



**FISAT
BUSINESS
SCHOOL**



NAAC
A Grade
Accredited Institution

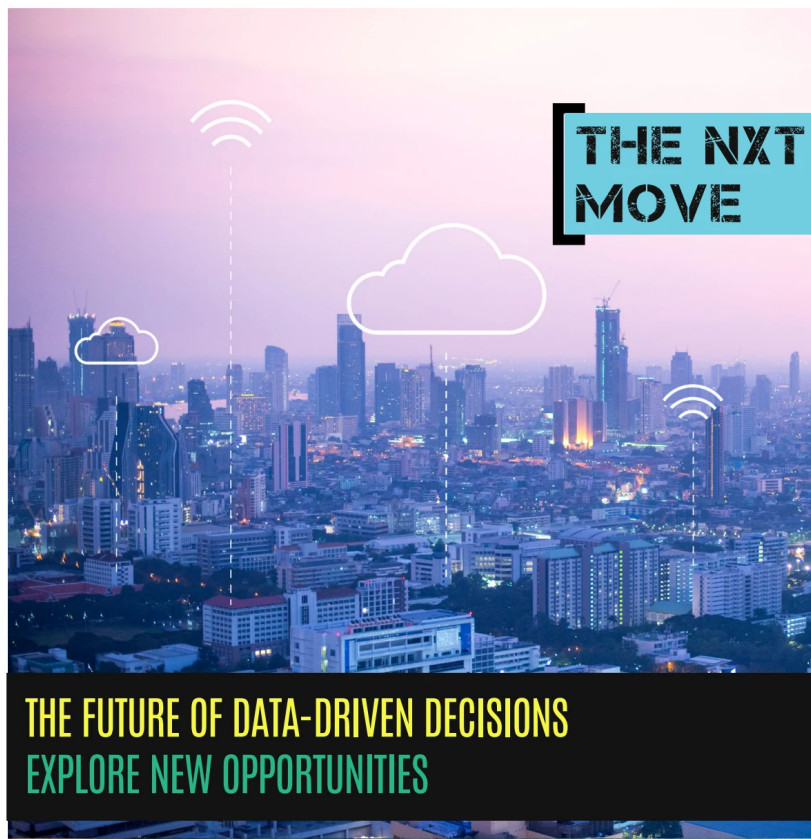
FORUM NEWSLETTER



Volume - 1 Issue-1

January - December 2022

Newsletter Published by Department of Business Administration, FISAT



QUICK INSIGHT

- Messages
- FBS-KMA Student Chapter
- Course Completion Ceremony
- Students Training Programs
- Students Club Activities
- Alumni Speaks
- Celebrations at FBS
- Industrial Visits
- Faculty & Student Achievements
- Outstanding Performers
- Placement Statistics

FISAT Business School



CHAIRMAN

FISAT's unwavering commitment to providing quality education of global standards to our students has helped to ensure that our students are well-equipped to step into the professional realm full of challenges and opportunities. The commendable achievements of our students and staff bear testimony to our abilities. I applaud the teachers and students for their effectual role in developing FISAT Business School and bringing it to such great heights. I congratulate the editorial team for their endeavor to share a quick overview of the FISAT Business School's accomplishments and activities with all of its stakeholders and well-wishers through this newsletter. I wish you luck in all of your future endeavors.

Shri. Shimith P R
Chairman, Governing Body, FISAT



PRINCIPAL

It has been an exciting and eventful year for our business school. In addition to our regular classes, we have been able to organize and host several events that have provided a great learning opportunity for our students. From workshops on communication and collaboration to industry-specific business seminars, our events have been incredibly popular and have encouraged our students to be more engaged in their learning. I am proud that we have been able to provide such unique opportunities to our students and to help them develop the skills they need to succeed in their future endeavors. I am also thankful for the support of our faculty and staff, who have worked hard to ensure that each of our events was successful. We are confident that the knowledge and experience our students have gained from these events will help them in their future academic and professional pursuits. We look forward to continuing to provide our students with such opportunities in the future, and hope that our events will continue to be an integral part of our school's culture.

