Dear Editorial Team,

I am delighted to learn from you that you are launching the 1st issue of the Newsletter. The School Of Management has been striving to shape all rounded MBA graduates who are not only competent in Management areas, but also cultured, humane and ethical in their outlook. Many of the later mentioned qualities may not be easily built in a chalk and talk classroom atmosphere but can only be developed through exposure to literature, arts, music, history and philosophy and coming across hard realities of human conditions in which many of our members of our society are suffering in. None of them are a part of our MBA curriculum. Although we cannot teach our students with the fine aspects of life, we can definitely expose them through various activities and programs conducted through fine arts and cultural clubs.

That’s exactly what we have done by launching twelve student clubs. The various activities organized by students themselves, need to be given visibility and reporting. I hope your newsletter would precisely do this. I wish your team All the best in compiling, editing and presenting quality issues in the future.

Dr. Raveendranath Nayak, Director
School Of Management, Manipal

EDITORIAL TEAM

Supriya Swamy P K | Meghana Mohan | Dhanya E | Preethica Furtado | Gursimran Kaur
Aishwaria Nair | Nidhi Adiga | Swastik Das | Monica Celeste | Mukul Bharadwaj
Abhishek H A | Anil Kumar | Sandip Das
Established in the year 1999, School of Management (formerly known as Manipal Institute of Management [MIM]) has been shaping industry-ready management professionals, who are socially responsible and proactive agents of change management. SOM is a member institution of the Association of Indian Management Schools and AMDISA.

“Transforming careers and outlook of our students and collagenous, through our research and education has been my focus” says Dr. Raveendranath Nayak (Director of SOM).

As per the Ranking Scenario of 2015, Manipal University is in 25th rank among the private B-Schools in the reputed south zone in the Week Hansa - “Best B School Ranking”. It also has 6th rank in the “Ranking of the top B – schools of excellence” and 13th rank in the best private B Schools in Karnataka. In the CSR-JHRDC survey, as per B-School surveys 2015, conducted by the prestigious 'Competition success Review it is ranked 17th among top all India business schools.

NEW FACILITIES

SOM has introduced a new experiment in its academic program. This academic year marks the launch of this experiment of inviting faculty members of the neighbouring management institutes to deliver guest lectures in our institute. The objective of this exercise is to bring together the best faculty members in diverse functional areas of management so that our students get the benefit of their expertise. Hundreds of guest lectures are expected to be organized during the current academic year, in this regard.

SOM has subscribed to three widely popular databases of Economics, Accounting & Finance. These databases are provided by Centre for Monitoring Indian Economy. Economic Outlook, Industry Outlook & Prowess IQ – these are the three databases of CMIE, which will provide immense information to our faculty members, researchers and students.

Students of SOM are expected to take decision in their corporate lives. Therefore, they should be made to go through simulated business environment so that they get exposure to take real-life business decisions. In this regard SOM has entered into an agreement with Harvard Business Publishing House which will provide business simulations for the use of our students. These simulations act as the exercises of internal evaluation of academic performance of our students. This is expected to increase our students’ ability and understanding to live up to real-life business challenges.
Maneeta Sahmey, Partnership Advisor, the University of Nottingham, UK visited School of Management on 5 July, 2016. There was a discussion on prospective academic collaborations (Student and Faculty exchanges) between the University of Nottingham, UK and SOM, Manipal with Dr. Raveendranath Nayak, Director of SOM and Prof. Chetana Maddodi, International Engagement Coordinator, SOM.

Prof. Graham Airey, Prof. Glenn Westmore and Prof. Tom Gifford from School of Vocational Business Education, RMIT University, Melbourne, Australia Visited SOM in July, 2016.

The Agreement was signed between Manipal University and University of Waikato, Hamilton, New Zealand for collaborating with SOM.

Dr. K. R. Pillai, Professor, SOM, participated as a resource person in the FDP on “CASE METHOD OF TEACHING & CASE WRITING” organized by St. Joseph Engineering College, Mangalore, Karnataka on 12th July, 2016. He addressed the faculty members of the college. He handled a session on “How to write a Case” as a pedagogical tool.

CONFERENCES

Faculty members of SOM Dr. K. R. Pillai, and Prof. Nandan Prabhu attended an International Conference on Contemporary issues in Commerce, Management and Social Sciences, jointly organized by Manipal University India and Manipal International University Malaysia at Malaysia on 22nd and 23rd July 2016 to present their papers in their irrespective topics i.e. “The temporal and institutional essence of NPA in Indian Banks since 2000-01”, and “Path findings and Conceptual Modelling: An analysis of research approaches to workplace Spirituality” respectively.
Faculty team of SOM attended SSBRN Symposium 2016, held at Bali during August 4-5, 2016. The team consisted of Associate professors such as Dr. Yogesh Pai P., Dr. Lakshminarayanan, and Assistant professors Prof. Suhan Mendon, Prof. Raveendra Rao & Prof. Navin Kumar who presented their respective papers at the event.

