



Sri Krishna International Educational Trust (R)
Sri Krishna Degree College
#2(p), ITI Layout, Bsk 3rd Stage, Bengaluru - 560085

DEPARTMENT OF BBA

MIND MARATHON

^“Look Up, Aim High”^

**Annual e-Magazine
2018-19**



Confidence and hard-work is the best medicine to kill the disease called failure. it will make you a successful person.

-A.P.J Abdul Kalam

All power is within you; You can do anything and everything.

-Swami Vivekananda

Vol-1

About Sri Krishna International Educational Trust

TABLE OF CONTENTS

01	About Institution
02	Management
03	Faculty
04	BBA Department
05	SYNERGY Club
06	Freshers Week
07	Industrial Visits
08	Academic Achievements
09	Co-curricular Achievements



Sri Krishna Degree College offers world-class education by nurturing human values, ethics and by imparting knowledge.

Sri Krishna Degree College, founded by Kempegowda awardee Dr. M Rukmangada Naidu under Sri Krishna International Educational Trust is a college affiliated to Bangalore Central University, NAAC Accredited and ISO Certified. The institution has been catering to all sections of society on need-based quality education. Sri Krishna Degree College which offers courses B.Com., B.B.A., B.C.A. and M.Com. in Commerce and management, Computer Application streams, has clarity on student's future, both in their career and life. The College has been effectively practicing outcome based education.

Located in the heart of Bangalore, the Garden City of India, Sri Krishna Degree College is about 8 kms from the Central Railway Station.

The institution has well-qualified, experienced & dedicated faculty and staff members. Sri Krishna Degree College has the most advanced Computer Labs for practical training, spacious classrooms with good furniture and A/V aids, wi-fi campus and 24x7 internet facilities in the departments. The Institution has Extension Activities like NSS, Youth Red Cross.

Sri Krishna Degree College attempts to create a stimulating teaching learning environment which equips students with the knowledge and skills required to face the challenges of the globalised environment. At the same time, it is committed to instilling a deep sense of social responsibility and self-discipline in its students. It also strives to cultivate a warm, cordial and mutually supportive relationship with all its stake holders.

Our Institutions:-

- Sri Krishna International School [State Board - Recognised by the Govt of Karnataka and ICSE Board - Affiliated to Indian Certificate of Secondary Education, New Delhi]
- Sri Krishna Pre- University College [State PU Board - Recognised by the Govt of Karnataka]
- Sri Krishna Management College [Bangalore University - M.B.A.]
- Sri Krishna PU and Degree Evening College

College Management

Sri Krishna Degree College has been playing a valuable role in its concern for students' future, both in their career and life.

Message from Chairman



Dr. M Rukmangada Naidu
Founder Chairman

Our goal is to change the world through education. It may sound idealistic, but this is our mission. It is what motivates the work of everyone at The Shri Krishna Academy from faculty and staff, to students and alumni, to our parents and supporters. The system will also help youth and mankind make their own ethics to be followed in life.

Our Institution has been the outcome of perseverance of the goal of establishment for imparting primary and higher education. SKIES is committed to its vision of creating ethically and professionally strong and superior manpower to suit the needs of the society. The Principle aim of the Institution is academic progress of the weaker and downtrodden sections of the society.

We are giving special attention in developing the inter and intrapersonal skills of students through soft skill,

aptitude, personality, career and entrepreneurial development programs.

I am happy to place on record my appreciation for the teaching faculty and also the administrative wing for the dedication and support.

Message from Vice Chairman



Jalajakshamma M
Vice-Chairman

It is our mission to develop a positive brain compatible environment. We will work together as a team with the family, college, and community to encourage and motivate all students to reach their fullest potential. We are committed towards providing excellent higher education, to change the students as ideal graduates who will be highly competent in their chosen fields, ethical in behavior, with an inquisitive mind, an appreciation for good values in life and commitment to serve the common good. Through fostering and advancing in knowledge, SKIES seeks to make a specific contribution to the society. As vice chairman of the college, I'm extremely proud of the rich tradition of providing practical, experience-based education that our institution has upheld since its founding. Our academic programs prepare our

students to become leaders with the moral depth and intellectual intensity necessary to meet the challenges of a time of critical transition in society.

We all want the best for your children, but we are not enough. The parents must play a key role in the education of your children. Your words of encouragement, your interest in your children's work, and your presence at college are vital! I would sincerely congratulate all my staff for supporting us in our endeavours.

Academic Director's Message



Prof. S P Manohar
Academic Director
M.E., M.B.A.

"Education is the most powerful weapon which you can use to change the world."

Your power to choose the direction of your life allows you to reinvent yourself, to change your future, and to powerfully influence the rest. Leadership and learning are indispensable to each other. The only person who is educated is, the one who know how to learn and change. You are the "Change" to yourself and your future. You are welcome to Sri Krishna Degree College, one of the most prestigious colleges for commerce management and computer applications education, which is affiliated to Bangalore Central University. The institution provides you the space to ignite your imagination and inspire you to love learning.

