



JSS Mahavidyapeetha

JSS ACADEMY OF TECHNICAL EDUCATION, Bengaluru-60

(Affiliated to VTU, Belagavi, Karnataka & Recognised by AICTE, GOI, New Delhi)
Dr. VISHNUVARDHAN ROAD, SRINIVASPURA BANGALORE-560060. www.jssateb.ac.in

DEPARTMENT OF MBA & RESEARCH CENTRE

VISION: "TO CREATE COMPETENT HUMAN RESOURCES FOR MANAGING BUSINESS IN SOCIETY"



RAJAGURU TILAKA

Dr. SRI SRI SHIVARATHRI RAJENDRA SWAMIJI,
FOUNDER, JSSMVP



JAGADGURU

Dr. SRI SRI SHIVARATHRI DESHIKENDRA SWAMJI
PRESIDENT, JSSMVP



Dr. C G Betsurmath
Executive Secretary
JSSMVP



Dr. C Ranganathaiah
Director, JSSMVP
(Academic & Admin) & (P&D)

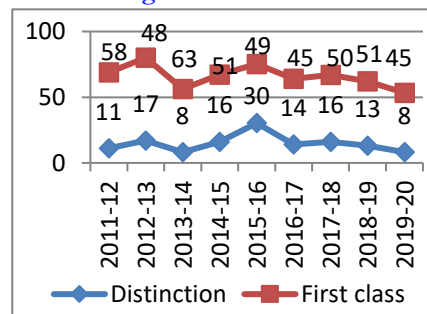


Dr. M V LATTE
Principal

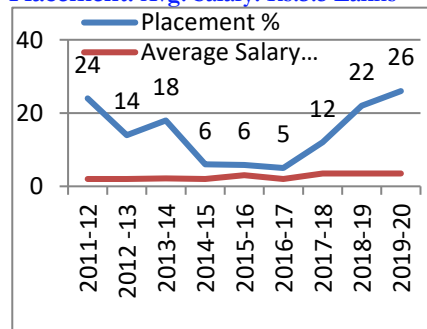


Dr. M S RANGA RAJU
Professor and Head-MBA

Results: Avg. FC and FCD 60%



Placement: Avg. Salary: Rs.3.5 Lakhs



Companies on Campus:



Admission Eligibility:

As per VTU /UGC norms
FOR ADMISSIONS CONTACT:

RAJSHEKAR, Admission Officer
Dr. M S RANGA RAJU, Head- MBA
Dr. M V LATTE, Principal
080-28612797, 98445233505

About JSS Mahavidyapeetha – JSSMVP

Established in the year 1954 by the Jagadguru Dr. SRI SRI SHIVARATHRI RAJENDRA SWAMIJI, FOUNDER, Mahavidyapeetha has been described by many eminent educationists as an institution greater than a university, because under its aegis a child can begin its education in the kindergarten and proceed to earn a degree as well a doctorate in several branches of learning. Simultaneously the Mahavidyapeetha has not neglected to strengthen the roots of our ancient knowledge, wisdom and culture and their application in the day to day life. Sanskrit Pathshalas, Yoga Kendras, Spiritual Retreats, Gurukulas, Art and Cultural forums are doing this work. JSS Mahavidyapeetha has become a center of learning that guides and manages more than 310 institutions spread throughout Karnataka, Tamil Nadu and Uttar Pradesh.

About JSSATEB:

J.S.S. Academy of Technical Education, Bangalore (JSSATEB), or in its full name Jagadguru Sri Shivarathreeswara Academy of Technical Education, Bangalore, established in 1997 and managed by JSS Mahavidyapeetha, Mysore. The campus is located in on a hilly 21 acre campus on the Utarahalli-Kengeri main road in close proximity to Rajarajeshwari Nagar on the southwestern edge of Bangalore City. The college is recognized by AICTE and affiliated to VTU. It offers Seven UG NBA Accredited and four Post Graduate program in Engineering along with a Post Graduate program in Business Administration.

About the MBA Department:

The Department of MBA was established in 2004 under the umbrella of JSS Academy of Technical Education, Bangalore sponsored by JSS Mahavidyapeetha, Mysore. The department offers two years MBA program affiliated to VTU, Belagavi, Karnataka and recognized by AICTE, New Delhi. It has VTU recognized doctoral research centre established in the year 2008. Four Doctoral degrees are awarded so far and three scholars are pursuing their Ph.D program in the department.

MISSION:

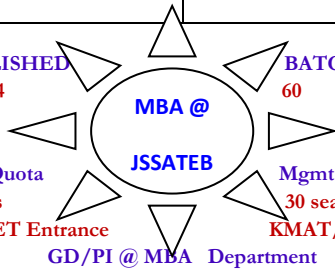
1. BY PROVIDING WELL BALANCED THEORY AND PRACTICE COURSES LEADING TO BUSINESS MANAGEMENT CONTEMPORARY COMPETENCY.
2. BY SENSITISING THE INNER DRIVE OF ENTREPRENEURIAL COMPETENCY.
3. BY IMBIBING AND INCULCATING THE INVESTIGATIVE MINDSET AND PROVIDING SOLUTIONS TO SOCIALLY RELEVANT BUSINESS.

PROGRAM EDUCATIONAL OBJECTIVE:

1. TO BE A PART OF SUSTAINING BUSINESS GROUP APPLYING CONTEMPORARY COMPETENCY IN PROVIDING NEEDY PRODUCTS AND SERVICES TO THE SOCIETY.
2. TO BE A PART OF GROUP OF YOUNG ENTREPRENEURS WHO TRY TO SUPPORT THE SUPPLY OF NEEDY PRODUCTS AND SERVICES TO THE SOCIETY.
3. TO BE A PART OF GROUP OF YOUNG RESEARCH EXECUTIVES WHO TRY TO FIND SOLUTIONS TO CONTEMPORARY BUSINESS PROBLEMS OF SOCIETY.

