



Kammavari Sangham (R) 1952
K. S. GROUP OF INSTITUTIONS

K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

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DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE

REPORT ON 2022-23 Batch MBA Orientation


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Affiliated to VTU, Belagavi & Approved by AICTE, New Delhi
No.15, Mallasandra, off. Kanakapura Road, Bangalore-109

DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH CENTRE

**HEARTY WELCOME
TO
BATCH 2022-24
MBA
Master of Business Administration
INAUGURAL CEREMONY**

WEDNESDAY	22-02-2023	9 AM
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VENUE: SEMINAR HALL, KSSA

All are Cordially Invited



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DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH CENTRE

Date: 22-02-2023

FIRST YEAR MBA INAUGURATION PROGRAM

Venue: Seminar Hall – KSSA

PROGRAM SCHEDULE

- 9.30am-9.35am - Classical Dance-2nd year MBA Student - Thanuja.K**
- 9.35am-9.40am - Department Video - MBA**
- 9.40am-9.50am - Welcome Address - Dr. Shekar H.S**
- 9.50am-9.55am - Lighting the Lamp**
- 9.55am-10.15am - Address by Chief Guest**
Dr. Panduranga Bhatta, Former Professor-(IIM) Calcutta
- 10.15am-10.20am - Felicitation to Chief Guest**
- 10.20am-10.25am - Felicitation to Toppers**
- 10.25am-10.30am - Address by President - Sri. Rajagopal Naidu**
- 10.30am-10.35am - Address by Secretary - Sri. R. Leela Shankar Rao**
- 10.35am-10.40am - Address by Treasurer - Sri. T. Neerajakshulu Naidu**
- 10.40am-10.45am - Address by CEO, KSGI - Dr. K.V.A. Balaji**
- 10.45am-10.50am - Address by Principal, KSSEM - Dr. K. Rama Narasimha**
- 10.50am-10.55am - Vote of Thanks - Prof. Sreedhar. N**
- 10.55am-11.15am - TEA BREAK **
- 11.15am onwards Orientation Program**



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Date: 22-02-2023

Venue: Seminar Hall – KSSA

1 Year Orientation Program Schedule						
SLOTS	I SLOT		II SLOT		III SLOT	
Timings	9.00AM -		11.15AM -	11.45AM -	1.30PM -	2.30PM -
Day/Date	10.55am		11.45AM	12.45AM	2.30 PM	3.30PM
WEDNESDAY 22/02/2023	Inauguration Program		Department Overview & Faculty Introduction	Training & Placement- TPO & Dept. Placement Coordinator	Overview of Curriculum and regulations IA & SEE	Campus Tour 2 Batches
Timings	8.40 AM -	9.35 AM -	10.45 AM – 12.35 PM		1.20 PM – 3.50 PM	
Day/Date	9.35 AM	10.30 AM	Session on - Networking/Icebreaking session		Talk on Fitness and Health	
THURSDAY 23/02/2023	Talk by Alumni Relations coordinator and Alumni Talk	Talk by ED Cell coordinator and Talk by an Entrepreneur	10.45 AM -		1.20 PM -	2.10 PM -
Timings	8.40 AM -	9.35 AM -	11.40 AM	12.35 PM	2.10 PM	3.50 PM
Day/Date	9.35 AM	10.30 AM	Talk by department Cultural, sports &College NSS & sports coordinator	Overview of department club activities and Arts and crafts session	College Video and Talent exhibition by first year students	Session on self- management and Class teacher remarks
FRIDAY 24/02/2023	Overview on Social Project, Internship & Project Work	Talk by Industry Expert			Closing Ceremony	

[Signature]
CLASS TEACHER

[Signature]
HOD-MBA
Professor & HOD-MBA,
K.S. School of Engineering & management
#15, Mallasandra, Oil, Kanakapura Road
Bengaluru - 560 109

[Signature]
PRINCIPAL
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109



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Event name: Orientation on "Regulation of IA & SEE"

