

EXORDIA

**THE CAMPUS MAGAZINE OF
RAJADHANI BUSINESS SCHOOL**



VOLUME 9



RAJADHANI
Business School





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Dr. BIJU RAMESH

Chairman

Rajadhani Group of Institutions

It is with great pleasure that I extend my warmest greetings to all of you through the pages of "Exordia," our esteemed college magazine. As we reflect on the achievements and milestones of the past few months, I am filled with immense pride and gratitude for the collective efforts and accomplishments of our students, and faculty members. Despite the challenges and uncertainties that we have faced, the unwavering spirit of resilience, determination, and innovation has shone brightly within the halls of our institution.

"Exordia" serves as a testament to our commitment to excellence in academics, co-curricular activities, and community engagement. Through its pages, we celebrate the achievements of our students, showcase the scholarly pursuits of our faculty members, and capture the vibrant tapestry of campus life at Rajadhani Business School. As we turn the pages of this magazine, let us not only reminisce about the past but also look toward the future with optimism, enthusiasm, and a sense of purpose. Let us continue to embrace the values of integrity, inclusivity, and excellence that define our institution, and strive to make a positive impact in the world around us. I extend my heartfelt gratitude to the editorial team and contributors for their dedication and hard work in bringing "Exordia" to life. Your creativity, passion, and commitment to excellence are truly commendable, and I am confident that this edition will inspire and uplift all who read it.

To our students, I encourage you to seize every opportunity for growth, learning, and self-discovery. Your potential is limitless, and I have no doubt that you will continue to achieve great things in the years to come. To our faculty and staff, I extend my deepest appreciation for your unwavering dedication to the success and well-being of our students. Your mentorship, guidance, and support are invaluable, and I am grateful for all that you do to nurture the leaders of tomorrow. As we embark on a new chapter in the journey of Rajadhani Business School, let us do so with optimism, determination, and a commitment to excellence. Together, we will continue to strive for greatness and make a lasting impact in the world.

Warm regards,

Dr. Biju Ramesh

Chairman

Rajadhani Group of Institutions

EDITOR'S NOTE

Welcome to the 9th Edition of Exordia - where ideas thrive and imaginations soar.

As we reflect on the remarkable strides of Rajadhani Business School over the past quarter, we are humbled by your unwavering support and elevated expectations.

Amidst the standout features, you will discover Logiconverge: Bridging the Future with Vizhinjam International Seaport, a colossal conclave where visionaries converged to explore boundless opportunities in the logistics arena. This transformative event not only showcased the potential of the seaport but also ignited discussions on innovation and collaboration in shaping the future of global trade.

Additionally, we have the luminous Le Emperoz - National level Management Fest of Rajadhani Business School, an event that exemplifies the spirit of camaraderie and excellence within our college community. Through spirited competition and collaborative endeavors, Le Emperoz serves as a platform for budding talents to showcase their skills, network with industry leaders, and foster a culture of innovation and leadership.

The insightful exploration of articles on Neuromarketing and Algorithmic Trading underscores the confluence of cutting-edge technology and innovative strategies in shaping the landscape of business today. Moreover, the review of "Eat That Frog" by Brian Tracy serves as a beacon of inspiration for those striving for success in both their personal and professional lives. Alongside our customary columns, this edition also encapsulates the recent happenings and vibrant activities within our college.

As we conclude, we are confident that this edition will not only serve as a platform for knowledge-sharing but also exhibit a comprehensive snapshot of the dynamic environment thriving within our institution.

*Happy Reading !
Nayana S Rajeev
Deputy Editor*

BRIDGING THE FUTURE WITH VIZHINJAM INTERNATIONAL SEAPORT

Rajadhani Business School continues its legacy of innovation, striving to empower students with unique and cutting-edge opportunities. This ethos shines through in the groundbreaking event titled, 'LOGI CONVERGE: Bridging the Future with Vizhinjam International Seaport, hosted by RBS on November 2, 2023. This event marked a significant milestone in the realm of logistics, showcasing the transformative potential of the Vizhinjam International Seaport.

The conclave witnessed a remarkable turnout, attracting participants from 36 colleges, comprising undergraduate and postgraduate students, as well as seasoned professionals. In total, 380 external participants, alongside first and third-semester MBA students from RBS contributed to the vibrant exchange of ideas and insights. The conclave symbolized a nexus of creativity and cooperation, effectively uniting logistics experts, industry leaders, and students from varied academic backgrounds. The event commenced with a formal team introduction by RBS Director, Mr. Rajit Karunakaran, who emphasized the pivotal role



of the Vizhinjam International Seaport in the global supply chain, setting the tone for the conclave's deliberations. Our esteemed Chairman Dr. Biju Ramesh delivered a presidential address emphasizing the event's significance in promoting knowledge exchange, fostering industry partnerships, and empowering the next generation of logistics professionals, thereby contributing to the remarkable development of Kerala.

The guest of honour Dr. K Vasuki IAS, Labor Commissioner, Government of Kerala, illuminated the gathering by delivering the inaugural address, highlighting the importance of young minds in driving advancements and elucidating the benefits they stand to gain from such progress. The significant highlight of the event was the signing of a Memorandum of Understanding (MOU) for logistic diploma courses marked a milestone, with Dr. Biju Ramesh and Mr. Dushyant Mulani, Chairman of the Federation of Freight Forwarders Association in India, formalizing the accreditation of the diploma course accepted by 180 countries. The conclave featured six erudite speakers, each offering profound insights into the transformative potential of Vizhinjam International Seaport.



Mr. Dushyant Mulani expounded upon strategies for harnessing the port's advantages, emphasizing its capacity to fuel economic growth and engender employment opportunities, particularly for the younger demographic.

