



**SRINIVAS  
UNIVERSITY**

**-- Karnataka State--**

**CREATING INNOVATORS**

# **IQAC: 2017-19 CONSOLIDATED REPORT**

**SRINIVAS UNIVERSITY**

SRINIVAS CAMPUS MUKKA, MANGALORE – 575 001

KARNATAKA STATE – INDIA

[www.srinivasuniversity.edu.in](http://www.srinivasuniversity.edu.in)



# SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka– 574 146, Mangalore.

(Private University Established by Karnataka Govt. ACT No.42 of 2013, Recognized by UGC, New Delhi, & Member of Association of Indian Universities, New Delhi)

*Office of the Registrar*

**16<sup>th</sup> April 2016**

To  
The Deans  
Srinivas University

## **NOTICE**

A Meeting of the Deans of constituent colleges of Srinivas University is scheduled for **4<sup>th</sup> May 2016** in the Conference Hall, Srinivas University, Mukka Mangalore at 11.00 A.M. You are requested to be present for the same. The agenda is as follows;

1. Formation of IQAC for Srinivas University.
2. Formation of the IQAC Committee
3. IQAC Monitoring and Evaluating Committee Meetings and Proceedings
4. Planning AAA team members to colleges under Srinivas University.

## **Participants**

- i. Vice Chancellor
- ii. Deans of all colleges.

Registrar

cc:

1. Chancellor, Srinivas University.
2. Pro Chancellor, Srinivas University.
3. Vice Chancellor, Srinivas University.
4. Board of Management, Srinivas University.

# **Srinivas University**

## **Internal Quality Assurance Cell (IQAC)**

**Date: 4<sup>th</sup> May 2016**

### **MINUTES OF THE MEETING**

A Meeting of the Deans of all colleges of Srinivas University was scheduled on **4<sup>th</sup> May 2016** in the Conference Hall, Srinivas University, Mukka Mangalore, at 11. A.M. The meeting was chaired by the Registrar, Srinivas University. The Registrar welcome the members and informed them about the need, and importance of IQAC cells for the University. And the duties of the IQAC cell were also informed to the group. Also presented information about the IQAC adopted by Srinivas University as accepted by the Board of Governors and Board of Management in the respective meetings. He emphasized the various quality enhancement programmes for Srinivas university like the Evaluation system, Faculty development programme, Research, and improved syllabus to improve the quality of the courses and evaluation for the smooth functioning of the University.

The agenda set for the Discussion is as below.

1. Welcome by the Registrar
2. Constitution of the IQAC for Srinivas University.
3. IQAC Monitoring and Evaluating Committee Meetings and Proceedings.
4. Planning AAA team members to colleges under Srinivas University

### **PROCEEDINGS**

The members jointly agreed to the following matters in consensus as below.

- 1) **Constitution of the IQAC for Srinivas University:** Srinivas University hereby Constituted the Internal Quality Assurance Cell (IQAC) by the Board of Governors and Board of Management during the last meeting
- 2) **IQAC Monitoring and Evaluating Committee Meetings and Proceedings:** The IQAC Committee members were appointed and they have to involve in the IQAC process of monitoring and evaluating each course that is introduced under Srinivas University.
- 3) **Planning AAA team members to colleges under Srinivas University:** AAA Monitoring Committee shall be constituted with Registrar as the Chairman and IQAC Director as the Secretary. All the deans of 8 colleges are nominated as members of the Committee.
- 4) IQAC Committee shall meet Two times a year at the beginning of the year to plan activities and at the end to evaluate the action plan for improving the quality and the smooth functioning of Srinivas University.

- 5) The IQAC should see the quality of education at all levels by planning the syllabus, delivering the lessons, monitoring the progress of the students, evaluating, Progression of staff quality etc.

**6) List of Members Present**

1. Dr. P.S. Aithal, Vice Chancellor, Srinivas University.
2. Dr. Anil Kumar, Registrar, Srinivas University.
3. Dr. Shailashri V.T., Dean, College of Management and Commerce.
4. Prof. Sridhara Acharya, Dean, College of Computer and Information Sciences.
5. Dr. Laveena D Mello, Dean, College of Social Sciences and Humanities.
6. Prof. Swaminathan S, Dean, College of Hotel Management and Tourism.
7. Dr. Jayashree K, Dean, College of Education.
8. Dr. S. Rajasekar, Dean, College of Physiotherapy.
9. Dr. Thomas Pinto, Dean, College of Engineering and Technology
10. Dr. Sham Kishore K, Dean, College of Allied Health Sciences.

Registrar



# INIVAS UNIVERSITY

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*Office of the Registrar*

*17<sup>th</sup> June 2016*

To  
The Deans  
Srinivas University

## NOTICE

A Meeting of the Deans of constituent colleges of Srinivas University is scheduled for **4<sup>th</sup> July 2016** in the Conference Hall, Srinivas University, Mukka Mangalore, at 11.00 A.M. You are requested to be present for the same. The agenda is as follows;

1. Welcome by the Secretary
2. Minutes of the previous meeting
3. Composition of the IQAC Committee.
4. Goals of the IQAC.
5. Appointing the IQAC (AAA) Committee

Registrar

cc:

1. Chancellor, Srinivas University.
2. Pro Chancellor, Srinivas University.
3. Vice Chancellor, Srinivas University.
4. Board of Management, Srinivas University.

# Srinivas University

## Internal Quality Assurance Cell (IQAC)

Date: 4<sup>th</sup> July 2016

### MINUTES OF THE MEETING

A Meeting of the Deans of all colleges of Srinivas University was scheduled on 4<sup>th</sup> July 2016 in the Conference Hall, Srinivas University, Mukka Mangalore, at 11. A.M. The meeting was chaired by the Registrar, of Srinivas University. The Registrar welcome the members and informed them about the IQAC cells formation. The vision and mission for the IQAC were also drafted during the meeting. The minutes of the previous meeting were also read during the meeting.

The agenda set for the Discussion is as below.

1. Welcome by the Secretary
2. Minutes of the previous meeting
3. Composition of the IQAC Committee.
4. Goals of the IQAC.
5. Appointing the IQAC (AAA) Committee.

### PROCEEDINGS

The members jointly agreed to the following matters in consensus as below.

**Composition of the IQAC Committee:** The IQAC of the University was set up in July 2016 following a resolution of the Board of Management on 4 July 2016. The IQAC was set up with the following members:

- **Chairperson:** *Dr. P. S. Aithal (Vice Chancellor, SU)*
- **Director:** *Dr. Laveena D'Mello. (Professor, CSSH)*
- **Members:**
  - Dr. Sreepakash, (Professor, CET, SU)*
  - Dr. Praveen B. M.(Co-ordinator of Research, SU)Prof. Annet Florence (Dean, CHMC, SU)*
- **External Experts:**
  - Prof. K. V. M. Varambally (Former Director, School of Management, Manipal University, Manipal)*
  - Prof. K. R. Kamath (Former Dean, Srinivas Institute of Technology, Mangalore)*
  - Prof. A. R. Shabaraya (Director, Srinivas College of Pharmacy, Mangalore)*

**Goals:** The following are the goals set by the IQAC for the academic year 2017-19.

- Identify, develop, and offer innovative, demand oriented futuristic courses in UG, and PG programmes to the students.
- To make progressive innovations in the examination & evaluation system.

- To increase the number of research projects/ collaborative activities of the University with various institutions and universities across the country and the globe. Faculty members should be encouraged to submit research projects to different funding agencies.
- To explore the possibility of obtaining access to the libraries of premier higher educational institutions for students and faculty members.
- Monitor and re-enforce the progress of the Training and Placement Cell through increased student training and development programmes.
- Prepare students to appear and qualify for NET/SLET and GATE examinations. Organize more conferences and workshops at the National & International levels.
- Focus on collaboration with national and international universities as well as various industries for curriculum development and knowledge/research partnership.

**Appointing the IQAC (AAA) Committee:** The appointment of the AAA committee is formed for two years. And which includes one internal member the Dean of the college and two External members from other colleges. They have to evaluate the Academic Audit of the particular college.

The appointment of the IQAC (AAA) committee members for 2017-19 are as follows.

