

**FACULTY INITIATIVES ON TEACHING AND LEARNING****Initiatives and Outcomes****a) Case methods of Teaching**

- **Description:** Case studies are discussed module wise for all the courses. These case studies significantly improve the analytical abilities of students by projecting real life business problems. Case study-based learning involves detailed examination of problems and exploration of possible solutions. Involves analysing real-life business, scientific, or social case studies to enhance critical thinking.
- **Outcome:** Encourages problem-solving skills, practical application, and deeper understanding of industry challenges.

Table shows the list of few of the case studies discussed in the classroom.

Sl. No.	Name of Case Study	Specialization	Source (Name of Book/Journal)
1	Mud Bay's Good Jobs Journey	Analytics	Zeynep Ton
2	Quest Diagnostics (A): Improving Performance at the Call Centers	Analytics	Good Jobs Institute
3	Boeing's 737 MAX 8 Disasters	Analytics	CaseStudy Co.,
4	Another Liquidity Crunch at Tesla?	Finance	Business Insider, <a href="https://www.businessinsider.com/the-rise-of-elon-musk-2016-7">https://www.businessinsider.com/the-rise-of-elon-musk-2016-7</a>
5	Amazon.com, Inc.	Finance	<a href="https://www.cnet.com/news/amazon-com-ipo-skyrockets/">https://www.cnet.com/news/amazon-com-ipo-skyrockets/</a>
6	MG Motor India: Case Study Driving the market growth of electric vehicles in India	Finance	<a href="https://www.pwc.com/gx/en/services/deals/corporate-finance/value-case-studies/mg-motor-india.html">https://www.pwc.com/gx/en/services/deals/corporate-finance/value-case-studies/mg-motor-india.html</a>
7	Communication Breakdown At City Hospital	General Management	P D Chaturvedi, Pearson, 2013



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8	Hearing with the aid of implanted technology: The case of Cochlear™, an Australian high-technology leader	General Management	Teaching and the Case Method: Text, Cases, and Readings By Louis B. Barnes, Carl Roland Christensen
9	A DIAMOND IS FOREVER – THE SAGA OF DEBEERS	General Management	<a href="https://www.debeersgroup.com/about-us/a-diamond-is-forever">https://www.debeersgroup.com/about-us/a-diamond-is-forever</a>
10	Everest Textile Mills	General Management	P D Chaturvedi, Pearson, 2012
11	A Case Study On Unethical Team Leadership	HR	International Journal of scientific research and management (IJSRM)
12	British Airlines	HR	Helwing Villamizar <a href="https://airwaysmag.com/product/october-2016/">https://airwaysmag.com/product/october-2016/</a>
13	Collecting and Analysing Diagnostic Data at Alegent Health	HR	Thomas G. Cummings, Christopher G. Worley Thomson/South-Western, 2006 - Industrial organization
14	Customer Value -Explored, created, communicated & delivered	Marketing	Marketing Management - Indian Cases, Pearson, Page 2.1 to 2.7
15	Nike Considered: Getting Traction on Sustainability	Marketing	Innovate for a Better World: Nike FY05-06 Corporate Responsibility Report,” Nike Inc
16	Tesla’s Entry into the U.S. Auto Industry	Marketing	<a href="http://creativecommons.org/licenses/by-nc-nd/3.0/">http://creativecommons.org/licenses/by-nc-nd/3.0/</a>
17	E-commerce at Yunnan Lucky Air	Marketing	Yunnan University School of Business and Tourism Management

Fig MBA students solving case study in classroom

**b) Movie-Based Learning**

- *Description:* Movies are a great learning method to develop diverse skill sets. Movies help in arising logical and emotional capabilities of the brain. This influences the risk-taking, problem- solving, decision making, sustaining relationships etc. Uses films and documentaries to illustrate complex concepts, ethics, leadership, and management strategies.
- *Outcome:* Engages students emotionally and intellectually, making abstract concepts more relatable.

