



The Bottom Line

News Bulletin of UG Department of Management

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As we continue to navigate the complexities of our ever-changing world, our department remains committed to driving positive impact and fostering a culture of positive change through innovation and teamwork. This bulletin showcases the outstanding work of our students in the fields

of research, community work, cultural events while maintaining a balance in their academics and extra and co-curricular activities.

Through 'Dakshya' and 'Saksham', our intra and inter-collegiate student conferences we are motivating our student community to develop a research temperament encouraging them to look at problems and find solutions. This also helps to build up their confidence and improve their communication skills. This sets them up for future projects in their education and also work.

We have also tried to reach out to the community through the cleaning drive at Akkayamma Betta and through other outreach activities in order to bring about a difference in the lives of individuals and communities. In this bulletin, you will find stories that highlight our department strengths and passions. You will meet our talented students, who are driving change and making a lasting impact through their contribution in various areas, be it in sports, management and cultural fests, seminars, and conferences etc. As we look to the future, we are excited to build on our momentum and continue to work towards creating a brighter, more sustainable, and more equitable future for all.

I would like to thank our Bulletin editor and the student members for their work towards this semester's bulletin.

Cassandra Ranee
HoD
Department of Management - UG

DEPARTMENT FACULTY MEMBERS



Bridge Course for I BBA Year Students (27th - 29th July 2024)

Embarking on the academic journey, the Bridge Course set the foundation for our I BBA students, equipping them with essential business acumen and fostering a seamless transition into their program. Under the guidance of our department faculty, students gained insights into management principles, communication skills, and industry expectations. The three-day program served as a gateway to holistic learning, inspiring students to navigate their business aspirations with confidence.



Chart Your Path: Career Goals Masterclass (9th August 2024)



Clarity is the first step toward success! The Career Goals Masterclass, led by Mr. Manjunath R, Center Head, MARK Education Academy, illuminated the diverse career trajectories in business management. Engaging discus-

sions, practical goal-setting exercises, and interactive mentorship enabled I BBA students (A, B & C sections) to carve their

professional roadmap. The session was a transformative experience, instilling vision and direction in the young minds.

The Digital Edge: Unleash Your Marketing Potential (12th August 2024)



In the ever-evolving digital era, mastering marketing dynamics is a game-changer. Mr. Munith Accha-Product Head - Digital Products, ICA Edu Skills engaged I BBA students in a power-packed session that unveiled cutting-edge digital strategies, consumer psychology

insights, and emerging market trends. The interactive workshop bridged the gap between theoretical knowledge and practical application, empowering students to harness digital marketing for future endeavors.

Educational Visit: The Art of Living International Centre (13th August 2024)



An immersive journey of learning and self-discovery! The I BBA students along with Ms. Cassandra Ranee & Mr. Rohit Kar visited The Art of Living International Centre, where they explored the essence of mindfulness, leadership, and work-life balance. The serene environment and wisdom-filled interactions offered students a refreshing perspective on holistic development, enhancing their emotional intelligence and managerial skills.

Workshop on Leveraging Campus Opportunities for Career Growth (14th August 2024)



Opportunity knocks for those who seek it! Mr. Poorna Chandra, Lead Data Analyst, Lowe's India, empowered I BBA students with insights into how leveraging campus resources can catalyze career growth. From internships and networking to skill enhancement programs, the workshop highlighted strategies to make the most of academic life. The session encouraged students to proactively shape their future by taking advantage of the ecosystem around them.

Orientation Programme for II & III BBA Students (19th August 2024)



A new academic year calls for renewed enthusiasm! The Orientation Programme for II & III BBA students was conducted by our department faculty and mentor, focusing on academic expectations,

personal growth, and career-building strategies. The session provided a structured roadmap to success, fostering a culture of continuous learning and proactive engagement.

Dakshya 2024 - An Intracollegiate Student-Level Paper Presentation (19th September 2024)

Dakshya 2024 – An Intracollegiate Student-Level Paper Presentation was held on 19th September 2024, providing a vibrant platform for II & III BBA students to present their research papers under the mentorship of the department faculty. The insightful presentations were evaluated by Dr. Safer Pasha and Dr. Fatin from the PG Department of Commerce. The event fostered curiosity, critical thinking, and academic excellence, enhancing students' research acumen and intellectual engagement.



The winners of the competition were Mr. Sayanthan Das & Ms. Nabiha (III BBA), securing the 1st Prize, followed by Ms. Sneha & Ms. Nalini (II BBA) in 2nd place. The 3rd Prize was jointly awarded to Mr. Shree Naveen & Ms. Harshana (III BBA) and Mr. Shivraj & Ms. Adrina (III BBA). Consolation prizes were awarded to Ms. Niharika & Mr. Joshua (I BBA C) in 1st Consolation, Ms. Sadiya & Ms. Asfeen (I BBA A) in 2nd Consolation, and Mr. Jack S (II

BBA B) in 3rd Consolation. The event was a testament to the students' dedication to research and academic excellence, encouraging intellectual growth and scholarly engagement.

