

## **Master of Business Administration**

Department of Management Studies at KSSEM was established in the year 2010 offers MBA program affiliated to Visvesvaraya Technological University. The objective of the program is designed to develop analytical and strategic decision making skills and to make the students proactive, innovative and competitive to face changes in the environment and develop a vision and plans for achieving goals.

**Vision:** To create a pool of highly skilled management professionals, who can face the business challenges in the global market.

**Mission:** To provide the best possible learning and development environment in order to produce world class principled, competent and socially responsible business manager.

**Pedagogy:** The learning methodology is primarily experiential in nature with a focus on application of concepts. The methodology includes:

- Interactive lectures
- Case study pedagogy
- Classroom projects and exercises
- Class simulations and games
- Group presentations
- Study of contemporary articles from referred journals
- Field projects and company visits
- Video presentations
- Experts and guest lectures
- Activity lab

## **BE FIRST YEAR ORIENTATION CLASS**

The Management department commenced two days orientation classes for the First year Engineering students on 16<sup>th</sup> and 25<sup>th</sup> August 2018. This programme is handled by Department of the Management faculty members on various topics like Innovation & creativity, Team building, New product development, Ethics & Morals & business games.

## GRADUATION DAY 2018



KSSEM celebrated its graduation day on 18<sup>th</sup> August 2018. The graduation day was commenced with the ceremonial procession led by chief guest & Management Representatives, Principal, HODs, & professors of college.

The chief guest gave away the awards to students who excelled in academic projects & Best outgoing student of the batch 2016-18 of MBA students.

The graduating students volunteered to share their experiences during the course of their study at this institute and also assured of joining hands with the institution in the form of industry-academia connects that shall contribute to the growth of the college.

Finally the celebration came to a close with the ceremonial hat toss marking the end of Graduation day.

### STUDENT ACHIEVERS 2ND SEM MBA:

The result of 2<sup>nd</sup> SEM MBA was announced in August 2018. Faculty members hearty congratulate to all the students, for best results in the examination. The following are the students who topped in 2<sup>nd</sup> Sem MBA examination.



**DHARINI** topped the 2<sup>nd</sup> Sem, MBA results with **67%**.



**PAVANI** secured 2<sup>nd</sup> place with 66.5% in 2<sup>nd</sup> Sem results.

## **WORKSHOP**



One day Workshop on “Workshop on Micro Analysis of Financial Statement” was delivered by Prof Chandrasekhar, Ex Associate Vice President of ING Vysa, for second year MBA students on 11/09/2018. It was arranged by Prof.Manjunatha .S.

### **Objectives**

The course will enable the participants to:

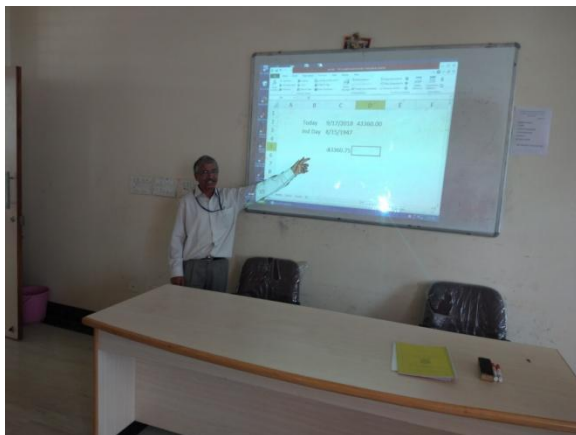
- To Define the general financial objectives of the company
  - Profitability
  - Healthy cash flows
  - Financial stability
- To Identify and explain the information value of the basic financial statements:
  - Balance Sheet
  - Income Statement

- To Demonstrate the use of the financial information in decision-making in their day-to-day operations / functional areas

The workshop aims to equip the students with the knowledge and understanding of the contents of the basic financial topics so that they can link their role in the organization with the financial results of the business. This are the various topics covered during workshop Session

- Environment Scan
- Clarity on business & upcoming business Models
- Revised Balance sheet Format
- DU point Model
- Introduction to revised & abridged B/S
- Critical ratios & overviews of DSCR

#### **MBA FIRST YEAR ORIENTATION PROGRAM**



The Management department has commenced 3 weeks orientation classes for the First year Management students from 17/09/2018 to 06/10/ 2018. This programme aims to help out students in developing an understanding of Management Education. It introduces the students to the teaching –learning processes of the MBA programme and aims to familiarize them with the faculty members, staff, seniors and various other institute resources.

The programme also involves an inaugural address by the Principal; HODs of various departments who introduce the elements of the MBA Programme offered by the university and elaborates on the performance expectations from the students.

