



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" ^

**A N N U A L
E-MAGAZINE
2019-20**

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-2



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About Sri Krishna International Educational Trust



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

Vision & Mission

Excellence, Integrity, Leadership, Learning.



College Management

Sri Krishna Degree College has been playing a valuable role in its concern for student's 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



Dr. M Rukmangada Naidu
Founder 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.

College Management

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.

DEPARTMENT OF BBA REPORT 2019-2020

ABOUT B.B.A. DEPARTMENT

BBA courses offer the prospect to obtain professional skills in the early on in one's career as an administrative professional. This undergraduate course offers a profound **understanding** and expansion of vital business skills such as leadership, **communication skills**, critical thinking, and decision-making.



- **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.

B.B.A. SYNERGY CLUB ACTIVITIES 2019-2020

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.

SYNERGY BBA CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2019-2020

EVENT: Treasure Hunt on 18-9-2019

Treasure Hunt event help students to develop new skills and strengthen and reinforce other skills such as leadership, communication, and problem solving. As we all know, being able to commutate and cooperate is essential to the success of any company.

I Prize: Vishwas, Poornima and sri vaishnavi of 1st year BBA

II Prize: Vamshi of 2nd year BBA jayshree and ganesh M of 1st year BBA

III Prize: Mithun of 1st year BBA shylaja and sanjay of 1st year BBA



Business Quiz on 11-11-2019



A quiz is a game which can also be called a mind sport wherein the players, either as individuals or in teams attempt to answer questions posed to them correctly, in order to win a prize. Quizzes improve or expanding one's knowledge of things, either general or in specific area Quizzes are designed to promote, a fun way to study and in the process help improve one's general knowledge Quiz competitions enables students to think from different angles or simply 'to think out of the box' It promotes a healthy debate amongst participants in order to learn from each other

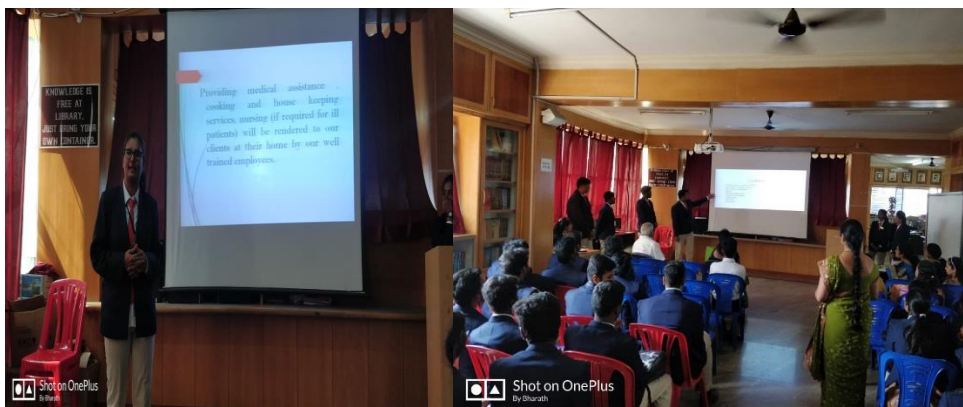
Prize winners are:

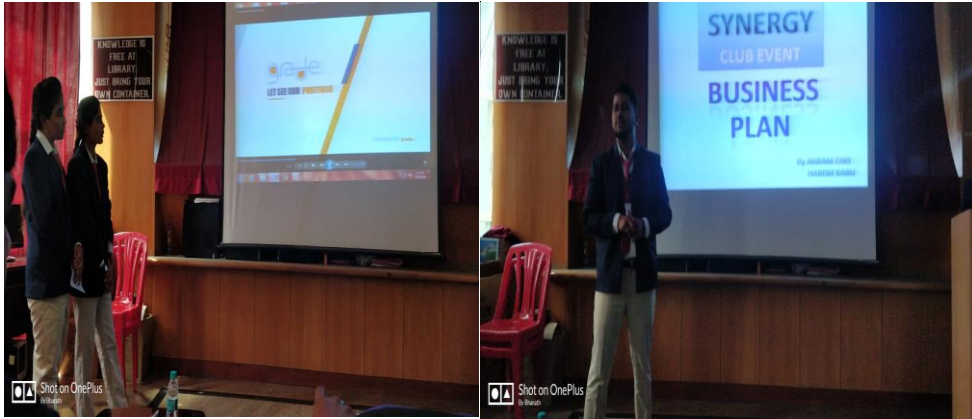
I Prize: vijaylakshmi and team of 2nd year BBA