Dr. Manoj George
Principal, FISAT



DIRECTOR

We at FISAT Business School are proud to present before you the multifaceted outcomes of the talent and competencies of both our students and faculty. FBS is a happening place where each day is a new one having its challenges and opportunities. We are committed to producing well-rounded managers who are not only proficient in academics but also well-groomed, street-smart, well-mannered professionals with a high degree of ethical values and social concerns. We believe that the post-covid era has opened up a lot of opportunities and avenues for young professionals who are graduating from our institution. Our newsletter is a compendium of various interesting events, activities, and achievements which has happened in the past year. It evidences the potential and abilities of our students and faculty. We symbolize the FISAT motto "Focus on Excellence" and take it to fruition through the conduct of these events and activities. We are also proud to present to you our various achievements. All these are an outcome of us being a high-performance organization that thrives on teamwork with harmony.

Dr. A J Joshua
Director, FBS

FROM THE EDITORS

The beginning of the academic year is at its heart, a fantasy of newness and clean slates of chance to do things differently and with more attention to purpose. In reality, it's also one of the most challenging time of the year for many of us.

Being the Editorial Board of the college magazine truly an unparalleled honor and we are filled with gratitude for this opportunity. As the year comes to a close, we lay down our pen with eternal thanks. After the years that we have lost to pandemic, we have now finally risen from what was and are now back on our toes better than before.

This year's newsletter brings the celebration of undeterred hope and optimism that a man carries in the face of adversity. The challenging times have left a scar but made us stronger and we are ready to claim our space.

We hope going through this newsletter is as enjoyable for you as it is for us bringing it to you. We appreciate your support and feedback. Please have a healthy New Year.

Once again thank you everyone.

Happy reading!

INDUCTION & INITIATION CEREMONY OF MBA BATCH 2022 – SEPT 19, 2022



The induction and initiation ceremony of the MBA 2022 batch was held on September 19, 2022, to welcome the students and parents to the FISAT family. Mr. A. Balakrishnan, Executive Director-IT, Geojit Financial Services was the chief guest for the event.

He encouraged students to stay focused, work hard, and make the most of this incredible opportunity and also emphasized that MBA program provides them with a tremendous opportunity to grow as individuals, develop strong leadership skills, and create meaningful connections among their peers.

Prizes for the Summer Internship Poster presentation competition were also distributed.

KMA STUDENT CHAPTER INAUGURATION & ANNUAL HR CONCLAVE 2022 – NOV 25, 2022



The KMA student chapter was inaugurated by Ms. Nirmala Lilly, President- KMA and CEO, Infinity Hospital Services on Nov 25, 2022.

This was followed by the HR Conclave inauguration By Dr. A.V Jose, Vice President, and Head L&D, ESAP, Small Finance Bank Ltd. The conclave focused on the theme, 'the war for talent'. The keynote speakers were Mr. Rijo Thomas, Associate Director- Recruitment and Staffing, Ernst & Young Pvt. Ltd., and Mr. Kamal Mampilly, CHR- Geojit Financial Services Ltd.



The panel discussion was moderated by Dr. R. Chandrasekhar Menon, Business Analyst and Visiting professor at IIMs, XLRI, S.P Jain. The panel members were Mr. P. Premchand, HR Consultant and Former KMA President, Mr. Jackson Figarado, Head (HR HiTalent and Talent Engagement-BFSI), Tata Consultancy Services, Mr. Aravind Warrier, Head-People, Strategy, Culture, and Happiness at Litmus7 and Mr. Johnson Mathew, Chief Human Resources Officer, EVM Group.

The discussions focused on many adverse macroeconomic factors that changed the business landscape during the year and compelled almost all industries to focus on sustainability and capital-efficient growth.

COURSE COMPLETION CEREMONY FOR MBA BATCH 2020 – SEPT 17, 2022



The course completion ceremony for MBA 2020 batch students was conducted on September 17, 2022. The chief guest was Shri. Benny Behnan, MP. Mr. Shimith P. R, Chairman of the FISAT governing body, Dr. Manoj George, Principal of FISAT, and Dr. A.J Joshua, Director, FBS were the other dignitaries. Awards for the best outgoing student, outstanding proficiency, and Project excellence were also distributed during the ceremony. Students shared their college life experiences at FBS and the ceremony came to an end with a group photo session of each batch with their teachers.

CORPORATE INTERACTION SERIES

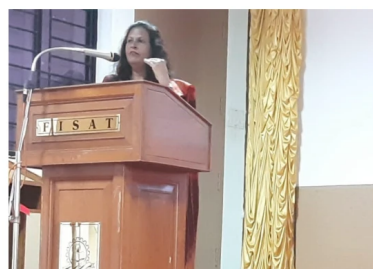
Professional Grooming – September 14, 2022



An interactive session on 'Professional Grooming' was organized on September 14, 2022. Mr. T. A. Muralitharan, General Manager (HR), Tata Consultancy Services Pvt. Ltd., was the resource person. The session was attended by both batches of MBA students.

