



NEWS LETTER

# KEEN @ REVA

-Knowledge, Excellence, Entrepreneurship Nurturing

Volume 1, Issue 1

November 2010

## DEPARTMENT OF MANAGEMENT STUDIES



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Principal

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Dean, REVA Group of Institutions

# REVA INSTITUTE OF TECHNOLOGY AND MANAGEMENT BANGALORE

### Chairman's Message



"We have to constantly adapt to innovation and be prepared to update our knowledge. We at REVA aim at character building and nurturing the entrepreneurship skills of our students, besides building their careers. It's great to appreciate the effort of the Department of Management Studies (VTU) for coming up with this news letter **KEEN@ REVA**. This newsletter is one of the best ways for the faculties and students to enhance their ability to express themselves and showcase their achievements and efforts. This in turn would help them to collaborate for Knowledge, Excellence and Entrepreneurship nurturing i.e., **KEEN @ REVA... Congratulations**".

**Sri. P. Shyam Raju**  
Honorable Chairman,  
Reva Group of Educational Institutions.

"As the media continued to highlight, it became more imperative to communicate the message that are not limited to special occasions, but ideal for everyone, anytime. In addition, REVA had cultivated a loyal, growing students and associates' base to which it needed to communicate. We read many newsletters each week or month. Do we enjoy getting and reading the articles and other information in the newsletter found to be helpful? Of course we do find with KEEN. I congratulate the Department of Management studies(VTU) for coming up with their first issue of **KEEN@REVA**".

**Dr. Rana Pratap Reddy**  
Principal, REVAITM.

### Principal's Message



### Dean's Message



"It feels great to know we've connected with target market in such a way that it's a very real way to be connected to our associates and students. It's the best for our efforts when somebody writes back just to say you guys are great and if he/she is interested to learn more about our institute. I congratulate each one for bringing out **KEEN@REVA** successfully".

**Prof. Dhanamjaya M,**  
Dean, Reva Group of Educational Institutions.

"It's a pleasure to present the first issue of our Newsletter-KEEN@REVA. It is earnestly hoped that KEEN@REVA will provide a platform for our students and faculty to express their views and exhibit their creativity in addition to showcasing the multifarious activities of the MBA department."

**Dr. H.N. ShivaPrasad,**  
Director- Department of Management Studies.

### Director's Message (MBA)



### Editorial Message



"Empowerment is an act of increasing the one's or group's capacity to work together with positive identity. We Revites empower the work and conscious to speak than that of just words. The single minded efforts of MBA department has brought out this issue of the News Letter- **KEEN @ REVA** successfully in a CIG (Connect, Inform and Grow) environment. I thank our honorable Chairman, Principal ,Dean, and Editorial Committee for their support in bringing this News Letter **KEEN@REVA**".

**Dr. G.Nijaguna,**  
Editorial Convener.

## FAST FACTS ABOUT REVA

- Affiliated to the largest University of Karnataka state - VTU.
- World class Infrastructural Facilities: 24X7 internet connected.
- Uninterrupted Power supply (UPS).
- Wi-Fi connected and Smart electronic Board equipped class rooms.
- In campus Centralized Digital Library.



Browsing Center



Open Air Theater



In-campus Hostel Facility



24X7 internet connected class rooms

- Well Qualified Faculty Members with academic and industry rich experience are a part of the department.
- Best in class Teaching: Case study methodology is adopted to teach the planned lessons.
- Mentoring System: Every Monday Mentee- Mentor Meeting is scheduled for the benefit of students.
- On campus recruitment/ Placement : Tata Consultancy Services (TCS) has undertaken the recruitment drive, for B.E./ MBA/ MCA/ M. Tech students.
- Conduction of International/ National Conferences.
- Active and strong Alumni.
- 40 acres of sprawling campus with beautiful landscape and gardens.
- Has excellent outdoor sports facilities like Cricket ground, tennis court, basketball court etc.

## FORTH COMING EVENTS AT REVA MBA DEPARTMENT

- Department of Management Studies (MBA) has scheduled a one-day HR Summit on 18TH February, 2011.
- Expert talk on Value Based Marketing is scheduled in the beginning of December for first year MBA students.
- Special Lecture on Retail Marketing by Mr. Sriram, Operational head, Pantaloon.
- Industry visit to the Toyota Kirloskar Assembly Unit by the end of November, 2010.
- A 5 day Industrial visit in the month of December to Goa.
- Student Exchange Programmes with Oklahoma State University (OSU), USA.
- A 2 day Intercollegiate Management Fest DAKSH-2011.