Date and time: Wednesday, February 22, 2023, 2:00 pm to 2.30 pm

Targeted audience: I Semester MBA students & Faculty members

Resource Person: Prof. Rupa Chatterjee Das
Assistant Professor - HR & Marketing - KSSEM

Venue: Aryabhatta Hall, KSSEM

Event Coordinator: Prof. Roopa Balavenu & Prof. Rupa Chatterjee Das

Internal Assessment and Semester End Examination both are part of MBA curriculum and very important to understand and know the rules and regulations. So Prof. Rupa Chatterjee Das explained the 1st Year students about the rules and regulations of IA and SEE.

IA: Total 3 IA students need to give for each subject, each semester is mandatory before giving final VTU exams or SEE.

Each Internal Assessment for each subject carries 50 Marks and from IA and 3 assessment for each subject. Viva, Attendance, Class participation, Extra curricular and viva carry 15 Marks.

All together 50 marks carry from college each subject wise and 50 marks will carry from SEE and finally two marks will be added and students get their final marks for each subject.

Passing Marks: Each student in each subject need to get 50 marks to clear the respective paper.

Exams Protocall: 1. Only Black Ball Pens are allowed to write in IA & SEE. 2. Students need to carry their hall ticket, ID card positively.

IA Question Paper Pattern: Part A - out of three any two (1st IA - 1st & 2nd Module, 2nd IA - 3rd and 4th Module, 3rd IA - 5th & 6th Module) and Part B: Case Study.

Each group of questions will carry **3, 7, 10 Marks** and **Total 20 Marks** and Part B - Case Study will carry 10 Marks.

During SEE students need to attempt any 4 Group of questions (3, 7, 10 = 20 Marks each group of question) out of 7 group of questions (Module 1 to 6) and Part B - Case Study 20 Marks.

Total Marks of SEE - 100 Marks but VTU will consider 50 Marks and based on that they will give the marks for each subject from from college rest out of 50 students will carry the marks

And finally both the marks ill be added and students will receive their final marks for each subject.

Attendance %: As per university rules overall 85% attendance is must for getting the hall ticket for SEE.

Summer Training & Project: After 2nd Sem - Summer Training and after 3rd Sem - Project work is mandatory for each students. After both the training, students need to prepare the internship report and project report. Later in front of the External Guide they need to give their presentation.



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The event card features the KSSEM logo at the top left. The text on the card reads: 'KAMMAVARI SANGHAM (R) 1952, K. S. GROUP OF INSTITUTIONS, K. S. SCHOOL OF ENGINEERING AND MANAGEMENT, DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE'. Below this is the title 'ALUMNI TALK' and the speaker's details: 'NAME : NAMINENI CHANDANA 2018 - 2020 BATCH, TOPIC: SESSION ON CAREER PLANNING : A PATH TO SUCCESS, AFFILIATION & DESIGNATION: AMAZON - TEAM LEADER, DATE: 23-02-2023 THURSDAY, TIME: 8.40 AM TO 9.35 AM'. A circular portrait of Miss. Namineni Chandana is on the left. At the bottom, the names and titles of the organizers are listed: 'PROF. SREEDHAR.N COORDINATOR', 'DR. SHEKAR H S HOD-MBA', and 'DR. K RAMA NARASIMHA PRINCIPAL'. The card is decorated with a blue floral border at the bottom.

