



EXORDIA

THE CAMPUS MAGAZINE OF RAJADHANI BUSINESS SCHOOL

VOLUME 5

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MESSAGE FROM CHAIRMAN



Dr. Biju Ramesh, Chairman

Namaste!

It gives me hearty pleasure and pride to write a few words as prologue for the 5th edition of EXORDIA- the students' magazine of Rajadhani Business School. A deep sense of appreciation and gratitude to the editorial board.

Focusing on bringing out the potential talents and achievements of students, I am pretty sure that this edition is an interesting euphoric ride through the last quarter of this year at Rajadhani Business School as well. As an established and esteemed institution, RBS holds an utmost educational standard, incorporated with the habits of discipline, thereby attaining a terrific and notable share of results. The institution endeavors to offer the students with all the vital understanding and skills to turn out to be genuinely profitable in their chosen field. And as an academic institution, we will guide students in achieving those golden ambitions and additionally make sure that their life in college is meaningful and fruitful as well.

Happy reading...

**Dr. Biju Ramesh
Chairman
Rajadhani Group of Institutions**

EDITORIAL MESSAGE

"Creativity is seeing what others see and thinking what no one else ever thought"
-Albert Einstein

Welcome to the 5th edition of Exordia, the student magazine of Rajadhani Business School. With great dignity and pleasure, we are putting forward a series of exciting and knowledgeable content. This edition initiates by highlighting a talk with an industry expert Mr. Sai Kiran on an informative and interesting topic of cyber security and technology, followed by an Alumni talk. Alumni are key to the growth of any institution, hence we bring forth our alumni who unfold and cherish the journey at Rajadhani Business School has helped in reshaping the personality and polishing the skills. The next most exciting part of this edition is the International Immersion Program to Malaysia which opened a new gateway of knowledge to the students and is a unique program offered by Rajadhani Business School as it gives every student the utmost exposure to international culture and study experience and helps them to widen their knowledge and ideas globally. Every new opportunities undertaken by the students briefly described in the edition will be of great interest to the readers. In addition, articles on the topic 'Indian economy and Srilankan crisis' and 'Ecommerce and logistics during pandemic times' are briefed to impart knowledge. Furthermore, the book "Think Again" by Adam Grant is reviewed. The whole Exordia is a blend of creativity from innovative minds, presenting the readers with a joyous and informative reading experience. Apart from this the sincere efforts put in by the entire editorial team played a huge part in making Exordia possible. Comments and suggestions are most welcome.

**Happy Reading.
Editorial Team**

TALK WITH AN INDUSTRY EXPERT



RBSites Sanjay and RS Akhila with Mr.Sai Kiran (Cyber Security Expert)

An Interview with Mr. Sai Kiran, a Cyber Security Expert, USA.

Sanjay: Cyber threats are real, and it is not very easy to identify them within a short period of time. What are the biggest cyber security threats faced by organisations right now?

Sai Kiran: Cyber security is a fast-evolving technology in the area of computer science and artificial intelligence. Right now with the advancement in technology, people are connecting not only through mobile phones and laptops but also with multiple devices. The risk of keeping your data secure is becoming tougher and challenging. Ransomware is one of the major threats faced by the companies, corporates, educational institutions, and government agencies from every part of the world. What it does is, it intrudes into your mobile or laptop and steal your confidential data without your permission and misuse it to earn money. Through this act, you become the victim of cybercrime without your authorization or authentication. One of the examples, a major corporation like Colonial Pipe-

line, supplier of gas pipelines to the Eastern side of the United States, got impacted. Another example is Equifax, whose data was also hacked. Ransomware threats intrude, grab and restrict your access to your systems until you pay some ransoms to the hackers, making it the most prevalent cyber security threat that we are dealing with in corporations.

Akhila: Adoption of cyber security measures in an organisation has now become a necessity. What is your opinion about getting enough information regarding cyber security-related tools and controls to protect the data in Indian organizations?

Sai Kiran: The solutions would be many. For example, how do you protect your home from burglars? You want your valuables and family to be safe, which is the main reason for constructing the home. So safety can be ensured in multiple ways, either by protecting the doors with secured locks or building the wall with cement or strong boundaries and giving access to only the authorised people. When you extrapolate this to cyber security, the protection of corporates from cy-

ber-attacks can be done by building firewalls around your system. It extended the security by ensuring that when an unauthorised person tries to get into the system or corporate network, an immediate alert will be given saying that "Nope! Do you have access to enter this system or not? If not, then obtain authorization to enter, and if not, then be rejected. There are several other techniques or tools that can be deployed to protect your network.

