



Rajarajeswari College Of Engineering

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

DEPARTMENT OF MANAGEMENT STUDIES



ABOUT THE DEPARTMENT

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



PATRON OF RRG I

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



**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.,**



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



DR. LAKSHMI B.L
ASSOCIATE PROFESSOR
(HEAD OF THE DEPARTMENT)
MBA, MA, MPHIL, PHD

VISION & MISSION

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**



ORIENTATION PROGRAM

RAJARAJESWARI COLLEGE OF ENGINEERING
An Autonomous Institution approved by UGC under VTU & Approved by AICTE
#14, Ramohalli Cross, Mysore Road, Bengaluru – 560 074
All Are Cordially Invited For

**POST GRADUATE
FIRST YEAR ORIENTATION PROGRAM**

Chief Patron
Dr. A.C.Shanmugam
B.A. LLB, FIMSA, FRCPS (Glasgow, UK)
Founder Chairman
RajaRajeswari Group of Institutions

Co-Patron
Sri. A.C.S Arun Kumar
B.Tech (Hons.), LMISTE., MIET.,(UK), LMCSI.,
MIEEE, MCSI, MISTE, CEng (India)
President
RajaRajeswari Group of Institutions

Organized By:
Department of PG Studies

Chief Guest
Mr. C.S.Sudheer
Founder & CEO @ Factori.com
Founder of IndianMoney.com
& freedom app (acquired by Boss Wallah)

Date: 10th Nov, 2025 **Time:** 10.00 AM **Venue:** Dennis Ritchie Seminar Hall

Dr. S.Vijayanand, M.Tech., Ph.D
Executive Director, RRG I

Sri. C.N Seetharam, IAS (Retd.)
Chief Executive Officer, RRG I

Prof. Dr.S.Jeyabalan., M.E., MBA, Ph.D
Special Officer, RRG I

Dr.A.K.Mariappan **Dr.S.Meenakshi Sundaram** **Dr.R.Balakrishna** **Dr.J.Amutharaj** **Dr. Rangaiah L** **Dr. Subburaj** **Dr. Lakshmi B L** **Dr. Kirubha D**
Rector, RRCE Registrar, RRCE Principal, RRCE Dean - Admin Dean Academics HOD, Dept. of MCA HOD, Dept. of MBA HOD, Dept. of CSE



THE POST GRADUATE INAUGURAL AND ORIENTATION PROGRAM 2025, HELD ON 10TH NOVEMBER 2025, MARKED A MEANINGFUL START TO THE ACADEMIC YEAR. RRCE WARMLY WELCOMED THE NEW BATCH OF MBA, MCA AND MTECH STUDENTS, CELEBRATING NEW BEGINNINGS FILLED WITH INNOVATION, LEARNING AND GROWTH.

PLACEMENT GUIDANCE

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DEPARTMENT OF MANAGEMENT STUDIES
Organizing
'Placement Guidance'



Speaker
Mr. Lechan M Chigateri
Founder
M/s. UNLEASHIFY LLP
Bangalore



Speaker
Ms. Hansika C
Co-founder
M/s. UNLEASHIFY LLP
Bangalore

24th of Nov 2025 9:00 A.M to 10:30 A.M.
Chankya Seminar Hall
RRCE Campus

Dr. Lokeshmi B L
WOD - MBA

Dr. A. Balakrishna
Principal

Program Coordinator - Mrs. S. Seetha Rani, Asst. Professor

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Organizing
'Placement Guidance'



Resource Person
Mr. S Raj Gopal
Center Head
M/s. FINPRO
Bangalore

28th of Nov 2025 11:00 A.M to 12:30 P.M.
Chankya Seminar Hall
RRCE Campus

Dr. Lokeshmi B L
WOD - MBA

Dr. A. Balakrishna
Principal

Program Coordinator - Mrs. Sabha, Asst. Professor

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'Placement Guidance'



Speaker
Mr. Lechan M Chigateri
Founder
M/s. UNLEASHIFY LLP
Bangalore



Speaker
Ms. Hansika C
Co-founder
M/s. UNLEASHIFY LLP
Bangalore

27th of Nov 2025 9:00 A.M to 10:30 A.M.
Chankya Seminar Hall
RRCE Campus

Dr. Lokeshmi B L
WOD - MBA

Dr. A. Balakrishna
Principal

Program Coordinator - Mrs. S. Seetha Rani, Asst. Professor

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THIS PROGRAM AIMS TO PROVIDE STUDENTS WITH VALUABLE INSIGHTS INTO PLACEMENT STRATEGIES, INTERVIEW PREPARATION, AND INDUSTRY EXPECTATIONS

