



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

FACULTY OF MANAGEMENT
& COMMERCE



NEWSLETTER 2024

UD AAN

Flying Higher to Achieve Dreams

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FMC, Ramaiah University of Applied Sciences (RUAS) is happy to share the receipt of Institutional Excellence Award - 2024 from Project Management Associates (PMA). PMA-India, is a not-for-profit, registered professional body of Project and Business Managers, with the aim of strengthening Project Management in India.

Dr A. Sivathanu Pillai (Padma Bhushan Awardee and Former CEO & MD, BrahMos Aerospace), is the President of PMA-India. PMA-India, is also a member of the International Project Management Association (IPMA).

Arthabodha – Launch of RUAS – Economics Club



The club is formed with the vision to promote economic awareness, knowledge and learning that provide a platform for intellectual discussions and activities focused on the economy, business and policy-making. The team includes esteemed advisory members: Dr. K.M. Sharath Kumar, Dean of Faculty of Management and Commerce & Mr. Gurucharan Gollerkeri, I.A.S (Retd), Director of the School of Social Sciences

ACADEMICS

Arthabodha - RUAS Economics Club – Tribute to Bharat's Ratan Tata – 16-10-2024

Directorate of Transferable Skills and Leadership Development (DTSLD), the Faculty of Management and Commerce (FMC), and the School of Social Sciences (SSS) organized a tribute to honor the life and legacy of Sir Ratan Tata, a leader, an industrialist, and philanthropist whose contributions have shaped India's development and growth. This event is a humble mark of respect to Sir Ratan Tata and pay our heartfelt Shradha Jali to the legend whose work has profoundly impacted education, health care, the environment, and business, inspiring future generations to follow in his footsteps.



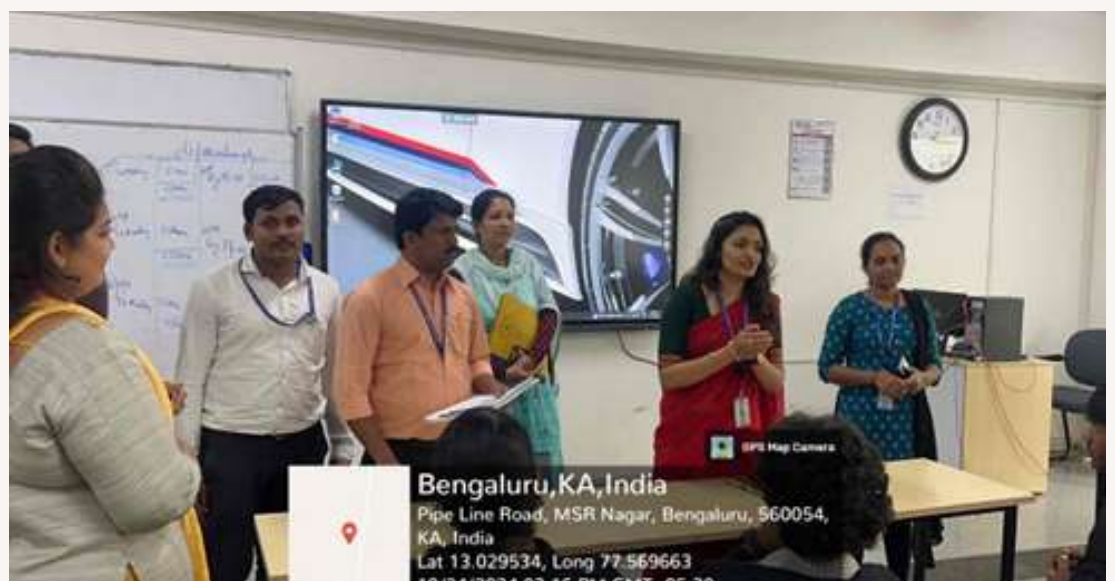
New Internship Policy addressing MBA FT 2023 Batch students – 21-10-2024



Prof V. Nagendra delivered an engaging session to the MBA students of our business school, focusing on the newly introduced Internship Policy. The one-hour talk provided students with an in-depth understanding of the framework, objectives, and benefits of the internship program, emphasizing its integral role in their academic and professional development. The talk concluded with an interactive Q&A session, where students raised queries about the selection process, assessment criteria, and the importance of aligning internships with career goals.

