# BCU BSBS Making of Management Professionals



organises

PyP

Present your Perspective)

or

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 socalled 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 4<sup>th</sup> 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 inaugurals 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)

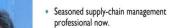
### Amith B. Shetty BSBS MBA 2012-14



## Vinay Kumar A., BSBS MBA 2015-17

#### Shivashankar, BSBS MBA 2014-16

4/4/2019



- Started career with Snowman Logistics Ltd. as Assistant Managerwarehouse 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 Udupi, with hunger to achieve in the corporate world, he is the 'reality' for any perseverant graduate who is hungry for selfdevelopment.



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

- 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.





inception.

Making of Management Professionals



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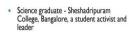
#### Shwetha Sameernath, BSBS MBA 2015-17

· She has been the face of a newage e-commerce company in hospitality space right from its

- · 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,



Mahesh K., BSBS MBA 2015-17



- 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 ecommerce 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' he pro-actively gets involved in social work in the space of education.







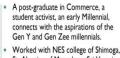
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# Prof. Sri Vidya B.N.

4/4/2019



- St. Alosyius 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
- Mentored and enabled about 50-60 graduates in harnessing their potential.



Making of Management Professionals

Dr. Naveen B. Ramu



4/4/2019

#### Prof. Ravish Kumar M.D.

Making of Management Professionals

- 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 earlystage Gen Y millennial, a true 'face of trust' among the parents of graduates making decisions..



4/4/2019







- Commerce graduate from Tirunelveli, who always attracted the
- 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 Glob Leadership Program.







management at IISc.

A pride management post-graduate of CBSMS, erstwhile BU. Went on to pursue PhD in

- 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).







Making of Management Professionals









- 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	Indian Institute of Science (IISc)
	Fellow	
Prof. Ravish Kumar M.D.	Trainer, Public speaker, Motivator,	Freelancer
ADC TO MANY	Translator, PD coach	
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 he 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!

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SPIRIT OF PARTICIPATION		
Certificate		
Ms./Mr.		
for his/ her active participation in the event 'PyP' (Present your Perspective) on		
"Millennial as Master of Management" held on 04th April 2019 at Bengaluru Central		
University, Central College Campus, Bengaluru-01		
Prof. S. Japhet Vice-chancellor, Bengaluru Central University  Prof. M. Muniraju Chairman & Dean, Department of Commerce Bengaluru Central University  Sri. Krishna Mahankali Chief Executive Officer BSBS Foundation		

