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Asst. Professor

Message from Executive director

The Oxford Education Institutions

have emerged as one of the premier institutions in the country. Students today require active participation in the learning process rather than passive absorption of content delivery. In this context, it gives me immense pleasure to announce the launch of the newsletter of The Oxford College of Business Management - 'The Beacon'. I am sure this initiative is a milestone in the continued success of this Institution's pursuit of excellence by the faculty and students.



Message from Principal

I am pleased with the continued progress in our academic programs and initiatives. This year has been a phenomenal success in the history of The Oxford college of Business Management with the institution being NAAC accredited with 'A' Grade. In an endeavor to continue our pursuit of academic excellence and drive all round development of our students, we are hereby launching the newsletter - The Beacon. I am sure that Initiatives and endeavors like this will be a motivation to expect and strive for excellence in all that we do.

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NAAC Accreditation

The Oxford College of Business Management is envisioned to impart the best academic experience with professional outlook. Engaged in the mission to develop global citizens with right skills and attitude our curriculum is developed through strategic collaborations with researchers and industry experts. The College has been accredited with **"A" Grade** (3.10) by NAAC in the month of April, 2012. This has strengthened our focus on Innovative Teaching and Learning practices fostering a new learning experience, emphasizing on experiential learning. This has led us to the next stage in Academic Excellence for carving out the best talents for the society.



An Overview

The **Master of Business Administration**, the flagship Programme of The Oxford College of Business Management is a two - year (4 Semester) full time degree course affiliated to Bangalore University and approved by All India Council for Technical Education (AICTE) New Delhi. The college also offers the **M.Com** degree program which provides an opportunity to acquire advanced knowledge in the main areas of commerce. **Masters in International Business** program plays special emphasis on the aspects of International Business Operations including Global marketing and International Financial management.

Undergraduate programs of **BBM** and **B.com** are designed to provide students with professional education in the various aspects of modern business coupled with information technology by developing knowledge and perceptive skills.

UG Inauguration

The Inaugural function for 1st year UG program - BBM, B.Com for the year 2012 was organized on 28th June in the college auditorium.

The chief guest for the day was Dr. H. Honne Gowda – Director Dept of science and technology Govt of Karnataka. Sri.SNVL Narasimha Raju, Executive Director, Major Mudde Gowda, Member of governing council, Dr. Nandeshwar, Director of The Oxford College of Business Management were present to grace the occasion.

Academic Toppers were awarded scholarships. The Executive Director addressed the august gathering of students and parents. Dr. Honne Gowda shared his wisdom with the students. Dr. V J. Mathew a parent addressed the gathering and expressed his pleasure on having his ward pursuing his degree course with The Oxford College of Business Management.

Congratulations

PG Toppers			UG Toppers		
MBA	Arun K.G.	74.19%	BBM	Soumya Mathew	72.9%
				Hazira Sadiya	72.7%
M.com	Satheeswari	74.10%	B.com	Divya Nair	77.0 %
MIB	Nazia Tarannum	70.00%		Hafsa Khatun Ibrahim	76.0 %

Departmental Activities

List of Workshops/Seminars Organized for PG courses in the year 2011-12

Sl. No.	Date of Activity	Title	Resource Person	Designation
1	15 th sept.2012	Balanced score card	Mr Rajkanth V Kamath	Associate Vice President, SONATA SOFTWARE
2	9th June 2012	Workshop on "Branding"	Dr. Githa Hegde	Professor, Wellingkar Institute of Management
3	8th June 2012	Work shop on "Digital Branding"	Mr. Sebastian Joseph	Chief Evangelist, IITM
4	5th June 2012	Seminar on "Stock Market"	Mr. Deepak Kumar	Program Director

