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GBS-FOCUS

Global Business School,

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Director's Desk

It gives me immense joy in presenting our own institute in-house newsletter "GBS FOCUS". A lot of efforts have gone in the making of this issue which serves the purpose of showcasing various important activities happening in GBS campus. I am very confident that GBS Focus carries the innate potential to create deep impact in the minds of all readers, through increased awareness, and improved interaction ,leading to larger visibility and impact for GBS.

GBS Focus has been designed with a broader objective of informing, inspiring and engaging diverse group of readers that include our esteemed alumni, industry partners, faculty, staff, students, parents and other well wishers of GBS. By maintaining the faith and interest of its readers, GBS Focus truly aspires to inform the happenings at the institute and strengthen its commitment to various stake holders. The newsletter covers various important activities at the institute viz. Market Touch Point Series (MTP), Mastermind Series, Cultural programmes and a host of other allied activities that have left a mark at the institute in the stated month. I sincerely hope you enjoy reading this issue as much as we have enjoyed making it !!! Any suggestions towards betterment of the newsletter is most welcome.

Happy Reading !

Dr.Prashant Yatgiri
Director
GBS, Hubli

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FRESHER'S DAY— “OLA AMIGOS”

GBS organized a splendid fresher's party for the batch of 2018-20 on 3rd of November, 2018 to give fresher's a feel of being an integral part of the GBS family and to make them be ready to take up challenges for the years ahead. The Fresher's day was filled with excitement, joy, music, enthusiasm, laughter and happiness. The Fresher's week was organized by GBS from 29th October, 2018 to 31st October, 2018 and 3rd November, 2018, was the Grand Finale of Fresher's week and was held at Rashi farms, Dharwad.

During fresher's week senior students hosted games for juniors like water in the bucket, thread game, balloon game on 29th, scenario round was arranged on 30th, and marketing mafia round was conducted successfully on 31st with the active participation from Juniors. Then 30 students were shortlisted for Mr. and Ms. Fresher title out of 120. Participants had to perform the task given by their seniors at early morning on 3rd November. After stiff competition, finally 6 candidates were shortlisted for stress round.

The MOC's Mr. Sameer and Miss. Vasavi, welcomed the gathering of Management members, faculties, senior and junior students and all admin and staff members with their warm words.

The Freshers Party started with a melodious song by Mr. Bharat Parvati followed by dance performance



by senior as well as junior students. The main part of first half of the fresher's day was stress round. 6 shortlisted candidates competed in stress round for the award of 'Ms. Fresher' and 'Mr. Fresher' which included some tasks to be performed. Everyone performed their task in the best way possible, with Mr. AKBAR and Ms. PRIYA eventually winning the crown of Mr. Fresher and Miss Fresher respectively. The honor of Mr. Fresher and Ms. Fresher was awarded by Dr. Prashant Yatgiri, Director, GBS and Prof. Tazeentaj Mahat Faculty, GBS.

FRESHER'S DAY—“OLA AMIGOS” contd....

Mr. Amrut and Miss Pooja, winners of previous year joined hands in awarding the current year winners. Event continued after lunch with some more fabulous dance performances and a crowd cheering song performance by Abhishek. The program concluded with the presidential remarks by Dr. Prashant Yatgiri and vote of



thanks by Prof. Prateeksha Deshpande. Finally all the students rocked the show and enjoyed the celebrations by DJ dance performance followed by High Tea.

INDUSTRY CAMPUS CONNECT (ICC)

CAMPUS DRIVE BY PUMA RETAIL on 1st November 2018

PUMA RETAIL INDIA LIMITED visited GBS CAMPUS on 1st & 2nd November 2018 to select candidates for the positions of Sales Supervisors amongst the students from MBA 2017- 2019 batch and also from the previous years MBA Students. Ms. Shruthi Mishra , Head HR Pan India & Ms. Pinki Singh, HR South India were present in the campus to conduct the Interviews. Around 60 plus candidates from the current and the pass out batches attended the Group Discussions and Personal Interviews and 14 stu-



dents from the 2017-19 batch got selected and are scheduled to join PUMA Retail stores across Bangalore, Hyderabad & Chennai.



