

INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,  
KUVEMPU UNIVERSITY



FORUM FILE UP

2021-22



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## DEPARTMENT PROFILE



### KUVEMPU UNIVERSITY IMSR, Dept. of Management



## DYNAMIC RESULTS – PROVEN REPUTATION

### VISION

The Institute shall strive to become one of the premier B-Schools in the country in training and developing business leaders and to become a global research center in management.

### MISSION

- ❑ To impart need-based quality management education.
- ❑ To facilitate interactions with industry.
- ❑ To build character, commitment, devotion, integrity, values and innovation among students.

[www.kuvempu.ac.in](http://www.kuvempu.ac.in)

### ABOUT US

Kuvempu University an affiliating University established in 1984, is a State University recognized by JGU under 2(h) and 12(b). The University has been named after great Kannada writer Shri KUVEMPU and has achieved a distinctive academic profile and a cultural identity of its own. Interestingly, the features of its identity seem to have emerged out of the multifaceted personality of Kuvempu, the great doyen of Kannada literature, a Jnanapitha awardee and one among the most significant cultural figures of modern India.

### ABOUT IMSR

Owing to IT and WTO, there is a paradigm shift in the economic environment all over the world and they have not only posed threats but also thrown open abundant avenues of employment to the qualified people. These developments, together with the expansion (both intensive and extensive) in the economic activities, lead to the enormous increase in the demand for Management Studies. Kuvempu University took this as an opportunity and a challenge and has started the Department of Post Graduate Studies in Management or Jnanacharya, the headquarters of the University, during 2015-16 academic year.

### OUR VALUES

- Life-long Learning
- Value-adding Research
- Accessibility and Affordability
- Collaboration and Community Development
- Diversity and Inclusiveness
- Participatory Leadership

**Chairman**

Prof. H.N. Kamesh

**Year of Establishment**

2005



Widening UPE Office



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## FORUM COMMITTEE - 2022

### FORUM COORDINATORS

Dheendra Paller	2 <sup>nd</sup> year MBA	960 29 91278
Siddha A B	2 <sup>nd</sup> year MBA HRM	789 29 2802

### CLASS REPRESENTATIVES

#### 2<sup>nd</sup> YEAR MBA HRM

Aashika A	2 <sup>nd</sup> year MBA HRM	781 929 4465
Karabari Bab	2 <sup>nd</sup> year MBA HRM	985 937 0925

#### 2<sup>nd</sup> MBA MARKETING

Asha Shobik	2 <sup>nd</sup> year MBA	987 159 7406
Ramashik R Bab	2 <sup>nd</sup> year MBA	981 671 8120

#### 2<sup>nd</sup> YEAR MBA HR

Bhuvan B B	2 <sup>nd</sup> year MBA	848 021 0100
Pranav Shetty	2 <sup>nd</sup> year MBA	986 244 0926

#### 1<sup>st</sup> YEAR MBA HRM

Bhavana	1 <sup>st</sup> year MBA HRM	876 264 9872
Vikas	1 <sup>st</sup> year MBA HRM	720 425 8836

#### 1<sup>st</sup> YEAR MBA 'A' SEC

Manjusha B umtham	1 <sup>st</sup> year MBA A Sec	8421 48 6009
Shravanika T B	1 <sup>st</sup> year MBA A Sec	724 902 6901

#### 1<sup>st</sup> YEAR MBA 'B' SEC

Randaa A B	1 <sup>st</sup> year MBA B Sec	748 844 8044
Ashwathi P	1 <sup>st</sup> year MBA B Sec	974 002 7210





We have conducted the forum activity for all the M BA Students of Institute of management studies and research , N wumpu University , where we have given the brief introduction about the department , glanced about the academic year 2021 , discussed about the framework of academic year 2022 , conducted induction and various activities .

As mentioned in the above key points ,

Firstly we briefly explained about the discipline and decorum of the department and the framework we have planned in the academic year 2022 such as forum activities , Orientation , Induction , Teachers day , Speciallecturing , Management fests , Industrial visits , Sports meet , placements etc...

We have conducted INDUCTION where all the juniors introduced themselves for about 2-3 minutes

To build the co-ordination among the students , we have conducted the interesting game called Passing the Action , in that game we mainly focused on the concentration , team spirit , leadership quality , communication etc...

