



NEWSLETTER 2019-2020

Geetha Shishu Shikshana Sangha®
GSSS INSTITUTE OF ENGINEERING & TECHNOLOGY FOR WOMEN
Affiliated to Visvesvaraya Technological University, Belagavi, Karnataka
Approved by AICTE, New Delhi
K R S Road, Metagalli, Mysuru – 16



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
(Permanently Affiliated to VTU: 2019-25)
Accredited by NAAC Grade 'A'

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

Website: <http://www.geethashishu.in>

Ph:0821-4257305

E-mail: hodmba@gsss.edu.in

DEPARTMENTAL ACHIEVEMENTS

“MEMORANDUM OF UNDERSTANDING”



GSSS Institute of Engineering and Technology for Women, Department of MBA, Mysuru signed MOU with Indian Society for Training & development, Mysuru on 14th August 2019 at GSSSIETW campus, Mysuru.



GSSS Institute of Engineering and Technology for Women, Department of MBA, Mysuru signed MOU with Edin Synergy, Mysuru on 6th March 2020 at GSSSIETW campus, Mysuru.

“GRADUATION DAY-2019”



GSSS Institute of Engineering and Technology for Women, Department of MBA, conducted its first Graduation Day ceremony of Master of Business Administration 2017-2019 batch, on 29th August 2019 at 10.00 AM in the Auditorium, GSSSIETW Campus.



TECHNICAL FORUM

WORKSHOP/OUTBOUND PROGRAM/FEST CONDUCTED

Sl.No	Title of the Event	Targeted Students/Faculty	Date
1	Outbound Training.	Students of III Semester has participated (Batch 2018-20)	4 th to 6 th September 2019
2	Training in Digital Marketing	Students of III Semester has participated (Batch 2018-20)	17 th Oct to 18 th Nov 2019
3	Workshop on SPSS (Statistical package for social science)	III Semester Students (Batch 2018-20) have participated	4 th and 5 th December 2019
4	Pre-Placement Training	For II Sem and IV Sem MBA Students	2 nd to 6 th March 2020

GUEST TALKS ARRANGED

Sl. No	Title of the Event	Resource Person	Date
2020			
1	Guest Talk on "Stock Market Awareness"	CA H. Umesh, Finance Controller, Lotus Know wealth, BSE Representative, Mysuru	24 th February 2020
2	Webinar on Opportunities of small-scale entrepreneurs in India post COVID'19.	Dr. S. Senthil Kumar, Professor, Skyline University, Nigeria.	1 st June 2020
3	Webinar on Role of operations management post COVID'19.	Mr. B. Thejkumar, Associate VP, Toyoda Gosei, South India Pvt. Ltd.	3 rd June 2020
4	Webinar on self-awareness in today's market.	Ms. Anu Franklin T, Team Lead in TAX, (PAS) Global, EY,	5 th June 2020
5	A session and conducted role play on how freshers can face the interviews... and what interviewers expect from freshers.	Ms. Nageshwari HR Manager, CAPCO Technologies Pvt. Ltd,	6 th June 2020

6	Technical talk on Hypothesis testing, parametric and non-parametric tests and its application.	Dr. A G Vijaynarayanan, Associate Professor, VELS Institute of Science, Technology and Advanced Studies	10 th June 2020
7	A session on how to make rewarding career in data science in 2020 post COVID'19.	Mr. Omkar Raikar, Global Head Analytics and Research, Basal Analytics,	11 th June 2020
8	Webinar on Capital Market	Mr. Sushanth Rajput, Trainer from Proficient Minds, School for Employability Training and Recruitment Services,	8 th July 2020
9	Webinar on Advanced Excel	Mr. Sushanth Rajput, Trainer from Proficient Minds, School for Employability Training and Recruitment Services,	28 th July 2020
2019			
1	“Importance of Cultivating Great Habits”	Mr. Vikram Hebbar General Manager – (HR & IR), JK Tyre & Industries Ltd.	19 th of August 2019
2	Technical Session on Fundamentals of Capital Market	Prof. Shankar Bellur, Corporate Trainer & Principal Consultant @ Croosroads Solution, Mysore	23 rd August 2019
3	Technical Session on E – Waste Management	Mr Venkat Reddy D Patil, Founder -brand recommence & CEO, REDOO consortium Pvt ltd. and MD URDHVA management Pvt ltd. Bangalore	24 th of August 2019

INDUSTRIAL VISITS 2019-20

Sl. No	Company Name	Targeted Students	Date
1	JK Tyre & Industries Ltd. Mysuru	22 Students 4 th Sem	14.09.2019
2	South Western Railway Central Workshop, Mysuru	33 Students 4 th Sem	19.11.2019
3	South Western Railway Central Workshop, Mysuru	40 Students 2 nd Sem	26.11.2019
4	Rane (Madras) Limited, Mysuru	40 student's 2 nd semesters	10.12.2019

