

# THE B-STREET BUZZ

Term Newsletter from SDM Institute for Management Development

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Mysore



## SERVICE EXCELLENCE: PUTTING CUSTOMERS FIRST

The customer is often one of the most important yet ignored stakeholders of a firm. Achieving global leadership through service delivery with the customer in mind was the theme of the two-day **Conference on Service Strategies for Global Leadership** held at SDM-IMD on 23<sup>rd</sup> and 24<sup>th</sup> of July 2009. The conference, a sequel to the Customer Centricity Conclave held last year, was a part of the activities of the CUSTOMMERCE Centre for Service Excellence, an initiative of Custommerce, SDM-IMD and Servion Global Solutions.

The conference featured a fantastic assortment of speakers with several years of experience in their respective domains. It provided the delegates and SDM-ites with an opportunity to listen to eminent speakers from around the country. **Mr. Andrew Hendrian**, General Manager, The Leela Palace Kempinski (Bangalore), started off the series with his talk, which emphasized customer loyalty. Giving the legendary example of Mr. Dhirubhai Ambani, he stressed the importance of forging meaningful relationships with employees and customers for running any business successfully. **Prof. Rishiksha T. Krishnan**, Professor in Corporate Strategy & Policy Area, IIM, Bangalore and **Mr. V. Ravichandar**, Chairman and Managing Director, Feedback Business Consulting Services Pvt. Ltd, Bangalore, captured the undivided attention of the audience with their remarkable strategies on serving customers better.

Post-lunch, the conference resumed with **Mr. Surajit Bose**, General Manager, Business Development and Client Relations, Asia Pacific at First Source Solutions Ltd, Bangalore, speaking on 'Customer Service Excellence - The New Profitability Lever'.

### From the EDITORS...

Dear Reader,

Welcome to the third issue of The B-Street Buzz! The new academic year has brought freshness into the campus not just in the form of the junior batch, but also in the form of several new initiatives at SDM-IMD. The SDM-IMD and Texas A&M University Student Exchange Program has kicked off successfully. Many clubs are in their inception. So a lot of 'buzz' can be expected on campus this year. And, of course, we are here to keep you updated!

The Conference on Global Strategies provided the perfect start for the academic year. It was received well by both the academia and the industry.

The B-Street Buzz Team has been infused with fresh blood. We are proud to welcome on board the BSB Team three dynamic reporters: Ms. Maria Vineetha Antony, Ms. Manisha Giria and Ms. Priya Surendran, from the 2009-'11 batch. Our hearty congratulations to the juniors who made it into their dream committees. Happy Working!

We welcome criticisms and suggestions. Do write to us at: [newsletter@sdmimd.ac.in](mailto:newsletter@sdmimd.ac.in)

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## SERVICE EXCELLENCE: PUTTING CUSTOMERS FIRST

Mr. Chandramouli, Associate Vice President, Feedback Business Consulting Services Pvt. Ltd, Bangalore spoke about the

*"The hospitality has been great. The conference is going on very well so far. A good part of the campus culture is yoga. I have heard that the 1<sup>st</sup> year students have compulsory yoga. I am seriously thinking of quitting my job and teaching here."*

-Mr. Viraj Mhatre, VP Financial Services Business Unit, Patni Computers

development of an index - Customer Satisfaction Index or the CINDEXTM - to measure customer experience. A few students of SDM-IMD were a part of this project for their Summer Internship.

On the 24<sup>th</sup> of July, the SDM family was honoured to welcome Dr. Jagdish N. Sheth, the Charles H. Kellstadt Chair of Marketing, Goizueta Business School, Emory University, Atlanta. His talk on 'How to Achieve Service Excellence' was



comprehensive, insightful and informative. The marketing stalwart amazed the audience with his down to earth nature and contagious enthusiasm (despite being 70). Following his talk, prominent speakers like Prof. G. Shainesh, IIM, Bangalore, Mr. Sid Mookerji, Managing Director and CEO, Software Paradigms Infotech Pvt. Ltd, Mysore and Mr. Anirudh Kamani, Joint General Manager, IICI Bank Ltd, Mumbai shared their views.



