

NEWSLETTER 2025

UD AAN

Flying Higher to Achieve Dreams

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INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP AND ENTREPRENEURIAL ECOSYSTEMS IN THE GLOBAL ECONOMY: **ROLE OF RETURNEE ENTREPRENEURS –** **9TH TO 11TH January 2025**

(In Association with Department of Management Studies, IISc and University of the Fraser Valley, Canada)



CSR Support to FMC by 247.ai to Setup Talent Hub for Communication Skills for BBA (Hons.) and B.Com (Hons.) Students

The professional trainers represented by 247.ai shall be providing pre-placement training at no cost as a part of 247.ai Charitable Trust.

Gratitude to

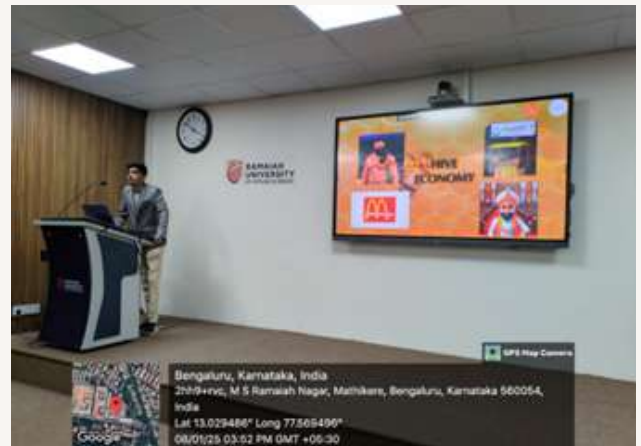
- **Professor of Practice - Dr. K. Ganesaraman, VP - Internal Audit, 247.ai** for his support and initiation.
- **Ms. Bharathi and Dr. Heroji from the Directorate of Training and Placements** for their support in processing.

The Synergy of Economic Sectors: A Pathway to Growth - 8-01-2025

The lecture titled Synergy of Economic Sectors: A Pathway to Growth was a captivating and enlightening session delivered by Aryan Golechha. Organized under the aegis of Arthabodha, the RUAS Economics Club. The event aimed to simplify and explore the intricate workings of the economy by focusing on the interaction of the four economic sectors: households, businesses, government, and the external sector.

The lecture adopted a unique and engaging approach by explaining complex concepts in a simple and relatable manner, using real-world examples, day-to-day business practices, and references to well-known celebrities. The interactive style and practical analogies made the session highly impactful and memorable for the audience. The audience left with a deeper appreciation for the interconnected nature of economic sectors and the potential of technology to drive growth.

Around 60 people were present for the event.



DIGITAL BUSINESS GROWTH SYMPOSIUM 2025 – 18-01-2025



The Digital Business Growth Symposium 2025, brought together 110 participants from industry and academia.

The event featured eminent speakers from leading organizations, including Cyware, Wipro, Paytm, WinnerBrands, Geek Synergy, Redbus, Incite Cams, ETA Technology, 247.ai, TATA Digital, Pixel Softek, and That Strategy Guy.

Dr. Sharath Kumar, Dean of FMC, and Dr. H.S. Srivatsa, Symposium Chairperson with Co-Chairs - Mrs Rashmi, Dr Gururaj and Dr Vimal Raj, spearheaded the initiative to foster industry-academia collaboration. Experts shared insights on digital transformation, talent development, AI applications, and business growth strategies. The symposium reinforced MSRUA's commitment to bridging academic knowledge with industry expertise.

POST BUDGET ANALYSIS-2025 – 11-02-2025

The event served as a crucial platform to demystify Indian Union Budget 2025. It included a Panel discussion and presentations from MBA students. The distinguished panel of experts, highlighted budget's core components w.r.t. areas as Education, Defence, Healthcare, Start-ups and Taxation, discussed potential economic implications and outlined sector specific opportunities. The event aimed to bridge the gap between policy pronouncements and practical implications, fostering a deeper understanding of the budget's impact on various stakeholders.

The students' presentations outlined specific sectors as Agriculture, MSME, Automobiles, investments and exports along with a Power BI presentation to summarize the entire budget.



