

**DEPARTMENT OF MBA**

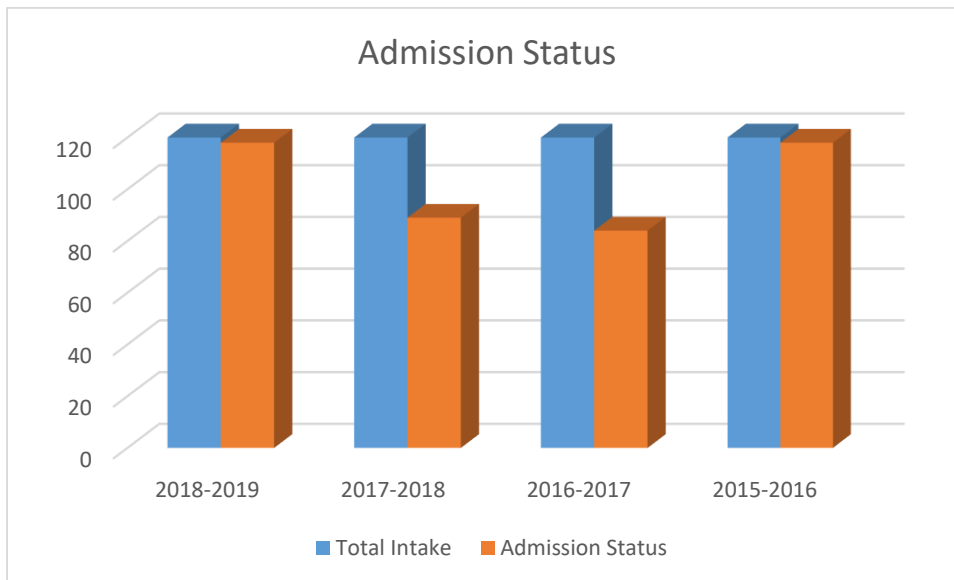
**ANNUAL REPORT 2018-2019**

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


KARNATAKA- 14		NON-KARNATAKA – 104	
MALE	FEMALE	MALE	FEMALE
9	5	89	15

**Progression in admission status with graphical presentation**

Year	Total Intake	Admission Status
2018-2019	120	118
2017-2018	120	89
2016-2017	120	84
2015-2016	120	118



Above chart represents the variations in admission status. The admission in 2018 – 19 is 120 Students. In the University Allocated seats 118 Seats are filled.