STUDENT DEVELOPMENT PROGRAMS

The college opening day and Induction program was organized on 4 July 2016 for the second year students and first year students of SOM for the academic year 2016-17. The formation of clubs was one of the new initiatives taken during this academic year. Twelve clubs were identified and formed by SOM as a part of student development program. This initiative was focused on overall development of the management students. The purpose of these clubs is to encourage students to conduct events under the broad guidelines provided by the School. The twelve clubs are Sports & Athletics Club, International Student Exchange Club, Operations Management Club, Marketing Club, Student Research Forum, Voluntary service Club, Placement & SIP Club, Finance Club, HR Club, Healthcare Management Club, Start-up Club and Fine Arts Club. The elections were held in the month of July 2016 for the office bearers posts of all the clubs.

INAUGURATION OF CLUBS

The Student club of Centre for Regional Development (CRD) was inaugurated at SOM by Dr. Raveendranath Nayak(SOM, Director) on 21 July, 2016. Dr Anup Naha, coordinator of Manipal University Voluntary Service organisation was the guest of honour. Coordinator of CRD and Faculty Advisor, Dr. K V M Varambally highlighted the relevance of CRD student club. Ms. Archana, President of CRD student club, welcomed the gathering.
The inaugural ceremony of SOM Finance Club was held on July 21, 2016. Dr. Raveendranath Nayak, Director of SOM, Dr. V.K Ranjith, faculty member of SOM were the chief guests and chairperson of the inaugural function. Mr. Vatsal Kumar, the President of the club, delivered the welcome speech with a brief introduction on the plans and future activities of the Finance club.

The inaugural ceremony of the Marketing club was held on 23rd July 2016 in at SOM, Manipal. The guests of the event were Dr. Sreekanth Rao (Admissions Director, MU) and Mrs. Renu Jayaram (Managing Partner Jayadev Group), Chairperson of the function was Dr. Raveendranath Nayak (Director SOM). Faculty Advisor of the club Prof. Suhan Mendon was also present. The Marketing Club’s logo was unveiled by the guests and the members took the oath administered by the President, Mohan N.

The inaugural ceremony for the Operation Management club was held on 26 July, 2016 at SOM. The guests of the event were Prof. Vasant Kamath, Assistant Professor of TAPMI, and Dr. V.K Ranjith, faculty member of SOM. Prof. Vasant Kamath spoke about the essence of operations across industries and its impact on present business scenario. Mr. Jishnu Venugopal, President of the club explained the objectives and presented the list of planned activities for the next 6 months.

The inaugural function of SOM Human Resource Club was held on 29 July, 2016. The event was attended by Chief Guest Dr. Nandini Lakshmikantha (Director, School Of Communication, MU), and Dr Raveendranath Nayak (Director, SOM). Dr. S Lakshmi Narayanan, Faculty Advisor of the club, was also present. Mr. Kalven Jerald, the President of the Club, shared the objectives of the club.
The activities of the **Student Research Club** for the Academic year 2016-17, were formally inaugurated on Friday, 29 July, 2016 by Prof. K P Nandan Prabhu, SOM Manipal. Dr. Smitha Nayak, chairperson of the programme and Dr. Rajashekharan Pillai, faculty advisor of the club were also present. Mr. Mukul Bhardwaj, the President of the Club, presented an overview of the objectives and activities of the club for the academic year 2016-17.

The inaugural function of **International Student Exchange Club** was held on 30 July, 2016 at SOM. The event was attended by Chief Guests, Dr. Karunakar A. Kotegar (Deputy Director, International Collaborations, Manipal University and Chairperson of IAESTE and AIESEC), Dr. Raveendranath Nayak (Director, SOM, MU), and Professor Chetana Maddodi, faculty Advisor of the Club. Mr. Swastik Das, the President of the Club, revealed the list of activities for the current academic year 2016-17. The Club also unveiled the logo and tagline “Reach the world and touch the sky” during the course of this function.

