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CATALYST

Sparking Change, Driving Ideas, and Initiating Growth

Volume 01 Issue 02 Quarterly Newsletter of Department of MBA & Research Centre July 2025

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EDITORIAL MESSAGE

Dear Readers,

Warm greetings from the Department of MBA, Surana College, Kengeri!

As we wrap up another enriching quarter, the months of April, May, and June 2025 have brought a vibrant mix of reflection, renewal, and remarkable progress. While the summer sun cast its intensity across Bangalore, our department mirrored that brilliance with a series of academic pursuits, industry engagements, and student development initiatives.

We commenced the quarter with a significant milestone—the ISO Audit, meticulously coordinated by Dr. R. Satheesh Kumar, whose leadership, coupled with the steadfast support of the faculty team, ensured a smooth and successful outcome.

April saw a heartwarming "Blast from the Past" as we hosted the much-awaited Alumni Dialogue. It was an emotional convergence where past experiences met future aspirations, and our current students drew inspiration from the journeys of their predecessors.

May, kicked off with the ISURE 2025, a forum where industry experts and academic leaders came together to engage in vital conversations around sustainability and responsibility. A historic moment was also etched into the legacy of Surana Educational Institutions (SEI) with the formal announcement of the MoU with SSBM, Switzerland—a step forward in fostering international academic collaborations.

May also held academic significance as students from the 1st and 3rd semesters appeared for their examinations. Particularly for our final-year students, this marked the beginning of the end—their transition into the final semester, gearing up for the professional world that awaits them.

Despite traditionally being a quieter time due to examinations and semester-end transitions, June witnessed vibrant internal activity focused on curriculum enrichment and academic planning. Our faculty members came together to chart out future directions, integrating contemporary themes in management, sustainability, innovation, and entrepreneurship into the academic framework. Our pride - our students - made their way back to the campus to further their academic exploits, into the 2nd and 4th Semesters.. To our readers—students, faculty, alumni, and industry partners—we extend an open invitation to stay connected, contribute meaningfully, and grow with us as we build a lasting legacy of transformative management education.

With warm regards,

Editorial Team

Department of MBA

Surana College, Kengeri Campus, Bangalore

Leader Thoughts.....



Dr. Archana Surana
Managing Trustee

It is heartening to see the MBA Department of Surana College consistently aligning its efforts with its visionary goal of shaping ethical, innovative, and globally competent business leaders. The release of this newsletter is a reflection of the department's vibrant academic and co-curricular environment, showcasing the dynamic initiatives of our students, the accomplishments of our dedicated faculty, and the collective commitment to sustainable growth and social impact. I extend my appreciation to Dr. Anitha Nallasivam, the Director, and the entire MBA team for their unwavering dedication to excellence. May this spirit of progress and purpose continue to thrive in all our future endeavors.

It gives me immense pride and joy to witness the continued growth and achievements of the MBA Department at Surana Educational Institutions. Guided by the vision to shape ethical, innovative, and globally competent business leaders, the department has consistently fostered an environment of excellence, integrity, and social responsibility. This newsletter stands as a testament to the vibrant academic culture, highlighting the dynamic student initiatives, impactful faculty accomplishments, and meaningful engagements that are driving sustainable growth and societal impact. I congratulate the entire MBA team for their commitment and dedication, and I look forward to seeing our future leaders excel on both national and global platforms.



Dr. Anitha Nallasivam
Director-MBA

DEPARTMENT OF MBA & RESEARCH CENTRE



Established in 1999 with an initial intake of 120 students, the MBA Department at Surana College has grown steadily, now accommodating 240 students per batch. This two-year, four-semester program is affiliated with Bangalore University, and is approved by AICTE, UGC, and the Government of Karnataka. Currently operating under autonomous status, the program follows the Choice-Based Credit System (CBCS) and offers dual specializations tailored to evolving industry needs.

The department holds an A+ grade re-accreditation from NAAC, is ISO certified, and houses a recognized research centre under Bangalore University. Our academic strength is driven by 12 full-time and 1 adjunct faculty member, including 5 Ph.D. holders, combining an average of 15 years of professional and academic experience.

Committed to holistic development, the department maintains professional affiliations with AIMA, NHRD, BMA, and strategic MoUs with KASSIA, FKCCI, and other key industry bodies. These partnerships foster robust industry-academia collaboration and facilitate value-added certification programs through alliances with IBM, Nirman Foundation, and others.

Students actively participate in domain-specific clubs, business forums, and industry-driven events, gaining hands-on insights and leadership exposure. With a strong alumni network of over 2,000 graduates, our students are placed in leading organizations globally, with many charting their own paths as entrepreneurs and change-makers in the business ecosystem.

Students Section



The Department of MBA, Surana College, Kengeri Campus, proudly celebrates the vibrant participation of its students in various intercollegiate fests during April 2025. On April 3rd, students showcased their talents at Vanguard Business School by winning accolades in events such as Wall Street Trading, Ad Reels Making, and Business Tycoons. Others demonstrated their enthusiasm by participating in HR-based Office Drama, Business Quiz, and BGMI Gaming, reflecting a dynamic blend of analytical, creative, and tech-driven skills.

