



NEWSLETTER

2022-2023

Dept of MBA



PESITM



Editor's Wisdom

Dear MBA Department Community,

I hope this message finds you all well and excited to embark on another year of academic excellence. As the editor of the MBA Department Newsletter, it is my pleasure to welcome you to the 2022-23 academic year and provide you with a sneak peek of what lies ahead.

A Year of Growth and Innovation:

We're thrilled to share a momentous milestone in the history of our MBA department – a moment that marks a significant leap forward in our research endeavors. For the very first time, our dedicated faculty and talented students collaborated on research proposals submitted to the Karnataka State Council for Science and Technology (KSCST), under the GOK. We're delighted to announce that not one, but two of our faculty members' research proposals have not only been approved but also had the honor of being presented at the prestigious 45th KSCST Program held at VTU, Belagavi in August 2022.

Here's a glimpse of what you can look forward to in this year's MBA Department Newsletter:

- **Faculty Spotlight:** Get to know our esteemed faculty members, their areas of expertise, and their latest research and publications.

- **Student Achievements:** Celebrate the accomplishments of our talented MBA students, from academic achievements to entrepreneurial endeavors and community involvement.
- **Innovative Initiatives:** Stay updated on the innovative programs, courses, and collaborations that are enriching the MBA experience.
- **Events and Conferences:** Find out about upcoming departmental events, workshops, guest lectures, and conferences that offer valuable networking and learning opportunities.
- **Spotlight on Diversity and Inclusion:** Explore our commitment to fostering a diverse and inclusive environment within the department and the broader business community.

Contributions Welcome:

The MBA Department Newsletter thrives on your contributions. We welcome articles, insights, and news from faculty, students, and alumni. If you have a story to share, research to showcase, or an event to promote, please don't hesitate to reach out to us. Your contributions help make our newsletter engaging and informative.

Stay Connected:

As we celebrate this milestone, we also look forward to more groundbreaking research and academic achievements in the coming year. We encourage all members of our MBA community to engage with these projects, share insights, and support our faculty and students as they continue to make meaningful contributions to their respective fields.

Once again, congratulations to our faculty members and students on this outstanding achievement. Let's continue to inspire each other, reach for new heights, and make the 2022-23 academic year one of unparalleled success and growth.

Thank you for being a vital part of our MBA department's journey.

Warm regards,

Dr.TM Prasanna Kumar

Prof. & HOD

Dept of MBA

About Dept of MBA

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. Department of MBA 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.

Quick Facts:

- Approved Intake: 60
- Specialization: Dual Specialization offered in Marketing, Finance and HR area
- Syllabus: As per Visvesvaraya Technological University, Belagavi.

Vision, Mission and Program Educational Objectives (PEOs)

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)

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

Program Outcomes (POs)

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

Abhishek

KAVITHA K

Besil

Sahana

We are Proud of you all

Sindhu

RAJU BALIGER

YASHODHA

ANANYA

Congratulations
4th Sem, MBA

Area- Mechanical Engineering

PESITM

A Two-Wheeler Vehicle with A Solar Panel Integrated
Back Rest Seating Arrangement

INTELLECTUAL PROPERTY INDIA
PATENTS | DESIGNS | TRADE MARKS | GEOGRAPHICAL INDICATIONS

PATENT PUBLISHED

★ JUNE 2022 ★

Office of the Controller General of Patents, Designs & Trade Marks
Department for Promotion of Industry and Internal Trade
Ministry of Commerce & Industry,
Government of India

The Department of MBA at PESITM is constantly looking for new approaches to enhance its brand image by instilling the best practical management practices, moving forward positively, and making it strong enough for other management institutions to understand that anything is possible with the right SPIRIT .Department of MBA has already solidified its position in the Malanad region, and in 2022, things have been given the biggest boost to improve things once reputation and Faculty along with 2nd Year MBA students have accomplished the seemingly impossible by sharing 3 BIG News and that we can motivate others to follow us.

