

DEPARTMENT OF MBA

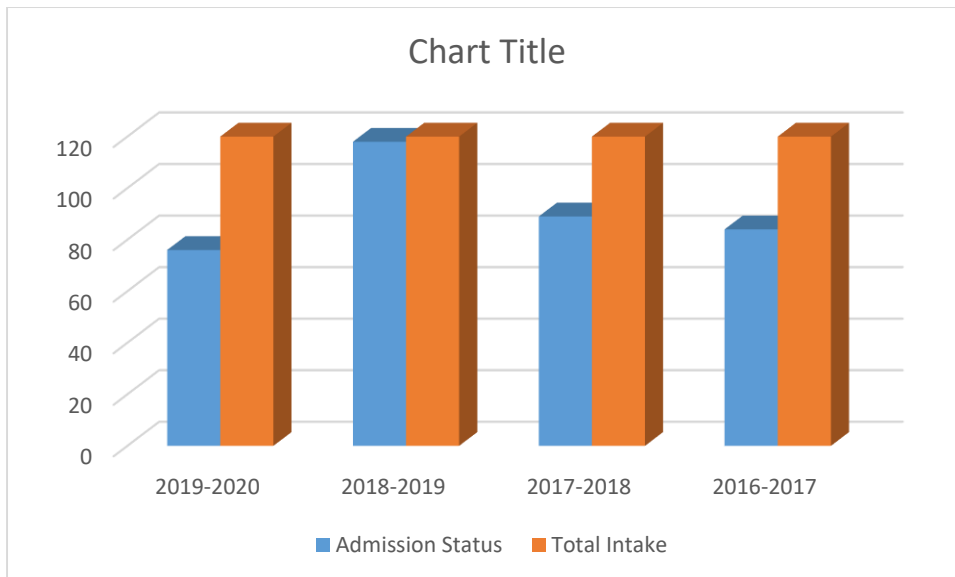
ANNUAL REPORT 2019-20

Admission Status: Total Admission during the year

KARNATAKA- 16		NON-KARNATAKA – 60	
MALE	FEMALE	MALE	FEMALE
10	6	41	19

Progression in admission status with graphical presentation

Year	Admission Status	Total Intake
2019-2020	76	120
2018-2019	118	120
2017-2018	89	120
2016-2017	84	120



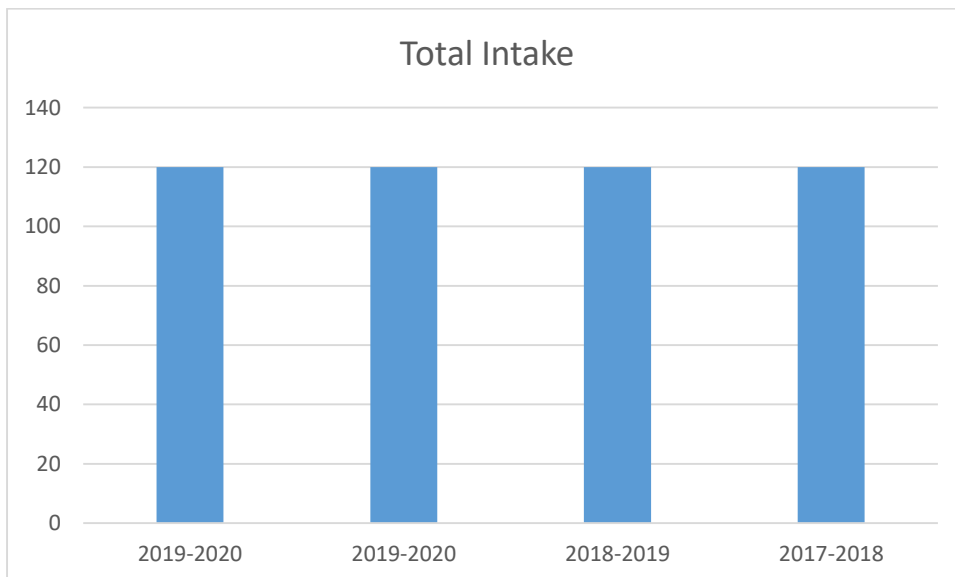
Above chart represents the variations in admission status. The admission in 2019 – 20 is 120 Students. In the University Allocated seats 76 seats are filled.