Event name: Alumni Talk on “ CAREER PLANNING : A PATH TO SUCCESS”

Date and time: Thursday, February 23, 2023, 8.40 am to 9.35 am

Targeted audience: I and III Semester MBA students & Faculty members

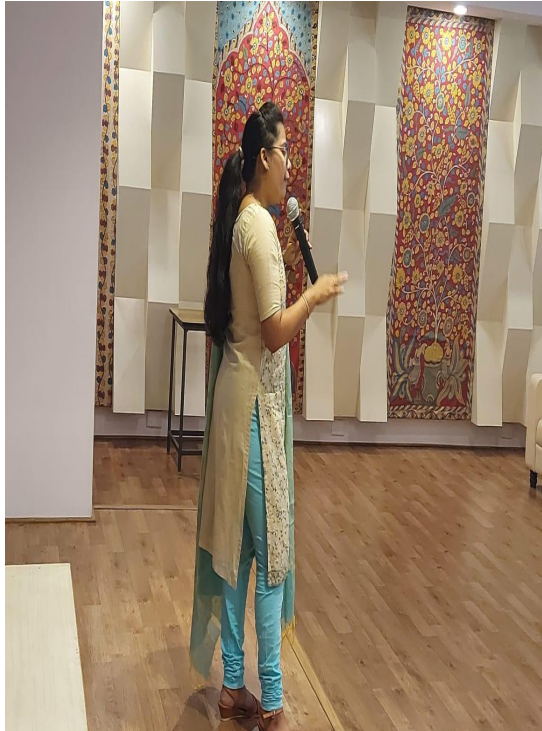
Resource Person: Miss. Namineni Chandana
Team Leader , Amazon.

Venue: Seminar Hall, KSSA

Event Coordinator: Prof. SREEDHAR . N

KSSEM Department of Management Studies conducted Alumni Talk on 23rd February 2023. The event was conducted for students of MBA Semester I and III . A total of 115 students attended this outstanding session to get answers to their questions about placements, further education, certification courses, etc. she discussed the importance of placement and answered questions on the 2–5 year corporate bond. She motivated the students and explained the strategies to apply at various levels of jobs in different companies. She also discussed in detail the requirements to be fulfilled by freshers in order to secure their first job, in campus selection as well as in the other modes. She emphasized that freshers need to focus on soft skills like communication, body language, problem solving skills, basic software applications like MS Excel and MS PowerPoint as these are the minimum expected skills for

any job. Prof. Sreedhar Moderated the Q&A discussion and concluded the session with a vote of thanks.





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DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE

Event name: 2022-23 Batch MBA Orientation on “Enterprising Juncture”

Date and time: Thursday, February 23, 2023, 11.00am to 12.30 pm

Targeted audience: I Semester MBA students & Faculty members

Resource Person: Mr. Srinath Sethuraman
Transit Training and Recruitment Partner

Venue: Seminar Hall, KSSA

Event Coordinator: Prof. Roopa Balavenu

KSSEM Department of Management Studies conducted an Enterprising Juncture similar to the Ice-Breaking Session on 23rd February 2023. The event was conducted for students of MBA Semester I to mark their first Ice- Breaking session at the Orientation.

The event began at 11:00AM with fun team building and time management games such as Confidence Building, Self Introduction in creative ways, which the students thoroughly enjoyed. After an exhaustive round of managerial games, the students played a game of Pictionary which tested their creativity and communication skills on given topics. Every group of 5-6 members made a presentation on the given topic. The students enjoyed each game and bonded with their classmates, in spite of meeting most of them for the first time.

The event ended with a vote of thanks by Sandhya.





Emcee of the Event:





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DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE

Event name: 2022-23 Batch MBA Orientation by FITNESS & YOGA CLUB

Date and time: Thursday, February 23, 2023, 01.20 pm to 03.50 pm

Targeted audience: I Semester MBA students & Faculty members

Resource Person: Mr. Saravanan R.

VTU Regional Director for Sports Bengaluru South Zone.

Venue: Seminar Hall, KSSA

Event Coordinator: Arundathi K L and Fitness and Yoga Club Coordinators

Fitness and Yoga Club conducted a Session for I Semester MBA students to create awareness and importance of Physical and Mental fitness. Ms. Amrutha 3rd semester MBA, Fitness and Yoga Club Coordinator is an emcee of the event. Emcee welcome the guest with sapling, introducing the guest to the audience.

