



13 minutes to build a toyota car.

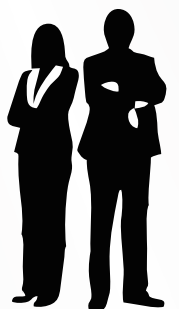


A VISIONARY

VIKRAM PRABHAKAR

TYCOON TALK

WIN WIN SITUATIONS THROUGH ETHICAL MEANS



SUCCESS
JUST A DIAL AWAY

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Message from the Director

I appreciate the faculty and students of Kengeri Campus for the establishment of General Management club **D'Barons** and publication of a newsletter **Bizz 360°**. Christ University Institute of Management publishes fifteen newsletters for private circulation under specializations and other clubs in two campuses. The club activities and newsletters are wonderful opportunities for CUIM students to take leadership, to do research and

to connect to the corporate world and alumni.

Our General Management program intends to integrate various domains of business and enable these students to face the challenges of next generation corporate life. We expect creative initiatives from the team of General Management through this newsletter and related activities.



I wish great success and extend my sincere support for all your endeavors.

Father Thomas TV
Director
CUIM

Message from Associate Dean

Introducing 'General Management' as a new specialization to the academic armamentarium of Christ University Institute of Management is a significant step forward. The syllabi has been

carefully crafted to mould students towards having a macro concept of management and at the same time not losing sight of the nitty gritty of dealing with men, money, material and moments.

With the launch of GM's newslet-

ter '**Bizz360°**', we look forward to the quarterly issues engaging the students on the pros and cons of latest developments in the field of General Management.

'**Bizz360°**' will be further reinforced with inaugurating a GM Club **D'Barons** which will open up an opportunity for students to get an exposure to the real world of General Management.

I wish both these initiatives the very best.



Prof Ghadially Zoher
Associate Dean
CUIM

Message from Campus Coordinator

It is indeed an another milestone of Kengeri campus of having General Management as a specialization with the 2013-15 batch along with Marketing, Finance, LOS and Human Resources. This new beginning of specialization with the launch of **D'Barons** and **Bizz 360°** an exclusive club and newsletter of General Manage-

ment of Kengeri campus will add one more feather with new dimensions of learning for the student community. I wish all the success for the department and its initiatives.



Dr S Jeevananda
Coordinator
Kengeri Campus

Message from the Head of Department

It gives me immense pleasure to share that the Department of General Management, Christ University Institute of Management has put its first leg to bring out the first issue of Newsletter "**BIZZ 360°**". It will provide our students with a foray of creativity and out of the box thinking. The core values of the University help the students to develop their overall personality and make them worthy management professionals to compete and work at

both National and International entities.

My congratulations to the team for the strenuous task, in bringing out the first issue of the newsletter.



Dr Ganesh L
Head of Department
General Management

GURU GYAAN– Best Wishes !!!

“Leaders are not born, they are made. And they are made just like anything else, through hard work” Our club **D’Barons** should strive to work towards it.

“A Leader is best when people barely know he exists, when his work is done, his aim fulfilled, they will say; we did it ourselves” Our quarterly Magazine **BIZZ 360°** should achieve it.

“The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant”

An organization is an integrated and interactive system, where activities are independent and interdependent. Therefore, managers are expected to view organization with system thinking. In this direction, Department of General Management launched this club to develop future managers with capability to understand challenges, issues or problems encountered by various or-

The need of the hour is to strengthen and widen the organization health, to stimulate ideas and plan, implement strategy, secure resources and encourage superior coordination in the business world. Wish the budding General Management team, **D’Barons** to flourish in a systematic manner in all your

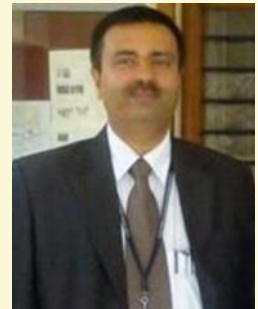
To prove the above statement, let us strive to work hard and bring laurels to the department of General Management and in turn to this great institution Christ University Institute of Management. I wish and pray the God almighty to bless every member of the GM specialization group to emerge out as a great leader and imbibe all the good qualities to make this nation a better state to live in.



Prof Divakar G M
Coordinator - General Management
Kengeri Campus

ganizations. Hope the student fraternity will reap maximum benefit from the club. I wish the club a grand success in its future endeavors.

Prof Ramanath H R
General Management



endeavors and in integration of effective decision making. All the very best!!