## RECENTLY CONDUCTED EVENTS

-20<sup>th</sup> Feb, 2010: Department had organized first Alumni Meet-2010- SAMANVYA.



-13th March, 2010: Expert talk organized on a topic "Budget Analysis"- AGANAN, by inviting Prof. Surya Narayanan, Regional Director, ICFAI and Mr. Advith Duddu, Founder, AliveNow Inc. and management consultant.

-One day State Level Management Fest-DAKSH-2010 was held on 9th April, 2010. Students from 31 Management colleges participated in the Fest.



-One-day workshop on Business Process Re-engineering and Supply chain management- the work shop was held during 17th April,2010. The three eminent speakers of the workshop had rich experience in both the industry and academics they are Dr. Suresh, Chief operating officer, Supply chain management Center, Indian Institute of Management (IIM), Bangalore. Prof. Srinivas Rao and Prof.Ramasubbu were management consultants.



-23rd, 24th April 2010: Students participated in various events at JSS Engineering College Management Fest and won several prizes.

-24th April 2010: Endeavour - State level Business Plan Competition conducted at RITM. There were 21 college teams from all over the state.

-3rd May 2010: Students participated Management fest, HMSIT, Tumkur, and won the Overall championship trophy at the Fest.



MOU with Oklahoma State University, USA

-5th, 6th May 2010: Students participated in S.R.N Adarsha College Management Fest, and won prizes in the competition.

-13th, 14th May 2010: Students participated in Dayanand Sagar College Management Fest and won the Overall Championship Trophy at the Fest.



- 22nd May 2010: Students and Faculty members took part voluntarily for Tirumala Tirupati Devasthanam in Bangalore during bramhathsova.

- 29th May 2010: Farewell to outgoing students of batch 2008-2010.

- 9th June 2010: Ring Presentation for the graduates of 2010 batch by his Excellency, Shri H.R Bharadwaj, Honorable Governor of Karnataka.

- 15th Aug 2010: Institute celebrated Independence Day. Our honorable Chairman hoisted the Flag. Uganda-India High Commissioner was the chief guest of the programme and Sri. Narayanappa was the guest of honour.



Everyday National Anthem



Independence Day



Martyrs day

- 16th Aug 2010: Inauguration of MARC for the academic year 2010-2011 and expert talk on Quality Management by Prof. Shivanandam, Deputy General Manager, Bharath Electronics Limited, Bangalore.

- 23rd Aug 2010: Celebrated Onam festival in the College.

- 5th Sep 2010: Celebrated Teachers Day at the Department.

- 11th -15th Sep 2010: Celebrated Ganesha Festival in the College.



- 26th Aug 2010: Expert talk on Stock market, delivered by Mr.Ravikumar, Vice-president, Bangalore Stock Exchange.
- 30th Aug 2010: VTU sponsored one day workshop on Neuro Linguistic Programming (NLP). More than 100 students and faculty members from other colleges participated in the programme.



- 15th Sep 2010: Students and faculty members visited the Bangalore Stock Exchange.
- 17th Sep 2010: An industrial Visit was arranged for the Final year MBA students to L&T Komatsu Ltd, Bangalore.
- 22nd Sep 2010: VTU sponsored one day- Workshop on Strategic Management. Dr.Ganesh Prabhu, Professor, IIM, Bangalore and Dr. B.K Murthy were the resource persons for the same.
- 25th Sep 2010: Expert talk delivered by Mr. Alok Duggal, Head Marketing, ING Vysya on Marketing Management.

- 3<sup>rd</sup> Oct 2010: Students and faculty members went on a one day Trip to Shivanasamudra, Talkad and Somnathpura.
- 4<sup>th</sup> Oct 2010: Celebrated Ethnic Day in the college for the year 2010.
- 5<sup>th</sup> Oct 2010: Fresher's Day was celebrated for all First year PG/UG students, organized by the institute in the auditorium and the open amphitheater.
- 9<sup>th</sup> Oct 2010: Expert talk delivered by Mr. Philip Memmon, Vice-president- HR, Tata Elaxi limited on the topic "Talent Management".
- 28th Oct 2010: Students participated in RNSIT Management Fest and won the runners up in HR Event.
- 28th & 29th Oct 2010: Students participated in Surana College Management fest and won the runners up in Best Manager and Finance event.
- 2nd Nov 2010: Entrepreneurship Development Camp organized by the department was inaugurated by the Honourable Vice Chancellor, VTU, Dr. H Maheshappa. Sri. BhaskarRaju, Executive Director, Sri. UmeshRaju, Director, DivyaSree, graced the occasion.

