

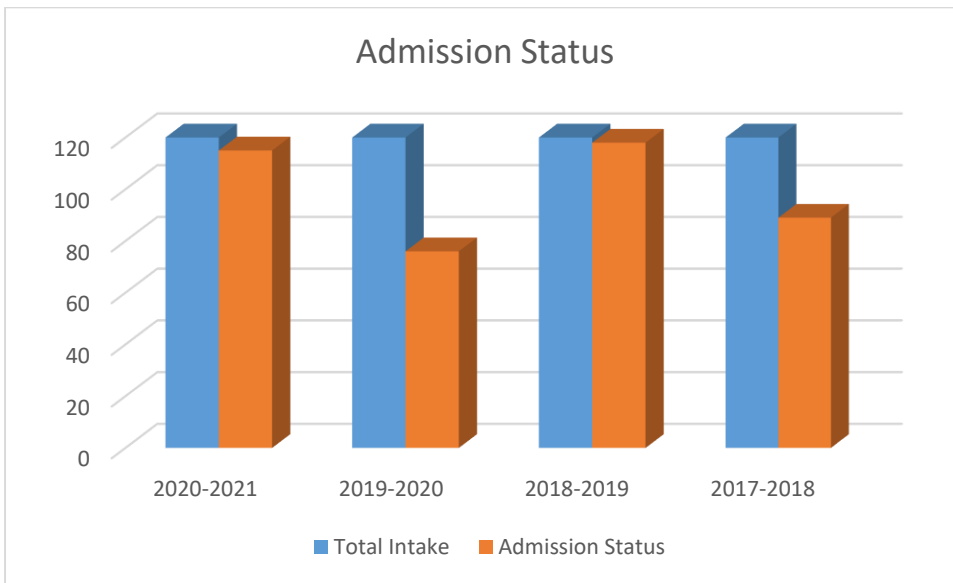
**DEPARTMENT OF MBA**

**ANNUAL REPORT 2020-21**

**Admission Status: Total Admission during the year**

KARNATAKA- 28		NON-KARNATAKA - 86	
MALE	FEMALE	MALE	FEMALE
22	6	60	26

**Progression in admission status with graphical presentation**



Above chart represents the variations in admission status. The admission in 2020 – 21 is 120 Students. In the University Allocated seats 115 Seats are filled.

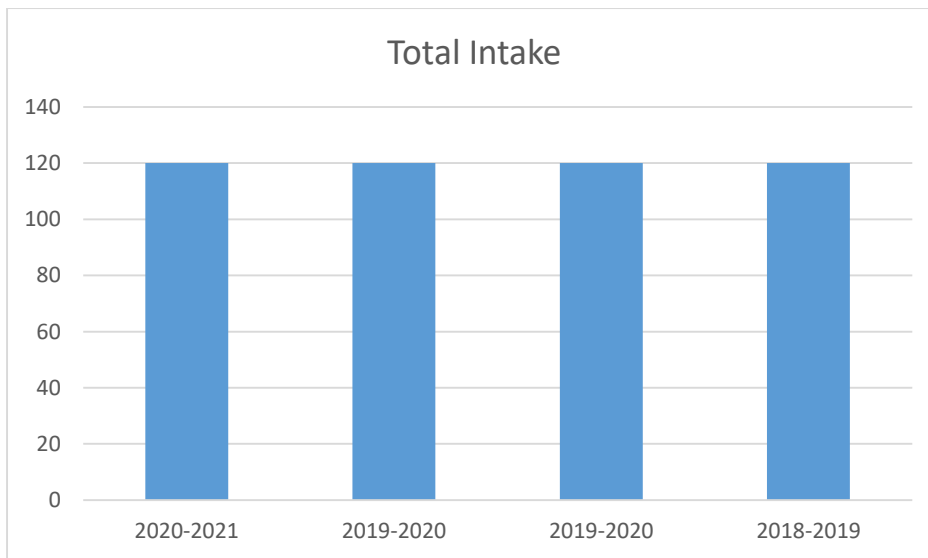
*Prakashan*  
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## Introduction of new courses & increase in intake

### Specialization Details

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

Academic Year	Total Intake
2020-2021	120
2019-2020	120
2019-2020	120
2018-2019	120



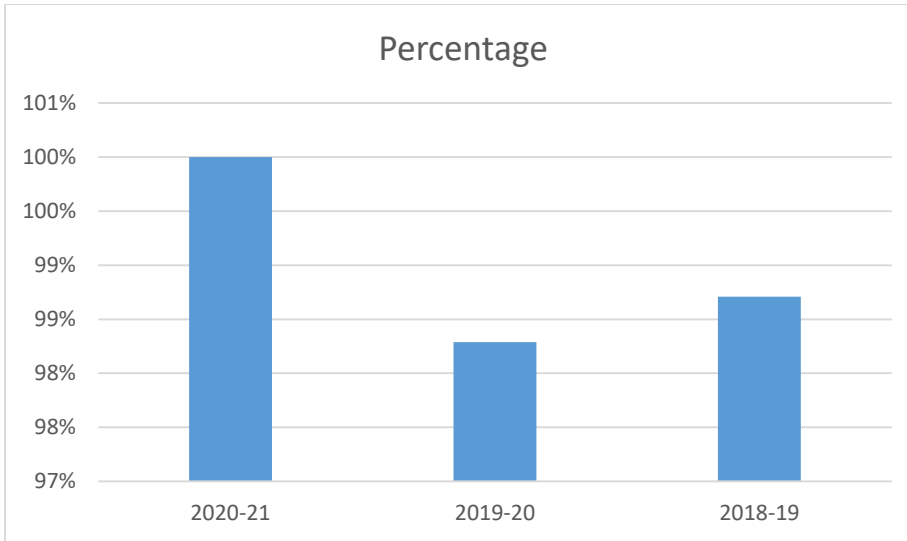
Above chart explains the approved intake of Students from the year 2018 – 2019 to 2020 – 21. The intake is 120 Seats.

  
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## Current year program wise result

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

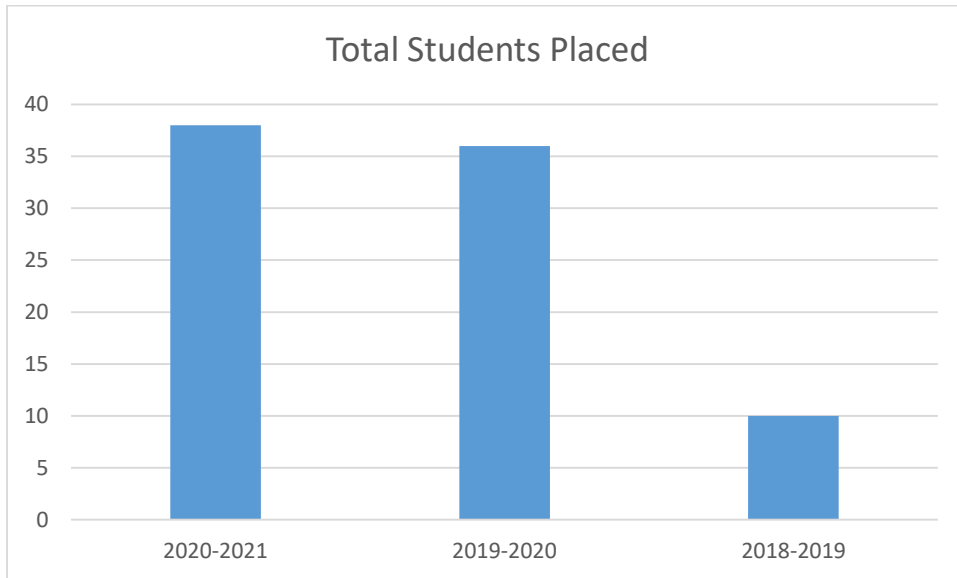
Academic Year	Students Registered	Students Appeared	Failures	Percentage
2020-21	76	76	0	100%
2019-20	117	115	2	98.29%
2018-19	82	78	1	98.71%



### Placement & Higher Education (comparison with past two batches)

Academic Year	Total Students Placed
2020-2021	38
2019-2020	36
2018-2019	10

  
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Overall 38 students placed during the year 2020-21. Below is the list of students;

### Academic activities

#### **Online Session – Build Unshakable Confidence**

The department of MBA conducted an Online session by Mr Alok kesari on 4/4/2020 at 10.00 AM. The session was attended by 200 attendees including staff and students. The important topic covered are as follows—

- Importance of positive thinking
- Energy waste in negative thinking
- Visualization technique
- Meditation Techniques



### **Virtual Visit Of Vice Chancellor Dr. Kemparaju, Bangalore North University**

The Vice Chancellor of Bangalore North University, Dr. Kemparaju Visited the Online class on Wednesday 6/4/2020 and addressed the students . The following were the part of his inspirational speech-

