

Department of Management-Report

09-2-17 – A seminar on Certificate Courses was organized for the final year students. The speaker for the session was Mrs Sheeba Thomas from Glocon.

On 20th Feb 2018 – One day seminar for all the final year degree students on “**CAMPUS TO CORPORATE**” conducted by Miss. Roohi from

Session was based on

- Self Introduction
- Mock Interview
- Body Language
- Dinning Etiguette

Inspirational videos





Collage Report

Date: 26th February, 2018

Topic: Recent Trends in Service Sector

Collage is a technique of an art production, primarily used in the visual arts, where the artwork is made from an assemblage of different forms, thus creating a new whole. A collage may sometimes include magazine and newspaper clippings, ribbons, paint, bits of coloured or handmade papers, portions of other artwork or texts, photographs and other found objects, glued to a piece of paper or canvas.

To bring out the creativity in students, Baldwin Women's Methodist College, Department of Management organised an inter-class collage competition on the 26th of February, 2018, on the "Recent Trends in Service Sector".

The rules of the competition were that each team should consist of three members and thirty minutes were allowed for making the collage. The teams could use chart papers to present their collage with the help of cuttings from newspapers, magazines and glue.

They were not allowed to use any tools to cut their materials and any markers or sketch pens.

One team was allowed per class. There were a total of three teams that participated in the competition from I BBA, II BBA and III BBA. There were a total of nine participants and two judges were requested to judge the event. The students of III BBA won the competition.



PICK AND SPEAK COMPETITION CONDUCTED ON 02-03-2018

Public speaking and good communication skills are a part of Personality Development. Recognising this need for students, the activity Pick and Speak was organised as a part of extracurricular activities for I BBA, II BBA, III BBA students on 02-03-2018, Friday. The topics were related to general awareness. Some of the topics were as follows: Social media, Arnab Goswami, life after college days, anchoring a show, if I was invisible, etc.,

It was indeed a great joy to see students speak on these topics. Each one wanted to exhibit their best eloquence. The competition brought out skills including quick thinking and oratory. Over all it was an enjoyable and a learning experience for the students as they could keep abreast with the happening in the wider world around them.





Wonder La Report

One would always recommend Wonder La for a fun-filled and exhilarating experience near Bangalore. There is nothing better than a day off with friends especially for college students away from their usual classes and routine life.

Wonder La Amusement Park is currently the largest and the safest amusement parks in India spanning over 82 acres of land. It is located near Bidadi, 28 kilometres from Bangalore. It has been promoted by V-Guard group, based in Cochin, Kerala. It has been operational since 2005. It is open from 11:00 A.M to 6:00 P.M during the weekdays and until 7 P.M during the weekends. It is usually crowded during the weekends and comparatively less crowded during the weekdays. There are various modes of transportations to Wonder La such as cabs, BMTC buses etc.

Baldwin Women's Methodist College, Department of Management organised a day-trip for its students on 22nd of February, 2018. There were around 200 students who waited with scintillating energies to start the trip. Five buses were booked to accommodate the students comfortably. There were 14 lecturers who accompanied these students. We started from the college campus at 9:15 A.M. The travel in the bus was filled with music and dance. It took us around an hour and a half to reach Wonder La. Once we reached Wonder La the entry passes were arranged and the students could take facilities of the lockers to keep their belongings.

Wonder La Amusement Park is an amusement park filled with rides for all the age groups and tastes of every individual. It has high thrilling rides for the brave and also rides for the light-hearted. They can be classified into land rides and water rides. The high thrilling land rides include maverick, mixer, insanity, Wonder La bamba, drop zone, equinox, y-scream, hurricane and the latest addition the Wonder La roller-coaster "Recoil". These rides give an adrenaline rush and are definitely not for the light-hearted. For those who are scared of these high-thrill rides, there are rides such as crazy wagon, termite train and coaster, pirate ship, crazy cars, toon tango and such other rides. The dungeon ride is a vague attempt at a scary house (ironic to its name). On the other hand, there are some high thrilling water rides such as the vertical fall, water pendulum, wonder splash and such other thrilling rides. When one gets tired of these scintillating rides he can laze around wonder la in the lazy river or play in the play pool. One can also enjoy the man-made waves in the wave pool. The biggest attractions of Wonder La is the giant wheel or as they call it the sky wheel. It is located above a thirteen storey tall tower and it gives a top view of the entire Wonder La. It moves at one round per minute speed. Apart from these rides, Wonder La has many shows to sooth one's heart and recreate such as the 4D shows- cine magic and adventures of Chiku. One can dance to the various beats of pop music under a make-shift rain in the rain disco. Or when bored they can play with and also feed the friendly fishes. Last but

never the least, the best show in wonder la and also the most popular one is the musical fountain and laser show. Wonder La also has stalls and restaurants which have different cuisines to satisfy the taste buds of every individual. Wonder La has a little something for every person who visits.