The workshop aimed at bridging the gap between corporate expectations and classroom training. The topics covered were the enhancement of core competency skills, teamwork, leadership, business ethics, interpersonal behaviors, and personality development. Further, he also shared informative tips on resume writing and attending job interviews successfully.

Business Leadership and Industry Expectations – September 28, 2022



A corporate interaction on 'Business Leadership and Industry Expectations' was delivered by Ms. Nirmala Lily, President of Kerala Management Association (KMA) and the CEO of Infinity hospitality services. She emphasized the skills that are required by an MBA graduate to be industry ready as time management, decision-making, gaining insights on the latest trends, resilience, current regulations and developments in the industry, leadership quality and so on. She also encouraged the students to be brave and not to be deterred by failure, as it is the first step to success. Being financially independent was yet another important message that she focused on.

Intellectual Curiosity, Strategic management & multiplying your analytics quotient - October 19, 2022



Mr. Thomas Joseph, Adjunct Faculty, IIM Udaipur addressed the students on 'Intellectual curiosity, strategic management (ICSM), and multiplying your analytics quotient (MYAQ)' on October 19, 2022. The session aimed at helping students to attain their full potential. It aimed at taking the mathematical ability of the students to their maximum effectiveness and efficiency. He referred to his style of training as Customized Coaching and Companionship (3Cs).

He also spoke about the buoyancy of every strategic decision taken by the corporate heads and their implications on a firm's growth.

How To Read Business Daily – November 2, 2022

As part of the corporate interaction series, a seminar was conducted on 'How to read a business daily' on Nov 2, 2022, for the students of the S1 MBA 2022 batch by Mr. Anil R, Senior Manager, Results and Marketing Department at Times Group Kerala. This session was conducted to enable the students not just to read a financial daily but also to understand it to an extent to explain how the changes in the business world impacts the society.

Banking Vigilance Awareness Program 2022 – Nov 11, 2022

Ms. Devi Sreedhar, Branch Manager, Federal Bank, Hormis Nagar, Mr. Poullose P V, Consultant, Federal Aswas financial literacy centre, Mookkannoor, Mr. T Harikumar, Consultant, Financial literacy centre, Angamaly, jointly delivered a talk on "Corruption-free India for a Developed

Nation" on November 11, 2022. They aimed at raising awareness against the perils of corruption and enlist the support of all the stakeholders in the anti-corruption campaign.

LEADERSHIP INTERACTION PROGRAM

Being Humane while Driving Growth - December 20, 2022



Shri K.S. Sabarinadhan, State Vice President-IYC and Former Management Professional, addressed the students on December 20, 2022 on 'Being Humane while Driving Growth'. The talk focused on humanity in the field of management. In the lecture, by providing glimpses from the history of companies, he emphasized that only companies that have paid importance to humanity and employee welfare have survived. The session was very informative, interesting and interactive.

TRAINING PROGRAMS FOR STUDENTS

Faculty - led Training at FBS - January 25, 2022

To assist students in their pursuit of placement and employment opportunities befitting their talents and abilities, FBS faculty took on interview preparedness training for the selected students of the Federal Bank selection process test. It's a matter of great pride that 14 of our students cleared the test and out of these eight students had been selected for the interview session. Mock interviews and resume building and crafting were done by faculty members: Dr. A. J. Joshua, Director, FBS, Dr. Dhanya Alex, Dr. Anoo Anthony, and Ms. Merin Thomas with the students.

Placement Handholding Session by Shri Mohanachandran K.R, Chief Risk Officer, ESAF Bank



For the benefit of the fourteen students who had cleared the written test of the Federal Bank selection process, a deeper insight into the work culture and employee readiness skills that the bank holds dear was enabled by an online session by our mentor and close supporter, Shri Mohanachandran K.R, whose association in the human resource planning and development phases of Federal Bank is well established. He spend an online session with the students specifying the interview process and the details interviewers will be looking to get from candidates with tips and suggestions on how to ace the interviews. His suggestions on non-verbal communication, physical appearance, and dress etiquette were really informative.

