



PRIMUS SCHOOL OF MANAGEMENT STUDIES

The Primus *Chronicle*

UG and PG - Dept. of Management Studies

Vol. I · January 2026- March 2026

20+

Events

200+

Participants for
Magnus
fest

5

Clubs

5

Industrial Visits

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Message From Founder's Desk



Dear Members of the Primus Family,

I am delighted to share this edition of **Primus Chronicles**, which showcases the remarkable journey of learning, growth, and achievement within our institution. Every page of this newsletter reflects the collective efforts of our students, faculty, and staff in creating an environment that promotes academic excellence, innovation, and holistic development.

At Primus Institutions, we firmly believe that education is the foundation for personal transformation and societal progress. Our commitment extends beyond classroom learning to nurturing leadership qualities, ethical values, and industry readiness among our students. The accomplishments highlighted in this edition stand as a testament to the dedication and perseverance of our academic community.

I congratulate all those whose contributions have enriched the institution and made these achievements possible. Let us continue to work together in our pursuit of excellence and uphold the values that make Primus a distinguished center of learning.

With Best Wishes,

Dr. Moona Mohammed

Founder & President
Primus Institutions

Message From Principal's Desk



Dear Members of the Primus Family,

It is my pleasure to present this edition of **Primus Chronicles**, a platform that celebrates the achievements, innovations, and memorable experiences of our institution. This newsletter reflects the vibrant academic environment at Primus, highlighting the dedication of our students, faculty, and staff in pursuing excellence across various domains.

Education is not merely about acquiring knowledge; it is about fostering critical thinking, leadership, and a commitment to lifelong learning. Through the diverse activities, events, and accomplishments featured in these pages, we continue to strengthen our vision of nurturing competent professionals and responsible citizens.

I extend my heartfelt appreciation to everyone who has contributed to the success of our institution and this publication. May *Primus Chronicles* continue to inspire, inform, and connect our academic community as we move forward with confidence and purpose.

Warm Regards,

Dr. Shaista Banu Harris

Principal & Director

Primus Institutions

Four Days of Foundation Building

10th, 11th, 13th & 14th November 2025



Introduction

The Department of Management Studies organized a four-day orientation to introduce MBA I Year students to the institution, curriculum, and learning environment.

Objective

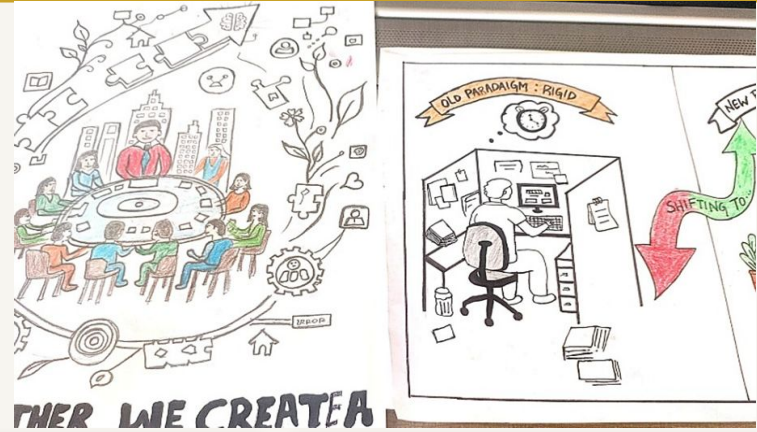
Build a strong academic foundation, encourage active participation, and enhance students' analytical, creative, and professional skills through interactive sessions.

Outcomes

Students gained insights into management subjects, career opportunities, and industry expectations — improving critical thinking, teamwork, and professional readiness.

HR Club Activity

Date: 12th December 2025



Introduction

The Department of Management Studies – MBA organized a series of engaging **HR Club activities** to enhance students’ practical knowledge in Human Resources.

Objective

The event aimed to develop skills through activities like a PPT competition on “Hybrid Work vs. Office Work,” a poster-making competition on “AI in HR,” an HR quiz, and a mock group discussion.

Outcomes

Students improved their communication, critical thinking, and teamwork abilities while gaining insights into modern HR practices. Career-oriented sessions on CV building and LinkedIn profile development further strengthened their job readiness.