- To be present in virtual class seriously and attend all the classes
- University will provide whole hearted support for the students.
- To stay in touch with the faculties during this crucial time.
- To cover the lessons as per the syllabus
- Colleges to monitor the students growth through group discussion, debate, assignments
- To send study material online
- Reach out to students with no connectivity



## Guest Lecture

### **Life a Passionate Pursuit or a Misdirected Journey**

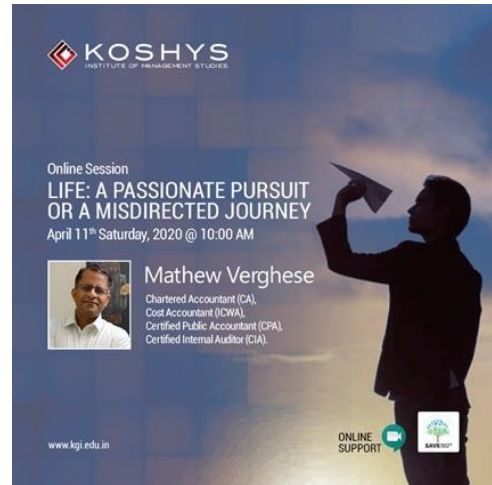
Mr. Mathew Varghese conducted a virtual session on Saturday 11/4/2020 on Life a Passionate Pursuit or a Misdirected Journey. The session was an interesting one with many life experience , stories, anecdotes which made students glued to the class. He taught the importance of

- To focus on the task in front of you
- Not leaning on to the wall
- Not to settle but to stretch
- Story of Rockafella
- Live life carefully
- Story of the plaster on the golden Buddha in Thailand
- Said when you internalize your defeat you put plaster and cover the sheen like the plaster covered the statue
- Be a beacon of light
- Do not react to things only respond
- We must not discount our own capabilities
- Upgrade yourself

The week was a very productive one with good faculty input, visit of the VC, and Saturday guest lecture.

### **My Journey In Leadership**

Mr Bosco Abraham Spoke On “My Journey In Leadership” Which Was Attended By 150 Faculties And Students. He Spoke On His



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Personal Experiences. He Explained Leader- L-  
Light, E- Enthusiastic, A- Adaptive, D-Dedicated,  
E- Energetic, R- Respectful.

#### Required Strengths

1. Technical Strength
2. Communication
3. Interpersonal Skills
4. Smile
5. Attitude
6. Skill Knowledge.

The Students Were Highly Appreciative Of The  
Guest Lecture.

#### Plans For Career Success

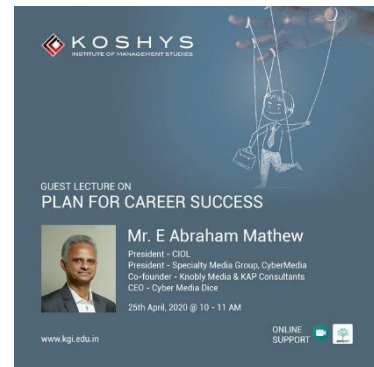
The main topic covered by Mr. E Abraham Mathew  
was as follows

- ❖ Form and substance
- ❖ Content Marketing
- ❖ Life guidance quotes

The program was attended by 134 members,  
including students and faculties. The program was  
a grand success and students have now asked for  
his professional guidance.

#### Learning Framework for Career Guidance

Team MBA would like to thank Mr.  
Madhusudhanan K for his valuable session on  
Learning Framework for Career Guidance.

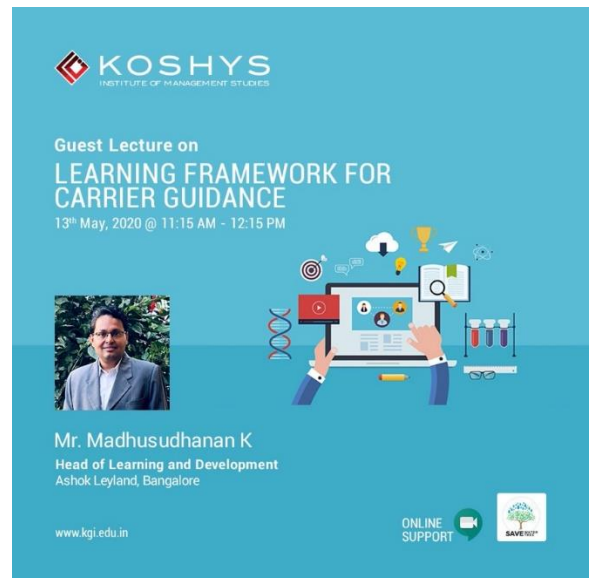




Some people think formal education is a reliable measure.


Others believe more in on the job, training and years of experience. You might argue that personal characteristics, hold the key to effective work behaviour. Integration of knowledge, skills, judgement, and attributes. People need to perform to achieve career growth.

Student should concentrate on learning new that will be leading the world in the coming years ahead .




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Guest Lecture on  
**LEARNING FRAMEWORK FOR  
CARRIER GUIDANCE**  
13<sup>th</sup> May, 2020 @ 11:15 AM - 12:15 PM

  
Mr. Madhusudhanan K  
Head of Learning and Development  
Ashok Leyland, Bangalore

www.kgi.edu.in

ONLINE SUPPORT 

### **The New Normal Auto Industry Perspective**

Team MBA would like to thank Mr Tony Augustine for delivering an interesting session as he rightly discussed as to how India needs to rewrite its automobile story brick by brick carefully addressing its short and long-term challenges. The haemorrhage that the entire mobility ecosystem will undergo with coronavirus impact on automobile sector will ensure the industry does not return to its normal state as before. The norms would have changed right from manufacturing, HR practises, operating styles, sourcing policy, support to retail communication and emergency response mechanisms.

Digital interfaces will become the primary medium of reach reaching out using enhanced AI and ML.



**KOSHYS**  
INSTITUTE OF MANAGEMENT STUDIES

Guest Lecture on  
**THE NEW NORMAL  
AUTO INDUSTRY PERSPECTIVE**  
16<sup>th</sup> May, 2020 @ 10:00 AM - 11:00 AM

  
Mr. Tony Augustine  
DGM Toyota Kirloskar Motors Pvt Ltd, Bangalore  
Product & Pricing Division C & A Dept

www.kgi.edu.in

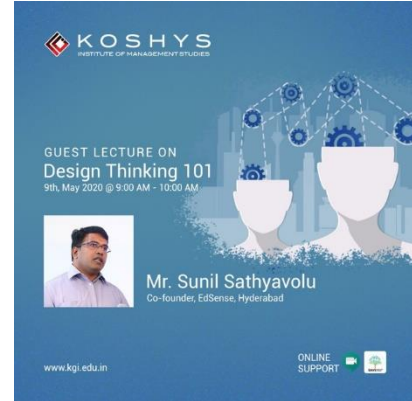
ONLINE SUPPORT 



### **Design Thinking 101**

Team MBA would like to thank Mr. Sunil Sathyavolu for an interesting and interactive session on design thinking.

He inspired the students to go for any entrepreneurship model, but to always think on human technology and business impact of the product designed.



## **Webinar**

### **The power of Initiation**

The Webinar on the power of initiation was conducted on 23/5/2020

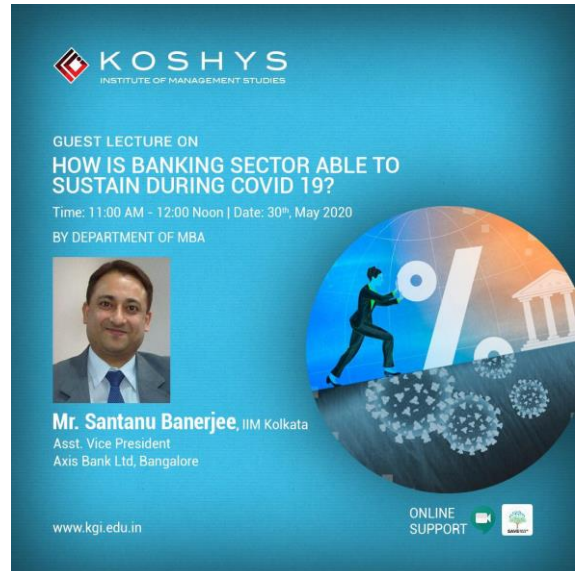
The resource person stated that the Power of initiation is a way of making great difference in life. Denying yourself from taking initiatives is denying yourself the way to success. All people that are wealthy or would be wealthy are initiative takers. It is noted in life that bold and valiant has always succeeded in leaving their peer behind. The reason behind this is that the bold are initiative takers. They do not worry if the initiative will fail or not the culture that they exhibit is that that they will try. So, he stated that the students must inculcate a mindset to develop their innovation and creative mind set.

