



RAMAIAH
College of Arts, Science
& Commerce

NIRVANA



Dr. H. S. Reshmi, Ph.D.
1952 - 1997
A True Leader's Spirit

Vol. 14

Department of Business Administration - BBA



MS Ramaiah College of Arts, Science and Commerce
MSRIT Post, MSR Nagar, Bangalore- 560054, Karnataka

Coordinator's Message

I am very happy that our Business Administration is bringing the 14th issue of 'Nirvana' as a forerunner of department activities. It is a technical platform to bring out the hidden talents of students and faculty. The major strength of the department is a team of well-qualified and dedicated faculty who are continuously supporting the students for their academic excellence. Now we

are almost at the end of the academic year. University exams are going to start in July or August. It is time for us to work hard to get good results in exams. Let us work together for the achievement of higher goals. I take this opportunity to congratulate the editors for their great effort to make this newsletter a reality and a huge success. Also, I invite the readers of 'Nirvana' for their contributions and suggestions for the forthcoming issues.



Dr. M. Lakshmipathi Naidu,
Associate Professor and Coordinator

HOD's Message

The Department of Business Administration has recorded consistent improvement in its academic, research, and placement performance. It offers a range of innovatively designed programs whose curricula are constantly updated to meet the changing requirements of the industry and the needs of stakeholders. The department is equipped with a well-qualified, experienced, and dedicated faculty team that is involved in research continuously. The department has achieved notable university ranks and set a benchmark for quality education. The department has secured three university ranks.

During their studies at the department, the students are encouraged to get hands-on experience in the corporate world through internship projects with reputed organizations. We also encourage students to organize events such as Enigma (the inter-collegiate management festival), participate in management events organized by other colleges, and get involved in activities of the Management Club "Elixir".

As the head of the department, I provide academic leadership to maintain academic standards. Our student-centric teaching and learning methodology helps students face the challenges of life. The holistic approach of our department encourages students to indulge in curricular, co-curricular, and extra-curricular activities to shape them into future leaders.

With this brief introduction, I welcome you to be a part of our journey of excellence in education, training, and research in the department of business administration at this college.



Ms. Savitha B H
HOD

Editor's Message

It gives me pleasure to bring out this edition of the BBA Department News Letter "NIRVANA (Stage of Enlightenment): 2022–23."

It sheds light on various activities and celebrations. The news letter also demonstrates the writing and creative abilities of the teaching staff and students, which we hope the readers will enjoy.

I am extremely thankful to the management, superiors, staff, and, most importantly, the students of the college.



Ms. Yashodha G
Asst. Professor

About the department

MS Ramaiah College of Arts, Science, and Commerce started the BBM/BBA department in 1995 on a small scale with a student strength of 42, and now, after 25 years of hard work and success, it has a strength of 540 students with first, second, and third years combined from all over the country.

Ms. Priyanka N secured the 2nd rank and Ms. P. Divya Sai Sri the 4th rank in the Bengaluru City University Examinations Rankings for 2022. Ms. Madhumitha H had secured the 2nd rank in the Bengaluru City University Examinations Rankings for 2021.

Management is required in all types of organizations. The basic principles of management are universal and can be applied anywhere and, in every field, such as business, social, religious, cultural, sports, administration, education, policies, or military. Management is both an art and a science. Creating and perpetuating successful businesses has always been a challenge.

The department of business administration prepares individuals to plan, organize, direct, and control the functions and processes of a firm or organization. Includes instructions in management theory, human resources management and behavior, accounting and other quantitative methods, purchasing and logistics, organization and production, marketing, and business decision-making.

Course Offered: BBA – Bachelor of Business Administration

Minimum Qualification: Pass in 10+2 or equivalent in any discipline. About the Course:

- The BBA Degree is a 4-year honor's program that prepares graduates to take up a career in management.
- The objective is to familiarize students with a range of skills and techniques required to emerge as future business leaders.
- On completion, students are familiar with a range of skills needed to undertake management functions with relevant techniques to emerge as effective managers.
- The business managers of today have the task of coordinating and integrating the activities of people, which calls for effective communication to ensure the final objective of achieving business goals.
- The course intends to develop well-rounded individuals who can emerge not just as managers but as effective leaders as well.
- The curriculum offers a blend of the latest domain-specific theories, thoughts, and concerns in business, along with an opportunity to acquire hands-on practice of real-life corporate functioning during on-the-job training in industry.

