



**FOUNDATION LECTURE SERIES (FLS)**  
(The words of the people who walked the talk are most impactful)



## Facilities



**Library:** There are three libraries on campus catering to management students. They are SMSR library, University library and Virtual library (LAN supported). Students can access text books, reference books and journals. University has subscribed EBSCO, Science Direct and Elsevier online journals which are unique in this region.

**Sports:** University has state of art indoor and outdoor sports facility and encourages the participation in competitions at all levels to develop right skills and attitude.



**Hostel:** University extends hostel facility to boys and girls. Hostels provide good facilities and amenities conducive for learning, comfort and safety.



**ICT :** SMSR has dedicated computing facility with requisite software support and 24X7 internet access.



For more details Contact:

### School of Management Studies and Research

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## School of Management Studies and Research (SMSR)

New Paradigm in Management Education

# MBA

WITH A DIFFERENCE



PGCET CODE  
**B142**

*A Passage to Knowledge, Wisdom and Social Sensitivity*



## KLE Society

KLE Society, Belgaum has landmark achievements and contributions to the regional development through education, health care and research since 101 years. Society founded by Seven Dedicated Teachers or Saptharishis is constantly striving in pursuit of quality services anchored with values (Truth, Love, Service and Sacrifice) and culture of excellence on global standards. It is governed by strong leadership and supportive members. 240+ institutions, 16000+ teaching, non-teaching and other staff are dedicating their efforts realize the dreams of 120 thousands students.



B.V. Bhoomaraddi College of Engineering and Technology with 7 decades legacy matured into KLE Technological University, Hubballi. At this juncture of rapid technological advancements and pedagogical interventions, university is playing a transformational role in engineering education in India which is being recognised and watched by the world. In addition, being responsible, university is taking lead role in building regional development eco system and promoting culture of innovation and entrepreneurship for societal cause.

## SCHOOL OF MANAGEMENT STUDIES AND RESEARCH (SMSR)

SMSR is a management wing of the KLE Technological University, Hubballi, started in 2008. The main focus of the school is student centric experiential learning. It has excellent network of local and outside organizations leading to students training and placement. SMSR is impacting society through different avenues. The team SMSR is a blend of experience in both industry and academia. 60% of the faculty members are with Ph. D. qualification and engaged in teaching, learning and research. The infrastructure and ambiance of SMSR is conducive to the students learning. Hard work, Discipline, and Punctuality are visible features under the umbrella of values, ethics and culture of the school and society. SMSR's focus is on training students on Art and Science of Managing business and Social blend.

**Vision :** *A business school of national repute by achieving excellence through teaching – learning, research and impacting society.*



## Board of Studies



SMSR has a strong board of studies to design a curriculum which addresses basics and contemporary management. The list of external BoS members are

**Dr. Satyajit Majumdar**  
Chairman, Center for Social Entrepreneurship,  
Tata Institute of Social Science,  
Mumbai

**Dr. Kiran Kumar**  
Associate Professor,  
Indian Institute of Management,  
Indore

**Dr. V. Vijaya**  
Associate Professor,  
Indian Institute of Management,  
Trichy

**Mr. Nagaraj Kulkarni**  
Senior Rates Strategist  
FICC Research, Standard Chartered Bank,  
Singapore

**Dr. Dipankar Sinha**  
Associate Professor,  
National Institute of Foreign Trade,  
Kolkata

**Mr. Shiv Turmari**  
Analog-Semi,  
Bangalore

## MBA Program Semester System

Since inception, SMSR-MBA has been able to stand out from the rest in terms of curriculum, pedagogy and assessment. The school has strong 'Board of Studies' which includes members from TISS, IIFT and Leading Industries.

### Program Outcomes

The important outcomes SMSR-MBA program are :

At the end of program student will be able to:

- Apply knowledge of management
- Evaluate business scenarios (political / economical / social / technological/ legal / cultural / environmental) from a organizational sustainability perspective and entrepreneurial avenues in social context
- Team players & nurture corporate citizens
- Practice ethics and values and be humane
- Become lifelong learning



### Curriculum

SMSR-MBA is a four semester full-time programme and the total number of credits to be earned is 88. Elective courses are drawn from the four verticals: Human Resource, Marketing, Finance and Operations.

