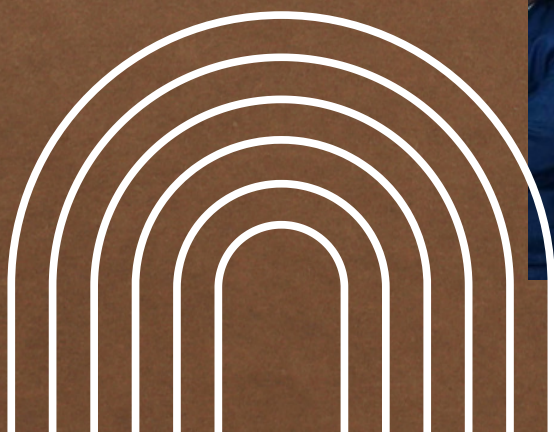




OCT 22 - MAR 23



**GBS
FOCUS**



DIRECTOR'S MESSAGE

As a director of this prestigious institution, I am proud to say that our college continues to be at the forefront of providing quality education and fostering an environment that encourages students to excel in their chosen fields. In the past year, we have witnessed several remarkable achievements by our students in various fields. These accomplishments are a testament to not only the hard work and dedication of our students but also to the unwavering support of our faculty and staff. We have also made significant strides in our efforts to promote innovation and entrepreneurship among our students.



Dr. Prasad Roodagi
Director, GBS

THE EDITORIAL



Prof. Afreen Nasabi
Editor, GBS Focus

GBS Focus announces yet another edition of glad tidings from GBS. Presenting to you my articulation of the events at GBS. Our team strives as always to compile the events in order to bring the outcomes of each event from a student perspective. Within these pages, you will find a vivid representation of the bustling life and academic rigor of our MBA program. From student profiles to academic achievements, this year's edition aims to showcase the diverse experiences of our community.

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- One day National Conference.
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Vision :

“ We Create Managers for tomorrow’s Business world who Grow to be Business Leaders”

Mission Statement :

“ We Aspire to use Contemporary experiential management aspects to train graduates in managing and leading organisation”

CONCLAVES AT GBS

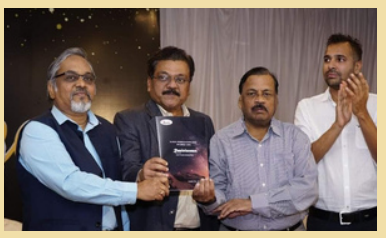
PARICHAY 2023

On 6th February 2023, the Orientation Program for the new batch took off at Global Business School with a lot of fervor. "PARICHAY 2023",



REMINISCENCE

Reminiscence was held on 4th March 2023 at The President Hotel, Hubli. The event was attended by 211 alumni from the batches 2007-2022. The stage was graced by G C Chairman Dr. M S Subhas, Shri Jitesh Jain- General Secretary, Shri Vicky Jain- Board Member, Dr. Prasad Roodagi- Director GBS, Associate Professor Dr. Tejaswini Patil, Associate Professor Dr. Tazeentaj Mahat, Mr. Rahul Surana- Alumni Association Secretary, Mr. Rohan Kothari- Treasurer.



AARAMBHA 2023

Mr. Chirag Kalal was declared as Mr. Fresher & Ms. Sanjana Kalkoti was declared as Ms. Fresher for the MBA batch 2022-24.



GBS Celebrated Management Day on February 21, 2023 by felicitating renowned Businessman and Founder of Agadi Thota Mr. Jayadev Agadi. Mr Agadi inspired the students to be original in their thoughts and ideas since life has different challenges for every Individual.



On the eve of International Women's Day, GBS had the privilege to host some of the women achievers from government, private sectors were invited and recognized for their contribution to the sector and society at large. Dr. Amminbhavi from KUD, Mrs. Tejaswini from KSRTC, Mrs. Renuka from BPCL, Mrs. Otilie Anban Kumar from Evolve Foundation and Shweta Malagi from Flipkart shared their real life experiences and motivated the students to chase their dreams.



GBS HUBLI HOSTED A ONE DAY NATIONAL CONFERENCE

- January 5, 2023 - "Transforming HR in the new world of work".
- January 7, 2023 - "Current trends in marketing".
- January 10, 2023 - "Financial Innovation and Inclusion".

VALUE ADDITIONS

Global Business School takes pride in conducting Skill Assessment Test (SAT), the prime objective of which is to understand the students abilities to crack the various interview processes of companies (Aptitude, GD, Personal Interviews). Through the comprehensive test (SAT) we identify gaps and training needs and build their competencies to prepare for the interview processes. This year, on the 20th of March, 2023, the entire staff lead by Mr. Yogesh kumar (placement officer) worked really hard to make it successful.



Finance Area Chair of GBS Hubballi had organized a session on Data Analytics for 2nd Year MBA Finance specialization students. Mr. Mohammed Jafar - Associate Business Manager and Business Analyst from HCL Technologies and Mr. Kiran Roy, Web Developer, Agile itech were the resource person for the session.

Nuances of M&A and valuation by Sri Dattatreya Hegde, MD, Aarctictern Solutions. The students were mesmerized by the BoardRoom stories of M&A, The risk and challenges involved in the processes of M&A, which were thoroughly discussed and shared with due dilligence, Valuation methods where also discussed with Microsoft LinkedIn case study.