Cyber Security Awareness– 24-10-2024

The Karnataka Police Department – Cyber Crime Branch has created awareness of the different cases of Cyber Crime and the target threat is to the youngsters. The details of the helplines were shared.



Ignite 101 - E-CELL – 25-10-2024



The Ignite 101 workshop, hosted by the Entrepreneurship Cell (E-Cell) at FMC RUAS, focused on fostering entrepreneurial skills among participants. The workshop provided insights into the foundational concepts of idea generation, business models and market validation. Attendees engaged in interactive sessions and discussions, enhancing their understanding of the entrepreneurial ecosystem. The event aimed to inspire budding entrepreneurs and empower them with essential skills to successfully pursue their entrepreneurial endeavors.



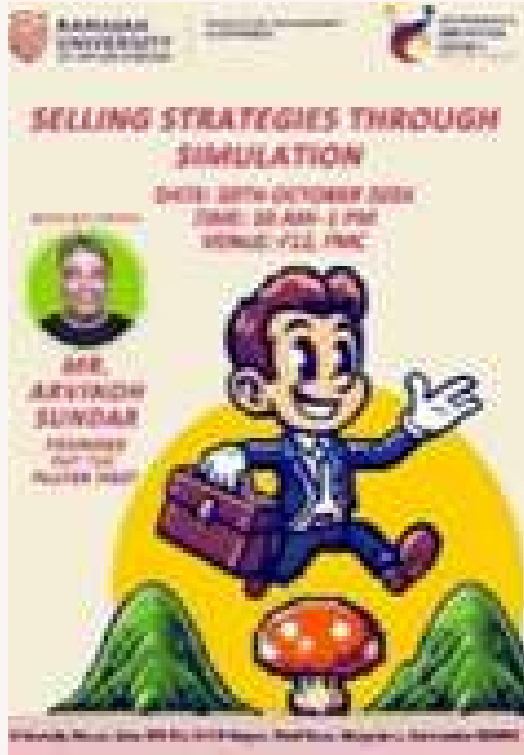
Faculty Development Program (FDP) for FMC Staff – 26-10-2024

FDP focusing on enhancing the knowledge, skills, and capabilities of faculty members in academic and administrative roles led by Dr. Ganesaraman and Ms. Sruthi Kannan, the program offered a platform for faculty members to engage in innovative learning methods, discuss best practices in teaching, and explore new technologies that support student engagement and learning outcomes.



Guest Lecture on Selling Strategies Through Simulation – 28-10-2024

Workshop on “Selling Strategies through Simulation” was conducted by Mr. Aravind Sundar (Founder & Director – Put the Player First), Bengaluru, and Karnataka, India.



"Put the Player First" is an innovative training framework developed by Arvind Sundar, specializing in game-based learning to elevate professional skills. Trusted by professionals from leading companies, Sundar's approach combines over 15 years of experience in marketing, psychology, and motivation to create immersive workshops tailored to client needs. Using custom-designed games, participants build skills in teamwork, leadership, communication, and sales through engaging, hands-on experiences. The framework's unique, interactive style not only makes learning enjoyable but also ensures long-lasting impact and growth, making it a preferred choice for organizations looking to empower their teams.

Placement training for ANZ bank - MBA FT 2023 Batch – 30-10-2024



ANZ support services, the credit assessment and processing of ANZ bank held a recruitment drive for MBA students. Towards this, FMC organised a placement preparatory session on Credit Assessment, credit rating and credit department processes. The session was conducted by Dr. Bindu Nambiar & Dr. Somya Agarwal on 28-10-2024. It was a comprehensive session covering core banking concepts terminologies along with numerical examples for credit concepts.

FDP on Case Teaching and Learning Methodology – 8th & 9th Nov 2024

The two-day event began with an introduction to case teaching by Prof. Dilipchandra from Christ University. He outlined the core principles of the method and then demonstrated its application using a critical thinking framework. To emphasize the importance of this approach, he used the “discount trap” case, highlighting how critical thinking is essential for analyzing complex business scenarios.



