



The Newsletter

Ranked 29th among the non IIM
B schools in the country and 12th in
South India in B School Survey 2016
of Silicon India.

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Let Noble Thoughts Come to Us From Every Side Rigveda 1-89-1

Quarterly Newsletter - March 2016

of Bharatiya Vidya Bhavan's M P Birla Institute of Management

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Building an Ethical Enterprise

From Chairman's Desk



My young friends,

Integrating ethical framework into an enterprise has to be done with a great amount of care and appreciation for others' viewpoints. In a globalised environment, the employees and customers come from various social, cultural and economic backgrounds. Therefore any attempt fit them into a traditional, one ethical principle must be with a

sense of respect for all those you serve. I have always believed that as a CEO, you have strive to go beyond the mandate you have set for yourself. At the recently held symposium on **'Global Ethics and Business'** at our institute, many such issues were deliberated including ethical resilience to be built in the enterprises.

We have seen that Tata Group has not merely reformulated many of the business principles one has learnt over generations. They have built an ethical business organization, which has come to be known as one of the best-run and professionally-managed groups in the world. As

we have known, good ethical company's focus is on 3Ps - Profit, People and Planet, symbolic of the fact that the man belongs to the nature. Hence ethical companies like Tatas run their enterprises with the active mission of using it simply to make people's lives better. As managers and future entrepreneurs your focus has to be just this.

N. Ramanuja



Chairman at Dr.Tate's workshop at BPBIM



Chairman delivers convocation address at Gandhi Centre for Computer Education



Hon'ble Mayor plants a sapling at the venue



Vriksharopan – Plant a Sapling, Save the City

Vriksharopan – a CSR initiative of the students of MPBIM was held on 9th January 2016 at 9.00 AM at Indiranagar Metro Station. An initiative which started off as a small event to be held at MPBIM premises went on to be celebrated on a bigger proportion when the students and Dr. Hemanth Kumar got Bangalore Metro Rail Corporation (BMRC) on board besides the Corporators of Ulsoor and Indiranagar. Soon BBMP also got into the fray.

The event was celebrated at Indiranagar Metro station on CMH

road. The Worshipful Mayor of Bangalore Sri. B N Manjunatha Reddy was the Chief Guest of the event with Corporators of Ulsoor and Indiranagar - Smt Mamatha Saravana and Sri Anand along with Sri M Saravana, former Corporator of Ulsoor and Sri Vasantha Rao, General Manager of BMRC, being the Guests of Honour. Dr. N S Viswanath, Director & Principal, MPBIM presided over the event.

The whole show was managed by the students of MPBIM on whom the dignitaries heaped appreciation

for their environmental concern.

Over 3000 saplings were planted by the Dignitaries and students on a 1.5 KM stretch road divider near the station.

Before the event, there was a spectacular Bike Rally by the students where over 100 bikes and scooters roared their way from MPBIM premises to Indiranagar Metro Station, buzzing through major roads of the city waving the banners with **'Save Environment'** messages.





The annual budget for the State of Karnataka for 2016 is a clear testimony of development priorities outweighing political compulsions. While the State Government preferred more borrowings to highly taxing people, the fact is, the base line which dictated the Government is the fiscal discipline to be adhered to. The back drop of the budget is further on the slow growth of GSDP experiences during 2014-15 at 7.8% while it was 6.2% in 2015-16. Given this decline, performance of was at 8 % (2015-16) in agriculture as against 12% in 2014-15. The contributions of services & manufacturing sectors have shown 64% & 15% of GSDP respectively. Bengaluru City is the hub of all services activity & has duly received the thrust it has to receive. The budget does not have any specific target oriented plans for agriculture sector although 18% of the budgeted outlay is for it. Can we not think

of revival plans for agriculture, given that we have as many 13 universities of which six are meant for agriculture & veterinary areas? Populism is seen in the allocation of the funds made for solving problems of people in the lower strata of the society. This, however, has not been overall outlook. Orientation to development has preoccupied the minds of budget makers, thanks to the effect of central budget. Taxation is heavy on the middle class of society who will have to readjust their budgets for maintaining standards of living. Assets creation may take a back seat in view of burdened taxes on diesel & petrol. The only solace is that education, energy, urban development & rural development have been given thrust. The impact is to be seen in the way these funds are deployed for boosting growth. Ultimately, scam free governance matters the most! Will that happen? Only the coming days will answer this question.

