

**GSSS**GEETHA SHISHU
SHIKSHANA SANGHA(R)**INSTITUTE OF ENGINEERING
AND TECHNOLOGY FOR WOMEN***(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE New Delhi & Govt of Karnataka)*

KRS ROAD, METAGALLI | MYSURU – 570 016 | KARNATAKA | INDIA

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**(Permanently Affiliated to VTU: 2019-25)****Accredited by NAAC Grade 'A'**Accredited Branches: ECE, CSE, ISE
Validity : 01.07.2017 - 30.06.2023
& EEE Branch up to 30.06.2024Accredited
with Grade 'A'ATAL RANKING OF INSTITUTIONS
ON INNOVATION ACHIEVEMENTS
Recognised
Band EXCELLENT

Colleges / Institutes (Private / Self Financed) Technical

VISTAAR

ABOUT THE DEPARTMENT:

The MBA program is approved by All India Council for Technical Education, New Delhi and Government of Karnataka, is affiliated to Visvesvaraya Technological University (VTU), Belagavi. Students who join the department of MBA are offered a variety of choices for learning ranging from core specialization programs in Human Resource Management, Finance and Marketing. The department is also supported by a fully-fledged library. Some of the most sought-after e-journals like Pro-Quest and J-Gate are also made available in the library. Placement training, interaction with the industry experts, attending and organizing conferences, academic group activities, outbound training and campus recruitment with personalized attention to each student are the unique offering of the department. The department provides opportunities and facilitates industry visits to enable them to learn from the real-life exposure and bridge the gap between theory and practical knowledge. Socio cultural and extracurricular activities are given impetus to provide the students with overall managerial acumen which will benefit them in the long run.

Vision of the Department

"To provide good management education for women through academic excellence and managerial skill to face the challenges of the dynamic business environment with human values"

Mission of the Department

M01: To create a culture of academic excellence that can provide sound management education.

M02: To bridge the gap between academics and industry through industry interaction programmes.

M03: To empower women with professional skills for a successful professional career.

CONTACT US

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Ph: +91-9448739040

DEPARTMENTAL ACHEIVERS (2021-2022)

“Memorandum of Understanding”



A Memorandum of Understanding (MoU) was signed on 29th November 2021 between the Department of MBA, GSSSIETW, Mysuru and Business Toys Limited, Bangalore for the period of 3 years.



A Memorandum of Understanding (MoU) was signed on 8th January 2021 between the Department of MBA, GSSSIETW, Mysuru and Regional Institute of Digital Marketing, Mysuru.

“Inauguration of First Year Post Graduate Classes in MBA-2021”



GSSS Institute of Engineering and Technology for Women, Mysuru, organized the Inaugural function of First year Post Graduate Courses in MBA for the academic year 2021-22 on 03/03/2022.



Our Beloved Principal Dr. Shivakumar. M, addressing first year MBA students during their orientation class.

“GRADUATION DAY-2021”



GSSS Institute of Engineering and Technology for Women, Department of MBA, conducted Graduation Day ceremony of Master of Business Administration Batch 2018-20 & 2019-21 201 batch, on 18th December 2021 at 10.00 AM in the Auditorium, GSSSIETW Campus.



HR CONCLAVE



Department of Master of Business Administration of GSSSIETW, organized HR-Conclave- 2022 “The Integrating Humans & Technology to Re-architect Work” on 15/07/ 2022.



TECHNICAL FORUM



Department of Master of Business Administration of GSSSIETW, organized Bizotic Training program organized for first year Students during the even semester 2022.



Department of Master of Business Administration of GSSSIETW, organized a cultural and Management fest "Prayag-2022" on 12th August 2022 at GSSSIETW campus. Good number of students from various institutes attended the programme.



The Department of MBA, GSSSIETW organized an expert talk on Women Entrepreneurship-The Way Ahead for the students of Master of Business Administration at GSSS Institute of Engineering and Technology for Women, Mysuru on 20.07.2022.



