

STAFF PICNIC

The Department of MBA had organized a fun filled and memorable picnic for the teaching & non teaching staff on 15th February, 2019 for one day to Kadumalleshwara, Vaidyanatheshwara Saibaba, & TTD temple, Bengaluru. Apart from relaxation and enjoyment the picnic also aimed at building up team spirit among the members of the staff



GRADUATION DAY ON 22ND SEPTEMBER 2018

The 14th Graduation Day was a truly momentous occasion on an unprecedented scale for SJBIT-MBA students of 2016-2018 batch was held on 22nd Sep. 2018. Graduates received Graduation Certificate from Poojya Sri Sri Nirmalananda Maha Swamiji and Reverend Sri Sri Prakashanatha Swamiji. 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.



INDUCTION PROGRAM FOR BE STUDENTS BY MBA FACULTY MEMBERS

As a part of BE Induction and Orientation program, between 21st Aug. 2018 to 7th Sep. 2018, MBA-HOD Dr. Mamatha J & faculty members i.e., Dr. Buvaneswari P, Dr. Anjana Devi S.C., Dr. Roopa Temkar, Mr. Bharath T.S., Mrs. Roopa Balavenu, Ms. Girivasuki, Mrs. Roopa Karnam, Mrs. Laxmi M, and Mrs. Krupa M. inducted the undergraduate students on the modules of Personality Development, Long Term Goals, Decision Making, Event Management, Home sick and Failure Management, Leadership Skills and Time Management.

FACULTY PUBLICATIONS (AUG 2018 to JAN 2019)

Sl. No.	Faculty Name	Title of the Paper	Year of Publication	Journal in which published/conference in which presented ISBN / ISSN & Page No.
1	Dr. Mamatha J	JIO- A Step towards Digitalization in India	Nov. 2018	National conference on Skill development and Entrepreneurship ISBN: 978-93-87997-42-4
2	Dr. Roopa Temkar V	Relationship between Retention Strategies and Intention to Stay of the Faculty Members at B-schools in Bangalore-The present status and Future Directions	December, 2018	Published in Journal of Qualitative and Quantitative Research Review, ISSN:2462-1978 Presented in International Conference on "Innovative Practices in Management and Entrepreneurship" at BNMIT ON 27/12/2018
3	Dr. Anjana Devi S C	Significance of employee's workplace values on organizational values- A case study on select banks in India	AUG 2018	JETIR ,ISSN :2349 – 5162 Volume 5 Issue 8
4	Ms. Girivasuki K	A study on Digital Marketing and its impact on customer with special reference to Bangalore city	Nov. 2018	National conference on Skill development and Entrepreneurship ISBN: 978-93-87997-42-4
5	Mrs. Roopa Karnam	Student Employability Preferences towards Start-Ups- An Analytical study with reference to Technical Graduates	Dec 13-15, 2018	Presented Paper at IIM-Bangalore PAN IIM WORLD MANAGEMENT CONFERENCE, Theme: Startup to Scaleup: Management and Policy perspectives

Editorial Board

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DEPARTMENT OF MANAGEMENT STUDIES



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SUVARTHA

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ABOUT SJBIT



SJB Institute of Technology (SJBIT) was started in the year 2001 by Sri Adichunchanagiri Shikshana Trust@ under the leadership of his holiness Padmabhushana Paramapoojya Jagadguru Sri Sri Sri Dr. Balagangadharanatha Maha swamiji, the then pontiff of 'Sri Adichunchanagiri Mutt' guided and blessed by his holiness Sri Sri Sri Dr. Nirmalanandanatha Mahaswamiji, mentored by Sri Sri Dr. Prakashanath Swamiji, the Managing Director and led by Dr. Puttaraju, the Principal. We commit to benchmark with best practices in teaching & learning processes towards holistic development of the institution and continuously strive to meet or exceed the expectations of all stake holders. It is proud to announce to all the stakeholders that SJBIT has been accredited by NAAC, New Delhi with 'A' grade (CGPA-3.22).

VISION: To become a recognized Technical Education Centre with a global perspective.

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

ABOUT THE DEPARTMENT



MBA Department is headed by Dr. Mamatha J. Master of Business Administration (MBA) is a flagship program of SJB Institute of Technology, which made its humble beginning in the year 2008 under the aegis of Department of Management Studies, a recognized center for Management education in the country offers a two year full time MBA program approved by AICTE & affiliated to Visvesvaraya Technological University, Belagavi, Karnataka with an intake of 120 students. Strategic edge of this course is the curriculum design based on contemporary Industry practices and needs. The graduating students' fraternity has made a lasting impression with competence and self-reliance to herald their footprints across the globe. The Department of Management Studies has bagged 9th rank and 5th rank in VTU Exams.

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".

ABOUT MANAGEMENT RESEARCH CENTRE

MBA Research Centre is headed by Dr. Mamatha J. The Research and Development Centre of Department of MBA had organized Guest Lecture on "Think into the Box" delivered by Dr. A Satya Nandini, Professor – MBA from BMSCE, Bengaluru. In this regard the speaker spoke on how classrooms are limited by budget, time and materials, and thinking outside of the box is often not a viable option. But when teachers and students are constrained to only a few tools and a set amount of time, an interesting phenomenon occurs: they end up being far more creative! She also presented few case studies that failed even though it was a breakthrough and innovative idea.



INDUSTRY VISIT

On Friday 7th December 2018, MBA-Department has conducted an industrial visit to Akshaya Patra Foundation for 1st sem "A" Section. The Akshaya Patra Foundation strives to eliminate classroom hunger by implementing the Mid-Day Meal Scheme in the government schools and government-aided schools. The state-of-the-art kitchens have become a subject of study and have enlightened our students.

