

Srinivas University
College of Management and Commerce
City Campus, Pandeshwar, Mangalore.

MBA Report 2018-2019

The present era of globalization and liberalization witnessed a revolutionary change in the domestic as well as in the global economic scenario. Indian economy is increasingly becoming market oriented economy in which private sector is going to play a prominent role. It is predicted that there is expanding job opportunity in the private sector. This calls for a different breed of professionals with sound knowledge of business, industry and economy. The MBA Programme we offer has unique curriculum as per the requirement of the industry. The course aims at developing analytical and entrepreneurial skill amongst the students. It also provides a platform to foster innovation, creativity and professionalism to those who aspire to become managers of tomorrow.



On 26th July 2018, MBA students of Srinivas University, Pandeshwar Campus have celebrated “Kargil Vijay Diwas” in honour of the Kargil War Heroes. Ibrahim Bathish, Manoja G S, and Muddassir Khadar of third semester MBA spoke about their memories related to Kargil war also commemorated the contributions of the armed forces. This was followed by the address by Prof Anumesh Kariappa of Department of Management & Commerce. The program was concluded with a video presentations related to the “Operation Vijay” of 26th July 1999.

GUEST LECTURE for MBA students



Date:
27th July 2018

Venue:
Gallery Hall, SIMS, Pandeshwar



A Guest Lecture was organised by the Department of Business Management & Commerce, SIMS, Pandeshwar Campus of Srinivas University for its II year III Semester MBA students.

The Guest Speaker, Mr. Dhanraj, a post-graduate in HR from Roshni Nilaya, School of Social Work, and currently Manager, Human Resources, Brand Factory, Mangalore, a unit of the Future Group of companies. He gave an excellent power point presentation on General HR practices prevalent today in the corporate. He touched upon some relevant statistics that any HR student should know. In particular, some HR practices followed in his company were also displayed in the power point presentation.

It was a great learning experience for the MBA students and also served as an update for some of the faculties on HR related facts and figures in the Industry today.

Report on Guest talk by KEVALA FOUNDATION on 13th Aug 2018

A guest talk was organized for the third semester MBA students of Srinivas College of Business Management and Commerce on 13th Aug 2018. The session was handled by delegates from KEVALA foundation from Chikmangaluru. They also spoke about meditation and retreat under their “IKIGAI” program. Mr. M. Abdul Athif (3rd semester student) welcomed the guests and Mr. Mohammad Akram (3rd semester student) proposed vote of thanks.



Report on special Independence Day celebration program



Third semester MBA students of College of Business Management and Commerce at Srinivas University organized a special Independence Day celebration on 16th Aug 2018 at the City campus Pandeshwar, Mangalore. Students took part in different cultural program, where it began with a video presentation commemorating freedom struggle. Mr. Muddassir Khadar and Mr. Manoja G. S. spoke on this occasion. Mr. Umamaheshwar Venkatraman Bhat & Mr. Mohammad Akram gave a performance by singing a patriotic songs which was followed by a dance performance by Ms. Madhuri Pradeep Hegde and team. The function was concluded with the words of appreciation by Prof Shailashri V.T. (HOD of Department of Management & commerce) to the entire student community. All MBA faculties were also present on that occasion.

Report on marketing forum inauguration on 28th Aug 2018

“MARKFINITY” the marketing forum of MBA was inaugurated on 28th Aug 2018 at Srinivas city campus at Pandeshwar, Mangalore. The programme began with a duet song by Mr. Mohammad Akram & Mr. Umamaheshwar Venkatraman Bhat. Followed by that, the forum logo was officially launched by Dr. P S Aithal, Principal & Vice Chancellor, Srinivas University. He also addressed the gathering and wished all success to the forum activities for the year 2018-19 and also distributed the badges to the forum members and coordinators. This was followed by a marketing quiz where all the students of MBA course have participated.



