



LOYOLA
INSTITUTE OF
BUSINESS
ADMINISTRATION

BEYOND MANAGEMENT

NEWSLETTER 2012-2013

This newsletter from the Beyond Management team presents the thoughts shared by the speakers in a nutshell.



We are the student body of LIBA that intends to give the students an exposure to the world beyond classes and books. Beyond Management organizes guest lectures and workshops for students that aim to give them a different perspective to their careers and life. We invite eminent speakers from various walks of life to address students and ignite their minds with new thoughts and ideas. Our workshops help the students sharpen their skills in various areas.

In the academic year 2012-13 we at Beyond Management launched a new peer learning series entitled

"Ekalavya".

Ekalavya, an initiative of the 'Beyond Management' team, is a knowledge sharing platform that aims at capitalizing on the powerhouse of talent within LIBA. Students are given the opportunity to share their knowledge in their areas of expertise thus encouraging learning from one another.



Serial No	Date	Speaker	Topic	Session
1	4-7-2012	Ms. Ranjini Manian Founder & CEO Global Adjustments Pvt. Ltd	Behavioral and Business Skills for the New Indian Manager.	
2	18-7-2012	Mr. David Nallathambi, Sr. Vice President and Head of HR, Technology Division Scope International Pvt. Ltd.	HR: Myths and Reality	
3	25-7-2012	Ekalavya Arockia Navin Nishant, Ashwin Jose & Vignesh K	Photography	
4	1-8-2012	Mr. Prem Kamble, Management Consultant B.Tech. (IIT B), MBA (IIM C)	The Hard and Soft Skills for Managerial Success	
5	8-8-2012	Mr. Navin Ramanathan, Director, Innovation and Knowledge Management, Oracle SSI.	Knowledge Management	
6	22-8-2012	Mr. Narasimhan S. Financial Controller, Schneider Electric, ITBU	Financial Strategies for Enterprise Profitability	
7	29-8-2012	Mr Ranjit Pisharoty, Sr. Vice President (Service Delivery – Operations), Sutherland Global Services India	Inclusive growth is the Mantra- Entrepreneurship opportunities at the bottom of the Pyramid	
8	5-9-2012	Ekalavya – Varun, John Anthony, Joseph Anand, Rivu Mukherjee, Bhuvanesh, Deepak K	Foreign Exchange Experience Germany & US	
9	26-9-2012	Mr. Soumya Ranjan Dash Senior Manager, Consulting, Cognizant Business Consulting – Insurance	Rewire, Rethink & Reinvent – TOMORROW WONT WAIT !	
10	10-10-2012	Ekalavya Kenneth Nicolas	Military in Management	



Serial No	Date	Speaker	Topic	Session
11	24-10-2012	Mr. Aniket Patange, Director – Professional Services – IT Business, Schneider Electric	Wind Power	
12	7-11-2012	Mr. SV Kaushik, Senior VP-IT & Internal Audit, Tube Investments of India	Strategic Risk Assessment & Management	
13	12-11-2012	Mr.Chris Lowney, was the Managing Director of JP Morgan.	Heroic Leadership	
14	20-11-2012	Mr.Samoj Panicker – Director, CRISIL GR & A (Risk & Analytics) and Mr.Prasad S- Manager , CRISIL GR & A (Client Solutions Group)	Understanding Investment banking Structure and their Function	
15	21.11.2012	Mr.Balaji Lenka, Vice President, Retail Business at Schneider Electric.	Entrepreneurship in Corporate World	
16	28-11-2012	Prof. Shanmuga Rajan.N, SEBI Certified Financial Education Trainer and SEBI Trained Resource Person	Financial Planning for Young Investors	
17	16-1-2013	Dr. Julian E. Gaspar, Executive Director, Centre for International Business Studies & Clinical Professor of Finance, Mays Business School Texas A&M University, Texas	The American Credit Crisis: Lessons for India	
18	19-1-2013	Mr.Deepak Gopalakrishnan, Planning Director at Ogilvy One and a Cartoonist and content writer, humour and comics for a few publications and websites - including PaGaLGuY, MTV, NITI Central, Cricinfo, Sify, Sportskeeda, NH7 and CrazyEngineers.	Stand-up Comedy show	