Introduction of new courses & increase in intake

Specialization Details

1. Finance Management
2. Marketing Management
3. Health Care Management
4. Human Resource Management

Academic Year	Total Intake
2019-2020	120
2019-2020	120
2018-2019	120
2017-2018	120

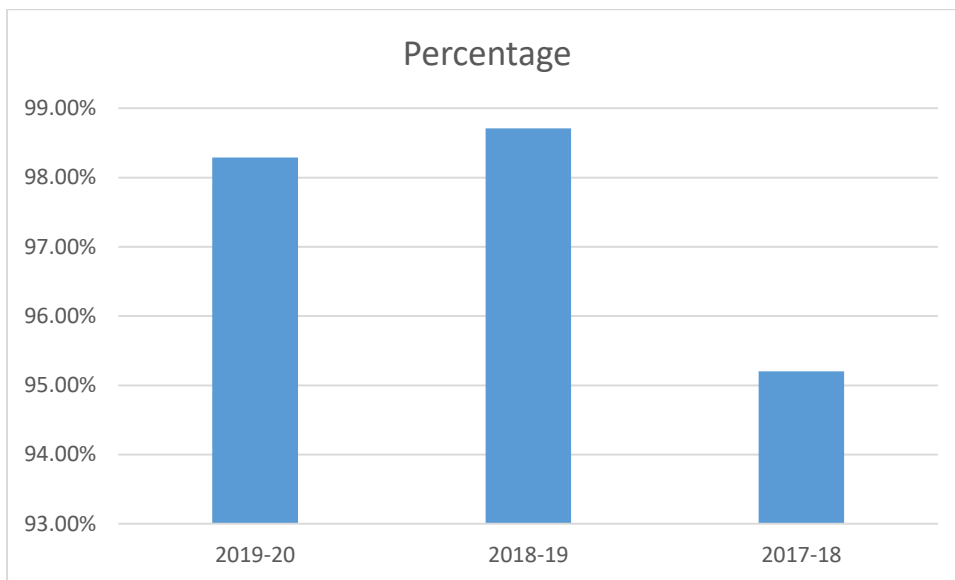


Above chart explains the approved intake of Students from the year 2017 – 2018 to 2019 – 20. The intake is increased by 180 Seats.

Current year program wise result

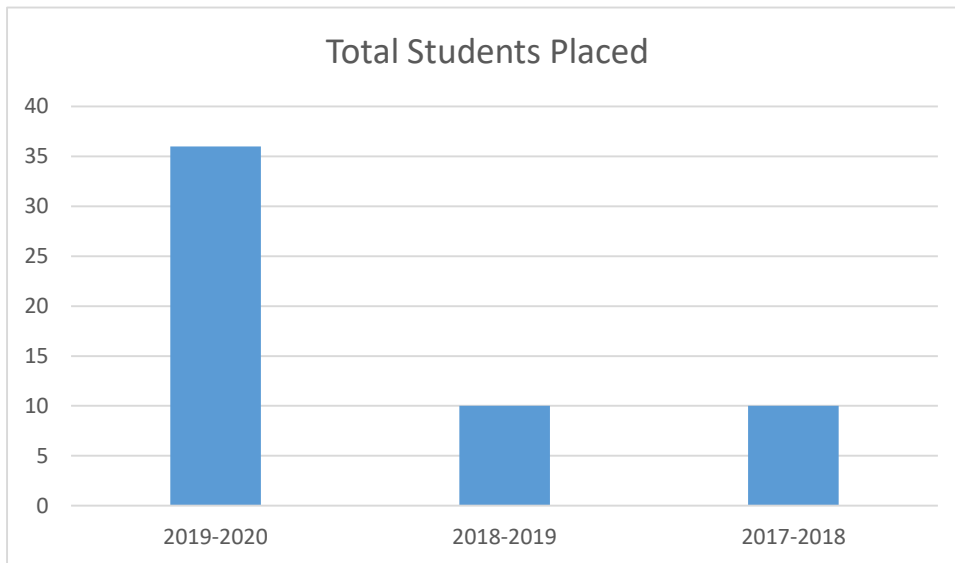
Result for 3-years (only outgoing batch) graphical presentation

Academic Year	Students Registered	Students Appeared	Failures	Percentage
2019-20	117	115	2	98.29%
2018-19	82	78	1	98.71%
2017-18	82	82	2	95.20%



Placement & Higher Education (comparison with past two batches)

Academic Year	Total Students Placed
2019-2020	36
2018-2019	10
2017-2018	10



Overall 36 students placed during the year 2018-20. Below is the list of students;