Orientation Programme for I BBA on Additional Course Credits (30th September)

Laying the foundation for excellence, the Orientation Programme for I BBA students introduced them to various academic and co-curricular opportunities. Led by Mr. Rudresh S, Member of Academic Excellence Committee the session motivated students to embrace the learning journey ahead with enthusiasm and a growth mindset.



Nasha Mukth Abhiyan - Awareness Talk and Group Discussion (5th November 2024)



Awareness is the first step towards change! Mr. Ranjit Singha, Ph.D. Research Scholar, Christ

University, led an insightful session on substance abuse and its societal impact, sparking meaningful conversations among final-year BBA students. The interactive group discussion provided a platform for students to express

their perspectives, reflect on the consequences of addiction, and pledge to make informed choices. Rooted in the principles of value-based education, the session emphasized the growing need for such discussions in today's world,

fostering a sense of responsibility and awareness among future leaders. This session was well co-ordinated by Mr. Rohit Kar.

Environmental Promotional Activity Beyond Campus (13th November 2024)

The environment is a collective responsibility, and action speaks louder than words! A team of 32 dedicated students from the second and final year of BBA actively participated in the green initiative at Akkayamma Betta, embracing sustainability and conservation efforts. Under the guidance of Ms. Cassandra Ranee & Mr. Rudresh S, students engaged in hands-on activities that focused on cleaning the places and the activity reinforced ecological consciousness and the importance of preserving



natural resources. This initiative not only strengthened their commitment to environmental stewardship but also fostered a deep

sense of community engagement and responsibility.

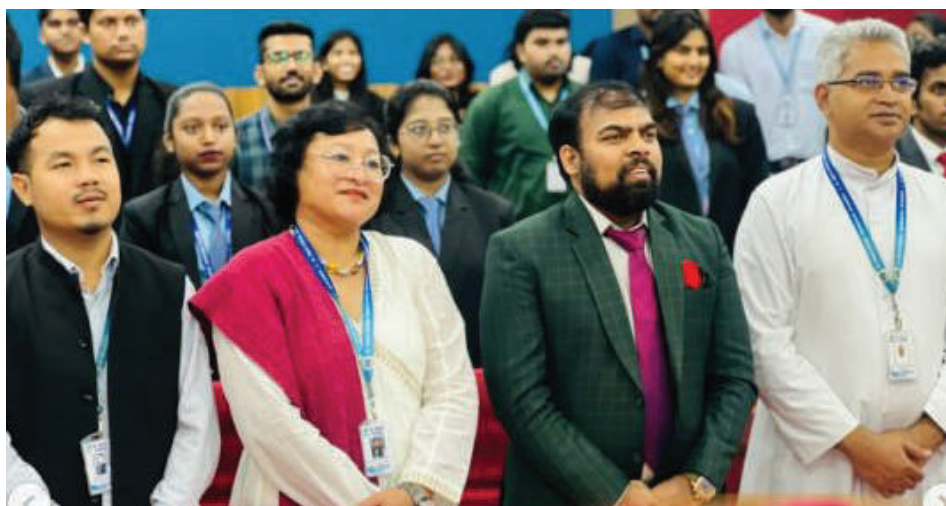
Saksham VII - Emerging Markets and Business Opportunities (20th November 2024)

Global markets are evolving, and so must our perspectives! Saksham VII provided an insightful

exploration of emerging markets and business opportunities, featuring expert guidance from Dr. Safeer Pasha & Dr. Fatin. The event offered BBA students a deep dive into the dynamic economic landscape, focusing on growth prospects, market strategies, and the

impact of globalization. The session ignited forward-thinking discussions, preparing students to navigate and capitalize on the ever-changing business environment.

A huge congratulations to our winners! Ms. Varsha A and Ms. Shamitha D from Maharaja Institute of Technology, Mysore, secured the 1st prize with a cash award of ₹4000. Ms. Bhoomika R and Ms. Deepika V from Malleshwaram Ladies Association Academy of Higher Learning claimed the 2nd prize with ₹3000, while Ms. Khushi Singh S from St. Claret College Autonomous won the 3rd prize, receiving ₹2000.

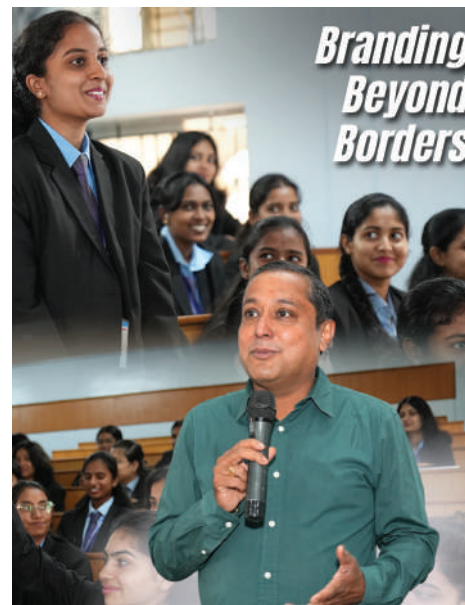


Future of Work: Tech's Role in Shaping Careers (26th November 2024)

The workplace of tomorrow is being shaped today! Mr. Manoj Kumar, Management Consultant at KPMG India, led an engaging session on the impact of technology on career landscapes. III BBA A & B students explored the evolving job market, automation, AI-driven transformations, and skills crucial for future success. The session inspired students to embrace adaptability and continuous learning in an ever-changing professional world.