Some of the key aspects that will be covered in it include: Know your campus & the facilities; Know your fellow students; Know yourself; Case method of learning; Tools of personality development; Communication skills; Team working; Collaborative learning; Computer & Soft skills; Executive ettiquets and mannerism; Introductory and remedial sessions on various functional areas of management: Accounting; Quantitative methods & analysis; and IT, and Values and Ethics for success etc.

### **ONE DAY FACULTY DEVELOPMENT PROGRAM**

Prof Kishore M N and Prof Pradeep attended a FDP on “One day Faculty Development Program on “The Art of Writing & Publishing Research Articles” on 25th Sept-2018 at Sir MVIT College, Bangalore.



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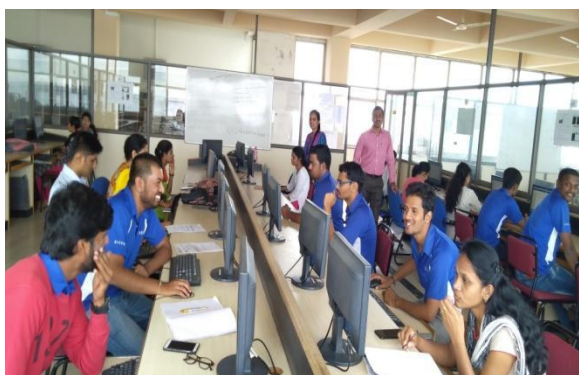


## **WORKSHOP**



Prof Manjunatha S. Participated in Workshop on “Managing IR in the competitive Economic scenario” organized by RNSIT College on 14th Oct 2018.

## **EMPLOYABILITY SKILL TEST**





Wheebox Employability Skill Test was conducted by Placement department on 15/10/2018 for MBA, 2nd year student. Wheebox being an assessment and survey partner conducts the Employment skill test for MBA all stream

The 90-minute test will measure an individual's numerical and problem-solving skills along with English language, basics of information technology (IT), and behavioral traits. It aims to give the students a snapshot of their capabilities.

### **INAUGURATION PROGRAMME**



KSSEM has inaugurated its 2018-20 Batch of full-time MBA program on 16<sup>th</sup> Oct 2018. The inauguration program commenced at 9.30 am on the day, with a welcome speech by Sri Sudhir S, Director of PEBBLEZ Leadership Centre, and Dr.S.N. Sridhara Principal/Director of KSSEM. They advised students to be active players in curricular and co-curricular activities with a note to think beyond 'self'. besides presenting them the opportunities and challenges at the institution. The new batch comprises of students coming from different disciplines, including engineering, commerce, arts and science. The programs also aim to instill the true spirit and culture of the institution, enabling them to seamlessly experience the new phase of life.

### **FRESHER PARTY FOR MBA & PGDM BATCH**

The Department of Management studies has organized Fresher party for MBA (Batch 2018-2020) students on Tuesday 16<sup>th</sup> October 2018 at Aryabhata Auditorium. With the girls dressed in gowns and party dresses, and guys looking dapper in their formal suits, the fresher's

put their best foot forward to win the titles of Mr and Miss Fresher. The seniors also organized many cultural performances to welcome the new batch.



## **INDUSTRIAL VISIT**



Students of First semester MBA went for an industrial visit to the Dairy Day factory on 13th November, 2018. The industrial site is situated nearby Harohalli industrial area, Kanakapura Main Road.

The Dairy Day factory outlet was well equipped with sophisticated and advanced technology which is used for the manufacturing process of ice-creams. The Dairy Day industrial management received the students and accompanying teachers with a warm welcome and



guided them through the site. Hygiene and safety precautions were taken, and everyone was made to wear gloves and head-cap before entering the factory.

The team was taken to the ice-cream mixture department first, followed by a visit to the raw material storage segment. The volunteers in the industry were well-trained and explained the process of the manufacturing ice-creams in details. The students were also taken to a cooling room where the final products were stored at a maximum cooling temperature. To the delight of the students, each one of them received a complimentary ice-cream scoop. The manager of the Dairy Day also showed the team the exterior architecture of the factory. Towards the end of the industrial visit, the operational head Mr Prakash congratulated and appreciated the students' keen interest. The students found the visit highly constructive and informative.

## **GUEST LECTURE**



Guest lecture was conducted on sharing his “ Entrepreneurial journey” on 15.11.18.

