



FISAT BUSINESS SCHOOL

NEWSLETTER



JUNE 2020 TO DECEMBER 2020



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CHAIRMAN

As the horrendous pandemic continues to ravage the globe and as mankind is reinventing life to adjust and adapt to unprecedented challenges in the environment and workplace for almost a year now, we at FISAT are also trying all ways and means to create a space of our own in the fast-evolving digital academic arena. In the context of rapid, merciless disruption, FISAT has adapted to multiple platforms to facilitate earnest course delivery and assessment, knowledge dissemination and continuous improvement. As we try to leverage the use of technology and its platforms for imparting knowledge and skills to our students, our team at FISAT Business School has contributed an immense amount of time and energy to make the best out of it. With a hundred and twenty newly inducted fresh young minds restless for learning and practicing management theories, FISAT Business School is equipped to deliver quality education. I extend warm wishes to the FBS team for the timely release of the bi-annual newsletter FORUM- highlighting their activities depicting successful ways of managing a crisis through creativity, resilience, and perseverance.

Ms. Anitha P
Chairman, Governing Body, FISAT



PRINCIPAL

In the present context of coronavirus outbreak, perhaps two sectors that have been hardest hit are corporates driving business needs and the educational sector at every level from preschool to research. Businesses have seen profits being razed to the ground after months of inactivity and continuously falling economic indices. Students and educators have momentarily struggled, but are rising impeccably to the new normal of online course delivery. It is in this context of disruption that FISAT Business School is bringing out a newsletter highlighting the activities of 2020, perhaps a year that will redefine definitions of humanity's time boundaries into the 'pre' and 'post' COVID phenomenon. As an institution, FISAT has been quick to reorganize its key functions of technical and management education into a fluid, virtual, delivery-based mode for its students, and FBS has been able to ensure this to the new batch of 120 fresh management aspirants, the 2020 MBA batch. I am convinced of their resounding success and sincerity of the purpose. I wish the department all the best in its endeavours.

Dr. George Issac,
Principal, FISAT



DIRECTOR-IN-CHARGE

The pandemic has been a true testing time for organizations around the world and we at FISAT Business School took it as an opportunity for unlearning old methods and re-learning new ways of doing our processes. The high level of teamwork along with adaptability and flexibility helped us to persevere and move forward during these difficult times. Many of our outcomes were even better than those during normal times. We gratefully acknowledge with gratitude the encouragement and support extended by our higher officials such as the Chairman, the Principal, the Vice-Principal, Dean-Academics, the Administration, and various other office-bearers. We are indeed proud that we were able to deliver the best experiences and exposure to our students by overcoming the challenges posed. We were able to conduct a vibrant range of activities encompassing academics, interaction with industry experts, and creating platforms for student engagement, encouraging their creative pursuits. We are committed to delivering our best to management aspirants whenever it is called for.

Dr. A J Joshua
Professor, Director-In-Charge, FBS

FROM THE EDITORS

Working Together in the New Normal

Greetings to all!

It gives us great pleasure to present forth the issue of 'FORUM' for the period from June 2020 to December 2020.

COVID-19 took the centre stage in 2020. The educational sector has also been pummelled by the pandemic. At FBS, we kept on functioning as 'business as usual' and supported each other to boost our resilience. We also exerted ourselves to continuously position and reposition our in-house strategies and worked towards creating quality online learning experiences for our students. We at FBS switched the method of teaching from the traditional 'chalk and talk' method to the usage of digital platforms like learning management software EdX, Cisco WebEx, etc.

At this juncture, our staff and students continue to amaze us and the columns of this newsletter are especially a reflection of our community spirit. We are glad to share more news and stories from FBS and hope you will enjoy reading them. Before we step back, we take a moment to thank everyone for their exceptional dedication and relentless efforts to continually improve the learning efforts and enhance its impact on business and society.

We wish you all a safe and fulfilling year ahead.

