



SAMSMRITI

DEPARTMENT
E-NEWS LETTER

VOLUME - 6
ISSUE - 2 JANUARY 2026

DEPARTMENT OF MANAGEMENT STUDIES



Sustainable Institutions of India
Green Rankings-2025,
Titanium Band



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SAMSMRITI

Volume 6, Issue 2 January 2026

From the Editorial Desk

Dear Readers,

It is with great pride and pleasure that we present to you the latest edition of the Department of Management Studies Newsletter, our bi-annual reflection of the vibrant academic and cultural life within our department.

This newsletter serves as a meaningful platform to showcase the collective achievements, intellectual pursuits, and progressive initiatives of our students and faculty. In this edition, we bring together a rich compilation of departmental highlights, student accomplishments, faculty contributions, event reports, and thought-provoking articles, capturing the spirit of excellence that defines our academic community.

At the Department of Management Studies, we strongly believe that education is not limited to curriculum delivery alone it is a continuous process of building competence, shaping character, nurturing leadership, and strengthening professional readiness. Every seminar attended, project executed, competition participated in, and responsibility undertaken contributes to the holistic development of our learners and strengthens the department's vision of creating socially responsible and industry-ready management professionals.

More than a record of events, this newsletter stands as a celebration of teamwork, resilience, innovation, and growth. It reflects the passion, discipline, and dedication with which our department continues to evolve—embracing opportunities, overcoming challenges, and striving for greater heights in academics, research, and institutional excellence.

We extend our sincere gratitude to all the contributors, student coordinators, faculty members, and supporters who have played a vital role in making this edition possible. Your enthusiasm and commitment have helped us bring this publication to life with quality and purpose.

As you explore these pages, we hope you find inspiration in the stories shared and pride in the progress achieved. Let this edition encourage us all to continue learning, leading, and contributing meaningfully to our academic ecosystem and beyond.

Happy Reading

Warm regards,
The Editorial Team
Department of Management Studies

Engineering Excellence, Management Insights: Visit to Toyota Kirloskar Motor

1. Industrial Visit to Toyota Kirloskar Motor



The Department organized an industrial visit to Toyota Kirloskar Motor Pvt. Ltd. on 26 September 2025 at the Bidadi Industrial Area, Ramanagara District. The objective of the visit was to provide students with practical exposure to automobile manufacturing. During the visit, students observed the complete vehicle production process including raw material handling, welding, painting, assembly, quality inspection, and final dispatch. They also gained insights into automation, lean manufacturing practices, quality standards, and Toyota's focus on sustainability and employee welfare. Overall, the visit was highly informative and helped students understand real-time industrial operations and professional work practices.



Inside the World of Digital Marketing: Visit to Hiveminds

2. Industrial Visit to Hiveminds Innovative Market Solutions Pvt Ltd

On 25 September 2025, the Department organized an industrial visit to Hiveminds Innovative Market Solutions Pvt. Ltd., Global Tech Park, Bengaluru, for II Year MBA students (Batch 2023–2025). The visit aimed to provide real-time exposure to digital marketing and analytics. Students gained insights into data-driven decision-making, performance analytics, digital marketing strategies, and corporate workflow, helping them understand industry trends and employability requirements.

JSS MAHAVIDYAPEETHA
JSS Academy of Technical Education, Bengaluru-60
Department of Management Studies

INDUSTRIAL VISIT
HiveMinds
Innovative Market
Solutions Pvt Ltd

25 SEPTEMBER 2025
9:00 AM
No.11, Seventh Floor, Global Tech
Park, O Shaugnessy Rd, Langford
Gardens, Bengaluru, Karnataka-
560025