SL. NO	NAME AND ADDRESS	DESIGNATION	MOBILE NUMBER
1.	Dr. Anil Kumar (Registrar) Srinivas University, Srinivas Campus Srinivas Nagar, Mukka, Mangaluru- 574146	Chairperson	9448389651
2.	Dr. Laveena D'Mello. (Professor, College of Social Sciences and Humanities) Srinivas University, City Campus, Pandeshwar, Mangaluru- 575001	Secretary	9448611353
3.	Dr. Sreeprakash, (Professor, CET) Srinivas University, Srinivas Campus Srinivas Nagar, Mukka, Mangaluru- 574146	Members	8762273722
4.	Dr. Praveen B. M. (Research Director) Srinivas University, Srinivas Campus Srinivas Nagar, Mukka, Mangaluru- 574146	Members	9980951074
5.	Prof. A. R. Shabaraya (Principal) Srinivas College of Pharmacy Valachil.	Members	9448428200
6.	Dr. Thomas Pinto (Dean, Srinivas Institute of Technology) Srinivas University, Srinivas Campus Srinivas Nagar, Mukka, Mangaluru- 574146	Members	9980226974

7.	Prof. Swaminathan S. (Dean, College of Hotel Management) Srinivas University, City Campus, Pandeshwar, Mangaluru- 575001	Members	9902539049
8.	Prof. Sreedhar Achars (Dean, College of Computer Science) Srinivas University, City Campus, Pandeshwar, Mangaluru- 575001	Members	9845110064
9.	Dr. Shailashree V.T. (Dean, College of Management and Commerce Srinivas University, City Campus, Pandeshwar, Mangaluru- 575001	Members	9448627556
10.	Dr. Jayashree K. (Dean, College of Education) Srinivas University, City Campus, Pandeshwar, Mangaluru- 575001	Members	9845668083
11.	Dr. S. Rajasekar (Dean, College of Physiotherapy) Srinivas University, City Campus, Pandeshwar, Mangaluru- 575001	Members	9448156719
12.	Prof. Florine Dean, College of Nursing Science, Srinivas University, Mukka, Mangalore.	Member	9964158988
13.	Dr. Sham Kishore (Dean College of Health and Allied Science, Srinivas University, Srinivas Campus Srinivas Nagar, Mukka, Mangaluru- 574146	Member	

Registrar



### **Guidelines to the Academic Audit Team**

1. Kindly visit at 9.30 am on the day of the visit with Prior information to the dean of the institute, Srinivas University.
2. Your team has been given a minimum of two hours to Academic Audit Programme and to visit the department and a maximum of one day to interact with staff and students.
3. Kindly interact with the Dean, Course coordinator, Class coordinator, and Faculties, on the curriculum, teaching-learning, and evaluation methods. Based on the background materials provided, you may seek clarification to offer your suggestions.
4. The department will make necessary arrangements to meet the students. You can interact with the students to collect feedback.
5. Kindly discuss with the team members to fill out the Academic Audit form well in advance and keep ready for checking after verifying and writing the comments, kindly ensure that the report is duly signed by all the members of the team.
6. You are requested to submit an objective report and kindly indicate the areas of Strength, weakness, and suggestions for improvement.
7. Analyze each course separately. And based on the Curriculum and Academic Programme, Quality of Teaching, Evaluation and Learning outcome.
8. Kindly submit the hard copy of the duly signed and filled-in form to IQAC office on the day of the visit.

Dr. Anil Kumar  
Registrar,  
Srinivas University,  
Mangalore

## Section B

### FACULTY DEVELOPMENT PROGRAMME -2017 & 2018

Year	Faculty(teaching/non-teaching)	FDP	No. of participants
2017	Teaching Faculty	Techno Pedagogical skills with relevance to higher education	60
	Teaching Faculty	Importance of Research studies in higher education	60
	Non-teaching Faculty	The role and responsibility of office bearers in the university	30
2018	Teaching Faculty	Research & Publication ethics	50
	Teaching Faculty	Importance of Yoga & Meditation for a healthy life	60
	Non-teaching Faculty	Human Resource Development-Meaning & Importance	25

## Section C

### Conferences and Workshops conducted- 2017 & 2018

Year	College Name	Title of the IQAC conference/ workshop
2017	<b>Institute of Social Sciences and Humanities</b>	National conference on “Quality in higher education: challenges and opportunities”
		Reinventing Opportunities In Management, IT and Social Sciences – MANEGMA 2017
		The implication of Research in Banking, Management, IT, Education, and Social Sciences
	<b>Institute of Physiotherapy</b>	National conference on “Balancing human work life: Challenges and perspective”
		Visceral manipulation – Hands-on Research methodology workshop
		Techno Pedagogical skills with relevance to higher education
	<b>Institute of Education</b>	Importance of Research studies in higher education
		The role and responsibility of office bearers in the university
		A Baker's Workshop On "La Patisserie"
2018	<b>Institute of Computer Science &amp; Information Science</b>	Emerging areas of IT Applications in Management, Education and Social Sciences
		Advances in Information Technology, Management, Social Sciences and Education
	<b>Institute of Social Sciences and Humanities</b>	2 days National Conference in “Research in Higher Education, Learning and Administration”
		Quality in higher education challenges and opportunities.
	<b>Institute of Physiotherapy</b>	Workshop on Dynamic neuromuscular stabilization
		Workshop on Modern physiotherapeutic approaches in

		ICU patients
		Workshop on Vestibular rehabilitation
		Workshop on research methods and biostatistics
	<b>Institute of Education</b>	Research & Publication ethics
		Importance of Yoga & Meditation for healthy life
		Human Resource Development-Meaning & Importance
	<b>College of Hotel Management</b>	Cake Workshop by Just Bake
		Wine Tasting Session by Sula
	<b>College of Management and Commerce</b>	Impact of ideas and innovation in Management, Social Science, IT, and education – MANEGMA 2018
		Exploring Avenues in Banking, Management, IT, Education & Social Sciences

### **Consolidated report Genesis (Preamble):**

Srinivas University, Mangalore is started by A. Shama Rao Foundation in 1999 and is now offering 03 undergraduate and 03 postgraduate programs in Management, Computer Applications, and Social Work. The institution is offering Two years (4 semester) AICTE-approved M.B.A. programme with specialization in Marketing, Finance, Human Resource Management, Production & Systems, and Hospital Administration with an annual intake of 120 students; three years (6 semesters) AICTE approved MCA program with intake of 60 students; two years M.S.W programme with specialization in Medical & Psychiatric social work, Human Resource Development, and Community Development with total intake of 120 students, three years Bachelor of Computer Applications (BCA) with annual intake of 150 students, Bachelor degree in Business Management (BBM) with annual intake of 150 students, and Bachelor in Commerce (B.Com.) with annual intake of 75 students. All these programmes are affiliated to the Mangalore University.

Srinivas University, incepted in 2013 became fully functional in 2015. It offers a host of programmes in UG and PG. The students, parents and other stakeholders wholeheartedly heaved trust on job oriented programmes like Aviation which is an exclusive programme in BBA and incorporated in Bcom and BCA with innovative syllabus. Besides Srinivas University offers programmes in MBA, MCA and MSW. The Institution has three state-of-the-art computer labs with 180 networked computers, high speed internet and adequate software, three comprehensive libraries with about 25,000 text books more than 120 research journals/magazines, and an active training & placement cell. The institution is adopting various teaching & learning methods like case studies, group dynamics, written projects, group discussions, videos, computer-assisted learning packages, role plays, in-basket exercises, and simulation exercises. The college also conducts industry visits and social organization visits for MBA and MSW students respectively to have practical insights. The College has been identified as one of the few top B-schools in India (Competition World, November 2004 & 2011). The College has registered 100% academic result with abundant distinctions & first classes in University examinations since its inception and the alumni's are well settled in their life in various prestigious positions in the society.

The institution has a separate placement & training cell to train and provide campus placement facility to its students. The institution is providing additional specializations and certification courses to improve the competitive edge of the students. The institution has 22 Faculty members in Business Management, 15 Faculty members in Computer Science and 06 faculties in Social Work Division with ample industry/academic experience and M.Phil./Ph.D. qualifications.

