

# GIBS NEWSLETTER

March Edition (December 21- March 22)

## December – Enchainers 2K21

Management & Cultural activities at colleges are among the most popular among the colleges. Enchainers 2K21, the annual intercollegiate cultural extravaganza held by the Management Society of GIBS College in Bangalore, was a captivating and heart-racing event that took place in January.

Mr. Ritesh Goyal, the college MD and Dr. Aparna K Rao, the director, presided over the event. More than 200 students from all batches attended the festival and competed in more than eight different contests and tournaments. The photography contest and Best Manager, as well as group events like Treasure Hunt and Dance, were highlights. 'Film It,' a short documentary competition, was also interesting.

MAD Ads and Mock Rock competitions were two more popular events.

We've worked hard over the years to incorporate a variety of events so that kids from all over the country can take part and make the event a huge success." The show ended on a happy note, with everyone dancing, singing, and partying after the Battle Grounds mobile competition.





## **IRE Report**

Future students will want learning support that is tailored to their own situation or context. That's all there is to it. Marcus Specht is a writer who lives in New York City.

### **Introduction**

Leadership talks, a pioneering programme by GIBS, has evolved into IRE talk. It is a one-of-a-kind platform where well-known motivational and experienced speakers from India and around the world share their expertise on themes such as business, management, innovation, research, entrepreneurship, and personal development.

In December 2021, GIBS Business School held four IRE presentations, one on each Friday from 4 to 5 p.m. Team building, leadership, barriers to effective communication, and creativity were among the topics covered.

When it comes to team building, there are several stages. Forming, storming, norming, performing, and adjourning are some of the stages. The team leader should maintain a close eye on all of the events in each stage and provide guidance to the members regarding their individual and team responsibilities. The goals of team development assist the team in the event of a crisis. Address interpersonal issues within the group, increase inter-team communication, boost team enthusiasm, and stimulate outside-the-box and innovative thinking.

Every day, we interact with other individuals in some way. Conversation, facial expressions and body language, social media, email, and other means of communication are all used to communicate.



We put ourselves and others at risk if we don't communicate properly, regardless of the method of communication: spoken, nonverbal, written, listening, or visual.

Dissatisfaction or disinterest in one's job, unwillingness to listen to others, lack of transparency and trust, cultural differences, and language are some of the challenges to effective communication. We should all actively participate in self-reflection on our communication abilities.



You may improve your skills through reflection, empathy (placing yourself in the shoes of others), and practise. However, because no one is flawless, it is also critical to identify and admit when you make a mistake, as this is the first step in maintaining open lines of communication.

**Examination Report** Believe in yourself and everything you're capable of. Recognize that you have something within you that is stronger than any challenge. - Larson, Christian D

**Introduction** Trimester exams are given to students at the end of each three-month period to assess what they have learnt. Educators will be able to better understand how much their pupils are learning by giving them examinations, and students will have the opportunity to practise the test-taking abilities they will need if they enter the corporate sector.

The second trimester test for the PGDM class of 2021-23 was held from February 28th to March 7th, 2022. Students received their exam timetable 10 days before the exam to prepare. GIBS faculties assisted students with exam preparation.

Invigilators were quite stern and disciplined with their obligations during exam time. In addition, the strength of the students who took Exam 70. According to the schedule, exams were held every day from 10 a.m. to 12 p.m., with a total of 50 points for each topic.

Prof. Sowmya presented Quantitative Techniques II, which was the first exam topic of this trimester. This paper was suitable for the majority of students.

Human Resource Management, Cost and Management Accounting, Managerial Communication, Production and Operation Management, Marketing Management, and Current Affairs were the tests that followed.

The Current Affairs exam this trimester was about submitting a project on Corporate Social Responsibility (CSR). Students learned about several facets of CSR operations in an organisation as a result of this assignment. The students were given a topic about the world's top 500 fortune companies.

In comparison to the previous trimester, 100% of the students followed the exam guidelines meticulously.



GIBS Finishing School helps students match their current abilities to industrial norms. The school focuses on closing the skills gap between students and industry demands, ensuring that GIBS graduates are ready to start a successful career in their desired company.