STUDENT COORDINATOR
SHASHANK M K
SONIKA H C

FACULTY COORDINATOR
Dr. NAGESHA H G

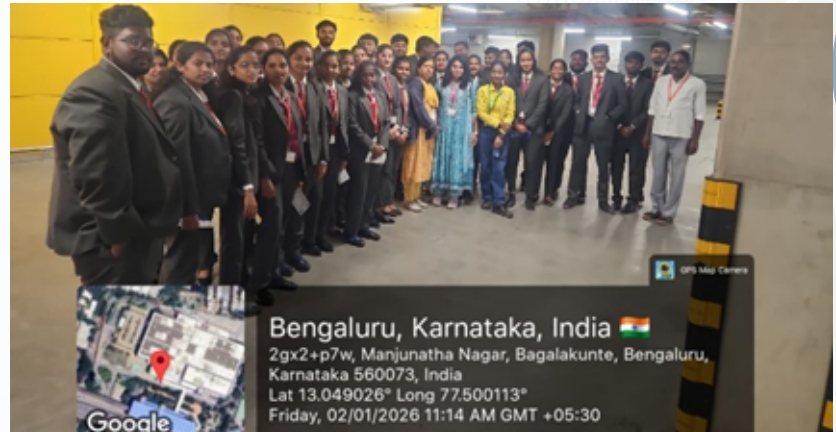
HOD
Dr. T. S. NANJUNDESWARASWAMY

PRINCIPAL
Dr. BHIMASEN SORAGAON

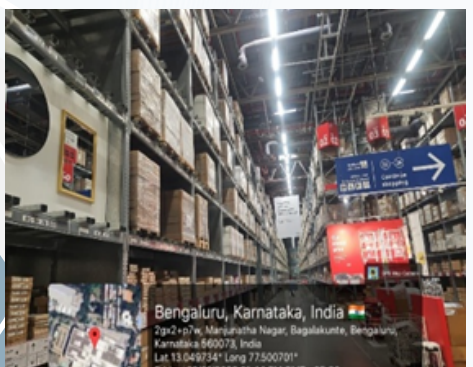


Inside IKEA: Learning Modern Retail Operations & Customer Experience

3. Industrial Visit to IKEA, Nagasandra, Bengaluru



On 2nd January 2026, the Department organized an industrial visit to IKEA, Nagasandra, Bengaluru to provide students with experiential learning exposure to retail operations in a global environment. The visit focused on key areas such as logistics, warehouse management, and store layout strategy. Students gained valuable insights into warehouse organization and inventory management, logistics and material flow systems, cost-efficient storage practices, store layout planning and space utilization, and visual merchandising strategies that influence consumer behavior. Overall, the visit helped students connect classroom concepts with real-time retail practices, especially in supply chain management, retail marketing and merchandising, cost control, and operational efficiency.

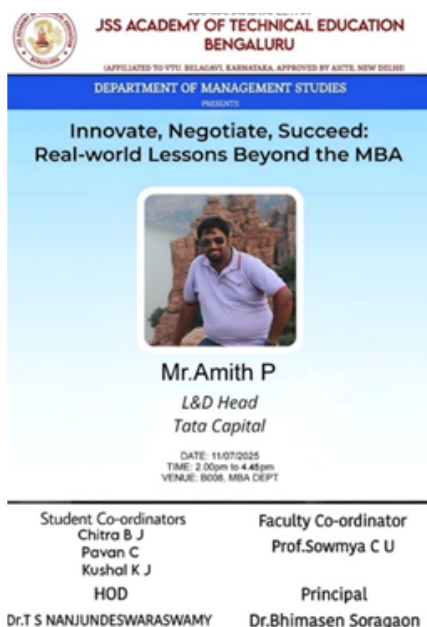


Workshops & Career Development Programs

Insights Beyond the Classroom

1. "Innovate, Negotiate, Succeed: Real-World Lessons Beyond the MBA"

The Department hosted Mr. Amith P, L&D Lead at Tata Capital, on 11 July 2025 (Friday) for a session titled "Innovate, Negotiate, Succeed: Real-World Lessons Beyond the MBA." He spoke about the real challenges students face after MBA and explained the gap between student expectations and corporate realities. He also cleared common myths about placements and encouraged students to focus on preparedness. The session covered conflict resolution, negotiation strategies, and the importance of innovation in today's workplace. Overall, it was a very useful and eye-opening session for 4th semester MBA students(2023-25 Batch).



Workshops & Career Development Programs

Insights Beyond the Classroom

2. VS Pro – Level Up Your Trading Skills: A Step Towards Smarter Investing

On 24 July 2025, the Department organized a guest lecture to enhance students' financial literacy, market awareness, and understanding of trading fundamentals. The session covered stock market basics, trading strategies, risk management, real-time market analysis, and market decision-making approaches. Overall, the program encouraged analytical thinking and strategic planning, helping students gain a practical understanding of financial markets.