Dr. N S. Viswanath



Heartiest Congratulations to Dr. R. Deepak, whose doctoral thesis has been awarded second best thesis prize by the Prestige Institute of Management and Research, Indore. Dr. Deepak was awarded PhD by Manipal University during the year 2014. Outstanding performance indeed!



Ms. Pooja Kulkarni & her team (top) and Ms. Preethi Prasad (below) perform at Women's Day celebration held on March 9, 2016



Symposium on Global Ethics and Business



A symposium on **Global Ethics and Business** was held at MPBIM on 4th March 2016 jointly with Southern Economist. **Sri. N Ramanuja** Chairman Bhavan's Bangalore Kendra and MPBIM and former CMD of HMT Limited, delivering the keynote address, drew attention to many ethical dilemmas which a CEO under goes while taking corporate decisions. He recalled many ethical issues he faced during his tenure at HMT, a large public sector undertaking, which pioneered many firsts in the country. **Sri. H N Suresh** Director, Bharatiya Vidya Bhavan, Bangalore Kendra was the chief guest. Dr. K S Naik, Sri. Subhash Naik from the Industry, Dr. N S Viswanath, Director & Principal MPBIM, Prof. K L Ramadas and Prof. Hema Harsha presented their papers on various issues like ethical Issues in business, ethics in world literature, building ethical resilience and ethical issues in vigilance.

The valedictory address was delivered by **Sri Sridhar Venkat**, CEO of ISKCON's Akshaypatra foundation where he highlighted various ethical issues faced in managing a NGO. He presented mementos to all the scholars who presented their papers. Smt. Susheela Subrahmanya and Dr. Vijayalakshmi of Southern Economist were present. Prof. Hema Harsha was the master of ceremonies of this Symposium.



Events at Bhavan's Priyamvada Institute of Management, Mysore

Dr. Arun Hampapur Director IBM Watson Research at BPBIM-17.2.2016

International Women's Day at BPBIM on 8.3.2016

Panel Discussion Union Budget 2016 at BPBIM held on 1.3.2016

Dr. Uday Tate interacts with faculty during workshop at BPBIM



Workshop on Balance Sheet Analysis



The balance sheet provides a 'snapshot' of an organization at a particular point in time. It indicates the organization's financial strength, providing information about what it owns (assets), what it owes (liabilities), and the 'book value' of the business. Ratio analysis can also be computed from the balance sheet in order to gain valuable insight into the organization's performance. **Workshop on Balance Sheet Analysis** conducted by MPBIM was a step towards furthering this understanding. The workshop had a participation of 38 faculty members from over 29 colleges in Bangalore, Mysore and Chikkaballapura.

The workshop covered importance of financial measures, financial accounting and management accounting in the first session. The second session covered the key components of the Balance Sheet, Fixed Assets, current assets – what they are, and how to improve, Current Liabilities – what they are, the vital importance of working capital management and also about gearing. Balance Sheet performance including calculating and interpreting key ratios under different business contexts with case studies were covered in the programme. This workshop, an initiative of MPBIM's IQAC was conducted by Dr. S Sathyanarayana Associate Professor, Finance and Dr. R. Deepak Asst. Professor both of MPBIM. The workshop was coordinated by Prof. Bhavya and her team of students.



Workshop on Assessment of Learning



Over 35 participants from over 10 B Schools in Bangalore participated in the Workshop on **Teaching Approaches as Part of Assurance of Learning for MBA Programmes in India** conducted by Dr. Uday S. Tate, Director of EMBA and Professor Management, Marketing, & MIS at Marshall University, USA. and Dr. N S Viswanath, Director and Principal, MPBIM at M P Birla Institute of Management on 19th December 2015. This unique programme on "**Assurance of Learning**", focused on innovative approaches in teaching methods, assurance of learning: best practices, developing rubrics for assessment, hands-on exercises, accreditation of B-schools on the basis of learning effectiveness and ended with a discussion on application of learning.

Dr. Uday S. Tate conducted this programme also at Bhavan's Priyamvada Birla Institute of Management at Mysore. Dr Uday Tate has been awarded **R.G. Miller Jr. Distinguished Chair** during 2015. This is one of the highest honours that can be bestowed on a faculty member in the College in the USA. This award recognizes excellence in teaching, research, and service. The event was coordinated by Dr. Hemanth Kumar & his team.