Principal's Desk

A desire can change nothing a decision can change something but a determination can change everything.



Dr. Ushakumari N
Principal
M.A., N.E.T., Ph.D

Sri Krishna Degree College has steadily grown to its present status as one of the leading degree colleges of Bangalore. This is reflected in achieving the prestigious NAAC Accreditation, National and State awards in NSS Activities but above all in the perceptions of the society and the public that the institution strives to serve.

The purpose of education is to teach our children to think and develop a capacity to reason out facts. Students should keep in mind the importance of planning and prioritizing their time and the effective use of it which are essential to achieve success.

Students should always think and review – discover the cause and effect of every event, in which they are involved. Do not surrender or become a slave to youthful fancies and indulgences. Be steady in your studies.

Learn to enjoy hard work – particularly your studies. Think wisely, think systematically. Be very serious and attentive in class.

Vision & Mission

Excellence, Integrity, Leadership, Learning.

Vision

To equip students to face the present day world by imparting perfect academic culture and moral principles.

To provide quality education with appealing atmosphere and help students to transform into individual with high integrity and uniqueness.

Mission

Immaculate, Intellect, Innovation.

Core Values

Faculties UG



Name	Qualification	Experience	Designation
Mr. S P Manohar	M.E., M.B.A.	40 Year	Academic Director
Dr. Usha Kumari N	M.A., PhD, NET	24 Year	Principal
Dr. Shyalaja	M.A., PhD	26 Year	Head of Hindi Department
Mr. Anil Kumar	M.A., NET	18 Year	Prof in Kannada
Ms. Kavitha Venugopal	M.A., MPhil	17 Year	Prof in English
Mr. Ravi N	M.Com., M.Phil, M.B.A.	11 Year	Head of Commerce Department
Ms. Deepa K	M.Com, M.B.A., M.Phil, (PhD)	11 Year	Head of B.B.A. Department
Dr. Manjula Prasad	M.C.A., M.Tech, PhD	12 Year	Head of B.C.A. Department
Ms. Sudha S	M.B.A., (M.Com)	06 Year	Asst. Prof. in Commerce & Management
Ms. Sushmitha R	M.S.C., M.Phil	12 Year	Prof in Computer Science
Ms. Suma S	M.Com., M.B.A., M.Phil, CA-Inter	10 Year	Asso. Prof. in Commerce & Management
Ms. Sowmya T K	M.Com.	13 Year	Prof in Commerce & Management
Ms. Madhushree N	M.Com., M.B.A.	03 Year	Asst. Prof in Commerce & Management
Ms. Niveditha P	M.C.A.	02 Year	Asst. Prof in Computer Science
Mrs. Hamsaveni.N	Mcom	13 Year	Asso.Prof. in Commerce and Management
Mr.Manjunath	Mcom	04 Year	Asst. Prof in Commerce & Management
Mrs. Pruthvika	Mcom	03 Year	Asst. Prof in Commerce & Management
Mr. Santhosh M S	MPed, SLET, (PhD)	04 Year	Physical Education Director
Mr. Rama Krishna Naidu	M.A.	28 Year	Prof in Telugu
Mr. Umesh	M.A., M.L.I.Sc., M.Phil	14 Year	Librarian

About B.B.A. Department

A program that prepares students to work in numerous businesses or organizations.

- **Duration:** 3 Years
- **Affiliation:** Bangalore University & Bangalore Central University
- **Eligibility:** 10 + 2 or PUC or Equivalent



Advantage

B.B.A. Stands for Bachelor of Business Administration. The B.B.A. degree is designed to teach students the skills necessary to take up leadership roles in business and corporate world. The faculty members are well qualified, with a sizeable number of them with dual PG degrees and NET/ SLET qualified and pursuing research in the ever-many expanding field of commerce and management. Several faculty members have authored text books and reference books. The Department regularly conducts competitions, workshops and seminars to keep the students abreast of the latest in the world of commerce. Its Business Lab initiative is one of its kinds among degree colleges in Bangalore.

Importance of BBA Degree

Bachelor of Business Administration (BBA) degree after 12th. In recent times, students prefer management courses at the undergraduate level more than traditional options because of the flourishing career opportunities for MBA aspirants. You can fulfil your dream of becoming a significant member of a managing team in an MNC or organization by pursuing a course in BBA. With this degree, you can explore your interests in different areas including real estate, marketing, international business, finance, computer information system, accounting and many more. Read on to know more about the important aspects of a BBA course and why should you be pursuing it.

1. Easier Access to Study MBA

Considering the popularity of an MBA degree, you should definitely go for BBA and boost your chances of getting into a good B-school. The three-year program provides a foundation for fundamental concepts of business and management. You can gain a lot of knowledge on topics such as business law, computer fundamentals, accounting principles, etc. that will create a strong background for MBA aspirants.