Department of Management Studies

Level up your Trading skills

Learn Trading strategies from industry experts to master the market

TOPICS ADDRESSED

- ✓ Equity
- ✓ ETF
- ✓ Options Trading
- ✓ Crypto Trading
- ✓ Career in Capital Market



Mr. Vijay Rao
SEBI CERTIFIED

Dr. Nagesha H G
Co-Ordinator

Dr. TS Nanjundeswaraswamy
HOD - MBA

Dr. BHIMASEN SORAGODI
PRINCIPAL



Workshops & Career Development Programs

Insights Beyond the Classroom

3. One-Day Trading Workshop: Building Financial Literacy & Market Awareness

The Department in association with VS Pro Trading Academy and JSSATEB STEP, successfully organized a one-day Trading Workshop on 1st August 2025 at A-217 Lab. The workshop aimed to enhance students' financial literacy by providing practical insights into stock market functioning, trading strategies, risk management, and the legal and regulatory aspects of trading. The session began with a welcome address by Dr. Nagesh H G, followed by an expert talk by Mr. Vijay Rao, a SEBI-certified trainer, who shared valuable knowledge on market behaviour and ethical trading practices. The workshop enabled students to bridge academic concepts with real-world financial applications and guided them through the Demat account creation process, making it an impactful and enriching learning experience.

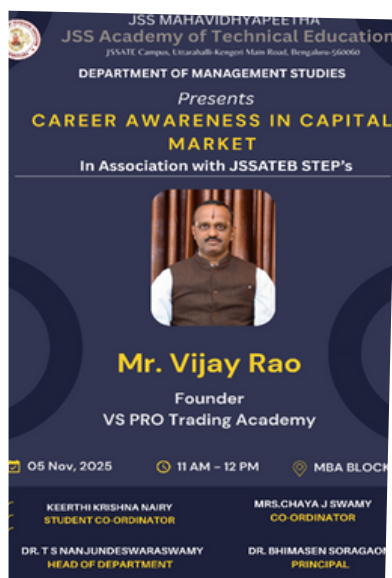


Workshops & Career Development Programs

Insights Beyond the Classroom

4. Career Awareness in Capital Market: Exploring Opportunities in the Financial World

On 05 November 2025, the Department in association with JSSATEB STEP's, organized a workshop on capital markets led by Mr. Vijay Rao, Founder of VS PRO Trading Academy. The objective of the program was to provide students with a strong understanding of capital market functioning and highlight career opportunities in the financial sector. The session covered key topics such as market mechanisms and trading processes, financial instruments, evolving market trends, and various career paths in stock broking, investment analysis, portfolio management, and advisory services, along with interactive discussions and a Q&A session. Overall, the program helped students gain clarity on finance career pathways and improved their awareness of industry expectations.



Workshops & Career Development Programs

Insights Beyond the Classroom

5. Workshop for Career Readiness: "Building a Winning Curriculum Vitae"

On 12 November 2025, a workshop on "Building a Winning Curriculum Vitae" was conducted for III Semester MBA students. The objective of the session was to train students to create professional and impactful resumes as per recruitment standards. Students learned the key components of a strong CV, different types of resumes and their usage, how to present skills, achievements, and career goals effectively, and how to tailor resumes for specific job roles. Overall, the workshop improved students' resume-building skills and enhanced their readiness for placements and internships.



Workshops & Career Development Programs

Insights Beyond the Classroom

6. Student Development Program- Mock Interview: Preparing for Real-World Interviews

On 04 October 2025, a session was conducted by Mr. Supreeth M G, HR Manager, Mayon Group of Companies, Bengaluru, to improve students' confidence, communication skills, and interview readiness. The session covered corporate verbal and non-verbal communication, interview etiquette and expectations, and included realistic mock interview practice. Students also received feedback on their strengths and areas for improvement. Overall, the program helped students understand interview dynamics and build stronger employability skills.



 **JSS Mahavidyapeetha**
JSS Academy of Technical Education, Bengalur
JSSATE-B Campus, Uttarahalli - Kengeri Main Road,
Bengaluru - 560 060

Department of Management Studies
MOCK INTERVIEW


Supreeth M G
HR Manager
Mayon Group of Companies, Bengaluru.

Date: 04/10/2025
Time: 09.00 AM
ONWARDS

Disha HN
Benakacharya
Student Co-ordinator

Mrs. Chaya J Swamy
Faculty Co-Ordinator

Dr. T S Nanjundeswaraswamy
Head Of Department

Dr. Bhimasen Soragaon
Principal



Workshops & Career Development Programs

Insights Beyond the Classroom

7. Employability Enhancement Program: Strengthening Skills for Career Success

On 23 & 24 December 2025, an aptitude and reasoning training program was conducted for students by Mr. Raghavendra N, Director, Dhal Media. The objective of the session was to strengthen students' aptitude and reasoning skills required for recruitment tests and competitive exams. The training covered quantitative aptitude, logical reasoning, and problem-solving techniques, with structured practice and guidance. Overall, the program improved students' test readiness, confidence, and placement preparedness.



