



RAMAIAH
College of Arts, Science
& Commerce

NIRVANA

Stage of Enlightenment



Dr. M. S. Ramaiah, FIAE
1922-1998
25th Anniversary 1973

Vol. 11

Department of Business Administration - BBA

2024-25

**M S Ramaiah College of Arts, Science and
Commerce – Autonomous, Bangalore-560054**

HOD's Message

I am very happy that our Business Administration is bringing 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 faculties 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 from July/August onwards. It is the time for us to work hard for getting good results in exams. Let us work together for the achievement of higher goals. I take this opportunity to congratulate editors for their great effort to make this news letter a reality and huge success. Also, I invite the readers of 'Nirvana' for their contribution and suggestions for the for the coming issues.



**Dr. M. Lakshmipathi Naidu, HoD,
Associate Professor and Deputy
Controller of Examinations**

Editor's Message

It gives me pleasure to bring out this edition of the BBA Department Newsletter "NIRVANA (Stage of Enlightenment):2024-25".

It throws light on various activities & celebrations. The Newsletter also demonstrates the writing & creative abilities of the teaching staff & students, which we hope the readers will enjoy.

I am extremely thankful to the Management, Superiors, Staff & most importantly the students of the College.



**Ms. Harshitha M
Assistant Professor**

ABOUT THE DEPARTMENT

M S Ramaiah College of Arts Science and Commerce started the BBM/BBA department in the year 1995 on a small scale with student strength of 42 and now after 25 years of hardwork 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 2nd rank and Ms. P Divya Sai Sri 4th Rank in Bengaluru City University Examinations Rankings for 2022. Ms. Madhumitha H had secured 2nd rank in 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, educational, policies or military. Management is both an Art and Science.

Creating and perpetuating successful business has always been a challenge.

The department of Business Administration prepares the individuals to plan, organise, direct and control the functions and processes of a firm or organisation. Includes instructions in management theory, human resources management and behaviour, accounting and other quantitative methods, purchasing and logistics, organisation 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:

- BBA Degree is a 4 years' 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 function 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 communications 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 effective leaders as well.
- The curriculum offers a blend of the latest in 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	Designatio	Qualification	Teaching experience	Industry experience	Date of joining RCASC
1	Dr. M. Lakshmipathi Naidu	Associate Professor, HOD	M.Com., L.L.B. M.Phil., Ph.D.	24	NIL	10-06-2006
2	Ms. Savitha B.H	Assistant Professor	M.Com., M.Phil. (Ph.D.)	21	Nil	01/08/2008
3	Ms. Evelyn Nischitha	Assistant Professor	MBA, (Ph.D.)	6.5	2	27/10/2020
4	Ms. Deepa. R	Assistant Professor	MBA, (Ph.D.)	15	08	19/11/2020
5	Ms. Dimple Raj Purohit	Assistant Professor	M.Com., B.Ed.	3	0.8	17/06/2023
6	Ms. Preethi L	Assistant Professor	M.Com., K-Set	3.6	Nil	03/10/2023
7	Ms. Reshma B	Assistant Professor	M.Com., PGCHRM, (MBA) (Ph.D.)	5	Nil	14/10/2024
8	Ms. Harshitha M	Assistant Professor	M.Com., K-Set, (Ph.D.)	0.6	Nil	14/10/2024
9	Ms. Ramya R	Assistant Professor	M.Com., CMA (Ph.D.)	13	Nil	25/11/2024

DEPARTMENTACTIVITIES

Sl. No	Programme	Date	Class/Sec	Faculty Coordinator
1	Orientation and Bridge course	15 th June 2024 to 19 th June 2024	I sem BBA	All Faculty
2	Elixir Club Inauguration	2 nd Sept 2024	BBA	Ms. Deepa Ms. Savitha B H
3	Guest Lecture on Leverage LinkedIn for career Growth	25 th Sept 2024	V sem	Ms. Deepa
4	Finance Club Quiz Competition	27 th Sept 2024	All BBA	Ms. Preethi L
5	HR Club	27 th Sept 2024	All BBA	Ms. Dimple
6	Marketing Club	10 th Oct 2024	All BBA	Ms. Savitha B H
7	Business Plan and Poster presentation	21 st Nov 2024	All BBA	Ms. Deepa R
8	Orientation	01 st Jan 2025	II BBA	Ms. Dimple Raj Purohit

9	Extension / Field Visit	23 rd Jan 2025	II BBA	Ms. Dimple Raj Purohit Ms. Ramya R Ms. Harshitha M
10	International Hot and Spicy Day Celebration - Cookery Competition	24 th Jan 2025	All BBA	Ms. Preethi L Ms. Harshitha M
11	National Girl Child Day Celebration	31 th Jan 2025	All BBA	Ms. Dimple Ms. Ramya R
12	Guest Lecture on Personality Development	12 th Feb 2025	All BBA	Ms. Savitha B H Ms. Dimple Raj Purohit
13	Workshop on Discipline and Behavior Management	27 th Feb 2025	II sem BBA	Speaker - Dr. Aditi Arun Roa Ms. Evelyn Nischitha
14	Industrial visit to Mandya KMF	04 th March 2025	II sem BBA	Ms. Dimple Raj Purohit Ms. Ramya R
15	Orientation for 6 th sem BBA	16 th March 2025	VI	Ms. Deepa R
16	Guest lecture on “Enhancing financial health for students through the stock market with booster derivatives”	17 th March 2025	VI sem & IV sem BBA	Speaker- Mr. Lokesh T Ms. Reshma B
17	Guest Lecture on “ A Happy mouth is a Happy Mind’	20 th March 2025	II sem BBA	Dr. Suma Ms. Savitha B H Ms. Reshma B
18	29 th Annual Athlete Meet 2025(College Level)	21 st March 2025	All BBA	Ms. Harshitha M Ms. Dimple Raj Purohit
19	Enigma 2025 – Inter Collegiate Management Fest	4 th April 2025	All BBA	Ms. Evelyn Nischitha

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%

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)

**RAMAIAH**
College of Arts, Science
& Commerce - Autonomous

**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

**ELIXIR
CLUB**
UNLOCKING SUCCESS TOGETHER

Department of Business Administration - BBA

ELIXIR CLUB PRESENTS

ENIGMA

2025

In Association with IQAC

INTER-COLLEGIATE MANAGEMENT FEST







Scan for
Registration

Scan for Payment

DATE: 4TH APRIL 2025

VENUE: APJ ABDUL KALAM AUDITORIUM

Ms. Evelyn Nischitha- 9620086292	Ashish Sharma - 78294 03294
FACULTY COORDINATOR	Dhriti Kiran - 87624 45090
	STUDENT COORDINATORS
Dr. M. Lakshmipathi Naidu	Dr. Pushpa H.
HoD, BBA	Principal

29th Annual Athletic Meet



Orientation and for II Semester Students.



Extension Activity



International Hot and Spicy food day celebration - Flameless Cookery Competition



National Girl Child day celebration



Guest Lecture on Personality Development





Workshop on Discipline & Behavioral Management



Industrial Visit to Mandya KMF.



Orientation for 6th Semester Students



**Guest Lecture on Enhancing Financial Health for Students through Stock Market with
Booster Derivatives.**



Guest Lecture on A Happy Mouth is a Happy Mind



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 “Tamasoma 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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MSRIT Post, MSR Nagar, Bangalore-560054, Karnataka