

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

APPOINTMENT OF NEW FACULTY TO THE DEPARTMENT



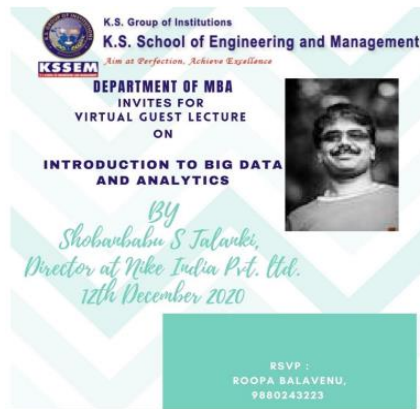
Prof. Roopa Balavenu is appointed to the Department of MBA as Assistant Professor. She has a rich experience of 14 years in Academics and industry concentrating on the area of Finance. She has studied BBM in Finance followed by MBA in Finance and is currently pursuing PhD in the stream of Finance. The department is very happy to welcome madam and we look forward for her constant support.



Prof. V. Vidyashree joins our department as Assistant Professor. She has studied engineering in Computers and Information System followed by MBA in Retail and Supply Chain Management specialization. She has cleared UGC NET and has Registered for PhD in University of Mysore. She is a gold medalist in her Undergraduate and Post

Graduate programs. We look forward to her valuable and constant support to the department.

VIRTUAL GUEST LECTURE ON BIG DATA AND ANALYTICS



Virtual Guest Lecture on “Introduction to Big Data and Analytics” was conducted for 2nd year, 4th Semester MBA students. Around 34 students and 10 faculties participated in the session. Introduction about the session and Welcome speech was done by Manjushree student of 3^{sem} MBA. He discussed about the present Big Data trends, job opportunities situation, courses needed for Data Analytics, Data Science, Artificial Intelligence trends and its usage in current scenario etc. Students and faculty members had Question and Answer session. Vote of thanks was proposed

by Prof. Roopa Balavenu. Students gained knowledge about recent waves in Big Data Analytics. There was an active participation in the event.

VIRTUAL GUEST LECTURE ON DIGITALIZATION TECHNOLOGY TRENDS FOR BUSINESS

K.S. Group of Institutions
K.S. School of Engineering and Management
KSSEM *Aim at Perfection, Achieve Excellence*

DEPARTMENT OF MANAGEMENT STUDIES (MBA)
GUEST LECTURES
Bringing you experts from Corporate World

TOPIC: DIGITALIZATION TECHNOLOGY TRENDS FOR BUSINESS

R K ARUN KUMAR
HEAD - PROCESS AUTOMATION INDUSTRY,
SIEMENS TECHNOLOGY AND SERVICES PVT. LTD.,
BANGALORE

DATE: 19TH DECEMBER 2020
TIME: 10.30 AM

Virtual Guest Lecture on “Digitalization of Technology Trends for Business” was conducted for 2nd year ,4 th Sem MBA students. Around 34 students and 10 faculties participated in the session. Introduction about the session and Welcome speech was done by Aishwarya student of 3sem MBA. He discussed about the present Digital Technology for Business trends, Digital job opportunities situation, courses needed for Digital technologies, Data Science, Artificial Intelligence trends and its usage in current scenario etc. Students and faculty members had Question and Answer session. Vote of thanks proposed by Anusha student of 3rd sem MBA. Students gained knowledge about recent waves in Digital Technology and its trends in Business. There was an active participation in the event.

EXPERT GUEST LECTURE ON THE TOPIC OF R FOR DATA ANALYTICS

K.S. Group of Institutions
K.S. School of Engineering and Management
KSSEM *Aim at Perfection, Achieve Excellence*

DEPARTMENT OF MANAGEMENT STUDIES (MBA)
PRESENTS
EXPERT GUEST LECTURE ON "R FOR DATA ANALYTICS"

Why Learn R?
- Easy to learn
- Free software
- Open source
- High performance
- Scalable
- Reproducible
- Portable
- Rich ecosystem of packages
- Strong community

RESOURCE PERSON
DR. J. GOKULA KRISHNAN,
ASSOCIATE PROFESSOR- IN ANALYTICS

He has 10+ years of teaching experience and 7+ years of research experience. He has been serving as a resource person for more than 40 workshop / FDPs on Data Analytics, Research Methodology, Case Teaching Methodology, Case Study Analysis and Corporate Training.
His area of interest in management field are Organizational Behaviour, Human Resources, Entrepreneurship, Statistics & Data Analytics (R, SAS, & AMOS), IT program and Toolkits, Research Methodology. He presently concentrating on Data Analytics, Entrepreneurship, Leadership and Employee Engagement.

PAYMENT DETAILS
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT
AND BANK, JP NAGAR, 4TH PHASE BRANCH
A/C NO: 001000274711
IFSC CODE: VIJ0000161

2 CERTIFICATES WILL BE PROVIDED FOR ALL THE ACTIVE PARTICIPANTS!

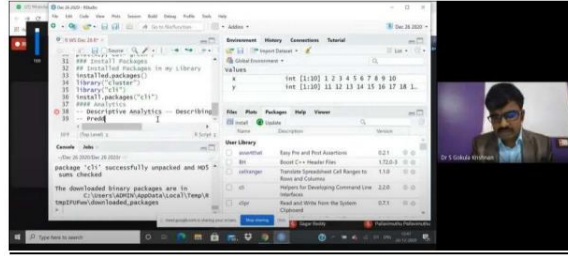
PRINCIPAL
DR. SAMA HARASIMHA

PROGRAM COORDINATORS
PROF. V. VIKRAMSREE +91 897269701
PROF. ROOPA BALAVENU +91 9860343233
PROF. SUDHAKAR +91 9860343233
PROF. PRADEEP +91 9847344493

DATE: 28TH DECEMBER 2020
PLATFORM: COODLE MEET

TIME:
SESSION 1 (10:30 AM - 12:00 PM)
SESSION 2 (12:30 PM - 3:00 PM)
LUNCH BREAK: 12 PM TO 12:30 PM

Register at: <https://forms.gle/Z3K7wWol8N7LkV8ZA>
REGISTRATION FEE
Faculty -Rs. 300 | Students-Rs. 150



A expert guest lecture was held on 26th December 2020 on the topic of R for data analytics as a part of the HR Analytics subject. The students learnt the meaning of R programming and its use in the field of data analytics. The students were very happy and we're very excited to be the part of this expert guest lecture. They also learned the. Our program by using the arts word and have had a great progress in the. Data analytics field.The guest was very happy with the interaction and the interest of the student and hopes for further interactions in future with the students.

