

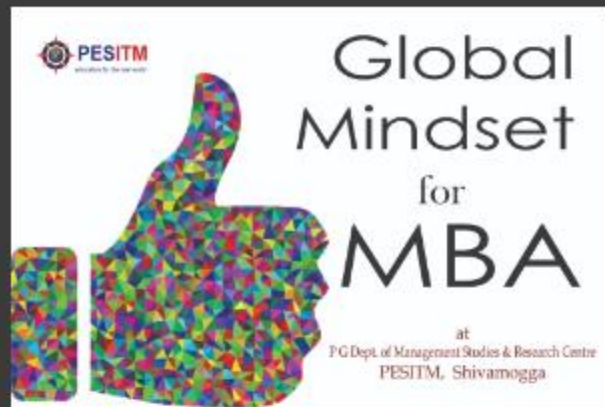
Newsletter

ISSUE | 03 | Oct 2021



Empowering

- P G Dept. of Management Studies & Research Centre
- Newsletter - 2020-21



About MBA Department



Master of Business Administration – MBA at PES Institute of Technology & Management (PESITM) is approved by AICTE and affiliated to Visvesvaraya Technological University, Belagavi. PESITM started MBA programme from the Academic Year 2008-09. P. G. Dept. of Management Studies & Research Centre has already made its presence felt in the state of Karnataka, taking a great leap, moving ahead of many other institutions under VTU in its results, placement and is known for excellent education delivery system in business administration.

VISION, MISSION AND QUALITY POLICY



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

Quality Policy

Our Quality Policy is to develop highly skilled human resources with the ability to adapt to an intellectually and technologically changing environment with the participative efforts of the management, staff, students and parents.

PESITM is committed to comply with ISO 9001:2015 requirements and continually improve the quality of services and quality Management System.

Program Educational Objectives (PEOs)

Program Outcomes (POs)

Program Educational Objectives (PEOs)

1. PEO1: Graduates will possess adequate business management skills and they would involve in critical jobs related to their respective functional areas.
2. PEO2: Graduates will be open to lifelong learning and adapt to dynamic business environment.
3. PEO3 : Graduates will uphold the professional ethics and integrity
4. PEO4 : Graduates would display leadership and intrapreneurial qualities
5. PEO5 : Graduates would explore pursuing entrepreneurial career



Program Outcomes (POs)

1. PO1: Acquire sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/ Institutions of importance.
2. PO2: Apply Effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.
3. PO3 : Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness.
4. PO4 : Recognize the need for sustained research orientation to comprehend a growingly complex economic, legal and ethical environment.
5. PO5 : Possess self-Sustaining entrepreneurship qualities that encourages calculated risk taking.

VTU Rank Holder - 2019



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

MBA

Investment for Life

Do you want to get ahead in today's Business World ?

Learn, How we make you feel good...

MBA @ PESITM



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 FACILITATIONCENTRE
- ❖ Comprehensive Employable Skills Training –average PLACEMENT RECORD since inception is around 85%

External Linkages

The department has linkage with following companies:

1. KSF i, 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

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.

Awareness Campaign

"Preventive and Protective Measures of Endemic & Epidemic diseases"
An outreach endeavor by NSS wing of PESTM, Shivamogga & supported by Prathiban, MBA Department, PESTM, Shivamogga



Participants Feedback

"The campaign was very informative and useful to our students. They enjoyed and learn many thing"
-*Trivazamba Devi (HM)*

Health awareness campaign at Government Higher Primary School, **Ayyanur**

As the initiative of NSS, The first semester MBA students in different teams visited the schools and colleges at **Ayyanur** and **Harnahalli, Shivamogga**, to conduct awareness program. A group of students visited "Government Higher Primary School, **Ayyanur**" and conducted an awareness campaign on "Preventive and Protective Measures of Endemic & Epidemic diseases".

In this campaign more than hundred students of Higher Primary school were benefited. The students of First Year MBA were conducted awareness session and they gave more importance for reasons and prevention mechanisms to control those diseases. They conducted several activities to make the session more interesting. The students were benefited by the awareness campaign. And the teachers gave positive feedback and appreciation for our students.



"Spending time with the students as teachers, that was a nice experience. I enjoyed the hosting of this campaign."
-*Gowdath Y V (Student / MBA)*

"They taught us through creative activities. We enjoyed a lot and learned many lessons"
- *Karthik (Student)*

Awareness Campaign ON Life Skills

"Skill Development for PU Students"
An outreach endeavor by NSS wing of PESTM, Shivamogga & supported by Prathiban, MBA Department, PESTM, Shivamogga



Participants Feedback

"Six things to leave behind for a better life are Negative Thinking, Unhealthy Habbits, Disappointments, Limiting beliefs, Regrets, Guilt."

"Keep Calm and Learn Life Skills."

LIFE SKILLS @ GOVT PU COLLEGE, Harnahalli, Shivamogga (D)

National Service Scheme (NSS) is a platform where students can directly interact with society. NSS facilitates a scope for the student to pursue real issues in our country. Students should have some obligations to the society or the nation from where they belong. It is also a process of learning when students visit a field or serve personally. So, NSS is that platform which facilitates opportunities to do for society and at the time they acquire diverse knowledge. There is the great role of the youth, particularly young- educated person to the society and nation-building. They have huge potential and enthusiasm for to dedicate themselves to nation improvement. The real success of the learning is to apply gained knowledge, and NSS (NSS) symbolizes for the same.

Life Skills have been defined by World Health Organization as the abilities for adaptive and positive behaviors that enable individuals to deal effectively with the demands and changes of everyday life. There are three broad areas of life skill: thinking skills, social skills and negotiating skills.