The MBA program operates with 60 student in take with seat sharing matrix of 50% from PG CET, Government of Karnataka and 50% Management Quota through K-MAT and or PG CET with socially subsidized fee. The MBA program offers electives in the area of Finance, Marketing and Human Resources as dual specialization. The department is equipped with well stacked library supplemented by Wi-Fi facility. The program has seven faculty members out of which **four are Doctorates** and the rest are pursuing doctoral degree. **The average age is 40 years and average experience is 15 years.** The Department is headed by **highly experienced Academic Administrator, Researcher and Management Professor with more than 25 years and recognized Master Trainer of Outcome Based Education philosophy by NBA, New Delhi Dr. M.S.Ranga Raju** a Doctorate in Management with a basic Engineering degree. He is a **former Professor and Head of MBA Program at PESIT, Bangalore.**

OUTCOME BASED TEACHING AND LEARNING PHILOSOPHY

Buddy System-Alumni - Mentoring - Experiential Sharing - Nurturing Theory to Practice Gap	Orientation To Management Eco System	Finishing School–Level 1 General Aptitude	Finishing School–Level 2 Analytical and Logical	Business Quiz BI ANNUAL	Sportonomics 1 per Year
	Foundation Courses- 3 -Economics, -Statistics -Accounting	Semester I 6 Courses	Semester II 6 Courses	Focus discussion 1 per semester	Cultural Program 1 per year
Invited Lecture Series 3 per Semester	Value added OPTIONALS -Spread sheet analysis - Operations Mgmt. - Digital Transformation - H R Analytics - Marketing Analytics - Financial Analytics - Tally course -Business Intelligence -ERP solutions -Research Analytics -International Taxation	<div style="text-align: center;">  <p>ESTABLISHED 2004</p> <p>BATCH SIZE 60</p> <p>Govt. Quota 30 seats PGCET Entrance GD/PI @ MBA Department</p> <p>Mgmt. Quota 30 seats KMAT/PGCET</p> </div>		Student Research Orientation W/S	Management Fest
Nidhidhyasana- Student Seminar 3 per semester				Feedback System CCM-3 /semester Course End Semester End	H R Conclave on Contemporary Issues by Corporate professionals
Outbound Learning 1 per Semester Industrial visits 1 per semester Cross-cultural Learning 1 per Year External Interaction 1 per semester Visit to NGO Student Academic Support 3 per semester per course Gifted Student Support 1 per semester Self Learning-Swayam Harvard/IIMB/NPTEL	-Symposium on Entrepreneurship - Impact of Innovative Mgmt. solution on Society (IIMAS)	Semester III 6 Courses • Finance • Marketing • Human Resource • Dual Specialization	Semester IV 6 Courses • Finance • Marketing • Human Resource • Dual Specialisation	Business Research Project- 6 Week With use of latest Statistical packages	Marketing Conclave on Contemporary Issues by Corporate professionals
Faculty: Doctorates : 04 & 3 Pursuing Average Age: 40Years Experience: 15 Years	Library: Digital with Proquest and Proress	Finishing School–Level 3 Domain Specific Behavioral traits	Finishing School–Level 4 Domain Specific GD/PI Mock Placement drive	Mentoring 3 times / semester	Finance Conclave on Contemporary Issues by Corporate professionals
		Green Eco system Wi-Fi Campus Digital Class Rooms	Placement Support For Eligible students as prescribed by Company	Androgogy: • Lecture • Case Method • GD/Role Play • Flip Class room	Learning Assurance: • Tests / Quiz • Term Paper / Project • Home Assignments • Video based learning

CORPORATE CONNECT



Sri. Arvind Srinivas, Digitization Consultant, TCS, Bangalore



Dr. Achyuth Rao, Former Director, NID, Bangalore



Dr. R.S. Deshpande, Former Director, ISEC Bangalore



Dr. Pallab Bandopadhyay, Founder MD–HR Plus Consulting, Former Director HR CITRIX Systems, Bangalore



Discussion on “Impact of Union Budget 2020” on 19 Feb 2020 Dr. R.S Deshpande, Former Director, ISEC, Bangalore, Sri.G Narayana Swamy, IRS- Central Tax Commissioner and Sri. Ravikiran Kulkarni, KASSIA,



JAGADGURU
Dr.SRI SRI SHIVARATHRI DESHIKENDRA SWAMIJI
PRESIDENT, JSSMVP
@ JSS Suttur Mutt

EXTRA CURRICULAR LEARNING

Innovation, Creativity and Team development activity



Out Bound Learning- NGO Management @ JSS Suttur Mutt



STUDENT SEMINAR- Nidhidhyasana- Alumni mentoring and judging the event

- A. "Exploring Select Fortune 500 Companies" organized on 13th December 2019
- B. "Marketing Implications of Select B2C Products" organized on 27th December 2019
- C. Exploring Select Indian Navaratna Companies" organized on 14th January 2020
- D. Exploring "Indian Business Maharajas" organized on 12 March 2020



Alumni Mentors- Mr.Supreeth M.G-Senior Consultant-HR,Cap Gemini and Mrs.Manasa R. Deshpande, Lead Talent Acquisition, InMobi. Ms.MayuriBale, Assistant Manager, Meredith Corporation and, Mr.KarthikKumar.N, Manager, IZMO Ltd. Ms.Nayana C K, Director, Magnus e Design Systems Pvt.Ltd, Mrs.KavyaPraveen, Manager-Client. **Suresh K R & Amardeep Thamke- Founders Vinsure Technologies, Bangalore.**