5	2nd June 2012	Workshop on "Human Resource Information System"	Mr. Sudeep	Regional Manager, TCSION
6	26th May 2012	Guest Lecture on "International Monetary System"	Mr. S.P. Sreenivasan	Chartered Accountant
7	25th May 2012	Workshop on "Valuation of Mergers and Acquisitions"	Dr. V. Rajesh Kumar	Finance Consultant
8	19th May 2012	Workshop on "International Business"	Mr. Deepak Satya	Senior Director, COGNIZANT
9	18th May 2012	Workshop on "Retailing Management"	Mr. M A Shyam	Unit Head, Big Bazar
10	15th May 2012	workshop on "Operation Research"	Mr. Sumit Singh	Research Scholar, IIMB
11	12th May 2012	Workshop on "Balance Score Card"	Mr. Rajkanth V Kamath	Associate Vice President, SONATA SOFTWARE
12	7th & 8th May 2012	Japanese Business Etiquettes and cultural Interface	Ms. Priya Amarnath	Consultant - Wipro and BU
13	7th May 2011	workshop on "Exploring the developing scope of CMA in the present Indian education"	Mr. Vimal , ACA	Convenor, CMA Institute, Bangalore chapter
14	5th May 2012	Workshop on "Advertising Management"	Mr. B.N. Sreenath	Art Director, Idea Works
15	2nd May 2012	Supply Chain Management	Mr. Mohan P L	SCM Consultant
16	25th April 2012	Valuation of Companies	Mr. Kiran Bindu	Management Consultant
17	21st April 2012	Workshop on "General Management"	Dr. Sharu . S. Rangnekar	Management Consultant
18	18th April 2012	Workshop on "Rural Entrepreneurship"	Dr. Madhura M Chatrapathy	Founder Director, Ascent and awake.
19	10th April to 16th April 2012	Enhancing creativity	Ms. Lakshmi priya	Asst.Professor, TO CBM

Quiz

"Quixotic" – an exotic quiz event was conducted for the final year MBA. M.Com and MIB students on 30th April, 2012 from 1.30 pm onwards in the college seminar hall. It was conducted by the PG student volunteers where others were quizzed on current affairs, identification of brands, logos and taglines. It also had an interesting audio visual round of identifying personalities and brand names. It ended with an intense rapid fire round. Eight teams had participated and the "Friendster" team won the event with 115 points.



Rural market visit

A field visit to Chandapura rural market and APMC fruit market, Singena Agrahara, Hosur Road, was arranged for IV semester MBA students on 02nd June 2012. The students were first taken to the Chandapura market where they could feel, observe and understand the business and behavior of sellers and buyers. They gained insights into the functioning of marketing of agricultural and allied products.



Student accolades

- Uday Kumar, Shruthi and Haarika, M.Com won the second prize in "Commerce Kalarava" conducted by Vivekananda Degree College in the month of March, 2012.
- Swamy. P.V, Kiran, Sateeshwari and Priyanka Sholapure of M.Com, presented papers in the National Conference on "Economic growth through innovative entrepreneurship" conducted by Tumkur University on 5th May, 2012.
- Sandesh Joshi and Mayur Singh, III semester MBA attended a Mentorship Program conducted by SAP labs at Whitefield on September 12th 2012.
- Md. Sahil, Aishwarya. B, Vijayashree, Jayasimha.R, 1st Prize in Product launch MLA College Fest on 6th and 7th January 2012
- Md. Sahil won 3rd Prize in Best Manager at Biz Laureate 2012 (National Level Management Fest) Gunanam School of Business, Tanjaur on 10th and 11th Feb 2012
- Masood, Hari Kumar, Satyansh, Siddharth won 2nd Prize in Business Plan, JNC Fest on 9th and 10th Aug 2012
- Titus Thomas, Naikas Kannan, Bala subramanyam, 2nd Prize in Branding, JNC Fest on 9th and 10th Aug 2012
- Joel Immanuel, Runner up in Best Manager, JNC Fest on 9th and 10th Aug 2012
- Md.Sahil, Himani, Kavya, Sanjana, 2nd Prize in Case Study, BMS Fest on 24th and 25th Aug 2012
- Md.Sahil, Himani, Kavya, Sanjana, 3rd Prize in Ice Breaker, BMS Fest on 24th and 25th Aug 2012
- Ragavendra G. and Balasubramanyam, 2nd Prize in Logo Design, Bishop Cotton Fest on 31st Aug 2012
- Nakul and Kiran, 3rd Prize in Logo design, Bishop Cotton Fest on 31st Aug 2012
- Biprojeet and Akash, 3rd Prize in Business Quiz, Bishop Cotton Fest on 31st Aug 2012
- Subramanya, Kiran and Shubhadeep, 2nd prize in Business Quiz, Bishop Cotton Fest on 31st Aug 2012

KUDOS!!!!