### How is banking sector able to sustain during Covid 19?

MBA Department would like to convey gratitude to Mr. Santanu Banerjee for his time and valuable information on the current situation that banks are exposed to now and how are they are challenging it.

It was a highly interactive session, where in topics ranged from digital marketing, present situation of banks, moratorium,

lending criteria, flexibility, funding, mutual funds, and plan taken by banks post Covid. Both faculty and students benefited from this discussion.



### Using data and analytics to build a successful business career

The resource person stated that all kinds of organisation today are having endless data. To make sense of the growing amount and large number of data the generate and collect and make actionable answers out of data has become a key business skill all kinds of organisation collect big data and want to use it to make it to improve decision . The world has been always been ruled by data. companies would not succeed even if they do not understand the past performance and generate the lead for future performance. The future is to prepare the future computer scientist because many of the companies report difficulties finding these highly skilled data analysts.

### IT industry prospective in today's environment



  
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The tech industry is faced with tricky balance act continuing to drive innovated solutions while grappling with the side effects of the solutions in the global economy. The challenge itself is not unique, as every industry deals with this tension as it becomes more mature and there are major questions around safety, privacy, sustainability and trust. No one knows the changes that are likely to come upon us.

students has to research more toward new business and work towards transformation that could create huge changes like Airlines, health industry etc. New behaviours will transform the industry's future.



### TQM Practices in Industry

TQM view an Organisation as a collection of processes. It maintain that organisation must try to continuously improve the process by incorporating the knowledge and experience of workers. The simple objective of TQM is to do the right things right the first time every time. TQM is infinitely variable and adaptable . Although originally applied to manufacturing operations and for number of years only used in that area is now become recognised as the generic management tool, just as applicable in service and public sector organisations. There are a number of evolutionary standards, with different sectors creating their own version from the common source. TQM is a foundation for activity which include commitment by Senior management and all the employees. TQM IS AN interesting subject that the students should learn and carry forward.

### Impact of digital Marketing

Digital marketing industry in India is thread to almost all the business sectors. Some of the applications of E-marketing are shopping, order Tracking, online banking payment systems and content market. The powerful power of digital marketing allows geophysical barriers to

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making all consumers and business on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction everywhere. Digital marketing India industry in India is a booming career today. In the country, with Rapid economic growth it is expected to have a very high growth in Digital marketing career.

### **Challenges of HR professional on Covid 19 Panedemic**

The sudden shift in work culture took a toll on overall employee health and well-being. Stress, anxiety and other mental health issues have been always been there but organisations are always initiating Wellness programs and providing employees with security, help benefits and flexibility to help overcome their mental issues. But the sudden onslaught of Covid 19 has brought the problem to the forefront.

When the workers are working in the office work environment you can understand the person's sensitivity and help them, but employees are remote, communication roads have been significantly compromised leaving the managers clueless about the mental ability of the employee and in recent Covid 19, wellbeing of the major concern amongst employees of the organization.

### **Situational analysis on Indian Share market 2020**

An investor turns to his broker for answers on the overall trend of the stock market, or go through financial website or follow influencers to understand the latest trends in the market. The resource person has given an impactful session with practical inputs from the industry.

### **Paradox of Leadership post Covid**

Leaders had to balance the immediate short term needs of the business with the long term strategies and vision. Post Covid the leaders have to make return to work plans and adjust work processes for the short term recovery of operations and adjust the impact of pandemic as well. Leaders have to understand the changing nature of business and how the organisations can adapt and thrive. The work from home option has led to less working space and remote work will continue as it gives flexibility but on the other hand it will be difficult for the employees and they will face stress to balance the work and personal life.

### **Competitive strategy in Telecommunications**

The market scenario in the telecommunication sector is quite turbulent owing to the emergence of various disruptive Technologies, changing customer demands and increasing competition. In this highly tedious situation, Telecom operators are left with no option but to explore new competitive positioning strategies that would help them to gain the upper Hand in the market. As far as a customers of communication industry are concerned, due to vast options available they are unable to decide on the features and offers that are best suited for them therefore Telecom providers must device and effective competitive positioning strategy to strive in the long run.

### **Survival Strategies of News paper Industry in the Digital Era**

The entry cost were high for very high investment for the publishing house now the internet has removed this barrier so large number of players are in the market. The internet gives everyone with a computer an opportunity to publish information. The newspaper industry is now directly competing with news sites online. Newspapers readers gradually have been stopping their subscription for many years and the internet has deadly stolen readers and advertising revenue for the past decades. Audience and advertisers to the web and other digital platform are finding strong growth.

### **Impact of Content Marketing in India**

AI has entered our lives has changed our perception and tells us a lot about the future holds for us. We have already witnessed smart applications of AI like voice power assistance such as Siri and Alexa other AI based interventions include predictive algorithms, autonomous cars, predictive algorithms, quantum computers, augmented reality and internet of things the list is getting endless with each passing day. The potential of AI is so massive that it has touched almost every Industries such as finance, research, marketing, customer care, telecommunication and education. The artificial intelligence has taken over the world.

### **Gateway to your future Resource person**

Employers actively seek out professionals with qualification. It is because they know you will be trained to the highest professional and ethical standards and have skills valid to the organization.

*K. K. K. K.*  
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The skills you develop, will keep you in demand throughout your professional life. As well as gaining deep technical knowledge you will also learn the practical approaches that future employees will need to succeed in the current competitive jobs scenario. Choosing degree program is vital to ensure a promising carrier. The aim of all student at the time of completion of course is to get employment in one of the best companies in the job market. Recruiting companies expect their employees to be skilled in all the different aspects of the company affairs one of the important requirements are being management skills, for which students must be trained for.

### Add on certificate program offered

Nature of the Activity	Name of Participant	Year
Student Exchange -Add-On Data Analytics using Business Excel	RATS Technology	First
Student Exchange – Add-on Logistics and Supply Chain Management	Next Step Logistics Management Pvt. Ltd.	Second

### Internship Details

S.No	Name	Company Name
1	Arya Sebastin	Codemonk
2	Ashoka	Codemonk
3	Athul George	Codemonk
4	Bhagya Mohan	Codemonk
5	Chandana M	Codemonk

### 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.

### Students Achievements

Sl. No	Name	Event Title	Prize Won	Date of the Event	Institution & Place
1	Sowrab M S	Taekwondo Mens (Under 58 Kg)	Second	27/02/2022	Bangalore North University

### Faculty Publications in UGC Care Journals/ Web of Science/Editor for Book Chapter

Sl. No	Faculty Name	Title of the paper	Journal	ISBN/ISSN	Month/Year
1	Naveen R V	Green banking practices in India- The customers perspective	Academy of Entrepreneurship journal	1528-2686	2021

Dr. Sara Kunnath

HoD – MBA & Academic Advisor

  
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## UG - ANNUAL REPORT

### THE ACADEMIC YEAR-2020-2021

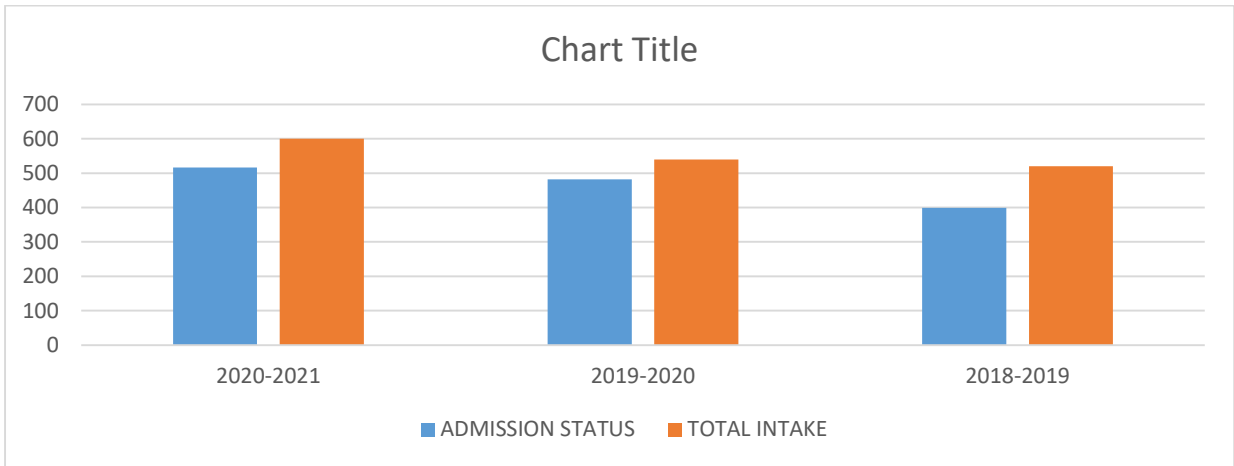
#### ➤ ADMISSION STATUS: TOTAL ADMISSION DURING THE YEAR

UG					
KARNATAKA			NON-KARNATAKA		
DEPT	MALE	FEMALE	DEPT	MALE	FEMALE
BBA(AVI)	1	NILL	BBA(AVI)	47	11
BBA(GEN)	9	13	BBA(GEN)	166	33
BCOM(L&SCM)	1	NILL	BCOM(L&SCM)	41	4
BCOM(GEN)	31	30	BCOM(GEN)	6	2
BCA	6	19	BCA	91	4
<b>TOTAL</b>	<b>48</b>	<b>62</b>	<b>TOTAL</b>	<b>351</b>	<b>54</b>