The inauguration ceremony of **SIP and Placement forum** was held on 11 August, 2016 was followed by a workshop on “How to face a job interview”. Miss. Frency Cornelio, the President of SIP/Placement forum presented the overview and the objectives of the club. The chief guests of the event were Dr. KVM Varambally, Prof. Shammy Shiri, lecturer at Department of Public Health, Manipal University and Prof. Rekha Irani, faculty advisor of the club.
The **Healthcare Club** was inaugurated by Mr. Jibu Thomas, Operations Manager, Kasturba Hospital, Manipal. The inaugural ceremony was held on 9 August, 2016 at SOM, Manipal. Dr. Raveendranath Nayak, Director of SOM, presided over the inaugural function of the club. Dr. Swathi K. S., faculty advisor of the club, was also among the dignitaries present. Mr. Kaustubh Kolwankar, the President of the club, welcomed the guests and presented the roadmap of the club. The mission and vision along with the aim and objective of the club were announced. The club name **SHAFT (Shaping Healthcare Administration For Tomorrow)** was unveiled by the dignitaries on the dais.

**ACADEMIC COLLABORATION**

School of Management has collaborated with TAPMI, Manipal to provide an opportunity to finance students to learn the innovative software platform, the Bloomberg terminal, at TAPMI. These training sessions would give our students the real-time market information, and provide hands-on experience in the real world of finance. Students also participate in discussions and presentations related to investment practices. To be Bloomberg certified, students need to complete eight modules and pass the tests after each module. The entire process is done on a Bloomberg terminal. This course will make our students more competitive in the job market and stand out during the interview process.
Former IAS officer Dr. P. D. Shenoy, who was popularly known as turnaround specialist of public sector units (PSUs), was invited as the guest lecturer to discuss on the Karnataka State Road Transport Corporation (KSRTC)’s turnaround case with the students and faculty members of SOM, Manipal. The focus of the lecture was on the cost-effective management of four M’s: Manpower, Money, Machine and Materials, as also about undertaking effective measures in management of resources to enhance productivity as well as profits.

A guest talk was delivered by Dr B Mahadevan, Retired Senior Manager - Personnel, Hindustan Aeronautics Ltd, Koraput and Professor AMET University Chennai on the topic ‘HR Skills’. He spoke on effective management, taking strategic decisions and quick action and the responsibility of the manager to identify the strengths and weaknesses of the team. The importance of motivation among employees was also highlighted during the session.

A guest talk was delivered by Mr. U.Rajnikanth, Sr. Manager-Learning and development, Mangalore Chemicals and Fertilizers on 27 July, 2016. He spoke on Talent Management Function including challenges, process and its importance. He also facilitated learning through discussion. He shared his experiences with the class to provide students with greater practical knowledge.
The guest lecture of Professor Biju Varkkey, faculty member, Chairperson of HRM, IIM Ahmedabad was held on 29 July, 2016. He spoke about all the recent developments in HR and performance management. He spoke about the Pareto principle of management and the drawbacks of the bell curve.

Mr. Shiva Prasad, Project Manager of Manipal Digital Systems, visited SOM and delivered a guest lecture on the topic – Triple Constraints in Project Management on 15 July, 2016. He emphasized the importance of balance between these constraints for a project manager so as to attain effective use of resources. The need to develop interpersonal skills was highlighted, since a good communication plan is the foundation for project management.

A guest talk was delivered by Professor Dashrathraj Shetty, Faculty at Department of Computer Science Engineering, MIT on 16 July, 2016. The topic of the talk was ‘Human Factors in User Experience Design’. An alumnus of SOM, he discussed how emotions play a role in UX design and their impact on human beings’ five senses. He elaborated on the importance of creating a multi-sensory experience for customers, and that analyzing the customer journey reveals numerous opportunities to optimize the UX.

Dr. Mayank Jyotsna Soni, Assistant professor at T.A Pai Management Institute, delivered a guest lecture on cultural and cross-cultural influences to the Marketing students with reference to the consumer behaviour on 10 August, 2016. Dr. Jyotsna introduced the concept of culture and explained the Hofstede’s cultural dimensions. She also spoke on the means-end chain using which marketing to target segments is achieved. The seven dimensions and their level of presence among different countries was illustrated with an explanation on its significance to Global corporations venturing into new countries.
Mr. Sachin Jain delivered a guest lecture on Search Engine Optimisation and Search Engine Marketing on 12 August, 2016. He has more than 8 years of experience as a Digital Marketing Strategist and worked in various organisations like Google India Pvt Ltd, Manipal Global Education Services and Growth Story. The lecture consisted of topics like creating AdWords, ranking system followed by Google and how ads are positioned. Mr. Jain elucidated the concepts of Organic search, Paid search and Keywords. The AdWords account structure was also explained including the calculation of Ad position rank.