Akhila: There are a lot of training regarding cyber security which is offered to employees in developed countries. Are the employees in Indian organisations being appropriately trained on cyber security? How it is different from other countries?

Sai Kiran: Cyber security itself is an evolving technology. Cyber security is nothing but securing your confidential data, including personal data, bank information, etc. by putting it into the cloud. Earlier, we used a locker to lock our valuables in order to keep them secure. But nowadays, people have realised this is not a safer option, so they put their belongings into the bank locker. The bank locker is accessed by many people, but they have

strong boundaries built into the walls. So similarly, nowadays it is 'on-premise' systems, that have higher visibility and accessibility. So, while you are giving access to the people, there arises the need to protect your data in order to prevent it from being exploited. Higher the amount of visibility you are giving, higher is the amount of risk you are bringing to your own system. So, the more you protect, the better it is going to be. There are ways, tools, processes, procedures, and features in order to make it much more secure. So, regardless of the data, you must ensure the best technique for minimising and mitigating such risk. "Prevention is always preferable than cure." Employees need to be aware of this.

Sanjay: In an organization, employees have to face many challenges as a part of their job. How the employees should be ready to face a cyber-security emergency?

Sai Kiran: In the corporate world, there are different policies and procedures, and every year, employees are given mandatory training to make themselves aware and updates regarding what is happening in the world. For example phishing. Email is very popular nowadays like Yahoo, Gmail, etc. People can send emails to anyone around the world at any time and when you get an email stating "A bumper offer", it might raise more curiosity to open and when you click on it, there's a chance that the attacker is already seeking information from your systems. How do you prevent such attacks? Before you click on it,

check whether the address is from a legitimate source. Therefore, the employees need to be aware of current market trends and moreover, there should be a code of conduct on sending emails. There are certain regulations and methodologies to be followed. So these are the ways through which employees are empowered to ensure that the credibility of the information sent or received by an employee of the corporation is accurately and legally maintained. Various training programmes like conscious culture and security awareness are conducted to educate the employees and empower them to face such challenges.

Akhila: The legal environment definitely influences the working of an organization. How important is it for an organisation to be compliant with the laws regarding customer information?

Sai Kiran: Nowadays, data privacy laws are the most important aspect in an organization. How well can we secure our computer systems is the question. If I know your birthday, I can send you the relevant advertisements even though you don't want them. So privacy is considered with the highest regard. It's not just corporation specific, but we have to align and combine with country-specific privacy regulations. For country-specific regulations, I will give you an example of GDPR. The GDPR is a European Union-based general data-based privacy regulation. That means citizens of Europe have every right to file a lawsuit against any person who misuses their information, not only within their own European Union but also in the countries that are outside. The PII (personally Identifiable Information) if accessed, then I'm legally bound as a corporation not to transfer it to any other corpo-

ration without the knowledge of the respective person or without violating or overriding the laws of the European Union. Likewise, every country is building up its own privacy regulations. There's a concept called "Data Sovereignty," which means protecting the privacy of the citizens of a country from being invaded by other countries. There's a huge department in our company that makes sure all the corporate and company laws are fully complied with and updated regarding the new privacy laws coming up. When we try to sell our technologies and solutions to the customers, we claim that we comply with all these regulations, and if we are not able to do so, then an alert or disclosure will be put up stating the limitations.

Sanjay: Cyber security is now an organisational problem, not just a technical problem. What are the ways to prevent those threats effectively?

Sai Kiran: As I have mentioned earlier, there is a separate process to prevent such threats. Earlier, we used to develop software applications and hardware. When a corporation sells this, to a customer, they only consider the performance of the device. They only check if the accessibility of the applications is better than that of their competitors'. But now, with cyber security threats coming into the picture, it has become so important that you have to add security to the deployment of these applications. So these are the things we develop internally and also buy tools externally from a third party, which improvises and makes them much safer. We go through the process of the security development life cycle, which has its own meth-

odologies, policies, and checklist of items that we need to follow before we deploy it to anybody or to be used by the public.

Akhila: As a cyber security expert, what do you think about the role of top management in the recovery plans in the event of a cyber-incident?

Sai Kiran: As a company, you have your responsibilities and limitations to make your system secure. But, as a software application vendor, I have legal obligations. We have limitations and we sell it in such a way that it could be possible and secured, so when we are talking about selling it and making it liable, we are taking in a whole lot of value into it as there are so many penalties that come along with it, especially when you are working for bigger corporation. There's more visibility and more public eyes on it, which means we have to spend more money to secure things not only legally but also technically before we deploy them to any of our customers. So there's a whole lot of importance given to the field, and that's why every week we have to provide the security rating of every application that the company sells. How are we dealing with it? There are hundreds of cyber security attacks happening in our world. Can our applications prevent them? Are our applications properly secured? So for the top management, the leaders take it very seriously, and that's why all these security measures go directly into the security weekly reports on the safety aspects of our application. So the top leadership is very much involved in making sure that applications, hardware, and software are secure.