On Monday 7th January, 2019 MBA-Department has conducted an industrial visit to UNIBIC India Limited for 1st semester "B" Section. This visit provided an



opportunity for the students to get a practical exposure towards material management, production process, and packaging at UNIBIC Company. The Industrial visits was coordinated by Mr.Bharath T.S. and accompanied by Ms. Girivasuki, Mrs.Laxmi and Mrs.Roopa Karnam.

GUEST LECTURES

With the tremendous support of our HOD, Guest Lecture was conducted for 1st & 3rd semester Students & Staff members, the sessions were co-ordinated by Mrs. Roopa Karnam.

1. ACCELERATING BUSINESS USING DIGITAL TECHNOLOGY by Mr. Kiran Hiremath & Mr. Sanjay B, co-founders of SanKir Technologies on 16.11.2018
2. PEOPLE MATTERS by Mr. Siddaram K of Global Edge Software on 29.01.2019



ALUMNI INTERACTIONS

The institution's alumni are its lasting legacy and strongest voice. Alumni interactions create and maintain a connection between the Institute and its alumni. In this regard many of our alumni frequently interact and assist their fellow juniors. 16 alumni from different batches had interacted in ODD semester of 2018-19 and provided guidance regarding internships, projects, communication skills, interview skills and so on.



WORKSHOPS

The following workshops were conducted for 1st and 3rd semester students, the sessions were coordinated by

Dr. Buvaneswari P under the direction of our HOD.

1. Five days' workshop and Corporate Training on 'Advance Excel and Presentation skills for 1st Semester student by Ethno Tech IT solutions from 27th November 2018 to 01st December 2018.
2. 'How to write a Research Paper' for 3rd Semester by Dr. Mamatha J, HOD-MBA.
3. 'An Introduction to Research Process: Basic Methods & Concepts' for 3rd Semester students by Dr. Roopa Temkar, Asst. Prof., MBA.



INSTITUTIONAL SOCIAL RESPONSIBILITY - 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"- Nambinda Nimagagi On 04th October 2018 at "Jeevan Sandhya Trust" old age paradise. It has been privilege to do this service, creating awareness and contribute to the life of the needy. The event was Coordinated by Mrs. Krupa M & Mrs. Laxmi



SJBIT-ED CELL

SJBIT-ED Cell has been set up with an objective to motivate students and provide necessary guidance and assistance to become successful entrepreneur. SJBIT-ED Cell is coordinated by Dr.Mamatha J. SJBIT-ED Cell acts as an institutional mechanism for providing various services including information to budding entrepreneurs and also tries to inculcate within the faculty and the



students the need and importance of Enterprise Development. In this pursuit, the following activities were organized and coordinated by Dr Mamatha J, HOD-MBA, Coordinator of SJBIT- ED cell.

1. Seminar on 'Pitching Start Up ideas for HedNxt Start Up Fest 2018' by Finnovation Tech Solutions on 1/9/2018.
2. Seminar on 'Intellectual Property Talent Search Examinations-IPTSE-cum Awards', by Ms. Shwetha Ganesh Business Head, Training, Urdhva Management Pvt. Ltd., on 18/9/2018.
3. Conducted 'Entrepreneurial and Management Digital Quiz' on 6/10/2018.
4. Enrolled Students for IPTSE Exams, launched by ASSOCHAM, from 1/11/2018 to 30/11/2018.
5. Workshop on 'Know Me Know You Competency Based Career Selection' by Rajech Gope, Finance Manager, Hudson's Bay, on 30/11/2018.

ETHNIC DAY

"Samskrithi 2K18" ,Ethnic Day was celebrated on 3rd November, 2018. It was a sincere endeavor to bring about a simple expression of unity in diversity with the theme "Aikya Siri". Aikya is Unity and Siri means Celebration. The stalls represented the Nada Habba "Mysuru Dasara" the major Hindu festival celebrated in Karnataka. The stage performance started with a patriotic Kannada song reflecting the rich heritage of Kannada Rajyotsava followed by a dance which was a mixture of Bharathanatyam, Yakshagana and Tiger dance that



depicts the traditional values of the state. The most awaited and eye catching performance was the Fashion show representing the Wedding theme of different states of India.

STUDENTS SEMINAR

Students seminar was organized on September 8th, 2018 . Bhavana S, Shishik Kaveramma, Nisarga G, Rohith D R, Chaitra M R and Mahesh B N gave a seminar on Immigration policy, Mutual Funds and Dematerialization respectively.

MANTHANA-2018

The students of 3rd semester MBA organized a Freshers' Party "Manthana 2018" on 23rd October to welcome the Batch of 2018. The purpose of the Freshers Party was to make every new student feel connected as an integral part of the SJBIT-MBA family and be ready to take on the challenges of the year ahead. As a trend of the institute, the party began with the auspicious lamp lighting ceremony and prayers to Goddess Saraswati followed by lighting the lamp by the HOD, teachers and few students. The Miss Fresher was given to Tanya and Mr. Fresher was given to Sanjay. There was another award called Miss Confident given to Akshatha. This event was coordinated by Mrs.Roopa Karnam under Students Club.



STUDENT CLUB:

Photography event for the students was done on 16.01.2019 under the theme "Nature at SJBIT". Muniraju of first semester won the prize. This event was coordinated by Mrs.Roopa Karnam.

BUSINESS QUIZ

1. Monthly Quiz event for the students was conducted on 28th October 2017 on the theme CEO's & LOGOS. Winners were : Madhu G, Manohar Nayak
2. Monthly Quiz event for the students on 10.12.2018 on the theme Current Business Affairs. Winners were: Roopesh & Kaushal BA.

Event co-ordinated by Mrs. Roopa Karnam.