Further reinforcing the port's catalytic role, Mr. Amit Kamat, Chairman of the Federation of Freight Forwarders Association in India in Mumbai, Mr. Tej Contractor, President of the Indian Institute of Freight Forwarders, and Mr. Hariraj OG, the CEO and Founder of BON FREIGHT, underscored its potential to spur job creation and economic diversification across various sectors. Additionally, Mr. Elias John President of the Vizhinjam Mother Port Action Committee, provided invaluable insights into the burgeoning employment prospects emanating from the Vizhinjam Seaport's operations.

Each speaker contributed to a holistic understanding of the Vizhinjam International Seaport's potential impact on Kerala's economy and highlighted the importance of strategic planning and collaboration to fully realize its benefits.

Dr. S. Suresh Babu, Principal RIET delivered a special message emphasizing the significance of organizing the conclave and imparting knowledge to the younger generation. The event concluded with the distribution of participation certificates to all attendees. In a gesture of gratitude and appreciation, Dr. Biju Bhaskaran, Professor RBS, extended heartfelt thanks, bringing the proceedings to a dignified close by 3:30 PM. Logi Converge exemplified the spirit of cooperation and forward-thinking, reaffirming RBS's commitment to fostering excellence in education and industry engagement.



By bringing together stakeholders from academia, industry, and the wider community, the event not only showcased the significance of Vizhinjam International Seaport but also laid the foundation for future partnerships and endeavors aimed at shaping the future of logistics on a global scale. Through the Logi Converge conclave, attendees reaped a multitude of benefits. Experiencing a significant enhancement in their knowledge base through insightful presentations and discussions led by industry experts. This exposure provided attendees with up-to-date information, trends, and best practices in the dynamic field of logistics. The conclave served as a platform for valuable networking opportunities. Participants, including students, professionals, and industry leaders, had the chance to connect, exchange ideas, and forge meaningful relationships that could lead to collaborations and future career opportunities. Additionally, attendees gained valuable industry exposure, allowing them to gain a deeper understanding of the challenges, opportunities, and future directions of the logistics sector. As a catalyst for change, this transformative event has set the stage for continued collaboration, driving sustainable growth and development within the dynamic landscape of logistics.

NEUROMARKETING: DECODING THE CONSUMER MIND

In the ever-evolving landscape of marketing, businesses are constantly seeking innovative ways to understand and connect with their target audience. One such frontier that has gained prominence in recent years is Neuromarketing - a multidisciplinary field that delves into the intersection of neuroscience, psychology, and marketing to unravel the intricacies of consumer behavior. This emerging discipline employs advanced technologies to explore the consumer mind, providing invaluable insights for businesses aiming to enhance their marketing strategies.

Understanding Neuromarketing:

Neuromarketing taps into the brain's inner workings to decipher the emotional and cognitive responses that influence purchasing decisions. Traditional market research methods, such as surveys and focus groups, often rely on self-reporting, which can be influenced by biases and conscious thought. Neuromarketing, on the other hand, offers a more direct and subconscious approach, allowing researchers to gain a deeper understanding of consumer preferences and motivations.

How does Neuromarketing work? :

One key aspect of neuromarketing is the recognition of the brain's role in decision-making. While consumers may believe their choices are purely rational, neuroscientific studies reveal that emotions play a significant role in shaping preferences.

Neuromarketers analyze brain activity to identify emotional triggers, helping businesses create content that resonates with their audience on a visceral level.



Color psychology is a notable area within neuromarketing that explores the impact of colors on consumer perceptions and behavior. Different colors evoke specific emotions, and savvy marketers strategically use this knowledge to influence consumer reactions. For instance, red may signify urgency and excitement, while blue might convey trust and reliability.

The power of storytelling is another facet of neuromarketing that captivates the consumer mind. Neurotransmitters like oxytocin, often associated with social bonding, are released when individuals engage with compelling narratives. Brands that master the art of storytelling can forge stronger emotional connections with consumers, enhancing brand loyalty and recall.



Neuromarketing principles also extend to the realm of product design. As an example packaging aesthetics can significantly impact purchasing decisions. By understanding how the brain responds to visual stimuli, marketers can design packaging that stands out on the shelves and triggers positive associations, ultimately influencing the consumer's choice.

Despite its promises, neuromarketing raises ethical considerations. Critics argue that manipulating the subconscious mind infringes on consumer autonomy. Striking a balance between leveraging neuroscience for insights and respecting ethical boundaries remains a challenge for businesses navigating the realm of neuromarketing.



In conclusion, neuromarketing represents a groundbreaking approach to understanding and influencing consumer behavior. By tapping into the neural processes that drive decision-making, businesses can create more targeted and compelling marketing strategies. As technology continues to advance, the role of neuromarketing in shaping the future of advertising and consumer engagement is bound to grow, providing a fascinating intersection between science and marketing.

Social proof, a psychological phenomenon where individuals look to others for guidance in uncertain situations, is another aspect that neuromarketers exploit. Testimonials, reviews, and endorsements tap into the brain's innate desire for social validation, influencing consumer trust and confidence in a product or service.



RBSite Nikhil Vijayakumar
S4 MBA

INTERVIEW MIRAGE

Rajadhani Business School, is renowned for its excellence in management education, offering a transformative learning experience to its students.

The mock interview session hosted by Rajadhani Business School for third-semester students on October 17, 2023, served as a pivotal experiential learning opportunity with several key components. Collaborating with industry experts and alumni, the session provided a structured platform for students to simulate real-world interview scenarios. Divided into two panels led by industry professionals Mr. Mathew T Jacob, CEO of Place Elements HR, Mr. Jeril C Paul, Senior Executive in HR Services at Allianz, Ms. Aarthi SR, Operations-Sales enablement - UST, Mr. Kishore G General Manager at Innoval Digital Solutions Pvt. Ltd, Ms. Sheba M Shaji, Talent Acquisition Specialist at Innoval Digital Solutions Pvt. Ltd, and alongside Ms. Drishya Dileep, HR Associate at UST.

