

THE FUTURE OF EDUCATION



NewsLetter

2023-2024

Dept of MBA

<https://pestrust.edu.in/pesitm/mba>

Editor's Wisdom

Dear MBA Department Community,

I trust this message finds you well and ready to embark on a new academic year filled with exciting opportunities and challenges. As the editor of the MBA Department Newsletter, it is my pleasure to welcome you to the 2023-24 academic year, and I'm thrilled to introduce our theme for this year: "Navigating New Challenges with Industry 4.0 and AI in Education."

Embracing Technology's Transformation:



Industry 4.0, characterized by the fusion of digital technologies, artificial intelligence (AI), automation, and the Internet of Things (IoT), has ushered in a new era of innovation, disruption, and transformation. With the advent of chatGPT, these technological advancements have a profound impact on industries across the globe, and education is no exception.

Exploring Our Theme:

In this year's newsletter, we will delve into the intersection of Industry 4.0 and AI in education, addressing key topics such as:

- **Digital Transformation:** Discover how businesses and educational institutions are harnessing technology to optimize processes and stay competitive in a rapidly evolving landscape.
- **AI in Education:** Explore the role of artificial intelligence in revolutionizing the way we teach and learn, from personalized learning experiences to predictive analytics for student success.
- **Industry-Academia Collaboration:** Learn about partnerships between our MBA program and industry leaders, providing students with real-world insights and opportunities.

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- **Emerging Trends:** Stay informed about the latest trends, innovations, and best practices in the business and education sectors.
- **Student Spotlights:** Celebrate the achievements and projects of our MBA students who are at the forefront of using technology to drive change.

Contributions Welcome:

We invite all members of our MBA community to contribute articles, insights, and research related to our theme. Whether you have firsthand experience in adapting to Industry 4.0 or insights into the evolving role of AI in education, your contributions are vital to enriching our newsletter.

Stay Informed:

To stay connected with the latest developments in our MBA department, subscribe to our newsletter and follow us on social media. Engage with fellow students, faculty, and alumni as we navigate the challenges and opportunities that Industry 4.0 and AI bring to our educational journey.

Last but not the least, our beloved 2022 batch of students have just finished their MBA learning with us and ready to experience the real corporate life and beyond and I and on behalf of MBA dept wish them handful of good luck Thank you for being an integral part of our MBA department's journey.

In closing, I want to express my gratitude to each member of our MBA department for making it the vibrant and diverse community it is today. Let us embrace this academic year with open minds and open hearts, ready to learn from one another and, in doing so, cultivate a deeper sense of unity.

I look forward to seeing the incredible accomplishments and experiences that this year will undoubtedly bring.

Warm regards,

Dr.TM Prasana Kumar

Prof. & HOD

Dept of MBA

PESITM

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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.

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Mission

M1: To offer highly inspiring learning platform where in students from diverse backgrounds develop their Competencies to optimum level.

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

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.



Dept of MBA are thrilled to announce the winners of the Utkrist Award 2022 for the best MBA projects of the year, showcasing outstanding academic excellence in Marketing, Finance, and HR projects submitted from your batch. After rigorous evaluation by a distinguished panel of faculty members and industry experts, we are proud to recognize the following 3 students for their exceptional contributions:

1. **Ms. Ambika (HR)-AMBIKA N A- 4PM20BA006**
 - a. " People Analytics Using Machine Learning to Predict Employee Attrition"
 - b. Guide- Dr. Prasanna Kumar T M
2. **Mr. Rahul Rajeev (Marketing)- 4PM20BA030**
 - a. "A Study on Impact of Kellers Brand Equity on Consumer Purchase Decision of Geographical Indications Tagged"
 - b. Guide- DM ArvindMallik
3. **Ms. Suhana Kosher (Finance)- 4PM20BA048**
 - a. "A Study on Risk and Return Analysis of Selected Pharmaceutical Companies"-
 - b. Guide- Arjun J

These three exceptional individuals have demonstrated remarkable skills, creativity, and dedication in their respective fields. Their projects were chosen for their originality, thorough research, practicality, and potential impact on the business landscape.