### **Courses and Strength of Students:**

Sl. No.	Course	Admission		Boys	Girls
		MU	SU		
1	MBA	111	-	61	50
2	MBA	-	61	34	27
3	MCA II year	-	21	11	10
4	MCA III year	-	43	20	23
5	MSW I year	-	09	01	08
6	MSW II year	-	26	13	13
7	BCA I year	-	54	40	14
8	BCA II year	66	-	48	18
9	BCA III year	61	-	50	11
10	BBA I year	-	111	99	12
11	BBA II year	29	-	23	06
12	BBA III year	55	-	44	11
13	B.Com I year	-	48	39	9
14	B.Com II year	63	-	57	6
15	B.Com III year	56	-	50	6

#### Results in brief: (Academic achievements)

Sl. No.	Course (Final Year)	Year	University	No. of Students Appeared	No. of Students Passed	Percentage
1	M.B.A.	2017	MU	102	102	100%
2	M.C.A.	2017	MU	28	28	100%
3	M.S.W.	2017	MU	40	40	100%
4	B.C.A.	2017	MU	56	56	100%
5	B.B.M.	2017	MU	41	35	85%
6	BCom	2017	MU	41	21	51%
7	MCA	2017	SU	26	26	100%
8	MSW	2016	SU	26	26	100%
9	BBA- Aviation	2017	SU	28	11	39.28%

10	BBA-Honors	2017	SU	52	16	30.76%
11	BBA-Logistics	2017	SU	8	03	37.50%
12	BBA-Int. MBA	2017	SU	5	04	80%
13	BCA-Software	2017	SU	29	15	56%
14	BCA-Aviation	2017	SU	12	02	16%
15	BCA-CC	2017	SU	13	10	77%
16	BCom-Aviation	2017	SU	05	03	60%
17	BCom-ACCA	2017	SU	06	05	83%
18	BCom-CA	2017	SU	06	03	50%

#### a) Library

SL NO	DEPARTMENT	NO. OF BOOKS
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1	Management	16384
2	Computer Science	2921
3	Social Work	2024

Besides the above, resource facilities for online access in DelNet and InfbliNet N-List are made available to students and faculties.

### Students achievements:

- The following students have obtained ranks in the Mangalore University examinations held during May-June 2017.

Sl. No.	Name of the Students	Course	Rank
1	Nigisha.G	MCA	I
2	Jeshma.D	MCA	II
3	Jijo Augustine	MCA	III
4	Ashika D	MBA	III

- The following students of BCA program are placed in **Infosys Technology** through campus placement.
  - Mr. Delson Thomas
  - Mr. Karthik C
  - Ms. Fazina Aara Sayed
  - Ms. Harshitha M Salian

### Faculty achievements:

- In the current year a total numbers of 119 research papers have been published/ presented by the faculties.
- Prof. Pradeep M.D. Assistant Professor in Social work has authored a book entitling “Women Empowerment for Inclusive Growth” and published by M/S Stadiums Press Pvt. Ltd, NewDelhi.
- Prof. Pradeep M.D has meritoriously cleared UGC NET examination.

### Sports Events organized:

Sl. No.	Date	Event	Course	Winners	
				1 <sup>st</sup>	2 <sup>nd</sup>
1.	24/1/2017	Girls Badminton Singles	BBM	Soureena	Meghana Patil
2	24/1/2017	Girls Badminton Doubles	BBM	Divya James & Preethi	Nandana Harindran & Nirupama
3.	25/1/2017	Boys Badminton Singles	BBM	Mohd.Bin Ahmed	Mohd. Shehim
4	25/1/2017	Boys-Badminton Doubles	BBM	Mohd. Rashid & Abhiram	Ahmed Shehran & Adarsh
5	21/1/2017	Volley ball	BBM	Ahmed Aqmal & Team	Ahmed Hashik & Team
6	28-29/9/17	Carom boys-doubles	BBM	Mohd.Bin Ahmed & Jafeel	Prem & Kunal
7	30-31/9/17	Chess	BBM	Suraj	Salju.K
8	1-2/9/17	Carom	B.Com	Mohd. Farzan & Mohd.Anas	Nidhinraj & Mohd. Adil

9	5-6/9/17	Chess	B.Com	Jabir	Rizwan Mohd.
10	30/1/17	Badminton-Girls Singles	B.Com	Neena	Devi
11	31/1/2017	Badminton-Boys Doubles	B.Com	Abdul Khader & Suhail Ahmed Mubashir	Mohd. Iyas & Mohd. Farzan
12	28/8/17	Carom-Girls Doubles	B.Com	Roufah Usman & Soureena	Aswathy & Glory Jose

### REPORT ON ORIENTATION PROGRAMME

The Orientation programme was organised for the first year BBA students from 20<sup>th</sup> July 2017 to 22<sup>nd</sup> July 2017 in the college Auditorium. At the outset of the programme, videos related to students' start-ups were played. The prime objective of the program was to welcome the new students and their parents to the Srinivas family. Orientation programme was envisaged to feed them more information about the courses offered and to familiarise the environment of Srinivas University.



The program started with prayer by Vaishna and team of BBM, was followed by welcome speech by Prof. Anet Florence, Principal & Dean, SCHM. The programme was inaugurated with the lighting of the lamp by the dignitaries. Mrs.PavithraKumari, Coordinator of BBA and UG programme Co-ordinators briefed about their respective courses and departments.

Dr. Anil Kumar, Registrar Srinivas University proclaimed Srinivas University has started full swing with its flagship programmes.

Further, Dr Ajay K G, Registrar (Development) Srinivas University, claimed University programmes meet the requirements of the industry.



Dr. P.S. Aithal, Vice Chancellor of Srinivas University & Principal SIMS, spoke about the Courses offered by Srinivas University and how it is different from others. He also said the students to encash all the opportunities provided.

Oath was administered by Smt. Mitra S Rao, Secretary, A ShamaRao Foundation, Managalore.



Dr. A SrinivasRao, Pro-Chancellor, Srinivas University & Vice president, A. ShamaRao foundation gave a talk on various aspects of education. He pointed out the real hard work alone could lead people to the pinnacle of success. He also motivated the students to build leadership qualities and encash all the opportunities provided by the University to them.

Suggestions and opinions were expressed by some of the present students, newly enrolled students and their parents.



The programme was presided over by Sri CA ARaghavendraRao, Chancellor, Srinivas University & President A ShamaRao Foundation, expressed the advantages of learning in Srinivas Private University. The focus of the University was mainly student development.

The objectives of the University were to meet the corporate requirements by designing a pragmatic curriculum.

A vote of thanks was proposed by Prof. Shailashri V T, Dean, Commerce & Management Department. The students Ms. Ashwathi, and Mr. Hibin compeered the programme.

As a part of Orientation programme, guest lectures were organized on 21<sup>th</sup> July, 2017. In the first session Dr. P.S. Aithal Vice Chancellor & Principal SIMS, gave brief introduction about college courses and guidelines to make students familiarise the college environment.

Prof Ajay Narula, explained about basic etiquettes, manners and he showed some videos to the students regarding the manners which the present generation ought to inculcate.



Third day of orientation programme was continued by Guest lecture by Dr. P.S. Aithal, Vice Chancellor, Srinivas University & Principal SIMS, explained about how to reach success and elements of success.

Prof. Shailashri V T, Dean, Commerce & Management explained the students about basic Communication skills.







As a part of sports forum activities Carom and Chess Competitions was held on 1st September to 6th September 2017. Students had actively participated.

In the Carom Competition for BCom Students held on 1<sup>st</sup> and 2<sup>nd</sup> September 2017 for boys the following students had been adjudged winners.

**First Place : Mohd. Farzan and Mohd. Anas (I B.com Honours)**

**Second Place : Nidhinraj M and MuhammedAdil K.P ( II B.com)**

**COPP [Corporate Oriented Professional Training Program] for II year MBA Students**



A COPP [Corporate Oriented Professional Training Program] program was conducted for the II year MBA students in the Gallery Hall on 15/09/2017 between 9.30 am to 12.30 pm. The resource Person was Professor Ajay Narula who deliberated on how MBA professionals should carry themselves in the work place. The session was a very interactive one, with lots of demonstrations, video clippings and exercises. Overall it was a true learning experience.

### **Fresher's Day Celebration by BCA Program under College of Computer and Information Sciences**



BCA program under College of Computer and Information Sciences organized Fresher's day program on 23-08-2017 for I BCA students in the auditorium of the college. It was a day which



was filled with excitement and joy. The students performed cultural shows. Various exciting games were organized by the seniors for the new comers welcoming the fresh batch students. Senior students and newcomers mingled each other. All the students together rocked the show.