II Prize: Balaji and team of 3rd year BBA

III Prize: Rajeshwari and shylaja of 1st year BBA

Business Plan Competition on 10-2-2020





he **Business Plan**: The **Blueprint** for Success. A **business plan** event helps the students to have a sense of direction as about **planning** the things need and the things would like to do in relation to their **business** venture.

Event Prize winners are

I Prize: Bharathi and team of 3rd year BBA

II Prize: Anu and team of 3rd BBA

III Prize: 1) Vishwas and Ajey of 2nd year BBA

2) Vamshi and Chirantan of 2nd year BBA

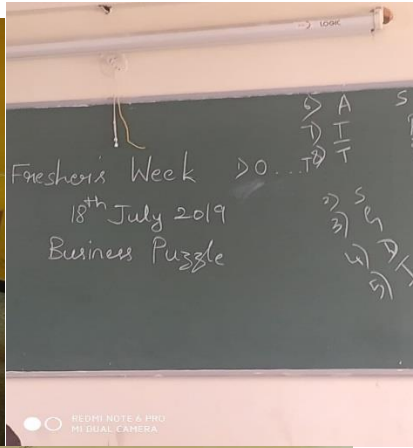
Consolation: Akram and Harish Babu of 2nd year BBA

FOURTH EVENT

TIME FOR BONDING

BBA DEPARTMENT FRESHER'S WEEK & RAINBOW WEEK 2019-20





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 2019 Monday: Ice breakers event,

11th July 2019 Tuesday: Quotes writing,

12th July 2019 Wednesday: Management games, Business puzzles,

13th July 2019 Thursday: Talent search,

14th July 2019 Friday: Business quiz

15th July 2019 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 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.

THE BACKBONES OF THE DEPARTMENT

Sri Krishna Degree college Department of BBA SYNERGY Club Presents

Investiture Ceremony

Treasure hunt Event

Annual E-Magazine MIND MARATHON Release by our Founder Chairmam
Dr. M. Rukmangada Naidu on 18th September 2019

The image contains two promotional posters. The left poster is purple and white, featuring the SKIE logo and text: 'SRI KRISHNA DEGREE COLLEGE BBA DEPARTMENT SYNERGY CLUB PRESENTS'. It lists three events: 1. INVESTITURE CEREMONY, 2. ANNUAL E-MAGAZINE (MIND MARATHON)-RELEASE, and 3. TREASURE HUNT EVENT. The date 'ON 18TH SEPTEMBER 2019' is at the bottom. The right poster is blue and white, titled 'MIND MARATHON' with the tagline 'Look Up, Aim High'. It features a hand pointing up and a globe. Text includes: 'Sri Krishna International Educational Trust (R) Sri Krishna Degree College #2(p), ITI Layout, Bsk 3rd Stage, Bengaluru - 560085 DEPARTMENT OF BBA', 'Annual e-Magazine 2018-19', and two quotes: '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' and 'All power is within you. You can do anything and everything. -Sivami Vivekananda'. A 'Vol-1' badge is in the bottom right corner.

SRI KRISHNA DEGREE COLLEGE
BBA DEPARTMENT
SYNERGY CLUB PRESENTS

1. INVESTITURE CEREMONY.
2. ANNUAL E-MAGAZINE (MIND MARATHON)-RELEASE.
3. TREASURE HUNT EVENT.

ON 18TH SEPTEMBER 2019

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.
-Sivami Vivekananda

Vol-1







Elections of Student representatives and class representatives for the year 2019-20:

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 2019 and the investiture ceremony held on