Congratulations

YOU'RE INGENIOUS

4th Sem MBA

PESITM

PATENT PUBLISHED

10th June 2022

ECOFRIENDLY SUSTAINABLE ARECA MATCHSTICKS TO
COMBAT CLIMATE WARMING

Area- BioTechnology

Mahantesh

Pooja

Vedmurthy

Ashwini

RahulRajeev

Deekshitha

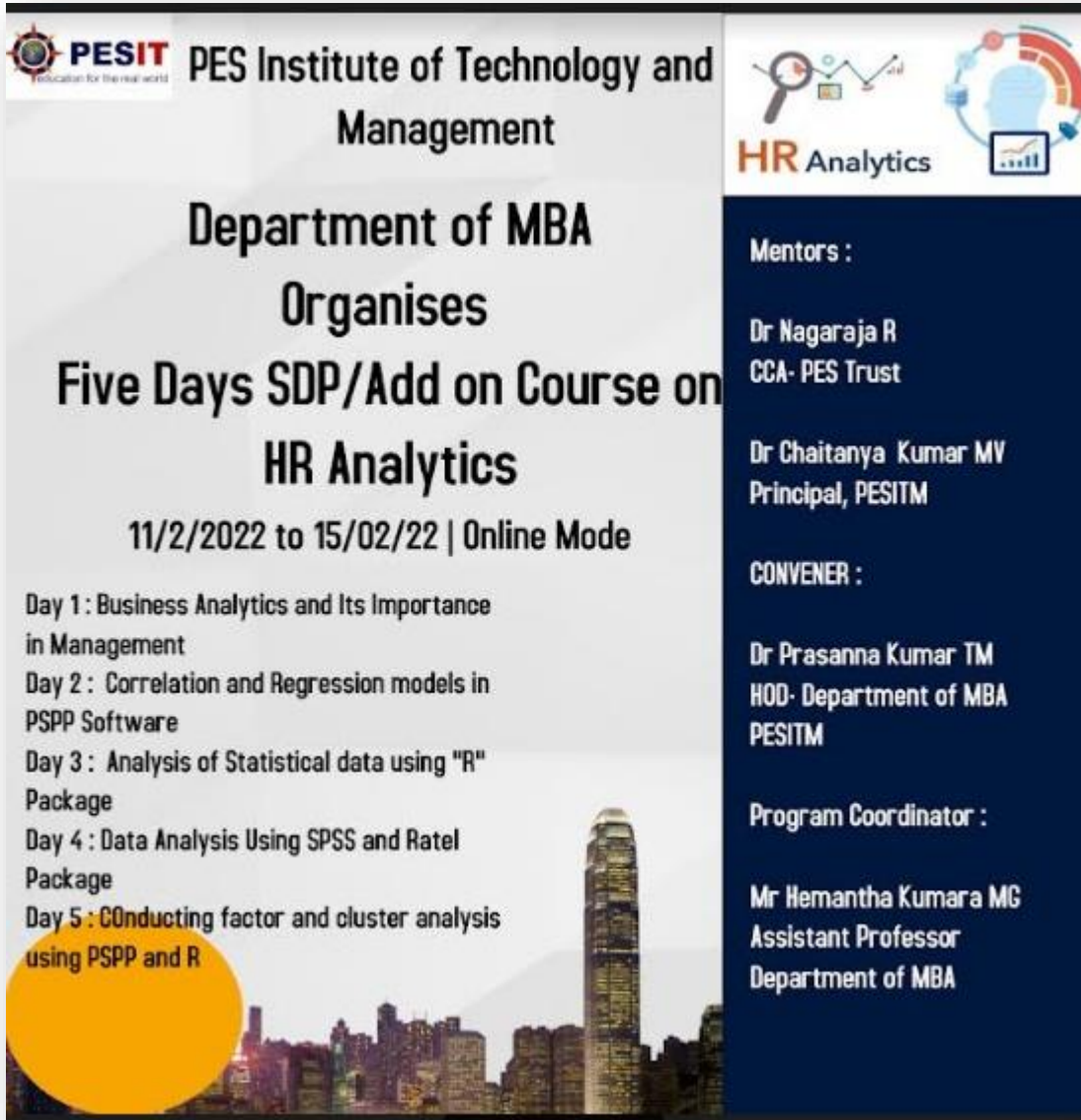
Sangamesh

Suhana

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Ministry of Commerce & Industry,
Government of India