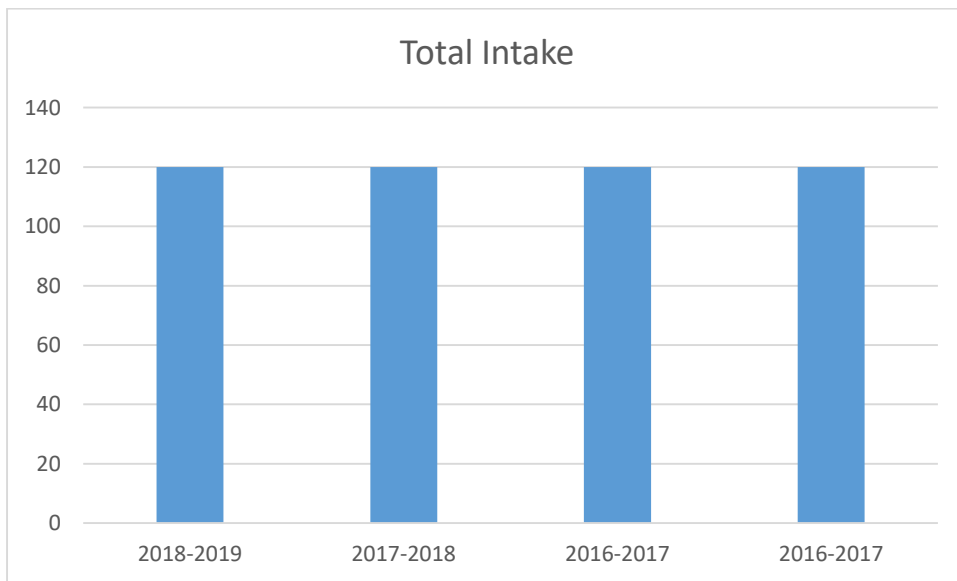
  
**DIRECTOR**  
 KOSHYS INSTITUTE OF MANGEMENT STUDIES  
 # 31/1, Kadusonnappanahalli,  
 Kannur Po, Hennur-Bagalur Road,  
 Bangalor-562 149

## 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
2018-2019	120
2017-2018	120
2016-2017	120
2016-2017	120



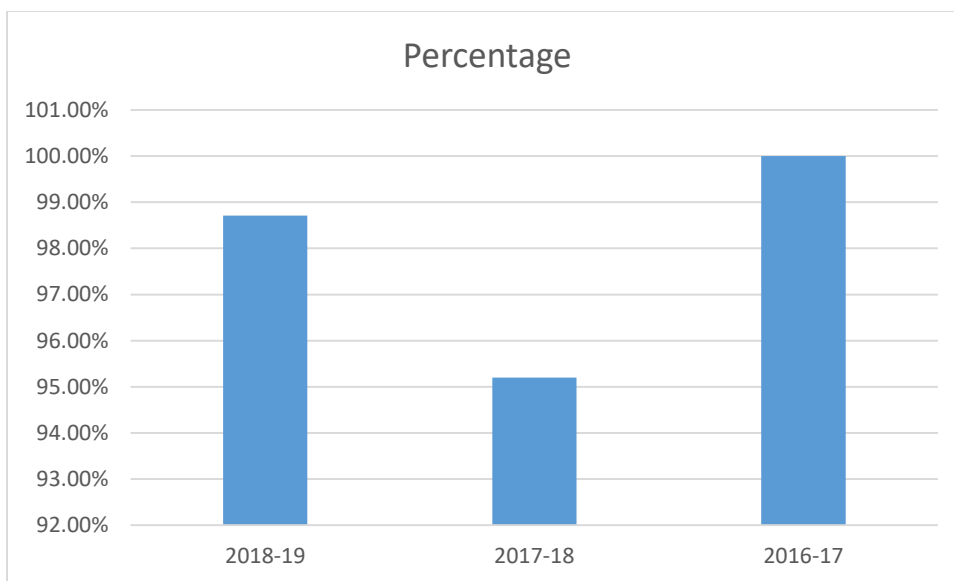
Above chart explains the approved intake of Students from the year 2016 – 2017 to 2018 – 2019. The intake is increased by 120 Seats.

*Pranav*  
**DIRECTOR**  
KOSHYS INSTITUTE OF MANGEMENT STUDIES  
# 31/1, Kadusonnappanahalli,  
Kannur Po, Hennur-Bagalur Road,  
Bangalor-562 149

### Current year program wise result

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

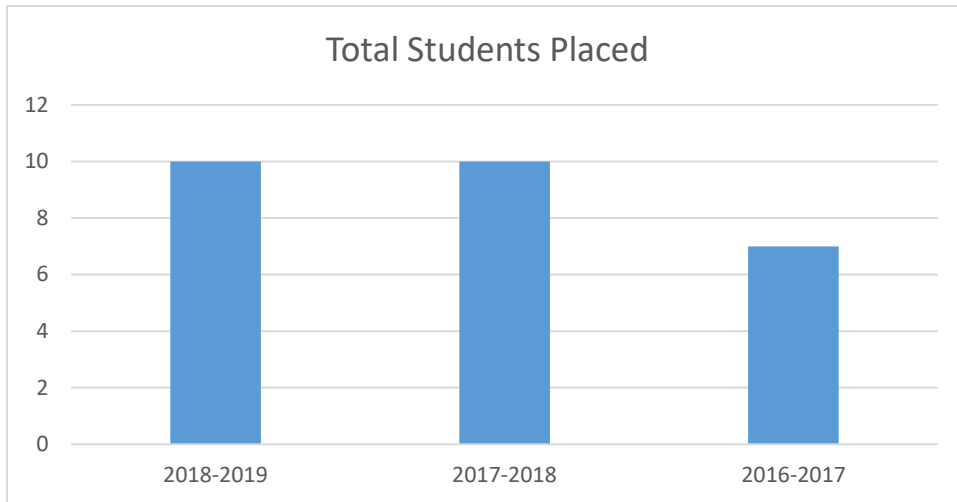
Academic Year	Students Registerd	Students Appeared	Failures	Percentage
2018-19	82	78	1	98.71%
2017-18	82	82	2	95.20%
2016-17	44	44	0	100.00%