ONLINE ACADEMIC INITIATIVES

'Sojourning 2020'

FISAT Business School initiated a series of learning sessions, 'SOJOURNING 2020' for the newly admitted students of Batch 2020 to edify the management notions. Several activities were initiated through Google classroom to the management aspirants. Sections of this platform included content like inspirational videos, materials to enhance business awareness and market knowledge under the banner - 'FBS at a Glance', success stories of leaders, case study series,

alumni interaction, and analytics series. The students also were given a platform - 'Beat the COVID blues' to showcase their multi-faceted talents. The sessions were organized for the period from June 2020 to August 2020. A student mentoring program was also initiated.

FISAT DIGITAL DISCOURSE SERIES



A Colloquy on 'Post Pandemic Business and Institutional Implications – An Exploration by Corporates and Academics'

A two day Online International Conference was organised by FISAT Business School on July 27th and 28th, 2020 under the banner FISAT Digital Discourse Series. The colloquy was inaugurated by Mr. Nishanth Nottath (Global Head, FCC Monitoring, Dubai) and presided by Ms. Anitha P. (Chairman, FISAT). The other key resource persons of the conference were Mr. Thomas Kuruvila (CEO, Arthur D Little, Dubai), Mr. Suresh Prabhu (Vice President and Managing Director, Epicor Software, Bangalore), Dr. Yoonus C Ahmmed (Director, FCC Controls, Standard Chartered Bank, Dubai) and Dr. Nithya Ramachandran (Faculty, IBRA College of Technology, Sultanate of Oman). We received an overwhelming response with 121 registrations and 54 paper presentations from India and abroad.



HR webinar on 'Managing through Pandemic in Workplace: Challenges in Talent Acquisition and Training'

The second event under FISAT Digital Discourse Series was a webinar on Challenges in Talent Acquisition and Training which was conducted on August 20, 2020. The key resource persons of the webinar were Mr. Gopinadhan K.G. (Client Director, EMA – Partners, Bangalore), Ms. Reeja George (Head, Talent Development, TCS, Kochi), and Dr. Dony Peter (Lead Solution Specialist, Toyota Motor Corporation, Australia). The moderator for the webinar was Mr. Chandrasekhar (Management Consultant and Business Analyst). The webinar provided a platform for FBS students to interact with eminent resource persons from the industry and helped them to gain a real-world view on how the different industries have adopted strategies to tackle the pandemic and at the same time keep their workforce motivated.

MBA 2020 BATCH INAUGURATION

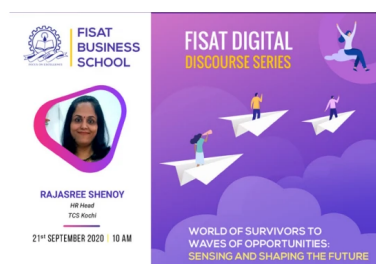


Ms. Surya Ramkumar (Business Group Head, Modern Work and Security, Microsoft, Dubai) virtually inaugurated the MBA Batch 2020 on September 9, 2020. She ignited the young business minds with her Inaugural address on the confluence of unexpected events that have impacted our health, economy, ways of working, and learning. Her address expressed the need for strong, courageous, and caring leaders to establish the necessity of professional management education. She shared throughout her speech about four secrets namely courage, curiosity, care, and creativity. Ms. Surya advised the students to discover the inner child in themselves and explore the world at large. Her oration concluded with a piece of advice to future leaders to care for society and to have a purpose-driven life.

CORPORATE INTERACTION SERIES

Corporate Interaction Series is regularly organized by FISAT Business School to expose students to the real-time challenges and opportunities in business and management. This is achieved by inviting industry experts to the campus to interact with our students. Even during the pandemic, we ensured that the series is carried out as usual, except that the same was conducted in the online mode.

Series 1: World of Survivors to Waves of Opportunities (September 21, 2020)



The students at FBS were fortunate to have an interaction with Ms. Rajasree Shenoy (Head HR, Tata Consultancy Services, Kochi). She gave an overview of the impact of the pandemic on the functioning of organizations and introduced the students to the strategies that the organisations adopted to sustain the changed scenario. Ms. Rajasree talked about the skills that a person will need in the post-COVID scenario and also listed some skills that would turn obsolete due to the on-going transition. She briefed on grooming before getting hit by the corporate waves.