INDUSTRY CAMPUS CONNECT (ICC) contd....

MARICO INDUSTRIES PVT LTD visits GBS Campus on 2nd November 2018

In the company's quest to find and groom the corporate leaders of tomorrow, Marico solicited the partnership of Global Business School and invited applications for Prarambh, the Sales Trainees program for entry into the front line management roles in Marico. Marico visited the Global Business School campus on 2nd November 2018 to recruit candidates for a challenging, enriching, and fulfilling career. The students were shortlisted from an online test conducted in the campus and held a Group Discussion round giving them case situations to solve. Students from the 2017-19 batch participated competitively and the selected candidates were invited to regional office of Marico at Hyderabad for the final interviews.



CAMPUS DRIVE BY ASCENT HR CONSULTING

On 13th November, Global Business School, conducted 'Placement Drive 2018' in coordination with Ascent HR from Bangalore for the benefit of M.Com, B.com, BBA, BBM, BCA, BA passouts for the positions of Accounts Process Executives. The Account Process Executives is a great way to start a career for fresher's in the Financial sector as the candidates will be resolving online queries related to Tally, GST and would also be aiding in finalisation of balance sheets and giving solutions on statutory compliances like payroll, FBT etc to customers from Pan India, Middle East and North Africa. Interviews were held at GBS Campus, Bhairidevarkoppa, Hubballi. Ms. Bhavani, Ms. Jessina Thomas & Mr. Bhaskar Borah HR Executives visited the campus to conduct the interviews.

INDUSTRY CAMPUS CONNECT (ICC) contd....

VISHAL MEGAMART visits GBS Campus

Vishal Megamart Ltd conducted a pool campus drive in coordination with Global Business School, Hubballi on the 16th of November, 2018 for MBA 2017-19 batch candidates for the positions of Department Manager (Fashion & FMCG). Job locations are across Karnataka, Goa, Hyderabad & Pune. Selections were held at GBS Campus, Bhairidevarkoppa, Hubballi with Aptitude Test, Group Discussions and Personal Interview rounds. Students across various colleges in North Karnataka participated in the drive and walked away with offer letters on the same day itself. Mr. Rupesh Pandey, GM HR Vishal Megamart and Mr. Pratap Singh, Sr. Manager HR, Vishal Megamart from their Corporate Office at Gurgaon were present on the occasion.



FUN WEEK

Global Business School, GBS organized FUN WEEK for students as well as Faculty from 29th October, 2018 to 2nd November, 2018. The participation from senior and junior batch was witnessed in equal number and enthusiastic.

The 4 days of FUN WEEK are elaborated in the following page.....

FUN WEEK contd....

29th October,2018 - Halloween and Angel Day

The reason behind celebrating Halloween day and Angel Day is as follows, Halloween, traditionally called All Hallows' Eve, is celebrated on the evening before the Christian holy day of All Hallows' Day or All Saints Day. On Angel Day, established in 1993 by Jaune Howard Feldman, the day encourages people to be angels to those in need. Be an angel to someone today. Students were either dressed as Angels or as Halloweens and Ramp walk was conducted for all the participants after which best dressed Angel and Halloween were declared as winners.

30th October,2018 Traditional State Representation and Food Fest

On this day students formed different groups consisting of Junior as well as Senior students and each group represented a particular state's tradition in their dressing and the same state's food stalls were arranged as a part of Food Fest Competition.

The Best dressed group and stall serving the most delicious food were awarded as winners in this event.

31st October,2018 Retro Day

To represent the dressing style and culture of 1970's era this day was celebrated. Students were dressed the way people dressed during 1970's and a Ramp walk was conducted for all the participants. The best dressed girl and best dressed boy were declared as winners of this event.

2nd November,2018 Dandiya

The last day of the FUN WEEK was Dandiya. All the students were part of Dandiya Competition, wherein based on their costume and unique steps in playing Dandiya the winners were declared. One of our own college Alumni was called as judge for this event to declare the winners.

