



RAJARAJESWARI COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

14TH MAIN RAMOHALLI CROSS KUMBLUGUDU, MYSORE ROAD BANGLORE-560074



DEPARTMENT OF MBA

Department of Management Studies a PG Program in RRCE was established in the year 2008 with an intake of 60. It is equipped with multi-talented, highly experienced faculty and offers four specializations which are in much demand in industries like Marketing, HR, Finance and Business Analytics. The department has Research Centre recognized by VTU.



The department has developed a special niche for itself in imparting quality management education. The students of the department are trained to be a perfect blend of current industry knowledge and skills of modern management through various value added course and Industry oriented training. The main motto of the department is to bring the charismatic leadership Qualities in Students

VISION & MISSION

DEPARTMENT OF MANAGEMENT STUDIES

VISION

- Developing Competent Managers: Equipping individuals with the knowledge, skills, and abilities to excel in managerial roles, including strategic thinking, decision-making, problem-solving, and leadership.
- Fostering Innovation and Entrepreneurship: Encouraging creativity, risk-taking, and adaptability to drive business growth and development.
- Building Ethical and Responsible Leaders: Emphasizing the importance of integrity, social responsibility, and sustainable practices in management.
- Advancing Management Knowledge: Contributing to the body of management knowledge through research and scholarly inquiry.
- Addressing Global Challenges: Preparing managers to tackle complex global issues such as climate change, inequality, and technological disruption.

MISSION

- To transform life through excellence in education, research and consultancy.
- To develop necessary competencies in students by providing exposure to advanced areas of knowledge through teaching, research and consultancy
- To help transform entrepreneurial ideas into sustainable economic and social organisations.
- To enhance employability and provide adequate opportunities for better employment.
- To promote moral and value based learning.
- To inculcate multiculturalism and accommodate diversity

"WE SHOULD BE JOB PROVIDERS NOT JOB SEEKERS "
-DR. A C SHANMUGAM (CHAIRMAN)