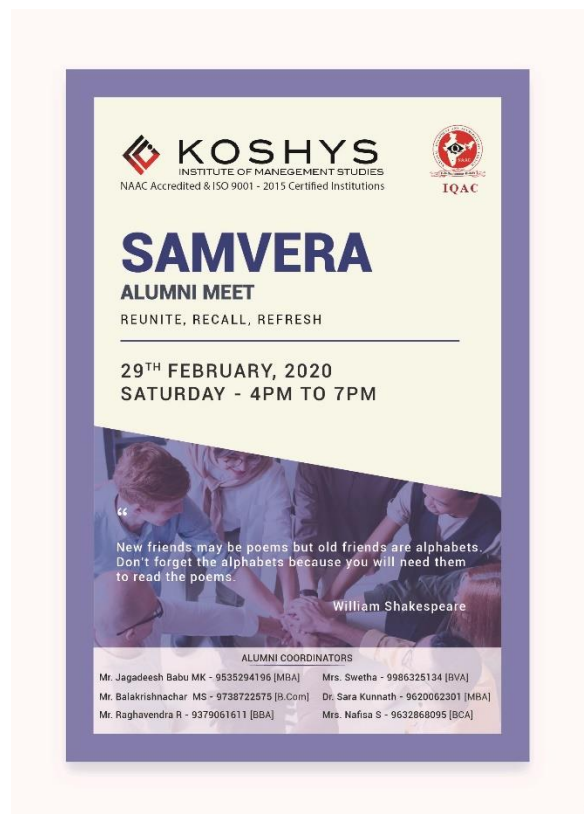
Academic activities

National Seminar on Energy Security and Renewable Energy Management

An alumni association or alumnae association is an association of graduates or, more broadly, of former students. In the United Kingdom and the United States, alumni of universities, colleges, schools, fraternities, and sororities often form groups with alumni from the same organization.

Alumni Meet is a gathering of an institution's former students, and it is a venue where the institution can be proud of its successful alumni. During their gathering, the alumni community shares their experiences in the outside world that they encountered after leaving, Admission Management, the institution.

Alumni events serve as a powerful conduit for keeping graduates connected to their alma mater. They provide a platform for networking,



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SAMVERA
ALUMNI MEET
REUNITE, RECALL, REFRESH

29TH FEBRUARY, 2020
SATURDAY - 4PM TO 7PM

“New friends may be poems but old friends are alphabets. Don't forget the alphabets because you will need them to read the poems.”
William Shakespeare

ALUMNI COORDINATORS

Mr. Jagadeesh Babu MK - 9535294195 [MBA]	Mrs. Swetha - 9986325134 [BVA]
Mr. Balakrishnachar MS - 9738722575 [R.Com]	Dr. Sara Kunmath - 9620062301 [MBA]
Mr. Raghavendra R - 9379061611 [BBA]	Mrs. Nafisa S - 9632868095 [BCA]

reminiscing, and strengthening the bonds formed during school or university years.

Webinar – Innovation and E-learning

Innovation in e-learning for MBA students can significantly enhance their educational experience by providing interactive and engaging platforms that cater to their specific needs. Here are some innovative approaches: Interactive Case Studies, Virtual Reality (VR) Simulations, Gamification, Adaptive Learning Platforms, Collaborative Learning Tools. By leveraging innovation in e-learning, MBA programs can deliver a dynamic and personalized learning experience that prepares students to excel in today's rapidly evolving business landscape.



Industrial Visit – NSE

NSE is under the ownership of various financial institutions such as banks and insurance companies. It is the world's largest derivatives exchange by number of contracts traded and the third largest in cash equities by number of trades for the calendar year 2022.

The Students of I Year MBA Department gone for an Industrial Visit to NSE - Nivesh and Partnership with ET Now on 10-08-2019. The students gained practical knowledge about the investments and shares.

Industrial visit - karnataka soaps and detergents limited

Karnataka Soaps and Detergents Limited (KSDL) is an Indian company, owned by the Government of Karnataka, that manufacturers personal care products including Mysore Sandal Soap. It was founded as Government Sandalwood Oil Factory in 1916 by Maharaja Krishna Raja Wadiyar IV and M. Visvesvaraya for extracting and exporting sandalwood oil. It launched Mysore

Sandal Soap in 1918, and has since manufactured soaps and cosmetics products. The company became a public sector enterprise in 1980 and was renamed as KSDL.