Serial No	Date	Speaker	Topic	Session
19	23-1-2012	Ekalavya - Pooja Mazumdar Anamika Chakraborty, Pynkynmawlang Rymmai, Debashish Joel and Pinakpani Kashyap	North – East India	
20	6-2-2013	Dr.K.Gowrishankar, Former Dean at LIBA and taught Operations Management, Founder of a home for special children	Practices for Body Mind Integration.	
21	13-2-2013	Ekalavya - Anika, Cheryl and Kasturi	Safety of Women	
22	27-02-2013	Mr.PR Ganapathy, Chief Operating Officer, Villgro Innovations	Social Entrepreneurship and the Initiatives of Villgro	
23	06.03.2013	Ekalavya - S Bharathvaj	Music	

BEHAVIORAL AND BUSINESS SKILLS FOR THE NEW INDIAN MANAGER



Ms. Ranjini Manian, Founder & CEO, Global Adjustments Pvt. Ltd.

'Behavior and Business Skills for the New Indian Manager' was the essence of Ms. Ranjini Manian's message to the LIIBA fraternity on July 4, 2012. She is a multicultural expert who has led Global Adjustments to be chosen as one of the top 10 'cool companies' of India by Business Today. Apart from this she is also the editor of India's first free cultural magazine for expatriates, 'Culturama'. Ms. Ranjini Manian emphasized the need to master cross-cultural differences and quality-relocation. She terms them as an indispensable tool that helps expatriates to acclimatize to the challenges of living abroad. Furthermore, helping expatriates understand the nuances of a specific foreign culture for

personal as well as business needs. She skillfully demonstrated how our culture is collective by calling upon her American student, Carrie. When asked as to what she felt about the Indian culture, Carrie mentioned that there was always a crowd of people around her and she found that odd. Though the rationale of trying to help her and make her feel at home was put forth by the crowd, Ranjini pointed out that in some other cultures, this behavior might be interpreted as intrusive and/or being perceived that the person was incapable of performing the task assigned to him/her without help. Though each culture has its own variations and traditions and one might view the practices differently, the

underlying intention remains the same. The knowledge and awareness of our own culture are to be known so that we can educate foreign people when they come here from other places. She talked about how knowledge of current affairs and a sense of humor would always help in making complete use of the situation and successfully network. Further, Ranjini gave an example of an ice-berg. The differences that we observe in each culture are like the visible part of the iceberg. There are a lot of other factors that are not easily observed which are integral to the culture. Hence, it is better not to pass judgments in haste.

HR: MYTHS AND REALITY



Mr. David Nallathambi, Senior Vice President and Head of HR for the Technology Division, Scope International Pvt. Ltd.

Mr. David Nallathambi, having spent over twenty five years in the industry, he was a person with an abundant bounty of enriching ideas and experience. A person, who proudly claims to have never regretted to be an HR professional. During his visit to LIBA on July 18, 2012, he put forth his views on the topic- 'HR-myths and realities'. He started off with a sneak peek into the common perceptions regarding Human Resource Management. According to him, HR functions are often viewed being procedural, transactional and thereby regarded as functions that lack thinking and decision making. Furthermore, HR professionals are often perceived as personalities lacking

vision, technical orientation, resistant to change, unwilling to learn new skills and as those who would seldom dare take risks. Mr. David, however pointed out that the actual scenario was quite different. According to him, the present day HR professionals form an integral part of any organization and contribute to good governance of the organization. They are adaptive and evolve in accordance to the need of the organization and coping with change the one factor that remains constant throughout the industry. Gone are the days when one could remain conservative. Hence they are constantly learning, acquiring new skills, thereby challenging the status quo. Like all other specializations, HR mandates the possession of specific skills. This

specialization can be mastered through training and experience. Finally, he reassured students that, HR was indeed an indispensable part of any organization. Moreover, it adds considerable value to business as well as assures a brighter future. Notwithstanding the other factors contributing to the success of an organization, the people or 'human resources' form an integral part and can never be done away with. Thus, organizations today look-out for people who are dynamic and adaptive. Mr. Nallathambi concluded by assuring the future prospects of HR to be quite promising and prosperous.

