



**FISAT
BUSINESS
SCHOOL**



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FORUM NEWSLETTER



Volume -1 Issue -1

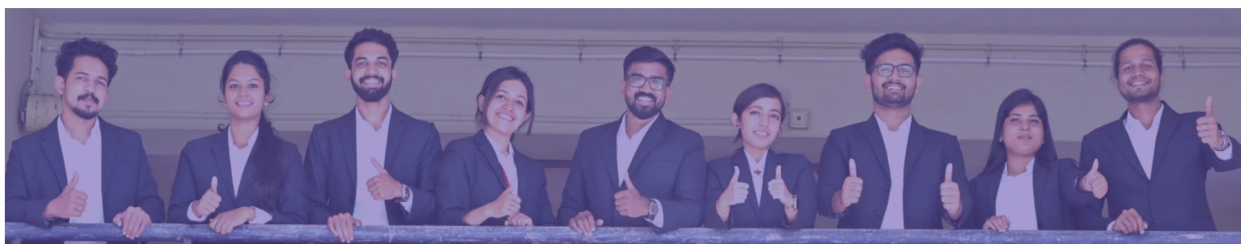
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FISAT Business School



CHAIRMAN

Dear Students, Faculty, Alumni, and Well-Wishers,

As we reflect on 2024, it fills me with immense pride to witness the accomplishments of FISAT Business School. This year has been a testament to our unwavering commitment to academic excellence, innovation, and holistic development. The active participation of students in industrial visits, conclaves, and leadership events, truly reflects the vibrant spirit of FBS.

I extend my heartfelt congratulations to our graduating students for their remarkable accomplishments and wish them success in their professional journeys. To the incoming batch, I welcome you to the FISAT family and encourage you to embrace challenges, seize opportunities, and strive for excellence in all that you do. I also applaud our faculty for their dedication to fostering an environment of innovation and continuous learning, which has been instrumental in shaping the future leaders of tomorrow.

As we look to the future, let us continue to build on this legacy of success. Together, we will embrace new opportunities, overcome challenges, and remain steadfast in our vision of nurturing ethical, globally competent professionals who will make meaningful contributions to society. Here's to a year of continued growth and success at FISAT Business School!

Shri. Shimith P. R.
Chairman, Governing Body, FISAT



PRINCIPAL

Dear FISAT MBA School Community,

I am delighted to connect with you through our newsletter and share some of the remarkable achievements and updates from the FISAT MBA School (FBS). As we continue to navigate through these dynamic times, I am immensely proud of the resilience, dedication, and enthusiasm demonstrated by our students, faculty, and staff.

Our commitment to academic excellence and holistic development remains unwavering. This year has seen a plethora of activities, from guest lectures by industry stalwarts to innovative projects that challenge our students to think beyond conventional boundaries.

Our partnerships with leading organizations and our engagement with its leaders making a positive impact. These experiences not only enhance our students' skills but also instill in them a sense of leadership and management.

As we look ahead, I am excited about the opportunities that lie before us. With a steadfast focus on innovation and excellence, we will continue to strive towards creating an enriching and transformative educational experience for all our students.

Dr. Jacob Thomas V
Principal, FISAT



DIRECTOR

It gives me immense pleasure to share the latest edition of FORUM, the MBA annual newsletter, which captures the spirit and accomplishments of FISAT Business School. This newsletter stands as a testimony to the vibrant academic and co-curricular ecosystem we nurture here.

The past year has been marked by significant achievements, growth, and resilience. Our students and faculty have showcased exceptional dedication to excellence, whether in academics, research, industry collaborations, or extracurricular activities. These accomplishments highlight our unwavering commitment to creating a robust learning environment that bridges the gap between theory and practice, fostering future leaders equipped to thrive in a dynamic world.

Our focus remains steadfast on innovation, inclusivity, and sustainability as we prepare our students to lead with integrity and vision. Through dynamic partnerships, such as our collaboration with IBM SkillsBuild, we have empowered our students with industry-relevant skills, preparing them to excel in a rapidly evolving business landscape.

I extend my heartfelt gratitude to all stakeholders—students, faculty, staff, alumni, and industry partners—whose contributions continue to shape the legacy of this institution. I also appreciate the efforts taken by the editorial team, headed by Ms. Merin Thomas and Ms. Amala Mary, for bringing out this edition of the newsletter.

Dr. Elizabeth George
Director, FBS

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FROM THE EDITORS

Reflecting on 2024, FISAT Business School takes immense pride in celebrating a year filled with innovation, impactful industry collaborations, and a steadfast commitment to academic excellence. Notable milestones, such as our strategic partnership with IBM SkillsBuild and the remarkable success of 'Forum 2024,' highlight our relentless pursuit of fostering future business leaders equipped to thrive in a rapidly evolving global landscape.

Our students have excelled through hands-on industrial visits, enriching expert sessions, and specialized training in cutting-edge tools like Power BI and SPSS. These experiences have seamlessly bridged the gap between theoretical knowledge and practical application, preparing our graduates for the dynamic demands of the business world. Equally commendable are the exceptional achievements of our dedicated faculty, whose research and contributions have significantly elevated the academic prestige of FISAT Business School.

As we move forward into 2025, let us carry this momentum with renewed enthusiasm, embracing growth, innovation, and the pursuit of excellence. Together, as a vibrant community of learners and leaders, we will continue to uphold the values of integrity, collaboration, and social responsibility that define FISAT Business School.