The students of I year MBA Department were taken for an Industrial Visit to Karnataka soaps and detergents limited, In order to enhance their practical simulation and let them having an overview on the activities related to logistics and manufacturing carried out by Karnataka soaps and detergent Ltd

Add on certificate program offered

Nature of the Activity	Name of Participant	Year
Digital Marketing	MTC Global	First
Placement Training	Seventh Sense People	Second
Entrepreneurship	Bizcat Management Consultancy	Second
Financial Risk Management	Rare Minds	Second

Internship Details

S.No	Name	Company Name
1	Feba Reji	Codemonk
2	Jancy Thomas	Codemonk
3	John Saji Abraham	Codemonk
4	Juby Rachal Jose	Codemonk
5	Abhilash M S	Amoga
6	Abithna Rahul	Amoga
7	Ajil C Paul	Amoga
8	Ajin Shaji	Amoga
9	Akhil Augustine	Amoga
10	Alameen A	Amoga
11	Aloshious Mathew	Amoga
12	Alphonsa John	Amoga
13	Amal Sudaresan	Amoga
14	Anandhu A	Amoga
15	Anoj S G	Amoga
16	Anish Varghese	Amoga
17	Arun S	Amoga

Koshys Institute Of Management studies

DEPARTMENT OF MBA

IV sem MBA Dissertation TITLE -Academic year 2019-20

SNO	NAME	Register no.	Guide Name	Dissertation title
1	ABHILASH. M.S	MB191601	Prof Raghavendra R	A STUDY ON THE SAVINGS AND INVESTMENT PATTERN OF SALARIED CLASS IN BANGALORE CITY
2	ABHILASH.P. V	MB191602		A COMPARATIVE STUDY ON ONLINE SHOPPING AND TRADITIONAL SHOPPING
3	ABITHNA RAHUL	MB191603		A STUDY ON ANALYSIS OF HUMAN RESOURCE POTENTIAL IN REHABILITATED AREA WITH SPECISL REFERENCE TO KANNUR INTERNATIONAL AIRPORT LTD
4	AJIL C. PAUL	MB191604		A STUDY ON MOBILISATION OF SAVING THROUGH MUTUAL FUND
5	AJIN SHAJI	MB191605		A STUDY ON THE IMPACT OF GREEN MARKETING ON CONSUMERS WITH REFERENCE TO KANNUR DISTRICT
6	AJULAL.A	MB191606		IMPACT OF EXTERNAL INFLUENCER IN PURCHASE BEHAVIOUR PROCESS OF TRAVANCORE CEMENTS LTD, KOTTAYAM
7	AKHIL AUGUSTINE	MB191607		EFFECTIVENESS OF DIGITAL MARKETING AMONG YOUTHS BUYING BEHAVIOUR
8	AKSHAY .P.T	MB191608		STUDY ON EFFECTIVENESS OF PERFORMANCE APPRAISAL WITH REFERENCE TO MERRIBOY ICECREAM
9	ALAMEEN.A	MB191609		A STUDY ON EMPLOYEE COMMITMENT AT KERALA SIDCO(SMALL INDUSTRIES DEVELOPMENT CORPERATION)
10	ALIAS VARGHESE	MB191610		A STUDY ON WORK LIFE BALANCE OF EMPLOYEES IN MALABAR CEMENTS LTD PALAKKAD



