



Patience, persistence and perspiration make an unbeatable combination for success. – Napoleon Hill



RAMAIAH COLLEGE OF
ARTS, SCIENCE AND COMMERCE

<https://www.msrmc.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. Akshay A

HOD-MBA

You are never too old to set another goal or to dream a new dream — C.S. Lewis

NEWS LETTER

MBA

News Letter Vol-5



Workshop on Business Model Canvas (BMC)

On 22nd April 2024 a workshop was conducted on Business Model Canvas with an objective to motivate students to embrace creative thinking and innovative approaches in business. Dr. Saumen Majumdar delivered an insightful and interactive session, explaining the core concepts of the Business Model Canvas. He discussed the importance of identifying and analyzing the key components of a business model, such as customer segments, value propositions, revenue streams, and cost structures. The session emphasized the need for innovation and adaptability in today's dynamic business environment. The workshop played a significant role in fostering an entrepreneurial mindset among the students and equipping them with the tools to navigate the ever-changing business landscape with innovative ideas and strategies.