Concurrent sessions of presentations by delegates, consisting of working professionals, faculty and students

*"I am impressed very much by the facilities provided. It's a very nice campus. Very clean and well-kept."* – Mrs. Andrew Hendrian

from institutes like XIME, IBA etc., were held on both days. The sessions were highly enriching as it covered a variety of topics such as Customer Satisfaction Index,

*"You have a lovely campus. I hope you can maintain it like this. The conference is well-organized and going like clockwork."*

- Mr. S. Chandramouli, Associate VP, Feedback Business Consulting Services

Customer Delight through Service Delivery, Indian Tourism Industry, Healthcare Services in India, etc. The two-day conference was successful in that the audience was exposed to the nuances of service delivery and excellence.

## ACHIEVERS' CORNER



Prof. Suresh, Associate Professor (Marketing) at SDM-IMD, presented a paper on "Strategic Responses of Enterprises to Changes in Market Environment - An Examination Across Ownership Form: Case study of Bharat

Electronics Ltd. (BEL)" at the International Conference on Marketing and Business Strategy (ICOMBS) 2009 held at ICFAI Business School, Hyderabad on 5<sup>th</sup> January 2009. He also won the prestigious Emerald and AIMA Research Fund Awards 2008 for co-authoring the paper titled "Building Grass Root

Leadership In Public Education System of Karnataka - Understanding Field Perceptions for the Road Ahead". It was presented at the International Conference on Educational Leadership at IIM, Bangalore on 6<sup>th</sup> January 2009. Congratulations Professor!

R. Naveen Kumar of II year PGDM won the Complimentary Award for his case study on 'Hero Honda' in creADitivity - Management Paradise.com Advertising Case Study Competition held on 5<sup>th</sup> March 2009. Great going Naveen!



# SDM SNIPPETS

## OFF TO MAYS!

Vishal Shanghavi leaving for Texas A&M University's Mays Business School, Texas. They will be spending a trimester there. The program will open a window of opportunity to gain exposure on the international business front and new insights into the happenings of the business world. The program would serve as a platform to bring together management graduates from different parts of the world and different cultures.



Texas A&M was ranked '1st Overall National University' in the US (Washington Monthly 2007). The Princeton Review (2007) rated the MBA programme offered by Mays Business School as the 8<sup>th</sup> Best-administered program, with the 8<sup>th</sup> Best campus facilities.

## The Student Exchange Program with Mays Kicks Off!



L to R: P. Vrithi Chandramani, Vishal Shanghavi and Ramya Rajgopal

The lucky birds also get to spend Halloween and Thanksgiving during their four-month stay at Houston.

We are eagerly waiting to hear from you guys about your experience. The BSB Team wishes them good luck!

## A Noble Cause

## PGDM=MBA



Our Director, Prof. Ramesh Venkateswaran (second from right) and Dr. Sunil K. Parameswaran (right) distributing sports material to the students.

21<sup>st</sup> July was a memorable day for the students of the Government Higher Primary, KARC Body Guard Line at Jockey Quarters. SDM-IMD has adopted this centenary school under the 'Adopt & Nurture a School' program to upgrade the basic infrastructure facilities and teaching methods. The institute has liaised with the Mysore Block Education Officer for this purpose.

Stationery and sports materials were distributed to the children as a token of our love.

Good life is inspired by love and guided by knowledge.

~ Bertrand Russell

## AICTE grants MBA equivalence to SDM-IMD's PGDM program!

The PGDM course offered by SDM-IMD is now equivalent to an MBA. The PGDM degree, though approved by AICTE, is not recognised as an MBA degree abroad.



But with the AICTE recognising the PGDM program offered by SDM-IMD as "MBA Equivalent", sky's the limit for SDM-ites!

## ... From the Corporate World

### DECODING THE BUDGET

If there's one thing other than cricket that gets Indians all excited and tied up in knots, it's definitely the Union Budget. Not surprising then that investor perception of this year's budget resulted in the Sensex nose-diving 869 points. What could have caused this reaction? What are the repercussions of this year's budget on our everyday lives?

To unravel this mystery and provide insights into the potential consequences, SDM-IMD under the joint aegis of *Confederation of Indian Industries (CII), Mysore Zone* and *Institute of Company Secretaries of India (ICSI), Mysore Chapter* hosted the **Budget Conclave** on 7<sup>th</sup> July 2009. The expert panel consisted of **Dr. R. Narayanswamy**, Professor of Finance, IIM-B; **Dr. C. Thammaiah**, Professor of Finance, JCE Institute of Management, Mysore; **Mr. A. S. Anshuman**, Practicing Chartered Accountant and Chairman, ICSI Mysore Chapter and **Mr. C. K. Sabareeshan**, Chairman, CII Mysore. The students of SDM-IMD presented the salient features of the Budget 2009-'10.

