



GBS Focus January 2020

Our Quaterly In-house Magazine

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Prof. Afreen Nasabi
Editor, GBS Focus

From the Editorial Desk

'Be the change that you wish to see in the world' - Mahatma Gandhi

Welcome to the First GBS Focus for the year 2020,

GBS has been a proud B-school to be able to have a balanced approach towards providing the students with a platform to explore the true business environment and the knowledge and depth from the literature. We have been persevering in giving the pupils the right skills for being employable in the current competitive market. Be the interactions with the CEOs, the field executives or Market Touch Points facilitated by the in-house Faculty, all are aimed at giving a 360 degree development of management skills of the pupils. This edition of GBS Focus gives you the insight of all the happenings that were witnessed during the year September 2019 to December 2019. Mastermind Series, Market Touch point sessions, Meet the CEOs, Industry Campus Connect, and the various Global Management Guild Activities have been systematically compiled.

I sincerely thank our Director Dr. Manik Sir for giving me this opportunity to revive GBS Focus-our quarterly magazine. I also thank my colleagues who have contributed to bring out a very informative edition of GBS Focus.

Happy Reading!

Prof Afreen Nasabi
Editor, GBS Focus

Drop your feedback at afreen@globalbschool.in



Dr. N.M Manik
Director

Director's Message

MBA is More Relevant Today than Ever Before

Transformation has been a constant thing in management education. This is because with the constant changes in business models and the way companies conduct business; there exists always a compelling reason for management institutes to reorient their management programs to be in sync with the corporate needs. Today, increasing emphasis is being laid on practical training, industry experience and industry interface. Our pedagogy gets revamped every now and then to keep pace with the changing needs of the market. There is a short supply of capable leaders and managers today and management institutes have the onus of delivering great leaders and managers to the world. GBS focus is a small step towards doing what we say and saying what we do.

At Global Business School, this is an idea we are betting on to produce corporate leaders and managers of tomorrow.

Happy Reading!

Dr. M.N.Manik

Director, GBS, Hubli

Report of Mastermind Series conducted in between September and December 2019

16th Mastermind Series



16th Mastermind Series was conducted on the topic "Challenges in Telecom Industry" on 21st September 2019 at its campus.

The three Masterminds were Mr. Shridhar Ambi, Deputy Manager, Vodafone Idea Ltd., Mrs. Afshana Khan, Store Manager, Airtel, Hubli, and Ms. Ranjita Naik, Store Manager, Vodafone, Hubli.

The discussion revolved around the challenges faced by the Telecom Industry, Customer Retention, Competitive Strategies, and the Environment.

Dr. M N Manik, Director, Global Business School, Hubli gave the Presidential Remarks. Dr. Bhargav Revankar & Prof. Harshal Borgaon were the moderators of the event. Mrs. Annapurna M introduced the guests and Mr. Asif Ronad gave the Vote of Thanks.

17th Mastermind Series



17th Mastermind Series was held on the topic "Financial Reporting & Analysis" on 26th October 2019 at GBS Auditorium.

The two Mastermind were Mr. Aravind Vinjamoori, Equity Research Analyst, Karvy Stock Broking, Hyderabad & Mr. Mohit Momaya, Senior Fraud Associate, HSBC Electronic Data Processing India Private Limited, Bengaluru.

The discussion revolved around the knowledge needed for investments, the impact of Automation & Machine Learning on Financial Investments, Accounting Practices in Corporate World, fraud in Banking & Financial Institutions and Career prospects & skills needed for Management Graduates in Financial Institutions.

Dr M N Manik, Director, Global Business School, Hubli set the tone for the mastermind panel discussion. Dr Bhargav Revankar & Prof Harshal Borgaon were the moderators of the event.

Student Coordinators Mr. Devasahayam introduced the guests and Miss Rashmi Karjagi gave the vote of thanks.

18th Mastermind Series



18th Mastermind Series was held on the topic "Challenges & Innovation in Sales" on 23rd December 2019 at its Campus.