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INTERNATIONAL CONFERENCE ON DEEP-TECH AND POLICY: BUILDING A SUSTAINABLE DEEP TECH ECOSYSTEM FOR VIKSHIT BHARAT 2047 (Sponsored by ICSSR, GoI) – 12-02-2025

The International Conference on Deep-Tech and Policy was organized in collaboration with the Centre for National Security Studies (CNSS) and the Bangalore Management Association (BMA). The conference is part of ICSSR-sponsored project titled "Development of a Business Resilience Framework to Enhance the Sustenance of Deep-Tech Startups for Viksit Bharat @ 2047: A Study of Selected Districts of South India." Highlights of the Conference are Panel Discussions, Paper Presentations, and Tech Vision: A Deep-Tech Startup Exhibition. The one-day conference brought together policymakers, industry leaders, academicians, investors, and entrepreneurs to deliberate on strategies for building a sustainable and inclusive deep-tech startup ecosystem in India. The discussions focused on policy frameworks, funding opportunities, scalability challenges, and the role of academia in fostering innovation. The Chief Guest for the inaugural function is Mr. Nagaraja Prakasam, a renowned angel investor and mentor at NSRCEL, IIM Bangalore.



NATIONAL MANAGEMENT DAY and FEST – 24 & 25-02-2025



FMC, RUAS organized "The Office 3.0", a management and commerce fest. The event aimed to foster managerial knowledge and enhance students' understanding of entrepreneurship and leadership. The inaugural session featured renowned guests:

Dr. S. Nagendra (Director – Strategic Interventions, Vision Karnataka Foundation)

Mr. Kiran Bettadapur (Director – Blaze Ventures)

Dr. Govind R. Kadambi (Pro-Vice Chancellor (Research), RUAS)

Dr. K. M. Sharath Kumar (Dean – FMC)

The speakers discussed insightful topics, including Prof. Robert S. Langer's perspectives on the research ecosystem, Schumpeter's Creative Destruction Theory, and the role of digital learning in entrepreneurship. The event underscored the significance of scalability, design, and integrity in business ventures while bridging the concepts of management, entrepreneurship, and leadership.

A key highlight of the fest was the official brochure release of **BHARATPRENEUR SUMMIT 2025**, presented by the E-Cell Team, led by Dr. Subhadeep Mukherjee, in the presence of the esteemed guests.



The event concluded with a heartfelt vote of thanks delivered by Mr. P. Rajeeva Prasad, who expressed gratitude to everyone who contributed to the fest's success.

"The Office 3.0" witnessed enthusiastic participation from 10+ colleges, providing UG and PG students a valuable platform for knowledge sharing and networking. The event was a grand success, significantly contributing to students' growth and understanding of entrepreneurial and management concepts.

HR CONCLAVE – 05-03-2025

The Directorate of Training & Placement and FMC successfully organized the HR Conclave for the MBA 2023 batch final-year students, aiming to raise awareness about industry trends, career opportunities, and provide them with practical insights. The event focused on building confidence, enhancing self-esteem, and fostering positive change within the student community.

Special thanks to:

Prof. Kuldeep Kumar Raina, Vice Chancellor

Dr. K.M. Sharath Kumar, Professor and Dean, FMC

Dr. Heroji Anbalagan, Directorate of Training & Placement

The Faculty Members for their continued support and invitation



We are also grateful to our esteemed moderators:

• **Dr. Praveen Kamath Kumbla**, Professor of Practice

• **Dr. Chanchala Srivastava**, Assistant Professor, FMC

The sessions provided valuable insights into the future of work and the essential skills needed to navigate the ever-evolving professional landscape.

Parents-Teachers Meeting – 08-03-2025



FMC organized a Parents-Teachers Meeting (PTM) for UG Programme students of BBA (Hons.) and B.Com (Hons.) (Batch 2024). The meeting aimed to foster collaboration between parents and teachers to ensure that students are adapting well to the academic environment.

The PTM provided valuable insights into the 1st-year students' academic and emotional progress. Parents and teachers agreed on the importance of early intervention, clear communication, and supporting the students in balancing their academic workload with their well-being.

RUAS ARTHABODHA POWER BI SESSION

Unlock the Powers of your Data Today!