LEADERSHIP DEVELOPMENT INITIATIVE

Shaping Tomorrow's Leaders Through Experiential Learning

LAKSHYA 2.0 The Leadership Expedition

The Department conducted a two-day program "Lakshya – The Leadership Expedition" on 26th and 27th November 2025 for I Year MBA students (Batch 2025–2027). The session was led by Mr. Vinay S. Patil, Leadership Coach, International Speaker, SkillFix Consultants Pvt. Ltd., Bengaluru. The objective of the program was to develop students' leadership qualities, critical thinking, emotional intelligence, and team-building skills. The program included interactive leadership workshops, real-time problem-solving activities, experiential learning modules, and team engagement exercises to build confidence. Overall, Lakshya was a highly impactful and transformative experience that helped students understand leadership beyond theory and improve their industry readiness.



Beyond Academics: Student Engagement & Department Events

Induction for 1st Year MBA



The Inauguration of First Year PG Programs (MBA, MCA & M.Tech) for the Academic Year 2025–26 was held on 22nd November 2025 and began at 9:45 AM with an invocation song followed by the traditional lamp lighting ceremony. The programme was conducted under the blessings of His Holiness Jagadguru Sri Shivarathri Deshikendra Mahaswamiji. The event was graced by Dr. Shyam Vasudevarao as the Chief Guest and was presided over by Dr. Bhimasen Soragaon, Principal, JSSATE-B, with Sri. Veeresh C S as the Guest of Honour. The dignitaries delivered inspiring messages on discipline, innovation, academic excellence, and holistic development, and a motivational session by Mr. Dhiraj A. Rao M encouraged students to stay focused and confident. Overall, the inauguration marked a positive and motivating beginning for the new postgraduate students.



The Spark of New Beginnings Fresher's Day Celebration of 2025-27 Batch

The Department of Management Studies organized a vibrant Freshers' Day celebration to welcome the new MBA batch on 24 November 2025. The event was coordinated by second-year MBA students and included fun ice-breaker activities, games, cultural performances, music, dance, and skits. The celebration created a strong sense of belonging and highlighted the values of leadership, teamwork, and hospitality within the MBA community.



Trend Setters Week

Building Personal Branding with Style

Trend Setter Week was conducted from 22 September – 26 September 2025 as a creative and engaging initiative celebrating fashion, confidence, and self-expression through themed outfit days. Students participated enthusiastically, reflecting diverse styles such as formal wear, casual attire, traditional outfits, and fusion fashion. The event highlighted the importance of grooming, personal branding, and professional presentation skills essential for future managers.



Ethnic Day and Saraswathi Pooja Celebrating Tradition, Knowledge and Unity



The Department of Management Studies celebrated Ethnic Day and Saraswathi Pooja with devotion and enthusiasm, promoting cultural heritage, spiritual values, and holistic development. The Saraswathi Pooja created a meaningful atmosphere of respect for knowledge and learning. Ethnic Day celebrations showcased India's cultural diversity, with students and faculty dressed in traditional attire and participating in cultural activities. The event strengthened bonds within the department and promoted unity, respect, and cultural appreciation.



FAREWELL



The Farewell was organised for the outgoing batch of 2023-2025 on 13/10/2025 by the students of batch 2024-2026 & the Department of Management Studies, JSSATEB. The farewell started with the formal programme which included speech, awarding etc., concluded with few stirring moments a quick flashback. Further it was continued with informal programmes as cultural events, games, funny awards and at last a glimpse of happy memories. It was organised to bid a cheerful adieu to the passing out batch of the year.



The Sports Day 2025

Celebrating Strength, Spirit & Sportsmanship

The département of management studies organized Sports Day on 29th December 2025 to promote fitness, teamwork, and sportsmanship among students.

Results

1. Girls Throwball: Winners – I Year MBA | Runners-up – II Year MBA
2. Tug of War: Winners – II Year MBA | Runners-up – I Year MBA
3. Cricket Match: Winners – II Year MBA | Runners-up – I Year MBA

The event was energetic, well-disciplined, and concluded with prize distribution to winners and runners-up.



SECRET SANTA



The Department of MBA organized a joyful Secret Santa celebration to encourage bonding, sharing, and festive spirit among students. Participants exchanged gifts and handwritten notes anonymously, creating excitement and warmth across the campus. The event concluded with fun games and group photographs, leaving students with memorable moments and a sense of togetherness.



Cooking without Fire



"Cooking Without Fire" competition was organized on to encourage creativity, teamwork, and healthy food practices among students. Participants prepared innovative dishes without using fire, impressing judges with presentation and originality.