PESIT Education for the real world

PES Institute of Technology and Management

Department of MBA

Organises

Five Days SDP/Add on Course on HR Analytics

11/2/2022 to 15/02/22 | Online Mode

Day 1 : Business Analytics and Its Importance in Management

Day 2 : Correlation and Regression models in PSPP Software

Day 3 : Analysis of Statistical data using "R" Package

Day 4 : Data Analysis Using SPSS and R Package

Day 5 : Conducting factor and cluster analysis using PSPP and R

HR Analytics

Mentors :

Dr Nagaraja R
CCA- PES Trust

Dr Chaitanya Kumar MV
Principal, PESITM

CONVENER :

Dr Prasanna Kumar TM
HOD- Department of MBA
PESITM

Program Coordinator :

Mr Hemantha Kumara MG
Assistant Professor
Department of MBA

Department of MBA conducted SDP on HR Analytics from 11/2/2022 to 15/2/2022 for 4thSem MBA students of 2020-22 batch. This program will help the students to gain knowledge on analytics and to start the carrier in Human resource.

Resource person for the event Mr. Sridhara B

Mr. Sridhara B, is working as Assistant Manager in Anunta Technologies. He completed his BE in JNNCE and MBA at PESITM. We are proud to say that he is our alumni and now he has come this far. He has started working for an NGO "Don Bosco as MIS, M&E placement co-ordinator" there he has guided many young talents in their career path, along with this he also runs a trust called "SKANDHA TRUST" through that he has done several social activities and has donated hair for cancer patients. Today he is engaged in trust activities, he also helps working employees in training and grooming them to get into better positions, there are many who are working in top MNC companies trained under him even today he is taking courses for many students who wish to learn Analytics and Excel functions.



Exploro 2022 - 1st Place at RNSIT Research Paper Presentation

On July 7, 2012, an exceptional academic event took place at the RNS Institute of Technology that left a lasting mark on both the institution and the participants. Ms. Sindhu and Mr. RajuBaliger, two bright minds from the Department of MBA, had the privilege of presenting their original research findings at Exploro 2022, a prestigious one-day national-level student research presentation.





**Shortlisted for Final- 45th Karnataka State Council for Science and Technology (KSCST).
Government of Karnataka**

Under the direction of DM Arvind Mallik, Mr. **Sangamesh**, Mr. **Mahantesh**, Ms. **Ashwini**, and Ms. **Pooja** have been selected to present their ideas at PROJECTS SELECTED FOR STATE LEVEL SEMINAR AND EXHIBITION UNDER 45th SERIES OF STUDENT PROJECTS PROGRAMME: 2021 - 2022 on August 12–13, 2022 at VTU.Belgavi. This is the first time the MBA department has applied and been selected. Out of 250 engineering schools in Karnataka, 120 engineering colleges have been successfully shortlisted for presenting their proposal (prototype). 6 MBA institutions in Karnataka have also been shortlisted, and the Dept. of MBA at PESITM is one of them.



“GRASSROOT EXPLORATION TO A BUSINESS CREATION”

In association with

We School - Welingkar Institute of Management

and

Dept. of MBA.PES Institute of Technology and Management. Shivamogga

Grassroots innovations emerge when existing systems and practices fail to serve people’s needs.

They can arise through serendipity, systematic experimentation, trial and error, or combining solutions in new ways. In some regards, the methods of problem solving in the formal and informal sector are similar. Business Creation is an integrated project-based learning method that uses design thinking to launch businesses from the concept to prototype stages. It is an interesting experiment employing the methods of experiential learning for the student in the PGDM Business Design and Innovation programme to transfer the insights acquired during the grassroots inquiry into potential business creation. The institution offers a prototype lab that serves as a secure environment for students to try out their ideas and experiments and get useful insights in order to catalyze the learning experience.

