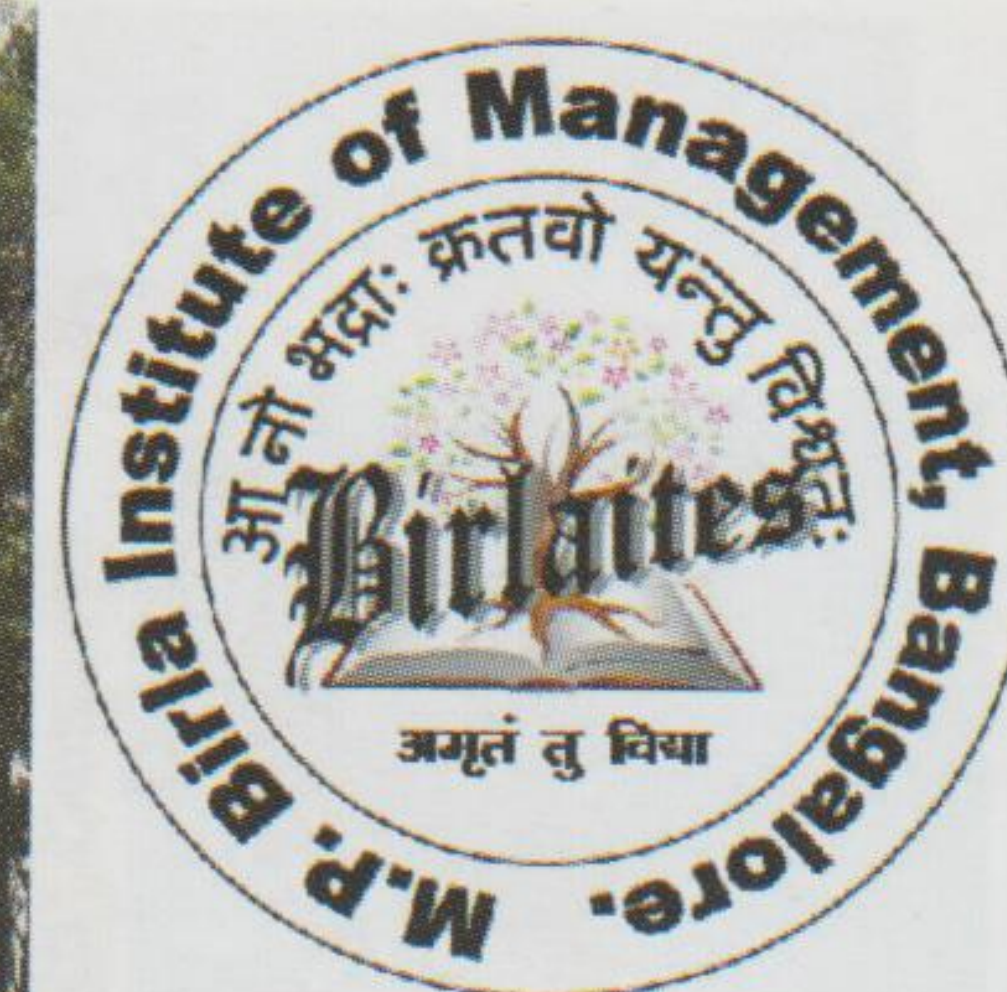




Birlaites

The News Letter

Let Noble Thoughts Comes To Us From Every side
– Rigveda 1-89-1

Newsletter: November 2014

Volume 2 , Issue 3

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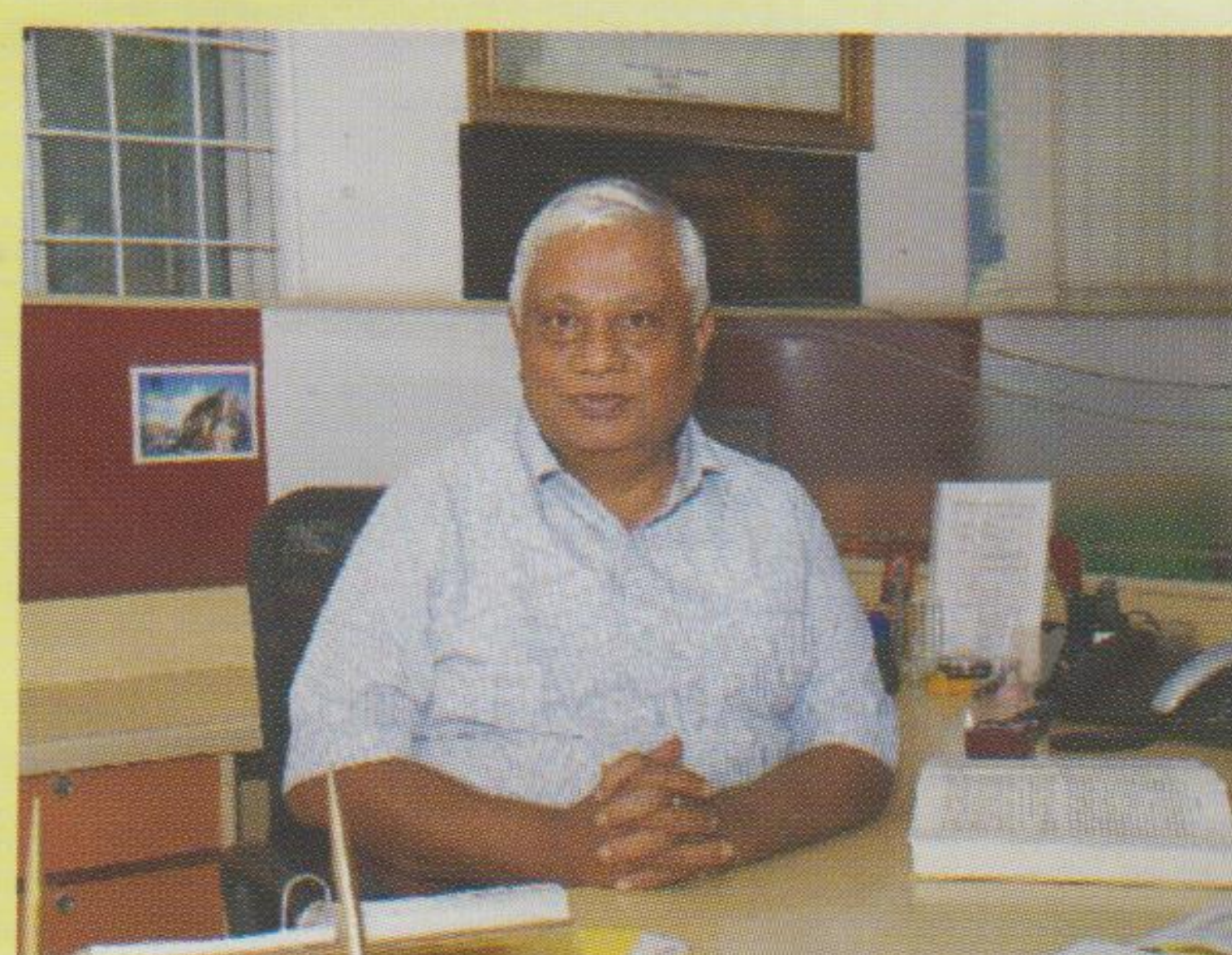
MPBIM Student Council 2014

Members Elected by Students

Designation	Name
C.E.O	Bharath G P
C.F.O	Prabhu Pravesh Prabhakar
C.O.O	Mithun V
Cultural Head	Arpitha K H
Sports Head	Sangamesh Patil
Adventure Head	Pranav C Mallikarjuna
S.R Head	Manohar M
Newsletter Head	Jeffin Jose

Members nominated to the council by Faculty	Akash
	Dharaneesh
	Arpitha N
	Pooja Kulkarni Shivajit Pandey

From Chairman's Desk



My young friends

When we pray, we confess to God that we are sinners, and beg his pardon. There was a time I wondered- is it right? Does it demonstrate my inferiority complex? As I progressed in my career and watched my seniors, I started realizing how important it is to be humble. I began to realize how people would strike an immediate chord when they see your humility. I realized that humility is an important part of the character, if a person has to emerge as a leader. We humans are frail creatures; we

have our faults. Recognizing what we can do well, as well as what we do not do so well, is vital to self-awareness and paramount to developing humility.

