



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

Inside the issue

<u>Content</u>	<u>Page</u>		
		Mastermind Series	10-11
GBS WINS EdTechReview AWARD	2-3	Market Touch Point Series	11-13
Industry Campus Connect (ICC)	4-8	Management Day & Birthday Celebrations	14-15
Workshop on SPSS	9	Pinnacle	16-17

GBS WINS EdTechReview AWARD

EdTechReview Summit 2019 was held in Bengaluru, India on 14-15 Feb, 2019 with the event clocking participation of 800+ Edtech stakeholders (Edtech & e-learning startup founders, publishers, investors, venture capitalists, institution owners & heads, educators etc.) through the 2 day Summit, Expo, Awards and Pitches. This is positioned as India's biggest gathering in EdTech with a huge global participation.

EdTechReview Summit has the basic objective of exploring forward-looking themes that serves to motivate and educate the audiences on both the Indian and global educational technology landscape with specific focus on mapping and meeting future demand for technology in education and the state and growth of EdTech in India, Asia and beyond. Over the two days, the summit witnessed a series of interactive sessions, inspirational keynotes, demos and start-up pitches with around 40+ international thought leaders and speakers sharing their insights & perspectives on the future of education technology.

EdTech Summit had instituted awards in three broad categories, viz. Corporate Awards, Higher Education Awards and Pre & K12 Education Awards. GBS had sent its nomination to the sub-theme 'BEST COLLEGE PLACEMENT AWARDS (North, South, East and West)' under the 'Higher Education Awards' Category. This award is instituted by

EdTech Awards with its panel of jury deciding the 'Best College Placement Awards' for each of the four regional areas (North, South, East and West).



GBS WINS EdTechReview AWARD Contd....

The 'BEST COLLEGE PLACEMENT AWARDS-2019' was awarded to the College that outperformed others in the number and quality of placements in the past academic years and it is a very happy moment for GBS, Hubli to bag the award for the South region this year.

The success journey of placements is a culmination of valued contributions from each of the stakeholders at the institute viz. Chairman and Members of the Governing Council, the Director, the Placement Team led by the Placement Manager, Faculty and the Staff and the receipt of the award is surely a proud moment for all of us.

The Members of the Governing Council, Dr. Prashant Yatgiri Director-GBS, Faculty and Staff at GBS heartily congratulate the entire Placement team consisting of Mr. Yogesh Kumar Manager-Placements, Ms. Gloria Executive-Placements and the entire student Placement Committee for their enthusiasm and efforts in the success journey of the placement domain at GBS.



Industry Campus Connect (ICC)

MEGA CAMPUS DRIVE BY RELIANCE RETAIL

Global Business School, Hubballi in association with Reliance Retail Ltd conducted a Mega Placement Drive 2019 in its campus on 4th February 2019. Close to 200 students from various Degree Colleges from Hubballi, Belagavi, Ilkal, and Gadag participated for the position of Fashion Consultants. Post the Group Discussion and Personal Interview rounds 9 candidates were shortlisted as Finalists and were invited to visit Reliance Trends store in Urban Oasis Mall on 5th February 2019 for briefing session on Retail.

Ms. Charitra K P, Regional Manager - HR, Bangalore, Mr. Mahendra Singh, HR - Operations, Ms. Akanksha, HR - Operations, and Ms. Damini, Category-Head, Perfomax Sports Brand represented Reliance Retail.



ICC Contd....

CAMPUS DRIVE BY ADITYA BIRLA RETAIL LIMITED (ABRL)

Global Business School, Hubli in association with Aditya Birla Group Ltd conducted Campus Drive for the positions of "Retail Management Trainees" on 6th February 2019 at it's campus for brand More Super Stores positions at North Karnataka.

Mr. Vinith Nautiyal, HR Operations, North Karnataka, Aditya Birla Group and Mr. Arif Konnur, HR Operations, Mr. Chandappa, Marketing Head, Aditya Birla Group were in the campus to recruit the candidates.



CAMPUS DRIVE BY HDFC - Sales

Global Business School, Hubli in association with HDFC conducted a placement drive on 8th February 2019 for the positions of "Management Trainees" for both Home loans and Mortgages and Financial services divisions. Mr. Bhavesh S Shah - Assistant Sales Regional Manager - Home loan, Mr Bharath Kumar MP - Senior Regional HR Officer, Mr Agasanmatthi Ali - Area Manager Hubli, Belgaum - Homeloans, Mr. Asifali Bhagwan - Deputy Manager Hubli - Homeloans, Mr. Shrinivas Ananth - Deputy Manager - Hubli - Financial Services conducted the round of interviews.



ICC Contd....