Simultaneously, at the Bangalore Integrated Management Academy (BIMA), students actively engaged in events like The Big Bid – IPL Auction and presented innovative ideas in the Business Plan competition. Their creativity also shone in the Pencil Sketching contest and fun-filled challenges like Treasure Hunt and Snake and Ladder, highlighting their teamwork, problem-solving abilities, and artistic flair.

Further extending their involvement, students participated in the No Money Business Challenge and the Mystery Box Innovation Challenge at St. Francis College on April 5th. These events offered valuable experiential learning opportunities, encouraging students to apply classroom concepts in real-world situations. The Department takes immense pride in their efforts and congratulates all participants for representing Surana College with enthusiasm, innovation, and commitment.

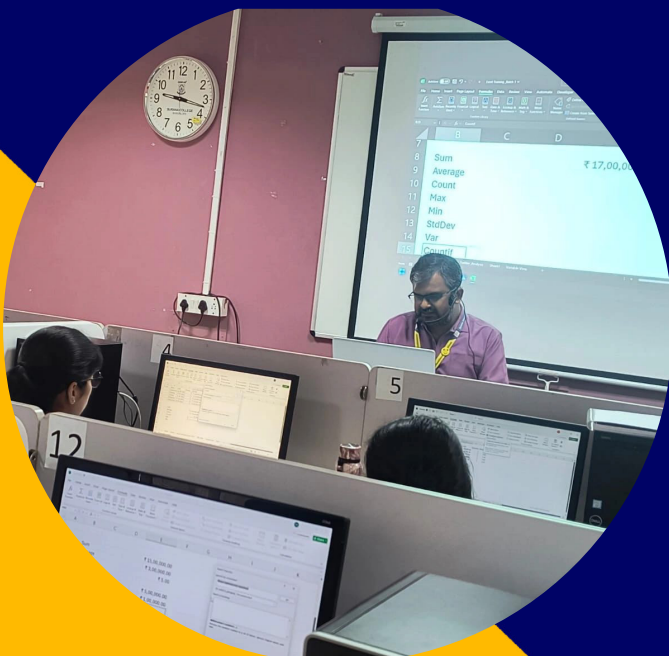


IBM ICE Hackathon 2025



The IBM ICE Hackathon 2025 brought together MBA students, faculty, and industry experts to solve real-world problems in analytics, AI, and sustainability. With guidance from IBM and Trans Neuron Technologies, eight teams competed after a briefing on rules and evaluation criteria.

Students created dashboards using Tableau, Power BI, and Excel, showcasing insights to a judging panel. We had winners and runners-up for the same. As the IBM ICE capstone, the hackathon boosted analytical skills and industry readiness.



A 6-day Value Added Course on "Business Analytics using MS Excel" was held from June 9–14, 2025, training 130 MBA students in key tools like visualization, forecasting, and predictive analytics. Led by our internal faculty - Dr. S Gokula Krishnan and Mr. Balachandramurthy E, the 48-hour course emphasized practical application, with students making 20 data-driven decisions.

Growth Is Painful:

Why Discomfort Is the Key to Real Change?

We all crave growth. Whether it's in our careers, relationships, personal skills, or emotional intelligence, the desire to evolve and improve is deeply ingrained in the human spirit. Yet, paradoxically, the very path to genuine transformation is often paved with something we instinctively avoid: discomfort. The notion that "growth is painful" isn't a pessimistic outlook; it's a fundamental truth, and understanding why discomfort is the key to real change is essential for anyone seeking to unlock their full potential.

Our brains love what's easy and familiar. They want us to stick to what we know because it feels safe. This worked great for our ancestors, keeping them out of danger. But today, this same wiring can stop us from trying new things or improving ourselves. When we face something hard, something that pushes us, our first thought is often to back away. That feeling of wanting to avoid something difficult – that's the "pain" of growth. It's not usually physical pain, but more like a mental or emotional stretch.

Think about building muscles. You have to lift weights, and it feels tough. Your muscles get a little sore, right? But then they heal and get stronger. It's the same for us emotionally and mentally. Our skills, our ability to handle problems – they need to be stretched and challenged to grow. This stretching feels uncomfortable.

So, embracing discomfort doesn't mean you should go looking for trouble. It just means seeing those moments of unease, challenge, and struggle not as problems to avoid, but as chances to grow. It's about seeing the "pain" not as a punishment, but as a sign that you're about to become better, stronger, and more capable.

To truly change, you have to be okay with the growing pains. You have to lean into the moments that stretch you, even when your gut tells you to run away. Because it's in these uncomfortable places, outside of what you already know, that real growth blossoms. It helps you become a more resilient, skilled, and ultimately, a happier version of yourself.



"The pain you feel today is the strength you feel tomorrow. For every challenge, there's an opportunity for growth."