Prof. Dilipchandra explained that rewarding students for meaningful class participation is key. He clarified that simply restating case facts does not count as genuine participation. As part of this, he introduced a class participation spreadsheet, which served as a model for how students are graded based on their engagement. The case method encourages students to prepare before class, ensuring that they come to class focused and ready to engage in discussions. This preparation helps prevent the monotony often associated with traditional lecture-based learning and leads to better attention spans. Additionally, the grading system for class participation incentivizes better attendance, further enhancing student involvement. RUAS stands out for its excellent library resources, including a Harvard subscription, which provides access to high-quality case studies. Introducing Harvard cases at the MBA level will allow students to make better use of these resources, helping to foster a deeper understanding of real-world business challenges.



Investor Awareness Program in collaboration with SEBI and MCX 8-11-2024



The program featured interactive presentations and Q&A sessions, attracting a diverse audience of undergraduates, postgraduates, and faculty members. The collaboration with SEBI and MCX underscored the importance of investor education, aligning with national efforts towards financial inclusion and literacy. The event successfully bridged the gap between academic knowledge and real-world financial insights, empowering participants to navigate the complexities of the financial markets.

FMC, hosted an Investor Awareness Program in collaboration with SEBI and MCX. The event aimed to enhance financial literacy among students, faculty, and guests by focusing on the securities and commodities markets.

Guest lecture on
"Awareness of Securities Market and Commodities Market"
in Association with
SEBI and MCX

Speaker : Mr. Arivazhagan
Designation: SEBI SMART Trainer, Life Skill & Corporate Trainer

Venue: MDP Room
Date: 08.11.2024 Time: 10.00 am to 1.00 pm

Programme Schedule :
Session 1 : 10.00 am to 11 am "Financial Awareness: Need of the hour" by Bombay Stock Exchange
Session 2 : 11.30 am -12.45 pm "Awareness Program on Commodity Derivatives" by Multi Commodity Exchange of India (MCX)

Welcome to all the Faculty Members and Students

Faculty Coordinator:
Dr. Bindu Nambiar
Associate Professor, FMC, RUAS
Email : bindunambiar.mc@msruas.ac.in

Service Partner:
Wisdorix
www.consultancy.spland

Parents-Teachers Meeting 13-11-2024

FMC organized a Parents-Teachers Meeting for UG Programme students of BBA and B.Com (Batches 2024, 2023, and 2022) on Wednesday, 13-11-2024, from 3:00 PM to 5:00 PM. The meeting aimed to foster a strong relationship between parents and faculty, ensuring better academic support for the students.

The primary purpose of the meeting was to discuss the academic progress and overall development of the students. The meeting followed a one-on-one interaction format between the parents/guardians and the Faculty Co-ordinators.



MDP on Digital Transformation – 13-11-2024



BMA conducted MDP on digital transformation in association with FMC, RUAS & Avasta Learning Pvt Ltd.

More than 45 participants attended the MDP who were represented from KPTCL, BESCOM, BMTC, KSRTC and other esteemed Government Organization and Industries.

INDUSTRIAL VISIT – Bharat Fritz Werner Ltd. (BFW), Yeshwanthpur – 13-11-2024

A batch of 1st semester students from the BBA-FT 2024 program visited BFW, accompanied by two faculty members—Dr. Shivakami Rajan and Ms. Vanishree

This visit was mainly focused to understand the basic principles of management involved during manufacturing, the technology used and the equipment quality, inspection, QC of CNC machines. Our industry guide –Sales Head gathered the students and faculty in the main board room (Figure 1) and explained the history of the organization, its branches, and the products it manufactures. He then explained the technological differences between the different CNC machines manufactured. He stated that in India the main competitions from other two main manufacturers- LMW-Lakshmi Machine Works,

Coimbatore and ACE Designers Limited-Bengaluru. This was followed by a shop floor visit where the accompanying Engineer explained the entire process- from stage 1 of machine mould received from their Hosur plant- to finished stage.



Deeksharambh – 2024 MBA Program (2024 Batch) - Inauguration & Induction Program – 2-12-2024 & 3-12-2024

The MBA New Batch Inauguration and Induction was a significant event marking the commencement of the academic journey for the incoming students at FMC, RUAS.



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Prof V Nagendra

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Online Panel Discussion

Billionaire's Dream Machine: Inside the Tata Nano Story – A Tribute to the Man, Myth, and Legend

"Ratan Tata"

EMINENT PANEL MEMBERS

DR. JAYASHANKAR P.

