

FACULTY AND STUDENT PUBLICATIONS

Sl. No	Faculty Name	Title of the Paper	Year of Publication	ISBN / ISSN	Journal in which published/conference in which presented
1	Prof. Pushpalatha V , Dr. Buvaneswari P , Amit Avinash, Kavya S and Chaitra S	Study on Youth Awareness & Perception Towards Make in India Amongst VTU College in Bangalore	Feb, 2017	ISSN-2321-1874	International Journal In Management & Social Science Research(Impact Factor-6-178), Vol. -05, Issue-02
2	Mrs. Roopa Balavenu And Umadevi	" Impact of Earning Per Share on Market Value An Emperical Study With Reference to JK Tyre"	Aug, 2016	ISSN 2231-4245	International Journal of Research in Commerce,IT & Management, Vol 06, Issue . 08
3	Ms. Girivasuki.K, Chaitra S and Kavya S	" A Study on Green Marketing & Its Impact on Consumers"	Jul, 2016	ISSN-2249-2585- ISSN-2249-8672	IJEMR, Vol-06, Issue 07
4	Mrs. Anjana Devi S C	" A Case Study on Leadership & employee Engagement in the Textile & Garment Factory (National Conference)	Jul, 2016	ISSN:2455-4839	BIMS International Journal of Social Science Research, Vol- 01, Issue 2
5	Mr. Chetan Shetty	" An Analysis of private Banks Exposure to Asset Liability Management"	Oct, 2016	ISSN (online) 2231-4334	International Journal of Research in IT & Management, Vol 6, Issue 10
6	Mrs. Roopa Karnam, Mohammed Yusuf, Khushboo and Nischitha	" An Analysis Study with Reference to Placements"	Oct, 2016	ISSN (online) 2231-4334	International Journal of Research in IT & Management, Vol 6, Issue 10
7	Dr Mamatha J , Arpitha B S	" An Analysis of Role of Green HR Practices with Special Reference to I T Sector"	Nov, 2016	ISSN 2321-4643	Shanlax International Journals, Vol 04, Issue 02
8	Mr. Bharath T S	A paper entitled Digital Marketing: The New Era in Indian Automobile Industry"	Nov, 2016	ISSN 2321-4643	Shanlax International Journals, Vol 04, Issue 02
9	Ms. Girivasuki.K, Poornima N Kousik and Lahari GM	" A Study of Customer Perception Towards Housingloan With Special Reference to Canara Bank"	Nov, 2016	ISSN 2321-4643	Shanlax International Journals, Vol 04, Issue 02
10	Ms. Krupa M	" Study on Impact of Stock Market Volatility During The Future & Option Pre & Post Period"	Nov, 2016	ISSN 2321-4643	Shanlax International Journals, Vol 04, Issue 02
11	Mr. Chetan Shetty	" Gold Monetization Scheme: Issues and Challenges"	Dec, 2016	FIIB	Business Review, Vol 05, Issue 04
12	Mrs. Roopa Temkar V and Sanjana	" Managing Huaman Resources at the Workplace"	Dec, 2016	ISBN: 978-93-83302-19-2	SDMIMD, Mysore

Editorial Board

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DEPARTMENT OF MANAGEMENT STUDIES



Issue - 5

SUVARTHA

April-2017

ABOUT SJBIT



SJB Institute of Technology a Premier Institute is established in the year 2001 with the blessings of his divine soul, Jagadguru Padmabhushana Sri Sri Dr. Balagangadharanatha Maha Swamiji of Adichunchanagiri Shikshana Trust, providing Value based education in Engineering and Management, has made a noble leap in the world of education. It is one among the 500 plus Educational Institutions Started By Adichunchanagiri Shikshana Trust. The Institution is affiliated to Visvesvaraya Technological University, Belagavi and approved by AICTE, New Delhi. The enormous Support and Guidance by an energetic & dynamic Leader who leads from the front; Dr. Puttaraju - Principal and a Transformational Leader of the Institution.

