

Management Chronicle

NEWSLETTER

DEPARTMENT OF MBA

Volume 4

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Vision, Mission and Objectives of the Institute

VISION

- To be one of the premier Institutes of Engineering and Management Education in the country

MISSION

- To provide Engineering and Management Education that meets the needs of human resources in the country
- To develop leadership qualities, team spirit and concern for the environment in students

OBJECTIVES

- To achieve educational goals as stated in the vision through the mission statements which depicts the distinctive characteristics of the Institution
- To make teaching-learning process an enjoyable pursuit for the students and teachers

Vision, Mission and Objectives of the Department

VISION

- To be a preferred destination for management education and entrepreneurship development

MISSION

- To provide contextually relevant management education with learner centric pedagogies
- To develop skilled, competent and socially conscious managers
- To cultivate entrepreneurial culture among the students

OBJECTIVES

- To achieve faculty development and effectiveness through training and research
- To inculcate concern for society and nature as a guiding spirit among the students
- To provide integrated, classroom and experiential learning opportunities for managers and entrepreneurs



Michael E. Porter

Michael Eugene Porter is an American academician known for his theories on Economics, Business Strategy, and Social Causes. He is credited for creating Porter's Five Forces Analysis, which is instrumental in business Strategy Development today.

Michael Porter is the author of 18 books and numerous articles including Competitive Strategy, Competitive Advantage, Competitive Advantage of Nations and On Competition. He is a six-time winner of the McKinsey Award for the best Harvard Business Review Article of the year.

Porter wrote "The Competitive Advantage of Nations" in 1990. The book is based on studies of ten nations and argues that a key to national wealth and advantage was the productivity of firms and workers collectively and that the national and regional environment supports that productivity. He proposed the "diamond" framework, a mutually-reinforcing system of four factors that determine national advantage: factor conditions; demand conditions; related or supporting industries; firm strategy, structure and rivalry, Information, incentives and infrastructure were also key to that productivity.



Vidyayamruthamashnutha

B.N.M. Institute of Technology

(Approved by AICTE, Affiliated to VTU, Accredited as grade A Institution by NAAC
All UG branches - CSE, ECE, EEE, ISE & Mech.E Accredited by NBA for academic years 2018-19 to 2020-21 &
valid upto 30.06.2021)

BNMIT has been Ranked 15 in Karnataka and "156" at All India level including IITs, NITs and IIITs by
National Institutional Ranking Framework (NIRF) of Ministry of Human Resource Development (MHRD),
Govt. of India.

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From the Editors's Desk

We are glad to present the June 2019 issue of Management Chronicle, the Newsletter of MBA Department – BNMIT. Management Chronicle provides a platform to the students to express their views on the functional areas of management in the current scenario. The MBA students who have exhibited good knowledge of management concepts have contributed comprehensive articles related to their areas of interest which encompass 720⁰ Performance Appraisal, Six Sigma, and White Collar Crimes. The newsletter also highlights the initiatives taken up by the Department for enhancing faculty and student skills.

Profile of the MBA Department

Established in 2006, the Department of MBA-BNMIT has recorded consistently excellent academic performance by securing top ranks in VTU. The department is served by highly qualified and experienced faculty members with an average collective experience of 16-year in industry and academics. International and national level faculty research contributions, MoU with University of Alabama in Huntsville, USA, MoU with IIMBx for offering 'MOOCS' to MBA students, MoU with Republican Institute for Vocational Education (RIPO), Belarus for student internships, MoU with Fidelity National Financial Ltd., MoU with Learninto Edu Pvt. Ltd., National Level Student Fests, Conferences, Online Courses, Industry Interface Programs are the prominent features of the Department.

Guest Talk



Dr. Maruthi Ram R, HoD, Department of MBA along with Mr. H. A. Jayasimha, Founder, Insight Consultancy Services during a talk on "Power of Positive Thinking"

A guest talk was organized by the Department of MBA on the topic "Power of Positive Thinking" on February 20, 2019 for 4th Semester students. The guest speaker was Mr. H. A. Jayasimha - Founder, Insight Consultancy Services. The main objective of the talk was to make the students understand the importance of thinking positive in life. He made the students understand the value and importance of time to utilize it in a fruitful way that leads them to success. He gave four key Mantra's for success in life: 1. I CAN DO, 2. I WILL DO, 3. NOTHING ON THE EARTH CAN STOP ME DOING, 4. WHAT IS GREAT ABOUT IT?

