



Social
Media
Club

TOGETHER, WE AMPLIFY



विद्यया विन्दते अमृतम्
Bangalore

MARCH CHRONICLES

Academic Passport:
NSB's Journey Beyond Textbooks

NSBuzz - Social Media Club

Edition - MARCH 2024

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March buzzed with learning! Our MBA HR students visited ITC's Food Division in Mysore . This insightful trip offered practical HR exposure at a leading FMCG company. They explored recruitment, talent management, and employee relations. Interactive sessions bridged the theory-practice gap, giving them a head start in HR.



March brought valuable financial wisdom to our Marketing & Finance students! Mr. D Venkatanarayana, Former CFO of Qess OAM, delivered a guest lecture on "Fund Raising in Startups" . His insights on navigating the fundraising landscape empowered students to secure capital for future ventures.





March was full of learning! Our MBA program took an amazing industrial visit to Praja TV, a leading regional news channel. This trip offered students valuable insights into the technical side of television media, while also emphasizing the important role individuals play in ensuring media credibility.



Our MBA Marketing students visited MBT Hypermarket to see marketing concepts in action. Observing store layout, product placement, and marketing strategies firsthand, they gained insights into influencing consumer behavior and driving sales.





Our MBA Finance students visited the National Stock Exchange (NSE) on March 6th. This trip offered a firsthand look at exchange operations, trading, and regulations. They even got to chat with NSE professionals! This industry exposure complements classroom learning, preparing them for successful finance careers.





MBA Finance students got a career boost with a guest lecture on "GCC as a Career Opportunity." Mr. Manoj Madassery, a GIC leader, offered insights into finance careers in the Gulf Cooperation Council region, bridging the gap between theory and real-world practice.



NSB Women Cell championed UN's "Invest in Women" theme on International Women's Day. A session on women's health issues like menopause and cervical cancer was held for rural women in Self-Help Groups, empowering them with knowledge and fostering better health choices.





Our students dove into the world of commodities at the MCX exchange. They learned about futures, derivatives, and hedging from the pros, and saw the trading floor in action. This tech-driven experience broadened their understanding of the commodity market.



Dr. Asha Krishnaswamy, a Bengaluru-based journalist and media expert, recently enlightened our Marketing and Finance students on the critical role of media credibility. Her insights emphasized the need for discerning reliable sources in today's dynamic media landscape. We extend our gratitude for enriching our students' learning experience with her expertise.



Mercer University students recently participated in an international immersion program at NSB Bangalore. The program included industry visits to companies like TVS Motors, Jockey (Page Industries), Biocon Limited, JK Tyres & Industries, and BISSE Manufacturing Company. Additionally, students explored Bangalore and Mysore for a deeper understanding of Indian culture and heritage.



Business analytics students toured the Param Innovation Centre (PIC) in Bangalore, gaining hands-on exposure to high-performance computing and its use in various industries. This visit bridged the theory-practice gap, showcasing HPC's role in innovation and real-world problem-solving.



Visakhapatnam port visit enriched MBA Logistics students' learning. They saw cargo handling operations and interacted with the port's traffic manager, gaining practical insights into supply chain management within a major port.





Visakhapatnam CFS visit enriched Logistics & Supply Chain students' learning on March 13th. They saw containerized cargo handling firsthand, including CFS operations, terminal procedures, and customs clearance, solidifying their grasp of key logistics concepts.



MBA Business Analytics students got a data-driven tour of the Karnataka Forest Dept's Aranya Bhavan on March 18th. They saw how the department uses Power BI for analytics and decision-making, gaining valuable insights from Range Forest Officer Smt. Lekhadarshini H C.





NSB Bangalore's Chakravyuh 24, a management fest for future business leaders, wrapped up successfully (March 13-15). Students competed in strategy sims and creative challenges, networked with peers and professionals, and enjoyed fun activities. Chakravyuh 24 was a crucible to hone skills and forge connections.



Marketing students toured a Renew Solar Plant in Hyderabad on March 19th. The visit provided an immersive look into solar energy production and its potential marketing applications.



Marketing students from the 2022-24 cohort visited the Kesoram Cement Plant in Ramagundam, Telangana on March 21st. This industrial visit allowed them to see cement production from start to finish and gain insights into Kesoram's marketing strategies.

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Marketing students (2022-24 cohort) gained practical insights through an industrial visit to Gayatri Sugars Ltd. in Markhal, Telangana. They observed sugar production from raw materials to finished goods and learned about the company's marketing strategies, bridging the gap between theory and real-world practices.



Marketing students (cohort 2022-24) visited Mulkanoor Cooperative Society on March 20th in Telangana. The visit provided practical insights into cooperative marketing, from member engagement to product distribution, bridging the gap between theory and real-world application.





SINGAPORE



MALAYSIA



INDONESIA