Sanjay: How different is it to work in a US company when compared to Indian corporates? What are the main differences that you see, apart from the cultural differences between both countries?

Sai Kiran: The US Corporations, I would say it all depends on society. At the end of the day, I'm an Indian. I lived for 30 years in India and then moved to the US. I have led teams and created new applications for businesses, but the number of opportunities provided by society and government is what distinguishes the two countries. Let's say if you become an entrepreneur, you should have the best idea, which is not available right now. When you have an idea, you must ensure that it is implemented effectively. So how can we implement it? You can put ideas into action by forming corporations, because they are the ones who sell those ideas to more people which means you must eventually form a company while manufacturing and selling it to customers. The speed at which the government facilitates this process and provides tools to make your processes effective and then make them consumable by others is a vital factor. The government plays a good role in mobilising local talent, building new products, and selling them to not only local people but also internationally. The people's ideas, hardwork, and hours of turmoil should receive the benefits of it. The speed at which the government can make these things possible is one of the differentiating factors why the US has more companies per square kilometre than India. The government has

a role to play, but that doesn't mean that you should be down-playing your capabilities. At the end of the day, when you build a good product, you have to make money. Now how do you make money? In order to make money, you have to build relationships. You have to build credibility not only for your product but also for your management. Why are US companies much more popular than most of the products in India? Because the quality of the product is pretty rigorous. They go through a full cycle. So, the more you develop your solutions securely, the more qualitatively you test the security aspect of the solution. It's not just a one-time test; it's a continuous process with continuous scanning, monitoring and fixing that never ends. Quality is therefore essential, and security is added on top of that.

Sanjay & R.S Akhila
(S3,RBSites,2021-2023)

MOU SIGNED WITH FRESH MIND IDEAS

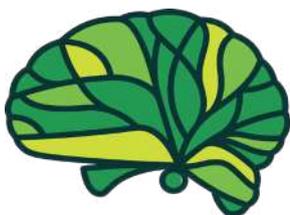


A Memorandum of Understanding was signed between Rajadhani Business School and Fresh Mind Ideas, situated at G3B, Thejaswini, Technopark on June 7, 2022. Dr. S. Suresh Babu, Principal, RIET, and Mr. Ajay S. Nair, CEO, of Fresh Mind Ideas, signed the MoU on behalf of the institutions.

Fresh Mind Ideas is one of the leading strategic branding and digital marketing companies in India. They keep their focus on reflecting the core identity of the brands they are working with. They believe in customer centricity and long-term business relationships. Using creativity and consistency, they are trying to add value to the brand that they are dealing with. They are very much focused on maintaining a positive customer experience.

It is believed that the cooperation and collaboration of the two institutions with similar interests and objectives may promote both their growth and provide new opportunities for the upcoming years.

We mutually promised to share our resources, skills, and knowledge for the betterment and development of both organizations.



Fresh Mind Ideas

C R E A T I V I T Y . R E D E F I N E D

CORPORATE MENTORSHIP PROGRAMME



The National Institute of Personnel Management, Trivandrum chapter, initiated a programme in collaboration with Rajadhani Business School. The National Institute of Personnel Management (NIPM), which is one of our vibrant student forums, has organised a corporate mentorship programme for S4 MBA students on July 26th 2022 at Malabar Hall, Technopark, Trivandrum. NIPM is very keen on regularly organising workshops and training programmes for professionals. They are also providing employability enhancement programmes for students, corporate mentorship programmes are prominent among them. Employees are connected and encouraged to share their knowledge, experience, and skills through corporate mentorship programs. The programme was composed of five senior HR managers from reputed companies who helped the students with tips and guidance by sharing their experiences regarding the corporate world. Budding managers get inspired by programmes through this live and experiential learning. This followed by mock interviews for developing an insight into their strengths and weaknesses to realise their competencies and gain confidence for real interviews. The entire programme gave the students an opportunity to face an interview, receive feedbacks to rectify their flaws and get great exposure as a fresher in the corporate world.

INTERNATIONAL YOGA DAY



International Yoga Day was celebrated at RIET on June 21st, 2022. The National Services Scheme (NSS) unit of RIET took the initiative to celebrate Yoga Day on our campus by arranging live yoga sessions for students. The session began with a silent prayer followed by welcome address from RBSite Mr. Althaf S.N. The live session was managed by Mr. Sanjeev Bai, a Rajayoga meditation trainer and Mr. Deepu Karthik, of MSC Health & Yoga therapy, both of them are highly experienced and internationally certified trainers. Yoga day is celebrated worldwide to raise awareness about the benefits of yoga.