MBA Guest Lecture by Dr. Saju Varghese – Senior Geologist [Geological Survey of India] On 31 August Friday 2018



Senior Geologist of Geological Survey of India GSI Mangalore - Dr. Saju Varghese delivered a Guest talk to the first and second year MBA Students of Srinivas University City Campus Pandeshwar on Friday 31 August 2018. He presented before the MBA students various initiatives of GSI in areas of Marine and Geology. The Geologist explained how the survey report generated by the organization creates value for the stakeholders. Dr. Saju also showcased the various mineral types and other precious metal that was discovered through the activities of GSI. He also mentioned the Vessel owned by GSI, Sailing and methodology applied for survey findings. The talk was a part of “Bhuvismavd”, an initiative of Ministry of Mines – Govt. of India to facilitate Industry Academia interaction on continuous basis towards youth & nation development.

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Report on ‘Teacher’s Day’ celebration on 5th Sep 2018

On 5th Sept 2018 ‘Teacher’s Day’ was celebrated by the students of MBA at Srinivas University, City Campus, Pandeshwar. The short function began with the prayer by Ms. Gayatri Gajanana Pai and Ms. Swathi K Pradeep, president of student council welcomed the gathering of all the faculties of Department of management & commerce and students of MBA. Following which few individual cultural performances were showcased by students of both first and third semester of MBA. Thereafter Prof. Shailashree VT , HOD, Department of Management & Commerce addressed the gathering by expressing gratitude to the student community for organizing such a program on teacher’s day. The program concluded with distribution of sweets and snacks to everyone present on the occasion.



Guest Lecture on 5/09/2018 By Mr M R Vasudeva

The MBA department had organised a Guest Lecture by Mr. M R Vasudev on 05/09/2018 for I year and II year MBA students, on the topic “Careers in Aviation Sector”.

Mr. Vasudev gave an interesting lecture on the job opportunities available in the Aviation Sector and how the growth of the sector in India will open up many jobs in the sector for MBA graduates.

He dwelt on the present situation of shortage of personnel in the various units in the airports and other related organisations like customs agents etc. The scope or the market for MBA graduates is quite huge and it was encouraging for our students to listen to him and they got reassured that their job opportunities are quite bright in the aviation sector.

He also touched upon the need of the students to develop their communication skills and their sense of alertness when he mentioned that there is zero tolerance for mistakes in this sector. The students got the benefit of knowledge of the aviation sector and also their future in it.



HR FORUM INAUGURATION

The HR Forum of MBA department of Srinivas University, Department of Management and Commerce, was inaugurated on 07/09/2018. The program started with the “Lighting the Lamp” of knowledge by all the students of the HR team.



Ms. Stephy Maria Shaji welcomed the gathering and Prof. Subrahmonya spoke in brief on the HR Forum and its future activities. The LOGO of the HR Forum “HR IGNITIA” was released on the occasion. HR Forum has come out with a news bulletin named HR IGNITIA, which was released today by the Dean of College of Management and Commerce, Prof. Shailashree and Prof. Subrahmonya and the President of HR Forum, Jishnu Chandran of II year MBA. Mr. Jishnu Chandran spoke on the Forum activities and the calendar of events of HR Forum. Two meaningful videos were shown on the occasion. The first one was on the evolution of the concept of Human Resources and the changes it had undergone till date and the second video showed the role of the HR Manager in the modern corporate world with the advancement in IT and Communications.



A Quiz program was conducted by the members of HR team with Ms. Swathi Pradeep donning the role of the Quiz Master. The audience both from the I year & II year MBA participated with good enthusiasm. HR student Swathi C.M. proposed the Vote of Thanks to all. The program was useful to all the participants in that they could gather some knowledge on Human Resource Management in the modern days.

Guest Lecture by Dr Raghavendra Holla on 22/09/2018. The College of Management and Commerce organized a guest lecture on 22/09/2018. The resource person was Dr Raghavendra Holla, Manager (SEZ). He spoke on personal grooming, interview techniques

and resume writing to the MBA students. The session was interactive and students benefitted a lot from this session. Also he shared a lot on the job opportunities available for the students in Mangalore



Report on Guest talk by Mr. HIMANSHU SRIVASTAVA on 14th Sep 2018

A guest talk was organized for the MBA students of Srinivas college of Business management and Commerce on 14th Sep 2018. The session was handled Mr. Himanshu Srivastava, Manager, Business development, National Stock exchange [NSE] southern region. He oriented students with basics of stock investments and related activities. Both first and third semester students of MBA have participated in the program.