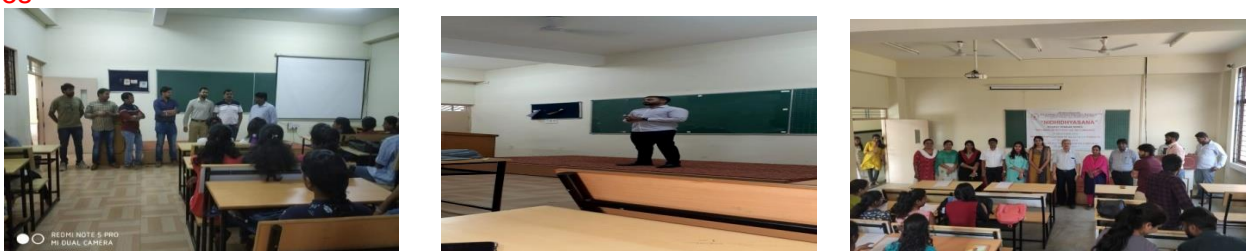
ALUMNI CONNECT

A. Alumni Meet: Alumni meet was organized on 23rd November 2019.



Shruthi-ETAGSoftware,Sharanya-KPMG,Puneeth Kumar-TelstreamTechnologies,Akshatha, Tejas-Entrepreneur,Supreeth-CapGemini,Kishore-Coface,Ranjitha-ANZGrindlays,Rukkayya-Accenture, Vidyashree-United Health Care,Renukacharya H.S- ITTI Pvt.Ltd,Manoj-KarvyConsultants, Charan-Radtel (I) Pvt.Ltd, Lokesh-Axis Bank, Karthik-Badminton Coach

B. Alumni Experiential Sharing: Expose the students to conceptual knowledge of Practicing Corporate Roles



INFRASTRUCTURE



CAMPUS MAIN VIEW



Reference Section



Library Issue Section



Audio-Visual Room



Seminar Hall



Boys Hostel



Gymnasium



Girls Hostel



Cricket Ground



Kabbadi Ground



Volley Ball Court



Basket Ball Court



Chess Room



Table Tennis Court



JSS Mahavidyapeetha

JSS ACADEMY OF TECHNICAL EDUCATION, Bengaluru-60

(Affiliated to VTU, Belagavi, Karnataka & Recognised by AICTE, GOI, New Delhi)
UG programs accredited by NBA; ECE, CSE, ISE, CIVIL, MECHANICAL, IEM, E & IE
Dr. VISHNUVARDHAN ROAD, SRINIVASPURA BANGALORE-560060

DEPARTMENT OF MBA & RESEARCH CENTRE

VISION: "TO CREATE COMPETENT HUMAN RESOURCES FOR MANAGING BUSINESS IN SOCIETY"

'SAMSMRITI'

Volume1, Edition1 Bi-Annual E-Newsletter

Jan 2020



RAJAGURU TILAKA
Dr. SRI SRI SHIVARATHRI RAJENDRA
SWAMIJI
FOUNDER JSSMVP



JAGADGURU
Dr. SRI SRI SHIVARATHRI
DESHIKENDRA SWAMIJI
PRESIDENT JSSMVP



Dr. M V LATTE
Principal



Dr. M S RANGA RAJU
Professor and Head-MBA



Dr. CHANDRA KALA V G
Editor

Student Editorial Team:

1. Chandan D IV Sem MBA
2. Chandrika IV Sem MBA

About JSS Mahavidyapeetha – JSSMVP

Established in the year 1954 by the Jagadguru Dr. SRI SRI SHIVARATHRI RAJENDRA SWAMIJI, FOUNDER, Mahavidyapeetha has been described by many eminent educationists as an institution greater than a university, because under its aegis a child can begin its education in the kindergarten and proceed to earn a degree as well a doctorate in several branches of learning. Simultaneously the Mahavidyapeetha has not neglected to strengthen the roots of our ancient knowledge, wisdom and culture and their application in the day to day life. Sanskrit Pathshalas, Yoga Kendras, Spiritual Retreats, Gurukulas, Art and Cultural forums are doing this work. JSS Mahavidyapeetha has become a center of learning that guides and manages more than 310 institutions spread throughout Karnataka, Tamil Nadu and Uttar Pradesh.

About JSSATEB:

J.S.S. Academy of Technical Education, Bangalore (JSSATEB), or in its full name Jagadguru Sri Shivarathreeswara Academy of Technical Education, Bangalore, established in 1997 and managed by JSS Mahavidyapeetha, Mysore. The campus is located in on a hilly 21 acre campus on the Utarahalli-Kengeri main road in close proximity to Rajarajeshwari Nagar on the southwestern edge of Bangalore City. The college is recognized by AICTE and affiliated to VTU. It offers Seven UG NBA Accredited and four Post Graduate program in Engineering along with a Post Graduate program in Business Administration

About the MBA Department:

The Department of MBA was established in 2004 under the umbrella of JSS Academy of Technical Education, Bangalore sponsored by JSS Mahavidyapeetha, Mysore. The department offers two years MBA program affiliated to VTU, Belagavi, Karnataka and recognized by AICTE, New Delhi. It has VTU recognized doctoral research centre established in the year 2008. Four Doctoral degrees are awarded so far and three scholars are pursuing their Ph.D program in the department.

