



Week 1 ,May 2008



Dr. S. C. Sarma

Guest Lecture

“When passion rises, reason fails”

It is no longer enough to possess technical skills with the ability to master one’s emotions. It was with this thought process that *Dr. S.C. Sarma* gave a lecture on the 30th of April on *Beyond Expertise* stressing that along with IQ it is necessary to possess EQ.

Peppering the lecture with examples *Dr. Sarma* emphasized on how important it is to widen one’s horizon. Criticizing the current academic curriculum he elaborated that the purpose of any Management Institute was to impart *Life Skills* and how, unfortunately, most still continue to overburden the students by having 14-16 hour working days and effectively kill their ability to think creatively and freely and how important it is to overhaul this curriculum to produce effective and successful managers.

Corporate Interface

Mr. Anisus Verghese, Assistant Manager, Internal Communications, Fidelity Investments, took time off his hectic schedule to give a lecture on *The Communications Advantage* to Batch 5 on the 26th of April. At the heart of the lecture were two questions that each manager must ask himself/herself – *“How to communicate correctly?”* and *“How to build relationships?”*

In line with this, he spoke at length on *Corporate Etiquette* which not only includes verbal communication but also interestingly lay more emphasis on non verbal communication such as Body language, Listening Skill and Appearance.

Another component of the lecture was *Networking* wherein *Mr. Verghese* spoke on how “the world was our stage” and the different avenues to exploit it. In between he kept the session lively by getting the students to do an exercise on *Idea Generation*.



Dr. Ravichandran

Other News

Dr. R. Ravichandran, Adjunct Faculty, International Business and International Marketing at BIM-B was appointed as the *Honorary Consul General*, of the *Dominican Republic*.

The PRCOM, on behalf of the entire BIM-B family, congratulates Dr. Ravichandran.



[Distributed to the Faculty, Students and Alumni of Bharathidasan Institute of Management, Bangalore]

Please write to:

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