### Pedagogy

SMSR includes mixed mode of pedagogy viz. Lectures, case study, research, field study & Experiential learning, Lecture Series from renowned guests

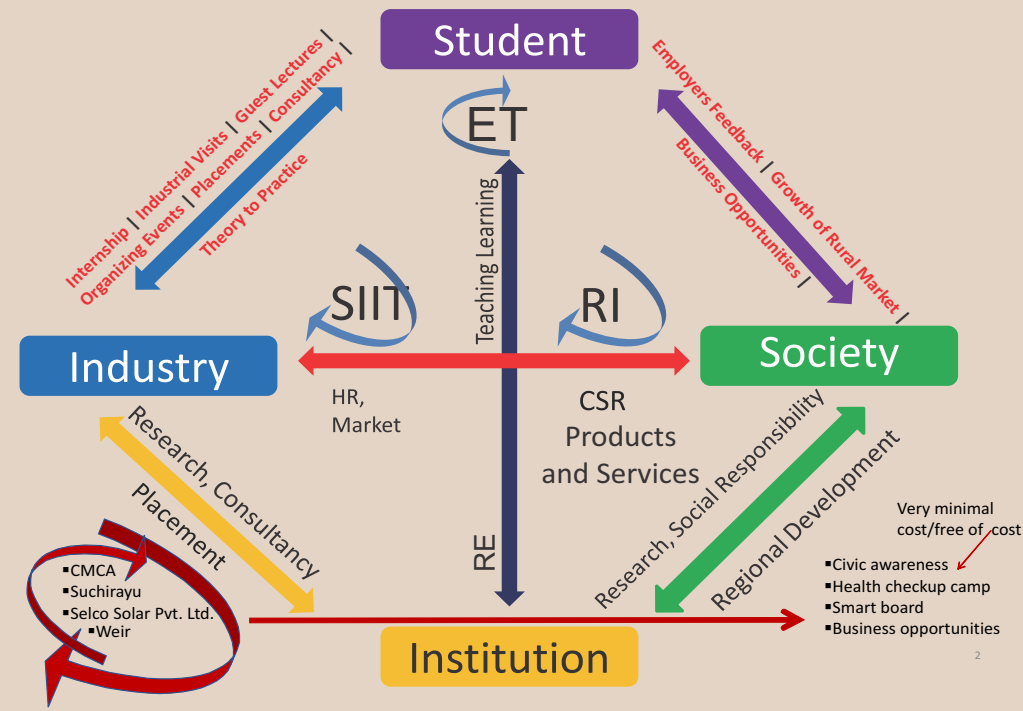


### Assessment

SMSR adopts continuous assessment to affirm better learning (50% In Term Assessment and 50% End Term Assessment).

### SIIT, RI, RE, ET:

The MBA program is knitted with Student, Institution and Industry Track (SIIT) and Rural Immersion (RI) Track to blend the continuous classroom learning and field experience for better knowledge, skills and attitude. Further, students who are interested in Entrepreneurship Track (ET) and Research Experience (RE) will have privilege to pursue them and impact society.