Dr Hemalatha Ramakrishnan
General Management



INAUGURATION OF GENERAL MANAGEMENT CLUB D'BARONS & NEWSLETTER

On the auspicious day of 11th November, 2013 Christ University Kengeri Campus inaugurated the General Management club **D'BARONS** and its quarterly newsletter **Bizz 360°**. The campus Coordinator Dr S Jeevananda commenced the event by briefing the gathering about the obligations and the quality of work which is expected from the very first batch of the General Management course.

Prof Divakar G. M. and Prof Ramnath H. R. on behalf of the department of General Management gave the overall view of the club “**D'Barons**” and the values it up holds. The General management club encompasses the entire on-goings in the world of business and is up to date with all the state-of-the-art tools used for analysis of the business. The club activities are going to revolve around the happenings of business.

They also give exclusive focus on entrepreneurship and assist in the development of the proficiency required for starting one's own business.

Bizz 360° started by the **D'Barons** club is an enlightening newsletter which gives the outline of the business world in an MBA's view. The magazine includes a section on tycoon talk and other didactic features that are in tune with the prerequisites of the general management course. These editorials are included to function as an aid to the holistic development of the students as Christ University earnestly promises.



Ritu Vig
Nisha Nataraj

THINK LIKE A KID

Imagine when you were a kid. You climbed up the tree without knowing that you may fall and simply made it by climbing up. The reason is that kids have a Strong belief and they are fearless. They neither worry about the past failures nor think of future. They simply live that moment.

As we grow up and become an adult we lose believing in ourselves. We are scared of the many risks involved with making decisions. The risk benefit analysis drives down a fear that people hesitate to even make an effort. Think of the number of B-plans that we might have dropped owing to the potential risk involved.

Think like a kid, with creative juices flowing in and make a disruptive innovation. Creativity starts from belief. Believe in yourself and execute your plan. Or else, few years later you will end up hearing that someone with the same idea did wonders. The only difference between that achiever and you is probably that he tried while you didn't make an attempt. It is 'up to us to consider an idea with a strong belief and make it happen just like a kid. What do we call these people? We call them as "Entrepreneurs". They have a passion for achieving their vision. If you want to become an entrepreneur stay fearless like a kid and live that moment. Successful entrepreneurs don't do different things, they do things differently.

"Let's go invent tomorrow rather than worrying about what happened yesterday. Stay hungry, stay foolish" – Steve Jobs

I would like to add on Stay hungry, stay foolish and stay young.



Navin A

SUCCESS JUST A DIAL AWAY

-The story of 'JUST DIAL'

A Tamil Brahmin hailing from a conservative family without a history of entrepreneurship, Mr VSS Mani started his first venture in the year 1989. His first venture was named as ASKME. Mr Mani did the amateur mistake of over-spending; too many meetings at five star hotels and high paid employees led him to shut the shutters like most other amateurs startups.

In the year 1996 JustDial originated in a new and improved manner. Mr Mani restarted in a humble manner. This reincarnation of JustDial did not repeat the mistakes of AskMe – so the first office was tiny – 300 sq. ft., and did not move to a bigger place unless absolutely necessary. They rented everything possible, including chairs, tables, computers, and even LAN network cables. He changed his strategy and focused on many small customers, instead of a few large customers. He did not offer the lavish credit terms and required payments in advance. This helped in many ways, cash-flow could be maintained as funding was difficult due to various reasons like the dot com burst and lack of funding by Venture Capitalist and Angel Investors. Another factor which was a challenge was the lack of interest of investors in the business model. In the year 2000 when the complete dotcom burst occurred Just Dial survived due to conservative dependence on internet.

In the year 2002 JustDial took a big bet by entering into voice enabled local search and marketing. During this period Mani tried his best to convince Venture capitalists who rejected the model for the second time. he was asked frame a BPO model which stood better chances of an in-

vestment. Post this event Mani ensured that he would not approach Venture capitalists. Seeing the success of the company Venture Capitalist approached the company in the year 2006.

In 2007 JustDial launched its internet services with a lot of internal conflicts and worries that it would lead to eating up the voice based service. Unlike what the team at JustDial thought, the internet business grew immensely whereas the voice based services continued its growth at the normal patterns. As the telecom and internet penetration increased in India, JustDial reaped its benefits of the long cited vision of its founder.