- **Thinking Skills:** involve problem solving, making critical, gathering information and analyzing and making informed decisions and setting goals.
- **Social Skills:** involve appreciating, valuing, sharing, building positive relationship with peer groups and family, listening and communicating effectively, taking responsibility, and dealing with stress.
- **Negotiating Skills:** involve self-realization that enables individuals to understand one's values, goals, strengths and weaknesses. It need to learn to be assertive, involving listening to say "no", to drug use and other harmful behavior. Assertiveness without aggressiveness is a skill of immense value for adolescents.



Faculty Achievements

Paper Publications (2019-21)

Sl No	Title of the paper	Name of the author	Name of Journal	Year of publication	ISBN/ISSN No
1	Influence of Social Media Marketing in Promoting Tourism in Malnad Region of Karnataka	Dr. Prasanna Kumar T M	Sambodhi	2020-21	ISSN 2249-6661
2	Role of Social Media in Promoting Banking Industry in India	Dr. Prasanna Kumar T M	Sambodhi	2020-21	ISSN 2249-6661
3	“NBFC crisis and its domino effect on Indian economy”,	Dr. Prasanna Kumar T M	PENSEE	2020-21	ISSN 0031-4773
4	“NBFC crisis and its domino effect on Indian economy”,	Arjun	PENSEE	2020-21	ISSN 0031-4773
5	“Effect Of Work-Life Imbalance On Job Performance-An Empirical In vestigation Among Female Clinical & Non-Clinical Staff”	D.M.Arvind Mallik	Kala : The Journal of Indian Art History Congress,	2020-21	ISSn : 0975-7945.
6	Ethical Perspective Of Brand Imitaion –An Empirical Study On Female Consumer Buying		Kala Sarovar	2020-22	ISSN -0975-4520
7	Opportunities and challenges of social media marketing in India-A Study	Dr.Sudharshan G M	International Journal of Advance and Innovative Research	2019-20	ISSN 2394-7780
8	“Factors Influencing Student’s Choice in Selecting Management Institutes in Karnataka State,	D.M.Arvind Mallik	IJITEE	2019-20	ISSN 2278-3075
9	“Impact of Employee Morale on Organizational Success”	D.M.Arvind Mallik	IJRTE	2019-20	ISSN 2277-3878
10	Comparative Analysis Of 7p’s Marketing Mix In Brand Building Among Management Institutes -An Empirical	D.M.Arvind Mallik	IJSTR	2019-20	ISSN 2277-8616
11	“Role of Advertising in Corporate Image Building – An Empirical	D.M.Arvind Mallik	IJSRR	2019-20	ISSN 2279–0543
12	Consumer Brand Awareness of Grb Spice Blends, Bengaluru	D.M.Arvind Mallik	IJSRR	2019-20	ISSN 2279–0543
13	A Study On Retailer’s Perception On Romotional Mix Strategies Of Mn Pickles – An Guerrilla Martketing Way	D.M.Arvind Mallik	IJSRR	2019-20	ISSN 2279–0543
14	To Understand the Juice Market Competition Analysis of Mangaluru City	D.M.Arvind Mallik	IJSRR	2019-20	ISSN 2279–0543
15	Impact of Promotional Challenges and Opportunities Faced By Grb -Townbus	D.M.Arvind Mallik	IJSRR	2019-20	ISSN 2279–0543
16	Virtual Reality an Emerging Branding Tool for Higher Education- An Conceptual framework for MBA	D.M.Arvind Mallik	IJSRR	2019-20	ISSN 2279–0543
17	“Female Fashion Consumer Purchase Behavior and Their Preferencesan Empirical Study Conducted on Reliance Trends”	D.M.Arvind Mallik	IJSRR	2019-20	ISSN 2279-0543
18	“Performance Evaluation of Private Sector Banks in India by Using Camels Model – A Study with Special Reference to Karnataka Bank Private Limited”	Praveen	Think India Journal, a UGC- Care listed journal/International Journal	2019-20	ISSN:0971-1260

19	“A Study on Profitability and Performance Evaluation Model for Cashew Processing Units- a Study with Special Reference to Kaladhar Cashew Industries”	Praveen	Think India Journal, a UGC- Care listed journal/International	2019-20	ISSN:0971-1260
20	“A Study on bank wise performance of Education loan lent by public sector banks in India”	Praveen	National Conference	2019-20	ISBN:978-81-926416-8-3
21	“An evaluation of financial inclusion initiatives adopted by public sector banks – A study with special reference to Canara Bank”	Praveen	National Conference	2019-20	ISBN:978-93-88441-62-9
22	“Impact of digital technology on Cooperative Banks”	Praveen	International Conference	2019-20	ISSN: 2394-7780
23	“A Study on Inventory Management Practices and Impact of Inventory Management Techniques on Productivity with Special Reference to Sree Shiva Sai Cast Private Limited, Shivamogga”	Praveen	International Journal	2019-20	ISSN:2347-1654
24	“A study on financial performance - A comparative analysis of Canara Bank and Karnataka Bank”	Praveen	International Journal	2019-20	ISBN: 978-93-83302-32-1
25	Taxpayers perception towards proposed Direct Tax Code, with special reference to Shivamogga city.	Jyothi	e book , Pranamyia Education Foundation (R) Mundalagi	2019-20	ISBN-978-81-938339-6-4
26	“A Study On Inventory Management Practices With Special Reference To Weir Minerals India Private Limited, Bangalore”	Jyothi	Alochana Chakra Journal	2019-20	ISSN NO: 2231-3990
27	“An Analytical Study Of Mudra Loan Scheme In India”	Jyothi	DRSR	2019-20	ISSN: 2347-7180
28	“A Study On Working Capital Management”	Jyothi	JUNI KHYAT	2019-20	ISSN NO: 2278-4632
29	“A Study On Factors Influencing Investor’s Perception Towards Stock Market Decision With Special Reference To Anandrathi, Bengaluru”	Jyothi	JUNI KHYAT	2019-20	ISSN NO: 2278-4632
30	A Study on Debtors Management at 1STAR Manufacturing Industry, Bangalore	Arjun	Dogo Rangsang Research Journal	2019-20	ISSN : 2347-7180
31	A Study on Asset Liability Management at Sical Logistics Ltd, Bangalore	Arjun	Dogo Rangsang Research Journal	2019-20	ISSN : 2347-7180
32	A Study on DuPont Analysis with Special Reference to GRASIM Industry Limited, Harihara	Arjun	Juni Khyat	2019-20	ISSN: 2278-4632
33	A Study on Cash Management with special reference to TATA Consultancy Services Limited, Bangalore	Arjun	Alochana Chakra Journal	2019-20	ISSN:2231-3990