Congratulations!!!

Dr.Bina Pandey has been conferred Doctorate of Philosophy from Mysore University.

Dr. Neha Anand has been conferred Doctorate of Philosophy, CMJ university, Shillong, Meghalaya.

Ms.Roshny Unnikrishnan and Ms Arpana D has cleared UGC-NET exam held on June 24th 2012.

Dr.Shivaraja.B.E has been conferred the "Treasurer" position of Bangalore University Kannada Teachers' Association in the year 2012 – 2014.

Faculty achievements in Research and Development

Sl.No.	Name of Faculty	Designation	Title	Publication
1	Mr. Vijaianand. A	Associate Professor	The random walk hypothesis: "A research study on selected banks	Journal of Applied Management and Investments, Ukraine, ISSN 2225-3467, Vol 1, Issue 1, 2012
2	Mr. Vijaianand. A	Associate Professor	A study on "Emerging trends in Learning and teaching"	International Journal, Research journal of Social Science and Management, ISSN 2251-1571,RJSSM,Vol 2, Number 2, June 2012 Pg. 119 122
3	Ms.RoshniJames	Associate Professor	A study on "Emerging trends in Learning and teaching"	International Journal, Research journal of Social Science and Management, ISSN 2251-1571,RJSSM,Vol 2, Number 2, June 2012 Pg. 119-122
4	Dr. Sanjeev Padashetty	Professor	Emperical Investigation of consumer perception towards private label brands in Food Retailing	ELK Asia Pacific Journal of Marketing and Retailing, Volume - III Issue No. 3, July 2012 ISSN 0976-7163
5	Mr Monoo John	Associate Professor	Co- Authored Prescribed Textbook on Project Management.	Vision Book House/Himalaya Publications, ISBN: 978-93-5051-939-4/PCG 504 , 2012
6	Ms. Lakshmy Priya .K	Assistant Professor	Empowering Momprenuers –A study on members of Tupperware India in Bangalore.	Erudition –The Albertin Journal of Management Volume 6 Issue 1, Jan 2012 ISSN 0973 - 7839
7	Ms. Lakshmy Priya .K	Assistant Professor	Impact of Foreign exchange reserve on balance of Payment An analysis of Indian economy	ELK Asia Pacific Journal of Finance and risk management. Vol 3, No.2, April,2012. ISSN 0976-7185
8	Ms. Lakshmy Priya .K	Assistant Professor	Intrapreneurship corridor to corporate entrepreneurship.	Economic Growth through innovative entrepreneurship. Himalaya Publishers - Edited book ISBN -978-93-5051-575-4

9	Ms. R. Anuradha	Assistant Professor	Performance improvement through Run the business cost" IT cost reduction - operational strategy"	ELK Asia Pacific Journal of Finance and risk management. Vol 3, No.2, April, 2012. ISSN 0976-7185
10	Ms. R. Anuradha	Assistant Professor	Capital leverage and Economic value creation	Management accounta nt published by ICWA Institute of India.(Statutory body under Act of Parliament)Sept 2012 Volume 47, No.9.ISSN 09723528.
11	Ms. RoshnyUnnikrishnan	Assistant Professor	Performance of Public and Private Banks in India	Asian journal of research in banking and finance, Volume 2 , Issue 2 , February 2012, ISSN:2249 732
12	Ms. RoshnyUnnikrishnan	Assistant Professor	Impact of green marketing on consumer perception and choice	International referred journal 'M S Ramaiah Management Review, Vol.3, Issue 2,Jan 2012,ISSN No 0975-7988
13	Mr. Aravinda. D.N	Assistant Professor	" Need for accelerating financial development to reform the national financial system"	Global economic crisis & its impact on Indian corporate & Government March 2012 ISBN -978-93-5051-634- 8
14	Ms. Arpana.D	Assistant Professor	Empowering Mompreneurs – A study on members of Tupperware India in Bangalore.	Erudition –The Albertin Journal of Management Volume 6 Issue 1, Jan 2012 ISSN 0973- 7839
15	Ms. Arpana.D	Assistant Professor	Impact of Foreign exchange reserve on balance of Payment An analysis of Indian economy	ELK Asia Pacific Journal of Finance and risk management. Vol. 3, No.2, April, 2012. ISSN 0976-7185
16	Ms. Arpana.D	Assistant Professor	Impenetrable challenges with recovery strategies of Non Performing Assets –An Analysis of legal Regulatory Regime of Indian Banks	JS International Journal Accounting Vol-1 Issue - 2 ISSN 2249 -1554
17	Ms. Arpana.D	Assistant Professor	Impact of Dividend Policies on Market Price	ELK Asia Pacific Journal of Finance and risk management Vol -3 Aug 2012 ISSN -0976-7185

