

M. S. Ramaiah University of Applied Sciences

Bangalore - 560 054



Faculty of Management and Commerce [FMC]

The Faculty of Management and Commerce [FMC] was earlier a part of the M. S. Ramaiah School of Advanced Studies (MSRSAS) and from 2007 has been offering courses of Coventry University-UK and University of Mysore. The Faculty of Management and Commerce offers postgraduate and doctoral programmes in the broad area of Management, Health Administration and Commerce.

The courses are designed to impart high-order overview in the chosen subject area. The courses develop students with management skills such as innovation, leadership, analytical reasoning, and other cognitive skills. The courses are designed to impart high-order overview in the chosen subject area. The students are trained to possess advanced knowledge and understanding in the chosen area of specialization. The students acquire higher order critical and analytical thinking coupled with problem solving skills in real life scenarios. The graduates are made to think independently and initiate to take up the managerial or entrepreneurial route for their career advancement. The faculty has published numerous papers in reputed journals. Both the students and staff are actively involved in quality research.

Dean's Message

All the courses of the Faculty of Management and Commerce have been designed based on successful management programmes offered by reputed Business Schools and Universities globally. However, a considerable part of the curriculum is designed to deal with the peculiarities that are specific to Indian business and culture. The curriculum offered is outcome-based and helps students to develop critical thinking, creative and innovative abilities and imbibe relevant practical skills for a smooth transition from academics to real life work-environment. Students are equipped with real-life problem-solving skills through assignments and role-plays. Opportunities are provided for students to do their internship in India or abroad depending on their preferences. Alumni of the Faculty have been successful in being hired into responsible positions by industrial, healthcare and business organisations at various levels.



Prof. H. N. Nagesha
Dean, FMC

The Faculty offers scholar opportunities for research leading to the PhD degree. It also undertakes sponsored research projects like Micro, Small and Medium Enterprises (MSME). The main areas of research are Supply Chain Management, Management of Micro, Small, and Medium Enterprises, Lean Management and Engineering Operations and Financial Investments. The Faculty publishes more than 25 papers annually and contributes to the University publications, Books of Students' Projects Abstract, a student feedback magazine "Reflections" and a biannual technical journal "SASTech".

Departments and Academic Programmes

“We will shape you to become a leader and realize your potential”

The Faculty of Management and Commerce has three departments

1. Department of Management Studies
2. Department of Hospital Administration
3. Department of Commerce

Each department is an independent entity headed by a Head of the Department reporting to the Dean of the Faculty. Each department has its own faculty members, teaching and learning resources. FMC offers PG Programme leading to M. B.A., M. H. A. and M.Com. Each department offers Part Time PG programmes for working professionals in addition they offer specially designed User oriented Postgraduate Courses (UoPC) to Industries.

The degrees offered with various specialisations by the faculty are listed in the following table

Department	PG Degree	Specialisation
Management Studies	M.B.A.	Financial Management Human Resource Management Marketing Management Operations Management Small Business Entrepreneurship
Hospital Administration	M.H.A.	Hospital Administration
Commerce	M. Com.	Accounting and Taxation Banking and Finance



Departments and Academic Programmes

FMC: M.B.A.

The programme prepares students to develop and apply competencies to manage real-life situations in their career. With combination of general management and specialisation modules, students are taught theory and exposed to an array of case studies. There is an industry-academia interaction by means of plant visits, guest lectures, industry based project work and cross functional group projects. The students are thus exposed to dynamic atmosphere throughout the programme with judicious combination of theory, workshops, seminar, conferences, publications and other Industry related activities.

The educational experience enables students to achieve an integrated understanding of contemporary industry best practices. The programme is designed to prepare students for a career as managers, analysts, advisers, researchers, and entrepreneurs.

FMC: M.H.A.

Healthcare sector is growing at an explosive pace. The complexities and advances in healthcare delivery with increasing focus on quality, optimisation, improved productivity and sustainability have created a significant need for professionally trained health care managers.