MISSION:

1. BY PROVIDING WELL BALANCED THEORY AND PRACTICE COURSES LEADING TO BUSINESS MANAGEMENT CONTEMPORARY COMPETENCY.
2. BY SENSITISING THE INNER DRIVE OF ENTREPRENEURIAL COMPETENCY.
3. BY IMBIBING AND INCULCATING THE INVESTIGATIVE MINDSET AND PROVIDING SOLUTIONS TO SOCIALLY RELEVANT BUSINESS.

PROGRAM EDUCATIONAL OBJECTIVE:

1. TO BE A PART OF SUSTAINING BUSINESS GROUP APPLYING CONTEMPORARY COMPETENCY IN PROVIDING NEEDY PRODUCTS AND SERVICES TO THE SOCIETY.
2. TO BE A PART OF GROUP OF YOUNG ENTREPRENEURS WHO TRY TO SUPPORT THE SUPPLY OF NEEDY PRODUCTS AND SERVICES TO THE SOCIETY.
3. TO BE A PART OF GROUP OF YOUNG RESEARCH EXECUTIVES WHO TRY TO FIND SOLUTIONS TO CONTEMPORARY BUSINESS PROBLEMS OF SOCIETY.

The MBA program operates with 60 student in take with seat sharing matrix of 50% from PGCET, Government of Karnataka and 50% Management Quota through K-MAT and or PGCET with socially subsidized fee. The MBA program offers electives in the area of Finance, Marketing and Human Resources as dual specialization. The department is equipped with well stacked library supplemented by Wi-Fi facility. The program has seven faculty members out of which **four are Doctorates** and the rest are pursuing doctoral degree. **The average age is 40 years and average experience is 15 years.** The Department is headed by **highly experienced Academic Administrator, Researcher and Management Professor with more than 25 years and recognized Master Trainer of Outcome Based Education philosophy by NBA, New Delhi Dr. M.S.Ranga Raju** a Doctorate in Management with a basic Engineering degree. He is a **former Professor and Head of MBA Program at PESIT, Bangalore.**



1. Inauguration of MBA-I semester 2019-21:

Having achieved resounding success in its 15 years of operations, 16th batch of MBA Class of 2019-21 is inaugurated on 30th of September 2019.

Sri.Arvind Srinivas, Digitization Consultant, TCS, Bangalore delivered inaugural address, Dr. Mrityunjaya V. Latte, Principal delivered presidential address and Dr. M.S. Ranga Raju, HOD – MBA highlighted about importance of student and parent role in quality education and Mrs. Sowmya C.U., Coordinator Batch 2019-21 anchored the program.

The Chief Guest, Mr. Arvind Srinivas, underlined the ten important habits for long run professional success, he emphasized on the importance of being flexible and going beyond one's domain to contribute to the larger picture. He also stressed on the need of digitization.



Dr. Achyuth Rao, Former Director, NID



Dr. M.S. Rangaraju, Professor and HOD

2. Orientation Program for I Semester MBA Students of batch 2019-2021

Transforming heterogeneous background students to homogenous learning platform is the first stage of management learning. The department has organized 3 Days Orientation Program.

Day 1 - 30th September 2019: Icebreaking session.

The psychological blocks among individuals have broken with icebreaking team activities.

Day 2 – 1st October 2019:

To sensitise creativity, lateral thinking and innovative mindset among the students, Dr. Achyuth Rao, Former Director, NID Bangalore has delivered practice oriented lecture.

To realign the goals of future endeavor, Dr. M S Ranga Raju professor & Head, delivered a lecture on “Goal Setting” & “Time Management”.

To handle individual failures Dr. G.S. Mytra, Assistant Professor & certified Counselor from NIMHANS has delivered nurturing lecture.

Day 3- 3rd October 2019: Students are oriented to various functional departments of JSSATE Bangalore.

The students are oriented to VTU MBA curriculum.

3. Foundation Course:

The heterogeneous background students are given learning exposure to the foundation courses of management in order to make them homogenous in foundation knowledge and create a platform to learn core and elective courses in the management field. The three foundation courses are foundation in Economics, Statistics and Accounts for 13 hour each is offered by the department.



4. Invited Lecture Series:

A Lecture on the topic “Pathway to Indian Economic Growth” is delivered by Dr. R.S Deshpande, Former Director ISEC, on 20th September, 2019

A Lecture on the topic “College to Corporate Journey – A Pathway to Transformation is delivered by Dr Pallab Bandopadhyay, Founder MD – HR Plus Consulting, Former Director HR CITRIX Systems Bangalore on 25th November 2019



iii) A lecture on the topic, “Buying Behavior for FMCG Products”- A Contemporary Approach on delivered by Dr.Bhojanna U, Professor & Head, MBA, RNSIT, Bangalore on 26th November 2019..

iv) A Lecture on the topic, “Buying Behavior for Luxury Products”- A Contemporary approachis delivered by Prof.Krishnaprasad, Department of MBA, BIT, Bangaloreon 27th November 2019.

v) A lecture on the topic, “Buying Behavior – A Competitive Approach in Indian Scenario.is delivered by Dr.Pankajakshi R,Associate Professor,VTU Regional centre, Bangalore”- on 30th November 2019.



6. Project Orientation Workshop:

Project orientation workshop is organised on 28.11.2019. The resource persons for the program were Dr.Y.M.Satish, Professor, MSRIT and Dr Rekha H A Professor, Christ. Dr. M S Ranga Raju, Professor and Head and Dr. Suresh Naidu Boddu Associate Professor MBA JSSATEB.



7. VISIT TO NGO – SUTTUR MUTT:

To Understand and expose students to NGO Management style, a field visit to JSS Suttur Mutt is organised on 30th December 2019.



