



## Attitude determines success!



RAMAIAH COLLEGE OF  
ARTS, SCIENCE AND COMMERCE

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

## WORDS OF WISDOM - Principal's Desk



**Dr. Pushpa H**

Welcome to M. S. Ramaiah College of Arts, Science, and Commerce, 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 symbolize 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 organizations.

This newsletter is a glimpse into our student's progression and achievements.

**Dr. Shaista B Harris**

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

## **From Talent Acquisition to Retention: An End-to-End HR Perspective**

### **Bridging Talent Strategy with Inclusive Culture**

The Department of Management Studies organized a **guest lecture** on **4th July 2025** at **11:00 AM** in **Kuvempu Seminar Hall**.

The session was delivered by Ms. Harini Krishnan, Global Head – DEI & Culture at [24]7.ai, focusing on the topic *"Talent Acquisition to Retention: An End-to-End HR Perspective."*

#### **Objectives of the Lecture:**

- **To Understand the Complete HR Lifecycle:**  
The session helped students comprehend how recruitment, onboarding, performance management, and retention are all part of a strategic HR pipeline.
- **To Emphasize the Role of DEI in HR:**  
The speaker emphasized the growing importance of Diversity, Equity, and Inclusion (DEI) in fostering a healthy and inclusive workplace culture.
- **To Align HR with Business Goals:**  
The session explained how modern HR is not just about people management but aligning people strategy with the overall business mission and vision.
- **To Prepare Students for HR Challenges:**  
The lecture exposed students to current trends and challenges in human resource practices, especially in tech-driven and global organizations.

#### **Student Outcomes:**

- **Gained Real-Time Industry Insights:**  
Students understood how HR practices are implemented in real-world corporate environments, particularly in global firms like [24]7.ai.
- **Improved Understanding of Talent Management:**  
The session clarified the strategic flow from attracting talent to retaining it through engagement and culture-building activities.
- **Awareness of DEI Practices:**  
Students became more conscious of how diversity and inclusion are no longer optional but essential parts of modern HR.
- **Motivated to Pursue Strategic HR Roles:**  
The lecture inspired many students to consider HR as a strategic and impactful career path.

## PHOTOS OF THE EVENT





## **GROUP DISCUSSION**

The Department of Management Studies – MBA at M. S. Ramaiah College of Arts, Science and Commerce organized a **Group Discussion Activity** on **9th July 2025** at Room No. 523A. The session aimed to provide students with a platform to discuss current global and national affairs and their implications on business and management practices.

The event focused on **current global and national affairs** and their impact on business practices.

Students discussed diverse topics such as Artificial Intelligence, Digital Marketing Trends, Climate Change, Cybersecurity, and Remote Work Culture.

### **Event Objectives**

- To enhance students' understanding of global and national affairs relevant to business.
- To foster critical thinking, teamwork, and problem-solving abilities.
- To strengthen communication and public-speaking skills.
- To bridge classroom learning with real-world business challenges.

### **Student Outcomes**

- Improved ability to analyze and debate contemporary issues affecting business.
- Enhanced teamwork, collaboration, and peer learning through interactive discussions.
- Gained confidence in presenting ideas with clarity and persuasion.
- Developed awareness of how current events influence business strategies and decisions.

### **Conclusion:**

The Group Discussion proved to be a successful and enriching experience, equipping MBA students with practical insights and essential management skills. Such initiatives foster holistic learning and prepare students to thrive in a dynamic and competitive business environment.



## PHOTOS OF THE EVENT



# Debate Competition

Fueling Minds Through Meaningful Debates

Presented by the Finance Club

The Department of Management Studies organized a Debate Competition on **10th July 2025** (Thursday) at **11:00 AM**. The event brought together passionate student debaters who engaged in thought-provoking arguments on current business and finance-related topics.

## Debate Topics:

Participants were given the following topics a few days prior to the event to prepare their arguments:

1. Is cryptocurrency a threat to traditional banking systems?
2. Should Central Bank Digital Currencies (CBDCs) replace physical cash?
3. Is the stock market a true reflection of a country's economy?
4. Can AI replace financial advisors completely?
5. Should governments bail out failing banks and financial institutions?