The Mastermind were Mr. Vishwanath Bhandari, Vihang Events, Hubli; Ms. Pallavi S Waddin, Hindustan Coco Cola Beverages, Hubli; Mr. Vijay Jituri, J K Tyres, Hospet, and Mr. Avinash Tegginmani, ABinBev, Hubli.

The key points of discussion were Ethics in Sales, Unique Selling Proposition, Accepting Rejection, Building Relationship, Dealing with Emotions and Language Barriers.

Dr. Bhargav Revankar & Prof. Harshal Borgan were the moderators of the event. Students of I Semester showed great involvement by asking numerous questions to the Panel Members. Mr. Raghvendra, Student Coordinator introduced the guests and Ms. Pooja, Student Coordinator gave the vote of thanks. Ms. Shrinidhi, Ms. Rashika, and Ms. Manisha students of I Semester noted all the key points of the discussion as a rapporteur.

MM Series Report Compiled by: Dr. Bhargav Revankar & Prof. Harshal Borgan

MTP Sessions for 3rd Semester

Session 1: “INDIAN ONLINE GAMING INDUSTRY”



By , Prof.Rashmi Fattepur on 27th september 2019

India's untapped gaming industry has just run into a massive opportunity, following the flood of smart phones and cheap data. Data risks due to inroads made by US internet companies are as significant as those accompanying the digital dragon. The first wave of internet businesses may have belonged to America, but China's startups and investors are now leading the wave to dominate the mobile internet in developing markets. So this has to be answered with the question, what does this mean for India?

The irony of a made-in-China business spreading like wildfire outside its borders being gagged is captured in a question raised in an October 2018 New York Times piece titled: 'China's King of Internet Fluff wants to Capture the World'. The 2017-18 trend in India came up on another radar of American origin: AppsFlyer, a mobile marketing measurement tool to track users. Mobile app advertisers and developers in India use AppsFlyer's software development kit

to track the effectiveness of their ad-spends. Every year, AppsFlyer tracks the top 200 apps in India. India has become a mobile battleground for the American and Chinese apps. “This is not an issue that surfaces in the US or the developed world,”.

The Indian gaming market, estimated to be at one billion, had anyway been on the rise over past five to seven years. The number of Indian game publishers rose from 25 to 250, between 2010 and 2017. Prominent names now are Dream11, Nazara Technologies, 99Games, Gametion, Octro, JetSynthesys and Moonfrog.

Report by: Prof. Rashmi Fattepur

Session 2: MILLENNIAL'S – REDESIGNING THE FUTURE OF WORK



By, Prof. Tejaswini Patil on 23rd October 2019

Introduction

Millennials are known as Generation Y, the demographic cohort following Generation X and preceding Generation Z. Millennials are sometimes referred to as "echo boomers". They are generally marked by their coming of age in the Information Age, and are comfortable in their usage of digital technologies and social media and they are also on pace to be the most formally educated. Millennials have a reputation for job-hopping. A recent Gallup report on the millennial generation reveals that 21% of millennials say they've changed jobs within the past year, which is more than three times the number of non-millennials who report the same. Gallup found that 60% of millennials say they are open to a different job opportunity. It's possible that many millennials actually don't want to switch jobs, but their companies aren't giving them compelling reasons to stay. When millennials see what appears to be a better opportunity, they have every incentive to take it. While millennials can come across as wanting more and more, the reality is that they just want a job that feels worthwhile -- and they will keep looking until they find

it. Millennials are consumers of the workplace, and they are willing to investigate and pursue positions with other companies. For leaders, the current challenge is twofold: They must understand how to attract the millennial workers who are looking to leave their current organizations, but they must also understand how to retain their existing millennial employees.

The Millennial difference

Millennials are creating a change in how work gets done, as they work more in teams and use more technology. Their social mindset, however, is also a significant factor. Almost 70 percent say that giving back and being civically engaged are their highest priorities. The millennial employee is interested in feedback on his or her performance.