Series 2: Discourse on Striking a Balance in the New Normal (October 17, 2020)



The students at FBS had the opportunity to be part of a highly interactive session

with Mr. V.A. George (Managing Director, Thejo Engineering Ltd., Chennai). The interaction focused on pursuing one's professional goals by simultaneously holding on to the underlying principles of humanity. He explained how one should shift the perspective from individualistic behaviour and start thinking of other fellow beings. He also urged us to realize how blessed one is when compared with the underprivileged sections of the society. He further highlighted that the current hiring practices follow the motto – 'Hire for Attitude, Train for skills' and hence students should inculcate the habit of continuous learning.

Series 3: Industry Fit - Tips and Tricks (October 31, 2020)



Mr. Ashwin Muralidharan (Head of Tax, IMEA and Deployment Manager, Henkel, UAE) shared a wide variety of Industry Fit - Tips and Tricks, intending to help students excel in today's corporate world. Various aspects such as different contexts of culture and its relevance, essential corporate skill sets required to boost one's career, business internationalization in the modern world, and much more were discussed. Students also had the opportunity to clarify their doubts and concerns, through a fun and interactive Q&A session.

FORUM OF MANAGEMENT STUDENTS (FMS) ACTIVITIES

FBS curriculum is complemented by a rich variety of co-curricular and extra-curricular activities initiated by FORUM of Management Students. The goal of FMS is to represent the student body in making the FBS experience as rewarding and enjoyable as possible. FMS provides stimulating avenues for professional development to students

who, along with the FBS team organize and participate in a wide range of cultural and professional events.

FMS election

The election of office-bearers of FMS was held on October 26, 2020. The election was held for the positions of President, Vice-President, Secretary, Joint Secretary, and Treasurer. The President, Secretary and Treasurer posts were reserved for the senior batch (Trimester-4), and the others for the junior batch (Semester-1) of MBA students.

Following are the elected office bearers for the academic year 2020-21

Harikrishna Menon (T4 MBA)

President

Pooja Joy (S1 MBA)

Vice President

Sreeshma Mohan (T4 MBA)

Secretary

Emy Mariam Gikku (S1 MBA)

Joint Secretary

Thara Joseph (T4 MBA)

Treasurer

Forum of Management Students – Inauguration: Dr. Suja Karthika (November 2, 2020)

The student forum serves as a platform for students to excel in extra-curricular activities. Dr. Suja Karthika (Founder and Chief Trainer, Excellor Training) inaugurated the FBS Student FORUM 2020-21. She conveyed the need to be self-motivated and that only hard work can pave way for self-development and accomplish the ambitions of one's life. The importance of grabbing every opportunity and working to overcome one's weakness was also stressed upon. She presented her views with stories demonstrating the need to strengthen one's abilities and emphasized that failure is an opportunity to reevaluate and bounce back stronger.

Onam celebration "Melam"

Due to the pandemic, the Onam celebration was conducted in online mode on August 29, 2020. Various cultural events like Pookalam competition, Group dance, Solo song, Malayali Manka and Purusha Kesari were conducted.

Poster making competition

In connection with Gandhi Jayanti, on October 2, 2020, a poster-making competition was conducted on the topic "Atma Nirbhar Bharat: A Vision of Gandhi". Thirty students participated in the competition.

Hand wash day

Social hygiene is the need of the hour. To highlight the need for social and personal hygiene, a photography competition was organized. This was an in-house event. Chief photo-journalist of Malayala Manorama, Mr. Josukutty Panackal judged the event.

Freshers' Day

A warm welcome was extended by the senior batch of MBA students to the newly inducted batch of students by organizing a freshers' day on October 23, 2020.

Club activities:

Various club activities were initiated under each specialization to enhance the employability skills of the students.