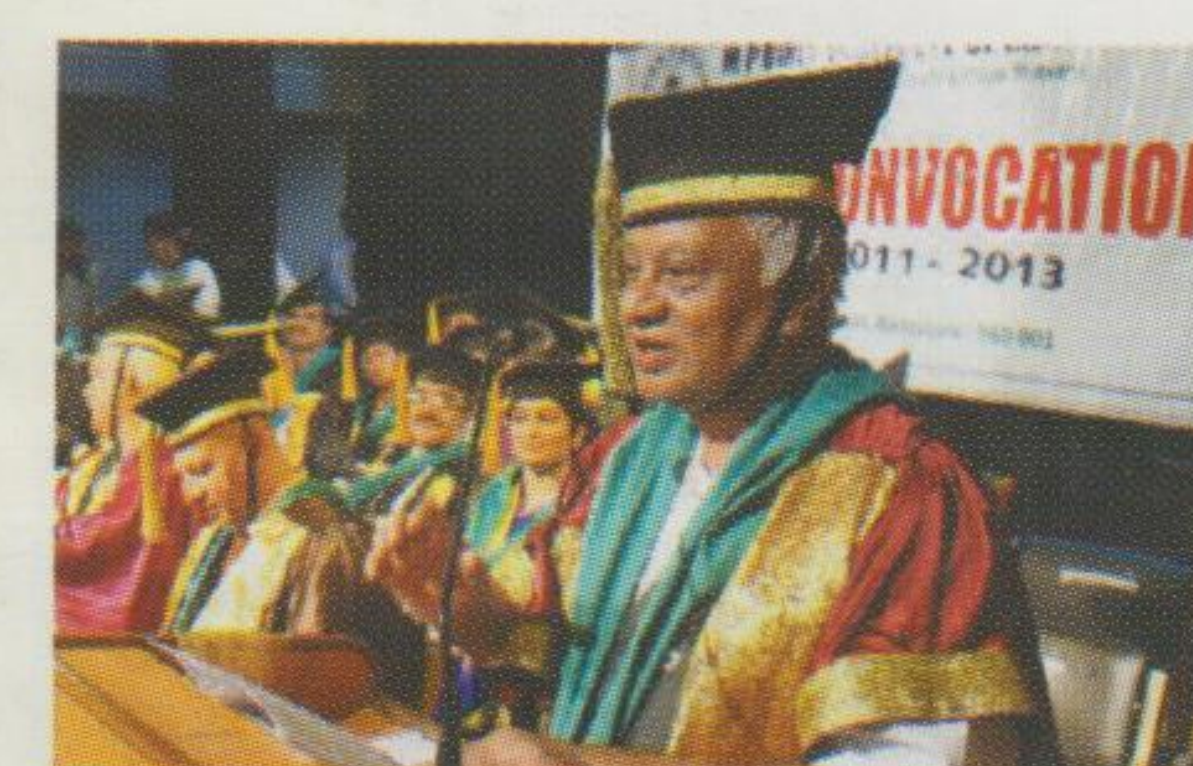
You have to take pride in what you have done, not gloat over it, for such an act would inflate your ego. Your achievement has to be a platform to bring people, who have participated in the activity, together to do greater things, whether it is meeting and / or exceed the targets set for themselves, increase sales, improve quality and service, or what ever be the activity. **A sense of humility is essential to leadership because it authenticates a person's humanity.** First step in developing humility at

work is to acknowledge what others have done. As a leader, practice that attitude always, and your team will rally together because they want you to succeed. As they say, **humility breeds humility.** Then the whole team and the organization will succeed. .

Mahatma Gandhi once said: "As human beings, our greatness lies not so much in being able to remake the world – that is the myth of the atomic age – as in being able to remake ourselves."

How true it is !

N. Ramanuja



"The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer." Peter Drucker

Chairman's Keynote address at National Conference at VVCE

Sri Ramanuja delivered key note address on Emerging Markets: Growth, Opportunities and Challenges at the National Conference on Contemporary Issues in management Challenges and Advances in Emerging Markets at Vidyavardhak College of Engineering, Mysore on 27th September 2014. He said that the emerging markets are becoming the drivers of global growth with growth rates fast surpassing the developed world. The spending patterns in these markets are seeing rapid changes with capability to absorb technology. While the challenges do exist, businesses must adapt themselves to these conditions. Sri R C Jagadesh Director, Technology and Operations, Klueber Lubrication Pvt. Ltd., Mysore, was the Chief Guest at the conference.



Director and Principal's message



Dr. N S Viswanath

These are the days of action. The new Government has taken business initiatives with a thrust on the neighbouring countries on a comparative advantage & factor endowments. The time has come for us to realize the vitality of investments & collaborations.

The students of business must think about future scenarios on the industry across sectors & countries.

The courses which we are conducting do not just meet the requirements of the examinations, they are more for generating thoughts that may evolve to take up emerging needs of the industry & people.

The purpose of learning is to acquire & share amongst all of us. Please open up your ideas for updating knowledge. Vigilance on every thing around us will make us ready for value creation. Best Wishes

Dean's message



Dr. Nagesh S Malavalli

Making managers is not that easy and making good managers is lot more harder. Where there is an environment of righteousness and nobility, there is a positive energy that is consistently emitted and it spills though the students and their attitudes.

At MPBIM faculty and management promote this environment by "student First" attitude. Students have been actively participating in extracurricular and co-curricular activities that add to their personality.

Learning to be good human beings comes from various social activities that a student is put through under the guidance of faculty who exemplify what they preach.