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Departmental Research - Facts and Figures

Publications	MBA
International Journals	01
National Journals	01
International Conference	00
National Conference	00
Reviewer for Journals	00
Guest Speaker/Resource Person	01
Reviewer for Conferences	00
Grants Received	2 KSCST
PhD Awarded	1
Member in BOS	0
Books Published	2
Book Chapter	0
Patent Filed/Published	1

Certifications -(MOOC/NPTEL/Udemy/COURSERA Certification)

NPTEL (Reg.) - 60 Students 2nd Semester have undertaken various Business related NPTEL course during From Jun to September 2023 (Exams are Due in November 2023)

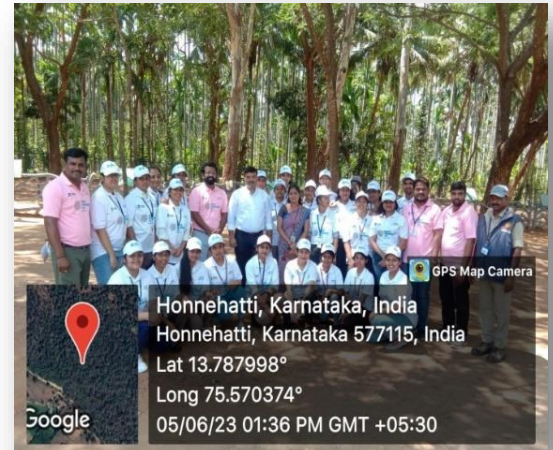
Udemy : Dr. ArvindMallik has completed online graphical course. (Completed on August 2023)

Knowledge sharing Online / Offline

Activities	MBA	Mode Offline / Online
Conducted SDP's	03	Offline
Webinar attended	02	Online
Cultural activities Conducted	01	Offline
Participation in Sports / Quiz Activities/Any (Outside PESITM)	02	Offline

Department Organized functions

“World Environment Day –“Solutions to Plastic Pollution” 5th June, 2023



"World Environment Day - Solutions to Plastic Pollution" on June 5, 2023, is a global initiative aimed at addressing one of the most pressing environmental challenges of our time: plastic pollution. This day serves as a reminder of the urgent need to take collective action to combat plastic pollution and find innovative solutions to protect our planet.

On this day, communities, organizations, governments, and individuals around the w

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HR PRACTICAL LAB

nSynthesis, 19th April 2023 to 5th May 2023.

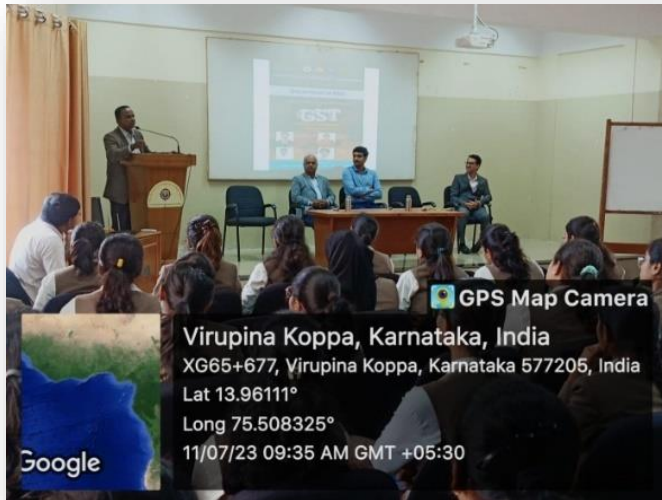


The Organized HR Practical Lab, scheduled from April 19th to May 5th, 2023, is a comprehensive and immersive program designed to provide students with hands-on experience and knowledge in the field of Human Resources. This practical lab offers a unique opportunity for individuals to gain real-world insights and skills necessary for success in HR roles.

Throughout the program, participants will engage in various interactive workshops, simulations, and case studies, allowing them to develop a deep understanding of HR practices such as recruitment, employee engagement, performance management, and HR analytics. Experienced HR professionals and experts will guide and mentor participants, ensuring they acquire practical skills that can be applied immediately in the workplace.

