



BIM
BANGALORE

PratiBIMB

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Management is efficiency in climbing the ladder of success; Leadership determines whether the ladder is leaning against the right wall."

"A month has passed by since the induction of seventh batch, Trend of economic scenario is un-predictable to catch, But confidence that we build at BIM-B has no match, 15 months course will make us walk by lifting the latch"

HECTIC SCHEDULES.....

HARDLY HAD A CHANCE TO BREATHE!!!!

Forty seven sleepless nights have passed by and yet we find no time to breathe. We are occupied with presentations, tests, assignments, lectures, seminars throughout the day. Have we started thinking as yet? No...We don't think so...but BIM-B is working towards the ignition of our thinking process and broadening our thoughts.

Our course has been exposing us to activities which have always seen active participation amongst the students. It seems that business is in the air at BIM-B, even over a cup of tea; new ideas are developed and shared. It has made us realize that pressure is one of the management techniques which spur greater level of insights, "high time pressure, high likelihood of creative thinking" seems to be the mission of BIM-B.



"Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them."

A TRIP TO SILICON INDIA START UP CITY

B7 students got an opportunity to visit the **Silicon India Start-up City** held at Nimhans Convention Centre, Bangalore. Students met innovative entrepreneurs of various companies to explore their innovation and the promises they hold through their products.

It was a chance for them to know how ordinary people did extraordinary things to setup companies like Rediff.com, Naukri.com and Tejas Networks and the wisdom these legends had to offer to the participants. There were inspirational and informative sessions from leaders of Amazon.com, Sun Microsystems, Forum Nokia and many more on Mobile Networking, Services, Real Estate etc. It was a great learning for those who are thinking of starting a business, or already in business and looking for appropriate networking.



CORPORATE INTERFACE

Mr. Sumant Bakshi former VP of United Breweries, currently a Management Advisor of JSS Public School, Ooty and a Board member of Brindavan Public School addressed the Batch 7 students on personality traits. He discussed important issues like BPO (Behaviour, Positive Attitude and Opportunities) and FDI (Foresight thinking, Determination and Innovation).



Mr. L. Ravindran – Founder & CEO of Wealthmax India (Financial and Investment Consultants) threw light on topics that included savings, income, investment instruments and retirement plans. He insisted that



one would need an unimaginable sum of money to lead a life until 60 years from now. He answered queries on stock market, financial services and discussed about opportunities for MBAs in the financial sector.

"One rule of action more important than all others consists in never doing anything that someone else can do for you"
-Calvin Coolidge

ICE-BREAKER

It was a formal interactive session between Batch 6 and Batch 7 students. The session was a stress-buster after long hours of exhaustive lectures. It started off with a brief personal intro by Batch 6 students. Students of Batch 7 were then asked to introduce themselves. Batch 6 students from all the specializations were present during the ice breaking session despite their busy schedule. They shared useful information regarding the course and their experiences at internship. The session ended on a high note with the seniors' assurance of support and encouragement.

BLINK 2009 - AN OPPORTUNITY TO EXPLORE AN ENTREPRENEUR IN YOU

An event to discover the entrepreneurial skills of the students at BIM-B was held on 20th June, 2009. The class was divided into groups and each group was given a topic to prepare a Business Plan. Each team prepared a marketing plan, operational plan, financial plan and a two minute video to promote their business venture.

The whole exercise gave a holistic view on business, making the students undertake extensive market research for their product and feasibility study of their business. This made them understand that any action taken in any of the departments affects the business as a whole. Thus the students utilized the opportunity to explore the entrepreneur within.