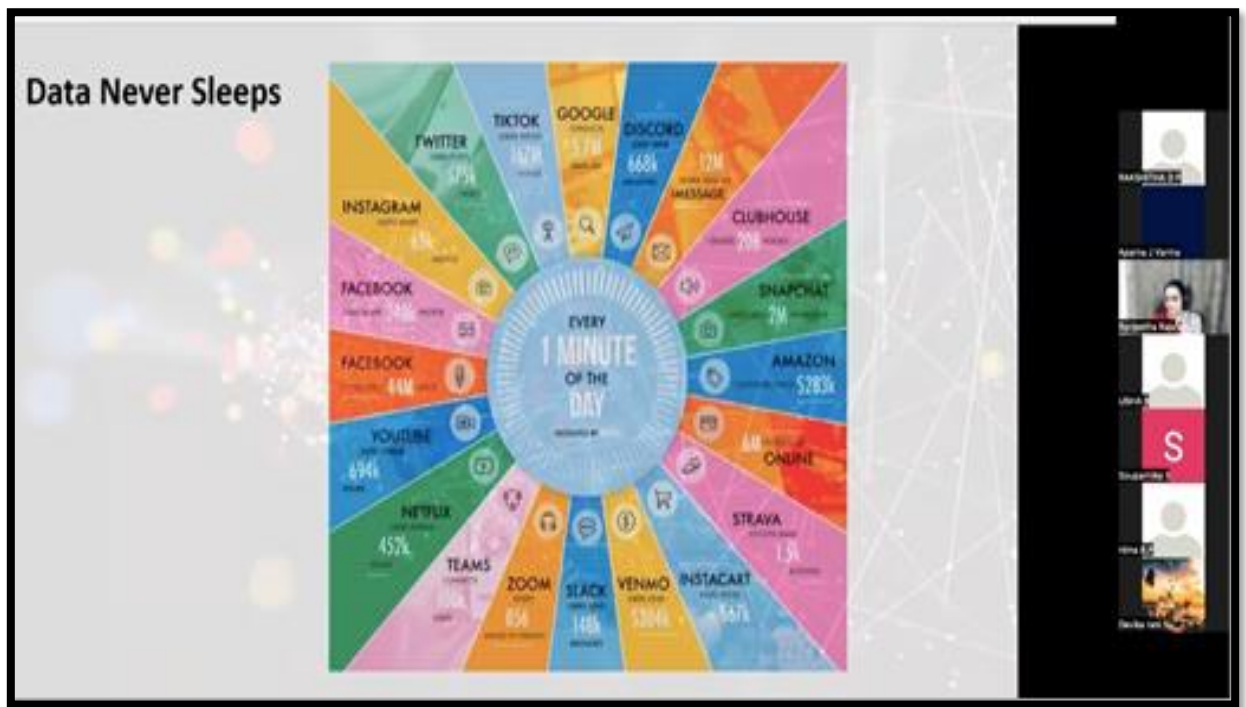
World Environment Day & Swacch Village Abhiyan Program organized by the Department of MBA in association with NSS Units of GSSSIETW on 30/06/ 2022.



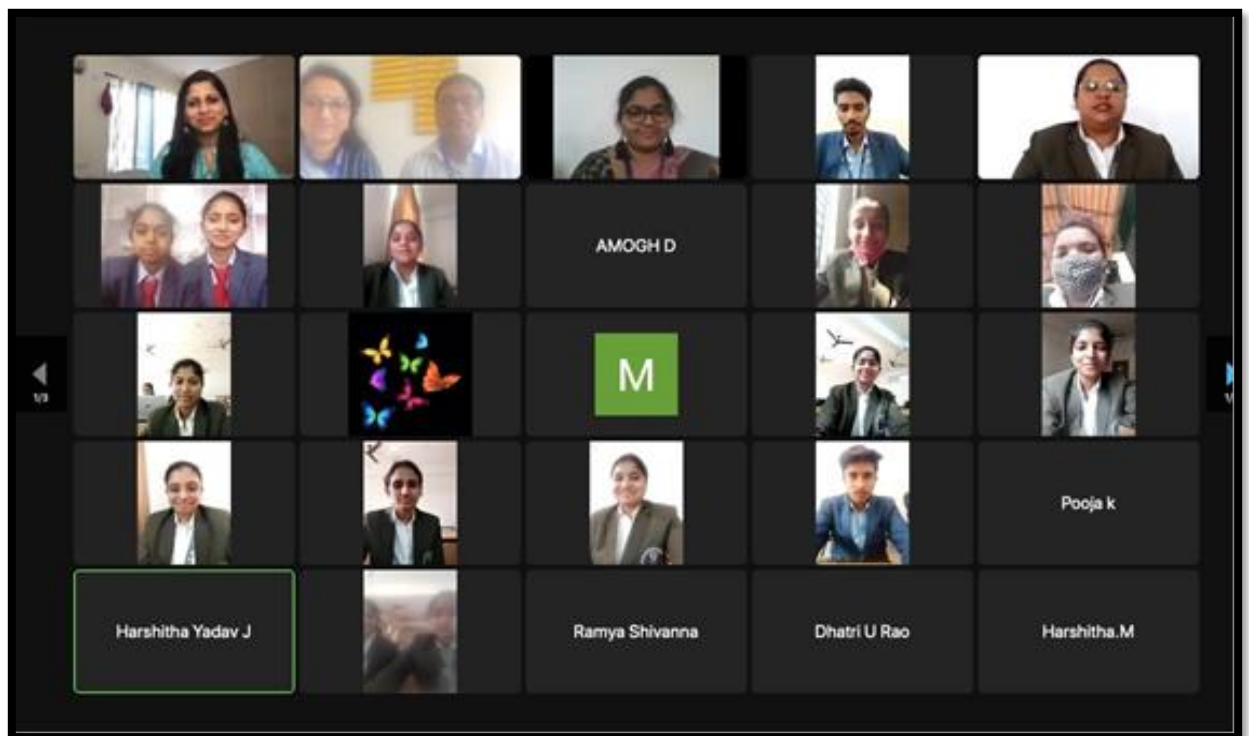
Department of Master of Business Administration of GSSSIETW, organized A two-day workshop on SPSS for the final year MBA students organized by the Department of MBA on 21/04/2022 and 22/04/2022



