

P G Dept. of Management Studies & Research Centre

Newsletter - 2019



Prerana Educational and Social Trust (R) **PES INSTITUTE OF TECHNOLOGY & MANAGEMENT**

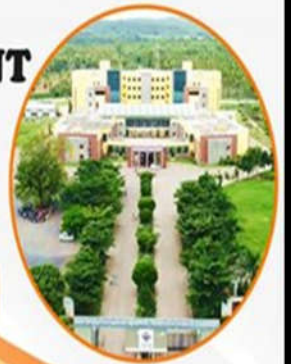
(Affiliated to Visvesvaraya Technological University, Belgavi & Approved by AICTE, New Delhi)
N.H. 206, Sagar Road, Shivamogga - 577 204
(ISO 9001-2015 Certified Institute)

PG Dept. Of Management Studies and Research Centre

MBA

Marketing | Finance | HR

Ph.D in Business Administration



Recruiters

of

2019 Batch MBA



Innovative Platforms

Connect2Consumer
ADVOCACY | EDUCATION | RESEARCH



University Ranks

Ms. Syeda Arshi Fathima
secured 6th Rank in VTU examination
(2016-18)



Ms. Payal Jain
secured 7th Rank in VTU examination
(2015-17)



**Average Placement Record
since inception**

86%



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About Department

Vision

To be a prominent business management education provider known for developing highly adaptable & passionate professionals who would excel in their chosen field and serve the society.

Mission

M1: To offer highly inspiring learning platform wherein students from diverse backgrounds develop their competencies to optimum level

M2: To be relevant to Industry and Society through strategic linkages

Salient Features

WHY MBA @ PESITM?

- ❖ Shivamogga's Largest Composite Academic Facility
- ❖ State-of-the-art Infrastructure & Facilities
- ❖ Highly qualified & committed faculty members with experience in industry and academia
- ❖ Company CEOs / Founders as Industry Mentors
- ❖ Alumni Mentoring Programme
- ❖ Excellent Out-Reach Programs & Live Projects
- ❖ Extensive Technology Mediated Learning
- ❖ Students Driven Industry Interface Program
- ❖ Opportunity to pursue online courses through exclusive MOOCS FACILITATION CENTRE
- ❖ Comprehensive Employable Skills Training –average PLACEMENT RECORD since inception is around 85%

External Linkages

The department has linkage with following companies:

1. KSF, Hyderabad
2. Life & Money, Mumbai
3. Skill India Edutech Private Limited, Mumbai
4. nSynthesis, Bengaluru
5. Live Info Private Limited, Bengaluru
6. JVG Consulting, Hyderabad

VTU Rank Holder - 2019



Ms. Syeeda Arshi Fathima
4PM16MBA53
(2016-18 Batch)
secured 6th Rank in MBA
examination.

Cells for Holistic Development of Students

The department has constituted the following cells for the overall development of students:



- **Prathiban:** through this cell students undertake grassroots studies, awareness campaigns in rural areas, work towards rural skilling etc. Through 'Prathiban' an awareness campaign was conducted in Ayyanur Village on 4th Jan 2020.
- **Connect-to-Consumer:** Consumer advocacy, research and education are carried out from this cell. Through this cell National Consumer Day was celebrated on 24th Dec 2019.
- **Innovation Laboratory:** Through this platform students are encouraged to work on product / service innovations. During previous semester 8 such product innovations were made by students and new product prototypes were launched during Parents Meet – 2020.

Faculty Achievements

Workshop attended / paper presented

- * **Dr. G M Sudharshan** - Associate Prof. **Dr. (h.c) Arvind Mallik D M** - Asst. Professor, **Dr. Praveen Gujjar J** - Asst. Professor, **Mr. Arjun J** - Asst. Professor & **Ms. Jyothi G H** -Asst. Professor attended Workshop on "Issues and Challenges in IndAS and IFRS" held on **15th March 2019** organized by PG Department of Commerce, PESIAMS, Shivamogga.
- * **Dr. Praveen Gujjar J** - Asst. Professor has attended the "TWO-DAY WORKSHOP ON CONFLICT & STRESS MANAGEMENT" held on **23rd and 24th August 2019** at the Dept. of Management Studies, JNN College of Engineering, Shivamogga.
- * **Dr. Praveen Gujjar J** - Asst. Professor has presented a paper titled "*Authenticating System using visual cryptography*" in "National Workshop on Cryptology – 2019" held during **26th to 28 September – 2019** organized by Dept. of Computer Science and Engineering, School of Engineering, Presidency University, Bengaluru.

