

# ANNUAL REPORT FOR THE YEAR 2020-21

(01-04-2020 to 31-03-2021)

1. Name of the Department : Department of Studies in Business Administration
2. Year of Establishment : 1993
3. Name of the Chairman : Dr. G.P. Dinesh
4. Name & Designation of Teaching Staff :

Sl. No	Name of the Teaching Staff	Designation
01	Dr. G.P. Dinesh	Professor
02	Dr. Archana H N	Associate Professor
03	Dr. Prashanth K C	Associate Professor
04	Dr. Ravinaryana K S	Assistant Professor
05	Dr. Nirmala J	Assistant Professor
06	Dr. Sunil Kumar M.S	Assistant Professor
07	Dr. Arun Kumar G	Assistant Professor

5. Courses offered and details of Enrollment of Students during the year 2020-21:

Courses Offered	1 Year			II Year			III Year		
	Men	Women	Total	Men	Women	Total	Men	Women	Total
MBA	33	23	56	42	15	57	-	-	-
IMBA	-	-	-	-	-	-	07	05	12

6. Number of students belonging to various categories.

Category	SC		ST		I		IIA		IIB		IIIA		IIIB		GM		Total
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	
MBA I Year	3	4	0	2	2	5	11	4	3	3	5	2	6	2	3	1	56
MBA II YEAR	7	3	3	1	8	1	7	1	3	2	4	2	10	4	0	1	57
IMBA III Year	4	1	1	0	0	1	0	0	0	1	0	1	2	1	0	0	12
<b>Total</b>	<b>14</b>	<b>8</b>	<b>4</b>	<b>3</b>	<b>10</b>	<b>7</b>	<b>18</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>9</b>	<b>5</b>	<b>18</b>	<b>7</b>	<b>3</b>	<b>2</b>	<b>125</b>

7. Number of students who appeared for final year examination with percentage of passing :

Appeared	Pass	Percentage of passing
MBA : 56	56	100%
IMBA : 14	14	100%

8. Specializations subject available in the Department:

1. Financial Management
2. Human Resource Management
3. Marketing Management

9. Total Number of M.Phil Degrees awarded during the year. 2020-21 : -Nil-

10. Total Number of Ph.D Degrees awarded during the year. 2020-21 : 01

11. Research papers and other publications brought out by the members of the staff:

Name of the Teacher	Title of the Publication	Name of the Journal together with Date and Year of Publication
Dr. G P Dinesh	<ol style="list-style-type: none"> <li>1. Mergers and Acquisitions in Banking Industry</li> <li>2. A study On Sports Industry – A Case Study On Framing Pricing Strategy And Their Applications At Decathlon Pvt. Ltd Stores In Karnataka</li> <li>3. A Health Survey among Academicians in the Age of Digital Disorders</li> <li>4. A Comparative Analysis On Retail Atmospherics-A Case Study Of Few Selected Branded Retailers In India”</li> <li>5. A Study On Tea Industry And Areca Nut Market – A Case Study On Enhancing The Possible Strategies To Increase Sales And Spread Brand Awareness For Areca Market In Karnataka, India</li> <li>6. A Study on Consumer Awareness &amp; Satisfaction of NANDINI MILK &amp; MILK Products in KARNATAKA</li> <li>7. Comparison of Social Good versus NPA of Indian Banks</li> <li>8. Evaluation of Pre versus Post Merger of Indian Banks</li> </ol>	<ol style="list-style-type: none"> <li>1. Shodh Sanchar Bulletin April-June 2020</li> <li>2. Wutan Huatan Jisuan Jishu June 2020</li> <li>3. SSRN-Elsevier April 2020</li> <li>4. Proceedings of the 5<sup>th</sup> NA International Engineering and Operations Management Detroit, Michigan, USA, August 9 – 11, 2020</li> <li>5. Proceedings of the 2<sup>nd</sup> African International Engineering and Operations Management Harare, Zimbabwe, October 20 – 22, 2020</li> <li>6. International Journal of Advanced Research, May 2020</li> <li>7. Proceedings of the International Conference on Industrial Engineering and Operations Management, Dubai, UAE, March 10-12, 2020</li> <li>8. Proceedings of the International Conference on Industrial Engineering and Operations Management, Dubai, UAE, March 10-12, 2020</li> </ol>

Dr. Archana H.N	Building an Optimal Portfolio Using Sharpe Index Model: An Empirical Study with Reference to Indian Capital Markets	Journal of Xian University of Architecture & Technology, August 2020
	Credit Rating Agencies – A Theoretical Review	Pacific Business Review International, September 2020