Best Wishes

Inauguration of 2014-16 batch

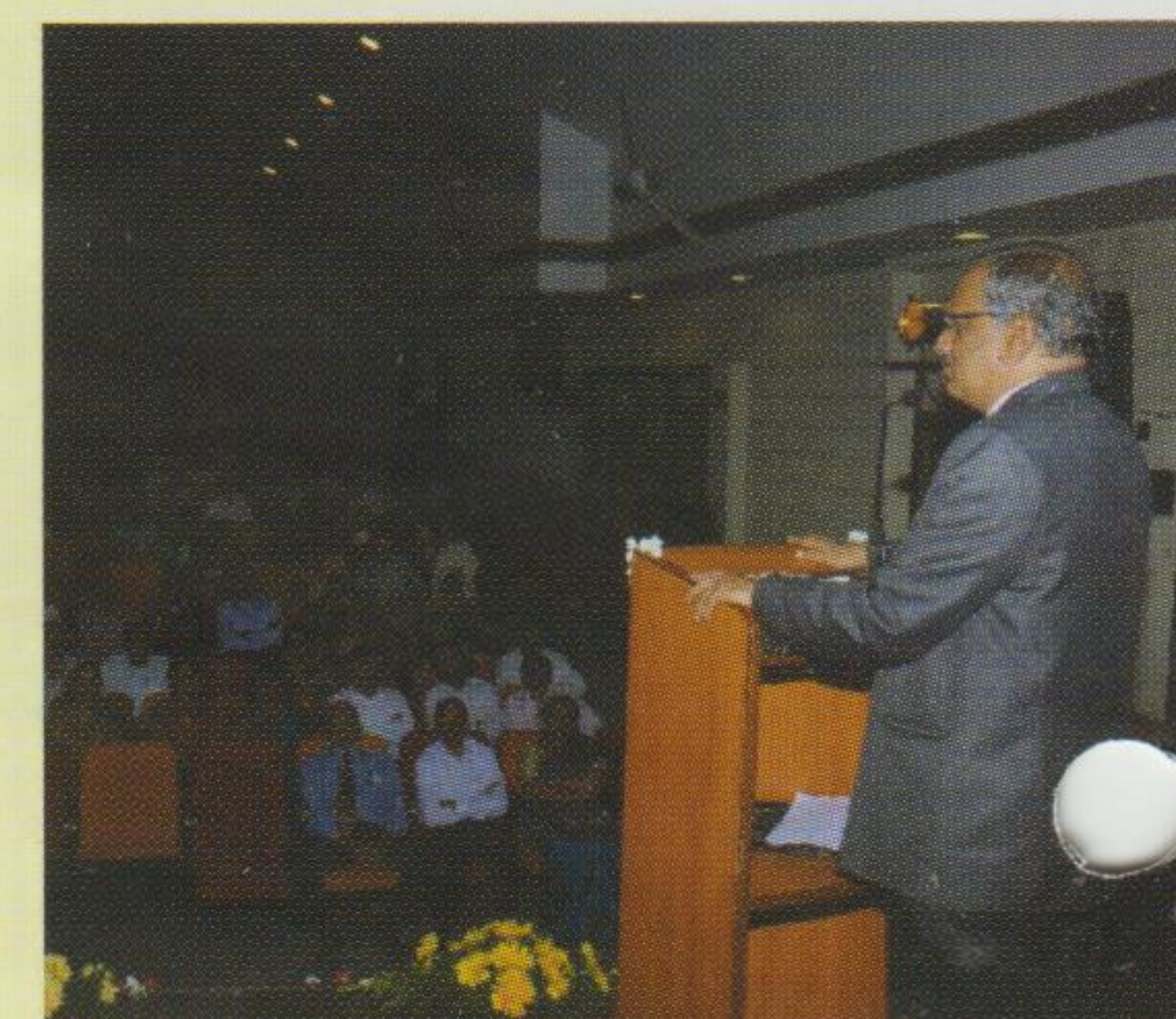
Dr. N S Viswanath Director and Principal inaugurated the Orientation Programme of 2014-16 batch for students who joined MPBIM, on 7th August 2014. Dr. Viswanath, Prof. Bhavya, Ms. Pooja Kulkarni and Abhishek Janawad, students from the new batch lit the lamp marking the inauguration. There was an enthralling dance by the senior students welcoming the new batch of students. Dr. Viswanath in his address advised the students, the need to devote their time in the institute for continuous learning which will enable them to dovetail in to the corporate world on their placement with ease.

Faculty members shared their views with the students. A large number of parents had also gathered at the institute making the function more lively.

The orientation programme, spread over 20 sessions, addresses the cultural diversities of students, who come from all parts of the country with different educational background at undergraduate level. The students after the programme will be working in business houses with colleagues from all over the country and also from different countries. Hence, it will be essential to make the students relax in a new environment and improve their focus. It will also be necessary to develop camaraderie among them to be able to work with multi cultural environment and also develop mutual respect. Orientation Programme addresses the above issues.



Dr. N S Viswanath, Director and Principal, Prof. Bhavya and two students light the lamp



Dr. N S Viswanath, Director and Principal addresses the gathering



Arpitha K H strikes a pose during dance performance with Kavya R at the inauguration function

"One customer, well taken care of, could be more valuable than \$10,000 worth of advertising."
- Jim Rohn



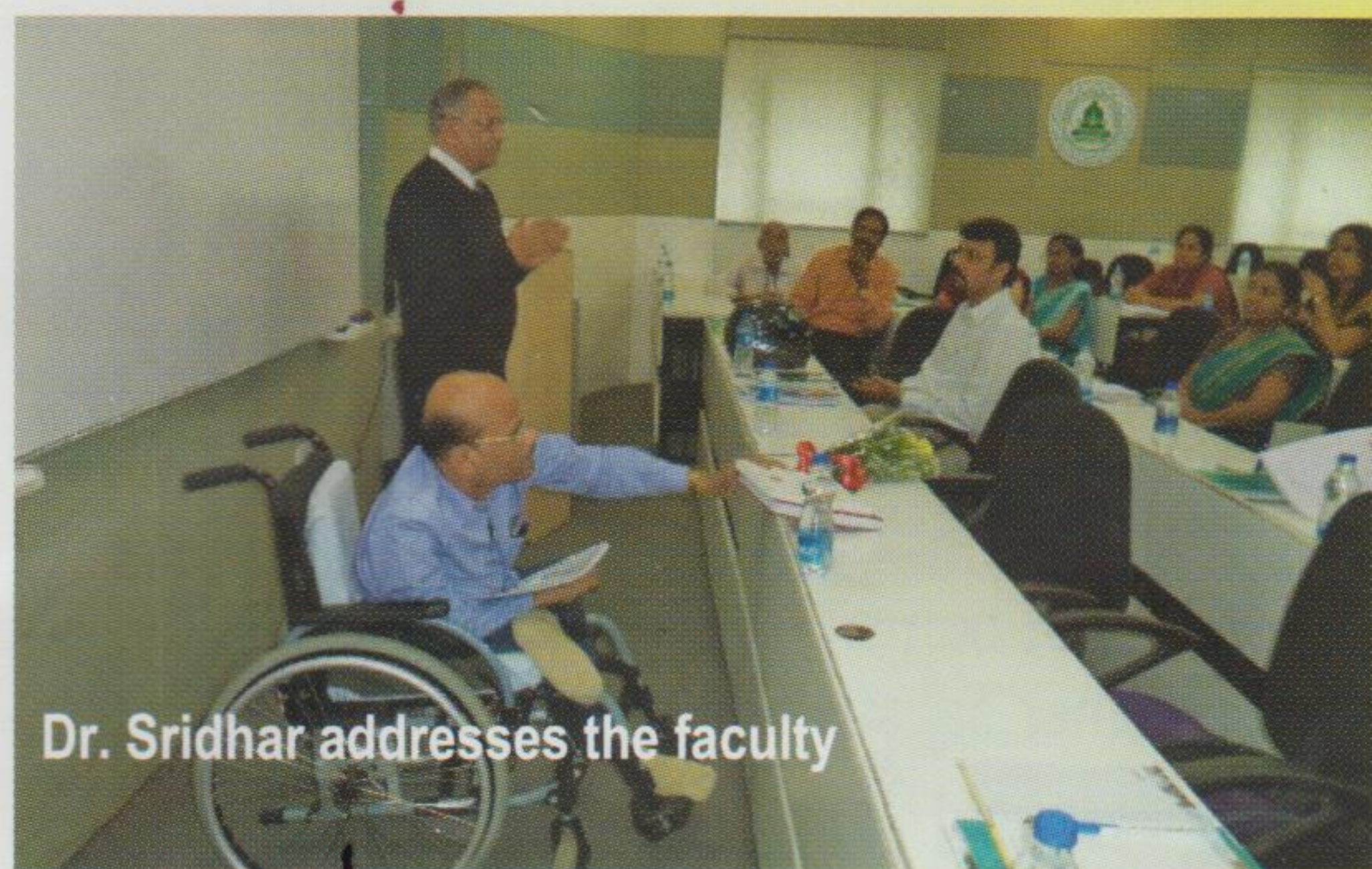
Indian Internal and External Security Challenges