We have also conducted the cultural program for the purpose of improvement of their skills and talent , where the few juniors have showcased their hidden talent in front of the audience .

After the last session of this program , the suggestions/feedback given was open where we have got positive feedback about our department , faculty , students , campus , as well as this program

All students participated very enthusiastically , looking forward for the same response in the forum activities .

#### **BEST PARTICIPANTS -**

Frankha P - 1<sup>st</sup> Year M BA NRM

Lavanya P Nirmath - 1<sup>st</sup> year M BA NRM





## FORUM ACTIVITY

Date:06/02/2022

We have conducted the forum activity for all the M.B.A. Students of Institute of Management Studies and Research, Kuvempu University. Where we have given the brief introduction about the department, glanced about forum activities and conducted induction and various activities.

As mentioned in the above key points,

Firstly, we briefly explained about the forum activities of that day.

We have conducted Quiz, where all the students from first year and second year try to identify companies by their taglines and slogan.

To build the co-ordination among the students, we have conducted the interesting game called WASTE TO BEST, in that game we mainly focused on the communication building, team building, group conflict, leadership quality and presentation skill Etc.

We have also conducted the group talk for the purpose of improvement of their speaking abilities in front of audience, where the few first year and second year have showcased their hidden talent in front of the audience.

After the last session of this program, the suggestions/feedback lines were open where we have got positive feedback about our department, faculties, students, campus as well as this program.

All students participated very enthusiastically looking forward for the same response in the future activities.

### BEST PARTICIPANTS-

- 1) Deepthi J-1<sup>st</sup> year M.B.A. HRM
- 2) Prabhakar-1<sup>st</sup> year M.B.A



### Three Days Orientation Program for MBA & MFA (NEM)

#### 1<sup>st</sup> Year Students.

As of Day 01, which is 21<sup>st</sup> February 2022, The Department of INRR has conducted the forum activity for the MBA & MFA (NEM) 1<sup>st</sup> year students.

In the beginning the program inauguration was done by respected persons who were present on the date and the respected ones.

Chief Guest - Prof. C. N. Thiruganap (The Registrar (Education))

Guest of Honor - Prof. R. HemantRaj (Professor, INRR)

Guest of Honor - Dr. R. R. Manjunath (Associate professor, Deputy Registrar (Education) INRR)

President - Prof. H. R. Ramesh (Professor & Chairman, INRR)

The inauguration Ceremony was started from 10:00 am till 2:00 pm. The initial speech was given by Chief Guest Prof. C. N. Thiruganap who he inaugurated the function and gave a full and shining speech to the audience by speaking about strength and weakness. He is respect the strength and weakness and make our life more strengthen according to it. He also spoke about career options which includes Globalisation, Perfection, Problem solving techniques which are within us and conscious evolution.

After that our Guest of Honor Prof. R. HemantRaj gave an auspicious and warm welcome to the event and to the department for the 1<sup>st</sup> year who has joined recently, with his guiding welcome the whole assembly was embraced with confidence.

Later another Guest of Honor Dr. R. R. Manjunath, Associate Prof. gave a powerful speech and motivated us by using the words of Shri Ram like,

- "You can dream it, you can do it"
- Stop waiting and start doing
- Being producer, consumer should always be our dream.

This ends the inauguration Ceremony.

1<sup>st</sup> Session (2:00 pm - 4:00 pm) - Our honorable Chairman Prof. H. R. Ramesh took the first session to explain the purpose of MBA program and gave us specially clarifying us the what is need for MBA program and how the department provides assistance for developing and shaping great personalities. He also spoke about Time Management which is very much essential to build our future. He explained who is a self-leader and how a real leader will be self-motivated and promotes him or herself that he gives what he needs.

**Break 4:00 pm - 4:30 pm**

2<sup>nd</sup> Session (4:30 pm - 6:00 pm) - Our Respected guest Dr. R. R. Manjunath has taken the stage again to guide us the need of MBA program and made us enlightened about the time knowledge, personality and made us realize to put significant efforts to make ourselves better and knowledgeable.



**Day 02**, Dated on 22<sup>nd</sup> February 2022.

**1<sup>st</sup> Session** – Prof. Mohammed Umair, Faculty at department of commerce at St. Joseph's College, Bengaluru, had taken the 1<sup>st</sup> session by withholding the topics.

- ⇒ Honing and Nurturing Course / Domain Knowledge.
- ⇒ Activity on linking course theory of practice. Case study approach and quiz.