The programme prepares the students to become competent Hospital Administrators with a sound foundation in management and a strong sense of business ethics. The course also provides a wide range of opportunities for students to develop and master management skills, necessary to meet the unique and dynamic challenges of the healthcare sector not just locally, but in a global context.

The students have a unique advantage of learning the basics of management from the Faculty of Business Management, and gaining practical, hands-on experience in management of services in a state-of-the-art, tertiary super-specialty hospital under hospital administrators' guidance and supervision. Specialised training in product development, innovation and soft skills has been incorporated into the programme to enable the students to remain relevant and competitive in the dynamic healthcare sector.

FMC: M.Com.

The programme offers an opportunity for graduates to acquire advanced theoretical as well as realistic inputs in commerce area. The courses have been designed based on successful commerce programmes offered by reputed Universities in the Occident and the Orient. This programme mainly focuses on modern approaches pursued to operate trade, commerce and industry. Our outcome-based curriculum helps students to advance their professionalism in business and other entrepreneurial processes. Students are equipped with real-life problem-solving skills through their assignment, role-plays and various student activities. The programme enables a Master's graduate in Commerce for a career in professional areas of commerce and finance like consultancy in the areas of taxation, financial services. The outcome of this programme will also include career opportunities in the domains of research and academics.



Research and Collaboration:

Research, Publications and Patents

M S Ramaiah University of Applied Sciences (MSRUAS) has a strong focus on Applied Research. The research programmes originate from industry, research establishments and business organisations. Students can opt for Doctoral Programme leading to the Ph.D. degree either through full time or part time route. FMC offers scholars with opportunities for research leading to Ph.D. degree. The normal duration of the Doctoral Programme leading to the Ph.D. Degree is 3 to 5 years through Full-Time Route and 4 to 6 years through Part-Time. FMC undertakes sponsored research projects with Micro, Small, and Medium Enterprises. The faculty also aims to work with National and International organisations in government, public and private sectors to conduct research for the benefit of society.

Broad areas of research in Management Studies include Supply Chain Management, Lean Management, Engineering Operations, Financial Investments, Risk Management, Strategic Management, Marketing, Human Resources, Information Systems and Quality Management. However, due importance is given to emerging fields like New and Renewable Energy, Environment and Forest, Agriculture Information Systems, Hospital Informatics, Hospital Logistics, Healthcare Economics and Hospital Operations Management and many more.

The Doctoral Programme offered at MSRUAS is well structured and candidates will be able to complete their Ph.D. in the defined period. The faculty publishes more than 25 papers annually and contributes to the University publications, Book of Students Projects Abstracts, a student feedback magazine- 'Reflection' and a biannual technical journal 'SASTech'.

For more details visit http://www.msruas.ac.in/doctoral_research

Conference, Seminars and Workshops

The Faculty of Management and Commerce actively conducts conferences, seminars and workshops. The faculty has conducted National level conferences. The faculty has rendered the services to conduct several Corporate training courses to Directorate of Training and Life Long Learning. Good numbers of students and professionals have benefited from various training programs, seminars and workshops conducted by FMC.

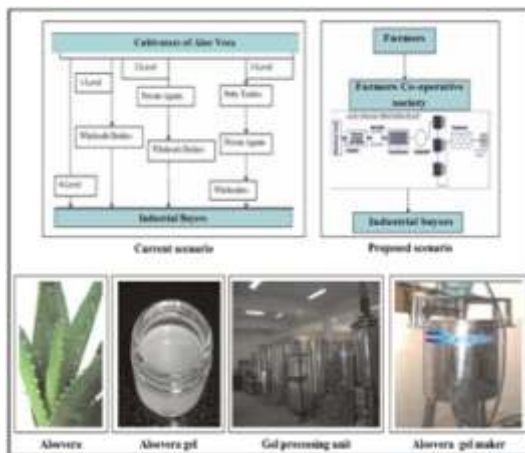


Collaborations, Student and Staff Exchange and Partnerships

MSRUAS has a long standing collaboration with the Coventry University of the UK faculty plans to have collaborations with more than 40 international universities as it plans to encourage short-term international mobility of UG/PG students and Ph. D. scholars and faculty. FMC actively uses this platform of collaboration with international Universities for student and staff exchange partnerships.