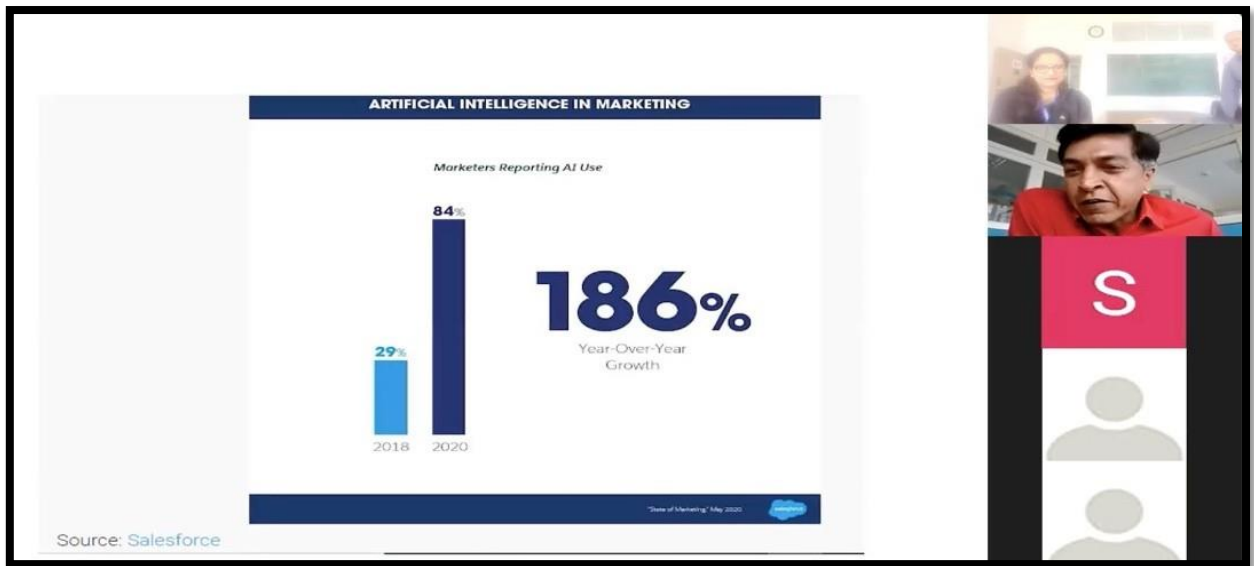
The outbound training program organized by Department of MBA, GSSSIETW in association with Passion Adventure wisdom in Sakleshpur to impart learning on individual, team and organizational needs such as Leadership, Strategic Thinking, Conflict Management, Team Building, Effective Communication, Quality Improvement on 28/03/2022 to 30/03/2022.



The Department of MBA, GSSSIETW organized a Webinar on “Predictive Analytics in Marketing” By Ms. Ranjeetha Raja, Director- Product Management, Dell Technologies, Bangalore 10/02/2022.



