

SRI KRISHNA DEGREE COLLEGE

2(P), ITI LAYOUT , 3RD STAGE, BENGALURU -85

DEPARTMENT OF BBA



MIND MARATHON

"LOOK UP. AIM HIGH"



THE FUTURE BELONGS TO
THOSE WHO BELIEVE IN THE
BEAUTY OF THEIR DREAMS." —

ELEANOR ROOSEVELT

2023_24

Vol_5

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ABOUT

SRI KRISHNA INTERNATIONAL EDUCATIONAL TRUST



Sri Krishna degree college offers world class education by nurturing human values, ethics and by imparting knowledge.

Sri Krishna degree college, founded by Kempe Gowda awardee Kempe Gowda Naidu under Sri Krishna international educational trust is a college affiliated to Bangalore central University, NAAC accredited and ISO certified. The institution has been catering to all sections of society on need-based quality education. Sri Krishna Degree College which offers courses B.COM, BBA, BCA, MCOM. In commerce and management, computer application streams, has clarity on student's future, both in their career and life. The college has been effectively practicing outcome-based education. Location in the heart of Bangalore, the garden city of India, Sri Krishna degree college is about 8 kms from the central railway station.

The institution has well -qualified, experienced & dedicated faculty and staff members. Sri Krishna degree college has the most advanced computer labs for practical training, spacious classrooms with good furniture and A\V aids,

wi-fi campus and 24*7 internet facilities in the departments. the institution has extension activities like NSS, youth red cross. Sri Krishna degree college attempts to create a stimulation teaching learning environment which equips students with the knowledge and skills required to face the challenges of the globalized environment.at the same time, it is committed to instilling a deep sense of social responsibility and self-discipline in its students.it also strives to cultivate a warm, cordial and mutually supportive relationship with all its stake holders.

Our institution:

- Sri Krishna international school [state board-recognized by the govt of Karnataka and ICSE board-affiliated to Indian certificate of secondary education, new Delhi]
- Sri Krishna pre-university college [state PU board -recognized by the govt of Karnataka]
- Sri Krishna management college [Bangalore university-MBA]
- Sri Krishna PU and degree evening college.

VISION AND MISSION

Excellence, Integrity, leadership, Learning.

VISION

Co-creating sustainable and healthy communities in the Philippines and in the Region

MISSION

We will promote the health of the public by educating future health leaders and professionals, conducting translational research, and providing responsive public service

CORE VALUES

- ⊛ Integrity
- ⊛ Excellence
- ⊛ Professionalism
- ⊛ Commitment
- ⊛ Fairness

COLLEGE MANAGEMENT

Sri Krishna degree college has been playing a valuable role in its concern for Student's future, both in their career and life.

Message from chairman



DR.M. RUKMANGADA NAIDU
FOUNDER CHAIRMAN

our goal is to change the world through education. It may sound idealistic but this is our mission.it is what motivates the work of everyone at the Sri Krishna academy from faculty and Staff, To students and alumni, to our parents and supporters. The systems will also help youth and mankind make their own ethics to be followed in Life. Our institution has been the outcome of perseverance of the goal of establishment for imparting primary and higher Education SKIES is committed to its vision of creating ethically and professionally strong and superior manpower to suit the needs of the society.

The Principle aim of the institution is academic progress of the weaker and downtrodden sections of the society. We are giving special attention in developing the inter and intrapersonal skills of students through soft skill, aptitude, personality, career and entrepreneurial development programs. I am happy to place on record my appreciation for the teaching faculty and also the administrative wing for the dedication and support.

COLLEGE MANAGEMENT

Message from Vice chairman



Jalajakshamma
VICE-CHAIRMAN

It is our mission to develop a positive brain compatible Environment. we will work together as a team with the family, college and community to encourage and motivate all students to reach their fullest potential. we are committed towards providing excellent higher education, to change the students as ideal graduates who will be highly competent in their chosen fields, ethical in behavior, with an inquisitive mind, an appreciation for good values in life and commitment to serves the common good. Through fostering and advancing in knowledge, SKIES seeks to make a specific contribution to the society.

