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UTSAV—A Cultural Fest

Global Business School organized UTSAV- Cultural Fest at its world class and state of art campus in Hubli. The event was marked with a great zeal of enthusiasm and entrepreneurial spirit. The cultural event was earmarked for the graduate level students and was aimed at giving them a platform to showcase their talent on the larger canvas and a bigger stage. Utsav is an opportunity for MBA students to apply their classroom learning's to practical events and managing the event. Utsav brings together learning and the celebration of learning on one pedestal and allows the stakeholders to contribute meaningfully and effectively to collective growth and development. The theme of the event was to build a network for knowledge sharing, and through the design of the events the intent was to provide invaluable experience to the participating colleges and students of Global Business School an insight into the finer workings of management and the application thereof to the real world situations. Participating colleges from north Karnataka actively took part in the fest and contributed immensely to its success. The students of Global Business School Planned and Executed the event with clinical precision and handled the management of an event of such magnitude with great aplomb and character. The highlight of the event was marked by the strong belief in Inclusive growth which is aptly reflected in our motto of **"GLOBAL PERSPECTIVE, INDIA FOCUS"**

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UTSAV– A Cultural Fest, Events Conducted

The events were as follows, NUKKAD NATAK , CRYPTHUNT, TWINKLE TOES, DEMON-ANGEL, SNAKE & LADDER, CAPRICCIO, CREATIVE CZARS, CORPORATE ROADIES, FALL TO RISE, MOCK APP, TOSS & BOSS, LOOPS & BLOODS ,FUNFLOW, ENIGMA, MARKETKSHETRA

The events had a mix of social themes and corporate nuances. The students participated with enthusiastic vigour and energy and their contributions were noteworthy and commendable.

Conferences, Papers, Workshops, FDP's attended by Faculty and Students of GBS.

FINANCIAL ASPECTS OF START-UPS, by Dr. Chandappa, Manager KSFC Dharwad. The session was conducted for final year students to explore the Entrepreneurship opportunities and possibilities of financial aids. Dr. Chandappa explained all possible schemes and relevance for varieties of entrepreneurship opportunities. He detailed the support system like DIC, KSFC, SIDBI. The session concluded with queries and answers



CHALLENGES OF ENTREPRENEURSHIP, by Mr. Rohan Kothari, who delved the case study of BMB group which was started in 1974 by Mr. Ramesh Kothari and his 3 Brothers in a small rented shop which now is a Large Business Enterprise of Manufacturing Units, Wholesale/Retail Centers and Warehouse Leasing. The session emphasized on use of technology, advantages of experience of senior family members, personnel management amongst others. The challenges he expressed were Unorganized Structure, Quality Staff, Verbal Commitments, High Dependency on Decision Makers, Infrastructure, Stock and inventory Management. Query session was held at the end of the session followed by Vote of Thanks.



Compiled by Dr. Bhargav

Management Day celebrated at Global Business School, Hubli

The students of Global Business School, Hubli were addressed by a young Entrepreneur Mr. Vijay Mane, who is a Serial Entrepreneur, Business Consultant & Coach. He joined his family business at the age of 16. After a few years, he sold the business in 1997 to pursue higher studies. He completed his MBA in the year 2000. He has got back into being an entrepreneur, and is now a very successful one at that. He has recently ventured into another business vertical i.e. lifestyle business by setting up Studio Fringe, a Unisex Salon & Spa. Mr. Vijay Mane's address and advice to the MBA students of Global Business School, Hubli was aptly put across in the following lines. At the very outset, he referred to the corporate world as "THE REAL GAME" This was how he transferred the idea of the corporate world and all it holds to the management students, showing them that the classroom is totally different to that of the board room. He further went on to explain that even though this gap is very wide, it can be bridged without any pitfalls by following certain principles carefully and correctly. He stated that the first one is to keep learning. Learning he said is a never ending process, and it is essential that one keeps updating himself/herself on what is happening in and around them. He stressed on being mindful of technology. The world he explained is changing at a very fast pace. He warned that if one does not keep up with new technology, the possibility of him/her being run down is very high. Success he explained is a journey and not a destination where you stop. On the human aspect, he reminded everyone that no matter what change technology brings into focus, one should always keep in mind that human values, emotions and feelings cannot be replaced by robots. Hence it is important to always remember HUMAN VALUES. On the aspect of working, (something that all of us need to get involved in), he emphasized that all of us should primarily work for the cause. To do so, he explained that we should all think like an employer, and we should all work like an employee. He concluded his address on a very inspiring note by saying that we should always stay inspired, and make integrity a core part of our DNA. It is therefore essential that one and all of us should enjoy adversity.

