



EDITORIAL

Dear Readers,

Embark on a literary journey with the unveiling of our inaugural college magazine, a harmonious blend of artistic endeavors and managerial perspectives. This publication is not just about words on paper; it's a canvas where creativity meets critical thinking, offering a unique lens into the multifaceted talents of our student community.

In the spirit of collaborative innovation, we invite you not only to enjoy the contents but also to actively participate in shaping our magazine's identity.

As we curate a tapestry of diverse voices, let this magazine be a platform for self-expression and a celebration of the rich variety of ideas within our community. The editorial team eagerly anticipates the infusion of your creativity, turning this project into a living testament of our collective prowess.

In the pages that follow, discover the elegance in expression that defines our community. Here's to crafting a timeless narrative together.

Warm regards,

Ms. Kessia Joseph
Assistant Professor
KICMA



CHAIRMAN'S MESSAGE



As the Chairman of KICMA B SCHOOL, I'm proud to share the journey and strategies we adopted and implemented for making KICMA a premier college for management education. The initial step towards institutional excellence is an efficient academic activities and in KICMA, academic activities have been restructured in an easily and student friendly manner. Incorporating technology has made a drastic outreach for the institution.

Discipline is an inevitable factor that leads any institution to success and for B schools It is a vital factor. A disciplined approach in everything Paves way for academic as well as Professional development which is a solid foundation for future success. Punctuality , integrity and responsibility are given dire importance in our institution

Upliftment of any educational institution lies in it in its educational excellence. Here in KICMA, we provide both practical and theoretical knowledge And we're planning to widen it more in the future. With a well qualified and talented team of faculty, we are committed in providing our students with knowledge and skills required to survive and win in a competitive environment.

Warm regards,

Sri. Koliyakode N. Krishnan Nair
Chairman,
State Co-operative Union, Kerala

DIRECTOR'S MESSAGE



Dear Readers,

It is with great pleasure and pride that I welcome you to the First edition of our college e-magazine. This endeavor is a testament to the creativity and intellectual vitality that defines our student body.

As the Director, witnessing the dedication and ingenuity that went into crafting these pages has been truly inspiring. Our students have showcased not only their academic prowess but also their ability to engage with the world through diverse perspectives, creating a tapestry of ideas within these digital pages.

A heartfelt thank you to all the contributors and the editorial team for their hard work in bringing this vision to fruition. May this e-magazine serve as a platform for continued collaboration, dialogue, and celebration of our collective achievements.

Happy reading!

Warm regards,

Dr. Rajesh S. Pyngavil
Professor & Director
KICMA

Future KICMA

An Interactive Discussion with Mr. Rejith Kumar M. P. (Additional Registrar - Secretary, State Co-operative Union) by KICMAte Timna S. Pereira

1. As you can see we have a vast campus here. Can you please share your insight about the future plans of KICMA for the improvement of its infrastructure?.

Talking about infrastructure, we already have all the facilities like classrooms library, Computer lab ,language lab and all. So we currently have a good infrastructure. And in the future when the need comes and the situations are in favor, we will be thinking about adding new facilities.



KICMAte Timna S. Pereira interact with Mr. Rejith Kumar M. P. (Additional Registrar Secretary, SCU)

“YOU CAN'T FIX BOUNDARIES IN BUSINESS. BEYOND THE BOUNDARY OF OUR THINKING THERE IS BUSINESS”.

**– REJITH KUMAR M. P.
SCU, KERALA**

2. Professional Networking is a vital factor for every management institution. How is KICMA planning to make broad its networking, for gaining more placement opportunities.

Regarding placements, it would be advantageous if we have a strong and active placement cell. The placement officer appointed should have a broad range of networking skills. He should be more concerned with visiting organizations and corporate offices making connections that would be beneficial for the placement of the students. He is planning to make more visits to companies and corporate offices. I am also very optimistic that he can do this job positively.

3. In the present era, entrepreneurship has gained a wide range of interest. So what all are the strategies that can be adopted to foster a culture of entrepreneurship and innovation among students.

First of all , in a classroom , we have to identify the skilled ones so that we can bring out and develop their ideas. I can say that there are immense opportunities for our students in the field of entrepreneurship. It's only a matter of identifying and grabbing those opportunities and providing it to the students, I have to say that you should go beyond theoretical knowledge. In order to understand business, we should go beyond the boundaries of the classroom and watch the Society. Then only you can dive into the pool of opportunities and grab the one that is of your interest. By involving in the society, you will get an idea about what all fields you will have to encounter in the journey of entrepreneurship.

**– MS. TIMNA S. PEREIRA
MBA S2**

Beyond Borders: The Academic Odyssey in an Interconnected World



In "Global Perspectives: Charting Educational Frontiers," we embark on an exploration of the shifting paradigms in education, shedding light on the reasons behind the increasing preference for global learning experiences. As we unravel the threads of this educational tapestry, we aim to understand the motivations that lead students on a quest for knowledge beyond their familiar shores.

