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Sri Venkateshvara 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.

ACADEMIC YEAR: 2018-19

LIST OF WORKSHOPS FOR AY 2018-19

Sl.No	Title of work shop	Resource person details/ Organisation	Date	Participants
1	Technical Analysis and Share Market	Prakasha G Asst. Prof. Dept. of CSE, SVCE	08/08/2018	40
2	Apple in Enterprise	Mr. Shibu MV Sr. Techno Commercial Manager	14/08/2018	45
3	Digital Marketing	Mrs. Kalyani Synergy School of Business Skills	14/08/2018	40

LIST OF GUEST LECTURES & TRAINING AY: 2018-19

Sl.No	Title of guest lectures	Resource person details	Date	Participants
1	Emotional Intelligence	Prof. Arundathi SV, Dr. Ambedkar Institute of Technology, Bengaluru	22/9/2018	36
2	Motivation	Dr. B.U.S. Babu	14/12/18	58
3	Methods of solving Case study	Dr. Sandhya S Sir, MVIT, Bengalur	20/12/18	52
4	Importance of Communication in Business	Mr. Raghav Nayak R.S Institute of Management & Science	4/01/19	58

LIST OF INDUSTRIAL VISITS for the AY: 2018-19

Sl.No	Place visited & details	Date of visit	No. of students participated
1	Unibic foods Pvt. India Ltd.Bengaluru	28-03- 2018	70
2	Nexture technologiesPvt. India Ltd.Pune	15-10-2018	42

3	Mapro foods Pvt. India Ltd. Mahaballeshwar.	16-10-2018	42
4	My sugars, Mandya	04-12-2018	59
5	Keynes technologies Pvt. India Ltd.Mysore	04-12-2018	59

LIST OF FACULTY DEVELOPMENT PROGRAMME / CONFERENCE/ WORKSHOP/SEMINAR ATTENDED BY FACULTY

Sl.No	Faculty Name	Details
1	Akshatha S	One day F on” UGC- NET/ K- SET” Organised by department of PG Studies and IQAC Cell held on Monday 20 th August 2019.
2	Mr. Arunkumar S	One day FDP on “Enhancing Institutional Excellence – The Role of Teachers and Management” held on 19 th January 2019 at BET College of Management and Science.
3	Mr. Karthik Reddy	One day FDP on “Enhancing Institutional Excellence – The Role of Teachers and Management” held on 19 th January 2019 at BET College of Management and Science.
4	Mrs. Geetha V	One day FDP on “Enhancing Institutional Excellence – The Role of Teachers and Management” held on 19 th January 2019 at BET College of Management and Science.
5	Ms. Akshatha	One day FDP on “Enhancing Institutional Excellence – The Role of Teachers and Management” held on 19 th January 2019 at BET College of Management and Science.

6	Mrs.Vidya L	Master training programme for sales force BSX programme at Alliance university Anekal Bangalore on 19 th December 2018 to 21 st December 2018 conducted by ICT academy.
7	Mrs. Geetha V	One day FDP on “{The Art of writing & publishing research articles”held on 25 th September 2018 at Sir MVIT Department of MBA, Bangalore
8	Mrs.Vidya L	One day FDP on “New model Curriculum for PG (MBA) CBCS Detailed Syllabus (2018-19) asper outcome – based education (OBE) format in cluding course outcomes (CO) & Bloom’s Taxonomy under TEQIP-1.3” held on 6 th August 2018 at BNMIT,Banglore under MBA board organized by VTU, Belagavi.
9	Ms. Vasantha B	One day FDP on “New model Curriculum for PG (MBA) CBCS Detailed Syllabus (2018-19) asper outcome – based education (OBE) format in cluding course outcomes (CO) & Bloom’s Taxonomy under TEQIP-1.3” held on 6 th August 2018 at BNMIT,Banglore under MBA board organized by VTU, Belagavi.

PRAJNANA 2K19 – MANAGEMENT CARNIVAL

Under the forum ‘CHANAKYA’ the Department of MBA has organized Management Carnival- “PRAJNANA-2K19” on 22nd March 2019, has conducted **four events viz., Business Quiz, Treasure Hunt, Collage and Talent Expo.** Around 15 colleges participated and more than 360 students registered for various events. The majority of the participants are from Vikram College, Agragami College, Preethi College , GFGC Devanahalli ,GFGC Gouribidanur, Vijaya, Pragathi College , Maheshwari college Chickballapur, Inspire college , national college Bagepalli, Vishnupriya Chickballapur. First and Second prizes were given to the winners of the event.