Contributed by - SOMTIRTHA
DAS-F12-B

Ekalavya: The Pilot PHOTOGRAPHY



Arockia Navin Nishant,
Ashwin Jose & Vignesh K

Ekalavya, an initiative of the 'Beyond Management' team, is a knowledge sharing platform that aims at capitalizing on the powerhouse of talent that LIBA is. Students are given the opportunity to share their knowledge on their areas of expertise thus encouraging learning from one another.

When Vignesh Kalimuthu, Arockia Navin Nishanth and Ashwin Jose starred in the Pilot episode of Ekalavya on July 25, 2012, the whole of LIBA received it with unmatched enthusiasm. These second year PGDM students known for their passion

for photography held the audience in rapt attention while they explained the technical and creative skills that collude to give birth to that perfect picture.

Vignesh explained the process by which an image is captured by the camera. He also described the exposure triangle and how varying the elements of the exposure triangle results in different effects.

Navin explained the nuances of post processing. He spoke of how post processing makes better photographers of both amateurs and professionals. Navin spoke from experience and explained

how patience and attention to detail are the twin pillars that support a sound photographer. He also encouraged the audience to take candid shots of people because it captures spontaneity and emotion.

Ashwin's session explained the basic working and advantages of DSLR cameras. He shared various composition tips and techniques like the rule of thirds, importance of natural light and panning.

Contributed by NIMMY SUNNY K,
PGDM- 1st Year



THE HARD AND SOFT SKILLS FOR MANAGERIAL SUCCESS



Mr. Prem Kamble B.Tech. (IIT- B),
MBA (IIM - C) currently a
Management Consultant.

As they say, 'change is the only constant' but different people react differently to change around them. More than often, people seem to have an aversion and resistance to change. This is why 'change management' is considered to be the call of the time. Mr. Kamble who addressed the students on August 1, 2012 feels that 'change management' itself, needs a change with technology serving as the primary driver of change today. In an attempt to find out why a majority of the enterprise resource planning (ERP) are still continuing to fail, not just in India but globally, he concluded that efforts need to be made to understand what has changed, what have people understood (or misunderstood) of this change and what their frustrations and fears

are. He mentioned that the frustration and complaints of people (in organizations, primarily) were not a result of any problem with technology or the tech department - they were a result of their 'over-reaction' to change.

According to him, what makes IT-driven-change management all the more challenging, is the simple fact that this change happens due to software which is not physical or intangible and so, very difficult to comprehend (unlike the ones in industrial revolution where one could see the agents of change in physical form). As the industrial revolution evolved, came the mechanical machine closely followed by the electrical machines and then, the electronic ones. Man did not seem to have realized that the computer was not

just another industrial age machine but an information age one, largely leading to serious misconceptions, which is the primary cause of the turbulence of the 'Information Revolution' that we are presently going through.

Mr. Kamble had different views and opinions regarding God, religion and spirituality. He is the author of a book named 'God in two minutes'. What demands a special mention is his real candid way of delivery, which could neither keep him nor us from laughing all the way. The session as always, ended with a session of questions from us and answers from him.

Contributed by SOMTIRTHA DAS
(F12-112)

KNOWLEDGE MANAGEMENT



Mr. Navin Ramanathan, Director Innovation and Knowledge Management at Oracle.