#### ➤ PROGRESS IN ADMISSION STATUS WITH GRAPHICAL PRESENTATION

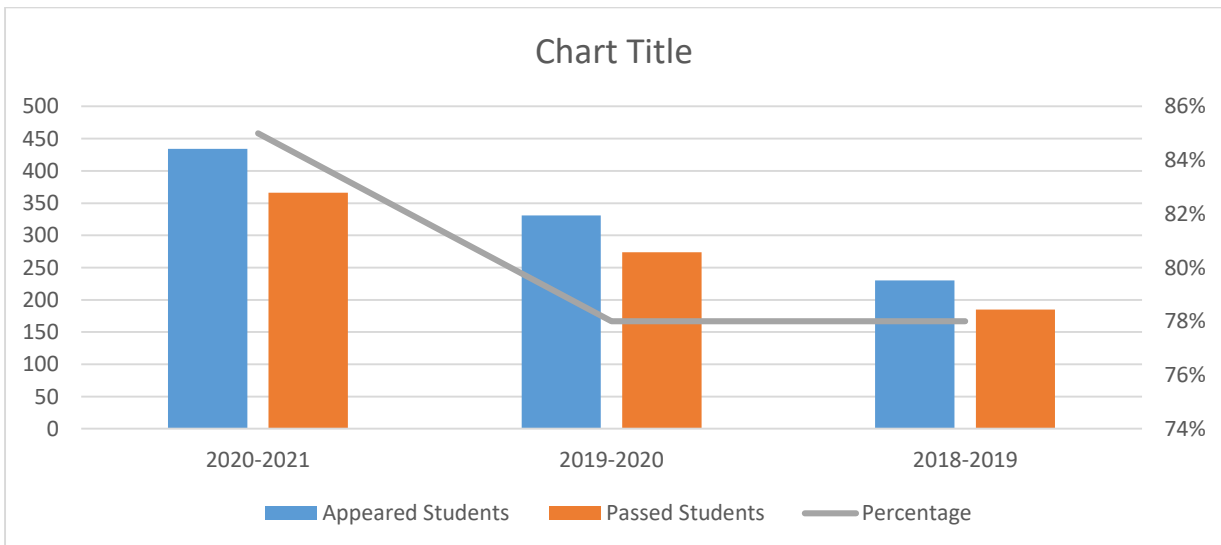
YEAR	ADMISSION STATUS	TOTAL INTAKE
<b>2020-2021</b>	<b>516</b>	<b>600</b>
<b>2019-2020</b>	<b>482</b>	<b>540</b>
<b>2018-2019</b>	<b>399</b>	<b>520</b>

  
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➤ **RESULTS FOR 3-YEARS OUTGOING BATCH GRAPHICAL PRESENTATION**

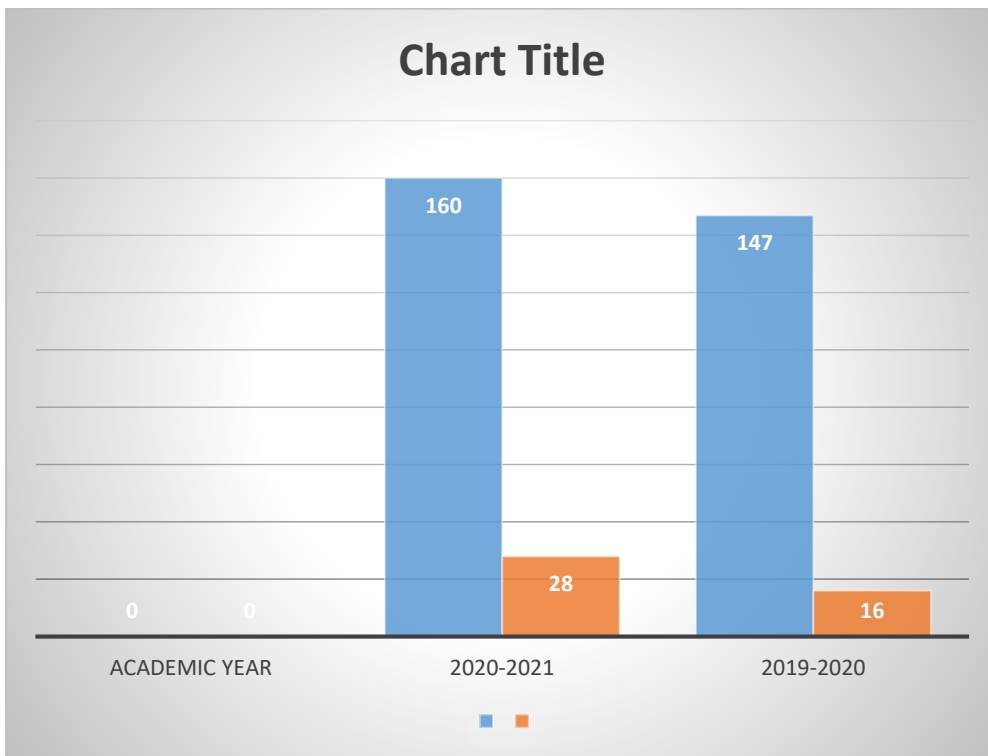
Academic year	Appeared Students	Passed Students	Percentage
<b>2020-2021</b>	<b>434</b>	<b>366</b>	<b>85%</b>
<b>2019-2020</b>	<b>331</b>	<b>274</b>	<b>78%</b>
<b>2018-2019</b>	<b>230</b>	<b>185</b>	<b>78%</b>



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➤ **PLACEMENT AND HIGHER EDUCATION (COMPARISON WITH PAST TWO BATCHES)**

ACADEMIC YEAR	PLACED	HIGHER EDUCATION
2020-2021	160	28
2019-2020	147	16



**Overall 160 students placed during the year 2020-2021**

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## **ACADEMIC ACTIVITIES.**

### **GUEST LECTURE**

#### **OVERVIEW OF INDIAN CAPITAL MARKET**

On 5<sup>th</sup> December 2020 the department of B.Com, KIMS feels honoured to share the glimpses of virtual presence of Mrs. Marina Jose Kanjikal, BSE-IPF, Bombay Stock Exchange-Investor Protection Fund (BSE-IPF). The topic "Overview of Indian Capital Market" seemed to be very interesting and impactful. The session was enriching with corporate inputs required for communication and entrepreneurship development for young minds towards the empowerment. The students were able to connect with the topic interestingly in all possible ways.

The Guest Lecture served a great purpose in reaching out to Students on broad spectrum. The session was attended by all the B.Com students across all semesters followed by faculties of the department. In all was a successful session delivered by the resource person.



#### **ENTREPRENEURSHIP SKILLS**

On 18<sup>th</sup> July 2020

The department of B.Com, KIMS feels honoured to share the glimpses of virtual presence of Mr. Sirdar Birur, Chairman of Social Entrepreneurship & Innovation Management. Committee for Australia New Zealand Chamber of Commerce (ANZ India). Chief Innovation Evangelist, Excelsoft Technologies Pvt Ltd in collaboration with IQAC", the department created a milestone at the time of Covid-19 crisis by conducting such, "Entrepreneurship & Innovation Interactive Talks".

The session handled by Mr. Sirdar Birur, 18th July 2020, expert in "Training Young Minds". Sir has over a three decade of industry work experience. And has a worldwide network connectivity with sources. The session was attended by our respected Director Academics (Dr. A.Ravi), Vice Principal (Prof. Sandhya), Faculties across the department and students from B.Com and BBA, IV-Semesters (two fifty students in all).

  
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The session in whole was enriching and talks were simple, yet relevant to the young minds with pros and cons in new start-ups. The Faculties and students were able to draw lot of inputs and insights shared by the speaker related to Entrepreneurship & Innovation Management. The session was a good grounding for new minds with big thoughts.