STUDENTS ACHIEVEMENTS

Sl. No	Title of the Event	Targeted Students	Date
1	National HR Quiz-2019 organized by National Institute of Personnel Management at University of Mysuru, Mysuru	Students of III semester (Batch 2018-20) have participated	23 rd Aug, 2019
2	National MDP on Leadership and innovation for digital transformation organized by Kristu Jayanthi College Bengaluru.	Students of III semester (Batch 2018-20) have participated	10 th Oct 2019
3	All India Essay writing contest organized by Hill Grove research Pvt Ltd,	Students of II semester (Batch 2019-21) have participated	30 th April 2020
4	All India Book Review contest organized by Hill Grove research Pvt Ltd,	Students of II semester (Batch 2019-21) have participated	17 th May 2020

FACULTY ACHIEVEMENTS

- Dr. Aparna. J. Varma has guided KSCST Projects on “A study on Women Sanitation in Rural Karnataka” with Special Reference to Mysuru.
- Dr Jayan V K has guided KSCST Projects on “A Study on Recycling, Reuse and Disposal of E-Waste in Karnataka” with Special reference to Mysuru.
- Dr.Aparna.J.Varma has Invited as a Resource Person for an online webinar session on “Public Relations on 13th May 2020 at Department of Management Studies, Nehru Institute of Engineering & Technology, Coimbatore.
- Dr. Jayan V K, Invited as a Resource Person for an online webinar session on “Personal Finance” on 11th May 2020 at Department of Management Studies, Nehru Institute of Engineering & Technology, Coimbatore.
- Mr. Shamanth Kumar B U, Invited as a Resource Person for an online webinar session on “Financial evaluation of M& A” on 14th May 2020 at Kalpataru Institute of Technology, Tiptur.
- Dr.Aparna.J.Varma was appointed as external examiner for conducting Pre-Ph.D comprehensive Viva-Vove at P.E.S. College of Engineering, Mandya on 30/05/2020
- Dr.Aparna.J.Varma , Invited as a Resource Person for an online webinar session on “Public Relations on 1st June 2020 at Santhigiri Institute of Management Studies, Santhigiri College, Thodupuzha, Kerala.
- Dr.Aparna.J.Varma has Contributed a chapter titled “Social Entrepreneurship: Creating Business Models to Resolve Social Inequalities “to an edited book titled: Entrepreneurship and Economic Development ISBN -978-93-5407-454-7 published on June 2020

FDP/SYMPOSIUM/CONFERENCE ATTENDED

- Mrs. Usha B, presented paper titled “a study on performance evaluation of select mutual fund schemes in India”- National conference on CONTEMPORARY TRENDS IN MANAGEMENT RESEARCH organized by M P Birla Institute of Management, Bengaluru on August 30, 2019
- Mr. Shamanth Kumar B U presented a paper titled “Status of Higher Education & Education Loan in India with special reference to Karnataka” on National conference on Higher Education in India: Challenges & Opportunities Held at PESITM campus Shivamogga on 15th November 2019.
- Ms. Mamatha H S, presented a paper titled “A study on Impact of Strategic Human Resource Management on Academicians Job Performance” on 8th International Conference on Managing Human Resource at the Workplace at SDMIMD, Mysuru on 6th & 7th December, 2019.

- Ms. Mamatha H S, presented a paper titled “Impact of Pandemic on Organization culture” on 1st International Conference on Engineering Science, Technology and Management (IECSTM-2020) Noida, UP, on 28th June, 2020.
- Ms. Mamatha H S, presented a paper titled “UN Women- Gender Equality” on International Model United Nation Online Conference 14.0(IMUN 14.0-2020) on 18th &19 June, 2020.
- Dr. Jayan V K, presented a paper titled E-Waste Management and Environmental Protection – A Comprehensive Study in Major India Cities in the National Conference on “Emerging Role of Commerce and Management in Digital India” organized by Santhigiri Institute of Management, Thodupuzha, Kerala on 18th February 2020.
- Dr.Aparna.J.Varma, Presented a paper titled E-Waste Management and Environmental Protection – A Comprehensive Study in Major India Cities in the National Conference on “Emerging Role of Commerce and Management in Digital India” organized by Santhigiri Institute of Management, Thodupuzha, Kerala on 18th February 2020.
- Dr. D R Rajashekhara Swamy, Dr. Aparna.J.Varma, Dr. Jayan V K, Mr. Ravishankar S Ulle, Mrs. Pavithra Gowtham, Mr. Kotresh Patil, Mrs. Usha B, Mr. Shamanth Kumar B U, Ms. Mamatha H S, participated in following webinars:

