



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
HOD-MBA

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

MBA NEWSLETTER

Industrial Visit

Ess Cee Print Pack Private Limited, Peenya

— Empowering Packaging Solutions with Print Precision.

As part of the experiential learning initiative, the Department of Management Studies organized an industrial visit for **1st-year MBA students** to **Esscee Print Pack**, Peenya, on **6th and 7th March 2025**.

About the Company

Esscee Print Pack is a renowned printing and packaging company located in **Peenya Industrial Area, Bengaluru**. With a strong presence in the commercial printing industry, the company specializes in offset printing, digital printing, packaging solutions, and customized print production. Known for its commitment to quality, innovation, and timely delivery, Esscee Print Pack serves a wide range of clients across industries.

Objective of the Visit

- To expose students to the practical functioning of a printing and packaging unit
- To help them understand the end-to-end printing process, from pre-press to dispatch
- To explore operational management, supply chain practices, and quality control techniques
- To understand the role of technology and automation in enhancing production efficiency
- To encourage students to learn from real-world entrepreneurial and management practices

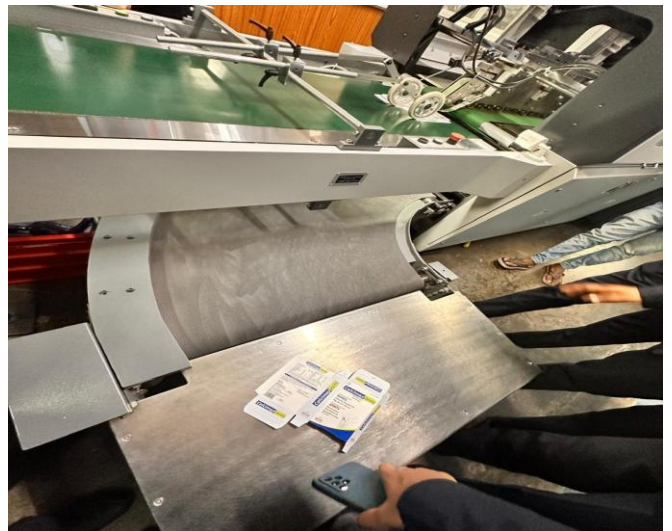
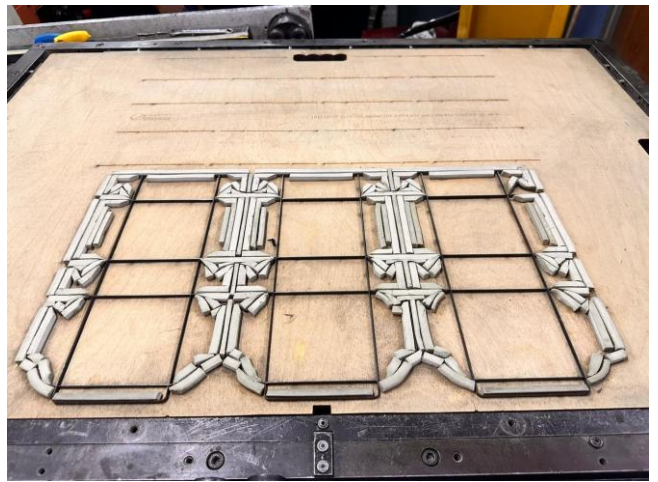
Student Outcomes of the Visit

- **Industrial Exposure:**
Students gained practical insights into the workflow, machinery, and techniques used in modern printing operations.
- **Process Understanding:**
They observed each step of the printing process, including design, plate-making, color calibration, printing, cutting, binding, and packaging.
- **Operations and Quality Control:**
Students understood how quality assurance is maintained throughout the production cycle and the importance of precision and standardization.
- **Technology in Practice:**
The visit highlighted the use of automated machines and digital technologies that streamline mass production.
- **Business Functions Insight:**
Interactions with the staff gave students exposure to client servicing, order management, logistics, and vendor relationships.
- **Entrepreneurial Motivation:**
The management team shared valuable insights on how the business was built and scaled, inspiring students to think about entrepreneurship and innovation.

Key Learnings

- Computer to Plate (CTP) Design Process
- Production & Quality Control in Packaging Process
- Understanding Corrugated Box Manufacturing.

