

AVEKSHA

Managing Difference

A Newsletter of Department of Management Studies
Adi Shankara Institute of Engineering and Technology

July Edition 2023

Vision:

To emerge as a center of excellence in Management Education and Research through valuebased learning

Mission:

To disseminate quality education in management through holistic and innovative approach.

To foster a conducive learning environment and encourage continuous improvement.

To build leaders of ethical values who can contribute to organization and society.

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Industrial Visit of S4 MBA students

A batch of 34 S4 MBA students of Adi Shankara Business School along with Ms Manju M Mathew and Mr Vignesh Karthik, Assistant Professor, ASIET visited Web and Craft at Infopark Koratty on 22nd February 2023. The employees at Web and Craft explained details regarding the services offered by the company. The interactive session that followed helped students garner information regarding the work culture in an IT company.



Kautilya 23

Adi Shankara Business School hosted Entrepreneurship Conclave Kautilya 23 on 10th March 2023 in conclusion to entrepreneurship week celebrations. Mrs. Sheela Kouchoseph Founder V-Star Creators and Mr. Sarath V Raj CEO KIDE were the guest speakers. The event included Business Plan Competition on 7th March 2023 with many entries to compete. In the final round the best vibrant, viable and feasible hydroponics prototype plan won the competition.





Industrial Visit of S2 MBA students

S2 MBA students visited the Jeevan Tea Factory, CALVARYMOUNT as part of their Industrial Visit. The Manager explained about the production, manufacturing and marketing process at the company. Later the students proceeded to their tour of Kodaikanal.





