

ANAHATA

Annual Magazine
July 2022 – June 2023



**Department of Management
Studies**

Accredited by NBA

RAJARAJESWARI COLLEGE OF ENGINEERING

Affiliated to VTU, Accredited by NAAC

Bengaluru-560074

Department of Management Studies

Department of Management Studies

VISION

- To be a center of excellence in emerging areas of business through teaching, learning and research.

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

Program Specific Outcomes

Programme Outcomes (POs)

- Students are given sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/institutions of importance
- Students are provided effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.
- Students are instilled with leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness
- Students are trained for sustained research orientation to comprehend a growingly complex, economic, legal and ethical environment
- Students are equipped with self-sustaining entrepreneurship qualities that encourages calculated risk taking.
- Ability to use modern management principles and tools needed in contemporary business within the bounds of practical Constraints such as economic, environmental, social, political, ethical, health and safety and sustainability.

Number of full time teachers during the year 2022-23

SI No	NAME	DESIGNATION	Date of Joining
1	Dr. N Muthu Kumar	Professor	11.10.2021
2	Dr. Parameshwaraiah P	Associate Professor	31.08.2018
3	Mr. Bharath .S.B	Assistant Professor	24.08.2014
4	Ms. Maheswari C	Assistant Professor	01.08.2014
5	Ms. Sowmya G	Assistant Professor	01.07.2021
6	Mr. Dhananjai Rao	Assistant Professor	01.09.2021
7	Ms. Manasa R	Assistant Professor	18.04.2022

Department of Management Studies



**Dr. N Muthukumar Prof. &
Head – Dept. 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.

Workshops / Seminars - Organized in MBA



1st Semester students of MBA attended the Webinar on Problem Discovery for Medical innovation on 26-07-2022 by (1) Dr. G Vinoth, B.E, M.S, Ph.D(USA) Start up Venture Designer, Pongu Ventures & (2) Mrs. B Preethi M.E.M.S (USA) Start up consultant & Mentor Pongu Ventures



1st Semester students of MBA attended the "Workshop on Lean Startups" on 23-08-2022 by Dr. G Vinoth, B.E, M.S, Ph.D(USA)



1st Semester students of MBA attended the A workshop on Entrepreneurship Skill, Attitude and Behaviour Development on 23/12/2022 by Dr. G Vinod, Startup Venture Designer, Pongu Ventures



1st Semester students of MBA attended the Webinar on Funding opportunities for start ups" on 01-08-2022 by Dr. G Vinoth, B.E, M.S,Ph.D(USA)



1st Semester students of MBA attended the Seminar on Customer relationship tools & 6 sigma on 14-12-2022 by Anop Nagarajan



1st Semester students of MBA attended the Webinar on “ADAPTABILITY” On 05/05/2022 by Mr. C. Sumugan

“Marketing Campaign” on 16th July 2022 in RRCE Campus



OUTCOME OF THE PROGRAM:

- ✓ **Helped to improve marketing skills and sales**
- ✓ **It helped how to know to fixing prices and earn reasonable e profits and overcome from losses through marketing strategies**
- ✓ **Marketing campaign helped how to cope with the situations during losses which will be helpful to us for future startups.**
- ✓ **It enhanced the negotiation skill**
- ✓ **It improve marketing research and analytical skill**
- ✓ **It helps to scan the marketing environment.**

“Marketing Campaign” on 30th July 2022 in ACS Campus



OUTCOME OF THE PROGRAM:

- ✓ **Helped to improve marketing skills and sales**
- ✓ **It helped how to know to fixing prices and earn reasonable e profits and overcome from losses through marketing strategies**
- ✓ **Marketing campaign helped how to cope with the situations during losses which will be helpful to us for future startups.**
- ✓ **It enhanced the negotiation skill**
- ✓ **It improve marketing research and analytical skill**
- ✓ **It helps to scan the marketing environment.**

Industrial Visits:



1st Semester students of MBA Visited to "THE AKSHAYA PATRA FOUNDATION" ISKON Bangalore on 06-07-2022

2nd year MBA students visited to "BHEL" – Muthachari Industrial Estate, Mysore road Bengaluru on 06-07-2022.



2nd year MBA students visited to Karnataka Soap & detergent Ltd, Yashwanthpura on 09/01/2023.



1st year & 2nd year MBA students visited to “BAMUL” – Malavalli Kanakpura Road, Shivanahalli on 04-08-2022.

2nd year MBA students visited to “Chanpatna Craft Park” on 03/01/2023



2nd year MBA students visited to Unibic Cookie Factory, Huskur Road on 10-09-2022

Placement Achievements:



- Santhosh K M (1RR21BA046)
- Govindaraju (1RR21BA016)
- Madan C D (1RR21BA028)
- Basavaraju (1RR21BA007)
- Keerthan M S (1RR21BA022)
- Suresh M C (1RR21BA053)



Health ki Guarantee

- Ajithkumar D (1RR21BA001)
- B S Bhavani (1RR21BA009)
- Dinesh D S (1RR21BA014)
- Harsha V S(1RR21BA017)
- Kirankumar K R (1RR21BA026)
- Madan C D (1RR21BA028)
- Madhan C V (1RR21BA029)
- Nagaraju (1RR21BA031)
- Nishanth R (1RR21BA033)
- Ramya G H (1RR21BA040)
- Sahana K (1RR21BA043)
- Vinutha (1RR21BA055)



- Anil M R (1RR21BA005)
- Bindu R (1RR21BA010)
- Harshitha G K (1RR21BA018)
- Keerthi C I (1RR21BA025)



Numark

- Keerthana V (1RR21BA024)
- Chethan K H (1RR21BA012)
- Narendra (1RR21BA032)
- Hemalatha B R (1RR21BA020)
- Ashish Gowda (1RR21BA006)
- Niveditha B (1RR21BA034)
- Harshitha R (1RR21BA019)
- Akshatha N (1RR21BA003)
- Pallavi D (1RR21BA036)
- Akshatha K S (1RR21BA002)
- Bhargavi V (1RR21BA008)



Codeyoung

- Swapna S D (1RR21BA054)

Faculty Achievements:

1. Dr. Muthukumar N, International Conferences - Occupational stress among employees working in various industries- A literature review approach “international conference on advance in Humanities sciences and management held at Malla Reddy college of engineering , Hyderabad held on 20th & 21st Dec 2022
2. Ms. Sowmya G, Presented a paper in National Conference Statistics: A Practical Approach through SPSS which was held in Bangalore on 19-03-2023