After a high-tea, we left Wonder La with million memories at 6:15 P.M and reached the college campus at 7:30 P.M. As the saying goes “all work and no play made Jack a dull boy” every individual must take time out of their usual routines for some recreational activities to charge their minds. Thus, a trip to Wonder La was refreshing to both the students and also to the teachers who accompanied them.



Rajasthan Trip Report

One of the jewels in India's crown, Rajasthan is probably at its most appealing state to both domestic and international tourists. India's largest state reveals ancient fortresses, temples, palaces, art and culture with commanding views over the surrounding landscape. Rajasthan is filled with giant cities teeming with life, noise, heat, colour, and spice.

Endowed with natural beauty and a great history, Rajasthan makes a perfect educational tour. Baldwin Women's Methodist College, Department of Management has organised an educational trip for its students from 8th of March, 2018 to 16th of March, 2018. There are around ten students accompanied by three faculty members.







14-3-17 – one day workshop for second year BBA students is being organized on the topic” personality development” by Ms Roohi From cocoons.

ALUMNI MEET – 2018

An Alumni Meet was organized on 17-03-2018 to celebrate and refresh old relationships and form new ones. It was an occasion when students gathered and looked forward for new interactions with new hopes.

The Alumni were thrilled to be back in the campus again and interact with their juniors. The meet began with an Opening prayer by Maria from the III BBA followed by a special song by Sharika of III BBA.

Alumni for the day were -

- Nikitha Manwani and
- Rachel Raynold

➤ *Experiences of Alumni*

- **Nikitha Manwani** was a student of BWMC and was a part of the union for 5 years. Served as Vice-President and President. She interacted with the students about her college life and experiences as a student. After her under-graduation she worked at Manipal global as a student counsellor and presently she runs her own business and is very successful.
- **Rachel Raynold** was also a student of BWMC. She was in the union for 2 years and served as a president of the college. After her under-graduation she pursued her masters (MBA). She shared her experiences, college life, professional life and motivated the students and asked them to be confident and bold. After the motivational talk and encouragement, we had the vote of thanks by Ms. Priya Srinivasa followed by the National Anthem.



CHAPEL REPORT

The final year BBA presented their chapel service on 24th March 2018 and the theme for the chapel was “HUMANITY”.

With a quote “**Being human is given but keeping our humanity is a choice**” the chapel begun. After the opening prayer and bible reading , the choir sang the

college hymn and two songs- 'I need you Lord' and 'One day at a time' dedicated to the Lord. A 'Choreography' by the dance team was performed followed by a Skit performance which gave us a message that helping one another irrespective of race and wealth is humanity and video presentations shown included some real stories that restored our faith in humanity. The class then performed to an action song 'Hamba Nathi'-an African Gospel song which the crowd enjoyed. The chapel ended with a closing prayer and a vote of thanks.





