



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

# PATRON OF RRG I



**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**

# 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)



# NATIONAL YOUTH DAY - 2024

12/01/2024

**ROLE OF YOUTH AS A RESPONSIBLE CITIZEN"  
PARTICIPATION OF YOUTH IN GROWING CEREMONY  
ECONOMY IS ESSENTIAL KEY TO NATIONAL  
DEVELOPMENT ,YOUTH ARE THE GREATEST POWER OF  
THE COUNTRY THEREFORE SIGNIFICANT EFFORTS  
MUST ESTABLISHED TO HELP EMPOWER THEM TO  
COMPETENTLY AND ADEQUATELY CONTRIBUTES  
TOWARDS SUSTAINABLE DEVELOPMENT OF THE  
NATION.**

**YOUNG ARE WITH FULL OF IDEAS AND HAVE INFINITE  
SOURCE OF ENERGY TO PUT THEIR IDEAS INTO  
PRACTICE .THEY HAVE STRONG OPINIONS AND DO  
NOT FEAR VOICING THEM, YOUTHS ARE READY TO  
TAKE RISK, FACE CHALLENGES AND TRY HARD TO  
ACHIEVE THEIR GOALS.**



 **RAJARAJESWARI COLLEGE OF ENGINEERING**  
#14, Ramohalli Cross, Kumbalagodu, Mysore Road, Bengaluru - 560 074.  
(A Unit of RajaRajeswari Group of Institutions, Bengaluru)

  
  




Chief Patron  
**Dr. A.C. Shanmugam**  
B.A. LLB, FIMSA, FRCPS(Glasgow, UK)  
Founder Chancellor  
Dr. M.G.R.E & RI, Chennai & RRGI  
Bengaluru

THE MANAGEMENT STAFF CORDIALLY  
INVITES ALL FOR

A GRAND OPENING OF  
YOGA CLUB

CHIEF GUEST

**DR. K.S. LAKSHMINARAYAN**  
PROFESSOR  
DEPARTMENT OF MBA  
RRCE



PATRON  
**SRI.A.C.S ARUN KUMAR**  
B.TECH (HONS.), MIEEE, MCSL MISTE, MIET  
(UK), CIENG (INDIA)  
PRESIDENT  
DR. M.G.R.E & RI, CHENNAI & RRGI  
BENGALURU

**A YOGA ON THAT WORKSHOP IS CONDUCTED ON 20TH  
JANUARY 2024 ON SATURDAY FOR ALL ASPIRING STUDENTS  
.THIS YOGA WAS CONDUCTED BY SIR DR.K.S  
LAKSHMINARAYAN PROFESSOR DEPARTMENT OF MBA  
,RRCE, THE SESSION STARTED WITH MEDITATION, YOGA IS  
VERY IMPORTANT TO EVERY PERSON IN A DAILY LIFE.**

**YOGA**

DATE:  
20TH JANUARY, 2024

Time:  
09:30 AM to 10:30 AM

VENUE:  
APJ ABDUL KALAM HALL  
2ND FLOOR

# WORKSHOP ON INTERVIEW SKILLS

02/02/2024



**INTERVIEWING SKILLS ARE THE EMOTIONAL AND TACTICAL TECHNIQUES THAT MAKE JOB SEEKERS MORE EFFECTIVE WHEN INTERVIEWING FOR A NEW POSITION.**

**THE MOST IMPORTANT SKILL FOR AN INTERVIEW IS VERBAL COMMUNICATION BECAUSE IT HELPS YOU CONVEY VALUABLE INFORMATION ABOUT YOUR EDUCATION, ABILITIES AND EXPERIENCE TO A POTENTIAL EMPLOYER.**

## INDUSTRIAL VISIT

**INDUSTRIAL VISIT TO BAMUL ON 06/02/2024 WAS A PART OF THE MBA CURRICULUM TO THE STUDENTS TO GAIN PRACTICAL EXPOSURE DIRECTLY BY THE INDUSTRIAL EXPERTS ON THE JOB. AT BAMUL STUDENT WERE ABLE TO UNDERSTAND HOW A DIARY PLANT WORKS WITH DIFFERENT DIVISIONS WORKING TOWARDS ACHIEVING THE SAME ORGANIZATIONAL GOALS. STUDENTS WERE ABLE TO UNDERSTAND THE DIFFERENT WORKING CONDITIONS AT A DIARY PLANT FOR MANUFACTURING DIFFERENT PRODUCTS SUCH AS CHEESE, REGULAR MILK AND DIFFERENT KINDS OF MILK POWER. THE OVERALL EXPERIENCE TO THE STUDENTS PLAYS A VERY VITAL ROLE IN PREPARING THEMSELVES FOR THE FUTURE CORPORATE LIFE.**



# AWARENESS CAMPUS WALK FOR SAY NO TO DRUGS & RAGGING



THE PRIME OBJECTIVE IS TO FOCUS ON PREVENTIVE EDUCATION, AWARENESS GENERATION, IDENTIFICATION, COUNSELING CREATE AWARENESS AND EDUCATE PEOPLE ABOUT THE ILL-EFFECTS OF DRUGS PREVENT YOUTH FROM USING ILLICIT DRUGS BY ENHANCING THEIR AWARENESS AND UNDERSTANDING OF THE HARMFUL SOCIAL AND HEALTH EFFECTS OF ILLICIT DRUG USE

## SOFT SKILLS - TRAIN YOUR BRAIN

THE MOST IMPORTANT SKILL FOR AN INTERVIEW IS VERBAL COMMUNICATION BECAUSE IT HELPS YOU CONVEY VALUABLE INFORMATION ABOUT YOUR EDUCATION, ABILITIES AND EXPERIENCE TO A POTENTIAL EMPLOYER.



# FIRST SEMESTER TOPPERS



**POOJANA.M**  
**1RR23BA059**  
**TOTAL-472/600**



**SANTOSH**  
**1RR23BA077**  
**TOTAL-467/600**



**SRI CHAITANYA**  
**1RR23BA086**  
**TOTAL-466/600**

# THIRD SEMESTER TOPPERS



**SAMPATH**  
**1RR22BA039**  
**TOTAL-598/600**



**DARSHAN**  
**1RR22BA039**  
**TOTAL-584/600**



**SANGEETHA**  
**1RR22BA014**  
**TOTAL-579/600**