2. Excellent Career Opportunities

BBA graduates are highly employable by companies wherein they can progress to managerial positions. Business administration graduates can also choose from a wide range of positions in a company such as business manager, projects planner, human resource manager, sales representative, banking, advertising, etc. Companies also recruit fresher's as trainee em-

3. Study Multiple Subjects

The core subjects you will study as a BBA graduate are Marketing, Organization Behaviour, Strategic Management, Accounting, Human Resource Management. Your Bachelor's course will help you build a theoretical foundation along with practical knowledge through experiments and projects. With so much of knowledge of these disciplines, you can easily choose your specialization course while pursuing MBA.

4. Enhance your managerial skills

Apart from strengthening your communication, a BBA course also enhances your business and managerial skills that is one of the most important requirements for a business management graduate. While studying BBA, students can develop managerial perspective along with entrepreneurial skills on completing the degree.

5. Market Requirements

With the sudden expansion of the Indian market, existing companies are increasing in size and start-ups are also emerging rapidly. These big companies or start-ups seek candidates with sound business knowledge and excellent interpersonal skills. BBA graduates with these skills can easily find great opportunities and become a part of operations, marketing, core business, sales, or strategy team.

Sri Krishna Degree College offers an industry integrated BBA program that aims to bridge the gap between industry and academia. The pedagogy to impart education includes internships, project work, presentations, industrial visits, and challenging assignments, apart from routine classroom sessions. Students can also take up various certification courses offered by the college and specialize in various domains including Marketing, Finance and HR.

Subjects

Language offered

- Kannada
- Sanskrit
- Hindi
- Telugu
- Tamil
- Additional English

1st Semester BANGALORE CENTRAL UNIVERSITY

1. Fundamentals of Accounting
2. Business organization and environment
3. Quantitative Methods for Business-1
4. Management Process

2nd Semester BANGALORE UNIVERSITY

1. Financial Accounting
2. Quantitative Analysis for Business Decisions-II
3. Organisational Behaviour
4. Production and Operations Management

3rd Semester BANGALORE UNIVERSITY

1. Soft skills for Business
2. Corporate Accounting
3. Human Resource Management
4. Business Regulations
5. Corporate Environment
6. Business Ethics

4th Semester BANGALORE CENTRAL UNIVERSITY

1. Business Research Methods
2. Cost Accounting
3. Marketing Management
4. Financial Management
5. Service Management
6. Banking Regulations and Operations

5th Semester BANGALORE UNIVERSITY

1. Entrepreneurial Management
2. Computer Applications in Business
3. Investment Management
4. Management Accounting

6th Semester BANGALORE UNIVERSITY

1. International Business
2. E-Business
3. Income Tax
4. Project Report & Viva
5. Strategic Management

Specialisations

1. Finance Group
2. Marketing Group
3. Human Resource Group

Skill Development

1. Indian Constitution and Human Rights
2. Environment and Public Healthcare
3. Science and Society
4. Personality Development
5. Creativity and Innovation
6. Value Education

Value Added Courses

1. To bridge the gap between the academic and industry need, Value Added Courses (VAC) are conducted regularly in our College.
2. It is important for higher education institutions to supplement the curriculum to make students better prepared to meet industry demands as well as develop their own interests and aptitudes. Sri Krishna Degree college offers a wide variety of short term certificate courses which are conducted after class hours or during semester breaks. These courses are conducted by professionals and industry experts and help students stand apart from the rest in the job market by adding further value to their resume.

Training Programs

The college organizes special training sessions to help the students with developing some critical skills like group discussions, better communication skills, presentation skills, interview skills, writing skills and so on. This will help the students develop confidence and become better equipped to face the challenges.

Various trainings conducted as a value addition are as follows

- **Soft Skills Training:** To meet the growing demands of corporate and groom into a complete human being, the institute is striving hard to develop the skills of students by giving them placement training.
- Campus Recruitment Training
- Aptitude Test Training
- English Language Lab Training
- Certified Course in Tally

VALUE ADDED COURSES

B.B.A. SYNERGY CLUB ACTIVITIES

In order to meet the challenging needs of corporate world environment, it is not just sufficient for a student of management to be sound theoretically but must also be exposed to the outer world in a dynamic way to face practical situation. Management club was started in the year 2013 to enrich and empower the students with academic and technical excellence. Two events conducted in each semester.



Objectives

- To expose students to meet the practical challenges in the current business scenario.
- To let the students interact with business experts of industry.
- To encourage students to become event managers.
- To build self confidence and proactive approach.

EVENT: VIDEO MIXER on 9th August 2018

The Management Club "SYNERGY" organized an Intra Class event "Video Mixer" on 9th August 2018 from 1:00 PM to 3:00 PM in the Seminar hall. In Video Mixer event the participants were required to prepare a video and they have to give presentation about their video on Business Issues or Social Issues. The participants were judged based on creativity in their video, presentation, ability to give relevant answers to judges. The event was very interactive and it was a huge success.