18	Ms. Arpana.D	Assistant Professor	Risk & Return of Equity Investments in Banking Sector Stocks	Global economic crisis & its impact on Indian corporate & Government March 2012 ISBN -978-93-5051-634-8
19	Ms. Arpana.D	Assistant Professor	Performance evaluation of Indian economy post Global turmoil	Asian Journal of Research in Banking and Finance Vol.2 Issue 4, April 2012, ISSN 2249 7323
20	Ms. Nishchitha Gowda C.G	Assistant Professor	"Women Empowerment Challenges in 21 st Century" .	Edited Volume entitled "Indian Business Scenario and Jobless Growth."ISBN number 978-93-5051- 836-6, 2012

Paper presentations by faculty

Sl. No.	Name of Faculty	Designation	Title	Place and date of presentation
1.	Dr. Sanjeev Padashetty	Professor	Role of Government and Indian Corporates in securing their interest in a crisis riddled global economy	National Conference on "Global economic crisis & its impact on Indian corporates & Government " conducted by Rajarajeshwari College of Engg and mgmnt in March 2012.
2.	Dr. Sanjeev Padashetty	Professor	Empowering rural people with entrepreneurship - An effective implementation strategy	National Conference on "Economic growth through innovative entrepreneurship" by Tumkur University on 5 th may,2012.
3.	Mr. Aravinda. D.N	Assistant Professor	" Need for accelerating financial development to reform the national financial system"	National Conference on "Global economic crisis & its impact on Indian corporates & Government " conducted by Rajarajeshwari College of Engg and mgmnt in March 2012.
4.	Ms. Lakshmy Priya .K	Assistant Professor	Intrapreneurship corridor to corporate entrepreneurship.	National Conference on "Economic growth through innovative entrepreneurship" by Tumkur University on 5 th may,2012.
5.	Ms. R. Anuradha	Assistant Professor	Rural entrepreneurship financial seed - a possible reality	National Conference on "Economic growth through innovative entrepreneurship" by Tumkur University on 5 th may, 2012.
6.	Arpana.D	Assistant Professor	A study on venture capital industry in India.	National Conference on "Economic growth through innovative entrepreneurship" by Tumkur University on 5 th may,2012.

7.	Ms. Roshny Unnikrishnan	Assistant Professor	Innovative entrepreneurship – A Study on App-entrepreneurs	National Conference on “Economic growth through innovative entrepreneurship” by Tumkur University on 5 th May, 2012.
8.	Ms. Roshny Unnikrishnan	Assistant Professor	Innovative product strategies in India for the bottom of the Pyramid	National conference at MS Ramaiah Institute of Management in April 2012.
9.	Ms. Nishchitha Gowda C.G	Assistant Professor	‘Indian Business Scenario and Jobless Growth’	National Conference at Kuvempu University, IMSR.10 -11 May 2012.