Release of the Department Newsletter and Guest Talk



Faculties along with the Guest Dr. Ranganath S, Former Director, NMKRV College during the Release of the Department Newsletter



Dr. Ranganath S, Former Director, NMKRV College Addressing the students on "Vedic Literature and Management"

The release of department Newsletter, followed by a guest lecture was organized by the Department of MBA on March 2, 2019 for II and IV Semester students.

The guest Dr. Ranganath S, Former Director, NMKRV College released the Department Newsletter titled 'Management Chronicle'. The newsletter release was followed by a talk on the topic “Vedic Literature and Management”. He started his talk on how to be an effective manager.

He covered wide range of topics such as time management, harmony, resource orientation, need for motivation, humility and command over language. He advised the students to develop individuality without any prejudice and maintain humility and humanity in life.



Mr. Jayasimha - Founder, Insight Consultancy Services Conducting an Activity for 2nd Semester Students

A guest talk was organized by the Department of MBA on the topic “Mind and Attitude” on March 06, 2019 for 2nd Semester students. The guest speaker was Mr. H. A. Jayasimha - Founder, Insight Consultancy Services. The main objective of the talk was to make the students understand the importance of mind and attitude in personal and professional life of the individual. He explained the students about the importance of planning, purpose, meaning and direction. He advised the students not to get attached to anything in life, instead adopt 'Detached Attachment'. He also made the students to write who will they be, what they will be, where will they be and how will they be after ten years.



Dr. Suresh Kalagnanam, Associate Professor, Edwards School of Business, University of Saskatchewan, Canada Addressing the Students on “Corporate Social Responsibility”

A guest talk was organized by the Department of MBA on the topic “Corporate Social Responsibility” on April 03, 2019 for 4th Semester students. The guest speaker was Dr. Suresh Kalagnanam - Associate Professor, Edwards School of Business, University of Saskatchewan, Canada.

The Session started with definition of Corporate Social Responsibility (CSR) from different perspectives and its objectives. Later, he discussed on CSR as compulsory and voluntary activity.

He discussed the case of CSR at Royal Bank of Canada and Canadian food processing industry. Later on, he threw light on how CSR activities by companies are contributing to the development of countries across the globe.

The examples of CSR activities of Infosys Foundation and Tata Foundation were highlighted. While discussing the Govt. of India's CSR mandate, he noted that CSR is a compulsory activity for every organization where sales revenue and net profit exceed particular value.

At last, he spoke about education system and work culture in Canada and how Government of Canada gave free hand to every university to choose their own curriculum to match the requirements of the students.

Industrial Visit



4th Semester MBA Students at Toyota Kirloskar Motor Private Ltd. Bengaluru

4th Semester MBA students visited Toyota Kirloskar Motor Private Ltd. at Bidadi on February 21, 2019. The students were shown videos on the working of welding, painting and departments. They were explained that the car under manufacturing, moves from one level to the other level in 3.9 minutes and it takes 52 minutes to manufacture one complete car. The officials explained about Just-In-Time system being followed for maintaining zero inventory and the First-in-First-out method for moving the inventory. In a completely manufactured car, the defect that could be found is 1%. It was a great learning experience for the students to understand the Japanese Quality Management System.



Mr. Nagendra Kumar, MD, IKA Private Ltd. Addressing the Students about the Company



Sonja Steiert, Head, Sales Department, IKA Private Ltd. Briefing the Students about the Company



2nd Semester MBA Students at IKA Private Ltd. Bengaluru

The MBA students of 2nd Semester had visited IKA Private Ltd. at Kengeri, Bengaluru on March 13 & 14, 2019. The same place was visited by the students of Semester – 4 on April 10 & 11, 2019 respectively. IKA Laboratory Technology offers a wide range of innovative equipments for numerous applications in research and development. IKA manufactures magnetic stirrers, mixers, overhead stirrers, shakers, homogenizers, mills, rotary evaporators, calorimeters, laboratory reactors and specially developed software for laboratory and analysis applications. It also manufactures temperature control products such as circulators, baths and chillers. The students were first taken to warehouse department followed by production, marketing and sales, finance, HR, R&D and service department. Respective heads explained the students in detail about the working of these departments. The students interacted with the heads and got their doubts clarified related to the functioning of the departments. The visit was a good experience for the students who got to know the actual working of the organisation.