He also took the initiation to elaborate some other topics like,

- ⇒ Change in trends
- ⇒ Technology
- ⇒ Marketing, Production, Human resource, Finance, Research & Development.

**2<sup>nd</sup> Session** – Dr. Kanishka K, Assistant professor & HOD, St. Joseph's College, Bengaluru.

Dr. Kanishka K involved herself in explaining the various concepts like,

- ⇒ Art of developing core managerial skills [CMT H Skills]. Activity on identifying, Enhancing and applying core managerial skills.
- ⇒ Passion, Persistence, Perseverance.
- ⇒ Activity based on 3 different hierarchy [90 seconds time was given]
- Team 1 [11 out of 22]
- Team 2 [08 out of 22]
- Team 3 [03 out of 22]

She guided that in order to develop all these skills one should concentrate on his/her Focus, Co-ordination, Decision Making and deal with his confusions & try to develop solutions out of it.

**3<sup>rd</sup> Session** – Prof. Dayalan T R, Country Head, ARK Power solutions, Bengaluru.

He took the session for micro level group mentoring for aspiring entrepreneurs. He provided various steps and ideas to initiate & develop.

- ⇒ Startups
- ⇒ Entrepreneurships

**Valedictory** – Prof. H. N. Ramesh, Chairman, Dept. of IMSR, Kuvempu University, took the step to provide the valedictory for the Honorable Guests who contributed their time and knowledge for the various sessions. While providing a farewell for the guests he handed over a moment for the guests to say something about their experiencing in visiting the university.







**Day 03, Dated on 23<sup>rd</sup> February 2022.**

**1<sup>st</sup> Session** – Mr. Ananth Kumar N, Advocate, Life skill trainer & author, Bengaluru.

Mr. Ananth covered various concepts from his knowledge & experience which was really inspiring. He shared various topics like,

- ⇒ Life skills & leadership qualities
- ⇒ Skill, Attitude, Knowledge
- ⇒ Potential, Desire, Dreams
- ⇒ Purpose
- ⇒ Time, Energy, Attitude
- ⇒ Hard work, Smart work, Creativity
- ⇒ Investment of tears

**2<sup>nd</sup> Session** – Dr. Aravind S T, Neuro Psychiatrist, Positive Mind Hospital.

Dr. Aravind elaborated the session with the topic Stress Management.

After the last session of this program, Valedictory was conducted to honor the respected speakers who shared their values and experience. Vote of thanks was given to the respected members who has contributed to conduct this event and making this event successful.



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## FORUM COMMITTEE

### Fresher's Day – Newbies 2K22

In order to welcome the juniors and make them feel confident the event **Newbies 2K22** was organized by all the seniors to our beloved juniors. To make this event grand and successful the event planned and executed according to it as much as possible.

As we divided the work into certain committees according to their role and duties. The different committees were, Cultural, Decor, Discipline, Technical, Food, Onstage, Offstage.

As of Dated on **March 7<sup>th</sup>, 2022** – We had organized various games and activities for the juniors like, Quiz, Cup pyramid, Track Building, Balloon Game, A1 to C10, Cotton Ball, Memory Game. By supportive participation by the juniors we got a champion team as well.

As of Dated on **March 8<sup>th</sup>, 2022** – There was an amazing Flash Mob from all the seniors.

•We came with the theme Newbies 2K22

•Dress code was decided •Invited juniors (Officially)

•Dance performance by all the 2<sup>nd</sup> years.

As of Dated on **March 9<sup>th</sup>, 2022** – We invited all the faculty members from our department and from the other department as well to our event.

Dated on **March 10<sup>th</sup>, 2022** – “Fresher's Day – Newbies 2K22”

In the beginning of the event Inauguration was carried on, the program was categorized in 2 events i.e. Formal program and Informal program.

The formal program was from 10.30 am – 1.30 pm and a chief guest was invited, Tejas K M, Branch manager, State Bank of India, Shivamogga. In the event he addressed the youngsters and spoke about the advantages we had and what we can do with it.

After that Introduction of 1<sup>st</sup> years through “Ice breaking activities”.

Informal program was from 1.30 pm till 5.30 pm, where it had various cultural activities and fun. It started with a tribute to Puneeth Rajkumar by respecting his contribution to the society. Through this everyone showcased their talent in various activities like,

Dance, Funny dance, Free style dance, Formal dance.

