

## **NEWS LETTER AY 2024-25**



## **ABOUT US**

The Visvesvaraya Technological University-affiliated MBA program is offered by the KSSEM Department of Management Studies, which was founded in 2010. The program's mission is to give students the analytical and strategic decision-making abilities they need to address environmental changes head-on and to become proactive, inventive, and competitive individuals who can create plans and visions for their goals.

## **VISION**

To create a pool of highly skilled management professionals, who can face the business challenges in the global market.

## **MISSION**

To provide the best possible learning and development in order to produce world class principled, competent and socially responsible world class managers.

# Index

SL NO	Particular	page no
1	KNOW THE LEADERSHIP TEAM	1 - 4
2	MEET THE EDITORIAL TEAM	5
3	ABOUT DEPARTMENT OF MANAGEMENT STUDIES	6
4	KNOW THE DEPARTMENT	7 - 10
5	ORIENTATION WEEK OVERVIEW	11 -14
6	WHAT'S NEW?? WITH THE DEPT. INTERNATIONAL YOGA DAY	15 - 116
7	MOCK IPL BIDDING -FINANCE EVENT	17 - 18
8	COMMODITY & DERIVATIVES MARKET - EXPERT TALK	19 - 20
9	SPORTS CLUB ACTIVITY	21 - 22
10	PARICHAYA - FRESHER'S PARTY	23 - 24
11	STATE LEVEL BIZ QUIZ CONTEST	25 - 26
12	BEST OUT OF WASTE EVENT	27 - 28
13	SEAMLESS SYNERGY: BRIDGING ACADEMICS AND INDUSTRY FOR FUTURE SUCCESS	29
14	INFOSYS MYSORE CAMPUS: INDUSTRIAL VISIT	30 -33

# KNOW THE LEADERSHIP TEAM



**Sri. R. Rajagopal Naidu**  
**President**



**Sri. R. Leela Shankar Rao**  
**Hon. Secretary.**





**Sri. T. Neerajakshulu**  
**Treasurer**



**Dr. K.V.A. Balaji**  
**Chief Executive Officer**





**Dr. K. RAMA NARASIMHA**  
**Principal / Director**



**Dr. SWAMY D R**  
**Director at KSRIF**



**Prof. Manjunatha S**  
**HOD-MBA**

# MEET THE EDITORIAL TEAM



**Prof. Krishna Bhargav K L**  
**Asst. Professor, MBA Dept.**



**Dilip Kumar S**  
**Student, MBA Dept.**



# DEPARTMENT OF MANAGEMENT STUDIES



## About MBA Program

The MBA program was started in the year 2010 affiliated to VTU, that is deeply connected with research and orientation. The Department of Management Studies & Research Centre offers a holistic and rigorous Master's degree in Business Administration aided by an eclectic mix of academic and industry professionals.

## VISION

To impart managerial skills to prepare tomorrow's leaders for the society.

## MISSION

- Imbibe students with business knowledge to make them competent professionals.
- Inspire creativity & innovation through industry exposure.
- Motivate to acquire entrepreneurial skills & become good leaders.

# KNOW THE DEPARTMENT



**Prof. Roopa Balavenu**



**Prof. Arundathi K L**



**Prof. Niraja S Patil**



**Dr. Kokila Kulkarni**





**Prof. Chandana Priya**



**Prof. Meghana C**



**Ms. Shwetha B**  
**Office Admin, MBA Dept.**



**Mr. Basavaraju K S**  
**Office Superintendent, MBA Dept.**

# Orientation Week Overview

 **KAMMA VARI SANGHAM (R) 1952**  
**K.S. GROUP OF INSTITUTIONS**  
**K S SCHOOL OF ENGINEERING AND MANAGEMENT**  
**DEPARTMENT OF MANAGEMENT STUDIES AND**  
**RESEARCH CENTRE**

## KSSEM-MBA ED CELL

**Seminar on**  
**Entrepreneurship**  
**by**  
**Entrepreneur & Tedex**  
**Speaker**  
**Y V KARTHIK**  
**Director of Glory Brand**



**Date: 12th February 2024**  
**Time: 11:00am**  
**Venue: K S ARCHITECTURE SEMINAR HALL**

Prof. Roopa Balavenu.    Prof. Manjunatha S    Dr. Ramanarasimha K  
Coordinator                      HOD-MBA.                      Principal & Director

 **Kammavari Sangham(R), 1952**  
**K.S. School of Engineering and Management**  
Approved by AICTE-1-5279601, New Delhi; Affiliated to VTU, Belagavi  
ACCREDITED BY NAAC

