



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

NEWSLETTER

Volume 01, Issue 01, 2026

YAŞOGÄTHE

Welcome to the Department of MBA, a centre of leadership, innovation, and applied management education. Established in 2007, the department is led by Dr. Vikrama D K and supported by a highly qualified, dedicated faculty. Empowering minds, shaping leaders. Our MBA program is designed to develop future business leaders by integrating academic rigor with practical experience. Through a contemporary curriculum, strong industry partnerships, experiential learning, and real-world projects, we prepare students with strategic thinking, analytical problem-solving, and entrepreneurial vision. We share the latest updates, achievements, and opportunities from our vibrant academic community. Join us as we celebrate success and continue our pursuit of excellence in management education.

Department Vision

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

Department Mission

M1: To offer a 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

LIVE ONLINE WEBINAR - FACTORS AFFECTING GENDER MARKETING

Prerana Educational and Social Trust (R)
PES Institute of Technology and Management
NH 206, Sagana Road, Shivamogga - 577 204
Approved by AICTE, New Delhi | Affiliated to VTU, Belagavi | Recognized by Govt. of Karnataka
MBA Accredited Programs: CSE, CIV, ECE, ISE, EEE & ME

Industry Institute Interaction Cell (IIIC)
in association with
Department of MBA
Organises
FACTORS AFFECTING GENDER MARKETING

LIVE
Online Webinar
QR Code

02
Jan 2026
Time
1:30 PM
to
2:30 PM

Dr. Esma Ebru Sentürk
Lecturer PhD., MSc
Osmancık Ömer Derindere Vocational School
Hitit University, Çorum
Türkiye

The Industry Institute Interaction Cell (IIIC), in association with the Department of MBA, PES Institute of Technology and Management, Shivamogga, organized a Live Online Webinar on “Factors Affecting Gender Marketing” on 02 January 2026, featuring Dr. Esma Ebru Sentürk, Lecturer, Osmancık Ömer Derindere Vocational School, Hitit University, Çorum, Türkiye, as the distinguished resource person. The session provided valuable insights into the influence of gender perspectives on consumer behaviour, marketing strategies, market segmentation, branding, and promotional approaches, while highlighting the importance of understanding changing consumer expectations and adopting inclusive marketing

practices. The webinar offered MBA students, faculty members, and marketing enthusiasts a global and contemporary perspective on gender marketing, enabling them to connect theoretical concepts with emerging marketing trends and practical business applications. The interactive session served as an enriching academic and industry-oriented learning experience, strengthening the connection between global marketing practices and management education.

ONE-DAY WORKSHOP ON - STOCK MARKET & INVESTMENT BANKING

The Department of MBA, PES Institute of Technology and Management, Shivamogga, organized a One-Day Workshop on “Stock Market & Investment Banking” with the objective of providing students with practical exposure to the world of finance, stock markets, investment banking, and capital markets. The workshop featured Mr. Mehran Majeed, BE, MBA, CMSA, FMVA, CEO – Fintraple Capital, as the distinguished resource person. His professional expertise and industry experience provided participants with valuable insights into the functioning of financial markets and the evolving opportunities in the finance sector. The workshop covered important aspects of stock market fundamentals, investment banking operations, market trends, real-time

market analysis, and career opportunities in the finance industry. The resource person explained various concepts through practical examples and industry-oriented discussions, enabling students to connect theoretical knowledge with real-world financial practices. The session was particularly beneficial for MBA students aspiring to pursue careers in finance, investment banking, stock market operations, financial analysis, and capital markets. The workshop also enhanced students’ awareness of current market developments and the skills required to succeed in the competitive financial services industry. The programme witnessed active participation from students and faculty members and provided an insightful and engaging learning experience. The workshop contributed significantly towards enhancing students’ practical understanding of financial markets and strengthening their industry readiness.