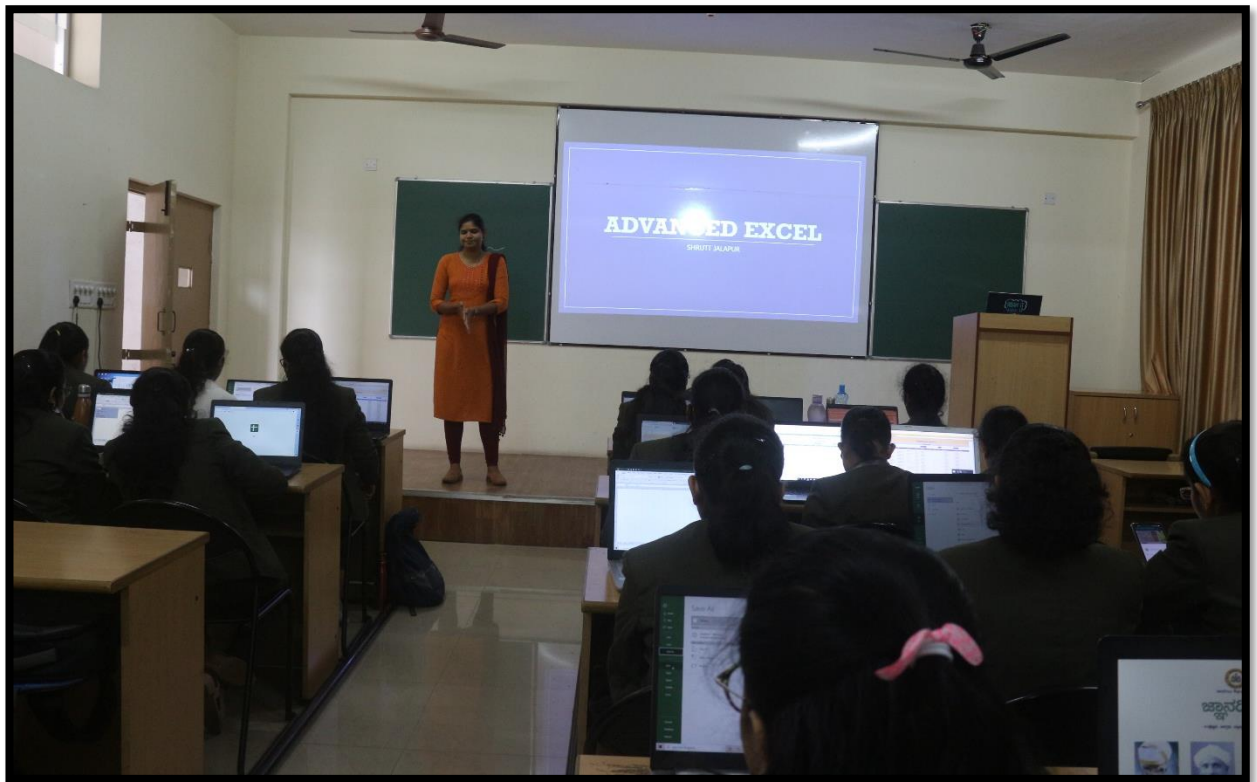
Emporia the Marketing Club of Dept. of MBA, GSSSIETW, Mysuru, organized an online Video making Competition “Camera Rolling Action!” with the theme “Social Issues” on 07/02/2022.