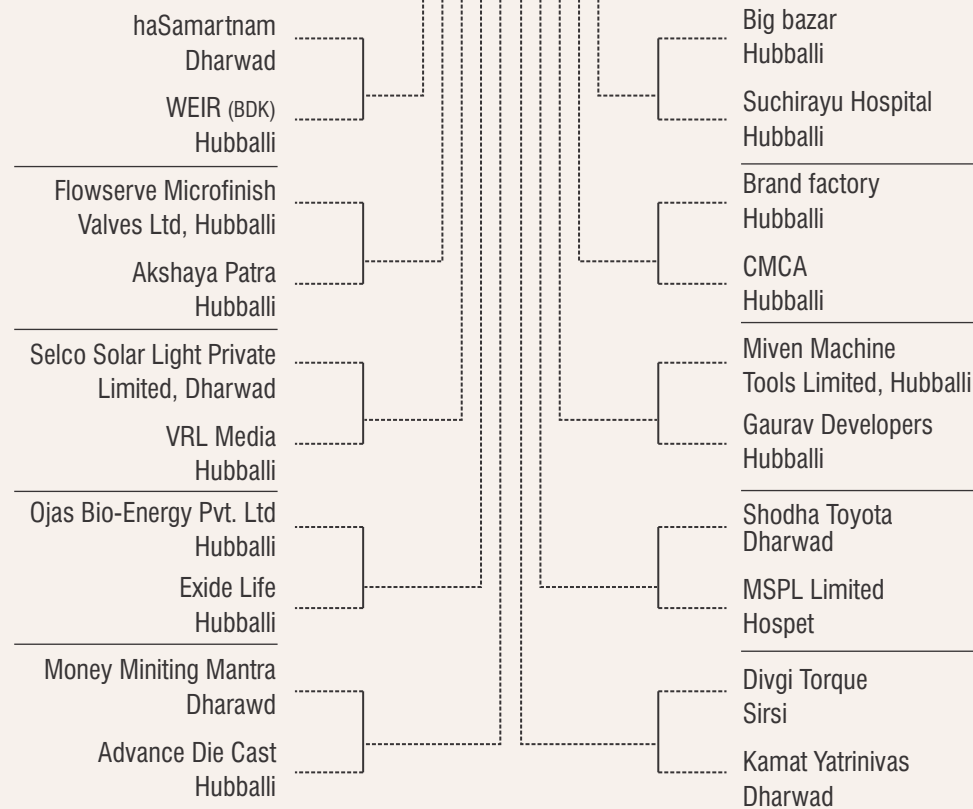


### Student, Institution and Industry track (SIIT)

SIIT is a unique initiative of SMSR to engage students with corporate world throughout the program. The track is designed such that a student will get around 500 man- hours of corporate experience. This will help the students to prepare and adapt to the corporate world.

The network of organisations partnered with SMSR's- SIIT since from last five years is shown below:

#### SIIT Network



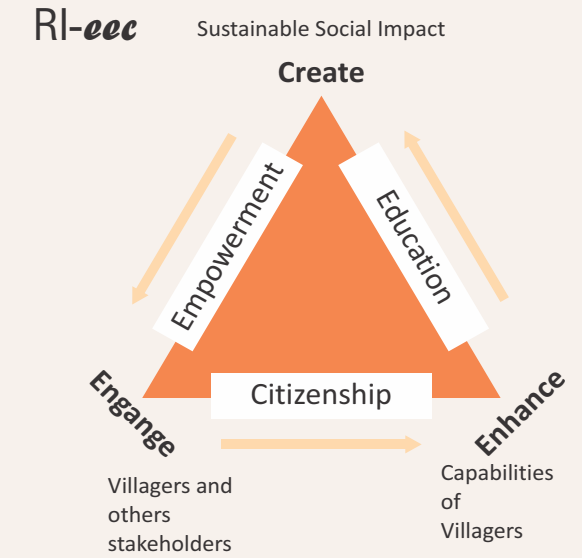
#### Objectives of SIIT

1. To develop essential skills for employability and professional progress among MBA graduates
2. To Minimize the Industry and Institute gap
3. To exchange institute and organizational resources
4. To facilitate consultancy and research work by faculty members
5. To provide joint CSR activities

### Rural Immersion (RI-eeec)

RI is another flagship initiative of SMSR to cater to growing Indian rural market. This track enables student to understand the dynamics of rural market, society and inculcate right behaviour. The key areas in which students engage themselves are: i. Education ii. Empowerment iii. Civic awareness and hygiene.