RELIANCE RETAIL REVISITS GLOBAL BUSINESS SCHOOL

Buoyed by the success of the earlier visit to the campus and also based on the requirements, Reliance Retail re-visited on 12th and 13th February 2019, to conduct a campus drive at Global Business School, Hubli for positions of "Departmental Managers" across Karnataka. Ms. Vidyakrishna Murthy, Regional HR, Reliance Retail; Mr. Nibin Babu, Cluster HR, Reliance Retail and Ms. Ramya, Cluster HR, Reliance Retail represented the Company and conducted Aptitude test, GD and PI. 137 students representing various B Schools of North Karnataka participated in the drive.



ICC Contd....

CAMPUS DRIVE BY HDFC (AMC) - Sales

Global Business School, 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 Online Tests and Personal Interviews.



CAMPUS DRIVE BY ANZY Careers, Bangalore and Purple Quarter.

Global Business School Hubli in association with ANZY Careers, Bangalore and Purple Quarter, Bangalore conducted a campus drive for positions of "Associate Recruitment Specialists" and "Business Development" for MBA HR and Marketing Specialization respectively on 17th February'19. Aspirants from various B Schools of North Karnataka participated in the written test, Group Discussions, Managerial & HR Interviews. Salary Package of 3.5 LPA & 5 LPA was on offer for HR and Marketing positions.



ICC Contd....

STUDENTS SHINE BRIGHT AT OFF CAMPUS DRIVES

Global Business School students from MBA 2017-19 batch had also participated in various Off Campus drives which were conducted at KLS-IMER college in Belgaum & Ramaiah Institute of Management Studies/Sciences, Bangalore. Companies like METRO FINANCE & S & P GLOBAL had visited the campuses and GBS students bagged opportunities at both the companies.

PLACEMENT COMMITTEE OF GBS organises “ PERSONALITY OF THE MONTH SERIES ”

Global Business School, Hubli organized "Personality of the Month" Series on 19th February 2019. Ms. Yashaswini Channi, a GBS alumna, working with Metro Global Services, Pune addressed the II semester students on her journey from the Campus to the Corporate. She exhorted the students on how important it is to be part of activities and events in the college which would help them to develop their competencies in a broader sense.



Two day Workshop on “Data Driven Decision Making using SPSS”

A Two-Day Workshop on “Data Driven Decision Making using SPSS” was held at Global Business School, Hubballi on 15 February 2019 and 16 February 2019. The workshop was inaugurated by Dr. M N Manik with the statement “Teachers need to sharpen their Axe and RESEARCH is the best tool”. The Workshop was conducted by the Prof. Prasad Kulkarni and Dr. Bhargav Revankar. **Day 01** - started with the discussion on Why Data Driven Decision Making? This was followed by choice of tools and why SPSS in specific. The succeeding sessions were -Get to know SPSS, Research & Challenges, Installation Process, Creating Variables & Cases, Creating Master Code Sheet. The basics of SPSS continued with Identifying Duplicate Cases, Sorting Cases, Merging a File, Visual Binning and Splitting File. Further discussion were conducted in the afternoon session on Outliers Of Data, Descriptive Statistics and Test for Normality, Chi-Square Test and Reliability test. **Day 02** - started with Hypothesis Tests. Steps in Hypothesis Testing, Testing for Population Mean, Practical Significance, Independent Sample t-Test, Paired t-test followed by ANOVA. Factor analysis, Correlation & Linear regression along with Nonparametric Statistics (Mann-Whitney U Test, Wilcoxon Signed Rank Test, Kruskal-Wallis Test) were discussed with practical sessions. The participants expressed their learning of SPSS as satisfactory and suggested to have many more in future but with at least four days duration for the workshop. Dr. Prashant Yatgiri, Director GBS in the valedictory session explained the importance and relevance of “Data Driven Decisions” in day-to-day life in the Corporate and even in Academic Institutions. 32 faculty participated from across Karnataka & Maharashtra. Prof. Sumankumar, Coordinator and Member Research Cell rendered the Vote of Thanks.



MASTERMIND SERIES

ENTREPRENEURSHIP

14th Mastermind Series was conducted on 18-Feb-2019 on Entrepreneurship. Mr. Veeru Uppin, Founder Aargees System; Mr. Nagendra Mali, founder of Navachetana Microfinance and Mr. Vijay Doddawad, Cafe and Landscaping industry were present. Dr. Bhargav introduced the masterminds.



Mr. Nagendra Mali



Mr. Veeru Uppin



Mr. Vijay Doddawad

Panel discussions started on how and why their respective entrepreneurship journeys started and what were the challenges at the start and how they were handled. Mr. Vijay Doddawad is from a family owned commercial enterprise and educated in Arts. He initially started out his PURA TRUST in Dharwad in the year 2000, for social welfare, further he understood, that, for social gathering the best choice is to start a restaurant, hence started the Brewberry's near KCD circle Dharwad. Under Pura trust he organized a kite competition with the help of college students and encouraged them to make the good use of the enterprise opportunity. Adjacent to Brewberry's is SavajiTadka in Dharwad, started by him with lesser investment. Mr. Vijay is very quick learner and adviser for many entrepreneurs for start-ups.