Warm regards,

Editorial Team, FORUM

FISAT Business School

MBA INAUGURATION - BATCH 2024-26

FISAT Business School Inaugurates MBA Batch 2024-26: August 12, 2024, FISAT Business School proudly inaugurated its MBA Batch of 2024-26 on August 12, 2024, marking the start of an exciting journey for a new cohort of aspiring business leaders. The event, held in the Seminar Hall, was honored by the presence of Shri. Sreenath Vijayan, Chief Marketing Officer of Double Horse - Manjilas Food Tech Pvt. Ltd., as the chief guest. In his keynote address, Shri. Vijayan shared valuable insights from his extensive industry experience, inspiring the students to pursue excellence in their academic and professional journeys. His motivational speech encouraged the incoming batch to embrace challenges with determination and seize the opportunities ahead.



COURSE COMPLETION CEREMONY

Celebrating Excellence : MBA Course Completion Ceremony 2024

The graduating class of 2022-2024 at FISAT Business School celebrated their course completion and farewell ceremony on June 26, 2024 with an inspiring keynote address by Ms. Sujata Madhav Chandran, Head of Strategic Initiative at ECBO, Tata Consultancy Services. She congratulated

the graduates and reminisced about her first visit to FISAT sixteen years ago, noting the institution's remarkable growth and visionary leadership.

Ms. Chandran shared professional insights on preparation, proactive thinking, and adaptability, stressing the necessity of mastering AI for future success. She concluded by advising graduates on the mindset shift required from student life to the corporate world, encouraging them to enjoy life and their careers. Her parting message, "Enjoy Life and what you do," left a lasting impression on all attendees. The ceremony also included the awarding of course completion certificates, certificates for placement cell volunteers, and the Outstanding Student Award.



Best Outgoing Student Awarded to Mr. Bijo Abraham

During Ademptio, the course completion ceremony for the MBA Batch of 2022-24, held on June 26, 2024, Mr. Bijo Abraham was honored with the Best Outgoing Student award for the academic year 2023-24. This award celebrates Mr. Abraham's outstanding achievements, dedication, and contributions throughout his time at FBS.



EVENTS AT FBS

World Suicide Prevention Day 2024: A Day of Awareness and Hope

On September 10, 2024, the Apollo Adlux Hospital partnered with FISAT Business School to observe World Suicide Prevention Day, a poignant reminder of the importance of mental health awareness. The event aimed to shine a light on the pressing issue of suicide and the need for proactive measures in mental health care.

The day witnessed a vibrant flash mob performed by the enthusiastic students of FISAT Business School, captivating the audience and setting an uplifting tone. Following the flash mob, a mime act showcased the silent struggles many face with mental health issues, drawing attention to the need for empathy and understanding. The event also featured insightful talks from leading professionals in the field. Dr. Neeraj H, psychiatrist at Apollo Adlux Hospital, spoke about the critical signs of mental distress and the importance of seeking help. His emphasis on early intervention and community support resonated deeply with attendees. Ms. Maria Babu, a psychologist at Apollo Adlux Hospital, followed with a discussion on coping strategies and the significance of mental health education, particularly among young adults.

Together, the activities of the day created a powerful platform for raising awareness about suicide prevention.



LOU Signed Between FISAT Business School, IBM SkillsBuild, and CSR Box

FISAT Business School has proudly signed a Letter of Understanding (LOU) with IBM SkillsBuild and CSR Box on September 25, 2024, marking a significant step towards enhancing the educational and professional development of its students. This partnership will provide students with access to free certification courses, equipping them with valuable skills essential for thriving in today's competitive job market.

The LOU aims to bridge the gap between academic learning and industry demands, ensuring that students remain aligned with the rapid pace of digital acceleration. As the need for core technical and professional skills continues to grow, this initiative will empower students to enhance their employability and adapt to evolving industry requirements.

By collaborating with IBM SkillsBuild and CSR Box, FISAT Business School is committed to fostering a culture of continuous learning and innovation, ultimately preparing students for successful careers in an increasingly digital world.



LPG Awareness and Employee Well-being Program at FBS

FISAT Business School, in association with The Hindu and Indian Oil Corporation Ltd., organized an LPG Awareness Program along with a training session on Employee Well-being and Mental Health on October 23, 2024, for FBS students. The training session was led by Mr. R. Muralidharan, a renowned corporate trainer and business development expert, who shared valuable insights on mental health in the workplace and strategies for fostering well-being. The event was an enlightening experience, emphasizing the importance of safety and

mental health awareness among future professionals.



Tribute to Padma Vibhushan Shri Ratan N Tata

FISAT paid homage to the legendary industrialist, Shri Ratan Tata, during a commemorative session held on October 30, 2024, jointly organized by Tata Consultancy Services and FISAT Business School. The event was inaugurated by Shri Venugopal C. Govind, Chairman of Bharatiya Vidya Bhavan, Kochi Central. The session celebrated Shri Ratan's extraordinary life and legacy, honoring his role in building an industrial empire that significantly contributed to India's growth.

Throughout the event, speakers highlighted Tata's unwavering dedication to philanthropy and his lifelong commitment to giving back to society. They traced his remarkable journey from humble beginnings to becoming a global business icon, emphasizing his visionary leadership and transformative impact on industries. Esteemed guests, including FISAT Chairman P R Shimithi, TCS Delivery Head Dinesh Thampi, TCS Strategic Initiatives Head Sujatha Madhav Chandran, EY Partner Rajesh Nair, FISAT Principal Dr. Jacob Thomas V, Vice Principal Dr. Mini P R, and FISAT Business School Director Dr. Elizabeth George, delivered inspiring addresses.

The tribute to Shri Ratan served as a powerful reminder to students of the importance of hard work, innovation, and social responsibility, leaving them inspired by the legacy of one of India's most visionary leaders.



