# M.P. BIRLA INSTITUTE OF MANAGEMENT

Associate Bharatiya Vidya Bhavan

*Affiliated to Dr. Manmohan Singh Bengaluru City University & Approved by AICTE*

#43, Race Course Road, Bangalore- 560001, Karnataka

# BIRLITES

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**LET NOBLE THOUGHTS COME TO US FROM EVERY SIDE**

- RIGVEDA 1-89-1




## FROM CHAIRMAN'S DESK

### INDIAN KNOWLEDGE SYSTEMS IN THE MBA PROGRAMME



**Er. N. Ramanuja**
Chairman, MPBIM

*My Dear Students,*

The integration of Indian Knowledge Systems (IKS) into the MBA programme represents an important step towards making management education more holistic, contextual, and value-oriented.

In the contemporary business environment, managers require not only technical and analytical capabilities but also ethical awareness, social responsibility, cultural sensitivity, and a strong sense of purpose. IKS provides valuable perspectives that can complement modern management theories and practices. The MBA curriculum can incorporate Indian perspectives on leadership, ethics, governance, entrepreneurship, sustainability, decision-making, human values, and organisational management. Classical works such as the Arthashastra and Bhagavad Gita, along with diverse Indian traditions of knowledge and practice, can be connected with contemporary subjects such as strategic management, organisational behaviour, human resource management, business ethics, marketing, and entrepreneurship.

IKS can be effectively integrated through case studies, classroom discussions, experiential learning, seminars, field visits, projects, and comparative studies. Students can examine traditional Indian approaches to sustainable resource utilisation, community-based enterprises, ethical leadership, indigenous entrepreneurship, and responsible business practices and relate them to present-day organisational challenges. Such integration should remain academic, inclusive, evidence-based, and critically examined, enabling students to appreciate India's intellectual heritage while developing independent thinking. Ultimately, IKS can contribute to developing MBA graduates who combine professional competence with ethical leadership, sustainability consciousness, cultural understanding, and social responsibility.

I extend my best wishes to all students and faculty as we embark on this exciting chapter in our academic journey. May your pursuit of knowledge be guided by noble thoughts and a passion for lifelong learning.

## VICE CHAIRMAN'S MESSAGE

### INTEGRATION OF VALUES IN MBA EDUCATION

*Dear Birlites,*



**Sri. V. Muralidhar**
Vice-Chairman, MPBIM

Values-based education is an essential component of MBA education, as future managers are expected to make decisions that influence organisations, employees, customers, and society.

Management education should therefore extend beyond technical knowledge and analytical skills to cultivate integrity, ethical responsibility, empathy, accountability, fairness, respect, and social consciousness among students.

In an MBA programme, values can be integrated across subjects such as organisational behaviour, human resource management, finance, marketing, strategic management, and business ethics. Case studies, ethical dilemmas, role plays, group discussions, community engagement, experiential learning, and industry interactions can provide students with opportunities to understand and apply values in practical business situations. Students should be encouraged to critically examine issues such as corporate governance, responsible marketing, workplace diversity, data privacy, sustainability, conflicts of interest, and responsible use of Artificial Intelligence.

Faculty members have an important role in demonstrating ethical conduct and creating a learning environment based on mutual respect, fairness, and academic integrity. Value education should not be treated merely as a separate academic activity; rather, it should become an integral part of the MBA learning experience. Ultimately, values-based MBA education can help develop competent, ethical, socially responsible, and purpose-driven managers capable of balancing organisational performance with the broader interests of society.

It also enables students to recognise the long-term consequences of managerial decisions and develop the courage to act responsibly even in challenging situations. By embedding values into everyday learning and decision-making, MBA education can contribute to building trustworthy leaders who create sustainable value for both organisations and society.



*Heartfelt blessings and warm wishes to all our students, faculty, and staff on the auspicious occasion of Ayudha Pooja and Saraswathi Pooja.*



## PRINCIPAL SPEAKS



**Dr. S. Sathyanarayana**
Principal, MPBIM

The rapid emergence of Artificial Intelligence (AI) is transforming the way professional education is designed, delivered, and experienced. Managing an MBA programme in the AI era therefore requires a shift from conventional teaching approaches towards a more technology-enabled, experiential, and industry-oriented learning environment.

The contemporary MBA classroom should not merely focus on imparting managerial theories; it should equip students with the ability to use AI responsibly for problem-solving, decision-making, research, innovation, and strategic management. Effective handling of an MBA programme requires faculty members to integrate AI tools with core areas such as marketing, finance, human resource management, operations, business analytics, and entrepreneurship. Students should be encouraged to use AI for data analysis, market intelligence, financial forecasting, customer insights, content development, and business simulations while simultaneously developing critical thinking and independent judgement. Particular emphasis should be placed on AI literacy, data literacy, ethical decision-making, digital competence, and responsible use of technology.

The role of faculty is also evolving from being primarily knowledge providers to becoming facilitators, mentors, and learning designers. Case studies, live projects, simulations, industry interactions, collaborative assignments, and AI-supported experiential learning can make MBA education more relevant to contemporary business realities. At the same time, institutions must establish clear guidelines on academic integrity, plagiarism, data privacy, and responsible AI use. Ultimately, an AI-ready MBA programme should combine human intelligence with artificial intelligence, preparing future managers to lead organisations with competence, creativity, ethics, and adaptability.

Institutions must also continuously upgrade faculty competencies so that teachers remain current with emerging AI applications and changing industry expectations. Infrastructure, access to appropriate digital tools, and adequate training are equally important for ensuring meaningful AI integration across the programme. Assessment methods may also need to evolve from memory-based examinations towards application-oriented tasks that evaluate creativity, critical thinking, problem-solving, and managerial judgement.

Strong industry-academia collaboration can further help students understand how AI is being applied in real-world managerial contexts. In this way, MBA education can remain future-ready while ensuring that technology strengthens, rather than replaces, human judgement and managerial responsibility.




