

BCU

BSBS

Making of Management Professionals



organises

PyP

(Present your Perspective)

on

'Millennial as Masters of Management'

Calling out final year graduation students of BCU affiliate colleges

Present your Perspective in 06 minutes

on the topic

'Millennial as Masters of Management'

- The presenting team takes pride in expressing that **they are the Millennial** and that **they are the Master of Management**.
- Through their presentation, the team is expected to **substantiate** with one (or more) evidence, when either themselves, or others (whom they have learnt) to have emerged as Masters of - Management in managing a social/ business/community event or any such in a winning manner.
- If 'Management' is all about 'effective and efficient utilization of required resources in the direction of achieving the set common goal', then, **the presenting team needs to substantiate in relation to the case (s) they are presenting**.
- The competing teams can be **creative** to use any audio-visual tools/ presentation forms (it can even be in the form of a dialogue between the two or news broadcast or song or dance-drama or simple oral presentation!)

- Max. 05 entries per college
- Each team will be a team of two students from any of the under-graduation streams (Management/ Commerce/ Arts/ Science)
- Only final year students (of the academic year 2018-19) can present
- Participation restricted only to students from BCU affiliate colleges
- Six (06) minutes for each competing team

Registration forms should be submitted on or before 30.03.2019 through the authorised person of the college.



Event date & time: 04th April 2019, Thursday @ 9.30AM



Venue: Senate Hall, BCU, Central College Campus, Ambedkar Veedhi, Bengaluru

Brief note about the Event & the Organisers

BSBS-BCU Making of Management Professionals is the larger canvas under which the *PyP (Present your Perspective)* has been conceptualised by BSBS Foundation, the brand owner of an educational product, process and phenomenon named **BSBS, BSBS – The B-School**.

PyP has been conceptualised as an annual event to be jointly organised every year during the month of February–March by the Dept. of Commerce of BCU and BSBS.

The topic for the maiden year of the *PyP*, which is happening today, is '**Millennial as Master of Management**'.

The participants of the event would be the final year graduates of BCU affiliate colleges.

Both BCU and BSBS are millennial organisations.

BCU is a one year old infant Millennial University, which has taken birth at the cusp or injection point of the Gen Y Millennial and the Gen Z Digital natives entering the University gates. Under the **enthusiastic leadership of Prof. S. Japhet, the Hounourable Vice-Chancellor** of the Bengaluru Central University, ably supported by his enabling, ever-ready and pro-active team members like Prof. M. Muniraju, the Chairman and Dean of the Dept. of Commerce, the Registrars viz. Prof. M. Ramachandra Gowda and Prof. Chandrappa and other teachers and administrative staff, BCU is looking at positioning itself as a Millennial-friendly and Millennial-oriented University.

BSBS, which stands for BuSiBeeS, meaning BuSinessBeeS is a ten year old Gen Zee Millennial institution. As it took birth during the early 2009, BSBS built its products, process and promise in line with the earliest Gen Y millennial expectations. BSBS is based on the premise that students of higher education are 'customers'. Delivering highest value to the time and money of it's student customers has been the sole objective and commitment of BSBS right from day one.

Through it's 2 years PG course in Business Management, BSBS has till date produced more than 270 'good and effective management professionals', who are steadfastly progressing in the corporate world.



The target customers of BSBS has always been the 'mid-segment' of the society- the so-called mid category in academics, low to mid economically, low to mid in social strata and in cultural & corporate exposure, mostly drawn from Government Colleges located in smaller towns and villages- 'very ordinary graduates'.

Enabling transformation of such naive yet ambitious graduates into 'corporate/ business ready professionals' has been possible only because of the BSBS learning process which is practical-oriented and real-time experience based, where the focus is on skill acquisition through learning-by-doing.

Playing the game of transformation for the thirsty graduates has been a gratifying experience for BSBS.

BSBS is a proud affiliate college of BCU offering one of its futuristic, millennial-oriented, choice-based-credit-system course named Master of Management, anchored by the Chairman and Dean of the Department of Commerce, BCU.