ASSOCIATE PROFESSOR

BBS, DEPT OF MANAGEMENT AND COMMERCE

DR. N. S. SRIVASTAVA

PROFESSOR

RAMAIAH UNIVERSITY OF APPLIED SCIENCES

DR. SATVIKA

STRATEGIC ADVISOR

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Faculty of Natural Sciences

and

RUAS Internal Complaint Committee

Organizing a Seminar

on

"Gender and its Importance in the Contemporary World"

Dr. Padmavathi Koride,

Professor, FMC, RUAS

Venue : FNS, RTC

Date : 14th November 2024

Time : 11.00 AM

Faculty Coordinator: Dr. Jyotsna Kumar

jyotsnakumar.cy.ns@msruas.ac.in

ICC Committee Chairperson: Dr. Lalitha

lalithak.rmc@msruas.ac.in

1. Mamatha, A. Chandra, Sen. Madhu, B.K., 2024. SCALING SOCIAL IMPACT: CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE GROWTH OF SOCIAL ENTREPRENEURSHIP. In Hunan Daxue Xuebao/Journal of Hunan University Natural Sciences ISSN : 1674-2974 CN 43-1061 / N DOI: 10.5281/zenodo.13810237 Vol: 61 | Issue: 09 | 2024
2. Koride, P. and Ganesh, L., 2024. Formal banks, semi-formal SHGs or informal moneylenders, who is better? a study of borrower credit preference in India. *Current Science* (00113891), 127(2).
3. Koride, P., 2024. Yaksha Prashnas-the didactic Conversation between Yaksha and Dharma Raja. *Adhyatma: A Journal of Management, Spirituality and Human Values* (Vol. 8, Issue 1)
4. Shivakami Rajan presented a paper on the title " Creativity as a Shield: Understanding its Mediating Effects between Toxic leadership and Employee Job Satisfaction" in the 19th international conference on Applied Research in Engineering, Technology and Management at Port Blair, Andaman, on 16th and 17th August 2024
5. Shivakami Rajan presented a paper on the title " Challenges and Perceptions of Working Conditions among Gig Economy Employees in the logistics Industry: A DEMATEL Analysis" in the 19th international conference on Applied Research in Engineering, Technology and Management at Port Blair, Andaman, on 16th and 17th August 2024
6. Rashmi R presented a paper on the title 'User proficiency as abridge to memorable experiences: Investigating the impact of smart tourism technologies and the mediating role of user proficiency on memorable experience in religious at the IIM Shillong – INDAM 2024 Doctoral and Early Career researchers Colloquium held at the Indian Institute of Management Shillong from 9-11, July 2024
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9. Chaubey, A. and Jagannathan, U.K. (2023) 'Impact of Business Analytics on Supply Chain', *ADHYATMA: A Journal of Management, Spirituality and Human Values*, 7(1). ISSN: 2581-7809.
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11. Bindu Nambiar published a white paper on "Electrical safety in Indian Hospitals" in association with Sustenergy foundation at the national SEEM (Society of Energy engineers and Managers) Awards on 30th September 2024 at New Delhi.
12. Ajitha, S. (2024). The Evolving Role of HR in Indian Start-ups: From Administration to Strategic Leadership. *NHRD Network Journal*, 17(1-2), Sage Publication 19-28. <https://doi.org/10.1177/26314541241274378>
13. Vanishree, K. & Tejaswi, G., 2024. Sustainable Finance for the Future: Exploring Gen Z's and Millennials' Attitudes towards Green Investments. *Journal of Civil and Environmental Engineering*, 12(10), October.
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16. Shivakami Rajan 2024. Mission Indradhanush. Conference Proceedings of International Conference -February 2024, ISBN-978-81-974364-1-3.
17. Rajan. S et al., (2024). Creativity as a Shield: Understanding its Mediating Effects between Toxic Leadership and Employee Job Satisfaction". 'PU_ARC 2024, XIX International conference on applied research in engineering, technology and management' Pondicherry University, Port Blair Campus, Andaman. pp. 52.
18. Niranjana, L.R., Rajan, S., Lakshmi, R.B. (2024). Predictive Model for Identifying Key Determinants of Toxic Behaviour: A Cart Algorithm And DEMATEL Approach Exploring IT Sector Perceptions, 'PU_ARC 2024, XIX International conference on applied research in engineering, technology and management' Pondicherry University, Port Blair Campus, Andaman. pp. 14.
19. G. Eswar Sai Prasad and Shilpa R.G. Conference Proceedings of book chapter titled "Advancements in Machine Learning for Early Detection of Lung Cancer: Bridging Technology with Clinical Practice" published in *Compendium on Competiveness and Sustainability Initiatives in Management: A Step towards Vision Viksit Bharat*, Vol 1.
20. Sunkara, H., Chandrakala, D.P. and Sushma, B.S. (2024) 'INFLUENCE OF FINANCIAL SECURITY ON THE QUALITY OF LIFE OF IT EMPLOYEES IN BANGALORE: A BEHAVIORAL PROSPECTIVE', *JOURNAL OF CRITICAL REVIEWS*, 11(03), pp. 153-162.
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22. Annapurna P presented a paper titled "An Analysis Of Sustainable Business Model In The Indian Higher Education System" at the International conference on "Exploring the Future of Work: Adapting to Technological, Social, and Economic Transformations (EFWATSET)", organized by the Department of Commerce (UG), Kristu Jayanti College, Autonomous, Bengaluru on 26th and 27th September 2024
23. Rashmi R, Shivakami Rajan and Kruthik Presented Paper entitled 'Generative AI in Travel Planning: A Study on acceptance and Use as per UTAUT Model' in 75th All India Commerce Conference 2024 at Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan, India on 18th to 20th October 2024
24. Nirmal Singh Presented Paper entitled 'What determines the Institutional Quality? Evidence from the India Sub-Continent' in 75th All India Commerce Conference 2024 at Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan, India on 18th to 20th October 2024
25. Subhadeep Mukherjee Presented Paper entitled 'What Determines the Institutional Quality? Evidence from the Indian Sub-Continent' in 75th All India Commerce Conference 2024 at Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan, India on 18th to 20th October 2024
26. Subhadeep Mukherjee Presented Paper entitled 'Role of Entrepreneurs towards Viksit Bharat 2024 : A Empirical Study' in 75th All India Commerce Conference 2024 at Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan, India on 18th to 20th October 2024