## WORKSHOP FUNDAMENTAL AND TECHNICAL ANALYSIS



On 3 July 2026, IQAC & association with Wealth Wizards – Finance Club, successfully organized a *Workshop on Fundamental & Technical Analysis.*

Resource Person **Dr. Vishweshwar Mensumane**, who provided students with practical insights into investment analysis by combining theoretical concepts with real world financial market applications.The session was coordinated by **Dr. Pushpa BV** and encompassed a comprehensive overview of fundamental analysis, including the examination of financial statements, key ratios, and company evaluation. Following this, the workshop transitioned to technical analysis, incorporating live market charts, trends, and technical indicators. Students actively engaged in hands-on exercises, live demonstrations, and interactive discussions, which offered them significant exposure to real-time investment decision-making. Overall, the workshop received widespread acclaim for its practical approach, industry relevance, and engaging learning experience.



## HANDS-ON SESSION ON PROMPT ENGINEERING AND AGNETIC AI



On 3 July 2026, Business Analytics Club–Metamates held a hands-on session on *"Prompt Engineering & Agentic AI"* by **Mr. Sreekaran,** to enhance MBA students' skills in engaging with generative AI.

The session was coordinated by **Prof Vijayalakshmi S**. The session began with a narrative illustrating Prompt Engineering through an image of explorers with puzzle pieces, emphasizing clarity, context, and purpose as key components of effective prompts. Students learned various prompting techniques, including: Zero-Shot Prompting: Tasks performed without prior examples, Few-Shot Prompting: Providing examples to improve responses, Chain-of-Thought Prompting: Encouraging step-by-step reasoning, Role-Play Prompting: Assigning professional personas for context-specific solutions. The session also introduced Agentic AI, which can autonomously plan and make decisions, highlighting the importance of well-crafted prompts and responsible oversight. Participants engaged in hands-on activities, developing prompts for a startup business idea while assuming various professional roles. This showcased their creativity and problem-solving skills.



## FROM DHARMA TO DATA: RESEARCH ETHICS THROUGH AN INDIAN KNOWLEDGE SYSTEMS LENS

On 1 July 2026, **Dr. Soumya Prakash B.S.** Assistant Director at Centre for Educational & Social Studies (CESS), Bengaluru, delivered an Expert Talk on **"From Dharma to Data: Research Ethics through an Indian Knowledge Systems Lens".** The session was facilitated by **Prof.Vijayalakshmi.**The session explored ethical themes using characters from the Mahabharata, emphasizing that Dharma should guide research integrity alongside honesty, fairness, and societal responsibility. Participants learned the importance of maintaining integrity during the research process, covering aspects like responsible authorship, informed consent, data privacy, and ethical AI use. Real-world case studies highlighted the consequences of unethical practices. The talk also introduced India's evolving framework for research integrity, including plagiarism regulations and ethics committees. It concluded with the message that good research involves discovering answers in the right way, inspiring students to embrace ethical leadership in their academic journeys.



## BEYOND NUMBERS. BEYOND AI. BEYOND THE CLASSROOM.

On 1 July 2026, Expert talk on "Beyond Numbers. Beyond AI. Beyond the Classroom" by **Mr. Shrikanth Manda,** ACCA (UK), CMA (USA), ACS, MBA (Finance) was organised by Wealth Wizards – Finance Club. The session challenged our MBA students to look beyond traditional finance roles and explore the evolving opportunities in the profession. Discussions highlighted the growing significance of Financial Planning & Analysis (FP&A), emerging career pathways in finance and governance, the value of globally recognised professional qualifications such as ACCA, CFA, and CMA, and the future-ready competencies that organisations seek: strategic thinking, governance, analytical ability, technological awareness, and adaptability.

What made the session truly enriching was the enthusiasm and curiosity of our students, whose thoughtful questions reflected a genuine aspiration to build impactful careers in an increasingly technology-driven business environment.

At MPBIM, we believe that the future belongs to professionals who can combine strong business fundamentals with emerging technologies, sound judgment, and ethical leadership. Through such industry-academia engagements, we continue to prepare our students to become future-ready business leaders. The session was coordinated by **Dr Pushpa BV.**




## DIGITAL CUSTOMER LIFETIME VALUE (CLV) AND ITS IMPACT ON SALES

On 22 July 2026, **Mr. K P Vishnu,** in collaboration with Marketing Club-Marketing Mavericks, successfully delivered an insightful talk on **"Digital Customer Lifetime Value (CLV)** and **Its Impact on Sales".** The session coordinated by **Dr. Karpagam,** focused on the importance of customer relationships in driving sales and business growth. Students acquired valuable insights into Customer Lifetime Value (CLV), customer retention strategies, cross-selling, upselling, personalization, loyalty programs, and the utilization of digital tools such as CRM, AI, and analytics to promote sustainable business growth. The discussion was further enriched by real-world case studies from Amazon and Blinkit, along with an engaging "Grow Your Customer" team activity that encouraged participants to apply CLV concepts to practical business scenarios.

This interactive session effectively bridged academic theories with industry practices, equipping students with the necessary skills and mindset to cultivate enduring customer relationships and deliver long-term business value.



## ACADEMIA TO INDUSTRY – MASTERING RECRUITMENT, WORKPLACE READINESS & PERFORMANCE MANAGEMENT

On 22 July 2026, **Mr. Hariharan M,** Talent Acquisition Specialist at Capgemini, esteemed alumnus, researcher, and author. Delivered an Expert talk on **"Academia to Industry– Mastering Recruitment, Workplace Readiness & Performance Management".** The session was coordinated by **Dr. Karpagam** and **Dr. Sumithra Sreenath.**

Drawing from his extensive industry experience, Mr. Hariharan shared practical insights into various aspects of corporate recruitment, including the creation of ATS-friendly resumes, LinkedIn optimization, HR interview preparation, and understanding recruiter expectations, along with the performance management cycle.