Brief report of the PyP 2019 event

04.04.2019, Senate Hall, Dept. Of Commerce, BCU

- 96 BCU affiliate colleges responded with max. five teams (two final year students per team) per college. The registration forms dully filled – in with interested student participants was been handed over to the BSBS MMS event trainees by the respective colleges only through the authorised channel (Principal or authorised Event facilitator faculty) with seal and signature.
- 152 total registration forms were received by BSBS.
- On the day of the event, on 4th April 2019, 66 teams actually re-confirmed registrations for the competition.
- As the response from the colleges was overwhelming, (far higher than our expectations), we had to schedule the first 30 teams at 8 AM itself instead of the original 10.30 AM.
- These 30 teams were informed about their time slot 2 days prior to the event. No choice was given to the participating teams in choosing their slots.
- The day started with the competition at 8 AM. 26 teams re-confirmed registrations by 7.50 AM by producing their college ID cards.
- The first presentation started at 8.10 AM.
- The following three **millennial corporate executives** formed the **Panel of Judges** for the 8 AM to 10 AM time slot.

| Name | Designation | Company |
|-----------------|----------------------|-----------------------------|
| Shivashankar | SAP SD Consultant | ITTI Pvt. Ltd. |
| Amith B. Shetty | Senior Manager | Coldman Logistics Pvt. Ltd. |
| Vinay Kumar A. | Key Accounts Manager | Shadowfax Technologies |



The participating teams were evaluated on the following criteria on a scale of 1 to 5 for each parameter

1. Clarity of the topic
2. Creativity in presentation
3. Confidence
4. Articulation
5. Attire

- At 10.15 AM, the first slot concluded with 25 teams completing their presentations.
- The formal program of **inauguration** was held at 10.40 AM as scheduled, graced by -
 1. Dr. M. Muniraju, Chairman & Dean, Dept. Of Commerce, BCU
 2. Dr. Chandrappa, Registrar (Evaluation), BCU
 3. Prof. K. Ranganatha, Representative, BSBS Foundation



- It was very generous of **Prof. Chandrappa** to grace the inaugurations with minimal background about the event.
- **Prof. Muniraju's** encouraging words enthused the students.

Profiles of the Panel of Judges

(as presented during the formal session of the PyP event)

Amith B. Shetty

BSBS MBA 2012-14

4/4/2019



- Seasoned supply-chain management professional now.
- Started career with Snowman Logistics Ltd. as Assistant Manager-warehouse Operations
- Progressed into Deputy Manager and Operations Manager positions
- Currently Senior Manager at Coldman Logistics Pvt. Ltd.
- A small-town BBA graduate from a place near Udipi, with hunger to achieve in the corporate world, he is the 'reality' for any perseverant graduate who is hungry for self-development.

Vinay Kumar A.,

BSBS MBA 2015-17

4/4/2019



- A Gujarati boy, born and brought-up in Coimbatore, pursued B.Com. at Coimbatore's GRD College.
- Started career through BSBS Campus Placements with Wildcraft India Pvt. Ltd. as Sr. Corporate Sales Executive -Mumbai, progressed to become the City Manager in less than a year.
- Currently, as the Key Accounts Manager at Shadowfax Technologies, building the first ever logistics gateway for businesses with Millennial entrepreneurs.
- Source of inspiration for an cool millennial who makes a slow beginning but catches up smartly to lead the race.

Shivashankar,

BSBS MBA 2014-16

4/4/2019



- A graduate in computer applications from a village near Bhadravathi.
- Post-graduate in Business Management from BSBS
- Started career as a front-end Business Development professional meeting vendors of warehouse space for a new-age start-up named Storespace Storage Solutions Pvt. Ltd.
- Today, he is a techno-commercial professional with ITTI Pvt. Ltd. in the position of SAP SD Consultant.
- A true representative of the speed and the adventurous spirit of the millennial students and professionals.

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Shwetha Sameernath,

4/4/2019

- She has been the face of a new-age e-commerce company in hospitality space right from its inception.
- She is the second among the two BSBS alumni to bag the employee stock option as an incentive to her commitment and performance, a proposition highly welcome by the millennial.
- An internship turned final placement for Shwetha with MiStay.in.
- A resilient true millennial who balances work and family with joy, adventurously.



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Mahesh K.,

BSBS MBA 2015-17

4/4/2019



- Science graduate - Sheshadripuram College, Bangalore, a student activist and leader
- Chose to equip himself with business management skills.
- Up-skilled through real-time experience based learning process, through live projects with Paytm, Dr. Reddy's & HS Brands, and internship with an e-commerce logistics company.
- Went to Mumbai for his first career stint with Wildcraft India.
- Currently, with Energy Institute Bangalore, an institute of National Importance under Ministry of Petroleum and Natural Gas.
- Perfect testimony to the millennial aspiration of 'living with larger purpose' as he pro-actively gets involved in social work in the space of education.

Making of Management Professionals

Prof. Sri Vidya B.N.