Compiled by Prof. Tejaswini Patil



Industry Campus Connect (ICC)

Global Business School conducted Career Utsav and companies like Axis Bank, ITC Limited, S & P Global, CMM Pvt Ltd, HDFC Sales, Café Coffee Day, Vijayanagar Sugar Pvt Ltd (VSPL), Narayana Hrudayalaya, Muthoot Group, L & T Finance visited the campus.

The opportunities from the companies were from varied positions and roles like Customer Service Officer- Branch Operations, Sales Management Trainee, Data Researcher, Product Specialist, HR-Management Trainee and Probationary officers to name a few.

Collectively 500 job aspirants from various MBA & Degree colleges had participated in the campus drives culminating in a job fair – **Career Utsav -2018** Global Business School is immensely proud to host these companies and looks forward to the students having wonderful start to their careers.



Compiled by Mr. Yogeshkumar Jigalur

GBS Faculty—Chief Guest at Events

Arcana, Management festival, organized by the Department of Management Studies (MBA) of Anjuman Institute of Technology and Management (AITM) in Bhatkal, Professor Dr. Muhammed Jameel Manik, Corporate Trainer and consultant from Global Business School, Hubballi was the chief guest of the event. A mix of managerial and cultural events, the fest turned out to be a test of skill for the budding managers. The event tested overall skills including time management, stress management, selling skills, and communication skills.



International Women's Day Celebrations

Global Business School, Hubli organized the International Women's Day at its premises in Bhairidevarkoppa. On this occasion Ms Daniela F Gheorghe – Social Entrepreneur (VChalk) addressed the gathering about her life, difficulties she faced, success stories, the challenges she faced, the career moves, and work life balance . GBS UTSAV - an undergrad cultural fest took a kick start the same day.

The event took a great start with the Welcome Dance by the team of students from 1st year Ms. Bhamini, Arpita, Nutan, Nagesh, Murli and Rajat. Director Dr. Prashant Yatgiri welcomed the gathering. Student Ms. Yashaswini introduced the guest. To honor the women staff a short video was dedicated by Mr. Raghu Karne .All the women staff was felicitated by the Chief Guest. The theme for this year IWD was “Press for Progress - Maintain our dignity and Retain Justice”.

GBS Impact was released on the same. Faculty Prof Tejaswini Patil co-ordinated the event and Students Ms. Aishwarya and Ms Jacintha Roma compered the program, Student Mr Mathew proposed the vote of thanks. Staff and Students graced the occasion.



Mastermind Series @ Global Business School

Panel Discussion on “Challenges of Supply Chain Management in Automobile Industry”

Masterminds – a flagship program of Global Business School, Hubli, where prominent personalities from the business are welcome to discuss the relevant and current issues within the Corporate World. The Panel consisted of Mr. Kadesh Bagalkot, Senior Manager, Small Commercial Vehicle, Tata Motors, Mr. Shivarajkumar Katti, Senior Manager, Neev-Rural Business, Tata Motors, Mr. Satish T. S., Senior Manager, ILCV Vehicles, Tata Motors, Mr. Sameer Katti, Senior Manager, Bus Division, Tata Motors, Mr. Anirudh Kulkarni, Senior Manager, Bus Division, Eicher, Mr. Shreekant Kulkarni, Senior Manager, Small Carrier Division, and Mr. Prashantkumar, Senior Manager, Car Division. Our student coordinators Mathew and Madhumati Hooli welcomed the panel members. The guests for the day were introduced and felicitated by Dr. Prashant Yatgiri, Director, Global Business School, Hubli, who in his introduction speech, emphasized on the significance of connect between the Institute and the Industry. Dr. Bhargav Revankar and Prof. Adarsh Navale were the moderators for the discussion.