### **BBA FRESHERS DAY 2017-18**



In the beginning of the Academic year 2017-18, continuing the proud tradition of the college, senior students and newcomers of the college mingled each other at the freshers' day on 21 August 2017, in the college auditorium. The lighting of lamp is done by MrsPavithrakumari, course co-ordinator of BBM/BBA Department, MrsSharmila S Shetty Cultural Co-ordinator, MrShehran and MrShabeen student Cultural Co-ordinator and Nidhi and Triyag of first year. The program was followed thereby with various types of dance forms and songs. Games were also arranged for the freshers. The beginners' party was all about making the best start to the new academic year. The event was an indication of union among the students

## Industrial visit to KMF Milk Dairy NandiniKulshekar, Mangalore



On 12<sup>th</sup> August, 2017 an industrial visit was conducted for the students of 1<sup>st</sup> year BBA (Honors, Integrated MBA and Logistics and Supply Chain) and 1<sup>st</sup> year B.Com (Honors, Aviation, CA and ACCA) to Karnataka Milk Federation Mangalore. 38 students of BBA and 29 students of BCom along with Faculty in-charge Mr. Keshava and Ms. Madhushree, Department of Commerce and Management have taken part in this programme. Students went through the production process at various levels and got first hand information how milk evolves its by products. Students were active not only in observing the process but in collecting information from the respective experts by raising queries.

## NATIONAL LEVEL CONFERENCE AT SRINIVAS INSTITUTE OF MANAGEMENT STUDIES, PANDESHWAR ON 18TH & 19TH AUGUST, 2017



A two days National Conference on the theme ***“Implications of Research in Banking, Management, IT, Education and Social Sciences”*** was conducted on 18<sup>th</sup> & 19<sup>th</sup> August, 2017 at Pandeshwar Campus. Mr. Shreedhara Kalkur N., Asst. General Manager, State Bank of India, Administrative Office, Mangalore, was the Chief Guest of the function. In his inaugural address he opined about the innovative changes that Indian Banking sector is witnessing towards meeting the international standards. Dr. Amol Gore, Professor of Operations Management, Mumbai University was the Guest of Honour who emphasized on research implications in industry and markets. Sri CA A. Raghavendra Rao, President, A. Shama Rao Foundation, Mangalore & Chancellor, Srinivas University delivered presidential remarks. He whole heartedly appreciated the efforts of the institution towards research excellence and wished luck for more conferences to come in near future. Dr. P.S. Aithal, Vice Chancellor of Srinivas University and Principal, SIMS welcomed the guests. The Convenor of the Conference, Prof. Amith Menezes introduced the theme of the Conference. Prof. Shailashri V.T., Dean, Commerce and Management, Srinivas University proposed vote of thanks. The proceedings of the previous NAAC sponsored conference were released along with the Abstract proceedings of this conference. The research scholars and teaching faculties from various colleges as well as from industry presented the papers in the conference. The delegates who recently submitted their Ph.D. thesis presented their thesis work to the audience. More than 70 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.



## Guest Lecture for I BCA Students of College of Computer & Information Science



BCA program has conducted a guest lecture for the I year BCA students. Dr. LaveenaD'Mello was the resource person who spoke about Counselling and made some exercises to students. Prof. SridharaAcharya the coordinator of the program welcomed Dr. LaveenaD'Mello. The students actively participated in the guest lecture.

## Guest lecture on Air Terminal Management for BBA Aviation at College of Business Management and Commerce.



A guest lecture was held by Mr. M. R. Vasudev former director of Mangalore International Airport delivered a talk on Air terminal management at gallery hall on 07-9- 2017 for BBA Aviation students. He explained about air terminal management, baggage handling step 1 to step 10, ground handling, fuel filling and cabin crew management.

## Guest Lecture for I BCA Students of College of Computer & Information Science



The second guest lecture for BCA program has been conducted in the month of September. Dr. AnnayyaKulaal was the resource person. He spoke about the importance of first aid. Prof. Sridhara Acharya of the program coordinator welcomed Dr. Kulaal. The students actively participated in the lecture.

## A guest lecture on “How to come up with case study” for MCA Students



A guest lecture on “How to come up with case study” was delivered by Prof Subramonya, Dept of MBA on 6<sup>th</sup> Sept 2017. The students of 5<sup>th</sup> semester MCA were in attendance. He also motivated the students to participate in the Case Study writing competition to be hosted by the SIMS MBA department.



## Teacher's Day Celebration by II MBA Students



Teacher's day was celebrated by the second year MBA students on 5/09/2017 in the gallery hall between 3.00pm-4.00 pm. The program began with a prayer song in praise of the Omniscient. Soniya the second year student welcomed the gathering. Carol briefed the audience on the importance of celebrating teacher's day. Mr Anumesh Kariappa, faculty spoke on the occasion and described the difference between corporate life and being an academic teacher. Students organized games for the faculty and the day created memories for the faculty as well as the students.

## Winners of Pookalam Competition conducted by Srinivas College of Hotel Management.





The Srinivas College of Hotel Management has organised Inter-Collegiate competition on occasion of Onam festival on 31<sup>st</sup> August. In which the students of BBA programme participated in Pookalam and won consolidated prize.

Guest lecture by Mr. Swaminathan on Business and Professional Etiquette College of Business Management and Commerce



A guest lecture was organised on 24-8-2017 for BBA Students. The resource person Mr. Swaminathan delivered a talk on Business Etiquette and Professional Etiquette. He explained the human behaviour in the society, social values and social responsibilities. He also explained how we behave in the organisation, our dress code, appearance, gestures, professionalism and punctuality.

### **Faculty Development Program at Srinivas University City Campus, Pandeshwar**



Faculty Development Programme on creating the personal sites for all the faculties under Google Sites was conducted on 02-09-2017 between 10am and 12.30pm. The resource person was Prof. P. Sridhar Acharya. The faculty members successfully created their own sites and the URL of the same was reported to the IT Department for the enrolment in the Srinivas University site.

## **Onam Celebration by Students of MBA**



The II year MBA Celebrated Onam on 31/08/2017. The program being with lighting a lamp in the quadrangle and a beautiful Pookalam. There after the students celebrated Onam in the Gallery hall. Songs, Dance, Videos, Speeches and Games were a part of this celebration. Kerala traditional food was served to all in the campus.

## **Guest Lecture by Mr Dinesh Kavoov Technical Advisor Venture Soft Global Inc for II year MBA Students**



A guest lecture for II year MBA students was conducted in the gallery hall between 2.00 pm to 3.00 pm on 30/08/2017. Mr Dinesh Kavoov Technical Advisor VentureSoft Global Inc deliberated on the topic 'Learning to Learn.'



## Onam Celebration by College of Computer and Information Sciences



The Onam day celebration from MCA and BCA students under College of Computer and Information Sciences was held on 30<sup>th</sup> of August 2017 amidst great cheer and the cultural extravaganza witnessed a mass participation. The program was commenced by setting up attractive Floral Decoration (Pookalam). Followed by formals where the gathering was addressed by Prof. SubramanyaBhat, HOD of MCA department and Prof. SridharaAcharya, HOD of BCA department. Students performed traditional dance called Thiruvathira. The entire college was given onam feast ‘sadhya’ arranged by students. After lunch the students involved in various games in the quadrangle.

### **Guest Lecture on Capital Market Awareness, Introduction to Mutual Fund & Financial Planning,**

A guest lecture was organised by commerce association on 31 August 2017 for B.Com course at Srinivas Institute of Management Studies. The session was on “Capital Market Awareness, Introduction to Mutual Fund & Financial Planning” by Mr.VenugopalRayirath, Senior Associate of Lotus Knowledge Wealth.



## B. Com. FRESHER'S DAY 2017-18





The Academic year of 2017-18 for B.Com programme started with a pleasant note. The fresher's were formally welcomed into the fold of the College of Business Management & Commerce in City Campus, Pandeshwar, and Mangalore. The event marked as Fresher's Day was staged with cultural activities after welcoming the fresher's on 29.08.2017. The day marked the beginning with the lighting of the lamp by Prof. Sonia Ajay, course co-ordinator of B.Com. Department, Mrs. Yashaswi, B.Com Cultural Co-ordinator and Student Cultural Co-ordinators Mr. Fayeze Abdul Majeed of III B.com and Ms. Jyothi T C of II B.com and also by I B.com student Ms. Krithika. Freshers were welcomed by their seniors by passing the lights of candles marking the symbol of brightness. Cultural programmes of various types like dance, songs and even Games were also conducted for the fresher's.

“Gods must be Crazy” Movie played for BBM II year and BBA Aviation at College of Business Management and Commerce.



The movie “Gods must be crazy” played at gallery hall on 12-8-2017 for BBA Aviation and BBM II year students.