Yoga is like music- the rhythm of the body, the melody of the mind, and the harmony of the soul create a symphony that resonates with universal consciousness. Students were taught some basic asanas that would help to reduce stress and they responded positively to the experience and RBSite Mr. Ajmal J concluded the session with a vote of thanks.

E-COMMERCE AND LOGISTICS DURING PANDEMIC TIMES



E-commerce and logistics can be a viable solution for businesses because the COVID-19 pandemic has created a simple yet devastating challenge for nearly every business across the world. There is no denying that the outbreak shook the entire world and made people embrace some long-lasting lifestyle changes, including switching to a digital platform. Major logistics companies have adopted digitalization through e-commerce as a way to improve their business operations. Also, many countries have partly shifted from luxury goods and services towards everyday necessities, relevant to a large number of individuals. New trend accelerated during the pandemic, as more customers started shopping online and led e-commerce towards expansion. It highlights the potential for digital transformation. Convenience is a key driver behind e-commerce growth since it allows people to do their shopping quickly and conveniently anywhere at any time of day or night. Businesses forced to suspend operations during the lockdown are now taking advantage of online sales as a way to boost revenues. An online store eliminates the need for a physical one as you can save money on overhead costs. It is clear that the effects and habits that came from e-commerce shopping, such as convenience, safety, and a range of products, are hard to let go of, and henceforth it is safe to say that "e-commerce is here to stay." Geographical restrictions are no longer a barrier, as customers can easily find everything online and shop whenever and wherever they like, which leads to an increase in their customer base. One of the major challenges faced by the logistics business during the pandemic was reaching the end customer

as there were restrictions not only among countries but also among states, provinces, and areas within cities. Not surprisingly, the pandemic has made companies enlarge their ideas of keeping smaller warehouses at more locations. The government promoted e-commerce to fight with the pandemic as that could be a better response to settle the uncertainty. For an online business to thrive and succeed, its logistics must be well planned and executed.

Challenges encountered in E-commerce and Logistics requirements.

Ever since the pandemic led to lockdowns, suppliers temporarily ceased production, and logistics providers could no longer transport goods as seamlessly across borders. For example, Switzerland's largest online department store, Digital Galaxies, had postponed the release date of the new foldable smartphone, Mate XS, from Chinese manufacturer Huawei.

How has COVID-19 affected customer behavior ?

In the case of Amazon, the outbreak of the coronavirus resulted an escalatic situation throughout their business. They hired 100,000 additional employees to meet their demand. They focused on building strong human resources in the company to fulfill requirements related to the shipping network. They made a clear distinction between e-commerce and retail. The customers avoided public places for shopping, in order to reduce social contact during the pandemic period which inturn led to a decrease in sales and customer base. Based on this, Amazon tried to create a demand for household products. This made Amazon announce the delivery of household and medical products to customers. Through this, they gained a million customers. Therefore, we can state that COVID-19 is not a full stop for any businesses; but a second life for some of them. As a result, an online presence for your brand in this post pandemic crisis would be an imperative idea for the business to improve its virtual platform.

Sherina R S
(S3,RB Site, 2021-2023)

INTERNATIONAL IMMERSION PROGRAM TO MALAYSIA



"The world is a book, and those who do not travel read only one page," by St. Augustine, reflects Rajadhani Business School's philosophy. Through continuous and experiential learning, Rajadhani Business School always provides a unique experience for its students.

An International Immersion Programme for MBA S4 students was conducted from July 4 to July 8, 2022, in Malaysia, one of the most multicultural countries in the world. We boarded the flight from Cochin International Airport and reached Kuala Lumpur International Airport within a few hours. The tour operator with his team was there to pick us up from the airport to the Koptown EDC Hotel in Kuala Lumpur. The journey was amazing and everyone was truly eager to know what was waiting next. On the very first day, we went to visit Center-Royal Selangor, which exhibits real-time pewter crafting. Then we visited KL Tower, the fourth highest antenna tower in the world, which gave a great view of the city from 421 metres in height. The next visit was to Aquaria KLCC, an oceanarium located beneath the Kuala Lumpur Convention Centre. It was an opportunity to explore marine life by strolling through the 90-meter aquarium tunnel. The first day ended with a visit to The River of Life, which is one of the most iconic parts of Kuala Lumpur. Located near Masjid Jamek Sultan Abdul Samad, the oldest mosque in the city, it is a convergence point of two rivers: the Klang River and the Gombak River.