WORKSHOP ON LEASING AND HIRE PURCHASE



Students of Third Semester MBA had a Online Workshop on Leasing And Hire Purchase by Prof Vinay H V, Assistant Professor , Vidyavardhaka College of Engineering, Mysuru on 4 Jan 2021.This workshop was conducted as a part of Banking and Financial services subject

ORIENTATION PROGRAM



The incoming students of 1st Semester MBA were officially welcomed to KKSEM Family in the presence of our honorable CEO , Dr. K V A Balaji and Respected Principal .Dr. Rama Narasimha The HOD of MBA also threw light on the future of the students during the course of the MBA program.

ALUMNI GUEST LECTURE



Students of First semester MBA had a guest Lecture from our Alumni Mr. Nagesh B S , Facebook Ad Manager , Inshots on 23rd January 2021. In the lecture the importance of skill development and the expectations of future were discussed.

ROLE PLAY



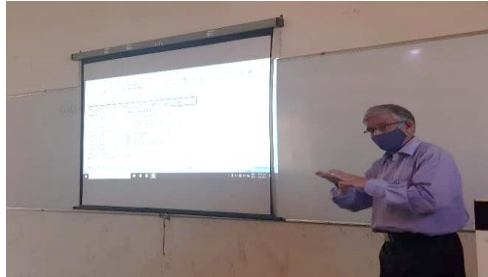
Students of First semester MBA participated in a class activity on 23rd January 2021 where they were given different organizational situations and were asked to enact the scenarios with their probable solutions. The role play had the teams to envision scenarios like handling an angry customer's phone call on a defective product , how to say no in a diplomatic manner and a sales pitch to the customers.

PRODUCT MARKETING



Students of First semester MBA participated in a class activity on 30th January 2021 to develop a product and present it in front of the complete department .The ideas presented were a Hi-tech safety helmet , fitness and safety watch as well as a electric car with its own solar charging .

GUEST LECTURE



Students of First semester MBA had a guest lecture on 6th February 2021 . The lecture aimed to develop the skills of the students in usage of excel . The students were taught the basics of excel where they learnt the different functions and also the practical implementation of statistics

CLASS REPRESENTATIVE ELECTION



Students of First semester MBA elected the class representatives for the current academic year. Miss. Deeksha datta and Mr. Darshan were elected to be the face of the students.

EXPERT GUEST LECTURE

The poster features the logo of K.S. Group of Institutions and K.S. School of Engineering and Management (KSSEM) at the top. Below the logo, it reads "DEPARTMENT OF MANAGEMENT STUDIES (MBA)" and "PRESENTS GUEST LECTURE". A silhouette of a person is shown pointing at a screen displaying an Excel spreadsheet. The text below the screen reads: "TOPIC: EXCEL FOR MANAGERS OF TOMORROW", "DR. SANJAY NAYAK", "ASSOCIATE PROFESSOR, EC DEPARTMENT, KSSEM", and "DATE: 27.02.2021". A small portrait of Dr. Sanjay Nayak is included in the bottom right corner.

Guest Lecture was organized on "MS EXCEL FOR MANAGERS OF TOMORROW" for the III semester MBA students on 27" Feb 2021 by Dr. Sanjay Nayak, Associate Professor, EC Department, KSSEM, Bangalore. The guest lecture includes extensive use of Excel and participants will gain the maximum benefit from this lecture if they are already competent spreadsheet users. It is designed for users who do use Excel on a regular basis, and are comfortable with using its tools and functions. It is expected that students should have had some exposure to business, finance and reporting principles. This course builds on students' existing knowledge of Excel tools and functions and incorporates these into complex and dynamic reports and dashboards.

EXPERT GUEST LECTURE



Guest Lecture was conducted on "IMPORTANCE OF INTERPERSONAL SKILLS" for the II YEAR & III semester MBA students on 27" Feb 2021 by Prof. Sasindram M Prabhu, Associate Professor at ECE, KSSEM where Students has acquired knowledge in verbal & nonverbal communications, interpersonal skills, interview skills and soft skills.

APPOINTMENT OF HOD



The Department of Management Studies is honored to welcome our distinguished Professor and HOD Dr. R.K.Gopal(BE Mech, MBA Mktg, PhD Mgmt.) . He has Around 10 Years of Industry Experience and

Around 18 Years of rich Academic Experience . He has taught Marketing Specialization subjects , Research Methodology, Strategic Management, Operations Research, Production and operations Management and Project Management lab

He is a Registered guide for PhD guidance in PES University , Bangalore ,Registered guide for PhD guidance in Bharatiar University, Coimbatore and Registered guide for PhD guidance in VTU, Belgaum.He is currently Guiding three students for PhD in management discipline and Five students are awarded PhD under his guidance.

APPOINTMENT OF NEW FACULTY TO THE DEPARTMENT



Mrs. SNEHA R was appointed to the Department of MBA as Assistant professor. She has an experience of seven years in Academics and a couple of years with

industry. She has studied M.Com, M.Phil, PGDHRM and she is currently pursuing PhD in University of Mysore. She has been additionally qualified with English Typing Junior (Karnataka Board), Tally ERP 9 (NICT). Voice over artist for Television program, University First Rank Holder in Sanskrit at degree level, First Topper in NICT, Topper in her UG and PG level, Highest marks scored in project in PG level. She has presented papers in various national conferences and also published her paper in many International Journals The department was very happy to welcome madam and we look forward to her constant support .

SEMINAR CONDUCTED ON “RESEARCH METHODOLOGY FOR YOUNG MIND”



The HOD of Department of Management Studies discussed Fundamentals of research methodology. The practice aims to assist active learning among the students as informed by the constructivist learning theory. Specifically, a teaching philosophy focuses in applying. showed that students found research methodology a difficult subject, but they experienced good discussion and engaged themselves in the classroom discussion. The discussion assists them in recalling and memorizing as well as creating more examples for the context of learning. Nevertheless, they need more meaningful materials to support their learning.

