

2. SAMVIT 2017, 8th National Conference-Entrepreneurship Conclave

Department of MBA had organized a highly successful 8th National conference with the theme "Youth Entrepreneurship" Innovations for Sustainable Business on 27th April, 2017. Entrepreneurship Conclave with an objective of fostering young research minds in various domains and molding them to be future business leaders. Overall 150 students from 12 colleges participated in the competition with 142 papers from diverse streams. Ten Best Papers were awarded with cash prizes for Winners..

FACULTY AND STUDENT PUBLICATIONS (JAN 2017 to AUG 2017)

Sl. No.	Faculty Name	Title of the Paper	Year of Publication	Journal in which published/ conference in which presented ISBN / ISSN Page No.
1	Prof. Pushpalatha V , Dr. Buvareshwari P, Amith Avinash, Chaitra S, Kavya S	An Analytical Study on Capital Adequacy and Management Efficiency Ratios and its impact on Profitability with special reference to Karnataka bank Ltd.	June-2017	International Journal In Management & Social Science Research(Impact Factor-6-178), Vol. - 05, Issue-06 , ISSN-2321-1784
	Prof. Pushpalatha V , Dr. Buvareshwari P, Nikhil.S.D, Suhas N, Shwetha H R	Modi Make in India for Youths empowerment in Employee Generation	Feb-2017	National Conference
2	Mrs. Roopa Balavenu, Raksha H, Nagabhushan S	Future Of Indian Capital Market Depends On The Global Stock Markets	May-2017	RVIM- National Conference
3	Ms. Girivasuki.K, Mr. Kiran Kumar, Mr. Manjunath BS	A study on digital marketing and its impact on customer	April 2017	ICGBT- Global Business Transition-2017 ISBN 978-81-923332-2-10
	Ms. Girivasuki.K,	An Empirical study on Cost Control Techniques	June 2017	International Journal of Social Sciences, Vol 2, Issue 2, ISSN: 2455-4839
4	Mrs. Anjana Devi S C	Work Place Values amongst Generational Cohorts in Indian Public and Private Banks	February 2017	International Journal of Advance Research in computer science and management studies. Impact Factor: 6.047 ISSN: 2321-7782. Volume 5, Issue 2, February 2017,
5	Mrs. Roopa Karnam,	An Empirical Study on Attrition Management	Aug 2017	International Journal of Research in Commerce, IT & Social Sciences I-Factor:4.218 ISSN: 2394-5702
6	Dr. Mamatha J	"Factors encouraging employee motivation in garment factories, Bengaluru"	June 2017	International Journal of Social Sciences, Vol 2, Issue 2, ISSN: 2455-4839
7	Mr. Bharath T S	BS III to BS IV:The New Transition and Its Impact on Automotive Industry	April-2017	ICGBT- Global Business Transition-2017, ISBN 978-81-923332-2-10
8	Ms. Krupa M and Laxmi M	Counselling is an effective tool to improve the performance of employees and employees	April- 2017	International conference, Don Bosco Group of Institution
10	Mrs. Roopa Temkar V	Role of Academia and Governing Agencies for Sustainable Growth of Responsible Management Education	March-2017	National Conference, Global Academy of Technology, ISBN: 978-163535358-7.
11	Dr. Padma S Rao	National Pension System: A SWOT Analysis	Apr 2017	Management Research-Contemporary perspectives - ISBN-978-81-92 4315-2-9

Editorial Board

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DEPARTMENT OF MANAGEMENT STUDIES



Issue - 6

SUVARTHA

August 2017

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 Balagangadharanatha Mahaswamiji, then the pontiff of 'Sri Adichunchanagiri Mutt'. The trust is dedicated to

the cause of social justice, social development through education and up-lifting the less fortunate sections of the society. Guided and blessed by his holiness Sri Sri Sri Dr. Nirmalanandanatha Mahaswamiji, mentored by Sri Sri 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. SJBIT is one of the 500 Educational institutions under the umbrella of Sri Adichunchanagiri Shikshana Trust educated nearly a Lakh students every year.

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

MISSION: To provide leaning 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 is successfully headed by Prof. Pushpalatha V. 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.

The course is designed to provide Quality Management Education and acquire skills, attributes and capabilities, to reach responsible Global Positions in Management. As on today, eight batches of MBA students are graduated with competence and self-reliance to herald their footprints across the globe. The department of Management Studies has achieved 9th rank in the VTU 2016 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".

