

Editorial Board:

Dr. Vatsala G; Principal | Dr. M.S Annapoorna; HOD Management and Commerce |
Ms. Aradhana Agarwal; Assistant Professor

News Letter Vol-2

IT ALWAYS SEEMS IMPOSSIBLE UNTIL IT'S DONE



RAMAIAH COLLEGE OF
ARTS, SCIENCE AND COMMERCE

<https://www.msrtcasc.edu.in/>

WORDS OF WISDOM - Principal's Desk



Initial Thoughts

Leadership and Excellence in Education

Welcome to M. S. Ramaiah College of Arts, Science, and Commerce, a premier institution that rests on a strong academic foundation to mould young men and women into successful members of society. Our education system caters to the individual needs of our students. The MBA Program was started with all sheer determination and grit. It has come to symbolise the resilience of our founders, rising as it has done its humble beginning to a reputed class institution. Years to come we welcome students who aspire to grow and achieve excellence in their chosen spheres to join the Ramaiah Family, tap into their unique strengths and capabilities and develop themselves into well-rounded personalities ready for a successful career

ABOUT OUR PROGRAMME - HOD's Desk

MBA program in M.S. Ramaiah College of Arts, Science and Commerce brings together a team of excellent faculty members from the academia and industry, and an excellent infrastructure to provide students the best learning environment to develop themselves into well groomed, industry ready professionals. The pedagogy of our MBA program is a combination of lectures, case discussions, experiential learning, industry interactions and peer learning, provides students opportunities to develop their interpersonal, critical thinking and decision making skills which are demanded by organisations. This newsletter is a glimpse into

Dr. MS Annapoorna

HOD-MBA, MCOM

Great things are done by a series of small things brought together."

~ Vincent Van Gogh

RELEASE OF NEWSLETTER

MSRCASC MBA Department has successfully started a series of such newsletters capable of achieving the objectives of furnishing information about the institution's activities through electronic media.



The Newsletter was released by our beloved Principal Maam, Vatsala G, in the presence of our valued resource person, Mr. Ramani Venkat. General attributes of the newsletter include articles from students, news and upcoming events of the department. Through our Newsletter, we update our readers about the latest happenings in the college. Thus providing internal and external news bonanzas for students to read and digest.

ORIENTATION FOR DISSERTATION

"Student Dissertation Orientation" event played a vital role in equipping 4th-semester students with the essential knowledge and guidelines for their upcoming dissertation projects as per BCU.

This orientation was a comprehensive and intensive session aimed at providing students with a clear roadmap for their research endeavors. It served as a foundational step in ensuring that these students were well-prepared to tackle the challenges and expectations associated with their dissertations, setting them on a path toward academic excellence.



WORKSHOPS & GUEST LECTURES

WORKSHOP ON INCUBATION- EARLY STAGE ENTREPRENEURS

Resource person: Dr. Arvind MT

The workshop provided invaluable insights into the world of entrepreneurship and incubation. It was well-received by the students of MSRCASC and the faculty, leaving them with a deeper understanding of the opportunities and support available for budding entrepreneurs.

Dr. Arvind explained how the right guidance and resources can significantly impact the success of entrepreneurial ventures. He shed light on the extensive support and mentorship that incubated startups receive, which contributes to their growth and sustainability.

MS RAMAIAH COLLEGE OF ARTS SCIENCE AND COMMERCE
DEPARTMENT OF MANAGEMENT STUDIES - MBA
INSTITUTE INNOVATION COUNCIL AT MSRCASC
ORGANISES
"Workshop on Incubation - Opportunities for
Students & Faculties - Early Stage Entrepreneurs"

SPEAKER
DR. ARVIND M T
CEO, RAMAIAH EVOLUTE

17th August 2023 2.30 PM - 4 PM
SIR. M. VISVESVARAYA AUDITORIUM
Principal and President IIC
Dr. Vatsala G
IIC Convener Dr. Shaista Banu Harris
Student Coordinators
Amogh Hegde Mittin R
Bharat Kumar Monisha



WORKSHOP ON CRAFTING EFFECTIVE RESEARCH PLAN FOR DISSERTATION

Resource person: Mr. Shankar Meppaarambath

The workshop began with a comprehensive discussion on the importance of clear research objectives. Through case studies and group exercises, participants were guided on how to formulate research objectives that were not only clear but also tightly aligned with their chosen dissertation topics.

Participants left with a clear understanding of how to develop research objectives, design questionnaires, and select statistical tools, making them better-prepared researchers in their academic pursuits.