EXPERT TALKS

Balanced Beginnings: Wellness Focus

The session titled "Balanced Beginnings: Wellness Focus" was conducted on 13th

August 2024 from 2:40 PM to 4:30 PM, organized by FISAT Business School for 120 first-year MBA students of batch 2024-26. The resource person, Ms. Remitha Rajan, a PT Counselor and psychologist, focused on practical strategies to enhance concentration and well-being for MBA students. She shared effective daily routines to help manage stress and improve focus amid the academic pressures. The session covered remedies for concentration, where Ms. Remitha emphasized the importance of structured study schedules, and offered insights into health and nutrition, recommending foods that support mental clarity and energy. Additionally, the session discussed the integration of physical activity into daily routines to enhance overall health and reduce stress. The course outcomes included learning valuable practices for maintaining health and focus while managing the demands of MBA studies, with the practical advice shared being crucial for fostering a balanced and productive academic experience.



A complete Introduction to FISAT Library facilities

On August 13, 2024, FISAT Business School organized an interaction session with Mr. Sino Varghese, Chief Librarian of FISAT, to introduce MBA students to the library facilities and EBSCOHOST, an e-resource management system. The session, attended by around 120 students, was introduced by MBA Batch Coordinators Dr. Sonia Elizabeth Thomas and Dr. Greenish S. R. During the session, Mr. Sino Varghese provided a comprehensive overview of the library's resources and services, followed by a detailed introduction to EBSCOHOST, illustrating how to effectively search for and access various resources. The session successfully demonstrated the procedures for utilizing library facilities and accessing e-resources, equipping students with valuable knowledge to enhance their academic pursuits.



Strategic Growth: Transforming Ambitions To Reality

The session "Strategic Growth: Transforming Ambitions To Reality" was conducted on 16th August 2024 under the aegis of FISAT Business School by Dr. Jose Varghese, Associate Professor at FISAT Business School. The session provided valuable insights into achieving goals, overcoming problems, and managing time effectively. Dr. Varghese encouraged students to write down their goals after completing their MBA and explained the importance of working smart alongside hard work. He also emphasized the value of good sleep and proper rest for both the body and brain. The course outcomes included gaining a deeper understanding of how to set goals, think futuristically, use smart strategies to overcome challenges, and the benefits of adequate sleep.

The session was introduced by MBA Batch Coordinators Dr. Sonia Elizabeth Thomas and Dr. Sreenish S. R., and was attended by around 120 S1 MBA students of batch 2024-26.



From Vision to Venture: An Entrepreneur's Journey

On 17 August 2024, from 10:00 AM to 12:30 PM, FISAT Business School organized an engaging session titled "From Vision to Venture: An Entrepreneur's Journey," attended by 120 first-year MBA students of batch 2024-26. The session featured Mr. P.J. Kunjachan, Chairman and Managing Director of Arjuna Natural Private Limited, who shared his remarkable journey from humble beginnings and early business failures to achieving success in the international export market. Despite coming from a small family background and facing multiple business setbacks, Mr. Kunjachan demonstrated resilience and strategic risk-taking, eventually co-founding a business with his brother-in-law. Through careful planning and persistence, he transformed his small-scale export venture into a thriving enterprise, emphasizing the importance of learning from challenges

and maintaining self-confidence throughout the journey.



Smart Living: Youth Lifestyle and Nutrition Awareness

The session "Smart Living: Youth Lifestyle and Nutrition Awareness" was conducted on 19th August 2024 under the aegis of FISAT Business School by Delmi Davis, a dietician and certified yoga instructor. The session, attended by around 120 students of S1 of batch 2024-26, covered key areas such as the importance of a balanced diet, common nutritional deficiencies, healthy eating habits, the impact of lifestyle on health, the benefits of regular exercise, and the importance of adequate sleep. Practical tips for incorporating healthy habits into daily life were also discussed. She provided a comprehensive overview of adopting and maintaining a healthy lifestyle and dietary habits, emphasizing strategies for improving overall well-being. The course outcomes included gaining a deeper understanding of how lifestyle and dietary choices influence health and well-being and learning effective strategies for maintaining a balanced diet.

The session was introduced by MBA Batch Coordinators Dr. Sonia Elizabeth Thomas and Dr. Sreenish S. R.



Building Bonds-fun and games for Better collaboration

On August 19, 2024, Dr. Sreenish S. R., Assistant Professor and Batch Coordinator at FISAT Business School, conducted "Building Bonds," an engaging event designed to enhance collaboration among students of S1 (batch 2024 - 26). The session began with an interactive icebreaker that set a comfortable and engaging tone, followed by fun activities, motivational insights, and strategic

management games that fostered teamwork, problem-solving skills, and mutual understanding. Students from both batches connected through shared experiences, strengthening bonds and promoting a supportive learning environment. The event successfully fostered teamwork, confidence, and strong interpersonal connections, demonstrating the effectiveness of interactive sessions in enhancing collaboration and teamwork within academic programs. To sustain this momentum, regular team-building events, the incorporation of interactive learning methods into the curriculum, and cross-batch interactions were recommended to provide diverse perspectives and further strengthen collaboration.



FMS ACTIVITIES

FISAT Business School's 'Forum 2024': A Landmark in National Management Fests

'Forum 2024', hosted by FISAT Business School on Feb 28-29, 2024 was a dynamic blend of management and creative events, attracting 230 teams and 720 participants from 81 colleges nationwide. The fest featured challenging and engaging activities such as Marketing and Finance Games, HR Games, Business Quiz, and the Best Manager competition, designed to showcase leadership and strategic skills. It also included creative and teamwork-driven events like Treasure Hunt, Spot Dance, Corporate Walk, Group Dance, and Voice of Forum, as well as Mobile Games and Sports events, ensuring a broad appeal across various interests. The fest was highlighted by a generous prize pool of 3.5 lakhs and was supported by The Federal Bank as the title sponsor, setting a new benchmark for collegiate events.