MBA FACULTY PARTICIPATION IN VARIOUS ACTIVITIES AT SVCE:

1. **Mrs. Geetha V** has Coordinated and participated **Teacher training program conducted** by Heartfulness Education , held on 28/1/2019 and 29/1/2019 at SVCE Bengaluru.
2. **Ms. Vasantha B** has participated in **Teacher training program** conducted by Heartfulness Education , held on 28/1/2019 and 29/1/2019 at SVCE Bengaluru.

3. **Mr. Arun Kumar S** has participated in **Teacher training program** conducted by Heartfulness Education , held on 28/1/2019 and 29/1/2019 at SVCE Bengaluru.
4. **Ms. Akshatha S** has participated in **Teacher training program** conducted by Heartfulness Education , held on 28/1/2019 and 29/1/2019 at SVCE Bengaluru.
5. **Ms. Akshatha S** has coordinated and participated in 14th ALUMNI MEET on 16th FEB 2019 at SVCE Bengaluru.
6. **Ms. Vasantha B** has participated as a volunteer in SIH 2019
7. **Ms. Vasantha B** has participated and volunteered in organizing a seminar on Breast cancer awareness programme on 26th October 2018 organized by SVCE in association with Lions club and Keidiwai memorial institute of oncology.

PAPER PUBLICATIONS BY THE FACULTY FOR THE AY 2018-19

Sl. No.	Name of the Teacher (s)	Department	Title of Paper	Publication citation	National/ International Journal/ Conference

1	Mr. Karthik Reddy	MBA	Private Equity Investments – A Conceptual Framework	UGC Approved Journal (Journal No. 49371) Volume 7, Issue 1, January 2019, Page 21-28 Index Copernicus Value: 70.64 JIF: 0.952	MERC Global's International Journal of Management ISSN 2321-7278 (Print) ISSN 231-7286 (Online)
2	Mr. Karthik Reddy	MBA	An Overview on India's Foreign Trade – During Post Reforms Era	Enas Publications, Bengaluru For Department of Management Studies, M.S. Ramaiah Institute of Technology, Bengaluru 560054 First edition, Bengaluru, January 2019 www.enaspublications.com ISBN : 978-93-86891-05-01 Page 54-58	National Conference on New Directions in Indian Foreign Policy: People, Politics, Places and Economic Power (Sponsored by ICAI)
3	Mrs. Geetha V	MBA	“Tribulations of negative marketing and fake news on society through Advertisement - A conceptual scaffold”	(UGC Approved Journal) volume: 5, issue: 3, (2018), , IAEME Publication	Journal of management ISSN: 23473959

MBA FACULTY

Sl.No	Name	Qualification	Designation
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		UG	PG	NET/ KSET/Ph.D	
1	Dr. Dinkar G	BE	M.Tech , MBA	Ph.D	Professor and Head
2	Dr Raghavendra K	B.Com	MBA	Ph.D	Professor
2	Mr. Arun Kumar S	BCA	MBA	-	Assistant Professor
3	Ms. Vasantha B	BA	MBA	-	Assistant Professor
4	Mrs. Geetha V	BBM	MBA	-	Assistant Professor
5	Ms. Akshatha S	B. com	MBA	-	Assistant Professor
6	Mrs. Vidya.L	B Sc	MBA	KSET	Assistant Professor
7	Mr. Karthik Reddy S	B.Com	M.Com, MBA, M . Phil	KSET	Assistant Professor

AWARDS AND ACHIEVEMENTS OF THE FACULTY

1. **Mr. Karthik Reddy**, Asst. Professor, Department of MBA has received Outstanding Teacher Award and Certificate for Excellence in Education on 15th September 2018 at B.E.T College, Doddabanaswadi, Bangalore -560043
2. **Mr. Arunkumar S** has received received Outstanding Teacher Certificate for Excellence in Education on 15th September 2018 at B.E.T College, Doddabanaswadi, Bangalore -560043
3. **Dr. HR Ananth** has received received Outstanding Teacher Certificate for Excellence in Education on 15th September 2018 at B.E.T College, Doddabanaswadi, Bangalore -560043