GFS 2.0 began on December 18, 2021. On this day, GFS Director Prof. Nazia presented a brief introduction to GFS 2.0 and the criteria that students must follow for the following three months. That day, she advised every PGDM first-year student to create a Facebook account and begin uploading one video every day, with a duration of 2 to 3 minutes. This plan's goal was to help students improve their speaking and expressing skills while engaging in presentations, group discussions, and debates. The entire month was devoted to written communication, reading comprehension, speech planning, and coaching sessions.

GFS trainers are quite helpful, and by keeping coaching sessions short, trainers are able to focus on the areas in which students need to develop.

### ***IRE TALK on Emerging Technologies as Force Multiplier in Digital Economy By Ms. Jayashreekar and Mr. V Vasudevan***

The IRE Talk, which took place on January 22nd, focused on emerging trends. Cloud Computing is just an additional—albeit welcome—option for enterprises to choose (or not) from a mature palette of available technologies in the United States. Cloud computing is still seen as a disruptive factor in India. The scalability, flexibility, and utility-based pricing that cloud provides have piqued the interest of many corporations, academic organizations, and even governments. Simultaneously, they are concerned about the social and economic implications of this new computer paradigm. In another example of the discrepancy, cloud adoption in the United States is largely driven by individual company economic factors.

When it comes to cloud computing in India, money is always a factor. However Cloud is also considered in the perspective of India's efforts to meet its developmental objectives. Specifically, how might cloud assist India build its economy and strengthen its position as a worldwide innovator?



**Ms. Jayashree Kar**  
Founder & Director  
DigitAge Technologies



**Mr. V Vasudevan**  
Director  
DigitAge Technologies



Cloud appears to be an apparent fit for India, as it may help reduce obstacles to expensive technology, allowing new services and products to emerge. Small company owners, new entrepreneurs, non-profit groups, and universities are all encouraged to collaborate and share expertise.

### ***Webinar on FINANCIAL SERVICES by Mr. Girish Kousgi***

Can Fin Homes Ltd. MD and CEO presented a webinar. The importance of financial services was stressed on January 18th. Financial services firms are now leaders in digital transformation activities, pursuing a variety of data initiatives to develop and extract insights for competitive and market advantage.

But what does the future contain, what is ahead, and what should we begin planning and investing for now?



**Mr. Girish Kousgi**  
MD & CEO - Can Fin Homes Ltd.

All businesses are attempting to acquire a competitive advantage by strengthening their analytical foundations and improving their data engineering, data science, and business intelligence skills. Banking and financial services have a leg up on the competition because they have a long history of using data. However, this advantage is just temporary. Join us as we share our lessons learned on the path to integrating data to advance business goals. Even experienced business and data experts overlook some of the flaws and hazards that these new technologies and paradigm shifts bring; this session should shed light on some of those blind spots

### ***IRE Talk on Impact of Emotional Intelligence on Leadership by Ms. Chetna***

This IRE TALK took place on January 8th. The tone of an organisation is set by its leaders. If they don't have emotional intelligence, it could have far-reaching effects, such as reduced employee engagement and more turnover.

While you may be technically proficient at your profession, if you are unable to successfully communicate with your team or interact with others, your technical abilities will be neglected. You may develop your career and company by mastering emotional intelligence.



Emotional intelligence is usually divided into four key abilities:

Self-awareness  
Self-management  
Social awareness is important.  
Management of relationships



Emotional intelligence, often known as EQ, has become a necessary skill over time. Emotional intelligence is the strongest predictor of performance, according to research by EQ provider Talent Smart. And it's gotten the attention of hiring managers: Employees with high emotional intelligence are more likely to keep calm under pressure, settle conflict successfully, and respond to coworkers with empathy, according to 71 percent of employers polled by CareerBuilder.

## **ONLINE LOHRI AND PONGAL CELEBRATION AT GIBS**



The online event  
took place on  
14<sup>th</sup> January.

Festivals are a great way to have a good time. We all enjoy participating in various festivities. Isn't that correct? Furthermore, we all have one or more favourite festivals. In India, there are many distinct sorts of celebrations. It is because of the country's diversity of people. The diversity of India's population is the source of the country's various cultures and traditions. People in various sections of the country celebrate various festivals based on their unique culture and custom. Every event observed in the country has its own historical importance. The event began with talks in English and Punjabi emphasising the significance of the Lohri festival, which brings in the joyous spring season and bids farewell to the dreary winter.