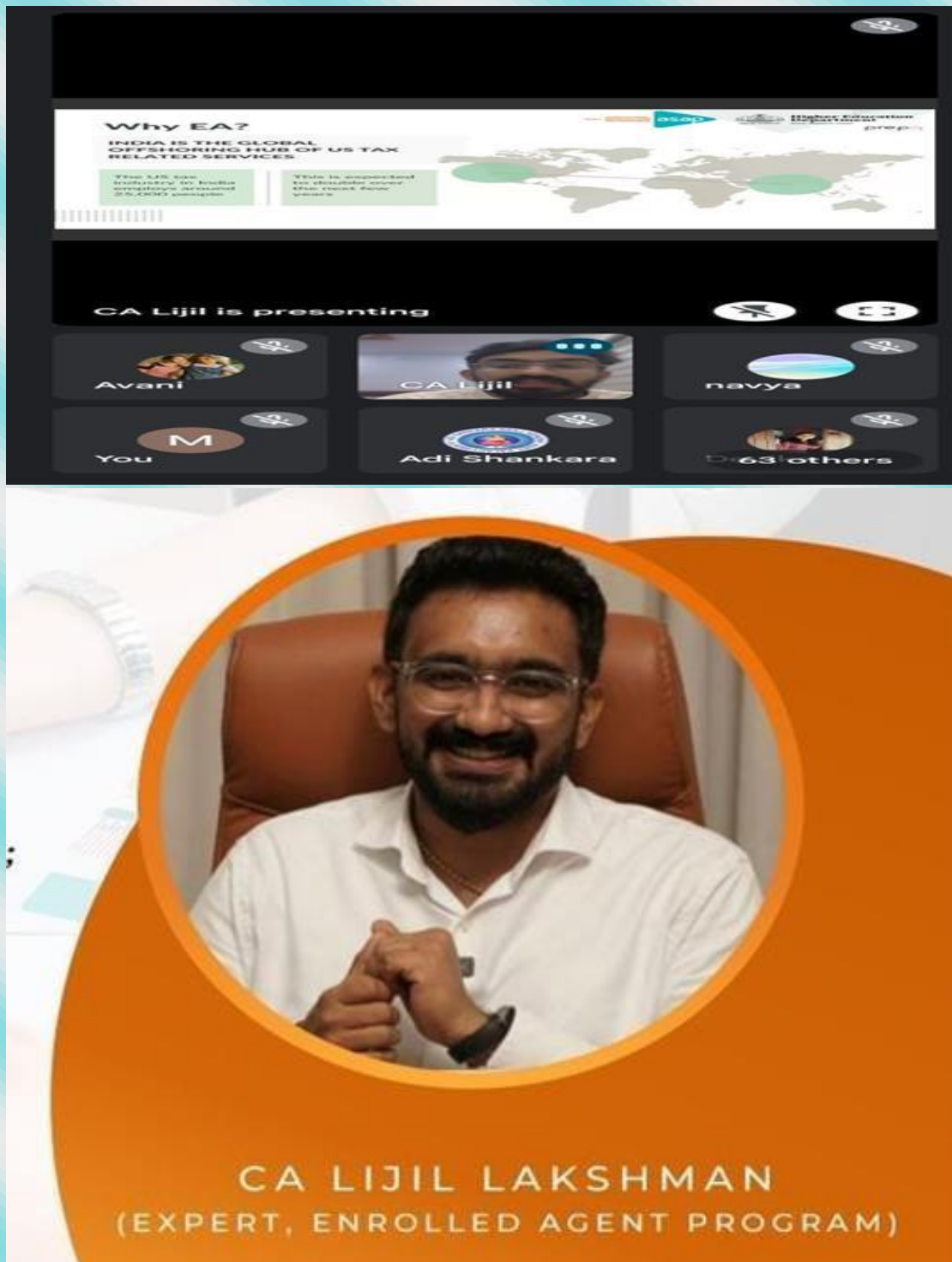
A Talk on Climate Change

Adi Shankara Business School organized a talk by Dr. A.S Unnikrishnan on Climate change. Dr. Unnikrishnan is a renowned Scientist and NOBEL prize recipient for Climate Change. The talk was held on 26th April 2023.



Career Orientation Webinar

A career orientation webinar was held on 18th April 2023 which aimed at providing comprehensive support services to job seekers, including job search assistance, resume and cover letter preparation, skill building workshop. Mr. Lijil Lakshman (CA) an expert, enrolled agent program gave insights on how to become professional enrolled agent, get placed in top multinational companies and build a career in US taxation.



Webinar on ChatGPT



A webinar was conducted by Sunil David for the Adi Sankara Skill Kendra on February 10, 2023, via Zoom between 4:00 PM and 5:00 PM. This session provided an in-depth discussion on ChatGPT, a highly discussed chatbot introduced by OpenAI in November 2022. In addition to its document and essay generation abilities, the webinar highlighted ChatGPT's potential to be a game changer for businesses. The webinar on ChatGPT provided valuable insights into its capabilities, applications, and potential as a game changer for businesses. Sunil David's presentation highlighted how ChatGPT can transform customer interactions, streamline business operations, enhance the customer experience, and contribute to cost savings. The webinar also stressed the importance of ethical considerations and discussed the future implications and challenges associated with deploying ChatGPT in a business context. Overall, this webinar served as an informative introduction to ChatGPT's potential to revolutionize the way businesses engage with their customers and optimize their operations.

Work Shop on Digital Marketing

A half day work shop on the potential of “Digital Marketing “was held on 15.03.2023 for the MBA S2 students.The work shop was organized by Adi Shankara School of Business and the training division of M/S NEST Group.

The resource persons were:

1. Dr.Jacob Jojo, Digital Marketing Expert
2. Mrs.Parvathi Menon,Digital Marketing Expert who joined on line from New Delhi
3. Mr.Lijil ,Media Freelance and
4. Mr.Vinod Krishna, Practicising Digital Marketer

The experts briefed he students about the evolution and the application of Digital Marketing in the present context of Social media importance and influence.Mrs.Parvathi Menon explained in brief about the following 5 Steps in Digital Marketing:

- Business Goal Setting
- Target Audience Research
- Research on Competition/Competitor
- Social Media Audit
- Creation of Content Calendar



Talk on Securities Market and Career Growth

A talk on Securities Market and Career Growth was conducted on 28th April 2023 for the S2 MBA students by M/S Apex Academy, Ernakulam. The resource person was Mr. Manoj T Neelakandan, Ex-AGM, IDBI Bank Ltd.