3 - Day Workshop on GST

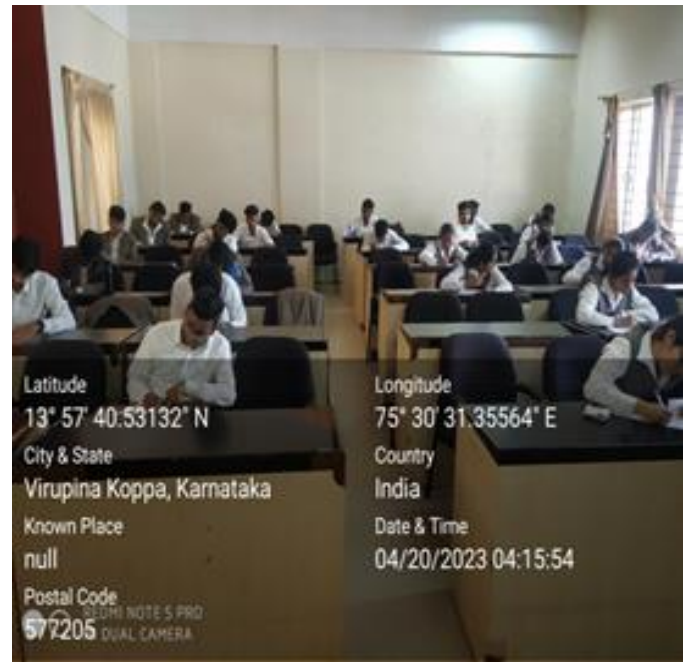
11th to 13th July, 2023



The Organized 3-Day Workshop on GST, scheduled from July 11th to 13th, 2023, is a comprehensive learning opportunity for professionals, business owners, and individuals seeking to gain a solid understanding of the Goods and Services Tax (GST) framework for MBA and M.Com students

This workshop will cover a wide range of topics related to GST, including its legal and procedural aspects, compliance requirements, implications for businesses, and recent updates and changes in GST laws and regulations. Participants will have the chance to interact with industry experts and seasoned tax professionals who will provide insights, practical guidance, and answers to their specific questions.

Over the course of three days, attendees can expect to enhance their knowledge of GST, improve their ability to navigate its complexities, and gain the confidence to manage GST-related matters more effectively. Whether you're a tax professional, business owner, or someone interested in understanding the nuances of GST, this workshop promises to be a valuable and enlightening experience. Join us from July 11th to 13th, 2023, and take your GST expertise to the next level.



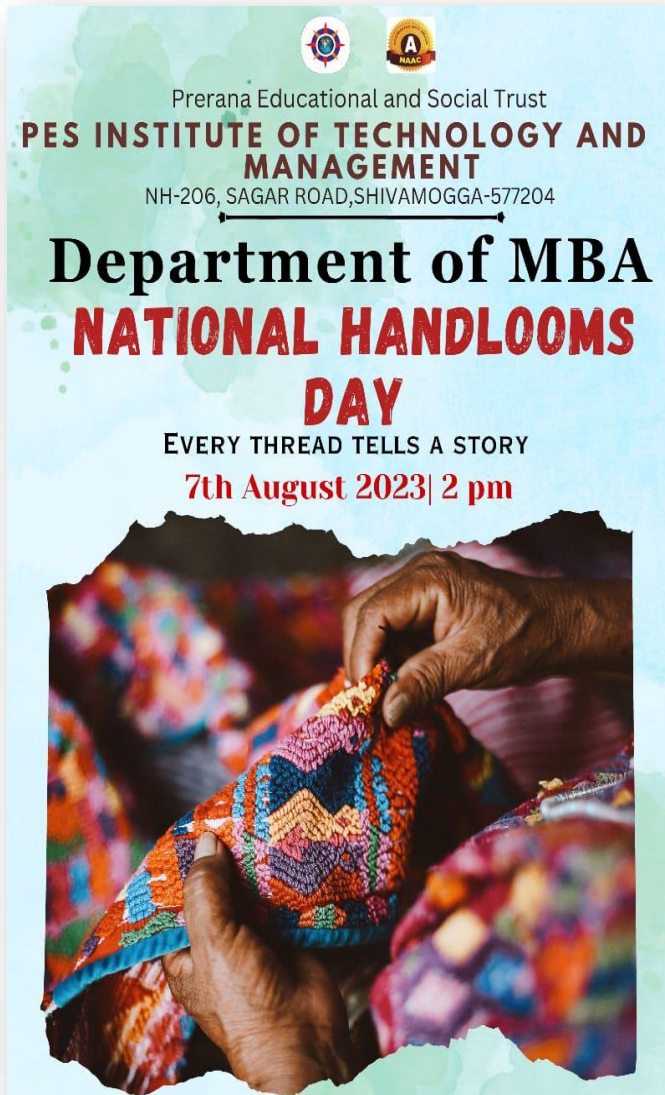
ESSAY COMPETITION ON "Heritage Change and Importance of Conservation in India"- 19th April 2023