1. Quality of Education:

- Issue: The perception of better education quality abroad is often rooted in the belief that foreign institutions offer more advanced and updated curricula.
- Solution: Local institutions must invest in continuous improvement, faculty development, and curriculum modernization. Regular industry collaboration can ensure that academic programs align with global standards.

2. Employability and Skill Development:

- Issue: The perception that foreign degrees enhance employability raises concerns about the relevance of local degrees.
- Solution: Establishing stronger ties with industries, introducing practical training, and incorporating industry-relevant skills into the curriculum can significantly improve graduates' employability.

3. Infrastructure and Facilities:

- Issue: Outdated infrastructure and inadequate facilities contribute to a negative perception of local institutions.
- Solution: Allocating resources for infrastructure development, technology upgrades, and maintaining modern facilities are imperative. This enhances the overall learning experience and attracts students.

4. Financial Support and Scholarships:

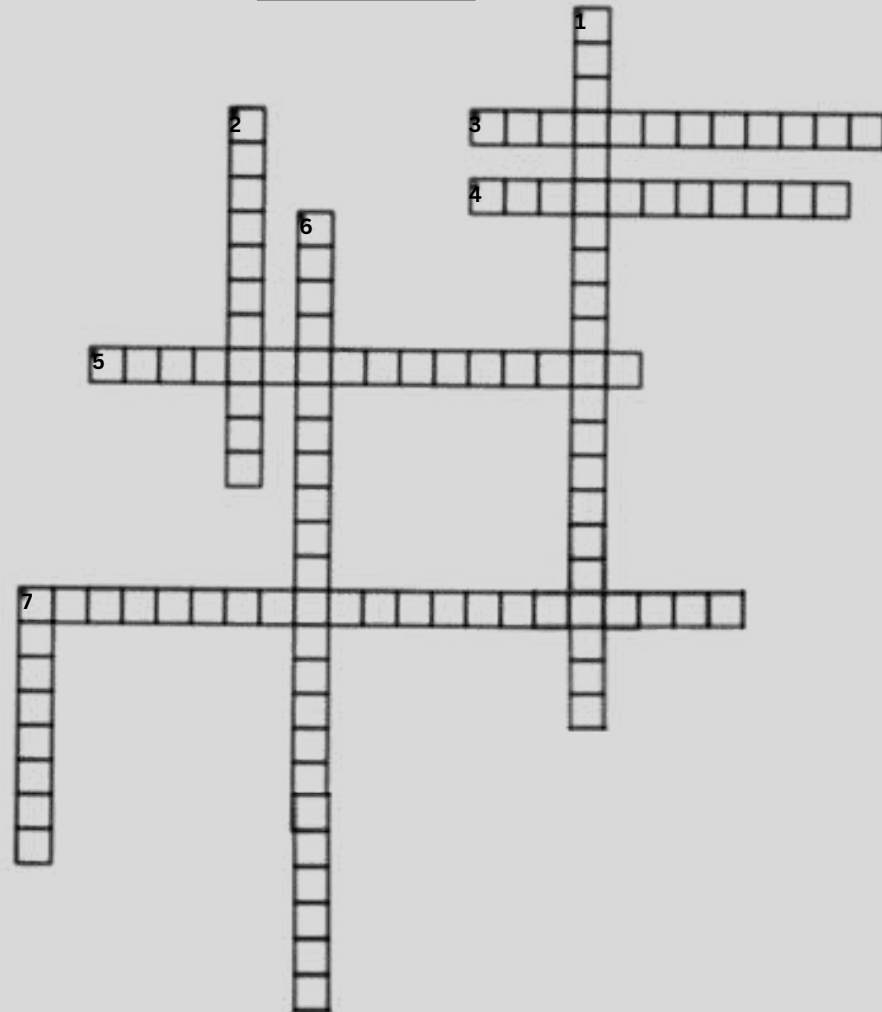
- Issue: Financial constraints may limit access to education, prompting students to seek scholarships abroad.
- Solution: Introducing and publicizing merit-based and need-based scholarships, as well as collaborating with public and private sectors for financial aid programs, can make education more accessible.

Conclusion:

In conclusion, retaining students in India involves a multifaceted approach, addressing not only the academic aspects but also the overall student experience. By strategically implementing these solutions, educational institutions and policymakers can create an environment that not only competes with foreign alternatives but also positions India as an attractive destination for higher education. Continuous evaluation and adaptation are essential to ensure the sustained growth and global competitiveness of Indian educational institutions.