SAMANVAYA 2026 – MULTIDISCIPLINARY UG FEST



Samanvaya 2026, a State-Level UG Fest, was organized on 15 April 2026 at PESITM & PESIAMS, with the participation of the Departments of MBA, MCA, and M.Com. The event provided a vibrant platform for graduating students to showcase their talents, creativity, innovation, and potential through a variety of competitions and engaging activities. The fest encouraged healthy competition, innovation, networking, teamwork, and recognition, while offering students an enriching opportunity to interact, learn, and celebrate their achievements. With an exciting blend of creativity and competition, Samanvaya 2026 created a memorable and dynamic environment that encouraged students to explore their capabilities and celebrate their potential beyond the classroom.

SWADESHI MELA – SUSTAINABLE VENTURES DEMO & SALES FAIR



The Department of MBA, PES Institute of Technology and Management, Shivamogga, organized “Swadeshi Mela – Sustainable Ventures Demo & Sales Fair” on 17th January at the corridor outside the Main Seminar Hall/Anvesana, providing an enriching platform for 28 innovative teams comprising 113 MBA students to showcase their entrepreneurial ideas through live product demonstrations, business pitch presentations, and sales activities. The initiative promoted creativity, sustainability, innovation, and entrepreneurship, while encouraging students to transform their ideas into practical ventures and gain hands-on experience in product development, marketing, sales, and business management. The event reflected the true spirit of Swadeshi by highlighting student-led sustainable ventures and creating an engaging learning environment where ideas were transformed into action and classroom learning was connected with real-world entrepreneurial practices.

INDUSTRY INSIGHTS SESSION



The Industry Institute Interaction Cell (IIIC), in association with the Department of MBA, PES Institute of Technology and Management, Shivamogga, successfully organized an Industry Insights Session featuring industry experts from CBM Nanjappa Hospitals—Mr. Antony Sagayaraj, Mr. Sunny Marcila, Senior Manager – Doctor Relations, and Mr. Prashanth S, Senior Executive – Doctor Relations. The session aimed to bridge the gap between classroom learning and real-world industry practices by providing MBA students with valuable insights into healthcare management, industry expectations, professional ethics, workplace practices, and career opportunities in the healthcare sector. The interactive session enabled students to gain practical knowledge and understand the skills and competencies expected by the industry, making it a highly engaging and informative learning experience that contributed to shaping industry-ready management professionals.

INTER/INTRA INSTITUTIONAL B-PLAN COMPETITION



The Department of MBA and Institution's Innovation Council (IIC), PES Institute of Technology and Management (PESITM), Shivamogga, successfully organized the Inter/Intra Institutional B-Plan Competition with the theme "Pitch – Innovate – Impact." The event provided undergraduate students with an engaging platform to showcase innovative business ideas, demonstrate entrepreneurial creativity, and interact with peers. Participants presented impactful business concepts, encouraging innovation, collaboration, and networking. Outstanding ideas were recognized with cash awards, certificates, and other accolades. The competition served as a meaningful initiative to nurture entrepreneurial talent and transform innovative ideas into impactful business opportunities for tomorrow.

CELEBRATING STUDENT EXCELLENCE AND EMPLOYABILITY SKILLS



Skills are the foundation of true employability, and the MBA students of PES Institute of Technology and Management (PESITM), Shivamogga, continue to demonstrate this through their dedication, hard work, and commitment to continuous learning. Heartiest congratulations to the MBA Batch 2024-26 and Batch 2025-27 for their remarkable achievements and pursuit of excellence. Their passion, perseverance, and determination reflect their readiness to embrace future opportunities and build successful careers. We commend their accomplishments and encourage them to keep learning, keep striving, and keep achieving!