Workshop

Workshop on Design Thinking and Critical Thinking

Date: 8th January 2026



Introduction

A workshop on Design Thinking and Critical Thinking was conducted to introduce students to structured and creative approaches in decision-making.

Objective

The session aimed to enhance understanding of applying design thinking across domains and to strengthen critical thinking for problem-solving and ethical decision-making.

Outcomes

Students actively participated in interactive activities, gaining practical insights into innovation, teamwork, and analytical thinking for real-world managerial scenarios.

Competition

Essay Writing Competition- National Youth Day

Date: 12 January 2026



Introduction

The Department of Management Studies (MBA) **organized an Essay Writing Competition to commemorate National Youth Day**, with active participation from 42 students.

Objective

The event aimed to inspire youth by reflecting on the ideals of Swami Vivekananda and highlighting their role in nation-building. Students showcased creativity and analytical skills on themes like entrepreneurship, innovation, and self-reliance.

Outcomes

The competition enhanced critical thinking, encouraged awareness of socio-economic issues, and reinforced the importance of youth in driving progress.

Mindmaze- Finance Club Activity

Date: 14 January 2026



Introduction

The Department of Management Studies (MBA) organized “**Mindmaze – Finance Club Activity**” an engaging aptitude-based quiz competition aimed at enhancing analytical and problem-solving skills among students.

Objective

The event focused on improving quantitative aptitude, logical reasoning, and verbal ability while encouraging quick thinking and application of concepts under time constraints.

Outcomes

Students actively participated with enthusiasm, demonstrating strong cognitive skills and teamwork. The activity boosted confidence, fostered healthy competition, and reinforced the importance of continuous skill development beyond the classroom.

Ideathon X on National Startup Day- Entrepreneurship Club Activity

Date: 19th January 2026



Introduction

The Entrepreneurship Club, Ventureverse, of the Department of Management Studies – MBA organized **Ideathon X on National Startup Day**, providing a vibrant platform for students to showcase innovation and entrepreneurial thinking.

Objective

The objective of the event was to encourage creativity, problem-solving, and practical application of business concepts through a two-stage competition. In Stage 1, teams presented startup ideas across domains like Agri Tech, sustainability, and AI, with top four teams advancing. Stage 2 involved business failure analysis, where participants proposed strategic solutions to real-world challenges.

Outcomes

The outcome was a highly engaging and insightful experience that enhanced students' analytical skills, teamwork, and confidence in addressing real-world business problems.

Capital IQ Think Finance - Finance Club Activity

Date: 21st January 2026



Introduction

The Finance Club organized an **intra-class quiz competition, “Capital IQ – Think Finance,”** for MBA students. The event brought together around 35 students in an engaging and competitive academic setting focused on finance.

Objective

To strengthen understanding of financial concepts, particularly capital markets, while encouraging analytical thinking and practical application.

Outcomes

Participants actively engaged across multiple quiz rounds, showcasing strong knowledge and enthusiasm. The event successfully created an interactive learning environment and reinforced key financial concepts through healthy competition.

IQAC As a Catalyst for Academic Excellence: from Compliance to Continuous Quality Improvement- FDP

Date: 23rd January 2026



Introduction

A Faculty Development Programme (FDP) was organized by the Internal Quality Assurance Cell (IQAC) for faculty members on the theme “IQAC as a Catalyst for Academic Excellence: From Compliance to Continuous Quality Improvement.” The session was led by resource person Mr. Guda Raghu.

Objective

The programme aimed to highlight the evolving role of IQAC in enhancing academic standards and fostering a culture beyond mere compliance.

Outcomes

Faculty members gained valuable insights into systematic quality practices and proactive strategies, enabling them to contribute effectively towards continuous improvement and sustained institutional excellence.

Industrial visit to KMF – Tumkur Milk Union

Date: 28th January 2026



Introduction

An **Industrial visit to KMF – Tumkur Milk Union** was organized for MBA students to gain practical exposure to dairy industry operations.

Objective

To understand milk processing stages, machinery usage, hygiene practices, and the role of cooperative institutions in the dairy sector.

Outcomes

Students gained insights into production processes, quality control, and government support, while also learning about innovative products like N-Pro Milk. The visit effectively bridged theoretical knowledge with real-world industry practices.