How millennials are redesigning workplace

With a job for life a thing of the past, young workers are demanding flexibility, recognition and a workplace culture that chimes with their values. Not only is it possible for an employee to work from home or a shared office space – it's rapidly become a norm. AI and automaton are playing an increasingly prominent role, and the rise of Slack, Trello and other tools has seen an unparalleled change in communication, meaning a speedy response to an urgent work query is a smartphone notification away. Valarie Daunt, partner and head of human capital management at **Deloitte** says: "Jobs, careers and learning is changing. The half-life of learned skills is 2.5-five years – it is not long enough to support a traditional career." Millennials are becoming increasingly focused on upskilling and learning on the job. It's no longer enough to reach a certain peak professionally and get comfortable, and the more skills they compile, the more employable they become.

Millennials aren't afraid of hard graft and will regularly work outside the nine-to-five norm, socialize with their co-workers and, in contrast to previous generations, seek ongoing feedback about their performance.

Workplace culture

Organizations with committed and engaged employees are 33 per cent more profitable, 50 per cent more productive, and have higher customer loyalty." There has also been a rise in workplace wellness programmes in recent times, focusing on helping employees manage a healthy work-life balance, reduce stress and focus on mental health.

Conclusion

In a survey of 11,000 workers and 6,500 business leaders by Harvard Business School and Boston Consulting Group, the vast majority said that among the new developments most urgently affecting their businesses were employees' expectations for flexible, autonomous work; better work-life balance; and remote working. Millennials say "We are just fed up and fired up about asking for what we need," she said. "We're changing the rules. We're the ones tasked with: Let's change the system so we can all succeed."

Report by: Dr. Tejaswini Patil

Session 3: MACHINE LEARNING II: Introduction to Logistic Regression



By, Prof. Nitinchandra More on 14th November 2019

In statistics, the **logistic model** (or **logit model**) is used to model the probability of a certain class or event existing such as pass/fail, win/lose, alive/dead or healthy/sick. This can be extended to model several classes of events such as determining whether an image contains a cat, dog, lion, etc... Each object being detected in the image would be assigned a probability between 0 and 1 and the sum adding to one.

Logistic regression is a statistical model that in its basic form uses a logistic function to model a binary dependent variable, although many more complex extensions exist. In regression analysis, **logistic regression** (or **logit regression**) is estimating the parameters of a logistic model (a form of binary regression). Mathematically, a binary logistic model has a dependent variable with two possible values, such as pass/fail which is represented by an indicator variable, where the two values are labeled "0" and "1". In the logistic model, the log-odds (the logarithm of the odds) for the value labeled "1" is a linear combination of one or more independent variables ("predictors"); the independent variables can each be a binary

variable (two classes, coded by an indicator variable) or a continuous variable (any real value). The corresponding probability of the value labeled "1" can vary between 0 (certainly the value "0") and 1 (certainly the value "1"), hence the labeling; the function that converts log-odds to probability is the logistic function, hence the name. The unit of measurement for the log-odds scale is called a *logit*, from ***logistic unit***, hence the alternative names. Analogous models with a different sigmoid function instead of the logistic function can also be used, such as the probit model; the defining characteristic of the logistic model is that increasing one of the independent variables multiplicatively scales the odds of the given outcome at a *constant* rate, with each independent variable having its own parameter; for a binary dependent variable this generalizes the odds ratio.

Report by: Prof. Nitinchandra More

Session 4: SUSTAINABLE DEVELOPMENT



By, Prof. Arun Kubsadgoudar on 19th December 2019

Sustainable Development is increasingly identified as more of a necessity than an option or luxury. Being multidisciplinary in nature, it requires the knowledge of scientific, economic and social sides of the problems and their solutions, and how they interact. It also shows how the developing world is taking into account its strengths and weaknesses in pursuit of sustainability.