The Topics covered were:

- Potential of stock market
- Introduction to Indian Securities Market
- Pre-requisite for Investing and How to Invest
- Basic rules
- Basic awareness about Stock Exchanges, Depositories and Mutual Funds • Basic Rules of Investing



Yuvam 2023

The YUVAM PROGRAMME was conducted in Kerala, Ernakulam Sacred Heart College to make inroads into the minds of the youths in the state when Prime Minister Narendra Modi interacted with the Youths of the State. The biggest youth summit, sans any political borders, saw the participation of tens of thousands from different walks of life. 21 students of Adi Shankara Business School were selected to participate in the YUVAM programme which was conducted on 24th April 2023.

Women's Day Celebration

Adi Shankara Institute of Engineering and Technology celebrated Women's Day on March 8th 2023. It is a global celebration dedicated to honouring the achievements of women throughout history and promoting gender equality. Resitech electricals Managing Partner Lekha Balachandran, the chief guest inaugurated the event. The traffic wardens of Mattoor Ms C.A Kunjamina and Ms Noor Jahan Abubakar were honoured by the principal K.T Subramanian. Women Empowerment cell head Prof. S Gomathi, NSS program officer Sijo George and others spoke on the importance of women's day. Fitness trainer Praveen Kumar conducted a class on self-defence for women.



BRAHMA 2023

Brahma Techno Culture Fest 2023 The Brahma Techno Culture Fest 2023 was held from March 28th to April 1st 2023 and included a diverse range of events that were techno, management, and culture-based. The fest was organized by the Adi Shankara Institute of Engineering and Technology College and saw enthusiastic participation from students across various departments and colleges. The fest featured an array of events such as cultural performances, general competitions, workshops, and more. Some of the highlights of the fest included events like Mudra (cultural dance competition), Stand-up Comedy, Voice of Brahma, Soapy Soccer (fun-filled soccer game with soap bubbles), Brain Cycle (quiz competition), Spot Photography

(photography contest), Theme Show (themed cultural performances), and many more. The MBA department played a significant role in coordinating and conducting several events during the fest. Four events were exclusively coordinated by the MBA department, which included Best Manager, RJ Hunt (Radio Jockey Hunt), JAM (Just A Minute), and Film Making. Overall, the Brahma Techno Culture Fest 2023 was a grand success with a wide range of events catering to diverse interests and talents. The active participation and coordination by the MBA department added value to the fest, making it a memorable experience for everyone involved



SAMAVARTHANA 2023

The graduation ceremony of MBA 2021-2023 batch was conducted on 27th June 2023 in the college central courtyard. The chief guest for the event was Dr. R. Velraj, Vice Chancellor - Anna University.





Placements



ASIET
ADI SHANKARA BUSINESS SCHOOL
VIDHYA NAGAR- KALADY

CONGRATULATIONS
BATCH 2021-23
FOR BEING PLACED!



