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**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

NEWSLETTER 2024

UDAAAN

Flying Higher to Achieve Dreams

Faculty of Management and Commerce

G G Campus, Bangalore

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About Ramaiah University of Applied Sciences (RUAS)

The concept of 'Excellence' is well established and the term is used frequently to 'Outstanding Performance' satisfying stakeholders' involvement. In higher education, Excellence is linked to perception of student experience, teaching, learning and service to society in alignment with Vision and Mission of the University. In view of this, RUAS aspires to become a premiere Institution by achieving Excellence. Thus, there is a need to analyze excellence through the lens of different key stakeholders, namely Students, Parents, Employers, Alumni, Society. Therefore, RUAS has formulated the following 10 Goals to achieve excellence in the next five years:

- Goal 1:** NIRF Ranking and Accreditation Process
- Goal 2:** Achieving Academic Excellence and Implementation of NEP
- Goal 3:** Increasing Research Outputs
- Goal 4:** Deeper Linkages with Industries and Corporates
- Goal 5:** Interaction with other Faculties/Schools of Ramaiah Group of Institutions
- Goal 6:** Attracting Quality Students for Admissions
- Goal 7:** Placement, Alumni, Extension and Outreach Activity
- Goal 8:** International Collaborations and Partnerships with reputed Institutions
- Goal 9:** Increasing Patient Footfalls at Dental Hospital
- Goal 10:** Policy and Support from the Leadership Group

The Strategic Vision Document [2022-26] report Strategies to be adopted to achieve the above- mentioned Goals in a post pandemic scenario as a new normal. After formulating Strategies, the Implementation Plan with Outcomes are also mapped to assess the progress of RUAS in the process of achieving Excellence. Moreover, the Leadership Group has adopted bottom-up approach to prepare this report by involving Faculty Members, HoDs, Deans and Directors. The five-year plan focuses on all-round development of Students and Faculty Members emphasizing on Inter-Disciplinary Research, Blended Learning, Service to Society, Industry Connect and International Engagements for better Employability and Entrepreneurship Skills. The RUAS Community aspires to achieve excellence with cooperation from all the Stakeholders and Sponsoring Body. Hence, the Strategic Vision Document shall be deemed as a critical road map document for the progress of University and the RUAS community shall adhere in letter as well as spirit.

About our B-School

Message from Head of FMC



Dear Esteemed Stakeholders, Peers and Well Wishers

At the outset, I am happy to introduce the formulation of our Newsletter 'Udaan - Flying Higher to Achieve Dreams' exclusively for our B-School. The aim of our Newsletter 'Udaan' is to portray our Potential and highlight initiative towards moulding the youth for the nation building exercise of attaining Vision 'Viksit Bharat - 2047'. Management is domain agnostic and warrants for 'Out of the Box Thinking' approach among the budding Business Leaders and aspiring Entrepreneurs to solve real life problems for economic advancement and societal benefit. I profusely thank all my Students, Parents, Leadership, Industry and Startup Peers for their unflagging support to make our B-School, an elite place of learning and being rated as one of the most sought for learning and applied research.

Faculty of Management and Commerce (FMC) at RUAS aims to deliver Competency and Outcome-Based Management education with inter and multi-disciplinary approach adopting global educational practices. The salient achievements of FMC include:

- Initiated RUAS-TEDx License where Doyen's Speak
 - Special emphasis to identify and empower Students for setting up Startups through Ramaiah Technology Business Incubator funded by K-Tech, GoK
 - Industry Oriented Specializations like Business Analytics, BFSI in tune with market requirements
 - Appreciation from Industry Clusters and Associations for Consulting as well as Research
 - Recognition to Faculty Members as well as Students in Competitions and Research Events in India and Abroad
- In parallel, FMC equally focuses on disseminating research through Doctoral Programme and Sponsored Research & Consulting in various Management disciplines.