Students acquired valuable knowledge on developing industry-ready skills, enhancing their professional presence, and confidently preparing for campus placements and future careers. The interactive discussion, complemented by real-world examples, made the session both engaging and impactful, motivating students to continuously strengthen their technical and interpersonal competencies.



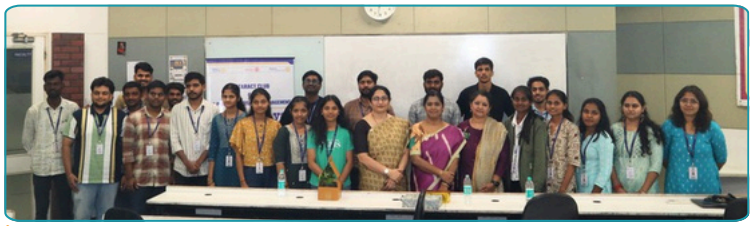
## FROM IDEA TO BUSINESS: TURNING PROBLEMS INTO OPPORTUNITIES

On July 22, 2026, Institution's Innovation Council (IIC), organized an Expert Talk on **"From Idea to Business: Turning Problems into Opportunities"** by **Mr. Divyansh Srivastava,** an MPBIM alumnus. The session coordinated by **Prof. Vijayalakshmi,** aimed to inspire students to convert real-world challenges into innovative and sustainable business opportunities by identifying problems, generating impactful ideas, and fostering an entrepreneurial mindset. Entrepreneurship begins with solving problems—not simply creating business ideas. This engaging session enabled participants to develop a practical understanding of how successful entrepreneurs identify customer pain points, recognize unmet needs, and transform them into innovative, value-creating business opportunities. One of the major takeaways was the Why–What–How Framework, which provided a structured approach to evaluating entrepreneurial ideas. Participants learned to ask why a problem matters, what solution can effectively address it, and how it can be implemented in a sustainable and scalable manner. This framework strengthened their ability to think strategically and convert ideas into actionable business models. The session also showcased the growing role of AI in entrepreneurship. Students explored how AI tools can support market research, competitor analysis, customer sentiment analysis, idea validation, business planning, content creation, branding, networking, and digital promotion.



## MANAGING STRESS: FROM PRESSURE TO PERSONAL POWER

On Aug 27 2026, the Rotaract Club of MPBIM, in association with the Rotary E-Club of Bengaluru Sakhi, successfully organized an expert talk on **"Managing Stress: From Pressure to Personal Power"** The session was led by **Ms. Uma Harinath,** Counsellor and Transformational Coach, who offered valuable insights into understanding stress, identifying its impact on personal and professional well-being, and developing effective strategies to manage it. Moving beyond the conventional understanding of stress, the session emphasized self-awareness, emotional well-being, resilience, and practical stress-management techniques. Students were encouraged to reflect on their responses to pressure and explore ways of transforming challenging situations into opportunities for personal growth and greater self-confidence. The interactive and engaging session provided students with practical tools and meaningful perspectives that can be incorporated into their academic, personal, and professional lives. It also highlighted the importance of recognizing stress early, responding to it constructively, and building emotional resilience in an increasingly demanding world. The session served as a valuable reminder that managing stress is not about eliminating pressure, but about developing the awareness, resilience, and confidence to navigate it effectively. From pressure to personal power learning to manage stress, build resilience, and grow stronger.The session was coordinated by **Dr. Hema Harsha.**



## PROJECT ORIENTATION FOR IV SEMESTER STUDENTS

On 6 July 2026, **Dr. Sathyanarayana** Principal, conducted a *Orientation Session on Master Thesis* for the final year MBA students. The session aimed to guide students through the complete thesis process and the academic requirements prescribed by DR. MSBCU. Key areas covered included research topic selection, synopsis preparation, research methodology, sampling techniques, data collection, statistical analysis, chapter wise thesis preparation, plagiarism and academic integrity, formatting, and final submission procedures. Students were encouraged to select relevant and industry oriented research topics, maintain originality and ethical research practices, and work closely with their faculty guides throughout the research process. An interactive question and answer session provided practical clarification on title approval, questionnaire development, sample size, statistical analysis, plagiarism, and submission timelines. The session was highly informative and helped students gain a clear understanding of the thesis requirements while motivating them to undertake quality research with integrity, originality, and professional commitment.



## DIGITAL INSURANCE PRODUCTS



On 31 August 2026, Arthaveda - Economics Club of MPBIM, organized an expert talk on **"Digital Insurance Products"** by **Ms. Bhavana P,** Coordinator, Wissen Technology, and an alumnus of MPBIM. The session aimed to provide students with practical knowledge of the changing insurance landscape and the growing role of digital technologies in the insurance sector. Bhavana, highlighted the increasing adoption of digital platforms, data analytics, AI, and automation to enhance customer convenience, improve risk assessment, streamline policy management, strengthen fraud detection, and facilitate faster claim settlement. The session also explored how digital platforms enable customers to compare policies, purchase insurance, make digital payments, and initiate claims with minimal physical interaction. Emphasis was placed on the development of customer-centric and personalized insurance products, designed around individual needs, preferences, and usage patterns. The session was coordinated by **Dr. Venkatesh**

## VISIT TO ASHRAYA SEVA TRUST OLD AGE HOME

On 1 July 2026, the Rotaract Club of MPBIM, in association with Rotary E-Club of Bengaluru Sakhi organized a heartwarming visit to Ashraya Old Age Home. The session was coordinated by **Rtn. Dr. Hema Harsha.** The initiative brought together Rotaractors and Rotarians to spend meaningful time with the residents while promoting the values of compassion, service, and social responsibility. The day began with breakfast alongside the residents, followed by the donation of essential items as a small gesture of care and support. The team also conducted engaging activities, including a lively game and an enthusiastic round of Antakshari, creating an atmosphere filled with laughter, music, and meaningful conversations. The interaction brought smiles to both the residents and volunteers, making the experience truly memorable. The visit beautifully reflected Rotary's motto, "Service Above Self," along with MPBIM's motto of overall development through holistic learning, reminding the students that even the smallest acts of kindness can make a meaningful.