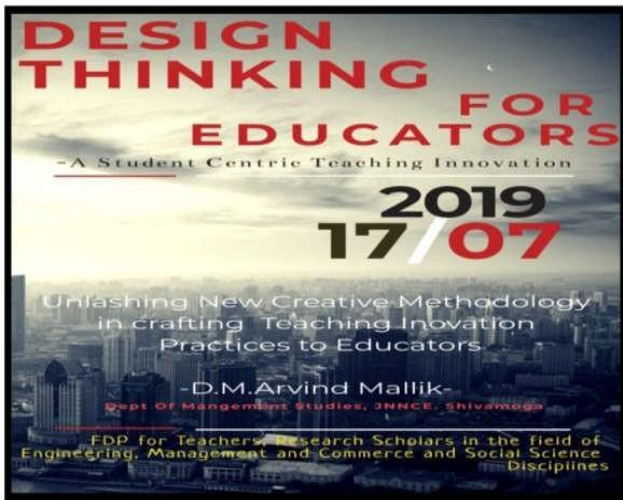
MOOCs Facilitation Centre

- * 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



Mr.Arvind Mallik	<ul style="list-style-type: none"> Conducted 2 days' workshop on Design Thinking for Educators on 13 and 14.5.2020 organised by Allum Karibasappa Institute of Management. Bellary Participated Symposium on Future of Learning - webinar on 23rd June 2020 Participated 5 days online SPSS workshop conducted by Sahayadri Institute of Engineering and Management. Mangalore (Aug 24-31, 2020)
Mr. Hemantha Kumara M G	<ul style="list-style-type: none"> Attended "Research Step 1, 2, 3" a Five Day Webinar on Research for Ph.D. Scholars from June 1 to June 5, 2021, conducted by the Department of Research and Innovation Council of Srinivas University, Mukka, Mangalore. Participated in MANEGMA – 2021, a National Conference held on 16th June, 2021 at the college of Management and Commerce, Srinivas University, Mangaluru, Karnataka, India in association with ISMAZI, Azteca University, Mexico, North America. Participated and scored distinction in the inter-Collegiate E-Quiz on UNION BUDGET-2021 organized by the Department of Economics, Kristu Jayanthi College (Autonomous), Bengaluru between the dates of 09-02-2021 to 15-02-2021 Attended "One week Online International faculty development programme on "ADVANCED METHODOLOGIES FOR CONTEMPORARY RESEARCH" 16th to 23rd August 2021 conducted by the Department of collegiate and Technical Education Government Ram Narayan Chellaram College of Commerce and Management Bangalore
Mr. Arjun	<ul style="list-style-type: none"> Attended "Research Step 1, 2, 3" a Five Day Webinar on Research for Ph.D. Scholars from June 1 to June 5, 2021, conducted by the Department of Research and Innovation Council of Srinivas University, Mukka, Mangalore. Attended "One week Online International faculty development programme on "ADVANCED METHODOLOGIES FOR CONTEMPORARY RESEARCH" 16th to 23rd August 2021 conducted by the Department of collegiate and Technical Education Government Ram Narayan Chellaram College of Commerce and Management Bangalore Attended Three days national level online faculty development Programme on " Covid 19 A Paradigm Shift in Indian Economy" 22nd June to 24th June 2020 by PESIAMS, Shivamogga. Conducted On day webinar session on "COVID 19 Lockdown Effect- Impact on Indian Economy and Stock Market" Held on 6th June 2020 by Dept of Management Studies, VTU CPGS, Kalaburgi.
Mr. Venu Madhav S N	<ul style="list-style-type: none"> Attended "Research Step 1, 2, 3" a Five Day Webinar on Research for Ph.D. Scholars from June 1 to June 5, 2021, conducted by the Department of Research and Innovation Council of Srinivas University, Mukka, Mangalore. Participated in MANEGMA – 2021, a National Conference held on 16th June, 2021 at the college of Management and Commerce, Srinivas University, Mangaluru, Karnataka, India in association with ISMAZI, Azteca University, Mexico, North America. Attended "One week Online International faculty development programme on "ADVANCED METHODOLOGIES FOR CONTEMPORARY RESEARCH" 16th to 23rd August 2021 conducted by the Department of collegiate and Technical Education Government Ram Narayan Chellaram College of Commerce and Management Bangalore
Jyothi HG	<ul style="list-style-type: none"> Attended "One week Online International faculty development programme on "ADVANCED METHODOLOGIES FOR CONTEMPORARY RESEARCH" 16th to 23rd August 2021 conducted by the Department of collegiate and Technical Education Government Ram Narayan Chellaram College of Commerce and Management Bangalore Participated in Seven Days National Level Virtual faculty Development program on " A Systematic Approach to Taxation" organized by Department of Commerce from January 27, 2021 to February 3, 2021 Two days National Level Workshop on "Financial Statement Analysis" organized by Uma Krishna Shetty Institute of Management Studies and Research, Held on 1st and 2nd May 2020. Online Faculty Development Program on "Modern Tools and Techniques for Teachers and Researchers. Organized by Imperial Institute of Advanced Management on May 3rd 2020.

