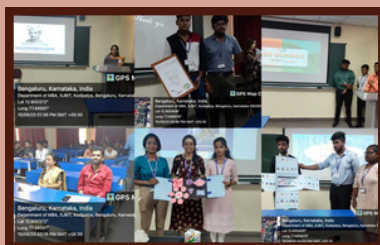


ENGINEER'S DAY CELEBRATION

The Department of Management Studies (MBA) celebrated Engineer's Day on 15th September, 2023 by organising "Technical Presentation and Poster Designing" as a tribute to Sir. M Visvesvaraya. A total of 48 students in 16 teams participated in the event and presented effectively their presentation on the chosen Topic and presented the creatively designed Poster. The top 3 teams were announced as the winners of the event and awarded cash Prize and Appreciation certificate from the Hands of Principal."



STUDENTS PARTICIPATION IN MANAGEMENT, CULTURAL AND SPORTS EVENTS

Students are encouraged to participate in cultural, sports and management events to enable them to get exposed to outside world, develop various skills that are required by an MBA to be successful. Students from III sem MBA participated in International Level Management Fest "EKYAM" on 24th and 25th January 2023 organized by Christ School of Business and Management.

Students of III sem MBA participated in "GESTIONE" 2023 - A National Level Sports, Management and Cultural Fest on 2nd, 3rd and 4th March 2023 organized by RNSIT-MBA department. Students of I semester participated in 22nd "YUVOTSAVA-2023" hosted by VTU Nagarjuna College of Engineering and Technology from 29-04-2023 to 01-04-2023

RESEARCH FUNDS AND GRANTS

Name of the Principal Investigator/Faculty	Project Title	Year of Sandion	Funding Agency	Fund amount (Rs.)	Duration
Dr. Srinivasa C Associate Professor	Strategic Value Addition in Indian Agriculture for Future Expansion	2023	KSCST	4000	6 months

PAPER PUBLICATION BY FACULTY MEMBERS

Sl. No	Faculty Name	Title of the paper	Year of Publication	Journals in which published/conference in which presented/ ISBN/ISSN & Page No.
1	Dr. Roopa Temkar V	Work Environment and Job Satisfaction-A Study at BHEL, Noida	August 2022	International Journal of Indian Psychology, ISSN: 2349-3429,Pp: 111-119
2	Dr. Harshini C S	Unlocking Growth: Digital Marketing Strategies-Impact of Sales and Sustainability	October 2023	European Chemical Bulletin, ISSN: 5247-5258,Pp: 1197-1206



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S J B Institute of Technology



(An Autonomous Institute under Visvesvaraya Technological University, Belagavi)
Approved by AICTE, New Delhi, Recognised by UGC, New Delhi with 2(f) and 12(B)
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Department of Management Studies (MBA)

Issue: 15

SUVARTHA

Year :2022-23 (Even Sem)

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 Parama poojya Jagadguru Sri Sri Sri 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 21-04-2023 by NAAC, New Delhi with A+ grade (CGPA-3.46)



SJBIT VISION

To become a Recognized Technical Education Centre with a Global Perspective.

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 and pioneer to collaborate, 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 Pedagogy wheel. The Department is also accredited by NBA in 2022.



VISION

To Become a 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 & society".

SJBIT 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

GUEST LECTURE

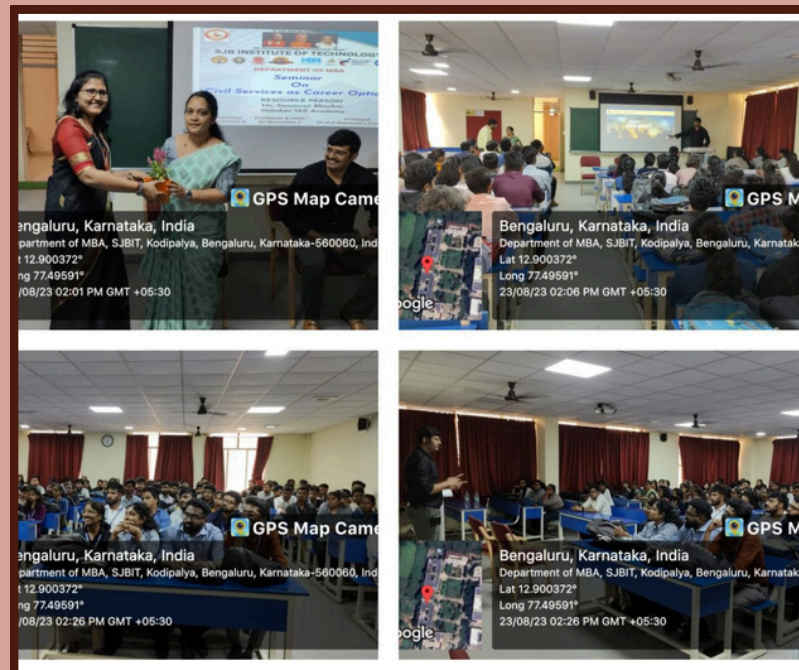
Expert members from various industries visited our department to deliver lecture on management disciplines. The following are the guest lectures that were organized in the department and coordinated by Mr. Bharath T S, Assistant professor with the direction of our HOD, Dr. Mamatha J.