Department of MBA conducted an Essay competition on 19th April 2023. This was on the celebration of World Heritage Day. The topic of the essay is "Heritage Change and Importance of Conservation in India". The competition organized under the banner of "Pratibhan". This was for the students who currently studying in the 1st semester.

The main aim of World Heritage Day is to promote awareness about the importance of preserving cultural heritage, such as historic buildings, monuments, and archaeological sites. The day also aims to encourage people to appreciate the diversity of the world's heritage and to participate in the preservation and protection of these sites.

“National Handloom day”

August 07 2023



"National Handloom Day" on August 7, 2023, is a significant occasion that celebrates the rich heritage and craftsmanship of handloom weavers in India. This day is dedicated to recognizing and promoting the traditional art of handloom weaving, which has been a vital part of India's cultural and economic history for centuries.

On this special day, various events and initiatives are organized across the country to highlight the importance of handloom textiles and the artisans who create them. These activities often include exhibitions, workshops, fashion shows, and awareness campaigns to showcase the beauty, diversity, and uniqueness of handwoven fabrics.

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KSCST – Project selected for State level Presentation

Students of 4th semester MBA 2021-23 batch have submitted a proposal for 46th KSCST Project series and the project got selected for state level Exhibition in the month of August 2023 at mudabidri. Project was granted with financial support of Rs3000. Students have completed the project and submitted the same to KSCST.

Project title: **Recycle, reuse and awareness on Bio Degradable coconut fibers in preparing homemade scrubs**

Team Members :Anusha K,ushi Jain, Nithin L Sapthagiri, Soundarya C

Guide : Mr. Hemantha Kumara MG



Training Minds

1.3.2023



The Trading Minds - A Vanquisher Entity

We are “The Trading Minds”, set of professional, premium trainers in the field of Trading and stock market with most panoramic, Coherent and Fruitful training modules for students, professionals, Entrepreneurs to attain financial stability.

Session Details

Speaker: Mr.Anushruth Manchi

Director, Trading Minds,

Beneficiaries: MBA Students (PESITM),

Venue:MBA Seminar Hall PESITM Shivamogga

Time: 11:15 AM to 01:15 PM

Central Excise Duty

24.2.2023



Department of MBA, PESITM, Shivamogga Celebrated the Central Excise Day on the scheduled date by bringing the awareness among the students regarding the various kinds of tax rate and revenue generation for the government of India.

Venue: MBA Seminar Hall

Audience: Both First and Third Semester MBA Students

Three Important Activity on that day:

- Showing the Video on Central Excise Day
- Design the Poster with the theme of Central Excise Day.
- Online E-Quiz given for the Students about the Central Excise.

Add on Courses Business Analytics

19th April to 06th May 2023.



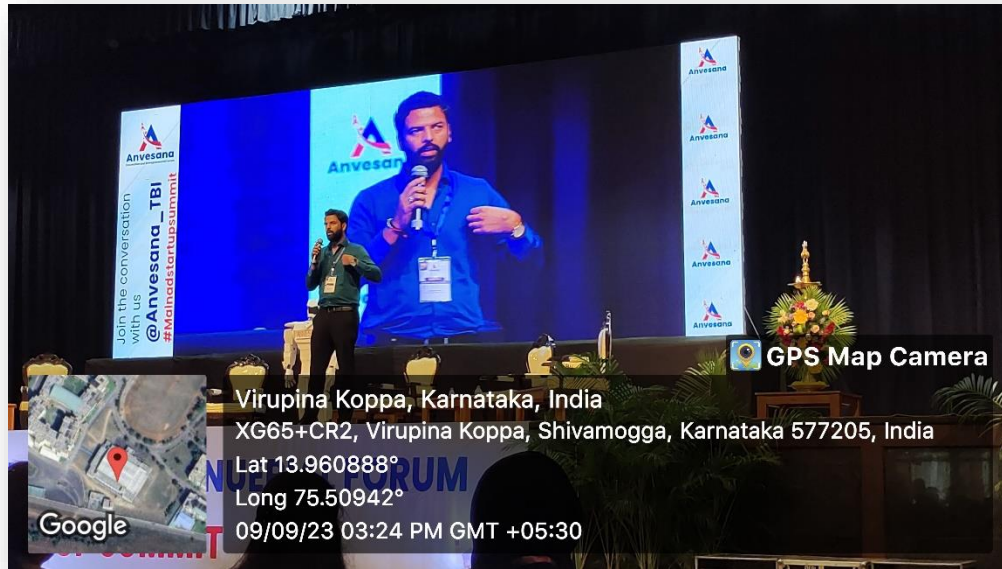
Department of MBA offered 03 add on courses for Second year MBA students. Fingyan academy, Business Toys and nSynthesis were the knowledge partners for the program.