Being the first panelist of the day, **Mr. Shreekant Kulkarni** explained the background of the Supply Chain Management in Automobile Industry. He emphasized on making an honest attempt in the right direction by putting in efforts to build a good dealer network. He emphasized on right product for the right customer by constantly being in touch with various dealer points and knowing the customer requirements. The goal of any person in sales would be to satisfy the customers and taking feedback on a regular basis. He further elaborated on various issues and challenges faced in handling the dealers. **Mr. Sameer Katti**, built on Mr. Shreekant’s explanation on the need of customer satisfaction in the dynamic changing environment and staying ahead in the competition. He spoke on building products for customers based on their expectations, where the requirements of buses are different for different customers while giving an example of staff buses, school buses, etc. He further elaborated on the various products the company manufactures right from small IRIS which is a 5 seater vehicle to last mile transport to ultra premium buses. Lastly he spoke on various challenges in the automobile industry like from raising an indent to delivery of the product would take about 3 – 4 months. **Mr. Anirudh Kulkarni**, spoke on the various satisfaction levels of different levels of customers. He emphasized on the fact that the buses are used by the owners, the drivers, the passengers and meeting

Mastermind Series Contd...

their satisfaction becomes a big challenge for the building a commercial vehicle viz. A bus.

Mr. Shivarajkumar Katti, spoke on challenges of selling vehicles at the different locations in the district viz. semi-urban and rural places in North Karnataka. He spoke on various initiatives taken by his organization to reach the semi urban and rural markets viz. **Own a Vehicle for a Day**, where the customers given the vehicle for a day's time and the company seeks feedback on usage of the vehicle in terms of satisfaction level of the customers. **Mr. Kadesh Bagalkot**, while introducing himself said that being a technical professional, he is enjoying sales. He first spoke on small commercial vehicle built by his organization. He elaborated on the fact that the customers seek customization by having more horse power for the vehicle. He also said that as the infrastructure is getting better, the rural population would like to visit the nearest urban location for their day-to-day needs, where opportunity for sales of small commercial vehicles grows tremendously. **Mr. Prashantkumar**, spoke on the challenges of being successful organization in selling passenger vehicles depends on the channel member's efforts. He further added that the channel members are capable of leading any Organization's small commercial vehicle for good sales. He added that hiring quality manpower in any organizations has become a challenge, as many graduate and post graduates are not stable within one organization at the beginning of their individual careers. **Mr. Satish T. S.**, spoke on importance of having a hub and spoke model in Supply Chain Management system. He elaborated by saying that any organizations would like avail different spare parts and resources using this model. He further added that a good network is needed for the success of this model. Lastly, he spoke on how organizations are concentrating on selling the solutions to the customers and satisfying their customer needs. The Session closed with a query and answer session.

The Vote of Thanks was proposed by Prof. Harshal Borgaon.



Market Touch Point Series

"Touchpoint Guru" Hank Brigman defines a touch point as an influential action initiated by a communication, a human contact or a physical or sensory interaction. Each touch point is a message that literally "touches" a target audience in some way. Collectively, touch points create the audience experience. Touch point marketing analyzes the assets and processes that make up the touch points and maps them according to where they lie in the target segment life cycle. The result allows a company to identify its current position and create and execute a strategy that produces measurable results. With this thought process, Global Business School, Hubli, has come up with a new initiative titled as "Market Touch Point". It's a platform to share knowledge among the student community to facilitate learning and introduction to newer thought processes and concepts related to the current business ecosystem. The first session was on the theme : **Electric Vehicles- the Future of Automobile Sector**. The session was conducted by **Prof. Veeresh Noolvi** and the presentation covered the following sub-themes:

Introduction to the Indian Automobile Sector, Automobile Sector-History, Automobile Sector-INDIA, Strategic Positioning vis-a-vis the Industry and Indian Economy with special emphasis on Demand, Investment, Government Schemes and Innovation. The session then explored the The Electric Vehicles Initiative (EVI), which operates at the global level with particular emphasis on the EVOLUTION OF Electric Vehicles, the current market for EV's. The next topic on agenda was the INDIAN EV SCENARIO, which highlighted the various Government Initiatives like National Electric Mobility Mission Plan (NEMMP) and FAME (Faster Adoption and Manufacturing of Electric Vehicles) which aims to get 6-7 million electric vehicles on the roads by 2020. The resource person delved on the influencers towards INDIAN ECONOMY through the EV initiative, namely Make In India, job creation, and on automotive being one of the most promising sectors among transportation, logistics, warehousing and packaging sectors in India. The learnings/key takeaways with respect to management were highlighted and their importance discussed. The impact on economy-through manufacturing, impact on marketing through various initiatives like OLA and Electric Cars, impact on finance through end-user financing, were deliberated upon, along with queries of the students which touched upon areas of planning, strategy, impact and scope of Electric Vehicle in India.

Pinnacle – 2018

PINNACLE is one of the flagship event of Global Business School, Hubli. The sporting spirit is an integral part of GBS culture. The attitude to win, the fighting spirit and determination to give it your all on the field are the values that a sportsman lives by. GBS encourages such sporting values in its budding leaders of tomorrow. In line with this spirit, the GBS sports committee conducted PINNACLE 2018, the annual inter-college sporting event on 23rd and 24th March 2018 at University of Agricultural Sciences Ground, Dharwad. **Pinnacle 2018 – Pre-event Inaugural:** The pre-event inaugural session was kept on 21st March from 10:30am to 12:00 noon in GBS auditorium. Student representatives from all the participating colleges were invited for the inaugural session. Dr. Prashant Yatgiri, Director – GBS had presided over the function and spoke about the Pinnacle, the flagship event of GBS. Mr. Akshaykumar Gaonkar, student coordinator administered the oath of Pinnacle. The rules and regulations were being presented. The fixtures were decided which was made very obvious. The unveiling of various trophies along with General Championship trophy was done by Dr. Prashant Yatgiri along with student coordinators. The event comprised of the following eight disciplines:

Sl. no	Games	Category
1	Cricket	Boys, Girls
2	Volleyball	Boys
3	Basketball	Boys
4	Football	Boys
5	Throw ball	Girls
6	Badminton	Boys, Girls, (Singles, Doubles)
7	Track Events	Boys, Girls
8	Table Tennis	Boys

The event was well structured with clear fixtures and order of events known to the participants before hand. The catering facility was good and on time. In the light of all these wonderful things, we would like to state that the event was indeed a remarkable success and was a great improvement over the last Pinnacle in terms of implementation. The General Championship was bagged by Global Business School by scoring over 107 points and with a very big margin.



Compiled by Prof. Arun Kubsadgoudar

Birthday Celebrations @ GBS

Celebrating birthdays is an excellent gift in itself. Birthdays are wonderful and GBS believes in celebrating the birthdays of its extended family. Birthdays are a good avenue to bring in a culture of camaraderie and belongingness. It's the joy & smile that it brings that counts. Dr. Prashant Yatgiri, Director-GBS, welcomed the gathering and espoused the finer nuances of celebrating milestones and the added value they bring to the culture of GBS. The birthday celebration of Mr. Mahaveer Muttin was carried out with much enthusiasm and of course with cakes and savories. Mrs. Shweta Doddamani coordinated the event.



Best Regards, Team FOCUS