## **STUDENT ENGAGEMENT AS A SUCCESS TOOL FOR CAREER BUILDING AND EMPLOYABILITY**

On 25<sup>th</sup> July 2020

The department of B.Com. KIMS feels honoured to share the glimpses of virtual presence of Dr.Muralidhar, Professor & Head of the Department of Commerce and Management, Government First Grade College, Kolar, Karnataka in collaboration with 'IQAC", the department once again created a milestone at the time of pandemic Covid-19 crisis by conducting such, Career Building and Employability Tool, talks.

The session handled by Dr.Muralidhar, 25th July 2020, expert in "Training Young Students". Sir has over 27 years of teaching both at the UG and PG level besides Professional courses like MBA. He has produced 10 Ph.Ds and 25 M.Phils and guided many Minor and Major Research projects.. He is a passionate researcher himself and carries on the spirit of enquiry and academic excellence by encouraging and motivating young researchers. The session was attended by our respected Director Academics (Dr. A.Ravi), Vice Principal (Prof. Sandhya), Faculties across the department and students from B.Com and BBA (two fifty students in all).

The session was impact in covering topics related to all aspects of life and career building. The Faculties and students had a great take away from the speaker related to the same. The session was enriching in all for young minds.



## DIGITAL BANKING IN INDIAN ECONOMY

19<sup>TH</sup> September 2020

The department of B.Com, KIMS feels honoured to share the glimpses of virtual presence of Dr.J. Kannuswamy, Associate Principal, SAMS Engineering College, in collaboration with IQAC", the department created a milestone at the time of Covid-19 crisis by conducting such, "Rediscovering&Optimizing PerformanceTalks". The session handled byDr. J. Kannuswamy, 19th Sep 2020, expert in "Optimizing Young

Minds". The session was attended by our respected Director Academics (Dr.A.Ravi), Vice Principal (Prof.Sandhya), Faculties across the department and students from B.Com I & III-Semesters (Seventy Five students in all).

The session was enriching with Digital Banking in Indian Economy, yet relevant to the young minds with knowledge and lot of take away. The session was enriched with knowledge which helps to update our knowledge with the latest banking technology which enabled the banking sector to function effectively.



*Ravikiran*  
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## **TIME TO RESET-JOB OR WORK**

28<sup>th</sup> November 2020

The department of B.Com, KIMS feels honored to share the glimpses of virtual presence of Mr. SN. Ramesh Kumar, Head-HR, MasterCom Technology Services. The session based on "Time to Reset- Job or Work" was an insightful one.

The session was very enriching, where Faculties and students were able to draw lot of inputs and

insights shared by the speaker on 'Time to Reset-Job or Work'. The students were able to connect with the topic interestingly in all possible ways.

The Guest Lecture conducted was very successful in engaging and motivating students at this time of crisis with innovative concepts and contexts towards the topic. The session in all was remarkable in its way of reaching out to Students.

## **REDISCOVERING MANAGEMENT PRINCIPLES FOR OPTIMIZING PERFORMANCE**

12<sup>th</sup> September 2020

The department of B.Com, KIMS feels honored to share the glimpses of virtual presence of Mrs.Bhagya G B, Asst. Professor, Department of Commerce, SDC Degree College,

Bangarpet, Kolar in collaboration with 'IQAC", the department created a milestone at the time of Covid-19 crisis by conducting such, "Rediscovering & Optimizing Performance Talks". The session handled by Mrs.Bhagya G B., 12th Sep 2020, expert in "Optimizing Young

Minds". The session was attended by our respected Director Academics (Dr. A.Ravi). Vice Principal (Prof. Sandhya), Faculties across the department and students from B.Com I & III-Semesters (Seventy Five students in all).

The session was enriching with stories and talks were simple, yet relevant to the young minds with positive vibes and lot of take away. The Faculties and students were able to draw lot of inputs and insights shared by the speaker related to 'Rediscovering Management for Optimizing Performance.' The session was optimistic in kindling new hopes for young minds with big thoughts.





## GUEST LECTURE ON SAP FI AND MM

3<sup>rd</sup> October 2020

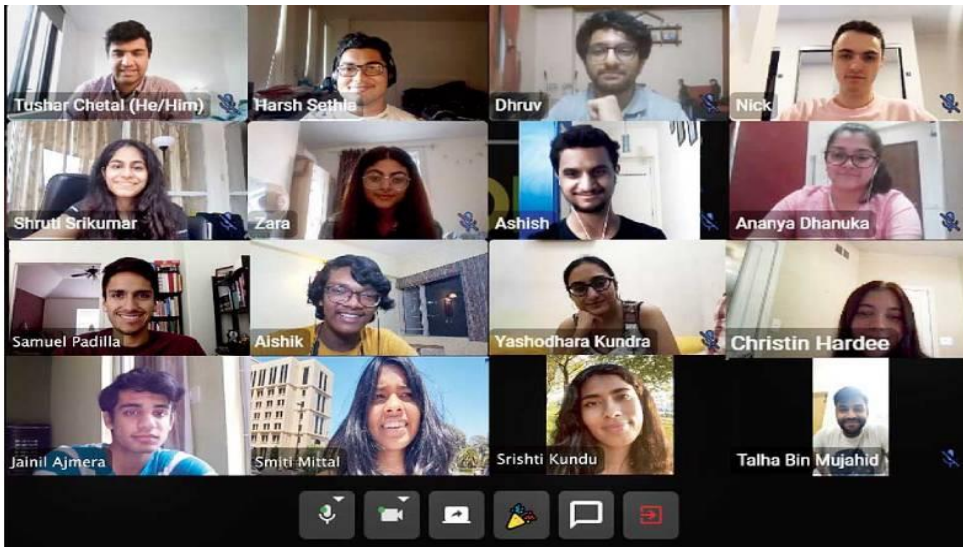
Mr. Mahabub Basha S, Senior Accounts Payable Executive, Spyro Strategic Consultant.

The department of B.Com, KIMS feels honoured to share the glimpses of virtual presence of Mr. Mahabub Basha, Senior Accounts Payable Executive, in collaboration with 'IQAC', the department created a milestone at the time of Covid-19 crisis by conducting such. "Rediscovering & Optimizing Performance Talks".

The session handled Mr. Mahabub Basha, 26th Sep 2020, expert in "Optimizing Young Minds". The session was attended by our respected Director of Academics (Dr. A.Ravi), Vice Principal (Prof. Sandhya), faculties across the department and students from B.Com I & III-Semesters (Seventy Five students in all).

The session was enriching with importance of SAP in accounting process, yet relevant to the young minds with knowledge and lot of take away. The session was enriched with knowledge which helps to update our knowledge with the Accounting system analysis in the present scenario of the business world.

  
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**Guest Lecture on Operational risk governance for small and medium enterprises- BBA(G)  
 DEPARTMENT OF BUSINESS ADMINISTRATION-BBA(GENERAL)**

**Date: 19/12/2020**

**Time: 9:30 AM to 11:00 AM**

**Venue: SEMINAR HALL II**



*(Guest Lecture on Operational risk governance for small and medium enterprises)*

**Introduction:**

The guest lecture on Operational risk governance for small and medium enterprises was conducted by Mr. Abhishek Reddy, FRM, is an operations consultant at Franklin Templeton Investments, Founder partner of The Capital Wizards. Operational risk governance is crucial for the sustainable growth of Small and Medium Enterprises (SMEs). This report delves into the significance of operational risk management and governance tailored specifically for SMEs.

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**Understanding Operational Risk Governance:**

Operational risk refers to the potential losses resulting from inadequate or failed internal processes, people, and systems, or from external events. Governance frameworks help SMEs identify, assess, and mitigate these risks effectively.



*(Students discussing about the Operational risks in SMEs)*

**Conclusion:**

Operational risk governance is integral to the long-term success and resilience of SMEs. By implementing tailored governance frameworks and best practices, SMEs can effectively manage operational risks and seize growth opportunities while safeguarding their business operations. It was an effective session to all the students of BBA (General) Students understood the various risks and components of the Operational risk governance for small and medium enterprises.

**Guest Lecture-The future of Digital Marketing &****E - Commerce in India-BBA(G)****DEPARTMENT OF BUSINESS ADMINISTRATION-BBA****Date: 17/07/2021****Time: 10:30 AM to 12:00 PM****Venue:SEMINAR HALL I**

*(Guest Lecture-The future of Digital Marketing & E - Commerce in India)*

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**Introduction:**

The guest lecture on "The Future of Digital Marketing and E-commerce in India" provided valuable insights into the rapidly evolving landscape of digital commerce in the country. The speaker, Mr. Viraj, an expert in the field, shed light on various trends, challenges, and opportunities shaping the future of marketing and e-commerce.