As vice chairman of the college, I'm extremely proud of the rich tradition of providing practical, experience-based education that our institution has upheld since its founding. Our academic programs prepare our students to become leaders with the moral depth and intellectual intensity necessary to meet the challenges of a time of critical transition in society. We all want the best for your children,

But we are not enough. The parents must play a key role in the education of your children. Your words of encouragement, your interest in your children's work, and your presence at college are vita! Would sincerely congratulate all my staff for supporting us in our Endeavour

COLLEGE MANAGEMENT

Academic Director's Message



“Education is the most powerful weapon which you can use to change the world.”

Prof S.P. Manohar

ACADEMIC DIRECTOR

M.E.. M.B.A

Your power to choose the director of your life allows you to reinvent yourself to change your future, and to powerfully influence the rest. Leadership and learning are indispensable to each other. The only person who is educated is, the one who knows how to learn and change. You are the “change” to yourself and your future. You are welcome to SRI KRISHNA DEGREE COLLEGE, one of the most prestigious colleges for commerce management and computer applications education, which is affiliated to Bangalore central university. The institution provides you the space to ignite your imagination and inspire you to love learning

COLLEGE MANAGEMENT

A desire can change nothing a decision can change something but a determination can change everything.

Principal's desk



DR. UshaKumari N
PRINCIPAL
M.A ,NET, PH.D

Sri Krishna degree college has steadily grown to its present status as one of the leading Degree colleges of Bangalore.

this is reflected in achieving the perceptions of the society and the public that the institution strives to serve the purpose of education is to teach Our children to think and develop a capacity to reason out facts. Student Should keep in Mind the importance of planning and prioritizing their time and the effective use of it which are essential to achieve success.

Students should always think and review-discover the cause and effect of every event, in which they are involved. Do not surrender or become a slave to youthful fancies and indulgences. Be steady in your studies. Learn to enjoy hard work-particularly your studies. Think wisely, think systematically. Be very serious and attentive in class

DEPARTMENT OF BBA REPORT 2023-24

BBA course offer prospects to obtain professional skills in the early on the one's career as an administrative professional. this undergraduate course offers a profound understanding and expansion of vital business skills such as leadership, communication skills, critical thinking and decision-making.

- **DURATION:3 YEARS**
- **AFFILIATION: BENGALURU CITY UNIVERSITY**
- **ELIGIBILITY: 10+2 or PUC or EQUIVALENT.**

ADVANTAGE

B.B.A Stage for Bachelor of Business Administration. The BBA is designed to teach students the skills necessary to take up leadership roles in business and corporate world. The faculty members are well qualified, with a sizeable number of them with dual PG degrees and NET/SLET qualified and pursuing research in the ever-many expanding Field of commerce and management. Several faculty members have authored text books and reference books. The department regularly conducts Competitions, workshop and seminars to keep the students abreast of the latest in the world of commerce. Its business lab initiative is one of its kinds among degree colleges in Bangalore.

B.B.A. SYNERGY CLUB ACTIVITIES 2023-2024

In order to meet the challenging needs of corporate world environment, it is not just sufficient for a student of management to be sound theoretically but must also be exposed to the outer world in a dynamic way to face practical situation. Management club was started in the year 2013 to enrich and empower the students with academic and technical excellence. Two events conducted in each semester.

Objectives:

- ❖ **To expose students to meet the practical challenges in the current business scenario.**
- ❖ **To let the students, interact with business experts of industry.**
- ❖ **To encourage students to become event managers.**
- ❖ **To build self-confidence and proactive approach.**

THE BACK BONE OF THE DEPARTMENT

SRI KRISHNA DEGREE COLLEGE

DEPARTMENT OF BBA SYNERGY CLUB REPRESENTS

ANNUAL E MAGAZINE

Sri Krishna International Educational Trust (R)
Sri Krishna Degree College
#2(p), ITI Layout, Bsk 3rd Stage, Bengaluru - 560085
DEPARTMENT OF BBA

MIND MARATHON
▲ "Look Up, Aim High" ▲

**Annual e-Magazine
2018-19**

Confidence and hard-work is the best medicine to kill the disease called failure. It will make you a successful person.
-A.P.J Abdul Kalam

All power is within you. You can do anything and everything.
-Swami Vivekananda

Vol-1

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MIND MARATHON
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**ANNUAL
E-MAGAZINE
2019-20**

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Vol-2

Sri Krishna International Educational Trust (R)
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DEPARTMENT OF BBA