Outcome for students:

- 1) Proper understanding of Sustainable Development and its importance in contemporary world.
- 2) It motivates the students to work towards making truly inclusive and environmentally sustainable choices.
- 3) It also inspires them to be engaged as 'change-makers' for more sustainable types of development in their companies and communities.

Report by: Prof. Arun Kubsadgoudar

PARICHAY 2019

The orientation program for the fresh batch of 2019-21 commenced on a bright sunny day of 30th September 2019. It was organized over five exciting days. The program was inaugurated by the Chairman GEN Society Mr. Ramesh Kothari and presided over by the Director of Global Business School - Dr M.N Manik. The highlight of day one was the guest talk by Mr. NG Raichur, a motivational speaker on "Career Guidance and Entrepreneurship"

On day two the students had a session on "How to become an entrepreneur " by Mr. Jitendra Shighalli a well known entrepreneur from Hubli. Day three saw an exciting session on neuro linguistic programming called "Mind, Power, Magic" by the renowned corporate trainer and motivational speaker Mr. Ramani Venkat.

Besides these, Parichay 2019 also featured a popular movie review, a session on Case Study Methodology by Dr. Bhargav Revankar, Introduction to various specialization courses of MBA, Best out of Waste Contest, Talent Hunt Contest, Introduction to GMG, NPTEL course, Mentoring etc lending the students motivation, knowledge and a lot of fun.



Compiled by Prof. Nitinchandra SM

SOLASTA 2019- THE FRESHER'S PARTY

The 26th of October 2019 ,saw the exciting and thrilling event called the SOLASTA 2019.It is the welcome given to the fresh batch of students of 2019-21 by their seniors. After a rigorous set of games and events which saw varieties like the marketing game, treasure hunt etc the students were filtered to eight in number for the finale. The finale was held at the Kyriad- Prestige Hotel in Hubli. It was a thrilling experience for the students and the staff as Mr. Deepak and Ms.Shrinidhi won the Mr. Fresher and Miss Fresher crowns on a magnificent evening.



Compiled by Prof. Nitinchandra SM

MTP Sessions for 1st Semester

Session 1: CORRUPTION FREE INDIA: A NATIONAL DREAM



By, Prof.Suman Kumar on 25th October 2019

Background:

Corruption is an age-old phenomenon and can be seen everywhere nowadays. It is like cancer in public life, which has not become rampant and perpetuated overnight but in the course of time. The word corruption means destruction, ruining or spoiling a society or nation. A corrupt society is characterized by immorality and lack of fear or respect for the law. It is the abuse of public power for private gain. Corruption comes under many different guises like bribery, extortion, fraud, embezzlement. misappropriations of public goods, nepotism (favoring family members for jobs and contracts) cronyism and influence pending.

Objectives:

To familiarize the students on causes of corruption
To discuss different methods to prevent corruption.

The presentation may cover the following:

1. Statistics of corruption in India
2. Nature of corruption.
3. Causes of corruption
4. Consequence Of Corruption
5. Measure to combat corruption

Report By: Prof.Suman Kumar

Session 2: "5 Trillion economy is it a dream or reality ?" a case study of Indian sub-continent.

By, Dr. M.N.Manik on 13th November 2019



In FY 2018-19, India's GDP is estimated to be Rs 190 lakh crores or \$2.7 trillion (at Rs 70 = \$1). Say we grow at eight percent for the next six years, with inflation at 3.5 percent, yielding a nominal growth rate of 11.5 percent - in constant currency of Rs 70 = \$1, starting at \$2.7 trillion - the \$5 trillion goal is well within reach. When India's economy opened up in 1991, the GDP was \$275 billion; reaching \$2.7 trillion today translates to a growth of 8.5 percent per year in dollar terms. The 8.5-percent per year is phenomenal growth and a testimony to the healthy growth drivers India possesses. Given India's strong 28-year history and capacity for growth, we estimate that the probability India reaches the \$5 trillion goal is more than 80 percent.