Knowledge Management (KM) as commonly known consists of a range of strategies and practices used in an organization to identify, create, represent, distribute, and enable adoption of insights and experiences said Mr. Navin Ramanathan in his address to the students on August 8, 2012.

Among many other questions, the one he started with was-- "Can knowledge really be managed or is KM just another fad?"

He then embarked on the many essential but basic questions as to what knowledge management is and why it is important. He said that on a very basic note, what needs to be predominantly managed to create value in an organisation is the data that defines past results, the data and information associated with it's

market, it's customers, it's competitors and the patterns which relate all these items to enable a reliable level of predictability of the future. With regard to KM, what a manager could also do is equip the human resources at hand, by successfully training, motivating and leading them. Apart from our regular question answer session, the lecture was all the more interactive because he made some of our friends read out 'stories' narrating very distinguishing situations in organizations ranging from telecommunications to healthcare services (as in a hospital) besides stating some of his personal experiences, himself. All of these, to make us realize as to why KM fails. It often so happens that people fail to meet the right audience and in the right context.

There is also fear of the knowledge being misused and misinterpreted and at times, being ridiculed. In this context, he even spoke of the 90-9-1 principle.

He suggestively stated that persons who get a kick out of giving life to knowledge, persons who do not mind giving away all the credits for the success they engineer and persons who like to deal with people-culture-related uncertainties, should all aspire to drive KM. He wrapped the session up by sharing with us, the 5Ps which he considered to be the 'mantra' for life – passion in action, pride in association, partnering in execution, purpose in decision and positivity in outlook.

Contributed by SOMTIRTHA DAS
(F12-112)

FINANCIAL STRATEGIES FOR ENTERPRISE PROFITABILITY



Mr. Narasimhan S, Financial Controller, Schneider Electric, ITBU

Mr. Narasimhan, addressed a crowd of gleaming MBA students of LIBA on the current financial strategies employed by companies in their pursuit of maximizing profit on August 22, 2012. The session began with a simple question put forth by the speaker, "What fundamental role does finance play in any organization?" Budgeting, securing financial stability, managing employee pay and bonus, tracking performance were some of the answers received from the audience.

According to Mr. Narasimhan, the fundamental function of Finance is delivering value to the shareholders of the company. He explained this concept explicitly with the help of the Value Pyramid which had 'Value Creation' as its lowest rung while 'Value Preservation' formed the pinnacle. He made use of an 'Aircraft'

example to better illustrate the idea. While the engine of the aircraft could symbolize the Marketing department and the wings could be equivalent to the HR department, Finance could be represented by the fuel systems of the aircraft.

He elaborately differentiated the two key financial statements – the Balance Sheet and the Cash flow Statement. While a Balance Sheet speaks of the solvency of the Company, its investments. A Cash Flow statement is a clear indication of the health of an organization as manipulations could be clearly detected. The four major contributing factors that drive Gross Margin, in his analysis, are: Volume, Price, Cost and Mix.

Contributed by STEFFI JOSE, F1 2077



INCLUSIVE GROWTH
IS THE MANTRA -
ENTREPRENEURSHIP
OPPORTUNITIES AT
THE BOTTOM OF
THE PYRAMID



Mr. Ranjit Pisharoty,
Sr. Vice President
(Service Delivery – Operations),
Sutherland Global Services, India

Mr. Ranjit Pisharoty's lecture on August 29, 2012 started with a brief introduction of India and the different revolutions that had taken place over the centuries. He said that India was always left behind in all the revolutions starting from the industrial revolution to the scientific revolution. However, in the Knowledge Revolution that is now taking place, India is trying to catch up with others and it is not totally left behind. In fact, one can say that we are riding the crest at the moment.

He spoke of C.K. Prahalad, a management guru and an alumnus of Loyola College, and his book the Fortune at the Bottom of the Pyramid, where it talks about the untapped opportunities present in the rural and the poorest sections of the society where new markets can be developed and entrepreneurial ventures can start targeting this segment of the society. He said that one has to think of ways of how to put the money in the hands of bottom of the pyramid in order to bring in more inclusiveness thereby capitalizing on them.

