

# ALUMNI - LETTER

*In Search of Excellence*

A News letter of Department of Management Studies JNNCE, Shivamogga-577201

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Volume 1

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## Message from the Principal

I am happy to compliment MBA department for bringing out a weekly Alumni Newsletter. It is a very good initiative to network with the alumni as it facilitates knowledge and experience sharing, best practices and corporate connectivity for expert talks, internships and placements, all culminating in enhancing the Department's 'Net worth'!

I wish the Department all the success for launching this newsletter.

**Dr. Manjunatha P**  
Principal - JNNCE

## Message from the Director

I am pleased to share with all the stakeholders the dynamic contributions the alumni of our department have made to themselves and to the industry. The newsletter captures the career planning penned by the alumni to achieve corporate success. The newsletter is presented in an interactive mode which covers a lot of issues like, how to plan for and build a dream career, selection process, how to face and handle interviews, best practices of the company and alumni accomplishments, with an aim to present factual information that would help in training our MBA students.

I compliment all the alumni, current batch of MBA students and the faculty members of the department for bringing out such an informative weekly alumni newsletter which is expected to serve as an effective link between the Department and its alumni fraternity.

**Dr. C. Srikant**  
Director-MBA

## Message from Editorial Team

The Editorial team is delighted to present its unique creation in the form of Alumni Newsletter. There is now a sizable diaspora of JNNCE MBA graduates spread across the country. People who have in one way or another made us proud of their accomplishments. This newsletter is designed to celebrate the success stories of our alumni and also to provide Relationship of alumni directly to Students through interaction. September 2021, Volume. 01, Issue 2 newsletter updated not only on the educational background of the alumni, it also covered interview process, best practices of the company and suggestions to their juniors. We would be looking forward to hear more about other alumnies in terms of their achievements and their professional growth so as to provide a whole lot of motivation for the current students. We hope that the newsletter will offer some interesting readings to all stakeholders of the department.

**Editorial Team**

### ALUMNI PROFILE:

**Mr. Rohith Raj M K**

Vice President HR at Mango sciences Inc.  
US-Based Data Science Company.  
MBA from JNNCE-MBA, Shimoga, (2001 Batch)  
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"Coming together is a beginning.  
Keeping together is progress.  
Working together is success."



### **Tell us some of your happiest movements of MBA; college life.**

My MBA days were the best days because as student I had my "golden life" at JNNCE. As I can recall, there are quite a few good moments and memories of my college life and to list on few, then I can proudly say that we had a stress-free environment where we could interact freely and do collaborative work with our lecturers. Having a diversified environment with people not only from Karnataka but also from other states amongst the varied departments made it a big community. That way it was a stressless life, a great place I have ever studied is JNNCE.

### **Tell us how you approached the MBA Program. What was your specialization?**

Basically, I am a B.Com graduate and had a keen interest in management and leadership and I felt that MBA course would be a good platform to develop my managerial skills over a period of course time. Just like management hierarchy pyramid, working from lower level management moving towards top level was always my interest. During 1999 and 2000s the MBA program provided for corporate exposure during the curriculum. The main reason for choosing MBA for my further academic studies was for a reason that presentation skills, business strategies, logistics, aligned thought process, how to manage and time/stress management were well captured and given to students as energy boosters so as to get us set from campus to corporate ready. Though I was keen on HR specialisation I opted for Finance & Marketing. HOD, Srikant sir and other faculty members were very supportive & guided students to choose the specialisation accordingly in which we could grow. So, with guidance I opted for Marketing as my dual specialisation area as I felt I could do better.

### **Could you please share your first job and journey so far?**

I was placed with Consultancy Company named VKC Consulting Chartered Accountants, they were major partners with financial products in Karnataka and many cities in India. Consulting is a Chartered Accounting practice providing taxation and business advisory services, specializing in the small to medium. VKC was informally set up in 2009, VKC Consulting's approach is holistic and personalized. With over 12 years experience in the industry, VKC tax practitioners are Members of the most prestigious Professional Accounting and Taxation bodies in Australia being:

\*The Institute of Chartered Accountants in Australia and New Zealand (ICAAANZ)

\*The Tax Institute

There was a rigorous recruitment process and in which I had cleared and got selected. Along with me a bunch of students from the JNNCE department got selected. I started off with VKC in my career map.

### **Share information about the present job in terms of roles, responsibility and designation you are facing.**

I'm a Resident Director of my company that is the statutory part. Function wise I do the work of Vice President HR where I'm responsible to setup the entire organization's HR department and also help them fetch the talented and also nurture the talent of those selected. Making sure that the work environment is employee friendly.... Also, one of the strategies HR uses, here the employees directly report to the CEO of the company, I make sure all these are being well organized so that working environment is well maintained.