CSR Activity



A Glimpse of Activities Performed at Ramanamaharshi Ashrama

As a part of 'Institutional Social Responsibility Activity', 2nd Semester MBA students were taken to Ramanamaharshi Ashrama on March 11 and 12, 2019. Mr. Lakshman, blind since birth who is in-charge of the Ramanamaharshi Ashrama took the students around the campus. The Students were taken to the classrooms of the blind and deaf children where they saw how they involve themselves in day-to-day activities. The Ashrama houses many blind and mentally challenged children and elderly people. They are provided with basic formal education and are taught sericulture, poultry, dairy farming and also felling of coconuts off the trees. Irrespective of their individual physical or mental challenges, almost every inmate manages to work independently. Then the students were taken to the dining hall where they sang bhajans and distributed fruits and biscuits. Team building activities were conducted for the students which were followed by lunch. The students donated Rs. 6800/- to the ashrama which was pooled by the students. The students witnessed how the blind and mentally challenged people lead their daily lives. This visit was a lesson for our students to feel how privileged they are to have a normal and wonderful life.

Outbound Activities



A Glimpse of Students Involved in Different Activities

4th Semester MBA Students at Big Barn Farm

4th Semester students of MBA were taken to Big Barn Farm at Bannerghatta Road for an outbound activity on 28th and 29th March, 2019. An Experiential workshop was conducted by BNMIT that helped students in gaining practical knowledge and insight of management topics. Various games were designed for the students that resulted in imparting various management skills and lessons. The activities included the Ice-breaker, team formation, obstacle course activities, single knot and perfect square. The areas where outbound programs made an effective impact on students were:

- Teambuilding
- Leadership Development
- Conflict Resolution
- Change Management
- Personal/Professional Effectiveness
- Communication Skills
- Interpersonal Skills
- Relationship building, earning trust, and leading by example.
- Personal Development
- Developing self-confidence, positive attitude, motivation.
- Reaching peak performance levels.
- Understanding about courage, fears, risk taking, fighting new challenges.
- Identifying one's key drivers and differentiators.
- Overcoming conflict, open communication.
- Managing time, anger and stress.

Management Conclave



Mr. Satish Chandra – Assistant General Manager, L&T Interacting with 2nd Semester MBA Students



Dr. Manjunath V S – Director & Professor, Nitte School of Management Addressing 2nd Semester MBA Students



Mr. P. Vishwanathan – CEO, Vyoma Linguistics Lab Foundations Interacting with 2nd Semester MBA Students

A Management Conclave was organized for 2nd semester students by the Department of MBA on the topic “Career Opportunities in Core Domain of Management” on May 20, 2019 with 3 eminent speakers addressing them on career opportunities in the domains of HR, Marketing and Finance. The guest speakers for the day were Mr. Satish Chandra - Assistant General Manager, L&T, Dr. Manjunath. V.S - Director and Professor, Nitte School of Management and Mr. Vishwanathan P. - CEO, Vyoma Linguistics Lab Foundations.

Mr. Satish Chandra addressed the students on Human Resource track. He stressed on the importance of qualities like patience, diplomacy, problem solving and analytical skills in students who wish to take up HR as their career. He explained with live examples from his work life as to how contrasting an HR person's position could be, either very commanding or very vulnerable due to political pressures. The Students got an insight into HR job prospects and how to prepare themselves for the same.

Mr. Manjunath was the speaker for the Marketing track. He advised the students to choose a career that they really like to pursue. He explained the various types of jobs available in the field of marketing. He stressed on the importance of Curiosity Quotient (CQ) and Passion Quotient (PQ) being more sought out than the Intelligence Quotient (IQ) in the recent days. The Students were given tips on the industry requirements of Learning-Unlearning-Relearning.

Mr. Vishwanathan addressed the finance track. Being a CA himself, he was the right person to address the students interested to take up finance as their career. His talk was divided into 5 points/lessons:

1. Your future is in your hands
2. Jobs of yesterday aren't today , Jobs of today won't be tomorrow
3. 2 sides of a coin – Finance is everywhere, we have to be relevant for it.
4. Opportunity Wheel of Finance
5. Employee Maturity Curve (EMC)

His talk also included interrelation of management principles with Ramaayana and ancient wisdoms. The Students were educated about the different avenues, available in the field of finance and certification courses that could be chosen to add to their credentials.

The seminar was a great success as the inputs from the speakers helped the students in getting clarity on deciding their specialization and thus building their desired careers.