VISION: To become a recognized technical education centre with global perspective.

MISSION: To provide learning opportunities that fosters students ethical values, intelligent development in science and technology and social responsibility so that they become sensible and contributing members of the society.

ABOUT THE DEPARTMENT



The Department of Management Studies was established at SJBIT in the year 2008, a recognized center for MBA education in the country offers a 2 year full time MBA programme approved by AICTE & affiliated to Visvesvaraya Technological University, Belagavi, and Karnataka with an intake of 120 students. It is always trying to push the bar at new innovative growth level. As on today, the seven batches of MBA students are graduated with competence and self-reliance to herald their foot prints across the globe.

VISION : "To become the recognized Management Education center of par excellence, with a global perspective".

MISSION : "To foster continuous learning with ethical values, intelligent development in management and administration, apart from social responsibility, so that they become contributing members of the dynamic business environment and society".

DEPARTMENT ACHIEVEMENT:

MBA department has bagged 9th rank in VTU MBA 2016-17 Exams. As a meritorious student KARTHIK B had bagged two Gold Medals and Gift Voucher of Rs.5000 from the department and college. This achievement is possible with HOD initiatives like Workshop on Mind mapping techniques and Meritorious Students grooming in all the semesters.



IMPLEMENTATION OF APPLE DIGITAL CLASSES AT SJBIT-MBA

In today's Digital world, the use of Blended and Flipped Class Room Approach is one of the most innovative strategy to edge Global Educational Competition. The SJBIT MBA has taken unique initiative and pioneer to implement Apple Digital Classrooms which empowers teachers and students to collaborate, creating Multi-touch learning environment. Faculty has been trained professionally on iPad as well as iMAC and has become competent APPLE Certified Trainers to prepare the students for 21st Century learning. APPLE iPad is definitely one of the most knowledge enhancing tool, wherein VTU content delivery on one to one teaching through iPad's based on Bloom's taxonomy.



GRADUATION DAY

The 12th Graduation day was a truly momentous occasion on an unprecedented scale for SJBIT- MBA students of 2014-16 batch was held on October 15th 2016. Graduates received their Graduation Certificate from Poojya Sri Sri Nirmalananda Mahaswamiji. The ceremony played host to guests from a vast spectrum of cultures and backgrounds, resulting in a vibrant celebratory atmosphere. Many were said to be "bursting with pride", having been congratulated on their academic achievements on a remarkable day for the students of SJBIT.



SJBIT MBA-IPAD TRAINING FOR STUDENTS

IPAD training for students of MBA was given during November for 4 full days to equip them for Digital Classes by Creative InfoTech team. After the training the students got an awareness on the usage of IPAD for academic purpose. In the Digital Classes, it was useful for them to conduct Quiz, Online Assignment, Digital Collage on given topics, iMovie creation, Keynote Presentation, E-News reading, Digital Graphs etc.



INDUSTRY VISIT

On 24th of August 2016, III Semester MBA students visited Karnataka Soaps & Detergents Limited, the Makers of world famous "Mysore Sandal Soap" accompanied by Mr.Bharath T.S. The visit provided the scope for having a practical exposure and an insight into many concepts such as Organizational design, Government undertakings Working conditions, Material controlling, Storage techniques, employee relations, work flow in an organization etc. It helped the students to have an interaction with the industry and gained knowledge on Industrial Environment.



MANTHANA 2016

On 23rd of November it was marked as a memorable day in the life of all the freshers of MBA Department, as MANTHANA 2016 was celebrated at Television Artist's Cultural and Sports Club in Uttarahalli, Bengaluru. The Talent's day was a day filled with lots of excitement, joy, music, enthusiasm, laughter and happiness. The program was initiated with lighting the lamp by HOD. The results were finally declared at the end of the program by HOD and the title Mr.Fresher 2016 has won by Mr.Vinay and Ms.Fresher 2016 by Ms.Putamma. The winners of the various games were given attractive prizes.