AD TARANGA 2026 – ADVERTISEMENT COMPETITION

The PESITM MBA Marketing Club successfully organized “AD TARANGA 2026 – Advertisement Competition,” a vibrant and engaging activity designed to foster creativity, strategic thinking, and marketing skills among first-year MBA students. The competition witnessed enthusiastic participation from teams who showcased their talents in advertising, innovative thinking, brand storytelling, teamwork, and marketing creativity. Congratulations to all the participating teams – Campaign Crafters, Ad Smiths, Ad Masters, Idea Creators, Vision Hunters, and Creative Challengers – for their enthusiastic efforts and impressive performances. The event served as a memorable experiential learning platform, blending creativity, collaboration, innovation, and marketing excellence. The activity was designed and conducted by Mrs. Arpitha R S. The department expresses its sincere gratitude to the Management, Principal, and HOD for their continued encouragement and support in promoting innovative and creative student activities.



PESITM MBA STUDENTS ON ALL INDIA RADIO SHIVAMOGGA



PESITM MBA students Ashritha, Anusha, Aditya, Raki Rajeev, Simran Banu, Shubhashree, Asiba Tasneema, Teju, and Sanvi participated in a special programme on All India Radio Shivamogga (FM 103.5 & 101.4 MHz) on 12th June 2026 at 10:00 AM. The students shared their knowledge, ideas, and perspectives with the listeners, showcasing their communication skills and confidence. The Department of MBA sincerely thanks the AIR Shivamogga team for providing this valuable platform and the PESITM Management, Principal, Vice Principal, HOD, and faculty members for their continued encouragement and support.

ONE-DAY WORKSHOP ON CAPITAL MARKET



The Department of MBA, PESITM Shivamogga, in association with IQAC and FINGENZ Students Finance Club, organized a One-Day Workshop on Capital Market on 23rd June 2026 in collaboration with Angel One. The session, led by Mr. Amrit from Angel One, provided students with practical insights into capital markets, stock market fundamentals, investment opportunities, risk management, and wealth creation strategies. The workshop enhanced students' financial literacy, investment awareness, and practical understanding of the financial market, empowering them to make informed financial decisions as future managers.

PARENTS-TEACHERS MEETING 2026



The Department of MBA, PES Institute of Technology & Management, Shivamogga, successfully organized a Parents-Teachers Meeting on 16th June 2026 at the MBA Seminar Hall. The meeting provided a valuable platform for meaningful interaction among parents, faculty members, and students, with 18 parents actively participating in the session. The programme commenced with a warm welcome address by Ms. Sanvi G.J., First-Year MBA student, and was presided over by Dr. Vikrama D.K., Head of the Department of MBA, along with the faculty members. The Head of the Department highlighted the achievements and progress of the department and shared its vision for academic initiatives, industry collaborations, placement activities, and holistic student development. A special highlight of the meeting was the felicitation of 13 student achievers, who received Letters of Appreciation for their accomplishments in Academic Excellence, Subject Toppers, Sports, Co-curricular Activities, and Extracurricular Activities. The recognition brought immense pride and happiness to the parents and encouraged students to strive for greater achievements. The department expressed sincere gratitude to the Principal and Vice Principal for their continued encouragement and support. The event was coordinated by Dr. Hemanth Kumar M.G.

PESITM ANNUAL DAY – PRERANA 2026

PES Institute of Technology and Management (PESITM), Shivamogga, celebrated its Annual Day “Prerana 2026” with grandeur and enthusiasm on 16th May 2026 at Prerana Convention Hall. The event was inaugurated by the Chief Guest Mr. Subash B. R., in the



esteemed presence of Dr. Nagaraja R., Dr. Swamy D. R., Dr. Sekar Rajan, and Mr. Tharanatha H., Cultural Coordinator, PESITM. Addressing the gathering, the Chief Guest emphasized the importance of innovation, AI, smart technology, robotics, cybersecurity, leadership, communication skills, and lifelong learning, inspiring students to become problem-solvers, innovators, and future leaders. In his presidential remarks, Dr. Nagaraja R. highlighted the importance of professional communication, integrity, and continuous skill development for success. The celebration featured the Annual Report presentation, prize distribution ceremony honouring student achievers, and vibrant cultural performances showcasing the talent and creativity of PESITM students. Prerana 2026 was a memorable celebration of achievement, talent, innovation, and the vibrant spirit of PESITM.