Seminar on Management Concepts in Indian Knowledge Systems

Date:5th February 2026



Introduction

Primus School of Management Studies organized a **Seminar on Management Concepts in Indian Knowledge Systems**, focusing on the relevance of indigenous wisdom in modern management education.

Objective

The session aimed to familiarize students and faculty with insights from ancient Indian texts on leadership, ethics, governance, and organizational behaviour.

It emphasized integrating traditional knowledge with contemporary practices for a holistic approach to sustainability and ethical decision-making.

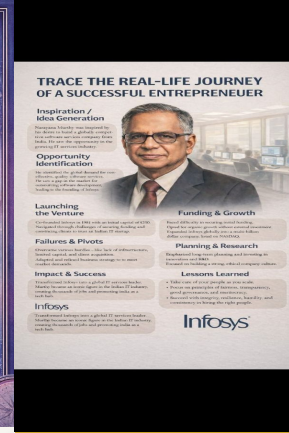
Outcomes

Conducted by Dr. H. A. Raghavendra, the seminar provided valuable perspectives on applying Indian Knowledge Systems in today's dynamic organizational environment.

Participants found the session enriching and were encouraged to incorporate traditional wisdom into modern managerial practices.

A Poster Competition on Entrepreneurs – Entrepreneurship Club

Date: 6th February 2026



Introduction

A poster competition on entrepreneurs was conducted to encourage students to explore entrepreneurial ideas and showcase creativity through visual presentation.

Objective

To enhance awareness about successful entrepreneurs, develop research and presentation skills, and inspire innovative thinking among students.

Outcomes

Students demonstrated creativity, improved their understanding of entrepreneurship, and gained confidence in expressing ideas effectively through posters.

Industrial Visit to Rail Wheel Factory

Date: 7th & 21st February 2026



Introduction

Students from MBA, BBA, BBA Aviation, and B.Com programs visited the **Rail Wheel Factory** as part of their academic curriculum to gain practical exposure to industrial operations.

Objective

The visit aimed to familiarize students with real-time manufacturing processes, operations management, supply chain practices, and quality and safety standards in a public sector enterprise.

Outcomes

Students observed key processes such as raw material inspection, production, and testing, helping them connect theoretical knowledge with practical applications. The experience enhanced their understanding of industrial functioning, organizational structure, and professional practices.

Industrial Visit to ID Factory

Date: 10th February 2026



Introduction

An industrial visit to a fresh food manufacturing unit ID Factory was organized to provide students with real-time exposure to FMCG operations and business practices.

Objective

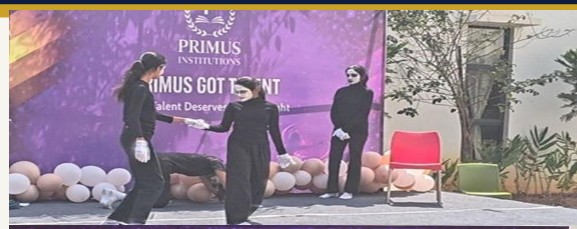
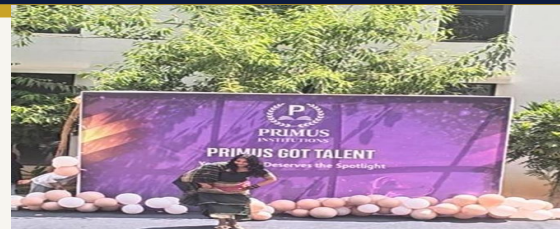
To understand production processes, supply chain management, branding strategies, and pricing decisions in a competitive market.

Outcomes

Students gained insights into hygiene standards, cold-chain logistics, automation, and value-based pricing, enhancing their practical knowledge and analytical skills.

Primus Got Talent- PGT 3.0

Date: 17th and 18th February 2026



Introduction

Primus Got Talent (PGT 3.0) was organized as a vibrant two-day event to showcase the diverse talents of students across the college.

Objective

The event aimed to provide a platform for students to express their creativity, build confidence, and participate in a variety of artistic and skill-based competitions such as Rangoli, Dance, Mime, and more.