Vision:

To be an institute of excellence imparting Management Education for various Stakeholders to be Co-creators, Leaders and Entrepreneurs for Societal and Global Prosperity

Mission:

- M1. To inculcate life-long learning attribute through contemporary Pedagogical Techniques and Assessment
- M2. To cultivate critical thinking capabilities and promote multidisciplinary research for contextual problem solving through a scientific approach
- M3. To instill innovative Business Practices and Entrepreneurial Intentions for Sustainable Growth and Outreach
- M4. To develop Leaders with a holistic mindset sensible to humanity and Society

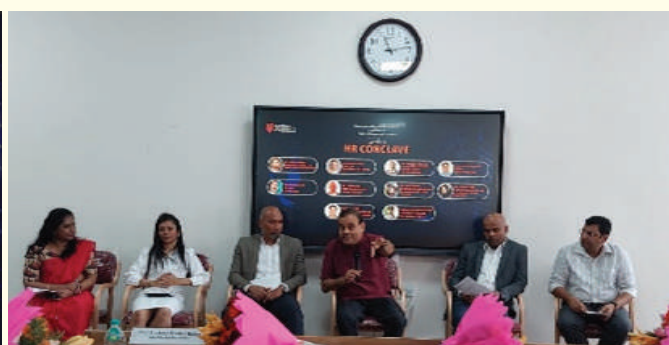
Program Educational Objectives (PEOs):

- PEO1: Practice contemporary global management principles in a wide range of business and real-world paradigm
- PEO2: Conduct applied research for addressing relevant business and societal concerns through an evidence based approach
- PEO3: Excel as aspiring Intrapreneurs and Entrepreneurs for Societal Well-being
- PEO4: Bestow Human Values with a rational mindset for contingent business solution

ACADEMIC



Vibrant Gujarat Global Summit at Gujarat from 10.01.2024 to 13.01.2024
Attended by Dr K M Sharath Kumar, Dr Subhadeep Mukherjee and Dr. B.M. Kiran Kumar



HR Conclave conducted on 19.01.2024 in association
with Directorate of Training and Placement



Students from BBA are getting trained at iCreate International Incubation Centre at
Ahmedabad, Gujarat on 21.01.2024

National Management Day

The event was organized by Faculty of Management and Commerce, Ramaiah University of Applied Sciences on 21.02.2024 with the prominent Speakers like Mr Nagaraj Prakasam – Resident Mentor-NSR Cell IIM Bangalore and Sri K S Narayanaswamy – President, Bangalore Management Association. Every year we celebrate 'National Management Day' at FMC as a FLAGSHIP EVENT.

With the theme for the event being Society 5.0 Dr. K M Sharath Kumar set the tone for the event by giving a broad idea for the discussion by mentioning the way the world business is moving from competition to coopetition and how that has been effectively imparted in all the business across which would in-turn also help us achieve the aim of Viksit Bharath 2047

The Chief Guests gave an overview about how the Indian Market today is evolving with the traditional products adapting new age technology and integrating the same.

FMC has initiated 3 new initiatives namely:

- UDAAN, Newsletter of FMC
- Business Standard App for MBA students
- Doctoral Colloquium -2024 Business Innovation For Attaining Sustainability



A detailed poster for the National Management Day - 2024 event. At the top, it features the logos of Ramaiah University of Applied Sciences, the Institution's Innovation Council, and FMC. The main title "NATIONAL MANAGEMENT DAY - 2024" is prominently displayed in orange and white. Below the title, it specifies the date and time as "21 Feb, 2024 at 10 AM onwards" and the venue as "1st Floor, Multimedia Centre, University House, Bangalore - 560 054". A section titled "Chief Guests" lists Sri. K.S. Narayanaswamy (President, Bangalore Management Association) and Sri. Nagaraj Prakasam (Resident Mentor - NSR Cell IIM - Bangalore). The theme "Society 5.0" is highlighted in an orange box. A paragraph explains that Society 5.0 was initiated by the Cabinet Office of Japan as a futuristic Human-Centric Society, with a line of maturity from 1.0 (Hunting) to 5.0 (human-centered). A diagram illustrates the progression from Society 1.0 to 5.0. The source is cited as "Source: Society 5.0 (cao.go.jp)". A concluding statement at the bottom states that innovation in Society 5.0 can be attained through a trade-off between economic development and social problems as an inclusive approach.

Induction for MBA Batch 2023

on 22.01.2024 & PGCET MBA Induction on 07.02.2024



Management Development Program

Digital Transformation and Industry Co-Creation - Date: 01.02.2024 to 03.02.2024

The Management Development Program was centered around digital transformation and industry co-creation to equip professionals with the essential skills, knowledge, and mindset required to lead organizations into the future. By embracing digital technologies, optimizing processes, and fostering collaborative relationships, participants were prepared to drive innovative change, create value, and position their organizations at the forefront of the digital age.



Expert Lecture by Mr. Masami Shimizu on 09.03.2024

Mr. Masami Shimizu delivered an insightful lecture on the growth dynamics of SMEs in India and Japan. The Speaker delivered into various aspects such as economic policies, cultural influences, market dynamics, and Government initiatives that have shaped the SME landscapes in both countries. The presentation provided a comprehensive understanding of the challenges and opportunities faced by SMEs and offered strategic recommendations for sustainable growth.