The second day, which was on July 6th 2022, was so special and gave the students a distinctive experience, the visit to University of Putra Malaysia, which is the first university in Malaysia and the 6th in South East Asia to achieve AACSB accreditation. The students and faculty members were greeted by the university officials for the students' conclave on the theme, 'Business Sustainability—The Role of Science, Technology, and Business'. The visit was an enriching experience for the students with seminars and interactive sessions. The participation certificates were delivered to the students at the end of the program. Later, we visited Harriston Boutique and Beryl's Chocolate Factory, which offered exotic varieties of Malaysian chocolate. The day's activities concluded with a visit to the



Petronas Twin Towers, one of Malaysia's most reputable and must-see landmarks and the world's tallest twin buildings.

The third day in Malaysia started with a visit to historic places like the National Monument (Tugu Negara) and the National Palace (Istana Negara). The day was quite exciting as we visited Awana Skyway, Genting Highlands. The cable car ride was a thrilling experience as it gave a breathtaking view of the 130 million-year-old rainforest along with the coolness of crisp mountain air. The rest of the time was dedicated to shopping at Sky Avenue shopping mall, a night out, and a savoury Malaysian dinner. The last day in Malaysia was well spent in Berjaya Times Square for shopping and visited the Prime Minister's office. We boarded a flight from Kuala Lumpur International Airport and reached Cochin with a handful of memories that are enriching, exciting, and delightful.

MALAYASIAN TRIP JUNE 2022

THE LANKAN JEOPARDY; INDIAN ECONOMY AND SRI LANKAN CRISIS



The very next sisterhood nation with India, Sri Lanka is facing a very dangerous financial and political crisis after the internal war. The political situation was a result of long family rule by the Rajapakse relatives, uncontrolled credit policies with China and the global pandemic COVID-19. India and Sri Lanka have a legacy of intellectual, cultural, secular, and linguistic interplay and the relationship between the countries is more than 2500 years old. India has a long history and relationship with the prehistoric island country. Exchange and funding have grown and there is a cooperation in the fields of improvement, education, way of life, and defense. In recent years, enormous development in the implementation of various helpful tasks for internally displaced people (IDPs) and disadvantaged sections of the populace in Sri Lanka has helped further strengthen the bond of their friendship. At the same time, it conveyed its deep challenge to the plight of the civilian population, emphasising that their rights and welfare should not get enmeshed in hostilities in opposition to the LTTE. India also kept an interest in the lives of Tamizh-speaking minorities of the island. New Delhi wants a democratic and diversity-accepting government in Sri Lanka.

The Lankan Jeopardy

The emerging economy in South Asia has faced different issues since the civil war. But the steady GDP was affected by poor financial management and ill-treatment of the resources. Sri Lanka's economy has hit rock bottom as it defaulted on international loans and is facing

rampant fuel and food shortages, and the government has imposed a state of emergency. Sri Lanka faces everything that could go wrong with the economy, such as budget and current account deficits, hyperinflation, a devalued currency, and a huge sovereign debt that it can no longer pay. The 2019 Easter bombings and the COVID-19 pandemic ravaged tourism, Sri Lanka's main source of foreign revenue. Adding insult to injury, Gotabaya decided to ban chemical fertilisers to make Sri Lankan farming "all organic" – a move that devastated the tea industry, Sri Lanka's main export crop. The fertiliser ban (which was finally reversed) and global grain shortages due to the war in Ukraine have made the country more food insecure. Rajapaksa's economic plan turned out to be a series of missteps and false bravado that led to the collapse of a once vibrant and economically promising South Asian nation. In the face of severe economic hardships marked by power blackouts, shortages of fuel, cooking oil, and food, protesters have been demanding the resignation of the Rajapaksa-led government since March 2022. Tens of thousands of Sri Lankans have taken to the streets of Colombo, and that includes some opposition politicians. Most of the protesters were average Sri Lankans from all ethnic backgrounds. While concentrated in Colombo, there have been small protests in solidarity across Sri Lanka as almost all citizens are facing serious challenges. Internal emergencies and conflicts fueled the crisis. The roots of the current political crisis are directly tied to the actions of former President Gotabaya Rajapaksa and his family, including his brothers, former

Prime Minister Mahinda Rajapaksa and former Finance Minister Basil Rajapaksa. Gotabaya came to power in 2019, and in 2020 his party, the Sri Lanka People's Peramuna (SLPP), was able to consolidate its supermajority in parliament on a banner of populism and Sinhalese nationalism.