Event winners are

I Prize - Ramya & Team IYr BBA

II Prize - Vijayalakshmi & Bhoomika B.S IYr BBA

III Prize - Bhoomika.S & Team IIYr BBA



Student Co-ordinators

Students Selected as Student Coordinators for the Academic Year 2018-19s

Co- Ordinator	Boys	Girls
Student Co-ordinators	Darshan Natraj	Spoorthi S Sathish
SYNERGY Co-ordinators	Likhith S	Harshitha S
Sports Co-ordinator	Srinath C S	Rakshitha
Cultural Co-ordinator	Vijay S	Chandana S
Industrial visit Co-ordinator	Abhilash S	Tejaswini G
Inter-college fest Co-ordinator	Deepa k R	Kavya G

In order to meet the challenging needs of corporate world environment, it is not just sufficient for a student of management to be sound theoretically but must also be exposed to the outer world in a dynamic way to face practical situation. Management club was started in the year 2013 to enrich and empower the students with academic and technical excellence. Two events conducted in each semester.

Objectives

- To expose students to meet the practical challenges in the current business scenario.
- To let the students interact with business experts of industry.
- To encourage students to become event managers.
- To build self confidence and proactive approach.

EVENT: CARTIT on 30th October 2018

Segment's e-commerce spec helps define the journey for a customer as they browse your store, click on promotions, view products, add those products to a cart. The participants are judged based on the number of products in their cart. The event was conducted in computer lab all the students are actively participated.

Event winners are

I Prize - Venkat & Rahul IIYr BBA

II Prize - Tushara & Pallavi IYr BBA

III Prize - Diwakar & Suvish
II Yr BBA

III Prize - Harish Babu & Ajay
I Yr BBA

EVENT: Chart & Model Making Competition on 19th March 2019

In Chart and model making competition the participants were required to prepare Models and Charts topics related to commerce and management have to give presentation about their Models and charts. The participants were judged based on creativity and presentation of their Models and charts, ability to give relevant answers to judges. The Models and Charts were kept in Business Lab. The event was very interactive and it was a huge success.



Event winners are

I winners:

Yugendra, Vishwas, Mithun 1st Yr

Likith, Darshan 3rd Yr

II winners:

Bharath, Bhargav, Arjun 2nd Yr

Balaji, Fazil, Suraj, Yeshwanth, Chaitanya 2nd Yr

III winners:

Harshitha, Spoorthi, Deepu 3rd Yr

Tushara, Ramya, Pallavi, Neethu 1st Yr

Bharathi, Bhoomika B P, Bhumika.S, Anu 2nd Yr

EVENT: Brand Charades: Dumb charades with a twist on 13th May 2019

The event " Brand Charades: Dumb charades with a twist" was organized by Synergy. It was a huge success with participation from 20 teams comprising of 2 members in each team. The event focused on testing the participants' knowledge of brands and various brand elements.

Event winners are

I winners: Abhilash & team 3rd yr

II winners: Krithi & team 3rd yr

III winners: Harish Babu & Ajay 1st yr

Time For Bonding

Co-curricular Achievements

BBA DEPARTMENT FRESHER'S WEEK & RAINBOW WEEK 2018-19

It is a welcome platform to new comers where the seniors welcome and motivate the juniors. It is meant for interaction between seniors and fresher's so that they get to know each other conducted different Activities for 6 days from 10th July 2018 to 15th July 2018.



Fresher's Week:

10th July 2018 Monday	Ice breakers event
11th July 2018 Tuesday	Quotes writing
12th July 2018 Wednesday	Management games, Business puzzles
13th July 2018 Thursday	Talent search
14th July 2018 Friday	Business quiz
15th July 2018 Saturday	Video vision

Fresher's week is celebrated compulsorily every year in Our BBA Department. The very purpose of Fresher's week is to welcome newcomers in a friendly atmosphere, to encourage their creative impulses to boost their confidence. It is this week where seniors and juniors finally bond and unite to celebrate being part of the college. Students eagerly look forward to this event at the beginning of every academic year. The stage is set for freshers to showcase their talent.

Inter-Collegiate Fests:



1. RAMYA and NEETU from 1ST YEAR BBA WON 1ST PRIZE in an event named BEST OUT OF WASTE conducted in RNSIT college.
2. SOUNDARYA FROM FINAL YEAR BBA was a RUNNER UP in the PHOTOGRAPHY event conducted in Noble college.
3. DHARSHAN NATARAJ and LIKITH FROM FINAL YEAR BBA GOT 2ND PRIZE in BUSINESS QUIZ conducted in Bangalore institute of management studies College near Kengeri.
4. LIKITH from FINAL YEAR BBA HAD GOT 2ND PRIZE in SOLO SINGING conducted in Bangalore institute of management studies College near Kengeri.