## SELF DEFENCE TRAINING PROGRAMME



On 9 July 2026, the Rotaract Club of MPBIM, Organised a Self-Defense Training Program for Women, with the aim of promoting confidence, awareness, and personal safety. he session was conducted by Rtr. Moulya G., a dedicated martial artist and Black Belt in Karate. The session was coordinated by

**Rtn. Dr. Hema Harsha**

Ms. Moulya, delivered an energetic and highly interactive training experience. Through clear demonstrations and hands-on practice, she taught participants 15 practical self-defense techniques that can be applied in real-life situations. Her enthusiasm, expertise, and commitment to empowering women inspired the participants to step out of their comfort zones and actively engage in every activity. More than just learning physical techniques, the program reinforced the idea that self-defense is about developing confidence, resilience, presence of mind, and the ability to respond calmly in challenging situations. It was an empowering experience that encouraged every participant to prioritize their safety while believing in their own strength and capabilities.



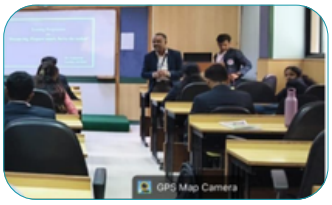
## TRAINING PROGRAMME ON PATHWAYS TO PUBLIC SERVICE: COMPETITIVE EXAMS AWARENESS AND GUIDANCE.



On 13 July 2026, Arthaveda-Economics Club, organized an A training programme *on Pathways to Public Service: Competitive Exams Awareness and Guidance,* by **Dr. Venkatesh**

The programme was designed to motivate students to explore career opportunities in public service and to provide them with essential guidance on competitive examinations. The session offered a comprehensive overview of various state and central government competitive examinations, including eligibility criteria, examination patterns, preparation strategies, and career prospects. The resource person emphasized the importance of disciplined preparation, effective time management, and staying informed about examination notifications and opportunities. The interactive programme encouraged active student participation, with a question-and-answer session addressing their queries and concerns. The training concluded on an inspiring note, motivating students to pursue careers in public service with confidence and determination. Overall, the programme proved to be highly informative, engaging, and beneficial for all participants.

## TRAINING SESSION & SKILL-ORIENTED ACTIVITIES




On 28 Aug 2026, the Arthaveda Economics Club organised a series of engaging activities aimed at enhancing students' knowledge, professional skills, and awareness.

The training session *"Dream Big, Prepare Smart, Serve the Nation"* led **by Dr. Venkatesh,** encouraged students to adopt a goal oriented approach towards career development and personal growth. The session helped students understand the importance of purposeful goal setting, structured preparation, and professional excellence and meaningful contribution to society.

The club also conducted *"Arthamanthanam,"- Quiz competition* covering economics, business, finance, and current economic affairs. The primary objective of the competition was to strengthen students' conceptual understanding, broaden their awareness of contemporary economic developments, and promote analytical and critical thinking. It also aimed to encourage active participation, knowledge sharing, and healthy
academic competition among students. The activity enhanced students' subject knowledge, improved their ability to analyse economic and business-related information, and encouraged
them to remain updated with current economic and financial developments.






On July 3 2026 ***"Transparent Common and trust building"*** by **Ms. Sheetal.C,** Vice-President, Agilon Health India Pvt. Ltd., a distinguished alumni 2001-03.

The speaker highlighted Transparent Communication is a cornerstone of effective organizational management and plays a vital role in fostering trust among employees, leaders, and stakeholders. It involves sharing accurate, timely, and relevant information openly while encouraging honest dialogue and active listening. Organizations that practice transparent communication create an environment where employees feel informed, respected, and valued, leading to stronger relationships and higher organizational commitment. Trust is built when leaders consistently communicate organizational goals, expectations, challenges, and decisions with honesty and integrity. Employees are more likely to trust management when they understand the reasons behind strategic decisions and are given opportunities to express their opinions and concerns. Sheethal cited numerous examples to explain key concepts and enhance participants' understanding. She also conducted live case study activities for the students, enabling them to apply theoretical concepts to real-world business situations and enhancing their analytical and problem-solving skills.



On July 17, 2026, **"Cultural Influence and Brand Building"** by **Mr. Sumukh,** Area Manager, Saint Gobain, at Morgan Stanley and proud alumni 2016-18.



Mr. Sumukh highlighted on most powerful forces in modern marketing. Brands that respect and reflect cultural values through authentic storytelling, localized communication, and meaningful customer experiences are more likely to earn trust, loyalty, and long-term success. From global brands like Coca-Cola and Nike to Indian brands such as Amul and Tanishq, organizations that embrace cultural diversity and relevance have demonstrated how cultural sensitivity can strengthen brand identity and create lasting relationships with consumers. Businesses can leverage cultural understanding to build strong, sustainable, and globally competitive brands while remaining authentic and socially responsible. The session enriched understanding of the strategic role of culture in branding and inspire to think beyond traditional marketing approaches in an increasingly interconnected world. The speaker made the session highly interactive by engaging students in company-based activities, encouraging discussions, and answering their questions throughout the session.



On Aug, 2026 ***"Work Life Realities and Personality Diversity Indicator"*** by **Mr. Bhaskar Raja Sundaram,** Senior Talent Development Business Partner & Program Management, a distinguished alumnus 2003–05.



The speaker is an experienced Talent Development and Program Management professional in Bengaluru, with a background in HR, Learning and Development, and strategic program management at companies like BlackLine, Forcepoint, and Hewlett-Packard/HPE. He holds certifications such as PMP® and Professional Scrum Master™ I.