**SRI KRISHNA DEGREE COLLEGE BBA DEPARTMENT ELECTIONS OF
STUDENT CO-ORDINATOR 2019-20**

Election held on Date: 1st August 2019

Result

CO- ORDINATOR	BOYS	GIRLS
1.Student co-ordinators	Balaji. G	Bhumika .S
2. SYNERGY co-ordinators	Fazil	Krithika S
3. Sports Co-ordinator	Diwakar	Bhoomika B.P
4. Cultural Co-ordinator	Bharth .V	Anu S.M
5.Industrial visit Co-ordinator	Naveen	Preethi.M
6. Intercollege fest Co-ordinator	Sumukh	Bharathi .R

Class Representatives 1st year bba

1. Shylaja

2. Pavan Kumar

Class Representatives 2nd year bba

1. Gunashekar

2. Vijayalakshmi

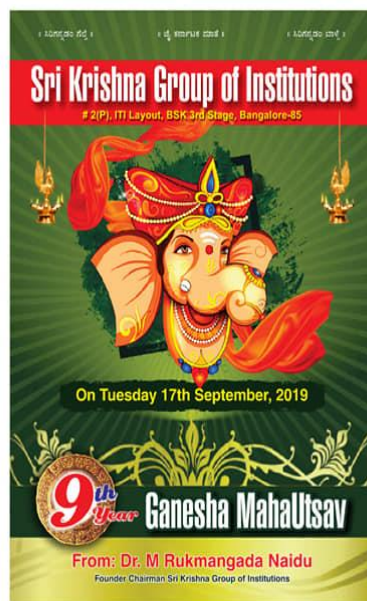
Teachers day celebrations by Students on 5th September 2019



Teachers Day Celebrations by Management SKIES on 7th September 2019. Chief guest Prof K. Siddappa Former Vice Chancellor Bangalore University.



9th Year Ganesha MahaUtsav at Sri Krishna Group of Institutions on 17th September 2019.



Valediction of Value Added Course for Odd sem 1st and 2nd year BBA, Students at College conducted on 19th October 2019. Our Founder Chairman Dr. M . Rukmangada Naidu Presided the event and Mr.Rajendra Kulkarni Trainer was Present and Students shared their Feedback about the VAC course.



Field Trip Outstation

Final Year BBA Students of Sri Krishna Degree College went on an Excursion from October 15 to October 19, 2019 to Kanyakumari, Kodaikanal, Palani, Madhurai From Bangalore.



Department of BBA

Community Service Report 2019-2020

Pulse Polio Immunization Program

Pulse Polio is an immunization campaign established by the government of India to eliminate poliomyelitis (polio) in India by vaccinating all children under the age of five years against the polio virus. The project fights poliomyelitis through a large-scale, pulse vaccination program and monitoring for polio cases. With the global initiative of eradication of polio in 1988 following World Health Assembly resolution in 1988, Pulse Polio Immunization program was launched in India in 1995.

In this program batch of 42 students from BBA Department 2nd Semester Students participated in 5 days long Pulse Polio Immunization campaign Students of BBA 2nd Semester joined hands with the Primary Health Care Centre BBMP Chennammanakere achukattu for the Pulse Polio Program held from January 19th 2020 to 22nd January 2020.

Oral polio doses were administered to 480 children under the age of five years.

All the volunteers along with the management came together to work for the cause of children in Vidyapeeta ward for 5 days to avoid the dreadful polio disease.



Academic Achievements

**BBA DEPARTMENT TOPPERS 6TH SEMESTER
SEPTEMBER/OCTOBER
OVERALL 100% RESULT**



LORD SRI KRISHNA INTERNATIONAL EDUCATION TRUST (R)
SRI KRISHNA DEGREE COLLEGE
ITI Layout, BSK III Stage, Bengaluru - 560085.