Sports:



Sports championship was bagged by CHAITHANYA of 2nd year BBA.

SPORTS ACHIEVEMENT UNIVERSITY LEVEL 2018-19

Sheshadhri Verma of 1st year BBA:



Participated in Bangalore central university Inter collegiate Athletic Meet 2018-19 and won 3rd place in 10000 mtrs



Bangalore central university Inter collegiate Athletic Meet 4th place in half marathon 2018-19.

Sree vaishnavi S from 1 year BBA:



Sree vaishnavi S from 1 year bba has won gold medal in state level Doddaballapur taekwondo championship 2018-19.



She has also won bronze medal in national level Odissa taekwondo championship 2018-19.

Seminars:

Students from Final year BBA DEEPAK and BHAVAN Participated and Presented a Paper in seminar the topic named "MILLENNIAL AS MASTERS OF MANAGEMENT" conducted by Bangalore Central University on 4th April 2019.

Red cross camps:



LIKITH and MUNDINADAN from Final year BBA attended a NATIONAL LEVEL CAMP conducted by Red cross society for a period of one week from 18th to 22nd January 2019 at Moodibidre.

BBA Department Elections 2018-19

THE BACKBONES OF THE DEPARTMENT

Elections of Student representatives and class representatives for the year 2018-19

The election of the class representatives is to bring the general academic concerns from each class and student representatives from Final year BBA these students nominate themselves and are selected by majority vote by their peers to represent them. Each class has two representatives and department have student representatives for Cultural, Sports, Intercollegiate fest, Club Activities, Industrial visit. The Elections are held in the beginning of the odd semester i.e. on 1st August 2018 and the Investiture ceremony held on 9th August 2018.



LIST OF THE STUDENTS SELECTED AS STUDENT COORDINATORS ON 16TH JULY 2018

CO- ORDINATOR	BOYS	GIRLS
1.Student co-ordinators	Darshan Natraj	Spoorthy
2. SYNERGY co-ordinators	Likhith .S	Harshitha .S
3. Sports Co-ordinator	Srinath .C.S	Rakshitha
4. Cultural Co-ordinator	Vijay.S	Chandana .S
5.Industrial visit Co-ordinator	Abhilash.S	Tejaswini .G
6. Intercollege fest Co-ordinator	Deepak K.R	Kavya .G

Class Representatives:

First Year BBA

- 1. GUNASHEKAR
- 2. RAMYA

Second Year BBA

- 1. PAVAN
- 2. ANU. S

Industrial visit report 2018-19

Visit to IIM, Bangalore

Date : 15th February 2019

Organised By : Sri Krishna Degree College, Bangalore, India

Faculty Coordinators : Mrs. Deepa.K HOD BBA , Mr. Manjunath D.R Asst Prof

No. of Students : 60

Semester : 2nd and 4th semester BBA

Objective : The visit to Indian Institute of Management, Bangalore was organized as a part of curriculum for 2nd and 4th semester students of BBA which requires students to visit Library, Campus.

ABOUT IIMB CAMPUS

The IIMB campus was designed by Pritzker Prize winner architect B V Doshi. The design of IIMB reflects the architect's perfect sense of scale, proportion and light. The aim, as described by Doshi himself, was "to create an atmosphere where you don't see divides and doors". The 'building' includes external spaces, and the links between the buildings in the Bangalore climate permit academic exchange beyond the classrooms. The functional and physical attributes of its design are related to the local traditions of pavilion-like spaces, courtyards, and ample provision for plantations. The Campus is a perfect blend of modern and traditional architectural style.

ABOUT IIMB LIBRARY

The IIMB library is a veritable feast of knowledge and is available round the clock to students and the faculty. It is housed in a building of 55000 sq.ft carpet area spread over four floors. It has a comprehensive collection of literature predominantly related to Management and its allied subjects to meet the present and future information needs of its users. The library activities are computerized.

IIMB encourages the use of its library for professional purposes. Individuals and organisations can use the library regularly as either on a Deposit or Non Deposit basis.

The library has a total collection of about 1.83 lakhs of documents. The library subscribes to 595 Print Journals and 500 e-journals. 2500 Full text files from Business Source Premier database and 800 Full text titles from Business Periodicals on disc is also available for access. A comprehensive set of databases serviced from the well-equipped CD-Workstation caters data search facilities. A rich collection of videos(360), Audio's(180) and films(205) will supplement teaching and research work for potential users.

CAMPUS VISIT OUTCOME

- It motivated students to prepare for CAT exam.
- The visit helped student's in how to get external membership in IIM Library
- The students got the opportunity to enter IIM Campus to visit class rooms, Auditorium, Open Air Theatre, Library
- It was a great learning experience for students to study the amalgamation of nature and architecture.