Congratulations
2021-22 Batch

Innovations by PG students

Finalist
Prof. U R Rao Award

GOVT OF KARNATAKA
Feb 9, 2023

18 students shortlisted for Prof UR RAO Award

Under the expert guidance of Dr. Arvind Mallik, Assistant Professor in the MBA Department, a truly remarkable achievement has been unlocked. Eighteen students have risen to the forefront as finalists for the prestigious Prof UR Rao Award for Postgraduate Students, presented by the Karnataka Science and Technology Academy. This remarkable accomplishment is a testament to both the exceptional potential of the students and the invaluable mentorship provided by Dr. Mallik.

Congratulations
2021-22 MBA Batch
Shortlisted for Final round

Prof. U R Rao Award

Govt of Karnataka
Feb 9, 2023



Dr. DM Arvind Mallik Unveils the Secrets behind His Two Published Patents at

TEDxGundiCircle 2022, Davanagere, India

November 13, 2022:

In an inspiring and enlightening TED talk held at the TEDxGundiCircle event on November 13, 2022, Dr. DM ArvindMallik, an esteemed educator and innovator, unveiled the secrets behind his remarkable achievement of securing two published patents. The event, held in Davanagere, India, provided a platform for Dr. Mallik to share his journey and insights into the world of innovation and intellectual property.

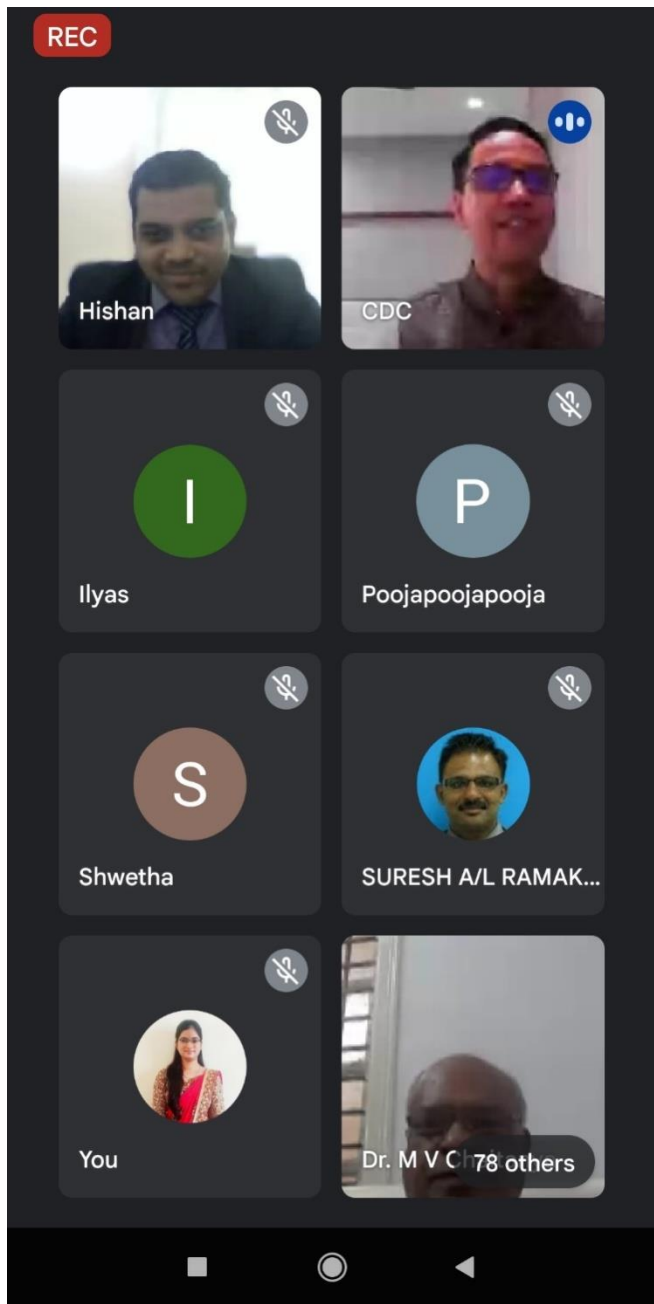


About ikyathe 2022- Intercollegiate Management Fest

The Department of MBA, planned the celebrations to take place on August 8, 2022, in response to the Management's motivation to hold an intercollegiate Management Fest, Ikyathe 2022, with the unanimous consideration of all Faculty Members to make the Fest a success with the joint activities of all our students, who were guided by the Faculty-team to chart-out the activities to be conducted in a planned manner to affect it.