SMART INVESTOR AWARENESS PROGRAM



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Under UFE, Approved by AICTE, UGC & DGE

DEPARTMENT OF DEPARTMENT OF MANAGEMENT STUDIES

Organizing
SMART Investor Awareness Program



Resource Person
Dr. P. KARTHIKA
SEBI SMARTs
Director
M/s. Brighture EduTech Solutions
Saravanampatti
Coimbatore - 641035

03.12.2025
10:30 to 12:30
Venue:
Chanakya Seminar Hall

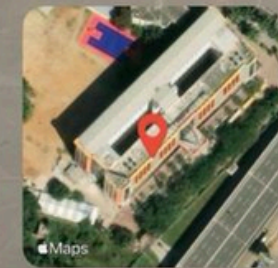
Faculty Coordinators
Mrs. Usha Venkatesh and
Mrs. Deepika N

Dr. Lakshmi B. L.
HOD - MBA

Dr. Balakrishna B.
Principal

DET CODE - E148 COMEBK - 6991 PGDET CODE - F158

www.rjce.org admission@rjce.org 9008845678



Bengaluru, Karnataka, India 🇮🇳
Kumbalgodu Flyover, Kumbalagodu, Bengaluru, Karnataka
560074, India
Lat 12.886369, Long 77.449908
Wednesday, 03/12/2025 10:49 AM GMT+05:30
Note : Captured by GPS Map Camera

THE DEPARTMENT OF MBA SUCCESSFULLY CONDUCTED THE “SMART INVESTOR AWARENESS PROGRAM” TITLED “CAPITAL MARKETS UNLOCKED: LEARN, INVEST & GROW” ON 03 DECEMBER 2025 AT THE CHANAKYA SEMINAR HALL. THE SESSION WAS DELIVERED BY DR. P. KARTHIKA, SEBI SMARTS AND DIRECTOR, M/S BRIGHTURE EDUTECH SOLUTIONS, COIMBATORE. STUDENTS GAINED VALUABLE INSIGHTS INTO FINANCIAL LITERACY, CAPITAL MARKETS, RISK MANAGEMENT, AND SMART INVESTING STRATEGIES. THE SESSION WAS HIGHLY INTERACTIVE AND BENEFICIAL FOR PARTICIPANTS.

STUDY ON “RETURN ON INVESTMENT” – FINANCE ACTIVITY



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DEPARTMENT OF MANAGEMENT STUDIES
Study on “Return on Investment Finance Activity”

FOOD CARNIVAL
“BIG BITES BETTER RETURNS”

DATE - 07.01.2026
TIME - 12: 00 PM ONWARDS

Venue: 4th Floor, RRCE

Faculty Coordinator - Dept. of MBA Staff Members
Dr. Lakshmi B.L. (HOD, MBA) | Dr. Balakrishna R. (Principal)

No. 14, Ramakrishna Cross, Ramakrishna Nagar, Mysore Road, Bengaluru
9008805476 | admission@rrce.org | www.rrce.org



THE DEPARTMENT OF MANAGEMENT STUDIES ORGANIZED A FINANCE ACTIVITY TITLED “STUDY ON RETURN ON INVESTMENT” THROUGH A FOOD CARNIVAL – “BIG BITES, BETTER RETURNS” ON 07 JANUARY 2026 AT RRCE.THE EVENT OFFERED STUDENTS HANDS-ON EXPERIENCE IN BUDGETING, PRICING STRATEGIES, PROFIT ANALYSIS, AND ROI THROUGH EXPERIENTIAL LEARNING.

ALUMNI TALK ON “EMPLOYABILITY SKILLS”



ENHANCED AWARENESS OF INDUSTRY EXPECTATIONS IMPROVED UNDERSTANDING OF CORE EMPLOYABILITY SKILLS CAREER READINESS AND MOTIVATION PRACTICAL INSIGHTS AND REAL-WORLD EXPOSURE INCREASED CONFIDENCE AND PROFESSIONAL ATTITUDE .GUIDANCE ON SKILL DEVELOPMENT AND CONTINUOUS LEARNING



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DEPARTMENT OF MANAGEMENT STUDIES

**Alumni Talk on
'Employability Skills'**



Date & Time

12th of Jan 2026
10:30 A.M to 12:30 P.M.