Mr Jeril C Paul, Ms. Arathi SR and Ms. Drishya Dileep are the prestigious alumni of RBS. Students received valuable insights and feedback tailored to their performances.



Mock interviews hold immense importance for MBA students as they offer a safe environment to refine their interview skills, gain confidence, and identify areas for improvement. Through interactions with seasoned professionals like Mr. Jeril C Paul, Senior Executive in HR Services at Allianz, students received constructive criticism aimed at enhancing their interview success, resume building, profile updates, and presentation skills. This targeted guidance equips students with the necessary tools to excel in future job interviews and navigate the competitive landscape of the business world.

Moreover, the post-session feedback provided by both experts and alumni allowed students to gain a comprehensive understanding of their strengths and weaknesses, as well as common pitfalls to avoid. This reflective process aids in personal and professional development, empowering students to make informed adjustments and elevate their interview performance.



The formal vote of thanks delivered by Mr. Rajit Karunakaran, Director RBS, underscored the significance of such initiatives in the holistic education of RBSites. Additionally, the recognition of Mr. Renju Remesh, Assistant Professor, and Placement Coordinator along with other faculty members emphasized the collaborative approach taken to ensure the success of the event. Overall, the mock interview session served as a valuable stepping stone in the journey of RBSites towards achieving their career aspirations and becoming proficient business professionals.



COFFEE WITH CORPORATE LEADERS

In the bustling halls of Rajadhani Business School, anticipation brewed like a fine blend of coffee as students eagerly awaited the commencement of the much-anticipated event, "Meet the Executive - A Coffee with Corporate Leaders." The collaboration with the esteemed Trivandrum Management Association (TMA) infused the event with an aura of prestige and promise, beckoning students to partake in an evening of enlightenment and inspiration.

The stage was set on January 18, 2024, at the illustrious RIET 8th floor auditorium, where the harmonious strains of a prayer song, sung by fellow *RBSites*, filled the air, creating an atmosphere of tranquility and anticipation. Mr. Shinu.R, Assistant Professor - RBS, extended a warm welcome to all dignitaries, igniting the enthusiasm of the audience and setting the tone for an evening brimming with insight and reflection.



TRIVANDRUM MANAGEMENT ASSOCIATION

Dr. Suresh Babu, the esteemed Principal of RIET, graced the gathering with his presidential address, infusing the atmosphere with a sense of gravitas and purpose. His words resonated deeply with the audience, emphasizing the significance of such events in shaping the future leaders of tomorrow.

The arrival of the chief guest, Dr. Geeta Sharma, Director of Finance at HLL Life Care Ltd., and keynote speaker Mr. Mohanan, Chairperson of the TMA Student Chapter Committee, elevated the event to new heights, sparking excitement and anticipation among attendees. Dr. Geeta Sharma's impassioned discourse delved into the intricacies of life and leadership, weaving together personal anecdotes and professional insights to offer a comprehensive view of success and fulfilment.

Mr. Mohanan Velayudh, in his address, shed light on TMA's tireless efforts to empower students through career development programs, inspiring hope and ambition in the budding professionals. His words resonated deeply with the audience, fueling their aspirations and igniting a newfound sense of purpose.

As the evening progressed, the exchange of ideas and wisdom flowed freely, enriching the minds and hearts of all present. The event culminated in the gracious felicitation of the esteemed guests, with Mr. Rajit Karunakaran, Director – RBS, and Dr. Priya Prasad, Head of the Department – RBS, presenting tokens of appreciation as a gesture of gratitude. The heartfelt vote of thanks, delivered by RBSite Vaishnavi B S, expressed sincere appreciation to all contributors, while RBSite Kalpana brought the proceedings to a close by extending gratitude to dignitaries, faculty members, and fellow students alike.



As the curtains drew to a close on this remarkable evening, the echoes of Dr. Geeta Sharma's motivational words and Mr. Mohanan's illuminating discourse lingered in the minds of attendees. Armed with newfound knowledge, inspiration, and a network of esteemed professionals, students departed with a sense of anticipation for the journey ahead. The Meet the Executive event had not only broadened their horizons but also ignited a flame of ambition that would continue to illuminate their paths long after the event's conclusion. Truly, it was more than just a gathering—it was a transformative experience that would shape the future leaders of tomorrow.

LE EMPEROZ 2023 NATIONAL LEVEL MANAGEMENT FEST

The Le Emperoz 2023 - National Level Management Fest orchestrated by Rajadhani Business School was held on November 23rd and 24th, 2023. With the magnificence of the main Auditorium, Mini Auditorium, and 8th Floor Classrooms as its backdrop, the fest unfolded as a testament to managerial prowess, innovation, and the transformative impact of management programs.

Drawing participation from 464 enthusiastic individuals representing colleges across all over India, Le Emperoz 2023 featured an impressive array of 11 events, comprising both Management and Non-Management categories. From the intense challenges of Best Manager and Best Management Team to exhilarating thrill of IPL Auction and Crime Investigation, the fest catered to diverse interests and skill sets.

The festivities commenced with a vibrant opening ceremony at the lobby hall, marking the beginning of a two-day spectacular event. As participants engaged in spirited competition across various venues, the energy remained tangible until the events concluded at 3:30 PM. While the Non-Management events reached their culmination on the first day, the Management events persisted into the second day following preliminary eliminations.

Amidst the spirited contests, the evening of the first day witnessed the enthralling the Theme Show was followed by captivating cultural performances by *RBSites*, adding a touch of flair and entertainment to the proceedings.



On the second day, the Management events resumed promptly at 9:00 AM, showcasing the tenacity and strategic acumen of the participants. The fest reached its pinnacle with the valedictory function, graced by esteemed dignitaries including Dr. Biju Ramesh, Chairman Rajadhani Group of Institutions, Ms. Honey Rose - Cine Artist, Mr. Rajit Karunakaran, Director RBS, and other notable personalities. As the prizes for Management events were announced and distributed, the evening seamlessly transitioned into a musical extravaganza, reaching a peak of celebration and camaraderie.