Report on Finance forum inauguration on 18th Sep 2018

“FINASTRA” the Finance forum of MBA was inaugurated on 18th Sep 2018 at Srinivas city campus at Pandeshwar, Mangalore. The programme began with a prayer song by Ms. Kumuda [3rd semester MBA]. Followed by that, the forum logo was officially launched by Dr. P S Aithal, Principal & Vice Chancellor, Srinivas University. Mr Akhil, Secretary, finance forum spoke about the logo and the forum in general and Ms Shreya, President of finance forum also spoke about the planned activities by the forum for the academic year. This was followed by a Finance quiz ,where students of both first and third semester MBA have participated in teams.



Guest Lecture by Mr B. R. Bhat on 1/10/2018

Mr B.R.Bhat a renowned banker addressed the MBA students on 1/10/2018. He spoke to the MBA students about the industrial requirements. He addressed them about the interviewing tips and what interviewers look for in an MBA graduate. He also advised the MBA students to keep themselves updated with the latest trends and be aware of the general happening in the society.



Report on “B-Pitch” on 5th Oct 2018

With an objective of creating and nurturing business startup culture among students, College of Management and Commerce of Srinivas University has organized a one day event titled B-pitch on 5th October 2018. B-Pitch is an intra-collegiate Business Plan presentation competition for the students pursuing Masters of Business administration [MBA] course, where more than 60 students have participated.

The event was inaugurated by Dr. P.S Aithal, vice chancellor, Srinivas University. Dr. Sachin Parappagaudar, from iNurture was the chief guest for the function.

Followed by the inauguration, 10 teams of Second year MBA students have presented their innovative business plans and interviews shot with local entrepreneurs in the two segments of the Competition.



NATIONAL LEVEL CONFERENCE AT SRINIVAS COLLEGE ON 6TH AUGUST, 2018

A One day National Conference on the theme “Emerging Areas of IT Applications in Management, Education & Social Sciences” was organized in the College on 06.10.2018 Saturday at Pandeshwar Campus. The Chief Guest for the function was Sri Venkat Bhat, CEO, VentureSoft Global, California, USA.

In his inaugural address he spoke on the Emerging areas of different IT Innovations, like solar and battery car, IOT in Fisheries and Augmented Reality, Artificial Intelligence and Its Applications on Management, Education and Social Science. He also shared his vast experience in the field of IT and its applications in different real time applications. Dr. Shashidhar Kini K, Professor & Head of MCA Department, Srinivas Institute of Technology, Mangalore was the Guest of Honor and key-note speaker who emphasized on E-governance. He mentioned history, types of E-governance and different hurdles and challenges face in India to implement full-fledged E-governance system. Dr. P.S. Aithal, Vice Chancellor of Srinivas University and Principal, SIMS presided over the function. Dr. Aithal stressed his research views on publication and contribution of research to societies. He further expressed his desire on research based educational qualifications for the graduating youths for maximizing their employment potential. The Convenor of the Conference Prof. P. Sridhara Acharya introduced the theme of the Conference to the delegates. Prof. Vaikunta Preyesh Pai, Coordinator, MCA Department, welcomed the delegates. Sri Ganapathi Bhat, Freelancer, was present on the occasion and graced. Dr. Krishna Prasad K, Conference Co-convenor, proposed vote of thanks. The proceeding of the previous Conference was released along with the Abstract proceedings of the current Conference. The research scholars and teaching faculties presented the papers in the conference. More than 45 research papers were received and presented in the conference. All the papers presented will be published after review in international journals along with ISBN proceedings.