The program held between Trainer: Mr. Manikanta Prasad from Business Toys

Course details:

1. Business Analytics
2. Building mutual fund Portfolio
3. HR Practical Lab

Anveshana- Entrepreneurial Envovation Cell



In a world that thrives on innovation and entrepreneurial spirit, nurturing the next generation of leaders and visionaries is paramount. On September 9th, 2023, an exciting chapter in this journey unfolds as MBA students from PES Institute of Technology and Management (PESITM) come together for the grand inauguration of their Entrepreneurship and Innovation Program.

This event is not just a mere ceremony; it's the commencement of a transformative experience that promises to empower these students with the skills, knowledge, and mindset required to drive innovation and create successful ventures.



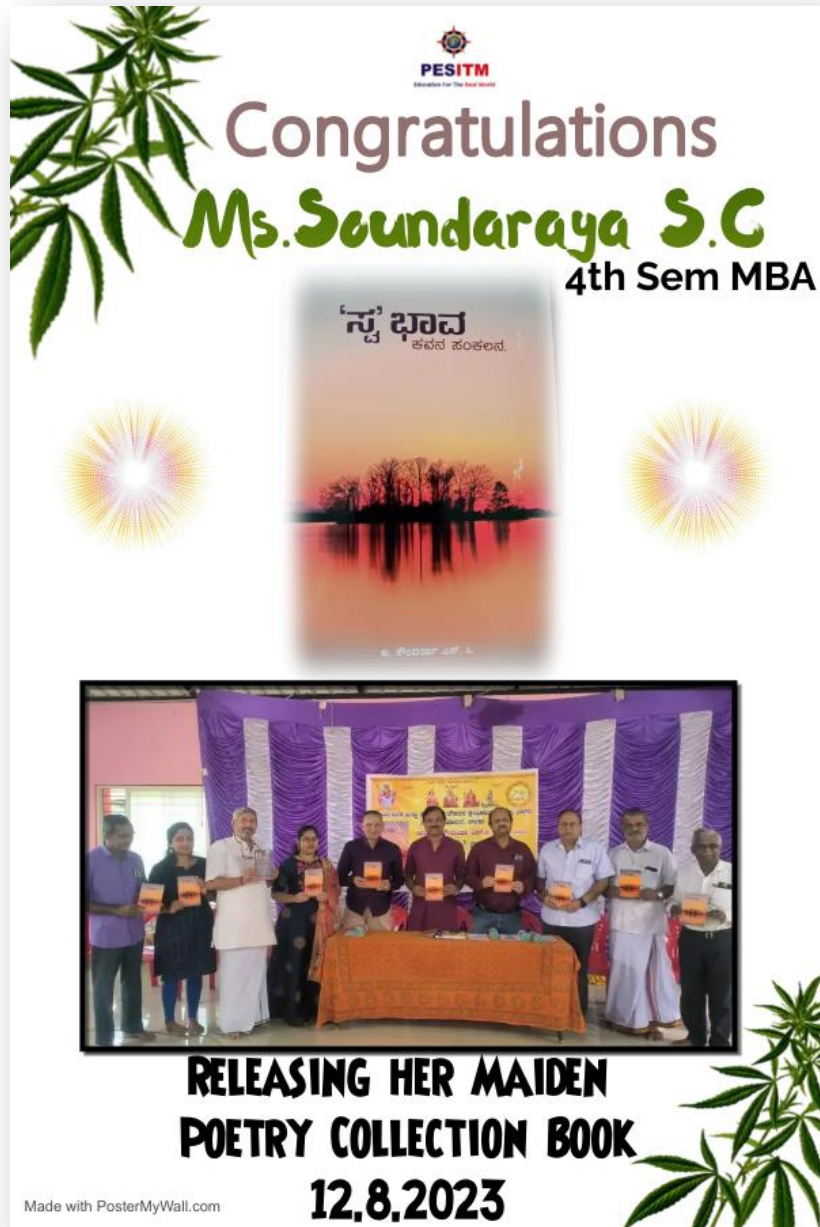


Exploro 2022- 2nd place winner at RNSIT

Exploro 2022 showcased the remarkable academic excellence and research capabilities of RNS Institute of Technology, with Anusri, a fourth-semester MBA student, securing an impressive 2nd place in the research paper presentation category. Her achievement is a testament to her dedication and the institution's commitment to nurturing research talent.

This prestigious one-day national-level student research presentation, Exploro 2022, brought together 120 teams from educational institutions nationwide. It served as a platform for young scholars to display their innovation and intellectual prowess.

In addition, at ESPLORO 2023, the 4th National Conference held virtually at RNSIT's Department of MBA, Ms. Anusri AM secured the 2nd rank among all participants. This consistent success, including the 1st rank achieved in 2022 by Ms. Sindhu and Mr. RajuBaliger, underscores the department's dedication to nurturing research talent and helping students reach their highest potential.



On August 12, 2023, the Department of MBA proudly celebrated the artistic talent of one of its own, Soundaraya, a 3rd-semester MBA student, as she unveiled her debut poetry collection titled "SawhaBhava."

"SawhaBhava," meaning "The Essence of Being" in Sanskrit, is a reflection of Soundaraya's creative spirit and her deep exploration of human emotions and experiences through the medium of poetry. The collection is a testament to her dedication to the craft and her unique perspective on life.