11	ALOSHIOUS MATHEW	MB191611		A STUDY ON EFFECTIVENESS OF TRAINING AND SATISFACTION LEVEL OF EMPLOYEES AT AYURVEDIC SECTOR
12	ALPHONSA JOHN	MB191612		A STUDY ON FARMERS CHOICE OF AGRICULTURAL FINANCING WITH REFERANCE TO KANNUR
13	ALWIN ANTONY	MB191613	Dr P.Sudarkodi	A study on the Marketing strategy of Tesla electric cars in india
14	AMAL SUNDARESA N	MB191614		A study on Impact of celebrity endorsement on the buying behaviour of the youth in Pathanamthitta
15	ANANDHU. A	MB191615		A study on job stress and its influence on performance of employees in HIL(INDIA)Ltd
16	ANANTHAK RISHNAN.D	MB191616		A Study on Stress and Stress management interventions among employees in the IT sector Kerala.
17	ANISH VARGHESE	MB191617		A study on digital marketing with reference to retail fashion industry
18	ANJANA.R	MB191618		A study on mental and physical stress faced by nurses during Covid 19 in Kannur
19	ANOJ S.G	MB191619		A study on basis of efficiency of performance appraisal system works at Sarathi Auto Cars Kollam
20	ARUN.S	MB191620		A study on industrial relation during pandemic with special reference with Mas Enterprise Ltd
21	ARYA SEBASTIAN	MB191621		A study on work culture and it's influence on organisational effectiveness at Aster MIMS Kannur, Kerala
22	ASHIK AZAD	MB191622		A study on employee compensation and job perception with special reference to pantaloon retail ltd
23	ASHOK KUMAR.M	MB191623		A study on Human resources practices in service sector with references to Karnataka Bank
24	ASHOKA	MB191624		A study on loans and advances at Federal Bank
25	ASWIN S SHIBI	MB191625		A study on Impact of SARS CoV-2 on healthcare workers highlighting the screening process.
26	ATHUL GEORGE	MB191626		A study to identify what motivates staff towards better performance in service industry
27	ATHUL KRISHNA.V. U	MB191627	A comparative study on pre pandemic digital marketing vs post pandemic digital marketing in india	



28	BK MANIKANTA	MB191628
29	BHAGYA MOHAN	MB191629
30	BIBIN THOMAS	MB191630
31	CHANDANA. M	MB191631
32	Chris Shibu	MB191632
33	DONA RAJI GEORGE	MB191633
34	EJAS MOHAMME D	MB191634
35	FARZIN MOHAMME D.MM	MB191635
36	FEBA REJI	MB191636
37	H V MANU	MB191637
38	HARISNATH	MB191638
39	HARSHA.K	MB191639
40	HASMI RAMESH	MB191640
41	JANCY THOMAS	MB191641
42	JILS JOSE	MB191643
43	JOHN SAJI ABRAHAM	MB191644

Dr Kethan M

A COMPARATIVE STUDY BETWEEN DIGITAL MARKETING AND TRADITIONAL MARKETING
A Study on Impact of Covid-19 on employees in healthcare sector with special reference to Travancore Medical College, Kollam
A Study on Consumer Perception and Purchase Intention of electric vehicles in India
A study on Influence of Working from Home on Employees' Productivity during pandemic A comparative analysis between years 2020 &2021
A Study on the shopping experience of online customers with reference to flipkart
A STUDY ON THE IMPACT OF DIFFERENT E - LEARNING APPS DURING COVID-19 in India
A STUDY ON THE IMPACT OF ORGANIZATIONAL CLIMATE ON EMPLOYEE COMMITMENT WITH SPECIAL REFERENCE TO TATA MOTORS
A study on purchase intention and preference of consumer towards Asianet broadband plans with reference to Asianet satellite communications Thiruvananthapuram,Kerala
A STUDY ON IMPACT OF PANDEMIC COVID 19 ON INDIAN BANKING SYSTEM
A study on impacts of employee engagement on organizational performance.
A Study on factors influencing employees social responsibility behavior
A study on Influence of NPL on bank's performance efficiency.
A Study on Green Human Resource Management and its Evaluation with Human Resource Information System at Kannur International Airport limited, Kannur
A study on influence of financial development on loan quality of banks.
A STUDY ON CONSUMER PERCEPTION AND THE FUTURE OF ELECTRIC VEHICLES IN INDIAN MARKET.
A study on the impact of monetary and non- monetary incentives for staff motivation in Rehabilitation Plantations ltd, Punalur

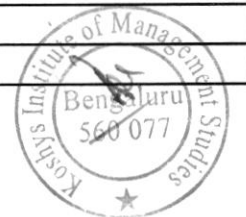


44	JOMY JACOB	MB191645
45	JUBY RACHAL JOSE	MB191646
46	KANIMOZHI. R	MB191647
47	M.PEYAO	MB191648
48	MAHE SURESH	MB191649
49	MUHAMME D ANSHIF V	MB191650
50	MOHAMME D ASARUDDIN B.S	MB191651
51	M.M.MONI KA	MB191652
52	NANDA KISHORE	MB191653
53	NITHIN.S	MB191654
54	OBIN ABRAHAM	MB191655
55	PRAVEEN.G. M	MB191656
56	PRIYANKA.S. BAIJU	MB191657
57	RAKENDU.K	MB191658
58	RAMSHEED	MB191659
59	SANDHYA.S	MB191660