4/4/2019



- A post-graduate in Commerce, a student activist, an early Millennial, connects with the aspirations of the Gen Y and Gen Zee millennials.
- Worked with NES college of Shimoga, St. Aloysius of Mangalore, Sri Vasavi Colle of Challakere,
- A self-motivated, optimistic, adoptive and courageous, a bundle of motivation, most sought-after faculty in Shimoga and Chitrdurga districts.
- Committed to 'being good and doing good', recognizes the goodness associated with BSBS, and has been its regional resource person for the last six years.
- Mentored and enabled about 50-60 graduates in harnessing their potential.

Making of Management Professionals

Prof. Ravish Kumar M.D.

4/4/2019

- The 'go-to-man' for millennial graduates of Tumkur district
- Trainer, Public speaker, Motivator, Translator, PD coach.
- Committed to 'being good and doing good', hand-holds small-town and village graduates in decision-making w.r.t. their higher education.
- Has enabled over 8800 graduates.
- Pro-actively gets involved in social work as a Rotarian.
- Has been associated with BSBS as its regional resource person in and around Tumkur.
- One of fag-end Gen X and early-stage Gen Y millennial, a true 'face of trust' among the parents of graduates making decisions..



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Rajesh P.,

BSBS MBA 2011-13

4/4/2019



- Commerce graduate from Tirunelveli, who always attracted the best
- An enthusiastic learner, on the toes for any task, people relations brought all the recognition to be college leader
- Turned to Bangalore seeking higher studies & career
- Acquired management skills by doing market research, live projects & Internships with SmartAnalyst and Decathlon Sports Retail India
- Currently heads and manages decathlon, ETA mall store driving an annual business of over Rs. 45Crores
- A favourite young millennial executive in India for all the bosses of Decathlon France.
- As been recognised for Glot Leadership Program.

Making of Management Professionals

Dr. Naveen B. Ramu

4/4/2019



- A pride management post-graduate of CBSMS, erstwhile BU.
- Went on to pursue PhD in management at IISc.
- Currently, Lok-Sabha Research Fellow at the Parliament of India and a Post-Doctoral Research Associate at the Indian Institute of Science (IISc)
- Vice President of World Organization for Students and Youth (WOSY)
- Visited Germany, USA, UK and Japan to present ideas and research papers at international conferences and workshops (WOSY).

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- Post the formal inaugurals, the competition continued....
- The other panellists for the 11.15 to 2.15 slot and 3 PM to 4.30 PM slot were-

| Name | Designation | Company |
|-------------------------|--|------------------------------------|
| Dr. Naveen B. Ramu | Lok- Sabha Post-Doctoral Research Fellow | Indian Institute of Science (IISc) |
| Prof. Ravish Kumar M.D. | Trainer, Public speaker, Motivator, Translator, PD coach | Freelancer |
| Prof. Sri Vidya B.N. | Assistant Professor | Sri Vasavi College, Challakere |
| Rajesh P. | Store Manager | Decathlon Sports India Pvt. Ltd. |
| Mahesh K. | Technical Officer | Energy Institute, Bangalore |
| Shwetha Sameernath | Business Development Manager | Mistay Hospitality Pvt. Ltd. |

- The event ended with **Valedictory** and Prize distribution
- Prizes were distributed by Prof. M. Muniraju, Chairman & Dean, Dept. Of Commerce, BCU and Dr. Sarvamangala, Treasurer of Indian Accounting Association, Karnataka Chapter

Prize Winning Teams



| Prize | College name | Student Name |
|---------------------|---|-------------------------|
| Winner | Sheshadripuram Institute of Commerce & Management | Spoorthi & Sanjoy |
| Runner Up | MLA First Grade College | Niveditha & Mahalaxmi |
| Consolation Prize 1 | VVN Degree College | Vasanthi & Pallavi |
| Consolation Prize 2 | MLA First Grade College | Divya & Ashritha |
| Consolation Prize 3 | Sri Sai College for Women | Keerthana & Dhanyashree |



PyP event achieved the following objectives:-

1. It brought the prospective PG students of BCU to its corridors
2. It introduced more than 30 millennial corporate executives and about 25 millennial companies who could be their potential employers to the final year graduates.
3. It brought greater authenticity to millennial-oriented, futuristic, choice-based-credit-system course viz. Master of Management Studies (MMS) of BCU.
4. It provided a pride platform for the millennial graduates to pour out their brimming talent through the presentation and carry home the **'spirit of the participation' certificate signed by the Honourable Vice-Chancellor of their future University!**