- Factory output for September 2019 contracted by 4.3 per cent
- Eight core sectors have again registered negative growth
- Economists say demand slowdown is a serious concern which needs to be addressed by govt before it worsens

Falling demand blurs \$5-trillion dream as core sectors bleed despite recent policy reforms, the government has been struggling to counter a multi-sector slowdown, which could lower India's Gross Domestic Product (GDP) below five per cent in the July-September 2019.

Manufacturing activity in eight core sectors have contracted further as economic slowdown deepens.

Rapidly falling demand in India has left the country's economy in an abyss even as the government attempts to pull it out of the crisis. Despite recent policy reforms, the government

has been struggling to counter a multi-sector slowdown, which could lower India's Gross Domestic Product (GDP) below five per cent in the July-September 2019.

SLOWDOWN BLUES

Reports of falling demand have emerged from multiple sectors as Index of Industrial Production (IIP) or factory output in September shrank by 4.3 per cent - the lowest in eight years. In comparison, factory output had grown at 4.6 per cent in the corresponding period a year ago while it had contracted by 1.4 per cent in August. IIP or factory output is an approximation of economic activity by taking into account the production activities of different industrial sectors.

GDP IN REVERSE GEAR

Another spell of gloom looms upon India's economy as demand continues to fall in almost all segments including consumer durables. Falling demand in the country was one of the key reasons behind a steep fall in India's GDP figures for the April-June quarter. It is expected further slowdown as the year progresses, say economists. They said it is a clear indication that both investment and demand in India has slumped. L&T Finance Holdings chief economist Rupa Rege Nitsure told news agency Reuters that such a contraction is "serious and indicative of a significant slowdown".

With key financial indicators showing negative growth due to lower demand, India's dream of becoming a five trillion dollar economy by 2024-25 hangs in balance. India's GDP is currently at \$2.9 trillion approximately.

Report By: Dr. M.N.Manik

MTP sessions Compiled by Prof. Rashmi G. Fattepur

Meet the CEO @ GBS



Mr. Karthik Balakrishnan, CEO, The Printers Mysore along with Dr. M N Manik, Mr. Shivaraj, Mr. Dennis, Prof. Mahesh Bendigeri, Prof. Tazeen Taj Mahat, Prof. Harshal Borgaon, Prof. Suman Kumar, Prof. Rashmi Fattepur, Prof. Afreen Nasabi & Prof. Shreyas Murdeshwar

Global Business School, Hubli organized “Meet the CEO @ GBS” a Lecture Series to imbibe the practical exposure to Management Graduates through interaction with CEO’s to manage businesses in today’s competitive world. The Lecture series was organized for III semester students at its Campus in Bhairideverakoppa, Hubli on 18th October 2019.

Mr. Karthik Balakrishnan, Chief Executive Officer, The Printer Mysore Ltd, Bengaluru during his address to the students highlighted the career path for Management Graduates using an I-T-C Model. He suggested students to be humble to learn by developing the ability of Initiation (I), developing to work as a Team (T) and lastly to be acquainted with skills of Communication (C). He further elaborated on this model by quoting various examples from different industries.

While answering a query of the students, he insisted students to leave Ego aside to see them growing the ladder of success. Furthermore, answering one more query about present scenario of the print media, he assured of Media houses working towards better Business Models to generate

revenues despite the disruptive developments in IT. He also guided students to build a strong and to prioritize the value systems by being more conscious rather than building revenue to the organization.

Lastly, the sense of simplicity and humble personality was reflected through an informal discussion with the students post the Program. Dr. M N Manik welcomed the guest and set the tone. Prof. Harshal Borgaon rendered the Vote of Thanks. Ms. Siddiq & Ms. Tamazzer were the MOC. Mr. Shivaraj, AGM – Hubli Region, Deccan Herald along with Prof. Mahesh Bendigeri, Prof. Tazeen Taj Mahat, Prof. Suman Kumar, Prof. Rashmi Fattepur, Prof. Afreen & Prof. Shreyas were present for the Lecture Series.