Dr. Prashanth.K.C	An annotated bibliography on quality management: A comprehensive literature revisit	International Journal of research in computer application and management (September 2020)
	E-Marketing Strategy for an E-Business: Analysing tool and media for the development of an E-Marketing strategy	Studies in Indian Place Nam (UGC Care List) (March 2020)
	Internet for Retail: A game changer for retail industry	EPRa International Journal of Research and Development (IJRD) (September 2020)
	Strategy for Contemporary Business Environment: An analysis of tools and media for the development of Marketing Strategy	EPRa International Journal of Multidisciplinary Research (IJMR) (August 2020)

Dr. Ravinarayana K.S.	Loans and Advances: An Empirical Study with Special Reference to Bajaj Finserv Ltd.	Journal of Interdisciplinary Cycle Research, October 2020.
	An Empirical study on Portfolio performance.	Science, Technology and Development, October 2020.

Dr Nirmala J	1. Leverage Determinants An Empirical Analysis of Oil and Gas Sector	1. International Journal of All Research Education and Scientific Methods (IJARESM), ISSN: 2455-6211 Volume 8, Issue 12, December-2020, Impact Factor: 7.429
	2. Optimal Capital Structure: An Empirical Analysis of Select firms in FMCG Sector",	2. International Journal of Emerging Technologies and Innovative Research (www.jetir.org), ISSN:2349-5162, Vol.7, Issue 12, page no.275-283, December-2020.
	3. The Role of Capital Structure in Select Capital Goods Firms Listed in BSE	3. International Journal of Science, Engineering and Management (IJSEM) Vol 6, Issue 1, ISSN (Online) 2456 -1304 January 202,

Dr. Sunil kumar M S	1. Operational Efficiency of State Road Transport Corporations in Karnataka	Alochana Chakra Volume X Issue I Jan 2021
	2. Physical Performance of State Road Transport Corporations in Karnataka	Akshar Wangmay Volume VIII Feb 2021
Dr. Arunkumar.G	The Mahatma: A Leader and Management Guru- Some Lessons	Studies in Indian Place Name, April-2020
	Impact of Employee Commitment on Organizational Performance at JSW Steel Limited	Journal of Humanities and Social Sciences, July-2020
	A Study on Problems and Prospects of Micro Entrepreneurs	Shodh Sarita, December-2020

12. Books written/published by the members of the staff :

Name of the Teacher	Title of the Publication	Name of the Journal together with Date and Year of Publication
Dr.K C Prashanth	A Book titled on Quality Management of Iron and Steel Industry	Lulu Publication (June 2020)
Dr. Nirmala J	Capital Structure Determinants: A Sectoral Analysis of Companies listed in BSE	Lambert Academic Publication 2020

13. Details of Major Research undertaken during the year :

Sl. No.	Name of the Teacher	Name of the Project	Funding Agency	Amount of the Project
-Nil-	-Nil-	-Nil-	-Nil-	-Nil-

14. Deputation of Teachers to Conference/Seminars/Workshops etc:

Name of the Teacher	Name of the Conference/Seminars/Workshops etc.	Venue & Date
Dr. Archana HN	Embracing Change & Transformation – Breakthrough Innovation & Creativity	23 <sup>rd</sup> to 25 <sup>th</sup> March 2021 (Online)

Dr. Nirmala J	ARDA International conference on Economy, Finance and Business	30 <sup>TH</sup> December 2020 (Online)
	MDP on Behavioural Finance	September 19 <sup>th</sup> 2020, organized by SDMIMD, Mysore(Online)
	MDP on Project Appraisal and Financing.	August 13 -14, 2020, organized by SDMIMD, Mysore(Online)
	FDP on “ Research Methodology	December 1 <sup>st</sup> to 5 <sup>th</sup> 2020 organized by AICTE Teaching and Learning. (Online)
	Webinar on Working Capital Management	July 25 <sup>th</sup> 2020 organized by National Productivity council. (Online)
	AICTE approved FDP on Outcome Based Education in Management Education	7 <sup>th</sup> to 9 <sup>th</sup> December 2020, organized by SIM, Kottayam. (Online)
Dr. Sunil kumar M S	MGNCRE-DHE-MHRD-GOI/Rural Entrepreneurship Development Workshop	Online Mode, VSKUB Date: 28.08.2020

