



participation of 10 teams. Event was coordinated by Mrs. Roopa Balavenu

PLACEMENT ACTIVITIES

Placement training plays a major role in shaping up the career goals of students. It is the dream of every management student to get placed in a top organization visiting their campus for recruitment. SJBIT Department of MBA in association with Dept. of HRD facilitates the placement drive for the final year MBA students. Students of 2017-19 batch were from marketing, finance, HR & dual specialization Marketing and HR. Students are trained on soft skills, aptitude and group discussion by providing inputs to Ethnotech on a regular basis to get familiarize about interview process and to crack them. The placement record for the academic year 2018-19 is good.

Students are placed at prestigious companies such as Thomson Reuters, Apollo Munich, IKYA Global, Advent Global Solutions, Extra Marks, Lean pitch technologies Pvt. Ltd., Hunger Box, Pindick, Iron Mountain, No Broker, One Origin, Baryons, Ethnus, Zensar Technologies, Infoedge, Oracle, Bosch, Gympick and so on. All these activities were coordinated by Mr. Bharath T.S.

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 and the faculty members i.e., Dr. Buvanewari P, 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.

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. Workshop on Financial Budgeting and Planning by Ms. Mary Shalini, Manager, ANZ Banking Group, Bangalore.
2. One day Seminar on Entrepreneur Development by Mr. M R Chandra Shekar, Managing Director, Q-Tronics, Bangalore.
3. One day Seminar on Entrepreneur: Characters and Challenges by Dr. Madhurani, Managing Director, Global Solutions and Management, Bangalore
4. Competition on Start-Up Business Ideas by Dr. Ananda, Director Academics, CEP Global, Bangalore. And Mr. Karan Kumar, Head – Shruith & Smith Group, Bangalore.
5. Motivational talk on “Challenges of an Entrepreneur” by Mr. Nijesh Shah, Group President, Sapna Book House on 26th July 2019.



STUDENT ACHIEVEMENTS

- Nikhil HD, Muniraju N and Yoghiha N got first prize in “Cooking Without Fire” on 15/3/19 at BIMS.
- Adnan Faize, Arun kumar AS and Vijay kumar S won first prize in “Treasure Hunt” on 15/3/19 at BIMS.
- Nikhil SV and Nandhish KN got 1st prize in Business Quiz on 2/4/19 at Nobel College and IDream MBA.
- Muniraju N and Nikhil HD got 1st prize in Face painting on 26/4/19 at JSS.

WOMEN'S DAY CELEBRATION ON 8/3/19



FACULTY PAPER PRESENTATION

Faculty Name	Title of the Paper	Date of Presentation	Conference attended
Mrs. Roopa Karnam	Critical Success Factors of Engineering Institutional Branding	27.07.2019	Presented paper at IIM-Indore, Theme: NASMEI International Conference

Editorial Board

- Chief patron : **His Holiness Sri Sri Sri Dr. Nirmalanandanatha Maha Swamiji**
- Patron : **Sri Sri Dr. Prakashnath Swamiji**
- Editorial Advisor : **Dr. Puttaraju**, Principal & **Dr. Mamatha J.**, HOD, Dept. of MBA
- Editor : **Mrs. Roopa Balavenu**, Asst. Professor , Dept. of MBA



II Jai Sri Gurudev II
Sri Adichunchanagiri Shikshana Trust (R)

SJB Institute of Technology

No. 67, BGS Health & Education City, Dr. Vishnuvardhan Road, Kengeri, Bengaluru – 560 060



DEPARTMENT OF MANAGEMENT STUDIES (MBA)



Issue-10 (Even Sem)

SUVARTHA

JULY 2019

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 Mahaswamiji, then the 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 on 30-10-2017 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 and technology and social responsibility so that they become sensible and contributing members of the society.



Our Beloved Principal Dr. Puttaraju awarded with BGS SEVA RATNA AWARD conferred by BGS Group of Institutions on Founder's Day .