BY:

KHYSER PASHA

I YEAR MBA

INTEGRATING SUSTAINABILITY INTO BUSINESS GROWTH: THE EMERGING GREEN PARADIGM"

In an era where environmental degradation and climate change pose systemic risks to economic stability, the concept of green growth has emerged as a strategic imperative for businesses worldwide. Green growth refers to fostering economic development while ensuring environmental sustainability and social equity. As regulatory pressure intensifies and consumer preferences shift toward responsible consumption, firms are increasingly aligning profitability with ecological responsibility.

Modern businesses are transitioning from traditional linear models to sustainable and circular economies—where resources are reused, waste is minimized, and innovation drives eco-efficiency. For instance, companies like IKEA and Tata Power are integrating sustainability into their value chains, recognizing that long-term growth and environmental stewardship are not mutually exclusive but mutually reinforcing.

From a financial perspective, the rise of Environmental, Social, and Governance (ESG) metrics is reshaping investor expectations. Studies have shown a positive correlation between ESG performance and long-term financial returns (Friede, Busch, & Bassen, 2015). Green fintech, carbon trading platforms, and sustainable supply chain financing are further revolutionizing the landscape, offering new avenues for investment and business model innovation.

For MBA students, understanding the mechanics of green growth is not just a theoretical pursuit but a professional necessity. Courses in sustainable finance, CSR, and impact investing now sit alongside core strategy and operations subjects, reflecting the growing demand for managers who can lead in the green economy.

India's commitment to achieving net-zero emissions by 2070 and policies promoting green startups underscore the relevance of this trend. As future business leaders, embracing green growth principles allows MBA graduates to drive innovation, meet compliance expectations, and contribute meaningfully to both economic and environmental well-being.



"Sustainability is not just about doing less harm, it's about doing more good."

BY:
DARSHAN B. S
II YEAR, MBA

Visionary Dialog : Meet the CXO Series

Part -II

On April 4th, the second session of Visionary Dialog: Meet the CXO Series featured an engaging Q&A with Mr. Srikanth N D, Chief Operating Officer at KPMG (KGS) Tax, renowned podcaster, and author of Inspire Someone Today. Hosted by Ms Davana Gowda L, a 1st-year MBA student, the session explored Mr. Srikanth's inspiring journey from his early career to becoming a thought leader in leadership and content creation. Coordinated by the Faculty Coordinators Ms Soumya K R and Ms Kalyani Suresh, the podcast-style event gave students valuable insights into leadership, purpose, and storytelling.



Mr. Srikanth spoke about balancing a high-level corporate role with his creative pursuits, sharing reflections on humility, growth, and self-awareness. His journey served as a blueprint for blending professional excellence with passion. The session motivated students to lead with intention and embrace continuous learning. It offered a rare opportunity to connect classroom learning with practical wisdom.

Leadership Development Session by Lt. Gen. Arun Ananthanarayan

On April 17, students attended an inspiring session by Lt. Gen. Arun (Retd.) on developing leadership skills. Known for his powerful presence and unique teaching style, he encouraged even the quietest students to step out of their comfort zones. Emphasizing failure as a key to growth, he shared real-life stories that made the concept relatable and less intimidating. His interactive session motivated students to embrace challenges and believe in themselves. He highlighted resilience and self-discovery as essential traits of true leadership. The session sparked confidence and authenticity among participants. It left a lasting impact on students' personal and professional outlook.



Alumni Series 2025

A Journey of Insights and Inspiration



On April 26th, Alumni Series 2025 was hosted by Ms Deepika H K (2nd-year MBA) and Ms Shreya Acharya (1st-year MBA), featuring six distinguished alumni from Surana College, MBA Department, Kengeri Campus. The panel included Mr Sukumar S (VOYA Financials), Mr Vikram Vageesh (Huron Consulting Group), Mr Aaron N B (Axis Bank), Ms Namratha S Ijari (Oracle), Ms Rincy M S (TCS), and Mr Melvin Anthony Milton (Jain University), representing batches from 1999 to 2023.

Coordinated by the Faculty Team of Ms Soumya K R and Mr Rinku Modoor, the session was interactive and insightful, with students gaining firsthand knowledge about corporate life, career growth, and networking. Alumni shared valuable tips on transitioning from campus to corporate and adapting to industry changes. The event also highlighted the role of academic foundations in shaping careers. Students engaged enthusiastically, asking questions and relating to the experiences shared. The session strengthened alumni-student bonds and broadened career perspectives. It served as a motivational platform to inspire the next generation of leaders.



"Alumni are not just former students; they are the living embodiment of an institution's achievements and values."

Faculty Excellence

Academic Presentation

Gokula Krishnan, S. (2025, April 3). Presented a paper titled *The Mediating Role of Employee Communication in the Relationship Between Leader-Member Exchange and Quiet Quitting: An Empirical Analysis* at the International Conference.

Gokula Krishnan, S. (2025, April 3). Presented a paper titled *A Comparative Analysis of the Indian Stock Market Performance During Modi's First and Second Tenure: An Empirical Study of Major and Sectoral Indices* at the International Conference.