PHOTOS OF THE VISIT



Industrial Visit

Volvo Construction Equipment, Peenya

Bridging Classrooms with Construction Excellence at Volvo

On 9th April 2025, MBA students from M.S. Ramaiah College of Arts, Science and Commerce visited **Volvo Construction Equipment, Peenya, Bengaluru**, as part of an industrial exposure initiative. Organized by the Department of Management Studies, the visit offered valuable insights into real-time manufacturing, lean practices, and corporate sustainability, enhancing students' practical understanding of the construction equipment industry, Bengaluru

COMPANY OVERVIEW

Volvo Construction Equipment India Pvt. Ltd. is a part of the globally renowned Volvo Group. The Peenya facility functions as the headquarters in India and focuses on:

- Manufacturing of crawler excavators, soil compactors, and asphalt pavers.
- Implementing advanced technologies for efficient and sustainable manufacturing.
- Upholding the Volvo Production System, which emphasizes safety, quality, and continuous improvement.

Objective of the Visit

The primary objective of the industrial visit to **Volvo Construction Equipment, Peenya** was to provide MBA students with firsthand exposure to real-time manufacturing operations in the construction equipment industry. The visit aimed to enhance students' understanding of lean manufacturing practices, quality and safety protocols, and the integration of sustainability in industrial processes. It also sought to bridge the gap between academic concepts and practical business applications, fostering industry-readiness among students.

Student Outcomes:

- **Exposure to Industrial Manufacturing Processes**
Students observed first-hand the end-to-end manufacturing of construction equipment, enhancing their understanding of real-world production systems and factory operations.
- **Understanding of Lean Manufacturing and Operational Efficiency**
The visit introduced students to lean practices like Just-In-Time (JIT), and Kaizen, demonstrating how efficiency is maintained in large-scale industrial settings.
- **Appreciation for Sustainable and Responsible Manufacturing**
Insights into Volvo's eco-friendly initiatives—such as energy-efficient processes and emissions reduction—broadened students' awareness of green manufacturing trends.
- **Enhanced Technical and Managerial Perspective**
Students learned how engineering, logistics, quality control, and supply chain management integrate in a global company to ensure product excellence and timely delivery.
- **Interaction with Industry Professionals**
Conversations with experienced engineers and managers gave students practical career advice and a deeper understanding of professional expectations in the industrial sector.
- **Career Orientation and Industry Readiness**
The visit helped students relate academic concepts to industrial applications, strengthening their readiness for roles in operations management, logistics, and manufacturing consultancy.

PHOTOS OF THE VISIT



Industrial Visit to Toyoda Gosei, Bidadi

Event Overview

An industrial visit to **Toyoda Gosei, Bidadi** was successfully organized by the **Department of Management Studies** on **3rd May 2025**, commencing at **8:30 AM**. Coordinated by **Prof. Satyan** and **Prof. Kruthi VP**, the visit provided MBA students with an opportunity to gain practical exposure to the operations of a global automotive component manufacturer. Held at Toyota Gosei's state-of-the-art facility in **Bidadi**, the event aimed to bridge the gap between classroom learning and industry practices, fostering a deeper understanding of manufacturing excellence,

About the Company

Toyota Gosei is a global leader in automotive components and a key member of the Toyota Group. Its **Bidadi plant in Karnataka** manufactures high-quality safety systems like airbags and steering wheels. Known for implementing the **Toyota Production System (TPS)** and sustainable practices, the company emphasizes quality, innovation, and operational excellence in the global automotive industry.

Objective of the Visit

The objective of the industrial visit to **Toyota Gosei, Bidadi**, was to expose MBA students to the real-time workings of a leading automotive components manufacturer. The visit aimed to provide experiential learning in areas such as supply chain management, production systems, quality control, lean practices, and workplace safety. The interaction with industry professionals helped students gain practical insights into how global standards are maintained in a highly competitive and technology-driven industry.

Key Highlights

- **Manufacturing Excellence:**

The visit showcased Toyota Gosei's world-class production processes, including automation, robotics, and precision engineering used in producing airbags, steering wheels, and other critical automotive components.

- **Lean Manufacturing Practices:**

A strong focus was placed on Toyota Production System (TPS), with concepts like Just-In-Time (JIT), Kaizen, and waste elimination demonstrated on the factory floor.