MERITORIOUS AWARDS

Meritorious Award ceremony was arranged for Rank holders and for the best performance in 2016-17 students on 9th Aug. 2017 at

SJBIT Auditorium. Rank holders and Best performance awardees received Rs.25, 000 in the form of cheque by Poojya Sri Sri Nirmalananda Mahaswamiji and other chief guests on the eve of Inauguration Day of first semester students. Karthik Babu Reddy of 2016 batch bagged 9th rank in 2016-17 VTU exam results, received the cheque as a token of appreciation from college.



Best Performers Raksha H and Aiswarya Pai U of 2nd sem. MBA scored CGPA of 8.67 in 2016-17. They were also awarded with 25,000 cash to each person as both had uniform highest CGPA.

INDUSTRY INSTITUTE INTERACTION BETWEEN SJBIT-MBA AND COMPANIES

1. MOU between SJBIT ED Cell & Wadhvani Foundation, National Enterprise Network (NEN) on 20th March 2017.
2. MOU between SJBIT-MBA Industry Institute Marketing domain and Gold VIP Technologies Solutions Pvt. Ltd. from on 19-07-2017.
3. MOU between SJBIT-MBA Industry Institute Interaction Finance domain and Payjo India Pvt. Ltd on 21-07-2017.
4. MOU between SJBIT-MBA from Industry Institute Interaction HR domain and Mech masters Ind. On 27-07-2017.

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. It helped the students to have an interaction with the industry and gained knowledge on Industrial Environment.



NENAPU-2017

A farewell ceremony was arranged in the theme of "NENAPU" on 31st May 2017 in CSE seminar hall, where students of first year bid farewell to the outgoing students of MBA final year with great enthusiasm. Function began at 10am with a floral welcome of Guest, followed by Lamp Lighting Ceremony was done by our Principal Dr. Puttaraju . Principal wished good luck to the final year students for their future. His expectation is to hold best designations in the organizations.



MBA ALUMNI INTERACTION



The Alumni Association of MBA department intends to connect the alumni to the institution, build synergistic plans to support the institution. It facilitates the institution to affix value to all its stakeholders. In this regard 22 interactions were arranged and 2 guest lectures were organized for students on various dates throughout the odd and even semester 2016-17. Students working under different streams interacted and provided guidance to their fellow juniors on choosing the right specialization, corporate communication, employment opportunities, and employment skills and so on.

Shri Ramanavami Celebraton

On the auspicious day of Shri Ramanavami pooja which was held on 6th April, 2017. Faculties and students joined their hands together, with great zeal to make this ritual a memorable one and also evoking the blessings of the god by serving Prasadam like Butter milk, Kosambari and Panaka to everyone.



Guest Lectures

Guests from various industries visited our department to deliver the lectures on various management disciplines. The following two Guest Lecturers were organized in the department and coordinated by Ms. Girivasuki K with the direction of our HOD, Prof. Pushpalatha V.

1. Financials by Mr. Mohit Bajaj Chartered Accountant, CEO-Anmol on 18.02.2017
2. Financial Budgeting, Ms. Rohini Nayak, Risk & Governance Management, ANZ Banking Groups on 06.05.2017

Workshops

The following Workshops were coordinated by Dr. Mamatha J with the direction of our HOD, Prof. Pushpalatha V.

1. Six days workshop and Corporate training on “Advanced Excel and VBA” for 2nd semester students by Ethno Tech IT solutions from 27th Feb. 2017 to 4th March 2017 as well as on 2nd to 4th, May 2017.
2. How to write a Research Paper for 2nd sem A & B section by Dr. Buvaneswari P and Ms. Giri Vasuki on 23rd Feb, 2017
3. Three days’ workshop and Corporate training on Advanced

Excel and VBA for 4th semester students by Mr.Prashanth and Ms.Caroline from Ethno Tech IT solutions on 13th,15th,&17th April, 2017

4. Application of Research Methodology in writing a research paper for 2nd sem students by Dr.Padma S Rao on 13th April, 2017
5. Employability skills and Personal values for successful career for 2nd sem students by Dr.Mamatha J on 13th May, 2017.
6. Ease of doing business in India for 4th sem students by Dr. Ramesh R S on 16th June, 2017

Placement Activities

Department of MBA in association with HRD and placement cell of SJB Institute of Technology has become one of the preferred academic institutes for a large number of organizations for recruiting our management post graduates. The biggest names in the corporate world visit the campus on a regular basis, with enviable recruitment offers. For the year 2017, a total of 85 offers were rolled out to our MBA students from more than 15 companies of national and international repute. The companies such as Pincllick, Apollo Munich, India Mart, Infosys, GTT Technologies, Startafirm, Wonderla, and Joulestowatts were amongst many who partnered With SJB Institute of Technology, MBA for hiring their prospective employees. The average compensation package was 2.4 lakhs per annum.