Case Study Based Teaching by Prof. A. Anantharaman on 18.03.2024



Management Development Program

Excellence in Action: Shaping Quality and Supply Chain Efficiency in the Digital Era

Date: 21.03.2024 to 23.03.2024

It was a 3-day event from which comprised of workshops delivered by experienced Industry Experts on Supply Chain Analytics, Statistical Process Control and the use of IoT in Supply Chain Management. There were also Alumni Talks and discussions on the current trends in research in the areas of Operations Management and Supply Chain Management.



RESEARCH

Paper Presentation by our Faculties

1. Dr. Usha N presented a research paper entitled 'Impact of Job Disengagement on the Employee Job Crafting Behaviour - A Moderated Serial Mediation Model' at the Conference jointly organized by Symbiosis Institute of Business Management, Hyderabad, Symbiosis Centre for Management Studies, Noida and University of Wollongong, Dubai held from 30th to 31st January 2024 at Symbiosis Institute of Business Management, Hyderabad.
2. Dr. Shivakami Rajan presented a research paper entitled 'Does Chat GPT usage increase creativity in student? A study of post graduate student in Bengaluru city, Karnataka, India' in 30th International Multi-Disciplinary Conference on STEAM 29th February 2024, BITS Pilani Dubai Campus, UAE.
3. Dr. S. Ajitha presented a research paper entitled "Assessing the Impact of SWAYAM: An Evaluation of Skill Development Programs and Learners outcomes in India" organized by Department of Political Sciences, Government Degree College, Medak on 23rd and 24th February 2024.

Publications

1. Vanishree, M., Kumar, K.S. and Suresh, N., 2024. Analysis of Agricultural Insurance Pertaining To PMFBY Scheme: Exploring Dynamics and Future Implications. MigrationLetters,21(S3),pp.1559-1568.
<https://migrationletters.com/index.php/ml/article/view/7608>
2. Sushma, B.S. and Dr Chandra Sen Mazumdar,, 2024. Fostering Entrepreneurial Intention among Gen Z: Exploring the Mediating Role of Financial Wellbeing. Migration Letters, 21(S6), pp.282-292.
3. Usha J.C., Srikantha Dath T.N., Dr. Ganesaraman Kalyanasundaram, 2024. Emergence or Non-Emergence of Tech Start-Ups In India. What Are The Distinctive Features? Migration Letters, 21(S6), pp. 1569-1578.

Workshop/Seminar Conducted

1. Manavi, A D. delivered lecture on 'Research Article Writing and Publication' in the 5-Day Virtual Faculty Development Program organized by ONE School of Business from 8-12 January 2024.
2. Manavi, A D, organised a guest lecture delivered on 'Social Entrepreneurship and the Journey of Agro Rangers: A Marketing Perspective' by Sidhesh Sakore, Founder & Director, Agro Rangers at FMC on 8th Feb 2024.
3. Manavi, A D. delivered lecture on 'Research Article Writing and Publication' in the 5-Day Virtual Faculty Development Program organized by ONE School of Business from 8-12 January 2024.
4. Manavi, A D. delivered lecture on 'Unlocking Opportunities: Publishing in Scopus Indexed Journals' in the 6-Day Virtual Faculty Development Program organized by KLS-IMER, Belgaum from 12-15 Feb 2024.
5. Manavi, A D. delivered lecture on 'Innovative Product Positioning strategies for Industry Leadership' in the 5-Day Virtual Faculty Development Program organized by ONE School of Business from 2 March 2024.

Attended

1. Dr. S. Ajitha attended a 1 day workshop on "Digital Marketing Framework" organized by Research Foundation of India & RFI-Care on 10th February 2024.
2. Dr. S. Ajitha attended a Two day workshop on "State Welfare Policies and Sustainable Development Goals " organized by Department of Political Sciences, Government Degree College, Medak on 23rd and 24th February 2024.
3. Dr. Annapurna Prakash attended workshop on Future of Education, organized by Employability. Life on 5th March 2024.

Webinar

1. Ms. Sushma B S attended a webinar on "Marketing for Tomorrow" by Mr. Mohit Thukral, Denave - Marketing Manager (Global Accounts) Founder organized by GIBS, Bangalore on 28th February 2024.
2. Ms. Sushma B S attended a webinar on "Unlocking Entrepreneurial Success through Personal Branding and Networking" by Dr. Nidhi Khurana, Head - Marketing & New Initiatives, GV Research Platform, and Co-Founder - Metis Hive organized by GIBS, Bangalore on 8th February 2024.