ALUMNI TALK


K.S. Group of Institutions
K.S. School of Engineering and Management
Aim at Perfection, Achieve Excellence

DEPARTMENT OF MANAGEMENT STUDIES (MBA)
ALUMNI GUEST LECTURE

NAME: NAMINENI CHANDANA
COMPANY: AMAZON
DESIGNATION: TEAM LEAD
DATE: 8 MAY 2021
TIME: 10 TO 10.40 AM





K.S. Group of Institutions
K.S. School of Engineering and Management
Aim at Perfection, Achieve Excellence

DEPARTMENT OF MANAGEMENT STUDIES (MBA)
ALUMNI GUEST LECTURE

PRIYANKA GANESH
COMPANY NAME- CREDITACCESS GRAMEEN
DESIGNATION- JUNIOR HR PROCESS ANALYST
DATE: 8 MAY 2021
TIME: 10.50 TO 11.20 AM





Department of Management Studies, KSSEM has organized Alumni meet talk on 08th May, 2021. As many as 70 students participated in this Alumni talk. The Programme was inaugurated by Dr. R K Gopal, HOD-MBA. Both the Alumni Ms Namineni Chandana & Ms Priyanka Shet addressed about their academic as well as working experiences in their current area of operation. The Alumni in general appreciated and cherished the pleasant and memorable experiences they had while being students at the KSSEM. The distinguished alumni who spoke on the occasion motivated the students and provided guidance in the area of career growth and building successful careers. They encourage students to choose an area that they are genuinely interested in and work on it. The interaction with the alumni touched upon various topics including contribution of alumni in placements, conduct of knowledge sharing sessions, assistance for internships and other social service activities.

VIRTUAL GUEST LECTURE


K.S.School of Engineering and Management
Aim at Perfection, Achieve, Excellence
Kanakapura Rd, Blore - 540109

Department of Management Studies
Organizes

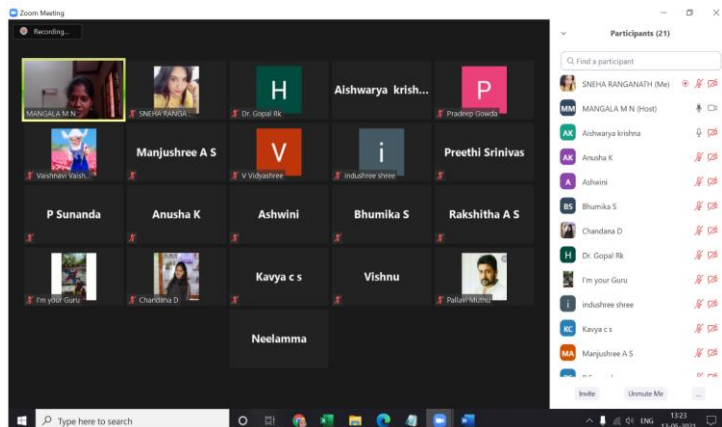
Guest Lecture on-
"HRIS and Digital Talent Gap"
on 13.05.2021 at 1.20pm

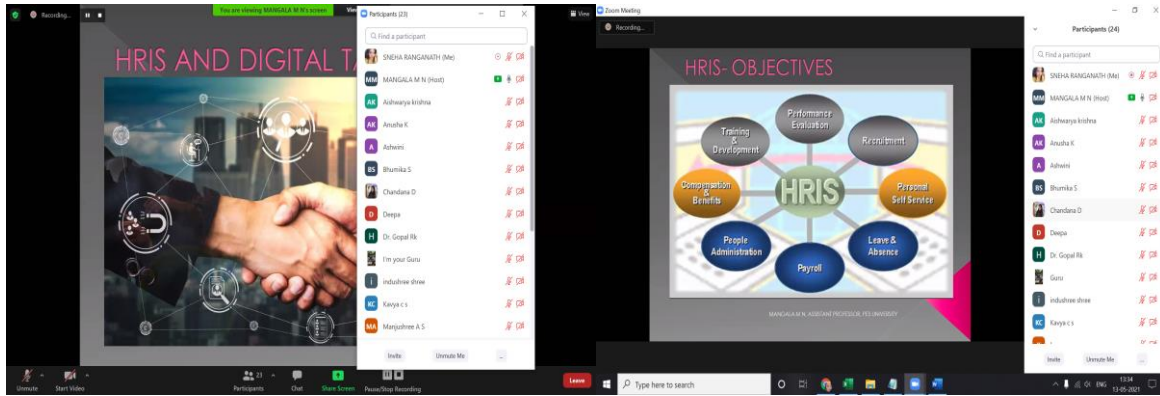
SPEAKER: MANGALA M N
Asst. Professor, PES University

Platform: Zoom
PMID: 201 742 8565
Passcode: 12345
Link: <https://zoom.us/j/2017428565>
pwd=4W5US09VbbvvrMjIjYWRGOWUzR8b2UT09



PROF. SNEHA R **Dr. R K GOPAL** **Dr. K. RAMA NARASIMHA**
CO-ORDINATOR **HOD** **PRINCIPAL**





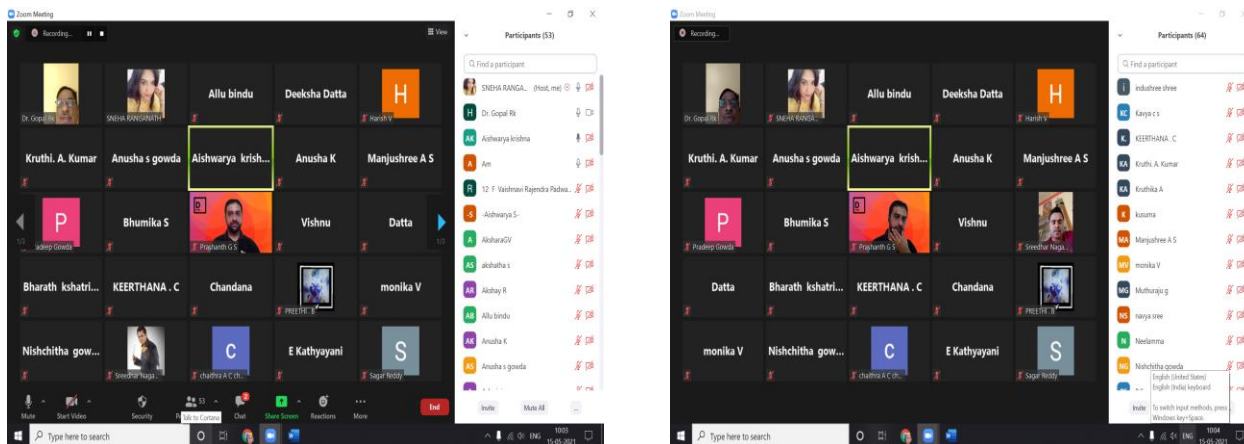
Virtual Guest Lecture on “HRIS and Digital Talent Gap” conducted on 13th May 2021 at 1.20pm. Prof Mangala MN from PES University was the Speaker. The event was organized by Prof Sneha R which was conducted for 4th Sem MBA students who have opted their specialization as Human Resource. Around 25 students and 5 faculties participated in the session. Program was inaugurated by Dr. Gopal RK, HOD MBA Department. The topics – introduction of Robotics, Process in HRIS, Difference between skill and talent, current HRIS used in industries were discussed. E-Certificates were given to all the participants. A Letter of Appreciation was provided to the Speaker. Students gained knowledge about recent topics in HRIS and there was an active participation in the event.