15. Visits by distinguished personalities to the Department:

Name	Date of Visit	Purpose
-Nil-	-Nil-	-Nil-

16. Special lectures delivered by the staff in other Universities:

Name of the Staff	Topic	Date	University/Institute
-Nil-	-Nil-	-Nil-	-Nil-

17. Seminars/Conference etc., conducted by the Department:

Name of the Teacher	Name of the Seminars/Conference	Date
1. Dr. Nirmala.J	Industry Interface on Women in Finance from the Department of Business Administration Finance club	5 <sup>TH</sup> and 6 <sup>TH</sup> January, 2021
2. Dr. Arunkumar.G	Industry Interface Program - New Vistas in Marketing	15th December 2020
	Industry Institute Interface – Marketing Challenges in FMCG Sector	16th December 2020
	Industry Institute Interface - Channel Management in Retail Industry	17th December 2020
	Industry Interface Program – Marketing Opportunities in Digital Education	18th December 2020

18. Special information if any:

Sl. No.	Date of Visit	Name of the Industry/Unit
-Nil-	-Nil-	-Nil-

19. Details of Placements - 2020-21:

Sl. No.	Name of the Organizations Visited	No. of Students Participated	No. of Students Placed	Name of the Students Placed
1	KOTAK	1	1	B.Sindhuja
2	SDGYBT	1	1	Mekali Ganesh
3	QUESS	1	1	Basavaraja
4	KIA Motors	1	1	Kavyashree.J.N
5	Team Lease Services Limited	1	1	Udaykumar.G

**Chairman**





	<p>Areca Nut Market – A Case Study On Enhancing The Possible Strategies To Increase Sales And Spread Brand Awareness For Areca Market In Karnataka, India</p> <p>14. A Study on Consumer Awareness &amp; Satisfaction of NANDINI MILK &amp; MILK Products in KARNATAKA</p> <p>15. Comparison of Social Good versus</p>	<p>13. Proceedings of the 2<sup>nd</sup> African International Engineering and Operations Management Harare, Zimbabwe, October 20 – 22, 2020</p> <p>14. International Journal of Advanced Research, May 2020</p> <p>15. Proceedings of the International Conference on Industrial Engineering and Operations Management, Dubai, UAE, March 10-12, 2020</p>
Dr. Archana H.N	<p>Branding an Optimal Portfolio Using Sharpe Index Model: An Empirical Study with Reference to Indian Capital Markets</p> <p>16. Evaluation of Pre versus Post Merger of Indian Banks – A Theoretical Review</p>	<p>Journal of Xian University of Architecture &amp; Technology, August 2020</p> <p>16. Proceedings of the International Conference on Industrial Engineering and Operations Management, Dubai, UAE, September 2020</p>
		<p>Journal of Xian University of Architecture &amp; Technology, August 2020</p>

Dr. Prashanth.K.C	An annotated bibliography on quality management: A comprehensive literature revisit	International Journal of research in computer application and management (September 2020)
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	4. Optimal Capital Structure: An Empirical Analysis of Select firms in	5. International Journal of Emerging Technologies and Innovative Research (www.jetir.org),

	FMCG Sector",  3. The Role of Capital Structure in Select Capital Goods Firms Listed in BSE	ISSN:2349-5162, Vol.7, Issue 12, page no.275-283, December-2020.  6. International Journal of Science, Engineering and Management (IJSEM) Vol 6, Issue 1, ISSN (Online) 2456 -1304 January 202,
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12. **2PÄëPÄ 1§â0ç-Ä0zÄ ¥ÄæPÄn,Ä®älÖ ¥ÄÄ,ÄÛPÄUÄ¼Ä «<sup>a</sup>ÄgÄ**

<b>PÄæ,ÄÄ</b>	<b>2PÄëPÄgÄ °É,ÄgÄÄ</b>	<b>2gÉÆÄ£Ä<sup>a</sup>ÄÄ</b>	<b>¥ÄwæPÉ: ²AiÄÄvÄPÄ°PÉ °É,ÄgÄÄ<sup>a</sup>ÄÄvÄÄÛ ¥ÄæPÄnvÄ ç£ÄAPÄ</b>
1.	Dr. K C Prashanth	A Book titled on Quality Management of Iron and Steel Industry	Lulu Publication (June 2020)
2.	Dr. Nirmala J	Capital Structure Determinants: A Sectoral Analysis of Companies listed in BSE	Lambert Academic Publication 2020