The event was a heartwarming occasion, with faculty, students, and poetry enthusiasts coming together to support Soundaraya's literary endeavor. She shared her inspirations, and poetic journey, and read selected poems from "SawhaBhava," leaving the audience captivated by her words.

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Laurels of Pavithra

Ace Sports Women from Department of MBA



1. Ms.Pavithra represented VTU at the All India Inter University Women Power lifting Championship held at Central University of Himachal Pradesh on 9th -12th March 2023
2. Ms.Pavithra represented VTU at All India Inter University Women weightlifting Championship held at University of Calicut on 28th -31st January 2023
3. Ms.Pavithra has won 1st prize (Gold Medal) in VTU intercollegiate men and women weightlifting / powerlifting competition held during 2022 & 2023.
4. Ms.Pavitra 4th sem MBA won Gold medal in weight lifting under 55kg (snatch 40kg,clean and Jerk 60kg) overall lift 100kg conducted by VTU,2023 .



DR. D M ARVIND MALLIK



Foreword by

Prof. R. Jayaraman

S. P. Jain Institute of Management and Research, Mumbai

Book Publish- Transforming Business with Emerging Technologies:

In the realm of emerging technologies and their impact on business and education, Dr. DM Arvind Mallik stands as a guiding light. An esteemed Assistant Professor with a deep passion for innovation and education, Dr.Mallik has once again demonstrated his commitment to inspiring the next generation. In 2023, he released his third book, "*Transforming Business with Emerging Technologies*" for 3rd Semester MBA Students," a work that promises to reshape the way students perceives and engage with the rapidly evolving tech landscape.

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National Technology Day

May 11, 2023



National Technology Day is celebrated every year on May 11. This day commemorates India's successful nuclear tests that were conducted on May 11th, 1998, at Pokhran, Rajasthan. It is a day to celebrate the achievements of Indian scientists and engineers who have contributed to the development of technology in various fields.

Dept of MBA organised National Technology Day and the resource person was Mr. Girish Kumar, Assistant Manager: Data and Analytics, PwC India

About Resource Person

Mr. Girish Kumar completed his UG in BE -Computer science from BMS college of Engineering, and he completed PG Program in Management from IIM- Ahmedabad.