Anitha Nallasivam, Soumya, K. R., and Rinku Mathew Modoor (2025, May 29). Presented a paper titled *Gender and Empowerment: Training, Capacity Building and Professional Development of Asha Workers* at the National Conference.

Gokula Krishnan, S., and Balachandramurthy, E. (2025, June 4). Presented a paper titled *Sustainable Mobility in Bharat@100: Forecasting Electric Vehicle Growth and Charging Demand Using Longitudinal Time-Series and Machine Learning Techniques* at the National Conference.

BalachandraMurthy, E., and Gokula Krishnan, S. (2025, June 4). Presented a paper titled *Machine Learning-Based Forecasting of Economic Drivers and Influencers Shaping the Electric Vehicle Market* at the National Conference.

Prakruthi, N. U., and Supriya, P. (2025, June 19). Presented a paper titled *Smart Strategies for AI Integration in Modern Wealth Management* at the International Conference.

Soumya, K. R., and Anitha Nallasivam (2025, June 1). Presented a paper titled *Digital Divide and Access to Technology Among Asha Workers in Backward Areas in Karnataka* at the International Conference.

Anitha Nallasivam (2025, June 1). Presented a paper titled *AI and Emotion Recognition: Ethical and Psychological Issues* at the International Conference.

**"Reading maketh
a full man;
conference a
ready man;
and
writing an exact
man."**

~Francis Bacon



Faculty Excellence

Professional Engagement

Ms Jaisheela S., Assistant Professor, attended a Faculty Development Program titled *Foundations of Business Analytics using Python* on April 1, 2025, organized in hybrid mode by Thiagarajar School of Management.

Dr. S. Gokula Krishnan, Professor, also served as a resource person for a Workshop on *PowerBI – DAX Applications* on April 19, 2025, organized online by Parul University, Gujarat.

Dr. Anitha Nallasivam, Professor, served as a resource person for a session on *Digital Marketing – Visibility and Promotion* on April 23, 2025, conducted online by the Institute of Public Enterprise, Shamirpet, Hyderabad.

Dr. Anitha Nallasivam, Professor, served as a resource person for a session on *Food Business Management: Opportunities and Challenges* on April 25, 2025, organized online by the National Institute of Food Technology, Entrepreneurship and Management, Thanjavur.

Mr Balachandramurthy E., Assistant Professor, attended a 5-day Faculty Development Program on *Contemporary Research Practices* from April 25, 2025, conducted online by Guru Nanak Institutions Technical Campus, Hyderabad.

Dr. R. Satheeshkumar, Professor, served as a resource person for a session titled *The Role of Innovations in Shaping Modern Research* on April 25, 2025, organized online by Guru Nanak Institutions.

Dr. R. Satheeshkumar, Professor, served as a reviewer for the *International Journal of Innovative Research in Technology* on May 9, 2025.

Dr. Roopashree B. R., Assistant Professor, served as a panel member for an *Intellectual Property Rights Claims Establishment and Patent Grant discussion* on May 31, 2025, organized offline by Jyothy Institute of Commerce & Management in association with We Grow Pvt Ltd.

"Leadership and learning are indispensable to each other."

~John F. Kennedy



Faculty Excellence

Professional Engagement

Dr. R. Satheeshkumar, Professor, served as a resource person for the *Ph.D. Pre-Synopsis Meeting* on June 2, 2025, held offline at Bharath Institute of Higher Education & Research, Chennai.

Dr. S. Gokula Krishnan, Professor, served as a resource person for a session on *Interpretation Writing: Bridging Data and Insight in Academic Research* on June 5, 2025, held offline at Presidency College, Bengaluru.

Dr. S. Gokula Krishnan, Professor, served as a Member of the Board of Studies for the School of Management and School of Commerce at Presidency University, Bengaluru, on June 5, 2025, conducted online.

Dr. Prakruthi N. Udupa, Associate Professor, served as a Member of the Board of Examiners for S Vyasa School for Advanced Studies, Deemed to be University, on June 17, 2025, conducted offline.

Scholarly Publication

Dr. S. Gokula Krishnan is the first author of a textbook titled *Data Analytics*, published on June 15, 2025.

Dr. R. Satheeshkumar contributed as the third author to the textbook *Data Analytics*, published on June 15, 2025.

Dr. Roopashree B. R. is listed as the fourth inventor in a patent filed on June 13, 2025, titled *Generative AI enabled interactive finance analytics computing device*.

Dr. Prakruthi N. Udupa contributed as the second author to an international journal publication titled *Sustainable investment trends: An analysis of investor perception of green bonds in Bangalore*, published on May 30, 2025.

Mr Balachandramurthy E. contributed as the second author to a publication titled *AI-driven solutions for climate change mitigation: Opportunities and challenges*, presented or published on May 10, 2025.