Through numerous management events and competitions, we hope to embrace everything from creativity to innovation, planning to strategy, fun to learning. It is a mash-up of formal and casual events in which close to 23, Teams near 180 students from 20+ colleges in and around Shivamogga competed in its different



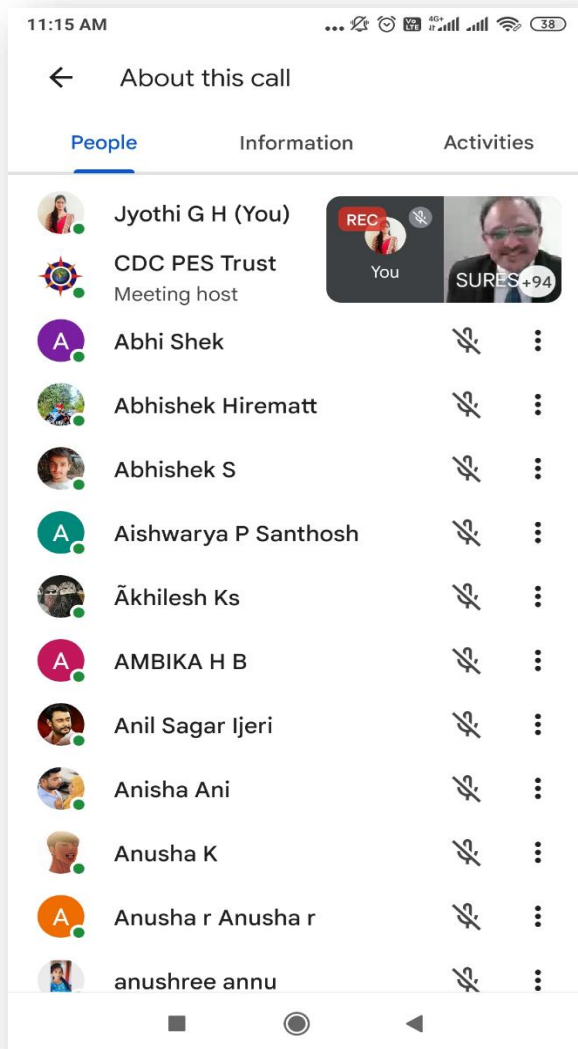


Online International Seminar on Industry 4.0- Managing Research and Innovation & Skills for Future Managers-27th February 2022

The department of MBA organized Online International Seminar on Industry 4.0- Managing Research and Innovation & Skills for Future Managers on 27th February 2022.

In this online seminar session Dr. R Nagaraja, CCA, PES Trust, Dr.Chaitanya Kumar M V, The Principal, PESITM and Dr.Prasanna Kumar T M, HOD, MBA were presented over the inaugural session. Dr.Prasanna Kumar T M invited the resource persons Dr. Suresh Ramakrishnan & Dr. Hishan S Sanil, and participants and Dr.Chaitanya Kumar M V addressed the attendees. Delegates from other colleges, Faculty, MBA and M.com Students were attended the session.

All the faculty members of the department coordinated the smooth conduction of the session.