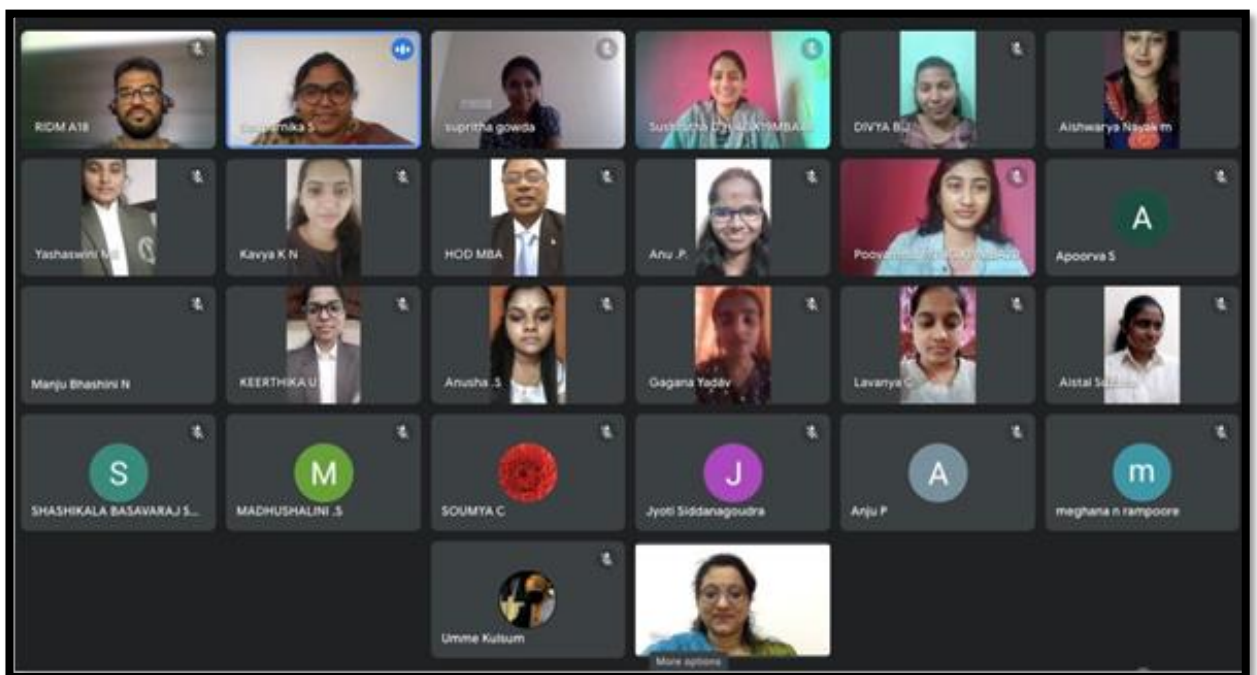
The Marketing Club Emporia of the Department of MBA, GSSSIETW organized a Webinar on “Marketing Research & AI for the Marketing Students” By Dr. Vivek Varma, General Manager – Business Development, Sravathi AI Technologies Pvt Ltd, Bangalore on 29/01/2022.



Department of Master of Business Administration of GSSS Institute of Engineering and Technology for Women (GSSSIETW), Mysuru has organized workshop on Business Research Methodology and SPSS, in association with Business Toys Private Limited, Bengaluru, our MoU Partner, at our college premises which encourages and stimulates learning environment for the students from 29/11/2021 to 4/12/2022.



Advanced Excel Training Program organized by the Department of MBA on 18/11/2021, 19/11/2021 and 20/11/2021.



The Department of MBA, GSSS Institute of Engineering and Technology, Mysuru in association with Regional Institute of Digital Marketing (RIDM) the MoU partner, has organized a 30 Hours certification program on Digital Marketing from 21-06-2021 and 17-07- 21 for the IV semester MBA students (Batch 2019-21).

FACULTY ACHIEVEMENTS

- Ms.Ashwini R H, Research Scholar of Dr.Aparna J Varma completed the re-comprehensive viva of her Ph.D. programme on 27/07/22.
- Dr.Aparna J Varma was invited as the Thesis Evaluator and External Member for the Ph.D Public Viva -Voce of Ms.Reshma Vijay from CMR University, Bangalore on 7/07/22.
- Mr. Shamantha Kumar B U & Ms.Asha P V registered as research scholars under the guidance of Dr.Aparna J Varma on 31/12/21.
- Dr. Aparna J Varma has been invited as a Session Chair for the 2022 Malang International Conference of Project Management (ICPM) : “Preparing for the Unexpected: Lessons Learned From Covid-19 Pandemic ((Multidisciplinary Perspectives)” organized by the Association of International Business & Professional Management (AIBPM), Malang, Indonesia on 23/04/22.
- Dr. Aparna J Varma has been invited as a Session Chair for “Bali International Conference of Project Management (ICPM): The Global Development on Environmental, Education, Economic, and Socio-Cultural Sustainability, 2021” organized by the Association of International Business & Professional Management (AIBPM), Malang, Indonesia on 23/10/21.
- Dr. Aparna J Varma, served as Member, Board of Examiners at PES College of Engineering, Mandya for the academic year 21-22
- Dr. Aparna J Varma served as Member, Board of Examiner at Dept.of Studies in Business Administration (MBA) , Pooja Bhagavat Memorial Mahajana Postgraduate Centre, Mysore for the academic year 21-22
- Dr.Aparna J Varma, Invited as a Resource Person for an online webinar session on Understanding the Nuances of RAF and ICT enabled NAAC” at M.S.B.Arts& Commerce College, Davangere on 13/01/22.
- Mr. Shamanth Kumar B U Cleared Basic Level Innovation Ambassador (IA) training program (Online Mode) organized by Ministry of Education –Innovation cell, Govt. of India.