## ACHIEVEMENTS - FACULTY MEMBERS

Dr. Ranapratap Reddy

- The Principal is the recipient awardee of Platinum jubilee celebration award of Indian Institute of Engineers- 2010.
- Has been the principal investigator for many research projects that include GTRE Limited, VTU university sponsored projects.
- He has been guiding several PhD research scholars in central university and at VTU.
- Has published several research and technical papers in international journals that include Elsevier Science.



### **Prof. Dhanamjaya.M**

- Has been promoted as Professor and Dean for Reva Group of Educational institutions.
- Participated in Indian Education Expo in Kathmandu on 18th and 19th June 2010 .
- Member, Advisory Committee for the National Conference on “Molecular Medicine and Nano biotechnology” Organized by SMVIT and Reva ISM on 13th and 14th of October 2010 in NIMHANS Convention Centre.
- Member, Steering committee member for the workshop on “Strategic Management” held on 22/09/2010 in REVA ITM, Bangalore.
- Member, Steering committee for the symposium on “Impact of Information Technology on Management Practices” organized by Reva ISM, Bangalore.
- Participated in Indian High Commission Education promotion campaign held in Colombo, Sri Lanka from 15/10/2010 to 17/10/2010.
- Journal Citations in the Doctoral Dissertations of Engineering and Technology Submitted to the General Universities of Karnataka.
- Six papers presented and one Paper is published in SRELS Journal of Information Management, Oct, 2010.

### **Dr.H.N.Shivaprasad**

- Has published a paper on the topic “Diaspora between Asymmetric and Behavioural Theories in the Indian IPO Markets” in the Conference proceeding titled “Contemporary issues and challenges in Financial sector in India Ed. U Bhojanna and S. N. Murthy, Excel books, April 2010, pp. 558-566.
- Has published a paper on the topic “Impact of merger performance in the Indian Context” in the Conference proceeding titled “Contemporary issues and challenges in Financial sector in India” Edited by. U. Bhojanna and S. N. Murthy, Excel books, April 2010, pp. 41-51.
- Has published a paper on the topic “Diaspora between Asymmetric and Behavioural Theories in the Indian IPO Markets, Nitte Management Review, July, 2010, pp. 8-15.
- Member of Board of studies in Management, Visvesvaraya Technological University (2010-2013).
- Member of Board of studies in Management, MS Ramaiah Institute of technology, Bangalore VTU Nominee (2010-12).

### **Dr. G.Nijaguna**

Has been awarded PhD degree from VTU, in recognition of thesis proposed by him on the topic “Analysis of Practical models to develop- Supply chain and Logistics management in Indian Textile-Garment Industry” .

Has published the research paper on the topic “Dynamic nature of Supply chain and Logistic integration in Indian textile industry” in peer reviewed, BIFT's journal of International management and Research, ISSN: 0975-1378, Volume-I, No.4, Page: 6-21.

- Has published his scholarly article in the peer reviewed e-journal- international journal of Commerce and Management Research, ISSN: 0976-2183.
- The paper has been accepted for publishing in Pramanik Journal of JNTU, Hyderabad, on the topic "Success of the Supply Chain Collaboration through Information Sharing in Textile Garment Supply Chain" .
- Was invited as a judge for Best Manager Event in the intercollegiate Management Fest Competition conducted at Nitte Institute of Technology and management, Bangalore, on 26/04/2010.
- Was invited to deliver an Expert talk on “Managerial Economics” to MBA students in Oxford college of Engineering, Bangalore, on 18/10/2010.