Outcomes

The event witnessed enthusiastic participation and remarkable performances, making it a lively and engaging experience. It successfully fostered creativity, teamwork, and self-expression among students, leaving a lasting impact.

“From Campus to Corporate”- Seminar

Date: 19th February 2026



Introduction

The Department of Management Studies (MBA) organized a **seminar titled “From Campus to Corporate”**– Transitioning Student Behaviour into Professional Mannerisms.”

Objective

The session aimed to bridge the gap between academic learning and corporate expectations by focusing on professionalism, communication, ethics, and workplace etiquette. Interactive role-plays and real-life scenarios helped students understand practical workplace behaviour, along with key traits like punctuality, discipline, and grooming.

Outcomes

Participants gained insights into emotional intelligence, teamwork, adaptability, and personal branding. The seminar enhanced students’ confidence and prepared them effectively for internships, placements, and future corporate careers.

Seva Ashram Visit

Date: 19th February 2026



Introduction

Students and representatives from Primus School visited **Seva Ashram**, a shelter home for around 29 girl children, to spend meaningful time and extend their support.

Objective

The visit aimed to contribute essential groceries and foster a sense of care, empathy, and social responsibility among students.

Outcomes

The initiative provided valuable support to the ashram and created a joyful, engaging experience for the children, while inspiring students to be more compassionate and socially aware.

Bridge Course on Ground Handling Operations

Date: 24th February 2026



Introduction

The Department of BBA (Aviation) conducted a **Bridge Course on Ground Handling Operations** to introduce students to the fundamentals of the subject.

Objective

The session aimed to provide foundational knowledge, familiarize students with key concepts, and offer an overview of the academic syllabus.

Outcomes

Students gained a clear understanding of ground handling operations, developed better insight into practical aspects, and felt more confident and prepared to engage with the course in depth.

Mock Parliamentary Session

Date: 25th February 2026



Introduction

The Finance Club of the MBA department organized a Mock Parliamentary Session on the Union Budget 2026–27, providing students with an experiential learning platform. Participants simulated parliamentary proceedings, discussing key budget proposals and economic policies.

Objective

The activity aimed to enhance students' understanding of budget formulation, develop analytical and public speaking skills, and encourage awareness of current economic issues.

Outcomes

Students gained practical insights into government revenue generation and fund allocation through an engaging budget simulation. The activity enhanced their analytical skills, critical thinking, and understanding of real-world governance and decision-making.

Tech Sphere

Date: 27th February 2026



Introduction

The **Tech Sphere Club** organized the **Inter-Departmental Biz Tech 2026 Quiz**, bringing together students from BBA, B.Com, and MBA programs.

Objective

To test participants' knowledge in business, technology, current affairs, and general knowledge while promoting analytical thinking and quick decision-making.

Outcomes

The event fostered healthy competition, encouraged interdisciplinary learning, and saw enthusiastic participation, making it a grand success.

Seminar

Lanquill Orientation

Date: 05th March 2026



Introduction

The Department of Management Studies organized a demo session on the AI-powered English Language Learning Program by Lanquill for MBA students in the seminar hall, with 47 participants..

Objective

The session aimed to familiarize students with the use of Artificial Intelligence in improving English communication skills, including Listening, Speaking, Reading, and Writing (LSRW), along with grammar and vocabulary.

Outcomes

Students gained awareness of AI-based language learning tools, understood the benefits of real-time feedback, and recognized how structured practice can enhance communication skills, confidence, and employability.

Incubation Visit - BICEP At BMSIT

Date: 13th March 2026



Introduction

Students of Primus Institutions visited **BICEP at BMSIT** for an **insightful incubation experience** connecting academics with real-world entrepreneurship

Objective

To expose students to startup ecosystems, incubation practices, and the journey of transforming ideas into viable ventures.

Outcomes

The visit enhanced students' understanding of innovation, provided networking opportunities with industry professionals, and inspired them to develop creative, future-ready entrepreneurial ideas.

Workshop

Raising Capital and Financial Management for Start-up's

Date: 25th March 2026



Introduction

A workshop on “Raising Capital and Financial Management for Start-ups” was conducted for MBA students, led by Mr. Vikash A. Nahar, offering valuable industry insights.

Objective

To enhance students’ understanding of funding avenues such as bootstrapping, angel investment, venture capital, and bank financing, along with financial planning strategies.

