



## Attitude determines success!



RAMAIAH COLLEGE OF  
ARTS, SCIENCE AND COMMERCE

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

## WORDS OF WISDOM - Principal's Desk



**Dr. Vatsala G**

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 our students progression and achievements.

**Dr. M S Annapoorna**

HOD-MBA

**"Whether you think you can, or you think you can't"--you're right – HENRY FORD**

## ORIENTATION PROGRAM- 1<sup>ST</sup> & 3<sup>RD</sup> SEM

The inauguration ceremony marked the official start of the MBA programs for the academic year 2022-24. It created an atmosphere of excitement and enthusiasm among the students and faculty members.



The event was graced by the presence of Sri. M. R. Janakiram, Hon'ble Director of Gokula Education Foundation, and Sri. M. R. Kodandaram, Hon'ble Director, who served as the chief guest. Sri. Sunil Kumar Singh, Zonal Director of ICCR, Bengaluru, was the guest of honor.

The MBA students participated in inbound and outbound activities following the inauguration. Inbound activities focused on team-building exercises, problem-solving tasks, and group discussions within the campus. Outbound activities involved off-campus visits, outdoor challenges, and interactive sessions aimed at enhancing leadership skills, decision-making abilities, and interpersonal communication.

## OUTBOUND ACTIVITY

Students went to Ramnagara for Outbound Activity. The resource person for the student was Mr. Ramani Venkat. Out- Bound activities provide Street-smartlearning & help the students build leadership skills, teamwork, and quick and better decision-making.



**CLASSROOM TO BOARDROOM TRAINING PROGRAMME | Resource Person: Mr. Ramani Venkat**

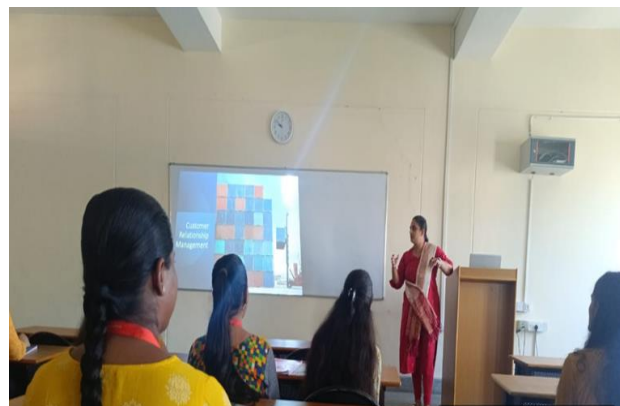


## GUEST LECTURES

### Customer Relationship Management

**Resource Person: Mrs. Linda Ann John**

CRM benefits organizations ranging from small businesses to large corporations. Mrs. Linda also stated about different types of CRM followed by the organizations. Also, how CRM can be costly and what organizations can do to keep costs low and still proactively create a positive customer experience. She focused on the role played by technology to keep the cost down and also soliciting feedback from the customers and training the employees in customer service skills goes a long way in building long-term relationships with them.



### Talent Management

**Resource Person: Mr. Anand AR**

Effective talent management is crucial for organizations to stay competitive, as it contributes to employee engagement, retention, and overall growth. By identifying and developing the right talent, companies can achieve their goals and maintain a sustainable advantage in today's dynamic business environment. Several key components make up talent management. The lecture highlighted best practices in talent management observed in successful organizations. These include



implementing innovative approaches and strategies for talent acquisition, development, and retention

## Unlocking the power of Economics

### Resource Person: Dr. Vinod Vyasulu

Economics is all-pervasive in business. No business can survive without understanding and leveraging economic factors. Dr. Vyasulu explained the different concepts of Economics like Money Supply, Equilibrium of Demand & Supply, the difference between the rich and the poor and taxing them accordingly, etc. He discussed various real-life examples making the discussion interesting and relatable. He also spoke about the calculation of the National Income and its implications on the economy.



## Career Management

### Resource Person: Mrs. Linda Ann John (ASTD Certified Trainer and Coach)

The primary objective of the lecture was to provide valuable insights and guidance to the students regarding effective career management strategies. Mrs. Linda discussed the importance of self-assessment, goal setting, continuous learning, and adaptability in managing a successful career in today's dynamic business environment.



## Business Model Canvas

### Resource Person: Mr. Kartik Kumar Choudhary

This workshop aimed to foster creative thinking and encourage students to develop an innovative business model. It introduced the concept of Business Model Canvas (BMC) as a framework for designing and analyzing business models. It motivated the students to embrace creative thinking and innovative approaches in business.



## Strategies for Better Decision

### Resource person: Dr. BalaKrishna

This guest Lecture covers how statistical decision theory integrates statistical inference with decision-making and discusses real-world actions involving economic payoffs and risks. If there is a multiple-decision situation, then we can use the decision tree technique to choose the strategies. The idea is to describe several possible paths representing deliberate actions or choices followed by events with different chances of occurrence.



## Safeguarding Consumer Rights & Cyber Laws



### Resource person: Adv. Abhay

This lecture focused on educating and creating awareness among the students about the Consumer Protection Act 1986 and 2019 and the importance of understanding cyber law in today's digital age.