IOT A KEY ENABLER FOR BUSINESS GROWTH

Resource person: Mr. Jaiganesh Murugesan

The guest lecture "IoT as a Key Enabler for Business Growth" was a remarkable event held exclusively for our MBA students. Its primary purpose was to impart knowledge and insights into the profound impact of the Internet of Things (IoT) on the contemporary business landscape. This report encapsulates the essence of the lecture, summarizing the topic, objectives, and a concluding message to our aspiring MBA professionals.



FACULTY CORNER

GAMIFICATION



Faculty of MBA Department brainstorming on the adoption of gamification in teaching methodology: Mr. Venkat Ramanan

Faculty of the MBA department sat together for the brainstorming session. Every faculty presented their lesson plan idea and pedagogy to the rest of the group.

Post every presentation, the rest of the group shared their ideas and suggestions that could help build a better lesson plan and impeccable lecture delivery in the class.

The entire session took two and a half hours of fruitful discussion. The faculty left the session with the contentment of being better prepared for the class.

Mr. Venkat Ramanan guides the faculty through various finance, accounting, marketing and HR games. He made the faculty experience the games and evaluate their potential use in the Management classrooms.

LESSON PLAN DISCUSSION



Faculty of MBA Department brainstorming on Lesson Plan and Course Delivery

INDUSTRIAL VISIT – EXPERIENTIAL LEARNING

ITC LIMITED, MALUR

The students of the Ind Semester were taken on an industrial visit to ITC MALUR.

The objective of the visit was to witness the production process of ITC’s Yippe Noodles and the quality control measures followed by the leading FMCG Company. The interactive session with the HR manager and plant manager, provided the platform for the students to ask questions and get insights into the challenges and opportunities in the FMCG industry.

The student’s visit to the packaging and dispatch section provided insights into the various packaging methods and techniques used by ITC to ensure product safety and freshness. The visit aimed to provide insights into the company’s management practices and its commitment towards sustainability, eco-friendliness, water conservation strategies, and corporate social responsibility.

Students were enriched with a practical understanding of sustainability, innovation and customer-centricity in the modern business world.



CLUB ACTIVITIES

MARKETING CLUB ACTIVITIES



**Students participating actively in
ELEVATOR SPEECH**

This activity helped students to converse with someone in an important position at the workplace and break the ice between them.

It provided students with the skill set to create an excellent first impression.



Mind Boxes – Memory Game

This event included memory game activities along with famous advertisements.

This event build the skillset to think as a marketer and identify the advertisement played and the logic for developing it in a particular way.

It helps the students to build the sportsman spirit as it is the act of accepting one’s success with humility and failure without disappointment and regrets.

ESD CLUB ACTIVITIES

Employability Skill Development Club organises activity on Role play and Pick and speech on 04 October 2023. The objective of the activity was to develop communication skills and also critical observation of peers. Apart from this, Puck and Speak competition enables the students to show case their knowledge and capability on various aspects.



**STUDENTS PERFORMING THE ACTIVITY OF
PICK AND SPEAK**



**STUDENTS PARTICIPATING IN
THE ROLE PLAY**

FINANCE CLUB ACTIVITIES



Financial quiz

The quiz was conducted in four rounds Team one lead by Sandeep Sannakki won the quiz.

The learnings from the quiz was that the participants enhanced their knowledge by answering enthusiastically in all the rounds of the quiz.



Documentary show

When the bubble burst, financial institutions were left holding trillions of dollars worth of near-worthless investments in subprime mortgages

Club Activities help to promote interest among the students in different business domains and facilitate the development of different career opportunities. It also helps build relationships with classmates, alumni, and different college stakeholders. They provide a platform for self-expression and for organizing various competitions like debates, quizzes, extempore, etc.



EXPLORA: RESEARCH PLATFORM FOR STUDENTS & FACULTY

The speaker also discussed his experience in various research projects and enlightened the students about the need for research in the present-day scenario. He also educated me about choosing the topics for research. This session educated the students about the importance of research. It also gave rise to many queries among the young minds and the speaker also provided valid clarifications about the topic. The speaker then provided insights on how the funding for research projects is increasing gradually and also about the various doors that are open for any student interested in research.



STUDENTS AND FACULTY BENEFITTED WITH THE RESEARCH TALK

EXPOSURE BEYOND THE BOOKS SPORTS

OUTSTANDING ACHIEVEMENT

Organized and Won | Inter Collegiate Sports Cricket
Tournament- Trophy Winner
24th AUGUST 2023.