Apple IPAD and IMAC Training

SJBIT –MBA has took initiative to implement Digital Professional Development programme for second batch with 50 faculties to empower them to take full advantage of 21st century Learning-Blooms Taxonomy teaching methodology using all new technological advancements to compete with global Digital Education, in month of April and May on IMAC and IPAD. From our department four faculty members namely Mrs.Roopa Karnam, Ms.Girivasuki K, Mrs. Laxmi M and Krupa M tried new ideas in a supportive environment and gained fresh perspective on their own experience on Digital teaching and learning.



Finance Club Activities

Finance Club of MBA had conducted 'Portfolio challenger, Logo Designing using Coins, Business Quiz' on 20-02-2017 with a participation of 20 teams and also conducted Virtual trading for a span of two weeks with 81 students' actively participated in the event. The events were coordinated by Mr. Chetan Shetty and the prizes were distributed by the HOD for winners on that occasion.



Student Club Activities

Student club at Department of MBA had conducted 'logo designing "and "Documentary on National conference on 8th March and 27th April 2017, 10 and 4 teams actively participated in two distinct events. The event was coordinated by Mrs.Laxmi.M and Ms.Krupa M. It is important to appreciate the contribution of the skills set students can obtain from being part of a student club activities, where it enriches their team building creativity, communication and leadership skills.



Students Quiz Competition

Students conducted quiz between the sections of A and B students of 2nd sem MBA on 8/3/2017 and 12/4/2017 on Current Affairs and General Knowledge which includes categories as Entertainment, Technology, Sports, Audio Visual round and rapid fire rounds, coordinated by Mrs.Roopa Temkar V .

Ethnic Day- Cultural Committee

Cultural committee of department of MBA had organized ethnic day on 20th May, 2017. A unique theme “Unity in diversity” was decided and students were asked to dress up in different attire representing culture of various states. Candid Photography competition for students was also conducted during this event. The event was very much successful under the support and guidance of our HOD, and executed by the cultural coordinator Dr. Mamatha J.



Student Achievements

Student has been exposed to attend the different competitions held in other colleges. They have achieve and witnessed many prizes in various competitions.



1. Nagabhushan of 2nd SEM MBA has bagged 1st prize in business plan held at AMC engineering college on 26-4-2017.
2. Harish and Giridhar of 2nd sem MBA has won 1st prize in Business quiz held at JVIT (at Ramanagar district) on 18-05-2017.
3. Spandana M and Yogesh P H of 2nd sem MBA has won 2nd prize in business plan held at JSS academy of engineering college on 23rd & 24th of march 2017

STAFF PICNIC

Staff club of MBA organized Staff Picnic to Kaivara, Kailasagiri, Chintamani, Mulubagalu and Kurudumalai for the MBA staff on 17-



08-2017. It was refreshing, fun and memorable after the semester completion. This event was initiated by HOD and coordinated by Mr.Chetan Shetty.

SJBIT-ED CELL

A BIRDVIEW ON ENTREPRENEUR DEVELOPMENT CELL

“A Journey of thousand miles begins with a single step”

The journey of entrepreneurial spirit has begun under the patronage of ED Cell, SJBIT, Bengaluru.

SJBIT, a leading education hub known for technological innovations in the field of Engineering has initiated and established EDC to support the birth and growth of startup ventures across the country. The ED Cell started with the vision and mission of motivating the energetic students as job providers rather than the job seekers on the auspicious day of 23rd November 2012 where in SJBIT signed an MOU with MSME, Ministry of HRD, and Govt. of India.

Vision of ED Cell

To become globally recognized center of excellence for Entrepreneurship Development by creating a conducive environment to inspire youth to become successful Entrepreneurs.

Mission of ED Cell

To manifest the Entrepreneurial spirit and mindset amongst youth by developing an Entrepreneurial culture through institutional mechanisms and processes & striving towards transforming ideas into successful startups.

Activities of ED Cell:

1. MOU between SJBIT ED Cell & Wadhwani Foundation (NEN)

The ED Cell started with the vision and mission of motivating the young and budding entrepreneurs. In this backdrop, on 20th March 2017 wherein SJBIT signed an MOU with WADHWANI FOUNDATION, National Entrepreneurship Network (NEN).