MARKET TOUCH POINT SERIES

Career in Sales and Marketing in Advertising Industry

Mr. Sudhir Renake – Regional Manager, Times Internet Ltd, Bangalore

MTP Session IV was held on 9th November, 2018 . Mr. Sudhir Renake, Regional Manager of Times Internet Ltd, Bangalore was the resource person for the session. Mr. Sudhir is a highly creative and proactive Media professional with 12+ years of proven experience in Business Development, Market Research, Brand Management, and Client Servicing. With his expertise in the media industry, he started the session with the basics of advertising and advertising strategy. He mentioned that companies plan their advertising strategy keeping in view the target group. He highlighted the case - examples of Peter England's and Britannia's advertising strategy and showed how both of these companies designed their advertising strategy keeping the Target group as focus point. Further, he mentioned that print media is growing at a slow pace compared to the growth rate of digital media and TV a fact that has a mention in the Pitch Madison Ad report 2018. In addition to this, he also mentioned the entry of FM radio channel in semi-metro cities and that the potential for advertising in this media is huge as the number of music lovers is increasing. There is a slow shift in the medium of advertising and the future of advertising will be through digital media because of affordability, technology, connectivity, and its usage. Further 60% of total users in India access the internet through a mobile. Hence the market for digital advertising is huge. On the other side, digital growth is disrupting various industry, whether it is transport, financial services, retailing, entertainment or education. Hence it becomes necessary to understand how the consumer is behaving online and subsequently design the appropriate advertisement. On the career front, he emphasized that a Management Graduate should have good creative skills, negotiation, and analytical skills to enter into the media industry. Students benefitted through a good learning experience courtesy the session.



MARKET TOUCH POINT SERIES contd....

Evidence Based Management

The first session of MTP for 1st-year students was delivered on “Evidence-Based Management.” The session started with an introduction to the origin of the term EVIDENCE-BASED. 'Evidence-based' is a term that was originally coined in the 1990s in the field of medicine, but presently its principles extend across disciplines as varied as education, criminology, public policy, social work, and (recently) management. According to Evidence-based management, management decisions should be based on a combination of 2 things; ‘CRITICAL THINKING’ and ‘THE BEST AVAILABLE EVIDENCE’. Critical Thinking is not necessarily being “critical” and “negative”. Critical thinking is a disciplined manner of thought that a person uses to assess the validity of something: of a statement, news story, argument, research, etc. The ideal critical thinker is habitually well-informed, open-minded, flexible, fair-minded in evaluation, honest in facing personal biases, willing to review, reasonable in the selection of criteria, focused in the analysis, and determined in seeking results. And by ‘Evidence’, we mean information, facts or data supporting (or contradicting) a claim, assumption or hypothesis. Evidence may come from scientific research, but internal business information and even professional experience can count as ‘evidence’. All managers should base their decisions on ‘evidence’. After having been spoken on the conceptual aspect of the topic, the session further delved on 'evidence-based practices' and what 'source of evidence' is/are to be used while making decisions.

Practical cases were considered to illustrate the different sources of evidence available for decision making and how their application has changed the pattern of decisions made by the managers and the subsequent related processes.

The next part of the session consisted of a discussion on Evidence and related support for Evidence-Based Management, focusing intensively on the following questions;

1. Is there any evidence that an evidence-based practice approach is more effective than the way managers typically make decisions?
2. Are there decision practices or processes that can improve decision quality?

MARKET TOUCH POINT SERIES contd....

In conclusion, Evidence Based Management comprises of a clear and defined 'Decision-Making Process' and Skills and Techniques to critically evaluate evidence from multiple sources to arrive at a decision, thus ensuring that the decision is effective and accountable, in turn benefitting the organization's and the concerned stakeholders, most importantly the Employees.



PAPER PRESENTED AT INTERNATIONAL CONFERENCE

Mr. Joel Pinto, student of MBA Semester III has converted his Summer Internship Project titled **“Impact of Supply Chain Management on Financial Performance of Broom Manufacturing Industry”** into a research paper and presented it at the International Conference on Advanced IT, Engineering and Management organized by St. Aloysius College, Mangalore & School of Information Technology. The conference was held on 15th and 16th November 2018. The project and paper was completed under the guidance of Prof. Mahesh Bendigeri –Associate Professor, Finance, GBS Hubli.