Explore data connectivity, data modeling, data visualization and data process discovery using

A GUEST LECTURE

Date: **MARCH 17th - 20th**
VENUE: SEMINAR HALL, FMC

Time: **6:10 - 6:10 pm**

Classroom : F9

Dr. Uday Kumar Jagannathan
Associate Professor
Faculty of Management and Commerce
RUAS

Guest talk on Managing Data for Meaningful Insights

Date: 20.03.2025
Venue: F09
Time: 10 am

Ms. S S Himashree
Project Associate,
Icon plc

ALL STUDENTS AND FACULTY ARE WELCOME

Faculty of Management and Commerce Presents

GUEST LECTURE
On
"Pitching to your Grand Mother"

Speaker :
Dr. Murali Loganathan
Director of Research
Pinnacle

20 March 2025 9:00 am MDP Hall, FMC

Dr. Chanchala Srivastava 9412054869 chanchala.sri.m@ruas.ac.in
Dr. P. Rajeev Prasad 9052017179 p.rajeev.prasad@ruas.ac.in

GUEST LECTURE ON

NAVIGATING ECONOMIC STABILITY: INSIGHTS INTO FISCAL POLICY AND MONETARY POLICY

DATE: 28TH MARCH, 2025 (FRIDAY)
VENUE: SEMINAR HALL, SECOND FLOOR, FMC BUILDING
TIME: 10 AM TO 12 PM

Dr. Meenakshi Y
Professor of SOC and E
Presidency University, Bangalore
Dr. Meenakshi holds an M.A. in Economics from Kavayitri University, where she secured the 4th rank and was awarded a gold medal for her excellence in Financial Institutions and Markets.

ALL STUDENTS AND FACULTY ARE WELCOME

FACULTY COORDINATORS: Ms. Vanashree K
Dr. Nirmal Singh

Workshop on "Effective Communication for Future Leaders"

Date: 26.03.2025
Venue: Seminar Hall
2nd Floor, FMC Building
Time: 11:30am - 1:30pm & 2:30pm - 4:30pm

Mr. Prasanth Palakkadiyil
Founder & Chief Strengths Facilitator, EMPSSIS

Having touched over 1000 lives through transformational training and strengths building, he leads the path through 40000+ National Strengths design with a vision to create 1 million entrepreneurs based on their strength profiles and aligned sectors. Prasanth with his unique training style empowers young minds to identify and build on their strengths.

ALL STUDENTS AND FACULTY ARE WELCOME

Faculty coordinators: Dr. Sindu Nambiar
Dr. Jeyaraj Agariwal
Ms. Renee Narasitha

SERVICE TO SOCIETY



**Cluny Convent-Opportunity School,
Malleswaram-10-02-2025**



**Gopal Ram Narayan Government Model
Primary School – 18-02-2025**

Our B-School is committed to giving back to the community through various service-to-society initiatives. These efforts aim to foster social responsibility and a spirit of volunteerism among students. From organizing awareness campaigns on important issues like health, environment, and education to participating in community-building activities, our students actively contribute to the betterment of society. The initiatives provide hands-on opportunities for students to engage with and understand the challenges faced by underserved communities while developing their leadership, teamwork, and problem-solving skills. Through these programs, we aim to create a positive impact and inspire a culture of giving and social consciousness.



**Rohi Foundation
7-02-2025**



**BBMP COMPOSITE PU SCHOOL/COLLEGE
21-02-2025**

INDUSTRIAL VISIT – HMT MUSEUM – 19-03-2025

A batch of 2nd-semester students from the BCom-FT 2024 program had the opportunity to visit the HMT Museum, where they explored the rich history and technological innovations of HMT. The visit was accompanied by two Faculty members, Dr. Annapurna Prakash and Dr. Rajisha T., who guided the students through the exhibits and provided valuable insights into the company's contributions to the industry."