Table: List of Movies Screened in Classroom

Sl No.	Concept Discussed	Name of the Movie	Sem	Subject	Faculty
2023-24					
1	Semantic Barriers	Semantic Barriers	I	Business Communication	Ms. Maithreye S H
2	People Management	What made Dhirubhai Ambani a Business Genius?	II	Human Resource Management	Dr. Meena Devi
3	Recruitment Process	The Recruit (2003)	III	R&S	Dr. Manjunath N
4	Decision Making	Palki Sharma Telling India's Story in India's Words-Gravitas	IV	Conflict & Negotiation Management	Ms. Archana J R
2022-23					



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1	Communication during Crisis	How to put a business on autopilot? ft. Amit Jain of Car Dekho: IBP	I	Business Communication	Dr. U Bhojanna
2	Market Structure	How Nike Lost \$27 billion in one day?: Direct-to- Consumer Business case study	II	Managerial Economics	Dr. Manjunath N
3	Interview Process	The Pursuit Of Happyness (2006)	III	IRL	Mr. Rajashekariah
4	Decision Making	Palki Sharma Telling India's Story in India's Words-Gravitas	IV	Conflict & Negotiation Management	Ms. Archana J R
2021-22					
1	Structuring of Content	The Art of Storytelling in the News World	I	Business Communication	Ms. Archana J R
2	Market Structure	How Nike Lost \$27 billion in one day?: Direct-to- Consumer Business case study	II	Managerial Economics	Ms. Prathiba V
3	Market Structure	How Nike Lost \$27 billion in one day?: Direct-to- Consumer Business case study	II	Managerial Economics	Ms. Archana J R
4	Market Structure	Can Meesho's Business strategy beat Amazon and Flipkart?   Business Case Study	II	Managerial Economics	Dr. Manjunath N
5	Recruitment Process	The Recruit (2003)	III	R&S	Ms. Archana J R
6	Decision Making	Palki Sharma Telling India's Story in India's Words-Gravitas	IV	Conflict & Negotiation Management	Ms. Archana J R



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7	Crisis Management	What's happening to BYJU'S: Business Case Study	IV	Conflict & Negotiation Management	Ms. Archana J R
8	Think Local and Reach Global	Building a MILLION DOLLAR Global Brand from Madhya Pradesh	IV	International HRM	Dr.Meena Devi

Fig: Movie Screening in Classroom for MBA students



#### c) Industrial Interaction

- *Description:* Students get a chance to engage themselves with industry leaders and practitioners all through the year. Industry interactions help students in developing an insight of the practical aspects of the course and internal working environment which they may not be able to visualize through classroom lectures. Guest lectures, collaborative projects, and Q&A sessions with industry professionals.
- *Outcome:* Improves networking, updates students on industry trends, and provides guidance for career choices.



Table :exhibits list of industry interactions held in the department.

Sl No.	Year	Name of the Resource Person	Designation	Name of the organization	Event
1	2024	Sudhir Bhavasar MB	Associate Director	Ernst and Young	Internship Viva
2	2024	Pradeep Bhaganna	Associate Partner, Business Partner	ITC Infotech	Internship Viva
3	2024	KUMARA SWAMY S	Director, Consulting Services	Fidelity Information Systems	Internship Viva
4	2024	Manjunath T S	COE- Head of Learning	TVS	Internship Viva
5	2024	T V Jayanth	General Manager- HRBP	Schneider Electric Private Limited	Internship Viva
6	2024	Ravi Bennur	Head- Supply Chain	FMC Corporation	Internship Viva
7	2024	Sanjith Oliver	HRBP	Infosys	Internship Viva
8	2024	Lakshmikanth V	Operations Manager	Infosys BPM Limited	Internship Viva
9	2024	Balaji G S	Program Project Manager	Bosch Global Software Pvt Ltd	Internship Viva
10	2024	Gurushankar M	Project Manager	Wipro Technologies	Internship Viva
11	2024	Varsharam KR	Senior Associate	PWC	Internship Viva
12	2024	Akhil Kuttur	Senior Manager	Covelens Digital	Internship Viva



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13	2024	Anil Vittal Rao	Senior Project Manager	LQVIA Analytics Services	Internship Viva
14	2024	Vinay T J	Senior Scrum Master	Mphasis	Internship Viva
15	2024	Akhilesh Nair	State Head	AVAS Financiers Ltd	Internship Viva
16	2024	Prashanth Prasad	Vice President	J P Morgan Chase & Co.	Internship Viva
17	2024	Vighnesh Holla	Business Finance Manager	BioQuest	Career Growth and Prospects
18	2023	Girish Kumar	Training Specialist	Netcracker Technology	Career Growth and Prospects
19	2023	Darshan Kuldeep	Lead-Candidate Engagement	TESCO	Career Growth and Prospects
20	2024	Rahul Nagarajan	Executive Director	Velicham Finance	RNS Maverick
21	2024	Ramnath Shenoy	Director of Product,	SpotDraft	RNS Maverick
22	2024	Udit Khiraiya	Product Manager	Flipkart	RNS Maverick
23	2024	Narita Rai	Program Management Leader for Research and Insights	Salesforce	RNS Maverick
24	2024	CA Unnikrishnan Menon	Partner-transaction Advisor	Angel Invest	RNS Maverick