## FACULTY CORNER

### Faculty Development Programme

In-house One Day FDP on "Writing Research Proposals for Funds and Publications" was conducted on 22nd June 2023.



Dr. Vatsala G- Principal of MSRCASC, delivering key notes



Faculty of MBA Department brainstorming on writing research proposal

## INDUSTRIAL VISIT - THE NEW VISTAS OF LEARNING

### ITC LTD. MALUR

The students of the IIIrd 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 quality control measures followed by the leading FMCG Company.







The interactive session with the HR manager and plant manager, provided a 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

### FINANCE CLUB ACTIVITIES



#### **Inflation and Modern Investment Dr. Swaminathan S**

This activity helped students identify and discuss modern investment avenues that can help mitigate the impact of inflation.

It provided students with practical knowledge and strategies for making informed investment decisions.

### HR CLUB ACTIVITIES



#### **Guest Lecture: Role of HR in Dynamic Business Environment**

The session shed light on the evolving responsibilities of HR professionals beyond traditional administrative tasks. Students were exposed to the strategic aspects of HR, including talent acquisition, employee engagement, performance management, and organizational development.

Mr. Srinivasan Venkatesh shared real-world examples and case studies that showcased the challenges businesses face in the current dynamic environment.

## ENTREPRENEURSHIP CLUB ACTIVITIES

## TALK SHOW- Chai Pe Charcha



### **From Zero to Hero: Strong Planning and Hard Decisions will never let your start-up Fail**

Students gain experience from talking to budding entrepreneurs. Every business can succeed with strong planning and good timing.

The event was conducted for IInd Semester students as a part of Entrepreneurship Club Activity conducted on November, 2022. The students were asked to select successful entrepreneurial stories and depict them as Poster presentation. It was in the form of the competition and the best team was awarded by the judges.

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, quiz, extempore, etc



### **Speak for India: MJ BOB "The Show Stopper"**

Chai Pe Charcha host, M.C. J BOB asked students to make a reel of a minute on expressing their views on some topics. Students also learned about the importance of expressing their views and the impact of strong communication skills.

Students felt the confidence of Speaking on a public platform, to express their views without fear, and debate.



## MOUs- NIPM STUDENT CHAPTER

The session was organized to help the students learn about the NIPM Karnataka Chapter Student Chapter. Students can undertake learning projects and develop innovative tools, techniques, and new knowledge in collaboration with the working professionals in NIPM. Students can publish professional articles, case studies etc., and develop related skills using NIPM publications. Students can use this forum to exchange ideas and critical learning and collect and disseminate information on Management in general and Human Resource Management, Industrial Relations, Labour Laws, and Labour Welfare in particular.



**NIPM- KC STUDENT CHAPTER INAUGURATION**



## EXPOSURE BEYOND THE BOOKS - SPORTS

### OUTSTANDING ACHIEVEMENT

Inter collegiate Sports Cricket |  
Tournament- Trophy Winner  
8<sup>th</sup> April 2023.



## ACADEMIC ACHIEVEMENTS

**K A Sai Harshitha secured 4<sup>th</sup> Rank  
2020-22 Batch**

Academic Achievement shows the extent of commitment of the students, and the institution.



## STUDENT ACHIEVEMENT CORNER -INTERNATIONAL TRIP

**Amogh Hedge won International Trip as the prize in an inter-collegiate competition.**



**Inter collegiate BEST MANAGER | AMOGH HEDGE  
MAHARATHI OF OUR DEPARTMENT**

Our student, Amogh Hedge, won the “Best Manager Award” in an event named “MAHARATHI”. organized by AIMS IBS college in Electronic City, the fest was named "LAKSHYA," He was awarded a fully sponsored international trip. The Event had five rounds in which people from various institutions participated.

## CASH PRIZE

**Ms. Dipti Iyer won Rs 25,000 as a cash prize in  
Jade Krishnamurthy Business Plan Competition  
held in the month of April, 2023.**



## STUDENT STARTUP IDEA AWARD - EVOLUTE

**Ms. Dipti Iyer received the prestigious Student Startup Idea Awards 2023 from Ramaiah Evolute for her groundbreaking business idea, You N Nature, a natural unisex skin care company held in the month of April, 2023.**

## ROLLING TROPHY

**MBA Students Won Rolling Trophy from CHRIST COLLEGE in inter-collegiate Fest held in the month of November-December.**





## BUSINESS PLAN

Ms. Dipti Iyer won 1st prize in Business Plan Competition organised by MSRCASC, Department of BBA in collaboration with IIC held in the month of June, 2023.

## BUILDING CULTURE: EXSTASY 2023

EXSTASY 2023 was conducted on March 25<sup>th</sup> and 28<sup>th</sup> 2023 for all PG Departments

For off-stage events, there were a total of 5 different competitions

There were also five competitions for on-stage events as well, namely Solo Singing, Group Singing, Solo Dance, Group Dance, and Fashion Show, which were conducted in APJ Abdul Kalam Auditorium.

Students participated with a true competitive spirit, and events were filled with fun, learning and happiness.



## UPCOMING EVENTS

Management Fest

PG Sports Event