27. Ajay R Presented Paper entitled 'What determines the Institutional Quality? Evidence from the India Sub-Continent' in 75th All India Commerce Conference 2024 at Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan, India on 18th to 20th October 2024
28. Rashmi R Presented Paper entitled 'User proficiency as a bridge to memorable experiences: Investigating the impact of smart tourism technologies and the mediating role of user proficiency on memorable experience in religious' at the IIM Shillong-INDAM 2024 Doctoral and Early Career Researchers Colloquium held at the India Institute of Management Shillong from 9-11, July 2024
29. Shivani, S., Datta, M., Sharma, S. and Singh, S., 2024. Peering into the mechanism: uncovering critical drivers of green entrepreneurial orientation through total interpretive structural modelling. *International Journal of Entrepreneurial Behavior & Research*.
30. Ajitha, S., Geevarathna and Huxley, S., 2024. Exploring public perception, awareness, and satisfaction with AI applications in Karnataka, India: the role of individual characteristics and media influence. *International Journal of System Assurance Engineering and Management*, pp.1-16.
31. Bhutia, K.C., Mukherjee, S., Kumar, J., & Jha, A., 2024. Workplace spirituality and job satisfaction: A comprehensive review of relationships, mediators and implementation strategies. *International Journal of Cultural Studies and Social Sciences*, 21(2), pp.25-xx.
32. Babitha B R and Shilpa R G. (2024). Analysis of Customer Satisfaction and its Impacts on Firms Performance in Logistics Services Sector, *ADHYATMA: A Journal of Management, Spirituality and Human Values*, Vol 8. No 1, 34-40
33. Adarsh, U and Jagannathan, U (2024). 'Monte-Carlo Simulation of a Single-Tier Supply Chain with Total Minimum Cost Objective', 4th Indian Industrial Engineering and Operations Management International Conference held at Hyderabad, India 2024. 07th -09th November 2024
34. Archana C and Shilpa R G (2024) presented a paper titled 'Analysis and Development of Smoothie Advisor by using Machine Learning' at the 4th Indian Industrial Engineering and Operations Management International Conference held at Hyderabad, Telangana, India, from November 7-9, 2024
Shivakami Rajan presented a paper title 'Waste Not, Want Not: Enhancing Sustainability in Kerala's Plywood industry through Effective Waste Management Aligned With SDG 11 &12' at the 9th International Economics Conference on Economic Growth and Sustainable Development: Emerging Trends' at SDMID, Mysuru from 21 and 22 November 2024
36. Gaurav, K and Pradhan, R P presented a paper title 'Key Enablers of Sustainable Supply Chain Management in Mining Industry' at 11th International Conference on Sustainability, Shillong. 21-23 November 2024
37. Bhanu Pratap presented a paper title 'Analysing the Impact of Infrastructure Development Lead Time on End-of-Life Management of Lithium-Ion Battery' at 11th International Conference on Sustainability, Shillong. 21-23 November 2024
38. Babitha B R and Shilpa R G. (2024). Analysis of Customer Satisfaction and its Impacts on Firms Performance in Logistics Services Sector, *ADHYATMA: A Journal of Management, Spirituality and Human Values*, Vol 8. No 1, 34-40