Outcomes

Students gained practical knowledge on investor expectations, valuation basics, budgeting, and cash flow management. The interactive session, supported by real-world examples, encouraged critical thinking and entrepreneurial perspectives.

Overall, the workshop provided a comprehensive and enriching learning experience in start-up finance.

Magnus- 2k26

Date: 25th and 26th March 2026



Introduction

Magnus 2026, the annual management fest, was conducted over two days under the engaging theme “**Time Travel**” bringing together around 200 students from various colleges.

Objective

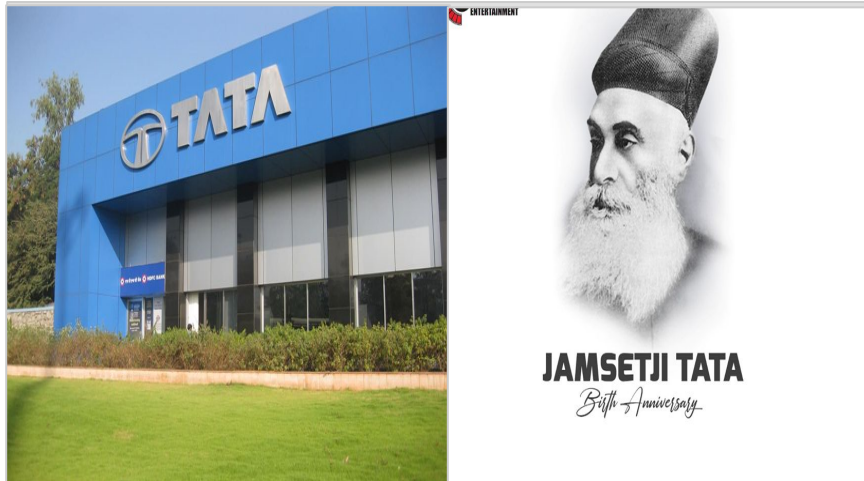
The fest aimed to foster creativity, strategic thinking, and teamwork through diverse events across Finance, Marketing, HR, Gaming, Quizzes, and Cultural domains.

Outcomes

Participants actively engaged in multiple competitive rounds, showcasing talent and innovation, while vibrant stalls and on-stage events added to the excitement. The fest concluded successfully with a lively DJ night, leaving a memorable experience for all attendees.

Student's Corner

Tata Groups



Tata Group was founded in 1868 by Jamsetji Tata in India. It began as a trading firm and gradually expanded into industries like steel, textiles, power, and automobiles, becoming one of the country's largest and most respected business groups.

Infosys



Infosys was established in 1981 by N. R. Narayana Murthy along with six co-founders in Pune. It started as a small software services company with limited capital and grew into a global leader in information technology and consulting services.

FACULTY'S CORNER

“Inside the Indian Mind: Neuromarketing Meets Cultural Diversity”

In today's rapidly evolving marketplace, understanding consumers is no longer limited to surveys and focus groups. As someone deeply engaged in teaching and research, I find it fascinating how the field of neuromarketing is reshaping the way we interpret consumer behaviour—especially in a culturally rich country like India.

Neuromarketing, at its core, explores what happens inside the consumer's brain when they interact with brands, advertisements, or products. Instead of simply asking consumers what they like, it observes how they feel. This shift from stated preferences to subconscious responses is not just innovative—it is transformative. It allows marketers to tap into emotions, instincts, and cognitive biases that often go unnoticed but strongly influence buying decisions.

Now, when we bring this concept into the Indian context, the discussion becomes even more intriguing. India is not a single homogeneous market—it is a mosaic of cultures, languages, traditions, and belief systems. What appeals to a consumer in Bengaluru may not resonate with someone in Jaipur or Guwahati. This cultural diversity makes neuromarketing both challenging and incredibly valuable.

For instance, colours, symbols, and even music evoke different emotional responses across regions. A festival-based campaign in one state may trigger nostalgia and warmth, while in another, it may not hold the same emotional weight. Neuromarketing tools help decode these subtle emotional variations, enabling brands to craft messages that are not only persuasive but also culturally sensitive.