Industrial Visit for I YEAR MBA Students on 13/10/2018

The College of Management and Commerce organized an Industrial Visit for the students of 1st year MBA and M. Com to the Hindustan Unilever Limited factory at Bolor, Mangalore. 90 per cent of Karnataka's demand for detergent bars Rin and Wheel is manufactured at this unit. The factory visit was very insightful and the students learnt about the process of manufacturing soaps and obtained knowledge on various aspects of productions and operations management, automated process design, production control and so on.



Student council installation

The MBA student council installation ceremony was conducted on 17/10/2018 in the Auditorium. The council members, forum heads, cell coordinators and event coordinators were introduced to the gathering and the Vice Chancellor Dr. P.S Aithal distributed the badges to the newly selected members. Later the oath was administered and the students were made responsible to the positions they hold.



SRINIVAS COLLEGE ORGANISES MAGMA – 2018

MAGMA – 2018, a one day National Annual Management festival of Srinivas Institute of Management Studies was held on Tuesday 30th October, 2018 at Pandeshwar Campus. The theme for this year's event was "MAGMA – Samurai – Conquer with Perfections" primarily focused on present day business challenges and work environment in business and industries. The festival was inaugurated by the Chief Guest Sri Nanjundappa Thimmayya, Regional Head, Union Bank of India, Mangaluru. In his inaugural address he stressed on the concepts of Japanese Samurai techniques and martial arts which are used in work environments to ensure commandable results. He also motivated the participants to approach events with Shaolin tactics. The President of the function Dr. A. Srinivas Rao, who is also the Pro-chancellor of Srinivas University and Vice President of A. Shama Rao Foundation delivering his presidential remarks, bought out the dynamic skills used in Samurai arts to be used in meeting the challenges. He also pressed that both victory and defeat are to be taken in an equal spirit.

The Vice Chancellor of Srinivas University Dr. P. S. Aithal delivered the importance of these management events for the upcoming management professionals. He also elaborated the various research theories used in commerce, business and management which could be a solution to Chakravayuha. Prof. Shailashri, Dean, Commerce Management and Coordinator, MBA department welcomed the gathering. Prof. Sagar Srinivas, Faculty Convenor of MAGMA, 2018 gave the theme of the event. Magma Student Co-ordinator Mr. Wilson Lasrado delivered the Vote of Thanks. Ms. Swathi K. Pradeep, President, MBA Student Council was present on the dias. MBA Students from about 21 top National Management Institutions and Business Schools participated in the event.



Children's day and Kannada Rajyatsava celebration in Dakshina Kannada Higher Primary School, Pandeshwar Mangalore on 24 November 2018 by MBA students of Srinivas University

On 24 November 2018, MBA students of Srinivas University conducted Children's day and Kannada Rajyatsava celebration in Dakshin Kannada Higher Primary School, Pandeshwar Mangalore. The celebration began with the formal function which was held at the school auditorium where all the faculty members of the school including Srinivas University MBA Dept HOD Prof Shailshri V T and Prof Anumesh Kariappa were the dignitaries on the stage. The importance of children's day and love towards the state and country was highlighted during the formal function.

Various activities were conducted for the students such as pick and act, Devotional singing competition etc and the prizes were distributed to the winners of the competition. This was part of the CSR activity Conducted by the CSR cell of Srinivas University



Guest Lecture on 29/11/2018 by Prof Daniel Y. P. Khan for the I year MBA Students, Srinivas University Gallery Hall, City Campus, Pandeshwar, Mangalore.

A Guest Lecture was organised to the 1 year MBA students of Srinivas University, in Gallery hall, City Campus, Pandeshwar, Mangalore. The guest speaker was Prof Daniel Yameen Prakash Khan, United Kingdom. On the Occasion he spoke on the topic of Leadership, innovation and productivity. He highlighted the importance of Leadership in every walk of life, be it a organisation, hospital or home. Leadership is important to increase productivity. It is also important to create innovative organisations. The students interacted with the Guest speaker and the memorable one.



Picture Perfect 8/12/2018

A collage competition “Picture Perfect” was organized by the first MBA student’s on 08/12/2018. A picture is worth thousand words. The basic concepts of Principles and Practice of Management were visually depicted by the students in the form of collages. Topics like leadership motivation, communication, Organization structure, environment CSR etc were depicted which had a powerful impact.