MIND MARATHON
"LOOK UP, AIM HIGH"

"Education is not the learning of facts, but the training of the mind to think."
- ALBERT EINSTEIN

**ANNUAL
E-MAGAZINE
2020-21**

VOL-3

Lord Sri Krishna International Educational Trust (R)
SRI KRISHNA DEGREE COLLEGE
#2 (P), ITI LAYOUT, Bsk 3rd Stage, Bengaluru - 560085
DEPARTMENT OF BBA

MIND MARATHON
"LOOK UP, AIM HIGH"

"Education is not the learning of facts, but the training of the mind to think."
- ALBERT EINSTEIN

**MIND MARATHON
ANNUAL
E-MAGAZINE
2022-23**

VOL-4

STUDENT CO - ORDINATOR





ELECTIONS OF STUDENT REPRESENTATIVES AND CLASS REPRESENTATIVES FOR THE YEAR 2022 - 23 :

CO-ORDINATOR	BOYS	GIRLS
STUDENT CO-ORDINATOR	SOMESHWARA.K	CHAITRA.P
CULTURAL CO-ORDINATOR	KUSHAL.EK	SHRAVANI NATARAJ
SYNERGY CO-ORDINATOR	LITHISH.C	RAGA KEERTHANA.KV
SPORTS CO-ORDINATOR	VIJAY SAI.GN	DIVYA.M
INTER-COLLEGIATE CO-ORDINATORS	SHARATH.G	AISHWARYA.M
INDUSTRIAL VISIT CO-ORDINATORS	SUHAS.HV	AKSHAYA.P
MAGAZINE CO-ORDINATORS	HEMANTH.K	CHANDANA.M

PLACEMENT CO- ORDINATORS	JAYANTH.S	SANDHYA SHREE.S
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The election of class representatives is to bring the general academic concerns from each class and student representatives from final year BBA these students nominate themselves and are selected by majority vote by their peers to represent them each class has two representatives and department have student representatives for cultural, sports, intercollegiate fest, club activities, industrial visit

SYNERGY EVENTS 2023

CORPORATE



SYNERGY EVENTS 2023

TREASURE HUNT

Treasure Hunts Event help students to develop new skills and strengthen and reinforce other skill such as leadership. Communication , and problem solving. This is of equal benefit to employees and employers combined. As we all know, being able to commutate and cooperate is essential to the success of any company Being able to practice this skill in a more relaxed and fun environment is great way highlight important communication is to succeeding in business

SYNERGY CLUB EVENT IT Team Building

Team building is the process of creating a team that cohesively works together towards a common goal. The importance and main purpose of team building is to create a strong team through forming bonds and connections. Creating these bonds through team building is very beneficial to businesses and organizations. The benefits of team

building include increased communication, planning skills, employee

motivation, and employee collaboration

Fun activities that help people see each other in a different light allow them to connect in a different setting. People on your team are asked to think about the implications of these activities at their workplace.

One of the most powerful reasons for team building is to get results. Through a series of planned team building events that are fun and motivational, teams build skills like communication, planning, problem solving, and conflict resolution. These team building activity ideas help to facilitate long term team building through fostering genuine connections, deeper discussions, and processing.

A close knit team will ensure productivity and a good work environment. Here are 12 reasons to start team building motivate your team members and bring them closer together, even in the virtual workplace!

- 1. Networking, socializing, and getting to know each other better**
- 2. Teamwork and boosting team performance**
- 3. Competition and bragging rights**
- 4. Celebration, team spirit, fun, and motivation**
- 5. Collaboration and the fostering of innovation and creativity**
- 6. Communicating and working better together**
- 7. Enhance company culture**
- 8. Create something to look forward to**
- 9. Show employees appreciation**
- 10. Build bridges across departments**
- 11. Unlock leadership potential**

SYNERGY EVENTS 2023

Build a bond



INDUSTRIAL VISIT

2022-23





Date: 26-05-2023

Description:

The SKDC Department of BBA visited the popular Karnataka Silk Industries Corporation Ltd. (KSIC) on May 26, 2023, at the silk weaving factory situated on Mananthody Road, Mysore. One hundred and ten students, along with HOD Mrs. Deepa.K, Assistant Prof. Kannada Department Dr. Chowdaigha, and Assistant Professors Mrs. Prabala and Mrs. Mahalakshmi, participated in the visit.