Singing

Mimicry

Standup comedy

Through these various enlightening performances, the auditorium filled with joy and happiness. By the end of the event we got lots of positive feedbacks from the juniors and their appreciation for letting them have so much fun and the finally the event ended with a group photo by all the juniors, seniors and faculty members







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One Day Workshop On Tax Policy and Practices in India - With Special

Reference to Goods and Service Tax (GST)

Date: 1st, 2022/2022

At the beginning of the workshop, the program was inaugurated by the respective members who were present. The stage later the activities conducted as listed below:

Guests	Dr. B. R. Ramesh Babu, Chairman Kuvempu University of Management Studies and Research
Speech by Ramesh Babu	Dr. B. R. Ramesh Babu, Chairman Kuvempu University
Speech by Ramesh Babu	Dr. B. R. Ramesh Babu, Chairman Kuvempu University
Speech by Ramesh Babu	Dr. B. R. Ramesh Babu, Chairman Kuvempu University
Speech by Ramesh Babu	Dr. B. R. Ramesh Babu, Chairman Kuvempu University
Speech by Ramesh Babu	Dr. B. R. Ramesh Babu, Chairman Kuvempu University

Teaching/Exercises

Exercise 1 - Dr. B. R. Ramesh Babu, Chairman

Dr. B. R. Ramesh Babu, Chairman

Topic - Taxation in India: A Brief History

- Taxation in India: A Brief History
- Taxation in India: A Brief History
- Taxation in India: A Brief History

Exercise 2 - Dr. B. R. Ramesh Babu, Chairman

Dr. B. R. Ramesh Babu, Chairman

Topic - Taxation in India: A Brief History

- Taxation in India: A Brief History
- Taxation in India: A Brief History
- Taxation in India: A Brief History

Exercise 3 - Dr. B. R. Ramesh Babu, Chairman

Dr. B. R. Ramesh Babu, Chairman

Topic - Taxation in India: A Brief History

- Taxation in India: A Brief History
- Taxation in India: A Brief History
- Taxation in India: A Brief History

Feedback - In the end, the feedback session was organized and received feedback from the participants and the organizers. Finally, the activities concluded by singing the national anthem.



## **One Day workshop on Management Trends in The lens of budding managers**

**26 March 2022**

*We had a one day seminar on Management Trends in the lens of budding Managers' on 26 March 2022. On that occasion we invited as a Chief guest was Shilpa. K, guest lecturer, Tarikere.*

*We had two sessions morning to evening on that day for all management Students which was scheduled at 10:00am to 12:00 pm and the second session was from 2:30pm to 5:00pm which is for all students of management.*

*We had really valuable session on that day, where the morning session was formally given after words afternoon session was about to present the paper on the done research. In that session we learned as many things like, innovative ideas, creativity, trends of budding managers and many more.*

*All the students showed their skills very well how the trends will change day by day and we have got lot of ideas from different minds. We have learnt about management skills in corporate level, how the managers will think about particular topics and many more.*

*It was a great experience to have such ideas generated by the students and we have also learned from chief guest by her speech, and that will help us to grow into next level as a manager. We have enjoyed that session to have such resources as well the All time of institute of management studies and research. We have got lot of information on that day and all they motivated us to become successful managers in the future from different ideas provided by the management students.*

### **Program Info:**

**Guest of Honor- Prof R Nirmani Naik**

**Prof. K. R. Manjunath**

**Chief Guest- Shilpa. K**

**(Guest Lecturer, Tarikere.**

**President- Nagesh Nalla (Marketing Club) Institute of management studies and research.**

**Secretary- Sushil (Marketing Club) Institute of management studies and research.**

**All the members of marketing club, Institute of management studies and research, Kuvempu university, SHANKARAGATTI.**





# *SYMPOSIUM*



## FORM ACTIVITIES

We have conducted the forum activity for all the MBA Students of institute of management studies and research, Kuvempu University. Where we have given the brief introduction about the department, glanced about forum activities and conducted induction and various activities. As mentioned in the above key points, Firstly, we briefly explained about the forum activities of that day. We have conducted "Memory Test game", where all the students from first year recall the names of the candidates who were presented there in that forum activity and with the help of that activity every students knew about their friends. To know the internal quality of the students, we have conducted the interesting game called "Spelling B", in that game we mainly focused on the filling the omitted letters in the word which we have provided to them related to their subjects and it helps to know the subject knowledge of the students. We have also conducted the game called "Finding the Places", in that game we had show the images of various departments of the university and asked them to identify the location as well as the name of that department and it helps the students to know the various departments names and their locations. After the last session of this program, the suggestions/feedback lines were open where we have got positive feedback about our department, faculties, students, campus as well as this program All students participated very enthusiastically looking forward for the same response in the future activities. BEST PARTICIPANTS) Deepika K H-1st year MBA 2) B Shivarajkumar-1st year MBA FORUM ACTIVITY