**Guest lecture by Mr. Nagesh Shetty DGA Air India on “The Development of Aviation Industries” at College of Business Management and Commerce.**



A guest lecture was organised on 11-8-2017 for BBA students. The resource persons Mr. Nagesh Shetty, DGA Air India delivered a talk on development of Aviation Industries. Carrier opportunities in Airline Industries, different kinds of job opportunities and he also explained the future growth in the Airline Industries.

Dr.P.S.Aithal, Principal and Vice Chancellor of Srinivas University, Mrs. Sonia Ajay, B.Com course co-ordinator, Mrs. Pavithra Kumari, BBA Course Co-ordinator and the respective faculties were present. 40 Students participated in the guests lecture.

**Guest Lecture on “Demonetization is a good move or a bad move and Cashless Transaction” at College of Business Management & Commerce**



A guest lecture was organised on 09-8-2017 for Bcom students. The resource person Prof. Shridara Acharya delivered a talk on demonetization is a good move or a bad move and cashless transaction. What problems faced by the people when government has taken demonetization decision whether it is benefited by the common people. He also explained what GST is and how the businessman cheated the government by paying less tax.

## **Guest Lecture: “Crime on Ragging and Drug Abuse” at SIMS,Pandeshwar, Mangalore.**



A guest lecture was organised on 09-8-2017 for Bcom BBM & BBA students. The resource persons Mr. Hanumanthappa Raya, DCP Crime & Traffic Mangalore and Mr. Ravi Pawar, Probationary PSI delivered a talk on crime on Ragging and Drug Abuse.

Dr.P.S.Aithal, Principal and Vice Chancellor of Srinivas University, presided over the function. Prof Shailashree V.T, Dean Department of Commerce and Management welcomed the gathering, Mrs. Sonia Ajay, Co-ordinator Bcom programme proposed the vote of thanks.

### **EXAMINATIONS**

I Internal Examinations for III and V semester for UG programmes under Mangalore University were conducted on 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> of August 2017.

II Internal Examinations for III and V semester for UG programmes under Mangalore University were conducted on 21<sup>st</sup>, 22<sup>nd</sup> and 23<sup>rd</sup> of September 2017.

I Internal Examinations for I semester UG programmes under Srinivas University were conducted on 21<sup>st</sup>, 22<sup>nd</sup> and 23<sup>rd</sup> of August 2017.

### **MEETINGS AND CONVENTIONS**

Faculty meetings were held on 5<sup>th</sup> and 11<sup>th</sup> of August.

The following agenda were discussed at length.

- 1) It was decided to hold one guest lecture each every month.
- 2) The modus operandi of conducting exams was discussed.



- 3) The need for uploading monthly attendance reports
- 4) Updating Teacher's diary on a weekly basis with endorsement from HOD and on every month with endorsement from the Principal.
- 5) About the Conference scheduled on 19/8/2017.

Faculty meeting on 8/9/2017

The meeting was exclusively called to chalk out plans to make the conference a grand success.

### **ENTRY and EXIT**

Prof. Preeti Jeevan, Associate Professor in MBA department relinquished from service on acquiring job in a govt. dispensation in the similar capacity. She had been accorded a profound see off by the Principal and faculties.

### **MISCELLANEOUS**

As a goodwill gesture SIMS undertook the conduct of massive examinations on 4 days from 12<sup>th</sup> of September to 15<sup>th</sup> of September under the auspices of Para Medical Board, Bangaluru. It was worth mentioning that the examinations were being managed without disrupting the regular classes. Prof. Shridhara Acharya took the lead as the conductor.

### **Inauguration of Aviation Management programme at Srinivas University**



The inaugural programme of Aviation Management course for under-graduate courses of Srinivas University was held on 16<sup>th</sup> October, 2017 at 3.00 p.m. The programme was inaugurated by Sri Ravindran, Joint General Manager, Mangalore International Airport, Mangalore. In his inaugural speech Sri Ravindran said that all students should have goal in life to complete the education successfully and to become asset to the society. Sri CA A. RaghavendraRao, Chancellor, Srinivas University & President, A. ShamaRao Foundation presided over the function. In his presidential address Sri RaghavendraRao motivated the



students to avoid the word 'impossible' in life and to have a goal and work hard to achieve success with determination and dedication. Sri Gangadhar, Area Manager (Sales), Jet Airways who was the Guest of Honour, spoke that students should utilize even smaller opportunities after their education. Sri M.R. Vasudeva, Former Director, Mangalore International Airport was another guest of honour said that airline staff and ground staff both should work hand in hand for the smooth functioning of airways. Sri Nagesh Shetty, Former Manager, Bangkok & Thailand Airways who was on the dais advised the students to think and to be creative in whatever venture they come across. Sri Sathish from Air India highlighted the role of present education to fulfil the requisites of modern industry. Mrs.ArchanaShetty of Indigo Airlines and the Guest of Honour remarked that the students should strive hard to reach the goal. Dr. Anil Kumar, Registrar, Srinivas University spoke about Cargo in Aviation, which has larger opportunities for business in modern world. Dr. P.S. Aithal, Vice Chancellor of Srinivas University welcomed the gathering. Prof. PavithraKumari, Coordinator of Aviation programme proposed vote of thanks. Prof. Shailashri V.T., Dean of Commerce and Management was present on the occasion. Deans, Principals, faculty members of sister institutions and students witnessed the programme. Mrs.Sharmila S. Shetty&Mr. Nelson Pereira, faculty compeered the programme.

## **National Conference on “Balancing Human Work Life: Challenges and Perspectives”**



Srinivas Institute of Management Studies, organized a one Day National Conference on ***“Balancing Human Work Life: Challenges and Perspectives”*** on 28<sup>th</sup> October 2017. Dr. P.S. Aithal, Vice Chancellor of Srinivas University, presided over the function and Prof. Dr.ManojVarma, Dean of Srinivas Institute of Dental Science, Mukka, Mangalore, was the Chief Guest and the Inaugurator.

In his inaugural address Prof. Dr.ManojVarma expressed that the leader has to take risk and to be responsible for the work failure and when credit comes it has to be given to the others. He gave example of our former President, Dr. Abdul Kalam. During the presidential address, Dr. P.S. Aithal appreciated the team work and the support of the staff by contributing papers for the last four conferences conducted in the college. Our college is planning to conduct five conferences this year and this was the fourth conference and this year we are intended to publish around 300 research papers in our journal. He appreciated the efforts in organizing the conferences by our college with minimum expenditure and with short period of time and these papers will publish in international Journals. He also reminded the teaching faculty to be in professional track, they have to give equal importance to teaching and research work. Prof. Dr. Suresh Kumar, Dean and the Coordinator of MSW department welcomed the gathering and Mr.PradeepM.D, Faculty of Social Work delivered the vote of thanks. Mrs.LaveenaD’Mello, Convernor of the Conference compeered the whole seminar.

## Industrial visit to Mangalore International Airport, Mangaluru by Aviation Management Students



On 11<sup>th</sup> October, 2017 and 12<sup>th</sup> October, 2017 an industrial visit was conducted for the students of 1<sup>st</sup> year Aviation to Mangalore International Airport, Mangaluru. 52 students along with Faculty incharge, Mrs.PavithraKumari, Mrs.Sharmila S. Shetty, Mr.Keshava, and Mr.Nithin Gonsalves from Department of Commerce and Management and Mr.NitheshShetty from Department of Computer Science have taken part in this programme. Students have got the opportunity to visit their various Terminal Management processing units of Airport. Students have actively participated and maintained discipline in the Airport.



Industrial visit to Mangalore International Airport, Mangaluru by  
Aviation Management Students





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## SRINIVAS COLLEGE ORGANISES MAGMA – 2017







**MAGMA – 2017**, a one day National Annual Flagship Management festival of Srinivas Institute of Management studies was held on Tuesday 14<sup>th</sup> November 2017 at Pandeshwar Campus. The theme for this year's event "*MAGMA on Wheels*" primarily focused on present day market transformations and automation in automobile industries. The festival was inaugurated by Chief Guest Mr. Satish Honnakatte, Chief Mechanical Engineer of New Mangalore Port Trust who pressed on importance of managing concept as a professional in realistic scenario. Guest of Honour for the function and Alumnus of Srinivas Institute of Management studies Mr. Anoop Lal, Senior Manager of Federal Bank narrated his career journey from joining as a Probationary Officer through campus placement services of SIMS to his present role as Senior Manager.