8. Class committee Meeting: Thrice a semester Class committee meeting is arranged to take course feedback on Teaching and learning process for ensuring mid course correction

9. NIDHIDHYASANA- Student Seminar Series

There are four stages of learning. 1st stage is **Shravana - Listening**, 2nd stage is **Patana - Reading**, 3rd stage is **Mannana - Remembering** and 4th stage is **Nidhidhyasana - Validating by Learning and Sharing**.

Students will make presentations in the Seminar and Alumni will nurture them by judging their presentations.

A. "Exploring Select Fortune 500 Companies" organized on 13th December 2019



Alumni Mentors- Mr. Supreeth M.G-Senior Consultant-HR, Cap Gemini and Mrs. Manasa R. Deshpande, Lead Talent Acquisition, InMobi

B. "Marketing Implications of Select B2C Products" organized on 27th December 2019



Alumni- Ms. Mayuri Bale, Assistant Manager, Meredith Corporation and, Mr. Karthik Kumar. N, Manager, IZMO Ltd

C. "Exploring Select Indian Navaratna Companies" organized on 14th January 2020



Alumni- Ms. Nayana C K-Director, Magnus e Design Systems Pvt.Ltd, Mrs. Kavya Praveen, Manager-Client Coordinator, PhonePe

10. Extra Curricular Activity:

1). Sensitising Innovation and Creativity Skills- "Poster Design"



2). Sensitising Team Development Skills- "Develop Story in Group"



11. Student Interaction with Outside world:

Students have attended Management Fest at M P Birla Institute of Management, Bangalore.

12. Faculty Advisory Meeting:

Students are mentored academically and Psychologically at individual and in group level by faculty throughout their period of Program of study in the college.

13. Parents Teachers Meeting:

Meeting with parents is organised twice a semester in specific and as and when they meet the competent authority in college throughout year.



14. Faculty outside Interaction:

- Dr.M.S.Ranga Raju, Professor & HOD has been appointed as external examiner for Doctoral Viva @ Bharathiyar University, Coimbatore
- Dr.M.S.Ranga Raju, Professor & HOD was a Resource person for Outcome Based Education workshop organised by CBMS, Bangalore and Sindhi Institute of Management Studies.
- Dr.M.S.RangaRaju,Professor& HOD has been appointed as the BOE member at NITTE Meenakshi Institute of Technology, Bangalore.
- Dr.M.S.RangaRaju,Professor& HOD had delivered a lecture on Entrepreneurship at E&I department, JSSATE-B
- Dr.Chandrakala V.G. had been appointed as an external examiner for MBA project viva voce at PES University, Bangalore

15. Faculty Counsel Meeting:

Faculty are interacted with renowned people of Academia, Industry and Professional bodies in order to update, upgrade and strengthen networking for future development endeavors.



Dr. R S Deshpande, Former Director, ISECDr Pallab Bandopadhyay, Founder MD – HR Plus Consulting,

16. Faculty Achievement:



1. Dr. M S RANGA RAJU, Professor and Head-MBA has been awarded “Senior HRD Achievement award” by “NIRATANKA” Kannada HR Managers Association of Karnataka for the year 2019-2020.
2. Chandrakala V G has been awarded Ph.D Degree in Management by Bharathiyar University Coimbatore.

17. Placement Achievements:

Year	Eligible	Placed	Total
2018-19	60	13	13
2019-20	57	14(Ongoing)	14(ongoing)

18. Alumni Interaction:

A. Alumni Meet:

Alumni meet was organized on 23rd November 2019.



Alumni Group: Shruthi-ETAG Software, Sharanya – KPMG, Puneeth Kumar-Telstream Technologies, Akshatha, Tejas-Entrepreneurs Supreeth-Cap Gemini, Kishore-Coface, Ranjitha-ANZ Grindlays, Rukkayya-Accenture, Vidyashree-United Health care, Renuka, Supreeth-Cap Gemini, Kishore-Coface, Ranjitha-ANZ Grindlays, Rukkayya-Accenture, Vidyashree-United Health Care, Renukacharya H.S- ITTI Pvt.Ltd, Manoj-Karvy Consultatnts, Charan-Radtel(I) Pvt.Ltd, Lokesh-Axis Bank, Karthik-Badminton Coach

B. Alumni Mentoring by Judging the Student activity “Nidhidhyasana”- Student seminar series



C. Alumni Experiential Sharing: Expose the students to conceptual knowledge of Practicing Corporate Roles





JSS Mahavidyapeetha

JSS ACADEMY OF TECHNICAL EDUCATION, Bengaluru-60

(Affiliated to VTU, Belagavi, Karnataka & Recognised by AICTE, GOI, New Delhi)

UG programs accredited by NBA: ECE, CSE, ISE, CIVIL, MECHANICAL, IEM, E & IE

Dr. VISHNUVARDHAN ROAD, SRINIVASPURA BANGALORE-560060

DEPARTMENT OF MBA & RESEARCH CENTRE

VISION: "TO CREATE COMPETENT HUMAN RESOURCES FOR MANAGING BUSINESS IN SOCIETY"

'SAMSMRITI'

Volume 1, Issue 2

Bi-Annual E-Newsletter

June 2020



RAJAGURU TILAKA
Dr. SRI SRI SHIVARATHRI RAJENDRA
SWAMIJI
FOUNDER JSSMVP



JAGADGURU
Dr. SRI SRI SHIVARATHRI
DESHIKENDRA SWAMIJI
PRESIDENT JSSMVP



Dr. M V LATTE
Principal



Dr. M S RANGA RAJU
Professor and Head-MBA



Dr. CHANDRAKALA V G
Editor

Student Editorial Team:

1. Chandan D IV Sem MBA
2. Chandrika IV Sem MBA

About JSS Mahavidyapeetha – JSSMVP

Established in the year 1954 by the Jagadguru Dr. SRI SRI SHIVARATHRI RAJENDRA SWAMIJI, FOUNDER, Mahavidyapeetha has been described by many eminent educationists as an institution greater than a university, because under its aegis a child can begin its education in the kindergarten and proceed to earn a degree as well a doctorate in several branches of learning. Simultaneously the Mahavidyapeetha has not neglected to strengthen the roots of our ancient knowledge, wisdom and culture and their application in the day to day life. Sanskrit Pathashalas, Yoga Kendras, Spiritual Retreats, Gurukulas, Art and Cultural forums are doing this work. JSS Mahavidyapeetha has become a center of learning that guides and manages more than 310 institutions spread throughout Karnataka, Tamil Nadu and Uttar Pradesh.