He further elaborated the topic based on some real life cases which were as follows. A young girl came to Pune looking for a job as she had to support her family. A rural BPO was started with 46 computers and 46 similar young girls to operate on them. Thus, the girls could work from the comfort of their own villages and in time their family income level had increased. They worked for U.S. clients. The job to be done was broken down into small, simple steps, and it was possible for anyone with basic computer skills to perform the task. The girl we spoke of initially, ultimately came out with desicool.com.

He stressed that the above is just a "case of one" and in India the "power of MANY is not exploited". He said that building a business model in the hands of people by exploiting these IT resources is the key. For India to become an active entity in this new age of Knowledge Revolution it has to act and the best time for it is now, as connectivity between the villages is more than ever. Mr. Pisharoty left us with this rather simple but stimulating thought "There is nothing greater than creating wealth for a larger population while creating your own."



As the greatest Hindu epic Mahabharata narrates, there was once a young prince named Ekalavya, who having been rejected training in archery by Dronacharya, embarked upon a programme of self-study in the presence of a clay image of Dronacharya and eventually managed to achieve a level of skill superior to that of Arjuna, Drona's favorite and most accomplished pupil. Nothing ever could be more indicative of the potential of self-empowerment and this brings us to 'Eklavya' in LIBA, wherein students impart knowledge to their peers, on what they do best and share their invaluable experiences thereof.

This session of Eklavya on September 5, 2012 enlightened us with information on something very relevant to us and something that adds a lot to LIBA's credentials – the students' foreign exchange programmes. LIBA has international collaboration with several universities across the globe which include St. Joseph's University (Philadelphia), ITESO (Mexico), IESEG School of Management (France), Bordeaux School of Management (France), UCSC (Italy), University of Dayton (USA), Griffith University (Belgium), Catholic University Eichstatt-Ingolstadt (Germany), Beijing Dongfang University (China) and many more to name.

Among the ones named above, Catholic University Eichstatt-Ingolstadt (Germany) and University of Dayton (USA) are the ones visited regularly by the college students. Any one of either the 3rd, 5th or 6th term of the curriculum can be covered abroad and the students need to apply for the same accordingly. The college itself conducts the process of screening and shortlisting the students for these programmes. The Germany programme is completely sponsored while the US programme requires only the airfares to be borne by the candidates themselves. In fact, the funds they provide with, even enable savings at times.

As rigorous as these programmes might sound, indeed they entail a lot of hard work but there is always a fun part to everything, which in this case, is the very fact that attendance in class is not compulsory abroad unlike that in India. Apart from that Germany and broadly speaking, Europe has got a lot more to it - from soccer to good food to breweries to beer! Living all by oneself in a new country with new people and their culture, surpassing all the barriers is sure a challenging but exciting task.

Contributed by SOMTIRTHA DAS (F12-112)

REWIRE, RETHINK & REINVENT – THE NEW NORMAL TOMORROW WONT WAIT !



Mr. Soumya Ranjan Dash
Senior Manager – Consulting,
Cognizant Business
Consulting - Insurance

Change is the only constant they say and so, what we constantly need to do is 'rewire', 'rethink' & 'reinvent' said Mr. Dash and this was the essence of the guest lecture session on September 26, 2012.

There are secular pressures with respect to the Indian society, there is the global economic reset post 2008 which has not yet recovered fully, there is a definite technological architecture involving social computing, mobility and broadband and there is a definite business architecture dealing in virtualization and efficacy of performance delivered.

Social and political movements, terrorism-genocide-pandemics, unpredictability and social media influence, governments in crisis, volatility in financial markets and

currencies are all linked together and tend to affect each other and the course of the business as well.