- **Quality and Safety Measures:**

Students observed stringent quality control practices and learned about ISO certifications, workplace safety protocols, and testing mechanisms used in the automotive industry.

- **Sustainability and Green Initiatives:**

The company's environmental initiatives such as energy-efficient practices and waste management systems were discussed, highlighting Toyota's commitment to sustainable manufacturing.

- **Professional Interaction:**

Industry experts addressed student queries, shared insights on career paths in operations and manufacturing, and discussed challenges faced in the global auto component sector.

Student Outcomes

- **Understanding of Automotive Component Manufacturing**

Students gained firsthand experience in how key automotive components are manufactured and assembled with precision and adherence to global quality standards.

- **Application of Lean and TPS Principles**

The visit deepened students' understanding of Toyota's lean philosophy and how it contributes to efficiency, cost reduction, and customer satisfaction.

- **Exposure to Global Production Standards**

Observing international practices in safety, quality, and production gave students a global perspective on operations management.

- **Enhanced Industry Readiness**

Students could directly relate management concepts to real-world practices, preparing them for careers in manufacturing, quality assurance, logistics, and operations.

- **Professional Networking and Interaction**

Discussions with plant managers and engineers helped students gain clarity on workplace expectations, industry challenges, and professional growth opportunities.

- **Sustainability Awareness**

Observing Toyota Gosei's eco-friendly initiatives increased students' appreciation for sustainable business practices.

PHOTOS OF THE VISIT



CEO for a Day – A Strategic Roleplay Experience

The Department of Management Studies organized the “**CEO for a Day**” activity on **11th June 2025** to boost students’ strategic thinking and business acumen. Students were grouped into six teams, each analyzing a real-world company based on recent news from the May–June 2025 edition of the Business Newsletter. One member from each group assumed the role of CEO and presented their team’s insights.

Highlights:

- Six teams participated, each representing a real-world company.
- Companies were selected based on current news from the May–June 2025 Business Newsletter.
- Each group nominated one student as the CEO to present their strategic decisions.
- Presentations included company updates, industry trends, challenges, and future strategies.

Student Outcomes:

- Improved confidence in public speaking and business communication.
- Better understanding of corporate decision-making processes.
- Enhanced skills in teamwork, research, and strategic planning.

This activity provided a practical and engaging platform for students to experience executive-level thinking and leadership.

Companies Represented and News Focus

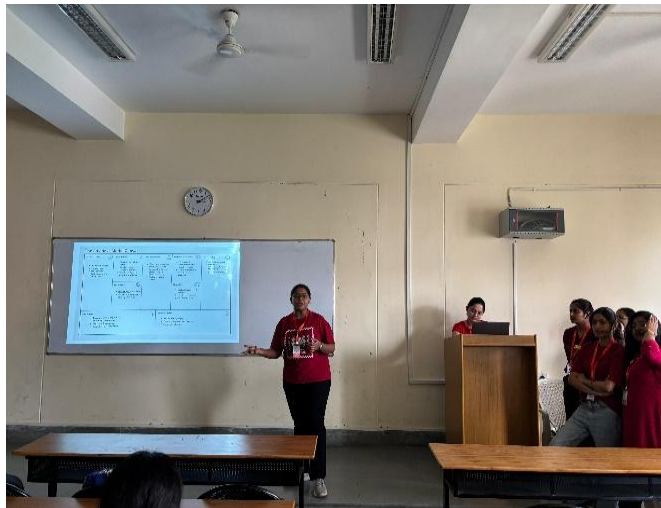
As part of the “CEO for a Day” activity, each team focused on a real-time business development from the May–June 2025 Business Newsletter. The selected companies and their highlighted news were:

Company	Highlighted News (May–June 2025)
Tata Electronics	MoU with BEL for semiconductor design & manufacturing
Infosys	Launch of enterprise GenAI platform
Qualcomm	Acquisition of Alpha wave UK
ITC	Acquisition of 24 Mantra Organic & Yoga Bar
Reliance Retail	Tie-up with global lifestyle brands
Nestlé India	Exit from Sensex index
Accenture India	Promotion of 43,000 employees, AI focus
LinkedIn India	Launch of AI-powered skill-matching tool
HDFC Bank	Digital lending to MSMEs
Ola Electric	Funding secured for expansion & battery swapping infrastructure
Cipla	Partnership with AI startups for diagnostic tools
Zee–Sony	Merger delay under regulatory scrutiny

Conclusion

The “CEO for a Day” activity successfully blended experiential learning with current business insights. It enabled students to think like business leaders, strengthened their analytical and communication skills, and offered valuable exposure to real-world corporate challenges. The initiative received positive feedback and is set to become a recurring feature in future academic semesters.