Startup Boot Camp and Idea Pitch Competition- March 8-11, 2022



Students of the 2021 batch were lucky to receive a two-day entrepreneurial training program by the founder and evangelist of Carve start-up labs, Mr. Vishnu Nagaraj. This is an organization that plays the linking role between a number of governmental, semi-governmental, NGO-based start-up support organizations, funding agencies, and entrepreneurial establishments that are involved in the identification of startup ideas, persons, and organizations, which can benefit from the vast array of

resources put out by the government to them. This is an open platform to network with Startup Founders, Share knowledge, Contacts, Event details, and opportunities. Many good and workable ideas were generated by student groups and this was well received as was indicated in the feedback given by students.

Soft Skills Training by GTT (Barclays CSR) – March 24-25, 2022



As part of the CSR initiative conducted by Barclays in partnership with GTT & NASSCOM Foundation, the students were trained on soft skills for two days from March 24, 2022, to March 25, 2022. The highly interactive session covered topics like Interview skills and Corporate readiness. Mock interviews and group discussions were also conducted as part of this. The program focused on enhancing the potential of the students to make them industry ready, build key skills, knowledge, and confidence. The program helped them to develop core, transferable skills that businesses increasingly need.

Transformation with Altaf & Krishna – May 27, 2022

A one-day workshop on 'Transformation' was conducted on May 27, 2022, by the team Altaf and Krishna. The workshop gave tips to students on how to become efficient by learning the basics of corporate communication and time management. They also briefed the students on the mindset shift that is required when moving from college to a corporate environment. The corporate readiness program enhanced the confidence of students and acquainted them with tools for Goal setting, Team Work, and Stress Management.

Induction program by NUR Skills –August 22-23, 2022

A four-day training program for 2022-2024 batch MBA joined students which focused on goal setting,

communication, general and professional etiquette, grooming, team dynamics, and social responsibility was organized from August 22-23, 2022. The program was delivered by NUR Skills.

M-power Training by Vertical Eye- August 24-27, 2022 & August 29-September 1, 2022



M power Training program was delivered by Mr. Krishnakumar and Mrs. Mridula Krishnakumar of Vertical Eye in two batches for the S1 MBA 2022. The four-day program was jam-packed with numerous team-building activities to enable the students to conquer inhibitions, boost self-belief, understand the magic of teamwork, adjust to changes effortlessly and foster tolerance and ambiguity. The students also grasped tips on impression management, effective communication, successful leadership, attitude tuning, and so on.

Sparkle-Placement Training by Vertical Eye- September 12-27, 2022



The "Sparkle"- A placement training program was conducted by Mr. Krishnakumar and Mrs. Mridula Krishnakumar of Vertical Eye. The training focused on helping students face interviews with the utmost confidence and enhancing their personality and interpersonal skills. Group discussion were conducted where each one of the participants was assigned a buddy who analyzed the other's verbal and non-verbal cues. This training helped students to come out of their comfort zones and face reality.

Placement Training by Pragmatix- September 12- 23, 2022

The aptitude training program by Pragmatix was offered to strengthen the student's skills in solving a wide range of aptitude questions. Tips and tricks on solving the questions were shared. Students were taught how to manage time and solve questions.

The Federal Bank placement training –November 16, November 22, and November 30, 2022

To refine the skills of the students attending the Federal Bank placements, the team from Pragmatix trained the students to sharpen their aptitude, GD, and interview skills. The sessions were conducted on November 16, November 22, and November 30, 2022, respectively.

The Federal Bank Placement Interview training – November 26, 2022

Dr. Dhanya Alex, Associate Professor, FBS trained the students who qualified for the GD round conducted by The Federal Bank. The training was conducted on November 26, 2022, to refine the knowledge of banking and finance concepts of the students. Common banking terms, stock market, and investment concepts were explained.

VALUE ADDED / ADD ON PROGRAMS

FICCI - greyHR Academy Online Certification Program on Digital HR – January 17, 2022



FICCI - greyHR Academy Online Certification Program on 'Digital HR' course was conducted by the greyHR Academy in association with FICCI Kerala. The students of the HR specialization attended the course. The

objective of the course was to tune the students to the latest developments and best Digital practices in HR. The students could understand the HR Operations and Payroll processing functions in detail and the efficient usage of the HRMS software.

Data Analytics using IBM SPSS - June-July 2022

Dr. Jose Varghese, Dr. Sindhu George, Dr. Anoo Anthony, and Dr. Dhanya Alex, faculty members, FISAT Business School organized a training program for the students of semester four on IBM SPSS to provide an application-oriented introduction to the statistical component of IBM SPSS Statistics. The objective of this training was to review several statistical techniques and discuss situations in which the students would use each technique, set up the analysis and interpret the results.

