group-II certified	March 2020 Vol 10	Student: Ms. Shreevidya K	Prof. Rashmi Fattepur
06	A Study on Understanding the impact of Animal Pattern in Brand Logo on the targeted Market Segment	Journal of Information and Computational Science	ISSNNO. 1548-7741 UGC-CARE Group-II certified	May 2020	Student: Ms. Shreevidya K	Prof. Afreen Nasabi

### Management Day



Global Business School Hubli organized 'Management Day' celebration on 25th February 2020 at its campus. Shri Panchakshari Hiremath, Lawyer and Founder, Nature First Eco Village, Dharwad was invited as chief guest for the day, spoke about landscape gardening and reforestation. He further educated students on the importance of conserving the environment and sustainable living. He also instilled the importance of water and how bane of wastage of water. On the occasion sir demonstrated the way of life, with ethics as part of every day.

(MOC: Sanvita S Bisanalli and Shrinidhi Uchila)



Ms Sreevidhya, Ms Spruthi, Ms Jayalaxmi and Ms Siddiqqa were also felicitated for publishing research papers in reputed journals.



Congratulations to Dr Tazeentaj Mahat and Dr Tejaswini Patil for conferring for their Ph.Ds.



On the eve of Management Day celebrations, Students organised various events-The Panel Discussion- hosted by Vikram Gaonkar and Nitin Ullagaddi. Mad-ads were organized by Swati Madiwalar and Bhuvaneshwari, were performed by four teams with extra ordinary creativity followed by wonderful Management Games conducted by Sidharth.

### BEST MANAGER - 'CHANAKYA 2020'

In order to keep the spirit of the students high during lockdown, a managerial mindset online Event "Chanakya" - Best Manager was organized by Dr Bhargav and Prof Sohil. All the students participated.

The 11 day event was carried out between 19-Mar-2020 to 29-Mar-2020 with rounds like - My MBA Journey till now, Movie Analysis , My Company - My Rivalry , Digital Marketing, Business Plan. The last round was completed on- where three students have been shortlisted for the final round- which needs to be conducted in college in the coming days (Semester -III).



After the tremendous success of "Chanakya" and based on our student's demand, we conducted "Me Captain", where nominations were collected from both Sem2 and Sem4. Round 1: was all about sports - Hockey-IPL-ICC-Olympics-Tennis Round 2: General Management Round 3: My solution to CASE study Round 4: Marketing - Value of money Round 5: Human Resource - Identify ANY-TEN HR concepts from the passage with Justification. Round 6: Finance - Good in Finance too with case study analysis Total 128 students participated and showed their respective skills, which proved again that even lockdown cannot stop the faculties and students in showcasing that they are the best. The event was successfully conducted by team: Prof. Bhargav, Prof. Sohil, Prof. Tazeentaj, Prof. Afreen and Prof. Sherayas.

### Hashtag Sports – An Extravaganza of Enthusiasm

An inter-class sports event with Gunny Bag Race, Book Balancing, Dodge-Ball, Circle Catch and Lagori.



### Guest Lecture by Mr.Oliver Lesley

Mr. Oliver Lesley, General Manager, The Printers Mysore Limited, Bangalore visited our campus on 25th February 2020.

Mr. Lesley spoke on his journey from selling The Economic Times (ET) to being the General Manager of an organization. He also enlightened about the challenges faced by print media in the digital era. Ms. Roohisaba and Ms. Vidhisha Raikar were the Master of Ceremony. Dr. Bhargav Revankar welcomed the guest and Prof Harshal Borgaon gave the vote of thanks.



### FDP on "Neuro Linguistic Programming – An Intervention to Classroom Teaching"



On 28th February 2020 at GBS campus

The Key Note Speaker of the Session was Dr. M S Subhas, Former Vice Chancellor, VSKU, Bellary & Professor, KIMS, KU, Dharwad. He spoke on the formation of Institutes & Modern

Management of Education, the traditional Gurukul System, teacher's focus should be on Student Centric Learning rather than the Teacher Centric Learning. He further spoke on NLP and how NLP can be incorporated in teaching process using the different modern methods of teaching namely use of case study, student driven projects, writing student-teacher collaborative research papers, industry consultancy, Simulation, engaging students and outcome based learning Mr. Ramani Venkat, NLP Practitioner spoke on how to upgrade the skills using Neuro Linguistic Programming techniques that helps teachers to develop a better and effective classroom teaching.

33 teachers from across various domains namely PUC, B.Ed., UG and PG participated in the FDP. Ms. Sneha Gudi & Mr. Siddarth Ekbote were the Master of Ceremony for the inaugurations. Prof. Harshal Borgaon & Dr. Tejaswini Patil coordinated the FDP.