The musical concerts, served as a harmonious celebration of success, providing participants and attendees alike with an opportunity to unwind and revel in the joy of achievement. With melodies weaving through the air, the atmosphere was filled with the infectious beat of victory, further elevating the spirit of Le Emperoz 2023.

Le Emperoz 2023 stands as an evidence of the spirit of resilience, innovation, and collaboration, epitomizing the essence of managerial excellence. In its pursuit of fostering talent and igniting passion, the fest has undoubtedly charted new horizons for aspiring managers, setting the stage for future endeavors and accomplishments in the realm of management.



FREE ADD-ON COURSE ON MICROSOFT EXCEL

“Learning is the key to unlocking limitless potential, igniting the flames of curiosity within us”.



Rajadhani Business School has been offering students with five free Add-On courses which are highly useful for their career advancement. One among the five add on courses is the MS Excel training programme. The decision to offer an Add-On course in Microsoft Excel underscores its commitment to equip students with practical, job-relevant skills in today's competitive business landscape.

With the growing demand for proficiency in data analysis and spreadsheet management, mastering Microsoft Excel has become indispensable for professionals across various industries. Recognizing this, RBS has tailored its curriculum to include this essential tool, enabling students to enhance their employability and excel in their careers.

The Microsoft Excel Add-On course goes beyond basic spreadsheet functions, delving into advanced features and techniques that empower students to manipulate data, create dynamic visualizations, and derive actionable insights.

By combining theoretical knowledge with hands-on practice, the course ensures that students develop a comprehensive understanding of Excel's capabilities and how to leverage them effectively in realworld scenarios. Whether aspiring to pursue a career in finance, marketing, operations, or any other field, proficiency in Excel opens doors to a multitude of opportunities and enhances one's ability to drive informed decision-making and achieve organizational goals.



★★★★★ 4.7 (1.7K) | 125K Students

Work Smarter with Microsoft Excel

The Excel Training programme was made possible through a strategic collaboration with the renowned training company "Active Edu Technologies India Pvt Ltd". RBS organized a four day MS Excel Add-On training programme for MBA S2(2023-2025 Batch) from 19th February to 22nd February 2024, in Rajadhani Institute of Engineering and Technology's digital lab.

The training session was handled by some experts in Excel, Mr Rambo, Mr Diljo and Ms Aswathy. Their commitment to delivering high quality instruction and their ability to engage and empower students with practical skills deserve commendation.



RBS VISION FOR LEARNING WITH IPAD

Rajadhani Business School stands as an illuminant of excellence in the realm of business education, renowned for its unwavering commitment to academic rigor, innovative pedagogy, and the holistic development of future business leaders. With a distinguished faculty pool comprising industry experts and scholars, state-of-the-art infrastructure, and a vibrant student community, RBS offers a transformative learning experience that equips graduates with the skills, knowledge, and mindset to thrive in today's dynamic business landscape. Through its rigorous curriculum, experiential learning opportunities, and emphasis on ethics and sustainability, RBS prepares its students to become principled leaders capable of driving positive change in the business world.



With a legacy of producing visionary entrepreneurs, corporate leaders, and industry disruptors, Rajadhani Business School continues to shape the future of business and redefine excellence in management education.

The provision of free iPads to RBSites holds significant value by enhancing their academic experience and facilitating digital learning.

Following the conclusion of Logi Converge, a logistics conclave organized by RBS, a distribution session for free iPads was held on November 2nd, 2023, for the RBSites of the 2022-24 batch. The ceremony was graced by Dr. K Vasuki IAS, Labour Commissioner of the Government of Kerala, along with distinguished Chairman Dr. Biju Ramesh, Dr. S Suresh Babu, Principal RIET, Mr. Rajit Karunakaran, Director RBS, Dr. Priya Prasad, HoD RBS, and all other faculty members were also in attendance. Dr. Biju Bhaskaran, Professor at RBS, expressed words of gratitude during the event.

A GLIMPSE INTO BRIAN TRACY'S "EAT THAT FROG"

***"It doesn't matter where you are coming from. All that matters is where you are going."
- Brian Tracy***

Eat That Frog! 21 great ways to procrastinate and getting more done in less time is a popular motivational book was written by the Canadian American motivational public speaker and self-development author Brian Tracy. The book outlines 21 simple steps that amount to a complete productivity system. In the book, he sets the framework for getting things done by laying out these 21 strategies to stop procrastinating. According to Tracy, the three essentials of successful time management are decision, discipline, and determination. Tracy describes these essentials using 21 principles and techniques. The whole 21 chapters of the book are highly packed with motivation to improve our time management skills and help us to stop procrastinating and getting more done in less time. He gets the analogy of eating frogs from Mark Twain, who says that if you can start your morning by eating a live frog, you'd have tackled the worst thing that can happen that day.



From this, Tracy points out that the frog should be our crucial task, and he modifies the analogy that 'If you have to eat two frogs, eat the ugliest one first.' This is another way of saying that if you have two important tasks before you, start with the biggest, hardest, and most important task first. For Tracy, eating a frog is a metaphor for tackling the most challenging task but also the one that can have the greatest positive impact on our life. Tracy provides actionable steps to tackle the most important and difficult task of the day, ultimately leading to greater success and fulfillment. Before you take any action, you have to define your goals. Clarity is an essential part of productivity: you can't work unless you know what you have to do. So figure out what tasks matter the most - the first step in overcoming procrastination.

The first technique is 'set the table,' in this he says to write down your goals and objectives before you begin. Because clarity is essential in everything we do. We should decide on our goals by clearly visualizing each area of our lives to look like in 5, 10, or 15 years.