WEBINAR ON - “GROOMING FOR A GLOBAL WORLD”

K.S. School of Engineering and Management
 Aim at Perfection, Achieve, Excellence
 Kanakapura Rd, Blore - 560109
Department of Management Studies
 Organizes
Webinar on -
"Grooming for Global Industry"
on 15.05.2021 at 10am
SPEAKER: PRASHANTH G S
Manager, Deloitte
Platform: Zoom
PMID: 201 782 8565
Passcode: 12345
Link:
<https://zoom.us/j/2017828565?pwd=dW5US09Wb0wrMjJlYWRGQWU2Rkh2UT09>
PROF.SNEHA R **DR. R K GOPAL** **DR. K. RAMA NARASIMHA**
CO-ORDINATOR **HOD** **PRINCIPAL**

Did You Know?

- India's top technology export industry also makes computer chips and software, but lacks the talent to build them.
- According to LinkedIn, each year over a million graduates from top universities are added to the talent pool.
- With over 100 million graduates, India is a prime candidate for high-quality, cost-effective talent.
- HR has 70% of India's top management positions.
- Only 25 percent of technical graduates in India are employable in the specific field.
- At present, about 15% of employed graduates suffer from some degree of skill mismatch which hampers their employability.



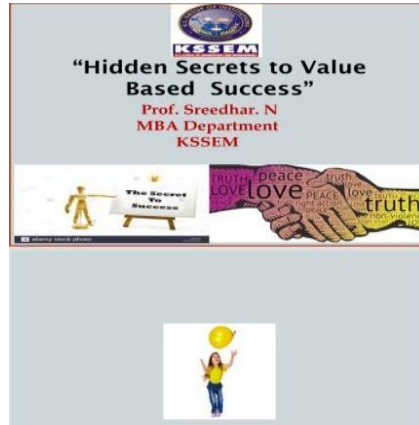
Webinar on “Grooming for a Global World” was conducted for MBA students on 15th May 2021 at 10 am. Around 90 participants and 5 faculties attended the session. Introduction about the session was done by Dr. R K Gopal (HOD, MBA) and Master of Ceremony was Prof Sneha R. Speaker for the event was Mr. Prashanth GS, Manager, Deloitte. The topics – Interview process, Difference between skill and academics, current expectation of industries was covered. E-Certificates were given to all the participants. A Letter of Appreciation was provided to the Speaker. Students attended the virtual programme with great enthusiasm making it a grand success.

ORIENTATION PROGRAM



Orientation programme was held for Returning students of 1st Year Students on 19th May 2021.. The program gave a bird’s eye view of all the events , activities and subject that will be taken up in the upcoming semester . The students were very excited and look forward to all the ongoing activities.

VIRTUAL GUEST LECTURE FOR INDUCTION PROGRAM



Hidden Secrets for Value Based Success - 19th May 2021, 11:00 am -12.30 pm

Success is everyone's mission. Life is full of challenges and opportunities, but only for those who actually struggle to grab the opportunities and overcome the challenges. Hard work and dedication are the only mantra in the journey to success. Without being passionate and the willingness to work hard, no one can achieve success. At the end of the day, we're all in this struggle. A rat race, if you will. Constantly fighting an uphill battle. Often, we feel frustrated. Sometimes, defeated. But at any point one should not lose the integrity and ethical values to achieve success. So value based success is highly essential for today's situation.

Prof. Sreedhar very clearly mentioned that Being successful doesn't require one to be exceptionally talented. It is just a matter of attitude. Faith in our ability, determination to prove something to yourself and the world and the willingness to work hard can do wonders for students in their quest for success. The Session was fruitful, interesting and inspiring for the students.

INDUSTRY EXPERT WEBINAR SERIES ON “ATTITUDE MAKES THE DIFFERENCE FOR PLACEMENTS

Industry expert Webinar Series on “Attitude makes the difference for Placements” was conducted for both 2nd and 4th Sem students of MBA on 22nd May 2021 at 10 am. **Mr. Rammohan, GM, Engineering and Projects, Milky Mist Dairy Food Pvt. Ltd was the speaker.** Around 70 students and 5 faculties participated in the session. The session began with the Introduction by Dr. R.K. Gopal, HOD MBA and Welcome speech was done by Prof Sneha R, the topics – how to crack interviews, attire, drafting resume, being confident, business etiquettes were discussed. E-Certificates were given to all the participants. A Letter of Appreciation was provided to the Speaker. Students gained enormous knowledge, very informative sessions, they also got information about DO's and DON'Ts while attending interviews and after joining a company.