GC SURANA TECHNO EDUCATIONAL AWARD presented to SJBIT on 27th April 2019 by Surana Educational Institutions, Bangalore.

ABOUT THE DEPARTMENT

The MBA Department is headed by Dr. Mamatha J. 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. With the blessings of Poojya Sri Sri Dr. Prakashnath Swamiji, our beloved Principal has taken unique initiative in collaborating, creating multi-touch environment using Blooms Taxonomy. In the

current digital world, we use the blended and Flipped Classrooms Approach by implementing Bloom's Taxonomy through iPedagogy wheel. The department of Management Studies has secured 9th rank and 5th rank in the previous 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”.

SAMVIT- 10th NATIONAL CONFERENCE-2019

SAMVIT 2019, 10th National Level Students Research Conference with the theme “Innovations in Management & Entrepreneurship” was conducted on May 4th 2019 with an objective of fostering young research minds in various domains and molding them to be future business leaders. There was an overwhelming response from various colleges across state and also from other states. 61 students and research scholars from 15 colleges participated in the conference. The event was coordinated by Dr. Roopa Temkar V.



MERITORIOUS AWARD-2019

Meritorious Award for the best academic performance in 2019 was awarded to Jyothi T on 12th April 2019 by Poojya Mahaswamiji with a cheque of Rs.25000 as a token of appreciation.



ALUMNI MEET-2019

The Alumni Meet was convened on 23rd Feb 2019 in the SJBIT Auditorium. The meet was started by 4.00pm onwards with the blessings of Poojya Mahaswamiji, Rev. Sri Sri Dr. Prakashnath Swamiji, and in the presence of our beloved principal Dr. Puttaraju and Dr. Mamatha J as the coordinator of Alumni Meet 2019. A summation of 104 Alumni from various batches of MBA Department witnessed in the Meet. Principal addressed the Alumni and gave a

glimpse of the activities and growth of SJBIT through videos and Presentation. Various Cultural Programs, Video Conference, Group Photo session added colors to the meet, followed by dinner to all. In the department event was coordinated by Mrs. Roopa Balavenu.



FACULTY DEVELOPMENT PROGRAM

Five days Faculty Development Program was conducted by department of MBA from 22nd July 2019 to 26th July 2019 on "Case - Writing, Case - Based Teaching and Research" with the aim of equipping faculty members with required skills and knowledge. Resource Persons of the sessions are as follows Dr. Mathew J Manimala, Retd. Professor, IIMB, Dr. A Siva Kumar, Professor, Vellore Institute of Technology, Dr. A. Satyanandini, Professor, BMSCE, Prof. Minu Zachariah, Assistant Professor, BMSCE and Mr. Nijesh Shah, Group President, Sapna Book House. Totally 23 faculty members from 8 colleges participated in this FDP. This event was coordinated by Ms.Girivasuki K.



MILESTONES OF ACHIEVEMENT IN QUIZ COMMITTEE

Three of our students, Chandrashekhar M, Elmi Oliver, Nikhil S V had attended the National Level quiz conducted on 01.03.2019 by SBI, Numero YONO and emerged as winners in Digital round. They were congratulated and felicitated by Poojya Swamiji, Management, Principal, HOD and staff. The event was co-ordinated by Mrs. Roopa Karnam, Asst. Prof, Dept of MBA



INDUSTRY INSTITUTE INTERFACE (III)

Industry Institute Interface (III) of MBA department has signed Memorandum of Understanding (MOU) with Access6 Technologies, Bangalore for Joint live projects, Internship/Projects, Placements purposes. Mr. Tukaram of 2nd Semester student was offered an Internship in the same company in the month of July-August 2019. And this MOU process was coordinated by Ms. Girivasuki K, Assistant Professor, MBA under the guidance of Dr. Mamatha J, HOD-MBA.