CA Shivaram Kamath, veteran of Capital markets and Founder Director- Samvitti Capital, delivered a guest lecture on ‘Art of Investing in Equity- Way to Pick Stocks’ on 16 July, 2016. The talk was delivered to the finance specialization students of SOM. His lecture included the analysis of stocks such as technical and fundamental analysis, methodologies of assessing the value of stocks in the stock market and major parameters of assessing the stocks by using price earnings ratio, enterprise value etc. for the decision making process regarding investments.

Prof. Krishna Prasad, Assistant Professor, Justice K S Hegde Institute of Management, Nitte delivered a guest lecture on ‘Market Response to Stock price changes during Mergers & Acquisitions’ on 10 August, 2016 as a part of the ongoing lecture series on Mergers and Acquisitions. He focused on the tools of measuring the impact of mergers and acquisitions on firm value and reviewed Lupin- Gavis acquisition deal.

Mr. T. Gautham S. Pai, Managing Director and Director of Manipal Technologies delivered a guest talk on ‘The Manipal Group- Internationalization Footprints’ on 9th August 2016 to the students of Global Business Strategy. He highlighted the international foray of The Manipal Group in USA and Africa (Nigeria and Kenya). He elaborated on the opportunities and challenges witnessed in African operations in packaging and labelling segment. He shared his experiences on the company’s foray into USA market in home fragrance segment and key acquisitions undertaken by The Manipal Group to position itself in USA home fragrance market.
Prof. Nandan Prabhu was awarded the best paper award at the “International Conference on Contemporary issues in Commerce, Management and Social Sciences” held at Manipal International University, Malaysia on July 22-23, 2016.

Dr. Savitha, Associate Professor, School of Management has published a research paper titled “Non-performance of financial contracts in agricultural lending: a case study from Karnataka, India” jointly authored with Dr. Naveen K, NIBM, Pune in Agricultural Finance Review, Volume 76 Issue 3. It is a Scopus-indexed emerald publication’s journal.

Dr. Yogesh Pai P, Associate Professor, School of Management has published a research paper titled “Measuring patient-perceived hospital service quality: a conceptual framework” coauthored with Dr. Satyanarayana Chary T. Professor, Telangana University in the International Journal of Health Care Quality Assurance, Volume 29 Issue 3. It is a Scopus-indexed emerald publication’s journal.


Mr. Daniel Alejandro Mendez, from Universided Pontificia Bolivariana, Colombia (Pontifical Bolivarian University) is doing internship under the guidance of Prof. Navin Kumar K on Human resources management project for a period of 5 months.


ALUMNI

SOM takes pride in sharing the achievements of its alumna, Aswathi Seluraj IAS MBA 2007-2009 Batch SOM, for being appointed as Assistant Commissioner, Kundapura Revenue subdivision. Aswathi, hailing from Kerala, was an IAS topper. She had earlier served in Mysore and Delhi.

SOM is proud to congratulate Mr. Shashidhar M on being chosen as a member of Blitzkrieg dance group of Manipal University who will be participating in the World Hip Hop Championship 2016 in Las Vegas.
SOCIAL AWARENESS PROGRAM

Centre for Regional Development, SOM and Rotary Club Udupi-Manipal organized Social Awareness Program for auto service providers of Udupi-Manipal on 7th July 2016 at SOM training center. The inaugural session was preceded by ASP Vishnuvardhan. The session covered social responsibility, professionalism in auto service, effective communication and relevance of first aid. The chief guests were Mr. K. Annamalai, Superintendent of Police Udupi District, Rtn. Subramanya Basri, Assistant Governor Rotary, Dr. Raveendranath Nayak Director of SOM along with Dr. K V M Varambally, Coordinator of Centre for Regional Development and Rtn. Dr. Srikanth Prabhu, President Rotary Club Udupi-Manipal.

Celebrating International Students Day

International Student Exchange Club of SOM conducted a Yoga workshop for International students of Manipal University as part of the International Students Day Celebration organised by the Office of International Affairs and Collaboration at KMC Interact Hall on August 14. Students from 18 nations participated in the workshop. Ms. Priyanka Amin was the resource person. The faculty and students of various institutions of Manipal University appreciated the efforts of SOM in showcasing yoga to international students.

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The All India Radio conducted an interview of Dr. Raveendranath Nayak, Director SOM as a part of the Yuvavani segment in ‘ಡಾರಿ ದೀಪ’(Daari Deepa) programme which was aired on Friday, 12 August at 5.30 PM at Frequency: FM 100.3.

Train The Trainers

Alapana B and Arvind S, 2nd year MBA students were invited to conduct ‘Train the trainers’ workshop on safe sexual practices in Madurai by 3D team of Manipal on 14th and 15th August, 2016.