Finance Club: Weekly quiz, JAM (Just A Minute), Mock interview, and GD

Human Resource Club: Weekly quiz, JAM, GD

Marketing Club: 'Build in 60 minutes', Trainings on Digital Marketing, Branding, Web Analytics, Marketing, and Automation

Anokha 2020- an idea pitching competition



FMS organized a digital idea pitching event to provide a platform for the students to exhibit their innovative business ideas and to develop and improve their presentation skills and team spirit. The event was conducted in two stages. The initial screening round of the business plans was on November 21, 2020. The short-listed teams were allowed to make live presentations in the final round. Out of the eight teams who had submitted their business plans, four teams were short-listed by the panel of internal judges comprising of Dr.Dhanya Alex, Dr. Jose Varghese, and Mr. Prasanth Viswanathan. The final round of Anokha 2020 was conducted on 27th November 2020. Mr. Brijesh Pottekatt (General Manager, International Sales and Regulatory affairs, G Surgiwear Ltd., Uttar Pradesh) and Mr. Raghav Swaminathan (SAP Consultant, TCS, Kochi) were the judges who evaluated the business plans of the four teams that entered the final round.

Quint Essence 2020



Quint Essence 2020 - a Young Talent Talk Series initiated by the Forum of Management Students council was a five-day event conducted from December 14, 2020, to December 18, 2020, coordinated by Dr. Delma Thaliyan, Asst. Professor, FBS and Dr. Sindhu George, Asst. Professor, FBS. The event stirred up the young minds to identify, acknowledge and honour their unique life purpose by interacting with successful resource persons from different segments of the career spectrum. The event also helped to create a learning platform for addressing the professional needs, goals, and aspirations of Gen Z (colloquially known as Zoomers). The event witnessed the active participation of students from 18 other colleges also.

Day 1 - Sachin Warrier

The event was inaugurated by Mr. Sachin Warrier, playback singer and composer of the Malayalam film industry. He is also a distinguished alumnus of FISAT. Mr. Sachin emphasized that the process of reaching the goal needs to be focussed

more than the goal in itself, as our efforts will automatically lead us to success.

Day 2 - Mr. Vijay S Paul

The second day's speaker was Mr. Vijay S Paul, a content strategist who is also a communication consultant, blogger, business speaker, and an ex - entrepreneur. He inspired the students by challenging them to face failures, which are a necessary part of life. He also urged them to try luck in different jobs to get self-realization of our real passion.

Day 3 - Dr. Manu Melvin Joy

Dr. Manu Melvin Joy (Asst. Professor, School of Management Studies, CUSAT, Kochi) was the speaker for the third day. His passion for learning led him to introduce gamification techniques to the classroom space. His message revolved around the theme that 'Life is difficult but all things would go right'. He also introduced the idea of the VUCA world.

Day 4 - Mr. Ranjith Sankar

The guest for the fourth day was Mr. Ranjith Sankar, who is a Malayalam movie director and producer. 'Belief in our self, working on mistakes with a never-say-die-spirit' was the fulcrum of his message.

Day 5 - Mr. Rahul R Lexman

Mr. Rahul R Lexman (Asst. Prof., XIME, Kochi) was the speaker for the final day. He is a playback singer and a passionate musician. He is also an alumnus of FISAT. 'Our actions today are what redefine our future and we should have the control of the anchor of our life' was the predominant gist of his talk.

TRAINING PROGRAMMES FOR STUDENTS

Four-day Training Programme on Research Methodology & SPSS

The department organized a four-day training program on IBM SPSS for Trimester-6 MBA students from July 1, 2020, to July 4, 2020, to provide an application-oriented introduction to the statistical components of IBM SPSS

statistics. The objective of this training was to review several statistical techniques and discuss the practical implementations of each technique. A broad range of techniques for exploring and summarizing data, as well as investigating and testing relationships was also discussed. At the end of the training, students gained an understanding of when to use the various techniques, how to apply them with confidence, interpret their output and graphically display the results.