About JSSATEB:

J.S.S. Academy of Technical Education, Bangalore (JSSATEB), or in its full name Jagadguru Sri Shivarathreeswara Academy of Technical Education, Bangalore, established in 1997 and managed by JSS Mahavidyapeetha, Mysore. The campus is located in on a hilly 21 acre campus on the Utarahalli-Kengeri main road in close proximity to Rajarajeshwari Nagar on the southwestern edge of Bangalore City. The college is recognized by AICTE and affiliated to VTU. It offers Seven UG NBA Accredited and four Post Graduate program in Engineering along with a Post Graduate program in Business Administration

About the MBA Department:

The Department of MBA was established in 2004 under the umbrella of JSS Academy of Technical Education, Bangalore sponsored by JSS Mahavidyapeetha, Mysore. The department offers two years MBA program affiliated to VTU, Belagavi, Karnataka and recognized by AICTE, New Delhi. It has VTU recognized doctoral research centre established in the year 2008. Four Doctoral degrees are awarded so far and three scholars are pursuing their Ph.D program in the department.

MISSION:

1. BY PROVIDING WELL BALANCED THEORY AND PRACTICE COURSES LEADING TO BUSINESS MANAGEMENT CONTEMPORARY COMPETENCY.
2. BY SENSITISING THE INNER DRIVE OF ENTREPRENEURIAL COMPETENCY.
3. BY IMBIBING AND INCULCATING THE INVESTIGATIVE MINDSET AND PROVIDING SOLUTIONS TO SOCIALLY RELEVANT BUSINESS.

PROGRAM EDUCATIONAL OBJECTIVE:

1. TO BE A PART OF SUSTAINING BUSINESS GROUP APPLYING CONTEMPORARY COMPETENCY IN PROVIDING NEEDY PRODUCTS AND SERVICES TO THE SOCIETY.
2. TO BE A PART OF GROUP OF YOUNG ENTREPRENEURS WHO TRY TO SUPPORT THE SUPPLY OF NEEDY PRODUCTS AND SERVICES TO THE SOCIETY.
3. TO BE A PART OF GROUP OF YOUNG RESEARCH EXECUTIVES WHO TRY TO FIND SOLUTIONS TO CONTEMPORARY BUSINESS PROBLEMS OF SOCIETY.

The MBA program operates with 60 student in take with seat sharing matrix of 50% from PGCET, Government of Karnataka and 50% Management Quota through K-MAT and or PGCET with socially subsidized fee. The MBA program offers electives in the area of Finance, Marketing and Human Resources as dual specialization. The department is equipped with well stacked library supplemented with Wi-Fi facility. The program has seven faculty members out of which **four are Doctorates** and the rest are pursuing doctoral degree. **The average age is 40 years and average experience is 15 years.** The Department is headed by **highly experienced Academic Administrator, Researcher and Management Professor with more than 25 years and recognized Master Trainer of Outcome Based Education philosophy by NBA, New Delhi Dr. M.S.Ranga Raju** a Doctorate in Management with a basic Engineering degree. He is a **former Professor and Head of MBA Program at PESIT, Bangalore.**

1. Teaching and Learning Achievements:

a. Video Based Learning(VBL):

Professional relevant videos supporting the course content is used in the class to make students to understand the concepts with the support of videos.

b. Activity based Learning(ABL):

To sensitise and nurture curriculum oriented course knowledge, skill and ability, Activity based learning is initiated in select courses. To understand the crux of the Entrepreneurship, the students are divided into groups of five. Each group is given a task to design, develop and run simple enterprise in group and make a trial run of the same for 10 days.

c. Situation based group Learning(SBGL):

Mandatory cases were discussed in every course in order to sensitise the student's skill, ability and better understanding of theoretical knowledge. Individual and group exercises are initiated.

d. Self learning(SL):

Students are sensitized with self learning attitude by giving the video based, soft and hard contents related to contemporary business knowledge and to submit a learning report in every course.

e. Term Paper(TP):

To sensitise and nurture the application of knowledge, Skill and ability of the curriculum course, students are assigned to submit an individual term paper in every course.

f. Prescribed University Curriculum Learning(PUCL):

One third of the course content classes were conducted offline till the lock down and rest of the course syllabus is completed during the lockdown using the digital platforms with an average of 80% of the students attended. The related study materials and videos are shared to all the students.

2. Panel Discussion on Impact of Union Budget 2020:

A Panel Discussion on 'Impact of Union Budget 2020' was organized on 19th February, 2020 by the Department. The resource persons for the session were Mr. Ravi Kiran Kulkarni, General Secretary from KASSIA, Mr. G. Narayanaswamy, Commissioner of Central Tax Audit, Dr. R.S Deshpande, former Director ISEC, added an Economist's perspective to the discussion on the Union Budget.



