

About the Department:

“Empowering Innovation & leadership by fostering a learning ambience.”

Department of Management Studies & Research Centre offers a rigorous and intensive Master’s degree in Business Administration (MBA) aided by an eclectic mix of academic and industry Professionals. Students can pursue a choice of specializations. The program triggers the learner’s capability to conceive innovative business solutions in a collaborative environment with a practical intensive program.

Department Vision:

To be a centre of excellence in management education, corporate training, research and consultancy, empowering professionals to become leaders, innovators and contributors to society.

Department Mission:

M1 - Faculty - To attract and retain a team of committed faculty with professional exposure to academia and industry, capable of producing competent professionals.

M2 - Collaboration - Collaborate with academia, industries, organizations and professional bodies for training, research and consultancy.

M3 - Infrastructure - To create an ambience for experiential learning which leads to innovation and creativity through state of the art infrastructure.

M4 - Effective teaching, learning – To enrich the community of ethical, global leaders and innovators through complementary technologies for effective ‘teaching – learning’ process.

JULY-DEC. 2017-ODD SEM

Academic session, for the odd semester 2017, started in July. Preparations and planning for academics marked the commencement of the semester.

Faculty meetings were conducted to plan for the current semester.

1. Study material and course file was prepared well in advance by the faculty members.
2. The academic work related to teaching was prepared beforehand in the month of July-August.



Highlights of activities conducted during Odd Semester-2017

ACADEMIC ACTIVITIES

PREPARE PROGRAM

Before starting the academic session, September-December 2017, a prepare program was conducted for MBA-III semester students.

Aptitude Program was conducted by the FACE Academy; the mentors who engaged the program were Mr. Sudarshan and Mr. Dinesh. The students had a very good experience and they got an insight into aptitude tests and interview skills. In this two-week program, from 21st August to 2nd September, they also had classes on MS Excel by MCA Faculty Members and Soft skills by MBA Faculty Members. The soft skills classes covered topics on Communication, CV writing, Report writing, etc.



STUDENT INDUCTION PROGRAM

It was held in the first week of September for I semester students. Faculty members conducted various activities for the student such as ice-breaking, management games, team building activity, etc to induce the students to the new academic environment.

FOUNDATION COURSES

They were conducted on basics of English, Accountancy and Mathematics.

VIVA VOCE –MBA-III SEM

On 22nd and 23rd November 2017, MBA 3rd semester students had their Internship (Inplant Training) viva voce. Mr. Mohsin Khaleel a Management and IT consultant with international exposure along with Mr. Renu C Abraham, Senior Manager at Tech Mahindra were invited as the external examiners being industry experts.

PLACEMENT- MBA DEPARTMENT

S.N	STUDENTS PLACED IN COMPANIES
1	Ernst and Young
2	Nestle India
3	Salvea Healthcare Solutions
4	Flipkart
5	Fidelity
6	Jaro Education

S.N	COMPANIES- RESULT AWAITED
1	India Mart
2	HDFC
3	ICICI Securities
4	CGI-HR
5	Formac Software Services

CO-CURRICULAR ACTIVITIES

GUEST LECTURES



28th October 2017 - A Guest lecture was organized by Department on “Entrepreneurship and Funding” by Mr. Saad Salman, Assistant Manager in Strategies and Operations at KPMG, Bangalore. The main objective of the session was on competition and differentiation, funding, valuation and exit, equity dilution and funding.

The students had a great interaction during the guest lecture, where we learnt about how an entrepreneur should be and what all risks that he will take to be successful. They also learnt that being an entrepreneur is not an easy task and what it takes for him to attain the success. How determined and dedicated one should be in achieving his goals. Executing an idea and seeing through till the end and creating a bench mark is what an entrepreneur is.



12th December 2017- A Guest Lecture was conducted for the first semester students 2017-19 batch. The speaker for the session was Ms. Sowmya from FinEdge Advisory Pvt. Ltd. The session focused on creating awareness about provident funds, systematic investment plans and credit scores. The students gained valuable

18th December 2017- A workshop on “Case Study Analysis” was conducted for the first semester students 2017-2019. The speakers for the session were Adarsh Appukuttan, former VP Goldman Sachs and M.S. Prathibha Raj, Asst. Professor - Management Studies at a reputed B-School with 9 years of corporate experience and 12 years of teaching experience. The session by Mr Adarsh discussed techniques on analyzing and solving corporate case studies and Ms Prathibha taught the students how to tackle case studies in VTU examination.



FACULTY DEVELOPMENT PROGRAM ON “BLENDED LEARNING”

FDP on “Blended learning” was organized on 27th & 28th December 2017 which aimed at Capacity building of the educational institutions by adopting technology in pedagogy for higher education. Key Speakers were Professor Vasanthi Srinivasan (IIM-B), Professor P C Narayan (IIM-B).