Dare to Dream... strive to Achieve
We are Motive for your Achievement
LOOK UP:
AIM HIGH

6TH SEM BBA TOPPERS SEP - OCT EXAMINATIONS 2020



BHOOMIKA S
86%



ANU S M
81%



ARJUN S
81%



VENKSAI
79%



PRAMOD S
78%



KRITHIKA S
77%



RAHUL RAJ V
77%



PREETHI M
77%



BHARATHI R
76%



YESHWANTH K
76%



BALAJI G
75%

FIRSTCLASS WITH DISTINCTION
11 STUDENTS
FIRST CLASS STUDENTS
15 STUDENTS

HEARTY CONGRATULATIONS TO ALL STUDENTS

Management, Principal & Staff

**OVERALL
RESULT
100%**

4th sem BBA 10 Distinctions

2nd Sem BBA 11 Distinctions

Paper Presentations by the students:

- 1. Chandrakala from first year BBA presented paper in Sanskrit Seminar held at C.V Bhandari Jain College , Bangalore on 18th February 2020**
- 2. Bhoomika S, Bharthi and Anu.S from Final year BBA presented a paper on the Topic: DEMOCRATIZATION OF LEARNING organised by Bangalore Central University Department of Commerce and Management and All India Accounting Association on 12th March 2020**

SRI KRISHNA DEGREE COLLEGE, Department of BBA

Inter college competition winners 2019-2020

SL.NO	NAME	DATE	COLLEGE	EVENT	
1	Mahesh Prasad.M	03-03-2020	VVN Degree college	Product Re-Launch	
2	Vamshi.D	03-03-2020	VVN Degree college	Product Re-Launch	
3	Vishwas.A.S	24-02-2020	BMS College for Women	Business Plan	
		03-03-2020	VVN Degree College	Business Quiz	
4	Ajay.R	24-02-2020	BMS College for Women	Business Plan	
		03-03-2020	VVN Degree College	Business Quiz	
		17-10-2019	BNM Degree College	Business Quiz	
5	Akram Zaki	03-03-2020	VVN Degree college	Product Re-Launch	
6	Vishwas Srinivas	10-04-2019	Surana College	Troll Booth	
		17-10-2019	BNM Degree College	Business Quiz	
7	Harish Babu.R	10-04-2019	Surana College	Troll Booth	
		17-10-2019	BNM Degree College	Business Quiz	

Co-curricular Achievements

INTER-COLLEGIATE FESTS:

1. BBA Department Pride movement A S Vishwas Srinivas and Ajay from Second year BBA hat-trick winners of Business quiz event of Intercollegiate fest held in BMS evening college , VVN Degree college and BMS Women's college. Congratulations from Management and Staff of SKDC



BBA Department Sports Achivement 2019-20

Sports championship was bagged by Sheshadhri Verma of 2nd year bba.



The invitation card features the college logo at the top center, followed by the text: "Lord Sri Krishna International Education Trust (R) SRI KRISHNA DEGREE COLLEGE No.2, ITI Layout, BSK III Stage, Bangalore - 560085". The main title is "ANNUAL ATHLETIC MEET 2019 - 20". Below this, it lists the Chief Guest as Dr. B. K. Ravi, Registrar, Bangalore University, Bangalore. It also lists two Guests of Honour: Sri. Gopinath, Syndicate Member, Bangalore University, Bangalore, and Sri. Saravanan. R, Regional Director, VTU Bangalore South Zone. Dr. M. Rukmangada Naidu, Founder - Chariman, Sri Krishna Group of institutions, is listed as the presiding officer. The card concludes with "All are cordially invited" and provides the date (27-01-2020, Monday) and time (9:00 am) at the venue (UCPE, Jnana Bharathi, Bangalore University, Bangalore). The management, principal, and staff are also mentioned.

Lord Sri Krishna International Education Trust (R)
SRI KRISHNA DEGREE COLLEGE
No.2, ITI Layout, BSK III Stage, Bangalore - 560085

ANNUAL ATHLETIC MEET
2019 - 20

Chief Guest
Dr. B. K. Ravi
Registrar
Bangalore University, Bangalore

Guests of Honour
Sri. Gopinath
Syndicate Member
Bangalore University, Bangalore.