Guest Lecture by Mr Ramachandra Bhat for the 1 year MBA students on 11/12/2018 in the gallery Hall City campus Pandeshwar.

A guest lecture was organized for the first year MBA students. The speaker was Mr Ramachandra Bhat from Lotus wealth creators in association with the BSE. It was a general introduction to various investment options in the stock market. The speaker motivated the students to start investments at a younger age so that they are wealthier and inculcate the habit of saving. The session was a very interactive one and the students benefited a lot from it

Guest Lecture by Dr P.K. Paul, Asst Professor, CIS, Raiganj University, West Bengal on 21 December 2018, City Campus, Pandeshwar

A guest talk was organized to the first year MBA students on 21 December 2018 by Dr P.K. Paul, Asst Professor, CIS, Raiganj University, West Bengal. He addressed the students on the topic Business Information Sciences, Emphasizing Digital Marketing. The session was interactive with the recent trends in the area being included.



Economic Exhibition Aikonomas

Economic Exhibition “Aikonomas” was conducted by I year MBA Students on 14/12/2018 at Srinivas University auditorium, City Campus, Pandeshwar, Mangalore.

The exhibition was inaugurated by Dr P.S.Aithal Vice Chancellor of Srinivas University. The exhibition created platform for 1year MBA students to display and learn the different economics concepts. Total 9 teams participated in model making activity and exhibited their creativity and presentation skills. The Winning topics in the event were Foreign Direct Investment in India and Business Cycle respectively. The students interacted with the Guest and judges for the exhibitions.



Student Exchange and Tie –up Program on 24 January 2019

A guest talk was organized to the students of Moolji Jaitha College, Jalgaon who visited the Srinivas University, City Campus, Pandeshwar on 24 January 2019. Vice-Chancellor Dr P.S.Aithal addressed the audience and spoke about the various innovative courses in the University. Prof Sridhar Acharya, Dean, College of Computer science, discussed the various career opportunities for undergraduate students and gave them new ideas of Professional

Careers. Prof Shailashri V T, Dean, College of management and Commerce spoke to the students on recent trends in Management and the expected skill sets of management students.



Brand Ambassadors of MBA

1.The following students have participated in a Symposium on entrepreneurship and skill development held at Sarosh Institute of Hotel Administration Mangalore on 7, September 2018.

Mohammed Akram

Ibrahim Bathish

Azeez Ahmad

Abdul Rauf

Abdul Athif Mohammed Akmal

2.Students Participated in a field research for APPAREL Industry with Newton Consulting India Pvt Ltd .Pavana A.G,Fathimath Raheema between 15 and 17 September, 2018.

3.Students Participated in ROTO quiz competition held and organized by Rotary Club of Bangalore for the 59thRamnarayan chellaram shield held on 9 September 2018 at SDM PG center for Management studies ,Mangalore.Ummamaheswar V Bhat,Pavithra,Maduri,and Akmal

4 The First year MBA students Participated in SHREYANS at SIT Valachil ON 25 and 26 October .Nikhitha ,Reswil,Vanditha ,Sapna ,Vishali,Sijal,Amith,Shreyas ,Adil,Nabil,Abrahar,SriRaksha ,Prasyuman ,Mashrak ,Sahal,Jeshma,Anisha Deesha ,AJITH LOY,Davan,Reshma ,Reema,Joel,Subhodh.

5. Students Participated and won first place in the Paper Presentation Competition at St Joseph Engineering College .Muddassir ,Pavana and Maduri.

6 Students participated in the coloque panal discussion at St Joseph Engineering College .Mudazir ,Namith Raj Gayathri and Shreya.

7 The Following students Participated in Cross Roads, Department of Business Administration, Mangalore University a national level management fest.Adil,Anisha ,Reema ,Deepika, Mahima,Vidyashri,Vijetha,Uma maheswar Sijal ,Sahal,Mashrakand Namithraj