FDP/MDP attended by faculty

Sl. No.	Name of Faculty	Designation	Theme	Place and Date
1.	Ms. M.R.Pratibha	HOD-PG Studies & Associate Professor	“Quality Improvement workshop on Research Methodology and guidance skill for management teachers”	Canara Bank School of Management Studies on 6 th May, 2012.
2	Ms. K.S.Kalavathy	Associate Professor		
3	Dr. BIna Pandey	Associate Professor		
4	Dr. Sanjeev Padashetty	Associate Professor		
5	Mr. Vijaijanand. A	Associate Professor		
6	Mr. Aravinda. D.N	Assistant Professor		
7	Ms.RoshniJames	Assistant Professor		
8	Ms. Lakshmy Priya .K	Assistant Professor		
9	Ms. R. Anuradha	Assistant Professor		
10	Ms. Arpana.D	Assistant Professor		
11	Ms.S.Anuradha	Assistant Professor		
12	Mr. MonooJohn	HOD – UG studies and Associate Professor		
14	Ms. Lakshmy Priya .K	Assistant Professor	HR excellence in Business	R.V.College of Management July,2012.
15	Mr. Aravinda. D.N	Assistant Professor		
16	Dr. Shivraja. B.E	Associate Professor	Kannada poem reading conference.	Nisarga Trust on March 2012.

Sl. No.	Name of Faculty	Designation	Theme	Place and Date
17.	Dr. Shivraja. B.E	Associate Professor	Kannada poem reading conference	Gangeya Shahithya Vedike on 1 st July 2012.
18	Dr. Shivraja. B.E	Associate Professor	"Kannada Kavya Thathvagalu"	State level seminar by Bangalore University on 17 th August, 2012 .
19	Dr. Bina Pandey	Professor	Creative leadership skills & Principles of management	Shruth & Smith Foundation in association with VTU on 14 th Sept.,2012

Ethnic day

On 11th May, 2012 Ethnic day was organized by the students of M.Com and MIB. On this day, students celebrated the diversity of vibrant and colorful campus with students across the globe. The event showcased the rich cultural, social patterns of various states of India and abroad through ethnic wear. They staged skits, ethnic dance forms and music representing their cultures. Ethnic food was the highlight of the event.



Talent Week

The department of under graduate study of Business management organized 'Yuvatantra', an intra departmental competition between students of I, III, V Semester of BBM/B.COM from 23rd to 27th of July 2012. The competitive events included Cultural, Commerce and Business management events. The event saw active participation of students showcasing their vivid talents. The Undergraduate Council along with Faculty ensured a successful programme.



UG - Graduation day

The Department of Undergraduate studies -BBM/B.COM of the Oxford College of Business Management organized a graduation day and Alumni meet on 2nd April 2012. Dignitaries included Shri S.N.V.L Narasimha Raju, Executive Director, Dr. Rajasherariah, & Founder Vice Chancellor of VTU.



Teachers Day

The teachers Day was celebrated on 5th September,2012 in the auditorium. The students have organized various programs to honor their teaching fraternity.

Oxyllium - Adieu

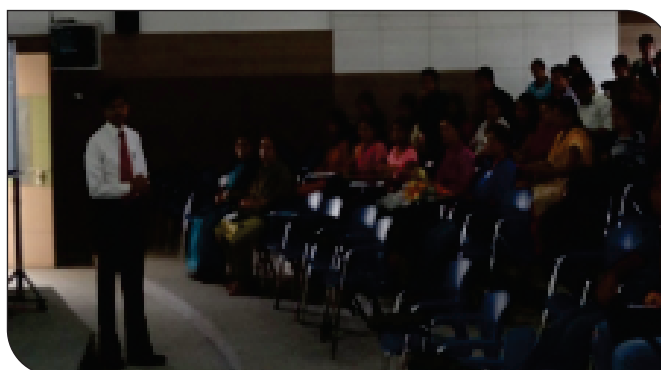
Oxyllium, the farewell get together for final year PG students was organized on 16TH June,2012.The event was inaugurated by Sri.S.N.V.L.Narasimha Raju, Executive director, The Oxford college of Business Management by lighting the lamp, he spoke about the importance of grooming in colleges at the personal and professional levels and how students are the ambassadors of The Oxford College of Business Management. Dr. Tapal Dulababu (The principal), Dr.R.L.Nandeshwar (The Director) and Prof. Pratibha M.R. (HOD, PG studies) addressed the gathering.

The event was studded with various cultural events and nostalgic memories which the passing out batch shared with the gathering. Games were also organized to lighten up the event.