Sri. Saravanan. R
Regional Director
VTU Bangalore South Zone

Dr. M. Rukmangada Naidu
Founder - Chariman
Sri Krishna Group of institutions
Will preside over the function

Management,
Principal & Staff

All are cordially invited

Date: 27-01-2020, Monday Venue: UCPE, Jnana Bharathi
Time: 9:00 am Bangalore Univesity, Bangalore

SPORTS ACHIEVEMENT UNIVERSITY LEVEL 2019-20

Sheshadhri verma of 2nd year bba:



1. Cross country race Bangalore Central University competition 19-20 got 6th place



2. Bangalore central university Half Marathon race
BCU Inter Collegiate Athletic meet 2019-2020
Got 2nd place



3. Mysuru 10k race Got 1st place



4. 10,000 metres race Bangalore Central University inter collegiate athletic meet 2019-2020 Got 2nd place



**5. Annual Athletic Meet Champion Trophy won by Sheshadri Verma
2nd Year BBA**



6. Community relay race Organizaed by BENGALORE MIDNIGHT MARATHON 2020 Got 1st place



7. CHANAPATANA GREEN MARATHON race 2020

Got 4th place

HariPrasad 1st Year BBA took part in 1st INDO NEPAL SPORTS AND GAMES INTERNATIONAL CHAMPIONSHIP FROM 10TH TO 12TH JANUARY 2020 IN POKHARA NEPAL



INDUSTRIAL VISIT REPORT 2019-20

COCA COLA India Pvt Ltd

Bididi Industrial area

Date: 19th September 2019



On 19th September 2019 Sri Krishna Degree College Department of BBA has conducted an industrial visit to Cocacola co. This visit was for the awareness of the students on the production process of the company. The class was under the guidance of Associate Prof. Deepa.K HOD BBA and Mr. Manjunath, Ms. Madhushree and Mrs. Pruthvika Assistant Professors Commerce and Management who coordinated with the management for the organization of this visit.

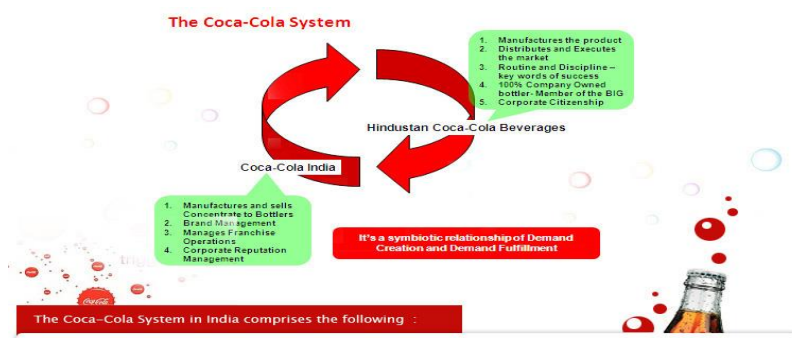
The industrial visit started at 11:30 am on 19th September 2019.

HCCBPL services the market through a number of strategically located manufacturing units spread across the length and breadth of the country.

The process of manufacture includes key components like extensive treatment of the raw water, preparation of the syrup, the container preparation process, filling, inspection, coding and filling the bottles into cases.

The finished product is then dispatched to the warehouse before it departs on to its final destination – the consumer through a network of depots, distributors and retailers. The waste water is processed through an elaborate waste water processing system to ensure the output water conforms to the world class standards.

HCCBPL is the largest bottling partner of The Coca-Cola Company in India. It is a part of The Coca-Cola Company's Bottling Investments Group (BIG) and responsible for the manufacture, package, sale and distribution of beverages under the trademarks of The Coca-Cola Company.



- **Coca-Cola India Pvt. Ltd.** is a Wholly-Owned Subsidiary of The Coca-Cola Company, USA. While building the consumer franchise for The Coca-Cola Company trademarks, it also leads world class governance systems for the operations of all partners in bottling, suppliers, distributors and other stakeholders.
- **Hindustan Coca-Cola Beverages Pvt. Ltd.** - As part of the Bottling Investments Group of The Coca-Cola Company, HCCBPL has 24 bottling plants at strategic locations in various states spread across India. We cover approximately 65% of bottling operations for the Coca-Cola System in India.
- HCCBPL has an extensive distribution system spanning more than a million outlets operating with world class execution standards. The focus

of the system is to develop strong customer value while delivering preferred choice of refreshment at an arm's length of desire to the consumer.