The panel analyzed the impact of the budget on the Indian industry and individuals. At the end of the Q&A session, the budget scored a decent seven on ten. The conclave held on the very next day of the Budget was a huge success in that it cracked the Union Budget and broke it down into readily understandable snippets that even a layman could decipher.

### INNOVATION: PATH TO SUCCESS

#### MONTHLY SPEAKER SERIES

Benjamin Franklin once remarked, "Experience is the best teacher, and a fool will learn from no other". This is precisely why the **Monthly**

**Speaker Series**, yet another brainchild of our indomitable Director, Prof. Ramesh Venkateswaran, came into existence. The 6<sup>th</sup> of July saw the inauguration of the series in the esteemed presence of the CII Industry-Academia panel.

Things were set in motion by Mr. Lokesh Venkataswamy from L&T, who spoke on the topic 'How Am I Innovative?'. The talk encapsulated his insights into innovative approaches, the relevance of creativity and the multitude ways in which innovation can happen. This is relevant in the current scenario as innovation is of essence in any business. One needs to keep innovating in order to stay ahead of the game.

The book 'Googly – Branding on Indian Turf' by Mr. Ramanujam Sridhar, CEO & Founder of Brand-Comm, was launched in Mysore during the event.



The panel listening to the Budget Presentation by SDM-IMD students

### MERGERS & ACQUISITIONS - A TIGHTROPE WALK!

14<sup>th</sup> July presented an enlightening evening for SDM-ites in the form of an invited talk by **Mr. Madhusudan**, Founder & CEO, Vector Span Inc., Atlanta on the topic 'Mergers and Acquisitions - Issues and Challenges'. The talk was organized by the Gnosis Club as part of the Corporate Speaker Series, an initiative to build industry-academic interaction.



#### CORPORATE SPEAKER SERIES

With the advent of globalisation, this topic has gained relevance as more and more companies are going in for M&A. Mr. Madhusudan talked on various issues such as growth drivers, M&A models and emerging needs of the market when two companies are merged or when a company is acquired by another. He highlighted the cultural aspects that are relevant in this scenario, how a cultural gap could lead to inefficient operations and also provided solutions as to how these problems could be tackled.

His insights on the Tata-Jaguar acquisition and Hindalco-Novelis deal shed light on the current trends in India with regard to M&As. He spoke about the challenges faced by Indian companies in M&As. He concluded the informative session with the decisions Indian companies should take before entering into an M&A deal.

### FRESHERS' DAY OUT

The sun decided to hide behind the Chamundi Hills a little early on 8<sup>th</sup> July so that the atmosphere was set for the Freshers' Day. The message was loud and clear to the newcomers, Batch 2009-'11, – "You are now an integral part of SDM family". The curtain went up after our Director, Prof. Ramesh Venkateswaran, officially inaugurated the event.

The show kicked off with a power-packed performance by the seniors, which set the mood for enjoyment. The slightly nervous but confident first years set the stage on fire with their talent and creativity. The first years had to perform skits on various themes already given to them by the seniors. And most importantly they had to showcase their dance moves, musical abilities apart from their dramatic abilities. Though none of the teams disappointed the audience, the team **IPL T20** stole the show and the top honours with their wit and talent. Their skit had several Bollywood and Kollywood stars.

Performances by second years added an element of fun. A skit by the group 'Fuel' called for a standing ovation from the audience. This was followed by a dance performance by 'Dance Gears' that rocked the amphitheatre. The audience was treated to some melodious music by the second years. SDM-ites are never short on talent!

In the Best Manager event, the most awaited event of the day, the future managers were put through a stress test. But again, the participants managed to put up a good show. The answers came effortlessly. It was definitely a dessert after the sumptuous dinner arranged by the Mess committee.



Curtains had come down on the stage events. But are we done? Wait! *Picture abhi baaki hai mere dost*. The much-awaited 'DJ nite' was a fitting finale for the day. Even the rain god could not dampen our spirits. And finally, we forced ourselves to bed after a day full of fun and frolic.

### TWINKLE TWINKLE LITTLE STARS!

KHOJ '09, the annual talent hunt of SDM-IMD for the Freshers, was back with a bang on 28<sup>th</sup> and 29<sup>th</sup> July. The freshers did conquer the stage with all their flair and flamboyance, giving entertainment to the fullest throughout the evening.