## Participants:

A total of **six teams** registered. Each team selected a topic and prepared to speak either **for or against** it, based on a toss on the day of the event. Team members were as follows:

**Team 1:** Fazil Saifuddin, Harshitha S Jogdhankar, Kondetti Naga Jaya Varshini, Monisha S

**Team 2:** Hrithika S Nair, Merin Ann, Sharath Nair, Vaishak A

**Team 3:** Adith Suresh, Akshaya Rao, Alan Sebastien, Sharoon K R

**Team 4:** Akash Kumar Raju C, G S Rohith, Hemanth K M, Prajwal V

**Team 5:** Gnana Sindhu H P, Gudipati Saritha, Hemanth K M, M B Kavya, Modukuru Sai Bharadwaj

**Team 6:** Akash Davangeri, Akash Kumar Raju, Manikanth Kulkarni, Pritviraju M, Surendra S Bhat

### Debate Format:

Each pair of teams debated on a selected topic.

**Teams 1 & 2:** Can AI replace financial advisors completely?

**Teams 3 & 4:** Should governments bail out failing banks and financial institutions?

**Teams 5 & 6:** Should Central Bank Digital Currencies (CBDCs) replace physical cash?

A **coin toss** decided which team would pick a chit to speak either for or against the topic. Each round included:

- Topic introduction by both teams
- Three questions asked per debate
- Rebuttals and argument exchange
- Final 1-minute conclusion by each team
- Each team was given a total of **10+1** minutes

### Learning Outcomes:

- **For participants:** The competition helped students improve their research skills, articulation, confidence, and logical thinking. They learned how to present financial arguments clearly and respond to counterpoints on the spot.
- **For the audience:** The debate gave valuable insights into modern financial challenges like digital currencies, artificial intelligence in finance, and the role of governments in economic stability.

### Conculation:

The competition was not only intellectually stimulating but also fostered a sense of teamwork and financial awareness among the students. The event concluded on a high note, with appreciation for all the teams who participated and made the session engaging and informative



## PHOTOS OF THE EVENT



## Tracking the Truth: Case Study Competition on Financial Fraud

The Department of Commerce (PG), in association with the Institution's Innovation Council (IIC), organized the *Tracking the Truth: Case Study Competition on Financial Frauds* on **10th July 2025 (Thursday) at 02:30 PM** in **M.S. Ramaiah College of Arts, Science and Commerce**. The event brought together 30 enthusiastic participants who explored real-world financial frauds, analyzed loopholes, and discussed preventive measures. Students showcased their analytical, investigative, and presentation skills, making the session both insightful and thought-provoking.

### Objectives:

- Develop awareness and understanding of financial frauds in the corporate world.
- Improve critical thinking and problem-solving abilities through case analysis.
- Enhance teamwork, research, and presentation skills among participants.
- Encourage ethical thinking and awareness about financial governance

### Key Highlights

- Case studies on Enron, Satyam, Vijay Mallya Scam, and Harshad Mehta Scam.
- Analysis of fraud detection methods and case laws.
- Discussions on financial transparency and accountability.

### **Event Format**

- Preparation– Teams researched fraud cases and designed PowerPoint presentations.
- Presentation– Each team presented insights before a panel of judges and audience.
- Evaluation Criteria– Creativity, depth of analysis, clarity, and presentation style.

### **Student Outcomes**

- Practical knowledge of financial frauds and corporate scams.
- Improved research, communication, and public speaking skills.
- Enhanced confidence in teamwork, design thinking, and analytical reasoning.
- Development of ethical perspectives in financial decision-making.
- Exposure to real-world financial reporting and auditing practices.

### **Conclusion**

The Tracking the Truth: Case Study Competition on Financial Frauds was a successful initiative by the Department of Commerce (PG). It provided students with an engaging platform to apply theoretical concepts to real-world fraud cases while developing essential skills such as analysis, teamwork, and ethical judgment. The competition highlighted the importance of transparency, vigilance, and accountability in finance and instilled the value of integrity among budding professionals.

## PHOTOS OF THE EVENT



# **Industrial Visit to Volvo Bus Manufacturing Unit, Narsapura, Kolar**

## **Exploring Excellence in Automotive Engineering and Operations**

The Department of Management Studies organized an **industrial visit for MBA 1st Year – A Section students** on **11th July 2025** to the prestigious **Volvo Bus Manufacturing Unit** located at **Narsapura, Kolar**. The visit was a part of the academic initiative to provide students with experiential learning beyond the classroom.