HCCBPL's Product Portfolio has an extensive range to choose from :

- **Sparkling Beverages** – Coca-Cola[®], Diet Coke[®], Thums Up[®], Sprite[®], Fanta[®], Limca[®], Kinley[®] Soda, Schweppes[®] Tonic Water.
- **Still Beverages** – Maaza[®], Minute Maid[®] Pulpy Orange, Minute Maid[®] Nimbu Fresh, Minute Maid[®] 100% Juices (Apple, Grapes, Orange, Mixed Fruit), Minute Maid[®] range of fruit flavoured drinks.
- **Water** - Kinley[®], Bonaqua[®].

Hindustan Coca-Cola Beverages Pvt. Ltd. has focused on building world class operations based on principles of safety, profitability and solid governance to claim sustained growth.

INDUSTRIAL VISIT REPORT 2019-20

Feather lite office furnitures

Kumbalgodu Bangalore

Date: 19th September 2019



On 19th September 2019 Sri Krishna Degree College Department of BBA has conducted an industrial visit to Featherlite This visit was for the awareness of the students on the production process of the company. The class was under the guidance of Associate Prof. Deepa.K HOD BBA and Mr. Manjunath, Ms. Madhushree and Mrs. Pruthvika Assistant Professors Commerce and Management who coordinated with the management for the organization of this visit.

The industrial visit started at 11:30 am on 19th September 2019

It was great to know that Featherlite is one of the leading furniture manufacturing organisation providing complete office furniture solutions for all segments of market through its strong base of direct and franchisee offices present across 54 locations in India. Featherlite's core expertise lies in manufacturing extremely innovative and cost effective customised office furniture such as modular work stations, chairs, partitions, desks conference tables educational, laboratory, retail furniture and fixtures .

It provides global clients with the best office solutions in India. Featherlite has fitted over 50 million square feet of office space with more than 4 million chairs

and 750 thousand workstations. Our 8 acres of combined factory space has a production capacity of over 30,000 chairs and 8,000 workstations each month, resulting in over 10,000 satisfied customers that include Cognizant, Mercedes, Hindustan Unilever, Caterpillar and TCS. .





It is rightly said that “See and know” is better than “Read and learn” .We got real feel of company working after this visit. It will help us to understand subject matter clearly in future also.

At the end of the session they gave us good send off and complimentary cool drinks.

**Industrial visit SKDC BBA Students
to UNIBIC Cookies Company on 6th
March 2020**



On 6th March 2020 Sri Krishna Degree College Department of BBA has conducted an industrial visit to UNIBIC company. This visit was for the awareness of the students on the production process of the company. The class was under the guidance of Associate Prof. Deepa.K HOD BBA and Ms. Madhurya, Assistant prof Commerce and Management who coordinated with the management for the organization of this visit.

The industrial visit started at 11:30 am on 6th March 2020 where Mr. Sanath in charge of total quantity department has welcomed us to the UNIBIC cookies factory. He introduced the company to us and mentioned that the company was started in 2004 which is an Australian originated company, Founder of this company is Ronald Bradman and it only produces cookies. This company comes under FMCG and it is certified under Food Safety and Standards Authority of India (FSSAI) and British Retail Consortium (BRC). There is only one production outlet in India which is located in Bangalore. From 2004 to 2010 the company was only exporting the product to 25 different countries and later on they started doing the business in India.

Mr. Sanath in-charge of the total quantity department Unibic company, Associate prof. Deepa K HOD BBA.

Then he explained about the production levels of the Unibic company where they are producing 28 different flavors of cookies. There are two types of materials they use, one is raw materials and the other is packaging material. More than 100 different types of raw materials are used by the company.

And coming to the packaging material there is three types primary – which has direct contact with the cookies and protects them, secondary – which protects the primary package, tertiary- which protects both. Primary and secondary package. The next step is the quality inspection of the raw materials where they select according to their quality standards. Then these raw materials are sent to warehousing, they use forklift vehicles for loading and unloading the materials and they put them on pallets. There are two types of pallets one is metal and the other is wooden. The metal pallet is used to put raw materials and the wooden pallet is for finished goods. Materials are

stored in different pallets in order to avoid cross-contamination. Then they use bin cards, which represents the data of the material to identify the product and for FIFO (first in first out) purpose.