Conference attended / paper presented

- * **Dr. Praveen Gujjar** - Assistant Professor presented a paper on “Testing of Dupont Model for Software Products and Training Services Companies” and “An Evaluation of Dupont Model for Indian Software and Networking Companies” at the Sixteenth AIMS International Conference on Management organized at the SIMS Pune on **03 to 05 of January 2019**.
- * **Ms. Jyothi G H** - Assistant Professor participated in the One-day National Level Seminar on “Financial Sector Reforms” organized by Akshara Institute of Management Students, Shivamogga on **17-02-2019**.
- * **Ms. Jyothi G H** - Assistant Professor presented a paper on “Tax payers perception towards proposed Direct tax code, with a special reference to Shivamogga city” at One Day National Conference on ‘Contemporary Issues and Challenges of Commerce in GST Regime’ organized by the Department of Commerce and Management, Sahyadri Commerce & Management College, Shivamogga on **9th March 2019**.

Design Thinking for Educator - Book Release



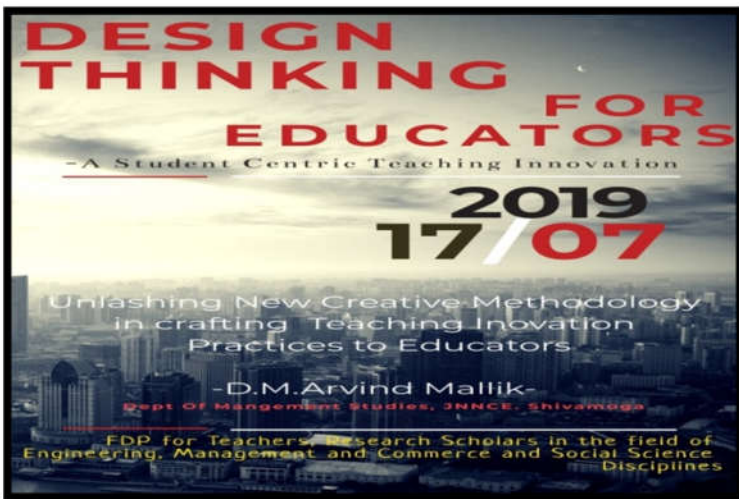
Mr. Arvind Mallik D M - Assistant Professor participated in Moderated Panel Discussion on "Future of Education" and "Impact of Virtual Reality in Education" held at Immersion VR Fest, India's First Interaction VR/AR Film Festival and Conference on **March 1st & 2nd 2019** Nehru Centre, Mumbai.

Dr. (h.c) Arvind Mallik D M - Assistant Professor' has written non-fiction book titled Design Thinking for Educator published by Notion Publishers, Chennai launched on 15-09-2019.

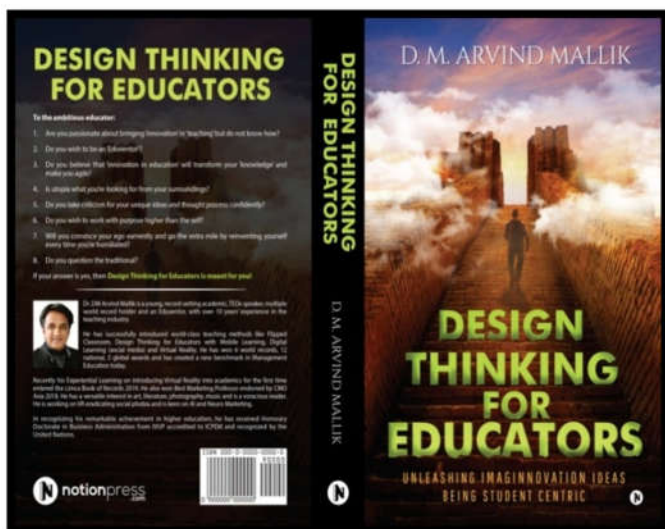
Our faculty members delivered lecture in other institutions

- * **Dr. (hc) Arvind Mallik D.M.)** - Assistant Professor was invited as resource person at *Dept. of Management Studies at JNNCE, Shivamogga* as a part of two weeks *FDP program* on “Paradigm Shift in Education” **July 2019**.
- * **Dr. (hc) Arvind Mallik D M** - Assistant Professor invited by *NASSCOM* as a key speaker to speak his views on VR at “Tech for Good Summit 2019” on **4th & 5th December 2019**.
- * **Dr. Praveen Gujjar J** - invited by *UBDT, Davanagere* to speak on “Excel for Managers” on **23-12-2019**.

Faculty Development Program (FDP)



Dr. (h.c) Arvind Mallik D M - Assistant Professor conducted One Day Workshop on Design Thinking for Educators for the faculty of JNNCE, Shivamogga on 17-07-2019.



Awards



On 15-02-2019 **Ms. Jyothi G H** - Assistant Professor has secured Second Rank in Master of Commerce Degree Examination held in the month of May 2018.