The event added an enjoyable and experiential learning element to campus life.

Winners



1st Place: Janavi and Team

2nd Place: Monali and Team

3rd Place: Sinchana and Team



Cooking Without Fire Competition

For aspiring young chefs and students



December 30 2025
1:00 to 3:00 p.m.

Faculty coordinator:
Prof. Suman C. J.
Student coordinator:
Janavi R.
Sinchana J.

STUDENT ACHIEVEMENTS

Achievements & Accolades: Our Students Shine

Student Achievement – ESPLORO Season-5

On 24 September 2025, ESPLORO Season-5 was organized by the MBA Department & Research Centre, RNS Institute of Technology, providing a platform for innovation, strategic thinking, and managerial excellence. Students from various institutions participated and showcased strong skills in analytical thinking, teamwork, leadership, and creativity. Priya S and Hemanth S (4th Semester, Batch 2023–25) won the First Prize and received a cash prize of ₹2,500. The department congratulates the winners for their outstanding achievement and appreciates all participants for their enthusiastic involvement.



Paper title:

Integrating AI into Digital Marketing for Enhanced Customer Engagement

Proud Moment at ARTHA SANGRAM Business Plan Competition



Students Abhishek J and Priyadarshini V 2nd year MBA, proudly represented our institution at ARTHA SANGRAM, a National-Level Intercollegiate Business Plan Competition organized by Acharya Bengaluru B-School (ABBS) on 18th July 2025. The event provided a great platform to showcase entrepreneurial thinking, innovation, and business planning skills, where teams were evaluated on originality, feasibility, presentation, and Q&A performance. Competing with participants from various colleges across the country, our students delivered an impressive business proposal and secured 2nd Prize, winning a trophy, national-level certificate, and a cash prize of ₹3,000. This achievement reflects the spirit of creativity, confidence, and excellence nurtured in our department.

FACULTY ACHIEVEMENTS



1. Dr. Pradeep M P was invited as a Distinguished Speaker at Acharya Bangalore Bangalore B School (ABBS) on 30th August 2025 to deliver a guest lecture on "Shaping Your Career Path: The Role of Placement Readiness and Specialisation." The session focused on career planning, specialisation choices, placement readiness, and skill development, and received active participation from the students.



2. Dr. Pradeep M P was invited to deliver a guest lecture on "Perspectives in Innovation and Design Thinking" at City Engineering College, Bengaluru, on 1st August 2025. The session was highly interactive, with enthusiastic participation from first and second-year MBA students through thoughtful discussions and questions. The department appreciates this faculty achievement and thanks the organisers for their warm welcome and smooth coordination.



RESEARCH ACHIEVEMENTS

PUBLICATIONS:

1. Malleesh P, Dr. Anupama Sundar D, **Dr. M. P . Pradeep** (September 2025): Leveraging Microfinance to empower Small Enterprises: Pathways to Sustainable Financial Inclusion” International Journal of Environmental Sciences.
2. Rakesh H M, **Nagesha H G**, Bhagyalakshmi K, Nalina K, Gurulingu P, Shilpa R “Demographic Influences and Heuristic Biases: Innovative Insights into Investment Performance in Indian Stock Markets(September 2025) “Journal of Applied Bioanalysis”, DOI: 10.53555/jab.v11si1.354 Q4, IF:0.20
3. **Chaya J Swamy** & Dr. Aruna Adarsh “HDLF:Hybrid Deep Learning Framework of DNN and LSTM for workforce Sustainability”, Engineering, Technology & Applied Science Research, <https://doi.org/10.48084/etasr.12640>
4. **Chaya J Swamy** & Dr. Aruna Adarsh “Gen Work Balance Net: A Hybrid Generative AI Deep Learning Model for Work-Life Balance – Driven productivity Prediction in IT Workforces” Engineering, Technology & Applied Science Research (December 2025), 15(6), 30440-30445, DOI: 10.48084/etasr.13651
5. Prathika Shetty, Dr. Sindu Bharath, Dr. P Nagesh, **Dr. T S Nanjundeswaraswamy**, “Navigating the Role of Workplace Happiness amid Employer Branding and Prosocial Behaviour among IT Professionals”, Journal of Cultural Analysis and Social Change (November 2025), <https://doi.org/10.64753/jcasc.v10i4.2858>
6. Sudhakar R Kulkarni, Dr. P Nagesh, Dr. Sindu Bharath, **Dr. T S Nanjundeswara Swamy**, “Commitment to organizational career, career growth, and intention to quit: Evidence from IT professionals”, International Journal of Management and Sustainability (December 2025), DOI: 10.18488/11.v14i4.4647.
7. Dr. Roopa Temkar V, **Mrs. Sowmya C U**, Dr. Chandrakala V G, “Impact Of Workplace Health And Safety Practices On Employee Performance –A Statistical Assessment In Leading Biotechnology And Life Sciences Manufacturing Unit” Journal of Applied Bioanalysis (December 2025), <http://doi.org/10.53555/jab.v11i8.1730> (ISSN 2405-710X) Vol. 11, No. 15s