The concept was methodically portrayed in the form of a cultural programme, which included stunning performances. Singing, dancing, instrumental, and role-play were among the acts put on by the pupils. The event was well received by both parents and students.



Though the event was online, it didn't feel like it because people were sharing their experiences and stories about festivals of that particular culture and how they celebrate them in their own places. It was truly beautiful and we enjoyed the event

## ***IRE TALK on Introduction To Marketing and Advertising by Mr. Mark Garimella***



Mr. Mark Garimella conducted this IRE TALK on the 21st of January. What would you say about marketing if you had to describe it to someone? 'Marketing equals Sales!' are usually the first few phrases that come to mind. Personal selling and even advertising are not considered to be part of marketing. Most individuals have a very narrow definition of marketing.

Public relations, sales promotion, advertising, social media, pricing, distribution, and a variety of other roles are all part of marketing.

Companies have significantly boosted their marketing budgets. Companies, for example, are estimated to spend over \$15 billion yearly on marketing to JUST KIDS. This represents a 2.5-fold increase over what they spent in 1992. Marketing's overall goal is to communicate, provide, and create value for customers. Furthermore, businesses must consider its employees, stakeholders, and society. Consumer-oriented marketing is used by the most successful companies in the world. They invest a lot of time, money, and resources into researching their consumers' daily lives and developing solutions to meet their needs. Disney, Pepsi, Apple, and Procter & Gamble are just a few examples of firms that are noted for their innovative marketing.

These were some of the excellent insights shared by Mr. Mark Garimella who enlightened us with his knowledge and practical experience and inspired us to study more about marketing and advertising.



## REPUBLIC DAY CELEBRATION @ GIBS

Mr. Ritesh Goyal, Academic Directors and other staff members commemorated the celebration of 73rd Republic Day at GIBS Business School.

Since 1950, when India's constitution was drafted, the 26th of January has been observed as Republic Day. In India, Republic Day is significant in history since it commemorates each and every freedom fighter's effort. On the same day in 1930, people fighting for India's independence swore a commitment on the banks of the Ravi River in Lahore to attain total independence (Poorna Swaraj), which was achieved on August 15, 1947. India was declared a sovereign nation on January 26, 1950. The Indian people had the power to choose the country's leadership because it was a secular, socialist, and democratic republic. It is commemorated by holding a large celebration at Rajpath in New Delhi, which includes the unfurling of the National Flag and singing the National Anthem in the presence of the President of India.

It was quite amazing to see our national flag flying high, and the collegiate atmosphere added a special touch to the celebration of Republic Day. It was well planned and organised following all the COVID protocols.





## ***IRE TALK on Innovation – by Mr. Arvind Warriar***



The IRE discussion on innovation on the 28th of January was one of the most fantastic talks ever.

When it comes to educational innovation, I think of the phrase 'Don't put new wine in old bottles,'" said Hyuk Jang, a South Korean language teacher. "Things are changing in the world. People, on the other hand, continue to teach and learn in ways that were invented during the Industrial Revolution. It's no longer functional."



"Innovation in education requires constant collaboration with colleagues – a complete last-minute redo of a teacher's lesson plan because there was something else out there that he or she had to try, a change in the direction of a class because the students are driving the instruction," Jennifer Hesseltine, a middle school U.S. history teacher from New York, explained.

"Innovation in education is about more than just technology. It's about how you can use technology to enable children to become lifelong learners and change agents," said Steven Sutanro, an Indonesian teacher.

In education, there is no single definition of innovation. One thing is certain: innovation plays a critical role in education. The U.S. Department of Education even has an Office of Innovation and Improvement.

## ***IRE TALK A Session on Unlocking Value through New Generation Platform Ecosystem- by Mr. Antarpreet Singh***



On February 4th, by Mr. Antarpreet Singh. ecosystem-building has been a red-hot topic in the business world in recent years, the COVID-19 crisis has amplified the importance of digital interactions and will likely further accelerate the adoption of digital-ecosystem business models.

According to our global consumer sentiment polls, the increase in online sales will continue to some extent even after the crisis has passed, and 71% of consumers are ready for integrated ecosystem products.