Future of Business Analytics in the Era of Artificial Intelligence

In today's rapidly evolving business landscape, the intersection of Business Analytics (BA) and Artificial Intelligence (AI) is redefining how organizations grow. This transformation is ushering in an era where data-driven decision-making is a strategic necessity for businesses across industries.

Data-Driven Decision Making in the AI Era:

Data-driven decision-making has always been at the core of Business Analytics. With AI, organizations can process vast amounts of structured and unstructured data at unprecedented speeds, revealing insights that were previously unattainable. The shift is from reactive decision-making—where businesses respond to trends after they occur—to proactive strategies that predict and shape market behaviour.

Enabling Informed Decision Making: AI enhances Business Analytics by not only providing data but transforming it into actionable intelligence. For example, financial institutions use AI-driven analytics to assess credit risk, detect fraudulent activities, and design personalized investment portfolios, ensuring decisions are backed by reliable, data-driven insights.

Competitive Advantage Through AI-Driven Analytics:

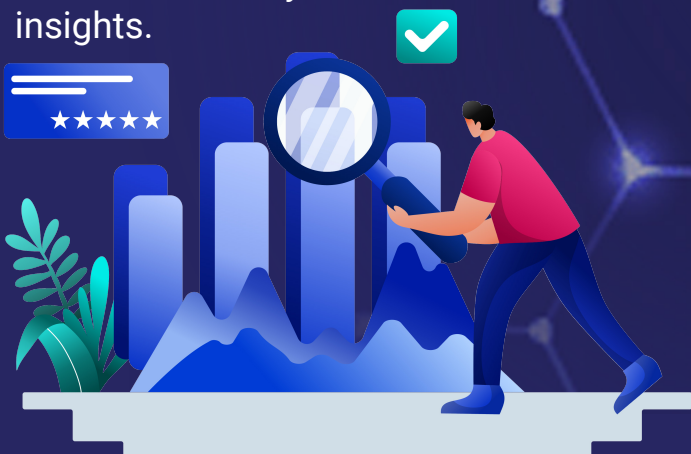
In an era where data is often referred to as the “new oil,” the ability to leverage AI is becoming a significant source of competitive advantage. By automating repetitive analytical tasks, businesses can respond swiftly to market shifts. Predictive analytics allows firms to anticipate market disruptions, competitor moves, and consumer demands.

The Road Ahead: Integration and Innovation:

The future of Business Analytics lies in the seamless integration of AI with organizational decision-making processes. Emerging trends such as Automated Decision Systems, Explainable AI (XAI), and Augmented Analytics will further reshape how data is consumed and acted upon.



Prof. Dr. S. Gokula Krishnan
Professor and Domain Head of Analytics
Department of MBA and Research Centre
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“USING ALL THE TOOLS IN YOUR TOOLBOX”

Unlocking Your Full Potential: How MBA Students Can Cultivate Multiple Intelligences for Success in a Competitive World:

In today's competitive landscape, an MBA isn't just about mastering traditional business skills. Success is when professionals harness a diverse set of intelligences—what Howard Gardner termed "Multiple Intelligences." Developing a broad spectrum of skills and deploying them effectively, can aid MBA students stand out and lead confidently.

Developing Relevant Skills and Knowledge:

To expand knowledge, pursue cross-disciplinary learning by exploring psychology, technology, and arts to gain diverse perspectives. To enhance core skills, develop critical thinking and problem-solving abilities, improve communication skills and public speaking.

Managing Skills Deployment for a Competitive Edge:

To support well-rounded personal and professional growth, regularly assess strengths across different intelligences and set goals to improve weaker areas. Building a personal brand through networking helps showcase talents and understand how diverse intelligences are applied across industries.

Practical Tips for Cultivating Multiple Intelligences:

Diverse activities - joining clubs, workshops, or online courses outside the comfort zone significantly broaden skill set and perspective. Active listening and empathy helps enhance interpersonal intelligence, while mindfulness and self-reflection develop intrapersonal intelligence..

In a world where change is the only constant, the most adaptable and versatile MBA graduates will thrive. Cultivating multiple intelligences isn't just about personal growth—it's a strategic move to differentiate oneself in a crowded marketplace.

Remember: Your intelligence is as vast as your willingness to learn and adapt. Embrace the journey of becoming a multifaceted professional today!

Start your journey now: Identify one new skill to develop this month and begin integrating it into your daily routine. Your future self will thank you!



"Intelligence is the ability
to adapt to change."

– Stephen Covey

Prof. Sreedhar. N
Faculty of MBA Department
Surana College. Kengeri Campus,
Bengaluru – 560060

SPARKZ

" **sparkz** " is the dynamic Management Club of the Department of MBA & Research Centre , bridging academic learning with real-world application. It fosters innovation, leadership, and collaboration through specialized sub-clubs –Metamorph (HR), Brandathon (Marketing), Finsight (Finance), Bizlytics (Analytics), Inspire (Entrepreneurship), and Reach (ISR). Spark-Z empowers students to apply classroom knowledge, build leadership and problem-solving skills, engage in hands-on activities and connect with industry professionals.

