



SOM NEWSLETTER

Annual Day

Annual day was held at MIT Quandrangle on January 17, 2019. Sri. Shrikrishna Rao Kodancha, President of Udupi Chamber of Commerce and Industries was the Chief Guest of the function. Sri Kodancha emphasized on the advantages of being an entrepreneur. "Entrepreneurship comes with its share of ups and downs but being an employer is better than a job-seeker" he said. The function was presided by Dr. PLNG Rao, Pro Vice-Chancellor (Quality and Assurance) MAHE. He spoke about the qualities of Dr TMA Pai, the founder of MAHE and stressed upon the need to inculcate such qualities in our lives.

On this occasion, two gold medals were handed over to meritorious students. The gold medal was sponsored in the name of Dr Sathish Shetty Charitable trust.

Faculty Publications

Dr Harish Joshi

His joint research article entitled "**ICT intervention in the socio-economic development of Udupi jasmine**", is published in the journal *AGRIS on-line Papers in Economics and Informatics*. 10(4) 2018.

Dr Nandan Prabhu and Dr Yogesh Pai P

Their joint research article entitled "**Role of team transformational leadership and workplace spirituality in facilitating team viability: an optimal distinctiveness of identities' theory-based perspective**" is published in the journal *Industrial and Commercial Training*. 51(2) 2018.

Dr Navin Kumar K

His research article entitled "**A Review on Judicial Perspectives of Medical Negligence in India**" is published in the *Journal of International Pharmaceutical Research* 45(10) 2018.

Student Club Activities

Career Guidance Program

HR club organized a Career Guidance Program for 10th standard students of T A Pai English Medium High School, Kunjibettu Udupi. Mr Manjunath Rao, headmaster of the school flagged off the session with the inaugural speech. Rakshita, Priyanka Nayak and Anusha Raj were the presenters. A range of sessions providing students the insights on various career paths and the prerequisite skills required for each of them was conducted by the presenters. The program was well appreciated by the School authorities.

Marketing Conclave

The annual marketing conclave 'Flame 2K19' was organized by Emporia - the marketing club on January 14, 2019. The Vice President of OLA Cabs, Mr Rahul Maroli, was invited as Chief Guest. Dr B. Rajashekhar, Dean, SOAHS, MAHE presided over the function and kept the crowd engaged with his inimitable charm and multilingual prowess. The chief guest, Mr Rahul Maroli, then addressed the budding management graduates and expressed his vision of "Moving towards a shared economy".

Intra-College Fest

Eminence 2K19, the intra-school fest was held on January 22 & 23, 2019. The fest included events in each of the specialization and a flagship event 'The Best Manager'. The participants showcased their skills in various events and there was a big battle of wits to earn the crown of being the Best Manager.

Personality and Professional Development Workshops

Six days workshop was conducted for the second year MBA Students from December 31, 2018 to January 5, 2019. The resource persons were Prof. Parinitha Vijay, Prof. Pankaj Deshpande and Prof. Sunny John from Manipal Banking Academy, Bangalore.



Guest of Honour

Dr. Raveendranath Nayak

The Director was invited by Melaka Manipal Medical College, Manipal to inaugurate annual inter-batch cultural competitions, M-SPECTRA-2019 on January 1, 2019.

Placement

Heartiest Congratulations to the following students for being selected in campus placements:

► Visskan Aviation Private Limited

Srikanth Mandela

► HDFC Bank

Shravan B S
Myterya B S
Chrysel
Leeshma
Santosh
Sujeeth Kamath
Srivasta Sringeri
Albert Alex
Katha Naik
Rumana Shaik
Sakshath Shetty

► Pin click

Ramanumi S
Ashwin Ganesh
Manohar C S
Aadithya Nagarajan

► ITC

Sangam Mahesh Gull
Gautam Vakeri

► Cult. Fit

Alba Ujwal Saldanha
David Gilbert Karkada
Deepika Thiyagarajan
Kirthana Shanker
Prudhvi G R
Dr. Shivani Ajay Pande
Mounika Yelavarthy

► myGate

Aubret Clive Mendonsa
Ani Agarwal
Sanniya Kulsum
Vinya B

► Federal Bank

Melba Beurel Pinto
Rajeshwari S
Athul Mohan

Upcoming Events

- International Conference on '**Fostering Innovation in Financial Inclusion**' on February 22 & 23, 2019 at Manipal.
- International Conference on '**Crafting Foundations for Sustainable and Inclusive Development**' on February 22 & 23, 2019 at Dubai.
- Finance Conclave on February 23, 2019 at Gangubai Hangal Auditorium, MCPH, Manipal.
- HR Conclave on February 25, 2019 at TMA Pai Auditorium, KMC, Manipal.



Director's Message



Educational institutions are blamed to put lopsided focus on merely imparting knowledge at the expense of transferring skillsets. Knowledge, skills, and application of knowledge and skills are the three closely linked components of effective education. Employers lament about the lack of skillsets in the graduates coming out of colleges. We're heavy on knowledge component. Skilling the youth has currently been highly discussed issue in the media. Why should our schools and colleges overlook their responsibility to impart the necessary hands-on skills and training to our students? In our School of Management, imparting and learning relevant technical and soft skills required for the managerial profession are considered as our key differentiator. We take this process seriously.

Where ever it is possible and needed, we've incorporated adequate number of lab sessions in the subjects. The students learn how to use software such as SPSS and Microsoft Excel to 'hands-on' solve managerial problems. They learn by doing. Key skillsets are acquired and confidence is gained through 'mucking around' in the labs. Our students really enjoy their lab exercises. We're making our contribution to skilling India, placing our students much ahead to succeed in their careers.



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Dr. Raveendranath Nayak
Director