Interactions between businesses are changing as well. For example, in April 2020 in the US, 80 percent of business-to-business sales teams had shifted to remote working, and businesses rated digitally-enabled interactions with business-to-business customers as being twice as important as traditional methods, a 30 percent increase compared to the start of the crisis.



Given the ecosystem business model's value-generation potential: growing the main business, expanding the network and portfolio, and earning money from new products and services, most global organisations are now actively investigating it. The integrated network economy might generate \$60 trillion in worldwide revenue by 2025, with a projected increase in overall economy share from about 1% to 2% currently to around 30% by 2025.

## CORPORATE SUMMIT



Global Institute of Business Studies  
Nurturing the Next Generation of Leaders




**CORPORATE SUMMIT (MDP) - 2K22**



**Mr. Soumyadip Chakraborty**  
IIM-B Mumbai | GIBS Faculty  
Head of Operations (East), OBO  
Entrepreneur, Growth Hacker and Speaker

Session 1 - WEBINAR

**INTERNET OF THINGS (IOT)  
AND INDUSTRY 4.0**

Session 2 - PANEL DISCUSSION

**DIGITAL TECHNOLOGY  
MANAGEMENT  
FOR BUSINESS EXCELLENCE**

Moderator



**Mr. Hari Prakash Karcherla**  
GIBS Faculty,  
Brand Consultant/Trainer,  
Ex - Marketing & Sales Leader  
@Valvoline, CEAT, MRF

Panelists



**Mr. Anurpreet Singh**  
GIBS Faculty  
Founder - ADTA  
Ex-Asia Pacific Head  
Alcatel Lucent University  
Ex. Director - Digital  
Learning  
ISB Hyderabad



**Mr. Michael Teoh Su Lim**  
Founder CEO  
(Thriving Talents)  
Global Advisor &  
KOL (Microsoft)  
Millennials Leadership  
Strategist & Speaker



**Ms. Jayashree Kar**  
Founder & Director  
DigitAge Technologies  
Specialized in Enterprise  
Architecture



**Mr. V Vasudevan**  
Director  
DigitAge Technologies  
Specialized in  
Cloud Technologies &  
Finance Services Business

On IOT, on the 19th of February. The Internet of Things can bring tremendous benefits. But what exactly is the Internet of Things, and how is it being used in various industries? This TDWI e-book investigates in detail what IoT means and does for retailers, the automobile industry, state and local governments working with utility corporations, and the industrial industry. Connectivity, data-driven insights, predictive capabilities, and change are all common themes.

An IoT ecosystem is made up of web-enabled smart devices that gather, send, and act on data from their surroundings using embedded systems such as CPUs, sensors, and communication hardware. By connecting to an IoT gateway or other edge device, IoT devices can share sensor data that is either routed to the cloud for analysis or examined locally. These gadgets may occasionally communicate with one another and act on the information they receive. Although individuals can engage with the devices – for example, to set them up, give them instructions, or retrieve the data – the gadgets do the majority of the job without human participation



## ***Panel Discussion on DIGITAL TECHNOLOGY MANAGEMENT FOR BUSINESS EXCELLENCE***

Business leaders have realised that 'DIGITAL' has become a fundamental element in today's company world, and it has the potential to upend old business paradigms. They recognise that it's time to establish a business transformation strategy that incorporates cloud, mobile, analytics, social media, IoT, blockchain, artificial intelligence, machine learning, robots, augmented/virtual reality, 3D printing, Industry 4.0, and other technologies.

Many firms, however, are slipping behind the competition in terms of strategic digital technology adoption simply because their non-technical executives are unaware of the appropriate business use cases for these technologies. These senior executives are falling behind because they are unable to comprehend the many dimensions of 'DIGITAL' through a business lens — described in layman's terms using management jargon. With this emerging need in mind, this curriculum provides a complete basis for comprehending digital technologies in a non-technical manner, assisting managers in overcoming their digital deficiencies.

## ***PGDM Industrial Visit on 17<sup>th</sup> February to Akshaya Patra***



The event flowed as follows: We left the college campus at 9:00 a.m. and arrived at the AkshayaPatra Foundation at 10.30 a.m., where we were greeted by Mr. Praveen, who then accompanied us through our entire industrial visit.