METAMORPH
Human Resource Club

BRANDATHON
Marketing Club

FINSIGHT
Finance Club

BIZLYTICS
Business
Analytics Club

INSPIRE
Entrepreneurship Club

REACH
Institutional Social
Responsibility Club

World Health Day Celebration

Free Eye Check-up Campaign

On April 7th, in celebration of World Health Day, the SPARK-Z Management Club (Department of MBA) organized a free eye check-up campaign in collaboration with Dr. Agarwal's Eye Clinic. Supported by Store Manager Mr Chandrashekhar K S and optometrists Ms Bhavani and Ms Shravani, the event aimed to raise awareness about eye health on campus



Students, faculty, and staff participated actively, benefiting from professional eye screenings and basic eye care guidance. The initiative highlighted the importance of regular check-ups and promoted overall wellness in line with the global theme of health and well-being.

THE VIRTUAL DALAL STREET WAR – Trading Edition

FINSIGHT - The Finance Club of the Department of MBA & Research Centre hosted The Virtual Dalal Street War – Trading Edition on April 2, 2025, at the GC Auditorium. Designed to enhance investment literacy, the event included a session on financial markets and portfolio management. Coordinated by student leaders with faculty support, it saw enthusiastic participation from MBA students. A virtual trading competition followed, where participants used simulated money to apply real-time strategies and manage risk. The event provided hands-on experience in stock trading and financial decision-making. It concluded with feedback and networking, reinforcing practical learning in finance.



FINANCE TAMBOLA - Financial Thinking; Collaborative Learning

On June 18, 2025, the FINSIGHT conducted Finance Tambola – Financial Thinking; Collaborative Learning as part of SPARKZ 2025. This offline event creatively combined finance concepts with gameplay to enhance interactive learning. The first round, Strategic Number Hunt, reinforced financial recall through Tambola clues, while Risky Boardroom tested decision-making under uncertainty. Coordinated by students with faculty guidance, the event promoted teamwork, critical thinking, and financial literacy. It received an enthusiastic response from MBA Finance students.



METAMORPH

HR UNRAVELLED: Play, Solve, Lead

The HR Club – Metamorph organized HR Unravelled: Play, Solve, Lead on April 2, 2025, to promote practical HR skills through interactive activities. The event featured rounds like HR Bingo, an escape room challenge, and a presentation segment, encouraging strategic thinking, crisis management, and teamwork. Participants engaged actively, applying HR concepts in real-world-inspired scenarios. The event showcased strong team dynamics, leadership, and problem-solving. Guided by faculty and executed by student coordinators, it offered a vibrant learning experience. The session successfully bridged academic knowledge with HR practice through experiential learning.

HR ODYSSEY – Journey to the Top

On June 18, 2025, Metamorph hosted HR Odyssey – Journey to the Top, an event designed to apply HR theory in practical scenarios. The session featured two engaging rounds: Talent Trek, a quiz-based treasure hunt, and Boardroom Blitz, a mock interview panel. Students showcased skills in talent acquisition, resume building, and conflict resolution. Working in teams, they demonstrated strategic thinking, communication, and leadership. Coordinated by student leaders with faculty support, the event offered hands-on HR experience and strengthened professional capabilities.



BRANDATHON

DISCOVER, CREATE AND INNOVATE

BRANDATHON - The Marketing Club of the Department of MBA & Research Centre, hosted Discover, Create and Innovate on April 2, 2025, to boost creativity, strategic thinking, and marketing insight. The event featured activities like abbreviation quizzes, packaging redesigns, sensory marketing, and a treasure hunt, allowing students to apply theory to real-world scenarios.

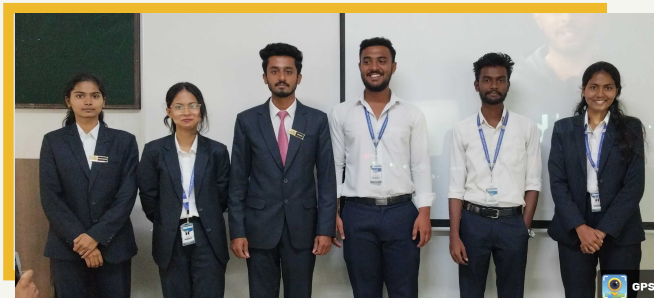


Coordinated by students with faculty support, it encouraged teamwork and active participation. The event provided hands-on experience in branding, consumer behavior, and problem-solving, making learning both practical and engaging.



SNACK IT UP

On June 18, 2025, BRANDATHON hosted Snack It Up! - an experiential marketing event for MBA students. Held in the auditorium, it featured four engaging rounds on digital presence, content creation, promotional design, and customer retention. Activities included Google business optimization, Instagram Reels, WhatsApp flyer campaigns, and loyalty pitch sessions.



Coordinated by student leaders with faculty support, the event fostered strategic thinking, creativity, and collaboration. It received positive feedback, highlighting its impact on practical marketing learning.