Excel Expert Training– August 22, 2022, to September 1, 2022



The Microsoft Excel training was conducted by Active Edu-Technologies India Pvt. Ltd. It was conducted for 2022-24 batch. The training helped the students to acquire hands-on knowledge of Microsoft Excel which is critical to the efficiency of any business. The students learned charting and creating visual content that represents the data. They also grasped the acumen to perform calculations, and work on graphing tools, pivot tables, shortcuts, formulas, etc. Further, the students acquired the skills to design and manage spreadsheets and apply best practices; generate and customize charts, etc

FINANCE CLUB (FinFrats) ACTIVITIES

"Kona Kona Shiksha" – Initiative by NISM- February 5, 2022

Students of the second year who had taken the finance specialization participated in a ten hour online session under guidance of Dr. Dhanya Alex for the program Kona Kona Shiksha conducted by the National Institute of Securities Markets (NISM) under the aegis of CSR program of Kotak Securities Ltd on February 5, 2022.

Union Budget Analysis Competition- February 14, 2022

The finance club of FISAT Business School-FinFrats conducted a Union Budget Analysis competition which witnessed participation from 12 teams across departments in the college. Aiswarya Baburaj, Ayisha E A and Salih from S7 ME and S5 CSE won the first place and Aakash S, Arya N A, Harisankar S and Hrithudev V S from S5 ECE(A) secured the second place.

Global Money Week 2022: Investor Awareness Program – March 24, 2022



To celebrate Global Money Week (GMW) – 2022, FISAT Business School in association with SEBI, BSE, and CDSL IPF organized an investor awareness program on the theme "Build your future, Be smart about money". The resource persons were Shri. Arun E A, AGM, SEBI, Shri. Shibunath T A, CDSL, and Shri. Leo Peter, BSE. GMW is an annual global awareness-raising campaign organized under the aegis of the OECD International Network on Financial Education.

"Book Trail"- Book Review Competition- April 29, 2022



The Finance club in association with NDLI club, FISAT organized a book review competition for departments across the college. The students were to submit a

book review which included the plot summary, and a review on the author's writing style. Participation certificates were distributed to all participants by (NDLI) IIT Kharagpur. The first prize was secured by Ms. Lakshmi Nandakumar, Faculty, Department of EIE, followed by Ms. Archana S of S4 MBA in the second place and Mr. Akash Suresh of S2 CSE in third.

World Investor Week 2022: Investor Awareness Programme – October 12, 2022



Investor Awareness Programme as part of the World Investor Week 2022 was conducted in association with SEBI, BSE, and CDSL IPF on October 12, 2022. The resource persons were Mr. Krishnaprasad G, BSE IPF, and Mr. N P Rajive, CDSL, IPF. He educated the students by enumerating and elucidating various concepts regarding savings and investments, the difference between money and wealth, the role of asset managers, the different asset classes, and the vitality of planning. Through this program, the students could understand more about the stock market, mutual funds, the fundamentals of investing in the stock market, the importance of investing, and the risks or constraints associated with an investment decision.

FORUM OF MANAGEMENT STUDENTS ACTIVITIES

Farewell, MBA Batch of 2019-21 – Feb 26, 2022



their farewells from the college on February 26, 2022. They had been unable to get their official farewell approved because of the Covid19 restrictions. Students had a good time with some games, experience sharing, and programs conducted by the junior batch of 2020-22, who had not been able to associate closely with them because of Covid-19. It was a well-attended function that was capped off by a delicious dinner and entertainment.

JOGA BONITO- DEFEND, ATTACK, AND NEVER QUIT – June 25, 2022



The Forum of Management Students organized a kick-off event for FORUM 2022- The National level inter college Management fest of FISAT Business School on June 25, 2022. It was a 7's football tournament at 'Spot On' football turf, Aluva. The event witnessed participation from sixteen colleges. Vidya College, Thrissur emerged as the champions, and Ilahia College, Muvattupuzha was the runner-up for Joga Bonito.

Farewell for MBA Batch of 2020 – Sept 17, 2022



Decorated in satin draped curtains and fairy lights which seemed like a fantasy to leave a good memory to the graduating batch, a farewell was conducted on September 17, 2022, for the MBA batch 2020 at the college auditorium. The function started with good wishes from Dr. A.J Joshua, Director FBS, followed by the class co-coordinators of both batches- Ms. Biji. U Nair and Mr. Prasanth. P. John. It was followed by various fun games and cultural programs

and concluded with dinner.