Visit to Akshaya Patra Foundation



Students looking at the Chapati Making Machine at Akshaya Patra Foundation



4th Semester MBA Students at Akshaya Patra Foundation, Kanakapura Road

4th Semester MBA students visited Akshaya Patra Foundation, Kanakapura Road, Bengaluru on April 25, 2019. The Akshaya Patra Foundation is a non-profit organisation, feeding millions of underserved children in India. Carrying out the world's largest NGO-run feeding programme, Akshaya Patra aims not only to fight hunger but also to bring children to school. In Karnataka, Akshaya Patra Foundation has six kitchens in five locations, which feed 4,86,172 children in 2,968 schools. The students visited the Vasanthapura Kitchen near Kanakapura road.

The students were guided by Mr. Rangaraju, who is in-charge of Akshaya Pathra South, Vasanthapura. He explained the students about different steps being followed in cooking process. The kitchen is equipped with rice cauldrons and sambar cauldrons. Each rice cauldron has a capacity of at least 500 litres. Each sambar cauldron has the capacity to cook 1200 litres to 3000 litres of sambar. All the vessels are of stainless steel, 304 food grade material. Rice is supplied by the Food Corporation of India (FCI). Before the cooking process, the rice is machine-cleaned and washed thoroughly. In order to ensure that all the raw materials are fresh, all the kitchens follow the FIFO (First In First Out) and FEFO (First Expiry First Out) methods while issuing the raw material for production.

The foundation has institutionalised Good Manufacturing Process (GMP) Monthly Audits, Surprise Audits on Food Safety & Quality. They have adopted a holistic approach and designed a programme called 'Akshaya Pragathi'. As a part of the programme, they are adopting and implementing Kaizen, CI Projects and Six Sigma methodologies to ensure and make every member a part of these initiatives.

FCD Function



Mr. Avinash Damle, VP, GT Soft Technologies India Pvt. Ltd. Addressing the Students on the Topic "Marketing IT Solutions and Services"



FCD Holders along with the Chief Guest and the HoD, MBA Department

A guest talk followed by FCD function was organized by the Department of MBA on April 27, 2019 for 2nd and 4th Semester MBA students. The guest speaker was Mr. Avinash Damle, VP, GT Soft Technologies India Pvt. Ltd. He addressed the students on the topic "Marketing IT Solutions and Services". The knowledge, imparted by him from his years of experience in the industry, provided the students an insight into the practical world of the corporate and also the importance and application of 7Ps (Product, Place, Price, Promotion, People, Process and Physical Evidence) and 5Ws (Who, What, When, Where and Why) in the industry. The talk was followed by the distribution of mementos to the FCD holders.

720° Performance Appraisal



Performance Appraisal is a process of evaluating the employees performance based on which various decisions like promotions, transfers and compensations are being taken. The very word of performance appraisal has started haunting the employees as the process of appraisal has become more vigorous and dogmatic. Earlier, if the employees fall under the head "need improvement" category then they were being warned and given an opportunity for improvement, contrary to which now-a-days, they are directly given pink slips. This process also acts as validation. Hence, the Management has become very vigilant in the process of performance appraisal.

Many leading companies follow the technique of 360° feedback wherein all the close-knit employee, review their performances. Those who take part in the review process are customers, management people, subordinates, supervisors, managers, colleagues and the employee himself. The improvisation of this technique is the 720° review method wherein it is also called as the double 360° review method.

The process of review carried out is the same but the frequency of the reviews is increased and are also being categorised into pre and post feedback that gives a better and an unambiguous evaluation which enables the employer to understand the performance of an employee in a better manner.

The predominant aspect is the self-evaluation of employees that helps them to analyse their stand in the organisation. Many employees feel that the employers do not get back to them after the feedback process to help them realise their mistakes and aspects to work on. So, this process got rectified and the employees were made aware of the errors they committed in the previous

project which helps them to produce productive results. It also includes post appraisal feedback to make it more effective and relevant.

Even though the advantages overshadow the disadvantages, there are a few namely nepotism, where the employees are appraised based on favouritism which is not fair. The other factor is recency in which only the recent performance of the employee is being considered whereas the past performance is being ignored which is supported by the statement - out of sight is out of mind which again does not give fairness in evaluation. The other factor is called 'Sunflower Effect' in which the employer appraises the employee in good terms just to be in the good books of the organisation. The next error which may happen is guilt which may influence the evaluation process.

The best way to overcome these errors is by linking the performance appraisal to compensation or to communicate it to the employee which makes it much simpler to deal with as it helps the employees to correct them, if required.