In today's diverse workplace, employees have varied backgrounds and perceptions influenced by their personalities and circumstances. The Work-Life Realities and Personality Diversity Indicator (WLR-PDI) provides a framework to understand personality diversity's impact on workplace dynamics. During a session on WLR-PDI, Bhaskar led a practical assessment of personality types, allowing participants to recognize their traits and those of their peers. This exploration highlighted how personality influences workplace behavior, communication, and teamwork, encouraging reflection on individual strengths and interaction methods.



## TED TALKS DOS & DON'TS IN CORPORATE



On August 18, 2026, Mr. Prashanth S, Reconciliation Processor at HSBC and MPBIM alumnus, delivered a **TED Talk** titled **"Dos & Don'ts in Corporate."**

He explained that doing good work is only half the effort; making that work visible to the right stakeholders through timely updates, structured reporting, and consistent follow-ups is equally essential for professional growth. He shared practical insights on navigating the corporate environment, highlighting the importance of workplace visibility, effective communication, and professional conduct. He emphasized the need to communicate achievements through regular updates and structured reporting, maintain clear and professional communication with managers and stakeholders, and follow proper email etiquette through clear subject lines, concise messages, and timely responses. He also guided students on interacting effectively with senior staff by being well prepared, solution oriented, punctual, and professional while addressing workplace issues appropriately and building positive relationships. The session was coordinated by **Dr. Karpagam.**



## STUDENTS AT INTERNATIONAL CONFERENCE AT DR. MSBCU




On 17-18 July 2026, Faculty and Student Executives participated and presented Research Papers at the *International Conference on AI-Driven Management and Sustainable Business Transformation*, organized by the BCU School of Management Studies, Dr Manmohan Singh Bengaluru City University, in association with Mount Carmel College and International Institute of Business Studies.

The presentations highlighted innovative research that explores the transformative role of Artificial Intelligence in various sectors, including education, finance, and sustainable supply chain management. Under the guidance of **Dr. Pushpa B.V,** our students showcased innovative research addressing the transformative role of AI across education, finance, and sustainable supply chain management.



**"Re-thinking Artificial Intelligence in Education: A Dual-Framework Perspective on Technology Adoption & Learning Effectiveness"** by Deepika & Shreevatsa Bhat (IV Sem).



**"Transforming Investment Decision-Making through Generative AI & Robo-Advisory Services: An Exploratory Study on Investor Perceptions and Adoption Factors"** by Hima & Shriram Hegde (II Sem).



**"Artificial Intelligence and Robotics for Sustainable Supply Chain Management: A Comparative Analysis of Global Practices and India's Readiness"** by Yashaswini & Nidhi (II Sem).

These presentations demonstrated our students' research orientation, analytical thinking, and dedication to addressing contemporary business challenges through evidence-based inquiry. Their participation in this international academic forum underscores MPBIM's commitment to cultivating a dynamic research culture that encourages innovation, intellectual curiosity, and lifelong learning.

MPBIM IQAC extends its heartfelt congratulations to the student researchers and appreciates the guidance and support provided through faculty mentorship in nurturing quality research. We wish our students continued success in their pursuit of academic excellence, innovation, and lifelong learning.

## INDUSTRIAL VISIT @ BEML




On 25 July 2026, 1st-year students accompanied by Dr. Sumithra Sreenath and Dr. Karpagam B A visited the **BEML** manufacturing facility at New Tippasandra, Bengaluru, as part of an industrial exposure programme. The visit provided students with valuable insights into India's advanced manufacturing capabilities and the nation's **"Make in India"** (Atma Nirbhar Bharat) initiative.

During the visit, students observed the manufacturing processes involved in the production of Metro Rail Coaches and Vande Bharat train coaches. BEML officials explained the various stages of coach manufacturing, including design, fabrication, assembly, quality control, and testing. The students gained firsthand knowledge of modern production techniques, automation, precision engineering, and stringent quality standards followed in the railway manufacturing sector. The industrial visit bridged the gap between classroom learning and industrial practice by exposing students to real-world manufacturing operations, supply chain management, and technological innovations. It also enhanced their understanding of India's growing capabilities in transportation infrastructure and indigenous manufacturing.

## PRINCIPAL AS RESOURCE PERSON

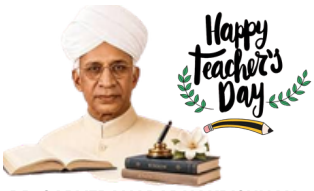


**Dr. Sathyanarayana S,** Principal served as a Resource Person for the session titled **"Research to Publication: From Manuscript to Journal",** organised by the University of Mysore, Malaviya Mission Teacher Training Centre (MMTTC), Mysore, formerly UGC-HRDC.
The session was conducted for participants from across India as part of the 34th Refresher Course in Commerce, focusing on transforming quality research manuscripts into publishable journal articles.



On 3 Sept 2026, **Dr. Sathyanarayana** Principal, served as a Resource Person for the Workshop on Empowering MBA Students with Research and Dissertation Writing Skills, organised by the PG Dept. of Govt. R.C. College. The session focused on research methodology, dissertation writing skills, and the application of appropriate statistical tools for effective data analysis and interpretation.

# TEACHERS' DAY CELEBRATIONS



DR. SARVEPALLI RADHAKRISHNAN

On 5th Sep, 2025, the student executives at MPBIM hosted a vibrant celebration on the occasion of **Teachers' Day,** recognizing the invaluable contributions of the faculty in shaping individuals and society. The event was filled with enthusiasm and featured a variety of games and activities meticulously organized by the students to show their appreciation for the faculty's dedication. A highlight of the celebration was a fashion parade, where faculty members participated in an energetic ramp walk, further enhancing the festive atmosphere.This occasion provided a wonderful opportunity for students to express their gratitude with a greeting card and a handmade bouquet created by the students while fostering a sense of community and camaraderie within the institution. Chairman, Vice Chairman, and Principal thanked the students and appreciated them for their efforts in organizing such a meaningful program to commemorate the occasion.