### **Objectives of the Industrial Visit:**

- **To Understand Large-Scale Manufacturing Processes:**  
Students observed how buses are assembled using automated technologies, quality checks, and lean manufacturing systems.
- **To Learn About Supply Chain and Inventory Systems:**  
The visit highlighted how raw materials and components are managed efficiently through inbound and outbound logistics.
- **To Observe Safety and Compliance Protocols in Manufacturing:**  
The visit helped students learn about industrial safety measures, environmental compliance, and employee welfare initiatives within the plant.
- **To Study the Role of Technology in Manufacturing Automation:**  
Exposure to robotic assembly lines, automated welding systems, and computer-integrated manufacturing showed how technology drives productivity.
- **To Gain Insights into Quality Control and Testing Procedures:**  
Students witnessed the stages of inspection, testing, and certification of components to maintain Volvo's global quality standards.
- **To Introduce Sustainable Practices in Modern Manufacturing:**  
Students learned how Volvo incorporates sustainability by reducing waste, conserving energy, and implementing green technologies.



## **Student Outcomes from the Volvo Industrial Visit**

- 1. Practical Understanding of Manufacturing Operations**  
Students observed real-time bus assembly processes and gained hands-on exposure to production workflows and plant layout.
- 2. Awareness of Automation and Technology in Industry**  
The use of robotics, automated welding, and ERP systems gave students insight into how technology drives operational efficiency.
- 3. Exposure to Quality Control and Global Standards**  
Students understood the importance of rigorous testing, inspection, and compliance practices in maintaining Volvo's international product quality.
- 4. Insights into Supply Chain and Inventory Management**  
Observing the flow of materials from sourcing to dispatch helped students connect classroom concepts to actual logistics systems.
- 5. Understanding of Sustainable and Safe Manufacturing Practices**  
Students learned about Volvo's commitment to eco-friendly practices, energy conservation, and strict safety protocols for worker welfare.
- 6. Career Orientation and Industry Readiness**  
The visit encouraged students to explore career paths in operations, production, supply chain, and industrial HR through real-world exposure.

### **Conclusion:**

This hands-on exposure aimed to bridge the gap between management theories and real-world industrial practices. The students had the opportunity to witness global manufacturing standards, understand advanced production techniques, and interact with professionals working in various operational departments of the facility.

## PHOTOS OF THE EVENT



## **Guest lecture on Strategic financial management and cross-functional leadership in global organizations: A Bosch perspective**

**Date:** 15<sup>th</sup> July 2025

**Time:** 11:00 AM

**Location:** Kuvempu Seminar Hall

**Speaker:** Thontesh H B

Director, Bosch Management Services

The resource person from Bosch shared real-world insights into how financial decisions are made in large multinational corporations and how cross-functional leadership plays a crucial role in aligning organizational goals across departments and global markets.

### **Objectives of the Session**

- **To Understand Strategic Financial Decision-Making**

The session aimed to provide insights into how financial strategies are designed and implemented at a global scale, with a focus on long-term value creation and risk management.

- **To Explore Cross-Functional Leadership Dynamics**

The speaker highlighted the importance of collaboration across finance, operations, HR, and marketing to achieve strategic goals in complex organizations.

- **To Gain a Corporate Perspective from Bosch**

The lecture offered students a behind-the-scenes look at how Bosch, as a global leader, approaches financial planning, innovation investments, and cross-functional integration.

- **To Bridge Theory with Industry Practices**

The session helped students connect academic learning in financial management and leadership with actual business practices in multinational environments.

### **Student Learning Outcomes:**

- **Enhanced Understanding of Global Financial Management**

Students gained a practical perspective on strategic financial planning, budgeting, and performance analysis in global corporations.

- **Awareness of Leadership Across Functions**

The lecture helped students understand how cross-functional leadership supports innovation, communication, and alignment in complex business structures.

- **Exposure to Bosch's Organizational Culture**

The session provided insights into Bosch's approach to business sustainability, innovation, and employee empowerment, enriching students' corporate knowledge.

- **Application of Theoretical Concepts**

Students were able to relate classroom knowledge of financial models and leadership theories to real-world applications, improving their analytical thinking.

### **Conclusion:**

The guest lecture was an enriching experience for the MBA students, especially those aspiring to pursue careers in financial management and leadership roles. It bridged the gap between classroom learning and industry expectations, equipping students with practical knowledge and strategic thinking approaches used in global organizations like Bosch.