The students were delighted to explore the silk factory, established in 1912 by the Maharaja of Mysore Province. It was responsible for manufacturing and supplying silk fabrics to meet the royal family's requirements and provide ornamental fabrics to their armed forces.

During the visit, the students learned that the looms and preparatory machines in the factory were imported from Switzerland, marking them as the first of their kind

in India. In 1980, the silk weaving factory was handed over to Karnataka Silk Industries Corporation Ltd., a government of Karnataka enterprise widely known as KSIC. Ninety students and four faculty members visited the factory and observed the weaving process.

They had the opportunity to witness the production of KSIC sarees, ranging from Rs. 18,000 to Rs. 3,40,000, reflecting the grandeur of the recently made products.

The students expressed their joy at visiting a factory with a history spanning over 100 years."

In conclusion, the industrial visit to KSIC proved to be an enriching experience, leaving a lasting impression on the students and faculty alike, as they departed with a deeper understanding of the historical, technological, and artistic facets of silk weaving."

FRESHER'S DAY

MR AND MISS FRESHER OF BBA DEPARTMENT



**ANUSHREE . R AND BYRE GOWDA
WERE MR. AND MISS. FRESHERS OF
BBA DEPARTMENT**

In the beginning of the academic year, freshers start dreaming about fresher day, which is celebrated every year in our college. The very purpose of fresher day party is to welcome newcomers in a friendly atmosphere and avoid social evils, to encourage their creative impulses to boost their confidence. It is the day where seniors and juniors finally bond and unite to celebrate being part of the college. Students early look forward to this event at the beginning of every academic year. The stage is set for fresher 's to showcase their talent and compete for the MR and MISS fresher's crown.

NATIONAL YOUTH DAY



National Youth Day, also known as Vivekananda Jayanti, is celebrated on 12 January, being the

birthday of Swami Vivekanand In 1984 the Government of India declared this day as National Youth Day and since 1985 the event is celebrated in India every year. To fulfill the goal of improving the future of the country by encouraging the youth through the thoughts, ideas, lifestyle of Swami Vivekananda.

To celebrate this day Sri Krishna Degree College organised different activities to spread the importance of Swami Vivekananda's thoughts and ideas among the youth of India.

Here we present glimpses of this celebration.

INTERCOLLEGIATE FEST



B com, BBA, BCA students Participated and won Prize in Intercollegiate Fest at Government RC College of Commerce and Management on 7th July 2023. 1ST prize in Group Singing Participants are Raga Keerthana KV

Anushree R Giridhari sahu Sneha bharadwaj J .

Congratulations to all the winners 🏆 🎉 🏆



Sri Krishna Degree College Pride movement Lakshmi Narayan from Second year BBA got First Prize in Solo singing event of Intercollegiate fest held at BNM Institute of Technology AAROHAN 2023 held on 6th July 2023 . Congratulations from Management , Principal and Staff of SKDC.

CAMPUS POOL DRIVE (JOB MELA)



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(NAAC Accredited A+ & ISO CERTIFIED,
(Affiliated To Bengaluru City University)

CAMPUS POOL DRIVE – 2023

In Association with MAGIC BUS



DATE: 18th JULY, 2023

TIME: 10.00AM – 03.00 PM

LOCATION: SRI KRISHNA DEGREE COLLEGE

Dr. USHA KUMARI N
PRINCIPAL
SRI KRISHNA DEGREE COLLEGE

PROF. S P MANOHAR
ACADEMIC DIRECTOR
SRI KRISHNA DEGREE COLLEGE

PLACEMENT COORDINATORS: MRS. DEEPA K & MS. MEGHA G

FOR MORE DETAILS, CONTACT: 9483502529/ 9986169632



SRI KRISHNA DEGREE COLLEGE , organized a **Pool Campus Drive** on **18th July 2023** .

More than 15 leading companies from diverse sectors participated in the event each with unique requirements for students from different specializations.

Around 200 students participated in the drive and got letter of intend on the spot.