Principal and Director of SIMS, Dr. P. S. Aithal welcomed the gathering. The President of A. Shama Rao Foundation, Sri CA A. Raghavendra Rao delivered his motivational presidential remarks pressing on the significance of management education for young students. Prof. Anumesh Kariappa and Prof. Sagar Srinivas, Faculty Convenors of MAGMA, 2017 and Prof. Shailashri, Head of Commerce Management and Coordinator, MBA department were present on the occasion. Student Co-ordinator Mr. Shakir delivered vote of thanks.

MBA Students from about 30 top Management Institutions and Business Schools across the nation participated in the event.

## NATIONAL LEVEL CONFERENCE AT SRINIVAS UNIVERSITY ON 6TH SEPTEMBER, 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, Venture Soft 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. VaikuntaPreyeshPai, 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.

## NATIONAL LEVEL CONFERENCE AT SRINIVAS UNIVERSITY ON 22<sup>nd</sup> DECEMBER, 2018

The College of Computer & Information Science of Srinivas University has organized a two day National conference on the theme “*Developments in Information Technology*,”



*Management, Social Science and Education*” on 21<sup>st</sup> and 22<sup>nd</sup> of December 2018 at City Campus, Pandeshwar, Mangalore. Sri Nagaraja Thantry, Chief Manager SBI, Mangalore has inaugurated the conference. In his inaugural address he spoke about the importance of the Information Technology in the banking industry. He also spoke about his experience in the banking sector without the IT and the advantages and various opportunities with the IT. The guest of honor Mr. G. K. Bhat, Director, Kakunje Software shared his knowledge in the field of core IT and IT product patenting. Dr. P. K. Paul, Asst. Professor and the Director of Research center of Raiganj University, West Bengal has given idea about the various new courses and suggested some top-up courses which can be introduced from the Universities. Dr. P. S. Aithal, Vice Chancellor of the University highlighted the importance of research in the higher education fields. Prof. Subrahmanya Bhat, Faculty Convenor of the Conference spoke about the importance of the conference. Prof. P. Sridhara Acharya welcomed the guests and Dr. Krishna Prasad K. rendered vote of thanks. Prof. Panchajanyeswari Achar was the master of ceremony for the function. More than 30 research scholars, teaching faculties and MCA students presented their papers.



**Two days national conference held at Srinivas University on 12<sup>th</sup> October 2019**  
**Mangaluru, Oct 13:** College of Computer Science & Information Science (CCIS), Srinivas University, City Campus, Pandeshwara, organised two days national conference on the theme 'Recent Advances in Technology, Innovations in IT, Management, Education and Social Sciences' in the college on Saturday, October 12.



The inaugurator of the conference was Praveen Kumar Kalbhavi, CMD & CEO of Novigo Solutions Pvt Ltd, Mangaluru. He talked about, the future advances in technology by explaining three things - Artificial intelligence, machine learning and cloud technology. Nowadays machines are getting more smarter than human beings and how IoT will help human beings in their day-to-day life. He explained how students are choosing their career in future technologies in upcoming days.



He added that not only having programming skills is sufficient in the IT sector, but, the person who enters the field should be aware of the recent advancements in technology.

Dr P S Aithal, vice-chancellor of Srinivas University preceded over the function. He addressed his views related to machine learning and nanotechnology. He stressed about the intelligence of machines which is increasing day by day which would eventually overtake human intelligence and replace human beings at the workplace.

Dr Krishna Prasad K, convener of the conference, P Sridhar Acharya, dean, CCIS, were present on the dais. The proceedings of the previous conference and abstract proceedings of the current



conference were released. The research scholars, teaching faculties, professionals from industry and students presented research papers in the conference.

More than 50 research papers were received and presented at the conference. All the paper presented will be published after the reviews from experts. Later, the papers will be published in international journals along with ISBN proceedings.

## **NATIONAL CONFERENCE HELD AT SRINIVAS UNIVERSITY ON 28<sup>th</sup> DECEMBER 2019**

**Pandeshwara, December 28 :** College of Computer Science and Information Science In Association with Raiganj University, West Bengal organised two days National conference on the theme “Invention in ICT & Its Impact on Management, Social Science and Education” on 27<sup>th</sup> and 28<sup>th</sup> December 2019 held at Srinivas University City Campus, Pandeshwar Mangalore.



Chief Guest was Dr. Manjaiah D. H. – Professor, Department of P.G. Studies in Computer Science, Mangalore University. He said that Conference is a different level of platform to interact, present and to become author of publication. Today everything is possible, nothing is Impossible but there is no miracle that happen. Hence by entering to research, one must contribute to the society.

Dr. Prantosh K. Paul – Research Collaborator and Excecutive Director, MCIS, Raiganj University, West Bengal Said that as data is changing and everyone with the data has superpower, it is important to work on data. These conference are great platform for research scholars and of a great learning experience to students who participate.

Dr. KVM Varamballi – Reseach Guide of S.U. released a book “IT and Computing for all ther Domains and Professionals” on this occasion.

The proceedings of the previous Conference was released along with the Abstract proceedings of the current Conference. The research scholars, Students and Academics had presented the papers in the conference. More than 40 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.





Dr. P. S. Aithal - V. C., Srinivas University, Prof. Shridhara Acharya – Dean of CCIS, Prof Subramanya Bhat – Conference Convenor were present on the dias. Reseach Guides of Sriniva University Dr. Shashidhar Kotian, Dr. C. K. Hebbar, Dr. Ramesh Pai, Faculties and Research Scholars of CCIS, CSSH, CMC, I year MCA students were present during the programme. Prof. Shridhara Acharya – Dean of CCIS welcomed the gathering and Prof. Vaikunth Pai – Faculty, CCIS proposed the vote of thanks.

**MOU Signed with VentureSoft Global Inc. California, U.S.A.**





A Memorandum of Understanding was signed between Srinivas University and Venture Soft Inc. California, USA, an established name in the areas of computer software and venture capitalisation on this 30th day of October in the year 2017. The collaboration envisages mutual exchange of knowledge and opportunities.

### **Group Photos of students under Srinivas University**



### **I Semester BBA Aviation Management**



### **I Semester B.Com.**





**I Semester BBA**



**I Semester BCA**

Detailed deliberations of the National conferences held at SIMS in the academic year 2017-18 are as follows.

- 1) A National Conference on the theme “Innovations & Implications in Information Technology, Management, Social Sciences and Education” was organized on 23rd December, 2017 at Srinivas University, Pandeshwar Campus. Dr. P.R. Bhatt, retired Professor of Strategic Management, Indian Institute of Management, Kozhikode, in his inaugural address opined that the technology is changing with time and the innovative changes happening in the IT field are essential to meet the requirements of modern world. Dr. Annappa, Associate Professor, Dept. of Computer Science & Engineering, NITK, Surathkal, Mangalore, delivered keynote address on Significance of Data Science and Implications on Business. Dr. P.S. Aithal, Vice Chancellor of Srinivas University presided over the function. Prof.

Subrahmanya Bhat, MCA Faculty and Convener of the Conference briefed about the objectives of the Conference. Prof. P. Sridhara Acharya, Coordinator of BCA course welcomed the gathering and Prof. Vaikunth Pai, Faculty, MCA, proposed vote of thanks. Prof. Panchajanyeshwari Achar, Faculty of MCA was the compere for the programme. Proceedings of the previous conference as well as the Abstract of current conference were released. More than 62 research papers were received and presented by Research scholars, faculties and students in the conference.