Session was handled in 2 parts i.e.,

1. Theoretical session on Importance of Being Healthy (01.20 pm – 02.20 pm)
2. Aerobics Session (02.20 pm - 03.50 pm)

Theoretical session on Importance of Being Healthy (01.20 pm – 02.20 pm)

Mr. Saravanan interacted with students, taking inputs from students on the meaning of fitness and health. He highlighted the lifestyle in cities, different types of pollutants we are exposed to, work stress and strain we go through.

Mr. Saravanan shared the statistics of increase in health issues in the current scenario. Importance of being healthy in the current lifestyle was explained in terms of:

1. Mental Well being,
2. Physical Well Being

Aerobics Session (02.20 pm - 03.50 pm)

Aerobics is a form of physical exercise that combines rhythmic aerobic exercise with stretching and strength training routines with the goal of improving all elements of fitness (flexibility, muscular strength, and cardio-vascular fitness).

It is usually performed to music and may be practiced in a group setting led by an instructor (fitness professional Mr. Saravanan R), although it can be done solo and without musical accompaniment.


With the goal of preventing illness and promoting physical fitness, practitioners perform various routines comprising a number of different dance-like exercises.

Formal aerobics classes are divided into different levels of intensity and complexity and will have five components: warm-up (5–10 minutes), cardiovascular conditioning (25–30 minutes), muscular

strength and conditioning (10–15 minutes), cool-down (5–8 minutes) and stretching and flexibility (5–8 minutes).

Both students and faculties participated in the session with high enthusiasm. A few glimpses of the event are attached here.

Poster:



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DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE

NAME : MR. SARAVANAN R
TOPIC : TALK ON FITNESS AND HEALTH
AFFILIATION & DESIGNATION: VTU REGIONAL DIRECTOR
SPORTS BENGALURU SOUTH ZONE
DATE: 23 FEB 2023
TIME: 1.20 PM TO 3.50 PM

PROF. ARUNDATHI K L
COORDINATOR

DR. SHEKAR H S
HOD-MBA

DR. K RAMA NARASIMHA
PRINCIPAL

Social Media link:

Department Instagram: @kssem.mba

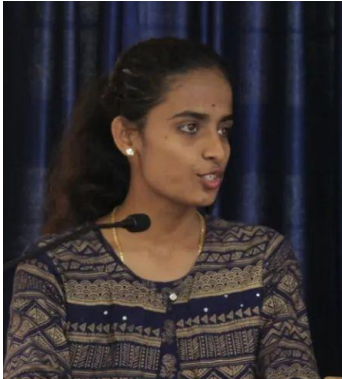
Department LinkedIn page: <https://www.linkedin.com/in/kssem-mba-department-394b50211>

Photos of the Event:

Welcoming the guest with sapling



Ms. Amrutha Emcee of the Event:



Theoretical session on Importance of Being Healthy (01.20 pm – 02.20 pm)



Aerobics Session (02.20 pm - 03.50 pm)





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NAME: MR. RAGHAVENDRA B J
TOPIC: TALK BY ENTREPRENEUR
AFFILIATION & DESIGNATION: FOUNDER AND DIRECTOR ,
CONCILLIUM AUTOMATIONS PVT LTD
DATE: 23 FEB 2023
TIME: 9.30 AM TO 10.30 AM

PROF. V.VIDYASHREE DR. SHEKAR H S DR. K RAMA NARASIMHA
COORDINATOR HOD-MBA PRINCIPAL

Event name: Talk by entrepreneur

Date and time: 23rd February 2023

Targeted audience: 1st year incoming Students

Venue: Architecture Seminar Hall , KSSA

Event Coordinator: Prof. V.Vidyashree

Details of event : Mr. Raghavendra B J , Entrepreneur, Founder and Director, Concillium Automations Pvt Ltd addressed the gathering regarding his journey as an entrepreneur

The entrepreneur journey is notoriously rollercoaster-like. No two paths are the same. Every entrepreneur starts at a different place and time with a unique set of skills, advantages and world views. While journeys are different, phases share characteristics. Knowing where you are in your journey can supercharge your progress. It provides clarity on where your focus should lie and what you should aim for in the short term.