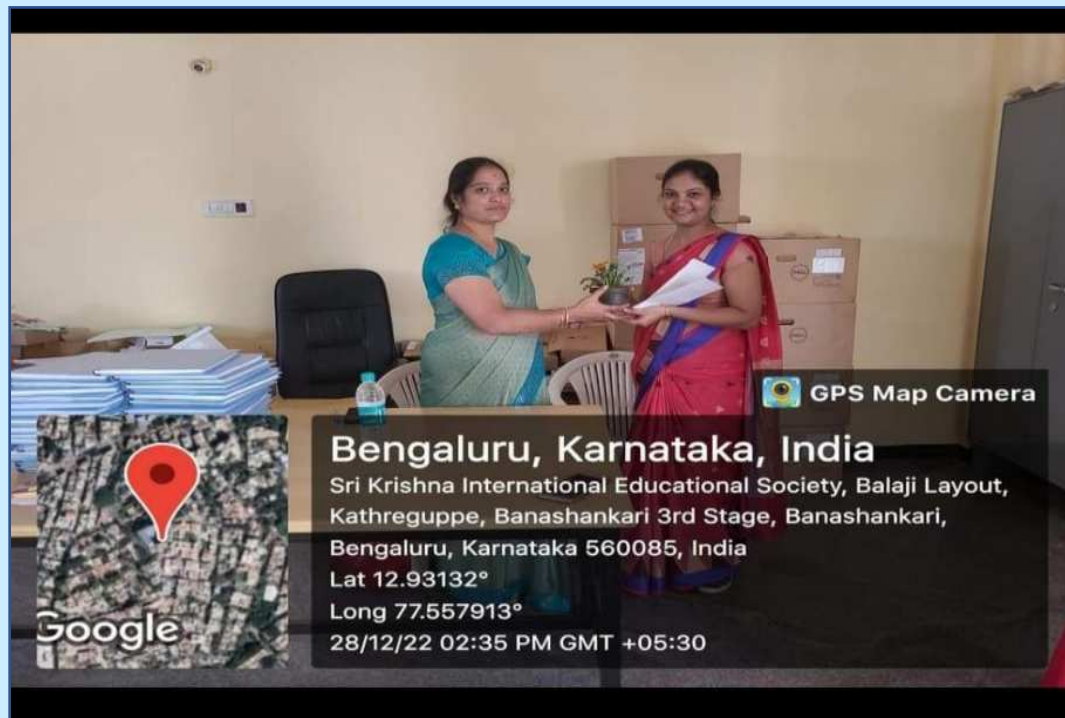
Inauguration by our founder chairman **Dr M Rukmangada Naidu**.

Organizers,

Mrs Deepa.K HOD BBA Placement Coordinator

Ms Megha Assistant Professor department of Commerce and Management.

PROJECT VIVA





**SRI KRISHNA DEGREE COLLEGE , Internship
viva voce exam for 6th semester BBA**

On 28th June 2023.

**" As a part of Curriculum Business skill
development student underwent for Internship
and prepared the report and attended VIVA
Voce Examination prescribed by Bengaluru City
University ”.**

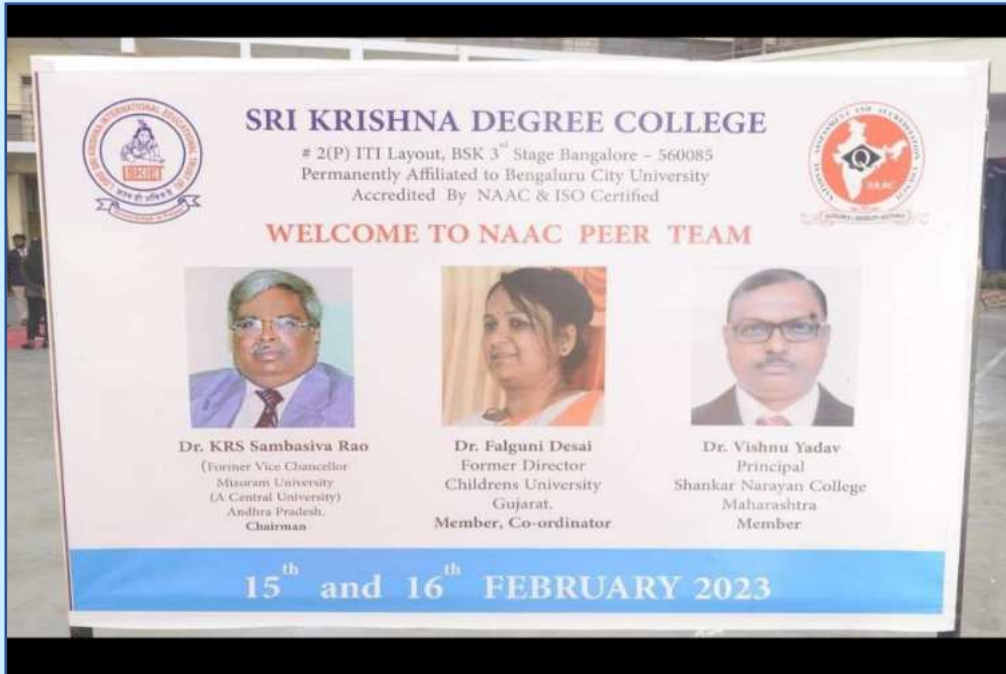
Academic examiner:

Mr Harish R.

Assistant Professor.

GIBS B SCHOOL.

NAAC TEAM -2023





National Assessment and Accreditation Council (NAAC) Peer team visited for Second Cycle of Accreditation at Sri Krishna Degree College, on the 15th and 16th February 2023. NAAC Peer Team comprised of Chairman Dr.KRS Sambasiva Rao Former Vice Chancellor Mizoram University,

(A Central University) Andhra Pradesh.

Member Coordinator of Peer Team Dr . Falguni Desai Former Director Children University Gujarat . Principal, Shri M R Desai Arts and EELK Commerce College, Chikhli Dist. Navsari, Gujarat Member Dr. Vishnu Yadav Principal Shankar Narayan College

Maharashtra

The process of assessment began with an in-depth interaction with the principal of the college Dr Ushakumari . N. The team had

meetings with the Principal and IQAC coordinator Prof. Deepa K, The Peer Team during its visit assessed and evaluated curricular, teaching and learning activities, research work, extension, infrastructure and learning facilities, and other aspects of the college. They held interactions with IQAC, all departments, teaching staff, non-teaching staff, students, alumni, governing body and parents and visited all academic facilities, administrative and support services. Students displayed various cultural forms to make the huge audience spellbound.

They checked documentary evidence, prepared their report and held an exit meeting with faculty members. They handed over its report to the Principal in its exit meeting on 16th February 2023

ADD ON COURSE "ADVANCED MICROSOFT EXCEL"





Department of BBA Introduced Certificate Skill Based Course in collaboration with NICT Computer Education "Advanced Microsoft Excel" .

Impact of technological up-gradation and globalization on economy a rapid change has been occurred in education in India. Unlike in the past, students when

they step out of Colleges are now expected to not only have knowledge but also be already skilled in different aspects. That is why the need to augment what gets taught in a College become important.

Today time has come for our students' not only excellent in academic degree but also acquire inter disciplinary skills. We want to create adequate opportunities for our students to acquire these skills within our campus by saving their time, money and energy. In future College will be offering a very wide range of course with practical utility.

Realizing this urgency of enhancing the skill, College is going

To design and organize different short term courses going to design and organize different short term courses , value added courses etc. Objective of value added courses to provide additional learner's centric graded skill oriented technical training which improves the employability skill of the students. The main objective of this courses is to reduce the gap between academic and industry.



Lord Sri Krishna International Educational Trust (R)
SRI KRISHNA DEGREE COLLEGE
ITI Layout, BSK III Stage, Bengaluru - 560085.



BBA – TOPPERS FOR THE ACADEMIC YEAR 2022 - 2023



RUTH R

CGPA 9.70



CHAITRA P

CGPA 9.14



SUHĀS H V

CGPA 9.00



CHANDANA M

CGPA 8.99



DIVYA M

CGPA 8.98

KALAYAANA COMPETITION 2022 - 2023



SRI KRISHNA DEGREE COLLEGE

(Affiliated to Bangalore University, NAAC Accredited)
ITI Layout, BSK III Stage, Bangalore - 560 085



KALAYAANA-2023

PRESENTS



NATIONAL LEVEL **2023**
COMPETITION 21st JULY 2023

Chief Guest

Mr. Roshan Agni Sreedhar Bachan

International Athlete, Asian Silver Medalist & Film Actor

Presided By

Dr. M. Rukmangada Naidu, M.A., Ph.d

Founder Chairman, SKIET

Prof. MANOHAR S.P
Academic Director, SKDC

Dr. N. USHA KUMARI
Principal, SKDC

All are cordially invited

Date : 21st July 2023, Friday | Venue : Auditorium | Time : 10.00 a.m.