- 2) Srinivas Institute of Management Studies, Pandeshwar, Mangalore, Accredited with “A” grade by NAAC, organized a one Day National Conference on ***“Balancing Human Work Life: Challenges and Perspectives”*** on **28<sup>th</sup> October 2017**. Dr. P.S. Aithal, Vice Chancellor of Srinivas University, presided over the function. Prof. Dr. Manoj Varma, Dean of Srinivas Institute of Dental Science, Mukka, Mangalore, was the Chief Guest and the Inaugurator. In his inaugural address Prof. Dr. Manoj Varma expressed that the leader has to take risk and to be responsible for the work failure and when credit comes it has to be given to the others. He gave example of our former President, Dr. Abdul Kalam. During the presidential address, Dr. P.S. Aithal appreciated the team work and the support of the staff by contributing papers for the last four conferences conducted in the college. Our college is planning to conduct five conferences this year and this was the fourth conference and this year we are intended to publish around 300 research papers in our journal. He appreciated the efforts in organizing the conferences by our college with minimum expenditure and with short period of time and these papers will publish in international Journals. He also reminded the teaching faculty to be in professional track, they have to give equal importance to teaching and research work. Prof. Dr. Suresh Kumar, Dean and the Coordinator of MSW department welcomed the gathering and Mr. Pradeep M.D, Faculty of Social Work delivered the vote of thanks. Mrs. Laveena D’Mello, Convener of the Conference compered the whole seminar.
- 3) A two days National Conference on the theme ***“Implications of Research in Banking, Management, IT, Education and Social Sciences”*** was conducted on **18<sup>th</sup> & 19<sup>th</sup> August, 2017** at Pandeshwar Campus. Mr. Shreedhara Kalkur N., Asst. General Manager, State Bank of India, Administrative Office, Mangalore, was the Chief Guest of the function. In his inaugural address he opined about the innovative changes that Indian Banking sector is witnessing towards meeting the international standards. Dr. Amol Gore, Professor of Operations Management, Mumbai University was the Guest of Honour who emphasized on research implications in industry and markets. Sri CA A. Raghavendra Rao, President, A. Shama Rao Foundation, Mangalore & Chancellor, Srinivas University delivered presidential remarks. He whole heartedly appreciated the efforts of the institution towards research excellence and wished luck for more conferences to come in near future. Dr. P.S. Aithal, Vice Chancellor of Srinivas University and Principal, SIMS welcomed the guests. The Convener of the Conference, Prof. Amith Menezes introduced the theme of the Conference. Prof. Shailashri V.T., Dean, Commerce and Management, Srinivas University proposed vote of thanks. The proceedings of the previous NAAC sponsored conference were released along with the Abstract proceedings of this conference. The research scholars and teaching faculties from various colleges as well as from industry presented the papers in the conference. The delegates who recently submitted their Ph.D. thesis presented their thesis work to the audience. More than 70 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.

## Examinations



- 1) II Internal Examinations for I semester BCA/BBA and B.Com. under Srinivas University were conducted from 31<sup>st</sup> October to 4<sup>th</sup> November, 2017.
- 2) Odd Semester Examinations for III and V semester of BCA, BBA and B.Com.under Mangalore University were conducted from 16<sup>th</sup> October to 17<sup>th</sup> November, 2017.
- 3) University Examinations for I Semester BCA, BBA and B.Com.under Srinivas University were held from 13<sup>th</sup> to 24<sup>th</sup> November, 2017.

#### **CONFERENCE PAPERS 2017**

1. Dr. P. S. Aithal, (2017). "An Effective Method of Developing Business Case Studies based on Company Analysis", *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 pp no. 1-24.
2. V T Shailashri, Dr. Sureka Shenoy, (2017). "Innovation A Key Towards Employee Engagement", *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no. 25-30.
3. Dr. P. S. Aithal, Dr. Suresh Kumar P. M, (2017). "Lateral Thinking in Managerial Decision Making Through Six Thinking Hats Technique", *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no. 31-41.
4. Priti K Rao , (2017). "The Changing Paradigms in Lifestyle Marketing – A Case Study Approach With Reference To Watch Industry", *National Conference on Reinventing Opportunities in Management, IT, and Social Science*, ISBN No: 978-93-5265-653-0 , pp no 121-129.
5. Dr. P. S. Aithal, (2017). "Comparision of Business Strategies and Innovations in Higher Education of Selected Private Universities in India" , *National Conference on Reinventing Opportunities in Management, IT, and Social Science*. ISBN No: 978-93-5265-653-0
6. P.M. Suresh Kumar,(2017). "Community Engagement Initiatives In Higher Education".., *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no. 148-158.
7. Varun Shenoy, Dr. P.S. Aithal (2017) "Placement Strategies of World's Top Business Schools", *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no. 241-253.
8. Pradeep M.D, Ravindra B.K , Ramjani Sab T, (2017). "A Study on The Prospects And Problems Of Unorganised Labours In India". *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, pp no. 304-316.
9. Dr. P. S. Aithal , Dr. Suresh Kumar P. M, (2017). "Challenges and Opportunities for Enhancing Research & Publications in Higher Education". *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no, 317-330.
10. Dr. Meena Monteiro, Laveena D'Mello , Dr. Govindaraju. B.M,(2017), "A Study on Quality Of Life Among Working Women With High Blood Pressure." *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no 342-351
11. Dr. P. S. Aithal , Dr. Suresh Kumar P. M.,(2017),"Implementation of Theory 'A' using Six Thinking Hats - an innovative way of improving organizational Performance.", *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0.

12. Dr. Meena Monteiro, Laveena D'Mello , Dr. Govindaraju. B.M,(2017),“A Study on the Working Conditions of Sales Persons in A Garment Shop At Mangalore”. *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0 , pp no. 352-356.
13. Dr. P. S. Aithal , Dr. P.M. Suresh Kumar, (2017),”How Public Sector Organizations can Boost Productivity using ‘Theory A’”, *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*. ISBN No: 978-93-5265-653-0
14. Laveena D'Mello, Dr. Govindaraju. B.M., Dr. Meena Monteiro, (2017), “Influence of Religion And Spirituality On Hiv Positive People”. *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no.357-362.
15. Dr. P. S. Aithal , Dr. Suresh Kumar P. M, (2017), “Interconnecting Theory A and ABC Model of Organizational Research Performance.” *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no. 372-389.
16. Dr. P. S. Aithal, (2017), “Comparative Study of Various Research Indices Used To Measure Quality of Research Publications”. *National Conference on Reinventing Opportunities in Management, IT, and Social Sciences*, ISBN No: 978-93-5265-653-0, pp no. 41-428.
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## JOURNAL PUBLICATIONS

