

“Today the new management environment is characterized by team work & alliances. The key to succeed in this environment is 3-Vs (Velocity, variety & volume).”

The BBA degree is designed to teach students the skills necessary to assume leadership roles in the business and corporate world.

Faculty of Management

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

Events:

Bridge program



Internship Report:

• On the job training-Hands on experience-Employability of the students etc are becoming key factors of resource today. We focus on the age old proven model of internship where our students spend a month of their vacation time (end semester) on a useful vocation in the corporate.

The department of BBA helps the student to secure companies for their Internship training and students also in their respective capacities identify industries for the same, please find the list of companies where are students have spend time as part of their internship.

1	Café Coffee Day
2	MTR Foods
3	HDFC Bank
4	GM Insight Solution
5	GM Insight Solution
6	Raja Industries
7	ADARSHA CONTROL SYSTEM Pp Ltd
8	Cegedim Software India Pvt Ltd
9	Emerson
10	Grid
11	Metro
12	Suruya Elevator
13	Leitz Tooling System
14	Global Shiksha
15	ELGI (P) Ltd
16	Metro Kanaka
17	BHELI
18	Columbia Hospital
19	Selco Foundation
20	Larsen Toubro
21	Deshratna Ltd

• BRIDGE PROGRAM:

The Bridge program was conducted for the freshmen of BBA & BBA – HEM courses of PES University, for a period of 10 days from 11th July 2016 to 22nd July 2016. (Monday to Friday, (9.00 am – 1.00 pm), before the commencement of the regular classes and which supports and guides students in their transition from Pre University to the University, The Bridge program helps to ease the academic and social adjustment to college life for incoming freshman through Orientation, Career Readiness, Motivation, Self Analysis, enhancing of Managerial Skills & Interpersonal Skills and Students Social Responsibility activities. Bridge programs are considered to be important components of many comprehensive programs designed to increase the retention of undergraduate students.

Various events were organized as a part of the bridge program to prepare students for the academic rigors of the university by providing them with the inputs necessary to achieve academic excellence not only in their first year, but beyond, into their remaining undergraduate career at PES University.

One of the important elements of the bridge program is its ability to provide students with the information and experiences necessary for under – graduation attainment. An effective program uses a various strategies to provide relevant experiences for the students and also to ensure learning through the enrichment programs, individual and group activities, field visits and motivational speakers.

List of activities

- Orientation
 - Overview of BBA
 - Introduction to library resources
 - Campus Tour
- Career Readiness
 - Guidelines to grooming
 - Workshop on Creativity

Analytical Reasoning
Memory Building

- Motivation
 - Motivational Video & Review
 - Talent Hunt
 - Guest Lectures
- Self Analysis
 - SA & SWOT Analysis
 - Workshop on Goal Setting
 - Handwriting analysis
 - Quiz
- Managerial Skills
 - Industrial Visit
 - Presentations
- Interpersonal Skills
 - Icebreaker
 - Know Each Other
 - Management Games
 - Wealth out of Waste
 - Outdoor Games
- Students Social Responsibility
 - Sree Ramana Maharishi Academy or Blind Art of Living



Faculty of Management

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Guest Lectures

- R K Gopal was invited to talk on "Research fundamentals – Tools and technologies" in B.M.S. College of Engineering, Dept of Mgmt Studies, Target audience PhD Research Scholars June 2016

Conferences/Workshops conducted or attended:

- QuestionPro : A FDP programme was conducted on 6th June 2016 by Mr. Harshad Deshpande, Director. This is a survey tool which helps the faculty doing research to send their questioner to the targeted audience. Further it also helps in Data analysis, teaching and learning assessment

- Harvard Business Simulation: Simulation workshop was conducted on 14th July 2016.

Mr. Pushkar, South Asian Regional in charge conducted the work shop using Benihana Restaurant Simulation.

There are 21 simulations and we have purchased student licenses. These simulations will be used in Strategic Management Simulation Lab and other courses.

Publications

JOURNALS

- K R Ravi and Kalyani Rangarajan "Scale Development and Validation for Evaluation of Premium Car Purchases.", "Indian Journal of Marketing", Bangalore., Karnataka, 46.6 (2016): 23-32 June 2016.

- C Sivashanmugam and S

Krishna Kumar "Working Capital Management and Corporate Profitability: Empirical Evidences from Indian Cement Companies", Asian Journal of Research in Social Sciences and Humanities, 2016, Vol: 6, Issue : 7, 1471- 1486 ,Online ISSN : 2249-7315, DOI :10.5958/2249-7315.2016.00523.2

Projects

PEENYA INDUSTRIES – LEAN MANUFACTURING CONSULTANCY HUB

- PESU-MBA DEPT has been empanelled as Lean Manufacturing Consultants by National Productivity Council, Govt. of India. PES University MBA Department is the only Private University Dept empanelled and Monitored as Lean Manufacturing Consultants across the Country by National Productivity Council (NPC) In this regard, one CNC cluster is formed among "Benguluru CNC Cluster" with 10 units has been identified for Lean Manufacturing consultancy in the Peenya Industrial Area, and in a competitive bidding PESU has bagged the assignment and Sponsored by MSME, Govt. of India. For this cluster member MBA DEPT provides consultancy services in planning, developing, installing and maintenance of Lean Manufacturing Systems to enhance quality and productivity. The initial stage of this consultancy viz. the Diagnostic Study Report (DSR) has been approved by the NPC and the first installment of payment has been received.