3. NIDHIDHYASANA- Student Seminar Series

There are four stages of learning. 1st stage is **Shravana - Listening**, 2nd stage is **Patana – Reading**, 3rd stage is **Mannana -Remembering** and 4th stage is **Nidhidhyasana – Validating by Learning and Sharing**.

Students will make presentations in the Seminar and Alumni will nurture them by judging their presentations.

Nidhidhyasana was conducted on the topic: **“Indian Business Maharajas” organized on 12th March 2020**

The judges for the event were our Alumni: Mr.Suresh & Mr.Amardeep – Proprietor Vinsure Technologies, Pvt.Ltd.

Sl.No	Date	Topic for Nidhidhyasana	
1.	01.04.2020	Best HR Practices	Postponed due to COVID
2.	22.04.2020	Marketing of Start-up products	
3.	06.05.2020	Exploring Strategies for success	
4.	13.05.2020	My optimum portfolio- Simulated approach	



4. Conclaves:

In the context of rapid change in global scenario, the need for updating and upgrading contemporary competencies in all verticals of major business functions are essential.

Though universities are revising the curriculum frequently, still unable to match the change in rapid growth at global level. This is leading to a major gap in college to corporate journey. To bridge this gap one of the method is organize the conclaves on contemporary issues in various business functions by the invited experts from corporate and practicing professional bodies.

Sl.No	Events	Planned date for conduction	
1.	Marketing Conclave	20.03.2020	Postponed to due to COVID 2019 lockdown
2.	HR Conclave	09.04.2020	
3.	Finance Conclave	24.04.2020	

5. Class committee Meeting:

Thrice a semester Class committee meeting is arranged to take course feedback on Teaching and learning process for ensuring mid course correction. Online CCM meeting was conducted for MBA -II SEM and IV SEM on 14th May 2020 & 15th May 2020 respectively.

6. Guest Lectures:

Guest lecturers has been organised by the department with an objective to provide the students an insight to the topics beyond the syllabus.

Dr.M.S.Ranga Raju, Prof.& Head delivered talk on the following topics in digital platform for the benefit of all MBA students:

- i) Insights To Business Research-13.04.2020
- ii) Innovative Ideas for New Entrepreneurs - 14-04-2020
- iii) A System view of HRM in practice-17.04.2020

7. Faculty External Interaction:

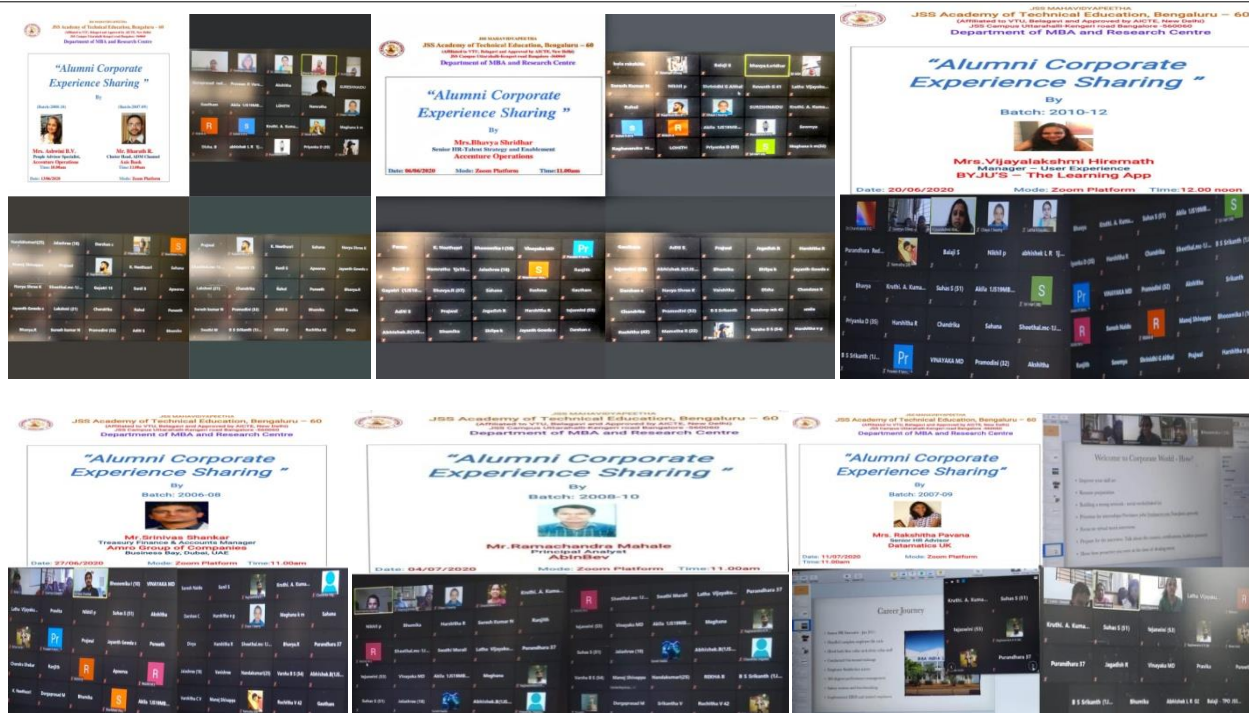
1. Dr Chandrakala Was invited as External Examiner for Project Evaluation at MBA Department, PES University, Bangalore.

8. Alumni Experience Sharing:

“College is something you complete. Life is something you experience.” With this quote the department has initiated and invited our esteemed alumni from India & Abroad to share their corporate experiences with our present batch of students. Our alumni present us with a unique opportunity to build a foundation of support to be a strong B-School.