#### KHOJ – A SEARCH FOR SDM'S STARS!

The off-stage events included creative writing, rangoli, mehndi, painting and collage. The Mehendi designing competition, which was conducted for the first time, gave the evening of 28<sup>th</sup> July an atmosphere nothing short of a wedding. So did the Rangoli competition, which added colour to the talent search. The brilliant strokes in Painting competition showcased that SDM-IMD was an abode of budding Picassos!

The most enthralling moments of Khoj '09 unfolded on 29<sup>th</sup> July. The freshers put in their best efforts to entertain the crowd with their dance, music and skit. Sandeep and Santhosh won the group song event and the former won the solo event. The musical notes delivered by the students on veena and violin mesmerized the audience. The dance performances were truly astounding. Shamitha, who won the solo dance event, performed a classical dance to the tune of *Devanama* by Sri Purandaradasa while the other performers tapped their foot brilliantly to their favourite 'desi' beats. The blindfolded dance by Manisha and Pawan stood out from the rest and the duo won the Couple dance event. 'Twisters' won the group event. The stand up comedy left the crowd in splits, giving a great break from the hectic academic schedules. Amit & Abhishek bagged the top honours in this event. Khoj was also the venue for the grand premiere of juniors' acting skills. 'Cresendo' won the skit competition hands down.

Any event in SDM is left incomplete without the DJ night. The new stars of SDM danced to the tunes of the DJ throughout the 'starlit' night.

### THE SONG OF THE YAKSHAS



Artistes performing 'Sri Krishna Parijata-Narakasura Moksha'

Contrary to popular belief, the appreciation of art and music is not bound by divisions such as language, region and religion. A cynic might beg to differ with this statement because he was not one among the audience who were enthralled by the spectacular performance of Sri Dharmasthala Manjunatheswara Kripaposhita Yakshagana Mandali at SDM-IMD on 3<sup>rd</sup> August. This troupe, which is practically a household name in Karnataka, did justice to the state's predominant art form, Yakshagana. They performed 'Sri Krishna Parijata – Narakasura Moksha'.

The title of the program, in itself, struck a chord among the many who were aware of the story and stirred interest in those who were not. 'Good Vs Evil' may be a clichéd theme, but the performance of the artists lent a whole new flavour to it. Right from the resplendent Lord Krishna and his many wives, the interfering busybody Narada, the cowering Indra to the terror-inspiring Narakasura, every character was portrayed with panache extraordinaire. The resplendent costumes, head-dresses, and painted faces; the vivacity, the unparalleled acting prowess and a good measure of humour kept the audience engaged and entertained for the entire three and a half hours that it lasted.

## SPORTS QUOTIENT

A good game of cricket is characterised by the uncertainty of the outcome and tough competition among the teams. This is exactly what the spectators got to see at the cricket match between the Infosys, Mysore and SDM-IMD. The match started with Infosys winning the toss and electing to bat first. They were limited to 122 runs in 28.4 overs. This was made possible through skilled bowling displayed by Vishudha Bhatia (4/34), Thimmaiah A.B. (2/18), Vinay Wadhwa (2/7) and Vivek Garg (1/28). The SDM team started its run-chase very well and achieved half the target with 8 wickets in hand. But the middle order tumbled to the precise bowling attack by the Infosys bowlers. The critical point of the match was when Vinay Pujari, the last apt batsman, got out with 8 overs to spare and 30 runs to go. The SDM team could not recover in spite of the efforts of Vinay Wadhwa, who scored the highest runs for his side (28) and Thimmaiah A.B., who held his crease till the end of innings and scored 25 runs. The 40-over-a-side match came down to the last few balls. The SDM team lost by just 8 runs.

This match brought out the prowess of both the teams. But SDM-IMD had a lot to cheer about. They came down strongly this time and made up for their debacle in the previous match. They will surely taste victory in the near future if they keep up the fire. Well played, boys!

### SDM-IMD & INFOSYS LOCK HORNS!



SDM Cricket Team with Mr. A.R. Dwarakanath, Yoga Instructor, SDM-IMD

Team members (L to R): Prashant Talreja, Vinay Wadhwa (Captain), Nandan Mallya (Wicket-Keeper), Pratik Shah, Thimmaiah A. B., Vivek Garg, Anand V., Sagar Ostwal, Jaswanil Pawar, Milin Kundaliya, Vinay Pujari, Kapil Kapoor, Visudha Bhatia, Rohith Kodgi and Prateeth Rai

## MBA & SIDE EFFECTS!

Here's how a 28-year old Executive, fresh from his post-graduation in MBA, proposes to his girlfriend:

Dearest Ms. Munafa Akhtar,

After a 3-month probationary period of our relationship, I have realized that I am **strategically** in love with you. A stringent process of **on the job training** and **performance appraisal** was done in order to promote you from lover to spouse. Also, our love has become a **contemporary issue** in the society, so it's time to bridge the communication gap and proceed with **Kaizen**, a continuous loving process.

