



MIM NEWSLETTER

Freshmen Orientation Day

Dr Raveendranath Nayak

Director, Manipal Institute of Management, addressed the freshmen on Freshmen' Orientation Program held on September 19 & 20 2019 at Manipal Academy of Higher Education, Dubai Campus.

Sports Club Activities

Fit India Movement

'Fit India Movement' was inaugurated on September 3, 2019, at MIM. The Fit India Movement is a campaign to create awareness amongst people to regularly indulge themselves in fitness activities. Dr Raveendranath Nayak, Director MIM inaugurated the event. Dr Upendra Nayak, Deputy Director Physical Education, Dr Kavitha T C, Sports Advisor MIM, faculty members and all the office-bearers of Sports, Leadership and Cultural club graced the occasion.

Health Check-Up program

The **Health Check-Up program** was the first initiative of 'Fit India Movement', conducted on September 3, 2019, at MIM. As a part of this initiative, Postgraduate Students of Manipal College of Nursing (MCON) conducted a health check-up for the faculties and students of MIM. Dr Raveendranath Nayak, Director of MIM honoured the students who have facilitated in organizing the health checkup.

Cycling Event

Cycling was the second event of the 'Fit India Movement' conducted on Sunday, September 15, 2019. Dr.Raveendranath Nayak, Director of MIM led the event along with the support and coordination from Dr Kavitha T C, Sports Faculty Advisor and Dr Upendra Nayak, Deputy Director-Physical Education, MIM. The distance to be covered was 12km. The active participation of the MIM students from the beginning to the very end made this event a grand success.

Motivational Speech on Sports

The third event of the 'Fit India Movement' was as **Motivational Speech on Sports**, held on September 19, 2019, at MIM. The Chairperson for the day Mr REN TREVOR DIAS (BCCI level 1 qualified cricket coach) addressed the students on the aspects like the need for fitness activities in sports, the participation of women in sports, mental fitness, and Corporatization of sports. Faculty advisor Dr Kavitha T C and Deputy Director of Physical Education, Dr Upendra Nayak and students of the MIM participated in the event.

Fitness and Anti - Doping

The fourth event of 'Fit India Movement' was a talk on **Fitness and Anti-Doping**, held on September 19, 2019, at MIM. Mr Siva Kumar, Research Scholar from Manipal College of Pharmaceutical Sciences spoke on topics like the prohibition of doping substances, fitness with flexibility, usage of medicines for the sportspersons, steps involved in the collection of doping test (WADA, NADA) and benefits of fitness.

Attain Holistic Fitness Through Meditation

The fifth event of 'Fit India Movement' was a talk on **Attain Holistic Fitness Through Meditation**, held on September 20, 2019. Prof Usha Rani from Prasanna School, MAHE, spoke about the benefits of meditation, how students can be fit, healthy and improve their concentration by the means of meditation. She shared some of the success stories of individuals who attained health benefits through the process of meditation.



MIM NEWSLETTER

Fitness and Healthy Eating

The Sixth event of 'Fit India Movement' was a talk on **Fitness and Healthy Eating** was organized on September 27, 2019. Professor Mrs Swathi Acharya K (M.Sc. in Dietetics and Applied Nutrition from Department Nutrition and Dietetics WGSMAHE) spoke about "Healthy Body Healthy Mind lead a Healthy life". Through her talk, she emphasized the need for having a balanced diet for sound and healthy body. She also highlighted the importance of including proteins and nutrition in one's diet, awareness on oily food consumption and carbohydrates, benefits of avoiding alcohol and smoking.

Walkathon

The final event of the month under 'Fit India Movement' was **Walkathon** held on September 27, 2019, from MIM to EDU Building. The motive of the walkathon event was to make the students of Manipal aware of the necessity of being fit and motivate people to stay fit. The Director after speaking about the importance of walking every day, led the walk from MIM to Edu Building along with the 150 students.

Leadership Club Activity

Leadership talk

The Leadership Club of MIM organized a "leadership lecture" by Mr Ivan Fernandes an entrepreneur who is the promoter and Managing Director of Regent Technologies Limited, Dubai. He has an experience of over three decades in the field of information technology. He is also Managing Director of Mangalore Internet City, an upcoming IT park in Mangalore, which is part of the Smart City Initiative of Govt. of India. Mr Ivan Fernandes spoke about his journey of becoming an entrepreneur. He also shared the challenges of creating a new venture.

Voluntary Service Organisation Activity

Stationary Drive

The volunteers of MIM under the Centre for Regional Development went an extra mile to make a difference in the lives of little ones again by "distributing stationery", at Academy Primary School, Manipal. The distribution took place on September 18, 2019. After an interactive session with the delightful tots, the collected stationery was distributed for students from 1st - 5th standard by Head Mistress of the school Mrs Laxmi and VSO Faculty coordinator Dr Varun Kumar S G. The Head Mistress expressed her appreciation for the thoughtful gesture.

Faculty Visit

Dr Arti Chandani

A faculty member from Symbiosis Business school, Pune, visited our institute on September 6, 2019. Her interaction with our faculty encompassed through issues related to setting up of SIP system, research culture and attempting for grants. Dr Raveendranath Nayak thanked the speaker with a memento.

Student Achievement

Mr Joshua

First-Year MBA Student secured Gold Medal in 50 meters Butterfly style in the MAHE intercollegiate Swimming Competition organized by Manipal College of Nursing on September 12, 2019.



MANIPAL INSTITUTE OF MANAGEMENT

MANIPAL

(A constituent unit of MAHE, Manipal)

MIM NEWSLETTER

Volume 4 | Issue 11

September 2019

Mr Badrish Naik

Second Year MBA student gave an internshala internship talk to the first-year MBA students on September 18 & 19, 2019.

