



**Bharatiya Vidya
Bhavan**

Bhavan's Royal Institute of Management

(Affiliated to CUSAT)

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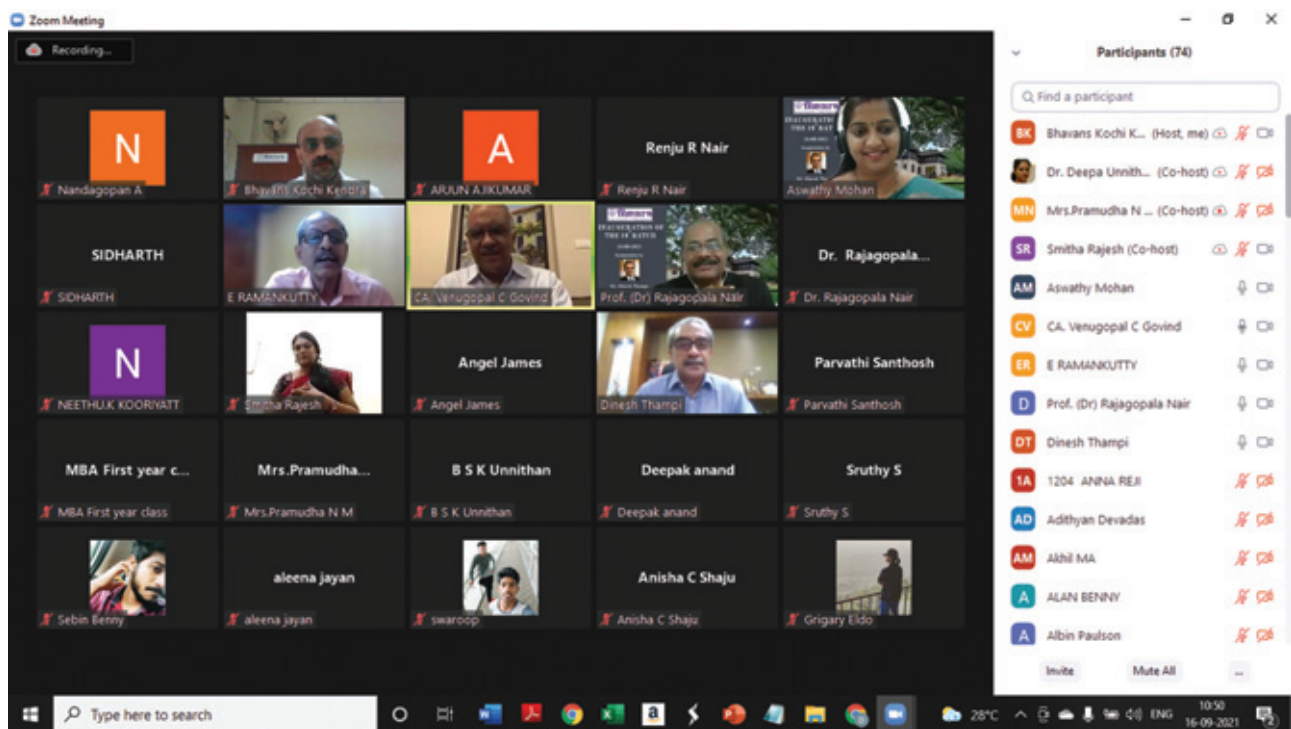
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July - December 2021

INAUGURATION OF MBA 2021-23 BATCH

The MBA batch 2021-23 was inaugurated by Sri. Dinesh Thampi, VP & Head, Kerala Operations, Tata Consultancy Services. His inaugural address with experience sharing was a befitting opening to the students to the world of management. Sri. Venugopal C. Govind, Chairman- BVB Kochi Kendra who presided over the function exhorted students to immerse themselves into the fathoms of knowledge and transformative

education. Sri. E. Ramankutty, Director BVB- Kochi Kendra elaborated the dimensions of the mighty value system upheld by Bhavan and wished them the best for their journey ahead. Our Dean, Prof. Dr. Rajagopala Nair welcomed the gathering and communicated our sincere commitment of all at Bhavan's in nurturing and developing them. Ms. Angel James, Student Manager from 2nd MBA delivered the vote of thanks.



PRATIPAD 2021

The flagship induction programme of the institution, 'Pratipad' - the first step in Management Education, was conducted for the new batch over a period of three weeks wherein the newly admitted MBA aspirants got an overview of their learning methodology, contemporary business world and realistic analysis of what lies ahead of them as young management graduates. Due to the pandemic COVID 19, the 'Pratipad' was conducted virtually online without

diluting the purpose and essence of the programme.