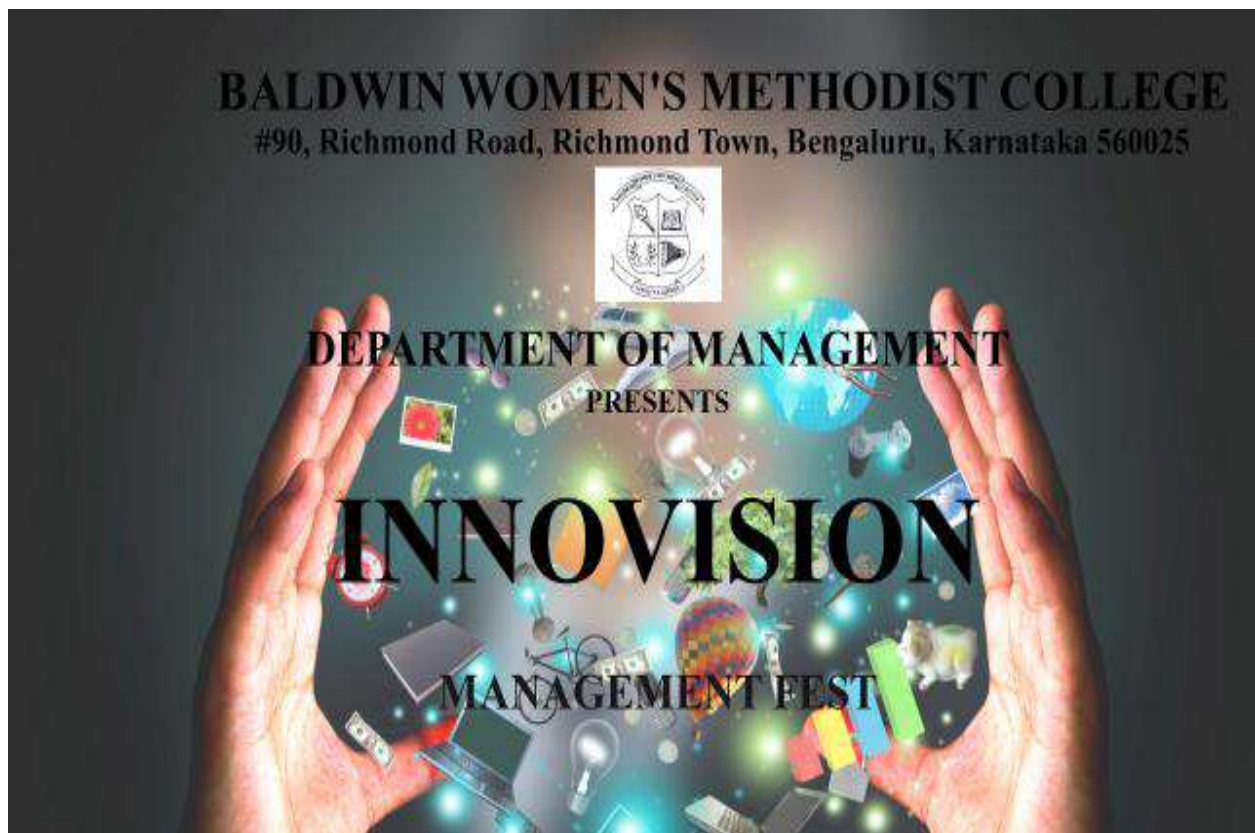
INNO-VISION 2018

Management Fest 'INNO-VISION is an Intra-Collegiate Fest which is held every year. This year it was held on 13th April 2018.

The events held were:

- Product Launch;
- Business Quiz; and
- Mad Ads

The programme started with lighting of lamp by the Principal and Head of Departments of the Commerce and Management. The event began with introductory note by the Principal, Mrs. Lydia P Samuel. The welcome address was delivered by the Head of Department of Commerce, Mrs. Poonam Bhatia. This was followed by a classical dance and a video presentation the on achievements of India, especially in the field of industry and commerce.





PRODUCT LAUNCH

The first event for the management fest was Product Launch. A Product Launch is a marketing strategy consisting of a carefully planned and scheduled sequence of events with the goal to make a big happening by of the launch and to attract customers.

This event is an opportunity for students to explore their communication skills, build confidence, analytical and creative thinking. The students also exhibited their talents by adding up new feature to products and also creating new product along with models.

The most important part of the event was question and answer round. The questions were shot by the judges to the students and this helped them improve their analytical thinking, logical reasoning and problem solving skills.

The judges for the events were Ms. Nikita Manwani and Ms. Hani Fasiare alumni of BWMC.

The rules for the event were:

- I. 4 Participants in a team, 1 team per class
- II. No existing products were to be launched
- III. Proto type was compulsory
- IV. PPTswere compulsory
- V. Time limit - 4+1 minutes per team

The results of Product Launch are as follows:

First place – I BBA – (Product- Robotic Cook)

PRODUCT LAUNCH

Judges for the event

Winners – I BBA



BUSINESS QUIZ

QUIZ MASTER – Ms. Rachael .S . Reynold

A quiz is a mind sport in which the players attempt to answer questions. Quizzing helps to discover and share knowledge which leads to wisdom. It is a reflection of times we live in and covers the details about people, place, events etc.