Date : 16/8/2022

Another such forum activities was conducted by Forum Committee on Saturday, which was a tremendous fun filled day for the day. The day was started with the fun game of providing challenges to the juniors which is that they will be given a topic in English and they should speak related to the topic in Kannada for about 2 minutes.

Though it seems a bit challenging, but it was fun to play and the best participants were,

Mamuj (A Sec),  
Shashidar Achari (A Sec),  
Dinesh (A Sec),  
Ghanesh (B Sec),  
Nishith (B Sec)

And the next game was Pictionary test game where a picture will be displayed on the screen and they have to speak about the picture which makes two teams. By conducting this game, it brings out the individual personality by traits, interests, abilities, behaviour, talents and aptitudes. By making them to play with the team members it also gives them a positive support from the team which brings positive co-ordination and cohesiveness and the teams were,

<u>Team 1,</u>	<u>Team 2,</u>
Prabhakar	Sudhu
Shirish	Karthik
Nishith	-

The next event was a game debate which also had 2 teams where for both the teams a topic will be given and they have to speak about the topic about the Pro's and Con's in the opposite teams either one of the team should pick Pro's and the other team should debate with Con's. The team with valid arguments point and debate the winner will be chosen.

The teams were,

<u>Team 1,</u>	<u>Team 2,</u>
Nishith	Sudhu
Pritham	Ghanesh,
-	Karthik

Later the debate was collected from the juniors about the forum activities conducted on the day. The feedback had lots of positive suggestions and they were really looking forward to more such activities to be conducted.





### Day 1 [8<sup>th</sup> August, Monday].

The departure of this trip was scheduled at 5.00 pm from the Department of JIMSR, Kuvempu University. From there the journey started towards Hyderabad, the dinner was made at Murga Mahi, Chittoor, from there we reached Hyderabad at 05.45 am in the morning at a Hotel.



### Day 2 [9<sup>th</sup> August, Tuesday].

After reaching Nellore everyone was freshened and was provided with breakfast, then at 11.00 am we visited Birk Mandir, Gollanda Fort and after that lunch was provided to everyone after that the visit was made to NTR Garden, Nussam Sagar Lake and some small shops for everyone and then return to the Hotel at 8.00 pm.



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### Day 3 [10<sup>th</sup> August, Wednesday].

After Day 2 everyone was back to their room and the morning everyone got freshened and their breakfast was served. The visit for the day was to Ramoji Film City which had many spots to be seen like.

• Film making shows

• Stunt shows

• Dry game activities

• City/Town/ Area visit which covers.

- Gardens, Temples, parks, Butterfly gardens, Bird sanctuaries, Games, Lunch, Film sets of Bahubali, Airport, dance shows, etc.

Then after Ramoji Film City the visit was to Venkateshwara temple which is near Ramoji Film City itself which we reached there at 7.00 pm and returned to hotel at 9.00 pm.



### Day 4 [11<sup>th</sup> August, Thursday]

The visit of the day was Industrial visit to the National Institute of Nutrition which was established in 1958 where we were shown with the museum documentation and they shared their experience about the nutrition significance and its need in today's world and their development and achievement in the nutrition. It even showed the museum show about - HIV, AIDS, Malnutrition infection, Calories, Diet plans, Yield food products and Developmental programs towards the growth of children, Nutrition, Micronutrients and Supper of millets and after that finally the documentation about the research Centre was shown and after that the visit was made to Salar-Chung museum where after that lunch was provided to everyone and then the visit was Charminar where everyone was left to their own for their shopping purpose and after that back to hotel at 7.00 pm and dinner was served at 10.00 pm and then pack up.