GST – SMART LEARN: KNOWLEDGE SHARING SESSION



The FINGENZ Students Finance Club, Department of MBA, PES Institute of Technology & Management, Shivamogga, organized “GST – SMART LEARN,” a knowledge-sharing session for First-Year MBA students on 11th June 2026. The session was conducted by Second-Year MBA students Poornima, Akshatha, Priyanka D., and Deeksha Jain, who shared insights into the fundamentals, compliance procedures, and practical aspects of Goods and Services Tax (GST). The peer-learning initiative enhanced students’ subject knowledge, presentation skills, and collaborative learning through an interactive exchange of ideas. The Department appreciates the student presenters and thanks the Management, Principal, Vice Principal, HOD, Faculty Coordinator, and FINGENZ Students Finance Club for their continued support and encouragement.

FINGENZ IN ACTION – DUTIES AND POWERS OF IRDA



The FINGENZ Students Finance Club, Department of MBA, PES Institute of Technology & Management, Shivamogga, conducted an engaging learning activity on “Duties and Powers of IRDA.” The activity provided students with an opportunity to explore the role of IRDA in insurance regulation, risk management, consumer protection, policy optimization, and compliance. Through creativity, teamwork, and innovative learning approaches, students actively participated and demonstrated their understanding of the topic. The activity served as an effective platform for learning beyond the classroom while strengthening students’ financial knowledge, teamwork, and coordination skills. The Department appreciates the enthusiastic participation of the students and acknowledges the excellent coordination by Mrs. Swathi Y S, Assistant Professor, Department of MBA, PESITM Shivamogga.

PUBLIC SPEAKING COMPETITION- NATIONAL YOUTH DAY 2026



MBA students of PES Institute of Technology and Management (PESITM), Shivamogga, proudly participated in the Public Speaking Competition organized by the Department of Mechanical Engineering in association with the Institution's Innovation Council (IIC), PESITM, as part of National Youth Day 2026. Demonstrating confidence, clarity of thought, effective communication, and leadership skills, the MBA students secured top prizes, bringing pride and recognition to the Department and the institution. Their achievement reflects the spirit of youth leadership, excellence, and active participation. Heartiest congratulations to the winners for their outstanding performance!

AT THE CROSS ROAD – MBA SPECIALIZATIONS ORIENTATION 2026



The Department of MBA, PES Institute of Technology and Management (PESITM), Shivamogga, successfully organized an insightful orientation programme titled “At the Cross Road – MBA Specializations Orientation 2026.” The programme aimed to help students understand the various MBA specialization options and make informed decisions aligned with their career aspirations and interests. The session was graced by Dr. Swamy D. R., Principal, PESITM, whose inspiring words encouraged students to carefully evaluate their strengths and future career opportunities while choosing their specialization. Dr. Vikrama D. K., Professor and Head, Department of MBA, along with the faculty members, contributed to making the programme meaningful and engaging. The orientation provided students with valuable guidance to explore diverse career pathways and make confident decisions about their professional future.

PESITM CELEBRATES - 16TH GRADUATION DAY



PES Institute of Technology and Management (PESITM) proudly celebrated its 16th Graduation Day, honouring the graduating students of the Batch 2026 along with the placed students. The ceremony commenced with the traditional lighting of the lamp by the Chief Guest, Mr. Chandrakanth Boppa, Director – Strategy & Analytics, Fanatics Inc., Bengaluru, in the esteemed presence of Dr. Nagaraja R., Registrar, PES Trust; Dr. Swamy D. R., Principal, PESITM; Dr. Sekar Rajan, Vice Principal, PESITM, and the Heads of Departments. Addressing the gathering, the Vice Principal highlighted the institution's journey and remarkable placement progress, with 560+ offers achieved during the year. The Chief Guest congratulated the graduates and emphasized the importance of family, mentors, and friends in their journey. He encouraged students to embrace challenges as opportunities and continue to “keep learning, keep pivoting, and keep growing.” He also advised them to develop the habit of early saving and consistent investment while remaining grateful for their journey. The graduation ceremony marked a memorable milestone, inspiring graduates to carry forward the values of curiosity, continuous learning, responsibility, and excellence as they embark on their professional journeys.