K.S.School of Engineering and Management
 Aim at Perfection, Achieve, Excellence
 Kanakapura Rd, Blore - 560109
Department of Management Studies
 Organizes

Industry Expert Webinar Series on -
"Attitude makes the difference in Placements"
 on **22.05.2021 at 10am**

SPEAKER: S RAMMOHAN
 GM, Engineering & Projects
 Milky Mist Dairy Food Pvt.Ltd

Platform: Zoom
PMID: 201 782 8565
Passcode: 12345
Link: [https://zoom.us/j/2017828565?](https://zoom.us/j/2017828565?pwd=dW5US09Wb0wrMjJlYWRGQWU2Rkh2UT09)

Prof.SNEHA R CO-ORDINATOR **Dr. R K GOPAL HOD** **Dr. K. RAMA NARASIMHA PRINCIPAL**

Zoom Meeting Participants (28): Dr. Sneha Ranganaath, Dr. Gopal Rik, rammoan, Sandeep, Aishwarya krishna, Allu bindu, Anusha K, Anusha s gowda, Bhumika S, Chaitanya, chaitnya A C chaitra, Chandana D, Deeksha Datta, Shreedhar N, Allu bindu, Manjushree A S, Chaitanya, Sandeep, ROOPA BALAVE..., Anusha s gowda, Anusha K, Aishwarya krish..., Rakshitha A S, navya sree, Preethi Srinivas, Bhumika S, kusuma.

VIRTUAL GUEST LECTURE

K. S. School of Engineering and Management Bangalore
 Webinar Series

22nd May 2021
 Time: 11am to 12pm

BE Supportive Careful Alert Kind Ready to fight Covid-19

Dr. Priya K, BHMS, MD, Consultant Homeopathic Physician

Prof. Roopa Balavenu Co-ordinator **Dr. R. K. Gopal HOD** **Dr. K. Rama Narasimha Principal**

Platform: ZOOM

Microsoft Teams Meeting: Recording has started. This meeting is being recorded. By joining, you are giving consent for this meeting to be recorded. [Settings] [Close]

Impact on Mental Health

- Be Positive

Dr. Priya K, Guest

BE KIND AND SUPPORTIVE TO FIGHT AGAINST COVID 19

Dr. Priya K, is an experienced healthcare professional specialized in Homeopathy and Health Care Management with more than 10 years of clinical experience. Priya mam holds a Bachelor of Homeopathic Medicine and Surgery from HKES Homeopathic Medical College and Hospital, Gulbarga in 2010 and MD – Homeopathy from Govt Homeopathic Medical College and Hospital, Bangalore in the year 2018. Currently holds an “Siddhi Homeocare and wellness center “which is located at J.P. Nagar, 7th Phase, Bangalore. Priya mam had specialized in Piles treatment, Chronic skin allergy, Viral fever treatment and Kidney stone treatment services and procedures. Madam spoke on the precautions and measures to be taken during these difficult times

GUEST LECTURE ON “INTRODUCTION TO DERIVATIVES”



K.S. Group of Institutions
K.S. School of Engineering and Management
Aim at Perfection. Achieve Excellence
KSSEM
DEPARTMENT OF MBA

INVITES YOU FOR
VIRTUAL GUEST LECTURE
ON

**INTRODUCTION TO
DERIVATIVES**

BY
**PROF. SHARATH B. S. ,
FOUNDER & CEO OF TRIUMPH
INVESTMENTS
MYSORE**

25th MAY 2021 AT 10:45 AM

PROF. ROOPA BALAVENU
CO-ORDINATOR DR. R. K. GOPAL.
HOD- MBA DR. RAMA NARASIMHA
PRINCIPAL

Prof. Sharath B. S. Founder and CEO of Triumph Investments, Mysore, graduated with a Masters in MBA in Finance with NISM certification in derivatives and mutual funds distribution. He also has significant knowledge about stock markets, commodities market, mutual funds, derivatives, depository participants, financial planning, entrepreneurship development and business plan preparation. He also has a dynamic professional experience in different streams like 10 years in teaching ,21 years in entrepreneurial and cross- functional, encompassing years of experience in investment advisory.

GUEST LECTURE ON MEDIA PLANNING AND BUYING



K.S.School of Engineering and Management
Aim at Perfection, Achieve, Excellence
Kanakapura Rd, Blore - 560109

Department of Management Studies(MBA)
Organizes

'Marketing Subject Expert '
Guest Lecture on "Media Planning and Buying"
on 29.05.2021 at 8.50am

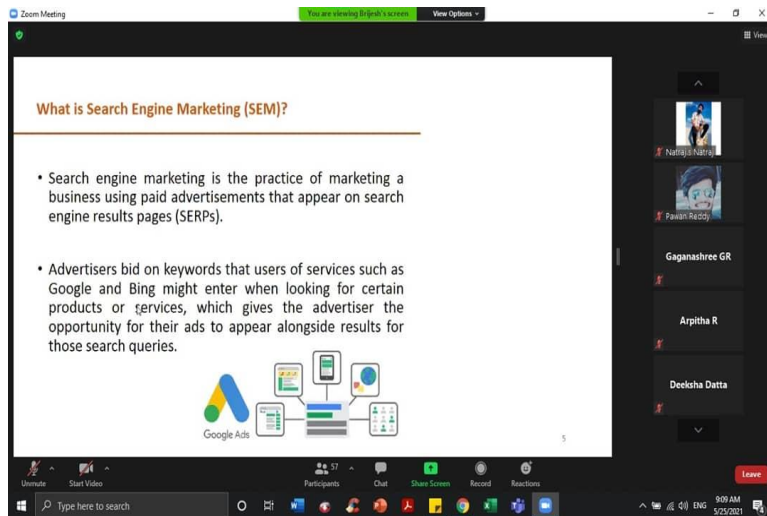
SPEAKER: M R Ravindra
Senior Manager
Advertising
Sun Tv Network
(Udaya TV)

Platform: Zoom
PMID: 504 938 1869
Passcode: 2884
Link: <https://us02web.zoom.us/j/5049381869?pwd=d1RQTGlyVHhB4M2lvV05SeisvMnE0QT09>

Prof. SREEDHAR N
CO-ORDINATOR Dr. R K GOPAL
HOD Dr. K. RAMANARASIMHA
PRINCIPAL

Just two decades ago, media planning and buying in advertising consisted of print, radio, OOH and TV. Social media didn't exist. Let that sink in. Social media didn't exist. There was no digital marketing. While media buying has always been integrated across available channels, today the process is integrated across practices into activities that used to be considered separate. Technology has intertwined social media, blogging, PR, communications and branding such that media planning and buying must take all of them into consideration. It has also enabled targeted messaging to custom audiences at a deeper level than in the past. Mr. Raveendra highlighted Media planning and buying process, its role in marketing strategy and how to use media buying to connect with your ideal audiences.