Mr. Nagendra Mali, is the founder of Navachetana Microfinance, which has grown to 46 branches, with farmer forming the largest chunk of beneficiaries. Due to dynamics of microfinance 8000 farmers are using Navachetana's finance schemes. He was inspired by Hyderabad, the epicentre of Microfinance and to make use of economic services in the farming industry.

MASTERMIND SERIES Contd....

Mr. Veeru Uppin, with technical background, began his career in IT industry as teacher and few months without salary too. He started Aargees in year 2002, which has clientele of Universities in Karnataka with Library software and Office Automation Software. His first earning of Rs.24000 for the software program development was the capital for Aargees. Currently he has 450+ Institutes/organizations as clients across Karnataka. Panel answered varied queries of the students. Vote of thanks was proposed by Dr.Bhargav.



MARKET TOUCH POINT SERIES

Lessons in Management from the UNORGANIZED SECTOR

The method used to know about unorganized sector's contribution to the country's employment was newspapers, magazines, journals, various websites and portals for secondary data and personal interview using mobile camera for primary data. In this study the presenter interviewed three people from Dharwad. Idli seller near Dharwad old bus stand who sells Idlis every day from 7am to 10am and employs all family members and sells at a very affordable rate of Rs.10/- and Rs.15/- for Idli and Dosa respectively,

MARKET TOUCH POINT SERIES Contd....

later he goes to tiles laying work earning 2 incomes by employing himself.

A flower seller who works along with his wife in Subhas Road near Kamat Hotel makes a turnover of around Rs.3000/- to Rs.4000/- per day working from 6am to 11pm i.e. 17 to 18 hours a day.

The fruit seller who works 3 hours in the wholesale market from 6am to 9am and then works in retail market from 9am to 10pm every day with a turnover of Rs.10000/- to Rs.15000/- per day employing 4 to 5 people at Rs.400/- to Rs.500/- per day.

There is one VadPav seller in Bombay who sells VadaPav at Rs.5/- to poor and school going children and Rs.10/- to others doing the biggest CSR which is not mandated to him. We have street sellers who sell different merchandise in different months of the year and time in a day without the help of any technology and software like SAP, ERP and CRM making it the most efficient ecosystem. A cobbler in the roadside will give you the best customer care and customer service experience without any knowledge of CRM management.

According to the International Monetary Fund (IMF), the Indian economy in 2017 was nominally worth US\$2.611 trillion; it is the sixth-largest economy by market exchange rates, and is, at US\$9.459 trillion, the third-largest by purchasing power parity, or PPP. With its average annual GDP growth rate of 5.8% over the past two decades, and reaching 6.1% during 2011–12, India is one of the world's fastest-growing economies. However, the country ranks 140th in the world in nominal GDP per capita and 129th in GDP per capita at PPP.

Since this sector contributes immensely to the Indian economy it needs some attention and handholding by professionals like us. Though the speaker does not want to directly compare this sector to a formal corporate sector but assures that we can draw many lessons from their working style.

MARKET TOUCH POINT SERIES contd....

CYBERCRIMES

Cyber crimes was discussed with students, and the session was started with the discussion of unlawful activities since 1820. Further the most effected business functions were discussed with statistical evidence which is close to \$ 1.5 trillions in 2018. (ref. www.testbytes.net). Further part of the session dealt with, What you mean by NETI-ZENS and how we are part of many networks ; social and professional, in terms of users and a questions was posed ARE WE SAFE on NET?

Few cases were narrated 1) sony.sambhand.com à credit card fraud 2) Dog bite the Douglas Jobà case of Trojans attack 3) The bank NSP case à how safe to share official emails details 4) the MAIL BOMB etc. Daily Cyber Attacks and how we need to safe guard was demonstrated with necessary steps like Facebook Safety Measures b) Community Biased Messages c) Pornographic Sites And Side Effects d) How ATM cards are Cloned e) OTP theft and how not to become a victim

Further part of the session discussed on the most happening activity of HACKING. The speaker discussed the motivational factors of Hackers and how to tackle the same ? Following are few of the precautions that need to be exercised

- 3D password and changing password periodically
- NO to sharing of bank credentials/ details
- Beware of friend request – on social media
- Carefully handle ‘Unsolicited mails’
- NO to fake / community biased messages on social network
- Have legal antivirus
- Avoid posting personalised details into public domain



The session closed with understanding the Cyber Law related ACTs and punishments followed by queries of students