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25	2024	Krishnarao S V V	Director Of Technology	Klas Innovative Solutions	Guest Lecture
26	2022	Pradeep Bhaganna	Associate Partner	ITC INFOTECH	Internship Viva
27	2022	Neha Saraogi	Founder and CEO	E- STORES GLOBAL	Internship Viva
28	2022	Prathyusha Bhashyam	Associate Team Lead	PWC	Internship Viva
29	2022	Rashmi Math	Senior Manager	WALMART GLOBAL TECH	Internship Viva
30	2022	Sowmya Thoranala	Associate Director	NTT DATA GLOBAL SOLUTIONS	Internship Viva
31	2022	Kumaraswamy Murthy	Associate Director	FIS	Internship Viva
32	2022	Sangeetha Hanchate	Sr. Automation Quality Analyst	NUANCE COMMUNICATION	Internship Viva
33	2022	Sudhir Bhavasar	Associate Director	COGNIZANT	Internship Viva
34	2022	Srinivas Murthy V	Product Owner	SAP LABS INDIA PVT LTD.	Internship Viva
35	2022	Chethan S	Associate Director	ACCENTURE	Internship Viva
36	2022	Santosh	Revenue Finance Manager	J P MORGAN CHASE	Internship Viva
37	2022	Anil V Rao	Sr. Project Manager	IQVIA TECHNOLOGIES	Internship Viva





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38	2022	Krishnamurthy S	Leader – Customer Delivery	CISCO SYSTEMS	Internship Viva
39	2022	Naveen Sharma	Deputy Vice President and State Head	AAVAS FINANCIERS LTD.	Internship Viva
40	2022	Sudhir Bhavasar	Associate Director	COGNIZANT	Internship Viva





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Industry personnel interaction with MBA students





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### d) Management Games

- *Description:* Management games are one of the most important aspect of teaching learning pedagogy. Management games help students in improving their analytical skills, decision making and enhance their attitude and personality as a team player. Games like brand positioning, best managers etc. are part of course execution for the students. Simulations and role-playing activities to teach decision-making, teamwork, and leadership.
- *Outcome:* Develops strategic thinking, communication skills, and problem-solving abilities.





Fig: display of Management games within the campus





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Fig: Display of a Management games by students outside the campus

Table presents list of Management games conducted in the classroom.

Sl No.	Type of role play	Course	Sem	Year
1	Scavenger Hunt	Business Communication	I	2022,2023,2024
1	Mock press	Managerial Communication	II	2022,2023,2024
2	Elevator pitch	Negotiation and Management	II	2022,2023,2024
3	Poster Making	Marketing Management	I	2022,2023,2024



4	EXIM process	International Business	IV	2024
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Fig: Display of an elevator pitch session in progress and Scavenger Hunt in Progress



#### e) Certification Courses

- *Description:* Industry-relevant courses that provide specialized knowledge in technology, business, or soft skills. : Students are encouraged to take various certification courses for their skills enhancement and to make them industry ready. Following is the list of students who participated in certification courses like Swayam. NPTEL, AICTE and other similar certifications platforms.
- *Outcome:* Enhances employability, adds credentials to resumes, and deepens expertise in chosen fields.

Table: List of Students Participated in Certification Course.