The brief abstract of the research paper follows in the next page.....



Mr. Joel Pinto

Student – MBA Sem III
Global Business School,
Hubli

PAPER PRESENTED AT INTERNATIONAL CONFERENCE

The study was conducted to understand the impact of supply chain management on the financial performance of Broom Manufacturing Industry. Return on Asset(ROA) and Return on Sales ROS were taken as Dependent Variables and the supply chain financial variables such as the material cost, transportation cost, storage cost, production cost, log of sales and average lead time were considered as independent variables. 10 years financial data was selected for the study. Correlation and Multi Variate Regression Model were used for testing the hypothesis. From the study it is found that 98% of variation in ROS and ROA is due to combined effect of Independent variables. Further it is also found that there is significant impact of supply chain financial variables on financial performance. To read full paper kindly send an e-mail to : maheshb@globalbschool.in or joelpinto29@gmail.com

BIRTHDAY CELEBRATIONS

A well celebrated birthday is an excellent gift in itself. It's the joy & smile that it brings that counts. GBS believes in celebrating the birthdays of its extended family. Birthdays are a good avenue to bring in a culture of camaraderie and belongingness.

The birthday celebrations of Mrs. Shweta and Mrs. Yallamma were carried out with much enthusiasm and of course with cakes and savories. Ms. Gloria S. coordinated the event.

FAREWELL

Mrs. Shankamma Bennur, office assistant at GBS, was accorded a warm farewell. Dr. Prashant Yatgiri, Director, thanked and wished her the best in her future endeavours on behalf of the GBS family. She has secured a Government Job as Anganwadi Worker.



ALUMNI MEET—REMINISCENCE

Reminiscence – 2018 was scheduled on, 24th November, 2018. The theme was "Nostalgia - come to relive your memories". The attire for the event was Maroon or White. Alumni arrived at GBS, and went through the process of registration. At the registration counter, basic details of Alumni relating to their job profile and designation were recorded as a part of creating alumni data base. Close to 100 alumni graced the event, despite it being a working day and many of them working and resided in major cities across India. The event started with a formal inaugural ceremony. Miss. Rashmi Naik officiated as MOC. The stage was dignified by the presence of Members of Management of GBS Mr. Bharat Jain and Mr. Mahendra Kothari. Director of GBS Dr. Prashant Yatgiri, event coordinators Prof. Tejaswini Patil and Prof. Prateeksha Deshpande, graced the occasion. Miss. Bhamini presented an invocation dance, to invoke the blessings of the almighty. Later all the dignitaries joined hands in lighting the lamp to give a bright beginning to the event. Prof. Tejaswini Patil welcomed the gathering of alumni from all the 10 batches of GBS thus far. Later both the management members addressed the gathering and expressed their happiness in having the alumni back in such good numbers. Dr. Prashant Yatgiri, Director Global Business School addressed the gathering and spoke on the latest happenings at GBS and the culture set by the initial batches and the legacy that was followed by the further batches. He congratulated all the alumni for their achievements in the corporate field and wished them good luck for the future. Up next on the agenda of event, a video was played to highlight the "Life At GBS", which took all the alumni back to their days with GBS



ALUMNI MEET—REMINISCENCE

and the good and enriching times they spent at GBS. The event continued self-introduction of each of the alumni from across the 10 batches, followed by a presentation of mementos followed by a group photo session with all the faculty and staff and staff of GBS. Alumni were energetic and enthusiastic in introducing themselves and also shared their experience during their days at GBS. Most of the alumni thanked their faculty for their constant support and guidance which has led them to achieve greater heights in their professional life. They celebrated their success on that day.

Post self-introduction session, alumni enjoyed their lunch and gathered back for some fun filled games and cultural performances. Prof. Prateeksha Deshpande presented the vote of thanks. The event closed with high tea.

**Best Regards,
Team FOCUS,
GLOBAL BUSINESS SCHOOL
HUBLI.**

Disclaimer: Content has been edited with the sole intention of matching the objectives , outline and purpose of the newsletter.