### **Prof.Geetha Rajaram**

- Presented Paper on “Entrepreneurship Education & Training: Need of the Hour” at MVJ College of Engineering, Bangalore, June, 2010.
- Invited as a resource person at the Financial Convention organized by the Hillside Academy of Management, Bangalore, May, 2010.
- Invited as a resource person on “Valuation of Securities” by the Sir MVIT, Bangalore, Sept, 2010.
- One article titled “Pricing of Milk: A study at KMF” has been published by the Journal of RAI Business School, Vol. VII Issue 1. Page No:160-169, 2010.
- One article titled “Financial Performance of Milk Unions: A study at KMF” accepted for publication in PRAMANIK, Management Journal, Potti Sriramulu College of Engineering and Technology, Vijayawada, 2010.
- An article titled “Production Pattern of milk: A study at KMF” accepted for publication by the Journal of Management, SRN Adarsh College of Management, Bangalore.
- Attended Training for Trainers Certification Workshop on Entrepreneurship Awareness among students, Aug 2010.

Prof.Chandrashekar Rao.V

- Has presented a paper in National conference on the topic "Role of Canara Bank" in inclusive growth, conducted by SJBIT, Bangalore on 8<sup>th</sup> May 2010.
- The paper on the topic "GUI as packaging tool in online services marketing" has been accepted for presentation in TASMAC International Conference, to be held during 8<sup>th</sup> November, 2010.
- Has cleared NCFM certification in equity derivatives with 97 % given by National Stock Exchange, Bombay.

Prof. Chithambar Gupta

- The paper on the topic "GUI as packaging tool in online services marketing" has been accepted for presentation. In TASMAC international Conference, to be held during 8<sup>th</sup> November, 2010.
- Has secured 7<sup>th</sup> rank in the Entrance test of PhD, conducted by S.K University at an all India level.
- The paper on the topic ' Marketing of IT Services - Key for India's Growth' has been accepted for presentation in the INTERNATIONAL Conference on "Globalization - Will the 21st century be Asia's?" at Mount Carmel Institute of Management.

Dr.Priya Mani.

- Has been awarded PhD degree from University of Madras in recognition of the thesis proposed by her on the topic "Employee Perception towards HR Practices in Airport Authority of India, Chennai- A Study".
- Has presented a paper on the topic "Review of Literature- Survey" in the international conference conducted by Dr.MGR University, Chennai, during 13-14<sup>th</sup>, August, 2010.

Prof.Santhosh.B.R

- Has published a paper in All India Management Association (AIMA) e- journal on "A Study on Repatriates and work unit characteristics on Knowledge Transfer". ISSN 0974-9497, August 2010 Article No: 195, Volume 4, Issue3/4. Page No:1-12.
- Has published a paper in Rai Management Journal on "Knowledge Transfer by Repatriates for Organisational's Competitive Advantage". ISSN No: 0975-4326, June 2010 Volume.VII, Issue 1. Page No: 81-95.

Prof. Poornima.K

- Has presented a paper in Symposium, held at Presidency College on the topic" Globalization: HR issues and challenges" during 13<sup>th</sup> April, 2010.
- Has presented a paper in international conference on the topic" Growing role of women entrepreneur " at MSRIT, during 29<sup>th</sup> May, 2010.
- Has presented paper in the National Conference on the topic " Indian Women entrepreneurs as transformational leaders" at PESITM, Shimoga, during 24<sup>th</sup> October,2010.

Prof. Shylaja

- Has presented a paper on the topic "Rural empowerment through financial inclusion" in the National conference, held at SJBIT on 8<sup>th</sup> May 2010.
- Has presented a paper on the topic "Awareness of financial planning amongst retail individual investors" in the National conference, held at MSRIMS during 12<sup>th</sup> and 13<sup>th</sup> August, 2010.

Prof. Bhavya Prabhakar

- Presented Paper on "Entrepreneurship Education & Training: Need of the Hour" at MVJ College of Engineering, Bangalore, June 2010.
- Invited as a judge for entrepreneurship activity organized by the Hillside Academy of Management, Bangalore, May 2010.
- Attended Training for Trainers Certification Workshop on Entrepreneurship Awareness among students, Aug 2010.

Prof. Jyothi. E. Singh.

- Has secured 7th rank in VTU examination held during 2009.
- She was appointed as lecturer in recognition of her achievement.
- The management and the department have congratulated her for the accomplishment.



## ACHIEVEMENTS OF STUDENTS:

Outstanding academic performance.