RAMAIAH STUDENTS LIFTING THE WINNING TROPHY IN THE HOME GROUND

RAMAIAH
College of Arts, Science & Commerce

DEPARTMENT OF MANAGEMENT STUDIES - MBA
PRESENTS

INTER COLLEGE CRICKET TOURNAMENT

MSRCASC CUP

MS RAMAIAH GROUND, MATHIKERE

23RD & 24TH AUGUST 2023

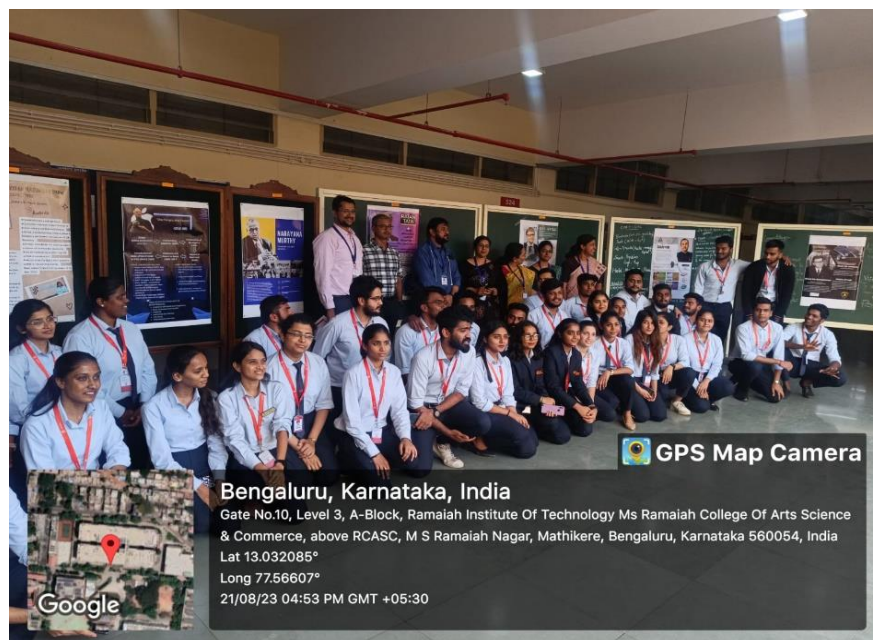
ENTRY FEES : 1500/-
BALL TYPE - GREEN VICKY

CASH PRIZE
WINNERS - 10,000/-
RUNNERS - 5,000/-
Along with Trophies and Certificates

REGISTRATION QR

PRINCIPAL Dr. Vatsala G
HOD Dr. M.S Annapoorna
PHYSICAL EDUCATION DIRECTOR Mr. Mahesh G
EVENT COORDINATORS NITHIN - 8553788177
KIRAN - 9353997715

CELEBRATIONS: WORLD ENTREPRENEURS DAY



WINNERS

DUSHYANTH SRINIVAS
HRITHIK ROSHAN
HRUTHIK GOWDA P
POOJAJAHNAVI S
JAYASHREE B S

The World Entrepreneurs Day Poster Designing and Presentation Competition organized by the Department of MBA in association with the Institution Innovation Cell was a successful event that celebrated entrepreneurship, creativity, and presentation skills among students. By evaluating participants on various criteria, the competition encouraged students to delve into the world of entrepreneurship and learn from the success stories of others. Such events play a vital role in shaping well-rounded and entrepreneurial-minded individuals who can contribute to the business world and society as a whole.

RAMAIAH College of Arts, Science & Commerce | **IQAC** | **Institution's Innovation Council** | **THE HON. MINISTRY OF EDUCATION**

MS RAMAIAH COLLEGE OF ARTS SCIENCE AND COMMERCE
DEPARTMENT OF MANAGEMENT STUDIES - MBA
INSTITUTE INNOVATION COUNCIL/ENTREPRENEURSHIP CLUB AT MSRCASC ORGANISES

POSTER MAKING COMPETITION

MONDAY 21 AUGUST

THE EVENT WILL BE HELD AT 11AM. TO 1.30PM

PRINCIPAL DR. VATSALAG | **HOD-MBA DR. ANNAPOORNA** | **IIC COORDINATOR DR. SHAISTA BANU HARRIS** | **STUDENTS COORDINATOR MR. KRITHARTH.K MS. JYOTHI. A. H**

BUILDING CULTURE: SAMSKRITHI 2023

Management students of the second semester organized a cultural fest, Samskrithi in collaboration with the fourth semester. The event marked the beginning with an invocation song sung by Inchara, the fourth-semester student. It was followed by the flower decoration rangoli competition, which was judged by Principal Maam, Dr. Vatsala G. The students participated with full zeal and fervor. This event was followed by multiple games like musical chairs, lemon and spoon race. The students showcased their talent in the form of cultural group dance and solo performances.

In the end, the students left with a lot of learning (team building, cultural sensitivity) and fond memories for life lifetime.



UPCOMING EVENTS

- MANAGEMENT FEST
- PLACEMENT OF THE FOURTH-SEMESTER STUDENTS