FINGENZ STUDENT CLUB ACTIVITY – PANEL DISCUSSION



As part of the FINGENZ – IAPM Student Club initiatives, the Department of MBA, PESITM, organized an engaging Panel Discussion on “Fundamental Analysis and Technical Analysis.” The session was moderated by Ms. Thrupthi, who effectively facilitated the interaction among the panelists — Priyanka D., Deepa, and Amrutha. The discussion covered key areas such as valuation approaches, market trends, chart patterns, financial ratios, and the role of fundamental and technical analysis in investment decision-making. The panelists shared practical examples and demonstrated their understanding of financial concepts with clarity and confidence. The interactive session provided students with valuable insights into investment analysis while strengthening their analytical, communication, and presentation skills. The activity reflected the enthusiasm and growing financial expertise of MBA students through the FINGENZ Club.

MBA CRICKET TOURNAMENT 2026



The Department of MBA, PES Institute of Technology and Management (PESITM), Shivamogga, successfully hosted a Cricket Tournament on 29th May 2026 at the PESITM College Campus Cricket Ground. The tournament witnessed enthusiastic participation from both First-Year and Second-Year MBA boys' and girls' teams, creating an energetic atmosphere filled with sportsmanship, teamwork, and healthy competition. The event was conducted in the presence of Dr. Hemanth Kumar M.G., whose encouragement motivated the students throughout the tournament. The event provided students with an opportunity to showcase their sporting talent while strengthening team spirit, leadership, coordination, and camaraderie beyond the classroom.

STUDENT ACHIEVEMENT – NATIONAL HILL CLIMB CHAMPIONSHIP



The Department of MBA, PES Institute of Technology & Management (PESITM), Shivamogga, proudly celebrates the remarkable achievement of Mr. Darpan Darshan, 3rd-Semester MBA student, at the Indian National Hill Climb Championship – Round 3, held during Utsav De Hampi 2026 on 3rd and 4th January 2026. He secured 1st Place in Group B (Up to 165cc), 1st Place in Group B (166cc to 260cc), and Runner-Up in the Indian Open 4 Stroke category, along with successfully qualifying for the Finals. His outstanding performance reflects his dedication, determination, and sporting excellence. The Department of MBA and PESITM Management congratulates Mr. Darpan Darshan on this remarkable accomplishment and wishes him continued success in the upcoming finals.

EXPLORING THE FUTURE OF BUSINESS RESEARCH WITH AI



The Department of MBA, in association with IQAC, PESITM Shivamogga, successfully inaugurated a three-day Student Development Programme on “Exploring AI in Business Research: Opportunities, Challenges & Strategic Impact”, held from 29th June to 1st July 2026. The programme was inaugurated by Mr. Sunil R. G. in the esteemed presence of Dr. Nagaraja R., Dr. Swamy D. R., and Dr. Vikrama D. K., along with faculty members Dr. Hemanth Kumar M. G. and Ms. Arpitha R. S. The inaugural panel discussion explored the transformative role of Artificial Intelligence in business research, decision-making, and the future of work, emphasizing AI literacy, prompt engineering, critical thinking, ethical AI practices, research methodology, and data-driven decision-making. The programme highlighted how AI enhances research through speed, scalability, and deeper insights while reinforcing the importance of human intelligence, ethical judgment, and critical analysis. The initiative reflects PESITM’s commitment to equipping students with future-ready skills and connecting academia, research, and industry in an evolving AI-driven business environment.

