

03	Dr. Roopa Temkar V	-	Skills for Success - A Case Study on Rural Women Empowerment to Increase the Entrepreneurial Skills - Business, Management and Economics	2024	978-81-976932-7-4	BP International West Bengal
04	Dr. Harshini C S	Digital Marketing Strategy	-	2024	978-93-6132-571-7	Scientific International Publishing House
05	Mrs. Lakshmi Priya M C	-	Differential View Points about the International Monetary Crisis - Global Financial Crisis	2024	978-81-19998-78-4	Taran Publications, New Delhi

SWAYAM / NPTEL COURSES BY FACULTIES

Name of the Faculty	Designation	Course Taken	Score (%)
Dr. Roopa Temkar V	Associate Professor	Talent Acquisition & Management	86
Mr. Rajesh Babu N	Assistant Professor	Financial Accounting	84
Mr. Vijay Kumar G	Assistant Professor	Financial Accounting	75
Dr. Harshini C S	Associate Professor	Principles of Management	60
Mrs. Lakshmi Priya M C	Assistant Professor	Data Analysis & Decision Making - I	57

RESEARCH FUNDS AND GRANTS

Name of the Principal Investigator / Faculty	Project Title	Year of Sanction	Funding Agency	Fund Amount (Rs.)	Duration
Dr. Harshitha S, Mrs. Laxmi M Assistant Professors	Strategies to Transform Agricultural Practices through AI Management Solutions : Towards Smarter, Greener Farming Practices	2023-24	KSCST	3,500	6 Months



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॥ JAI SRI GURUDEV ॥

Sri Adichunchanagiri Shikshana Trust®

S J B Institute of Technology

(An Autonomous Institute under Visvesvaraya Technological University, Belagavi)
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 No. 67, BGS Health & Education City, Dr. Vishnuvardhan Road, Kengeri, Bangalore -560060

Department of Management Studies (MBA)






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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 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.

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

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

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.

I SEM ORIENTATION (2023-25 BATCH)

Inauguration and Orientation program was held for I Sem MBA students of Batch 2023-25 for five days from 12-02-2024 to 16-02-2024 in CSE Seminar Hall. The program was graced by Principal Sir, Chief guest Mr. Yathish L N -Chief Architect, Subex Limited, Deans and HOD's of various departments. The program started with Invocation, lighting the lamp and offering flowers to Pujya Swamiji. Presidential address was given by Principal Sir followed by key note address by the chief guest.

Glimpses of Inauguration and Orientation



ETHNIC DAY CELEBRATION - SUGGI SAMBHRAMA

Department of MBA celebrated Ethnic Day with the theme "SUGGI SAMBHRAMA" on 31st January, 2024. Pujya Revered Sri Sri Dr. Prakashnatha Swamiji blessed the occasion at MBA department by offering flowers to lord Sri Rama and Pujya Sri Sri Sri Dr. Balagangadharanatha Swamiji. Swamiji also highlighted the significance of celebrating Makara Sankranthi and blessed students and faculties by distributing Yellu-Bella.

Glimpses of Suggi Sambhrama



CONFERENCE PUBLICATION BY FACULTY MEMBERS

Sl. No	Name of the Faculty	Title of the Paper	Moth & Year of Publication	National or International
01	Dr. Roopa Temkar V	HR Practices & Policies: Its importance with special reference to Employee Engagement Practices at ACC Limited, Bengaluru	Proceedings of 11 th International Conference on "HR for Organisational Sustainability", 21-22, December, 2023, Mysore, ISBN: 978-93-83302-65-9, Pg No: 1-35	International
02	Dr. Roopa Temkar V	Strategic HR Practices and Policies - A Case Study on Health Care Sectors of Kalyana Karnataka Region	Proceedings of 6 th ICIER International Conference on Strategic Agility and Resilience: Benchmarks and Practice organised by BNMIT, Bengaluru, 14-15, December 2023, ISBN: 978-93-92229-82-4, Pg No: 96, Enas Publications	International
03	Dr. Roopa Temkar V	Skills for Success: A Study on Rural Women Empowerment to increase the Entrepreneurial Skills	Proceedings of Two Days International Conference on Embracing Transformation: Metaverse Shifts, Leadership Evolution and Sustainable Business" held on March 12 - 13, 2024 ISBN: 978-93-340-1853-0	International