During the **horizon** of our loving relationship, after a lot of cost cutting through various **strategic cost management techniques**, I arrived at a per month **net cash flow** of Rs. 20,000 but the **budgeted cash flow** was only Rs. 10,000. The **future value** of the cash flow compounded at a rate of 10% decided by Lover's Inter Bank Offer rate (**LIBOR**) was Rs. 66,200. If you enter into a **forward contract** of marriage with me at a future date of 15<sup>th</sup> October 2009, 3 months from now, then the **exercise price** would be Rs. 0, otherwise it would be Rs. 88,112 compounded under the above specified terms.

My family has a **brand image** of its own, established without the help of any **advertisement, sales or promotion**. I'm regarded as their best **product** as I'm the only one in the growth stage of the **PLC**. My (**essentials**) fundamentals of **communication** are strong as witnessed during the probationary period of courtship. The **metamessages** sent during the same period is a proof of my excellent **communication at work** skills. So let there be a **merger** between our families before you get **acquired** by a richer family. Once the **win-win deal** is finalized and if you are strategically placed in our family's business operations, it will open a door for **backward integration** for my family's boys. This will hence result in **strategic selling to larger accounts**.

I request you to kindly respond within 10 days of receiving this letter, failing which, this offer would stand cancelled without further notice and I shall consider someone else with a better **ROI**. I would be happy if you could forward this letter to your sister, if you do not wish to take up this offer.

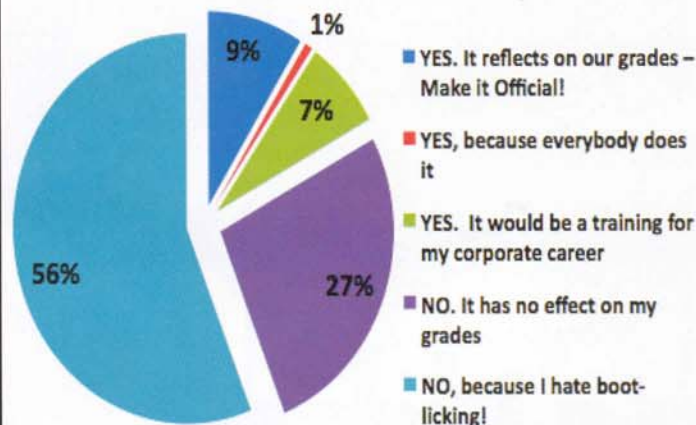
Thank you. Looking forward to a profitable reply.

Yours sincerely,  
AbhiLabh Desai

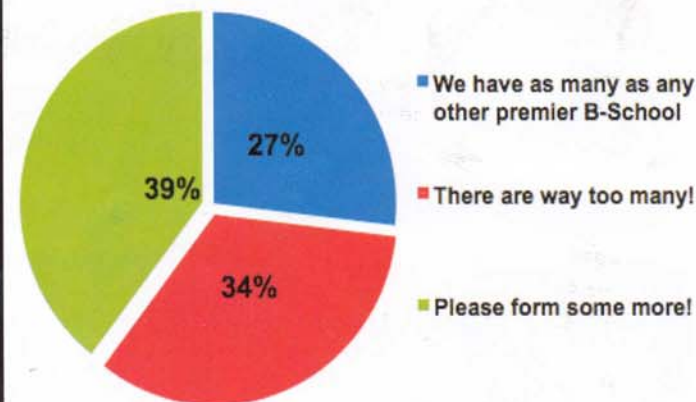


## STUDENTS' POLL

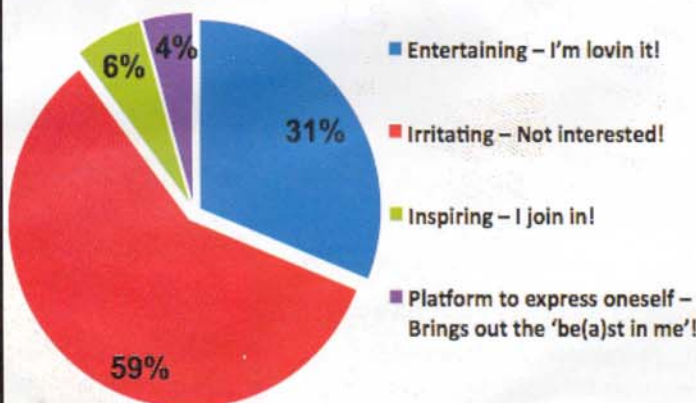
Should 'CABIN PARTICIPATION' be given some weightage (in the evaluation pattern) ?