- The second phase Mile Stone Based Report (MBR-II) has been submitted on 01/08/2016. The

second phase audit will be on 7th & 8th September 2016.

- The most of the promised activities has been achieved in all the units. The NPC has expressed positive feedback about the commitments and work achievements carried out by PES-University and the Consultants.

MSME INCUBATION CENTRE PROJECT

- 12 New Product Ideas have been sent to MSME, New Delhi for grant of funding. It is in process of finalization and it is finalized on 26th July 2016. We have received approval for 3 new product ideas.

- 6 New Product Ideas have been recommended and forwarded to New Delhi MSME.

"The guiding philosophy is to make it a cutting edge, relevant MBA course which serves the need of students and other stakeholders, serving to make it a centre of excellence of PES University, and a role model for other constituent affiliated colleges."

In the interest of making students academically sound and in the interest of balanced development with conceptual and applied skills, the course design and pedagogy are benchmarked against the known centers of excellence in management education, including IIMs, foreign universities and private autonomous colleges."

Faculty of Management

DEPARTMENT OF HOSPITALITY & EVENT MANAGEMENT

Guest Lectures

- Lecture on Wedding planning by Mr. Edward From UnoBridge Solutions, India Pvt. Ltd was conducted on 28th August 2016.
- Flower arrangement workshop by Ms. Sanddhyya Yadav was organised on 16th & 22nd August 2016.
- Lecture on Food & Beverage Service by Prof. Bobby George was organised on 31st August 2016.

Events

Bridge To BHM Program

- A 15 day program was

conducted for the new students on 1st July 2016 to orient them into the hospitality industry.

The program included lectures by industry personalities and many interactive sessions



FRESHER'S DAY

- The students of final year BBA-HEM welcomed the first year students by having a Fresher's party for them on 9th August 2016 in the MRD Auditorium between 3:30 to 5:30 PM.

Industrial Visits

- 12-08-2016 – Industrial visit

for the first year students to Oakwood Serviced Apartments and Shangri La Hotel, Bangalore

Workshops attended

- 7th & 8th July 2016, Asst. Prof. Nandakumar G & Asst. Prof. Smitha G. attended a 2 day industry refresher course to study new Culinary trends in the J W Marriott, Bangalore
- On 14th July 2016, Asst. Prof. Smitha G attended a one day workshop on the 3Ps of Leadership conducted by 5E Serpraise at Grand Magrath Hotel, Bangalore
- Between 18th to 22nd July 2016, Asst. Prof. Ramesh C. Panigrahi and Asst. Prof. Deepti Bhatt attended a one week FDP on Teaching Pedagogy & Research methodology.

“This BBA-HEM program equips our students with required skills, attitude and knowledge to efficiently handle management position in this competitive industry.

The Five Core Departments of Arts in Hospitality Administration & Event Management Course are: Front Office Food and Beverage Service Food and Beverage Production House-keeping Event Management ”

Faculty of Life Sciences

DEPARTMENT OF SCIENCE AND HUMANITIES

Events

- Industrial Visit: to E3Extrusion Inc., on 5th July 2016 organized by Dr Veerabhadraswamy. 11 students and 2 faculty members participated to give an exposure to industrial practices with respect to green alternatives

Conferences/Seminars/ workshops - conducted

- Organized a one-day workshop on "Introduction to CAS: Maxima and Scilab" 8th June 2016. All the participants had hands-on experience and received a file which consists of Scilab and Maxima material.
- Coordinated a one day workshop on "Setting up of Virtual Labs for Engineering subjects" with the help

of IIT Bombay.

Conferences/Seminars/ workshops - attended:

- Ambika AV and Dr Asha K attended FDP on Conducting Polymer Composite, Synthesis and Characterization" on 6th to 10th June 2016 at BMS college of engineering
- Dr RV Iyer and Dr Anirban Chakraborty attended COMSOL workshop 15th June 2016
- Dr M Veerabhadraswamy Chaired a session at IConAMMA 2016 Organized by Amrita School of Engineering, Amrita Vishwa Vidyapeetham University Bengaluru campus on 15th July 2016

Research

- 15 summer term projects for students were initiated. 34 students from across branches and semesters were guided by faculty

engaged in active research

- 9 publications in peer reviewed journals from faculty engaged in active research

Publications

Conference

- Ms Pushpa N, M. K. Kokila presented a paper "Effect of Cobalt doping on Structural and luminescence properties of ZnO nanoparticles", Conference on Emerging Materials (CEMAT) on July 18th & 19th 2016 at IISc Bangalore.
- Swetha DS presented a paper "Analytical and Computational approach to influence of BELTRAMI effect on dusty fluid flow through hexagonal channel in presence of porous medium" at the National conference on An Insight into Analysis of Applications of Mathematics, The National College Bangalore 2016 at PESU.