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# GBS-FOCUS

**Global Business School,**

Twin city Campus: NH-4, Near New Bellad Hyundai Showroom, Bhairidevarkoppa, Hubli-25.

Website: [www.globalbschool.in](http://www.globalbschool.in) Email : [info@globalbschool.in](mailto:info@globalbschool.in), [director\\_mba@globalbschool.in](mailto:director_mba@globalbschool.in). Phone: +91-836-2278330/31

## 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

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# MASTERMIND SERIES

## Challenges of E-commerce

The flagship event of Mastermind Panel discussion was held on “Challenges of E-commerce”. The masterminds were Mr. Mutturaj Mamadapur & Mr. Akash Hiremath from Amazon Bangalore , Hubli respectively along with Mr. Ananth from Bangalore The MOC was anchored by Ms. Tamazzer & Ms. Sridevi Gumaste. They introduced the personalities to student managers, followed by review of Mastermind series by Dr. Manik. Panel discussion started by understanding commission basics at various competitors like Amazon, Flipcart, and other players, for sellers, which in turn benefit the end customers during events like the Big Billion Day Sale. In his video Mr. Ananth explained a practical scenario where in, five days, 900 orders with the business volume of 1.6 billion USD spanning about 18 million products was executed. The same is delivered within 24 / 48 hours from a giant warehouse. In Amazon the sellers are certified and selected with quality in total, the product and the service which include return policy. To be successful in those billion days’ sale all these competitors undertake advertisement campaign using stars from the Film Industry, Sportsmen, amongst other personalities to attract the customers and this is done with a big buzz around advertisement and promotion. Mr. Akash Hiremath, took the audience through the birth of Amazon till the current status. He demonstrated the SOP’s to identify and control Fake Products Delivery and Payment modes up to recent financial innovation of cashless purchases. Mr. Mutturaj discussed the delivery charges from local to zonal to National customers and seller mapping. He even explained “Who will bear loss?” when a product is returned and on issues like cash reverted but goods not picked back?

Contd...



## MASTERMIND SERIES contd....



Mr. Akash and Mr. Mutturaj presented the truth behind price variations among competitors and finally they stated that a big discussion is on, for liquor sale online as well medicine in Amazon. Panel discussions was moderated by Dr.Bhargav & Prof.Harshal. The Report was compiled by Ms. Meghana Kalmady .

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### **Top challenges in the Retail Industry**

The flagship event of Mastermind Panel discussion was held on “Top challenges in the Retail Industry”. The masterminds were Mr. Prashant M from Decathlon, Hubli, Hubli & Ms. Shweta. Store Manager, Dominos Hubli. Panel discussion started with Mr. Prashant M introducing the company Decathlon followed by Ms. Shweta’s introduction of SOP’s of Dominos. They aired a video about thoughts of athletes, about the sports and untidiness of Decathlon towards the athletes, followed by video about the Dominos on the store workers & the procedure to make different types of Pizzas. Mr. Prashant M spoke about Challenges in recruitment, customer care, finding users amongst other areas. He also said that Decathlon is still to achieve breakeven and Customer Happiness is a major goal at Decathlon.



## MASTERMIND SERIES contd....

The challenges at Domino's were stock inventory, Customer complaints, Advertising and Sales challenge. Mr. Prashanth discussed about how customer behavior has changed after CCTV are fixed and auto refreshment of inventory. Shweta told about managing perishable inputs and online ordering.

They also discussed about HR problems faced and answered queries of all students, The session was moderated by Dr. Bhargav, Dr. Prashant Yatgiri, Director presented presidential remarks to conclude the panel discussion. Vote of thanks was proposed by Pratik Desai.





# INDUSTRY CAMPUS CONNECT (ICC) contd....

## CAMPUS DRIVE BY SPANDANA SPHOORTHY FINANCE LTD

SPANDANA SPHOORTHY FINANCE LTD conducted a campus drive on 10th December for employing students for the positions of Management Trainees, Cluster Managers, Branch Managers, Divisional HR & Internal Audit. Mr. Pranav Sharma, HR Manager & Mr. Shailesh HR Executive from the corporate office of Spandana Sphoorthy Finance, Hyderabad were present to conduct the interview process. The process of the selection was based on Online test, Group Discussion & Personal Interviews.

Students from finance specialisation participated and bagged 5 opportunities for the positions of Cluster Managers and Branch Managers.