Compiled by Prof. Harshal Borgaon

Session with CEO, uttamdeals.com



11-Oct-2019

Satyanarayan, CEO and MD, uttamdeals.com addressed Students of Sem-3 the eBusiness model, and objectives of his ecommerce venture- the only return policy, advertising trends and social media marketing.

While Interacting with students he answered all queries-the understand between manufacturing units and courier industry and many more. GBS Hubli is proud of such alumni.

Compiled by: Dr.Bhargav K. Revenkar

Global Business School -Industry Campus Connect (ICC)

CAMPUS DRIVE BY BHARATHI CEMENTS LTD on 12th December 2019



Bharathi Cements Ltd, a flagship brand of Vicat Operations in India who are the pioneers in cement manufacturing visited Global Business School to conduct a campus drive for the MBA final year students of Marketing specialization. Mr. Manjunath AP, General Manager- Marketing visited the campus to screen the students for the positions of Territory Sales Officers across Karnataka.

Around 12 students were shortlisted for the final round which will be conducted in the month of January 2020.

CAMPUS DRIVE BY JARO EDUCATION on 16th November 2019



Global Business School Hubli in association with Jaro Education held a Pool Campus Placement Drive for MBA Students on 16th November 2019 at its campus.

Ms. Saakshi Pant, Campus Relations Team of Jaro Education, Mumbai visited the campus for the recruitment process. The interview process comprised of Group Discussion rounds and Personal Interviews. Around 120 plus students from various MBA colleges of Hubli Dharwad, & Belgaum participated in the drive.

AN INTERACTIVE SESSION ON RETAIL SECTOR BY ABFRL



GBS conducted an interactive session with RR Acharya, State Marketing Head, Aditya Birla Fashion & Retail Ltd with the students of MBA 3rd Semester students. Mr. RR Acharya shared insights on the Retail sector and gave a brief on how ABFRL had become India's first billion dollar fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

He also spoke on length about the job opportunities in the retail sector and how students can be a part of the ever booming industry and the attributes the students should have to join the retail workforce. He spoke about 4 essential skills – Flexibility, Learnability, and Business Acumen, networking which are important to succeed in life and wished the best for the students. Some of the students who were engaged with ABFRL for a short project were also awarded certificates during the session.

CAMPUS DRIVE BY SPANDANA SPHOORTHY FINANCE LTD



SPANDANA SPHOORTHY FINANCE LTD conducted a campus drive on 10th October 2019 for employing students for the positions of Management Trainees and Cluster Managers. Mr. Gotham Kothapalli Raju, Vice President HR 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 specialization participated and bagged 3 opportunities for the positions of Cluster Managers.

FINANCIAL WORKSHOP BY KARVY STOCK BROKING LTD



Global Business School, Hubli organized a Two Day Workshop by KARVY Stock Broking Ltd, Hyderabad for Finance specializations students on 25th and 26th October at its campus.

Mr. Aravind Vinjamoori, Equity Research Analyst - Fundamental Research, Karvy Stock Broking Ltd., Hyderabad was the resource person for the workshop.

The student gained knowledge of stock trading on Live Platform, comprehensive training on Depository, Financial market, Equity markets, Ratio analysis, Mutual funds and derivatives from the Workshop. Over 35 Students were participated in the discussions and role-plays during the workshop.

Compiled by Mr. Yogesh Kumar

INTRA PINNACLE

INTRA PINNACLE, the most awaited event of GBS, was held on 29th & 30th, November 2019 at SDM Dental College Ground, Dharwad. It is an inter class sports tournament conducted with an objective of forming a final team for PINNACLE – An annual inter college sports event. All four classes i.e., Athens, Sparta, Sunway and Skyway had participated with great zeal, excitement and sportsman spirit in INTRA PINNACLE 2019. Sports namely Volley ball, Basketball, Football, Cricket, Throw Ball, Relay and Shuttle Badminton were conducted on these days. Inauguration was done on 29th November morning 9:30am by our respected director Dr. M.N. Manik followed by oath taking ceremony, administered by our sports secretary Ms. Vijetha. On these two days of INTRA PINNACLE, the ground was full of cheers and encouragements for young sportspersons. All teams displayed their sportsman spirits and their skills in different sports. The teams eyed on general championship, which was convincingly won by the Athenians with highest points.