At present the markets in metros are closing the saturation levels, but India is not just about the metros, it includes a large number of emerging smaller cities. The JustDial APP is available on Android/iOS/Blackberry.

In the past few days JustDial turned another corner by getting listed. Even though the primary market looked bearish and the IPO market looked weak. Just Dial has become a success. Just Dial has been the biggest IPO in the last calendar year, and has raised over Rs 900 crores which shows the type of phenomenal growth JustDial has shown.

Jeffry Jacob.

KASHMIR- Heaven On Earth

Kashmir, a place widely known for its Natural Beauty, but is Kashmir merely about mountains and scenic sights? No, there's much more & beyond to that. The valley is known throughout the world for its Handicraft products, Saffron cultivation, Apples, Almonds, Wall nuts etc., and in my view, has the potential of developing a lot more than that but the main problem for the Entrepreneurs comes with creating a reputed brand for these products which will help in positioning the Product's Image in the minds of the customers present worldwide, and will create an urge in them to buy it.

Just to elaborate for those who still have a 'Blurred Vision' about this, when anyone buys a product of "ARMANI" we get an impression about that person's class, his Lifestyle. In the same way one can use this technique to build a brand of the products of Kashmir so that a standard is built and people start recognizing Kashmir's products by name. These products are demanded around the globe but no one as of now has been able to create a Global Brand for these products.

The Handicraft Items of Kashmir can define a 'Status for the People', if properly branded, because these are products which are a rare sight in anybody's home and because they are made from Real Yarn and Animal Fur. When a person is able to create a Brand of his products, he is able to reap huge profits by selling the Brand name to the thousands dealing in this line and all this is not only related to the Handicrafts. Talking about other sectors like the Food Industry, products such as Almonds Apples Saffron are Heritage products of Kashmir but when it comes

to the International Market, these are not sold in any Brand belonging to Kashmir, instead the other companies buy it at less price from Kashmir and sell it at higher prices. This opportunity, unfortunately, is handed over by Kashmiris to others because till now no one has had the same thought process or has taken the pains of creating a brand for these products.

Now the question that throngs our mind is how can we create a brand for Kashmiri products?

The answer is known to us because we are the Managers who create brands; our task is to carry out Market research, know the Tastes and Preferences of our customers and to deliver best quality products. Once a global brand is created then it is my belief that Kashmiri products will be known in every nook and corner of world by one name symbolizing Lifestyle, Luxury and Comfort. It might also surprise you to know that many of the handicraft items like Kashmiri carpets, Kani shawls, Shahtoosh, Pashmina are the luxurious products which when branded would definitely bring a huge amount of profit and would help Kashmir grow as a potential and competitive market.

So, in my opinion not only for its Scenic Beauty but also for the beautiful varieties of fruits and handicrafts, Kashmir can be well recognized, if all of these just get the brand status for what they truly deserve and get recognized in today's competitive business world.

Sheikh Uzaib



KNOWLEDGE WELL

1. The first thing you think of when you hear the word SONY is probably not financial services. They make the Walkman, the Playstation, TVs. You might even think of them as a movie studio. However, not only do they sell insurance, it's also their most profitable division. They mostly operate in Japan and it represents about \$9.07 billion in annual profit or just about 63% of their total profit. The most recognizable part of the business, electronics, is actually not doing so well. Over the last ten years it's lost \$8.5 billion and some investors are even asking for SONY to leave that behind.
2. FedEx Express or Federal Express is the world's largest airline in terms of freight tons flown and the world's fourth largest in terms of fleet size. It is a subsidiary of FedEx Corporation, delivering packages and freight to more than 375 destinations in nearly every country each day. FedEx has several planes, and it keeps several of them empty in the sky to be able to respond to a changing freight demand quickly.
3. It takes about six months to build a rolls royce car, while only 13 minutes to build a toyota car.
4. The Gmail logo was designed the night before it was launched.
5. Apple co-founder Ronald Wayne sold his 10% share in 1976 for \$800. Today, it's worth over \$58 billion.
6. Oil tycoon, John D. Rockefeller, was the world's first billionaire with time value of money, his net worth today would be \$384 billion.
7. Michael Jordan makes more money from Nike annually than the entire Nike factory workers in Malaysia combined.
8. BMW had to recall their original GPS system because male German drivers were refusing to take directions from a female voice.
9. Duracell, the battery-maker, built parts of its new international headquarters using materials from its own waste. The first product that Sony came out with was the rice cooker.
10. The first owner of the Marlboro Co. died of lung cancer.