Commercial relations

For a long time, India and Sri Lanka enjoyed a colourful and developing financial business partnership. The India-Sri Lanka Free Trade Agreement (ISFTA) in 2000, contributed significantly to the expansion of trade. Monetary ties between the two countries additionally include a flourishing development partnership that encompasses areas including infrastructure, connectivity, transportation, housing, fitness, livelihood and rehabilitation, schooling, and commercial improvement. India has traditionally become Sri Lanka's most important trading partner among the SAARC countries. In addition to this, India is also one of the biggest participants in foreign direct investment in Sri Lanka. Some of the main businesses from India have invested and established their presence in Sri Lanka. The principal investments were made in the field of petroleum retail, tourism & resorts, production, real-estate, telecommunications, banking, and economic offerings. In addition, investments by Sri Lankan organisations in India are also surging, taking advantage of India's dynamic financial system and the wider market. Enormous examples include Brandix (approximately USD 1 billion to install a garment town in Visakhapatnam), MAS Holdings, Damro, LTL Holdings, and other investments within the freight servicing and logistics sector.

Security Threat

Sri Lanka has borrowed money heavily from Beijing since 2005 for infrastructure projects, which are no longer useful. In 2017, Sri Lanka leased its Hambantota port to a Chinese company after it was unable to service the USD 1.4 billion debt owed to Beijing for its construction. Sri Lanka's total debt to China stands at USD 8 billion, almost one-sixth of its total external debt. The Indian concerns over Sri Lanka are more associated with security alerts. The peace and geopolitical landscape would have changed if China had taken control of the island, and they would have cre-

ated a strategy to put India in danger. Whenever a political or social crisis has occurred in Sri Lanka, India has witnessed a large influx of ethnic Tamil community refugees from Sinhala land into India through the Palk Strait and Gulf of Mannar. However, India may find it difficult to handle such an influx and needs a robust policy in place to handle the crisis. The state of Tamil Nadu has already started feeling the impact of the crisis with the reported arrival of 16 people from Sri Lanka through illegal means. India, which has followed the "Neighbourhood First policy" to cement bonds with its neighbours, can walk that extra mile to help Sri Lanka out of the current crisis and realising its potential to reap the rewards of a stable, friendly neighbourhood. To resolve the crisis, Sri Lanka requires a democracy with established national and international policy. They must avoid relying solely on one nation to build infrastructure and carry out developmental projects. If not, the problem will worsen and eventually cause global catastrophe.

Unnikannan S
(S3,RB Site, 2021-2023)

ALUMNI TALK



It all seemed like a journey through a lane, but suddenly it ended. It was a miracle, but we never knew the value of it until it became a memory. Now it's your turn! to take those powers to read and do all that appertains to the degree you own. First and foremost, I would like to extend my sincere gratitude to the RBS family, my fellow alumni, friends, and teachers who have allowed me to chase my dream. I will always cherish the memories I had at RBS. The environment I was in at RBS helped me shape my personality, and also the education that I received from RBS made me a competent student. The wide range of activities-both curricular and co-curricular-along with the support from RBS, has helped me in taming my future and building confidence and leadership skills . Attending the National Level Fest was a major experience, which helped me understand my inner potential. The college, teachers, and my fellow mates helped to tame my skills and pushed me to be a better version of myself. The college's ambiance and infrastructure have always energised me to be so expressive, positive, and eager to learn. The exemplary placement training given on how to present oneself and face interviews made the students confident. The faculty support was over and beyond our limits, with strong intentions to mould us to perfection. The two years spent at this institution were the best years of our lives, and every moment spent on this campus is still precious. The knowledge and transformation we had with this college is the reason we find ourselves successful today. With its best placement services, AIMS has provided me with a wonderful environment and opportunity to learn and grow myself academically as well as to secure a place in the corporate world.

To all my friends and fellow juniors, all under the banner of cherishing success, " The future has much in store for you".

Good Luck!

Anandu R
RBSITE 2018-2020 Batch
MSc in International Business Management
University Of East London

JARGON

BULL: An investor who expects prices to rise.

COUPON: The interest that the borrower promises to pay the holder of a bond.

CHINESE WALL: Imaginary barrier restricting the flow of information between the Public side of the business (e.g. Sales and Trading) and the Private side (e.g. Investment Banking).

FIAT MONEY: A government-issued currency that is not backed by a physical commodity, such as gold or silver, but rather by the government that issued it.

PLAIN VANILLA: A simple, straightforward financial product without any unusual characteristics.