The business role played by Cognizant is both client oriented as well as market oriented. Three principal horizons could be identified in its business – H1 consisting of the core business (managed services, data warehousing, application development, testing, etc), H2 including the newer capabilities (business consulting, KPO/BPO, enterprise analytics, etc) and H3 of course, forming the topmost rung, formed of rapidly emerging trends (mobile computing, cloud computing, EMS, social enterprises, etc).

Traditional values at work are still pertinent. Creativity is 'the thing'

and greatly sought after. It is all about collaborating all the different jobs being done.

Mr. Dash spoke of Alvin Toffler, who quoted the following words from psychologist Herbert Gerjuoy in Future Shock (1970) - "Tomorrow's illiterate will not be the man who can't read; he will be the man who has not learned how to learn." Toffler explains - The new education must teach the individual how to classify and reclassify information, how to evaluate its veracity, how to change categories when necessary, how to move from the concrete to the abstract and back, how to look at problems from a new direction - how to teach himself.

Contributed by SOMTIRTHA DAS
(F12-112)



BUT THE WIND DOESN'T BLOW ALL OF THE TIME SO WIND POWER CAN'T WORK, CAN IT?

Mr. Patange started off his address on October 24, 2012 with the energy dilemma stating that our energy demands would double by 2050 requiring us to reduce the CO₂ gas emissions to half of its present volume to evade dramatic climatic changes in the future. Frequent power cuts, rising energy prices, conflicts for access to resources in India and globally, are indicative of the very fact. In this regard, Schneider Electric has come a long way starting with steel industry to power & control to energy management. It works in common portfolios as power, energy, lifespace, renewable, buildings, industries, totalling to sales of 20 billion euros worldwide and also contributing to 1% of India's GDP.

But the world is experiencing a brilliant boom in technology; hence what used to fit in our shelves now fits in our pockets and what fits in our pockets would probably fit in a RBC in another 25 years. Stating facts further, Facebook has acquired 500 million users as on July and Facebook would have taken the Third position in world population, had it been a country.

Schneider Electric has followed suit and worked towards strengthening its geographic ties, digitalization and sustainability. Although the world is witnessing difficult global economies and inflation pressure, Schneider is optimistic about its business because according to Mr. Patange, "when the going gets tough, the tough get going".

The drivers of services quality are consultancy, reliability, responsiveness, assurance of service. Gaps in service quality are capped by quality assurance, quality control and quality improvement. Its new business models facilitates 100% capex, combination of capex and apex as well as 100% apex focusing on its core business alongwith increasing productivity therein. Nevertheless, he concluded his speech on the same note he started with and that is conserving energy.

Contributed by SOMTIRTHA DAS (F12-112)



Mr. Aniket Patange, Director –
Professional Services – IT
Business, Schneider Electric

HEROIC LEADERSHIP

“Everyone thinks of changing the world, no one thinks of changing oneself”.

Leadership is a trait which we rarely associate with ourselves. Nelson Mandela, Mahatma Gandhi, Martin Luther King- these are the names that come to our mind when we think of leaders. We never think that we could also fit in that bracket; no one thinks that he or she is a leader. In this age wherein there is a dearth of leaders, people wait for some Mahatma to come and change the world, not realising their inherent potential.

This was the crux of the workshop delivered by Chris Lowney on November 12, 2012. He was the Managing Director of JP Morgan and after a

successful stint in his career at banking he started writing books-Heroic Leadership is an outcome of it.

Lowney defined leadership in three simple words “direction, choices and results”. He suggested ways in which one can cultivate and hone the leader in oneself. A leader according to him has to know himself like no one else does, he also needs to be ingenious and show a lot of love and concern. Above all he should be heroic-one who fights against all odds and takes risks!

The Heroic Leadership workshop held on 12th November showed students at LIBA that we could indeed be the change we want to see in the world!



Mr. Chris Lowney, was the Managing Director of JP Morgan



BEYOND MANAGEMENT TEAM



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