MANAGEMENT DAY @ GBS

The National Management Day is celebrated all over India on the 21st of February each year, to mark the anniversary of establishment of the All India Management Association in New Delhi. On this occasion, AIMA presents the AIMA Awards of Excellence to distinguished professionals. These awards have been presented to leading corporates, scientists, bureaucrats and academicians in the past. Cultural Committee of Global Business School organised ‘In – House Management Fest’ on 21st February 2019 to celebrate the National Management day. The Management day was divided into 2 parts. One - the Formal Function in which Mr. Anand Kadakol had been invited as a Chief Guest. The function started around with the National Anthem. Ms. Bhamini K and Ms. Divya were the hosts for the event. Mr. Totesch (Student) gave a welcome speech to the gathering. There was a lighting of lamp by the guest and Dr. Prashant Yatgiri Director, GBS. Ms. Suhana (Student) introduced the Guest to the gathering. The guest, Mr. Anand Kadakol gave deep insights about the Importance of Management in any task by quoting real life experiences and motivated the students towards entrepreneurship. Dr. Prashant Yatgiri gave the Presidential remarks. The formal function ended with the vote of thanks by Mr. Gururaj Kamatar (Student). The second part was In – House Management Fest where the cultural committee had asked each of the Mentoring teams of GBS to prepare and perform a skit for the ice breaking session. It was a competition between Mentoring team students of GBS. The topic was given as **“The role of Management in”**. Each team was asked to take a sector of their choice and exhibit the role of Management in that particular sector. Ms. Shreya and Mr. Mutturaj hosted the event. There was a great performance by each of the mentoring teams on the topic chosen. The teams gave the current practices followed in the industry and how the managerial roles are to be implemented to make the system better. Prof. Tejashmini Patil and Prof. Nitinchandra More were the judges to evaluate the teams. The last part, Valedictory with Prize distribution ceremony which was anchored by Ms. Rashmi (Student). Prof. Tazeen Taj Mahat’s mentoring team was the winner of the Fest and Dr. Prashant Yatgiri’s mentoring team was the runners up. The event concluded with the vote of thanks by Mr. Bharat P.(Student).

MANAGEMENT DAY @ GBS Contd..

In total the Management Day was celebrated with enthusiasm and courage. The event was co-ordinated by Prof. Tejaswini Patil with the members of cultural committee, GBS, both seniors Gururaj, Bharat, Bhamini, Suhana, and Juniors Divya, Shreya, Rashmi, Mutturaj and Totes.

BIRTHDAY CELEBRATIONS

It has been said that a birthday is just another day, why even celebrate it? On the contrary a birthday signifies one's beginning and the joy of life. Every human on earth has been given a chance to fulfill their own unique mission. A birthday is an important and momentous occasion to celebrate, reflect and give thanks. GBS believes in celebrating the birthdays of its extended family. The birthday celebrations of Mr. Mahaveer Muttin and Mr. Ramaswamy were carried out with much enthusiasm and of course with cakes and savories. Mrs. Shweta Doddamani and Ms. Gloria S coordinated the event.



PINNACLE 2019

Most awaited flagship event of GBS PINNACLE 2019 was held on 22nd & 23rd, February 2019 at Railway Ground, Hubballi. Nine teams Proudha Deveraya Institute of Technology MBA Hospet, Chetan Buisness School Hubli, Karnatak University PG Gadag, DVH IMSR Dharwad (JSS), IBMR Hubli, IEMS Tarihal, Kousali Institute of Management Studies Dharwad, KLE IMSR Hubli and hosts GBS participated with great zeal, excitement and sportsman spirit in PINNACLE 2019. Five sports namely Volley ball, Cricket, Throw Ball, Relay and Shuttle Badminton were conducted on these days. PINNACLE 2019 was power sponsored by Parivartan Organization Development and co-sponsored by SKYWARD Aviation & Hotel Management Institute, TIME Institute, Sampurna Home Tuition, Mahindra First Choice and ICICI securities.



Pre event inauguration was done on February 19, 2019, by inviting representatives of each team at GBS with an aim to communicate the schedule, fixtures, rules and guidelines of the event. During pre-event inauguration trophies were unveiled and jerseys were released. On these two days of PINNACLE, the ground was full of cheers and encouragements for young athletes. All teams displayed their sportsman spirits and their skills in different sports. The teams eyed on general championship, but host team that is GBS won the general championship and continued its legacy of winning GC for the 11th

PINNACLE 2019 Contd....

11th consecutive year. It was two days filled with sportsmanship, enthusiasm and memories to cherish. On the second day, the event ended with valedictory and prize distribution ceremony. Management, Director, Sponsors, participants and GBS students were part of it. Prof. Rashmi started the valedictory function by welcoming all the stakeholders of PINNACLE 2019. Dr. Bhargav Revankar coordinated prize distribution. The faculty coordinators of sports committee Prof. Arun Kubsadgoudar and Prof. Suman Kumar thanked all the GBS family, sponsors, participating colleges and media committee for their kind cooperation and support.



**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.