Students Work

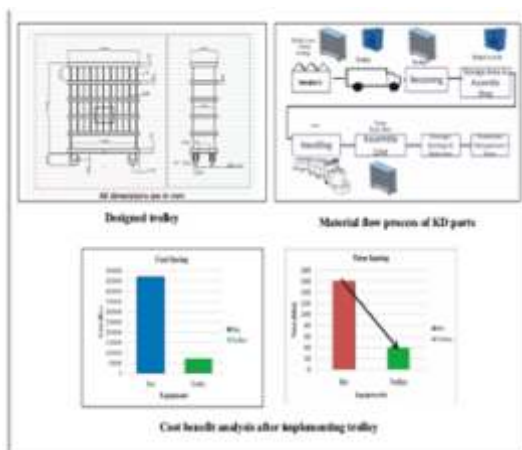
Every year students from the Faculty of Management and Commerce carry out group projects and individual projects as part of their curriculum. The projects are critically reviewed and made sure they are technically relevant and academically of high standards. Most students get job opportunities based on their project work alone and many have published papers in reviewed journals.



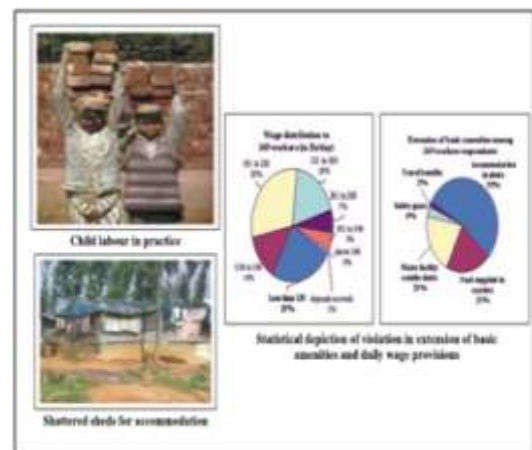
Value Chain of Aloe Vera Gel



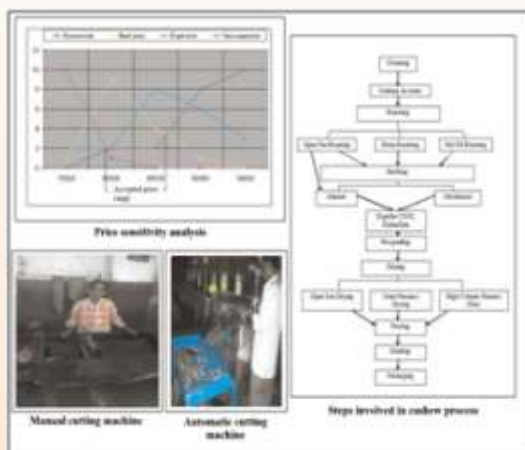
Market Penetration Strategies



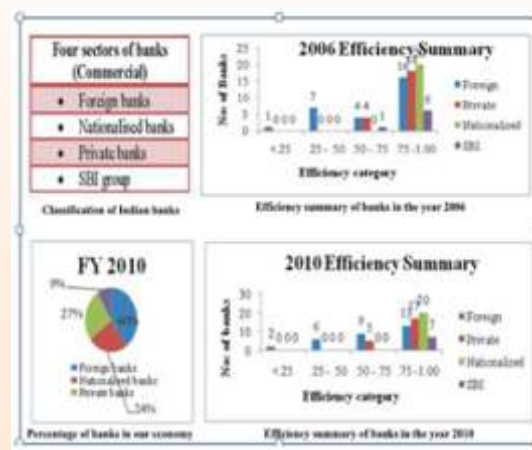
Material Handling of Knock Down Parts



Building and Construction Workers Welfare Schemes



Demand Analysis of Automatic Cashew Cutting Machine



Analysis of Bank Efficiency

Teaching and Learning resource “You are what you read”

Library: A well-equipped library enables students to access academic resources comprising textbooks, national and international journals, e-books, management videos to support their studies. The library is equipped with digital database system for transaction and search.