DASHCRAFT – A Creative Dashboard Competition

On April 2, 2025, the BIZLYTICS - The Business Analytics Club of the Department of MBA & Research Centre organized DASHCRAFT, an interactive dashboard competition aimed at enhancing data analysis, visualization, and Excel skills. The event began with insights from industry expert Mr. James on analytics tools and careers, followed by a hands-on session by the faculty coordinator.

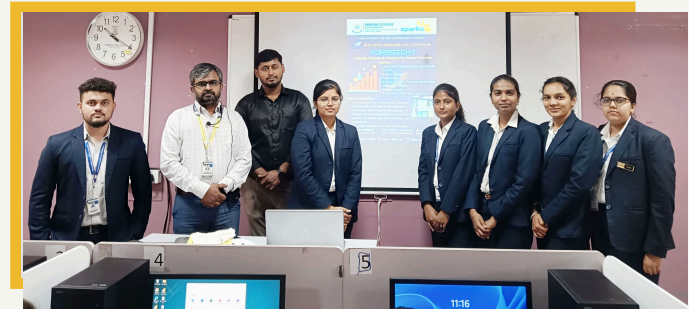


Teams worked on real-world datasets to build dashboards within a time limit. The event fostered technical skills, analytical thinking, teamwork, and time management, offering a practical and collaborative learning experience.



FORESIGHT – A Hands-on Forecasting & Analytics Event

On June 18, 2025, BIZLYTICS conducted FORESIGHT at the MBA Lab with 53 students. The event focused on practical learning through What-If Analysis using Excel tools like Scenario Manager, Goal Seek, and Forecasting. Guided by faculty and student coordinators, teams analyzed business data on pricing, revenue, and marketing costs.



The session encouraged analytical thinking, collaboration, and communication. It effectively connected academic learning with real-world business analytics, enhancing students' decision-making skills.

REACH



DONATION DRIVE – “Donate for a Better Tomorrow”

On April 9, 2025, REACH - the ISR Club of the Department of MBA & Research Centre, organized Donate for a Better Tomorrow, a donation drive to support the underprivileged. Essentials like groceries, clothing, hygiene products, and educational materials were collected and donated to Sneha Jyothi Charitable Trust, Kumbalgodu. Coordinated by faculty and student members, the drive fostered compassion, social responsibility, and community service. The initiative made a meaningful impact and inspired ongoing acts of kindness.

A WOMAN BEHIND THE WHEEL

On June 18, 2025, the ISR Club of Surana College, in collaboration with The ASE Foundation, organized A Woman Behind the Wheel, a free driving training initiative to empower women through mobility and confidence. A key highlight was the MoU signing between Surana College and The ASE Foundation, establishing a long-term partnership for women’s skill-based empowerment. The event promoted gender equality and helped break traditional barriers by equipping women with essential life skills.

YOGA DAY

Surana College, Kengeri Campus, celebrated International Yoga Day on June 24, 2025. Organized through the ISR Club for the Department of MBA & Research Centre, and led by Smt. Sumangala Sunkad from The Art of Living, the session introduced breathing techniques and simple asanas for overall well-being. Her calming guidance created a peaceful atmosphere, promoting stress relief, emotional balance, and focus. The session left participants feeling refreshed, making it a truly enriching experience.



INSPIRE

TASTE OF INDIA”, A Cultural Stall

On April 9, 2025, INSPIRE - the Entrepreneurship Development Club of the Department of MBA & Research Centre, hosted Taste of India in the MBA classrooms, celebrating India's diverse culinary and cultural heritage. The event promoted creativity, cultural awareness, and entrepreneurial thinking through vibrant student-led stalls and presentations. It was guided by Dr Roopashree B R and Dr R Satheesh Kumar, with support from Faculty in-charges Mr Rinku Modoor and Mr Balachandramurthy E. Efficiently coordinated by student leaders, the event successfully blended tradition, innovation, and engagement.



CAMPUSPRENEUR CARNIVAL – Ideate, Innovate, Influence!

On June 25, 2025, INSPIRE organized Campuspreneur Carnival – Ideate, Innovate, Influence! to promote innovation, leadership, and strategic thinking. With active participation from 60 MBA students, the event included idea generation, product creation, and a social media marketing challenge. Guided by faculty and student coordinators, participants pitched business ideas, simulated scenarios, and built marketing strategies. The event encouraged creativity, collaboration, and real-world entrepreneurial thinking, offering valuable hands-on experience and insights.





SURANA EDUCATIONAL INSTITUTIONS

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PRE-CONFERENCE MASTERCLASS

INNOVATIVE SUSTAINABLE SOLUTIONS FOR A RESILIENT AND EQUITABLE FUTURE

I-SURE 2025



Innovation Partners



Sustainability Enabler



Knowledge Partners



Industry Partners




I-SURE 2025

INTERNATIONAL CONFERENCE ON INNOVATIVE SUSTAINABLE SOLUTIONS FOR A RESILIENT AND EQUITABLE FUTURE

I-SURE 2025 serves as a global platform connecting leaders, researchers, professionals, and innovators to address challenges in innovation and sustainability. Focused on advancing the SDGs, it fosters cross-sector collaboration across technology, energy, environment, healthcare, and business.