Talk by Lt. Gen. Dr. N.S. Malik PVSM

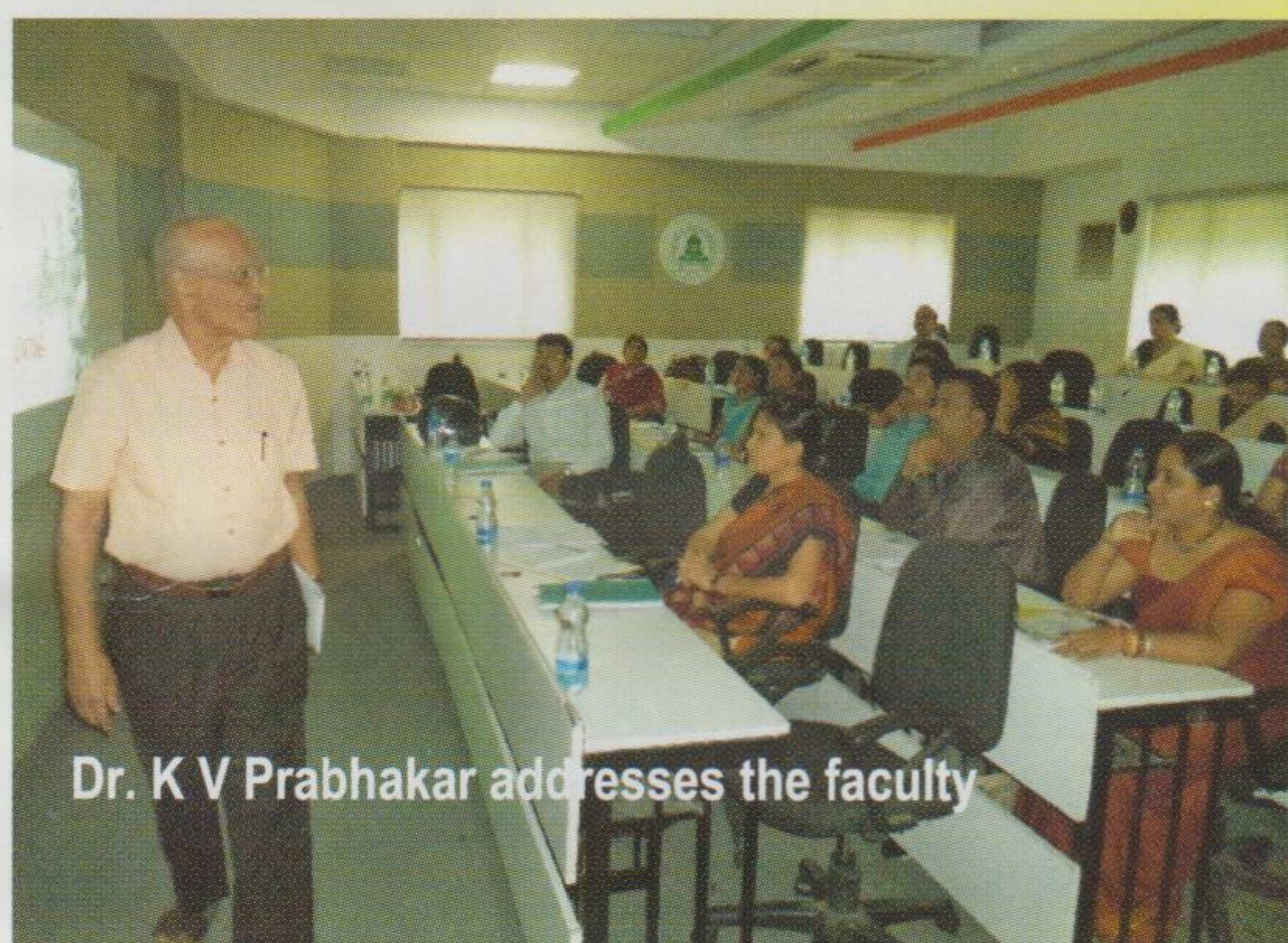
To sensitize the students on security challenges being faced by India, a lecture was organized on "**Indian Internal and External Security Challenges**" by Lt. Gen. N.S. Malik on Wednesday August 13, 2014 at MPBIM. Lt. Gen. N.S. Malik is a Ph.D in Military Science and retired as Dy. Chief of Army in 1998. He was associated with all the four wars that India fought. The lecture was heard with rapt attention by students. The lecture was organized by **Prof. G.S. Murthy**, Hon. President of the **Sanskritik Gaurav Samsthan**, Bangalore. Prof. K.L. Ramadas welcomed the gathering and introduced the guests. Prof. Basanna Patagundi thanked the speaker for his enlightening talk.