1. "Finance Role Readiness Programme-FRRP" on 16-06-2023.
2. "Angel Investment and Funding Opportunity for Early Stage Entrepreneurs" on 27-07-2023
3. "Brand Management and future of Brands" on 06-09-2023.



SEMINAR

"With the support of HOD and coordination by Dr. Harshitha S, MBA Department organized Seminar on "Civil Services as Career Option" for the benefit of Second semester students on 23-08-2023. The talk was delivered by the resource person Mr. Sammratt Bhaskar, – Internal Security and Social Issues from Shankar IAS Academy, Bengaluru"



Glimses of Seminar conducted

ALUMNI CONNECT

The Alumni Association of MBA department intends to connect the alumni to the institution, build synergistic plans to support the institution. The alumni association is the most important resource of an educational institution. Hence MBA Department has always taken this unique initiative of bring those Alumni back to college and provide a platform for interaction/training and also guidance to their juniors in the college. This kind of career guidance will be very helpful for those who do not have industry exposure. In this regard, Alumni from 2009 batch to 2019 batch have been invited to the department for the interactions. In this odd semester that is 2022-2023 five Alumni interactions has been organized. The interactions were coordinated by Mr. Bharath T S, Assistant Professor, Dept of MBA under the guidance of Dr. Mamatha J, HOD-MBA. Following are the details of Alumni interaction

1. Mr. Mahadev, Alumnus, working as Sr. Executive HR at Hyundai explained about skills required by marketing students to succeed in marketing jobs and also threw light on present trends in automobile sector on 11-07-2023
2. Mr. Karthik L, Director at Hire Soul, Workwave LLP visited the department and addressed students on 22-08-2023 and enlightened on "Industry expectations from MBA students. He also gave a pre-placement talk
3. Mr. Punitham, alumnus of 2014-16 batch addressed students and provided inputs on "Opportunities for MBA graduates in marketing" on 22-08-2023. Also he spoke about the importance of communication skills about choosing right specialization and also about sales force application in organization.



Glimses of Alumni Interaction

AASARE - COMMUNITY SERVICE

AASARE- Nammina Nimagagi" is one of the community service program rendered by the Department of MBA from SJBIT. It has been a privilege to do this service, creating awareness and contribute to the life of the needy people.. Department of MBA had visited "Sri Sathya Bharathi Ashrama and Vidyalaya" on 13.09.2023 as a part of community service. 1st year B section Student's contributed groceries, stationery kits to the Ashrama students and were entertained with cultural performances, Most of the ashram students exhibited their talents and few games were conducted and the winners were awarded with small gifts and our students took good care of them by serving lunch and made their day a memorable one. Also visited SUDHAMA Old Age Bangalore on 22-09-2022. Students of 2nd semester (2021-2023 Batch) are fortunate to be a part of this service



FAREWELL FOR 2021 BATCH STUDENTS "NENAPU"

"With the blessings of Pujya Swamiji and support from respected Principal sir and HOD, the First Year Students of MBA have organised a Farewell party "Nenapu" to their beloved seniors of second Year MBA on 04-09-2023. Principal addressed the gathering and conveyed his best wishes to all the senior students to have a bright and colourful career ahead and appreciated the first year students efforts in bringing up the event in an innovative way



Glimses of Farewell for 4th sem students

NAVARATHRI CELEBRATION

"With the blessings of Poojya Swamiji and support from respected Principal Sir, Navarathri Colours Week and Ayudha Pooja was celebrated in the department under Staff Club.

SC-All photos



SPORTS/CULTURAL ACTIVITIES

Department celebrated Ethnic Day with a theme "Suggi Sambrahma" on 21-01-2023. Students enjoyed the day by giving dance and singing performances. Principal and all department HODs graced the event.

Under the coordination of Mrs. Laxmi M, Assistant Professors and with the directions and support of HOD, various cultural events were held in the department under cultural club banner.

1. "Art out of Waste" was the event that was organized and conducted by the department on 16-06-2023 for I semester students. Prizes were distributed for winners 2nd and 1st runner ups.
2. Pot painting competition was held on 19-07-2023 for IV sem students. The event helped students to enhance their creative skills.



Glimses of Culutral & Sports Events