**Department of Management Studies & Research**

## MBA ORIENTATION PROGRAM

### NAVIGATING THE PROFESSIONAL LANDSCAPE: WHY PURSUE AN MBA?

**BY**  
**MR. SRINATH SETHURAMAN**  
MBA LONDON BUSINESS SCHOOL, UK



**On 13-02-2024**  
**at 9.00 AM - 10.30 AM**  
**KSSA - SEMINAR HALL**

Prof. Kokila Kulkarni    Prof. Manjunatha. S    Dr. K Rama Narsimha  
Co-ordinator                      HOD                      Principal/ Director



# Orientation Week Overview

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Department of Management Studies & Research Centre

MBA Orientation Program

**"LEADERSHIP SKILLS FOR  
FUTURE MANAGERS"**

BY  
**Dr. Shekar H S**  
PROF & HOD, RNSFGC-MBA

On 13-02-2024  
at 11.15 AM- 12.30 PM  
Venue: KSSA Seminar hall

  
Prof. Kokila Kulkarni  
Co-ordinator

Prof. Manjunatha.S  
HOD

Dr. K Rama Narsimha  
Principal/ Director

 Kammavari Sangham(R),1952  
**K.S.School of Engineering and Management**  
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ACCREDITED BY NAAC

Department of Management Studies & Research  
MBA Orientation Program

**"KNOWING YOURSELF AND  
YOUR TEAM"**

BY  
**PROF. SREEDHAR N  
SURANA COLLEGE-PG STUDIES**

On 13-02-2024  
at 1.20 PM - 3.45PM  
Venue: KSSA Seminal Hall



Prof. Kokila Kulkarni  
Co-ordinator

Prof. Manjunatha. S  
HOD

Dr. K Rama Narsimha  
Principal/ Director

# Orientation Week Overview



**K.S.School of Engineering and Management**  
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ACCREDITED BY NAAC  
DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE

Kammavari Sangham(R), 1952

## MBA ORIENTATION PROGRAM

### Guest Talk on

#### “BEYOND THE CLASSROOM: THE PRACTICAL BENEFITS IN TODAY’S JOB MARKET”



**DR. HARISH R**  
TRAINING AND  
PLACEMENT OFFICER  
KSSEM

Date: 14th February 2024  
Time: 9:00am - 10:30am

Prof. Chandana Priya M S  
Coordinator

Prof. Manjunatha S  
HOD-MBA

Dr. Rama Narasimha K  
Principal & Director



**K.S.School of Engineering and Management**  
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DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE

Kammavari Sangham(R), 1952

## MBA ORIENTATION PROGRAM

### “EMPOWERING TOMORROW’S CHANGE MAKERS AND PATHWAY TO BECOME LEADERS”



**PROF. MANOHAR KUMAR K N**  
Assistant professor in Mathematics  
and NSS Programme Officer

Date: 14th February 2024  
Time: 10:45am - 11:45am

Prof. Chandana Priya M S  
Coordinator

Prof. Manjunatha S  
HOD-MBA

Dr. Rama Narasimha K  
Principal & Director

# Orientation Week Overview



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DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE

**MBA ORIENTATION PROGRAM**  
**Organizes Guest Talk on**  
**"RELEVANCE OF FINANCE FOR MBA STUDENTS"**



**14-02-2024**



**11:45 AM -12:30 PM**



**DR.G V M SHARMA**  
PROF AND HOD OF  
MANAGEMENT STUDIES  
IN RNSIT

Prof. Chandana Priya M S  
Coordinator

Prof. Manjunatha S  
HOD-MBA

Dr. Rama Narasimha K  
Principal & Director



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ACCREDITED BY NAAC

**Department of Management Studies & Research**  
**MBA Orientation Program**

**IMPORTANCE OF HEALTH & WELLNESS AND FUN SESSION WITH ZUMBA**



**On 14-02-2024**  
**At 1.20 PM to 3.30 PM**



**Dr. Kokila Kulkarni**  
Asst. Professor & Resident doctor  
KSSEM

Coordinator  
Prof Chandana Priya MS

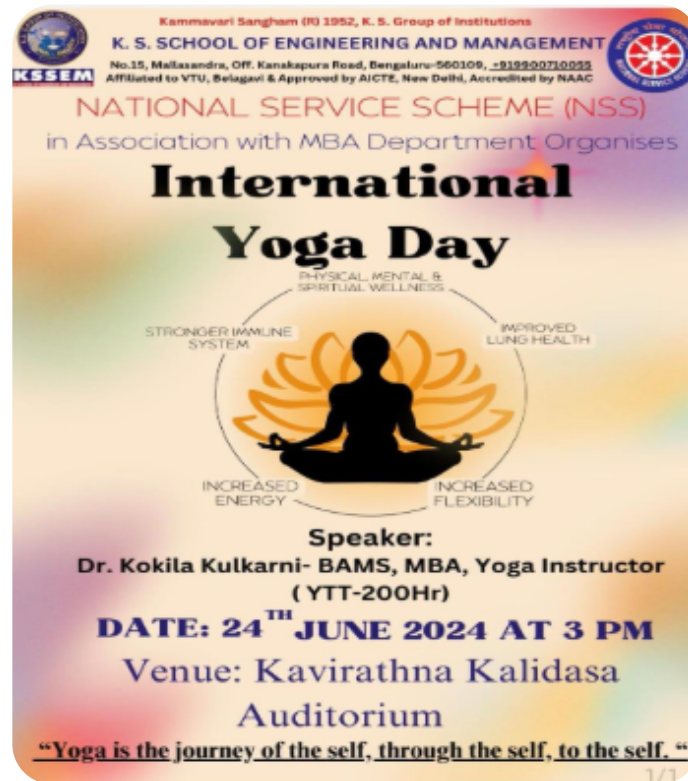
Prof. Manjunatha. S  
HOD

Dr. K Rama Narsimha  
Principal/ Director



# What's NEW?? with the Dept.

## INTERNATIONAL YOGA DAY



## Unwind & Align

Flow with your breath & find inner peace on the mat focussed on the Holistic approach of Yoga highlighting on relaxation and mental clarity aspects.





# MOCK IPL BIDDING -FINANCE EVENT

To emphasize the pivotal managerial skill of effective planning & to strategically allocate the resources within a limited budget, This event created an atmosphere of excitement and anticipation.

This event served as a platform for the students to exhibit their creative problem solving abilities and their readiness to confront life's challenges



Shot on OnePlus





# COMMODITY & DERIVATIVES MARKET - EXPERT TALK

Dr. K. Prabhakaran addressed the students regarding the functioning of the stock market and the derivatives in the stock market. He also explained the meaning of Options and Futures and Speculators in the Stock Exchange.

The poster is for a seminar titled "COMMODITY DERIVATIVES & MARKETS" held on 21/12/2023 at 2:00 PM. It features a photo of Dr. K. Prabhakaran, Director of Edify EdTech, Coimbatore, who is an empanelled resource person of SEBI, NCDEX, NISM, and NCFE. The event is organized by the Department of Management Studies at K. S. School of Engineering and Management, which is approved by AICTE, affiliated to VTU, and accredited by NAAC. The venue is the Aryabhata Seminar Hall. The poster includes a logo for KSSEM, a balance scale icon, and a calendar icon.

**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
Approved by AICTE, New Delhi; Affiliated to VTU, Belagavi, Karnataka; Accredited by NAAC  
[www.kssem.edu.in](http://www.kssem.edu.in)  
**DEPARTMENT OF MANAGEMENT STUDIES**

**AWARNESS PROGRAM ON**  
**"COMMODITY DERIVATIVES & MARKETS"**

**DR. K. PRABHAKARAN**  
DIRECTOR,  
EDIFY EDTECH, COIMBATORE  
EMPANELLED RESOURCE PERSON OF SEBI,  
NCDEX, NISM & NCFE

**21/12/2023**  
**2:00 PM**

**VENUE:**  
**ARYABHATA SEMINAR HALL**

**Coordinator**  
**Prof. Arundathi K L**

**PRINCIPAL**  
**DR.K RAMA NARSIMHA**

**CEO**  
**Dr K.V.A BALAJI**





# SPORTS CLUB ACTIVITY

The sports club is committed to provide a healthy sporting environment, Team Building, Enhancing the leadership quality, and enhancing the physical fitness among the students. It helps to learn teamwork, coordination among diverse culture and ethnic groups and mainly infuses discipline and instills the value system in one individual.



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**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE**

## SPORTS CLUB ACTIVITY

### TEAMWORK MAKES THE DREAM WORK

24.02.2024

2ND YEAR VS 1ST YEAR

### FOR BOYS

BASKETBALL  
VOLLEYBALL  
CRICKET  
TUG OF WAR



### FOR GIRLS

BASKETBALL  
BADMINTON  
THROWBALL  
TUG OF WAR



**CO- ORDINTORS :**  
VISHWAS.  
SHARATH.  
SAGAR.  
NIKITHA.  
SATHISH.  
PRAVEEN.

**PROF. ROOPA BALAVENU**  
&  
**PROF. MEGHANA C**  
CO-ORDINATOR

**PROF. MANJUNATHA. S**  
HOD

**DR. K RAMA NARSIMHA**  
PRINCIPAL/ DIRECTOR

# SPORTS CLUB ACTIVITY





# PARICHAYA - FRESHER'S PARTY

The primary objectives of this event were:

- To extend a warm welcome to the new batch of MBA students.
- To foster a sense of belonging and camaraderie among the students.
- To provide an opportunity for students to interact with their peers and faculty.
- To showcase the vibrant culture and traditions of KSSEM College.