**Conclusion:**

The guest lecture provided attendees with a comprehensive understanding of the key trends and dynamics shaping the future of digital marketing and e-commerce in India. It underscored the importance of staying agile and adopting innovative strategies to thrive in an increasingly competitive and dynamic marketplace.

**Software Project Management Using MS Project (11/06/2020)**

A guest lecture on "Software Project Management Using MS Project" was organized for BCA students at Koshys Group of Institutions. The lecture aimed to provide students with insights into utilizing MS Project as a tool for effective project management in software development. During the session, students were familiarized with the interface and features of MS Project, including task creation, Gantt charts, resource allocation, and tracking progress. Practical demonstrations were provided to illustrate how MS Project can streamline project workflows, facilitate communication among team members, and enhance overall project efficiency.

In conclusion, the guest lecture on "Software Project Management Using MS Project" proved to be highly informative and beneficial for BCA students at Koshys Group of Institutions. It equipped them with valuable knowledge and skills essential for effective software project management, thereby enhancing their readiness for the professional realm.

**Neural Network for Engineering Application (13/08/2020)**

On 13<sup>th</sup> Aug, a guest lecture titled "Neural Networks for Engineering Applications" was conducted at Koshys Group of Institutions for BCA students. The seminar aimed to introduce students to the practical implications of neural networks in various engineering domains.

The lecture began with an overview of neural networks, elucidating their structure and function. The speaker highlighted the analogy between artificial neural networks and the human brain, emphasizing their capacity for learning and adaptation. This foundational understanding set the stage for exploring their applications in engineering. In conclusion, the guest lecture on "Neural Networks for Engineering Applications" provided BCA students at Koshys Group of Institutions with a comprehensive understanding of the theoretical underpinnings and practical implementations of neural networks in diverse engineering contexts. The session served as a valuable educational opportunity, equipping students with the knowledge and skills necessary to leverage neural networks in their academic and professional pursuits.



**Data Science (18/10/2020)**

On 18<sup>th</sup> Oct, Koshys Group of Institutions hosted a guest lecture on the topic of "Data Science" for BCA students. The lecture aimed to provide students with insights into the multifaceted field of data science and its relevance in contemporary computing.

The session commenced with an overview of data science, elucidating its fundamental concepts and applications in various domains such as business, healthcare, and technology. The speaker, [Name], an esteemed expert in the field, navigated through the intricate landscape of data science methodologies, including data mining, machine learning, and statistical analysis.

In conclusion, the guest lecture on data science proved to be an enriching and enlightening experience for BCA students at Koshys Group of Institutions. It provided them with valuable insights into the principles, methodologies, and applications of data science, equipping them with the knowledge and motivation to explore this burgeoning field further.

**Metrics for Software Quality Assurance (16/02/2021)**

A guest lecture on the topic of "Metrics for Software Quality Assurance" was conducted at Koshys Group of Institutions for BCA students. The seminar aimed to provide an insightful exploration into the crucial aspects of ensuring software quality through effective metrics.

The lecture commenced with an overview of the significance of software quality assurance (SQA) in the software development lifecycle. It emphasized the role of metrics in objectively measuring and assessing the quality attributes of software products. The speaker highlighted the importance of defining clear quality objectives and metrics aligned with the project's goals and stakeholders' expectations.

In conclusion, the guest lecture provided valuable insights into the role of metrics in Software Quality Assurance, equipping BCA students with the knowledge and tools necessary to ensure the delivery of high-quality software products. The session concluded with a Q&A segment, allowing students to clarify doubts and deepen their understanding of the topic.

**Workshop: How to Create and Present a Paper Publication (29/07/20)**

The workshop on "How to Create and Present a Paper Publication" held for Final year BCA students at Koshys Group of Institutions aimed to equip students with essential skills for academic writing and presentation. The session commenced with an overview of the importance of paper publications in academia, emphasizing their role in knowledge dissemination and career advancement.

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Overall, the workshop served as a comprehensive guide for Final year BCA students to navigate the intricate process of paper publication and presentation, empowering them to contribute meaningfully to the academic discourse.

➤ **SEMINAR/CONFERENCE/FDP**

Academic Year	Title of the FDP/MDP/Professional Development /Administrative Training Program	Dates (DD-MM-YYYY)	No of Participants
2020-2021	Research methodology in commerce and management	27 <sup>th</sup> & 28 <sup>th</sup> May 2021	2

➤ **DEPARTMENT WISE: PROJECT AND INTERNSHIP**

DEPARTMENT	TOTAL NUMBER OF PROJECT REPORTS
BBA	157
BCA	192
B.Com	136

➤ **ADD ON CERTIFICATE PROGRAM OFFERED DURING YEAR**

Name of Add on /Certificate programs offered	Course Code (if any)	Year of offering	No. of times offered during the year	Duration of course	Number of students enrolled in the program

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C Programming and Big Data	BCA1	2020	ONCE	42 hours	99
Ethical Hacking & Cloud computing	BCA1	2020	ONCE	40 hours	107
Cyber Security & Machine Learning	BCA1	2020	ONCE	41 hours	70
IATA Level 1 & 2	BBAM 1	2020	ONCE	40 hours	60
IATA Level 3 & 4	BBAM 1	2020	ONCE	40 hours	58
IATA Level 5 & 6	BBAM 1	2020	ONCE	40 hours	40
Logistics and Supply chain Management	BBA1	2020	ONCE	40 hours	198
Logistics and Supply chain Management	BBA1	2020	ONCE	40 hours	196
Logistics and Supply chain Management	BBA1	2020	ONCE	40 hours	138
Logistics Level 1 & 2	BCLS1	2020	ONCE	50 hours	45
Logistics Level 3 & 4	BCLS1	2020	ONCE	50 hours	45
Logistics Level 5 & 6	BCLS1	2020	ONCE	50 hours	40

**➤ SCHOLARSHIP OFFERED FOR THE STUDENTS: MERIT AND MINORITY**

YEAR	NAME OF SCHOLARSHIP SCHEME	NO OF STUDENTS BENEFITED	AMOUNT DISPERSED
2020-221	MERIT BASIS	64	17,70,000

  
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## **NCC & NSS ACTIVITIES**

### **ESTABLISHING**

In the year 2020, our college took a significant step forward by introducing the National Cadet Corps (NCC) program, enhancing the holistic development and preparedness of students. The decision to implement NCC stemmed from recognizing the need to instill discipline, patriotism, and leadership skills among the youth, aligning with the broader vision of fostering responsible citizens.

The introduction of NCC opened up a plethora of opportunities for students to engage in structured training, adventurous activities, and community service. The program emphasized physical fitness, character building, and teamwork through its various activities such as drill sessions, shooting, trekking, and social initiatives. This holistic approach aimed to mold individuals who possess not only academic excellence but also a strong sense of civic duty and resilience.

Under the guidance of experienced and dedicated NCC instructors, students had the chance to participate in national and state-level camps, competitions, and events. These experiences enriched their understanding of teamwork, leadership, and the values of service to the nation. The college ensured that students were encouraged to strike a balance between their academic commitments and NCC responsibilities, nurturing a sense of time management and dedication.

The implementation of the NCC program also brought about a sense of pride and belonging among the students, as they wore the NCC uniform with honor, symbolizing their commitment to the nation and their dedication to self-improvement. Furthermore, the NCC served as a platform for students to interact with like-minded peers, fostering friendships and networks that extended beyond the academic sphere.

In conclusion, the initiation of the NCC program in our college in 2020 marked a pivotal moment in enhancing the overall development of students, imparting vital life skills and values essential for their personal growth and contribution to society.

In this year we have conducted 12 several programs. The programs help our cadets and institutions to a new way of serving the nation. We mentioned the programs below.

1. **Republic day celebration on 26 January 2021** , we celebrated that day very simply because of the Covid 19 pandemic situation. We only raise the flag in our college amphitheatre.
2. **Yoga day celebration on 22 June 2021**, we will virtually do the session because of the Covid pandemic and lockdown. Our faculty Rajani Gaur took the virtual class. 200 students and 20 faculty attend the program.

## **SPORTS ACTIVITIES REPORT**

### **INTRA DEPARTMENT GIRLS THROWBALL CHAMPIONSHIP YEAR 2021**

Inter Department Throwball Girls Championship League for the year 2020-21 coordinated and conducted by B. Com department students started on 16 Feb 2021 (Monday) at 0300pm in KGI campus Throwball Court. Director Academics, Vice- Principal KIMS, HODs of MBA, BBA, BCA, BCom, Teaching and Non-Teaching staff of KIMS was present for the inauguration of the tournament. Total 05 teams from UG department registered for the League championship. The students from BBA, BCom & BCA department of KIMS have participated in the championship. Each team had 7 players and 3 substitutes. Matches were played on points basis of 25 points per set, best of 3 set win the match, 5min break after each set. Match rules and regulations were briefed to all the players and the captains of the teams before the match. Referees were from the students' coordinators of B Com department. Total from the five teams each were played two matches against each other as leagues and the teams those who won at least two matches against their teams will qualify for the quarter finals. The



Glimpse of League matches between the departments on the field BCA, B'Com & BBA.