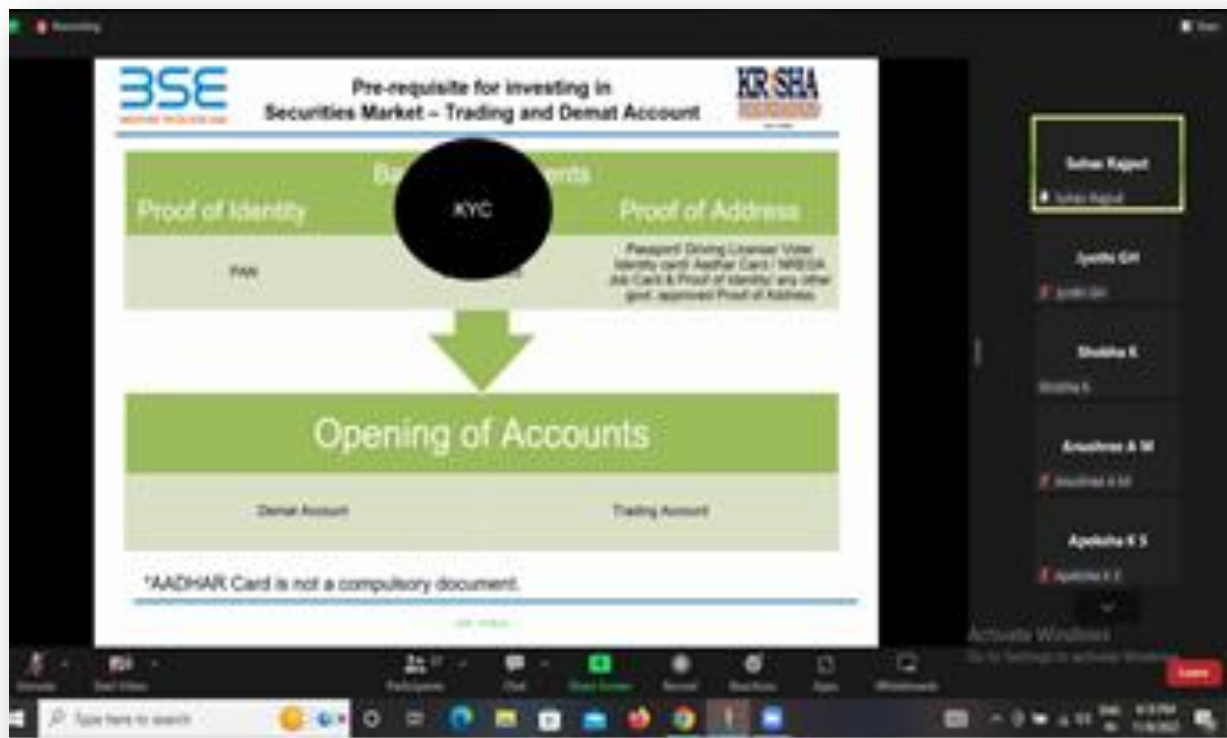




SDP on “Recruitment Process – Experiential Learning” -26th to 30th May 2022

Department of MBA in association with one of our hiring partners’ nSynthesis conducted 5-Day SDP cum Campus Hiring process from 26th to 30th May 2022, This was for 4th semester MBA students specializing in HR. Resource persons from nSynthesis Brisa Tech. The distinguished resource persons delivered motivational speeches and emphasized the importance of HR process in today’s competitive world. This 5 Days SDP program gave greater insight for our students on different aspects of recruitment.





Webinar Session on “Money Management and Career Opportunities”-8th November 2022

Department of MBA under the aegis of **Bombay Stock Exchange (BSE)** conducted a Webinar session on 8th November 2022. The topic of the session is "**Money Management and Career Opportunities**". **The Webinar arranged under the banner of “AzadikaAmrithMahotsav” and “World Investors Day Celebration”**. This was for the students who currently studying in 3rd semester. The Resource person for the session is Mr. Suhas Rajput from Proficient Minds.

The Resource person for the session Mr. Suhas Rajput had thrown light on Securities Market. He gave detailed information about Stock Market frauds and Commission Agents misleading activities. The session covered the investor grievance redressal mechanism, SEBI guidelines for investors. The session purpose was to provide awareness for investors on Stock Market Operations and Regulations.