"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else." - Sam Walton

Orientation workshop for faculty affiliated to Bangalore University



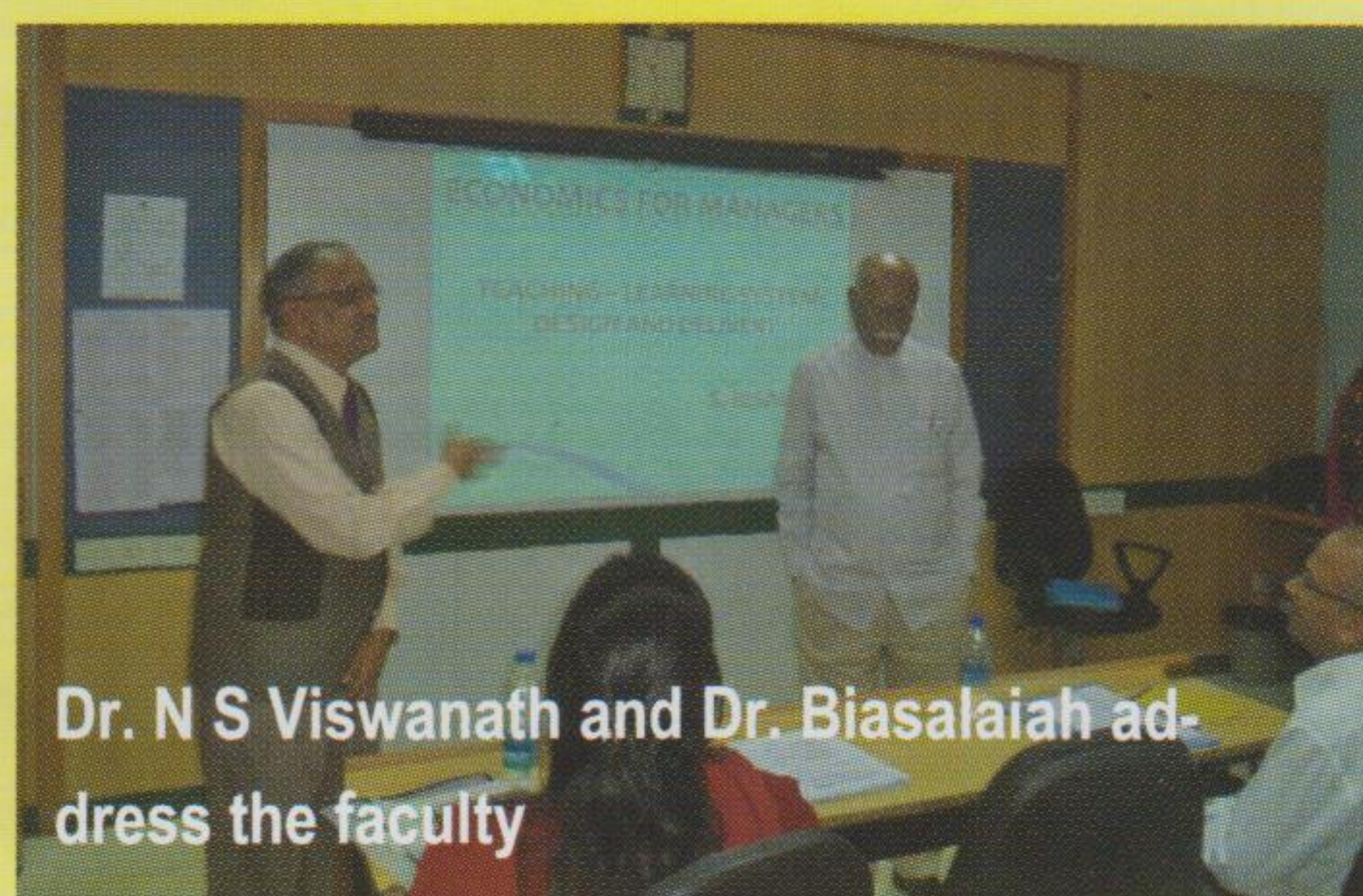
Dr. Sridhar addresses the faculty



Dr. K V Prabhakar addresses the faculty

MPBIM conducted orientation workshop on '**Organizational Behavior**' course for the faculty members of Bangalore University affiliated MBA colleges on 27th August 2014. Many faculty members from various BU affiliated MBA colleges attended workshop. The first session started with **Dr. M K Sridhar Director, Canara Bank School of Management Studies (CBSMS), Bangalore**, elaborating on the new syllabus outlines, Evaluation patterns, role of faculty who teach organizational behavior and emphasized on using Indian case studies. He also had an open interaction on the present syllabus of organizational behavior. The resource person for the second session was **Dr. K.V. Prabhakar, former acting Vice Chancellor of Gulbarga University and senior professor at MPBIM**. He presented various topics which could be embedded with organizational behavior course syllabus.

The Institute also held an 'Orientation Workshop' on '**Economics for Managers Course**' for the faculty members of Bangalore University affiliated MBA programmes on 6th September 2014. Large number of faculty members from various BU affiliated MBA Colleges attended the workshop. **Dr. S. Bisaliah, senior Professor from MPBIM & former Vice Chancellor University of Agricultural Sciences** and **Dr. Ritika Sinha Professor, CBSMS**, conducted the workshop. Dr. N S Viswanath, Director and Principal MPBIM welcomed the participants and the speakers.



Dr. N S Viswanath and Dr. Bisaliah address the faculty



Faculty papers presented at the conferences



Winners at Cresendo 2014, Sindhi College Of Commerce with the Director



Prof. Amreen and Prof. Rohini Shetty with **Ms. Farzana Haque** Global Head of Europe Telecom Business Unit and the Global Head for Strategic Group Accounts at Tata Consultancy Services (TCS) at 'Think Big' event of We Connect International held at Ritz Carlton, Bangalore

Prof. Basanna Patagundi presented a paper on **Assesment of Learning through Business Simulation Software**, jointly with Prof. Ramgopal and Prof. Bhavya in B Schools at the National Conference on Responsive Management Education, Rani Channamma University, Belgavi on 9 and 10 August 2014. At the same conference paper on **Non Academic Value Addition** was presented by Prof. Basanna Patagundi, Prof. Ramgopal and Prof. Anu Natraj.

Dr. R Deepak and Prof. Bhavya will present a paper titled: "**An event study analysis of Union Budget announcement on broad and sectoral indices of Indian stock market**" at Information Technology and Business Intelligence ITBI 2014 conference conducted by Institute of Management Technology, Nagpur 2014 to be held between 21 & 22.11.14

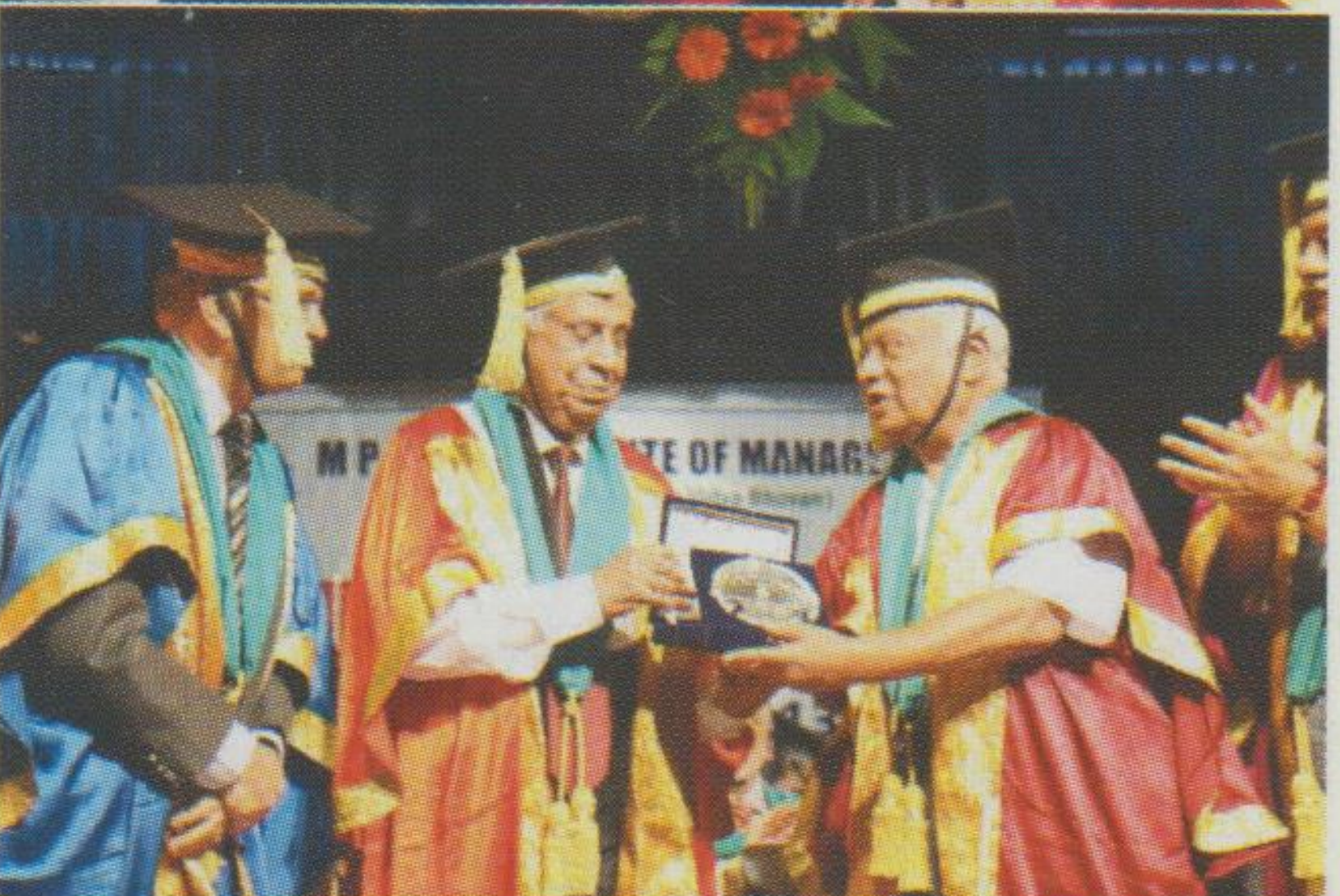
A paper by Dr. R. Deepak along with Sri. P S Jaikrishna Alumnus of MPBIM will present a paper on **Arbitrage opportunities around key monetary rate announcements – an event study methodology** at the same conference.