Venue:

**Chanakya Seminar Hall
RRCE Campus**



Speaker

Mr. Mohammed Natiq R
Alumnus Batch 2020 to 2022
HR Executive
Don Bosco Group of Institutions
Bengaluru

Dr.Lakshmi B L
HOD - MBA

Dr. R. Balakrishna
Principal

Program Coordinator - Mrs. S. Sushma Rawath, Asst. Professor

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SEMINAR ON WOMEN EMPOWERMENT AND FINANCIAL WELLNESS INITIATIVE



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BANGALORE
KNOWLEDGE IS POWER

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DEPARTMENT OF MANAGEMENT STUDIES

Organising a Seminar on
*Women Empowerment and Financial
Wellness Initiative'*

Resource Person

Ms. Namrata Arora



Director, Business Development
M/s. Knowise



21.01.2026
10:30 AM to 12:00 PM

Venue:
Chanakya Seminar Hall

Program Co-Ordinator: Mrs. S. Sushma Rawath, Asst. Professor

Dr. Lakshmi B L
HOD - MBA

Dr. Balakrishna R
Principal



PARTICIPANTS GAINED A CLEAR UNDERSTANDING OF BASIC FINANCIAL CONCEPTS SUCH AS BUDGETING, SAVING, AND INVESTING .INCREASED AWARENESS OF BANKING SERVICES, DIGITAL PAYMENTS, AND GOVERNMENT FINANCIAL SCHEMES FOR WOMEN.ENHANCED CONFIDENCE AMONG WOMEN TO MANAGE PERSONAL AND FAMILY FINANCES INDEPENDENTLY

SPSS WORKSHOP

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No. 14, Ramohalli Cross, Kumbalagodu,
Mysore Road, Bengaluru - 560074

DEPARTMENT OF MANAGEMENT STUDIES
Organizing 6 Days
SPSS Work shop for 1st SEM MBA Students


Resource Person
Mr. Moulieswaran D
QA/Analytics Trainer
Arivupro Skills- Senior Business Analytics Trainer



Date :25/02/2026 to 03/03/2026
Time: 9:00 A.M to 4:00 P.M
Venue : Chanakya Seminar Hall, RRCE

Coordinator: Dr. Sowmya G

Dr.Lakshmi B L
HOD - MBA

Dr. Balakrishna R
Principal

Contact Us



SPSS WORKSHOPS FOR STUDENTS AIM TO PROVIDE HANDS-ON TRAINING FOR DATA ENTRY, CLEANING, MANAGEMENT, AND ANALYSIS, RANGING FROM DESCRIPTIVE TO INFERENTIAL STATISTICS (T-TESTS, ANOVA, REGRESSION). KEY GOALS INCLUDE INTERPRETING SPSS OUTPUT, CREATING VISUAL DATA REPRESENTATIONS, FOSTERING RESEARCH PROFICIENCY, AND ENSURING ETHICAL DATA HANDLING.

WORKSHOP ON CAREER GUIDANCE

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DEPARTMENT OF MANAGEMENT STUDIES
Organizing **WORKSHOP** On
'CAREER GUIDANCE' For BBA & MBA Students

Resource Persons

 **Mr. Penaka Sivakumar Reddy**
 **Ms. Penaka Saritha Reddy**
Co-Founders
M/s. Digital Marketer Land
Bengaluru

3rd March, 2026
11:00 AM - 12:30 PM
Venue : Chanakya Seminar Hall, RRCE

COORDINATOR
Mrs. S Sushma Rawath

Dr. Lakshmi B L HOD - MBA
Dr. Balakrishna R Principal

Contact Us
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Visit our website www.rrce.org



THE SESSION WAS DELIVERED BY MR. PENAKA SIVAKUMAR REDDY AND MS. PENAKA SARITHA REDDY, CO-FOUNDERS OF M/S. DIGITAL MARKETER LAND, BENGALURU. THE RESOURCE PERSONS SHARED VALUABLE INSIGHTS INTO EMERGING CAREER OPPORTUNITIES, INDUSTRY TRENDS, AND ESSENTIAL SKILL SETS REQUIRED FOR SUCCESS IN TODAY'S COMPETITIVE BUSINESS ENVIRONMENT. THE WORKSHOP FOCUSED ON GUIDING BBA AND MBA STUDENTS IN IDENTIFYING CAREER PATHWAYS, DEVELOPING INDUSTRY-RELEVANT COMPETENCIES, AND BUILDING STRONG PROFESSIONAL PROFILES. THE INTERACTIVE SESSION ENCOURAGED ACTIVE STUDENT PARTICIPATION AND PROVIDED PRACTICAL PERSPECTIVES ON CAREER PLANNING AND PROFESSIONAL GROWTH. THE PROGRAM PROVED TO BE HIGHLY INFORMATIVE AND BENEFICIAL, EMPOWERING STUDENTS TO MAKE WELL-INFORMED CAREER DECISIONS WITH CLARITY