The 2nd technique is 'Plan every day in Advance.' That is, every minute you spend in planning can save you five or ten minutes in execution. It is important to make a checklist of everything so that we can identify the obstacles that might stand in our way.

The 3rd technique is 'Apply the 80/20 rule to everything,' i.e. twenty percent of our activities will account for 80 percent of our results. So we need to concentrate on that top 20 percent.

The 4th technique is 'Consider the consequences,' that is, the most important tasks and priorities are those that can have the most serious consequences, positive or negative, on our life or work. Tracy advises to focus on these consequences to get successful. Practice creative procrastination' is the next technique. Since we can't do everything, we must learn to deliberately put off those tasks that are of low value so that we have enough time to do the few things that count.

The other techniques Tracy describes are Use the ABCDE Method continually, Focus on key result areas, Apply the Law of Three, Prepare thoroughly before you begin, Take it one oil barrel at a time, Upgrade your key skills, Identify your key constraints, Put the pressure on yourself, Motivate yourself into action, Technology is a terrible master, Focus your attention, Slice and dice the task, Create large chunks of time, Develop a sense of urgency, and the 21st technique is 'Single handle every task



In conclusion, Tracy says that there will always be too much to do. However, a 'lack of time' is just a lack of priorities. His core message comes down to doing the hardest task first. The reason behind why this book is distinct from other productivity motivational books is that the author's advice is actionable and stems from his own personal career journey. Throughout his career, he discovered and rediscovered a simple truth, 'The ability to concentrate single-mindedly, be on the most important task, and do it well, and to finish it completely, this is the key to success and achievement across all spheres of our life.' The book is all about doing things in the right order and learning to manage the time effectively. Tracy provides 21 strategies to help us avoid putting things off and get more done in the same amount of time. Eat That Frog! 21 great ways to procrastinate and get more done in less time is undoubtedly a practical action guide based on 30 years of research on how to manage time and is written for those who feel like they don't have enough time to plan, prioritize, and get more done in less time."



RBSite Somya Roy
S4 MBA

EMBARKING ON NEW HORIZONS

"Amidst the echoes of success and the melodies of memories, we bid farewell to the halls that shaped us, stepping into the symphony of our futures, as graduates adorned with the colors of achievement."

Graduation day - the culmination of an arduous educational journey, a gateway to a brighter future, and a celebration of hard-earned accomplishments.

The program commenced with an invocation by the RBSites followed by a lamp-lighting ceremony.

Graduates along with their parents attended the ceremony to celebrate their success.

Our Chairman Dr Biju Ramesh, declared the graduation day is open. In his presidential address, he congratulated the graduates and pointed out the importance of learning and the continuous process of hard work and dedication by teachers and shaping of graduates as a responsible citizen of the country.



The celebration started with the academic procession headed by Dr. Biju Ramesh Chairman of the Rajadhani group of institutions. The Chief Guest was Dr. M Abdul Rahiman, Director of LBS Center for Science and Technology and Former Pro-Vice Chancellor of APJKTU Technological University. Ms Megha B Ramesh, Associate Director RIET, Dr. S. Suresh Babu, Principal RIET, Mr Rajit Karunakaran, Director - RBS, Dr Priya Prasad, Head of the department - RBS, and other faculty members accompanied the procession. The Chief Guest Dr Abdul Rahiman, shared his experience by saying he had a concept in life to work as a team to achieve success. He guided the graduates and told them that learning and hard work are key to success and is very much required for improving their professional career he also discussed the challenges that he faced, he also encouraged the students to choose their careers according to the person and not by pressure from the society.

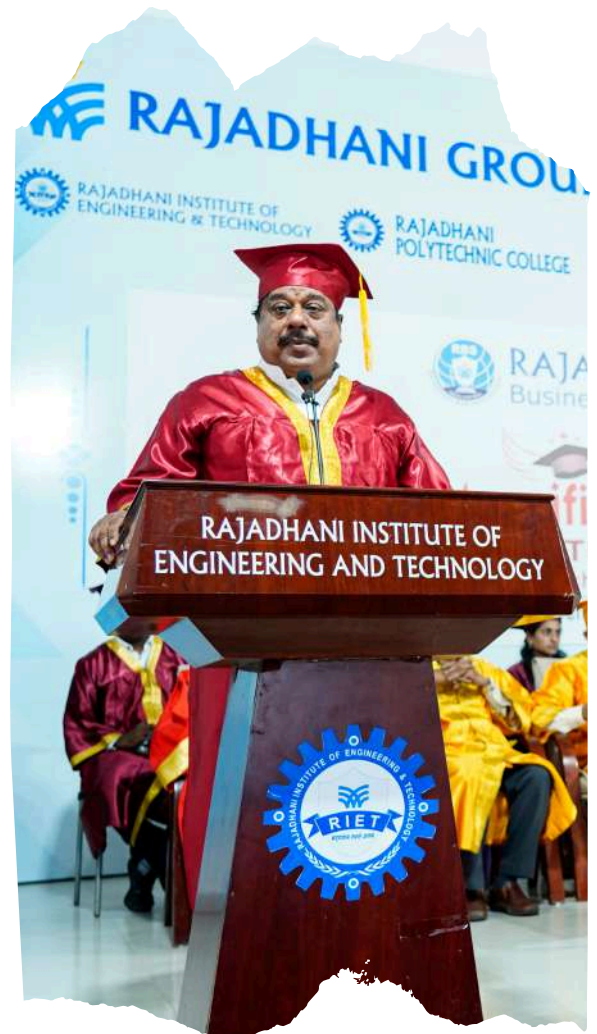


The Principal congratulated the graduates and in his speech he said that education should not be based on the marks scored by the students it should be the innovation and employment as well as the entrepreneurship orientation.

All the graduates stood with their graduation robe with tassel on the left and led their fellow graduates in resulting in the graduation pledge, then the tassel was changed to the right.

Parents expressed joyful gratitude to the faculty and the management for molding their children as professionals in the course of study in our institution.