Prof. B V Pushpa and Prof. Bhavya attended Faculty Development Programme on 30-31.5.14 on **Risk Management and Derivatives** at RVIM in association with Vittam Pravina Gurushala and on 26.9.14 on **Accounting for Managers** by RVIM, Bangalore

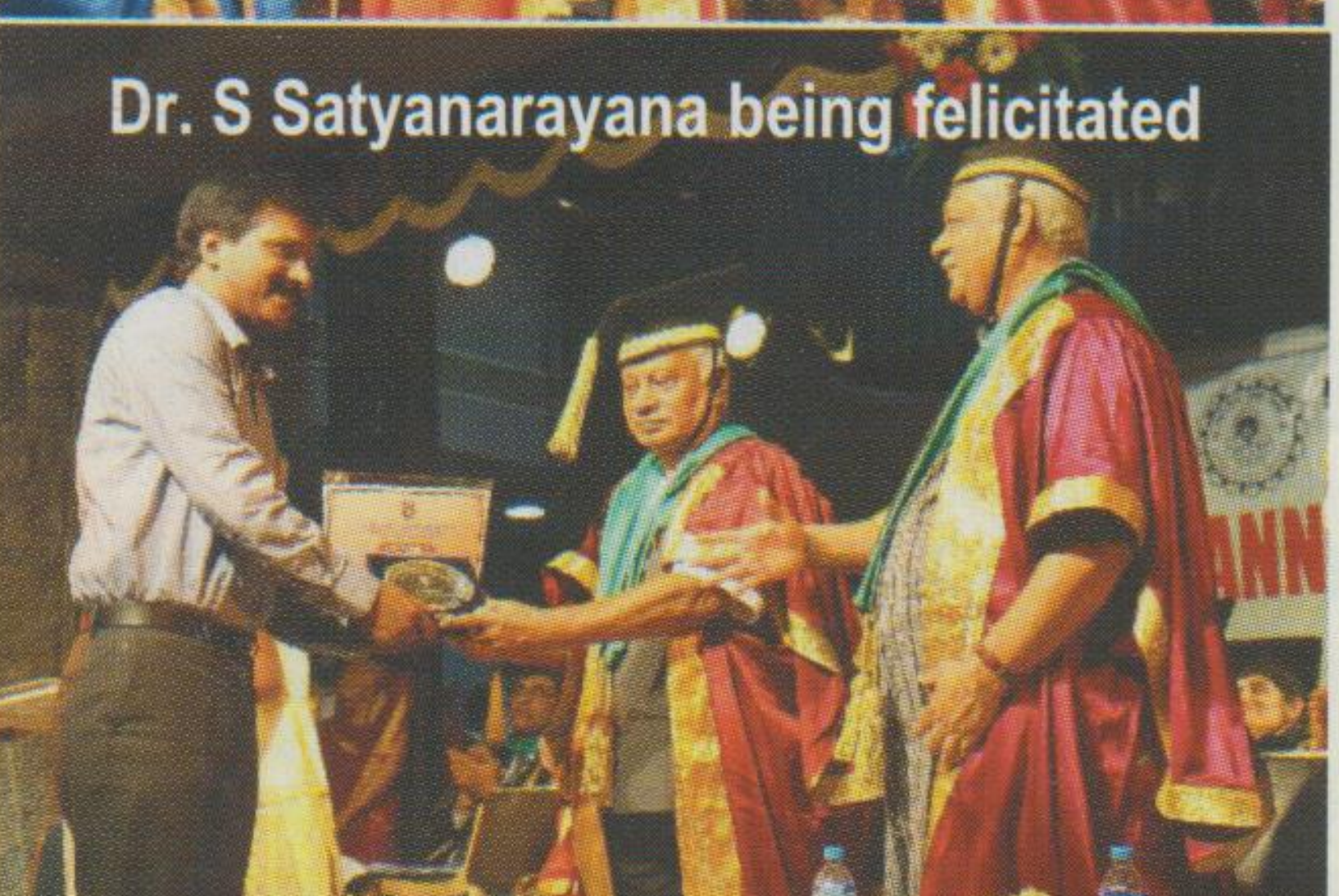
Ms. Manjula attended a three day workshop on **KOHA: An Intensive hands on training** organised by BMS Institute of Technology, Bangalore held on 23 & 25.7.14.

Prof, Rohini Shetty has presented a paper on '**Macro Foundation of Women Leadership Development and Challenges - Upstream and Downstream**' at the International conference on Management Perspectives 2014 conducted by Amity University, Jaipur on 24-25 April, 2014.