WORKSHOP

1. Manavi, A D and Mukherjee. S hosted BNI Abundance meeting at FMC, M S Ramaiah University of Applied Sciences in collaboration with E-Cell Students on 18 Sep 2024
2. Manavi, A D. delivered lecture on 'Identification of Research Topic and Formulation of Research Question' in the 5-Day Virtual Faculty Development Program organized by Himalayan University, Itanagar, Arunachal Pradesh from 17-21 September 2024.
3. Ms. Shilpa R.G. attended one day IPR Training and Hands-On Session on Prior-art Search organized by the IPR Cell of Office of Research and Innovation, RUAS in association with OMS Patent Services on 27th September 2024.
4. Manavi, A D. attended the one-day IPR and Prior-Art Search Training organized by IPR Cell of Office of Research and Innovation (MSRUAS) in association with OMS Patents and Consultants, on 27 Sep 2024.
5. The E-Cell FMC, in collaboration with Ramaiah University of Applied Sciences, co-organized the E-Cell Inauguration on 6th September 2024. With Ramaiah University as the Knowledge Partner, the event fosters innovation and entrepreneurial growth.
6. Business Mela 2.0, co-organized by E-Cell FMC on 20th September 2024.
7. The Entrepreneurship Cell (E-Cell) of RUAS successfully hosted a key event in collaboration with Business Network International (BNI).
8. On 13th September 2024, the Faculty of Management and Commerce (FMC) hosted a mindfulness event sessions by Ganesaraman K, Dr. Ayush Singh, and Dr. Shubadeep Mukherjee.
9. Faculty of Management and Commerce conducted a Workshop on "Selling Strategies through Simulation" by Mr. Aravind Sundar (Founder & Director – Put the Player First) on 28th Oct 2024 Bengaluru, and Karnataka, India.
10. Annapurna P attended the workshop on Train the Trainer, " Transformative Teaching Techniques" organized by ACCA on 19th September 2024
11. Bindu Nambiar attended a case writing workshop on "Developing Indian Startup stories into case studies" organized by Centre for Entrepreneurship, RUAS on August 20, 2024. 10.14
12. Srivatsa H S participated as a panelist in a discussion on "Sri Ratan N Tata: His Innovations and Leadership Lessons." at S-VYASA University on 7th November from 6:00 to 7:00 PM.
13. Srivatsa H S conducted two sessions on SEO and Digital Marketing Analytics as part of a Management Development Programme for exporters under the aegis of the Federation of Indian Export Organisations (FIEO), an initiative set up by the Ministry of Commerce, Government of India on 2nd and 6th Nov 2024
14. Bindu Nambiar participated as an expert speaker on "The Zero Way: Fueling Competition - Towards Sustainable Business" at the Faculty of Management and Commerce, Ramaiah University of Applied Sciences (RUAS) on 31 August 2024.
15. Somya Agarwal invited to serve as the session chair at the National Seminar held by the Department of Management Studies, Jawaharlal Nehru New College of Engineering (JNNCE), Shimoga, Karnataka 8 November 2024.

ACHIEVEMENTS



Dr. Bindu Nambiar was recognized for publishing the White Paper on Enhanced Electrical Safety in Hospitals as a Sustainability Measure at the National Level SEEM Awards - 2024.

FMC is happy to share that Uday K Jagannathan's paper entitled "Impact of Business Analytics on Supply Chain" has been published in VOLUME 7, Issue 1 - 2023 of "ADHYATMA: A Journal of Management, Spirituality and Human Values [ISSN: 2581-7809]."