**Day 5 [12<sup>th</sup> August, Friday],**

*On this day was a fun day because it was Wonder La, which had many games at first it had dry games and after that lunch and then water games, after everything journey was started to back to the department. While return the dinner was made at Delicious hyderbad restaurant and at 2.30 am we reached Raichur at a Hotel to fresh up*



**Day 6 [13<sup>th</sup> August, Saturday],**

*Early morning at 6.00 am we decided to visit Manthralaya for Sri Ragavendra Swamy darshana after that Panchamuki Anjaneya darshana and then lunch was at Chitradurga and then we visited Hospete dam and we reached department at 9.00 pm*





## **Special lecture**

**August 10 2022**

**The institute of management studies and research at Kuvempu University organized a special lecture for all MBA students. We have invited Dr. Sekhar. S. lyer Director Vivekananda School of Management from Puttur, Dk. We briefly introduced him and glanced at his career path. There was a lot of emphasis on interview skills and corporate communication in this lecture. As mentioned in the above key points, To begin with, he briefly explained the corporate world and what it requires. He talked about how to communicate in the corporate sector and how to interact with the HR people in the organization. He himself worked for Volvo buses as a HR specialist. Students learned how to communicate during an interview from his input, which will help them succeed in their careers. The next lecture focused on how students can prepare for the interview, including general smartness that might be helpful, as well as what employers expect from students. Students may have changed the way they view interviews as a result of this advice A motivational story and motivational quote were also presented during the session, where students thought about principles and values they could adopt. The feedback/suggestions lines were open after the last class of this program where he received questions about the job market as well as career development. During this lecture, all students participated very enthusiastically and look forward to more lectures like this in the future**





## **ONE DAY WORKSHOP ON INFORMATION TECHNOLOGY AND BIG DATA ANALYSIS**

We had a workshop on "Information Technology and Big data analysis" on 20th August 2022. The special invitee for that program was Mr. Philip Varghese, global head, applied intelligence platform, Engineering and architecture. We had two sessions on that day for all MBA [REGULAR & HRM] 2nd year students which was scheduled at 10.00 am to 12.30 pm and the second session was from 2.00 pm to 4.30 pm which is for All MBA [REGULAR & HRM] 1st year students.

We had a really good session on that day. We have learnt so many things like, corporate field, Information technology, Artificial Intelligence(AI), Big data analysis and replacement HR practices by technology or we can say digitalization of HR practices and many more. They explained very well about how all the HR practices are getting digitalized day by day and how efficiently and how effectively they are working as the substitution of Human Resources and they also explained about the adoption of AI and how exactly that AI will work.

We have learnt about the database management system in corporate level, what are the tools and technique they usually use for managing big data. It was a great experience to have such resourceful person as our guest. We have got lot of new information on that day and they motivated us to become a successful big data analyst by explaining about carrier opportunities in that field.

Program info: President - Prof H N Ramesh [Chairman of IMSR]

Guest of Honor - Prof R Hiremani Naik

- Prof K R Manjunath [Deputy Register of Evaluation]

Special Invitee - Mr. Philipp Varghese, [Global head, Applied intelligence platform, Engineering and architecture].



## Teachers Day

Teaching is a profession, that teaches to all the professions. A day is kept aside to remember all the teachers. this day is celebrated in commemoration of Dr Sarvepalli Radhakrishnan. Teachers impart not just education but also values. they are the backbones of our education system and supports the upbringing of numerous students. On the occasion of National Teacher's Day, The Institute of management studies and research honored the hard work of their teachers and through a day of celebrations and blessings. To grace the occasion, we have invited all the faculty members

- Prof . H N Ramesh Sir- [Chairman, IMSR, Kuvempu University, Jnansahyadri, Shankaraghatta]
- Prof . R Hiremani Naik- [ Director school of Business Studies, IMSR, Kuvempu University, Jnansahyadri, Shankaraghatta. ]
- Dr . K R Manjunath - [ Associate Professor, Deputy Registrar [ Evaluation], IMSR, Kuvempu University, Jnansahyadri, Shankaraghatta]
- FACULTY MEMBERS Of IMSR , Kuvempu University
- Dr. Sumathi K, Mr. Naveen K H, Ms. Rina Khanum, Mr. Yashwanth Rao N, Mr. Vinay Prasad B, Dr. Rajendra prasad G. R, Mrs. Supriya G K, and all the scholars and staff members are invited. who would grace the function the programme started on schedule by 11:30 AM after the invocation and prayer we had extempore speech by Mr. Suhel about the special day and forum. committee members welcomed and garlanded the guests, there were speeches by all the esteemed dignitaries on the role of teachers in moulding the society and the ways to improve the present educational systems. The hawan was followed by documentary which every teacher and staff members enjoyed, after that, it was fun filled games played by all the teachers, at the end, there was cake - cutting ceremony. The program ended with sweet distribution after the vote of thanks, fun-filled games, a perfect way to enjoy such an important day