SUBJECT GUEST LECTURE ON SEARCH ADS



Subject Guest Lecture on **SEARCH ADS** was held on 25TH MAY 2021 at 8.40 AM TO 9.35 AM BY **Prof. Brijesh Singh, Department of Management Studies, PES University**. This was an expert guest lecture held for the students of marketing specialization and was considered as a part of the subject Digital and Social media marketing. The speaker spoke about Search engine optimization and its practical usage in the world of marketing. He demonstrated the ways in which companies can advertise their products and services via the Search engine. The students were very intrigued and wanted many more such sessions in the future.

INDUSTRY EXPERT WEBINAR SERIES ON “INNOVATION”

K.S.School of Engineering and Management
Aim at Perfection, Achieve, Excellence
Kanakapura Rd, Blore - 560109
Department of Management Studies
Organizes
Industry Expert Webinar series on -
"Innovation" on 29.05.2021 at 11.30am

SPEAKER:
Dr. S S KRISHNA KUMAR
GENERAL MANAGER,
ALL INDIA SALES & SERVICE (3W)
TVS MOTOR COMPANY LTD.

Platform: Zoom
PMID: 201 782 8565
Passcode: 12345
Link: <https://zoom.us/j/2017828565?pwd=dW5US09Wb0wrMjJlYWRGQWU2Rkh2UT09>

PROF.SNEHA R **Dr. R K GOPAL** **Dr. K. RAMA NARASIMHA**
CO-ORDINATOR **HOD** **PRINCIPAL**



Industry Expert Webinar Series on “Innovation” was conducted for MBA students on 29th May 2021 at 11.30am. **Dr. S S Krishna Kumar, General Manager, All India Sales and Service, TVS Motor company Ltd.** was the Resource Person. Around 60 participants and 5 faculties attended the session. Program was inaugurated by Dr. R K Gopal (HOD, MBA) and session’s Master of Ceremony was Prof Sneha R. The topics – New ideas implemented in various industries, necessity for innovation, not only to be Educated but also to be Skilled were the topics discussed. E-Certificates were given to all the participants. A Letter of Appreciation was provided to the Speaker. Students were benefited with the virtual programme and have been informed that along with education, Skill is utmost important and to get adjusted for the changing environment and technology.

SUBJECT GUEST LECTURE ON “MEASUREMENT AND SCALING TECHNIQUES “



K.S. Group of Institutions
K.S. School of Engineering and Management
Aim at Perfection, Achieve Excellence

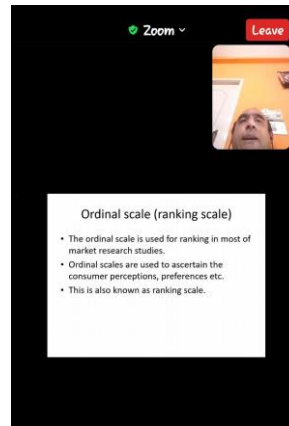
DEPARTMENT OF MANAGEMENT STUDIES PRESENTS

Virtual Session on Measurement and Scaling Techniques
on 3rd June 2021, Thursday, between 11 AM to 12.00 PM

BY: Dr.R.Srivats, Principal, MBA Program, Don Bosco Institute of Management Studies and Computer Applications.



V.VIDYASHREE COORDINATOR **DR.R K GOPAL** HOD **DR.RAMA NARASIMHA** PRINCIPAL



Zoom Leave

Ordinal scale (ranking scale)

- The ordinal scale is used for ranking in most of market research studies.
- Ordinal scales are used to ascertain the consumer perceptions, preferences etc.
- This is also known as ranking scale.

A subject Guest lecture on MEASUREMENT AND SCALING TECHNIQUES was held on 3rd June 2021 from 11 am to 12 pm. The Expert guest was Dr.Srivats, Principal, MBA program, Don Bosco Institute of Management Sciences and Computer Applications

The speaker discussed and touched upon the importance of knowing the correct measurement and scaling techniques in Research .Nominal scale ,Ordinal scale ,Interval scale and Ratio scale were understood in detail. The students were very happy and had an enriching interaction with the guest speaker.

INDUSTRY EXPERT WEBINAR SERIES ON “BUSINESS GROWTH AND QUALITY”



K.S.School of Engineering and Management
Aim at Perfection, Achieve, Excellence
Kanakapura Rd, Blore - 560109
Department of Management Studies(MBA)
Organizes

**Industry Expert Webinar Series on -
"Business Growth and Quality"**
on 05.06.2021 at 11.00am

SPEAKER: Dr. N RAMESH
Head - Quality Assurance & EHS
TaeguTec India P Ltd
(Member IMC group)



Platform: Zoom
PMID: 201 782 8565
Passcode: 12345
Link: <https://zoom.us/j/2017828565?pwd=dW5US09Wb0wrMjIjYWRGQWU2Rkh2UT09>

Prof.SNEHA R CO-ORDINATOR **Dr. R K GOPAL** HOD **Dr. K. RAMA NARASIMHA** PRINCIPAL

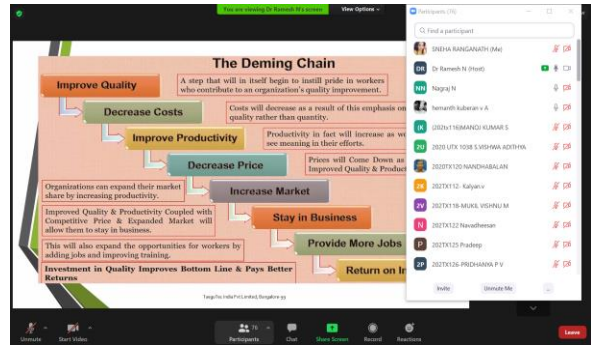
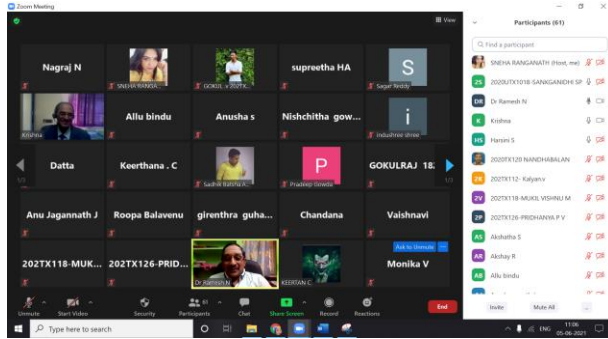


Zoom Meeting

CHARACTERISTICS OF WORLD CLASS COMPANY (Tom Peters)

- Fully oriented toward customer satisfaction (customer delight).
- Quality Fanatics (all the time thinking of Quality)
- Fast, Flexible and Competing based on time.
- Think Globally
- Innovative in Developing New Products / Services.
- Pioneer in Technology.
- Flat Organization.
- Create and work small Units.
- Always increasing worker's knowledge and skills.
- Continual improvement.