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

Academic Year	Total Students Placed
2018-2019	10
2017-2018	10
2016-2017	7

  
**DIRECTOR**  
 KOSHYS INSTITUTE OF MANGEMENT STUDIES  
 # 31/1, Kadusonnappanahalli,  
 Kannur Po, Hennur-Bagalur Road,  
 Bangalor-562 149



Overall 28 students placed during the year 2018-2019. Below is the list of students;

### Academic activities

#### **CEO Talk - Recent trends in HR**

Koshys Institute of Management Studies had organized a guest lecture on Recent Trends in HR- the Indian Perspective for the students of MBA - I. The Speaker for the lecture was JayaRaj Menon who is presently working as CEO with Kranium Hr. Solutions,

In his lecture he discussed the Western and the Indian Ideologies of looking at innovation from the ancient times till the present day. He also introduced the participants to many exclusive examples and challenges in the world economy at large with reference to different mythologies He shared his own experiences how and why Western corporations can no longer just rely on the old formula that sustained innovation and growth for decades: a mix of top-down strategies, expensive R&D projects and rigid, highly structured innovation processes.

#### **Guest Lecture - Talent Beyond 2020**

In 2019, 99% of companies decided on preparing for the future workforce. Furthermore, 73% of companies expected a significant disruption, says Princy Thomas. Well, 2020 is knocking at our doors. Where we're stationed at? Do we still have the time to personalize other trends?

  
**DIRECTOR**  
KOSHYS INSTITUTE OF MANGEMENT STUDIES  
# 31/1, Kadusonnappanahalli,  
Kannur Po, Hennur-Bagalur Road,  
Bangalor-562 149


Talent management is the new engine for the upcoming economy. With more and more companies looking to thrive in an uncertain situation today, more attention is being focused on the role of talent development.

In the same manner, companies today are seeking newer processes and techniques to keep the current workforce engaged. However, there are certain challenges that HR and talent management professionals are facing.

### **Industrial Visit – Mahatma Gandhi Institute of Rural Energy and Development**

Industrial Visit is of prime importance for students pursuing MBA Program. It assists in bridging the gap between theory and practice. The MBA department of New Horizon College of Engineering has organized an Industrial Visit to Mahatma Gandhi Institute of Rural Energy and Development (MGIRED), Bengaluru on 10-08-2018. The first semester MBA students along with the faculty coordinator were taken out for the Industrial Visit. The Journey towards the MGIRED started by 9:15 AM and reached the Institute by 10:45 AM.

Firstly, they introduced about the role of MGIRED in creating awareness regarding solar power generation, Rain water harvesting and solid waste management. The Institute also provide training for unemployed youths for solar panel installation. The first session was regarding solar power, and in this session they highlighted about the advantages of solar power, advantages of using LED bulbs as a power saving equipment. The second session was about rain water harvesting, and in this session they highlighted the importance of storing the rain water for future use and the role of rain water in increasing the ground water level. The third session was about solid waste management, in this session they highlighted about managing the waste properly in order to maintain the fertility of the soil and these wastes should block the drainage system. Then the students were taken to exhibition halls where various equipment's were kept in the display. Finally, students gave feedback about all the sessions. Post lunch session, students were allowed to visit the museum. The visit ended by 3:30 PM and we have returned back to the college. On the whole, this visit helped the students in gaining insights regarding solar power, rain water harvesting and solid waste management which is the need of the hour in the current contemporary context.