### **What would be the career map for MBA students in AI & Data Science**

Data is available everywhere, if you look at pioneer institute students, the team sitting here that's the data like your specialization, age group, career growth, background and the college itself produce a lot of data. So, we can say data is everywhere the scientific approach behind this data is science then the data talks for example Zomato; what IPO they use it out it's just the data power, where in they plug in their service to the customers in the right time at right place. Data science is putting the power of science in data.

### **Can MBA pursue career in Data science?**

Yes, as Data science is a management aspect, I would say to have a proper understanding of Data science by taking up of any certification there are many upgrades, hence register to simply learn courses. There are many areas in Data science for an MBA there is a lot of scope in HR, Marketing and Finance. Understanding the domain is very important to plug-in the work, because Data science is the upcoming future trend and one of the important aspects.

### **Which language is preferable for Data Science?**

As said Data science is the future trend but again data keeps on changing, data and science will remain but the languages which are used can be changing. So, look up on the way dot net and frameworks in Java, today they talk about spring route gets advanced. At present Python is one of the languages which is majorly used for Data science. Tableau is the reporting tool in use. Data comes into a server say SQL, from there it gets deploring all the unnecessary data, then the fine-tuned data is analyzed in a presentation layer called Tableau. So, by this I can say Python and Tableau is hugely used software technology at present.

## Tell us some of your happiest movements of MBA; college life.

What are the carrier opportunities available in data science?

Firstly, be acquainted with Intel and strong in basics courses like machine learning, python etc. Register and get into some bridge courses and certification. And look into opportunities and the technology firm today and for next 10years the growth is amazing everyone is talking about digital platform

A Data Scientist is responsible for business analytics; they are also involved in building data products and software platforms, along with developing visualizations and machine learning algorithms.

Some of the prominent Data Scientist job titles are:

- Data Scientist
- Data Architect
- Data Administrator
- Data Analyst
- Business Analyst
- Data/Analytics Manager
- Business Intelligence Manager

## How data science is related to MBA.

MBA is like a backbone of every corporate and to understand functions very well and put a leadership thought to it. Data Science is most often confused with data analytics. Data science is the umbrella under which data analytics is covered.

Data science is a combination of multiple disciplines that include – Statistics, Mathematics, Information Science, Computer Science, Artificial Intelligence and Machine Learning.

It Deals with Big Data adopting a unique approach.

The focus of Data Science is on deriving meaningful correlations between large datasets.

Data Science focuses on discovering unique and novel questions that will be crucial in driving business innovation.

None of the organization can survive and thus the technical people have to start studying technical things there must be someone to help for understand and help on carrier growth, sustainability and to retain them. It's going to be management professions who are equally of importance to technical and management stream. We have understood and aligning those is very important.

## How do you manage in work place or else what is the importance of change management?

The changes are happening in very higher space at every minute. The technologies are changing and like one can sit in Bangalore and from other place can be make one project by using technology similar way the changes are happening in very faster base.

Change management (sometimes abbreviated as CM) is a collective term for all approaches to prepare, support, and help individuals, teams, and organizations in making organizational change. Drivers of change may include the ongoing evolution of technology, internal reviews of processes, crisis response, customer demand changes, competitive pressure, acquisitions and mergers, and organizational restructuring. Organizational change management employs a structured approach to ensure that changes are documented and implemented smoothly and successfully to achieve lasting benefits.

In a project-management context, the term “change management” may be used as an alternative to change control processes wherein changes to the scope of a project are formally introduced and approved.

## Share which books inspired you to build your career

I always consider one book close to my heart that is Philip Kotler. It is a book related to marketing. Many people ask me how come being in HR I like a marketing book. I consider that a person has to market self first only then they would be hired by a organization, so before being hired I cannot completely play a role of HR or do finances so, for the first step basics it's Philip Kotler on my highest preference. Every career professional should know the basics of marketing. Maybe product is good but until u market it to other people we will not know it's worth. Philip Kotler is the Bible; it has inspired me in acknowledging lot of marketing techniques.

Kotler believed marketing was an essential part of economics and saw that demand was influenced not only by price but also by advertising, promotions, sales forces, direct mail, middlemen and distribution channels. He saw how important this was and pushed for marketing to become its own major at universities and as part of MBA programs.

One of his first phrases it is stated “the organization's marketing task is to determine the needs, wants and interests of target markets and to achieve the desired results more effectively and efficiently than competitors in a way that preserves or enhances the consumer's or society's well-being.”

## How you prepared for interviews?

### What type of questions you were asked?

### And how you answered?

It's always better to have a depth, understanding and analysis of what you want to do. If you want to work in an organization then understand the organization. Do a deep study, call up some people, try to understand about the organization and its domain. If you can provide some data points which will make the interviewer surprise, I think that is something that will help in the interview. I used to be well prepared for my interview.



## EDITORIAL TEAM

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" Failure is the opportunity to begin again more intelligently"