AVANI SUDHEER
PROPERTY PISTOL



DEVIKA REGI
PROPERTY PISTOL,
KPB MICROFINANCE



DILNA FRANCIS
ICICI PRUDENTIAL



KURIAKOSE VARGHESE
BBP INDIA
COMMUNICATIONS



ABITHA RAJ
SUTHERLAND



VAISHNAVI K C
METROLIA STEELS



NANDITHA N
SUTHERLAND



FAREEDHA
SUTHERLAND



ABHIRAMI P.A
PROPERTY PISTOL



DEVIKA SHANKAR
NEW AGE SYS SOLUTIONS
METROLIA STEELS



ANGEL FRANCIS
NEW AGE SYS SOLUTIONS,
ICICI PRUDENTIAL,
SUTHERLAND



ANOOP V.D
PROPERTY PISTOL, ESAF



Adi Shankara
INSTITUTE OF ENGINEERING AND TECHNOLOGY

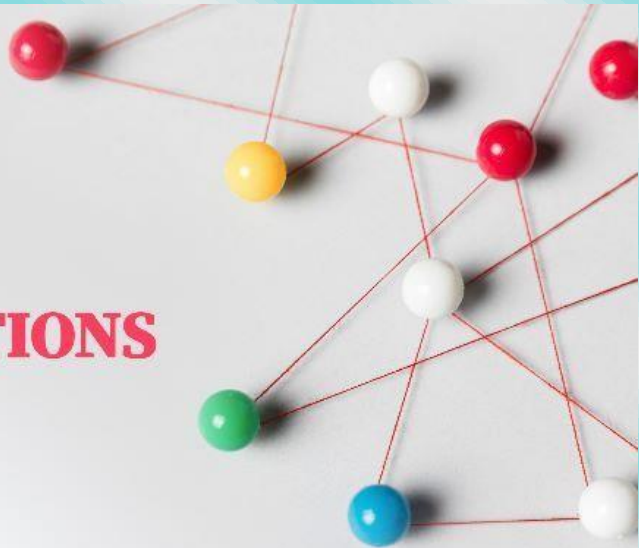
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CONGRATULATIONS

BATCH 2021-23 FOR BEING PLACED!



GOIKA SHANKAR
METROLLA STEELS



JITTO JIJI
LIFE SCAN



JOPHY YOHANNAN
DECATHLON SPORTS INDIA



AGHOSH S
SUTHERLAND



HARIKRISHNAN S
COCOTUFT PVT LTD



SAFAL ANTONY
EXA CORE



HARISHMA PG
METROLLA STEEL LTD



JOSHIYA C JOSHY
PROPERTY PISTOL



SANDRA THANKACHAN
ICICI PRUDENTIAL
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SHERIN VARGHESE
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ASIET

CAMPUS PLACEMENTS 2023 BATCH

Congratulations !

Student Placed in

Decathlon

DECATHLON



Jophy Yohanan
MBA



Akhil Baby
MBA



Sherin Varghese
MBA

Salary Package: 3.8 LPA

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Internship Diaries



Ms Ashwani and Ms Heenu of S2 MBA with their internship Guide at Pappachan Muthoot Microfin.



S2 MBA students of Adi Shankara Business School students with officials of Digikari company during their internship.



Ms Sandra Sunil at Vajra Factory during her Internship days.



Ms Anagha Anoop with her Mentor at Modern Foods.



Mr Dhanush Haridas with the officials of Geojith during his internship

Faculty Achievements

1. Dr. Neenet Baby Manjaly, Mr. Vignesh Karthik and Ms. Silpa Raju published a paper titled "Unveiling the relationship between Employee Engagement and Moonlighting in the IT and ITES Sector: A Comprehensive Study" in the World Journal of Management and Economics Journal.
2. Prof. Nimal C.N. got the highest downloads in SSRN Index for his paper- "Sri Lankan crisis- symptoms, causes and possible solution".
3. Dr. Anitha Thomas and Mr. Nimal C.N. is currently working on KDISC consultancy work for Cluster Development- Kalady Rice Mill.
4. Mr. Vignesh Karthik S.A., received a patent in Design Engineering, titled "A Solar Based Smart Air Car Purifier", Patent no: 355142001, published on 06/01/23.

PhD Awarded

Mr. Vignesh Karthik S.A. received his doctorate degree for his thesis titled: "Factors influencing customer loyalty in Online Customer to Customer Platform" from Cochin University of Science and Technology in June 2023.



Newsletter Team

Faculty :Ms S.Priya.Dr Vignesh Karthik

Student : Ms Anlitta,Mr Aditya Jayan,Ms Anagha Anoop,Ms Neema Gopi,Ms Swathy,Ms Sherin Sunny,Ms Nitha Johny,Mr Suraj S,Ms Bhagya