The Chairman Dr Biju Ramesh declared the graduation day close. The ceremony ended with the national anthem followed by a photo session.



FOSTERING HR EXCELLENCE

"Within the intricate tapestry of business, innovation weaves the threads of progress, strategy sets the framework, and collaboration brings the masterpiece to life."

The National Institute of Personnel Management (NIPM) Student Chapter at Rajadhani Business School embodies a vibrant community dedicated to the advancement of personnel management and human resources practices. Established to provide a platform for students aspiring to excel in the field of management, the NIPM Student Chapter at RBS serves as a nexus of learning, collaboration, and professional development. With a commitment to nurturing future leaders, the chapter offers a diverse range of activities, including workshops, seminars, guest lectures, and networking opportunities, all aimed at equipping students with the knowledge, skills, and insights necessary to thrive in today's dynamic business environment. The event was led by NIPM faculty coordinator Ms. Nayana S Rajeev and student leaders RBSite Sonu J Suresh, President of NIPM student chapter and RBSite Sona S Jiji, Secretary of NIPM student chapter. The NIPM Student Chapter at RBS stands as a symbol of excellence, fostering a culture of innovation, excellence, and ethical leadership in the realm of personnel management.

The inauguration of NIPM student chapter (2022-2024) batch at Rajadhani Business School on October 26, 2023, was a momentous occasion marked by various dignitaries and stakeholders.



The event commenced with an invocation by RBSites, setting a solemn tone for the proceedings. Following this, Nayana S. Rajeev, the Faculty Coordinator of NIPM at RBS delivered a warm welcome speech, highlighting the significance of the collaboration between NIPM and RBS in nurturing future HR professionals.

Dr. S. Suresh Babu, the Principal of Rajadhani Institute of Engineering & Technology graced the event with his presence and delivered an insightful presidential address, emphasizing the pivotal role of human resources in organizational success. The formal inauguration of the student chapter was conducted by Mr. Vinod Narayanan, a distinguished member of the NIPM National Council. His presence underscored the support and endorsement of NIPM's national body for the initiatives undertaken by the Trivandrum chapter.

Accompanying Mr. Vinod was Mr. Vipin Kumar KC, the Secretary of the NIPM Trivandrum Chapter, and Mr. Rajit Karunakaran, the Director of RBS. Their participation added to the prestige of the event and symbolized the collaborative effort between academia and industry professionals to groom the next generation of HR leaders.

During his inaugural address, Mr. Vinod elaborated on the diverse activities and resources offered by NIPM, tailored to enrich the learning experience and professional development of student chapter members.

His insights provided a roadmap for the students to actively engage with NIPM's initiatives and leverage them for their growth. Further, felicitations were extended by Mr. Vipin Kumar KC and Mr. Rajit Karunakaran, acknowledging the significance of the moment and expressing their commitment to supporting the endeavors of the student chapter. Their words of encouragement resonated with the audience, instilling a sense of purpose and responsibility among the budding HR professionals.



The program concluded on a gracious note with a vote of thanks delivered by Sona S Jiji, Secretary NIPM Student Chapter at RBS. Her expression of gratitude encompassed the collective efforts of all individuals in both organization involved in making the inauguration a resounding success, setting the stage for a fruitful journey ahead.



ALGORITHMIC TRADING: A BOON OR A BANE

Algorithmic Trading, also referred to as automated trading or black-box trading uses a computer program that follows a defined set of instructions (an algorithm) to place a trade. This model of trading can generate profits at a speed and frequency that is impossible for a human trader. Algorithmic Trading has witnessed a significant surge in adoption within the financial markets over the past few decades due to its ability to execute trades faster and more accurately than manual trading. This trading approach, which employs computer algorithms to execute trades have ignited debates concerning its influence on the financial landscape. With the help of algorithms, traders can identify and capitalize on trading opportunities that they might otherwise miss. Advocates of Algorithmic Trading contend that it enhances market efficiency and liquidity, but skeptics express concerns about its potential destabilizing effects. Algorithmic Trading combines computer programming and financial markets to execute trades at precise moments. It attempts to strip emotions out of trades, ensures the most efficient execution of a trade, places orders instantaneously and may lower trading fees. Building algorithms capable of predicting future market presents a near impossible proposition, making gaps and errors inevitable. These uncertainties create incentives for traders to focus efforts on markets where prediction is likely to be most successful, i.e., short-term markets that

have limited relevance for capital allocation. In this article, we will delve into both perspectives to assess whether Algorithmic Trading is a beneficial innovation or a potential source of challenges for the financial industry.

Algorithmic Trading offers a significant edge through its adept handling of substantial data volumes and swift trade execution capabilities. In contrast to human trader's algorithms excel at rapidly processing and extensive market information, discerning patterns, and implementing trade according to predetermined rules.

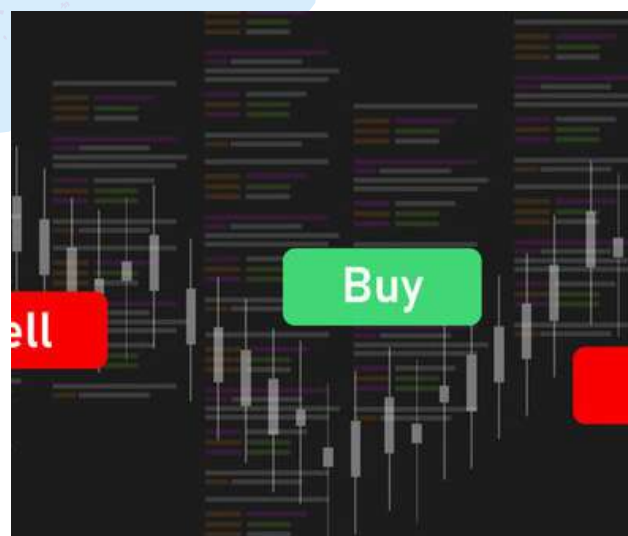


This empowers Algorithmic Traders to seize momentary market opportunities that might escape human observation, capitalizing on their ability to swiftly analyze and respond to market dynamics.