The success of organisation is not only influenced by the satisfaction of the customers but also of employees as they are the ones who drive the organisation towards the avenues of success. This method is ideal for such organisations as it is free from bias, nepotism and has transparency which brings in a feeling of being treated legitimately.

Due to the rapid changes in the business environment, this technique is recommended which emphasizes on pragmatic and frequent feedbacks which make it more effective and competent.

Bhoomika K. M. II 'A'



The term “Six Sigma” was coined by Bill Smith an engineer who was working in Motorola in 1980. He is now, the Father of Six Sigma. Sigma measures how far a given process deviates from perfection, smaller the deviation value, the better the performance. Six Sigma is a set of tools and technique for process improvement. It is a process to identify and eliminate special causes (controllable causes) and variations. It is a 'Process based Approach' used to design a good process to give good output.

The core purpose of Six Sigma is to reduce variations, defects to improve yield and finally to improve performance on CTQs (areas that need improvement). A Six Sigma process is one, in which 99.99966% of all opportunities to produce some features are statistically expected to be free from defects. Six Sigma is a statistical measure of quality. It measures a process in terms of defects. It is a continuous improvement process, metric, methodology, management system and a philosophy.

Six Sigma methodologies focus on defect reduction, yield improvement, improved customer satisfaction and higher net income. It sets the goal of achieving capability levels of 3.4 defects per million opportunities and 99.99966% error free rate. The Six Sigma follows a DMAIC methodology consisting of five phases viz.

Defining Phase - In defining phase, the problems and opportunities are identified and CTQs are defined. The next step is to outline the business case and develop high level process map. The most commonly used tools in this phase are Process Map, Kano Model, Affinity Diagram, SIPOC Model (Suppliers, Inputs, Process, Output and Customers model) and a project charter is created which includes objective, scope and impact of project

Measure Phase - After defining CTQs, the Performance Standard is outlined and a Data Collection Plan is developed to measure the current performance and gap.

Analyze Phase - In this phase, the root causes for current performance level are identified through 5 - Why techniques and the factors contributing to higher variations are analyzed.

Six Sigma

Improve Phase - In improve phase, improvement strategy is generated to assess risks and pilot solutions to develop the implementation plans.

Control Phase - The control subjects are selected and control chart is drawn to take action to sustain the improved results.

There are six themes of Six Sigma viz.

Theme 1: Genuine Focus on the Customer

Measure of six sigma performance begins with identifying the voice of customer.

Theme 2: Data and Fact-driven Management

Six Sigma is based purely on facts. It does not rely on opinions and assumptions.

Theme 3: Process Focused

Six Sigma mainly focuses on process and so it is the key vehicle of success.

Theme 4: Proactive Management

Six Sigma replaces reactive habits with a dynamic and responsive style of management.

Theme 5: Boundary less Collaborations

Six Sigma expands opportunities for collaborations by improving team work, up, down and across the organizational lines.

Theme 6: Drive for Perfection

In order to achieve six sigma level accuracy, companies should implement new ideas and approaches and be ready to take risks.

Ford Motor Company began using Six Sigma strategy with a goal to become a full-fledged Consumer Products Company. The core factors behind Ford's six sigma implementation were to reduce costs, to improve quality, Increase customer satisfaction and to lower environmental impact by reducing solvent consumption. They were successful in implementing Six Sigma. It enabled them to save almost \$2.19 billion in waste over last decade and a half. They solved this problem by implementing Lean Six Sigma Techniques (methods used to eliminate waste).

Ford's Consumer-driven Six Sigma has helped them to save billion dollars worldwide to complete almost 10000 improvement projects since early 2000s. Some of the other companies that successfully implemented six sigma are 3M, Amazon.com, Atos, Infosys, Boeing, Bank of America, Motorola, Wipro, Dell, Mumbai's Dabbawalas.

Conclusion: The key benefits of using Six Sigma in an organization are that it reduces operational costs, improves efficiency, improves accuracy and improves customer service and regulatory compliance.

White Collar Crime



The earliest documented case of white collar crime law dates back to 15th Century England. In 1473, the law related to white collar crime was enacted in response to embezzlement case where the agent who was entrusted to transport wool, fraudulently attempted to steal some of it for himself.

White collar crimes become more widely spread after the industrial revolution in the Western Industrial Society. They had no public attention till then. Professor Edwin Sutherland in 1939 defined the term “WHITE COLLAR CRIME” as a crime committed by persons of repute and high social status in the course of their occupation.