Patents Filed:

1. **Prof. Sowmya C U**, has been granted a patent/design registration titled “AI-BASED KIOSK FOR HUMAN RESOURCE MANAGEMENT.” This innovation presents a smart AI-enabled kiosk system aimed at enhancing HR operations through improved automation, accuracy, and user-friendly management processes. The solution supports efficient workforce handling and offers practical applications in both academic and organizational settings.

PLACEMENT/INTERNSHIP



Mr. ABHISHEK S

2nd Year MBA

IJS24BA001

M/s Instasell Technology Pvt. Ltd.



Ms. PRIYADARSHINI V

2nd Year MBA

IJS24BA030

M/s VS Pro Trading Company.



Ms. SAKSHI B S

2nd Year MBA

IJS24BA034

M/s Prabhudas Lilladher, Bangalore.



Ms. PADMASHREE

2nd Year MBA

IJS24BA025

M/s Kalyana Sundaram Associates, Bangalore

We are pleased to share that our MBA students have successfully secured internships at M/s. Instasell Technology Pvt. Ltd. and VS Pro Trading Company. This opportunity will provide them with valuable industry exposure and practical learning experience, strengthening their professional skills and career readiness.



I AM A WORLD CITIZEN; EVERY CITIZEN IS MY OWN KITH AND KIN

A reflection on humanity beyond borders, religion, and patriotism, emphasizing empathy and our shared global belonging.

In every corner of the world, human emotions remain the same. A child's fear during conflict, a parent's hope for a better future, and an elder's desire for peace are universal. These feelings do not change with nationality, language, or belief. Yet, the modern world often forgets this shared humanity and chooses division over compassion. To call oneself a world citizen is to remember that, before anything else, we are human.

The idea of being a world citizen does not deny identity or culture. Instead, it expands it. When we say that every citizen is our own kith and kin, we acknowledge that human life has equal value everywhere. This perspective invites empathy and responsibility beyond narrow boundaries and encourages us to view global suffering not as distant news, but as a shared concern.

Borders are one of the most visible divisions created by human beings. While they organize nations, they also separate people who are fundamentally alike. Conflicts across borders reveal a harsh reality: it is ordinary civilians—children, families, and the elderly—who pay the highest price. Their pain is not political; it is deeply human. When viewed through a world-citizen lens, the suffering of people in any conflict feels personal, reminding us that compassion should not be limited by geography.

Religion, too, holds a powerful place in shaping values and moral behavior. At its best, it teaches kindness, forgiveness, and respect. However, when religion is used as a tool to divide or justify harm, it loses its true meaning. Humanity should never be sacrificed in the name of belief. A world citizen respects faith while placing human dignity above religious differences, recognizing that compassion is a value shared by all traditions.

Patriotism is another strong emotional force. Loving one's country can inspire unity and service, but blind patriotism can create indifference toward others. The global pandemic provided a clear lesson: a virus did not recognize borders, flags, or ideologies. Survival depended on cooperation, shared knowledge, and collective action. This experience demonstrated that global challenges demand global empathy and responsibility.

Being a world citizen is not an abstract philosophy; it is a practical way of living. It influences how leaders make decisions, how organizations act ethically, and how individuals treat one another in everyday life. It encourages dialogue instead of conflict and understanding instead of fear.

Conclusion

Beyond borders, beliefs, and national pride, humanity is our common ground. When empathy replaces division, and responsibility extends beyond boundaries, a more compassionate world becomes possible. To live with this awareness is to recognize that our lives are deeply connected. **I AM A WORLD CITIZEN; EVERY CITIZEN IS MY OWN KITH AND KIN.**

- Mr. Pranesh S
2nd Year MBA



My Father

You protect me
from this world,
which is full of curse
and tempt to hurt.

I don't know why
but a strong bond between us,
makes me feel that I'll
never go wrong
and lose your trust

I feel a little shy
To express my feelings to you,
But its you who ask me everything
under this beautiful sky,
and tell me something new

It's you father
who wants me to shine
like a star in this black night

you're my super hero
and you're at the biggest position
the position of a father
on which these small people
can never reach,
the highest tower.