FMC is pleased to announce that Adarsh, U and Jagannathan, U have been awarded 1st Place in the Simulation Competition at the 4th Indian Industrial Engineering and Operations Management International Conference for their paper titled "Monte-Carlo Simulation of a Single-Tier Supply Chain with Total Minimum Cost Objective

The third prize was awarded in the Master Thesis Category for the MBA dissertation of Mr. Panurish P, under the supervision of Dr. Anicar D. Manavi, at the 4th Indian International Conference on Industrial Engineering and Operations Management, held at Jawaharlal Nehru Technological University, Hyderabad, from November 7–9, 2024.

Dr. Nirmal Singh was recognized for publishing an article in Fintract Advisor's Newsletter on Phillips Curve.

Dr. S. Ajitha was recognized publishing a research paper in a SCOPUS Indexed Journal entitled Exploring public perception, awareness, and satisfaction with AI applications in Karnataka, India: the role of individual characteristics and media influence

FMC is delighted to announce that Archana C and Shilpa R.G have been awarded 2nd Place in the Thesis Competition at the 4th Indian Industrial Engineering and Operations Management International Conference for their paper entitled "Analysis and Development of Smoothie Advisor by using Machine Learning.



Dr Bindu Nambiar representing FMC and participating in a Panel Discussion – Global Careers in Commerce & Finance at Career Utsav in Palace Grounds



FMC has successfully concluded its consultancy project led by Dr. Anicar D Manavi and Prof. Srivatsa H S, focusing on social media promotion for the Rotary Club of Bangalore's Flea Market.

The initiative showcased the collaborative efforts of FMC students from diverse programs: BBA, MBA and B.Tech. students .

BBA Students - Mr. Ayush Kumar Roy , Ms. Khushi Kumari Gupta , Ms. Aastha Ramrakhyani , Ms. Shradha Tagare ,

MBA students - Mr. N. Suraj Kumar and Mr. Rahul S. Preetham

B. Tech. student - H.S. Vishruth Keshavan.



FMC, RUAS has bagged 3 Prizes at the Fourth Indian Industrial Engineering and Operations Management (IEOM) - International Conference - 2024 held at JNTU, Hyderabad during 07 to 09 Nov. 2024.

Simulation Competition

1st Prize - Dr. Uday Kumar Jagannathan

Master Thesis Competition

2nd Prize - Ms. Shilpa R.G.

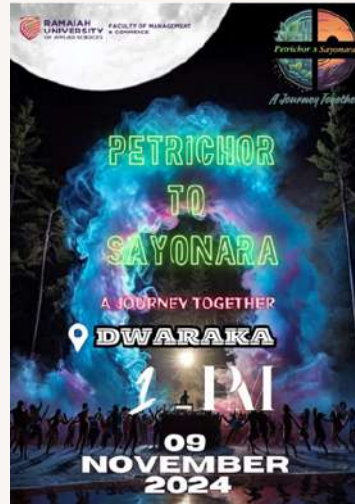
3rd Prize - Dr. Anicar D. Manavi

FMC STAFF PARTICIPATING IN KAHALE 2024 – 20-11-2024



PETRICHOR TO SAYONARA – 9-11-2024

Petrichor to Sayonara was a vibrant and unforgettable event organized exclusively for the students of FMC ,RUAS. This unique celebration marked two milestones: welcoming the first-year students with a grand fresher's event and bidding an emotional farewell to the graduating batch. Packed with cultural performances, exciting competitions, and interactive activities, the event culminated in the crowning of Mister and Miss Freshers and honoring the Best Outgoing Student. A lively DJ performance by DJ Raman brought the celebration to a thrilling close, making it a perfect blend of fun, talent, and cherished memories.



SAMPARKA – FMC ALUMNI MEET – 16-11-2024

FMC hosted Samparka 2024, an engaging and nostalgic alumni meet that celebrated the achievements and camaraderie of its graduates. This event aimed to strengthen the bonds between alumni and their alma mater while fostering a spirit of community and collaboration. Presided over by Dr. K. M. Sharath Kumar, Dean of the Faculty, and Mr. P. Rajeev Prasad, President of the Alumni Association, the meet drew enthusiastic participation from alumni across batches, particularly the 2014 cohort.