– MR. SAJIN S. R.
MBA S2

Crossword



Across:

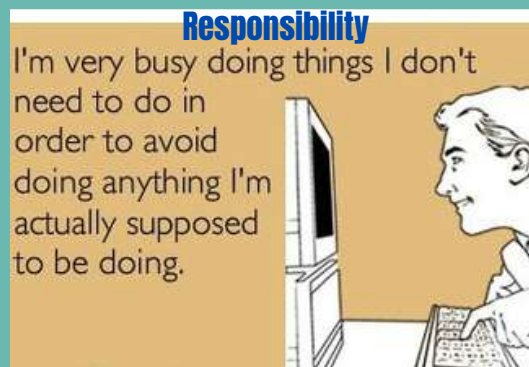
3. The analysis of an organization's strengths, weaknesses, opportunities, and threats.
4. A leadership style that involves giving employees the freedom to make decisions and solve problems.
5. A formalized document that outlines an organization's mission, vision, and values.
7. The process of monitoring, measuring, and adjusting organizational performance.

Down:

1. The ability to understand and manage your own emotions and those of others.
2. A type of organizational structure where authority is centralized at the top.
6. A model that represents the stages an organization goes through from its creation to its growth and decline.
7. The process of setting goals and determining how to achieve them.

- Ms. TIMNA S. PEREIRA
MBA S2

Funny Articles



- MS. KARTHIKA CHANDRAN
MBA S2

Jargons



- **Agile Edge:** The competitive advantage gained through flexible, adaptive, and fast decision-making in a rapidly changing business environment.
- **Leadership Loops:** Continuous cycles of feedback and improvement between leaders and teams to drive consistent growth and innovation
- **Strategy Sync:** The process of aligning all departments and stakeholders to ensure that everyone is working towards the same overarching goals.
- **Decisive Drift:** When an organization slowly shifts in its decision-making process due to evolving market trends, without any clear directive from leadership.
- **Pivot Pulse:** The ability of a business or team to quickly sense when a strategic pivot is necessary and effectively change direction.
- **Innovation Stack:** A layered approach to introducing new ideas, where each innovation builds upon the last to create a stronger, more sustainable business model.

– MR. VIJESH V
MBA S2

Business Quiz



1. What term refers to the practice of spreading investments across various assets to reduce risk?
2. Which business concept refers to the unique value a company offers that sets it apart from competitors?
3. In economics, what is the term for the total market value of all goods and services produced within a country in a year?
4. What is the business process called that involves continuous improvement and reduction of waste, often associated with manufacturing?
5. What is it called when goods are sold below cost in foreign markets?
6. What is the name for a business's obligation to act in the best interest of society at large?
7. Which term describes the ease with which an asset can be converted into cash without affecting its price?
8. What is the term for the difference between total revenue and total cost in a business?
9. Which pricing strategy involves charging a high initial price to maximize profit from segments willing to pay more?
10. What term describes the cost incurred by a company to produce one additional unit of a product?

– MR. AIMEN SAIF
MBA S2



“Feedback is a gift that should be given and received with gratitude”.

**– MRS. JULIE ZHUO
AUTHOR**

THE MAKING OF A MANAGER WHAT TO DO WHEN EVERYONE LOOKS TO YOU:

Zhuo begins by discussing the roles and responsibilities of a manager, the skills required, and the importance of developing a strong vision for your team. She then provides guidance on how to create a successful team, including tips on time management, delegating tasks, and prioritizing projects.

One of the standout aspects of this book is its emphasis on the importance of feedback, both giving and receiving. Zhuo provides valuable insights on how to handle difficult situations, communicate effectively, and manage difficult people.

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Zhuo provides valuable insights on how to handle difficult situations, communicate effectively, and manage difficult people.

Throughout the book, Zhuo shares examples of how to mentor others, delegate tasks effectively, and provide recognition. Her writing style is engaging, and her use of real-world examples makes the concepts easy to grasp.

Overall, "The Making of a Manager" is a comprehensive guide to becoming a successful leader. It's a book that you will return to again and again, finding new insights and practical advice each time. If you're looking to develop your management skills, this book is a must-read.

**– MR. AROMAL V
MBA S4**

Masterclass

Do's & Don'ts in an Interview



Speak Presently



Dress Professionally



Be Enthusiastic



Don't be Late



Don't Slouch



Don't use Phone



Innovative Ideas

1. Augmented Reality (AR) for Training Simulations:



Implement AR technology to create realistic training simulations for various industries. This can be especially valuable for hands-on professions, such as manufacturing or healthcare, providing safe and immersive learning experiences.



2. Gamified Learning and Development:



Develop a gamified platform for corporate training and development. Use interactive games, simulations, and challenges to make learning more engaging, personalized, and effective.

– MR. ASIM AHAMMED S.
MBA S2



Patron

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Chairman,
State Co-operative Union, Kerala



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