The resource person for the guest lecture was Mr. Santhosh Muruganatham, Co Founder & CEO, KOLPASI. In this regard, the chief guest shared his experience as Entrepreneur. In addition he also shared the skills that have be acquired to be an successful Entrepreneur. He narrated his journey with the few case studies, which has been found interesting by the students to incorporate in their professional life. Finally he gave some tips to become an successful Entrepreneur and the various opportunities that are available to use in effective way.

A student report on the guest lecture stated that “Since Entrepreneurship is one of the career that has to be chosen by the students, once he is not interested in pursuing any job, the session

found to be an eye opener to develop their skills and got many ideas to have start up after their graduation”.

### **One Day Symposium**

Prof Manjunatha S and 1<sup>st</sup> SEM MBA students attended a symposium on “Managing the value of Rupee- Appreciate or Depreciate” on 20 Nov-2018 at PES University, Bangalore.



### **INDUSTRIAL VISIT**



Students of First semester MBA went for an Organizational visit to the Volvo Construction Equipment factory on 12th December, 2018. The industrial site is situated nearby Peenya industrial area, Jalahalli cross Main Road.

Volvo is a major international Company that develops, manufactures and markets equipment for construction and related industries. The company manufactures construction machines such as articulated haulers, excavators and wheel loaders. VCE is a part of the Volvo Group which has approximately 100,000 employees, production in 25 countries and operates on more than 185 markets. VCE has approximately 15,000 employees worldwide. VCE has a wide market share of 7% of the construction equipment industries market worldwide. Their automation service was commendable and the best learning was that they believed that teamwork will lead to success and continues Kaizen should be practiced. All and all their precision towards safety and completing their job without any defect was indeed a very great learning.

## **WORKSHOP**



Workshop was conducted on “Employment and Employability” on 15.12.18.

The resource person for the workshop was Mr. Pradeep, Head-HR & Admin, Nabler Web Solutions. The employability workshop encompasses all the things that enable people to increase their chances of getting a job, staying in and progressing further in work. Employability is more than about developing attributes, techniques or experience just to enable a student to get a job, or to progress within a current career. It is about learning and the emphasis is less on ‘employ’ and more on ‘ability’. In essence, the emphasis is on developing critical, reflective abilities, with a view to empowering and enhancing the learner.

## **WORKSHOP**



Workshop on “Adapting to corporate culture with ease” was held on 22/12/18. The resource person for the workshop was Ms Priyanka Shet, Junior Analyst, Credit Access Grameen Limited, Bengaluru.

It is therefore concluded that organizational culture is characterized by a number of qualities which are shared among employees, can be learned, and can be passed on to new employees. It is important to recognize that no organization's culture is exactly like the culture of another, even if they are operating in the same sector. Every organization's culture develops along many different dimensions. For example, organizations differ with respect to the age of the organization; patterns of contacts; work systems and procedures; the process of the exercise of power; leadership style; and values and beliefs.



## **BIZ quiz 2019**

One Day Business Competition “Biz Quiz-2K18” was held on 09<sup>th</sup> March 2019 for Intra college degree students. The quiz successfully organized by Quiz Master Sridhar H R and Department of management studies and around 50 teams from various degree colleges actively participated in the quiz and won the prizes. A biz price was offered to the winner and runner, which inspired many students to show their skills & intellectual talent to participate in big numbers at this event.



## **Orientation programme**

One Day Orientation programme on gamification was held on 30<sup>th</sup> April 2019 for first year MBA students. This programme was delivered successfully by Ramani Venkat, sales strategist at Bizz Diagnostics. The objective of the programme is the application of typical elements of game playing (e.g. point scoring, competition with others, and rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service.





## CAMPUS DRIVE

Path front has conducted campus placement drive at our institute for MBA final year student on 15<sup>th</sup> March 2019. The selection process includes various steps like online test, Group discussion, HR interview, Final Selection and Placement talk. The program was successfully coordinated by placement officer Mr Harish.



## INDUSTRIAL VISIT

MBA Department organized a one day industrial visit for 1<sup>st</sup> Year & 2<sup>nd</sup> Year students. The students visited Hindustan Coca-Cola Beverages Pvt. Ltd, on the 30th March 2019.





## Department of Management Studies

### Project exhibition

Project exhibition organized at MBA department for IV sem MBA students on 18<sup>th</sup> May 2019, where the students presented their projects in various specializations and expressed their project knowledge to Subject Experts, I year MBA students, Faculty members, parents.



### One day workshop

One day workshop conducted on “Interview Skills and Digital Marketing” by Satish Khode, Alliance Manager, Oracle India Pvt. Ltd., on 11/05/2019 to I year MBA students. Students acquired the knowledge of interviews, presentation etiquettes.