Graduation Day Celebration at PESITM_7.5.2022

The PES institute of Technology and Management celebrated its 12th Graduation day on 7.5.2022, Saturday in its campus. The celebrations started with the academic procession in which the dignitaries namely, Mr. PrashanthPrakash, Founding Partner at Accel, Bangalore,, Karnataka, Advisor (Policy & Strategy) to the Chief Minister,Karnataka's Startup Vision Group, Sri. B. Y. Raghavendra, Honorable Member of Parliament, Shivamogga, Managing Trustee, PES Trust (R), Shivamogga .Sri. B. Y. Vijayendra, Trustee and Joint Treasurer,PES Trust (R), Shivamogga and Smt.Umadevi SY CEO PES Trust



The Principal of the College and The Heads of various departments were ushered to the accompaniment of the college band into the venue of the function. The dignitaries adorned the dais and after the customary invocation song and lighting the lamp, the Principal welcomed all the dignitaries, invitees, parents, faculty and graduates.

02. "Student Achievement Representing Institute"

Sl. No.	Name	USN	Semester	Event Details	Position
1	SINDHU C T	4PM20BA045	4th	one-day National Level Student Research Presentation, RNSIT Bangalore	First Place
2	RAJU BALIGER	4PM20BA031			

“Department Day Celebration”- Ikyathe– 2022

Celebration of ikyathe 2022 (Intercollegiate Management Fest) organized by Department of MBA, PESITM.

- Total no.of Teams 23 around more thann 20 different colleges.
 - Total no.of participants 180+...
 - Five different events... More than 10 activities.
 - Announced Event wise First and Second Places.
- Runner of Ikyathe 2022- GFGC Ripponpet
 - Champions of Ikyathe 2022 - ATNCC, Shivamogga

Chief Guest Principal Dr. Chitanya Kumar M V
HOD Dr. Prasanna Kumar TM

Prerana Educational & Social Trust ® , Shivamogga
PES INSTITUTE OF TECHNOLOGY & MANAGEMENT
NH 206, Sagar Road, Shivamogga - 577 204
Approved by AICTE, New Delhi | Affiliated to VTU Belagavi | Recognized by Govt. of Karnataka
(ISO 9001 - 2015 Certified Institute | Accredited by NAAC)

DEPARTMENT OF MBA
Proudly Presents

ikyathe 2022

Intercollegiate Management Fest
Open to All Final Year Undergraduate Students

ENFOQUE
Stay Focused

FINANCE MARVEL
Analyst

NEW BIES
Creative Team

HONCHO
Commander

ROCKINIT
Strategic Thinking

Events..