## FORUM ACTIVITY

Date: 01/07/2022

We have conducted the forum activity for all the MBA Students of Institute of Management Studies and Research, Kuvempu University. Where we have given the brief introduction about the Department, glanced about forum activities and conducted induction and various activities.

As mentioned in the above subject

Firstly, we briefly explained about the forum activities of that day. We have conducted **TRANSLATION**, where all the students from first year student try to explain all information related to the company from English language to Kannada language, to educate the students relating to the company details.

To explain ideas and skills of the students, we have conducted the interesting game called **PRODUCT PROMOTIONING**, in that game we mainly focused on the idea's generation, group co-ordination, presentation skills etc.

We have also conducted the IQ test for the purpose of improvement of their intelligence, and smart thinking, where the few first-year students have showcased their hidden intelligence in front of the audience.

After the discussion of this program, the suggestions/feedback lines were open where we have got a much positive feedback about our department, facilities, students, campus regarding to this program.

All students participated very enthusiastically looking forward for the same response in the forum activities.

**Host participants -**

Tanush G N - 1<sup>st</sup> MBA

Dhanakshmi - 1<sup>st</sup> MBA NRM



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We had a workshop on "SWOT Analysis" on 1<sup>st</sup> August 2022.

The special invitee for that program was Mr. Kantakha

We had session on that day for all MBA (REGULAR & REM) first year students which was scheduled at 2.00 pm to 05.00pm.

We had a really good session on that day. We have learnt so many things like, understanding our strength, weakness and upcoming opportunities and how we should face the threats and move forward in a positive direction. SWOT can also be applied to any form of organizations in understanding their strength points and how to reduce the weakness. And we also learnt that how an organization must use the upcoming opportunities.

It was a great experience to have such resourceful person as our guest. We have got lot of new information on that day and they motivated us to do SWOT analysis at the end of every day to become more aware about ourselves.

The most inspiring lines were given by the guest was, you are most likely to succeed in life if you use your talents to their fullest extent. Similarly, you'll suffer from problems if you know what your weaknesses are, and if you manage those weaknesses so that they don't matter in the work you do. So how do you go about identifying those strengths and weaknesses and analyzing the opportunities and threats that flow from them. SWOT Analysis is a useful technique that helps you do this.

A SWOT matrix is a framework for analyzing your strengths and weaknesses as well as the opportunities and threats that you face. This helps you focus on your strengths, minimize your weaknesses, and take the greatest possible advantage of opportunities available to you.

The outcomes of the workshop was really useful and hectic to analyse our strengths and weakness and make use them in a proper way such that it can be utilized in an optimized way to grab our opportunities and helps to face our challenges in a better manner.



## ENTREPRENEUR'S DAY

As an heritage of Institute of Management Studies and Research, Kuvempu University the Entrepreneur's day been hosted by the department on 07th Aug of 2022. Which has been part of our management event and practice of business school. Which will provide a platform to the young Entrepreneurs, to show and utilize the managerial skills and practices that are learned in the classroom. Were students be real entrepreneurs, business managers and owners for that day. The mega management event was hosted for the whole day on 07th of Aug 2022 for the entire day, were students were informed a week before to make al the necessary preparations for setting up their own entities. Students were divided in to 10 different groups of 15 members each which are allotted with a business idea actually shop type as different for every including Veg restaurants, non-veg restaurants, fancy shops, home-made products, handicrafts. etc Students been gone for promotion of their own business stalls with various medial including social media, direct promotion, handbills, banners and mouth to mouth with all the people of the campus. Finally the day been arrived were all are eagerly ready to welcome their own customers, which businesses started even from morning 7. 30am. all the shops were busy with full of customers more than expected. That day a small business world and market created within the campus. We have learnt real business management, how to handle customers, resources, situations and people of business where faced a lot real time challenges and we were able to face all of them effectively. The even t been carried out till to the evening 6. 30 pm and thast was the closure time for all the shops. Later by day students were informed to prepare accounting reports and present them in front the judges who were inspecting our business on the entrepreneur day. With books of accounts and balance sheets of individual businesses. That was also conducted within the department were every business accounts were closely observed, questioned and we were got feedback about our business day mistakes, faults and awarded secret scores based on every view point. Finally the pre and post event activities which were involved and engaged into taught us real business world lessons, as of now we can't say like we don't know anything or any idea of starting business. Event Info: Participants: All the students, teaching and non teaching staff of University. Host: Institute of Management Studies and Research and Final year MBA students Venue: Old Convocation hall, Kuvempu University.