PHOTOS OF THE EVENT



Guest Lecture on Innovation /Prototype Validation, and Converting Innovation into a Start -up.

Turning Vision into Ventures"

Date: 19th June 2025

Time: 11:00 AM

Venue: Kuvempu Seminar Hall

Resource Person: Mr. Naren Narayana

Founder, Thellion Ventures | Cofounder, Number Leader CXO, Global Leader, &
Entrepreneur Building Products, Organizations, & Business

The Department of Management Studies, in collaboration with the Institution's Innovation Council (IIC), organized an expert guest lecture on the theme "*Innovation / Prototype Validation, and Converting Innovation into a Startup*". The event aimed at enriching the students' understanding of real-world startup journeys and the innovation lifecycle.

Expert Guidance from a Proven Leader

The guest speaker, **Mr. Naren Narayana**, is a well-known entrepreneur and founder of Thellion Ventures. With global leadership experience and a passion for mentoring young innovators, he provided valuable perspectives on entrepreneurship, business development, and idea validation in the startup world.

Objectives of the lecture:

- **To Build Entrepreneurial Thinking Among Students**
The primary objective of the session was to instill an entrepreneurial mindset by encouraging students to think beyond conventional career paths and explore innovation-driven business models.
- **To Explain the Process of Prototype Validation**
Mr. Narayana highlighted the importance of testing and validating an idea before launching it in the market. He emphasized methods like MVP (Minimum Viable Product) development and feedback mechanisms for product refinement.
- **To Guide Students on the Startup Journey**
The session aimed to guide students step-by-step on how to convert a validated innovation into a viable and scalable startup. Practical tips on funding, leadership, team-building, and customer understanding were shared.
- **To Promote Interaction with Industry Experts**
By engaging with a successful entrepreneur, students were given an opportunity to bridge academic learning with industry realities. This helped them ask questions, clarify doubts, and gain real-time insights into innovation and enterprise creation.

Student Learning Outcomes:

- **Understanding of Innovation Processes**

Students learned about the complete innovation process—from ideation to implementation. The session helped them see how creativity, when structured and validated, can lead to real business opportunities.

- **Awareness of Prototype Testing Techniques**

The concept of prototype validation was explained in detail, highlighting the importance of user testing, feedback loops, and product improvement. This gave students a practical view of how businesses reduce risk before market launch.

- **Exposure to Startup Ecosystem and Challenges**

Students gained awareness of the Indian and global startup ecosystem, including funding models, investor expectations, and the role of leadership in scaling ventures. The speaker also discussed common startup pitfalls and how to overcome them.