1. Rashmi. R, Dr Shivakami Rajan, Dr Mohinder Chand, & Dr Sweety Jamgade. (2024). User Proficiency as a Bridge to Memorable Experiences: Investigating the Mediating Role on Smart Tourism Technologies in Religious Destinations. *International Journal of Hospitality and Tourism Systems*, Volume 17 Issue 4, pp. 60-76.
2. Vanishree, K., Sharma, A., Mandava, V. and Kushal, B.H., 2024. A comparative study on the benefits offered to faculty in private and public educational institutions. In *ITM Web of Conferences* (Vol. 68, p. 01007). EDP Sciences.
3. S Ajitha, Annapurna Prakash, Annette Nikita and K.M. Sharath Kumar (2024). Journey from Brain Drain and Brain Gain to Brain Circulation: Bengaluru, India as a Start-up Entrepreneurship Ecosystem to address the global problems. *Global Urban Innovation Brief*, No:2, Daejeon Institute of Science and Technology for Enterprise & People, DiSTEP, pp 13-19
4. Renee Namratha, & Shivakami Rajan. (2024). Redefining Accreditation: Integrating Cultural Competence into Higher Education Standards. *Educational Administration: Theory and Practice*, 30(4), 3627–3636. A batch of 2nd-semester students from the BCom-FT 2024 program had the opportunity to visit the HMT Museum, where they explored the rich history and technological innovations of HMT. The visit was accompanied by two Faculty members, Dr. Annapurna Prakash and Dr. Rajisha T., who guided the students through the exhibits and provided valuable insights into the company's contributions to the industry."
5. Renee Namratha, Shivakami Rajan, & Mehfil Roshen. (2023). A Study on the Impact of Experiential Diversity on Employee Retention in Indian IT Sector. R. A batch of 2nd-semester students from the BCom-FT 2024 program had the opportunity to visit the HMT Museum, where they explored the rich history and technological innovations of HMT. The visit was accompanied by two Faculty members, Dr. Annapurna Prakash and Dr. Rajisha T., who guided the students through the exhibits and provided valuable insights into the company's contributions to the industry."
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10. Janhavi, S. & Suresh, N., 2024. A study on impact of macroeconomic factors on stock market returns of Afro-Asian countries. *Adhyatma: A Journal of Management, Spirituality and Human Values*, 8(1).
11. Vishnu, V.V., Bharathi, N.R. & Suresh, N., 2024. Fundamental analysis of securities: A study with reference to financial services sector in Indian stock market. *Adhyatma: A Journal of Management, Spirituality and Human Values*, 8(2).
12. Malathi, V., Bharathi, N.R. & Suresh, N., 2023. A study on impact of credit risk management on financial performance of commercial banks in India. *Adhyatma: A Journal of Management, Spirituality and Human Values*, 7(2).
13. Pradeep, Bharathi, N.R. & Suresh, N., 2023. Movement of the stock indices in relation with selected macroeconomic variables. *Adhyatma: A Journal of Management, Spirituality and Human Values*, 7(1).
14. Chaubey, A. & Jagannathan, U.K., 2023. Impact of business analytics on supply chain. *Adhyatma: A Journal of Management, Spirituality and Human Values*, 7(1).
15. Raju, A., Jagannathan, U.K. and Pundalika, T. (2025), "Empirical analysis of adaptive market hypothesis using Sharpe Ratio for buy and sell opportunities in global indices", *The Economics and Finance Letters*, Vol. 12 No. 1, pp. 120–142, doi: 10.18488/29.v12i1.4102.
16. Kodi, R. and Kumar, K.S., 2025. A Probit Regression Approach for Predicting High Job Performance for Administrative Staff in HEIs of Ghana. *Journal of African Business*, pp.1-22.