Dr. (h.c) Arvind Mallik D M - Assistant Professor won **Licma Book of Records** on 15-04-2019 for conducted India's first Virtual Reality Class.

- * **Ms. Jyothi G H** - Assistant Professor secured 65.60% in PG Diploma in Human Resource Management.
- * **Dr. (h.c) Arvind Mallik D M** - Assistant Professor has been conferred “**BHARATHASEVA RATNA NATIONAL AWARD-2018-19**” for his contributions in the field of ‘Education’
- * On 15-02-2019 **Ms. Jyothi G H** - Assistant Professor awarded as Late Smt. Kaveramma Parameshwara Bhat Memorial Gold Medal for securing “Highest Marks in First Attempt in Accounting & Taxation” (Group-A) in the Master of Commerce Examination held in the month of May 2018.

Student Achievements

Workshop attended / paper presented

- * Students of IV Sem MBA attended a workshop on **IndAS & IFRS** organized by PESIAMS, Shivamogga on **15th March 2019**.

Presentations

- * **Mr. Khaleelurehman Sab (4PM17MBA18)** presented a paper on “A study on working capital management of TSS LTD. Sirsi” at One Day National Conference on ‘Contemporary Issues and Challenges of Commerce in GST Regime’ organized by the Department of Commerce and Management, Sahyadri Commerce & Management College, Shivamogga on **9th March 2019**.

Publications

- * **Mr. Khaleelurehman Sab’s (4PM17MBA18)** paper “A Study on Working Capital Management of TSS Ltd., Sirsi” has been published in *International Journal of Scientific Research and Reviews*, IJSRR Volume 8(2) April.-June., 2019, ISSN: 2279 0543.
- * **Ms. Yashaswini D’s (4PM17MBA48)** paper “A Study on Capital Structure Analysis at MYMUL, Mysore” has been published in *International Journal of Scientific Research and Reviews*, IJSRR Volume 8(2) April.-June., 2019, ISSN: 2279-0543.

Participation at various events



Mr. Koushik G S (4PM18MBA24) has participated in 20th VTU Youth Festival “INSIGNIA” held at SDM College of Engineering and Technology, Dharwad from **6th to 9th November 2019** and has secured **third** place in Debate Event.

MBA Placement – 2017-19

1. Following students selected for D-Mart Limited, Bangalore



Mr. Pavan kumar S P



Ms. Yashaswini P



Ms. Indushree



Mr. Adarsh



Ms. Anitha



Mr. Mohammed Siraj



Mr. Syed Sadiq



Mr. Sunil Kumar



Mr. Pavan E



Mr. Nataraja B T



Ms. Tejaswini

2. Following student Selected for HFFC Limited, Bangalore



Ms. Yashaswini P

Received Highest
Package of
Rs. 6 Lakhs p.a.

3. Following student Selected for Mphasis Ltd., Bangalore



Ms. Navyashree J



Ms. Ramyashree P



Ms. Divya G



Ms. Divyashree K R



Mr. Khaleelurehman Sab



Ms. ShreeLakshmi



Ms. Kavya M Y



Ms. Kanchana M



Ms. Sinchana S



Mr. Adarsh M. Hegde



Ms. Jahnvi B S



Ms. Sheela N



Ms. Sowmya M



Ms. Yashaswini D



Ms. Ashwini S G



Mr. Avinash B R



Mr. Mohammed Aqeeb

4. Following student Selected for Gallagher Service Centre, Bangalore



Ms. Ashwini S G



Ms. Indushree



Mr. Sandesh K



Ms. Nanditha N



Ms. Sameena Siddiq



Ms. Kanchana M



Ms. Jahnvi B S

Following student Selected for Kumari Builders & Developers, Bangalore



Ms. Jahnvi B S



Ms. Yashaswini P



Ms. Indushree

Following student Selected for JustDial Bangalore



Mr. Syed Adil Bhasha



Mr. Yashvanth S



Ms. Madhura Garge

Placement (2017-19)

91%

OUR RECRUITERS FOR 2017-19



Hindustan Coca Cola Beverages Pvt. Ltd.



SPSS South Asia Pvt. Ltd.



Perfois Software Solutions Pvt. Ltd.



Home First Finance Company India Ltd.



Mphasis Ltd.



Insurance | Risk Management | Consulting

Gallagher Service Centre



Genpact India Limited



Kumari Builders & Developers

The logo for DMart features the word "DMart" in a green, sans-serif font. The letter "D" is stylized with a green tree-like graphic inside it.

DMart

The logo for Pathak Developers features the word "Pathak" in a large, bold, orange, sans-serif font above the word "Developers" in a smaller, bold, orange, sans-serif font. To the left of the text is a stylized orange graphic of a building or skyscraper.

Pathak Developers Private Limited

The logo for KGPCo features a stylized blue and black circular graphic above the text "KGPCo" in a bold, blue, sans-serif font.