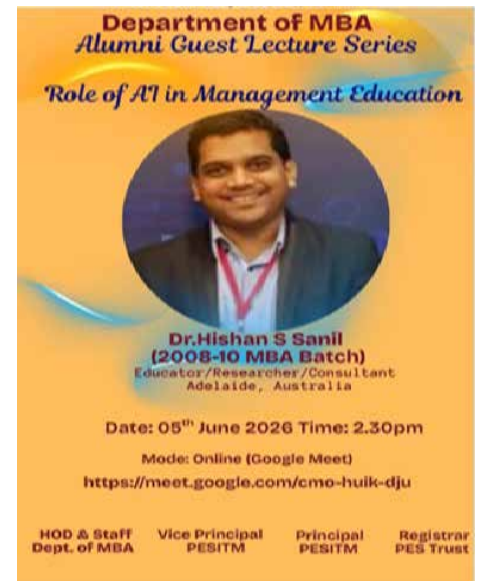
PESITM AWARENESS PROGRAMME ON DRUG ABUSE AND ITS ILL EFFECTS



PES Institute of Technology and Management (PESITM), Shivamogga, conducted an Awareness Programme on “Drug Abuse and Its Ill Effects” on 8th January 2026 at the campus. The programme was organized by Parivartana Trust, Bengaluru, in association with JCI and Rotary Club, Shivamogga, to create awareness among first-year students about the harmful effects of drug abuse and the importance of leading a healthy and responsible life. The programme was inaugurated by Dr. Swamy D. R., Principal, PESITM, in the presence of senior faculty members and Heads of Departments. Around 150 students from Engineering, MBA, and MCA programmes, along with faculty members, actively participated in the programme. The awareness session provided valuable insights into the consequences of drug abuse and encouraged students to make responsible choices. The programme concluded with a pledge against drug abuse, reaffirming the institution’s commitment to promoting a healthy, safe, and drug-free campus and a better future for the youth.

MBA PESITM ALUMNI GUEST LECTURE SERIES

The Department of MBA, PES Institute of Technology and Management (PESITM), Shivamogga, organized an insightful Alumni Guest Lecture Series on “Role of AI in Management Education” on 5th June 2026 through Google Meet. The session featured distinguished alumnus Dr. Hishan S. Sanil (MBA Batch 2008–10), Educator, Researcher and Consultant, Adelaide, Australia, as the resource person. Dr. Hishan shared valuable insights into how Artificial Intelligence is transforming management education, decision-making, learning methodologies, and the preparation of future managers. His practical examples and global perspectives encouraged students to explore AI-driven tools, innovation, and continuous learning. The session witnessed enthusiastic participation from MBA students and faculty members, providing a meaningful platform to connect academic learning with global practices. The Department expresses its sincere gratitude to the Registrar, Principal, Vice Principal, and Head of the Department for their continued support and encouragement, and extends special appreciation to Dr. Hishan S. Sanil for reconnecting with his alma mater and sharing his expertise with the students.



MBA FACULTY MEMBER AS RESOURCE PERSON – EXPERT TALK ON BUSINESS MODEL CANVAS



The Department of Electronics and Communication Engineering, PES Institute of Technology and Management (PESITM), in association with the Institution's Innovation Council (IIC), organized an insightful Expert Talk on "Business Model Canvas (BMC) & Business Model Fit." The session was delivered by Mrs. Arpitha R. S., Assistant Professor, Department of MBA, PESITM, as a resource person. She highlighted the importance of entrepreneurship, innovation, and technology-driven business solutions in addressing real-world challenges. The session provided students with a practical understanding of the nine building blocks of the Business Model Canvas and its application in designing, analysing, and developing sustainable business models. Startup case studies and real-life success stories were discussed to demonstrate how businesses adapt their models through customer feedback, innovation, and changing market trends. The session enriched students' entrepreneurial thinking and encouraged them to explore innovative solutions with strong business potential.