The conference highlights topics like climate modeling, ethical tech, circular economies, and sustainable infrastructure, promoting dialogue among academia, industry, and policymakers. Key outcomes include global partnerships, scalable solutions, sustainability integration, and actionable roadmaps for long-term impact.

PRE-CONFERENCE MASTER CLASS



Circular
Economy
Across Industry

On 8th May 2025, the Department of MBA and Research Centre, conducted a Pre-Conference Master Class as part of the ISURE 2025 on “Innovative Sustainable Solutions for a Resilient and Equitable Future.” Ms. Anjali Jha (o9 Solutions Inc.) deliberated on Circular Economics.

Dr. Meghana Shashidhar (Brillio) shared insights on emerging sustainability trends which drew active participation from leaders, entrepreneurs, researchers, and students, sparking meaningful dialogue on sustainability and innovation



TECH FOR
SUSTAINABLE
FUTURE

Dr Meghana Shashidhar
May 2025

Empowering Futures

The Department of MBA & Research Centre is delighted to announce that 26 of our students have successfully secured placement offers as part of the 2025 placement season. This accomplishment reflects the dedication and preparedness of our students, supported by rigorous training sessions, soft skills development, corporate mentoring and personalized career guidance.



Shashank G
ABFRL



Rohith M
ABFRL



Yashwanth N
ABFRL



Yashaswini N
ABFRL



Deepika H K
ABFRL



Sushma K
Utthunga



Divyashree M
Utthunga



I Hithesh Renu
Yajamaan.in



Narahari L Bharadwaj
Acmegrade



Gagan M R
ICICI Prudential



Monisha B S
ICICI Prudential



Nithyaraj K M
ICICI Prudential



Praveen S Kavali
ICICI Prudential



Tejas M
ICICI Prudential



Tharun B K Gowda
ICICI Prudential



Vikas V
ICICI Prudential



Darshan N
TCS



Sahana H S
Diageo



Pavan Kumar R N
Ceres Environment
India Pvt Ltd



Jayanth R
Alpha Design
Technologies



**Achari Varsha
Ravichandran**
LSEG



Manoj Kumar S
Alpha Design
Technologies



Suravi J S
Ceres Environment
India Pvt Ltd



Deepak Kumar Sharma
Alpha Tocol Engineering
Services Pvt Ltd



Rithish J
Alpha Design
Technologies



Jyothi S
Growwtime

*" Opportunity doesn't
make appointments, You
have to be ready when
it arrives."*

ADVENTURE LEARNING PROGRAM



The Adventure Learning Program (ALP) held on 16th–17th April 2025 at Sree Adventure/Falcon Academy, Kanakapura Road, was part of the Department of MBA & Research Centre's Finishing School initiative. Coordinated by faculty members, the event engaged 94 MBA students in activities like trekking, cave walks, zip lining, and pool games. Designed to build leadership, teamwork, and emotional intelligence, the program encouraged personal growth through experiential learning. It concluded with a rain dance and group photo, creating lasting memories for all participants.



Student engagement remained high, with faculty mentors fostering reflection and active participation. Feedback highlighted increased confidence, fear reduction, and stronger peer connections. One student shared, "It was more than just adventure – it was a journey of discovering my own capabilities." The program's transformative impact has led to a strong recommendation for making ALP a bi-annual event.



Activity

Wall of Growth – Real Stories, Real Lessons

**WE GROW THROUGH
WHAT WE GO THROUGH**



Let's build a **Wall of Growth** featuring powerful real-life stories from YOU – moments of failure that turned into valuable lessons. Your experience could inspire someone else to keep going!

What You Need to Do:

- Reflect on a time you failed at something – big or small – and what it taught you.
- Write your story in 3–4 lines. Be real, honest, and reflective.
- Focus on personal growth – how the failure helped you become stronger, smarter, or better.
- Make it meaningful – your story might be featured in our next newsletter in a creative sticky-note style!

Instructions for Submission :

- Prepare your write-up in a PDF or Word file.
- Clearly mention your Name, Class, and Section in the document.
- Go to the submission form using the QR code. →
- Upload your completed file on the Google Form.
- Your story could be featured in our upcoming issue!

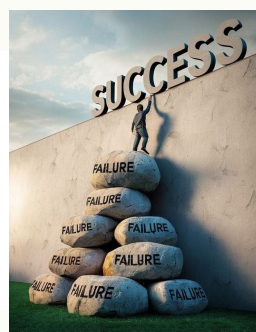
Let your experience inspire others to grow!



SCAN THE QR CODE TO UPLOAD FILE

“FAILURE vs SUCCESS”

What Really Shapes You?



SCAN THE QR CODE TO WATCH VIDEO



ಸುರಾನ ಕಾಲೇಜು (ಸ್ವಾಯತ್ತ ಸಂಸ್ಥೆ)
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