Semester	FCD	First Class	Pass%
4(2008-10)	16	27	88%
2(2009-11)	07	33	82%

- Students participated in various Management Fests and won the prizes in different competitions at the Fest.
- Students have formed the association in the department "MARC" to conduct Value Addition Programmes".
- Every Saturday each team will perform on different activities and faculty members are invited for judging the events.
- Students of III semester MBA hosted the four days inter collegiate Cricket Tournament (CRIMS) during 18-21<sup>st</sup> October,2010. RISM students won the overall champion trophy.
- Mr.Shivashankar presented a paper in National Conference held at St.Josephs Engineering College, Mangalore on 3<sup>rd</sup> October,2010.
- Mr. Rajiva Lochan Seshadri, III Semester MBA student has been selected for VTU cricket team by recognizing the overall performance.
- Mr. Naresh .K.N, III Semester MBA student has been selected as University Volleyball team member for VTU considering the lead representation from trophy winning of games conducted across inter University in the state of Karnataka.

## R&D FOCUS

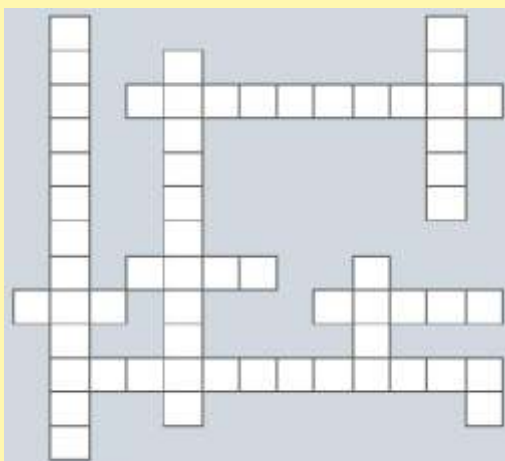
The department of management studies will undertake minor research consulting projects in the areas of Mergers/ Acquisitions, Supply Chain Management, HRM and finance. The departmental faculty members have provided research topics after discussing with company guides to the students to carryout the project work for 10 weeks.

## ED CELL

The department has opened an ED cell with the vision of our beloved Principal Dr.R.P.Reddy to facilitate the interaction between industry and the students of the institute as our Honorable Chairman Sri.Shyamaraju. P, is a standing example and an inspiration to the students of the institute being renowned entrepreneur. It aims to provide business aspirants, researchers/students who have ideas with commercial potential, the skills, the knowledge & support needed to develop a flourishing business venture.

Some of the lined up activities are expert talks from successful entrepreneurs to educate and guide students to choose entrepreneurship as a career option. We also plan to have different workshops/trainings on business planning, development, financing/funding, technology, trademarks, patents and various other key business areas. In addition, we are working towards starting an incubation centre for startup businesses. The reason behind these initiatives is to drive the young generation towards job creation rather than job hunt, because it is this change that will add to the nation's growth.

## THEME PUZZLE (Time Management)



Answers on Cover Page

Down:

13 letters.Unjustified \_\_\_\_\_ will slow you done and perhaps waste your time.

11 letters.The star of your filing system is this type of circular file.

6 letters.Common question asked when you are interrupted is "Gotta \_\_\_\_\_?"

Hint: a small unit of time.

4 letters.Set priorities by asking, what is the \_\_\_\_\_ thing that could happen and what is the worst thing that could happen?

2 letters.The most time saving word in the English language.

Across:

3 letters.Some interruptions don't take you from your job, they are your \_\_\_\_\_.

12 letters.An unscheduled opportunity to be of service.

10 letters.To get more done every day, practice good time \_\_\_\_\_.

4 letters.If you're failing to plan, you might be planning to \_\_\_\_\_.

5 letters.First name of the designer of this crossword puzzle is \_\_\_\_\_.

He is known as "the Time Man" and his last name is Turla.

## REVA IN THE CITY:

Reva Institute of Technology & Management (Reva ITM) was established in 2004 under the aegis of Rukmini Educational Charitable Trust as the educational venture of Divyashree Developers-a leading group in real estate development in Bangalore. The institution is affiliated to VTU, Belgaum and is approved by AICTE. Reva ITM offers BE in five branches of engineering and Post Graduate Programmes like MBA, MCA & M.Tech.

Reva boasts of sprawling campus of 35 acres with greenery, which houses Main College Building, Central Library, Hostels and Staff Quarters. Reva ITM provides world class education, fosters Research and Development, encourages entrepreneurship and ultimately moulds young people in to professionals capable of assuming leadership of the society for the betterment of the country.