Faculty Achievements

Dr. D M Arvind Mallik

1. Published "Transforming Business with Emerging Technology", *Iterative International Publisher (IIP)*, ISBN 978- 9357470407, March 2023 (Academic Book)
2. Santosha Kumar Mallick, D.M. Arvind Mallik, "A study on the relationship between Crypto-currencies and official Indian foreign exchange rates ", *Materials Today: Proceedings*, ISSN 2214-7853, <https://doi.org/10.1016/j.matpr.2021.07.383>, Published and Indexed in Scopus,
3. Design Patent filed on Aug 2023 along with 3 students from 4th sem , Tasifya, Shobha and Sincahana, results Awaited.



Mr. Hemantha Kumara M G

01. Guided Project title: Recycle, reuse and awareness on Bio Degradable coconut fibers in preparing homemade scrubs for KSCST 2023 Govt. of Karnataka. (Project selected for State Level Presentation held at Alwas College, Mudabidri.)
02. "Manufacturing of Yarn using reusable and plastic waste in textiles industry" KSCST 2023 Govt. of Karnataka
03. Organized "10 days Business analytics workshop for 4th semester MBA in the Month of April 2023
04. Guest Talk on the topic "" Importance of Higher education in India – Special reference to Karnataka" at RNS Degree college – Murdeshwar on 8th August 2023



Mr. Arjun J



01. Paper Presentation on “ Risk and Return Analysis of Selected Pharmaceutical Companies” In the National Conference on “ Transforming Business Management and Disruptive Technologies; Sustainability and Challenges (NCTBMDT-2023)” organized by Dept.MBA GSSS Institute of Engineering and Technology for Women, Mysuru held on 24th Feb,2023.

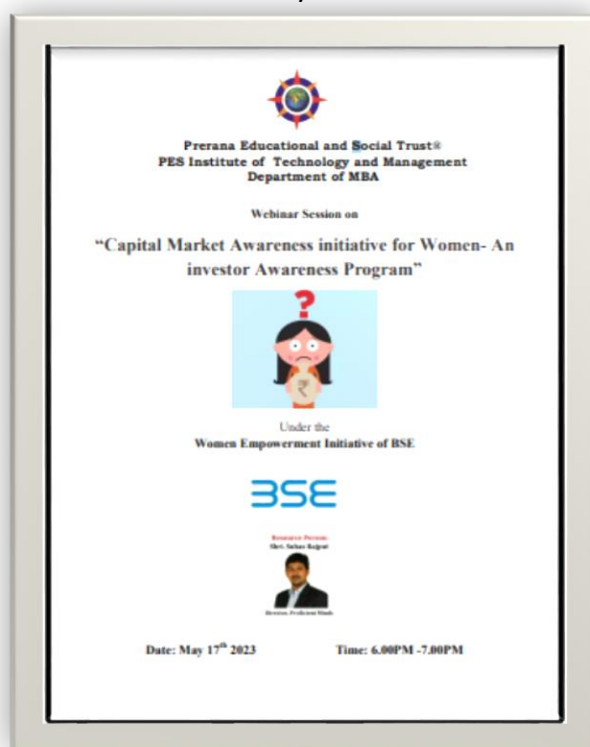
02. Organized “6 days Building Mutual Funds Portfolio” by Fingyan Academy Bengaluru, workshop for 4th semester MBA in the Month of 24th April to 29th 2023



Ms. Jyothi G H



01. Organised "3 Days NISM Mutual Fund Distributors Online Training and Certification" 19th April 2023 to 1st May 2023
02. Published paper entitled "Investment Habits of Investors Towards Mutual Funds – A Study on Investors of Shivamogga City" published in UGC Care Group 1 Journal Madhya Bharti -Humanities and Social Sciences, ISSN: 0974-0066, Vol-83 No. 10, January – June: 2023.
03. Organised Webinar Session on "Capital Market Awareness initiative for Women- An investor Awareness Program" under the aegis of Bombay Stock Exchange (BSE) conducted a Webinar session on 17 th May 2023.