**INTRA DEPARTMENT CRICKET CHAMPIONSHIP 2021**  
**(KOSHYS PREMIER LEAGUE)**

Inter Department Cricket Championship League for the year 2021 coordinated and conducted by B'Com department students started from 22 Feb 2021 to 05 Mar 2021 in KGI campus cricket ground. The Inauguration ceremony was started from 2.00pm at Amphitheatre area. Chairman Mr. Santhosh Koshy, Prof. Sareena Shaji, Dean KGI & KIHS, Mr. Arasu MT, CAO KGI, Director Academics, Vice- Principal KIMS, HODs of MBA, BBA, BCA, BCom, Teaching and Non-Teaching staff of KIMS were present for the inauguration ceremony. Koshys Premier League (KPL) Flag was hoisted by the Chairman, KGI and Total 16 teams from UG/PG department registered for the League championship. The students from BBA, BCom, BCA & MBA department of KIMS participated in the championship. Each team consisted of 8 players and 2 substitutes.

Matches were played with 05 overs, 4 bowling and one Throw. 2 overs per bowler. 16 teams were slotted into two pools with 8 teams a side. Match rules and regulations were briefed to all the players and the captains of the teams before the match. Match Main and Leg Umpires were from the students coordinators of B Com department. All the teams had to play two matches against each other in the same pool as leagues and the teams those who won atleast two matches against their teams were qualified for the quarter finals.

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Total 8 teams entered the quarter finals 4 from pool-A and 4 from pool-B, quarter finals were played on 27 Feb, 01 Mar and 4 teams were qualified for the semifinals and on 02 & 03 Mar semifinals were played, B'Com 5 sem Team-A and B'Com Team-B entered the finals. Final match date was fixed for 5 mar 2021.

The final of Koshys Premier League cricket championship was held on 5 Mar 2021, the match was B'Com 5 sem Team-A Vs B'Com 5 sem Team-B. Final match was played with 6 overs a side, other all rules and regulations remained the same and was clearly briefed to the teams before starting the game. Prof. Sridhar and Prof. Ashok were looking after the main and Leg Umpiring. The final match was started by 2.30 pm by tossing by Vice-principal, KIMS and B'Com Team-B won the toss and choose to bowl first.

Team-A scored 55 runs in 6 overs and target for team-B was 56 runs in 36 balls. Team-B chased the score and won the finals with 56 runs in the last over and bagged the championship for the year 2021. Prize distribution was held at Amphitheatre area from 4.15 pm onwards.

Director Academics, Vice-Principal, HoDs of BBA, BCA, B'Com, MBA, Teaching Faculties and Non-Teaching Faculties also present for the prize distribution ceremony. The Finalists Winner & Runner team players were awarded with Medals and Certificates. Runner team captain was awarded Cash prize of Rs.5000 and Inter Department Cricket Runner-Up Rolling Trophy and Winner team captain with cash prize of Rs.10000 and Inter Department Cricket Winner Rolling Trophy.

We the department of Physical Education and Sports of KIMS thank our management, staffs and coordinators who supported us in organizing the event and making it success.

### **GLIMPSE OF INTRA DEPARTMENT CRICKET CHAMPIONSHIP (KPL) 2021.**



  
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### INTRA DEPARTMENT FOOTBALL CHAMPIONSHIP (GANADOR SOCCER EVENT)

The Inter department sports for football championship as conducted every year in the name of **GANADOR** was started planning from the month of September 2021. The Ganador committee was formed with the students and faculty members to coordinate and conduct the entire event. The selection trials were conducted two days for selecting players to the teams.

Team captains, Managers, Icon players and owners for the teams were nominated from the departments of UG and PG. The players selected in trials were called upon auction by the owners and managers for their respective teams. Total eight teams were formed and the schedule of the games were fixed from 21 Oct 21 to 23 Oct 21 in the football ground, KGI campus.

The inauguration of the Ganador season-IV Football Championship 2020-2021 was grandly organized on 21 Oct 2021 from 12.30pm onwards. Dr. Santhosh Koshy, Chairman, KGI. Dr. Sereena Shaji, Dean KGI. Mr. Arasu MT, CAO, KGI. Dr. Prakash B Nayak, Academic Director, KIMS. Dr. Sara Kunnath, Academic Advisor, KIMS. Prof. Sandhya, Vice-Principal, KIMS, all HoDs, Teaching, Non-Teaching faculties, Staff and the students of koshys institute were present during the inaugural ceremony.

**KOSHYS GROUP OF INSTITUTIONS**

**SEMI-FINALS**

**D'FEETERS vs PHOENIX**

**AL-EMARATH vs ATLANTA**

**OPERA INTERNATIONAL**  
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One match was conducted on the inaugural day, following those other leagues and playoff were conducted on other day and till the semifinal matches played on 23 oct and the finals was fixed to start from 3.00 pm onwards and followed by the prize distribution.

**INTRA DEPARTMENT CRICKET**  
**CHAMPIONSHIP 2021**  
**(EXITOS CRICKET LEAGUE)**

The Inter department sports for Cricket game was started for the first time as **EXITOS Cricket League** coordinated by the students of BCA department. A committee was formed with the students and faculty members to coordinate and conduct the entire event. The selection trials were conducted from 29 Oct 2021 to 03 Nov 2021 at the cricket ground inside KGI campus.



The Runner Up Team Torpedoes were awarded with a silver medal, Runners up certificate and a cash prize of rupees Seven thousand and the Winning team Targaryens were awarded a gold medal, Winner's certificate and cash prize of rupees Ten thousand and the Exitos Cricket League Champions Rolling trophy for the year 2021-22 has been won by Team Targaryens.

The department of sports and Physical Education, Koshys Institute of Management Studies is very much thankful to the management, Chairman, Dean, Director, Advisor, CAO, Principal, Vice-Principals of KIMS & KIHS, Teaching and Non-Teaching staff of KGI, the faculty coordinators Prof. Shashi Kiran and Prof. Satya Kumar Singha for the Exitos Cricket championship. Our sincere thanks to the facility team, maintenance team and housekeeping team for helping and supporting us throughout the game and made the event a grand success.





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## CULTURAL ACTIVITY REPORT

**Title: Igniting Minds: Business Quiz at the Department of BBA, MAGNOTSSAV**

**Date-** 15<sup>th</sup> Feb.2021

**Venue-** KIMS Seminar Hall-1

**Introduction:** The Department of Bachelor of Business Administration (BBA) at Koshy's College recently organized an exhilarating Business Quiz, aimed at testing the acumen and knowledge of students in various aspects of the business world. The event provided a platform for students to showcase their analytical skills, business acumen, and competitive spirit.

**Event Format:** The Business Quiz was structured to challenge participants with a series of thought-provoking questions covering a wide range of topics including business trends, current affairs, corporate history, and famous personalities in the business world. Teams consisting of enthusiastic students from different semesters eagerly participated in the competition.