Laboratories: Students are trained on contemporary software to make effective decisions. Computing lab is equipped with software like Navigator ERP Software, MS Project 2007, Quality Management and Six Sigma Suite, Solver, ARENA 9.0.

Seminar Hall and digital classrooms: The campus has state-of-the-art seminar halls and classrooms, which can host conferences, trainings, seminars, guest lectures and student activities.



Infrastructure and recreation resource

MSRUAS offers outstanding infrastructure.

- Accommodation: Hostel rooms with Wi-Fi facility are provided on campus. Guest rooms are available upon prior booking for parents and visitors.
- Cafeteria: Hygienic, tasty and wholesome food is available conveniently within campus.
- Sports club: Well-equipped multi gymnasium facility is available within the campus. In addition, facilities for indoor and outdoor games are available for students.

“We will shape you to become a leader and realize your potential”



Student Placements and Alumni Feedback

The Students passed out of the Faculty in the last few years have been working with multinational companies like Capgemini, HSBC, V.S.T. Tillers Tractors Ltd, Tyco Electronics, TAAL Technologies, VA Tech Wabag Ltd, JM Financial Asset, Elgi Equipments Limited, L&T Komatsu Ltd, Kennametal India Limited, ITC Foods, PR Industries and Reva Electric Car Company. Many of our alumni have occupied important positions in industry in India and many other European countries.

"I was impressed by the methods of teaching and depth of subjects in various aspects. From my first day, I was impressed with the college infrastructure and teaching methods. The faculties are helpful and have excellent teaching skills. The pattern of education is amazing and very student friendly. The best part of the college is the lab and library facilities. The labs are open 24*7, and this encourages students to get involved in active research"

Alvin (MBA-FT11 Batch)

Core values that differentiate us:

FMC is committed to offer quality education and research oriented environment in the field of management and commerce. The programmes are designed to emphasise individual learning to signify mastery in fulfilling corporate requirements. Outstanding learning methods, technology savvy, creative and innovative atmosphere encourages students to imbibe a positive attitude towards life. A quality education assurance of FMC strengthens the ability of students to prove themselves in their career and society.

1. Beyond classroom teaching "Experience the real world"

FMC cultivates peer-to-peer learning through personality development activities. Faculty embraces and supports learning through seminars, case studies, role-plays, business plans and other pedagogy. Students are encouraged to present and publish research papers in national and international conferences and journals. Students get opportunities to participate in guided tours and Industrial visits. These provide an insight into innovative approaches in a competitive environment.



2. Power of Integrated culture "Dynamic community"

FMC cultivates peer-to-peer learning through personality development activities. Faculty embraces and supports learning through seminars, case studies, role-plays, business plans and other pedagogy. Students are encouraged to present and publish research papers in national and international conferences and journals. Students get opportunities to participate in guided tours and Industrial visits. These provide an insight into innovative approaches in a competitive environment.



3. Business incubation "Make your dream come true"

The Techno Centre of MSRUAS in association with the Development Commissioner (MSME), Government of India has established a Business Incubation centre for supporting and encouraging innovative business ideas from Individuals and, Micro and Small Enterprises. Ideas from any stream, if innovative and viable for commercialisation, are nurtured and provided the necessary support by this unit.



4. Enriched by Passionate Faculties "Share their real time experience"

FMC is composed of dedicated, student-friendly staff members drawn from industry and academia. They have expertise in general management and specialise in their respective domains of operations, finance, human resources, marketing and hospital administration. There is a firm commitment to impart knowledge and skills, based on experience and research in their areas of expertise. Students' professional growth is ensured by inspirational teaching, constant support and active involvement in team building, managerial activity planning and projects supervision.

5. Management activity centre and co-curricular activities "Walk the Talk"

As an added feature, simulated management and other co-curricular activities are designed in a way that assist in solving real life challenges and mastering communication skills. Students are encouraged to participate in confidence building and personality enhancement activities.





Contact

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