13. **««zsÄ °ÄtPÄ,ÄÄ ,Ä0,ÉÛUÄ½AzÄ<sup>a</sup>ÄÄAdÆgÄzÄ ,ÄA±ÉÆÄzsÄ£Ä 0iÉÆÄd£ÉUÄ¼Ä «<sup>a</sup>ÄgÄ :**

<b>PÄæ,ÄÄ</b>	<b>2PÄëPÄgÄ °É,ÄgÄÄ</b>	<b>AiÉÆÄd£ÉAiÄÄ °É,ÄgÄÄ</b>	<b>°ÄtPÄ,ÄÄ ,ÄÄ,ÉÛ</b>	<b>AiÉÆÄd£ÉAiÄÄ<sup>a</sup>ÉÆvÄÛ</b>
-E®è-	-E®è-	-E®è-	-E®è-	-E®è-

14. «ZÁgÀ ,À0QÃgÀt/,ÀªÉÄã¼À£À/PÁAiÀÄðUÁgÀªÄÄAvÁzªÄÁUÀ¼ÀèªsÁUªª»¼zÀªÁgÀ

PÀæ. ,ÀA	ªPÀëPÀgÀ °É,ÀgÀÄ	ªsÁUªªª¼zÀ «ZÁgÀ ,À0QÃgÀt/ ,ÀªÉÄã¼À£À/PÁAiÀÄðUÁgÀUÀ¼ÀªÁgÀ	££ÁAPA
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Dr. Sunil kumar M S	MGNCRE-DHE-MHRD-GOI/Rural Entrepreneurship Development Workshop	Online Mode, VSKUB Date: 28.08.2020
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15. «ªsÁUÀPÉÌªsÉÄnªÄRzÀ¥Àæw¶¼vÀUÀtªªÄQÛUÀ¼ÀªÁgÀ :

°É,ÀgÀÄ	ªsÉÄnªÄRzÀ	GzÉÝÄ±À
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	<b>çŁÁAPÀ</b>	
-E@è-	-E@è-	-E@è-

16. «sÁUÀzÀ ²PÀëPÀgÀÄ ¨ÉÃgÉ «±Àé«zÁâ@AiÀÄUÀ¼À°è ¢ÄrzÀ G¥À£Áâ,ÀzÀ «ªÀgÀ :

<b>²PÀëPÀgÀ °É,ÀgÀÄ</b>	<b>«µÀAiÀÄ</b>	<b>çŁÁAPÀ</b>	<b>«±Àé«zÁâ@AiÀÄ/¼À,ÉÜ</b>
-E@è-	-E@è-	-E@è-	-E@è-

17. «sÁUÀzÀ°è ¢ªÀð»¼zÀ «ZÁgÀ ,ÀAQÃð ,ÀªÉÄÄ¼À£À PÁAiÀiÁðUÁgÀUÀ¼À «ªÀgÀ :

<b>²PÀëPÀgÀ °É,ÀgÀÄ</b>	<b>«ZÁgÀ ,ÀAQgÀt/ UÉÆÉ¶»x</b>	<b>çŁÁAPÀ/ ,ÀÜ¼À</b>
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	Industry Institute Interface - Channel Management in Retail Industry	17th December 2020
	Industry Interface Program – Marketing Opportunities in Digital Education	18th December 2020

18. «±ÉÃµÀªÀiÁ»w EvÁâç :

<b>PÀæ,ÀA.</b>	<b>¨sÉÃn ¢ÄrzÀ çŁÁAPÀ</b>	<b>,ÀÜ¼À</b>
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19. GzÉÆãÄUÀ¼À «ªÀgÀUÀ¼ÀÄ 2020-21:

<b>PÀæ,ÀA.</b>	<b>¨sÉÃn ¢ÄrzÀ ,ÀA,ÉÜUÀ¼À «ªÀgÀUÀ¼ÀÄ</b>	<b>¨sÁUÀªÀ»¼zÀ «zÁâðUÀ¼À ,ÀASÉâ</b>	<b>DAiÉÄiAiÁzÀ «zÁâðUÀ¼À ,ÀASÉâ</b>	<b>DAiÉÄiAiÁzÀ «zÁâðUÀ¼À °É,ÀgÀÄ</b>
1	KOTAK	1	1	B.Sindhuja
2	SDGYBT	1	1	Mekali Ganesh
3	QUESS	1	1	Basavaraja

4	KIA Motors	1	1	Kavyashree.J.N
5	Team Lease Services Limited	1	1	Udaykumar.G

**ªÄÄRå, ÄÜgÄÄ**