ACHIEVEMENTS



Team FMC congratulates Dr. Sudeshna Rath for being awarded Degree of Doctor of Philosophy from IIT Roorkee on the Topic "Manufacturing Competitiveness Through Six Sigma Implementation In Steel Industry"

Team FMC congratulates Ms. Prachi Mishra for being Awarded Degree of Doctor of Philosophy on the Topic – "Development of Consumer Purchase Model for Organic Apparel"

Dr. Chandra Sen Mazumdar, was a session chair for a track of the International Conference on Sustainable and Innovative Solutions in Cross Disciplinary Research – ICSISCDR-2024 at Mount Carmel College, Bangalore held on 08.02.2024



Dr. Manavi, A. D. delivered lecture on 'Innovative Product Positioning strategies for Industry Leadership' in the 5-Day Virtual Faculty Development Program organized by ONE School of Business from 02.03.2024

Akaira is one of the most awaited inter-university fests in Bengaluru, Karnataka organized by RUAS. This 2-day fest has prided itself in having a large audience. Akaira is one of the only fests that features an array of competitions spanning the realms of arts, music, fashion, gaming and creativity catering to the diverse interests of the participants.



Management Club Activity



Annual Sports Day Spoorthi 2024

Spoorthi is the grand intra-university sports day organized by the Department of Student Affairs at RUAS. Sports have consistently been the highlight of the academic year for both staff and students at FMC. We proudly secured "The Best Team in March Past," FMC also won the 1st place in Men Tug of War and Second Place in Women Tug of War" while Mr. Adeesh from MBA 1st year clinched the title of "Best Male Athlete." FMC achieved the Overall Championship for the year 2024, and also secured the title of "Best Championship for Men."

Student Activities



Social Activity



PLACEMENTS

Congratulations



We congratulate MBA 2022-2024 Batch - Mr.R Chandan Shashank for being placed in Godrej and Mr.Arjun C Lalige, Mr. Shamanth & Mr. L Nagaraj.M in Piramal Finance.

Student Article

My Life at FMC

As a student of Faculty of Management and Commerce (FMC) at RUAS, my two-year journey has been nothing short of transformative. From the moment I stepped onto the campus grounds, I felt a sense of excitement and anticipation for the learning opportunities that lay ahead. I have been learnt myself to be self-confident at the time of presentation by the help of supportive lecturers.

The university will offer research opportunities for students, allowing them to develop deeper into their areas of interest, contribute to knowledge creation, and develop critical thinking and problem-solving skills.

As a student of Ramaiah University, I feel proud to show my self-outside in the competitive environment.



Article By:

Sudhanva, MBA 3rd Semester
Batch 2022 -2024

Future Activities

1. FMC Premier League on 13-04.2024 & 14.04.2024
2. Management Development Program on Application of Generative AI in Finance on 25.04.2024 to 27.04.2024.
3. Doctoral Colloquium - 2024 - Business Competitiveness for Attaining Sustainability (DC - BCAS 2024) - 07.06.2024 & 08.06.2024



Doctoral Colloquium - 2024
on
Business Competitiveness for Attaining Sustainability (DC-BCAS 2024)
A Step Towards Vision Viksit Bharat - 2047
7th & 8th June 2024



CHIEF GUEST
Shri Suresh Prabhakar Prabhu
10 Federal Cabinet Minister Portfolio, Government of India
6 Times Member of Parliament
Chancellor, Rishikood University
Visiting Professor, London School of Economics

Keynote Speakers



Shri Balakrishna L.
Addl. Director & Scientist
Ministry of Electronics and Information Technology
Government of India



Prof. Solomon Bene
CEO, Research and Community Engagement Affairs
Ministry of Education Ethiopia



Shri K S Narayanaswamy
President
Bangalore Management Association



Prof. Jon Thomas
University of the Fraser Valley,
Canada

Tracks

- Economics and Finance
- Design Thinking, Marketing & Analytics
- Start-up & Entrepreneurship
- Interdisciplinary Research Approach with Management
- Human Resource & Psychology Management
- Operation & General Management
- Global Business & Competitiveness

Paper Submission Link

For submitting the full Paper click the link or scan the QR.
Link for Paper Submission:
<https://forms.office.com/r/0eKTS00xyk?origin=iprlink>



Scan the QR for Submission

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