



Sri Venkateshwara College of Engineering

Department of MBA

VISION

“To develop globally competent management executives and entrepreneurs with strong ethical values for the growth of the nation”

MISSION

M1. Imparting skill based quality education for global competence

M2. Developing a spirit of entrepreneurship among students for enhancing job creation and innovation

M3. Moulding strong ethical values among students for successful professional and personal life.

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

PEO1: To develop managerial competencies through quality management education.

PEO2: To enhance employability of students through training and development.

PEO3: To motivate students to become successful entrepreneurs and facilitate job creation in the country.

PEO4: To inculcate ethical values among students for overall welfare of society.

SPECIALIZATIONS OF DEPARTMENT

[1] Finance & Marketing

[2] Human Resource & Finance

[3] Marketing & Human Resource

PROGRAM OUTCOMES (POS)

PO 1: Management Knowledge: Application and implementation of OB, OR & QT, Economics and domain specialization for rational decision making.

PO 2: Individual and team work: Participating effectively as a member of a team, individual & as a leader in an organization.

PO 3: Communication Skills: Communicate effectively through verbal, non- verbal communication & demonstrating appropriate presentation skills.

PO 4: Leadership skills: Development of prospective leaders for business and industrial sustainability.

PO 5: Upgrading IT skills: Acquiring relevant IT skills to support decision making in real time scenarios.

PO 6: Entrepreneurship: Imbibing a spirit of entrepreneurship among students for prospective job creation.

PO 7: Values: Developing appropriate ethical and spiritual values relevant to managerial practices.

PO 8: Consultancy: To facilitate professional exchange of knowledge and information between industry - institution for mutual benefit.

PO 9:Social responsibility: Instilling a sense of responsibility towards the society among prospective business managers.

PO 10:Placements: Providing job opportunities with respect to the specific areas of expertise.

PO 11:Time Management: Inculcating the habit of time management among students in their day to day activities and life.

PO 12:Global learning: Fostering global learning for exploiting opportunities and preparing students to overcome cross cultural shocks.

PAPER PRESENTATIONS

Paper presentation

- Dr. A. Mallappa, Prof., & HOD, Participated and presented a paper titled “Quality Education & Skill Development for Faster Economic Growth & Social Welfare” in the 98th Annual Conference of the Indian Economic Association held on 27/12/2015 to 29/12/15 at Prof. JayashankarTelangana State Agriculture University, Hyderabad.
- Dr. A. Mallappa, Prof., & HOD, Participated and presented a paper titled “Paradigm Shifts in Governance, Education, Teaching & Skill development for Employability & Poverty Eradication" in the 6thInternational seminar on “Regional Network on Poverty Eradication” held during 13/11/2015 to 15/11/15 organized by the Department of Economics, S. V. University, Tirupati, A.P. India.
- Dr. A. Mallappa, Prof., & HOD, Presented a paper on “Paradigm Shift in Education for Learning, Employability and Excellence” at the National Seminar, organized by Sindhi College of Commerce, Bengaluru on 28th September November, 2015.
- Mrs. Geetha V, Assistant Professor, presented a paper on “A study on effectiveness of product placement – a new technique in advertisement & promotion: at the national conference on recent trends in management, organized by KSSEM, Bangalore on 6th May, 2016, and ISBN: 978-93-5258-244-0.
- Mrs. Geetha V, Assistant Professor, presented a paper on “Role of corporate social responsibility for rural development in rural entrepreneurship” at the National Conference on rural entrepreneurship, organized by Alva’s Institute of engineering and technology, Moodbidri on 28th – 30th April, 2016.
- Ms. Ranibai R, Assistant Professor, presented a paper on “A cogitative insight on corporate negaholism towards employee’s psychological contract” at the national conference on recent trends in management, organized by KSSEM, Bangalore on 6th May, 2016, and ISBN: 978-93-5258-244-0.

Forum activities like FDP, Workshop, Seminar, Conference (Both National & International)

- Mrs. Harini N &Mrs.Geetha V , attended workshop at **VTU Regional Office** on 5th March 2016 on subject’s corporate valuation and Public relations.
- Dr. A. Mallappa, Prof & HOD, acted as a **Chair Person for technical sessions in the 6th International Seminar** organized by Department of Economics, **S. V. University, Tirupati, AP, India** during 13/11/2015 to 15/11/15.

- Dr. A. Mallappa, Prof & HOD, Participated in the **NHRD CONFLUENCE – Academia Round Table discussion at IIM, Bengaluru**, held on 30/11/2015.

SIRUS 2016 – Management Carnival

Under the forum SIRUS we have organized management carnival – SIRUS 2016 on 5th April 2016. We have conducted **four events viz., Business Quiz, Treasure Hunt, Scrap Wrap and Talent Expo**. Around 25 colleges participated and more than 200 students registered for various events and participated. The majority of the participants are from Vikram college, Preethi college, Agragami college, Government first grade college for women, Vivekananda college, BMS college, Sri Krishna Rukmani college, RC college, Nagarjuna college, Narayana college. 1st, 2nd and Consolation prizes were given to the winners of the event.

MBA Faculty List

Name	Designation	UG	PG& Ph.D
Dr. Mallappa A	HOD & Professor	BA (HONS.)	MA., Ph.D
Mr. Arun Kumar S	Assistant Professor	BCA	MBA
Ms. Vasantha B	Assistant Professor	BA	MBA
Mrs. Harini N	Assistant Professor	B.Com	MBA
Mrs. Geetha V	Assistant Professor	BBM	MBA
Ms. Rani Bai R	Assistant Professor	B.Com	MBA
Ms. Akshatha S	Assistant Professor	B.Com	MBA
Mr. NarayanaSwamy. G	Assistant Professor	B.Com	MBA