**PHOTOS OF THE EVENT**





# **Industrial Visit to Carl Zeiss India Bangalore Pvt Ltd**

**Date of Visit:** 17/7/25

**Class:** I MBA – Section B

**Location:** Electronic City, Bommasandra, Bengaluru

## **Company Overview:**

Carl Zeiss India Pvt Ltd. is a subsidiary of Carl Zeiss AG, Germany. It specializes in optical systems, industrial metrology, and medical technology. The company is known for its commitment to innovation, quality, and precision.

## **Objectives of the Visit:**

- To understand the industrial applications of precision optics and optoelectronics.
- To observe the manufacturing processes and quality control practices.
- To interact with industry professionals and gain insights into career opportunities.
- To bridge the gap between theoretical knowledge and practical implementation.

## **Highlights of the Visit:**

A guided tour of the facility showcasing different departments including R&D, production, quality assurance, and assembly. Demonstrations of high-end optical instruments and metrology tools. A detailed presentation on the history, vision, and technological advancements of Carl Zeiss. Interactive Q&A session with company experts.

## **Conclusion:**

The industrial visit to Carl Zeiss India Pvt Ltd. was highly educational and insightful. It provided valuable practical exposure and deepened our understanding of industrial applications in optics. Gained understanding of real-time industrial operations and the importance of precision in manufacturing. Insights into various career paths in the fields of optics and industrial technology. Learned about the integration of digital tools in quality control and production.

## PHOTOS OF THE VISIT





## Graduation Day 2025: A Defining Milestone for MBA Graduates

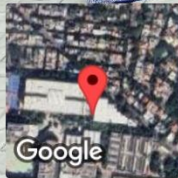
The Graduation Day Ceremony for MBA students was held on **23rd July 2025** at **Dr. A.P.J. Abdul Kalam Auditorium**, M. S. Ramaiah College of Arts, Science and Commerce. The event celebrated the academic achievements of the outgoing MBA batch.

**Captain Naveen Nagappa**, Kargil War Veteran and Sena Medal awardee, graced the occasion as Chief Guest and delivered an inspiring address. Dignitaries from Gokula Education Foundation, faculty, and parents witnessed the conferring of degrees and the **felicitation of course toppers**.

The MBA department proudly applauded its students for their academic, professional, and leadership excellence. We wish all graduates success in their future endeavors.

### PHOTOS





## Bengaluru, Karnataka, India

1st, 1st Cross Rd, M S R Nagar, Mathikere, Bengaluru, Karnataka 560054, India  
Lat 13.032222° Long 77.566783°  
23/07/2025 01:03 PM GMT +05:30





## Expert Talk on Comprehensive Overview of GST

**Event Date:** 25/07/2025

**Time:** 11:30 a.m. - 1:30 p.m.

**Organized by:** Department of MBA, in association with Directorate of Taxpayer Services, Bangalore Zonal Unit

**Venue:** Mother Theresa Seminar Hall

**Resource Person:** Ms. Rachna, IRS, Joint Director, Directorate of Taxpayer Services, Bangalore Zonal Unit

### Guest:

- Mr. H.T. Girish Rao, IRS; Additional Assistant Director, Directorate of Taxpayer Services, Bangalore Zonal Unit
- Mr. B.K. Gopalkrishna, IRS; Additional Assistant Director, Directorate of Taxpayer Services, Bangalore Zonal Unit