Industrial visit report 2018-19

Visit to GOA DAIRY CURTI

Date : 29th September 2018

Organised By : Sri Krishna Degree College, Bangalore, India

Faculty Coordinators : Mrs. Deepa.K HOD BBA , Mrs. Madhushree N Asst Prof & Mr. Anil Kumar Prof in Kannada

No. of Students : 40

Semester : 2nd, 4th & 6th semester BBA

Objective : a practical perspective on the world of work. It gives them exposure to current work practices in support of theoretical knowledge being taught at the institution.

ABOUT GOA DAIRY CURTI

Goa State Cooperative Milk Producers' Union "Goa Dairy" was established in the year 1984. A member owned Federal Body of 178 Rural Dairy Co-operative Societies spread all over the State of Goa, having 19100 farmer families as their members procuring presently on an average about 65000 liters of milk per day.

A Co-operative Institution, having modern Dairy Plant of 1,10,000 liters per day capacity, supplying 95,000 liters of milk per day to the urban/semi urban consumers through 440 Milk Booths and 850 full time Distribution Agencies.

A modern Cattle Feed Plant, manufacturing around 12,500 M. T. of High Protein, Bypass Cattle Feed, Calf Ration & Pregnancy Ration per annum to cater to the nutritional requirements of milk animals of this State.

Apart from milk Procurement, Processing and Milk Product making like Shrikhand, Amrakhand, Paneer, Lassi, Flavored Milk, Curd & Pure Ghee, the Union is engaged in increasing milk production by providing Technical Input Services, which includes Veterinary Aid, Vaccination Programme, Artificial Insemination Services for Breeding and Fodder Development Activities. Dairy has also started Productivity Enhancement Programme and Clean Milk Programme for increase in milk production.

Factory Operations Manager gave a presentation related to the history of GOA Dairy Plant. He told students about the white revolution and primitive and newer modes of milk collection and distribution. He also told about the actual milk processing capacity of the plant with the significance of the steps in processing.

CAMPUS VISIT OUTCOME

The students also came to know about the vision, mission & significant competitive advantage which the company derives from the unique distribution network of bulk vending milk booths, retail outlets and mobile units. The students had over all a good experience with an in-depth learning.



Through the pain

“ I never got a plan , always going through the pain. Always dreaming for big , never going through the gain. Often making things small, which in turn got in rain. But ,”I NEVER GIVE UP” and this is what I CLAIM.

I can see how my life would be ; without pain
But baby , you know there are no stars without sun shooting right in; Life's it's a hard rock you got to pull; The best way to deal with it; is getting it into sight. But everyone here does know; it is just out of our mind

One of the days, in your life your head is off weight. That's when, you'll realise it was so worth the wait.

Bhoomika B.S - 2nd year



The Immortal Paradox

“ Loud gasps. Eyes wide open. Running for his life.

As he hunted for a place to hide, the only thoughts running through the troubled teenagers mind were, “How on earth did I get into this mess?” He paused to take a breath but took off again as he saw the shadow of the maniacal psychopath who was chasing him.

But this wasn't your ordinary horror movie chase. This felt different. The streets were empty. It was like the entire city took a day off. He screamed till his lungs ached but yet no response.

As he was nearing his street, he let out a gasp as he thought his ordeal was going to end. He sprinted towards the door with all his might and unlocked it with his fiddling hands and got into the house and just fell to the floor with a sigh.

As he got up to get the telephone, something hit him. Something was amiss. The house looked different. Everything was out of place. He ran to his mother's room to find it empty, His younger brother too wasn't in the house.

“They aren't here you piece of shit.” Said the voice behind him. He froze. As he slowly turned back he was met by someone that made him question everything. He saw himself, or rather another version of him.

Those few seconds of intense staring felt like hours. Blows were exchanged. And in this heat our troubled teenager mustered the courage to grab hold of his mother's sewing needle. After repeated stabbings to the neck this entity fell to the floor. Our teenager needed answers. And he was ready to find them. But he was alone. All alone as though it was how god meant the universe to be.

7:37 pm : Ankit's mother unlocks the door and calls out to her son. Hearing no response she walks to the living room and drops on her knees in shock. She finds her son lying motionless on the sofa with an injection in his arm. Heroin Overdose. His entire ordeal was a figment of his imagination. But he was still alive not physically but in his imagination. Our troubled teenager was still in that very house searching for his mother and younger brother and looking for answers as to whom he had killed and how could there be two versions of him. Our troubled teenager was now beyond human understanding, infact he was beyond the understanding of anything in this universe. He was a paradox. The Immortal Paradox. A person who doesn't have a physical body but continues his journey in a world of his own. Forever.

Note : This article in any way does not encourage the use of any drugs/hallucinogens. Drugs are a menace to society. SAY NO TO DRUGS.