# PARICHAYA - FRESHER'S PARTY



**GROUP PICTURE WITH NEW BATCH: 2023-2025**

The Freshers' Day celebration was a significant milestone in the academic journey of the incoming MBA students. The positive feedback from the students and faculty members is a testament to the hard work and dedication of the organizing committee.

This event not only welcomed the new batch of students but also strengthened the bond between students and faculty. It provided a platform for them to connect with their peers and faculty, and to embrace the vibrant culture of KSSEM College.

# STATE LEVEL BIZ QUIZ CONTEST

“ A quiz is the platform where curiosity and intelligence converge.”  
The point of a business quiz is a fun and educative way to test one's knowledge and teach them more about business which in turn makes them a better businessman or an entrepreneur.

A business quiz event deals with company histories, business strategies, well known deals, people in news, acquisitions and future business developments.

**KAMMAVARI SANGHAM(R), 1952**  
**K.S.SCHOOL OF ENGINEERING AND MANAGEMENT**  
**DEPARTMENT OF MBA & RESEARCH CENTRE**

**PRESENTS**  
**STATE LEVEL**  
**"BIZ QUIZ CONTEST"**  
**(FOR UG STUDENTS ONLY)**  
**ON APRIL 24<sup>TH</sup> 2024**

**PRIZE MONEY**  
**1ST PRIZE- ₹ 10,000/-**  
**2ND PRIZE - ₹ 5,000/-**

**REGISTER BY ON OR BEFORE**  
**APRIL 20<sup>TH</sup>, 2024**

**SCAN TO REGISTER**

**FREE ENTRY!!**

**CONTACT OUR STUDENT COORDINATORS**  
**DARSHAN - +91 80886 63272**  
**DEEPIKA - +91 89511 92696**  
**OR**  
**EMAIL US AT:**  
**HOD.MBA@KSSEM.EDU.IN**

**PROF. CHANDAN PRIYA. M. S**  
**PROF. MEGHANA**  
**COORDINATORS**

**PROF. MANJUNATHA. S**  
**HOD**

**DR. K RAMA NARASIMHA**  
**PRINCIPAL/ DIRECTOR**



# STATE LEVEL BIZ QUIZ CONTEST





# BEST OUT OF WASTE EVENT

The "Best Out of Waste" activity was organized to foster creativity, environmental awareness, and resourcefulness among participants. The event aimed to encourage individuals to think innovatively about waste materials and explore sustainable practices through hands-on creativity.



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APPROVED BY AICTE-5279601, NEW DELHI  
AFFILIATED TO VTU, BELAGAVI ACCREDITED BY NAAC

**Department of MBA**  
**MARKETING CLUB**  
*presents*  
**BEST OUT OF WASTE**

 **05-07-2024**  
 **11.40 TO 1.40**  
 **NSS ROOM – A 501**

**Prof. Meghana.C**  
Coordinator

**Prof. Manjunatha S**  
HOD-MBA

**Dr. Rama Narasimha K**  
Principal & Director



Each team brainstorming ideas and working collaboratively to design the product



Student presenting and explaining their innovative product to Audience



Group photo with all the teams along with their designed product



# SEAMLESS SYNERGY: BRIDGING ACADEMICS AND INDUSTRY FOR FUTURE SUCCESS

The Expert talk aimed at bridging the gap between industry and academics. The talk majorly concentrated on the skills required, resume relevance, types of jobs in finance domain for a fresher. Ensure that academics are relevant to real-world industry needs and challenges. Equip students with practical skills, knowledge, and experiences that make them more attractive to employers.





# INFOSYS MYSORE CAMPUS: INDUSTRIAL VISIT

## Objectives:

- For students pursuing professional education, industrial visits help them gain hands-on experience of how industry operations are executed.
- Industry visits bridge the gap between theoretical training and practical learning in a real-life environment.
- Industry visits provide opportunity for active/interactive learning experiences in-class as well outside the classroom environment.
- With industry visits, students are able to better identify their prospective areas of work in the overall organizational function.
- Industry visits help enhance interpersonal skills and communication techniques.
- Students become more aware of industry practices and regulations during industry visits.



# INFOSYS MYSORE CAMPUS: INDUSTRIAL VISIT



## Outcomes:

- Industrial visit survey provides the students and programs with “dynamic” real time feedback that is very useful in the program learning outcomes process.
- It enables educational institutions to build close ties with industrial experts and also to achieve the learning outcomes of students.
- Several broader educational partnerships have emerged as a result of these visits.
- These include student’s curriculum development, student career opportunities.
- Moreover students will gain the subject learning outcome by means of pre, after and postindustrial visit survey.

## INFOSYS MYSORE CAMPUS: INDUSTRIAL VISIT



and many more..!





**For further updates,**  
**follow us at:**

**K.S.S.E.M**

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