Zoom Meeting Controls: Unmute, Start Video, Participants, Chat, Share Screen, Record, Reactions, Leave



Industry expert Webinar Series on “**Business Growth and Quality**” was conducted for both 1st year and 2nd year MBA students on 5th June 2021 at 11am. **Dr. N Ramesh, Alumni of IIM, Ahmedabad, Head – Quality Assurance and EHS, TaeguTec India Pvt. Ltd (Member IMC Group)** was the speaker. Around 78 participants and 5 faculties actively participated in the session. The program was inaugurated by Dr. RK Gopal, HOD MBA. The topics – TQM, Quality, Strategic Management, Top line Management were covered. The event was coordinated by Prof. Sneha R. E-Certificates were given to all the participants. A Letter of Appreciation was provided to the Speaker. Students had an interaction and gained knowledge regarding quality check, control, salary, kaizen and other tools.

WEBINAR ON CAPITAL MARKET AWARENESS

K S SCHOOL OF ENGINEERING & MANAGEMENT
DEPARTMENT OF MANAGEMENT STUDIES

JOIN US
WEBINAR
CAPITAL MARKET AWARENESS

THURSDAY
JUNE 10TH, 2021
10:45-12.00PM

Dr. Sharan Kumar Shetty
Associate Professor &
Member of Governing Council,
MSN Institute of Management

Zoom ID
<https://us02web.zoom.us/j/6097668439?pwd=UnlNz1B5bE0aVjhaCOa0THN2SPd209>

PROF. PRADEEP **Dr. R K GOPAL** **Dr. K. RAMA NARASIMHA**
CO-ORDINATOR **HOD-MBA** **PRINCIPAL**

Webinar Series on "Capital Market Awareness" was conducted for both 1 year and 2nd year MBA students on 10th June 2021 at 10.45 am. Dr. Sharan Kumar Shetty, Associate Professor and Member of Governing Council, MSN Institute of Management, was the speaker. Around 85 participants and all faculties of MBA Department actively participated in the session. The program was inaugurated by Dr. Rk Gopal, HOD MBA.

The participants were given introduction on capital market, its different types of financial products and how it works. They explained three I's in financial market those are Issuers, Investors and Intermediaries. Participants were given detailed information on Demat account. what are the documents required to open Demat account and different assets where they can invest. Speaker also explained how important it is to invest rather than keeping money idle.

ALUMNI TALK ON 12th, JUNE 2021



Department of Management Studies, KSSEM has organized Alumni meet talk on 12th June, 2021. As many as 68 students of both II semester & IV semester participated in this Alumni talk. The Programme was inaugurated by Dr. R K Gopal, HOD-MBA. This programme was organized by Assistant Prof. Pradeep of MBA Department, KSSEM.

Mr. Satish Khode, Business Strategist @ Oracle Corpa student of MBA department, KSSEM has addressed students about their academic as well as working experiences in their current area of operation. The Alumni in general appreciated and cherished the pleasant and memorable experiences they had while being students at the KSSEM. Also alumni motivated the students and provided guidance in the area of career growth and building successful careers. They encourage students to choose an area that they are genuinely interested in and work on it. The interaction with the alumni touched upon various topics including contribution of alumni in placements, conduct of knowledge sharing sessions, assistance for internships and other social service activit

TOPPERS OF 3RD SEMESTER (2019-21 BATCH) The results of MBA were announced . The department of MBA is proud to announce the toppers .



I RANK

Miss .Pushpa (HR & MARKETING) has secured 78%



II RANK

Miss Bhumika (HR & MARKETING) has secured 77.4

ENTREPRENEURIAL JOURNEY OF Y.V. KARTHIK

K.S. Group of Institutions
K.S. School of Engineering and Management
Aim at Perfection, Achieve Excellence
KSSEM
KSSEM-MBA ED CELL
INVITES YOU FOR
VIRTUAL MEET WITH ENTREPRENEUR Y.V. KARTHIK
TEDX SPEAKER, ENTREPRENEUR
FOUNDER & CEO WEXPOUND TECHNOLOGIES
FOUNDER GO2STATIONERY
DIRECTOR GLORY BRAND
26th JUNE 2021 AT 11 AM
JOIN WITH GOOGLE MEET
MEET.GOOGLE.COM/HHQ-SPDP-THG
PROF.ROOPA BALAVENU CO-ORDINATOR
DR. R. K. GOPAL HOD-MBA
DR. RAMA NARASIMHA PRINCIPAL

Virtual Guest Lecture on “ENTREPRENEURIAL JOURNEY OF Y.V. KARTHIK” was conducted for 2nd sem ,4 th Sem MBA students and other MBA college students and faculty members. Around 70 students and 6 faculties participated in the session. Introduction about the session and Welcome speech was done by Ms.Manjushree. Brief Glimpse on Entrepreneurial journey, skills required to become an Entrepreneur, Innovation for Entrepreneurs, Different qualification and strengths for Entrepreneurs, Importance of Entrepreneurship in India etc. Students and faculty members had Question and Answer session. Vote of thanks proposed by Ms.Anusha of 2nd sem MBA and conclusion was done by MBA-HOD Dr. R.K. Gopal. Students gained knowledge about recent changes in Entrepreneurship. There was an active participation in the event.