Faculty Development Program (FDP)

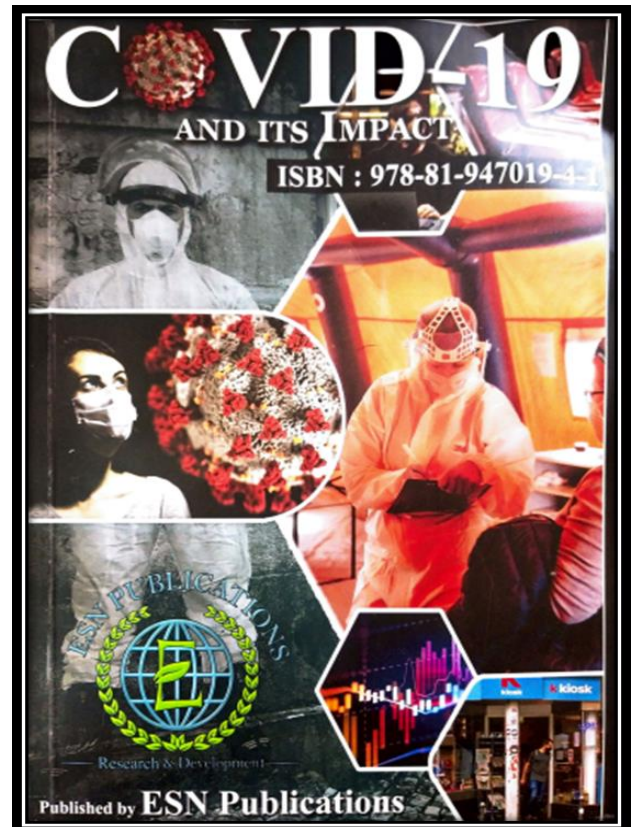


Dr. (h.c) Arvind Mallik D M - Assistant Professor conducted One Day Workshop on Design Thinking for Educators for the faculty of JNNCE, Shivamogga on 17-07-2019.

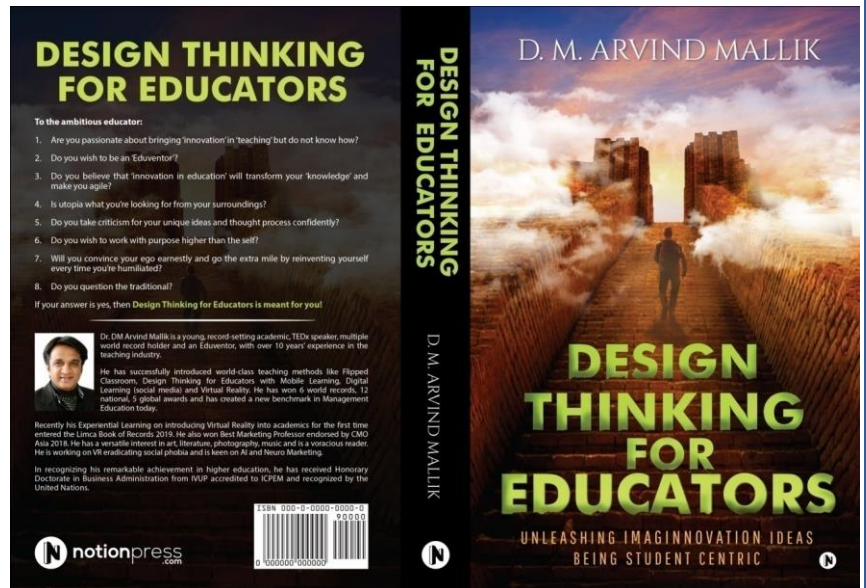
Book Chapter Release

Ms. Jyothi G H, Assistant Professor, Authored Book Chapter "Covid -19 and its impact" "AN ANALYSIS OF GROWING INDIAN MUTUAL FUND MARKET – PUBLIC AND PRIVATE SECTOR MUTUAL FUND COMPANIES"

July -2020 ISBN- 978-81-947019-4-1 ESN Publications



Design Thinking for Educator - Book Release



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.



Sl. No	Name of the employee and designation	Details of Invited Talk
01	Dr. Prasanna Kumar T M HOD	Successfully delivered invited talk on the befits of management club for BBA students in Edurite on July 17 2019.
		Successfully delivered invited Talk on the topic of “LEADER SHIP STYLE” in SSIT Tumukur, on 10 April 2021.
02	Mr. Arjun J	Guest talk conducted in GSSS Institute of Engineering & Technology for Women, Mysore on 13 June 2021 on “Webinar on Investment Opportunities for Investors in Crypto Market”

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.