## SPANDANA SPHOORTHY REVISITS GLOBAL BUSINESS SCHOOL

Buoyed by the success of the earlier visit to the campus and also based on the requirements, Spandana Sphoorthy Finance Ltd visited the campus again on 24th December 2018 to conduct a campus drive at GBS. This time around GBS invited degree colleges and other MBA colleges from Hubli, Dharwad, Belgaum & Sankeshwar to participate in the campus drive and bag opportunities with the company. The process of the selection remained the same as during the earlier drive and students from various colleges availed good opportunities with Spandana Sphoorthy Finance Ltd.. Mr. Shivanaga Prasad, Vice President - Operations & Mr. Santosh, Divisional HR Executive, Karnataka were present to conduct and facilitate the drive.

## ICC contd....



### GBS STUDENTS SHINE BRIGHT AT OFF CAMPUS DRIVES

Global Business School students from MBA 2017-19 batch have participated in various Off Campus drives which were conducted at KLE-IMSR & IEMS colleges in Hubli.



Companies like CAREERNET CONSULTING & HDFC had visited the above mentioned campuses and GBS students from HR & FINANCE specialization have reaped good opportunities and have bagged placements.

# SEVAHARSH

## “CAMPUS CLEAN DRIVE”

GBS-CSR Committee organized “Campus Clean Drive” on 13th December 2018 at 3.15p.m as a part of GBS Management Guild. It is indeed praiseworthy, as it was one of the days wherein all members of GBS came together, as always in contributing back to the institution through honest participation in the drive. Management’s contribution and financial support was highly appreciable in helping the committee, which was a fillip to the drive. Management member of GEN Society , Shri. Mahendra Kothari, GBS Director, Dr.Prashant Yatgiri, Faculty members, Non- Teaching Staff, Administration Staff and all students were a part of the event, which made the event successful. It was evidently visible that all were very eagerly participating and putting their heart & soul into the drive, which made the event Successful. The event started with an introductory session by the faculty Coordinator, Prof. Rashmi Fattepur. Dignitaries were gifted with a Tulsi Sapling which is the representation of GO-Green Concept Of CSR Committee-2018. A team of students represented a Skit on “Cleanliness is equal to Godliness” and small videos on Cleanliness and preserving food were shown to create awareness among the group. Campus was cleaned by all the Students of GBS under the supervision of faculty and non-teaching staff. It went up to 6.00p.m, ended up with vote of thanks and snacks. A Special mention to the 1st year students for their wonderful participation along with the 2nd year students of GBS.

## “BLOOD DONATION CAMPAIGN”

GBS-CSR Committee organized “Blood Donation Campaign” in collaboration with MR Blood Bank and in association with Rotary Club of Vidyanagar- Hubli, on 22nd December 2018 from 11.30a.m to 1.45p.m. the event was conducted as a part of GBS Management Guild. Event started with an introductory session by Dr.Mahesh Raikar. Dr.Annapoorna Sali and Dr.Mitakshari. Director Dr. Prashant Yatgiri & Prof. Rashmi Fattepur addressed students gathered for the campaign. It was praise worthy that students and faculty of GBS have generously donated blood showing a humane approach towards people in need of blood & their concern towards the society as a whole.

# MARKET TOUCH POINT SERIES

## MACHINE LEARNING SIMPLIFIED by Prof.Nitinchandra

Machine learning (ML) is the scientific study of algorithms and statistical models that computer systems use to progressively improve their performance on a specific task. Machine learning algorithms build a mathematical model of sample data, known as "training data", in order to make predictions or decisions without being explicitly programmed to perform the task. Machine learning algorithms are used in the applications of email filtering, detection of network intruders, and computer vision, where it is infeasible to develop an algorithm of specific instructions for performing the task. Machine learning is closely related to computational statistics, which focuses on making predictions using computers. The study of mathematical optimization delivers methods, theory and application domains to the field of machine learning. Data mining is a field of study within machine learning, and focuses on exploratory data analysis through unsupervised learning. In its application across business problems, machine learning is also referred to as predictive analytics.

### **Models of Machine Learning:**

**Supervised Learning / Predictive models:** Predictive model as the name suggests is used to predict the future outcome based on the historical data. Predictive models are normally given clear instructions right from the beginning as in what needs to be learnt and how it needs to be learnt. This class of learning algorithms is termed as Supervised Learning.