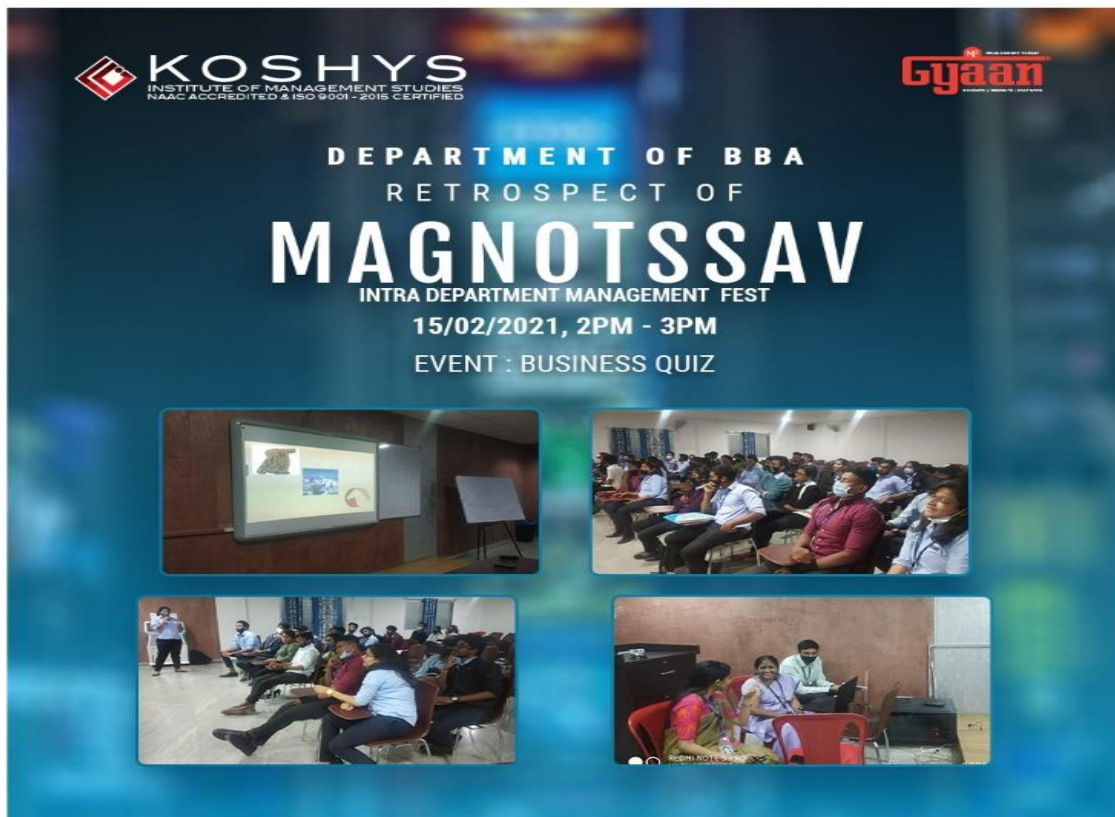
**Rigorous Preliminary Round:** The competition kicked off with a rigorous preliminary round, where teams competed against each other to secure a spot in the final round. The questions were designed to assess the participants' knowledge, critical thinking abilities, and quick reflexes, ensuring an intense and engaging experience for all involved.

**Intense Final Round:** The finalists advanced to the much-anticipated final round, where the stakes were higher and the competition fiercer. The finalists battled it out through a series of  
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challenging rounds, including rapid-fire rounds, audio-visual questions, and case studies, testing their ability to think on their feet and strategize effectively under pressure.

**Knowledge Exchange and Learning:** The Business Quiz served as more than just a competition; it was also a platform for knowledge exchange and learning. Participants had the opportunity to broaden their understanding of various business concepts, gain insights into emerging trends, and learn from their peers' perspectives and experiences.

**Fostering Team Spirit:** The Business Quiz encouraged teamwork and collaboration among participants, as they worked together to analyze questions, strategize their responses, and capitalize on each other's strengths. The spirit of camaraderie and mutual support was palpable throughout the competition, reinforcing the importance of teamwork in the business world.



**Title: Welcoming New Beginnings: Freshers' Day Celebration at Koshy's College**

**Venue-** KIMS Auditorium

We Department of BBA celebrated its annual Freshers' Day with great enthusiasm and fervour. The event marked the induction of the newest members into the vibrant Koshy's community, offering them a warm and memorable initiation into their college journey.

**Event Highlights:** The Freshers' Day celebration commenced with a colourful and energetic procession, where the freshers, adorned in their finest attire, were welcomed with cheers and applause from their seniors. The atmosphere buzzed with excitement as students eagerly participated in various activities and performances organized by the department of BBA.

**Cultural Extravaganza:** The cultural extravaganza was the highlight of the event, featuring a diverse array of performances including dance, music, skits, and poetry recitations. The stage came alive with talent as both freshers and seniors showcased their skills, captivating the audience with their spirited performances.



**Interactive Sessions:** The celebration also included interactive sessions aimed at fostering camaraderie and bonding among students. Seniors shared their experiences and offered valuable insights to the fresher's, guiding them on navigating the challenges and opportunities that lay ahead in their academic journey.



## GRADUATION DAY REPORT

### Graduation Day Report

The Annual Graduation Ceremony for the UG was held with great fervor and enthusiasm on **15<sup>th</sup> October 2021** at the auditorium of **Koshys Group of Institution**. The event marked a significant milestone in the academic journey of 180 graduates who successfully completed their studies.

was an honor to have **Dr. Santhosh Koshy**, the esteemed **Chairman of Koshys Group of Institutions**, as the **Guest of Honor**, whose visionary leadership has propelled the institution towards excellence.

Additionally, the ceremony was graced by the presence of **Special Guest, Dr. Sreena Shaji**, the **Dean of KGI**, and esteemed dignitaries including **Dr. Prakash B. Nayak**, the **Academic Director of KIMS**, **Dr. Sandhya. S**, the **Principal of KIMS**, further enriching the occasion with their expertise and wisdom.



The ceremony commenced with a solemn invocation, invoking blessings for the success and prosperity of the graduates as they embark on their new journey.

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A warm welcome was extended to all attendees, including esteemed guests, faculty members, parents, and, most importantly, the graduating students. The welcome speech set the tone for the event, emphasizing the achievements and aspirations of the graduating class.

Symbolizing the pursuit of knowledge and wisdom, the lamp was lit by dignitaries, signifying the illumination of the path ahead for the graduates.

Mr. Santhos Koshy, the Chairman of the institution, addressed the audience, reflecting on the accomplishments of the graduating class and expressing pride in their achievements.

Dr. Prakash B Naik, the Director of the institution, presented the annual report, highlighting the academic, extracurricular, and overall achievements of the institution and its students over the past year.



Dr. Sandhya, the Principal, administered the oath to the graduating students, urging them to uphold the values of integrity, excellence, and service as they step into the professional world.

The ceremony included the distribution of awards and accolades to recognize the outstanding academic performance, leadership qualities, and contributions of the graduating students.

A heartfelt vote of thanks was extended to all individuals and organizations who contributed to the success of the event, including faculty, staff, sponsors, and volunteers.

The Annual Graduation Ceremony for the Batch 2022-2023 concluded on a note of celebration, pride, and anticipation for the bright futures that lie ahead for the graduates.



**➤ FACULTY PUBLICATION & PARTICIPATION IN INTERCOLLEGIATE EVENT**

SL NO	TITLE	NAME	DEPARTMENT	PUBLICATION	ISBN/ISSN NUMBER
1	<b>Women Entrepreneurship in India: A study on challenges and opportunities</b>	<b>Mahabub Basha S</b>	<b>B.com</b>	<b>Wesleyan Journal of Research</b>	<b>0975-1386</b>
2	<b>A Study on Human Resources Accounting in India</b>	<b>Mahabub Basha S</b>	<b>B.com</b>	<b>Kala Sarovar</b>	<b>0975-4520</b>

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3	<b>Cointegration and Casual relationship between Pharmaceutical sector and Nifty- An Empirical Study</b>	<b>Mahabub Basha S</b>	<b>B.com</b>	<b>Palarch's Journal of Archeology of Egypt</b>	<b>1567-214X</b>
4					
5	<b>An Empirical study of Relationship between Pharma Industry and Indian Capital Market</b>	<b>Mahabub Basha S</b>	<b>B.com</b>	<b>SRDC- Vidhyanidhi CMS, Jain Deemed to be University</b>	<b>-</b>

6	<b>Determinants of Dividend Policy of Bank - Evidence from India</b>	<b>RV Naveenan</b>	<b>MBA</b>	<b>Empiric EconomicLetter</b>	<b>1681 8997</b>
7	<b>Corporate Social Responsibility of Canara Bank- A systemetic status Review</b>	<b>RV Naveenan</b>	<b>MBA</b>	<b>International Journal of Business Information Systems</b>	<b>-</b>
8	<b>Investment Decision in Merged Companies and Forecasting Price Movements using Technical Indicators with selected Equity stock in Indian Stock market</b>	<b>RV Naveenan</b>	<b>MBA</b>	<b>Journal of critical Reviews</b>	<b>2394- 5125</b>
9					



10	<b>Influence of Social Media marketing on Buying Behaviour of Millenial towards Smart Phones in Bangalore City</b>	<b>Jagdeesh Babu MK</b>	<b>MBA</b>	<b>Palarch's Journal of Archeology of Egypt</b>	<b>1567-214X</b>
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**➤ EXTENDED ACTIVITIES/CSR ACTIVITIES**

➤ 1. Visit to Government school



2. Visit to Orphen age home

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**We Care, We Share**

**➤ PHD AWARDED & REGISTERED BY THE EXISTING STAFF DURING THE ACADEMIC YEAR**

SL.NO	NAME OF THE FACULTY	DEPARTMENT	AWARDED/REGISTERED
1	DR.SHENBAGAVALI	BBA	Awarded
2	Dr. Muralidhara D	B.com	Awarded
3	DR.SUMAN KOUSHIK	Hindi	Awarded
4	DR. SURESH. S	BBA	Awarded
5	DR. KISHORE KUMAR	BBA	Awarded

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