The list of invited Alumni for the session were:

1. Mrs. Bhavya Sridhar –Senior HR-Talent Strategy & Enablement, Accenture Operations, Bangalore
2. Mrs. Ashwini B.V- People Advisor Specialist, Accenture Operations, Bangalore
3. Mr. Bharath R.-Cluster Head, ADM Channel, AXIS BANK, Bangalore]
4. Mrs. Vijayalakshmi Hiremath, Manager –User Experience, BYJUS'-The Learning App
5. Mr. Srinivas Shankar-Treasury Finance & Accounts Manager, AMRO GROUP OF COMPANIES, Dubai, UAE
6. Mr. Ramachandra Mahale – Principal Analyst, Bin Bev, Bangalore



9. Research Centre:

Doctoral committee meeting of Research scholar Mrs. Shruthi Patel was conducted in the department. The external examiners were Dr. Gopal R, Professor, PES University, Dr. Manoharan S, Professor, BMS College of Engineering. Internal Guide Dr. M.S. Ranga Raju, Prof. & Head, (Dr. R.S. Ramesh, Professor)



10. Faculty Research Council

A research council meeting is scheduled once in a week on every Wednesday. Research discussions are initiated in order to reinforce the quality of the research. Faculty are encouraged to publish in unpaid good Scopus ABDC journals which are of international standards in Management area.

Sl.No	Faculty Name	Title of Research paper
1.	Dr. M.S. Ranga Raju Professor & Head	Performance framework for Talent Workers – A Global Perspective
2.	Dr. B. Suresh Naidu	Standardized approach Vs Internal Ratings Based Approach: A study on Credit Risk Management practices of Indian Banks
3.	Dr. Chandrakala V.G	Impact of Digitization on Rural Bank Customers
4.	Dr. Lathamani B	Impact of Investment decisions on productivity among the selected SMEs in India
5.	Mrs. Sowmya C.U	Digital Learning in Indian Higher Education-Opportunities & Challenges
6.	Mrs. Chaya J. Swamy	Employee Perception Towards Digital Transformation- A Case of select MSMEs in Bangalore

11. Placements:

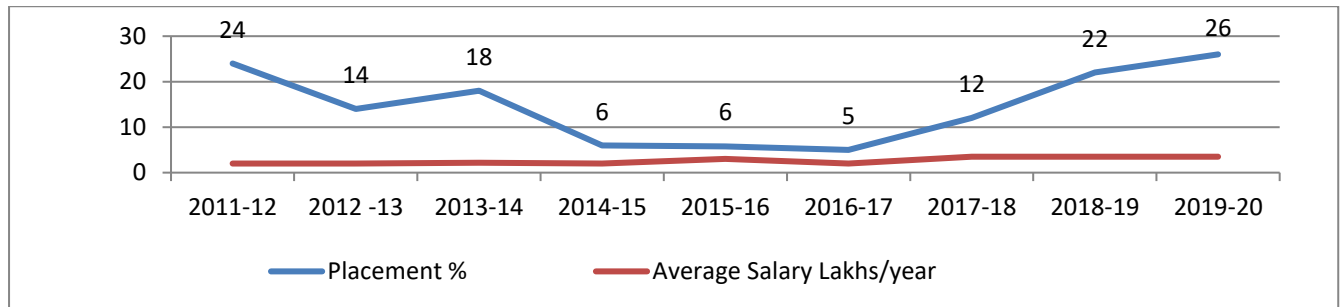
JSSATE Placement & training cell has organized training sessions to MBA students in association with Seventh Sense, SAP Labs, Shobha Developers which would help to hone their skills in the various areas like Aptitude, Personality Development, Corporate etiquettes, which how to face the interviews and excel in their career.

Students Placement Details:

The companies in which MBA students are placed are India Mart, Pinclick, Future Generali, Lulu Global Mall & Lido.

Year	Eligible	Placed	Total
2019-20	57	14(Ongoing)	14(ongoing)

Placement: Avg. Salary: Rs.3.5 Lakhs



12. CSR ACTIVITY- JSS BUSINESS QUIZ 2020

India promotes Competency driven Human Resource Development as a Success mantra. In response to this mission, we at JSS have taken it as a Corporate Social Responsibility to reach Graduate Students of Karnataka by organizing Business quiz. This provides a platform to share, learn and motivate the buddy graduates for future endeavors.

Process:

Stage 1: Registration in group of five

Stage 2: General Aptitude individual Best 12 teams will be selected based on General Aptitude Group average score.

Stage 3: Quiz of Three rounds. Best six teams are selected for final.

Stage 4: Three rounds of Quiz. Best three teams are selected for awarding Prizes.

Awards: Cash Prize First Group Prize: Rs. 5000/- Second Group Prize: Rs.3000/- Third Group Prize: Rs. 2000/

JSS Business Quiz was scheduled on 28.03.2020 but due to COVID-19 it has been postponed.

13. Faculty Advisory Meeting:

Thrice a semester Faculty Advisory meeting is arranged to take feedback on Academic issues in group and Personal issues individually for ensuring overall support. Online FAM meeting was conducted for MBA -II SEM and IV SEM students by their mentors.

14. Parents Teachers Meeting:

Meeting with parents is organised twice a semester in specific and as and when they meet the competent authority in college throughout year. The online Parents Teachers meet for MBA-II & IV semester was scheduled on 08.04.2020. Good response from the 40 parents attending is witnessed during the meeting.

15. JSS Buddy System (A new initiative):

It is a system of identifying prospective alumni as corporate mentors, assigning group of MBA students as mentees in order to nurture and support contemporary theoretical and practical learning process.

In the process, 30 prospective alumni have been identified and two students per alumni are allocated.