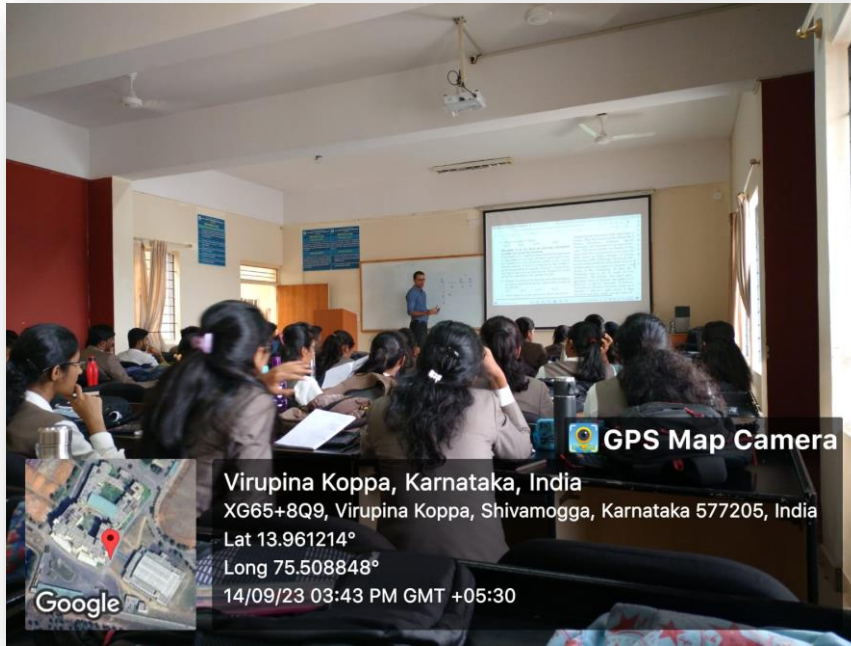


07. Attended NAAC sponsored National Level Seminar on "NEP 2020: A Framework for Transformational Reforms in Higher Education" jointly organized by IQAC, PESITM and Department of CSE, PESITM during 8th to 10th March 2023.
08. Applied for a Funded Project on "Women in Decision Making Roles in Corporates- A Comparative Study in the States of Karnataka and Tamil Nadu" to National Commission for Women, Delhi on June 2023

Dr. D M ArvindMallik, Mr, Arjun J, Ms. Jyothi G H and Mrs, Arpitha R S have submitted research proposal along with setoff 4th Sem Students KSCST Govt. of Karnataka March 2023

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Placement Training Session



Shaping Futures: Career Development Centre's 2nd Sem Placement Training Session on Aptitude Test

In the ever-evolving landscape of higher education, the transition from academia to the professional world is a significant milestone. To bridge this gap and empower students with the necessary skills and knowledge, the Career Development Center of PESITM has taken a proactive step by initiating the 2nd Semester Placement Training Session, focusing on Aptitude Test preparation on August 2023.



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Snapshots

- The 2022 batch of MBA students is about to complete their program, with 60 outstanding students set to graduate.
- Dr. Arvind Mallik, one of our faculty members, received his PhD from VTU, Belgavi on August 1, 2023, and has taken on the role of Associate Professor and In-charge HOD .
- Ms. Jyothi GH, another faculty member, is nearing the submission of her doctoral thesis for Kuvempu University.
- Mr. Hemantha Kumara, a member of our faculty, has successfully completed his PhD coursework at Srinivasa University, Mangalore.
- Additionally, our dedicated faculty member, Mrs. Arpita, will begin her full-time PhD program at Kuvempu University starting from September 2023 and Mr.Sunil who has been very instrumental in guiding students for us since 2022 have been taken up new role in Corporate soon and we are proud of their commitment to higher education. We wish both of them best of luck.

Furthermore, we had the privilege of sharing in the national celebration of India's success with the launch of the Chandrayaan-3 mission on July 14. A total of 120 students from the Department of MBA were fortunate to witness this historic event at India's main space port in Andhra Pradesh, experiencing the true essence of happiness.



Thank you for taking the time to read our newsletter. We hope you found the information insightful and valuable. Your continued support and engagement mean the world to us. If you have any feedback, suggestions, or topics you'd like us to cover in future editions, please don't hesitate to reach out.

hodmba@pestrust.edu.in

We always appreciate hearing from our readers. Stay tuned for more updates and exciting content in our next newsletter. Until then, stay safe, stay inspired, and have a wonderful month ahead.

Warm Regards