EXTRA-CURRICULAR ACTIVITIES

TEACHER’S DAY CELEBRATION

Teacher’s Day celebrations were conducted on the 5th of September to commemorate the efforts and contributions of the teaching staff of CMRIT in guiding and shaping the future of its students.



HEALTH CARE WORKSHOP

The workshop was conducted by Apollo Cradle Hospital in MBA Department on 9th September 2017.

The workshop was about health care and food habits. Dr. Shwetha explained how a proper diet can improve the health of a person. She further explained how to cope with different and recent health issues a student faces due to stress and pressure.



ROTARACT CLUB

The 10th installation of Rotaract club of CMRIT was on 7th October 2017. The chief guest was Rtn K C Jagnath Reddy, Secy CMRJT and Rtn A. Rajbalan, the President of Rotary club Rammurthy Nagar. Rtr. Arun Teja took over as the President and vowed along with all members for conducting the social events which will be helpful for the up liftment of the society.



WORLD FOOD DAY BY ROTARACT

To commemorate the World Food Day on 16th October, ROTARACT CLUB OF CMRIT initiated to help the COTTOLENGO ORPHANAGE, WHITEFIELD with grocery items.



FRESHERS' WEEK- OCTOBER 2017

Senior students welcomed first year students by conducting a fresher's week in the third week of October. There were co-curricular and extra-curricular activities planned for the freshers' that involved both learning and fun elements. The first event was **"TALENT HUNT"**, which was organized to bring out the underlying talent in freshers'. The second event was **"PICK AND ACT"** which involved role-plays.



The second day of the week was colour theme-driven and the students were seen wearing yellow. The events were informal and ice-breakers for seniors and juniors and ended with laughter and fun where the freshers participated with full enthusiasm.

The third day, **"Namma Kannada"** was the theme. This day focused on encouraging the students to know the Culture of Karnataka. There were cultural events depicting the folk music and dance. The second event was **"Best-out-of-waste"** where the teams of students were asked to come up with their innovative designs of apparels with newspapers.

The last day of the week witnessed **"FRESHERS' DAY"**, held at old CDX in the campus. Arun Kumar was elected as Mr. Fresher and Neha Chaturvedi was elected as Ms Fresher. The week ended, leaving the students with motivation and a sense of belonging at CMRIT.



BLOOD DONATION

On the occasion of CMR Founder's Day, the Rotaract Club along with NSS of CMRIT, conducted a Blood Donation Camp on 14th November 2017. It was inaugurated by Dr. B. Narasimha Murthy, Vice Principal, CMRIT. Around 260 units of blood were collected by BMST, Vydehi and KIDWAI Hospitals also supported by the Rotarians of Rotary Ramamurthy Nagar



FIESTA 2017

Fiesta-2017 was an intra- departmental activity on organized by the MBA-I SEM students. Student coordinators were Suraj Reddy, Aishwarya P.S, Hemanth.S, Thanuja Reddy and faculty coordinators were Ms. Divya Paul and Ms. Himani Sharma. Fiesta comprised the following events:

➤ INNOVATORS' CIRCLE

Participants came up with ideas based on their areas of interest. They submitted a marketing proposal for the same followed by 5 minutes of question-answer round.



➤ EXTEMPORE (JAM)

Shortlisted candidates were given a topic on the spot. There was a variety of topics ranging from specific, abstract to general awareness and simple English proverbs. The speaker was given a total of 3 minutes (1 minute for framing his/her ideas and 2



minutes to speak on the same).

➤ DEBATE: FOR or AGAINST

Debate got an overwhelming response with students vehemently proving and justifying their points, for and against the topics which were given a day in advance



➤ TREASURE HUNT:

Participating teams had to accomplish various tasks and find clues hidden in QR codes. The team that found and solved all clues in minimum time won.

TANTRA – THE QUIZ CLUB

Every 4TH day of the week , activities are conducted for MBA students in order to enhance their professional skills .



This club also helps the students to prepare for the management fests which are conducted in other colleges. It also helps them to know, understand and analyze how management events are conducted.

CULTURAL CLUB OF PG STUDIES:

This club was introduced with the sole purpose of bringing out cultural talent of MBA and MCA departments. Under the Cultural club students of MBA conducted a Flash Mob on account of Kannada Rajyotsava on 2nd November 2017.



STUDENT ACHIEVEMENTS:



Arpitha.R, of MBA 3rdsem participated in the OPPO Fresh Face competition in association with Bangalore Times which was held in the month of September. She was the first runners-up.