Mr. Vallabha Chaitanya Prabhu gave a session on "trapped- How to handle digital distraction" from 11:00 a.m. to 12:00 p.m., during which he also emphasised the importance of meditation in our life and showed us how to meditate through chanting.

We then took a tour of the ISKCON temple before heading to the food section by 12:15 p.m., where faculty coordinators and the majority of the students volunteered as "Lunch Warriors" and "Thirst Warriors," serving food to over 100 people at the temple food service section, while others assisted with other activities in the dishwashing area. After a busy lunch break and volunteer work, we were treated to a fantastic dinner before heading to AkshayaPatra, the world's largest kitchen, at 1:30 pm.



From 1:30 to 2:00 p.m., Mr. Praveen and a culinary guide gave the students a tour of the kitchen. The guide walked us through the entire process of preparing meals for 18,00,000 children every day, from purchasing veggies to transporting the food to the schools where it is served.

As Gibians, we are delighted to gain new insights into operations and supply chain management.



### ***GIBS Inauguration of Sportz Arena***

On February 24, 2022, the Global Institute of Business Studies (GIBS) Bangalore debuted the new GIBS Sportz Arena and GIBS IRE Talks, continuing its wonderful heritage of innovation.

While 'Sports Arena' is an excellent effort to promote both outdoor and indoor sports, 'IRE Talks' is a valuable resource for anyone seeking expertise



On the occasion of this unique inauguration, a large number of dignitaries were present. Mr. Hari Prakash Karcherla, who has worked as a Trainer & Consultant for major businesses such as CEAT, Valvoline, MRF, and Gillette, and is currently a Faculty and Sportsman at GIBS, was one of them.

Mr Ritesh Goyal, the Managing Director of GIBS, is well-known for his motivating speeches and great leadership. The director of GIBS, Dr. Aparna Rao, is a well-known figure. Along with them, the event was attended by a number of prominent and well-known industry figures.

Efforts such as the 'GIBS Sportz Arena' are a requirement in today's world. In business and management education, physical and mental strength are very important. Due to the stress of mental hurdles or unanticipated physical problems, students frequently miss out on possibilities. Sports should be a part of everyone's lives in general since they not only provide amusement but also provide people the energy to work with double the excitement and refreshment. Such sports stadiums should be a standard feature of any business school, but just a few do. It is commendable that GIBS has taken such a positive step in recognising this need. All major outdoor sports, including football, badminton, handball, cricket, and volleyball, are played at this sports stadium.

As Gibians, we appreciate having a sports venue where we can demonstrate our abilities and fitness.



## ***CSR Activities Meal Donation on 26th February***

Universities, as educational institutions, play a vital role in the development and improvement of the society, contributing to the welfare of citizens. GIBS Business School, Bangalore is an educational institute, which organizes various CSR activities every year lending a helping hand to the needed ones.

On 26th February 2022, CSR society executive members with society head went to two places (Shiva Temple and Anjana Swami temple) in Bangalore to distribute Bisibele Bhat and Kesari.

More than 700 people came there to eat. CSR team had done a great job in executing this activity. Also, Donation Connection provides an alternative to discarding surplus food by linking food service donors with surplus food to local hunger relief agencies. We do this by creating and maintaining an efficient communication and reporting network that links available sources of food to those in need through these existing charitable organizations.



As GIBians, we are glad to share this great initiative taken by our management and CSR society members.

## ***FACULTY DEVELOPMENT PROGRAMME Session on Basis of Excel***

Technology brings processes, and tools together, information exchange to promote development for the betterment of mankind. It helps people to solve their problems, reduce excess time, save lives, and help to interact and exchange information. In today's world Excel is one of the important tools used by many companies, organizations and in different sectors.

### ***A session on Basics of Excel by Mr. V Vasudevan.***

On 22nd February 2022, GIBS Business School had organized a session on Basics of Excel.

Excel is an incredibly powerful tool for getting meaning out of vast amounts.



A working knowledge in Microsoft Excel is vital for most office-based professionals today, and stronger Excel skills can open the door to promotion and leadership opportunities but it also works really well for simple calculations and tracking almost any kind of information. The key for unlocking all that potential is the grid of cells. Cells can contain numbers, text, or formulas.