Varsha Suresh
(S3,RBSite, 2021-2023)

FREE ADD ON COURSE ON SAP ERP



A five-day training program was conducted at Rajadhani Business School, from 18th July 2022 to 22nd July 2022 by Innoval digital solutions, in Technopark, Trivandrum. Innoval digital solutions is a leading high-tech enterprise application software company that offers ERP (SAP) custom development, mobility apps, SAP HANA cloud migration, and other technical support for SAP Implementation. SAP stands for 'Systems Applications and Products. It aims to support customers with the ability to interact with a common database along a comprehensive application range. It is one of the most beneficial ERP software platforms for an organization. Today both government and private firms recruit SAP-certified professionals since it enables them to be better prepared for the rising workplace complexities.

BOOK REVIEW

THINK AGAIN: THE POWER OF KNOWING WHAT YOU DON'T KNOW

- ADAM GRANT

The book "Think Again" was written by Adam Grant, an American professor of organisational psychology at Wharton School. He was a top-rated professor and author of New York Times bestsellers from Wharton.

The book has a lot to talk about the culture of knowing what we don't and is one that ought to be read by everyone. It is for anyone who wants to rethink on both individual level and collective level. This book has been a guide for entrepreneurs, managers, leaders, parents, and just about anyone with an open mind. Precisely the concepts are explained well and included several great stories and two stories from NASA. This book has an invitation to let go of the knowledge and opinions that are no longer serving you well and also to anchor yourself in a sense of flexibility rather than consistency. This book has been a great help in all spheres of life and helps you to think and add value to whatever you are doing. We often prefer the ease of hanging on to the old views over the difficulty of grappling with new ones. We listen to views that make us feel good instead of ideas that make us think hard. The author of this book has clearly asked us to stop showing unconditional love to our ideas. Grant talks about the importance of possessing confident humility, which means that the source of our confidence is our knowledge instead of our ability to find the truth, which helps us to remain emotionally detached from our knowledge in other words, to be open-minded. Grant also pointed out that conflict can be dynamic in high-performing groups. He warned about being a part of idea cults where doubtful dissenters are not welcomed. To help others remain open-minded, Grant has revealed the strategy of world-champion debaters to find common ground and remain genuinely curious about how the other side reaches their conclusions. Even the most ignorant people can change their minds with the right experience and tools. That is a great takeaway from the book and a quote that everyone can hold onto. The author said as we think and talk, we often slip into the mindset of a preacher, a prosecutor, or a politician. Another fascinating thing described by the author was motivational interviewing, or persuasive listening, a technique that helped to change someone's mind. Here, the goal is not to tell people what have to be done but to help them break out of the overconfidence cycle and see new possibilities. This book challenged the traditional definition we hold of intelligence as being the ability to think and the ability to learn. In short, the book explained the importance of rethinking, self-awareness and how to be smarter and more likable. The core concept one learned from this book is that, if you start admitting yourself, you have opened up to new things.

Roshni John
(S3,RB Site, 2021-2023)

FREE ADD ON COURSE ON DATA SCIENCE



A five-day training programme on data science and analytics was conducted for S4 MBA students from July 11th, 2022 to July 15th, 2022 by ICT Academy Kerala. Students from the final year batch attended the program and were able to attain practical knowledge on the topics. The session was handled by Mr. Ummer Shaik, ICTAK Technical Skills Trainer. The institution has been training students to impart new skills that are necessary for them. They provide qualified educational support to upskill new professionals. They mainly focused on imparting industry-relevant knowledge and skills and thereby improving employability opportunities. Data science is an important domain for every organisation since it helps the firm to understand, organize, and enhance their processes, thereby preventing the wastage of their resources. It helps in mining large data sets and extracting valuable and structured information. For the first two days, the sessions were held in the classrooms using iPads, and the remaining sessions were held in computer labs. Students got a better idea about using the software on both iPads and systems. Further assignments were given and a test was conducted to evaluate their performance.

SPSS WORKSHOP



A workshop on SPSS was held at Rajadhani Institute of Engineering and Technology on June 27, 2022 by Dr. Harendra Kumar, Visiting Professor, CET SOM, IMK. The Statistical Package for the Social Sciences (SPSS) is a statistical analysis software platform for spreadsheets. It has in-built data manipulation tools with a user-friendly interface and a robust set of features. SPSS is for editing and analysis of all sorts of data. It helps to ensure decision-making accuracy. It is commonly used for structured data such as Excel, SQL, and text.

CASE STUDY



Brownie Nutz has been a leading biscuit manufacturer in India since 1990. Their main product is nut-filled, healthy wheat biscuits. They've been dealing with the same nut flavour biscuit since 1990. Brownie Nutz is a fiber-rich biscuit. Fiber may help prevent constipation, lower cholesterol, and aid weight maintenance. They were market leaders in India up to 2008.