The initial week was meant to adapt students to the new course, andragogy and the mode of online learning. Prof. Dr. Zakkaria, Director-DDUKK, CUSAT oriented the students on the expectations from MBA students.

It was followed by the virtual introductory meetup to familiarise the staff members and new joiners with each other. The handholding session by our alumni



members featured Mr. Aravind Warriar Senior HR Manager, RapidValue, Mr. Muralikrishna Raghupathy, Asst. Vice President-Talent Strategy Wells Fargo (India & Philippines).

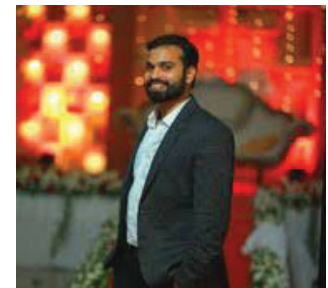
The orientation on functional areas started with Mr. Praveen Saseedharan Deputy Manager - Real Estate, Mc Donald's. introducing students to Marketing



Management, Adv. CMA. Sankar Panicker, Insolvency Professional, explaining to students about the nuances of Financial Management and Mr. Anoop Surendranath, Assistant



Director, Tax Technology, EY elaborated on corporate expectations The activity session conducted by the HR Dept. was a new experience of learning through corporate games



for the students. Mr. Fredy Francis Dy, Manager-ESAF Bank talked to students on the opportunities in banking and Rtn. Ramesh Ranganathan, Group Director-TWBC discussed with students on the topic

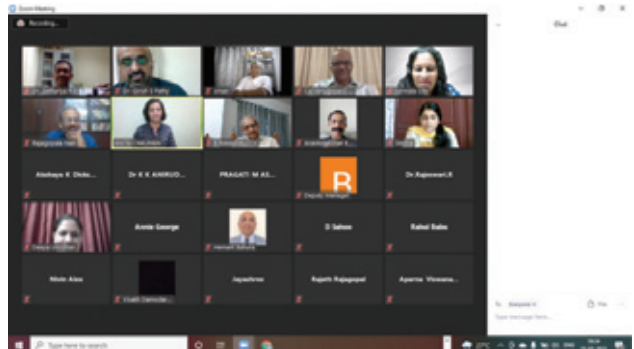
Community Engagement & Managers. The session on entrepreneurship included a discourse by Ms. Nirmala Lilly, CEO-Infinity Hospitality Services on the Managerial Road to Entrepreneurship and an orientation on Student Entrepreneurship by Kerala Startup Mission .



During the second week of Pratipad, students were introduced to the management subjects with Foundation courses on Financial Accounting, Managerial Economics and Quantitative Techniques. A team based contest "Its time to Hifive" was also organized wherein students formed online teams and competed enthusiastically. Pratipad 2021 concluded with the feedback collection which reported that the programme achieved its objective.

ISTD - BHAVAN'S STUDENT CHAPTER INAUGURATION

The student chapter of Indian Society of Training and Development was inaugurated in the campus by Ms. Anita Chauhan, Chairperson-ISTD Kota Chapter. In her address, she spoke about how ISTD has helped her grow in her professional life. After the launch, a webinar on "Building human capital and resources" was hosted in association with the Kochi Chapter with Dr. Jayasankar Neelakantan, IRS-Commissioner of Income Tax Administration as the resource person.



BHAVAN'S IEDC-ENTREPRENEURIAL ECOSYSTEM DEVELOPMENT

- i. Workshop on Marketing Tools for SMEs and Startups by Ms. Anooja Bashir, CMO-Flexicloud.



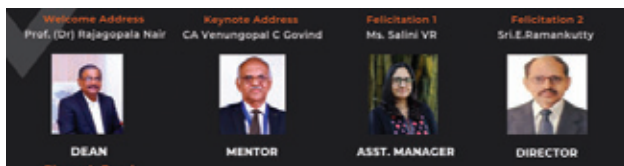
- ii. Talk Session on "An entrepreneur's experience" by Mr. Krishnaswamy, Managing Partner-Konfidence Education.



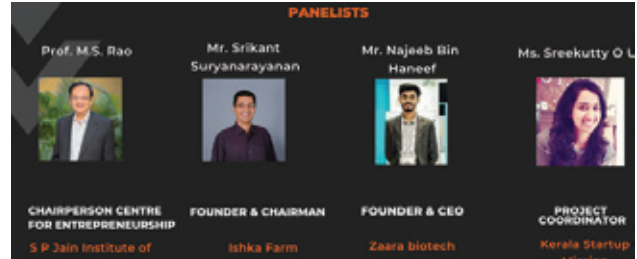
- iii. The launch of Innovator Premier League-2021



- iv. A logo design contest for a UK based startup.
v. Hosted the opening session of Kerala Innovators Technology Expo(KITE)2021 with Kerala Startup Mission.