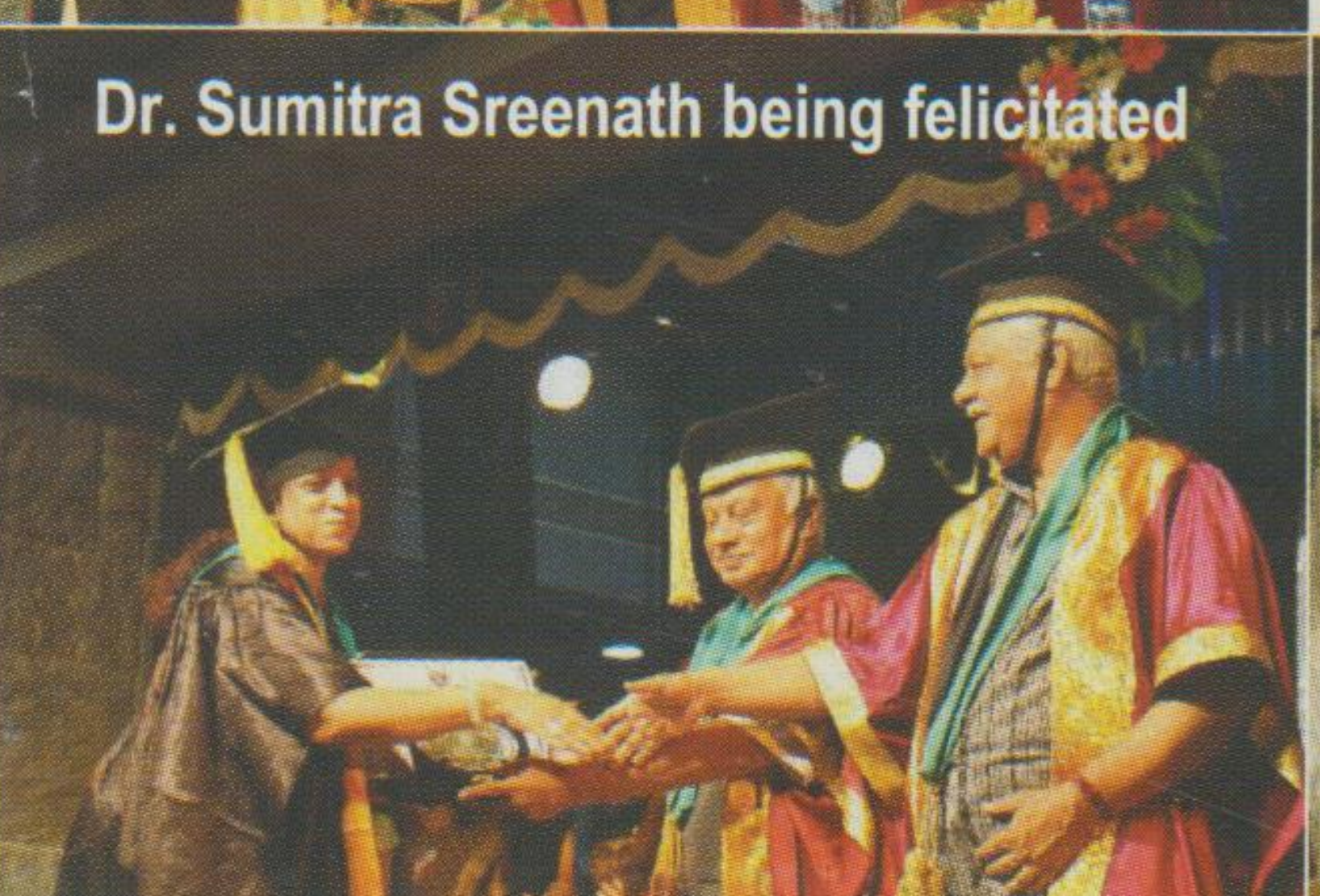
Convocation of Batch 2011-13



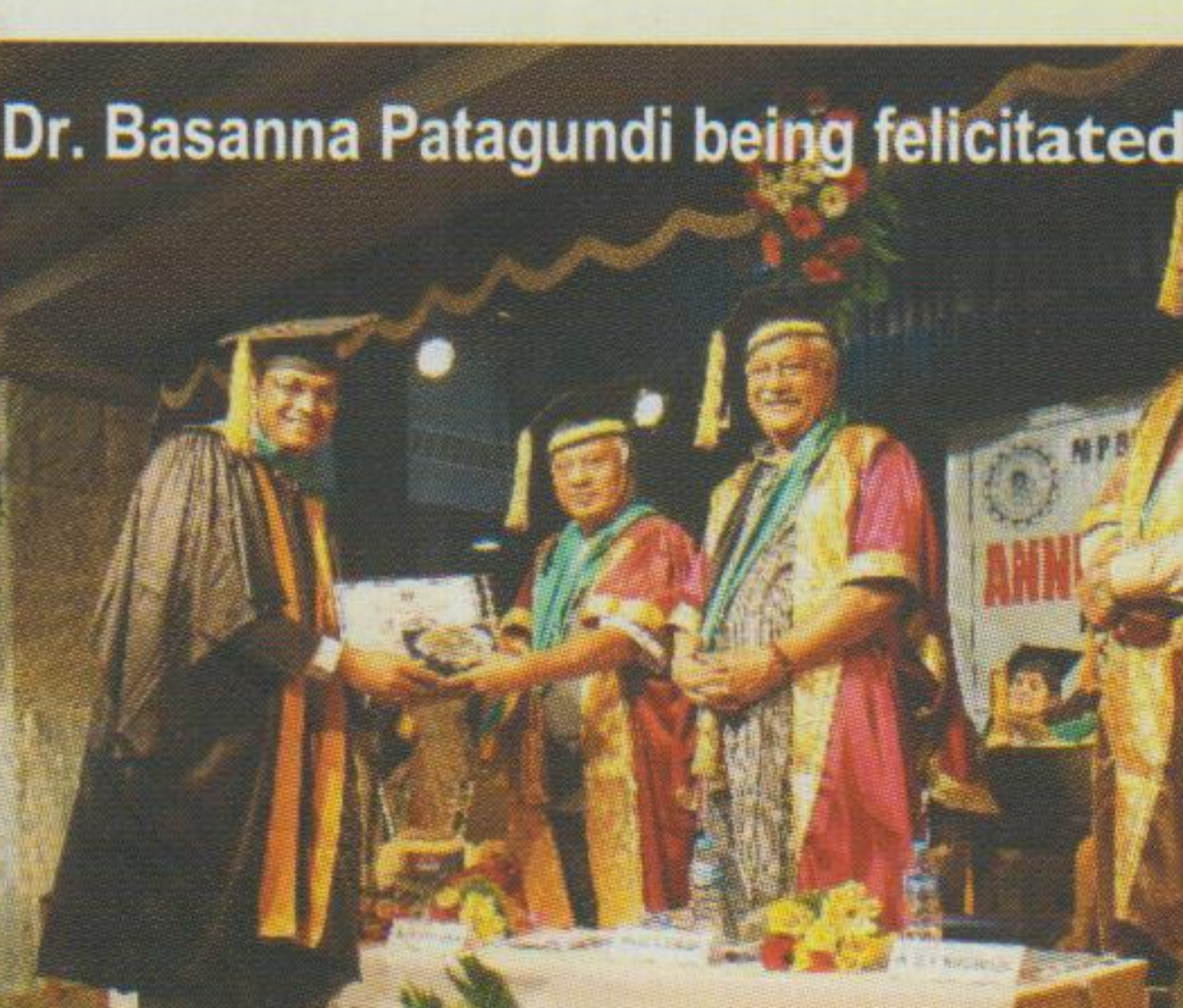
Dr. S Satyanarayana being felicitated



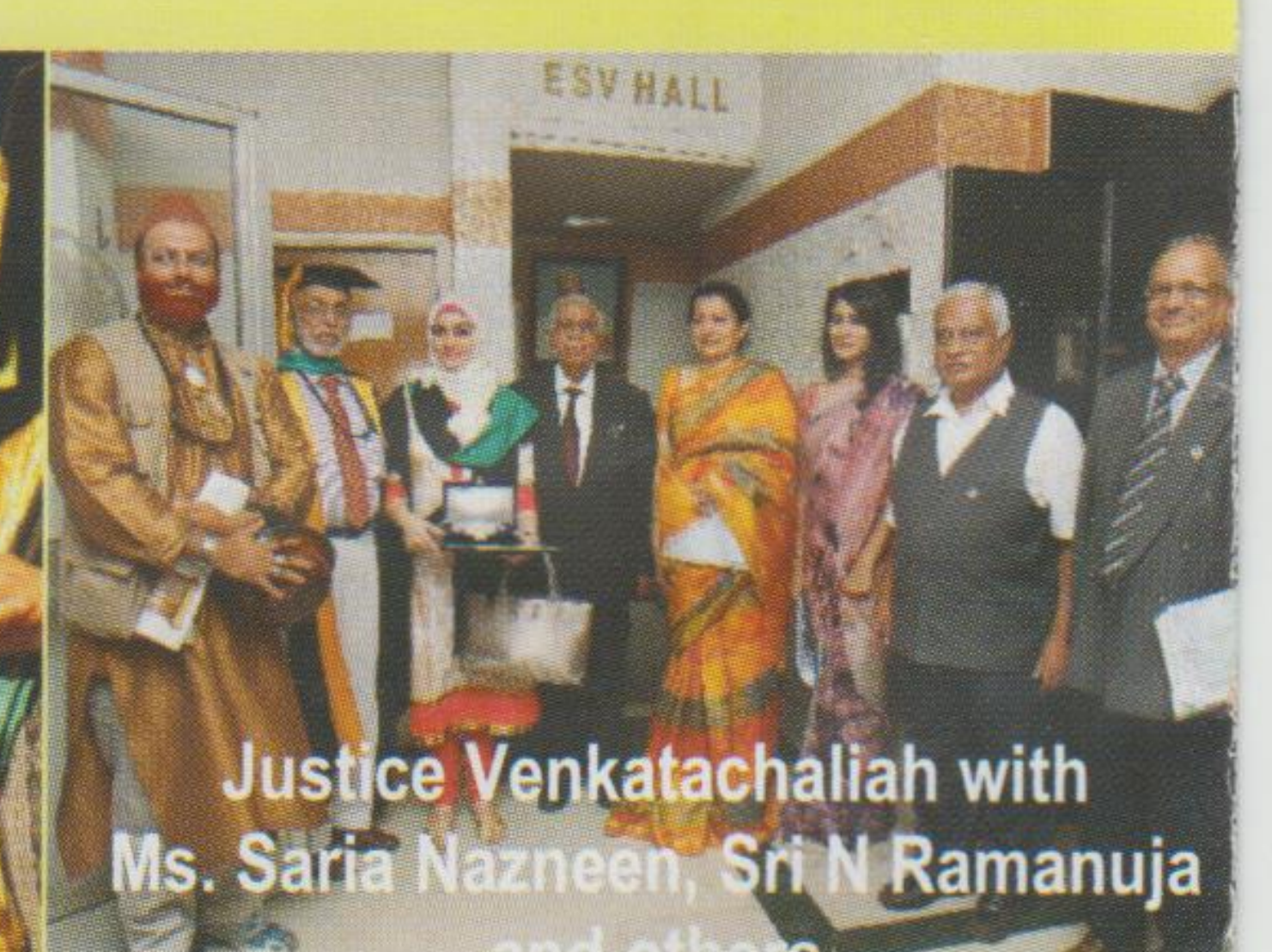
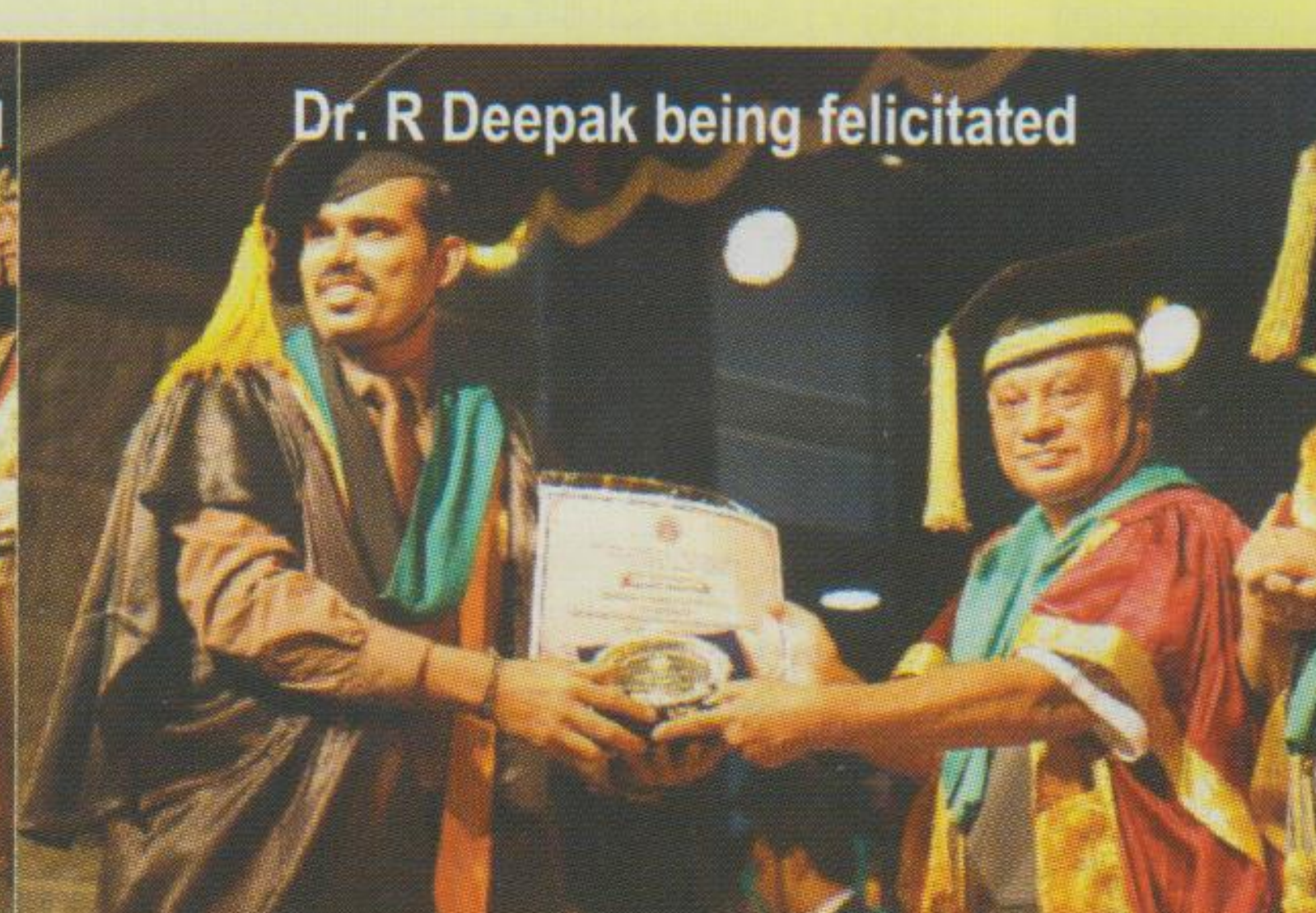
Dr. Sumitra Sreenath being felicitated



Dr. Basanna Patagundi being felicitated



Dr. R Deepak being felicitated



Justice Venkatachaliah with Ms. Saria Nazneen, Sri N Ramanuja and others

Justice Dr. M N Venkatachaliah Chief Justice of India delivering his convocation address at M.P. Birla Institute of Management, on 13th September 2014, at its premises in Bharatiya Vidya Bhavan, called upon the new graduates to be courageous more than any other virtue – courage to be virtuous. He recalled Gary Hamel's call reminding that the management system has remained stagnant and that this is the time to think of a breakthrough in the practice of management that has had a similar impact in the realm of business as information technology had on communication.

Justice said that management has assumed critical importance today, as science and art and cautioned that stress on mere growth without justice and equity can make the society 'Ruthless, Rootless, Voiceless, Jobless and Futureless'. In his scholarly address combining the aspects of economics, technology into business, Justice Venkatachaliah cautioned that human intellect, unless controlled by values, can tend to be a self - stultifying instrument. 'Customer satisfaction' and 'share holder value' are to be the main twin principles of the business world

Er. N Ramanuja, Chairman M.P. Birla Institute of Management who presided over the convocation congratulated all the new graduates on attaining this land mark achievement called for adoptability in changing environment. He recalled his corporate experience and said managers have to brace themselves for changing business paradigms and equip themselves adequately. Sri H N Suresh Director Bharatiya Vidya Bhavan was the guest of honour. **Dr. S. Sathyanarayana, Dr. Sumithra Sreenath, Dr. Basanna S Patagundi and Dr. R Deepak** who have secured their doctorates in the last one year were also felicitated.