FDP/SYMPOSIUM/CONFERENCE ATTENDED

- Ms.Ashwini R H & Dr.Aparna J Varma presented a paper titled “They Want It All - Millennial Preference For Hybrid Work Mode And Its Implications” at the 3 Day International Virtual Conference on Impact of Hybrid Workforce on Millennial Generation-IHWMG2022 held Maharaja Institute of Technology, Mysore on 15/06/22 -17/06/22.
- Dr.Aparna J Varma &Bhumika J Pawar, IV Semester MBA Student (Batch 2019-21) presented a paper titled “Influence of Extrinsic Stimuli on Impulsive Buying Behaviour among Generation Z” at the Virtual International Conference on Embracing Change and Transformation held at Kristu Jayanti College, Bengaluru on 29/04/22.
- Dr.Aparna J Varma Presented a paper titled “A Study of The Influence of Connected Societies on Teaching-Learning Practices in Higher Education During Covid -19 Times at the DiGiXMAR '21: International Conference on Digital Marketing Experiences held at CMS Business School, JAIN (Deemed-to-be University), Bangalore on 29/10/21.

- Dr.Jayan V K & Dr.Aparna J Varma Presented a paper titled “Impact of Covid Pandemic on the Entrepreneurial Finance of MSME’s in India” at the 9th International Conference (Virtual) on Emerging Trends in Corporate Finance and Financial Markets held in SDMIMD, Mysore on 28/10/21

FACULTY PUBLICATIONS

- Dr. Aparna J Varma published a paper titled: A Study of the Influence of Connected Societies on Teaching-Learning Practices in Higher Education during Covid-19 Times.in International Journal of Early Childhood Special Education (INT-JECSE) DOI:10.9756/INTJECSE/V14I5.246 ISSN: 1308-5581 Vol 14, Issue 05 2022 DOI: 10.9756/INTJECSE/V14I5.246
- Mrs. Pavithra Gowtham N S published a book titled Financial Derivatives (2022) in Thakur Publication Pvt. Ltd, ISBN:978-93-5480-577-6
- Mrs. Usha B, Dr. N Babitha Thimmaiah (2021). “VOLATILITY MODELLING FOR INR AND USD/EXCHANGE RATE”. PIMT Journal of Research UGC approved (Care List) (ISSN: 2278-7925) Vol-13, No-4, July – September 2021 issue.
- Mrs. Usha B, Dr. N Babitha Thimmaiah (2022) “EFFECT OF EXCHANGE RATE VOLATILITY ON FIRM VALUE” has been published in a Peer Reviewed Refereed Journal (PIMT Journal of Research - ISSN: 2278-7925) Vol-14, No-4, July – September 2022 issue.
- Mr. Shamanth Kumar B U & Dr. Aparna J Varma Published a Paper on “A Study on Impact of Electronic Banking System on Profitability of Banks with Special Reference to State Bank of India” in “Indian Economy: Reforms and Revival”, ISBN: 978-93-92632-04-4, August 2022.

RESEARCH CENTRE ACHIEVEMENTS

About the Research Centre:

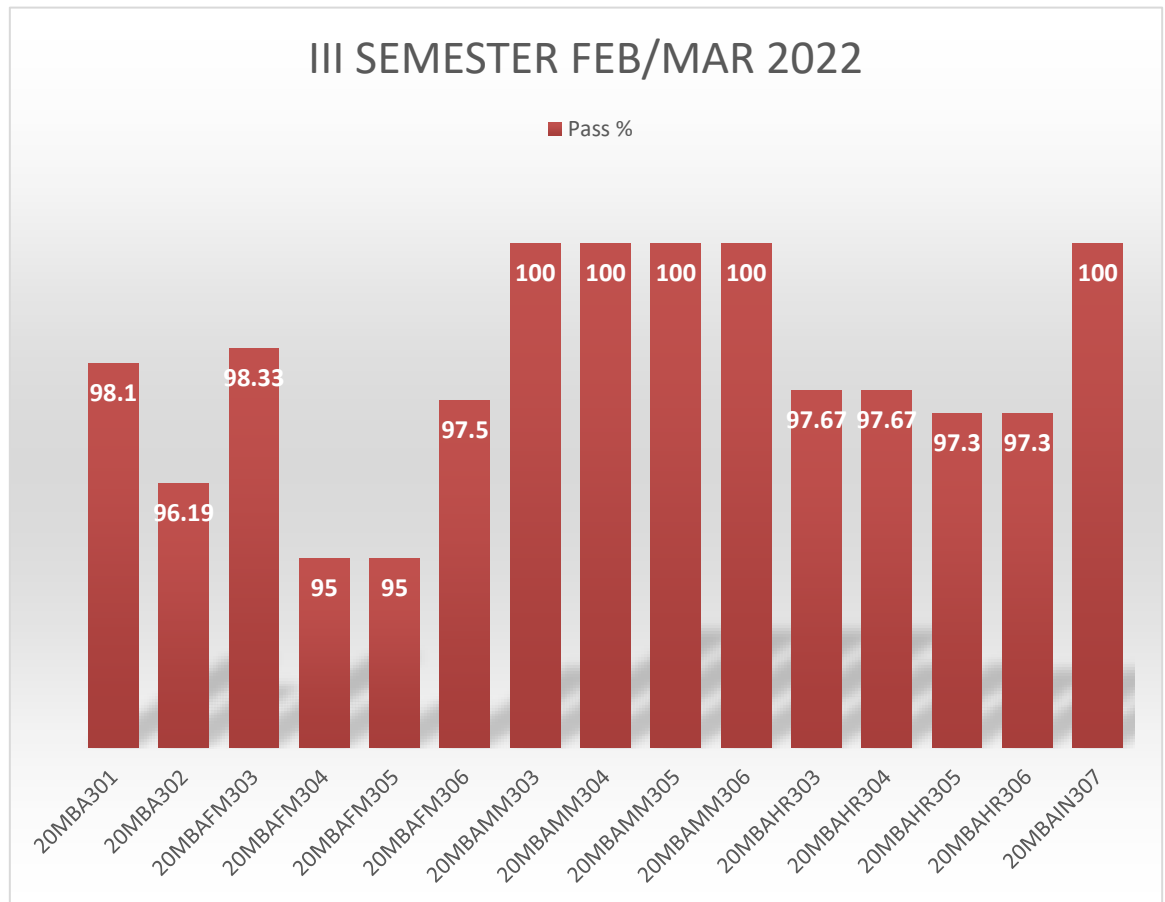
The MBA Research center was sanctioned by VTU in the year 2013. Currently, 4 research scholars are pursuing their Ph.D. in various areas of Management like Marketing Management, Financial Management & Human Resource Management. The department has 3 doctorates involved in various research activities.

Research Scholar Status:

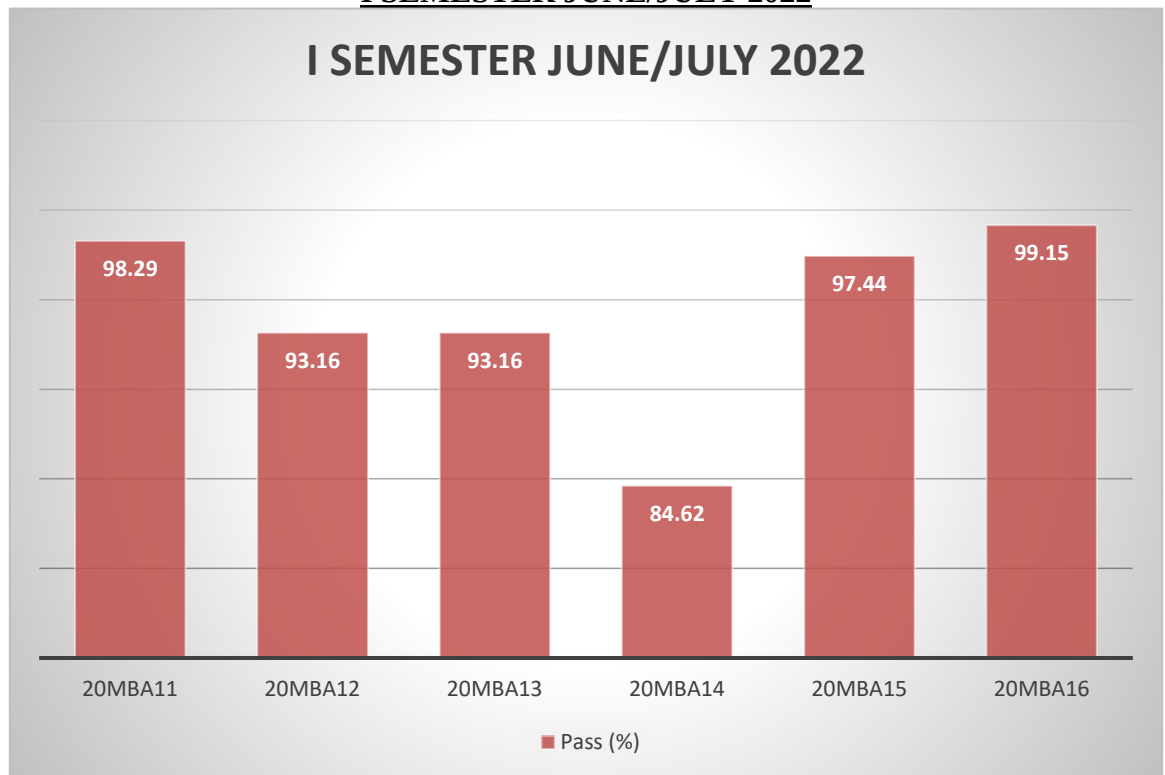
Sl. NO.	Name of the Candidate	USN of the Candidate	Name of the Guide	Present Status of Ph D
01	Ms. Ashwini R H	4GW19PBA02	Dr. Aparna.J.Varma	Completed Comprehensive Viva
02	Mahammad Azruddin Sagar	4GW19PBA01	Dr. Aparna.J.Varma	About to form Doctoral Committee
03	Mr. Shamanth Kumar B U	4GW20PBA02	Dr. Aparna.J.Varma	Doctoral Committee Framed
04	Ms. Asha P V	4GW20PBA01	Dr. Aparna.J.Varma	Doctoral Committee Framed