The valedictory function was graced by esteemed guests including Smt. Jayashree K & Shri. Satyamurthy S, Managing Committee members, Dr. Mini PR, Vice Principal, Dr. A.J. Joshua, Director, Dr. Sindhu George, and Mr. Prasanth V., Program Coordinators and Mr. Dennis

Sebi and Ms. Archana K, Student Coordinators, ensuring a successful conclusion to this monumental event.



FORUM 2024 Success Party - Celebrating Dedication and Achievement

On April 18, 2024, the air was filled with jubilation as students gathered to celebrate the triumph of the National Level Management Fest, FORUM 2024. This event, a testament to collaboration and unwavering dedication, owed its success entirely to the relentless efforts of the student community.

The evening's highlight was the prestigious awards ceremony, where exceptional students were honored for their pivotal roles in shaping FORUM 2024 into a resounding success. As the night progressed, speeches and anecdotes shared underscored the journey of FORUM 2024, highlighting the challenges and milestones achieved. Amidst cheers and applause, students enjoyed a sumptuous dinner, a gesture of appreciation for their hard work and commitment.



ALUMNI MEET 2024

Memento Vivere'24 The Alumni Meet, Memento Vivere'24, held on July 20, 2024, was a memorable event, inaugurated by Mr. Roji M John, MLA, Angamaly, in the esteemed presence of Shri Shimith P R, Chairman of FISAT; Dr. Jacob Thomas, Principal, FISAT; Dr. Mini P R, Vice Principal, FISAT; Dr. A J Joshua, Director, FBS; and Dr. Unni Kartha, Dean of Academics, FISAT.

The event offered a heartwarming dive into a sea of nostalgia for alumni, with captivating performances by the alumni themselves and the FISAT band.

Additionally, brainstorming sessions dedicated to advancing the Brand FBS took place, concluding with a delightful networking dinner. It was an evening filled with reconnections, cherished memories, and collaborative visions for the future.



TRAININGS AT FBS

Power BI

Empowering MBA Students with Cutting-Edge Data Skills: Power BI Training From March 16-18, FISAT Business School conducted a comprehensive Power BI Training for S3 MBA students of the 2023-25 batch. The training aimed to equip future business leaders with advanced tools for data visualization and analysis. With hands-on sessions and expert guidance, students gained invaluable skills to transform complex data into insightful visual reports, enhancing their ability to make data-driven decisions. This training is part of FISAT's commitment to preparing students for the data-centric demands of the modern business world.



SPSS

The SPSS Hands-On Training for S4 MBA students, held on May 6-7, 2024 was attended by 45 students. The training, conducted by Dr. Anoo Anna Anthony (Professor), Dr. Sindhu George (Associate Professor), and Ms. Biji U. Nair (Assistant Professor), aimed to provide students with the skills to present, analyze, and interpret data using the widely-used SPSS software. Over the course of the workshop, students learned to convert raw data into an analyzable format, classify data, perform descriptive and inferential statistics, and explore relationships between data

through advanced techniques. By the end of the training, the participants were equipped with practical tools to apply statistical analysis in their projects and professional work.



Sparkle Training

Preparing MBA Students for Success in the Placement Season FISAT Business School recently conducted the Sparkle Training for the S3 MBA students of Batch 2023-25 from August 2-9, 2024. The program focused on equipping students with essential soft skills to enhance their personality and interpersonal skills, ensuring they are ready to face the upcoming placement season with utmost confidence. Led by Mr. Krishnakumar, Founder Director of Vertical Eye, and Mrs. Mridula Kumar, Director of Vertical Eye, the training included sustained learning and finishing school workshops. The sessions were specifically designed to empower students with the tools needed to excel in interviews and shine in their professional journeys.



MPOWER

A Catalyst for Personal and Professional Growth at FISAT Business School FISAT Business School recently hosted the MPOWER Personality Enhancement Program, a 4-day workshop for the newly inducted students of S1, 2024 - 26 MBA batch, from 29th August to 6th September 2024. The program, designed to enhance essential soft skills like communication, teamwork, leadership, and problem-solving, was led by Mr. Krishnakumar, Founder Director of Vertical Eye, and Mrs. Mridula Kumar, Director of Vertical Eye. Through a blend of interactive activities—such as group exercises, management games, role plays, and case studies—the program offered students hands-on experience in applying soft skills

in real-world scenarios. This practical approach provided valuable insights into personal strengths and areas for improvement, laying a solid foundation for their personal and professional growth.

Advanced Excel Training

FISAT Business School proudly announces the successful completion of its 5-day Advanced Excel Training and Certification Program for S1 MBA students of the 2024-26 batch. Mr. Jomon Joseph, a Microsoft Certified Educator, delivered the training. The program, designed to equip students with essential skills for data-driven roles, was conducted in two batches: Batch B: 27th August 2024 to 2nd September 2024 Batch A: 3rd September 2024 to 9th September 2024. Throughout the training, students received hands-on experience in data analysis, financial modeling, and advanced Excel techniques. From creating pivot tables to automating tasks with macros, the students also gained industry-relevant skills needed for excelling in today's data-centric business environments.