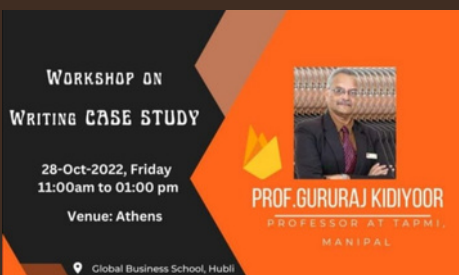


Media Committee of GBS organized a session on Media Industry with special focus on print media. The session was being addressed by very senior journalist Mr. Arun Kumar Habbu. Mr. Habbu gave a very good insights about the journey of media industry and how it gradually got transformed with the advancement of technology.



The finance chair conducted a Value Added Course titled 'V A series Mutual Fund' offered by NISM.

A session on Managerial Effectiveness and Career Opportunities by Sri. Dattatreya Hegde, MD, Tech Solutions was organized at GBS, Hubballi.



GBS hosted a Case Study workshop by Prof. Gururaj Kidiyoor, Professor, TAPMI, Manipal, on 28th October 2022, Which focused on Fundamentals of writing a case study and learning more on tips and tricks.

PLACEMENT ACTIVITIES

JOBdari- Recruitment of the Responsibles -GBS Hubballi hosted a pool campus drive at its campus in association with HDFC SALES Ltd. Around 140 students of MBA from various colleges in North Karnataka participated in the campus drive for the positions of Sales Officer & Financial Service Associates across Karnataka.



RESEARCH AT GBS

"Consumer buying behavior towards branded snacks in small cities in India"

"Consumer perceptions and buying intentions for online food ordering services"

By Ms. Soumya P and Ms. Shweta B along with Prof. Afreen Nasabi in the 2-day International Conference by Presidency B School, Bangalore on the 19th and 20th of January, 2023 in Online mode. Both these papers are selected for PUBLICATION in the Conference Proceedings in an ISBN.

"A Study of Investors Awareness Towards ETF in Comparison with Other Traditional Investment Options"

By Balaji G, Avinashkumar, Arpita P, Chetan S, Bhavana K.

During two days national conference on "CHALLENGES OF RETAILING AND ITS COPING STRATEGIES"

Organised by Government College Of Arts, Science & Commerce, Khandola, Marcela - Goa.

"A Study on Consumer acceptance towards Parachute oil "

By Hakeem U Farwa, Kavita C, Deepika G, Harish KP and Harshita P.

During two days national conference on "CHALLENGES OF RETAILING AND ITS COPING STRATEGIES"

Organised by Government College Of Arts, Science & Commerce, Khandola, Marcela - Goa.

"A study on consumer perception towards brand loyalty of FMCG products"

By Apeksha G, Apeksha R, Anita C, Darshan S, Akshaykumar B.

During two days national conference on "CHALLENGES OF RETAILING AND ITS COPING STRATEGIES"

Organised by Government College Of Arts, Science & Commerce, Khandola, Marcela - Goa.

"A Study on the Consumer Loyalty towards different FMCG Brand"

By Rajat T, Priyanka R, R.Shrinidhi, Saba Anjum N, Sachin.G.

During National Conference on The Business Eco System; Disruption & Way Forward. Organized by MBA Dept, GIT Belgaum.

"Impact of Online Advertising towards FMCG Products"

By Rohan K, Vaishnavi K, Ragini, Sanjana K, Preeti R, and Pramodkumar J.

During National Conference on The Business Eco System; Disruption & Way Forward. Organized by MBA Dept, GIT Belgaum.

"The Consumer Buying Behavior towards EV Two Wheelers"

By : Sagar B, Trupti D, Sandesh K, Sangamesh S, Samarth A, and Shweta K.

During National Conference on The Business Eco System; Disruption & Way Forward. Organized by MBA Dept, GIT Belgaum.

18 students from GBS presented their research paper in national conference on the topic

" New horizon of business resilience for economical and sustainable growth", on 25th March and won prizes.

What's Edgy ?

An industrial visit to Elveety Industries (PARLE –G) manufacturing unit The objective of the visit was to provide exposure to students about a practical real - world perspective on different functions in an organisation such as Marketing, Operations, Finance & Logistics.

Post the visit the students were informed to develop an individual report on their practical experience in order to bring clarity about important management concepts and how these concepts are put into action.



CSR Committee of the batch MBA 2022-24 organised Eye Care, Eye Donation & Eye check up camp in association with M M Joshi Eye Hospital.

Dr. Krishnaprasad Director of M M Joshi hospital addressed the students on importance of eye Donation, eye care and sought inputs to solve how to create awareness about eye Donation. Dr. Nidhi explained on problem related to eye sight and measure to safeguard.



GBS organised Sahyadri Camp for the first year students. Learning outcomes were : Understanding the importance of team unity, How to handle difficult situations, Strategic thinking, Importance of presence of mind, Decision Making, Importance of Individuality, Discipline, How to achieve success in life.



As a part of Special Campaign 2.0 initiative of Government of India. Global Business School, Hubli observes special campaign 2.0 from 2nd oct to 31st oct for disposal of pending matters. On 8th oct 2022 CSR committee of GBS Hubli in association with all the GMG committees undertook the task of classroom cleanliness, organizing office files and system.

CSR committee in association with TCI foundation undertook Free Booster Dose Vaccination drive for all the MBA 1st year students, staff and their family members. In all 86 students participated for the vaccination drive and took the booster dose. As rightly said by Mahatma Gandhi " You must be the change you wish to see in the world". GBS is always front runner in nation building activities.