Mr Sudhish Menon

Second Year MBA student will be representing Manipal Academy of Higher Education, Manipal in the South Zone Inter-University Table Tennis Tournament to be held at Chennai in November 2019

Workshop for Students

Business Etiquette Workshop

“Business Etiquette workshop”, was conducted on September 12, 2019. The workshop was organized by the Placement Cell of MIM for II year MBA students. The resource persons for the workshop Prof Paritosh Dabral and Prof Anusha Pai from Welcomgroup Graduate School of Hotel Administration (WGSHA) addressed the students regarding etiquette to be followed in a professional setting in addition to the importance of professional grooming, team building and communication.

Resume Writing Workshop

“Resume writing workshop”, was conducted on September 14, 2019. The workshop was organized by the Placement Cell of MIM for II year MBA students. The resource person for the workshop was Prof Sowparnika Pavan Kumar Attavar from Manipal Institute of Communication. The speaker gave an overview of resume writing, types of resumes, elements in a resume, best practice in writing a resume and a hands-on activity for students.

Skill Development Workshop

“Skill Development Workshop”, was conducted from September 23 to 28, 2019. The Placement Cell of MIM organized the week-long workshop for II Year MBA students. The resource persons for the workshop Prof Bindu Giridhar & Prof Sonia Chadha were from Manipal Global Academy of BFSI. The workshop was conducted to impart amongst students interview facing skills and create self-awareness. The programme helped the participants to work with various people and groups, enhanced their communication skills and interpersonal skills in order to function in professional and social settings effectively; it enriched the participants academic language skills for academic writing and presentations and helped the participants to understand effective planning, time management and implementation for setting goals and achieving both personal and professional goals. Most importantly the participants learned to evaluate oneself (self-appraisal and introspection) for further growth, personally and professionally.

Guest Lecture

Dr Nandan Prabhu

Delivered a lecture on **Education, Social Values, and Nationalism** in the teachers’ meet organized at Cherkadi, Brahmavara, Udupi District on September 7 2019. This was a half-a-day workshop organized by the 91-year old local school of Cherkadi in association with the Education department of Udupi District. Dr Jagadeesh, the district commissioner of Udupi, inaugurated the workshop. Prof. Nandan Prabhu delivered the keynote address on the theme of the workshop. About 120 teachers of the Brahmavara region participated in this teachers’ refresher workshop.

Delivered a lecture on **Effects of the abrogation of Article 370 and 35A: Political and Nationalistic Implications**, on September 6, 2019, at Bengaluru. Mr Prahlad Joshi, the Minister for Parliamentary Affairs, the Government of India, and Mr Giridhar, General Secretary, Prajna Bharathi were the other two resource persons.

Delivered the lecture on **Abrogation of Article 370: Trajectory of Events from 1947-2019**, on September 31 2019. The event was organized by Bharath Vikas Parishad. This is an organization of senior citizens and working professionals from diverse walks of life.



MIM NEWSLETTER

Faculty Research Publication

Dr S Lakshminarayanan

Joint paper titled **Self-efficacy as an antecedent to students' behavioral intention to use the Internet for academic purposes: A structural equation modeling approach** in e-journal LIBRARY PHILOSOPHY AND PRACTICE.

Dr Savitha Basri

Published her research article titled **Relational Selling, Relationship Quality, and Future Behavioural Intentions in the Health Insurance Industry** in Indian Journal of Marketing, Volume 4, Issue 8, pages 51-68. The article is co-authored by Mr. Shivaprasad Rai, Student of second-year MBA, Manipal Institute of Management, MAHE, Manipal.

Dr Kavitha T C, Dr. Smitha Nayak & Ms. Asihwarya

Published their research article titled **E-Healthcare Services - Actual Usage and Intention to Use among Indian Consumers** in the International Journal of Innovative Technology and Exploring Engineering (IJITEE) Volume-8 Issue-11, September 2019.

Dr Nandana Prabhu K P

Published his research article titled **Underlying assumptions in team effectiveness research: An application of problematization methodology**, in Cogent Journal of Economics and Finance.

Guest Lecture by Alumnus

Mrs Renita Pinto, Sr. User Acquisition Executive, 99 games Pvt. Ltd., Udupi and MIM Alumnus (2013-2015 batch Gold Medalist) gave a guest talk on "Applications of Analytics in Gaming Industry and Key Performance Indicators" to the second-year MBA students on 28 September, 2019.

Mr Yaswanth Krishna, Sr Executive- Medical Operations, KMC, Manipal and MIM alumnus (2012-2014 batch) delivered a guest talk on "Economies and dis-economies of scale" to the first-year MBA (Healthcare Management) and MBA (Global Business) Students on 1st October 2019.

Placement

Heartiest congratulations to the following students for being selected in campus placement:

► Cult.fit

Sowbaghya . M

Nikhil Unnikrishnan



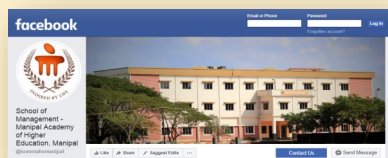
MIM NEWSLETTER

Director's Message

In MIM we discourage shallow learning. To encourage rather deep learning, in all our assessment tasks including final exams, we almost don't ask questions that need only memorization or surface learning to answer. So, students must not expect questions similar to 'what is x or describe y.' Instead of such questions, drawing our inspirations from Bloom's taxonomy for learning objectives, we ask questions that require the students to analyze, apply, create or evaluate a given learning material. Eliciting such responses demands their higher-order thinking. They then understand the concepts more deeply; they would be able to apply their knowledge and skills to new situations or to solve problems effectively. Such a different approach to management education has been shaping our MIM graduates to stand apart from the rest.



Dr Raveendranath Nayak
Director



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