STUDENT PLACEMENT ACHIEVEMENT

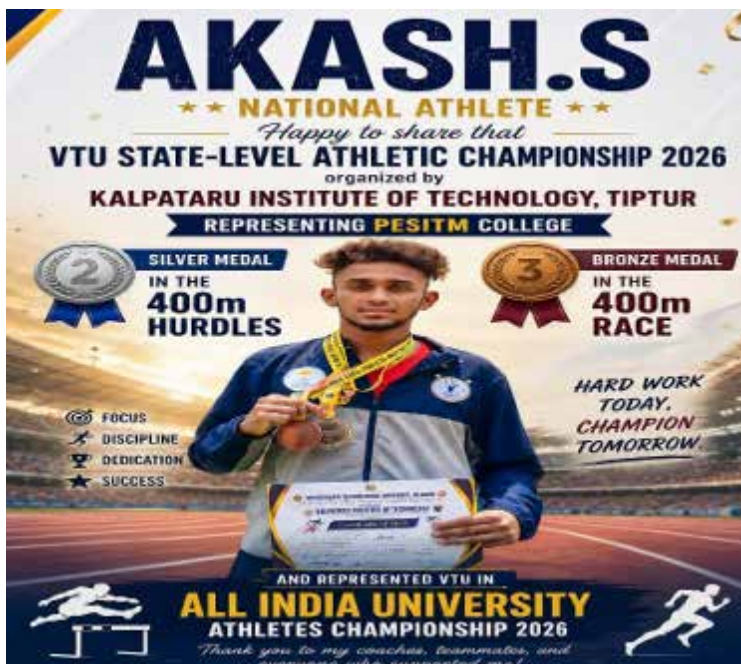
The Department of MBA, PES Institute of Technology & Management (PESITM), Shivamogga, proudly celebrates the remarkable placement achievements of Mr. Abdul Waseem Hasan. He secured placements with Learn Flu Company at an impressive package of ₹8 LPA and Face Prep Company with a package of ₹3.2 LPA, demonstrating his strong professional capabilities, dedication, and commitment to excellence. This dual achievement is a proud moment for the Department and reflects the quality of talent nurtured at PESITM. The Department congratulates Mr. Abdul Waseem Hasan on this significant career milestone and wishes him continued success and a bright professional future.

STUDENT PLACEMENT ACHIEVEMENT



The Department of MBA, PES Institute of Technology & Management (PESITM), Shivamogga, proudly congratulates Ms. Ruchitha G on her successful selection with HDFC Life at an impressive package of ₹4.75 LPA. Her achievement reflects her hard work, dedication, perseverance, and professional readiness. This placement marks a significant milestone in her career journey and brings pride to the Department and the institution. PESITM Shivamogga extends its heartfelt congratulations and wishes Ms. Ruchitha G a bright, successful, and rewarding professional future.

STUDENT ACHIEVEMENT –VTU STATE-LEVEL ATHLETIC CHAMPIONSHIP



PES Institute of Technology and Management (PESITM), Shivamogga, proudly congratulates Akash S, a talented national-level athlete representing PESITM, for his outstanding performance at the VTU State-Level Athletic Championship 2026, organized by Kalpataru Institute of Technology, Tiptur. He secured a Silver Medal in the 400m Hurdles and a Bronze Medal in the 400m Race, demonstrating exceptional focus, discipline, dedication, and sporting excellence. His remarkable performance also earned him the opportunity to represent VTU at the All India University Athletes Championship 2026. The Department congratulates Akash on this remarkable achievement and wishes him

INVITES FOR NEWS ARTICLES

We are pleased to invite everyone to send their articles for future editions of “YOSOGATHE”. That fits into the following category.

- Informative, awareness creating, trending, short or descriptive technical articles /non technical articles.
- Paintings, pencil sketches, doodles, poems, jokes, photography etc.
- Articles are accepted both in Kannada and English languages.

Editorial Board

SL. No	Names of Editorial Board of Members	Designation of Board of Members
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Thank You