Dr Naveenan

A Study On Perception Of Generation 'Z' Towards Fintech Services
A study on effectiveness of employee retention strategies adopted by MASCO Tea factory
A Study on Determinants of Performance of Bank Employees During Covid Times.
A study on analysis of stocks using CANSLIM approach
A study on the impact of pricing packaging and product quality on purchase behaviour with reference to Vesta icecream
A study on employee perception toward competency mapping with special reference to nadakkavil hospital, valanchery
A study of effectiveness of grievance redressal mechanism with special reference to railway employees of Kannur region
A study on the effectiveness of stress management practices with special reference to textile employees in Krishnagiri district
A study on the asset and liability management with special reference to Deepika Newspaper Kannur, Kerala
A study on brand preference of customers towards Royal Enfield
A study on the motivation practices of Apollo hospital, Bangalore
A study of customer satisfaction from online and offline shopping
A study of the relationship between emotional intelligence and job satisfaction among the employees of IT sector
A study on investors' perception towards stock market in India
A study of customers' satisfaction towards the edutech companies
A study of employees' satisfaction with the worklife balance practices in the IT sector

**Dr Sukanya
Sharma**



60	SANDRA JOHN	MB191661
61	SANDREENA MARIYA JOSEPH	MB191662
62	SHAKHIL SURESH	MB191663
63	SHAMANTH. K.M	MB191664
64	SHREELAKS HMI .S	MB191665
65	SHWETA M. MENASAGI	MB191666
66	SIBIN SABU	MB191667
67	SIMRAN RAJEEV	MB191668
68	SNEHA ANSU MATHEW	MB191669
69	SOORAJ REGHUNAT H	MB191670
70	STEPHY JACKSON	MB191671
71	SUPREET SINGH	MB191672
72	TRISSIN MARIA ANTONY	MB191673

**Prof
Balakrishnchar
MS**

A study of employees emotional health during Covid 19 in IT sector
A study of customers' perception towards marketing strategies of NIKE
A study of brand awareness with special reference to Liqui Moly
A study on comparative analysis of investment avenue with speical reference to Cryptocurrency
A study on impact of brand promotion on market performance of Himalaya products with reference to bangalore, Karnataka
A Study on reliability of customers perception towards online grocery retail websites and influence of covid-19 pendamic on its growth with special reference to Bangalore
A study on Sustainability and Monopoly Market oF ITC in Tobacco products in India.
A study on factors influencing consumer attitude towards social media marketing
A study to Ascertain the Stress level of employees with reference to pathanamthitta Milma Diary
A study on quality of work life in Travancore Cements LTD , Kottayam
A study on the employee work safety of radiologists in diagnostic centres
A study on Social and Economic benefits of workers in industrial cooperative
A study on revenue from social media and it's influence to the public in India



73	VENKATARA MA REDDY.N	MB191674	A study on customer perception attitude and satisfaction level towards ICICI Prdential life insurance
74	VISHMAYA. N	MB191675	An Analysis of Human Resource Management practices and factors that lead to employees motivation concerning Air Inidia
75	VISHNU REMESH	MB191676	A study on awareness and effective utilization of ESI benefits among employees
76	ZAHIR MUHAMME D A P	MB191677	A study on women empowerment through MGNREGS with special reference to Kunhimangalam locality, kerala

Director



DIRECTOR
KOSHYS INSTITUTE OF MANAGEMENT STUDIES
 # 31/1, Kadusonnappanahalli,
 Kannur Po, Hennur-Bagalur Road,
 Bengaluru - 560 077

Graduation Day

Graduation day is the culmination of all the time, energy, and work that you have put into gaining your qualification, and it gives you a great chance to celebrate all that you have achieved. It is an exciting period in a person's life and an array of feelings will surface for the graduate. Graduating is showing that you did it, you worked for something and it paid off. Achieving a goal, getting a reward for your work releases dopamine. One of the 4 happiness chemicals. The main point of graduation is to officially receive an important piece of paper proving your hard work.