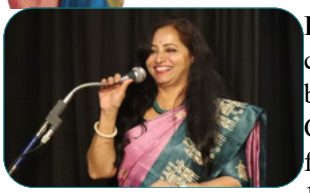
PANACHE
The Cultural Week 2026











**PANACHE 2026**-Cultural Week to commemorate Dr. K M Munshiji's birth anniversary, Annual Intra Collegiate Fest which is held solely for first year students, held from 9th to 11th Sept 26.

The week-long cultural extravaganza culminated in a spectacular Grand Finale on 11 Sept, bringing together an inspiring celebration of talent, creativity, confidence, and camaraderie. The Grand Finale was graced by **Ms.Padmini Oak, Singer & Grand Jury Panel Member, SaReGaMaPa**, along with **Sri.V.Muralidhar, Vice Chairman,** and **Dr.Sathyanarayana, Principal,** as **Guests of Honour.**

Panache provided students with a vibrant platform to step beyond the classroom, discover their talents, express themselves, and gain valuable experience through healthy competition and collaboration. Our talented alumni Judge **Manikanta, Pooja Kulkarni, Aanchal Pemmaiah, Chaithra,** and **Ms. Sushmitha** graced the event as judges. They brought their expertise, enthusiasm, and valuable insights to the Dance, Singing, and Fashion Show competitions, making the events even more engaging and memorable for our students.

Each day of the fest featured a unique theme: Ethnic Day, Photography, Reel Making, Antakshari, Twin Day & Fireless Cooking, encouraging students to express their individuality through innovative outfits and enthusiastic participation while showcasing their diverse interests and hidden talents. These events showcased the diverse interests and hidden talents of the students, creating an atmosphere of friendly competition and collaboration. Awards and medals was given away by Chief Guest Padmini Oak, V. Muralidhar, Dr. Sathyanarayana and the judges of the event. Panache 2026 concluded on a high note, leaving behind cherished memories of joy, creativity, friendship, and cultural vibrancy. More than just a festival, it was a celebration of the spirit of student life—where talent found a stage, creativity found expression, and togetherness created unforgettable moments.

**DAY 1:ETHNIC DAY, PHOTOGRAPHY REEL MAKING & ANTHAKSHARI**

1st Place: Moulya, Nikitha & Vijeyatha
2nd Place: Tejaswini, Shrusti & Srilakshmi



**BEST ETHNIC WEAR**

Jhanavi, Yashaswini, Bhuvan & Chirag

**PHOTOGRAPHY**

1st Place: Adarsh G, 2nd Place: Prasanna & Vasanth

**REEL MAKING**

1st Place: Heritage Threads -Nidhi, Aditya, Abhiram, Byresh
2nd Place: Colors of Culture -Moulya, Pratignya, Suresh, Yogish

**DAY 2: FIRELESS COOKING & TWIN DAY**

1st Place: Blue Berry Team -Bhuvan & Janvi
2nd Place: No Flame, Full Fame-Tejaswini & Shrilaksmi Hegde

**TWIN DAY**

1st Place: Deepika & Shreevatsa, 2nd Place: Adarsh & Chethan

**DAY 3: GRAND FINALE**

**SOLO SINGING**

1st Place: Tejaswini R. S. 2nd Place: Yashaswini V.

**GROUP SINGING**

1st Place: The Retro Beats – Yogish Kumar, Tejaswini, Sumukh Bhat, Bindushree
2nd Place: The Nada Taranga – Vijeyatha, Nikitha, Moulya, Pranavi.



**SOLO DANCE**

1st Place: Poorvikam, 2nd Place: Puneet

**GROUP DANCE**

1st Place: Sync and Spin (Nikhita & Moulya)
2nd Place: One Last Time (Yogish Kumar, Alisha, Puneeth, Suresh, Hanumantha Gowda and Nikhil

**FASHION WALK**

1st Place: Hima, Ram, Poorvika, Nidhi, Prasanna, Chalapathi
2nd Place: Rakesh, Adithya, Sunitha, Anjali, Shobhit, Yashaswini
Best walk Male: Sriram Hedge / Best walk Female: Anjali

***MPBIM congratulates and celebrates all the winners of all the events.***







## OUTREACH ACTIVITIES

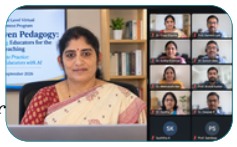


On 5 Aug 26, **Ms. Manjula,** attended a workshop on the *User Awareness Programme for One Nation One Subscription (ONOS)* at the Indian Institute of Astrophysics. Resource person Mr. Raja V., Scientist-D INFLIBNET, provided insights on ONOS and INFLIBNET services, focusing on improving research, teaching, and learning through digital resources.



On 27 & 28 Aug 26, **Prof.Vijayalakshmi,** participated in the Experiential Workshop on *"Bharatiya Management for Leadership & Decision Making Method, Mindset, Classroom Applications"*.
The workshop by CoEIKS and ICFAI Foundation, in collaboration with CESS and Pratibha/Pragya, focused on integrating IKS with modern education. It offered insights into ethical judgment, leadership, decision-making, and classroom applications, aiding educators in connecting traditional Indian wisdom with contemporary management practices.

On 31 Aug to 4 Sept 2026, **Dr.Venkatesh** attended A five-day Virtual Faculty Development Programme (FDP) titled *"Empowering Academia: Innovation, Pedagogy & Wellbeing"* was organised by the IQAC, Government First Grade College, Bharathinagar, Maddur Taluk under the Department of Collegiate Education.