STUDENTS' PARTICIPATIONS

HR Conclave 2024: Elevating Excellence – HR as a Catalyst for Positive Transformation

On March 15, 2024, Nesil Salam and Junaid P H, along with Dr. Sindhu George, Associate Professor at FBS, attended the HR Conclave 2024 themed "Elevating Excellence: HR as a Catalyst for Positive Transformation." Organized by the School of Business and Management at Christ (Deemed to be University), Kengeri Campus, Bangalore, the conclave brought together HR professionals and scholars to discuss HR's pivotal role in driving positive change within organizations. The event provided valuable insights and networking opportunities, enriching the attendees' understanding of HR's transformative potential.

Budget analysis

S3 MBA Students Attend 25th Malayala Manorama Budget Analysis On July 25, 2024, S3 MBA students (Batch 2023-25) from FISAT Business School attended the

25th Malayala Manorama Budget Analysis at Le Méridien Kochi. The event featured Dharmakirti Joshi, Chief Economist at CRISIL, who provided an in-depth analysis of the financial budget and its implications. With over three decades of experience and serving as a financial advisor to organizations such as FICCI and CII, Dharmakirti Joshi shared valuable insights from his extensive research and published works. This enriching session provided students with a comprehensive understanding of the budget's impact on the economy, equipping them with crucial knowledge for their future careers in business and finance.

FBS Students Participate in WEN BIZCON 2024

On August 9, 2024, a team of FBS students, led by Dr. Sindhu George, Associate Professor at FBS, participated in the Women Entrepreneurship Network Business Conclave (WEN BIZCON) held at the Grand Hyatt, Bolgatty, Kochi. This prestigious event brought together aspiring entrepreneurs, industry experts, and innovators to discuss and promote women's contributions to the business landscape. Our students had the invaluable opportunity to engage with inspiring leaders, gaining insights into the evolving world of entrepreneurship.



Talk Session with Dr. Shashi Tharoor on "The Future of Democracy in India and the Role of Youth"

Students of FBS attended a thought-provoking talk session by Dr. Shashi Tharoor on The Future of Democracy in India and the Role of Youth, organized by the Citizens Enlightenment Forum (CEF) Angamaly in collaboration with DIST Angamaly. On November 2, 2024, Dr. Shashi Tharoor spoke about The Future of Democracy in India and the Role of Youth, highlighting the importance of education, social reform, and youth involvement in strengthening democratic values. He emphasized the need for young Indians to actively participate, hold leaders accountable, and champion the principles of equality and integrity.



FINANCE CLUB ACTIVITIES

Overview Of Securities Market And Career Growth

FISAT Business School, in collaboration with BIAP Mumbai and Apex Academy, organized the seminar 'Overview of Securities Market and Career Growth' to promote financial literacy among management students. Held on January 24, 2024, the event featured Mr. Manoj T Neelakantan, a Certified Trainer-SEBI and former AGM at IDBI Bank, as the resource person. Aimed at providing first-year students with a comprehensive understanding of the stock market and essential skills for navigating the world of investments, the seminar included interactive sessions covering investment

strategies, scams, and career opportunities. Positive feedback was received for the program's comprehensive coverage and insights from industry experts.



Financial Education for Young Citizens

A Collaborative Initiative On October 9-10, 2024, FISAT Business School hosted the Financial Education for Young Citizens program, a collaborative initiative between the National Institute of Securities Markets (NISM), the Securities and Exchange Board of India (SEBI), and the Aditya Birla Capital Foundation. This CSR project aims to promote financial literacy among young citizens, bridging the gap between academic knowledge and industry demands in the finance sector. The program provides an essential foundation for MBA students, preparing them for the dynamic and competitive financial landscape. The session was led by Mr. Manoj T. Neelakantan, a Personal Finance Trainer, Former AGM at IDBI Bank, and Certified Trainer with SEBI. The certification from NISM ensures that students are well-equipped for their future careers, offering them a significant advantage in the finance industry.

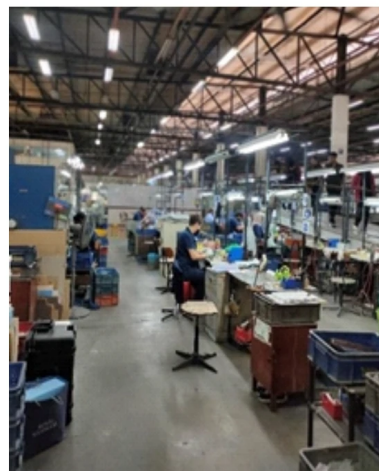


INDUSTRIAL VISITS

International visit

The FBS organized an enriching International Industrial Visit (IV) to Malaysia for the S4 MBA 2022-2024 Batch from March 6 to March 10, 2024. The trip provided students with invaluable exposure to international business practices and cultural experiences. Participants had the opportunity to witness firsthand the dynamics of the Malaysian business landscape and engage in

insightful interactions with industry professionals. The International IV not only expanded students' horizons but also instilled a sense of cross-cultural appreciation and adaptability, preparing them for success in the global business arena. The trip included visits to several places of prominence in Malaysia, with the highlight being the tour of the Royal Selangor Pewter factory. The Royal Selangor Pewter factory visit was a remarkable experience, allowing students to witness the craftsmanship and artistry that goes into creating intricate pewter products. Students observed the various stages of pewter production, from casting to engraving, and gained insights into the company's commitment to quality and tradition.



MBA Batch 2023-25's Industry Visit to Ramakkalmedu and Kodaikanal

FISAT Business School's MBA Batch of 2023-25 had an enriching 3-day industry visit to Ramakkalmedu and Kodaikanal, from January 31 to February 2, 2024. The visit included an insightful tour of the Kodai Chocolate Factory, where students witnessed the chocolate production process firsthand. The trip was packed with learning and growth, and it helped solidify bonds of friendship among the students.