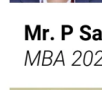
FMS ELECTION 2022 – Oct 27, 2022

The election of office-bearers of FMS for the academic year 2022-23 was held on October 27, 2022. The posts for which the election was conducted were that of the President, Vice-President, Secretary, Joint Secretary, and Treasurer. The positions of the Vice President and Joint secretary were reserved for the Junior batch of MBA students (Semester 1), while the others were to be filled by the senior batch (Semester 3 students).

Following are the office bearers for the Year 2022-23



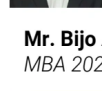
Ms. Gayathri Suresh,
MBA 2021 - President



Mr. P Sankar Mahadev,
MBA 2021 - Secretary



Mr. Kiran Sathyan,
MBA 2021- Treasurer



Mr. Bijo Abraham,
MBA 2022 – Vice President



Ms. Archana Kavassery,
MBA 2022 – Joint Secretary

TALENT SCAN 22 – Nov 9, 2022



Talent Scan 22, the Freshers' day of FBS, for MBA batch 2022 students, was conducted on November 9, 2022, jointly by the management and senior batch students to give them a warm welcome to the FBS family. The event was a fun-filled interactive celebration with the new joiners also showcasing their talent.

SUMMER INTERNSHIP POSTER PRESENTATION COMPETITION



The Poster Presentation competition was conducted from August, 30 – September 1, 2022, for the students of the S3 MBA 2021 batch. They had to prepare posters displaying their analysis and learnings from the 45-day internship. The posters made by the students were showcased and the students were evaluated on their understanding of the real world of business gained through the internship.

ALUMNI SPEAKS

Interaction by Arun R Nair (Batch 2016 – 18) - January 19, 2022



As a first move to involve alumni in the placement preparedness enhancement activities, an online session was conducted with insights from Mr. Arun R Nair, Manager, Federal Bank, Alappuzha Branch. Placed in Federal Bank on campus in the year of passing, Mr. Arun had a lot of insights and deep thinking about the culture and the norms of the bank which was invaluable in helping the students on how to think and what they should emphasize. He spent an hour with the students online, answering their doubts. This was especially useful before interviews.

Interaction by Mr. Raghav Swaminathan (Batch 2016 – 18) – Oct 26, 2022



Mr. Raghav Swaminathan, Senior Business Analyst, TCS, interacted with the students on Oct 26, 2022. He narrated his journey on the path to success. Many students cleared their doubts regarding the technical interview, HR interview, and placement preparation which he explained very proficiently. He also described the trending fields in the IT industry. He also suggested a few courses on Udemy that can add up to their skill set. He also suggested students to master any one programming language.

CELEBRATIONS AT FBS

Onam Celebration



Onam, the harvest festival, was celebrated in the college on September 2, 2022. It was the first Onam after the pandemic and the students were really excited. Various traditional artforms of Kerala such as Theyyam, Melam, Thiruvathirakali etc. were showcased. Competitions such as Pookalam competition, Malayalee manga etc. boosted the vibe of the day. The department won first place in the Pookalam competition.

Fizmas 2022-Christmas Celebration – Dec 23, 2022



Christmas is a time for great fun and frolic, and we at FISAT Business School hosted a Christmas celebration on December 23, 2022. Soaking in the same spirit, the Students' Council invited all the faculty members to the celebration. Dr. A J Joshua, Director of FBS addressed the gathering and conveyed his greetings on the special occasion. The Department celebration was followed by a melodious musical session by the band -

MATADORIA.

INDUSTRIAL VISITS

International Industrial Visit to Malaysia – March 23–27, 2022



To expose the students to international business environments and to gain gems of insights from business leaders, the students of the semester four of the MBA batch 2020 visited Malaysia. They visited Royal Selangor Pewter Industries, which initiated its business in the eighteenth century for manufacturing bespoke pewterware. The students were accompanied by Dr. Sindhu George, Mr. Praveen V, Mr. Prasanth V, and Ms. Merin Thomas.

Domestic Industrial Visit- S2 MBA 2021 Students - June 2-5, 2022



The students of S2 MBA went for an Industrial Visit to Coorg, Chikmagalur, and Belur from June 2, 2022, to June 5, 2022. The students visited the Nandini Dairy at Belur to learn about the production process of various dairy products starting from the extraction of milk to the packaging of the end product.