1. Outcome Based Education Road-Map to E-Learning & Accreditation on May 29th, 2020 organized by Department of Management Studies at IISc, Bangalore,
2. International Entrepreneurship on 3rd June 2020 organized by CMS Business School, Bangalore.
3. “COVID-19 LOCKDOWN EFFECT-IMPACT ON INDIAN ECONOMY AND STOCK MARKET” held on 06th June 2020 organised by Department of Management Studies,VTU CPGS, Kalaburagi in association with Anand Rathi Shares and Stocks Brokerage Ltd, Kalaburagi.
4. "A Webinar Significance, Impact and Imperatives of j Accreditation, and NBA process organized by Faculty of Management Studies, Noorul Islam Centre for Higher Education (Deemed to be University), Kumaracoil on 13th June 2020.
5. “Emerging Trends in the Post-COVID World – Role of AI and ML” on 21-June-2020 organized by ICFAI Business School, Bangalore.
6. “Doing Research: Challenges, Dos and Don’ts” under IQAC Cell on June 16, 2020, organized by ECE Research Centre under VTU, Belagavi.
7. “Business Analytics – Way Forward Education and Industry” held by R V Institute of Management, Bangalore on 4th & 5th June, 2020.
8. “Post Covid Effect and Challenges on the Field of Education” conducted by Susana Methodist Girl B Ed College held on 7th and 8th July 2020.

9. "Impact of Covid-19 on Industries and Silver Lining to Indian Economy" organized by Padmashree Institute of Management and Sciences, Bengaluru held on 17th July 2020.
10. "REINVENT - RECENT DEVELOPMENTS IN COMMERCE AND BUSINESS IN THE RUPT WORLD" (Rapid, Unpredictable, Paradoxical and Tangled) held on 22 July 2020, organised by the School of Commerce & Management, Garden City University, Bengaluru, India.
11. "COVID 19 - Fear or Challenge" held on 20-July-2020 organized by the Department of Electronics and Communication Engineering, VVCE, Mysuru.

FACULTY PUBLICATIONS

- Ms. Mamatha H S and Mrs Amulya Dechakka K B, published a paper "A study on Employee Welfare Measure at Larsen & Turbo" on National Conference on Contemporary Trends in Management Research held on 30th August, 2019.
- Ms. Mamatha H S and Mrs Amulya Dechakka K B, published a paper "Training Need Identification through Skill gap Analysis" on National Conference on Contemporary Trends in Management Research held on 30th August, 2019.
- Mr. Shamanth Kumar B U has published paper on "A Study on the performance of Microfinance institutions in India, for balanced economic growth (Sep 2019) in "International journal for science and advance research in technology" Volume: 5, Issue: 9 <http://ijsart.com/Home/IssueDetail/33248>.
- Dr.,Jayan V.K, Dr G Y Vishwanath, Dr PA Mary Auxilla (2020). Impact of Myopic loss aversion on Indian middle-aged investors trading behavior. International Journal of Psychological Rehabilitation, ISSN1475-7192. Vol 24, Issue 08, February 2020.
- Aparna.J.Varma, Aswini J, Ranjith P V, Jayan V K (2020), An Analysis of Factors Affecting the Adoption of E-Banking Services in Small Finance Banks in Karnataka, International Journal of Recent Technology and Engineering, ISSN: 2277-3878, Volume-8 Issue-6, March 2020
- Ranjith PV, Uma Warier, Aparna J Varma (2020). Innovative ways of countering COVID-19 in India. Health Management, Policy, and Innovation (HMPI.org), Volume 5, Issue 1, special issue on COVID-19, April 2020.
- Mr. Ravishankar S Ulle, Assistant Professor and Dr. A. N Santosh Kumar, Professor Dept of MBA, GSSSIETW, Mysuru an Insight on Relationship between Total Quality Management Practices and Human Resources Management, India, International Journal of Creative Research Thoughts (IJCRT), © 2020 IJCRT | Volume 8, Issue 6 June 2020 | ISSN: 2320-28820.

ALUMNI MEET



Department of MBA, GSSSIETW has hosted the alumni meet on 12/10/2019, giving the alumni an opportunity to come together once again to their Alma matter and cherish their good old days.

MANAGEMENT FEST



Department of Master of Business Administration of GSSSIETW, organized a cultural and Management fest “Prayag-2020” on 13th March 2020 in GSSSIETW campus. Good number of students from various institutes attended the programme.

MBA TOPPERS LIST

3rd Semester Batch 2018-2020

SI No	NAME	USN	PERCENTAGE	PHOTO
01	Rafshana B E	4GW18MBA59	76.57%	
02	Likhitha B N	4GW18MBA32	75%	
03	Sushmitha M R	4GW18MBA85	73.71%	

1st Semester Batch 2019-2021

SI No	NAME	USN	PERCENTAGE	PHOTO
01	Nayana M	4GX19MBA08	83.66%	
02	Yashaswi	4GX19MBA56	77.66%	
03	Sandhya B A	4GX19MBA35	77.33%	