Vishwas A.S - 2nd year



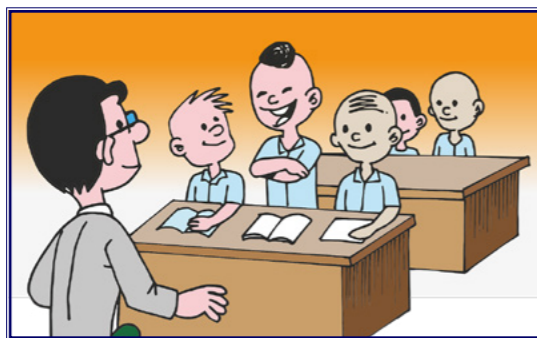
"Jokes"

TEACHER:

"I killed a person". Convert this into future tense.

STUDENT:

"You will go to jail". This is the future tense mam!.



Bhoomika B.S - 2nd year



Management Gurus And their contribution in field of management



C.K. PRAHALAD

(August 1941-April 2010)

Origin: Indian, American.

Contribution in field of Management:
Prahalad was a professor. He was co-founder and became CEO of Praja Inc. and The Next Practice (management consultancy). He had authored many books such as 'The Core Competence of the Corporation', 'The Future of Competition', 'The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits' and his last book was 'The New Age of Innovation'.



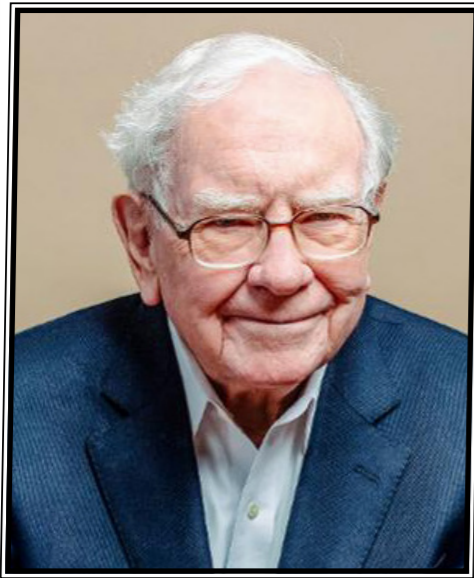
BILL GATES

(October 28 1955)

Origin: American.

Contribution in field of Management:
Bill Gates is an American Entrepreneur, programmer, investor, philanthropist. He is the founder of Microsoft and has authored books such as 'Business @ the Speed of Thought'. He continues to be the world's richest person with a net worth of more than \$75 billion. He stepped down as chairman of Microsoft last year, and now is focused more fully on using his billions to improve humanity's lot through the 'Bill & Melinda Gates Foundation'.

Management Gurus And their contribution in field of management



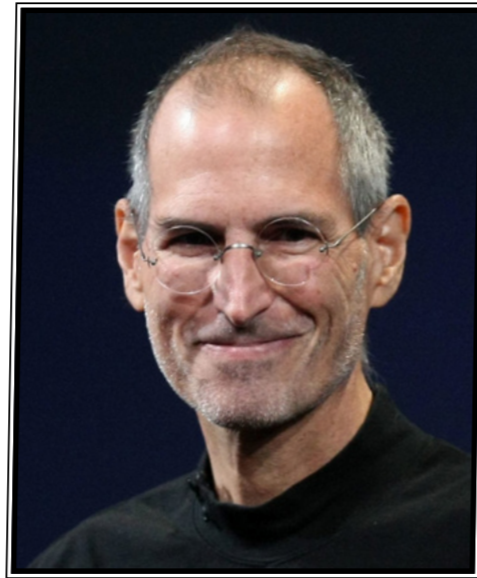
WARREN BUFFETT

(August 30, 1930)

Origin: American.

Occupation: Business tycoon, investor, and philanthropist.

Contribution in field of Management: popularly known as "Wizard of Omaha" or "Oracle of Omaha", Warren is consistently ranked among the world's wealthiest people. He began his career with his father's company, Buffett-Falk & Co. from 1951 to 1954 as an investment salesman and eventually with his sheer dedicated and mental acumen turned out to be the most successful investors in the world. Buffett has major interests (or he owns outright) in some of these companies: Coca-Cola, Kraft-Heinz, AT&T, Wells Fargo, IBM, and American Express.



STEVE JOBS

Feb. 24, 1955-Oct. 5, 2011

Origin: American.

Occupation: Co-founder Former Chairman & CEO Apple Inc.

Contribution in field of Management: Steve Jobs has revolutionized the computer, music, film, and wireless industries. He is the man behind the globally recognized 'iPhones' which is a state-of-the-art mobile at present. Jobs was diagnosed with a pancreatic neuroendocrine tumor in 2003 and died on October 5, 2011. Steve Jobs biography by Walter Isaacson is a sneak peek into the life of a man who literally transformed the digital lifestyle that billions of people all over the world have made part of their lives today.

Management Gurus And their contribution in field of management



RATAN TATA

28 December 1937

Origin: Indian.

Occupation: industrialist, investor, philanthropist, and a former chairman of Tata Sons who serves as its Chairman emeritus.