On 7 to 11 Sept 2026, **Dr. Pushpa BV**, attended Five Day National Level Virtual FDP, in *"AI-Driven Pedagogy: Empowering Educators for the Future of Teaching-from Prompt to Practice: Empowering Educators with AI"* organised by Seshadripuram College of Commerece and Management.

## PAPER PUBLICATIONS

- **Sathyanarayana S,** *"AI Usage Intensity and Organizational Performance: The Mediating Effect of Decision Quality and the Moderating Effect of AI Trust"*, Canadian Journal of Marketing Research. Vol 16. No. 3. 755-765.
- **Sathyanarayana, S,** *"Event Study Methodology in Financial Research: Classical Foundations, Modern Developments and Future Directions"*, Asian Journal of Economics, Business and Accounting, 26(3), 290–304.
- **Sathyanarayana,** *"Price Discovery and Dynamic Linkage between Crude Spot and Futures Market (Brent): A VECM Approach"*, Asian Journal of Economics, Business and Accounting, 26(9), 107–121.
- **Sathyanarayana S,** *"Assessing Normality in Quantitative Analysis: Diagnostics, Consequences and Remedies. Asian Journal of Probability and Statistics"*, Vol 28, Iss 1.
- **Sathyanarayana,** *"Social Media Fatigue and Psychological Wellbeing: The Roles of Compulsive Use, Fear of Missing Out, Anxiety and Depression"*, Asian Journal of Economics, Business & Accounting, 26(9), 83–93.
- **Sathyanarayana, Pallavi, & Vijayalakshmi,** *"Social Media Marketing, Brand Engagement, and Brand Equity: Building Brand Equity in Trusted Digital Environments"*, DHARANA- Intl. Jrl of Business, Vol. 17 Iss. 1.
- **Sathyanarayana, Hema Harsha, Pushpa,** *"Transformational Leadership and Sustainable Innovation: Psychological Pathways and Organisational Outcomes."* DHARANA - Intl Jrl of Business. Jun 30, 2026; Vol. 17 Iss. 1.
- **Manjula M,** *"Transforming Higher-Education Libraries in India:Digital Integration, AI, and Strategic Knowledge Management"* DHARANA- Intl. Jrl. of Business Vol. 17 Iss.1.
- **Pushpa BV,** *"Price Discovery and Dynamic Linkage between Crude Spot and Futures Market (Brent): A VECM Approach"* Asian Jrl of Economics Business & Accounting", Vol. 26, Iss. 9.
- **Sumithra Sreenath, Karpagam B A,** *"The Hybrid and Flexible Work Revolution: Incorporating Emerging Concept of Paper Ceiling"* Jrl of Asia Entrepreneurship & Sustainability, Vol. 22.
- **Dr. Sumithra Sreenath** *"The Impact of Generative AI on Learning, Dependence, and Critical Thinking Among Management Students."* Intl Research Jrl of Education and Techn, Vol. 9, Iss. 7.
- **Dr. Sumithra Sreenath** *"The Publication Pedagogy Paradox: Rethinking What Counts as Faculty Work in Indian Business Schools."* Intl Research Jrl of Education and Techn,Vol. 9 Iss. 8.
- **T. K. Venkatesh** *"Do Green Hospitals EARN More? A Study on ESG Scores and Profitability"* published research paper in DHARANA- Intl Jrl. of Business Vol. 17/Iss.1

## PAPER PRESENTED

- **Sathyanarayana,** *"Antecedents of Circular Economy Practices and Its Influence on Sustainable Firm Performance"* at Two Days Intl. Conference on AI-driven Mgmt. & Sustainable Business Transformation at Dr. MSBCU on 17-18 July 2026.
- **Sathyanarayana,** *"Antecedents of Green HR Practices and Its Influence On Sustainable Performance through Green Innovation And Organisational Resilience"* at Wolverhampton–Bengaluru Centre for Research and Innovation: A Multidisciplinary Research and Innovation Conference Series-I, 5-6 Aug 2026 at Dr. MSBCU.
- **Sathyanarayana,** *"AI Usage Intensity and Organisational Performance: The Mediating Effect of Decision Quality and the Moderating Effect Of AI Trust"* at Wolverhampton–Bengaluru Centre for Research and Innovation: A Multidisciplinary Research and Innovation Conference Series-I, 5-6 Aug 2026 at Dr. MSBCU.
- **Sathyanarayana,** *"Cross-Market Returns & Volatility spillovers between BRICS and the Indian stock market: An EGARCH approach"* at Intl. conference on "Financial Markets & Corporate Finance" at IIT Madras, on 3 – 5 July 2026.
- **S. Vijayalakshmi,** *"Strategic Planning in the Age of Artificial Intelligence: An Exploratory Case Study"* at Two-Day International Conference on "AI-Driven Management and Sustainable Business Transformation," organized by Dr. MSBCU on 17–18 July 2026.
- **Pushpa BV,** *"Re-thinking Artificial Intelligence in Education: A Dual-Framework Perspective on Technology Adoption and Learning Effectiveness,* at Two Day International Conference on AI-Driven Management and Sustainable Business Transformation, at Dr. MSBCU, on 17-18 July 2026.

## BEST PAPER AWARD



**Sumithra Sreenath,** received the **Best Paper Award** for her research paper title: *"AI Enabled Green Marketing: Effects on Brand Trust and Customer Loyalty"* at Intl Conference on AI-Driven Mgmt & Sustainable Business Transformation, at Dr. MSBCU July 17-18, 2026.



**Dr. Sathyanarayana,** won the **Best Paper Award,** for his research paper title: *"Antecedents of Green HR Practices & Its Influence on Sustainable Performance through Green Innovation & Organisational Resilience"* at Intl. Conference on Leveraging Artificial Intelligence to Advance the Sustainable Development Goals, held on 5-6 Aug 2026, organized by Dr. MSBCU.