Orientation for MBA 2020 Batch - "I AM THE FUTURE"- How to Prosper as an MBA Graduate



Dr.Zakkariya K. A (Director, DDU Kaushal Kendra, CUSAT & Chairman, ISTD Kochi Chapter), briefed the students on how to develop a clear-cut understanding of the importance of pursuing an MBA on November 21, 2020. He encouraged students to aspire for a career and not limit them to just grabbing a job. He stressed the importance of self-awareness and stated the significance of amalgamating hard work and homework to prosper. Further, he explained how creativity and thinking are the most sought-after skills in this world where cut-throat competition is apparent and that these have an inevitable role in decision making all along one's career.

"I AM THE IDENTITY"- Designing a Resume that Stands Out



An online resume-building exercise was carried out by Mr.Prasanth V., Assistant Professor, FBS, for job-seeking MBA students from marketing specialization on November 27, 2020.

ALUMNI ENGAGEMENTS

Alumni as Resource Persons in 'Sojourning 2020' (August 9, 2020 to September 9, 2020)

'Sojourning 2020' witnessed four sessions conducted in collaboration with the alumni association of FBS. The sessions were offered during August to September 2020. These were facilitated by Ms.Sahla Parveen (motivational speaker and author), Mr.Sijnu V (GM, SBI), Arun R. Nair (Manager-Operations, Federal Bank), and Sangeetha V. (Team Lead, KPMG).

Alumni as judges for Anokha 2020- an idea pitching competition

The alumni of FBS extended their whole-hearted support for the conduct of the digital idea pitching event – Anokha 2020 at FBS which was conducted on November 27, 2020. The final round was judged by Mr.Brijesh Pottekatt of Batch 2006 who is currently working as General Manager, International Sales and Regulatory affairs, G Surgiwear Ltd., Uttar Pradesh and Mr. Raghav Swaminathan of Batch 2017 who is currently working as SAP Consultant, TCS, Kochi.

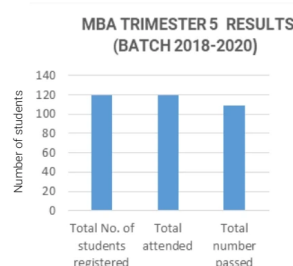
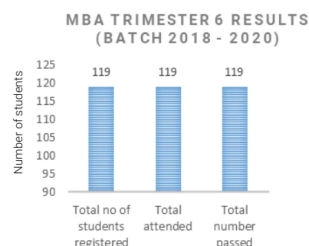
PLACEMENT OVERVIEW

Total No. of offers - 80
Highest Salary - 10 Lacs
Average Salary - 5.5 Lacs

Key Recruiters



KTU MBA UNIVERSITY EXAM RESULTS



FACULTY ACHIEVEMENTS

Dr. Delma Thaliyan - Ph.D. in Management awarded by Bharathiar University, Coimbatore for the thesis titled 'Modelling the influence of psychological meaningfulness on employee retention among Indian IT firms.' (September 2020).

Dr. Dhanya Alex - Resource person for a two-day training program on Research Methodology at Sahrdya College of Advanced Studies, Thrissur (October 16, 2020 and October 19, 2020).

PUBLICATION & PAPER PRESENTATION

Dr. Sindhu George – Published the paper titled 'Perceptions of Service Quality and Behavioural Intentions: A moderation effect of investment expertise of retail mutual fund investors' in STRAD Research, Vol 7, Issue October 10, 2020 (SCOPUS indexed).

Ms. Merin Thomas and Dr. Dhanya Alex - Co-authored and presented a paper titled 'Antecedents and Consequences of Behavioural Biases in Indian Mutual Fund Investors' during the 2nd Rajagiri Conference on Economics and Finance RCEF'20, organized by Rajagiri Centre for Business Studies on November 6, 2020.



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KMAT UPDATES

1st KMAT exam results - February 2021 (Tentative)

2nd KMAT exam registration - 2nd week of March 2021 (Tentative)

UPCOMING EVENTS

- 16 Jan, 2021 - IMPRESSIONS MATTER
An interactive session on essentials of etiquette and professional grooming
- 22 Jan, 2021 - DISCOURSE ON
How does a recruiter select the right candidate?

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