In simple terms, a white collar crime refers to a crime committed by White Collar people in the course of execution of their professional obligations. White collars are highly educated professionals who come from elite class of the society. These crimes are generally committed in large organizations which deal in wide range of operations, large sum of money and other resources. Over the years, they have spread in every possible sector of operations like Government Sectors, Banking Sectors, Health Sectors and so on.

White collar crimes can be devastating. They are addressed as socio-economic crimes as they have a deep rooted impact on the society, its people and the country's economy. One financial crime in any government department, bank or even corporates could be adequate to crush the economy.

Sometimes, an individual attempts a crime to gain financial benefits for himself or the benefit of the company. In some cases, there were instances of white collar crimes, committed by managers out of fear of losing their jobs. Being highly sophisticated crime, a white collar crime involves a great deal of knowledge, expertise and experience.

Thus, Professionals like Chartered Accountants and Lawyers who are quite wise are also attempting such crimes. Their proficiency in the subjects of law and accounting has helped in identifying loopholes present in them, thus making these crimes highly complex to detect at the earliest. The primary problem thus lies in the present system of law and accounting.

White collars may come from the elite group of the society but every individual is equal in the eyes of law. A white collar must face the legal consequences mercilessly, if proved guilty of committing a fraud.

The government should impose strict regulations regarding economic thefts of the country. Independent body under legislation has to be formed to oversee the activities of associations and bring out transparency in the administration. Timely audit and regular internal checks in the organisations by a team of independent auditors can help to attain ethical sustainability.

Today, Corporate Entities, Government Bodies and other associations have emerged as gigantic economic units only because of the cooperation extended by the society in which they are established. Having said so, organisations have a fundamental responsibility to make use of such social power and resources for the common welfare of the society.

However, today's scenario is in contrast due to number of white collar crimes on the rise. Such crimes must be



Faculty Achievement

Dr. Kavya Shree K. M. received “**Abhinandana Rising Star Award – 2019**” in recognition for achievement in academic research at ISBR organised by BET with ELCIA, PR Forum and Book Paradise – Chambers Academy on May 1, 2019.

Student Achievement

Mr. Basavanagoud Patil of 4th Semester MBA won the Best Paper Award for his paper titled “**Prediction of Market Potential of Customer Acquisition Strategies**” at the 10th National Conference (SAMVIT 2019) on “**Innovation in Management & Entrepreneurship**” held on May 4, 2019 organised by the Department of MBA, SJB Institute of Technology, Bengaluru.

Faculty Publications

Mr. Bharath Bhushan B published a paper titled “**A Study on Effectiveness of Social Media as a Promotional Tool in Marketing for Start-Ups in Bangalore**”, in International Journal of Management and Social Science, Vol. 8(2.5), pp: 4-10, ISSN: 2249-0191.

Ms. Karpagam B A published a paper titled “**Green Marketing Strategies to Enhance Sustainability and Profitability of Handloom Silk in Karnataka**”, in International Journal of Management and Social Science, Vol. 8 (2.5), pp: 104-106, ISSN: 2249-0191.

Mr. Sridhar K. published a paper titled “**A Study on Different Ways and Means to Fix NPA in Banks**” in International Journal of Management and Social Science Research Review (IJMSRR), Vol. 6(5), pp: 21-24, May 2019, ISSN: 2349-6738

Student Publication

Ms. Swathi M. S. of 2nd Semester MBA published a paper titled “**A Study on Different Ways and Means to Fix NPA in Banks**” in International Journal of Management and Social Science Research Review (IJMSRR), Vol. 6(5), pp: 21-24, May 2019, ISSN: 2349-6738

Student Paper Presentations

Mr. Shinde Devraj Amarsingh of 4th Semester MBA attended a National Conference on “**Innovative Education in Digital Era**” and presented a paper titled “**A Study on Importance of Customer Education in Home Finance with Special Reference to Customer of Estate One, Bangalore**” held at Institute of Business Management and Research, Hubli on March 9, 2019.

Ms. Indushree of 4th Semester MBA has presented a paper on “**Optimum Portfolio Theory Comes of Age**” under the guidance of Dr. Bhavya Vikas at the 10th National Conference (SAMVIT 2019) on “**Innovation in Management & Entrepreneurship**” held on May 4, 2019 organised by the Department of MBA, SJB Institute of Technology, Bengaluru.

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