



**RAJARAJESWARI COLLEGE OF ENGINEERING**

# **DEPARTMENT OF MANAGEMENT STUDIES**

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



**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



# PATRON OF RRRGI



**DR. A.C. SHANMUGAM,  
CHAIRMAN**

**B.A., L.L.B, FIMSA, FRCPS (GLASGOW, UK)**



**SRI. A.C.S. ARUNKUMAR  
VICE CHAIRMAN**

**B.TECH (HONS), LMISTE, MIET, (UK), LMCSI.**

**PRINCIPAL OF RRCE**



**HEAD OF MBA DEPARTMENT  
RRCE**



# JANUARY-2023

3/1/2023

## INDUSTRIAL VISIT : CHANPATNA CRAFT PARK 2ND YEAR MBA STUDENTS

### OUTCOME OF THE PROGRAM:

- It was wonderful experience to know more about exclusive art of toy making.
- Students got know that the toys made in factory are mainly exported to abroad and few are sold in Chennai and Bangalore.
- Students also got to know that the industry is functioning with very limited number of employees with good work efficiency.



9/1/2023

## INDUSTRIAL VISIT : "KARNATAKA SOAP & DETERGENT LTD, YASHWANTHPURA" 2ND YEAR MBA STUDENTS

### OUTCOME OF THE PROGRAM:

- Industry visits bridge the gap between theoretical training and practical learning in a real-life environment. Industry visits provide an opportunity for active interactive learning experiences in-class as well outside the classroom environment. With industry visits, students are able to better identify their prospective areas of work in the overall organizational function. It helps to enhance interpersonal skills and communication techniques.
- Students become more aware of industry practices and regulations during industry visits.
- Industry visits broaden the outlook of students with exposure to different workforces from different industries.
- Helps them to see their future lace in the working world. This also serves as a relationship building process between institutes and industry. Students



# JANUARY-2023

21/1/2023

**SEMINAR : CORPORATE INTERFACE  
CONDUCTED BY: MR. ARASE GOWDA,  
HEAD STORES AND LOGISTICS ACE  
MANUFACTURERS SYSTEM  
2ND YEAR MBA STUDENTS**



## OUTCOME OF THE PROGRAM:

- Students learnt how to achieve goals
- Students learnt how to set future goals
- Students are learning current updates
- Positive attitude and positive behaviour



21/1/2023

**SEMINOR : CORPORATE INTERFACE  
CONDUCTED BY: 1. MR. ABHISHEK KUMAR MISHRA, HEAD  
OF SALES,  
MARKETING & OPERATION -APOLLOSPECTRA  
HOSPITAL, BANGALORE (IIM CALCUTTA)**

**2ND YEAR MBA STUDENTS**

## OUTCOME OF THE PROGRAM:

- Students got to know about opportunities in health care services
- Students found career that fits for their educational plans
- Students got to know a clear path to advancement



# FEBRUARY-2023

13/2/2023

**SEMINOR : ORIENTATION PROGRAM  
CONDUCTED BY: MR. ABHISHEK KUMARMISHRA,  
HEAD OF SALES, MARKETING &  
OPERATION – APOLLOSPECTRA HOSPITAL,  
BANGALORE (IIM CALCUTTA)**

**1ST YEAR MBA STUDENTS**



## OUTCOME OF THE PROGRAM:

- The Inaugural ceremony of the Orientation program for MBA fresher's commenced with lighting of lamp by a group of dignitaries of Rajarajeswari College of Engineering-
- Dr. R Balakrishna (Principal of RRCE), Dr. Amutharaj J (Vice principal of RRCE), Abhishek Kumar Mishra(chief guest), Dr. N Muthukumar (HOD & Professor of MBA), Dr. Subburaj T (HOD & Professor of MCA), faculties and Co-ordinators of MBA. Program was followed by Ganesha- vandana
- Prof. Dr. N Muthukumar formally welcomed all dignitaries present on dais ,colleagues and students.
- Chief Guest Mr. Abhishek Kumar Mishra,( Head of Sales, Marketing Operation –Apollo Spectra Hospital, Bangalore (IIM Calcutta) started his speech about marketing opportunities in health care industry for MBA Students.



# FEBRUARY-23

14/2/2023

SEMINOR : ORIENTATION PROGRAM  
CONDUCTED BY: 1. MRS. JYOTHI RAO, MANAGER HR &  
MEDIA, RAJARAJESWARI MEDICAL COLLEGE &  
HOSPITAL, BANGALORE

1ST YEAR MBA STUDENTS



## OUTCOME OF THE PROGRAM:

- Students enhanced the bonds between members of the groups.
- Students learnt about each other and developed better understanding of individual strength, weakness and personal traits.
- Students actively participated in the team building activities.
- Students learn how to communicate in the team, problem solving, developed empathy and trust in the group, enhanced creativity and leadership skills.