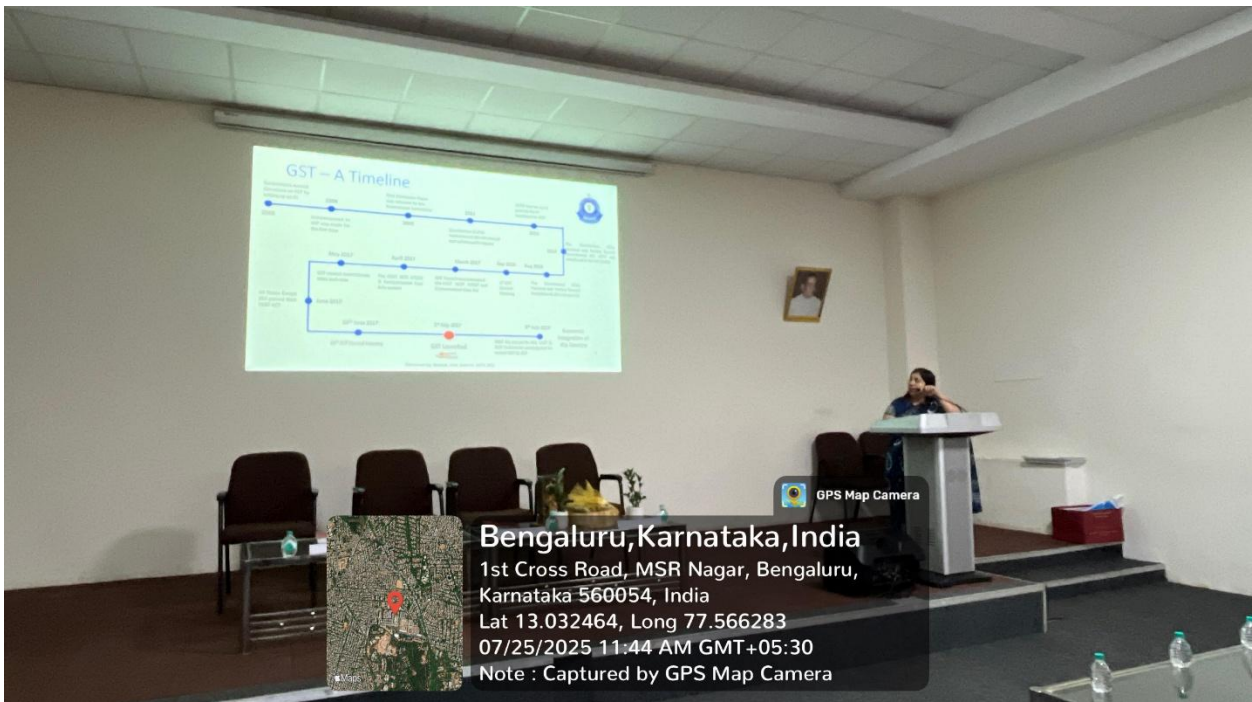
The main session was conducted by the Resource Person, Ms. Rachna, IRS. Her lecture, titled "Goods and Services Tax: A Story of Extraordinary National Ambition," traced the evolution of GST from its conception to implementation. She elaborated on the concept of GST as a consumption tax, explained the dual GST model unique to India, and outlined the significant milestones leading up to the launch of GST. Her session highlighted statistical achievements, the IT architecture supporting the system, and how GST has enhanced transparency in trade and tax compliance, especially in international trade scenarios.

Ms. Rachna also provided a comparative analysis of GST frameworks across other economies and discussed the technological and structural efforts made by the government in building a robust GST platform. She touched upon recent developments and gave students a glimpse into the future trajectory of tax reforms in India. The interactive session concluded with a round of insightful questions from students, which the speaker addressed with clarity and depth.

The session concluded at 12:30 p.m. with a formal vote of thanks delivered by Ms. Rupa, Head of the Department of Commerce, expressing gratitude to the guests, college management, faculty, and students for their enthusiastic participation. The event ended with the National Anthem and dispersal, marking the success of a highly informative and impactful academic engagement.



## PHOTOS OF THE EVENT



## Pitch Arena

*– Igniting Ideas, Inspiring Innovation*

The Department of Management Studies organized the Pitch Arena – Idea Pitching Competition on 14th August 2025 (Thursday) at 12:00 PM in Kuvempu Hall.

The event brought together aspiring innovators and entrepreneurs who presented their creative business ideas to a panel of evaluators.

Participants showcased their originality, problem-solving approach, and persuasive presentation skills, making the session both inspiring and insightful for the audience.

The competition served as a launchpad for students to refine their entrepreneurial thinking.

### Objectives

- **Encourage ideation and rapid prototyping:** Move from concept to viable business model in a structured setup.
- **Strengthen presentation and storytelling skills:** Communicate value propositions clearly to diverse audiences.
- **Foster mentorship and industry connect:** Build networks with potential investors, mentors, and corporate partners.
- **Provide a launchpad for startups:** Enable teams to refine their ideas for the next stages of development.

### Student Outcomes:

- **Idea-to-pitch fluency:** Teams articulated problem statements, customer segments, and value propositions with confidence.
- **Validation mindset:** Demonstrated preliminary market validation, feasibility, and scalability considerations.
- **Collaborative playbook:** Cross-functional teamwork, role clarity, and effective decision-making under pressure.
- **Impact-focused thinking:** Clear articulation of social, economic, and environmental impact.