Moreover, Algorithmic Trading serves to eradicate human emotions from the decision-making process. Emotions like fear and greed frequently obscure judgment, leading to irrational trading choices. Algorithms, in contrast, function based on logic and predetermined criteria, minimizing the probability of emotional biases influencing trading outcomes.

Additionally, Algorithmic Trading plays a pivotal role in maintaining the market liquidity by consistently presenting buy and sell orders on the market. This guarantees a perpetual presence of interested buyers and sellers, facilitating smoother entry or exit for investors. The heightened liquidity contributes to narrower bid-ask spreads, ultimately lowering transaction costs for all market participants. Implementing the algorithm using a computer program is the final component of algorithmic trading, accompanied by backtesting (trying out the algorithm on historical periods of the past stock-market performance to see if you are using it would have been profitable).

Notwithstanding its apparent advantages, Algorithmic Trading is not exempt from certain drawbacks. A major apprehension revolves around the looming potential for systemic risks. As algorithms grow in sophistication and interconnectivity, the risk escalates because of a malfunctioning algorithm or a sequence of rapid trades could set off a chain reaction, leading to widespread disruptions across the market. This vulnerability was notably exposed during the infamous "flash crash" of 2010, wherein stock prices swiftly plunged and then rebounded within minutes, leaving investors perplexed.



Algorithmic Trading relies on technology, including computer programs and high-speed internet connections. If there are technical issues or failures, they can disrupt the trading process and result in losses.

Another noteworthy concern involves the possibility of Algorithmic Traders engaging in manipulative practices. For instance, high-frequency traders (HFTs) can leverage their speed advantage to front-run slower market participants or employ aggressive trading strategies that distort market prices. Critics argue that such practices may compromise the integrity of the market and put retail investors at a disadvantage, particularly those without comparable technological capabilities. Furthermore, placing excessive reliance on algorithms can foster a deceptive sense of security. Algorithmic Trading relies on historical data and mathematical models to predict future market movements. However, unforeseen market disruptions, known as black swan events, can occur, which can result in losses for Algorithmic Traders.



Is Algorithmic Trading Legal?

Yes, Algorithmic Trading is legal. There are no rules or laws that limit the use of trading algorithms. Some investors may contest that this type of trading creates an unfair trading environment that adversely impacts markets. However, there's nothing illegal about it.

In summary, Algorithmic Trading presents a dual nature with its advantages and apprehensions. It introduces efficiency and liquidity into the markets, enabling quicker and more objective decision-making. Nonetheless, it introduces risks in terms of systemic stability, market manipulation, and potential breakdowns if not adequately maintained. The ultimate assessment of Algorithmic Trading as a positive force or a concern hinges on the effectiveness of regulations and management. Striking a harmonious balance between fostering innovation and ensuring investor protection is pivotal for establishing fair and efficient markets for all participants.



ALGORITHMIC TRADING



RBSite Asif Iqbal
S4 MBA

FASCINATING FACTS

- The world's oldest operating company is Kongo Gumi, a Japanese construction company founded in 578 AD.
- The term "unicorn" in the business world refers to a privately held startup company with a valuation over \$1 billion.
- Amazon started as an online bookstore in 1994 and has since grown to be one of the largest e-commerce and technology companies globally.
- The concept of the 9-to-5 workday originated from the Ford Motor Company in the early 20th century.
- The first recorded company in history was the Dutch East India Company, established in 1602.



- The concept of franchising was first introduced by Isaac Singer, the founder of Singer Sewing Machines, in the 1850s.
- The world's first commercial airline was founded in 1919 in Florida, USA.
- The term "branding" comes from the practice of branding livestock with a hot iron to mark ownership.
- The phrase "The customer is always right" was popularized by retailers such as Marshall Field and Harry Gordon Selfridge.
- The Dow Jones Industrial Average, one of the most widely followed stock market indices, was first calculated in 1896.



RBSite Majothi Krishnan
S4 MBA

THE INTERIM UNION BUDGET ANALYSIS



Rajadhani Business School recently organized a one-day program focused on the interim union budget of 2024, featuring live stream of the esteemed Minister of Finance of India, Smt. Nirmala Sitharaman. This event, tailored for RBSites, proved to be a valuable educational experience, offering insights into the intricacies of the current financial year's budget.

The program provided students with a real-time understanding of the budgetary allocations and strategic priorities outlined by the government. This firsthand exposure to a significant national financial event allowed students to grasp the complexities of fiscal planning and governance at a macroeconomic level.

Following the budget announcement, a comprehensive review session was conducted, engaging participants in discussions comparing the current budget with its predecessors.

The focus of these discussions was twofold: identifying opportunities for growth and development within the national economy and pinpointing areas that require improvement to address prevailing economic challenges effectively. One of the key takeaways from the program was the students' enhanced understanding of economic policymaking and its impact on various sectors of the economy.



debates and analyses, participants delved into the nuances of budgetary decisions, considering their implications on industries, employment, infrastructure, and social welfare programs.

Moreover, the program's interactive nature facilitated collaborative learning and critical thinking among students. The diverse perspectives and insights shared during the review session enriched the discourse, offering multifaceted viewpoints on the budget's implications for business, society, and governance.

The presence of our respected Director Mr. Rajit Karunakaran, Dr. Priya Prasad, Head of the Department, and faculty members from RBS further enriched the program, providing expert guidance and fostering a conducive learning environment.

Overall, the interim union budget 2024 analysis at Rajadhani Business School was a resounding success, empowering RBSites with practical knowledge, analytical skills, and a deeper understanding of economic policy formulation and its real-world ramifications. As future business leaders and policymakers, the insights gained from this program will undoubtedly contribute to their professional growth and ability to navigate complex economic landscapes with confidence and acumen.



