

**Farewell – NENAPU**  
First Year Students of MBA had organised NENAPU – Farewell Party to their seniors on 25<sup>th</sup> September, 2024. The program was full of electrifying performances by students. Principal Sir and HOD madam delivered their best wishes to all the senior students and informed them to continue their association as Alumni of SJBIT in future.



**Industrial Visit to BAMUL – Kanakapura**  
Industrial Visit was organised to BAMUL – Kanakapura for II Sem Students on 27<sup>th</sup> September 2024. The visit was a part of industry academia connect where students were exposed to the conceptualized working of supply chain management, channels of distribution, processing and marketing methodologies used.



SWAYAM / NPTEL COURSES BY FACULTIES

Name of the Faculty	Designation	Course Taken	Score (%)
Dr. Mamatha J	Professor & HOD	Training of Trainers	73
Dr. Mamatha J	Professor & HOD	Strategic Management	52
Dr. Srinivasa C	Associate Professor	Organisational Behaviour	50
Mr. Bharath T S	Assistant Professor	Managing Services	67
Mrs. Laxmi M	Assistant Professor	Organisation Development and Change in 21 <sup>st</sup> Century	51
Mr. Sharath Ranjan P	Assistant Professor	Product and Brand Management	56



Editorial Board

Chief Patron: His Holiness Sri Sri Sri Dr. Nirmalanandanatha MahaSwamiji

Patron: Rev. Sri Sri Dr. Prakashnatha Swamiji

Editorial Advisor: Dr. K V Mahendra Prashanth, Principal, Dr. Mamatha J, Professor & HOD

Editor: Mr. Vijay Kumar G, Assistant Professor

॥ JAI SRI GURUDEV ॥

Sri Adichunchanagiri Shikshana Trust®  
**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)  
Accredited by NAAC with 'A+' Grade, Accredited by National Board of Accreditation  
No. 67, BGS Health & Education City, Dr. Vishnuvardhan Road, Kengeri, Bangalore -560060

**Department of Management Studies (MBA)**



Issue: 17

SUVARTHA

Year :2023-24 (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 Dr. Balagangadharanatha Mahaswamiji, 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. K V Mahendra Prashanth, 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) and has been conferred the “Autonomous Status” under VTU from the Academic Year 2023-2024 as per the UGC correspondence.



**SJBIT VISION**  
To become a  
Recognized  
Technical  
Education Centre  
with a Global  
Perspective.

**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

**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 offering a 2 year full time MBA programme approved by AICTE & affiliated to Visvesvaraya Technological University, Belagavi, 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 Revised Bloom’s Taxonomy. In the current digital world, we use the blended and Flipped Classrooms Approach by implementing Revised 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”.



## MBA RESEARCH CENTRE

The Research Centre is headed by Dr. Mamatha J. Various activities like Workshops, FDPs, Seminars, Guest Lectures and many more activities will be conducted under Research and Development Centre. Total six scholars are pursuing their Ph.D.

## GUEST LECTURES

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

1. “Building a Career in Financial Market” on 19-06-2024
2. “Innovation & Design Thinking” on 02-07-2024



## SEMINAR

In order to foster in-depth learning, encourage active participation, and facilitate knowledge exchange among students and experts, a seminar on “Gender Equity” was organised in the department on 13-12-2023 and coordinated by Dr. Harshitha S, Assistant Professor with the direction of our HOD, Dr. Mamatha J.



## THREE DAYS WORKSHOP

Future Forward: Cutting Edge Trends in Human Resource, Marketing and Finance from 29-31<sup>st</sup> August 2024.

Workshop emphasized on Automation, Data-driven insights, Predictive Analytics, well-being of the employees in the organisation, employee recognition, inclusive culture, technology adoption, employee engagement, up skilling and reskilling, digital advertising, including the use of influencers, role of storytelling in building brand identity, impact of digital marketing, personalized customer experiences and the integration of artificial intelligence, evolution of finance, and finance sector, impact of AI in transforming the finance industry, business and environment under various domains.



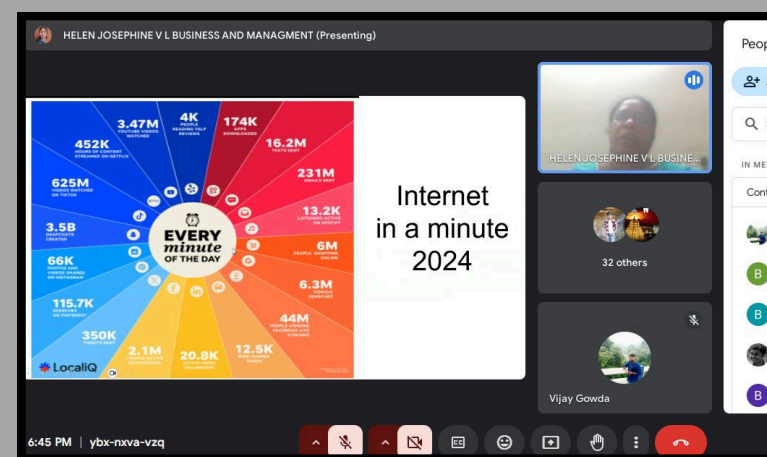
## Expert Talks

An Expert Talk was organised by the department on 24-05-2024 on “How to Plan a startup and Legal & Ethical Steps”. The speaker gave valuable insights about various legal and ethical issues involved in setting up a startup. Speaker also focused on various schemes, funding agencies and the process of setting up a startup.



## Faculty Development Program

One Week National Level Faculty Development Program on Applications of Python, OBIEE and Power BI in real time business decisions was organised from 19<sup>th</sup> to 24<sup>th</sup> August 2024 with an objective of enabling the participants to gain an in-depth understanding of fundamental concepts in business analytics. Resource persons on all the days focused primarily on the various aspects of business analytics and its importance in the data driven decision making. Participants across the country appreciated the knowledge shared by the resource persons in their respective domains. Overall the entire FDP was very informative to all the participants.



## STUDENT / CULTURAL CLUB ACTIVITIES

### Art Out of Waste

Art Out of Waste was organised on 26<sup>th</sup> June 2024 is one such craft which follows this environmental friendly principle and at the same time creates useful and attractive objects out of waste products. The motto of conducting the event is to focus on the three R's – Reduce, Reuse and Recycle. Around Thirteen teams were participated in the event and exhibited their talents and created various artistic things using waste materials.



## Cooking Without Fire

Cooking Without Fire competition was organised on 30<sup>th</sup> July 2024 is a practical and versatile approach to food preparation, especially useful in situations where traditional heat sources are unavailable or impractical. Without the need for stoves or ovens, fireless cooking emphasised the use of fresh, raw ingredients, often resulting in healthier dishes that retain more of their natural nutrients and flavours. Around Eighteen teams took active participation in the event and showcased their talents in fireless cooking.



## Spectrum Week

Spectrum Week was celebrated in the department from 02<sup>nd</sup> September 2024 to 05<sup>th</sup> September 2024 with an objective of categorizing leadership style through the use of Leadership Colour Model. Model uses colour metaphors to describe different leadership behaviour and traits, offering a simple yet powerful framework for analysing leadership dynamics. It helped the students to explore various leadership styles associated with colours and their relevance to MBA graduates aspiring to become effective leaders.