EXPERT GUEST LECTURE" RESEARCH AND ITS APPLICATIONS IN BRAND MANAGEMENT"

K.S. Group of Institutions
K.S. School of Engineering and Management
Aim at Perfection, Achieve Excellence
KSSEM
DEPARTMENT OF MANAGEMENT STUDIES (MBA)
INVITED TALK BY DR. SATYA SURESH
TOPIC: RESEARCH AND ITS APPLICATIONS IN BRAND MANAGEMENT
DESIGNATION : MANAGEMENT CONSULTANT , ISKON BENGALURU
DATE: 1ST JULY 2021
TIME: 10.45 AM -11.40 AM
LINK: HTTPS://MEET.GOOGLE.COM/CBC-XTOV-HAU
V.VIDYASHREE COORDINATOR
DR.R K GOPAL HOD
DR.RAMA NARASIMHA PRINCIPAL

This was an expert guest lecture held for the students of marketing specialization and was considered as a part of the subject Digital and Social media marketing . " RESEARCH AND ITS APPLICATIONS IN BRAND MANAGEMENT" was the topic of discussion.

Speaker spoke about branding and its practical applications in the world of marketing. She demonstrated the ways in which companies can advertise their products and services via branding. She also highlighted the importance of research for branding. The students were very intrigued and wanted many more such sessions in the future.

Virtual Guest Lecture on “ENTREPRENEURIAL JOURNEY OF Mr. DHANANJAY”

K.S. Group of Institutions
K.S. School of Engineering and Management
KSSEM
Aim at Perfection, Achieve Excellence

KSSEM-MBA ED CELL
INVITES YOU FOR
**VIRTUAL MEET WITH
ENTREPRENEUR
MR. DHANANJAY**
FOUNDER & CEO
GRAVITY ONE LIVING SPACE PVT. LTD.

3rd JULY 2021 AT 10:30 AM

CLICK THE LINK:
JOIN WITH GOOGLE MEET
MEET.GOOGLE.COM/TJB-6JRM-JIQ


PROF. ROOPA BALAVENU
CO-ORDINATOR


DR. R. K. GOPAL
HOD-MBA

DR. RAMA NARASIMHA
PRINCIPAL

Virtual Guest Lecture on “ENTREPRENEURIAL JOURNEY OF Mr. DHANANJAY” was conducted for 2nd sem ,4 th Sem MBA students and other MBA college students and faculty members. Around 65 students and 6 faculties participated in the session. Introduction about the session and Welcome speech was done by Ms.Aishwarya. Brief Glimpse on Entrepreneurial journey, skills required to become an Entrepreneur, Innovation for Entrepreneurs, Different qualification and strengths for Entrepreneurs, Importance of Entrepreneurship in India etc. Students and faculty members had Question and Answer session. Vote of thanks proposed by Ms.Anusha of 2nd sem MBA and conclusion was done by MBA-HOD Dr. R.K. Gopal. Students gained knowledge about recent changes in Entrepreneurship. There was an active participation in the event.

VIRTUAL GUEST LECTURE ON FINANCIAL LITERACY AND INVESTOR EDUCATION PROGRAM


K.S. Group of Institutions
K.S. School of Engineering and Management
Aim at Perfection, Achieve Excellence
KSSEM
DEPARTMENT OF MANAGEMENT STUDIES (MBA)

INVITES YOU FOR


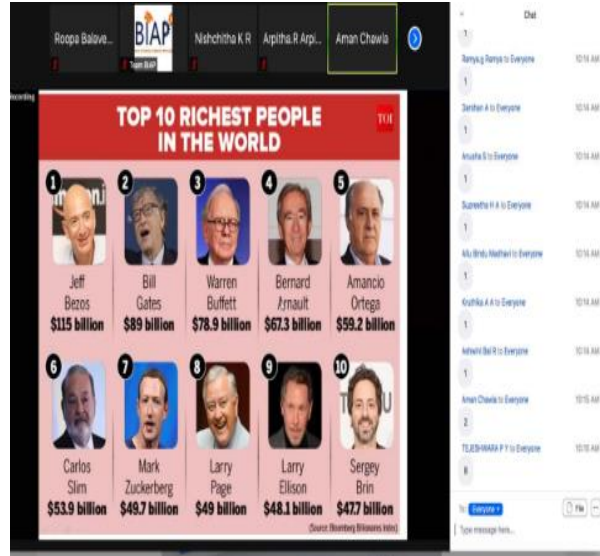
VIRTUAL WEBINAR (GOVT. INITIATIVE) BY

MR. AMANPAL SINGH CHAWLA
 FOUNDER & CEO OF ADVISOR ZAROORI HAI , MUMBAI

TOPIC : FINANCIAL LITERACY AND INVESTOR EDUCATION PROGRAM ON
9/7/2021 at 10 AM

E CERTIFICATES ARE PROVIDED
 Zoom REGISTRATION Link:
https://zoom.us/join/registration?joinfromjsejmqHdaBzazrJJAE_AkIIWwJ9JF9

PROF.ROOPA BALAVENU **DR. R. K. GOPAL.** **DR. RAMA NARASIMHA**
 CO-ORDINATOR HOD-MBA PRINCIPAL



The screenshot shows a Zoom meeting interface with a presentation slide titled "TOP 10 RICHEST PEOPLE IN THE WORLD". The slide lists the following individuals and their net worths:

Rank	Name	Net Worth
1	Jeff Bezos	\$115 billion
2	Bill Gates	\$89 billion
3	Warren Buffett	\$78.9 billion
4	Bernard Arnault	\$67.3 billion
5	Amancio Ortega	\$59.2 billion
6	Carlos Slim	\$53.9 billion
7	Mark Zuckerberg	\$49.7 billion
8	Larry Page	\$49 billion
9	Larry Ellison	\$48.1 billion
10	Sergey Brin	\$47.7 billion

The Zoom meeting interface also shows participant names at the top: Roopa Balave..., Nishchitha K.R., Apitha.R Arp..., and Aman Chawla. A chat window on the right shows messages from participants.

Virtual Guest Lecture on “FINANCIAL LITERACY AND INVESTOR EDUCATION PROGRAM” was conducted for 2nd sem ,4 th Sem MBA students and other MBA college students and faculty members. Around 90 students and 6 faculties participated in the session. Introduction about the session and Welcome speech was done by Ms.Nischitha. Brief Glimpse on Stock market,Derivatives Market in NSE and BSE, showed live in BSE and NSE websites live trading, present Financial Market, Importance of Capital Markets etc. Students and faculty members had Question and Answer session. Vote of thanks proposed by Mr. Darshan of 2 nd sem MBA and conclusion was done by MBA-HOD Dr. R.K. Gopal. Students gained knowledge about recent changes in Financial Markets. There was an active participation in the event.