14/2/2023

SEMINOR : ORIENTATION PROGRAM  
CONDUCTED BY: MR. VENKATESH CHAWAN, HEAD  
LEARNING AND DEVELOPMENT MANAGER, ASTER  
PHARMACY, BANGALORE

1ST YEAR MBA STUDENTS

## OUTCOME OF THE PROGRAM:

- Students learnt how to manage the time and set proper goals to measure their progress to achieve within a time.
- Students learnt that Time Management increase productivity by managing their time effectively.
- Students also learnt that Time management leads positive effect on health like getting a good night sleep is essential for their brain and body to recharge itself and this reflects positively on their health and energy level.
- Students learnt how to fix their schedule for all their tasks for the day.



# FEBRUARY-2023

16/2/2023

SEMINOR : ORIENTATION PROGRAM  
CONDUCTED BY: MISS. BHAVANA G, 2ND YEAR MCA  
STUDENT.

1ST YEAR MBA STUDENTS



## OUTCOME OF THE PROGRAM:

- Students learnt about importance of mental hygiene through Yoga
- Students learnt about integrate moral values and to possess emotional stability.
- Students learnt about the ways to reduce anxiety and stress.
- Students gained awareness and harmony in both the mind and body.
- Students improved flexibility and strength through which yoga stretches their muscles.



16-02-2023  
SEMINOR : ORIENTATION PROGRAM  
CONDUCTED BY: MR. BHASAKAR B, CHIEF LIBRARIAN  
1ST YEAR MBA STUDENTS

## OUTCOME OF THE PROGRAM:

- Students known about availability of books in the library.
- Students visited the library.
- Students learnt about the digital library.



# FEBRUARY-2023

17-02-2023

SEMINOR : ORIENTATION PROGRAM  
CONDUCTED BY: MR. ARASE GOWDA, HEAD STORES  
AND LOGISTICS ACE  
MANUFACTURERS SYSTEM, BANGALORE

## OUTCOME OF THE PROGRAM:

- Students learnt about the lean six sigma that gives operation and quality standards.
- Students learnt about the six sigma certification structure.
- Students gained knowledge about how logistics plays and important role in manufacturing sector.
- Students also learnt about six sigma, 7 tools for quality control.
- Students learnt about ishikawa diagram or cause and effect diagram.
- Students got to know about 5's concept, kaizen, 5 why technique.



17-02-2023

SEMINOR : ORIENTATION PROGRAM  
CONDUCTED BY: PRADEEP SARAF  
1ST YEAR MBA STUDENTS (2022 BATCH)

## OUTCOME OF THE PROGRAM:

- Students gained how to improve their positive mindset and learned to improve skills through positive learning.
- Student learnt about listening skill.
- Students gained confidence and self-believing.
- Students gained knowledge about career growth.

# MAY-2023

05/05/2023

**YUKTI - NATIONAL INNOVATION REPOSITORY(NIR)  
SEMINOR : MENTORSHIP SESSION  
CONDUCTED BY: DR.G.VINOTH, FOUNDER AND CEO,  
PONGU VENTURES (P) LTD., CHENNAI.  
"YUKTHI 2K23 REGISTRATION PROCESS"**



## OUTCOME OF THE PROGRAM:

- Students were given sensitization on Yukthi Innovation Repository by the resource person. He explained the following steps for Yukthi registration.

# JUNE-23

13/06/2023

**LEAN STARTUPS & BUILDING MINIMAL VIABLE  
PRODUCT**

**CONDUCTED BY: DR.G.VINOTH, B.E., M.S., PH.D, (USA)  
CEO & CHIEF START UP DESIGNER,  
PONGU VENTURES (P) LTD.,  
CHENNAI"**



## OUTCOME OF THE PROGRAM:

- Faculty members, Start up Founders, UG and PG Students learnt about how to establish the lean startup
- Developing a Proof of Concept(PoC) into Minimal Viable Product (MVPStage)
- Why MVP is to be developed?
- Testing Procedure for MVPs
- Good MVPs Vs Bad MVPs
- Minimal Viable Business (MVB)
- Establishment of MVB and Team formation for MVB
- Analyze the reasons for Product Failure and MVB failure • Challenges and Opportunities for MVB



# SEMESTER TOPPERS

## 1<sup>ST</sup> SEMESTER



Name : Priyanka .G  
Reg Number : 1RR23BA034  
Marks : 495/600



Name : Chaita KS  
Reg Number : 1RR23BA011  
Marks : 481/600



Name : Harshitha .S  
Reg Number : 1RR23BA018  
Marks : 481/600