The students are appraised based on their involvement and participation in tutorials, lecture classes, and practical studies. They are also assessed by the project work and seminars, apart from the examinations conducted by the institution and the university.

FACULTY OF THE DEPARTMENT

Sl. No.	Name of the Faculty	Qualification	Designation	Experience			
				At RCASC	Outside	Industry	Total
1	Dr. M Lakshmipathi Naidu	M. Com., LLB, M.Phil., Ph.D.	Associate Professor, Coordinator, Social Sciences	17 Years	5 Years	-	22 Years
2	Ms. Savitha B H	M. Com., M.Phil. (Ph.D.)	Assistant Professor	15 Years	3 Years	-	18 Years
3	Ms. Evelyn Nischitha	MBA, (Ph.D.)	Assistant Professor	02.5 Years	2 Years	1.8 Years	6.3 Years
4	Ms. Deepa R	MBA, (Ph.D.)	Assistant Professor	02.5 Years	10 Years	8 Years	20.5 Years
5	Mr. Sangappa Poojari	M. Com., KSET	Assistant Professor	04 Month	5 Years	5 Years	5 Years
6	Ms. Yashodha G	M. Com., KSET (MBA)	Assistant Professor	04 Month	2.5 Years	-	2.9 Years
7	Ms. Sandhya S	MTech., MBA, (Ph.D.)	Assistant Professor	02 Months	6years	-	6.2 Years
8	Ms. Aiswarya D Pillai	MBA, M.Com., (Ph.D.)	Assistant Professor	03 Months	4.5 Years	3.5 Years	8 Years
9	Ms. Dimple Raj Purohit	M.Com., (B.Ed.)	Assistant Professor	03 Months	-	1years	1.3 Years

DEPARTMENT ACTIVITIES

SL.NO	DATE	DETAILS
1	06-07-2023	ENIGMA Intercollegiate management fest
2	15-07-2023	27th Annual Athletic Meet
3	27-07-2023	Farewell for final year batch 2020
4	22-07-2023	Orientation and for first year students.
5	28-08-2023	Workshop on "Ideas to impact exploring the world of start-ups"
6	22-09-2023	ELXIR club activity "B ACTIVE" I semester B Section

RESULTS HIGHLIGHT

Year	Graduating Students	1 st Class	2 nd Class	Pass Percentage
2017-18	112	71	51	77%
2018-19	105	77	28	71%
2019-20	151	143	08	90%
2020-21	163	161	2	92%
2021-22	162	141	21	94%
2022-23				

DEPARTMENT HIGHLIGHTS

UNIVERSITY RANKS



MADHUMITHA H
2nd Rank
(Reg. No.: B1821269)



PRIYANKA N P
2nd Rank
(Reg. No.: B1921315)



P DIVYA SAI SRI
4th Rank
(Reg. No.: B1921305)

ENIGMA Intercollegiate management fest



RAMAIAH
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ELIXIR CLUB

DEPARTMENT OF BUSINESS ADMINISTRATION - BBA

ELIXIR CLUB PRESENTS

ENIGMA 2023

In Association With IQAC

Inter-Collegiate Management Fest

6th July 2023

STUDENT CO-ORDINATORS

DHEERAJ KUMAR K : 9663668853
ANIRUDH K.N: 8762080817

FACULTY CO-ORDINATORS

MS. EVELYN NISCHITHA
9620086292

MS. SAVITHA B.H
HOD, BBA

Dr.M LAKSHMIPATHI NAIDU
CO-ORDINATOR

Dr.VATSALA G
PRINCIPAL

Registration QR Code

Venue: APJ Auditorium

Brochure QR Code



27th Annual Athletic Meet – Overall Trophy



Farewell for final year batch 2020



Orientation for first year students.



Workshop on “Ideas to impact exploring the world of start-ups”



ELXIR club activity “B ACTIVE” I semester B Section





VISION

To prepare men & women for the service of the country

MISSION

Shall deliver global quality education by nurturing conducive learning environment for a better tomorrow through continuous improvement & customization

GOAL

To deliver quality education for the betterment of mankind “Tama soma Jyothirgamaya” – lead from darkness to light.

DEPARTMENT OBJECTIVES

To impart life skills, values, and to build confidence in decision making to sustain them in the current trend.

To enable students to emerge as entrepreneurs and Leaders of tomorrow. To develop the student community towards social responsibility and ethics.

To enrich the hidden talents and skills for the overall development of the students.



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