Latest addition in the Journal section of the library

Sl. No.	Journal
1	Executive Chartered Secretary [V:42]
2	Human Capital [V:15-16]
3	ICFAI Journal of Management Research [V:11]
4	ICFAI Journal of Supply Chain Management [V:9]
5	Indian Journal of Marketing [V:42]
6	Indian Banker [V:7]
7	Indian Journal of Training & Development [V:42]
8	Journal of Emerging Market Finance [V:11]
9	Management Next [V:8]
10	Indian Journal of Finance [V:6]
11	Asian Journal of Management Cases [V:9]
12	Journal of Service Research [V:15]
13	Journal of Entrepreneurship [V:21]

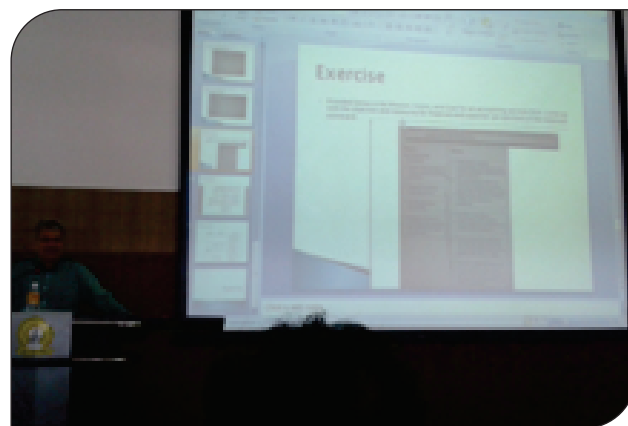
Photos of workshops



Certification program on Balance Score Card

A certification programme on Balance Score card concept is being conducted as a series of four sessions from September to November 2012 for the students of IIIrd Sem MBA, MIB and M.Com. The resource person is Mr Rajkanth V Kamath, Associate Vice president, Sonata Software.

Schedule of Sessions on Balance Scorecard		
Schedule	Date	Topic
Session 1	15/09/2012	Introduction to Balance Scorecard &
Session 2	25/09/2012	Customer Perspective& Financial perspective
Session 3	18/10/2012	Internal business Process ,Learning & Growth
Session 4	21/11/2012 (to be conducted)	Exercise on developing a Balance Scorecard & Implementing Balanced Scorecard



A workshop in Tax compliance and management

Workshop in Tax compliance and management was conducted on the topic "Tax planning" on Oct 5th 2012. Mr. Tejus a Chartered accountant by qualification and profession addressed the students. Final year MBA and M.com students attended the seminar conducted in Seminar hall II. The seminar was very useful to the students as it gave an in depth view of tax planning, for various kinds of assessee. The resource person gave many practical examples and gave latest updations in terms of latest circulars and tax rulings. The international taxation aspect and the latest ruling regarding "retrospective effect of taxes" was also discussed with the latest Vodafone case verdict. The detailed discussion was well captured by the students and was appreciated by one and all.



Workshop on Emotional intelligence and Managing failure



We all have different personalities, different wants and needs, and different ways of showing our emotions. Navigating through this all takes tact and cleverness – especially if we hope to succeed in life. This is where emotional intelligence becomes important.

Emotional intelligence is the ability to recognize emotions, understand what they're telling you, and realize how emotions affect people around you. Emotional intelligence also involves perception of others: when you understand how they feel, this allows you to manage relationships more effectively.

The workshop on Emotional intelligence and Managing failure was conducted on 12th and 13th of October by Ms. Kiran Mai Yanamala ,People skills trainer in batches of 35 students each of MBA & MIB final year students. The program started with sensitivity training wherein students expressed their deepest anxiety and fears. They also shared their unique qualities. Event followed by creativity session. The session was concluded with a discussion on various kinds of emotions and how to handle them.



Upcoming Events

Date	Event
03.11.2012	Lecture on Labour legislations and Industrial relations
08.11.2012	Workshop in Performance management
09.11.2012	Workshop in Service Marketing
10.11.2012	Seminar on Stock market and its process

Date	Event
17.11.2012	Workshop in Service Marketing
21.11.2012	Simulation in Excise and Cenvat
24.11.2012	Workshop on MIS and CRM
November third week	Industrial visit to Pune, Mahabaleswar and Goa (III sem PG)