Prakruthi.S and Geetha.B of MBA 3rdsem participated in the BMS college management fest held on 15thSeptember and won 1st place in ad-making event.

Prachi, Samiha, Ateeb and Prakruthi of first year MBA participated in PESIT college management fest held on 14th of October and secured 2nd place in Team Building event.



Adithya.S, Syeeda Arshiya, Kusuma .H.N, MBA 3rd sem got CMR scholarships for their academic excellence. The scholarships were presented to the students on the Founder's day which was held on 18th November 2017.



FDP ATTENDED BY MBA FACULTY MEMBERS



FDP on "Using Blended MOOCs in Management Education" held at IIM Bangalore on December 9th 2017. Attended by Ms Divya Paul and Ms Himani Sharma.

FACULTY ACHIEVEMENT

Dr. Girish C, HOD-Department of Management Studies, received CMR- Service award for successfully completing 10 years in CMRIT.

FACULTY PUBLICATION

1. Dr. Girish C, published his paper on “PROFITABILITY ANALYSIS (A COMPARATIVE STUDY OF THE BSE LISTED IT COMPANIES)” in International Journal of Business and Administration Research Review, Vol.3, Issue.19, July- Sept 2017
2. Dr. Priyameet K, published an article on “HRIS -THE NEW BUZZWORD FOR ORGANIZATIONS”, in the Newspaper- The-Hitavda, Nagpur on Tuesday July 11, 2017.

INDUSTRIAL VISIT-MBA-III SEM

An Industrial Visit was organized by the Dept of Management Studies for 3rd Semester MBA Students on November 10th and 11th, 2017 to Hindustan Coca Cola Beverages Pvt Ltd. The manufacturing/bottling plant was located in Bidadi. 89 students participated in the industrial visit.



INDUSTRIAL VISIT-MBA-I SEM



On 18th November 2017, and 24th November 2017 MBA –I semester students visited HAL unit, Bangalore.

The students interacted with Mr. Raju, Marketing Head, HAL who briefed them about the work practices at HAL.

EXPERIENCE IN CMRIT- ALUMNI SPEAKS

NAVYA. L (2014-2016): “I have been a part of the CMR Group of institutions from when I was 7 years old. I was a student of CMR National Public School and CMR National PU College.

I joined CMRIT in 2015 for an MBA course in Marketing and HR.

Good quality teaching, student friendly environment, availability of college bus, easy accessibility by public transport and good placements are some of the reasons I joined this college.

Overall my experience in CMRIT has been very encouraging, peaceful and memorable.



STUDENTS' CORNER



Rohini K, a student of 3rd sem MBA, an ardent fashion designer and a passionate dancer, has participated in many Fashion events. The most recent one being on 13th September 2017 held at Chancery Pavilion Hotel. Her designs also won 2nd place in Chiguru Fest held at CITech. Her work was recognized by many Fashion Event managers.



Manjunath B, the student sports coordinator for 2016-2018 batch, is also president of Sports Club and Kannada Club of MBA dept. He has been an achiever in the field of sports and Kannada literature.

Suhindra D Vahni, the guy who settles for nothing less than the absolute latest in technology. You might soon find him blogging about photography. Being a day scholar at CMRIT, he pursues his passion for photography beyond the college hours.



Dilip Kumar has been practicing Kick Boxing (Maui Thai) for 18 months now. He has won 2 Local Tournaments, has been a finalist in a National Tournament and has participated in more than 5 national tournaments. He is an upcoming talent in kick boxing.

Kouslya is a dancer and has participated in lots of events and dance competitions conducted by Whitefield Cultural Club.



Ismail Khan is a recognized circuit and drag car racer of Bangalore. He has participated in Ammathi Rallycross 2017 which took place in Coorg and also in Tarmac Autocross 2017. He recently participated in Maruthi Suzuki Indian National Championship 2017 Auto Prix.

From Editor's Desk

Dear Readers,

With the pristine purpose of presenting all that transpired in a marked period of time, we proudly present before you this year's edition of Optimus, the newsletter of the Department of Management Studies, CMRIT Bangalore.

Besides keeping you up to date with the Department event and the activities of our accomplished members, we also plan to throw light on the small initiatives of students that go a long way in building the edifice of knowledge.

Believing in team work as less of "me" and more of "we", we extend a big thanks to all our helping hands and promise industry experts for to keep giving you glimpses of the Department.

EDITORIAL BOARD

Dr. Girish C

Dr. Priyameet Kaur

Ms. Divya Paul

Rohini K.
(3rd Sem.)

Vikas T S K
(3rd Sem.)

Suhindra D Vahni
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Thanuja K S
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We'll be happy to hear from you at hod.mba@cmrit.ac.in

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