IMMERSION

Upasana Mukherjee
Head - ICME

Priya Thiagarajan
VP - MPS Interactive

Shakti Banerjee
HOD - MIT Institute Pune

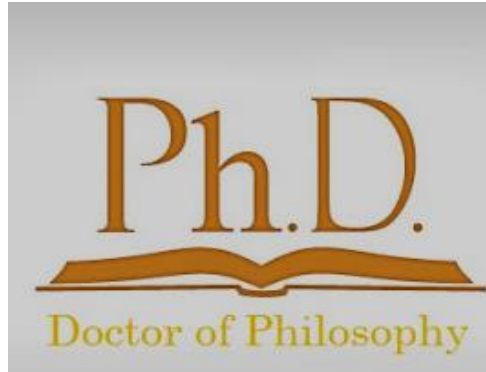
Manisha Phadke
Dir - NMIMS (School of Design)

Dr. Arvind Malik
India's 1st Professor to use VR for MBA

AR/VR - The Future of Education

Powered by **DELL** **Intel**

Details of Research Activities



Research Scholar Details

Sl. No	Name	Research Centre	Year of Registration	Research Topic
1	Arvind Mallik DM	Sayadhri College of Engineering and Management,Managalore	2014	“An evaluation of Promotional Strategies Implemented by Management Institution in Karnataka-An empirical Study”
2	Jyothi G H	Kuvempu University	2019	“A Study on Performance Evaluation of Debt and Equity mutual funds in India”
3	Mr.Arjun J	Srinivas University,Mangalore	2021	Course Work
4	Mr.Hemantha Kumar M G	Srinivas University,Mangalore	2021	
5	Mr.VenuMadhav S N	Srinivas University,Mangalore	2021	

Students’ Achievements (Only External)

Sl No	Name	USN	Semester and Section	Date	Prizes won (if any) or participation details	Event / Workshop/ Conference Details
1	Bi Bi Zainab	4PM19MBA 08	IV	13 July 2021	Participation	Webinar
2	Gulafshan	4PM19MBA 15	IV	13 July 2021	Participation	Webinar
3	Manasa H P	4PM19MBA 17	IV	13 July 2021	Participation	Webinar
4	Nethravathi P M	4PM19MBA 25	IV	13 July 2021	Participation	Webinar
5	Shreedhar B V	4PM19MBA 46	IV	13 July 2021	Participation	Webinar
6	Sushma C C	4PM19MBA 51	IV	13 July 2021	Participation	Webinar
7	Anusha Cheriyan	4PM20BA 008	II	08June 2021	Participation	Webinar

Experiential Learning through Subject_ Student Development Activities Organized in the Department



How it works-

1. Individual or Group of 2 students from your respective Village/rural/semi-rural/City or even the matter where u belongs to will make a respective group of your choice
2. Shoot a self-attested Video describing your place in a 10-15 mins video
3. Your major objective of video shot must cover commercial areas, thickly populated business areas, famous retail stores of any variant. In a word, you're going to introduce your city to all of us
4. Post shoot, edit, add music and upload in personal Youtube channel and share the link/tag on your Social media
5. 3-Winners will be selected based on
 - Highest no of Likes
 - Highest No of Comments
6. Duration of the unique assignment is 1 month; 13-11-2020 is the last date to submit
7. Only for 3rd sem MBA of 2019-21 batch For Retail Management Subject only



Exclusively for 4th sem of 2018-20 batch of 4th sem, IMC subject only

I. No.	Event Details – Workshop / Technical Talk / Conference	Date	Sem	Organized by
01	Student Skill Enhancement (8 Teams 1 Gala Event 8 Extraordinary Ideas @MBA Department “THE” product innovation prototype for the final year students	11-01-2021	1 st sem of 2019-21	DM Arvind Mallik
02	Retail Management “Namma Uru Namma Styluuuu” Assign to 3 rd Sem Student	08-01.2021	2 nd of 2019-21	
03	“Quentin” – Webinar Satsung by the students - for the students 60 webinars – 120 Students – 1 Platform	02-05-2020	4 th Sem of 2018-20	
04	Deju Vu- An Unique Experiential Marketing Ad campaign for Companies in Shimoga		1sem 2020-22	

Déjà vu

Purpose- We at the MBA Department always feel that gaining practical experience and exposure is more vital than just backing up our grades by scoring well, which, at this time, carries more weight than grades on a report card.

Problem Statement- With the goal of preparing our students for the next level, I set them the impossible challenge of connecting Startup Organizations (established in the previous 5 years) to develop real-time Original Advertisements (A4 Size Posters) as a gesture of our gratitude for their contributions to Shimoga.

Methodology- Along with 1st sem MBA students, instructor worked extremely hard over a period of 90 days to ensure that my students give the 48 best Ad cover pages and divided students into 12 different teams and meets 12 different startup organizations in Shimoga ranging from Retail-Automobile,

Findings- Our aim was to design a unique Ad for this organization by understanding their Promotional requirements by providing with the greatest Ad driven content Promotional Flyer possible. And they did. Pls refer All original Ads been consolidated into one video and request you to share among your group members- <https://www.youtube.com/watch?v=Dyap5PkSiMo>

Results- Instructor believe that there Déjà vu- An Creative Assignment crafted to 1st year MBA students meet the objectives and they did not disappoint you as they have fulfilled their promises and commitments to organizations

1st sem MBA (2021-22)

Presenting

DEJAVU

~ Yes, Oh Yeah!

12 teams - 60 students - 1 Purpose

March 2021



PESITM

Education For The Real World



An Revolutionary Change by 1st Sem MBA

12 Start ups- 12 Teams - 2 themes - Original 48 ads
-60 students - 1 Purpose

DEJA Vu - Yes, Oh Yeah!