General Guidelines

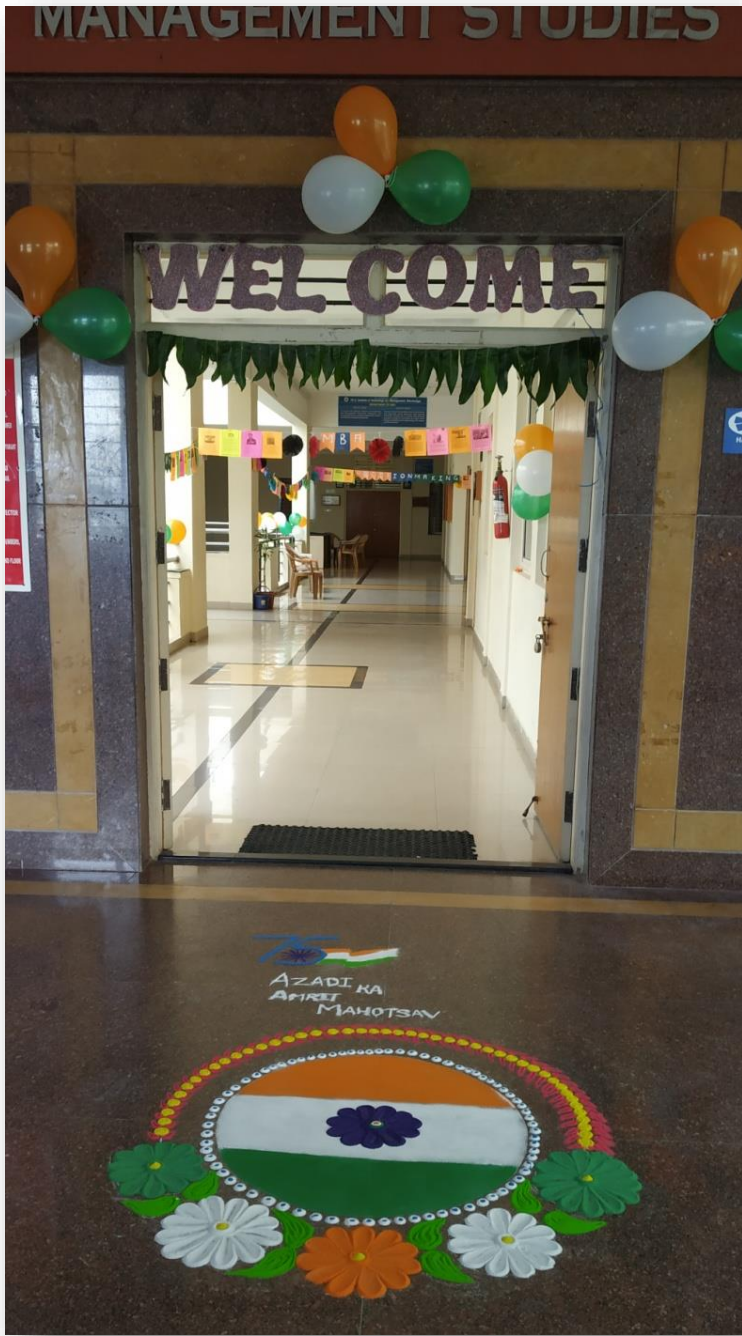
- ✓ All events are team based events.
- ✓ Maximum number of participants in a team : 8
- ✓ Only 2 team per college is allowed.
- ✓ Student in one team can not participate in other team.
- ✓ Wearing ID cards is compulsory for all participants.
- ✓ All the participants must adhere to covid rules.
- ✓ Participants certificates will be provided.
- ✓ Lunch will be provided.
- ✓ Free Registration.

08th Aug 2022
| 9.00am |
MBA - Seminar Hall

SUPPORT
For more details & Registration
Contact Student Co-ordinators

Mr. Vedmurthy – 8884182264
Mr. Abhinav U – 8123020698
Ms. Ruchiha – 9900463694
Ms. Apeksha K S – 9741965638

Heartly Welcome U all



Kala Sangama and Po-Pho- Preranautsava 2022

6-06-2022

- Both event organized by Dept. of MBA.
- 15 members participated

In round 1 the song has been given to the participated to hear for 10 min. where they need to draw a sketch based on their imagination of the song .

For the final round based on the results of 1st round we a formed 7 team . 2 each a team .participate need to design the cloth which should benefit for society .around 4 team come up with their design . the judging criteria based on novelty, presentation and usefulness.

The winner of this event

SL No	NAME	BRANCH	USN.NO
1.	Vaishnavi H R Bhoomika L	Mechanical ISE	4PM20ME032 4PM19IS008
2.	Mithun P Harshitha N M	Mechanical ISE	4PM19ME419 4PM19ID018
3.	Keerthana C Sheety Deekshasheety	ISE ISE	4PM19IS020 4PM19IS012



Poetry photography

Po-Pho

Event

Event Date-06/06/2022
Time-3PM-4.30PM --
Place- MBA Classroom-401

Round-1

- Contestants will be divided in to groups
- Each group will give ONE IMAGE
- Contestant has to write minimum 10 line poem and submit
- Time Duration 30 mins

Final Round- 15-6-2022

Preranautsava-2022
Event Organized by Dept. of MBA



Kala Sangama

6.6.2022

@BEST 4M WASTE

ClothLine Fashion

FINAL ROUND-16.6.2022

BEST CHOICE

Preranautsava-2022
Event Organized by Dept. of MBA

MBA Seminar Hall

 B Original
  B- Novel
  B -Trendy

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