WORKSHOP

1. Rajisha T participated in the "Two-Day National Level Online Workshop on Concepts, Assumptions and Diagnostics in ANOVA and Regression Models," Organized by Rajalakshmi Engineering College in collaboration with CEDAAR, Chennai, India on 6th & 7th December 2024
2. Usha, J.C. participate 5 days international Online Workshop on 'Master the Arts of Research and Publication: AI Tools and Techniques for Quick Report Writing and Publication' organized by the Global Research and Training Centre on 26th to 30th December 2024.
3. Vimal Raj L attended a One-Week Management Development Programme (MDP) on Sustainable Supply Chain Management (SSCM) at the School of Management Studies, University of Hyderabad, in collaboration with MeritOne Inc., USA, from 27 to 31 January 2025
4. Sushma B. S. attended a webinar on "From Zero to One: The Practicalities of Starting & Scaling a Venture" by Mr. Kunal Bharadwaj at GIBS Business School, Bengaluru, on 23rd January 2025.
5. Sushma B. S. attended a webinar on "Entrepreneurship in a Connected World: Strategies for Navigating the Global Economy" by Prof. Lasse Torkkeli at GIBS Business School, Bengaluru, on 30th January 2025.
6. Shilpa R.G. attended One Day Workshop on Standardization of Data through Annual Quality Assurance Report (AQAR) organised by IQAC, RUAS on 12th February, 2025.
7. Reshma K J attended Entrepreneurship Educators Conclave Rethinking Curriculum and Pedagogy to Foster Entrepreneurship organized by Center For Entrepreneurship, Ramaiah University of Applied Sciences from Jan 31st to Feb 13th 2024
8. Manavi, A D. attended Entrepreneurship Educators Conclave organized by Center For Entrepreneurship, Ramaiah University of Applied Sciences in collaboration with BABSON COLLEGE, USA held from Feb 4-February 13, 2025
9. Usha J C attended Entrepreneurship Educators Conclave organized by Center For Entrepreneurship, Ramaiah University of Applied Sciences in collaboration with BABSON COLLEGE, USA held from Feb 4-February 13, 2025

ACHIEVEMENTS

"Dr. Chandra and Ms. Kavitha have filed an Indian patent for their groundbreaking doctoral research."

"FMC is proud to announce that it has been empaneled with Karnataka Monitoring Evaluation Authority (KMEA), Government of Karnataka, to undertake Consultancy Projects. Many thanks to Dr. Shivakami Rajan for suggesting the application.

Congratulations to Dr. Bindu; Dr. Annapurna; Dr. Rajisha and Mr. Rajeev for obtaining KSCST Grant from GoK.

FMC is pleased to announce the faculty members who have been awarded the Consultancy Project on the Employee Satisfaction Survey and Comprehensive Organizational Design by RISA:

1. Dr. Anicar D. Manavi
2. Dr. Shivakami Rajan
3. Mr. P. Rajeev Prasad
4. Dr. Subhadeep Mukherjee
5. Dr. Annapurna Prakash
6. Dr. Gururaj G. Phatak
7. Dr. Chanchala Srivatsava
8. Dr. Nirmal Singh"



E-CELL FMC, RUAS ACTIVITIES

1. Catalyst Insight: Leadership Talk Series- 24-01-2025

This leadership talk, part of a series known as Catalyst Insight, featured Mr. Vithal Madyalkar, a respected leader in the businessworld. His talk focused on providing entrepreneurs with valuable insights into effective leadership in the context of entrepreneurship. Topics likely covered included building and leading high-performing teams, managing change, and fostering a culture of innovation. The session aimed to inspire entrepreneurs to develop their leadership abilities, making it easier for them to navigate complex business challenges.

2. Catalyst Insight: Leadership Talk Series 2 - 14-02-2025

The second edition of the Catalyst Insights Leadership Talk Series, which took place on 14th February 2025, featured Mr. Siva Rama Prasad. This session centered around the evolving role of leaders in business, addressing how leadership styles and strategies need to adapt to meet the changing demands of the modern business landscape. Entrepreneurs who attended were given tools and frameworks to enhance their leadership capabilities, preparing them for future challenges in their industries.



3. Founders Fireside – 31-01-2025

Founders Fireside event provided a unique platform for experienced entrepreneurs to share their personal journeys, struggles, and successes. Entrepreneurs like Ms. Supriya Panchangam, Ms. Pavithra Kumar, and Mr. Ramu Muthangi took part in the session, offering valuable lessons and real-world insights. This informal yet impactful event allowed participants to gain a deeper understanding of the entrepreneurial journey through candid conversations, fostering a sense of community and collaboration among founder.



Each of these events reflects a growing trend in the entrepreneurial ecosystem: fostering learning, leadership development, and networking as integral components for long-term success.

The E-Cell's events in 2024 and 2025 provided valuable opportunities for growth, learning, and networking. These initiatives helped create a thriving entrepreneurial community, equipping participants with the knowledge and connections needed for success. Through these efforts, the E-Cell has made a lasting impact on the entrepreneurial ecosystem and will continue to inspire future leaders.