FACULTY ACHIEVEMENTS

Faculty as Resource Persons

Dr. Anoo Anthony was the resource person for the Expert talk on 'Managing Innovations within firms with successful Teams' for the MCA department of FISAT, held on January 27, 2022

Dr. Dhanya Alex, Associate professor at FBS was the resource Person for the Seminar on "Financial Literacy for Young Adults" organized by Gender Equity Cell In Association with IQAC, FISAT on May 27, 2022.



Dr. Dhanya Alex, Associate Professor, FBS was the resource person for a faculty training program on 'Outcome Based Education' at SNGIST, North Paravur conducted on Nov 2, 2022.

Dr. Dhanya Alex, Associate Professor, FBS was the Resource person for the Workshop on "User awareness on National Digital Library of India" conducted by the NDLI Club at FISAT on Nov 26, 2022.

Dr. Dhanya Alex, Associate Professor, FBS presented the paper "Application of Multi-Criteria Decision Models in Financial Performance Evaluation of Indian IT Firms" at Rajagiri Conference on Economics and Finance (RCEF '22) organized by Rajagiri Business School on Nov 29, 2022



Mr. Prasanth V, Assistant professor at FBS was invited as the resource person at St. Albert's College Ernakulam for a career guidance session on 'INDUSTRY 4.0' on October 27, 2022.



Mr. Prasanth V, Assistant professor participated in an interaction of select members with His Excellency Mr. Juan

Angulo, Ambassador of the Republic of Chile on December 1, 2022 at CII Board Room, CII Kochi. The objective of the meeting was to discuss the bilateral business opportunities between India and Chile.

Research Publications

Dr. Jose Varghese, published a paper on 'Consumer's behavior in conversational commerce marketing based on messenger chat bots' in IARP Publications.

Book Publications

Dr. Dhanya Alex contributed a book chapter titled "Culture's consequences on Communication patterns" - in the book 'Hospitality and Tourism - Emerging Practices in Human Resources Management (ISBN 978-81-949793-6-4) (Bharti Publishers, National Publisher for Higher Education, New Delhi) 2021

Dr. Dhanya Alex contributed a book chapter titled "Strategies for Effective Cross-Cultural Communication in Work Place" in the book 'Dynamics of Culture and Communication at Workplace' (ISBN-978-81-946799-8-1) (Upanayan Publications, New Delhi, India) 2021.

Dr. Dhanya Alex edited the book "Emerging Trends in Financial Development and Economic Growth" ISBN978-93-91467-13-5, Upanayan Publishers, New Delhi. (2022)

Congratulations Dr. A J Joshua!



Dr. A. J Joshua, Director at FISAT business school was awarded the Vocational Service Excellence Award by Rotary Club on May 30, 2022.

Dr. A J Joshua, Director, FISAT Business School successfully guided Ms. Sonia Elizabeth Thomas for the award of Ph.D. on the thesis titled "A study on HR Strategies for managing gender-based issues at the workplace with special reference to the IT employees in Kochi,

Kerala"

STUDENT ACHIEVEMENTS

The students of MBA department secured first place in the Pookalam competition organized by the college for the Onam Celebrations on September 2, 2022.

Ms. Rajalakshmi from MBA Batch B 2021 won the first prize in the 'Malayalee Manga' competition conducted on September 2, 2022, during the Onam celebration.

NIT Calicut conducted the fest "TARANG" on October 23, 2022. Students from FBS participated in various events and won prizes. The events for which prizes were won by the students are:



1st prize for Best Manager -Mr. John Ukken (S3 MBA A Batch)



2nd Prize for Marketing game- Mr. Aashir, Mr. Adhil Abdul Khader, and Ms. Bhavana Baiju (students of S1 MBA A batch)

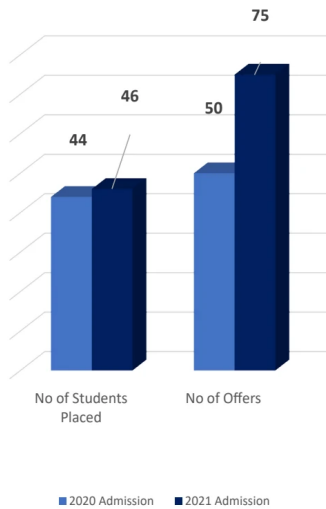
Mr. John Ukken of S3 MBA Won Best Manager for the fest organized by SB College, Changanassery on September 14, 2022, and at the fest by Marian College, Kuttikanam on September 29, 2022.