## Alumni Meet 2k22

*We had celebrated Alumni meet on 18<sup>th</sup> Sept. 2022, which is organized by the IMSR department with the support of all the professors, faculties and studies. Alumni is the thing where all the old students are reunited to share their experience, etc.*

*Department had invited the alumni through phone calls, WhatsApp messages and via mails and almost 250 alumni had attended the function and Secretary of Alumni association was Mrs. Rina Khanum, she is also alumni of our department and Vice president of Alumni association was Dr. Rajendra prasad G R*

*Inaugural addressed by chief guest, Mr. Kiran Singh, Branch Manager, Kotak Life Insurance Co. Ltd Shivamogga.*

*Guest of honour was Prof. R. Hiremani Naik, Director, School of Business Studies, IMSR.*

*Guest of Honour was Dr. K. R. Manjunath, Associate professor and Deputy registrar of evaluation.*

*The president was Prof. H. N. Ramesh, Chairman, IMSR*





*After this, there was TALENTS DAY.*

*The celebration was at peak and various students from all the class had showcased their talents in front of audience where all the class students have participated in the event.*

*The MAIN THEME of the event was "FOLK", "Folk culture" describes cultural traditions that are done at a local level and which are derived from longstanding cultural practices. Folk culture is separated from popular and high culture by its traditional and localized nature.*

*Where there were, 7 folk dances, 3 folk group songs and 3 mimes.*

*The Cultural events next level where everyone enjoyed the show and their extreme fun of being here.*

*Finally, At the end . to the winners the prizes distribution were distributed and the winners were celebrated with joy and they were thankful for being there and for conducting such events.*



## ONE DAY WORKSHOP ON FINANCIAL DERIVATIVES – A NEW PARADIGM OF RISK MANAGEMENT

We had a workshop on "FINANCIAL DERIVATIVES – A New Paradigm of Risk Management" on 23th October 2022. The special invitee for that program was Prof Rajesh Kumar V, from Chanakya University. We had two sessions on that day for all MBA [REGULAR] 2nd year students which was scheduled at 11.00 am to 1.30 pm and the second session was from 3.00 pm to 5.30 pm which is for All MBA [REGULAR] 2nd year student we had a great interactive sessions with Rajesh kumar Sir, regarding the derivatives.

In the first morning session was all about the topic of derivatives, it's concept, framework, how it works, how the new risk management tools been evolved throughout the years which were even exists from great Chanakya's period. With so many live examples we were understood the concept of derivatives so easily and clearly. Then discussion was further moved to the various types of the derivatives, we have discussed it's types need of them advantages and faults or limitations of each and one compliments another in risk protection.

The second sessions was completely included with live case analysis with the helps NSE stock exchange of securities, by taking HDFC and other companies shares we have seen how the risk associated with the price volatility can be managed with the help of derivatives by hedging, with live calculation of many securities as profits and losses could arise and how it would be benefited if gone for derivatives as a protection against that volatility risk. Finally we have learnt great things from Prof. Rajesh Kumar V, on that day not only related to the derivatives, we were educated to explore career opportunities towards the risk management and financial analysis sector which would provide great platform for the MBA graduates.

We were inspired by the real stories of students of Chanakya University as told by the special invitee, been a motivational factor to many to make achievement in the area of interest, he also further shared success formulas how to achieve the career goals also insisted what to learn further for betterment of our future. We thank for all his time, efforts and knowledge shared with us.

### Program info:

President – Prof H N Ramesh [Chairman of IMSR ]

Guest of Honor – Prof K R Manjunath [Deputy Register of Evaluation]

Special Invitee – Prof Rajesh Kumar, [Chanakya University] Date and Venue – on 23rd Sept. 2022 at Prof. Hiremat Hall, Kuvempu University

