

MILAN 91-93

38th MBA Day Proceedings

The revered Founder Chancellor of our university, Bhagawan Sri Sathya Sai Baba, inaugurated the MBA program on the 21st of August, 1986. This remarkable occasion is celebrated every year as 'MBA day'. This year, the MBA day was made even more special as the alumni of the 1993 batch of MBA came together from various parts of the world to reconnect with their alma mater and also to share their rich professional and personal experiences with the current MBA students. This year, the celebrations were held on the 20th and 21st of August.





Day 1

The day was divided into various sessions and discussions, with the following key activities:

The morning session commenced with introductions, as all members of the 1993 batch warmly introduced themselves to MBA students from both the Prashanti Nilayam and Anantapur campuses.



Session 1: Group Division and Case Studies



The MBA students were divided into three groups. Each group was mentored by alumni from the 1993 batch. The mentorship included the exploration of case studies, which encompassed the following case studies:

Farmery Case Study:

- Identifying market needs.
- Assessing potential success in untapped markets.
- The choice between a go-deep and a go-broad strategy.
- Calculating the risk associated with diversification.
- Methods for company valuation.

Founder-Investor Simulation

The students were further divided into two groups: "Founders" and "Investors." "Founders" presented their startup ideas to the "Investors" group to seek funding. Alumni played a crucial role in evaluating and providing valuable insights on pitching techniques. This simulation provided students with a real-life scenario to develop essential skills for securing funding and pitching their ideas effectively.

Tata Steel Case Study:

- Leveraging technology advancements.
- Adapting to technological changes from both internal and external factors.
- Transitioning from a B2B to a B2C business model and the challenges it entails.
- The influence of effective leadership on making this transition smoother.

Dalmia Cement Case Study:

- The importance of foresight in decision-making.
- The impact of organizational structure on lower-level managers.
- Ensuring alignment among various stakeholders with the company's vision and mission.
- Setting and working towards ambitious goals.

Day 2



The second day of MILAN 91-93-38th MBA Day featured enlightening speeches from distinguished speakers, including the Vice-Chancellor (VC) of SSSIHL and Mr. Ram Gopal, CEO of Barclays India.

Welcome Address: Dr. Sayee Manohar K, Head, Department of Management and Commerce

Dr. Sayee Manohar welcomed the Hon'ble Chancellor, the revered chief guest, the keynote speaker, the 1993 batch of MBA students, and the faculty members and students on the occasion of the 38th MBA day.



Inaugural Address: Prof. B. Sai Giridhar, Registrar, SSSIHL

Prof. B. Sai Giridhar elaborated on the saga of love between Sri Sathya Sai Baba and His students. He also outlined the path forward for the MBA program.



Chief Guest Address: Shri R J Ratnakar, Managing Trustee, SSSCT

The Managing Trustee of Sri Sathya Sai Central Trust, Shri R J Ratnakar, discussed the MBA students' readiness for the industry, focusing on aligning education with industry needs. He encouraged giving back to institutions and society, promoting practical learning over theory to prepare students for successful careers and community contributions. He also shared some of his personal experiences of how he was guided by Sri Sathya Sai Baba, the revered Founder Chancellor of SSSIHL.



Keynote Address: Prof. B. Raghavendra Prasad, Vice-Chancellor of SSSIHL



In his speech, the Vice-Chancellor stressed the importance of monitoring student placements as a critical measure of the institution's success in preparing graduates for the professional world. He also advocated for early internships, ideally starting in the first semester of an MBA program. This approach provides students with practical experience, enriching their employability and imparting valuable skills for their future careers.

Alumni Address: Sri. Ram Gopal, CEO of Barclays India

During his address, he emphasized the need for students to establish a robust placement model. He underscored the vital role of workplace ethics, highlighting the importance of values in fostering a strong professional foundation. Mr. Ramgopal also emphasized ongoing competence development, advocating for a commitment to consistently adding value to one's organization. He elucidated three key values: transitioning from profit-driven to impact-focused thinking, creating value within one's role, and the influence of personal demeanor in the workplace.



Conclusion

MILAN 91-93, the 38th MBA Day at SSSIHL, offered students a valuable learning experience through case studies, mentorship, and enlightening speeches. Its mission was to impart practical skills and instill essential values, preparing students effectively for their forthcoming careers. The beautiful celebration concluded with a video presentation and a discourse of Sri Sathya Sai Baba which made everyone present there nostalgic and teary-eyed.