MARKETING - JARGON

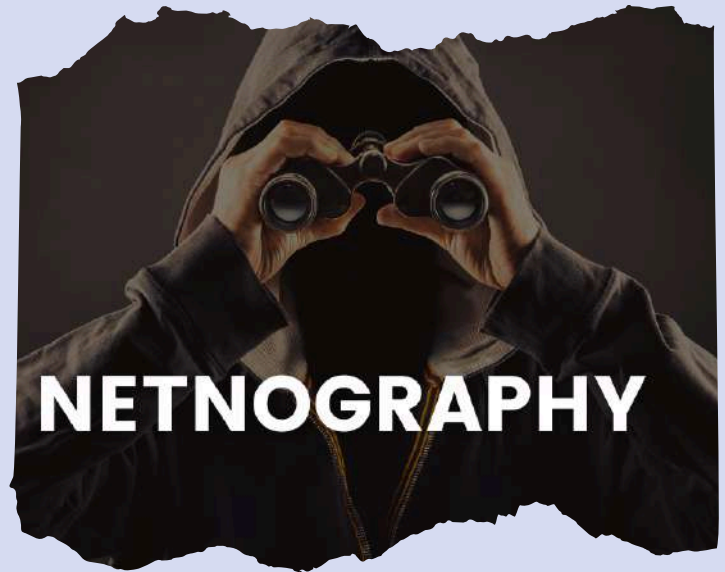
1. ZMET (Zaltman Metaphor Elicitation Technique): A qualitative research method that uses metaphors to understand consumers' deep-seated thoughts and feelings about a brand or product.

2. Netnography: The qualitative analysis of online communities and social media to understand consumer behavior and culture.

3. AIO Variables: Activities, Interests, and Opinions variables used in psychographic segmentation to understand consumer lifestyles.

4. Dark Social: Refers to social sharing that occurs through private channels such as instant messaging or email, making it difficult to track and measure.

5. Cognitive Dissonance: The psychological discomfort experienced by an individual when their beliefs or attitudes conflict with their actions, often seen in post-purchase behavior.



6. Gamification: Incorporating game elements such as competition, rewards, and challenges into non-game contexts, often used to engage and motivate consumers

7. Nudge Theory: The idea that subtle suggestions or prompts can influence people's behavior without them being consciously aware of it, often used in behavioral economics and marketing.

8. Brand Evangelist: A loyal customer who passionately promotes and advocates for a brand or product, often voluntarily and without compensation.

9. Stakeholder Mapping: Identifying and analyzing the individuals or groups who have an interest or influence in a company or its activities, used to inform marketing strategies and decision-making.

10. Transmedia Storytelling: Telling a single story or narrative across multiple platforms or media channels, each contributing unique elements to the overall experience.



RBSite Umarmukthadh N
S4 MBA

SUKRITHI

"Empowering women isn't just about celebrating their achievements one day a year, it's about creating a world where every day is International Women's Day, where equality and opportunity are the norms, not the exceptions."



International Women's Day, celebrated annually on March 8th, honors the achievements of women worldwide and advocates for gender equality. It's a day to recognize women's social, economic, cultural, and political contributions while also highlighting the ongoing need for gender parity. International Women's Day symbolizes the relentless pursuit of gender parity, honoring women's multifaceted achievements worldwide.

It's a symbol of resilience against systemic oppression, advocating for women's rights in all spheres. This day signifies solidarity in challenging societal norms and fostering inclusive environments. It acknowledges the struggles and triumphs of women throughout history, empowering them to break barriers and pursue their aspirations fearlessly. International Women's Day serves as a catalyst for change, inspiring collective action towards a future where every woman is recognized, respected, and empowered to thrive on equal footing with men.

The atmosphere buzzed with anticipation as Rajadhani Business School (RBS) prepared to host its annual Women's Day celebration, "Sukrithi," an event dedicated to raising awareness about women's empowerment and celebrating their achievements. As the RBSites choir took the stage for the invocation, their harmonious voices filled the auditorium, setting a solemn yet uplifting tone for the proceedings. The highlight of the event was the keynote address delivered by the esteemed Chief Guest, Ms. Maithri Srikant, a trailblazing entrepreneur from Vedhika Fashion. Ms. Maithri's speech resonated deeply with the audience as she shared insightful information about women's power and the importance of independence. Her words sparked a sense of empowerment and determination among the attendees, inspiring them to break barriers and strive for excellence in every aspect of their lives.



Following Ms. Maithri's address, Dr. Bitha S Mani and Dr. Anjaly H, revered Associate Professors at RBS, were felicitated for their invaluable contributions to academia and their unwavering support for women's empowerment. Their dedication and commitment served as an inspiration to both students and faculty members, reinforcing the importance of gender equality in education and beyond.



A pivotal moment of the event was the presentation of the "Sukrithi - Women of Substance Award" to Ms. Maithri Srikant by Mr. Rajit Karunakaran, the esteemed Director of RBS. This prestigious award recognized Ms. Maithri's outstanding achievements and her relentless efforts in championing the cause of women's empowerment. It served as a reminder of the immense potential and resilience of women in shaping a brighter future for themselves and society as a whole.

As the formal proceedings concluded, the stage came alive with the vibrant energy of "Sukrithi Utsav," a captivating mime performance by RBSites of S2 MBA. The students brought life to stories of strength, resilience, and empowerment, leaving a lasting impression on the audience.



"Sukrithi" was a transformative experience, offering them a platform to express themselves creatively and engage with important issues surrounding women's empowerment. Their performance not only entertained but also educated and inspired, reinforcing the power of art as a tool for social change. As the event concluded, the echoes of empowerment and inspiration lingered in the air, serving as a powerful reminder of the collective strength and resilience of women everywhere.



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