STUDENT ACTIVITIES & ACHIEVEMENTS



Mr. Nagarjuna P

MBA- Batch (2024-26)

Awarded for securing **First Place** in Speech (Sanskrit) Competition organized by Seshadripuram First Grade College on the Auspicious Occasion of Bhagawad Gita Jayanti on 11th December 2024 !

IDEATHON' 24 Winners !

Mr. Kumail Ashraf J Sayyed – (FMC, RUAS)

BBA Batch (2023-27)

Mr. Mohammed Saad – (FPH, RUAS)

Representing RUAS – Has won 1st Place in the **IDEATHON Competition at the TiE Global Summit Profile.in** Bengaluru competing against 340+ teams across India. The Idea “ The Waterless Single Use Zero Waste Solid Shampoo Cubes” earned a cash prize of ₹50,000 and trophy.



PLACEMENT DATA

Directorate of Training & Placement, Faculty Members & Staff heartily congratulate.
MBA 2022-24 Batch students Placed in “ANZ Support Services India Pvt Ltd.” with 7 LPA



Ronika N N



Santhosh
Fernandes



Nidhishree M



Bhoomika
S Rao



Santhosh
P Rao



Nithish
Patankar



Gowthami S



Rahul S



Lalita G E

STUDENT ARTICLE

Life at FMC



Sahana S Joshi currently a second-year student at Ramaiah University of Applied sciences, and my life here has been a mix of exciting, challenging and fulfilling experiences so far.

My academic path as a second-year MBA student consists of a dynamic blend of group assignments, case studies, and strategic conversations. A wide number of subjects are covered in the curriculum, including leadership, operations, marketing, and finance. Through demanding coursework and hands-on learning opportunities, I have developed profound insights into company management.

Living on campus has been a great experience, with opportunities to socialize and network. I'm often involved in events organized by our college, which provides opportunities to connect with people and learn new things.

Adjusting to life away from home has helped me grow personally, balancing academics with cooking, laundry, and independent living. I also enjoy participating in the college's annual cultural fest, where I can showcase my creative side.

Through internships and networking events, I'm gaining valuable experience and making connections for my future career.

Overall, my time at FMC has been a perfect blend of theory, practice, and personal growth. Every experience I have, from taking on challenging case studies to forming actual relationships, is shaping me into the better person and maybe a better leader. With my newfound knowledge and abilities, I'm prepared to take on the next challenge.

FUTURE ACTIVITIES

INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP AND ENTREPRENEURIAL ECOSYSTEMS IN THE GLOBAL ECONOMY: ROLE OF RETURNEE ENTREPRENEURS

Inaugural Function

Presided by	Guest of Honor	Chief Guest	Guest of Honor	Advisory Committee Chairman
Prof. K V S Hari Director Centre for Social Research, IISc	Dr. Shama Bhat President and Chairman Small Business India Pvt. Ltd.	Prof. Vivek Wadhwa Vivek Wadhwa Adjunct Professor at Stanford and Carnegie Mellon University	Ms. Shanti Mohan Corporate and HRD of IISc and IISc of Entrepreneur	Prof. K L Krishna Former Director Small Business of Karnataka

Valedictory Function

Guest of Honor	Chief Guest	Presided by	Guest of Honor
Prof. Rishikesh T Krishnan Director IISc Bangalore	Mr. Amitabh Kant India's CEO, Sherpa and Former CEO, NITI Aayog	Prof. Govindan Rangarajan Director IISc, Bangalore	Prof. Noel J Lindsay Dean of Business Adelaide Business School and Pro Vice Chancellor Entrepreneurship The University of Adelaide, Australia

Date: 09 January 2025 to 11 January 2025
Venue: JN TATA Auditorium
IISc, Bangalore, Karnataka, INDIA - 560012

International Workshop Co-hosts

Ministry of Education Government of India	IIT KANPUR Indian Institute of Technology, Kanpur	PARC Pune Research Accelerator and Research Center
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Co-hosts

RAMIAH UNIVERSITY Ramaiah University of Applied Sciences	SRM Institute of Science and Technology	KRUPANIDHI Krupanidhi Institute of Management and Technology	SRM Institute of Science and Technology
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FMC is proud to Co-host the International Conference on Entrepreneurship and Entrepreneurial Ecosystem in the Global Economy: Role of Returnee Entrepreneurs with Department of Management Studies, IISc & – 9-1-2025 to 11-1-2025



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