**Unsupervised learning / Descriptive models:** It is used to train descriptive models where no target is set and no single feature is important than the other. The case of unsupervised learning can be: When a retailer wishes to find out what are the combination of products, customers tends to buy more frequently.



## MARKET TOUCH POINT SERIES contd....

**Reinforcement learning (RL):** It is an example of machine learning where the machine is trained to take specific decisions based on the business requirement with the sole motto of maximizing efficiency (performance). The idea involved in reinforcement learning is: The machine/ software agent trains itself on a continual basis based on the environment it is exposed to and applies its enriched knowledge to solve business problems.

### **Applications of Machine Learning in daily life:**

Virtual Personal Assistants: Siri, Alexa, Google, Predictions while Commuting, Videos Surveillance, Social Media Services, Email Spam and Malware Filtering ,Online Customer Support Search Engine Result Refining, Product Recommendations.



## INTRA-PINNACLE

The much awaited Intra Pinnacle-2018 was held with great zeal, excitement and spirited atmosphere. The event began with our Director Dr. Prashant Yatgiri welcoming the esteemed gathering and emphasised on the legacy of Intra Pinnacle and expressed his happiness by seeing entire GBS family in four different colored jerseys. The students entered into the spirit of the occasion in a grand way with the oath being administered by the Sports committee secretary Mr. Jyothiprakash. Once the event began, the air was filled with cheering and tons of encouragement for the young athletes.

All the four sections Athens, Sparta, Sunway and Skyway eagerly competed for the championship trophy. There were 16 sports for students and 9 sports for GBS Staff. Around 150 students participated in different sports like Volleyball, Football, Throw Ball, Shuttle Badminton, Table Tennis, Relay, Cricket, Chess, and Carom. Fun time with a staff Cricket match and 100 meters walk added to the enjoyment. At the end of the two days, students went back with a clear and satisfactory smile on their faces. It was a wonderful two days, filled with sportsmanship, enthusiasm and memories to cherish. The faculty coordinators of sports committee Prof. Arun Kubsadgoudar and Prof. Suman Kumar Y V thanked the entire GBS family for their kind cooperation and support and advised students to keep up their sportsman spirit for upcoming Pinnacle an inter collegiate sports event which is scheduled in the month of February-2019.





## INTRA-PINNACLE CONTD....



## 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 the following staff of GBS were carried out with much enthusiasm and of course with cakes and savories.

Prof. Mahesh Bendigeri

Prof. Arun K

Mr. Mahadevappa

Mrs. Renuka

Mrs. Shweta Doddamani and Ms.

Gloria S coordinated the event.



# MANAGEMENT FEST PARTICIPATION

## KSHITIJ – 2018 - A National Level Management Fest

The students of GBS, Hubli participated in a one day National Level Management Fest KSHITIJ – 2018 on conducted by KIMS Dharwad. Team of Mr. Amruth Patil participating for Best Manager, Mr. Aditya and Ms. Ramya contending for Treasure Hunt, Mr. Shivprasad and Mr. Gururaj for Marketing, Ms. Jacintha and Mr. Sameer for Human Resource, Ms. Madhumati and Ms. Divya for Finance and Ms. Amrutha and Mr. Sandeep for Quiz were representing GBS at the fest. The Team has bagged Runners Up-General Championship followed by Ms. Jacintha Roma and Mr. Sameer bagging first place in HR and Ms. Amrutha and Mr. Sandeep being the winners for Quiz. Others were able to make to the final round across events like Best Manager, Treasure Hunt, Marketing and Finance. Management, Director and Staff acknowledges the efforts of the team and congratulates them for their Success.



# TRAINING THE STUDENTS OF SUKRUTI SCHOOL, HUBLI

The 3rd semester HR students of Global Business School conducted a training program for the 9th and 10th standard students of Sukruti School, Hubli. The activity started with Ice Breaking Session followed by the actual training program. Students were given a glimpse on Motivation, followed by importance of being a leader, Personality Development, Personal Hygiene, Ethics, Behaviour, Study and Career Tips. The HR students were able to impress the student's through their delivery, debriefing of the Video, Activities and Interaction.





As a gesture the HR STUDENTS donated a Wall Clock and Chocolates to all the students. **Feedback** - Teachers were happy seeing their students' performance and improvement in the immediate session which was a competition that was done to the students. Students were excited on the topics that they were trained.



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**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.***

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