KGPCo – India Pvt. Ltd.

The logo for Extramarks features the word "Extramarks" in a bold, orange, sans-serif font. To the right of the text is a cartoon illustration of a girl in a red dress holding a yellow book.

ExtraMarks Education Pvt. Ltd.

The logo for Xmplar features the word "Xmplar" in a large, bold, blue, sans-serif font. Below it, the tagline "Keep Growing" is written in a smaller, blue, sans-serif font.

Xmplar Management Solutions

The logo for HireMee features the word "HireMee" in a large, bold, green, sans-serif font. Below it, the tagline "Discover Your Diamond" is written in a smaller, green, sans-serif font. To the right of the text is a green square icon containing a white diamond shape.

Hiremee

The logo for KARVY STOCK BROKING features the word "KARVY" in a large, bold, blue, sans-serif font. Below it, the words "STOCK BROKING" are written in a smaller, blue, sans-serif font inside a blue rectangular box.

Karvy Stock Broking Ltd.

The logo for Justdial features the word "Justdial" in a large, bold, blue and orange, sans-serif font. Below it, the tagline "India's No.1 local search engine" is written in a smaller, blue, sans-serif font.

Justdial

Dept. Highlights

Guest Talks



Vijaya Karnataka daily newspaper in collaboration with **Gillette Guard** organized a guest talk on importance of **soft skill development in the professional world** for the students of MBA, M.Com and final year degree students on **1st March 2019**.

WRITING WITH PEN MAKES YOUR VOICE HEARD

SO, AS OUR NEW **PEN MODEL**

@3RD SEM MBA

launching new learning model



 **PESITM**
education for the real world

Mr. Partha Iyengar - Co-Founder & CEO Life and Money, Mumbai delivered a guest talk on “Financial Life Planning” on **16-09-2019** and held student mentoring sessions on **17-09-2019**.



Mr. Jeet Bhakshi - Executive House Keeping, Royal Orchid Central, Shivamogga delivered a guest talk on *Services Marketing in Hotel Industry* on **17-10-2019**



Ms. Rashmi Suryanarayana - Centre Head, DXC Technology, Shivamogga delivered a guest talk on *"Recruitment & Selection"* in KPO Industry on **19-10-2019**



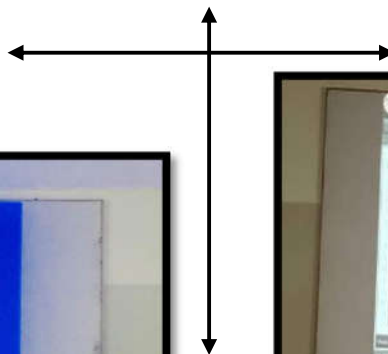
Mr. Paul Francis M - Senior Manager, HDFC Bank, Shivamogga delivered a guest talk on *"Banking Industry"* on **24-10-2019**



Mr. Chandra Keerthi - Store Manager, Max Fashion, Shivamogga delivered a guest talk on *"Retail Management"* on **25-10-2019**.



Mr. Mubasheer Akhtar - Branch Manager, Sharekhan, Shivamogga delivered a guest talk on Security Markets on **07-11-2019**



Mr. Suresh K K – Social Psychologist, Dept. of Psychiatry, SIMS, Shivamogga delivered a guest talk on “Stress Management” on 08-11-2019.



Department of MBA celebrated ‘National Consumer Day’ on 24th Dec 2019.



Industry-Institute Interaction

Industrial Trip was organized for II Sem MBA Students on **16th & 17th of March 2019**
(UNIBIC Foods India Pvt. Ltd. and Hindustan Coca-Cola Beverages Pvt. Ltd.)



Industrial Trip was organized for II Sem MBA students on **10-06-2019** M/s Shantala Spherocast, M/s Mech Wire and District Industry Center



MOOCs Facilitation Centre

- * As per the new AICTE Guidelines MBA Department has recently established MOOCs Facilitation Centre through which students are encouraged to undertake online courses.
- * Many MBA students have completed on-line courses in emerging management areas in past 6 months through this facilitation Centre

Student Development Activities



Launchpad - 3 A strategic management initiatives for II Semester conducted on **21-05-2019**.

First Prize

Second Prize



Third Prize



MOHdHUS – Integrated Marketing Communication Activity for IV Semester conducted on **25-05-2019**



First Prize



Second Prize



Third Prize



Management Premier League – Cricket (Sports)

- Cricket Match for I Sem MBA students conducted on 10-01-2019.
- Cricket match for III Sem MBA students conducted on 10-10-2019.

Graduation Day – 20-05-2019



Ethnic Day Celebration - 21-09-2019



Sketches

Pratheeksha M (II SEM MBA)



Sandhya S (II SEM MBA)