Graduates who excelled in academics and in various activities of the Institute were awarded medals. The medal winners are:

Smt. Priyamvada Devi, M P Birla (Badima) Award for Academic Excellence: Padmashree A S

Sri. R. Thothadri Award for Academic Excellence: Anjali D

Smt. Jayalakshmi Santhanam Medal for Statistics: R Apoorva and E Kavitha

Smt. Jayalakshmi Santhanam Medal for Operations Research: E. Kavitha

Sri. Kasi Visweswara Prabhu Medal for Human Resource Management: D. Anjali

Prof. K.L. Ramadas Medal for Marketing: A S Padmashree

Late T V Parthasarathi Memorial Medal for Finance: D Anjali

Dr. S. Bisaliah Endowment Award for Managerial Economics and Research Methodology & Technical Writing: Sridhar Bharadwaj

Smt. Susheela Bisaliah Award for Best Female Student in Academics: A S Padmashree

Smt. Shantha Ramachandra Rao Award for Best Female Student of the Batch Ms. Malini Paramesh

Sri. S. Ramachandra Rao Award for Best Male Student of the Batch Mr. Charan Kumar C

Teekay's Award for Best Outgoing Student of the Year - Male: Mr. Nithin Kumar Pansale

Teekay's Award for Best Outgoing Student of the Year - Female: Ms. Saria Nazneen

Samarth Homey, Vishnu Raja, Nidhi Shenoy, Raghavendra Lingaiah, Shreya Srikanth, Rajath karthik, S. Satish, Jeetesh Shah, N Chaitra and Sridhar Bharadwaj were awarded **Princi's medals** for their contribution in various activities.

Editorial Panel

Dr. N S Viswanath
Director and Principal
Dr. Nagesh S Malavalli,
Dean
Prof. Rohini G Shetty
Faculty Editor
Sri. Sudhindra Gargesa
Dy. Director



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