The final outcome of RI is to convert adopted village as model developed village through Engage, Enhance and Create approach (eeec)



## Program Outline

### MBA I Year

I Semester		
Sl. No.	Course	Credits
1	Organizational Theory & Practice	3
2	Managerial Economics	3
3	Accounting for Managers	3
4	Business Research and Statistics	4
5	Entrepreneurship Development	3
6	Technology : An Enabler	1
7	Industry Experience- Phase I	3
	Society, Citizenship & Rural immersion - Phase I	
8	Business Communication	1
9	Self-Development	0
	<b>Total</b>	<b>21</b>

II Semester		
Sl. No.	Course	Credits
1	Business Environment	3
2	Heuristics and Optimization Techniques	2
3	Marketing Management	3
4	Financial Management	3
5	Human Resource Management	3
6	Operations Management	3
7	Managerial Communication and Aptitude	2
8	Decision Modeling	2
9	Industry Experience- Phase II	3
	Rural Immersion Phase II	
10	Leader in you	0
	<b>Total</b>	<b>24</b>

### MBA II Year

III Semester		
Sl. No.	Course	Credits
1	Strategic Management	3
2	Climate change & Sustainability	2
3	Elective – I	3
4	Elective – II	3
5	Elective – III	3
6	Elective – IV	3
7	Summer Internship	3
8	Industry Experience- Phase III	3
	Entrepreneurship Project Phase-I	
	Research Experience Phase- I	
	<b>Total</b>	<b>23</b>

IV Semester		
Sl.No.	Course	Credits
1	Legal Aspects of Business	3
2	Quality Management	2
3	Elective - I	3
4	Elective – II	3
5	Elective – III	3
6	Elective - IV	3
7	Industry Experience Phase-IV	3
	Entrepreneurship Project Phase-II	
	Research Experience Phase- II	
	<b>Total</b>	<b>20</b>

## Training and Placement Cell

SMSR has an active placement cell catering to training and placement. It offers opportunities to develop personality through continues training. SMSR is a preferred destination for leading organisations for recruitment in the areas such as marketing, Finance and Operations & HR

## Our Major Recruiters



## Co-curricular Activities

SMSR encourages students to organize and participate in Extra-curricular and Co-curricular Activities both on and off campus. Few regular events are Nostalgia – A corporate fest (annual event), Foundation and Guest Lectures, Project Competitions, General Assembly etc. All these events are extensions of SMSR philosophy “Work Hard, Have Fun, Make a Difference” and lead to quality life. Practice meditation and Heartfulness enabled leadership mastery are the two value added courses delivered by Heartfulness Institute to enhance quality of life.

## Nostalgia - A corporate fest:

Nostalgia is a daring initiative of students of SMSR since 2014, wherein they invite corporate executives to bring back their college nostalgic memories through creative events and best organising skills. It is a great and challenging experience to students yet exceeded the expectations of executive's year-on-year. Hoping to convert this event as an event of north Karnataka.



My initial scepticism about the program and the college were quickly put to rest in the first one month as I realized that I had made the best decision by taking admission at SMSR. Scintillating conversations, live projects and astounding lectures by eminent faculties made this journey an exciting one. Life at SMSR has been nothing short of a roller coaster ride.

**Pooja Dodamani**  
Alumni- Batch 2018-20

My association with SMSR as a student has paid rich dividends in my life. Overcoming challenges with utmost confidence is the biggest takeaway for me from SMSR. The upbringing of SMSR ensures leaders with character and value systems.

**Sunita V. L.**  
Alumni- Batch 2017-19

## Testimonials

SMSR was a wonderful, dynamic and overall a satisfying experience. The curriculum and pedagogy is designed in such a way that it prepares the students for the dynamic and hardships of the corporate world. The faculties at SMSR complement their curriculum by encouraging participation and inculcating confidence among the students.

**Girish Hiremath**  
Alumni- Batch 2009-11  
Manager – Business Development, InfoVision Labs India (P) Ltd., PUNE

Student Institute Industry Track (SIIT) is a very novel concept initiated by SMSR. The track helps the students to be in constant touch with their respective organization. Our experience with SMSR has been a very positive one. We are very much impressed with the quality of education imparted, students' knowledge and values instilled in them.

**Ravindra Shenvi**  
HR professional