The rules for the event were:

- I. 2 Participants in a team 1 team per class
- II. Three rounds will be conducted
- III. Audience should not give any hints or clues to the participants
- IV. No Electronic Instruments to be used
- V. The Quiz Masters results are final and will not be subjected to any further arguments

Rounds of Quiz

LEVEL 1- Personalities

The first round consisted of questions related to famous personalities and the same were projected on screen. The time limit permitted was 30 seconds per question. Each correct answer was awarded 10 points.

LEVEL 2- Pictionary

The second round was about relating the pictures and finding the common word. The time limit permitted was 30 seconds per question. Each correct answer was awarded 10 points.

LEVEL 3- Rapid Fire

Level three was the rapid fire round where participants had to answer 3 questions within 60 seconds. Each correct answer was awarded 10 points.

LEVEL 4- Logo

The fourth round was the logos. Here the participants guessed the name of the company from the logos that were projected. The time limit permitted was 30 seconds per question. Each correct answer was awarded 10 points and 5 points for passed questions.

The results of Business Quiz are as follows:

Winners –I BBA



MAD ADS

The third event for an Intra-Collegiate Fest was Mad Ads. This was the most awaited event of the day for both the students and the faculty.

This event was an opportunity for students to explore their creative thinking and script writing skills for crazy advertisements. It was a fun filled event with humorous performance.

The judges for the events were Ms. Rupa and Ms. Ranjana are alumni of BWMC.

The rules for the event were:

- I. 8+2 or 6+2 in a team and 1 team per class.
- II. No props to be used.
- III. No vernacular languages to be used, only English.
- IV. No existing products to be advertised
- V. No vulgarity
- VI. College dress code to be followed compulsory.
- VII. Time limit 4+1 minutes.

The results of Mad Ads are as follows:

Winners – II BBA – Odada Shampoo



It was an opportunity for the students to improve their communication skills, confidence, analytical thinking and logical reasoning from the event product launch. Quiz enhanced the knowledge of the students on current affairs, entrepreneurship and general knowledge. Mad Ads not only entertained the audience but also contributed towards creative thinking and script writing.

Overall the event Inno-Vision was a fun filled learning experience for students. The winners of various events were awarded with certificates and prizes. Mrs. Priya Srinivasa delivered the vote of thanks.

Paper Presentations – Conferences and Seminars

Mrs Priya Srinivasa :

- Presented a paper titled “Human Resource development and Higher Education in India- A Perspective Organised by Infant Jesus Evening College, A one day National Conference on Globalism: Challenges and Opportunities for better tomorrow. Published in UGC Indexed Online Journal with E-ISSN 2347 – 4793 with Impact Factor - 6.58 on 09-04-2018
- Presented a paper titled “Travel from Traditional Marketing To Digital Marketing” in the National Conference on “Innovation, Entrepreneurship and Start-ups for Economic Transformation-Trends, Opportunities and Challenges” organized by Sindhi College In Association with Primax Foundation, Bengaluru, Karnataka, Federation of Karnataka Chambers of Commerce and Industry, Bengaluru, Institute of Cost Accountants of India, Bangalore Chapter held on 13-4-2018
- Presented a paper titled “Business Ethics in Higher Education in India – Challenges and Solutions”, organized by Govt. Of Karnataka Department of

Collegiate Education, Dr. S. Gopalaraju Govt. First Grade College, Anekal. IQAC Sponsored One Day National Conference on Higher Education in Digital Era - A Multidisciplinary Approach on 17-04-2018

- Presented a paper titled “Higher Education in India – Challenges and Solutions”, organized by Govt. Of Karnataka Department of Collegiate Education, Dr. S. Gopalaraju Govt. First Grade College, Anekal. IQAC Sponsored One Day National Conference on Higher Education in Digital Era - A Multidisciplinary Approach on 17-04-2018

Mrs Shamala D

- Attended a 7 day National Level Experimental Workshop on Research Methodology organized by St. Josephs College of Commerce from 06-12-17 to 12-12-2017

Mrs Sumathi G

- Presented a paper titled “Higher Education in India – Challenges and Solutions”, organized by Govt. Of Karnataka Department of Collegiate Education, Dr. S. Gopalaraju Govt. First Grade College, Anekal. IQAC Sponsored One Day National Conference on Higher Education in Digital Era - A Multidisciplinary Approach on 17-04-2018