Extended activities / CSR activities

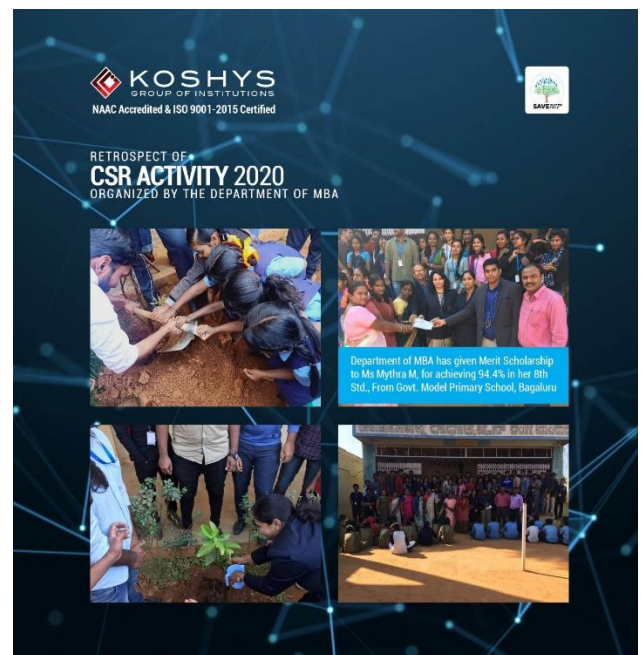
Bagalur Government School

KIMS – MBA has offered book cracks for the school library. Where in they have students till 10th standard, the students were very happy and the faculties and the principal of the school has thanked KGI for satisfying their need. Our students also had a great fun with the kids over the school. Also, they had undergone few games which made the children happy for the day.

Bagalur village Government Model Primary School

MBA Department , Koshy Institute of Management Studies , Bangalore took an initiation to show its responsibility towards the society by adopting Bagalur village Government Model Primary School which is near to the campus.

Initially we spoke to the Head master Mr. Hanumantha Murthy and other teachers discussed about requirement of School. As per the discussion we had and with the support of Management, staff and students we managed to sponsored RS 10,0 00/- for plantation and merit scholarship.



Faculty Publications for the Academic year 2019-20

Sl.No	Name of the Author	Name of the journal	Title of the paper	ISSN	Month and year of publication
1	Dr. P. Sudarkodi	Asia Pacific Journal of Research in Business Management, I	Soft skill training provided by colleges with reference to Bangalore city	ISSN: 2229-4104	Dec-19
2	Ms. Roopa KV	International Journal Of Emerging Technology and Innovative Research	A Study On Consumer Travel Perception with reference to Online Ticket Reservation in Bengaluru, India	2349-5162	June-4 2019
3	Dr Sara Kunnath	International Journal of Business & Applied Sciences	Crafting Sustainable Indian Educational Institutions Through Solar Photovoltaic: A Partial Least Square-Structural Equation Model,	2165-8072	Sep-19
4	Dr Sara Kunnath	International Journal of Business & Applied Sciences	Sustainability of Organic Cosmetics: The Mediating Role of Emotional Benefits Between Cause Campaign and trust	2165-8072	Sep-19
5	Dr Sara Kunnath	JETIR	Sustainable impact of solar Photovoltaic on commercial Buildings	2349-5162	Apr-19
6	Dr.M.Kethan	International Journal of Marketing Management and Research	Role Of Social Media:- Youngsters Browsing Intention And Behaviour Outcomes	2249-0558	May-19
7	Dr.M.Kethan	Asia Pacific Journal of Research in Business Management	Soft Skill Training Provided by colleges with reference to Bangalore city	2229-4104	Dec-19

8	Mr Balakrishnachar MS	National Journal of Arts, commerce and scientific research review	Incubating and accelarating new business leaders and entrepreneurs financial litracy through time value of money	2394- 4870	Apr-19
9	Mr Balakrishnachar MS	International journal of advanced and innovative research	A study on financial inclusion and stability pertinent to financial literacy in transition of GST	E-ISSN- 23947780	Feb-19
10	Dr.Suresh S	Asian Journal of Research In Social Sciences and Humanities	A Study on the Perception of the Primary School Teachers in Updating Technology for Teaching Learning Practices in Krishnagiri District, Tamilnadu	2249- 7315	Dec-19
11	Dr.Suresh S	International Journal of Research in IT, Management and Engineering	A Study on parent's perception towards fees and quality of education in private school at Krishnagiri District.	2249- 1619(E)	Dec-19
12	Mr. Jagadeesh Babu M K	Internal Journal of Advanced and Innovation Research	A Study on consumer perception towards smart phone , with special reference to Bangalore	ISSN 2394- 7780	Aug,2019

Dr. Sara Kunnath

HoD – MBA & Academic Advisor