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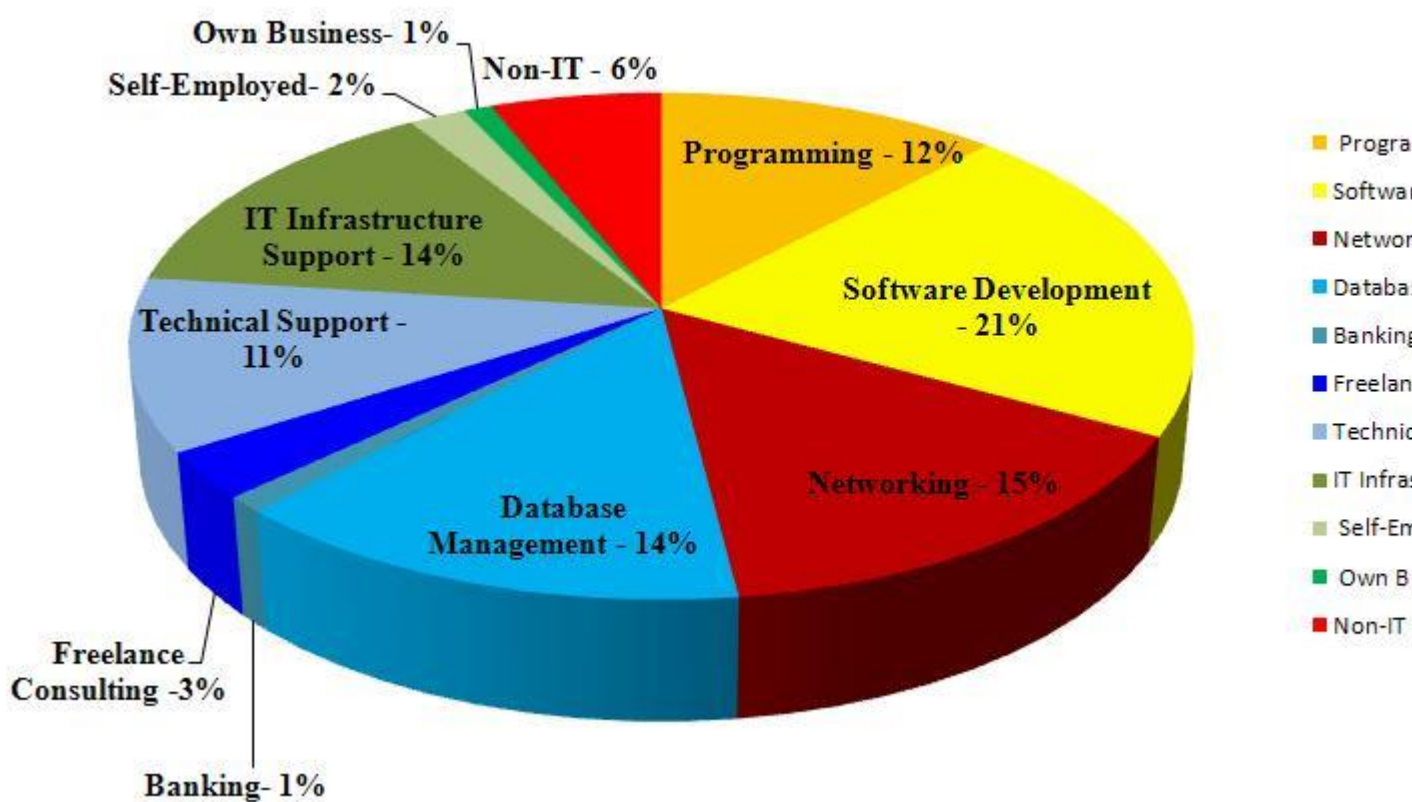
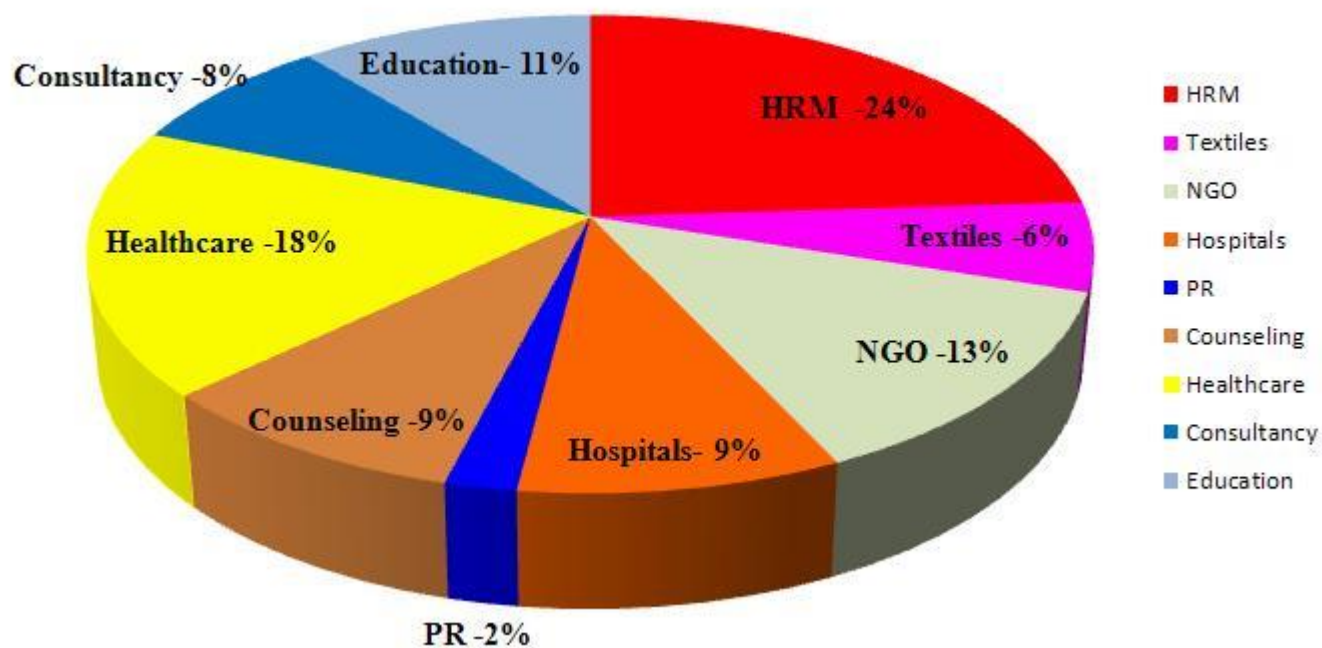
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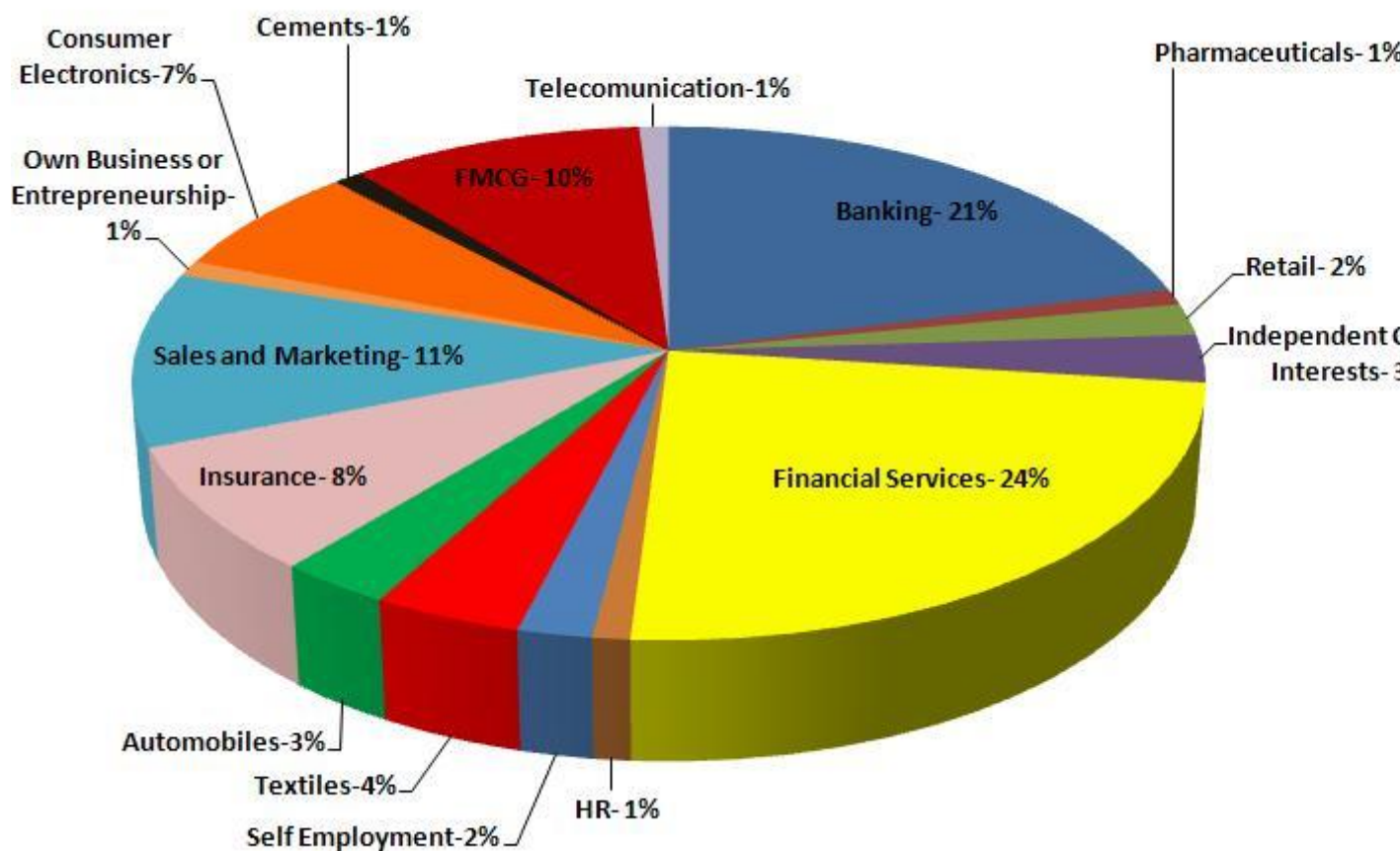
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### Diagrammatic illustration of the placement achievements in the academic year 2017-18

#### Campus Interviews and Placements:

- Campus drives were organized to recruit students for proper placements for the below listed companies. 1) Bajaj Finserv, 2) Infosys 2) Bank Edge
- 4 BCA candidates got placed in Infosys and 7 MBA candidates got successfully placed in and Bajaj Finserv and Bank Edge.
- Interviews for commerce and management department for UG and PG are slated to begin for second semester. The participating companies will be ICICI, Just Dial, Nandi Toyota and Oppo Mobile Placement.
- A 100% registration from interested, eligible and deserving students has been recorded in 2017.

#### 5. Industry-Academia interactions:

- SIMS connected with leading employment service provider [www.freshersworld.com](http://www.freshersworld.com) to administer employability test for all students.
- Partnerships were also entered with Finance and Banking Academy, Bank Edge for industrial training of SIMS students.
- Entered agreements with VentureSoft, a US MNC to provide technical project training.

1.	MSW I year	09
2.	MSW II year	26