It was two days filled with sportsmanship, enthusiasm and memories to cherish. On the second day, the event ended with small valedictory ceremony. Director, Staff, students and SDM ground staff were present on the occasion. The faculty coordinators of sports committee Prof. Arun Kubasadgoudar and Prof. Suman Kumar thanked all the GBS family for their kind cooperation and support.



Compiled by Prof. Arun Kumar

Reminiscence-Alumni Meet @ GBS

December 7th – 2019



The Alumni Meet- Reminiscence was held on the 7th of December 2019 with the theme “Winter Wonderland”.

The day started with the registration in the noon at 12.00pm with welcome drink followed by brunch at 1.00pm. Around 90 Alumni’s inclusive of all the batches from 2009-10 to 2017-2019 registered themselves and joined the brunch and at the end of the brunch there was a flash mob performed and later the event started by Aditya and Priya C by welcoming the alumni’s and the Guests on the Stage (Prof. Tejaswini, Dr. M.N Manik and Motivational Speaker Shri Ramani Venkat) followed by a welcome speech by Event Co-coordinator Dr. Tejaswini Patil and a welcome song by the Student and lighting of the lamp and A dance performance and a formal welcome by the Director Dr. M.N Manik. Next there was a mesmerizing video presented by Asif to refresh the memories of our alumni’s.

The event was then continued by Ramani Venkat who took a session on motivational speaking and activities held for the alumni’s followed by a dance by girls. Later the alumni’s shared their experiences, opportunities and the careers available for the upcoming batches in the corporate world. Finally the event came to an end with a formal photography with all the batches and the faculty. To conclude the event was a success with a 98 of alumni’s attending the event and sharing their experiences and also explaining the opportunities available for the coming batches.

Compiled by Dr. Tejaswini Patil

Teacher's Day celebration at GBS



The Teachers day celebration was held on 5th September 2019. The event started with a mesmerizing video of the faculty showcasing their memories in GBS followed by the welcome of the guest Mr. Shrikanth Ragikollapur who spoke on the importance of teaching and education and enlightened everyone present there. Event was continued with cake cutting and next the students organized fun activities for all the faculty and staff and they were awarded with various fun awards.

The Faculty coordinator for the event was Dr. Tejaswini patil

The Student coordinators were Divya J, Aditya K, Ravi H, Vaishak, Rohit, Rahul and Asif Ronad.

Here is a glimpse of the Teachers Day celebration:

Compiled by Dr. Tejaswini Patil

From the Research cell –GBS

Publications Details

Title	Journal with ISSN	Index	Author01	Author02
A study on performance evaluation of large cap equity mutual fund	Journal of Information and Computational Science 1548-7741	UGC Care	Jayalaxmi S Saunsi	Dr.Bhargav Revankar
Consumer perception towards Decatholone and brand awareness level, A study in Dharwad city	Journal of Information and Computational Science 1548-7741	UGC Care	Siddiqa Soudagar	---
Impact of social media on the buying decision of customers towards garment industry	PRAGATI : Journal of Indian Economy ISSN 2347-4432	EBSCO Indexed	Dr.Bhargav Revankar	Prateek Desai

Paper Presentations

Title	Presented in	Location	Author
Understanding shopper behavior and evaluation of customer experience at Relaince market Bangalore	National Conference	ITM-SIA Business School,	Sreevidya
Understanding shoppers behavior and evaluation of customer experience at Relince trends	Research Paper event	BVB SMSR	Divya Jartarghar
Presented paper 'Digital Marketing tool for SME's - feasible ?'	at NASMEI - 2019	IIM-Indore	Dr.Bhargav Revankar

Report Compiled by Dr.Bhargav K. Revenkar