Each team got 5 minutes to pitch their idea to the chief guest, Mr. Naren Narayana who was also the judge along with Prof. Satyan for the competition. After a team is done with the pitch, there was a small question-answer session with the judge.

The Idea Pitching Competition served as a dynamic platform for young innovators to present their creative solutions to real-world problems. The participants showcased out-of-the-box thinking, entrepreneurial spirit, and the power of ideas in a competitive yet collaborative environment.

## PHOTOS OF THE EVENT



## **World Entrepreneurs' Day – CEO for a Day**

The Institution's Innovation Council (IIC) of M.S. Ramaiah College of Arts, Science and Commerce organized an activity on World Entrepreneurs' Day titled "CEO for a Day" on 21st August 2025 (Thursday) at 11:00 AM.

The event was conducted exclusively for MBA students to foster an entrepreneurial mindset, leadership qualities, and strategic decision-making skills. Students stepped into the role of CEOs of leading companies, where they analyzed current business developments, identified entrepreneurial opportunities, and proposed innovative strategies. The role-play simulation enabled participants to practice leadership, creativity, and critical thinking while bridging classroom knowledge with real-world entrepreneurial scenarios.

### **Objectives:**

- Celebrate World Entrepreneurs' Day by cultivating entrepreneurial spirit among students.
- Encourage students to think and act like entrepreneurs and business leaders.
- Enhance strategic thinking, creativity, and problem-solving skills.
- Bridge theoretical knowledge with practical entrepreneurial applications.

### **Key Highlights**

- Students role-played as CEOs and delivered strategic presentations.
- Focus on industry trends, entrepreneurial opportunities, and innovative business solutions.
- Topics included *AI integration, sustainable practices, digital lending, and market diversification.*
- Presentations supported by PPTs, infographics, and real-world analysis.
- Interactive Q&A session fostered peer-to-peer and faculty engagement.



### **Student Outcomes**

- Developed an entrepreneurial mindset aligned with global business challenges.
- Strengthened problem-solving, analytical, and strategic planning abilities.
- Understood the role of innovation and sustainability in business growth.
- Learned to evaluate risks and opportunities with an entrepreneurial perspective.
- Prepared to apply entrepreneurial knowledge to real-world scenarios.

### **Conclusion**

The CEO for a Day activity, organized as part of the World Entrepreneurs' Day celebrations, proved to be an enriching and impactful initiative. It inspired students to embrace entrepreneurial thinking, enhanced their leadership potential, and deepened their understanding of the dynamic business environment. Such activities play a vital role in shaping future innovators and responsible leaders ready to contribute to society and industry.



## PHOTOS OF THE EVENT



## **GUEST LECTURE:**

### **Effective Strategies for Identifying Research Problems and Formulating Testable Hypotheses in Management Research"**

**Date:** 22/08/2025

**Time:** 2:30 pm - 04:30 pm

**Venue:** Kuvempu Hall, MSRCASC

**Number of participants:** 62 students

**Speaker:** Dr. A.N. Vijayakumar, Professor at the Central University of Karnataka, Kalaburgi.

## **Objective of the Lecture**

- **Identify common research problems in management:** Understand how to recognize gaps and opportunities in current literature and practice.
- **Formulate testable hypotheses:** Learn methods to convert research questions into clear, measurable hypotheses.
- **Enhance research design skills:** Gain practical guidance on structuring studies, selecting appropriate methodologies, and evaluating validity.
- **Bridge theory and practice:** Explore how rigorous research informs managerial decision-making and organizational improvement.

## **Student Outcomes**

- **Research mindset development:** Students will articulate research questions and hypotheses with clarity.
- **Analytical reasoning:** Improved ability to assess research designs, methodologies, and data collection approaches.
- **Academic communication:** Enhanced skills in presenting research concepts and findings succinctly.
- **Professional preparation:** Increased readiness for dissertations, projects, and industry-oriented research initiatives.

## **Conclusion**

The guest lecture underscores our commitment to fostering evidence-based thinking and scholarly rigor among MBA students. We thank Dr. A.N. Vijayakumar for sharing valuable insights into identifying research problems and crafting testable hypotheses, and we look forward to more interactive learning opportunities that integrate research with practice.

## PHOTOS OF THE EVENTS