PATRON OF RRG



**DR. A.C. SHANMUGAM,
CHAIRMAN
B.A., L.L.B, FIMSA, FRCPS (GLASGOW, UK)**



**SRI. A.C.S. ARUN KUMAR
VICE CHAIRMAN
B.TECH (HONS), LMISTE, MIET, (UK),
LMCSI,**

PRINCIPAL OF RRCE



**DR. R. BALAKRISHNA
PROFESSOR AND PRINCIPAL
M.SC, M.TECH, PHD**

**HEAD OF MBA DEPARTMENT
RRCE**



**DR. LAKSHMI B.L,
ASSOCIATE PROFESSOR (HOD)
MBA, MA, MPHIL, PHD**

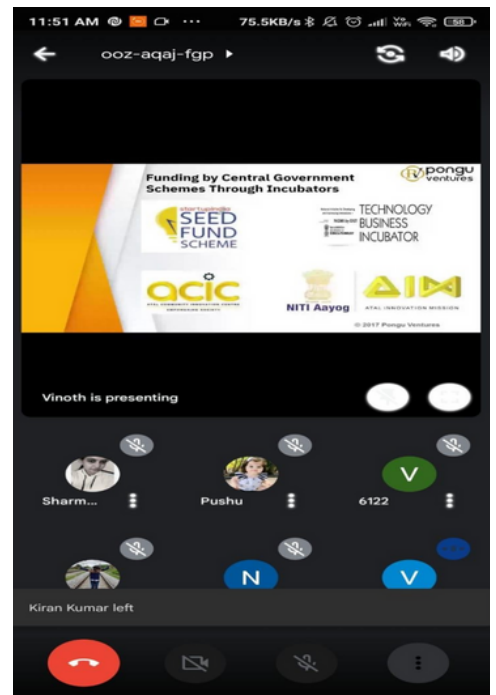
JULY-2023

19-07-2023

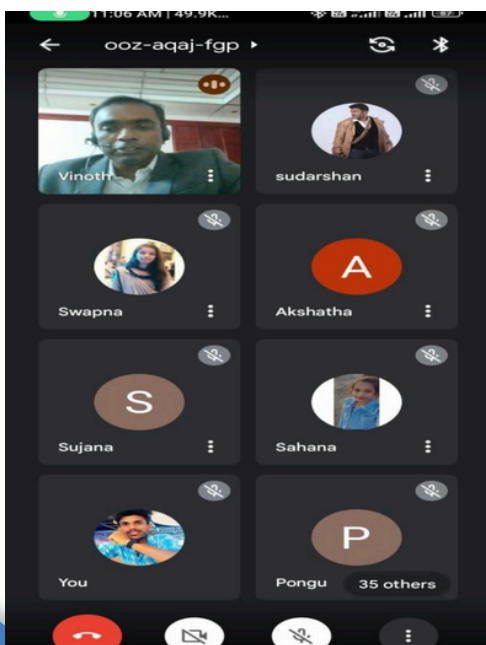
WORKSHOP ON "FUNDING OPPORTUNITIES"
CONDUCTED BY: DR.G.VINOTH, B.E., M.S., PH.D, (USA)
CHIEF STARTUP DESIGNER, PONGU VENTURES (P)
LTD., CHENNAI.

OUTCOME OF THE PROGRAM:

- Provide Knowledge and information on current trends in startup - India
- Know the importance of entrepreneurship skills such as Risk-taking skills, Problem-solving skills, Creative thinking skills etc...
- Acquire knowledge to become successful entrepreneur



JULY-2023



- Enhance the confidence of the student by giving tips to improve the entrepreneurship skills.
- Motivated the students to start business by their own and provide lot of employment opportunity to others
- Acquire knowledge about the sources of raising funds

AUGUST-23

16-08-2023
SEMINAR ON E-COMMERCE

OUTCOME OF THE PROGRAM:

- It enhances the knowledge about the E commerce
- It helps students to maintain the good coordination between the team members
- It helps students to improve the time management in team work
- It helps students to develop the communication skills
- It helps students to use the resources for an optimum level



26-08-2023
INDUSTRIAL VISITS TO "FEATHER LITE,
RAJANKUNTE BANGALORE

OUTCOME OF THE PROGRAM:

- It helps students interact between live working employees and supervisor.
- We learn about the latest technology trend and makeup their minds about the future jobs.
- It enhances the knowledge regarding the manufacturing of chairs.
- It helps to know the what type of operational techniques they are using in manufacturing of a product.
- The product is reuse and recyclable which is not harmful to environment.
- It enhances the depth knowledge regarding chairs about its flexibility, easy accessible, protection, etc.....
- It helps students with a practical real-world perspective on different functions such as operations, customer service, marketing, etc.....



SEPTEMBER-2023

08-09-2023

CREATIVITY-PRODUCT DEVELOPMENT
(WASTE MANAGEMENT)
VENUE : MBA CLASS ROOM



OUTCOME OF THE PROGRAM:

- It has helps to improve our knowledge by using waste.
- It helps to conversion of waste into a best product.
- It helps to bring creative ideas in students and it converts into innovation.
- It helps students to maintain environment clean and hygienic.
- It helps students to know reduce, reuse and recycle of the product.
- With some imagination items such as plastic bottles, cardboard and other can be turned into something useful.



OCTOBER-2023

05-10-2023

SEMINOR: PLACEMENT TRAINING ON GOVERNMENT
JOBS & CAMPUS RECRUITMENT.
CONDUCTED BY : MS. V S ASHA SREE
2ND YEAR MBA STUDENTS



OUTCOME OF THE PROGRAM:

- We came to know government is offering more than 40 exams every year.
- We come to know how to clear the exams in government.
- What are the opportunities we get from the government.
- Career growth in banking sectors.

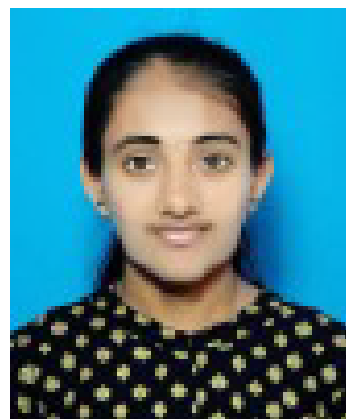
SEMESTER TOPPERS



Name : VARUN .D C
Reg Number : 1RR22BA050
Marks : 486/600



Name :SAMPATH
Reg Number : 1RR22BA039
Marks : 483/600



Name : HARSHITHA
Reg Number : 1RR22BA018
Marks : 481/600