You put data in your cells and group them in rows and columns, that allows you to add up your data, sort and filter it, put it in tables, and build great-looking charts.

The following things were highlighted-

In the introduction of Excel, every new learner should have basic understanding of creating a new spreadsheet from scratch. Executing basic computations like adding, subtracting, multiplying, and dividing etc.

As a GIBIAN, We are glad to hear about this program . Which helps us in building soft skills and make us get ready for future steps.

### ***IRE TALK on Future Of Customer Experience conducted by Mr. Jyoti Prakash Sahu on 4<sup>th</sup> February***

Companies with a customer experience mindset today earn 4- 8% more revenue than their competitors. As a result, customer experience has become a competitive advantage, key differentiator, loyalty booster, and a driver for repeat purchase. So then, with the sweeping digitization of businesses, what will the future of customer experience look like?

Let us delve into how these trends will shape the future of CX.

**Artificial Intelligence:** In Digital Era, we are using artificial intelligence to get feedbacks from the customer, Doing surveys. It will be benefited for company as well to reach a greater number of customers (chatbots, automation).

**Augmented Reality:** Augmented reality is already being applied to customer experience to enrich the customer's experience to enrich the customers view of the existing physical world. Marketing teams use to enable customers to imagine the potential for what they sell.



A session on

## **THE FUTURE OF CX (CUSTOMER EXPERIENCE)**



**Mr. Jyoti Prakash Sahu**  
CEO & Co-Founder - Light House Partners  
GIBS Faculty

**Data Security:** Successful cyber-attacks have plunged organisations of all shapes and sizes into chaos, from private companies to governments. To prevent this CX leaders will have to manage customer expectations in an attempt to secure brand reputation and consumer trust. As such, it is not just about defending against cyber-attacks; CX teams should aim to be pro-active, not reactive.

**Employee Experience:** In case of CX, employee experience plays an important factor in customer satisfaction, and creates transparency, trust, and communications from employers, Career development and upskilling opportunities.

Customer Journey Mapping is also helps in creating effective visual maps that reflect customers' journeys through these channels, journey maps must be rooted in data-driven research and must visually represent the different phases customers experience based on a variety of dimensions, including customer sentiment, goals and touch points.

The future of CX is to refocus businesses on customer value.

It doesn't have to be this way. Automating the mechanisms can give you more time and space to focus on qualitative insights. Look at what people say and the tone with which they say it. This can help create more space for thinking about customer value

As a GIBIAN , we are glad to know about more insights of customer experience and how we can implement those techniques in real life scenarios.

### ***Management Education "Issues, Challenges, and Opportunities"***

Management education is one of the fields that has taken on a new dimension as a result of the changing times. Marketing, finance, and human resource management were once considered practical areas of management, but today's management education encompasses a much wider range of functional areas, including operations, information technology, international business, supply chain management, retail, and much more.



Because of the growing demand for qualified and skilled management graduates, India has seen steady expansion in this field of education. We may change the tides in our favour by changing the tracks of our ideas. It's past time to move our epics' Indian wisdom from mental supremacy to material reality.

"Education should foster not only the intellectual progress of individuals but also the building of solid moral foundations in them," Swami Vivekananda argued in the nineteenth century.

Management refers to the professional management of businesses, government agencies, institutions, and organisations of all types, as well as the efficient use of resources to maximise the benefits to all stakeholders. Management education, which was relatively unknown in the eighteenth century, has evolved into a powerful force for change in academia, the workplace, and the cultures of both developed and developing countries.

It's all about learning new abilities and putting them to use in a shared and multidimensional development and value system. Its goal is to develop the necessary skills for making the greatest and most creative use of man and materials.

In today's uncertain and fast-changing environment, where new technology emerges every day, rendering the old one obsolete, it is critical that management education be vibrant and responsive to the new problems that are knocking at its door. Management can be one of the noblest professions if done with modesty and a sense of duty to society.

As GIBian, we have learnt about the value of management education. We were excited to hear from a few outstanding panellists about management education's issues, challenges, and prospects



Mr. Srinivas Kulkarni



Ms. Jyothirmayee Pola



Dr. Sanjeev Padashetty



Dr. Kripa Shanker Gupta