12 teams - 60 students - 1 idea



Latitude: 13.961216
Longitude: 75.508704
Elevation: 650.39m
Accuracy: 9.9m
Time: 01-30-2021 10:42
Note: Ethnic day 2020-2021

Students' Achievements (Paper Publications)

Sl. No	Name	USN	Semester and Section	Event	Date	Prizes won (if any) or participation details	Event / Workshop / Conference Details
01	Ms.Arpatha Patel	4PM19 MBA05	IV	Scopus Paper Publications	21-07-2020	Project Paper Published in SCOPUS (IJPR) on “ Technological Break Through Accelerating Industry 4.0 Influenced on Retails Sector –Spar Hyper Market	ISSN: 1475-7192
02	Ms.Ashwini G K	4PM19 MBA09	IV	Paper Publications	Sept 2020	“ A Study on the performance of IPO’s Listed in NSE, Indian Index”	MSJ/2577

Student Development Activities Organized in the Department

Sl. No.	Event Details – Workshop / Technical Talk / Conference	Date	Organized by
01	“DEJAVU- Creative Marketing students activity conducted for 1 st year MBA students of 2020 Batch by ArvindMallik D M	01-03-2021 To 01-06-2021	DM Arvind Mallik
02	Industrial Visit Organized from Department of MBA to NINSAM, Shivamogga and CharakaWomen’sMultipurpose Industrial Co-Operative Society Limited for the 1 st year MBA students of 2020 Batch.	08-03-2021	Dept of MBA
03	Covid -19“ A Public Awareness AD campaign for 4 th semester MBA students	01-05-2021 to 15-06-2021	DM Arvind Mallik
04	Financial Literacy and Awareness Programe Organised for both 1 st and 2 nd Year Students of MBA on “Money Measurement”	20-05-2021	Ms.Jyothi and Mr.Hemanth Kumar
05	Financial Literacy and Awareness Programe Organised for both 1 st and 2 nd Year Students of MBA on “Basics of MutualFund”	21-05-2021	
06	Financial Literacy and Awareness Programe Organised for both 1 st and 2 nd Year Students of MBA on “Introduction to Financial Markets”	22-05-2021	
07	Financial Literacy and Awareness Programe Organised for both 1 st and 2 nd Year Students of MBA on “Digital RM in Banking Products”	23-05-2021	
08	Financial Literacy and Awareness ProgrameOrganised for both 1 st and 2 nd Year Students of MBA on “Financial Literacy & Entrepreneurship”	24-05-2021	

Extra-Curricular Activities

Dept of
MBA
Celebrates

3rd March
@
3.30PM

ಕಲಾ
ಸಂಗೀತ

IST SEM IMAGINEERS



Dept of MBA
Proudly intiate 1st time



kala
sangeeth



Paint ur imagination with Music

3.03 @ 3.30PM



Here are the rules for Kala Sangeeth which we have scheduled on 3.3.2021 for 1st sem students at Dept of MBA

1. 5 Students have participated in this event
2. A Song(Hindi and English) will be played for the participants in an secret place
3. Artists must reimagine themselves after hearing a song and envision a beautiful drawing in their minds, which they must then turn into an A3 size sketch.
4. The event lasted 40 minutes and participants will only be able to draw in the library.
5. The audience will take center stage at the last minute of the artistic process, right before they are about to finish drawing, and will attempt to draw focus away from the job at hand. However, a resilient artist must complete the artwork as expected.
6. Artists will describe their imaginations, which they have drawn on A3 paper, and the audience will have to guess which song the artist has painted.
7. There will be no awards or winners; instead, at the close of the event, the participants' shared contribution to creativity will be measured, and all six participants will be declared winners.

Covid-19 Awareness Ad by 4th sem MBA students 2020

Issued
In
Public
Interest



WEAR
a cloth face covering



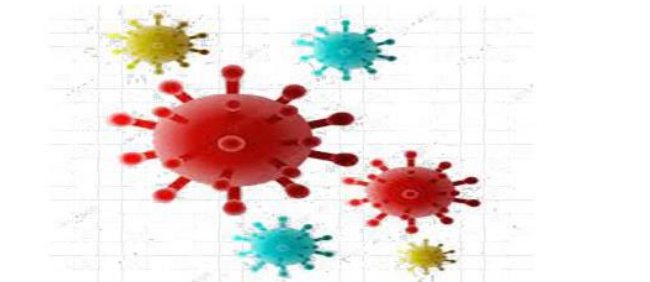
WAIT
six feet apart
avoid close contact



WASH
your hands often or use sanitizer



Issued
In
Public
Interest

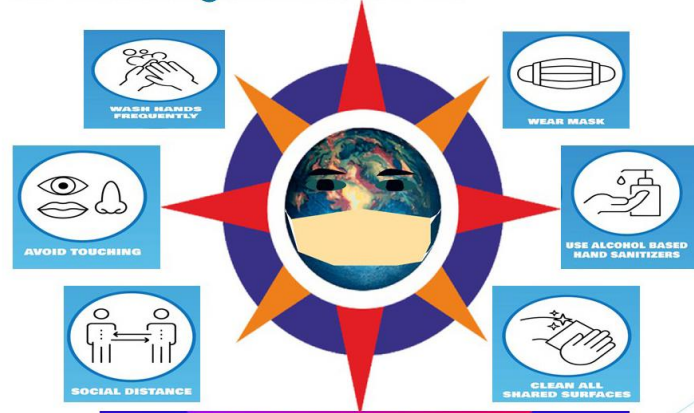


We're in this
together.