After he explaining the different production levels of the company, he explained the production process. They use hopper for mixing the dough, where all the ingredients come through the pipe and fall into the hopper. Then they use different types of conveyors to transfer the materials from place to another. Then the base material is to be shaped, they use two technologies for shaping one is wire cutting and molding. Then they'll bake the product by sending them into the oven at particular temperatures from 150 degrees to 300-degree centigrade in just 8 minutes. After backing these products will be sent into the cooler wherein gives crispy and crunch to the cookies. The next step is packaging, the main label will be pre-printed except the price, date of manufacture, date of expiry, batch number. Then automatic taping machines will pack the bulky products together.

After the introduction of Mr Sanath, he took us to the production site and explained to us how the product actually goes on. Everything in the process was systematic with very less idle time. Lots of skilled workers are present at the packaging area showcasing their talents. At the end of the session they gave us good send off and complimentary biscuit packets. And in the premises of Factory Outlet is there both faculty, students purchased the different varieties of biscuits.

**Sri Krishna Degree College , ITI Layout, BSK III Stage,
Bengaluru 560085,**

BBA Department Online E-Quiz

A BRIEF REPORT OF MANAGEMENT QUIZ-2020, the E-Quiz on Marketing. For UG and PG students. Organized by IQAC, Department of BBA Date: From 21st July 2020 To 25th July 2020

The entire program was organized using GOOGLE FORM. The registration link was posted on 18th May 2020 and the link <https://forms.gle/rYkijN6tdNbqLgWZ7> There were 410 students registered through the link. The online test was started at 10 am with duration of 2 hours. The students who scored 40% and above received online Certificate .This online Quiz was designed to serves the purpose of a brief assessment to gauge the skills, abilities and knowledge of students. Particularly this online test help students who are preparing for any type of competitive examinations.

Invitation sent in Whats app:

Greetings to All... 🌸 🌸

Sri Krishna Degree College, (affiliated to Bangalore Central University, NAAC accredited & ISO certified)

Department of Management invites you to participate in MANAGEMENT QUIZ-2020, the E-Quiz on Marketing.

☞ ☐ FREE REGISTRATION ✨

☞ ☐ Participants who score 40% and above will receive E-Certificates through registered Mail Id ✨

☞ ☐ Only 100 Participants can attend the Quiz per day. ✨

☞ ☐ Faculties, Research Scholars & Students can participate. ✨

☞ Quiz Link:

<https://forms.gle/rYkijN6tdNbqLgWZ7>

For Further Details Contact:

Associ. Prof. DEEPA K

HOD BBA

Placement coordinator

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MOB: +91 9741623722

Assist. Prof. Madhurya N

MOB: +91 9535584187

Stay Home!!!! 🖐

Stay Safe!!!! 😊

Thank you 🌸 ☐☐

With Regards,
Dr. Usha Kumari N
Principal
SKDC

College website:

<http://skdc.edu.in/>

Certificate Format:



Report by,
Deepa.K
HOD BBA
SKDC

Students Corner

TRAPPED

Being physically trapped in a place can be horrifying, but what about being mentally trapped? What happens when your mind turns into a cage?

Society is well known for being narrow minded, and the most affected by this are the younger generations. It is a shame that a woman is branded as immoral because she wears jeans. It is a shame that even in the 21st century, women have to struggle for gender equality. But the most shameful of all is that we as a society still refuse to change.

People have told me about how they aren't allowed to pursue their dreams because their parents feel that society won't approve of their passion. A male friend of mine who wanted to pursue fashion designing was forcefully made to take up science as his parents thought fashion designing is for women only. A female friend of mine is being made to consider marriage instead of continuing her education because her parents believe it isn't worth it.

It is saddening to see the current state of affairs in the present century, where sending a woman to outer space is fine, but leaving the house after 6 PM isn't. A lot of people are under the impression that modernisation is nothing but imitating the west. They fail to understand that we need to change our ways as time progresses. The younger generation needs to learn to stand up for themselves, and shouldn't just go with flow. Because a lot of stupid norms aren't applicable in the 21st century. A woman's purpose in life isn't to just get married and have children, and a man has a lot more career options other than being a doctor or an engineer.

By

A S Vishwas Srinivas

2nd Year BBA

THE WAVERING MIND

Reality isn't always what it seems like, atleast for some people.