Coach of Amigos Fuel Ur Future, engaged II BBA A & B students in a captivating discussion on global branding strategies, consumer behavior across cultures, and the importance of storytelling in marketing. The session empowered students with a deep understanding of how businesses create impactful brand identities beyond geographical limitations.



Educational Tour to Mysore (2nd December 2024)



Business meets culture in an insightful educational tour! II BBA A & B students explored the rich heritage of Mysore Silk Saree Ltd, gaining first-hand knowledge about textile manufacturing, branding, and market positioning. Organized by Global Glimpse Tourism and led by Mr. Rudresh S, Ms. Bindu V, and Mr. Shivaprasad BS, the visit provided students with a unique perspective on traditional industries adapting to modern business dynamics.

Career Compass: Navigating Your Professional Journey (6th December 2024)

Charting the right course in one's career is key! Mr. Amith Raj J, Founder & Mindset Coach of Amigos Fuel Ur Future interacted with III BBA A & B students on career navigation strategies, personal branding, and industry expectations. With practical exercises and insightful discussions, students gained a clear vision of their career paths, equipping themselves with the tools to succeed in the competitive business world.

Branding Beyond Borders (6th December 2024)

Branding knows no boundaries! Mr. Amith Raj JS, Founder & Mindset

STUDENT ACHIEVEMENTS (SPORTS)



Aaron George Jacob
I BBA C
Bangalore University
Football Winners(Goal Keeper)



Harshith Bedare
I BBA B
I Place in Badminton
carnivals



Manu U.
I BBA B
State level Boxing Champion



Bhuvan Shankar U.
I BBA B
State level Boxing Champion



R. Siri Vennela
I BBA A
Kabbadi

INTRA-INTER COLLEGIATE WINNERS



Shyam Sah
I BBA C
Quiz II and Mono Acting III place



Athira
I BBA C
Dance



Likitha K.
I BBA B
Pictionary

INTRA-INTER COLLEGIATE WINNERS



Kanchan H. K.

I BBA A

I place in short film (confluence 2024)
II place in eastern group dance (confluence 2024)



Sharon Shiny

III BBA B

Mes college fashion walk(cash prize and certificate)
Sheshadripuram college (medal and certificate)



Aditi

II BBA B

Western group dance III place



V. H. Sadiyah

I BBA A

confluence - (frames 2024):
Reel making - II place
Short film - I place
Value week:
Justice debate - I place
Cooking without fire- II place



Ashil P. Rajesh

III BBA B

First Position in Marketing Team event
"Illuminez Management Fest" held at
MS Ramaiah College of Arts,
Science & Commerce on 15th & 16th March, 2024



Vibha Prakash J.

I BBA A

I place in pencil sketching (Confluence 2024)
II place in pot painting (Confluence 2024)
II place in poster making (Value week 2024)
III place in face painting (Confluence 2024)



Devarag T. S.

II BBA B

MLA AHL (sambhavami)
Commerce and Management Fest



Sneha S.

II BBA A

Dakshya'24 2nd place
Nexus 3rd place Visual Voyage
Hindi ke rang 2nd place Mono acting

RANK HOLDERS (AUTONOMOUS)



LIBISTA R. J.

89.38
I Rank



VIBHA PRAKASH J.

89.38
I Rank



KANCHAN H. K.

89.07
II Rank



JAYASHREE S.

88.15
III Rank



KAJAL TIWARI

86.46
IV Rank

DEPARTMENT COUNCIL



Mr. Gaurav Pannani
Department Captain
III BBA A



Ms. Bharani Das
Department Captain
III BBA A



Ms. Anne Teresa
Department Secretary
II BBAA

Class Representatives

Kanchan K & Prathyush Rao (1 BBAA), Hema Patel & Praveen B(1BBA B),Niharika & Joshua (1 BBA C), Archana C & Aman Kumar(2 BBAA), Safna B & Darshan V(2 BBA B),Joyline & Charan Gowda (3 BBAA),Sree Lekshmy & Anand R (3 BBAB)

Club Representatives

Fashion- Damanlang Mawroh- III BBA A, Literary- Debarjito Chakraborty-III BBA-B, Youth Red Cross & Red Ribbon-Sharlin Angel A- II BBAA, Leadership Incubation Cell- Mahima Chhetri (III BBAA) & Shivaraj (II BBA A),International & Outstation Students Forum- Nabihah Imam - III BBAA & Devarag TS -II BBA B,Language Club - Shivaraj S(II BBAB)

GRATITUDE NOTE: Thank you, Alumni, for your generous contribution of ₹60,855 towards the Alumni fund for the academic year 2024-25. Your support has made this possible!