Reva Buses all over Bangalore City



Global Hand Wash Campaign in the presence of Principal and Dean

## DEPARTMENT OF MANAGEMENT STUDIES

The department boasts of faculty with a good blend of academics and rich experience in industry. The department has well qualified and experienced faculty with expertise in different functional areas. The faculties are engaged in Research, Teaching and Consultancy activities in a wide spectrum of area. Key areas of faculty research includes: International HRM, Supply Chain Management, Mergers and Acquisitions.

### Our Faculty Team

Sl. No	Name of the Faculty	Qualification & Specialization	Designation
1	Dr. H.N. Shiva Prasad	BE(Mech), MBA, MFM, PhD, FDPM, PGDMBFS (Finance)	Professor & Director
2	Mr. M. Dhanamjaya	MBA, MA, MLIS, M.Phil (PhD)	Professor
3	Dr. G.Nijaguna	B.E(Mech), MBA, PhD (e-SCM)	Professor
4	Mrs. Geetha Rajaram	M.Com, MFM, M Phil, PGD (Portfolio Mgt), (PhD)	Asst. Professor
5	Mr. V. Chandra Sekhar Rao	B.Sc, MBA (Finance)	Asst. Professor
6	Mr.V.Chithambar Gupta	B.E., MBA (Marketing)	Asst. Professor
7	Dr. Priya Mani	MBA, PhD	Asst. Professor
8	Mr. B R Santosh	B. Com, MBA, M Phil (HR),(PhD)	Sr.Lecturer
9	Ms. Poornima K	B.Sc, MBA (HR) & (Marketing)	Sr.Lecturer
10	Mrs. H.N. Shyalaja	B.Sc, MBA (Finance)	Lecturer
11	Mrs. Jyothi E Singh	B.Com, MBA ( Finance)	Lecturer
12	Ms. Bhavya Prabhakar	BCA, PGDBM(IB), MBA(Entrepreneurship) UK	Lecturer



MBA Family of REVA ITM



Indoor Sports facility with the Gymnasium

## LIFE AT REVA

- Faculty and student Collaboration to connect, inform and grow.
- Rich in culture.
- Feeling and expressions.
- Value based teaching.
- Ethics and Values/ Social Responsibility.
- Professional development.



Few First year Students



Feeling and Expression



Professional development- Students

## LIFE AFTER REVA



REVA rings shine in the hands of Graduates



Few Post graduate girl students showcasing their happiness for being studied in RITM during Ring presentation day



Alumni students of RITM- 2009-10 and the current final year students of MBA



Seminar Hall



Board Room

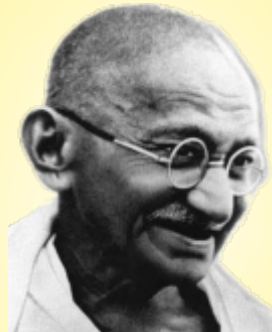


Centralized Digital Library

## Brain Teasers

1. What does NASSCOM stand for?
2. What is full form of NOIDA?
3. The hunters shoot the tiger but the dog died. How?
4. Which is the world's longest movie ever made?
5. What does wiki stand for in Wikipedia?

(Answers in Cover Page)



A customer is the most important visitor on our premises, He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.

-Mohandas KaramChand Gandhi

## TEAMS UNDER MARC

MARC(Management Association of Reva College) is a Student Association in the Department of Management Studies. MARC organizes industry institute interactive programmes and students formed six groups for showcasing their talents in Value Added Programmes (VAP). Each group is identified by its logo designed by the students.





**CONTACT DETAILS:**

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 Website: [www.revainstitution.org](http://www.revainstitution.org)

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- Experience the facility creation out here!
- Courses offered in both engineering and management.
- Online Application.
- Payment in banks for admission.

**Puzzle Answers:**



**Brain Teaser Answers:**

1. National Association of Software and Services Companies.
2. New Okhla Industrial Development Authority.
3. The dogs name was Tiger.
4. The Cure for Insomnia, 1987 which lasts for 87 Hours.
5. Wiki -What I Know Is.



Management Association of Reva College  
[marc.reva@yahoo.com](mailto:marc.reva@yahoo.com)