RESULT ANALYSIS

III SEMESTER FEB/MAR 2022



I SEMESTER JUNE/JULY 2022



PLACEMENT DETAILS 2021-2022

Sl. No	Students Name	USN	Company Name	CTC(Rs)
1	Saniya Khanum	4GW20BA083	My captain	4.5LPA
2	Rohini A	4GW20BA079	(Internship)	1.4 LPA
3	Pavithra M	4GW20BA066	(Internship)	1.4 LPA
4	Asha Y C	4GW20BA015	(Internship)	1.4 LPA
5	Chandana N D	4GW20BA025	(Internship)	1.4 LPA
6	Pallavi Shastry	4GW20BA064	(Internship)	1.4 LPA
7	Aishwarya KR	4GW20BA001	Ambiens Projects	1.5LPA
8	Meghana N	4GW20BA052	Ambiens Projects	1.5LPA
9	Vijayalakshmi K	4GW20BA105	Ambiens Projects	1.5LPA
10	Chandana SV	4GW20BA026	Ambiens Projects	1.5LPA
11	Navyashree V	4GW20BA056	Ambiens Projects	1.5LPA
12	Bhoomika MD	4GW20BA021	Ambiens Projects	1.5LPA
13	Hamsa S	4GW20BA034	Shri Ram Housing Finance	2.4LPA
14	NS Amrutha varshini	4GW20BA004	Square yards	4.5LPA
15	Aishwarya KR	4GW20BA001	Square yards	4.5LPA
16	Nishak vashisht	4GW20BA060	Square yards	4.5LPA
17	Ramya S	4GW20BA073	Square yards	4.5LPA
18	Divyashree MS	4GW20BA031	Square yards	4.5LPA
19	Vijayalakshmi k	4GW20BA068	Square yards	4.5LPA
20	Nisarga	4GW20BA059	Square yards	4.5LPA
21	Kajal Kumari	4GW20BA042	Square yards	4.5LPA
22	Likitha Dechamma NA	4GW20BA047	Square yards	4.5LPA
23	Navyashree V	4GW20BA056	Byju's	2.4 LPA
24	Keetthana L	4GW20BA045	Byju's	2.4 LPA
25	Deepika J	4GW20BA028	Nworx	3.5LPA
26	HarshithaYadav J	4GW20BA036	IDFC First Bank	3LPA
27	Yashashwini SM	4GW20BA106	Shrenzo careers	1.2LPA
28	Chandana ND	4GW20BA025	Inteva Products	5LPA

MBA TOPPERS LIST

BATCH 2020-22

III Sem

FIRST TOPPER	SECOND TOPPER	THIRD TOPPER
		
AISHWARYA K R 4GW20BA001 81.71	PRAGATHI B V 4GW20BA069 79.71	ROHINI A 4GW20BA079 79.71

Batch 2021-23

I Sem

FIRST TOPPER	SECOND TOPPER	THIRD TOPPER
		
THASFIYA BANU 4GW21BA109 78%	KAVANA M B 4GW21BA041 76.33%	NIDHI GOWDA M S 4GW21BA062 74.67%