Contribution in field of Management: Ratan Tata is the mind behind India's famous Nano (the People's car). He is the recipient of two of the highest civilian awards of India - Padma Vibhushan (2008) and Padma Bhushan (2000). He is an alumnus of the Cornell University College of Architecture and Harvard Business School. Known for his business ethics and philanthropy, he is considered an ideal role model for the younger generations.



AZIM PREMJI

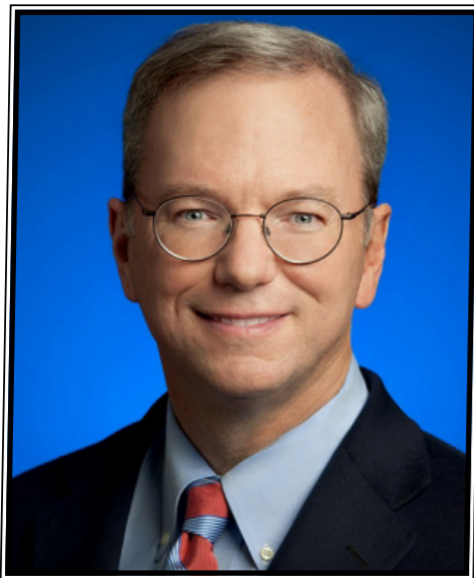
July 24, 1945

Origin: Indian.

Occupation: Business tycoon, investor, engineer, and philanthropist, who is the chairman of Wipro Limited.

Contribution in field of Management: Popularly known as the Czar of the Indian IT industry. Azim took control of his father's business in 1966 when he was just 21 years old and later he diversified to include bakery fats, toiletries, light bulbs, hair care products, and hydraulic cylinders in its portfolio. When in 1979, the Indian government expelled the computer firm IBM from the country. He tapped this great opportunity to enter computer hardware and software market and began moving Wipro into the computer business.

Management Gurus And their contribution
in field of management



ERIC SCHMIDT

April 27, 1955

Origin: American.

Occupation: Executive chairman
Aphabet, Inc.

Contribution in field of Management:

An American Software engineer, a Businessperson. Schmidt has ranked as the 100th-richest person in the World by Forbes in 2016. From 2001 to 2011, Schmidt served as the CEO of Google. Eric has been responsible for taking Google to another level in the dotcom booo, Adsense, Youtube, Google, Maps, Gmail, Android, Version Partnership and Chrome are some of the remarkable accomplishments which were made possible by him.



JIMMY WALES

August 7, 1966

Origin: American.

Occupation: Internet Entrepreneur

Contribution in field of Management:

The co-founder And promoter of Wikipedia, which is at present the world's largest encyclopedia available online. Time Magazine has named him in their 2006 list of "The 100 Most influential People in the world". Wales is also the recipient of Dan David Prize of \$1 million for "launching the world's largest online encyclopedia".

Management Gurus And their contribution
in field of management



STEPHEN COVEY

October 24, 1932 - July 16, 2012

Origin: American

Occupation: educator, author, Businessman, and keynote Speaker.

Contribution in field of Management:

His most popular book is The 7 Habits of Highly Effective People. His other books include First Things First, Principle-Centered Leadership, The 7 Habits of Highly Effective Families, The 8th Habit, and The Leader In Me. In 1996, Times magazine named him one of the 25 most influential people.[1] He was a professor at the Jon M. Huntsman School of Business at Utah State University at the time of his death.



MUHAMMAD YUNUS

28 June 1940

Origin: Bangladeshi

Occupation: social Entrepreneur, economist and Banker.

Contribution in field of Management:

Yunus is a recipient of Noble Peace Prize and has made significant contribution in field of Management. He is the founder of Grameen Bank and the pioneer of concepts such as microcredit and microfinance. In 2008, he was rated No.2 in Foreign Policy magazine's list of the 'Top 100 Global Thinkers'.

Bhoomika S - 3rd year



TOPPERS 6TH SEMESTER JUNE 2019

OVERALL 100% RESULT



Harshitha.s
89%



Chandana.D
88%



Pavithra.R
84%



Megha.R
84%



Nanditha.N
82%



Spoorthi Sathish
81%

Firstclass with Distinction:

08 students

Firstclass :

30 students

In even sem 2019, Again one more feather in our cap:

The students from 4th sem BBA:

PREETHI, RAHUL RAJ, SURAJ AND SAGAR have scored cent percent marks in cost accounting.

Akram Zaki from 2nd sem BBA got Cent percent marks in QMBII.

Academic Achievements

5th Sem BBA	98% result
3rd Sem BBA	95% result
1st Sem BBA	84% result
6th Sem BBA	100% result
4th Sem BBA	94% result
2nd Sem BBA	85% result

Congratulations!

Magazine Director:

Mrs. Deepa K | M.Com, M.B.A., M.Phil, (PhD) | Head of B.B.A. Department

Magazine Graphics Designer:

Tejas M | 2nd year BBA