Industrial Visit to Anna Aluminium, Kizhakkambalam

An industrial visit for first-year MBA students of batch 2024-26 was organized by FBS on August 14, 2024, to Anna Aluminium in Kizhakkambalam. The purpose was to provide students with practical, industry-specific knowledge. The students were divided into three groups and got reached by 11:15 A.M. The students got an opportunity to learn about the production processes, management practices, and technology used at the facility. They interacted with workers and supervisors, gaining insights into the work environment and manufacturing of aluminium cookware. Anna Aluminium produces 1500-2000 units daily and employs 350 people. The visit highlighted the company's efficient waste management, recycling systems, and the responsibilities of workers. Overall, the visit was a valuable learning experience, offering students a deeper understanding of industrial operations.

The visit was coordinated by MBA Batch coordinators Dr. Sonia Elizabeth Thomas and Dr. Sreenish SR and was accompanied

by Dr. Jose Varghese, Mr. Prasanth P John and Ms Biji U Nair. Around 120 students of FBS attended the session.



Industrial Visit To Akay Spices Pvt Ltd.

On 16th August 2024, first-year MBA students of batch 2024-26 from FISAT Business School visited Akay Pvt. Ltd. an Akanad, a leading company in the spice processing and export industry. The company operates in 40 countries and produces spices, oils, and essences. The students arrived at 11:00 A.M. and were welcomed with a presentation detailing Akay's business operations, management, and production processes. The visit provided a close look at the processing of turmeric and black pepper, including final lab testing. Students had valuable interactions with management and production heads, gaining insights into the technology used and the various stages of spice production. This visit offered a deeper understanding of how a spice processing company operates and the technologies involved.

The visit was accompanied by Mr. Prasanth V and Dr. Sindhu George, the faculties of FISAT Business School.



Industrial Visit To Mane Kancor Ingredients Private Ltd.

MBA students of 2024-26 batch B from FISAT visited Mane Kancor Ingredients Private Limited on 21st August 2024, a leading global manufacturer of spice extracts, natural colors, and antioxidants. The visit aimed to provide insights into the company's operations, supply chain, and

sustainability initiatives, enriching the students' understanding of corporate functioning and decision-making processes. The industrial visit to Mane Kancor Ingredients Private Limited was a resounding success, fulfilling its objectives of providing real-world exposure to MBA students. The insights gained during the visit will undoubtedly contribute to their academic and professional development.



ALUMNI INTERACTION

Alumni Insights: Mr. Yesudas George

On 13 August 2024, from 11:10 AM to 12:10 PM, FISAT Business School organized an alumni interaction session for MBA first-year students of batch 2024-26 featuring Mr. Yesudas George, a distinguished alumnus from the 2006-08 batch and currently a Partner and Strategist at Amalgam Box and ARK Productions, Kochi. During the session, Mr. Yesudas shared his inspiring journey from being an average student at FISAT to achieving professional success, emphasizing the transformative impact of his MBA on his personal and professional growth. He highlighted the importance of self-improvement, honesty, and integrity as key attributes for career success and provided unique insights, such as maintaining a daily diary to document experiences and interactions, which helped him create a standout CV and excel in interviews.

The session offered students practical guidance on personal development, the role of honesty in building trust, and strategies for distinguishing oneself in career preparations, equipping them with valuable lessons for thriving in the business world.



CELEBRATIONS AT FBS

Teachers' Day Celebration

On September 5, 2024, the students of S3 MBA of batch 2023-25 joyfully celebrated Teachers' Day in the MBA Seminar Hall. The event was marked by a heartfelt cake-cutting ceremony, where each faculty member was presented with a bouquet as a token of love and appreciation from the students. The faculty members shared their memorable experiences with the students and expressed their deep gratitude for making the day truly special. It was a meaningful celebration, strengthening the bond between the teachers and students, and creating lasting memories for everyone.



Onam

FISAT Celebrates "Thimruthonam" with Cultural Extravaganza On September 12, 2024, FISAT students hosted a grand celebration of "Thimruthonam", marking the joyous occasion of Kerala's Onam festival. The event included a series of vibrant cultural activities such as Purusha Kesari, Malayali Manga, Pookalam, Vadamvali, Chenda Melam, Kavadi Aattam, and Thiruvathira Kali. The MBA students emerged victorious in the Vadamvali and Pookalam competitions, showcasing their team spirit and creativity. The lively performances and colorful displays of tradition brought the spirit of Onam to life, making it a memorable celebration for all participants.



Fresher's Day Celebration for MBA Batch 2024-26

On October 1, 2024, the MBA Batch of 2023-25 organized a lively Fresher's Day to warmly welcome their juniors, the Batch of 2024-26. The event was filled with vibrant dance and song performances from both batches, creating a joyful atmosphere of camaraderie. Interactive games and fun activities added to the excitement, fostering connections among the students and making it a memorable start for the new entrants.



STUDENT'S ACHIEVEMENTS

Anoop Shaji Selected as Captain of KTU Shuttle Badminton Men's Team

We are proud to announce that Mr. Anoop Shaji, from the MBA batch of 2023-25, has been selected as the Captain of the KTU Shuttle Badminton Men's Team. He will lead the team in the South Zone Inter-University Championship to be held at SRM University, Chennai.



Congratulations to Our Football Champions!

A big congratulations to Mr. Vignesh Vijay and Pranav P Menon (MBA Batch 2023-25), along with Antony Anil (MBA Batch

2024-26), for their outstanding victory in the KTU University Football Championship tournament held on November 9, 2024! As proud members of the FISAT football team, they contributed to securing the championship title.