Panel Discussion on Union Budget 2016



"To ensure development of agricultural sector, there is a need to increase research and innovation in agriculture" opined Dr. Bisaliah Former Vice Chancellor, University of Agricultural Sciences, Bangalore and senior professor, MPBIM, commenting on the Union Budget 2016. He was speaking at the **Panel Discussion on Union Budget 2016** held at Bhavan's MPBIM, Bangalore on 3rd March 2016. Besides Dr. Bisalaiah, the panel consisted of Dr. K. Sathyanarayana Former Commissioner, Income Tax, Dr. N S Viswanath Director & Principal, Dr. S. Sathyanarayana, Prof. Ramagopal and Dr. R. Deepak from Bhavan's MPBIM. Dr. K Sathyanarayana felt that increasing subsidies in budget is likely to impact the growth. He also felt that the development does not happen overnight, it takes sincere effort, hard work and time.

The panel discussion was attended by faculty of several management institutions in Bangalore and representatives from the Industry. MPBIM conducts panel discussion on Union Budget every year. The event was covered by leading dailies. Prof. Anu Natraj was the master of ceremonies.





Marketing Exhibition– Swachh Bharat Theme

The annual Marketing Exhibition of various products and services enabling a 'Swachh Bharath' initiative of the Government of India was held at the premises of MPBIM on 8th January 2016. The event was inaugurated in the morning at Khincha Hall by Sri S Suresh Kumar, a well known Member of Legislative Assembly, Karnataka and former Cabinet Minister. He lauded efforts of the students of MPBIM in coming up with ideas which could provide inspiration to the society at large. Smt. Mamatha Saravana, Corporator, Ulsoor Ward, Sri. M Saravana, former Corporator, Ulsoor Ward, BBMP, Sri H N Suresh Director Bharatiya Vidya Bhavan, Bangalore Kendra and Dr. K V Prabhakar, Senior Professor, MPBIM were the Guests of Honour. Also present were Sri. Ram Samtani, Sri Dinesh Kumble and Sri B V Harish, young entrepreneurs who judged the stalls at the exhibition. The dignitaries went round the stalls and applauded ideas.

The three judges studied the products and services exhibited by the student groups and recommended the four teams for the three prizes. Swachh Stop Team won the first prize while the Carbon Collector team won the second. Third Prize was shared by the Feed Me² team & CRETECH Cement Team. The prize distribution was held later during the evening with the Director giving away the prizes. This theme based annual event was totally managed by the students under the stewardship of Dr. Hemanth Kumar.



विव्हा-२०१६ - International Women's Day Celebration

Vibha 2016, International Women's Day 2016 was celebrated at MPBIM on 9th March 2016. At this initiative of the women faculty and staff of MPBIM, five women achievers of the state - Prof. Rameshwari Varma, Former Director, Women Studies, University of Mysore; Dr. Kalpana Gopalan, IAS, Principal Secretary, Government of Karnataka; Ms. Revathy Ashok, CEO, Bangalore Political Action Committee; Ms. Indira Sharma, Strategic Marketing Consultant; Major Ms. Bhavana Chiranjay (Retd.), Indian Army (Corps of Engineers) were felicitated.

The programme featured Bharatanatyam performance by Ms. Preethi Prasad in which she invoked the blessings of Sringeri Sharadamba and a touching dance performance by Ms. Pooja Kulkarni and her group which featured two beautiful Hindi film numbers. The programme was conducted by the students under the stewardship of the women faculty members of MPBIM.



Prof. Hemanth Kumar conferred PhD by Gulbarga University

Prof. Hemanth Kumar was awarded doctorate for his thesis on **Impact of Visual, Auditory and Kinesthetic Advertisement Appeals on Brand Identity, Recognition and Recall – A Diagnostic Study** by the Gulbarga University at the convocation ceremony held on 3rd March 2016. **Dr S Ayyappan, Secretary (DARE) & DG (ICAR), New Delhi**, handed over the degree certificate to Prof. Hemanth Kumar. Prof. S. R. Niranjana, Vice Chancellor Gulbarga University is also seen in the picture. Prof. Hemanth Kumar was guided by Dr. M. Surat Kumari Professor, Department of Post-Graduate Studies and Research in Commerce, Gulbarga University, Gulbarga, for his doctoral thesis.



Editorial Panel

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