**Dr. Karpagam B.A. & Dr.Sumithra Sreenath** won the **Best Paper Award** for thier research paper title: *"Nation Building Narratives in Instagram Reels & Youth Civic Engagement:Mediating Roles of Emotional Connection & Digital Participation."* at Intl Conference on Viksit Bharat@2047 on 17 & 18 Sept 2026, organized by RNSIT.

## STUDENT ACTIVITIES & ACHIEVEMENTS



On 22 July 2026, **Shriram M. Hegde, Nidhi, Ketan, Byresh, and Shashank D,** participated in the **IGNITE-2026 Inter-College Mgmt Fest** and were awarded **Runners-Up** at Sindhi Institute of Management.

On 11 Aug 2026, **Amruth Sagar, Nikhil, Rudresh, Vijetha,** and **Hima** participated in **Datathon-2026 Business Analytics Hackathon**, organized by **Acharya Institute of Graduate Studies,** and were awarded the **Second Prize Trophy.**





On 19 Aug 2026, **Shashank, Hemanth, and Mishal Mustafa,** participated in the **Vittazastra Finance Event** at **ADASTRA 2026,** organized by **Acharya Institute of Management & Information Technology.**




On 24 Aug 2026, **Hima, Shriram, Byresh,** participated in **PRAGMATRIX** Inter-Collegiate Applied Management Carnival organized by **Sheshadripuram College.**



Students attended the 10th State Level Seminar on **"Transformation for the Nation–India's Development Through Individual Contribution"** organized by Vishwamanava Yuva Vedike and Queen's Global Management Solutions. The seminar focused on leadership, self-development, and social responsibility, speakers Sri Sri Sri Nischalananda Mahaswamiji, Dr.Vijayalakshmi Balekundri, and Ambassador Dr. Deepak Vohra.



On 25-27 Aug 2026, As part of **Startup** and **NISP activities,** MPBIM students participated in **Startup Summit 2026 – National Level Business Plan Competition,** organised by MLA Academy of Higher Learning.



Two teams, **Bhuvan & Janavi and Savitri & Priyanka,** from II Semester, presented their entrepreneurial ideas and business plans to the expert panel.
The competition provided students with practical exposure to business idea development, business planning, pitching, expert mentoring, and investor interaction. Bhuvan was selected for ongoing mentoring and guidance from the expert team at **Campus Adda,** who will support him in further refining his business idea, strengthening the business plan, and developing the concept towards entrepreneurial implementation.



On 5th & 6th Sept 2026, **Ms. Moulya,** participated in the **7th South Zone Pencak Silat Championship,** at Rajiv Gandhi Indoor Stadium, Puducherry, competing in the Tunggal event, where precision, balance, discipline, and focus played a vital role.





On 20 Aug 2026, **Poorvika, Anjali, Sunitha, Sakshi, Chaithra, Yashaswini, Priyanka, Soumya,** and **Savitri,** participated in the **Rajiv Gandhi Gen Z Festival 2026,** at Dr. MSBCUAuditorium
Students actively participated in the Group Dance and Rangoli Competitions, showcasing their creativity, confidence, teamwork and cultural talents.



The event provided an enriching inter college platform for students to develop coordination, discipline and self confidence while showcasing their talents beyond the classroom.

***MPBIM is proud of your wonderful achievement!***

## NEWS IN PICS











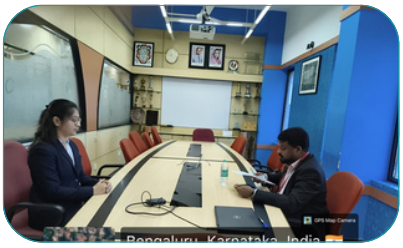




Alumni Students Sushmitha, Manikanta, Pooja, Aanchal, and Chaithra to Serve as Judges for Panache Events

Students' Participation in Panache 2026

# Campus Placement Drive
## Batch 2024-26



## CAMPUS HIRING

On 7th Aug 2026, **Muthoot Finance** conducted a placement drive at MPBIM campus. Students participated in face-to-face interviews for various roles including Risk Management, Credit and Human Resources.

## TRAINING ON SOFT SKILLS

**Ms. Komala,** Head-Training & Placement, emphasizes the importance of encouraging each student to discover their unique voice and cultivate the confidence to express it. Through engaging Soft Skills Development Sessions, students in the first and second year of the MBA program are motivated to venture beyond their comfort zones, articulate their ideas with clarity, and enhance their interpersonal and professional skills.

**Key Skill Development Activities include:**

- **Presentations** – Building confidence and effective presentation skills
- **Group Discussions –** Developing communication, collaboration, and critical thinking
- **Role Plays** – Enhancing interpersonal skills and real-world problem-solving
- **Interactive Activities –** Encouraging participation, creativity, and teamwork

These initiatives strengthen essential competencies such as communication, teamwork, leadership, confidence, and professional etiquette. Students learn to collaborate effectively, present their ideas with assurance, and build a strong professional identity.

## Placement Corner
### Campus Placement
**Batch 2024-2026**



Muthoot Finance
**Ms. Bindushree C**



indiamart
**Mr. Amruth Sagar**



WARMFUNELO
**Mr. Yogish Kumar**

COUNTRYEDU



**Mr. Yogish Kumar**



**Mr. Sreevatsava**



**Mr. Puneeth**

## NEWS IN PICS



**Shrikanth Manda** presents a memento honoring industry-academia collaboration.



**Ms. Hima & Ms. Yashaswini,** IGNITE 2026, Inter-College Management Fest



**Ms. Manjula,** at LISACON 2026 Curtain Raiser Ceremony Dr. MSBCU.



Faculty at Two Day International Conference on AI-Driven Management and Sustainable Business Transformation,



Faculty Participation in the Twin Day Celebration



Participation of Faculty and Staff in the Ethnic Day Event

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**Mr. Bhuvan.M.S.**

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