  
**DIRECTOR**  
KOSHYS INSTITUTE OF MANGEMENT STUDIES  
# 31/1, Kadusonnappanahalli,  
Kannur Po, Hennur-Bagalur Road,  
Bangalor-562 149

### 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 on 22-11-2018, 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
Market Research Enhancement Program	Seventh Sence	First
Logistics	Next Step Logistics	Second
Entrepreneurship	EDII	Second

### Internship Details

S.No	Name	Company Name
1	Karthik.R	Raymond Limited
2	Hisana Nazeer	United Electrical Industries Ltd
3	Meghana Ramesh	Future Retail
4	Christo Jose	Chartered Accountant
5	Susanta Kumar Edla	Ramaiah Memorial Hospital
6	Archana K	Trimax IT Infrastructure and Service Ltd
7	Sharon Sannath Kumar	Ilantus Technology
8	Saranya S	LuLu Hypermart
9	Abhijith U N	Columbia Asia
10	Mohamed Zabimn K E	Columbia Asia
11	Aju Anil	United Electrical Industries Ltd
12	Siju Chacko	The Travancore Cements Ltd
13	S. Harikrishnan	K K K Group of Companies

  
**DIRECTOR**  
 KOSHYS INSTITUTE OF MANGEMENT STUDIES  
 #31/1, Kadusonnappanahalli,  
 Kannur Po, Hennur-Bagalur Road,  
 Bangalor-562 149

14	Neha Girish	RADICO Kerala Ltd
15	Muhammed Fsalu Rehman	Apollo
16	Anag T K	Kerala State Rubber Cooperative Ltd
17	Christo Jose	Chartered Accountant
18	Vishnu Sureshan	The western India Plywoods Ltd
19	Sahal	MIMS Research Foundation
20	Priya Narang	JW Marriott
21	Vibin Chittil	Sulfex Mattress
22	Dhamshas Salam	Starcare
23	Lavanya N	Malabar Cements Limited
24	Vineeth Krishnan	The Travancore Cements Ltd
25	Mahesh M S	Manappuram Finance Limited
26	Jijo V Kuruvilla	KKR Group of Companies
27	Tony Thampan	The Alappuzha District Cooperative Bank Ltd
28	Vishnu Dayan	Honda

### CSR - Nammora Sakri Madari Prathamika Patashale

Corporate Social Responsibility in the college encourages and propels students to imbibe the qualities of enlighten leadership and confidence about themselves. As a part of community development outreach program nearly 40 students from the department of MBA, KIMS along with Director Academics and Faculty members have donated Bookshelves to Nammora Sarkari Madari Prathamika Patashale, Bagalur, Bangalore Utravlaya (Government School Bagalur) for the development of their School Library.

  
**DIRECTOR**  
KOSHYS INSTITUTE OF MANGEMENT STUDIES  
# 31/1, Kadusonnappanahalli,  
Kannur Po, Hennur-Bagalur Road,  
Bangalor-562 149

**Faculty Publication in the Academic Year 2018-2019**

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

DIRECTOR

 KOSHYS INSTITUTE OF MANAGEMENT STUDIES  
 # 31/1, Kadusonnappanahalli,  
 Kannur, Po., Hennur-Bagalur Road,  
 Bangalore-562 149



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 &amp; Academic Advisor

  
**DIRECTOR**  
 KOSHYS INSTITUTE OF MANGEMENT STUDIES  
 # 31/1, Kadusonnappanahalli,  
 Kannur Po, Hennur-Bagalur Road,  
 Bangalor-562 149