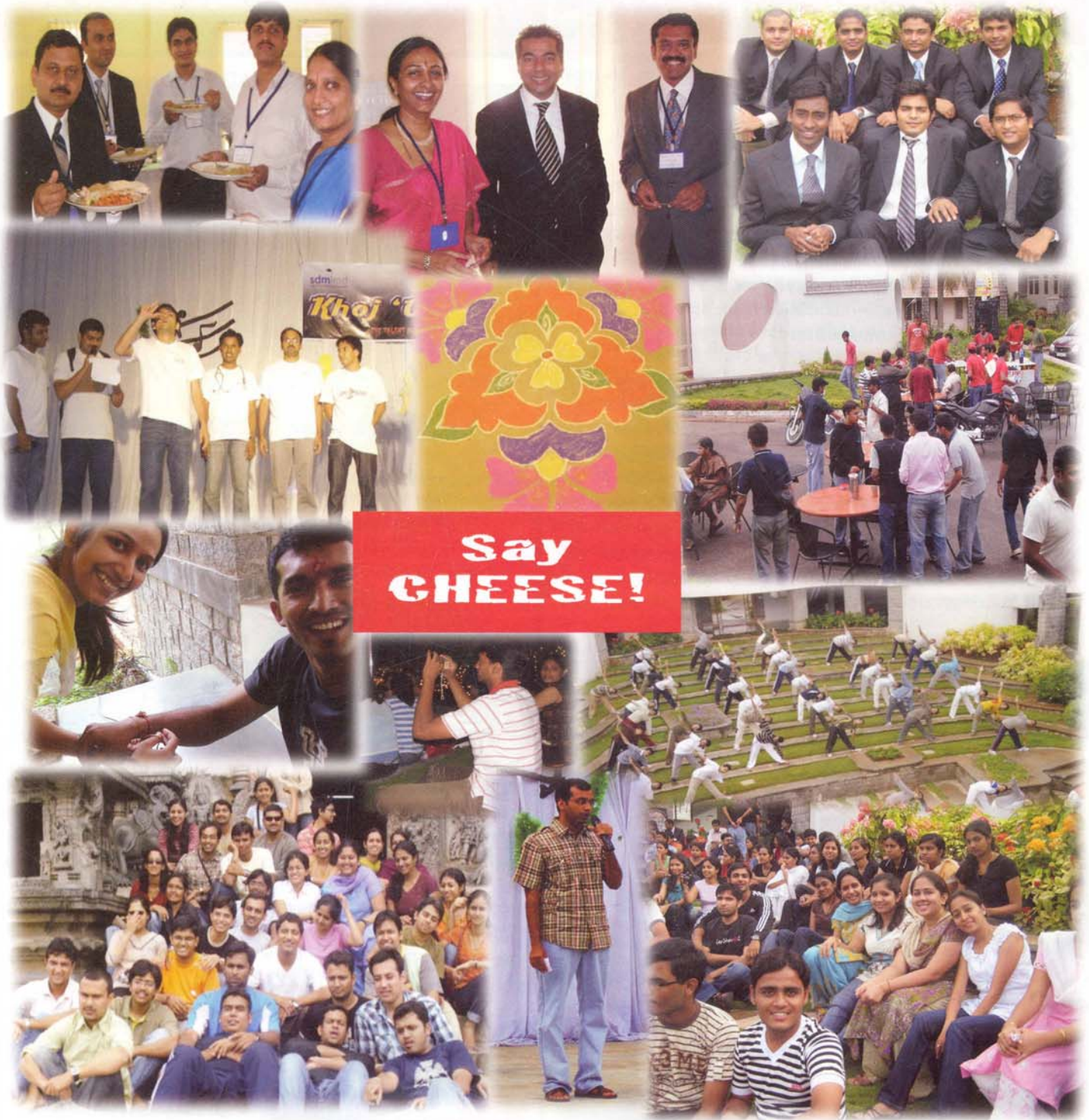


Do we have too many committees on campus?



What do you think of MULTICAST WARS on IP?





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