Ms. Sandra Joju secured the first position in the poster-making competition titled 'Stand up against Violence to Women' conducted by the Internal Complaints Committee (ICC), Gender equity cell, FISAT on December 1, 2022.



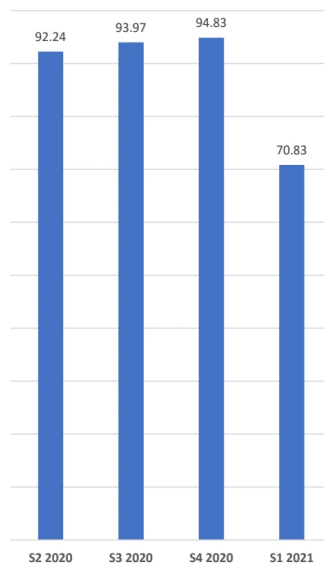
PLACEMENT INSIGHTS

PLACEMENT STATISTICS (In Nos.)



UNIVERSITY RESULTS

Pass % of Students



FAREWELL FUNCTION



Dr. DELMA THALIYAN, ASSISTANT PROFESSOR, MBA

After a long inning at FISAT, one of the founding faculty members whose energy has shaped the liveliness of the department, Dr. Delma Thaliyan, moved to Bangalore. The FBS team gave a heartfelt word of thanks to Dr. Delma who contributed to the welfare of both the students and the college. Dr. Delma then addressed the gathering and expressed their immense pleasure to be associated with the magnificent organization. She is presently associated with Jain University Bangalore. We wish you all the best, Dr. Delma...!

RECOGNITION FOR OUTSTANDING PERFORMERS



- **Mr. Roshan Philip** of the MBA 2020 Batch was awarded the Best Outgoing Student during the Course Completion Ceremony for the batch.
- An outstanding proficiency award was presented to **Ms. Fareedah Mohammed Ismail** during the Course Completion Ceremony of the MBA batch 2020.
- A project excellence award was presented to **Ms. Nikitha Jofy** during the Course Completion Ceremony of the MBA batch 2020
- **Ms. Gayathry Suresh** secured first place and **Mr. Fabin Francis** and **Ms. Parvathy Sureshababu** bagged the second and third prizes respectively for the Summer Internship poster presentation conducted on September 23, 2022.



FISAT
Business School



Redefining Excellence

FISAT MBA

FULLTIME MBA | 2 YEAR | 120 SEATS

- Excellent placement track record
- Industry relevant add-on courses
- Global certifications offered
- Specialisations - Marketing/HR/Finance/Operations/Systems
- International industry visit*

KEY RECRUITERS



FISAT BUSINESS SCHOOL

- Hormis Nagar, Mookkannoor P.O., Angamaly - 683 577, Kerala
- 0484 - 2725111 ● 0484 - 2725250 ● fbs@fisat.ac.in



NAAC
A Grade
Accredited Institution



**MERIT CUM MEANS
SCHOLARSHIPS**

APPROVED ENTRANCE EXAMS

KMAT (February 2023),
CMAT (March 2023) or
CAT of IIM (November 2022)

Admission based on entrance scores, GD & Interview.
For details visit: www.fbs.ac.in / www.fisat.ac.in



9496419656 / 8547704139 /
9846102539 / 9656968242

Institution managed by - Federal Bank Officers Association Educational Society (FBOAES)



ENTRANCE UPDATES

KMAT Kerala 2023 Examination Registration Start Date 9th January 2023
CMAT-2023 Examination Registration Start Date 13th February 2023

UPCOMING EVENTS

- FBS Entrepreneurship Cell inauguration on 20th January 2023
- FBS FINFRATS will be organising a post budget 2023 analysis on 24th February 2023

Printed and Published by Department of Business Administration,
FISAT Business School (FBS),
Hormis Nagar, Mookkannoor P O, Angamaly, Ernakulam Dt. Kerala, 683 577.

Editorial Board

Ms. Merin Thomas, Assistant Professor, FBS & Ms. Amala Mary, Assistant Professor, FBS
Ms. Rajalakshmi Ramachandran, Ms. Nivitha Largus K,
Ms. Sreelakshmy Madhusudhanan, Ms. Anjana S, Ms. Rushail Roy, Mr, Abhinav S - Student Editors

Designed by
Mr. Prasanth V, Assistant Professor, FBS