BOOKS / CHAPTERS PUBLICATION BY FACULTY MEMBERS

Sl. No	Name of the Faculty	Title of the Book	Title of the Book Chapter	Year of Publication	ISBN / ISSN	Name of Publisher
01	Dr. C Karthikeyan	Rubrics	-	2023	978-93-5911-165-0	Walnut Publications
02	Dr. Roopa Temkar V	-	Causes of Attrition of B-School Faculty Members at Bengaluru, India: An Empirical Study, Progress in Language, Literature and Education Research	2024	978-81-976932-7-4	BP International, West Bengal

PAPER PUBLICATION BY FACULTY MEMBERS

Sl. No	Name of the Faculty	Title of the Paper	Year of Publication	Journal in which Published / Conference in which presented ISBN / ISSN & Page No.
01	Dr. Mamatha J	An Overview of Crossvergence Theory - An Descriptive Study	2024	Primax Publication 978-93-9299-352-7
02	Mrs. Laxmi M	A Study on Impact of Artificial Intelligence on Employee's Performance	2023	European Economic Letters ABDC Journal Vol: 13, Iss: 4, 1248 - 1255
03	Dr. Roopa Temkar V	A Study on Employee Welfare Measures at HUL Pvt. Ltd., Bengaluru	2024	IJARASEM Vol: 11, Iss: 2, 4067 - 4072, ISSN: 2395 - 7852
04	Dr. Roopa Temkar V	A Research on "The Effectiveness of HR Policies in Tangoe Inc", Bengaluru	2024	IJMRSETM Vol: 11, Iss: 3, 288 - 292, ISSN: 2395 - 7639
05	Dr. Roopa Temkar V	Competency Mapping: A Tool for Strategic HR at Anabatic Technologies India Private Limited, Bengaluru	2024	IJMRSETM Vol: 11, Iss: 3, 308 - 314, ISSN: 2395 - 7639
06	Dr. Roopa Temkar V	HR Practices & Policies: Its Importance with Special Reference to Employee Engagement Practice at ACC Limited, Bengaluru	2024	Educational Administration: Theory & Practice 30 (5), 12507 - 12528 ISSN: 2148 - 2403, 12508 - 12528
07	Dr. Srinivasa C, Dr. Roopa Temkar V, Dr. Harshitha S	Driving Performance: The nexus of Business Analytics, Innovation and Firm Success	2024	Journal of South West Jiaotong University Vol 59, No. 1, 519 - 529, ISSN: 0258 - 2724
08	Dr. Roopa Temkar V, Dr. Harshitha S, Mrs. Lakshmi Priya M C	Services Revolution - A Case Study on Highly Education Institutional Strategies with respect to Management Education in India	2024	Bulletin for Technology & History, Vol: 24, Iss: 3, 234 - 241, ISSN: 0391 - 9715
09	Mrs. Lakshmi Priya M C	The Time & Frequency dependent interactions of GDP, Unemployment and Inflation	2023	Journal for Informatics, Education & Research Vol: 3, Iss: 2
10	Dr. C Karthikeyan	An Exploratory Study on Leadership Insights from Biblical Hermeneutics	2024	IJIRMF Vol: 10, Iss: 2

FRESHERS DAY - MANTHANA

Second Year Students of MBA had organised MANTHANA – Fresher’s Day to their juniors on 08th March, 2024. The senior students planned and organised the event effectively. Students have showcased their abilities by participating in various cultural and sports activities.



WORKSHOP

One Day Workshop on “Mastering Communication for success” was organised for I semester students to improve their observation skills and improving vocabulary to make a impact in their career. The speaker stressed on the importance of eye contact, non-verbal communication and being confident to be successful professionals. Students actively participated in team activities conducted during the workshop.