PESITM
Education For The Real World

We'll win against covid-19

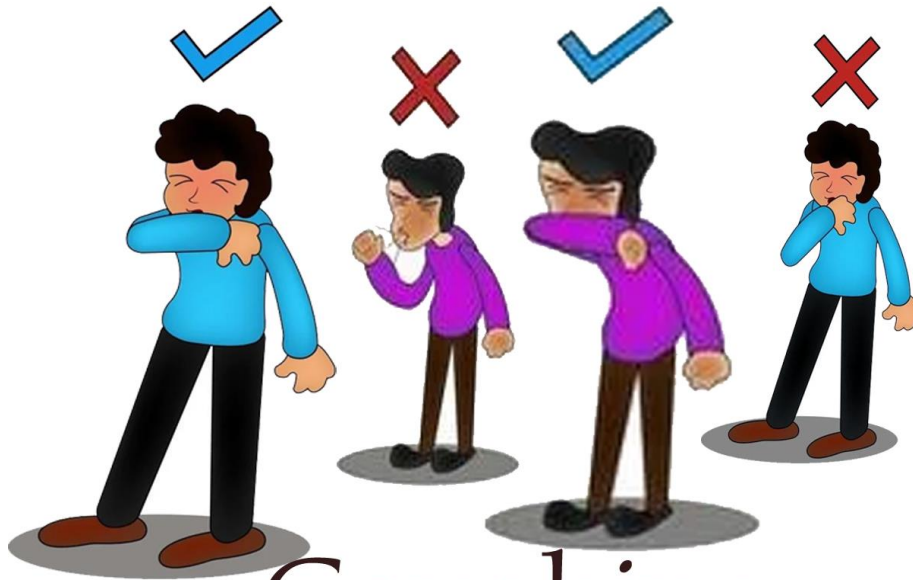


Stay home, save lives



Wear Mask
Responsibly





Issued
In
Public
Interest

Coughing

Follow Right Path



Quote of the Year



Be Safe- Be Informed
Your Health is Precious



Issued
In
Public
Interest

**FACULTY
AWARDS**



xrOM



TOP 50 - ASIAN

**VIRTUAL REALITY, LEADERS
EVANGELISTS, INVESTORS &
INFLUENCERS**

DM Arvind Mallik has shortlisted Asia's Top 50 Asian in the field of Virtual Reality-Augmented Reality Leaders, Evangelists, and Investors & Influencers Pioneers by XR-OM the Home of Extended Reality. Showcasing and Shaping India's XR Growth Story



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
Limca 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.

Industry Trip (In and around)

Charaka Women's Multipurpose Industrial Co-operative Society Ltd, Heggodu.

On 8 March 2021, the industry tour was held for First semester MBA to Charaka Women's Multipurpose Industrial Co-operative Society Ltd. The key goal behind the visit was to inform students about the different practices in the rural cooperative community relating to promotion, fundraising and human resources, so that management graduates can understand how a women's organization advances.

About Charaka

The region of West Ghats in Kannada (called Maleenadu in the official language of Karnataka) gets plenty of rain. These mountains are the source of all the rivers feeding on South India's Deccan Plateau. The lush tropical forests and rainforest of Maleenadu were historically renowned of the jungles in the far part, there were still small, remote farming villages. However, because they are few people, they can live with nature in complete harmony. Charaka is a rural women's cooperative society based in Bhimashankore, a village in Western Ghats in South India. The accomplishment is tiny but significant. In Bhimashankore, a composite handloom device makes natural handloom cotton clothing. Dessi brands are supplied in retail outlets in Bangalore, Mysore, Dharwad and Shimoga, like Bangalore, Mysore, Dharwad and Shimoga. Both men and women, young and old, are very common for these clothes.

It was amazing to know that Sri. Prasanna, an recognized Karnataka theater personality influenced by Gandhi Tarva, follows the principles of equality between the various levels of staff and motivate women in rural areas. Since they have a policy of prayer every morning, they talk about business values and have the opportunity to come forward.



The work it has carried out on natural spinning is the most important part of this cooperative. Charaka has concentrated on cost-effective processing and has been as inexpensive as some of the natural products with chemical coloring, as other undertakings in natural treating. After we toured multiple manufacturing units in Charaka, we felicitated Smt. Gowrama, President, on the event of women's day.

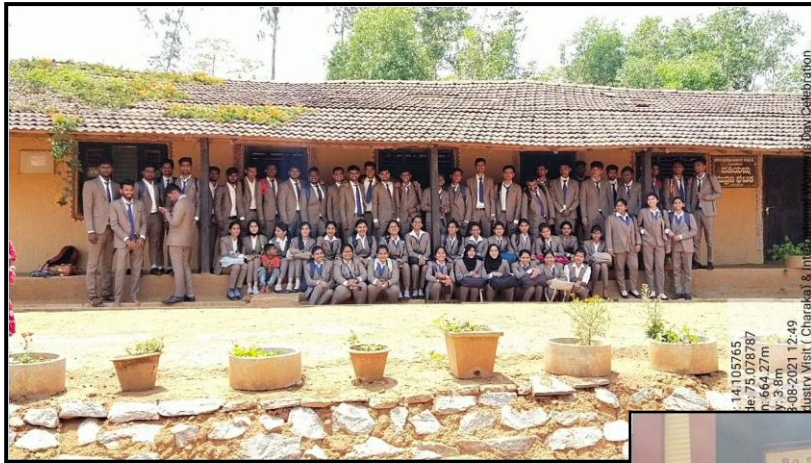


Ninasam, Heggodu.