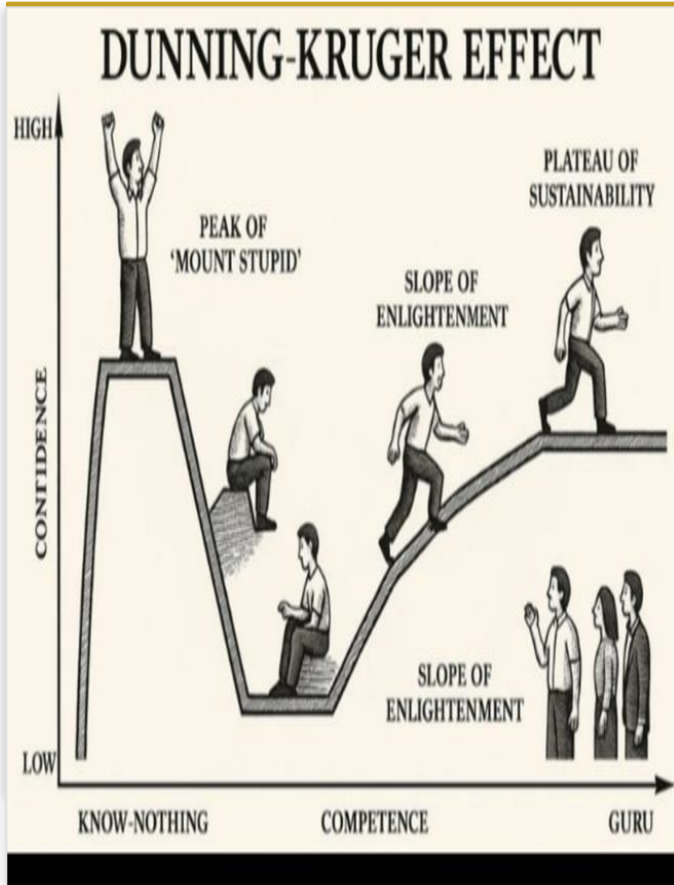
Another trend I have observed is the growing role of digital platforms in shaping neuromarketing strategies. With increased online engagement, brands now have access to real-time behavioural data—click patterns, eye movement, attention spans—which further enhances their ability to understand consumer psychology. Indian consumers, particularly the younger demographic, are highly adaptive and digitally connected, making them an exciting segment to study through this lens.

However, while embracing these advancements, it is equally important to remain mindful of ethical considerations. As marketers gain deeper access to subconscious triggers, the responsibility to use such insights ethically becomes paramount. Transparency, respect for privacy, and cultural sensitivity should always guide marketing practices.

In conclusion, the intersection of neuromarketing and India's cultural diversity presents a powerful opportunity for both academicians and practitioners. It challenges us to move beyond conventional thinking and encourages a more empathetic, nuanced understanding of consumers. As educators, it is our responsibility to prepare students not just to analyze markets, but to appreciate the human stories behind every purchase decision.

This evolving landscape continues to inspire my academic journey, and I look forward to exploring it further with my students and peers

— Dr. Sandeep Kumar R · Department of Management Studies



Dunning–Kruger Effect is a psychological phenomenon that explains how people’s confidence in their abilities often doesn’t match their actual competence.

The Key Stages are as follows:

Stage 1: Peak of “Mount Stupid”

Initially, when someone starts learning about a subject, their confidence increases significantly. They believe they understand a lot, but in truth, their actual competence remains quite low.

Stage 2: Valley of Despair

As they gain more exposure, they realize how much they *don’t* know. Confidence drops sharply, even though competence is slowly increasing. This is often the most discouraging stage, but it’s also where real learning begins.

Stage 3: Slope of Enlightenment

With continued practice, study, and experience, competence steadily rises. Confidence also grows, but this time in proportion to actual skill.

Stage 4: Plateau of Sustainability

At this stage, both confidence and competence are high and balanced. The person has realistic self-awareness and mastery of the subject.

Dunning–Kruger Effect and how it impacts students: It’s a reminder that **early overconfidence is natural** but can be misleading. True expertise comes from **humility, practice, and reflection.**



PRIMUS SCHOOL OF MANAGEMENT STUDIES A Semester Well Lived.

Thank you for being part of the Primus Chronicle -2026