Entrepreneurial success may eventually bring fame and fortune, but before then, most founders face many years of hard work, long hours and little recognition on the path to building a winning business. Anyone can become an entrepreneur – this is not a myth. Founders come from all walks of life, from many different backgrounds and demographics. However, successful founders tend to exhibit specific characteristics. Our research [shows](#) that traits such as

‘resilience and energy’ rank just as highly as the ‘ability to convince/sell’, while ‘self-reflection’ is up there alongside ‘ambition and motivation’ in determining whether aspiring entrepreneurs end up going the distance.

Of course, self-reflection is often aligned with experience. Many who choose the path of entrepreneurship are young, first-time founders yet to cut their teeth in the business world or build up support networks capable of providing external guidance and perspective.

The students gained insights on the personal journey of the esteemed speaker as well as learnt some valuable lessons about the path of entrepreneurship.

Photographs from the session



Social Media links from the Session

- LINKEDIN : https://www.linkedin.com/posts/kssem-mba-department-394b50211_career-education-business-activity-7034542916689674240-CiK_?utm_source=share&utm_medium=member_desktop
- INSTAGRAM : https://www.instagram.com/p/CpAnzjlvfFI/?utm_source=ig_web_copy_link
- FACEBOOK <https://www.facebook.com/profile.php?id=100083032217338>



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DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE

Event name: Orientation on “Sports - College Level and University Level”

Date and time: Wednesday, February 24, 2023, 11:30 am to 12.30 pm

Targeted audience: I Semester MBA students & Faculty members

Resource Person: **Prof. Rupa Chatterjee Das**
Assistant Professor - HR & Marketing - KSSEM

Venue: Aryabhata Hall, KSSEM

Event Coordinator: **Rupa Chatterjee Das**

Sport pertains to any form of physical activity or game, often competitive and organised, that aims to use, maintain, or improve physical ability and skills while providing enjoyment to participants and, in some cases, entertainment to spectators.

In MBA Department, Sports Club is one of the management clubs and Prof. Rupa Chatterjee is the coordinator for the same. Also she is the coordinator for the college level for MBA department for any sports event.

Like every year students need to participate and need to show their sports spirits, activeness, skills and fitness. This is also a part of curricular of MBA department.

Once in a year KSGI organise Annual Athletic Meet for the students and staffs where students are expected to participate accordingly. Also in University level Annual Athletic meet going to be organized and MBA department KSSEM also participates accordingly.



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DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH CENTRE

Event name: Talent Exhibition by 1st Semester Students.

Date and time: Friday , February 24, 2023, 1.25 pm to 2.10 pm

Targeted audience: I Year students & Faculty members

Venue: ARYABHATA Seminar Hall, KSSM

Event Coordinator: Prof. SREEDHAR



Talent Exhibition is an event, which gives a platform to students to represent their talents in any field. It not only helps the participating students to show their abilities but also motivates other students to come up front and show their hidden potential. The main reason behind organizing these events is to nurture the intrinsic qualities of students and remove the fear of stage among students , which helps them in personality development too .

The Talent Hunt was organized on Feb 24, 2023, by Prof. Sreedhar .N. Students participated enthusiastically in this event and displayed their abilities magnificently. Key participants were

- Pooja (Singing) ,
- Prapulla Kumar (Stand Up Comedy) ,
- Megha (Sketching) ,
- Sumavathi (Rubik's Cube)

- MadhveshRao (Solo Theatre Performance)
- All students actively participated in the event and have shown their enthusiasm and dedication in their efforts. Every contest ended up being exceptionally fascinating to the Crowd

HOD-MBA

DR. SHEKAR H S

PRINCIPAL/DIRECTOR

DR. RAMA NARASIMHA K