- vi. Panel Discussion on entrepreneurial metamorphosis.



- vii. Bootcamp with Ideathon, SCAMPER Week, Lean Canvas workshop and Elevator Pitch contest.
viii. Hands-on workshop on Block Chain Technology
ix. Ten innovators from IEDC attended the two day Workshop on Python Programming.
x. Three of our first year students, Ms. Parvathy Santhosh, Mr. Sebin Benny and Mr. Sanand Unnithan were selected for the three month Robotics Training as part of IoT challenge by Kerala Startup Mission.
xi. Mr. Nanda Gopan. A , 1st MBA attended the two day Innovation Catalyst Workshop by KSUM and Tinker Hub Foundation.

FACULTY PUBLICATIONS & PRESENTATIONS

- Ms. Aswathy Mohan, presented a paper titled, "Factors affecting Stakeholder prioritization and its effect on ethical intention of business students" ISDSI-Global Conference 2021, by IIM Nagpur.
- Dr. Deepa Unnithan published a paper titled, "Behavioral Prediction of Students' Entrepreneurship: A Neural network template for

Early Identification of Entrepreneurs from the Campus, in HUST -Elsevier journal (Scopus Indexed), 2021.

- Dr. Deepa Unnithan presented a paper titled, Breaking Stigma through Inclusive Medical Care - An Inquiry among Healthcare Providers for the Medically Marginalized Communities" in the ISDSI-Global Conference 2021, by IIM Nagpur.

'NOBLE THOUGHTS' : LECTURE SERIES

In our distinguished lecture series Noble thoughts, Prof. Dr. Partha Ray who is the Consultant Neurologist and Neurophysiologist at Liverpool University enlightened the audience on the topic "Santals- the Indian story of Conservation

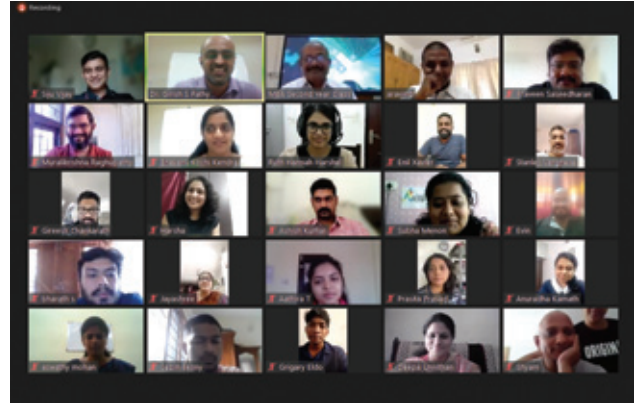


vs. Development". True to the concept of noble thoughts, the session stimulated the participants to intrigue and discuss on the topic on a deeper level to the extent of developing a social outreach activity for the Santal tribes of West Bengal.

BHAVAN'S ROYAL ALUMNI TUTOR RESOURCE - BhrAtr

BhrAtr (brother in Sanskrit) is a mentoring initiative through which we connect every student to an alum, who has established himself or herself capable enough to handhold the current students. The alumni mentor will help the students in goalsetting through internship guidance ,career guidance and various levels of development as a management graduate, just like an elder sibling to the junior student. The launch of BhrAtr was done by our Chairman Sri. Venugopal C. Govind, who lauded the institution for coming up with such a novel initiative and appreciated the alumni members for their willingness to render their time and services for the mentoring initiative. Sri. E. Ramankutty,

Director graced the occasion and offered his felicitations.



IRA 2021- THE ANNUAL SPORTS MEET & RUN FOR A CAUSE

The Covid protocols could not dampen the spirit of sports in our campus, as the annual sports meet 'Ira 2021' was spread across a week and the staff and students participated in sports and games with much vigour and enthusiasm. The meet culminated with a 'Run for a Cause' : Health for all, and Wealth for the

Nation", which was flagged off by our Dean Prof. Dr. Rajagopala Nair. The run, in full compliance with Covid protocol started from Hill Palace, covered nearby places and ended into the college ground, culminated into the Annual Sports of the college.



 **Bhavan's**
Royal Institute of Management

Global Aspirations Indian Values

CUSAT

MBA @ Bhavan's

MBA Admissions Open for 2022-24 Batch



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