FMC, LIBRARY

The FMC Library is a state-of-the-art knowledge hub, featuring an extensive collection of:

- **2100+** titles and 3,900+ volumes of books
- **26,000+** eBooks through the EBSCO eBook Business Core Collection
- **60,000+** educational videos

The library's spacious reading room accommodates over 80 students, providing an ideal environment for learning. To further support academic excellence, the library subscribes to prominent online databases, including:

1. EBSCO Journals database
2. EBSCO E-books Business Collection
3. Pearson
4. Harvard Business Review
5. Business Standard
6. J Gate

Strategic partnerships with esteemed institutions like IIM-Bangalore, DELNET, and connectivity with all 9 RUAS libraries, ensure comprehensive support for students and faculty, fostering a culture of research, innovation, and academic success.

New Additions to FMC Library (August 2024 - March 2025)
During the period from August 2024 to March 2025, the FMC Library has added:

- **[433] new titles**
- **[534] new volumes**

These new additions enrich the library's collection, providing students, faculty, and staff with access to a wider range of resources, supporting academic excellence and research

STUDENT ACTIVITIES & ACHIEVEMENTS

MANAGEMENT CLUB ACTIVITY





Ms. Dhanya U Shetty (MBA- Batch-2023-25)

Awarded for securing **2nd place in Net Ball-** Karnataka State Games 2025 conducted by Youth Empowerment and Sports Department, Karnataka in Mangalore and Udupi from 17 to 23 Jan, 2025



Mr. Ismail Zabiulla Sharief (BBA- A Section, Batch- 2024) presented his paper titled **"Identifying Determinants of User Satisfaction with Electric Vehicles: Development and Validation of a Scale"** at the International Conference on "Transforming Mobility: Business Innovations, Financial Strategies, and Sustainability Practices for a Greener Future," organized by the Indian Institute of Technology, Kharagpur – 04-02-2025



Mr. Srijay T R (BBA- Batch- 2024) Bagged **One gold and Two Silver Medals** in the Karnataka State Games in Air Rifle Shooting in Bangalore on Jan 22, 2025



Ms. Nikitha, Ms. Manya Sharma, and Ms. Chandana P (MBA – BATCH – 2024) for winning **2nd prize in The Negotiator event**, along with cash prize



FMC won the Best March Past

PLACEMENT



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

**DIRECTORATE OF
TRAINING AND PLACEMENT**

AY 2024-25

Congratulations



Aditya Raju
21MCMS101010
MBA



U RACHEL ELIZABETH
22MCMS101207
MBA



Edwin Abhisek Thapa
21MCCA016011
B.com

Placed at
Walmart  **Global Tech India**

Role : Resolution Specialist
CTC : 5.25 LPA

STUDENT ARTICLE



ABHIJIT ARYA

BBA 4th Semester
Batch : 2023

LIFE AT FMC

A Journey That Began With 'Deeksharambh'

Stepping into college is both exciting and overwhelming, and my introduction to FMC, RUAS was no different. Our batch was welcomed with Deeksharambh 2023, a 15-day induction program designed to immerse us in the diverse culture of RUAS. From club activities to cultural events, we were exposed to a vibrant student community and an array of opportunities. While it was initially intimidating, it laid the perfect foundation for me to explore, learn, and grow.

Beyond the Classroom: The Power of Extracurriculars

As a management student, I realized early on that practical exposure is just as crucial as academic learning. With this mindset, I actively engaged in club activities and internships to hone my skills. I became a part of The Startup Society, Rotaract Club of RUAS, and Anubhooti – The Dramatics Club, where I had the opportunity to learn, collaborate, and lead.

My journey wouldn't have been the same without the unwavering support of my mentors. **Dr. K.M. Sharath Kumar, Dean Dr. Subhadeep Mukherjee, Faculty Coordinator, and Mr. Rajeev Prasad** played instrumental roles in guiding and encouraging me at every step. With their mentorship, I took on leadership roles, serving as the Faculty Representative and later the Social Media Coordinator for The Startup Society. I was also entrusted with the role of Sergeant-at-Arms in the first term (2023-24) of the Rotaract Club of RUAS and currently serve as the Professional Development Director for the 2024-25 term.

FUTURE ACTIVITIES

1. Management Development Program – April 2025
2. Immersion Program – DAAD (German Academic Exchange Service)- Study visit Bavaria - Sustainable Business and Economy Program from April 28th to 10th May 2025



Connect with us



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