WORKSHOPS AND GUEST LECTURES:

1. IPAD training and workshop for students by Mr.Swaroop Venni from 7/10/2016 for three days
2. Workshop on Management practices in corporate world by Ms Vanitha, cProfit, ANZ and Ms Rohini Naik, Theorem Pvt Ltd for three days from 24th Oct. 2016
3. Workshop on Corporate training on Advanced Excel and VBA by Mr Prashanth and Ms Caroline, EthnoTech IT solutions from 7th Nov. 2016
4. Guest Lecture on Financial Planning by Mr.Rajesh Nair on 18.08.2016
5. Guest Lecture on Apple in Business School by Dr.Mohit Hegde on 29.09.2016

FINANCE CLUB ACTIVITIES

For MBA students conducted Photography and Short Movie Making Competition under Finance Club on 10th Aug. 2016. The event was initiated by Prof. Pushpalatha V., HOD-MBA, coordinated by Mrs. Roopa Balavenu. For the theme "Life at SJBIT", eleven teams were participated and the prizes was awarded by our HOD- Prof.Pushpalatha V in MBA Seminar hall.



SARASWATHI POOJA

Saraswati pooja was celebrated on 8.10.2016 in our MBA department with the support of our beloved HOD Pushpalatha V and faculty members with the good initiative taken by the HR and Marketing Club faculty co-ordinators and students. Whole department was decorated with flowers and the rangoli was adding colours at the entrance of the department. The pooja was started by our HOD Pushpalatha V followed by all the rituals and prasadam was distributed.



COMMUNITY SERVICE

Department of management studies (MBA) is committed to serve the society by lending its helping hands to poor, destitute, needy, orphans and old age in alignment with the Poojya Maha Swamiji's vision "Service to Mankind is Service

to God", this unique initiative has been carried out every semester under the theme "AASARE-Namminda Nimagagi". On 5th April, 2017, as the culture of SJBIT-MBA, it has been privilege to do this service, creating awareness and contribute to the life of the needy. Our HOD has sent a message to inculcate the human values and to be a good human being in the society which were diminishing from the society.



BLOOD DONATION

A Mega blood donation campaign was organized by NSS Unit of SJB Institute of Technology on 31/08/2016. The student of the SJBIT MBA department voluntarily participated in the programme as a part of their service to the humanity. As Community service, eight students from MBA department were the main blood donors.

TEACHERS DAY

In the memory of Great teacher and as a tribute to Dr. Sarvapalli Radhakrishnan, our department celebrated Teacher's Day on 9th of Sept. 2016 by students.



STUDENT ACHIEVEMENT

BEST PAPER AWARD and First Prize was won in International Conference at Dayanand Sagar Business Academy on 22nd Oct. 2016 for the paper titled 'THE RISK AND RETURN OF BSE STOCKS IN INDIA' by Arpitha sreenivas, Pushpa B and Rachita K of 3rd Sem MBA on under the guidance of Mrs. Roopa balavenu.



FACULTY ACHIEVEMENT

Dr MAMATHA J, Assistant Professor, MBA was conferred the Degree, Doctor of Philosophy in Faculty of Management on January 2017 by Visvesvaraya Technological University, Belagavi.



STAFF PICNIC

The Staff Club of MBA had arranged an exciting staff excursion to 'Melukote' and 'Thondanur Lake' on 2nd Feb 2017 at the end of the semester. In addition to the professional contents of the academics, we took the various cultural impressions from our ancient pilgrimage places. Finally we had successful, fun filled, refreshed and awesome Staff Excursion!



WOMEN'S DAY CELEBRATION

Women's Day was celebrated on 8th March 2017 by 2nd Sem. MBA students at 11:00 am in MBA Seminar Hall. The programme was inaugurated by watering the plant in a very unique way. Students conducted few games for students and Faculty members. HOD gave a speech on Women Empowerment in the present time. The session concluded by distribution of prizes and snacks.