Siddharth L & Prakhar Gupta

JOB PROSPECTIVE

For thousands of years, people have been using coins and notes for transactions, now with innovation and newer ideas there is no need to carry cash anymore, payments can be made through Credit or Debit cards and even through Mobile and Online means. All this has evolved through the rise of technology and has been implemented into society by Current Generation Entrepreneurs. The new burst in the business world is currently Mobile Applications, M-Commerce and E-Commerce.

‘Entrepreneurs’ are much in demand in India. Historically, our country has been a country of the Self-employed and not of Employees. Even with the influx of large corporate organizations into the economy, the bulk of the Income Generation in the country today is centered on Small and Medium Business Owners. These businesses are the largest contributors to the national income & employment, and have increasingly been courted by Financial Institutions and Policy makers.

The Self Employed are the backbone of the nation. From the Corner Shop, Mom-and-Pop Stores, Scrap Dealer and the Internet Start-up, all these Entrepreneurs need encouragement and help to be able to compete in the global econo-

my, and the Government of India has been at the forefront to Promote Private Entrepreneurship by providing the right Socio-Economic Ecosystem for Innovation and Development.

Even though India has so many prospects there have been studies that suggest that most MBAs opt to work for other companies than have their own startup.



Nisha Nataraj

TYCOON TALK

We at D'Baron's had the privilege to interact with Mr Vikram Prabhakar, Managing Director of Vikram Structures Pvt. Ltd. He shared his valuable insights with us from his experiences as an entrepreneur in the field of construction and infrastructure. Here's a gist on the highlights from the interaction.

A brief on your business operations?

We began business catering B2B operations like Café coffee day and then branched out into B2C operations.

What is the edge to your business?

There are only two words which describe the edge to my business. They are 'Quality' and 'Efficiency'. An uncompromising nature in terms of quality has lead us a long way.

What inspired you to become an entrepreneur?

I was working with the media but the drive to do something on my own always existed. My father was into the construction and infrastructure industry. Therefore I decided to pursue my father's footsteps and add on my contribution.

How were your risks in the undertaking calculated? How did you position the first dot?

The risk was plunging into an area which was new to me without any prior experience. But since the real estate sector was doing quite well and the demand for housing in Bangalore was reasonably high, I managed to position the first dot successfully.

What was your most challenging instance. How did you overcome them?

We were able to manage smoothly until we

reached the Rs.10 crore marks. After this to reach the 50Crore , we had to expand our horizons in terms of resources including men and material. Recruiting and procuring were two challenges that we handled well. It demanded a lot of grit and determination.

How important is cash when starting a firm? Is it sufficient if you have the drive? !!!!

Definitely cash doesn't come first because today we have a handsome number of investors and banks willing to offer loans. What is actually required is the drive and courage to start a firm and succeed.

How do you ensure customer delight?

We ensure customer delight by doing more than what has been promised. For instance we may deliver apartments before the promised date at optimized costs thereby adding value to the customer. We also maintain the project post-delivery phase for over a period of 12 months. This keeps our customers happy.

Which Three Adjectives Describe Your Strengths?

Mr Deepu Nath (Director - Strategy and Operations) described Mr VikramPrabhakar's strengths as being a visionary, transparent in all his doings and thereby ensuring win- win situations through ethical means.

What should you incorporate in your firm which will take it to the next level?

Backward integration like having our own materials producing unit which would take our firm to the next level.

What are your best achievements?

In a prime commercial location with easy accessibility to the BIA, standing on a 12 storey building, on 41,703sq.ft for commercial and retail space, with an exclusive Hotel Premises and hi-end amenities. Located on Hebbal Road NH-7 which is an ongoing project is our best achievement.

What is your view on the prospects in the construction/real estate industry?

This industry is a huge pool of opportunities which are untapped mainly because of two reasons. Firstly over 60% of the population are unaware about their eligibility to housing loans. Secondly, the processes in this sector are highly unorganized.

What do you expect from MBA grads?

Today's scenario demands MBA's who can come up with innovative solutions. They need to have the eagerness to learn and perform. Technically being profound in the subject of Project Management will help. And it is important that MBA's have an overall understanding of all specializations like Finance, Marketing, HR, Operations for a better career in this industry.



Divya John & Elisha Jacob with Mr Vikram Prabhakar

TEAM 360°

Divya John
Dineli Rajan
Rahasya Pai
Kriti Arora



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