GANESH MAHAUTSAV



SRI KRISHNA GROUP OF EDUCATIONAL INSTITUTIONS

ITI Layout, BSK III Stage, Bengaluru – 560 085



Ganesh Mahautsav 2023
on 27th September 2023

From : Dr. M Rukmangada Naidu
Founder Chairman, Sri Krishna Group Educational of Institutions







Ganesh Utsav 2023

Date: 27th September 2023

Organising Body: Sri Krishna Group Of Institutions

Description:

Sri Krishna Group of Institutions celebrated Ganesh Utsav on 27th September 2023 ,From Dr. M. Rukmangada Naidu Founder Chairman ,Sri Krishna Group of Institutions.

TOPPERS AND BEST OUTGOING STUDENT OF 2022-2023



TOPPER

RUTH R

95.31%



**BEST OUTGOING
STUDENT**

KEERTHANA

MODELS



This business model is done by : Anusha S Deepika R Sandhya N , Devika K , Asha CH , Hemamalini KL . They all done this Business model together and got a **1ST PRIZE** .And this shows the team spirit of the BBA .

DRAWINGS AND ARTICLES



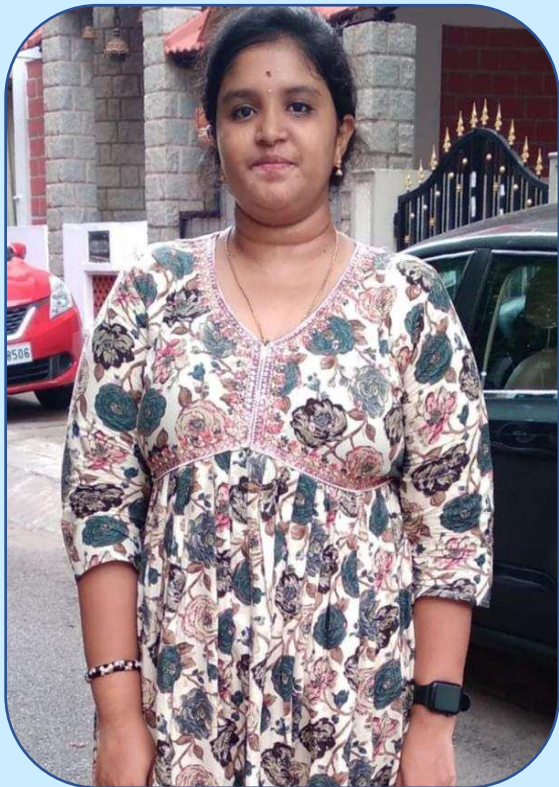
DONE BY :
KIRAN M



DONE BY :
SHRIYA MODAPALLI



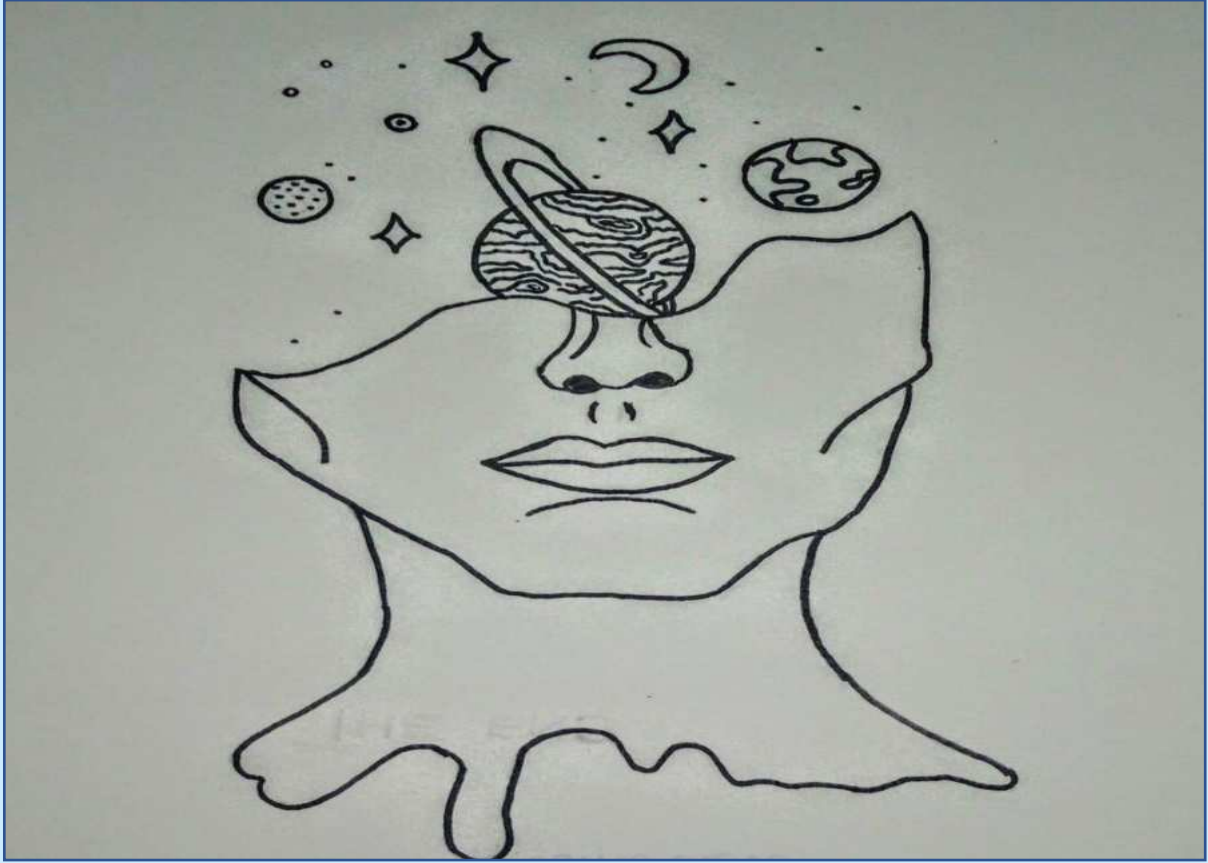
DONE BY :
HITHASHREE.BV



**DONE BY:
SMITHA N**



**DONE BY:
REVATHI K**



DONE BY:
SANJANA.K



DONE BY:

RAMYA.P



DONE BY :

ANUSHA S

ARTICLE

ನನ್ನ ಅಮ್ಮ ...

ಮಗುಕುನಗಯ ದೇವತೆ
ಶಿಂತ ಮೃತಿಯ ತ್ರಾಸ
ನಿ ಎತ್ತಿಬಿಡಲಾಗ
ಕಷ್ಟವನ್ನು ನೀ ಕಿಡೀ
ಅಮ್ಮ ಮರು ನೀನಗೀ ಸಂಸಾಣ್ಣ

ಸಂಕೋಪಕ್ಕೆ ಜೋಕೆ ಇದ್ದ
ನೋವಿಗೆ ಜಗದ ಕೂಟ
ಗಲುವಾಗ ಧೈಯ ಕೂಟ
ಅಮ್ಮ ಮರು ನೀನಗೀ ಸಂಸಾಣ್ಣ

ಹೀವರವರುನ್ನು ನಾನು ಕಂಡಿಲ್ಲ
ಕಂಠೇ ಹೀವರವನ್ನು ನಿನ್ನಯಲ್ಲ
ಮರುಕನ್ನೆ - ವಿವರೇ ಹಗ ಬೇಕು ನಿನ್ನ ಮಗುವೇ
ಅಮ್ಮ ಮರು ನೀನಗೀ ಸಂಸಾಣ್ಣ

ಕಷ್ಟದಿಂದ ಬಂದೇ
ಕಷ್ಟವನೇ ತೋಸುವೇ ಬೆಳೆಸಿವೇ
ಮರು ನೀನಗೀ ಸಂಸಾಣ್ಣ

ಅಮ್ಮ ... ನನ್ನ ಅಮ್ಮ
ನನ್ನ ಪ್ರೀತಿ ಅಮ್ಮ

Sindhu Gowda.K



WRITTEN BY:
SINDHU GOWDA K