To my dear friend

Like a sun that shines so bright,
Your smile is a light,
Like a diamond that glows so well,
You have always kept me in your
warm-hearted-shell,
All the troubles that we have come across,
I promise never to leave your side,

On a dark gloomy night, I promise, I will be
your Moonlight,
You have always listened to my pains,
and sorrows,
But you had always hid your tears behind
your smile,

I see you and want to tell you that
everything will be fine.
I wrote this poem to thank you for all your
silent efforts.

Though these lines are short my
appreciation and love, flow with every single
word,

My love for my dear friend will never stop
Because you are dear to me, My friend.

- Ms. Keerthana G
1st Year MBA



She is my mom

Yes, I really love her
for the every beginning
She is my mom

Yes, I really love her
for the every beginning till end.

She fulfills all our wishes
sacrificing her laugh and joy
yes she is my mom
I really love her

I don't know
how can I tell?
Infront of her
I really love her
she is my mom

Her love and pray
that always blessed my way
oh ! My god !
You say her so
she is my god !
She is only mine too
I always love her
she is my mom.

Tension

The moment you are in TENSION

You will lose your ATTENTION

Then you will be in CONFUSION

And you will get into IRRITATION

Then you will spoil personal RELATION

Ultimately you won't get CO-OPERATION

Then you will make things run into COMPLICATION

Then your BP may also rise CAUTION

And you may have to be under MEDICATION

Instead of understand the SITUATION

Many problems will be solved by DISCUSSION

Which will workout later in your PROGRESSION

Don't think it is a free SUGGESTION

You will never lead yourself into TENSION

- Mr. Akash H P

1st Year MBA



Between books and dreams

Unfinished morning slumber along with the assignment dues
Exhausted bodies yet delighted souls
Filled classrooms with loud whispers
Paper rustling and students hustling
Leaning not just subjects but also friendship and discipline
The place which teaches to embrace failure
To stand alone and fearless
College doesn't just show the path to success but also to oneself.



- **Ms. Prakruthi**
1st Year MBA



Success can be defined in many ways; every person had different approach towards this term. To many, success seems to come suddenly, whereas, for some it takes a lot of hard work and takes time to be achieved.

In all, it is about being passionate in life. If you are passionate to achieve something, you will get it no matter how long it takes. Love your work and you will never find it a burden or you will never run after getting a sabbatical.

"Sometimes life hits you in the head with a brick. Don't lose faith. I am convinced that the only thing that kept me going was that I loved what I did, you have to find what you love. And until you find it, keep looking. Don't settle.

Opportunities come and go. They are not bound to us; we are the one to grab them at right time. Some people nag and they keep going in this place, but they forget that by doing so, they are making themselves lack time, opportunity, intelligent and wisdom. People need to understand that "Failure is the key to success". And yes, it is, I truly believe in the concept, we learn many things from our failures.

As James Joyce said " Mistakes are the portals of discovery". Therefore, we should cherish failure and learn from them. No man is perfect; everybody tries to do his or her best. Success doesn't mean being a doctor or an entrepreneur. Whatever you are, you should be the best in that. To conclude, follow your passion and stay true to yourself.

- **Ms. Pooja S**
1st Year MBA



Artificial Intelligence Ethics and Governance: Navigating Bias, Accountability, and Transparency in the Age of Intelligent Machines

Artificial Intelligence (AI) has evolved from a futuristic idea into a powerful technology that now influences major decisions in society—such as recruitment, credit scoring, healthcare diagnosis, and even law enforcement. While AI offers speed, efficiency, and improved accuracy, it also creates serious ethical concerns that cannot be ignored. One of the biggest challenges is algorithmic bias, where AI systems unintentionally reflect and amplify discrimination present in historical data. This can result in unfair outcomes based on gender, race, or socioeconomic background, especially in sensitive applications like facial recognition, predictive policing, and hiring. In recruitment, AI tools may streamline resume screening and candidate evaluation, but they can also replicate past unfair hiring patterns and raise privacy concerns when analyzing video interviews, expressions, or voice tones. Hence, AI must support human decision-making—not replace it—particularly in high-impact areas that affect people's careers and lives

Equally important are the issues of accountability and transparency, as many AI systems function like “black boxes,” producing decisions without clear explanations. When AI makes an incorrect or harmful decision, it becomes difficult to identify who is responsible—the developer, the organization using the tool, or the data source—creating an “accountability gap.” To ensure trust and fairness, AI systems must be designed with human oversight, clear documentation, and regular audits. Strong governance frameworks are needed to regulate AI responsibly through fairness, explainability, privacy, and ethical standards, while still encouraging innovation. Along with regulation, ethical AI requires education and responsible design practices, where developers are trained to consider societal impacts at every stage. By prioritizing fairness, transparency, and human dignity, we can ensure AI becomes a tool for empowerment and progress rather than exclusion and inequality.



