

Editor : Dr. Sonika Sharma, Dean

Sub - Editor : Kaikarnatan Lakshmi Iswarya, H R Executive

## IMPORTANCE OF COMMUNICATION IN TODAY'S WORLD!!

I am a gung-ho supporter of the mastery of effective communication in all walks of life. I would even go out on a limb by stating that communication beats all other skills in today's world. You can still get by if your work skills fail you, but if you are unable to communicate in a basic manner, that's worse in terms of survival!

I wouldn't go so far as to say that an effective communicator has to be fluent in English with an advanced vocabulary. That would be an elitist statement and history is filled with examples of several modest individuals who were master communicators.

In today's hyper-competitive environment, all things being equal on the knowledge front, a recruiter will choose the one who communicates better. I know of at least one student who really wasn't the sharpest knife in the drawer but his communication skills camouflaged a lot of his shortcomings.

I have often come across people who identify effective communication with salesmanship and declare that they are just not cut out for sales. This is pure tripe! Make no mistake – all of us have been selling one thing or the other all our life. That's how we get along in life, the only difference being that it isn't formally slotted as a career. It isn't only career salespersons who need to be effective communicators.

Improving on your communication skills has the positive spin-off of increasing one's self confidence. President Obama's cool-headedness stems from the fact that he is a brilliant communicator.



**Ms. Tasneem Rasheed**  
Event Co - Ordinator

## FROM THE STUDENTS DESK



**C.N.M. Prasanth**  
MBA

On 23rd November ICBS College organized poster making competition on social issues of India. Students from MBA 1st semester actively participated in the competition. In this each and every student expressed their thoughts and views on social issues of India. All faculty and staff members encouraged the participants. The judge of the competition was our chairman Dr. Hari Krishna Maram. He evaluated all the presentations and gave valuable suggestions to improve further. He also appreciated the efforts of students for which we are very happy. At the end of competition we have learned so many things which help us to improve our skills.

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## MONTHLY DAIRY

September 30<sup>th</sup>

Imperial football champions League.

ICBS had conducted a football champion's league on sep 30th in which students from MBA 1st and 3rd semester had participated. It was a fun filled and Nail biting competition between students.

October 12<sup>th</sup> & 26<sup>th</sup>

Birthday celebration of Dr.Hari Krishna Maram and Shwetha.

As a Ritual, Imperial celebrated the birthday of Dr.Hari Krishna Maram on 12thOctober and also the birthday of Ms. Shwetha on 26th October.

October 22nd

Leo club of Imperial installation at Ashakta Poshaka Sabha.

Imperial has launched its Leo-club at Ashakta Poshaka auditorium where students of imperial college participated and made the event successful.

October 23<sup>rd</sup>

BMA Diamond Jubilee celebration with Governer.

BMA celebrated their 60th anniversary and diamond jubilee celebrations. Imperial college team coordinated the event.

October 30<sup>th</sup>

Pre-semester exams for BBM.

Presemester exams were conducted for the BBM students to make through for the final exams. The rules and regulations followed as per university norms which will help the students to follow the same in final exams.



# OCTOBER 2013- A SNAPSHOT



Imperial football champions League



Birthday celebration of Dr.Hari Krishna Maram



Birthday celebration of Ms. Shwetha



BMA Diamond Jubilee celebration with Governer



Leo club of Imperial installation



BMA Diamond Jubilee celebration



## Students Speak

- \* I am happy for being a part of this college. I believe that I am going through the process of Nurturing Tomorrow's Leaders and I know this college will give me the best opportunities and make me best person.



**Dochube Hega**  
MBA



**Umme Kulsum**  
MBA

- \* I, the student of ICBS, feel grateful to be a part of this institution where imparting education and maintaining discipline is their aim which in return helps in the growth of the student's skills as well as knowledge.

- \* I am very glad to be an ICBian. This college is helping me to build the personality and I am really enjoying the events conducting in the college like industrial visits, inter college competitions. I believe ICBians will remain in good positions.



**Akang Cerai**  
MBA



**Daniel Panay Sharma**  
MBA

- \* Placing myself in the role of student, I improved my seminar and presentation skills and heightened my sense of empathy. Without feedback there is no educational due process. I have learned a lot from ICBS.

## Upcoming Events:

1. "Cooking Without Fire" Competition.
2. Bangalore University Examinations for BBM
3. Trading Session by ICICI Direct.
4. Training Session for using ipad.
5. Pre-placement consultancy for MBA's