Student Publications

- Ms. Bobby Merlin presented a paper titled "Factors Influencing Propensity to Purchase Premium Smartphones Among Young Professionals" at the Three-Day International Conference on Global Strategies for Sustainable Commerce and Innovative Management Practices in the 21st Century (GSSCIM - 21C), organized by Bharata Mata College, Thrikkakara, Kerala, on February 15, 19, and 20, 2024, under the guidance of Dr. Jose Varghese.

FACULTY ACHIEVEMENTS

FBS Faculty's Contribution to Societal Welfare

FBS reaffirms its commitment to societal welfare through the impactful work of our faculty member, Mr. Prasanth V. His article, published in the Times of India on May 25, 2024, explores innovative IoT-based smart solutions to address water contamination in the Periyar River. Mr. Prasanth's insights reflect our dedication to using technology for environmental preservation and community health.



Heartfelt Congratulations to Dr. Biji U Nair

We are thrilled to extend our heartfelt congratulations to Dr. Biji U Nair on the successful completion of her Ph.D. from Chinmaya University on September 10, 2024. Dr. Biji's dedication and hard work culminated in an insightful thesis titled Webrooming: An inquiry using Push Pull Mooring Model. Her achievement is a source of pride for our institution, and we wish her continued success in all her future endeavors.



Achievements

1. Dr. Anoo Anna Anthony was awarded a Post Graduate Degree M.A. in Population Studies from the International University of Population Studies (UGC Approved and Deemed University), Mumbai.
2. Dr. Sreenish S.R. was the resource person for the session titled "Analysis of Union Budget 2024-25", organized by the School of Management, De Paul Institute of Science & Technology (DiST), Angamaly, on February 13, 2024.
3. Dr. Biji U Nair was awarded the Best Paper Presentation Award for the paper titled "A Study on Acceptance of Virtual Fitting Rooms for Apparels" at the Three-Day International Conference held at Bharata Mata College, Thrikkakara, in February 2024.
4. Dr. Sreenish S.R. was the resource person for the seminar titled "Bridging Knowledge Gaps: A Practical Approach to Equity Research", organized by the School of Management, De Paul Institute of Science and Technology, Angamaly, on March 14, 2024.
5. Dr. Anoo Anna Anthony was the invited speaker at the Two-Day National Conference on 'Kerala and the World Economy' at the Centre for Development Studies, Trivandrum, on March 18-19, 2024.
6. Dr. Sindhu George delivered a session on "Entrepreneur's Toolkit: Must-Have Skills for Business Success" at Marthoma College, Perumbavoor, for

the MBA 2024–26 batch, on August 13, 2024.

7. Dr. Sreenish S.R. was the resource person for the orientation program titled "Fundamentals of Accounting", organized by Marthoma College of Engineering and Technology, Perumbavoor, on August 14, 2024.
8. Dr. Sreenish S.R. was the resource person for the session "Building Your Entrepreneurial Edge: Critical Skills for Today's Leaders" for the MCA 2024–26 batch at FISAT on August 23, 2024.
9. Dr. Sindhu George delivered a session on "Building Your Entrepreneurial Edge: Critical Skills for Today's Leaders" for the MCA 2024–26 batch, FISAT, on August 23, 2024.
10. Dr. Sreenish S.R. was honored with the Best Library User Award on September 27, 2024, by the Federal Institute of Science and Technology (FISAT).
11. Dr. Sreenish S.R. was the resource person for a one-day workshop titled "Building Bonds, Breaking Barriers", organized by the Department of Management Studies, St. Teresa's College (Autonomous), Ernakulam, on October 4, 2024.
12. Dr. Sreenish S.R. was the resource person for a workshop on Placement Orientation, organized by the Albertian Institute of Management, on October 18, 2024.
13. Dr. Sreenish S.R. was the resource person for a session on "Goal Setting" at Espoir Academy, in association with KASE and Eram Technologies, on October 21, 2024.
14. Dr. Anoo Anna Anthony was the resource person for the International online session on "Personal Development and Upskilling" by IGNOU Regional Center Vadakara on November 15, 2024.
15. Ms. Merin Thomas was certified by NPTEL as a topper in Economics of Banking and Finance and Financial Accounting, and in Security Analysis and Portfolio Management.
16. Ms. Amala Mary was certified by NPTEL as the topper of the Multivariate Procedures with R and Psychology of Emotion: Theory and Applications courses, and for completing the Advanced Course in Social Psychology.
17. Mr. Prasanth V was certified by NPTEL in Design Thinking, Services Marketing: Integrating People, Technology, Strategy, Introduction to Marketing Essentials, Business to Business Marketing (B2B), and Product and

Brand Management, as well as by Google in Generative AI for Educators.

Papers published and presented

1. Ms. Merin Thomas presented a paper titled "Navigating Sustainability: An In-Depth Analysis of ESG Risk Ratings and Performance of Indian Financial Institutions" at the International Conference organized by Rajagiri Business School from January 10–13, 2024.
2. Dr. Anoo Anna Anthony presented a paper titled "Student Perspectives on Expected Well-Being in the Decision to Migrate and Coping Mechanisms" at the Migration Conclave 2024: International Conference on Migration, organized by the AKG Centre for Research and the V.S. Chandrasekaran Pillai Centre for Research and Studies on January 20, 2024. The paper was published in the conference's Collection of Abstracts.
3. Dr. Sreenish S.R. presented and published a paper titled "Walter Model Unveiled: Analyzing Dividend Decisions and Valuation of Oil Marketing Companies in India" at the Three-Day International Conference on Global Strategies for Sustainable Commerce and Innovative Management Practices in the 21st Century (GSSCIM - 21C), organized by the Department of Commerce (Marketing), Bharata Mata College, on February 15, 19, and 20, 2024. The paper was also published in the conference proceedings.
4. Dr. Sonia Elizabeth Thomas presented a paper titled "Leadership Agility in the Face of Change: A Holistic Approach" at the Three-Day International Conference on Global Strategies for Sustainable Commerce and Innovative Management Practices in the 21st Century (GSSCIM-21C), organized by the Department of Commerce (Marketing), Bharata Mata College, Thrikkakara, Kerala, held on February 15, 19, and 20, 2024. The proceedings of the conference were published (ISBN: 978-81-962550-1-5).
5. Dr. Anoo Anna Anthony presented a paper titled "Enabling Financial Ease of Transactions: A Comparison of Banking Apps and UPI Apps" at the Three-Day International Conference on Global Strategies for Sustainable Commerce and Innovative Management Practices in the 21st Century, held from February 15–20, 2024. The paper was published in the