MANAGEMENT FEST – ARNAV 2019

PANO ARNAV -2019, the Inter-college Management Fest was organized by SJBIT-MBA on 10th April 2019. An informal and Combined Inauguration was arranged in front of CSE Seminar Hall. By hoisting the diverse colors of balloons to the sky by Principal and HODs they inaugurated the Technical and Management Fests of SJBIT. The event was a platform for students to exhibit their talents in Team Work through Team Event, IQ through Quiz, Best manager, Face Painting, Nail Art, Collage and Photography. The event witnessed a tremendously encouraging response with around 60 participants from ten various colleges across Karnataka. This event was coordinated by Mr.Bharath T.S.



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"- Nammina Nimagagi on 5th April 2019 at "Sri Sathya Bharathi Orphanage". 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.



GUEST LECTURES

The following Guest Lectures were coordinated by Mrs.Roopa balavenu under the support of HOD.

1. Opportunities and challenges in Indian Army for Management Students on 28-02-2019 by Major General VPS Bhakuni
2. INDIAN ARMY on 9-3-2019 by Brigedier Amardeep Singh



WORKSHOPS

The following Workshops were coordinated by Dr. Buvaneswari.

1. Five days workshop from 11/3/2019 to 15/3/19 for 4th semester students on-
 - "Digital Marketing" for Marketing Students
 - "People Soft Financial Basics" for Finance Students
 - "Payroll Management" for HR students
2. Five days' Workshop from 27/2/2019 to 5/3/2019 on MIS Analytics for 2nd semester students.
3. Five days' workshop from 13/5/2019 to 17/5/19 for 4th semester students
 - "Digital Marketing" for Marketing Students
 - "SAP-FICO" for Finance Students
 - "People Soft" for HR students



NENAPU-2019

A farewell ceremony was arranged in the theme of "NENAPU" honor of the outgoing students of 4th semester, MBA, on 22nd May 2019 in CSE seminar hall, where students of first year bid farewell to the outgoing students of MBA final year with great enthusiasm. The program started with an invocation song from Miss. Meghana and team, 2nd sem., MBA students, followed by watering a plant by our beloved HOD Dr.Mamatha J, as a green initiative. This event was coordinated by Mrs.Laxmi M under Students Club.



ORIENTATION PROGRAM FOR STUDENTS.

HOD oriented towards the Students Code of Conduct, VTU Exams, Anti-ragging, importance of HRD classes, Internal Test and also highlighted the Curricular and Extra Curricular Activities Plan for the current semester at MBA Seminar Hall on 25th March 2019.



OUTBOUND TRAINING FOR STUDENTS

Outbound training is renowned as "The World's most effective and lively classroom". Activities focused towards transforming individual 'I' of everyone towards the common 'I' of the team and strengthening interpersonal relationships among the team members. Outbound platforms for every individual to open up and to explore, because what lies beyond can't be explored within the boundaries. It enhances team building spirit, leadership qualities



and helps in personality development. Students of 4th and 2nd semester were taken to outbound training on 30.03.2019 at Eagles Unbond, Kanakapura road, Bangalore. This event was coordinated by Mrs. Laxmi M and accompanied by Ms.Girivasuki K.

STUDENT CLUB

MBA Student club conducted events like Photography contest, Mehendi competition for the Management students. Events were coordinated by Mrs.Laxmi M



MARKETING CLUB

Event Management competition conducted on 09.03.2019 for 4th Semester students to encourage the students for developing their event management skills. There were 4 teams with three different rounds showcasing their team building skill and the event was judged by Dr. Mamatha J, HOD-MBA. This event was coordinated by Ms.Girivauki K.

FINANCE CLUB

Finance Club of MBA Department conducted Management Game IPL Bidding for the students of 4th semester on 09/03/2019. To get an awareness on Optimum utilization of available resources, Saving strategy, Bidding strategies, Investment spectrum and to expose Team Building skill among the students with an active