The Brownie Nutz brand always focuses on the quality of biscuits, which they believe the most important factor for attracting customers to their products. They do not make an effort to package or flavour the biscuits, believing that the packaging does not affect a customer's buying decision. During 2008, there were a large number of competitors in the market. The competitors introduced a variety of flavoured biscuits for all age groups into the market. This resulted in a decline in the sale of Brownie Nutz in the market. So Brownie Nutz brand marketing head, Mr. Vinayak, decided to conduct a market survey to get feedback from the customers in the market. After the market research, Brownie Nutz recognised that customers like to use different flavours of biscuits and that they are not convenient with the packaging of Brownie Nutz. Other brands of biscuits are available in various packaging, from the mini pack to the family value pack, so that the customers can buy them as per their needs. And another issue they found from the survey is that Brownie Nutz doesn't focus on different segments of customers in the market.

Finally, Vinayak realised that packaging is the first tool that attracts customers. So he decided to use packaging as a tool for sales promotion activities and to stimulate impulsive buying behavior. To this end, the company decided to spend valuable time and money on research and development because it believes that the quality, integrity, and legitimacy of a product are generally portrayed in its packaging. They planned to use different packaging styles to attract different segments of customers in the market.

Questions

- 1). Do you believe a product's packaging has the potential to make a significant contribution to its sales? For example, a purchasing decision for a product may be based solely on the packaging.
- 2). What strategies would you suggest to Brownie Nutz to help boost sales and recover from the decline phase?

Please send your answers to kevinignatious8055@gmail.com to receive a free E-Book.

Athira S Kumar
(S3,RB Site, 2021-2023)

INDEPENDENCE DAY CELEBRATION



Azadi ka Amrit mahotsav
Event held at RIET
Chief Guest: **SANAL KUMAR.M K**
Lt.Col.(Retd.)

75
Azadi Ka
Amrit Mahotsav

The 75th Independence Day was celebrated by RBS and RIET jointly on August 15th, 2022, in the mini-conference hall at 10 a.m. Lt. Col. (Retd.) Sanal Kumar M.K. was the chief guest for the event. Dr. Jubi R. delivered the welcome speech after a silent prayer. Dr. S. Suresh Babu, Principal RIET, presided over the function and inaugurated it. Various departments participated in the event with cultural programmes that highlighted the unity in diversity of our nation. The chief guest was honoured by the principal with a 'Ponnada'. A vote of thanks was given by Dr. Geethanjali of the Applied Science department. The programme came to an end with the National Anthem.



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Honoured

Dr. Jubi. R, Professor & Head of the Department, Rajadhani Business School recognised as Research Guide under A P J Abdul Kalam Technological University from this year onwards.

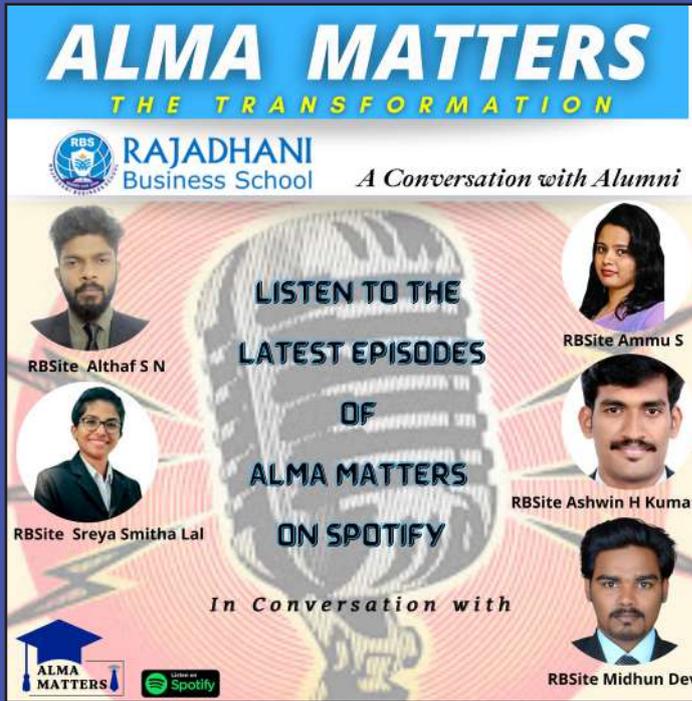
It is indeed a proud moment for Rajadhani Business School.

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RBS - THE NAME SAYS IT ALL





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EXORDIA 6

6TH Edition of Exordia is scheduled to be released on January 2023.

We welcome all the business related articles from your end.

- Team Exordia 2021-23 Batch

EXORDIA

RAJADHANI BUSINESS SCHOOL MAGAZINE (VOLUME 5)



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