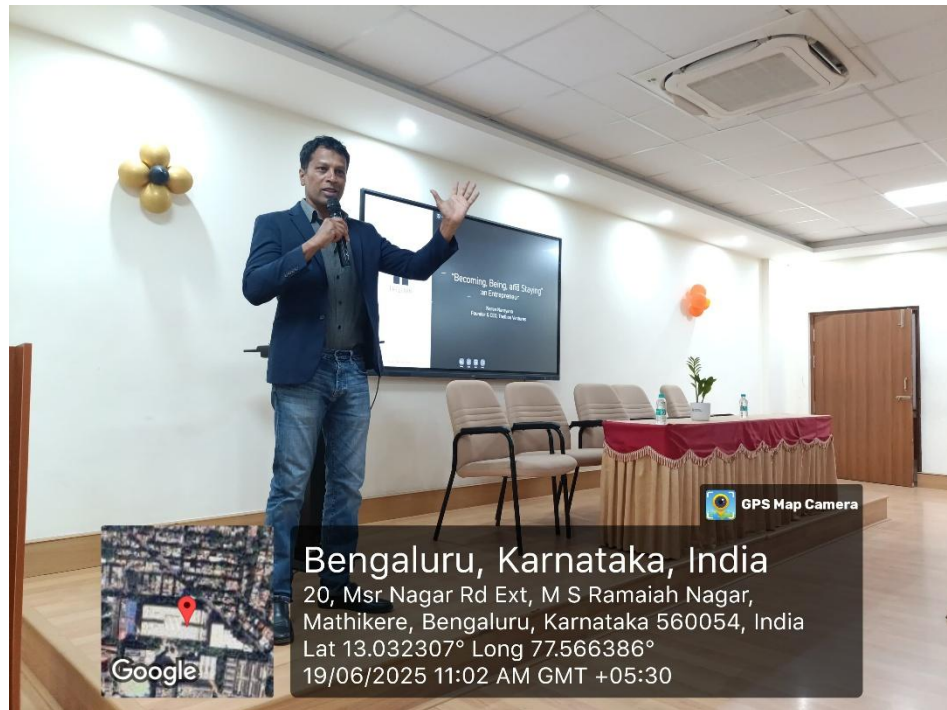
- **Motivation to Pursue Entrepreneurship**

The interactive nature of the lecture inspired many students to think about launching their own ventures. The relatable success stories and strategic advice gave them confidence and direction.

- **Application of Learning to Academic Projects**

The insights gained can now be applied by students in their academic projects, business plan competitions, and innovation cells. The lecture aligned well with their curriculum, especially in courses related to entrepreneurship and innovation management.

PHOTOS OF THE EVENT





Poster Presentation Competition

Theme: *Entrepreneurship*

Date: 20th June 2025

Time: 11:00 AM

Organized by: Department of Management Studies – MBA

The Department of Management Studies – MBA organized a Poster Presentation Competition on the theme “Entrepreneurship” on 20th June 2025. The event was conducted in association with the Institution’s Innovation Council (IIC) and the Internal Quality Assurance Cell (IQAC). This initiative aimed to foster creativity, innovation, and an entrepreneurial mindset among MBA students by encouraging them to present their ideas and business concepts in a visually engaging format.

Objectives of the Competition:

- **To Promote Entrepreneurial Thinking**
The event aimed to foster an entrepreneurial mindset among students by encouraging them to explore new business ideas and understand the fundamentals of entrepreneurship through creative expression.
- **To Enhance Communication and Presentation Skills**
By designing and presenting posters, students improved their ability to convey complex business concepts in a clear, concise, and visually appealing format.
- **To Encourage Research and Innovation**
Students were motivated to conduct research on current market trends and startup strategies, which helped them develop innovative and feasible business solutions.
- **To Foster Teamwork and Collaboration**
Participants worked in teams, allowing them to engage in collaborative brainstorming, divide responsibilities, and collectively present their entrepreneurial concepts.
- **To Bridge Academic Knowledge with Practical Application**
The competition provided an opportunity for students to apply the theories and principles of entrepreneurship learned in the classroom to real-world business scenarios.

Student Learning Outcomes

- **Better Understanding of Entrepreneurship Concepts**
Students gained insights into various aspects of entrepreneurship, including opportunity recognition, value proposition, target markets, and business model development.
- **Improved Research and Analytical Skills**
The process of poster creation required students to conduct in-depth research, analyze data, and derive meaningful conclusions to support their business ideas.
- **Development of Visual Communication Skills**
Participants learned how to visually organize and present their ideas in a professional manner, enhancing their design thinking and communication abilities.
- **Increased Confidence and Public Speaking Skills**
Presenting their posters before peers and faculty helped students develop confidence in articulating their ideas and handling questions effectively.
- **Application of Theoretical Knowledge in a Practical Format**
The competition allowed students to connect academic learning with practical implementation, thereby reinforcing classroom concepts in a real-time activity.

Conclusion

The Poster Presentation Competition proved to be an enriching and intellectually stimulating event. It encouraged MBA students to think creatively, collaborate effectively, and communicate their ideas with clarity. The event successfully achieved its objective of nurturing entrepreneurial thinking and practical learning, reflecting the department's commitment to holistic student development.

PHOTOS OF THE COMPETITION