edited volume of the proceedings (ISBN: 978-81-962550-1-5).

6. Dr. Sonia Elizabeth Thomas published a paper titled "Work-Life Balance Practices: Drivers of Job Engagement and Mitigators of Turnover Intention" in RESEARCH REVIEW: International Journal of Multidisciplinary (Vol. 09, No. 03, March 2024, pp. 178–190), eISSN: 2455-3085, UGC Listed Journal (Journal No. 44945), <https://doi.org/10.31305/rrijm.2024.v09.n03.019>.
Dr. Anoo Anna Anthony presented a paper titled "Democratic Decentralization and Good Governance: A Case Study of COVID Response Strategies of Kerala Tourism Development Corporation" at the Two-Day National Conference on Kerala and the World Economy, held at the Centre for Development Studies, Trivandrum, on March 18–19, 2024.
7. Dr. Sonia Elizabeth Thomas presented and published a paper titled "A New Dimension of Productivity: Ergonomic Interventions Reshaping the Modern Work Environment" (ISBN: 978-81-962550-1-5) in the proceedings of the Two-Day International Conference on The Future of Economics, Finance & Management in the Cosmopolitan Era, organized by the Bharata Mata Institute of Management in association with the University of Colombo, held on April 24–25, 2024.
8. Dr. Jose Varghese published a paper titled "Transforming Perspectives: Understanding Consumer Attitudes Towards Electric Vehicles for Sustainable Mobility" in TKM International Journal for Research in Management (Vol. 9, Issue 1, Special Issue on Emerging Paradigms in Business and Management in the Analytical Era, 2024). This peer-reviewed, multidisciplinary refereed journal is ISSN: 2455-684X, RNI: KERENG/2016/72822.
9. Dr. Sonia Elizabeth Thomas published a paper titled "Unwinding the Tangled Thread: How Work-Family and Family-Work Conflict Weave a Disrupted Work-Life Balance" in TKM International Journal for Research in Management (Vol. 9, Issue 1, Special Issue on Emerging Paradigms in Business and Management in the Analytical Era, 2024). This peer-reviewed, multidisciplinary refereed journal is ISSN: 2455-684X, RNI: KERENG/2016/72822.

Placement Overview

110+ Offers

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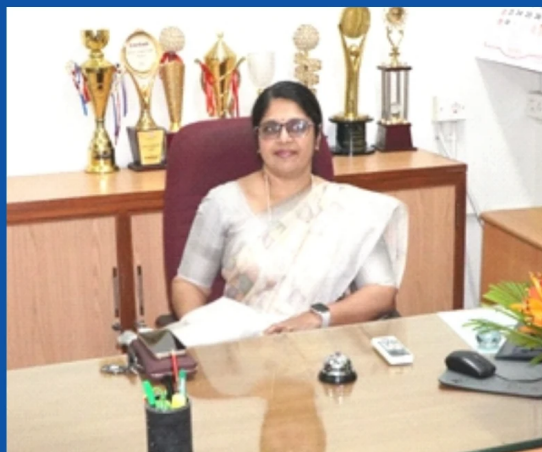
Highest salary: 7.8 Lakhs
Average salary: 4.23 Lakhs



A Fond Farewell to Our Esteemed Director

Dr. A J Joshua - Director, FISAT Business School

On July 31, 2024, we bid a heartfelt farewell to Dr. A J Joshua, who retired after serving as the Director of FISAT Business School. Dr. Joshua joined FISAT Business School as a Professor in 2011 and became its Director in 2019. Throughout his tenure, he made significant contributions to the institution's growth and academic excellence. He was honored with the Best Teacher Award from FISAT in 2019. Dr. Joshua's expertise in Services Operations, Retailing, Consumer Behavior, and Cross-Cultural Management has inspired many. After a distinguished career at FISAT, he has now joined Marthoma College of Management and Technology as its Director. We express our sincere gratitude for his leadership and wish him all the best in his future endeavors.



Exciting Beginnings: Welcoming our New Director

Dr. Elizabeth George - Director, FISAT Business School

Dr. Elizabeth George joined FISAT Business School as the Director on 10th October 2024. She holds an MBA, M.Phil, and PhD in Organizational Behaviour and Human Resource Management from Cochin University of Science and Technology (CUSAT). With 28 years of experience in teaching at the postgraduate level, Dr. George is a UGC-NET qualified PhD guide at Mahatma Gandhi University. Prior to joining FISAT, she was the Principal and Professor at DC School of Management and Technology, Vagamon, and has held leadership roles at other prestigious academic institutions. An accomplished academic, she has published over 35 articles in reputed national and international journals, authored three books, and chaired several conferences. Her research interests include Organizational Behaviour, HRM, Work-Life Balance, and Employee Empowerment. Dr. George is also a life member of NIPM and ISTD.

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