Mayank Agarwal, BIMB7 at BLINK

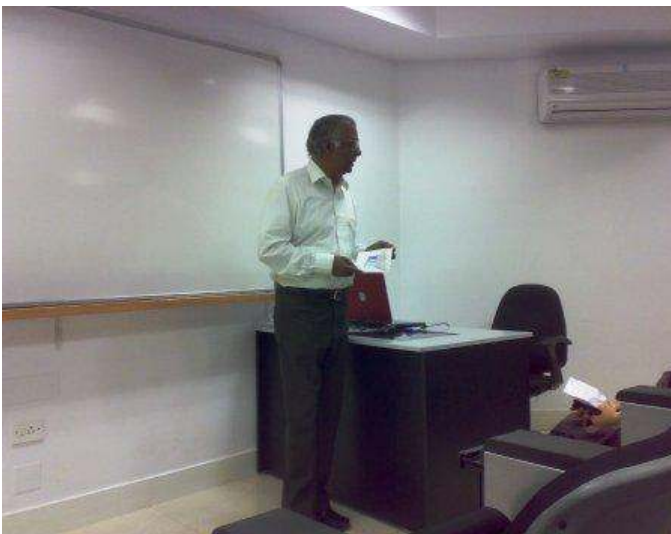
ATHENAEUM

Athenaeum, the HR club of B6 was inaugurated by Mr. Kaushik Gopalan, Senior Business Leader, Symphony Services Corporation (SSC). He manages Overseas HR, Competency Mapping and is one of the senior HR leaders at SSC.

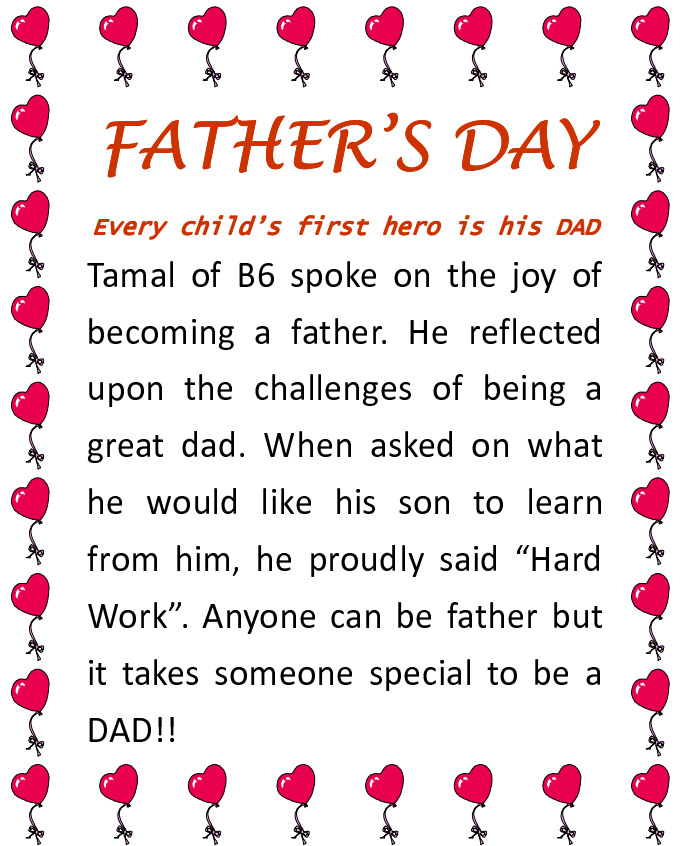
He spoke on the historical significance of the word 'Athenaeum' and declared the club open saying, "I believe you'll have great discussions and recreate Athenaeum".

TRENZEJE

The B6 Marketing Club was inaugurated by Dr. Srinivasaraghavan, former Director General of India Posts and current Director of Center for Retail Management at LIBA, Chennai. He threw light on FDI's in India and gave us an insight into Walmart. This was a good learning opportunity.



Trenzeje would include activities like Re-launch of failed products, Marketing Strategy Games, Business Quiz and Operation of Strategy Games.



FATHER'S DAY

Every child's first hero is his DAD

Tamal of B6 spoke on the joy of becoming a father. He reflected upon the challenges of being a great dad. When asked on what he would like his son to learn from him, he proudly said "Hard Work". Anyone can be father but it takes someone special to be a DAD!!

PRCom

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Distributed to Faculty, Students and Alumni of
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