



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

# NIRVANA

Stage of Enlightenment



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 14<sup>th</sup> 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 forthcoming issues.



**Dr. M. Lakshmi Pathi 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 requirement of the industry and to meet the needs of stakeholders. The department is equipped with well qualified, experienced and dedicated faculty team who are involved research



continuously. The department has achieved notable university ranks and set as a bench mark in quality education. The department has secured 3 University ranks.

During study 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 (Inter-collegiate Management fest), participate in management events organized by other colleges and also get involved in activities of the Management Club "Elixir".

As a Head of Department, I provide academic leadership to maintain academic standards. Our student centric teaching and learning methodology helps students face challenges of life, holistic approach of our department encourages students to indulge in curricular, co- curricular and extra-curricular activities to shape them as 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 of 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 throws light on various activities & celebrations. The News Letter 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. Yashodha G  
Asst. Professor**

## About the department

MS Ramaiah College of Arts Science and Commerce started the BBM/BBA department in the year 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 2<sup>nd</sup> rank and Ms. P Divya Sai Sri 4<sup>th</sup> Rank in Bengaluru City University Examinations Rankings for 2022. Ms. Madhumitha H had secured 2<sup>nd</sup> 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 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

SI NO	Name of the Faculty	Designation
1	Dr. M LAKSHMIPATHI NAIDU	Associate Professor and Coordinator
2	Ms. SAVITHA BH	Assistant Professor, HOD
3	Ms. EVELYN NISCHITHA	Assistant Professor
4	Ms. DEEPA R	Assistant Professor
5	Mr. SANGAPPA POOJARI	Assistant Professor
6	Ms. YASHODHA	Assistant Professor
7	Ms. AISWARYA D PILLAI	Assistant Professor
8	Ms. SANDHYA S	Assistant Professor
9	Ms. DIMPLE RAJ PUROHIT	Assistant Professor

## DEPARTMENT ACTIVITIES

SL. NO	DATE	DETAILS
1	29-05-2023	Business plan competition
2	26-06-2023	Guest lecture on “Investment avenues in stock market and Derivatives”

## STUDENTS ACHIEVEMENTS

SI.NO	NAME OF THE STUDENT	EVENT ACHIEVEMENT
1	Shreyas M V & Yatish R	First Place In Management Fest Aarohan
2	Shreyas M V & Yatish R	Second Place Bizz Quiz – Rim
3	Jeevitha P	First Place – Fashion Show Chiguru, Cresindo
4	Krishnan A & Vishnu A	First Place Jalashraya
5	Sindhu M & Bala Srinivasan	A Study on Students' Perception of Multi-Disciplinary Approach in NEP PAPER PRESENTATION

## RESULTS HIGHLIGHT

Year	Graduating Students	1 <sup>st</sup> Class	2 <sup>nd</sup> 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**  
**2<sup>nd</sup> Rank**  
(Reg. No.: B1821269)



**PRIYANKA N P**  
**2<sup>nd</sup> Rank**  
(Reg. No.: B1921315)



**P DIVYA SAI SRI**  
**4<sup>th</sup> Rank**  
(Reg. No.: B1921305)

## Business plan competition



## Investment avenues in stock market and Derivatives



## STUDENT ACHIEVEMENTS

International and national level swimmer





**11<sup>th</sup> Okinawa goju-ryu open Karate championship held in Malaysia, Nihon Shito-rya open Karate championship held in Srilanka, Published books in Jeevan mukhi and state award.**

### **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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