48 year old Shilpa was unmarried and was going through a tough time. A tough time that lasted since her teenage years.

Everyone deceived her, cheated her, lied to her and this was since she was 14. She never trusted anyone completely, not even her own family. Shilpa had no friends.

Her uncle was behind the property she inherited, her colleagues used to bitch about her, and her own brother wanted to kill her.

She hated everyone around her for everyone wanted to harm her in some or the other way. Happiness and Inner Peace was nothing more than a dream to her.

Her mind was always performing some or the other complex calculation to determine what a person was doing and what were the actual intentions behind it.

She wondered how the young little girl who had the most loving family and a joyful childhood turned out like this. Where had she gone wrong?

Little did Shilpa know that her Uncle was least bit interested in her property, her colleagues respected her and her brother loved her more than anything in this world.

Shilpa was Schizophrenic.

She heard voices telling her that her uncle was behind her property, she imagined that her colleagues were bitching about her, and she misunderstood situations to an extreme that she thought her brother was behind her life.

The problem wasn't with the people around her, the problem was in her mind, and thus couldn't be cured until Shilpa accepted it that she had a psychiatric disorder.

Shilpa's cure was always in her mind, if only she could see the big picture she wouldn't have to go through all this.

Mental health is something that isn't spoken or addressed properly in our country and that needs to change, we need to identify and support people like Shilpa, because that's what they need. Shilpa can be any person known to you and you might not even know that they have this problem, every person whom you think of as weird might be a person suffering from a mental disorder. Instead of shunning them it would be better to help and support them. By : A S Vishwas Srinivas,

Management

Gurus

And their

contribution

in field of

management

C.K.Prahalad

(AUGUST 1941-APRIL 2010)



Origin: Indian

Contribution in

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.

field of

Contribution in

Management:

American

Bill Gates is an

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
humility's lot through the 'Bill &
Melinda Gates Foundation'.

Warren Buffett

(AUGUST 30, 1930)



Origin: (USA)

Occupation:

on,

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)

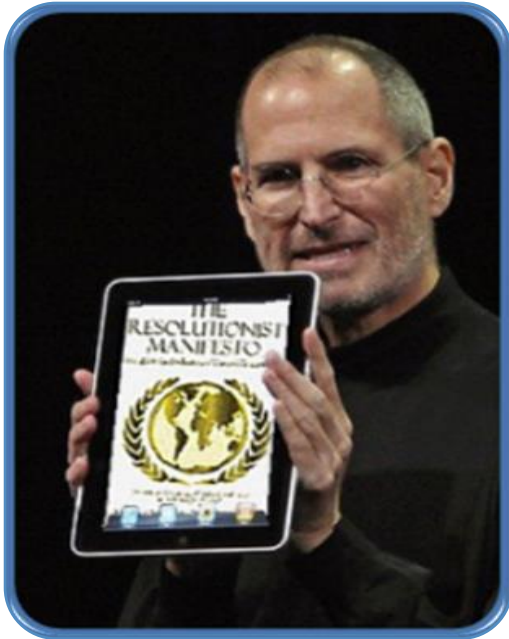
in some of these companies: Coca-

Cola, Kraft-Heinz, AT&T, Wells

Fargo, IBM, and American Express.

Steve Jobs

(FEB.24, 1955-OCT.5, 2011)



Origin: American

Occupation: Co-

Former Chairman

& CEO of

Apple Inc.

Contribution in

field of

Science: 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.

Ratan Tata

(28 DECEMBER 1937)



Origin: Indian

Occupation:

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:

philanthropist.

Investor, and

field of

Contribution in

Popularly know

Management:

Indian IT

as the Czar of the

control of

Industry. Azim took

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.

Eric Schmidt

(APRIL 27, 1955)



chairman

Origin: USA (American)

Occupation: Executive

Alphabet, 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 boom, AdSense, Youtube, Google, Maps, Gmail, Android, Version Partnership and Chrome are some of the remarkable

accomplishments which were made possible by him.

Jimmy Wales



Origin: USA

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".

Muhammad Yunus



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'.

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.

By

Bhoomika

3rd Year BBA