ARNAAV – 2K24 – MANAGEMENT FEST

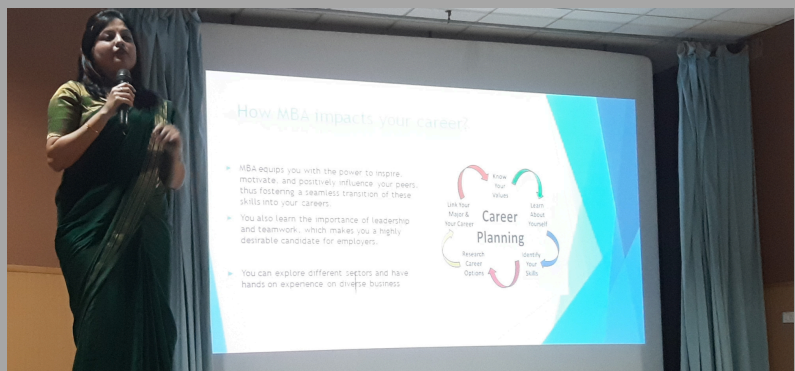
Department of Management Studies (MBA) organised National Level Management Fest – ARNAAV - 2K24 on 04th and 05th March 2024 under the theme Bangalore Perks. The entire fest was quite spectacular and the students have coordinated the whole event with perfect planning, enthusiasm and great commitment. Respected Principal Dr. K V Mahendra Prashanth, Chief Guest Mr. Naveen Shankar – Cine Actor, addressed the gathering during inaugural and induced the spirit and sportiveness among the students. Around 600+ students from 35+ colleges across the state had participated in various events conducted during both the days of the event. The entire event was extravagant and exceeded the expectations of the entire crowd.



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 2021 batch have been invited to the department for the interactions. In this odd semester, that is 2023-2024 seventeen 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. Gist of few Alumni interactions are as follows:

1. Ms. Shruthi B K, Alumnus, working as Content Analyst at London Stock Exchange Group explained about self grooming and skills required by finance students to succeed in finance related jobs on 25-05-2024
2. Mrs. Vidyashree, Lead HR at Ovum Hospitals, delivered an Alumni Guest Lecture on 24-01-2024 about “Career Prospects and Interview Guidance”.
3. Mr. Suhas G S, addressed students and provided inputs about the importance of communication skills about choosing right specialization and also about sales force application in organization.



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. “Mastering Stock Market Strategies” on 22-01-2024
2. “Career Guidance on Certified Management Accountant - US” on 18-03-2024
3. “Management Etiquette Session” on 26-03-2024.



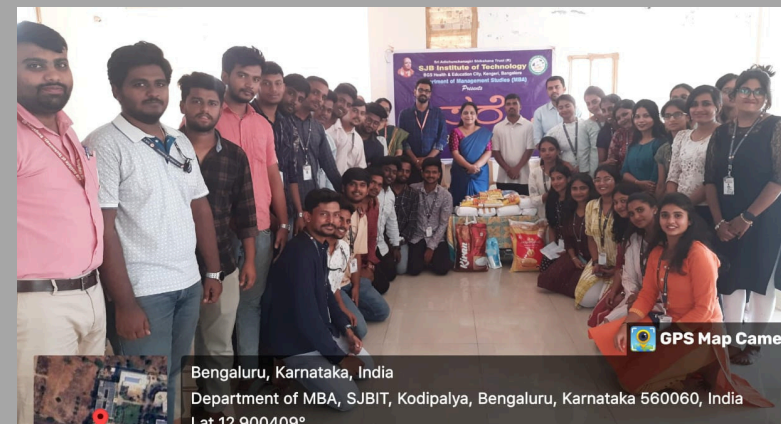
SEMINAR

In order to foster in-depth learning, encourage active participation, and facilitate knowledge exchange among students and experts, a seminar on “Essential Tips to choose MBA Specialisation” 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.



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 “Sneha Jyothi Orphanage & Children’s Home” on 28.03.2024 and “Samprapti Foundation Old Age Home” on 30.04.2024 as a part of community service. 1st year A & B Section Students contributed groceries, daily consumables and stationery kits to the Ashrama students and old age people 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



Expert Talks

An Expert Talk was organised by the department on 22-01-2024 under Finance Club on the topic “Mastering Stock Market Strategies”. The speaker shared their real time experience in the stock market and explained various strategies that help build a profitable portfolio. It created an absolute learning experience for all the students.



STUDENT CLUB ACTIVITIES

BUSINESS QUIZ

Business Quiz was organised for first semester students on 23rd March, 2024. The Quiz had four rounds wherein the first round was preliminary screening round followed by logo identification, tagline identification and the final round was business magnet round. All the first year students actively participated in the program and enjoyed it.



SPORTS ACTIVITIES

Various indoor and outdoor sports was organised as a part of Management Fest. Students from around 35+ colleges took active participation in various indoor and outdoor sports activities and exhibited their efforts in each game. Two days sports event went on very well and the organisers were highly appreciated for their efforts.

