



## 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**

# NEWS LETTER

## MBA

News Letter Vol-4



**VISION:** "To prepare men and women for the service of the country."

**MISSION:** "Ramaiah College of Arts, Science and Commerce will deliver global quality education by nurturing a conducive learning environment for a better tomorrow through continuous improvement and customization."

### MARKETING WIZARD

The event was conducted by third semester marketing students. The participants were from first semester. The event was to find the marketing wizard team which can make awesome digital advertisement and defend the controversial advertisement in a form of press release.



### ORIENTATION FOR INTERNSHIP

This orientation was conducted for the third-semester student on 03.01.2024 by MS Annapoorna. It was a comprehensive and intensive session aimed at providing students with a clear roadmap for their upcoming internship assignments.

**INDUSTRIAL VISIT – TIA**  
**Technology India Pvt Ltd.**

On 9th March 2024, the MBA 1st & 3rd Semester students were taken on an industrial visit to TIA Technology India Pvt Ltd. The visit aimed to provide students with practical exposure to the production processes, quality control measures, and the management practices followed in the company.



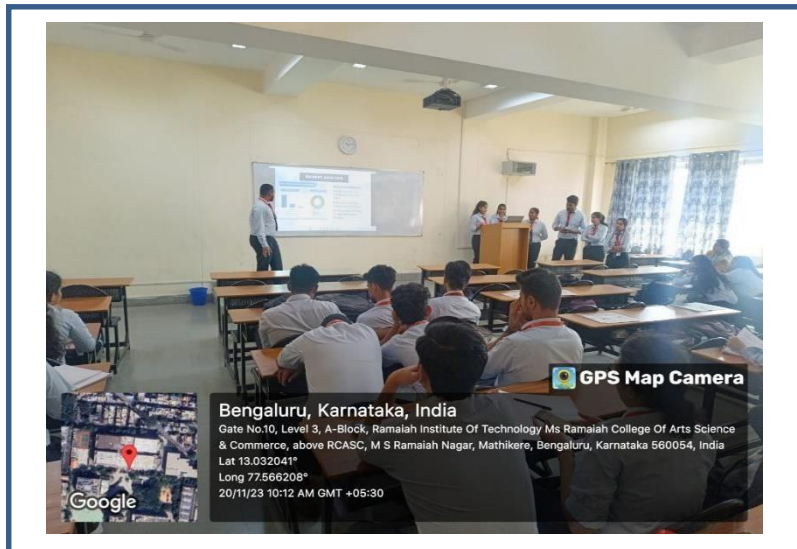
**MARKETING CLUB ACTIVITIES**

This event included memory game activities along with famous advertisements. This event helped build the skillset to think as a marketer and identify the role that advertisements play in increasing the market share of the company.  
 Date- 16.08.2023

**ESD CLUB ACTIVITIES**

Employability Skill Development Club organised 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.





### ENTREPRENEURSHIP CLUB BUSINESS PLAN COMPETITION

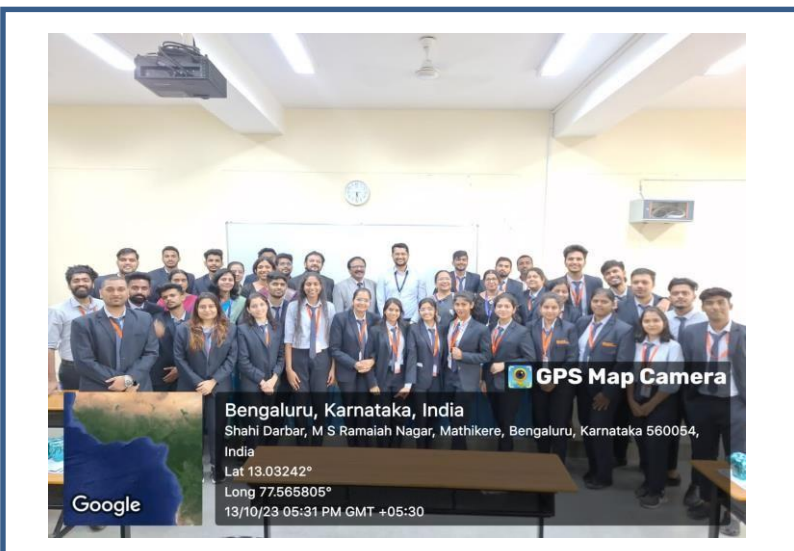
This event aimed to nurture entrepreneurial spirit among the students and encourage innovative thinking, providing a platform for budding entrepreneurs to showcase their creative business ideas.

Date- 20.11.2023

### HR CLUB - MANAV VIKAS

This event aimed to nurture entrepreneurial spirit among the students and encourage innovative thinking, providing a platform for budding entrepreneurs to showcase their creative business ideas.

Date – 13.10.2023



### ORIENTATION FOR INTERNSHIPS

The MBA Internship Orientation Session, held on December 27, 2023, proved instrumental in preparing students for their upcoming internships. The event aimed at clarifying internship guidelines, enhancing professional preparedness, and facilitating networking,

### WORKSHOP FOR GUEST LECTURES

Resource person: Ms. Jeevitha

Ms. Jeevitha provided the training to the students on facing the interview along with the importance of presenting themselves as well-groomed personalities.

She spoke about the goals and the consistent efforts towards it.



### WORKSHOP FOR GUEST LECTURES

Resource person: Dr. Saumen Majumdar

This is the workshop on Design Thinking, Critical Thinking, and Innovation Design.

It provided practical tools and techniques for applying these concepts in real-world scenarios.

### WORKSHOP AND GUEST LECTURES

Resource person: Ms.Sumitha Prashanth

This session focused on educating the students to understand the fundamentals of innovation and its importance in various fields.





### ILLUMINEZ- MANAGEMENT FEST

The management fest was organized by the MBA students. Students from 15 colleges participated from across the Bangalore. The events included business quiz, finance, marketing, business plan, treasure hunt and fashion show.

### BATCH INAUGURATION

The batch of 2023-2025 was inaugurated on 11<sup>th</sup> March, 2024 in Abdul Kalam Auditorium.

The chief guest of the event was Dr. R Vaidyanathan, retired Professor of Finance at IIM Bangalore along with Ms. Susheema Vaidhyaratnaraj, Co-founder of JMD SYCONE



### XSTASY 2024

The cultural event was organized on 05.03.2024. The event started with an invocation song. It was followed by solo & group dance competition, fashion show which was judged by experts in the field.