- Mr. Charan N
1st Year MBA



Cybersecurity and Data Privacy: Safeguarding Digital Frontiers in the Age of Hyperconnectivity

In today's hyperconnected world, cybersecurity and data privacy have become essential for protecting digital information generated through emails, online transactions, cloud systems, and smart devices. As technology advances, cyber threats such as ransomware, identity theft, and data breaches are growing in scale and sophistication, creating serious risks for individuals, businesses, and even national security. One major emerging concern is quantum computing, which has the potential to break widely used encryption methods like RSA and ECC, making today's confidential data vulnerable to future decryption through "harvest-now, decrypt-later" attacks; therefore, the shift toward post-quantum cryptography is increasingly important. At the same time, cybercrime has become a global and borderless issue, where attackers operate across countries using anonymity tools like VPNs, Tor networks, and cryptocurrency, making investigation and prosecution difficult due to jurisdictional and legal complexities—despite international efforts such as INTERPOL coordination and the Budapest Convention. Adding to this challenge is the rapid growth of the Internet of Things (IoT), where smart homes, wearables, and connected devices collect vast personal data but often lack strong security protections, increasing privacy risks and enabling attacks like botnets and DDoS. Since human behavior remains a key vulnerability through phishing, weak passwords, and insider threats, organizations must combine strong technical measures with awareness and training. Ultimately, ensuring a secure digital future requires a holistic approach that integrates quantum-resilient encryption, global cybercrime cooperation, privacy-by-design IoT systems, human-centered cybersecurity education, and adaptive governance frameworks to safeguard trust and resilience in the digital era.

- Mr. Pavan V
1st Year MBA



E-commerce and Its Impact on Retail Business

E-commerce, the buying and selling of goods and services through the internet, has become a major force transforming the retail business environment worldwide. With rapid technological growth and increased smartphone usage, platforms like Amazon, Flipkart, and Myntra have changed consumer shopping habits by offering convenience, wide product choices, easy price comparison, doorstep delivery, and multiple payment options. While e-commerce has increased competition and created challenges for traditional retailers especially small shops struggling against heavy discounts it has also opened new opportunities through omnichannel retailing, allowing businesses to combine online and offline selling to reach more customers. Additionally, e-commerce improves supply chain and inventory management through advanced technology and data analytics, helping retailers reduce costs and make better decisions. However, limitations such as lack of personal interaction, delivery issues, and cybersecurity concerns remain, and many customers still prefer physical stores for certain purchases. Overall, e-commerce has reshaped retail, and businesses that adopt digital strategies and focus on customer satisfaction can grow successfully in this evolving era.

- Mr. Sanjay J
1st Year MBA



PENCIL SKETCH:-BLACK AND WHITE, DIVINE LIGHT

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1st Year MBA



- Ms. Ananya Varnika R P
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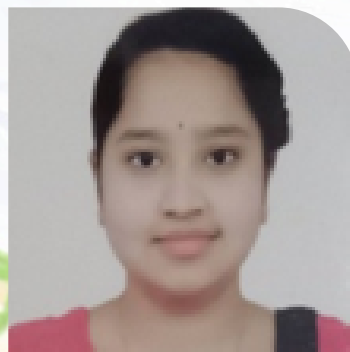


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To be among the finest Institutions providing Engineering and Management Education empowered with research, innovation and entrepreneurship.

MISSION

1. Strive towards Excellence in the teaching-learning process and nurture personality development.
2. Encourage Research, Innovation & Entrepreneurship.
3. Train to uphold highest ethical standards in all activities.

DEPARTMENT VISION

To be a centre of academic excellence in the area of management, nurturing innovation, research and entrepreneurship.

MISSION

1. Impart quality education in management through an inclusive learning environment.
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3. Inculcate leadership, innovativeness and entrepreneurship attributes to meet business challenges ethically and legally.

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1. Graduates will become management professionals by demonstrating knowledge, skills and attitude.
2. Graduates will exhibit the proficiency to provide solutions real world problems as a team in a cross-functional and cross-cultural work environment.
3. Graduates will adopt leadership styles to deliver the results ethically and legally.



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