Founded in 1949, Ninasam became a culturally renowned and diverse institution throughout these fifties, thanks to a small group of enthusiasts in Heggodu village of Karnataka, Karnataka. The project has been recognized as a unique experiment for the fusion between culture and activism, creative practice and social engagement, personal imagination and group responsibility. It was first started as an amateur theater organization and now has a number of sub-institution and mission programs in many directions. The study of a modern hybrid of both formal and non-formal forms of arts education was considered to revive the critical connections between the arts and the culture. This effort to bridge Ninasam's countryside microcosm with the world's macrocosm has won it many honours, including the Ramon Magsaysay Award for Creative Arts, Communication and Journalism, given to its co-founder and leader, K.V. Subbanna, in 1991.

"See & know" is more important than reading & learning. It's right. Students have a real sense of how different is theater appearance. Their theoretical expertise was translated into realistic engagement. In the future too, this will allow students to consider clearly the subject matter.

We would like to thank our Management and as well as our HOD Dr. Prasanna Kumar T M for the permission and the assistance they gave our students to make our visit an objective success.



14.05765
75.078787
75.078787
3.8m
8-06-2021 12:49
Industry Visit (Charaka) & Industrial Visit of Day Celebration



Latitude: 14.099638
Longitude: 75.071251
Elevation: 679.15m
Accuracy: 3.8m
Time: 08-06-2021 14:22
Note: Ninasam Visit

Extension activities are carried out in neighborhood community sensitizing students to social issues, for their holistic development and impact



Awareness Session on

**(i) Skill Development for
PU Students and**

**(ii) Preventive and
Protective Measures of
Endemic and Epidemic
Diseases**

4th Jan 2020



Webinar on Indian Financial Sector – Current Challenges and Opportunities- A Practitioner’s Perspective



INDIAN FINANCIAL SECTOR

CURRENT CHALLENGES AND OPPORTUNITIES

A PRACTITIONER’S PERSPECTIVE

Dr. Nirakar Pradhan, CFA, FRM, CFP

CEO: PRMIA USA, India

Founding Director, Finkasturi Nivesh Private Limited

Ethic Day 30.01.2021



Geetha Shiksha Shikshana Sangha (R)

GSSS INSTITUTE OF ENGINEERING & TECHNOLOGY FOR WOMEN

(Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi & Govt. of Karnataka)
K R S Road, Metagalli, Mysuru - 570016
Accredited with Grade 'A' by NAAC
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Webinar on Investment Opportunities for Investors in Crypto Market

Date: 13/06/2021 Time: 11:00 AM

Resource Person: Mr. Arjun J, Assistant Professor, Department of MBA, P.E.S, Institute of Technology and Management, Shivamogga, Karnataka.

Webinar on Investor Education Initiative by L & T Mutual Fun

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide with a yellow background and the text "INVESTOR EDUCATION INITIATIVE BY L&T MUTUAL FUND". The L&T Financial Services Mutual Fund logo is visible at the bottom of the slide. The Zoom interface includes a top bar with "File Edit Share View Audio & Video Participant Meeting Help", a participants list on the right with 71 participants, and a bottom toolbar.

This screenshot shows a Zoom meeting in gallery view. The grid contains 20 participant tiles. Some tiles show video feeds of participants, while others are icons. The names of the participants are visible above their respective tiles. The Zoom interface includes a top bar with "Recording" and a right-side toolbar with "From Video", "From Audio", "From Screen", "From Whiteboard", "From Gallery", "From Chat", "No Video", "No Audio", "No Screen", "No Whiteboard", "No Gallery", "No Chat", "More", and "Help".

This screenshot shows a Zoom meeting with a close-up view of a participant's video feed. The participant is a man with a beard, wearing a light-colored shirt. The Zoom interface includes a top bar with "Zoom Meeting" and "Recording", a participants list on the right with 9 participants, and a bottom toolbar with "Search", "Unmute", "Start Video", and "Help".

This screenshot shows a Zoom meeting chat window. The chat area contains a list of participants and a message. The message reads: "I attended from Mysuru, which is awesome. I don't see all of you are requested to share pin through google form from page to attend. I don't see I DON'T SEE GOOGLE FORM. From Dr. Subhash Shukla to everyone. I kindly share the form to mark attendance from Mysuru. I don't see everyone. 13/06/2021". The chat window also includes a top bar with "Zoom Meeting", "Meeting Info", "Hide Menu Bar", and a bottom toolbar with "Unmute", "Start Video", and "Help".

ikyathe- 2021 Intercollegiate Management Fest 21.09.2021



Prerana Educational & Social Trust (R)
PES INSTITUTE OF TECHNOLOGY & MANAGEMENT
 NH 206, Sagar Road, Shivamogga

DEPARTMENT OF MBA
 In Association with
PES INSTITUTE OF ADVANCED MANAGEMENT STUDIES
 Shivamogga

Proudly Presents
ikyathe 2021
 -UR Only Limit is "U"

21st Sep 2021 | 9.00 am | PESITM Campus

Intercollegiate Management Fest
Open to All Final Year Undergraduate Students

EVENTS

DESIGN THINKING Passionately Curious	O- TRASH Reduce, Reuse & Recycle	ADZAP Story Redefined	VIBHAVNA The Imagination
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General Guidelines

- All events are team based events
- Size of a team: 6 participants
- Multiple teams allowed from a college
- Wearing ID cards is compulsory for all participants
- All the participants must adhere to Covid-19 rules
- Participation certificates will be provided individually
- Lunch will be provided
- Free Registration

SCAN / CALL STUDENT COORDINATORS FOR TEAM REGISTRATION



For more details & Registrations Contact Student Coordinators

Mr. Mahendra: 7676776147 Ms. Kavya: 7090089525
 Ms. Ruchitha: 9900463694 Mr. Ganesh N: 808145230



Sketches

Pratheekiha M (II SEM MBA)

Sandhya S (II SEM MBA)