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SL.no	NAME	MONTH	YEAR	Course Name
1	Rathan D	June	2024	Google Analytics Academy
2	Likhitha C M	June	2024	Hero Vired
3	Anusha M	October	2024	Great Learning
4	Anusha M	October	2024	Great Learning
5	Anusha M	July	2024	Great Learning
6	Aneesuddeen M M	November	2024	Great Learning
7	Poojit Vinayak Raya	August	2024	TCS ion- Communication Skills
8	Poojit Vinayak Raya	August	2024	TCS ion- Introduction to Soft Skills
9	Poojit Vinayak Raya	August	2024	TCS ion- Group Discussion
10	Poojit Vinayak Raya	August	2024	TCS ion - Business Etiquette
11	Poojit Vinayak Raya	August	2024	TCS ion- Interview Skills
12	Poojit Vinayak Raya	August	2024	TCS ion - E-Mail Etiquette
13	Poojit Vinayak Raya	August	2024	TCS ion - Write Effective Resume
14	Poojit Vinayak Raya	August	2024	TCS ion - Presentation Skills
15	Poojit Vinayak Raya	August	2024	TCS ion- Telephone Etiquette
16	Poojit Vinayak Raya	July	2024	SEBI
17	Sumalatha	Jan- July	2024	NPTEL
18	Sneha K R	April	2024	Great Learning
19	Sneha K R	August	2024	EXCELR
20	Sneha K R	July	2024	EXCELR
21	Karthik Nairy Y K	July	2024	SEBI
22	Karthik Nairy Y K	August	2024	TCS ion - Business Etiquette
23	Karthik Nairy Y K	September	2024	TCS ion- Introduction to Soft Skills
24	Karthik Nairy Y K	October	2024	TCS ion- Interview Skills
25	Karthik Nairy Y K	November	2024	TCS ion- Telephone Etiquette
26	Vaishnavi Bharadwaj	May	2024	Great Learning
27	Kavya J	June	2024	Great Learning
28	Pallavi KR	August	2024	TCS ion - Presentation Skills





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29	Navya K Ramesh	July	2024	Great Learning
30	Navya K Ramesh	November	2024	Great Learning
31	K Mohammed Safeeq	March	2023	Great Learning
32	Rakesh Shirahatti	May	2023	Great Learning
33	Ravi Kumar	April	2023	Great Learning
34	Ravi Kumar	September	2023	Great Learning
35	Ravi Kumar	April	2023	Great Learning
36	Greeshma R	April	2023	BALC
37	Ashwath S Hegde	August	2023	Mindluster
38	Ashwath S Hegde	July	2023	Mindluster
39	Sharath H R	March	2023	Skill Up
40	Vinaya V S	July	2023	Forage
41	Kiran Suresh	September	2023	Master Microsoft Power BI
42	Prajwal Kulkarni	August	2023	Corporate Finance Institute
43	Sharath H R	February	2023	Corporate Finance Institute
44	Sharath H R	December	2023	Coursera
45	Sharath H R	August	2023	Great Learning
46	Sharath H R	December	2023	Coursera
47	Sharath H R	August	2023	Coursera
48	Sharath H R	December	2023	Coursera
49	Bindu K T	JULY	2023	coursera
50	Dhanushree C M	September	2023	Great Learning
51	Pannaga Ramakrishna Bhat	October	2023	Digi Agni
52	Dhanushree C M	October	2023	Great Learning
53	Bindu K T	November	2023	Great Learning
54	Bindu K T	December	2023	Great Learning
55	Sneha K	January	2023	Great Learning
56	Sneha K	February	2023	Great Learning



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57	Sneha K	March	2023	Great Learning
58	Sneha K	April	2023	Great Learning
59	Sneha K	May	2023	Great Learning
60	Madhushri Kotagi	June	2023	Great Learning
61	Madhushri Kotagi	July	2023	Great Learning
62	Deepika T	August	2023	Great Learning
63	Deepika T	September	2023	Great Learning
64	Deepika T	October	2023	Great Learning
65	Likith N	September	2023	Skillup by Simplilearn
66	Rohan pai	August	2023	skill tech
67	Keerthish B K	August	2023	skill tech
68	Kalkan Gouda H	September	2023	skill tech
69	Harsha P	September	2023	skill tech
70	Kishore H R Kishor	September	2023	skill tech
71	Srinidhi S	September	2023	skill tech
72	Megha R Kulkarni	September	2023	Skillup by Simplilearn
73	Pooja Dasar	September	2023	skilltech
74	Skanada V	July	2023	TCS ION
75	Anurag V	July	2023	NISE
76	Ravi Kumar	APRIL	2023	TCS ION
77	Sachin J	JANUARY	2023	MICE
78	Srinidhi Srinivas	September	2023	Hubspot Academy
79	Harsha P	October	2023	Poorna Infotech
80	Sumalatha K	November	2023	ICAI
81	Varun B R	December	2023	Internshala Training
82	Yashaswini Rakshith	January	2023	TEPL
83	Keerthana M L	February	2023	GTT Foundation
84	Anusha M K	March	2023	NICT
85	Anusha M K	April	2023	YES!+



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86	Abhishek Nasabi	May	2023	Symposium
87	Keerthana M L	June	2023	skill tech
88	Deekshith Kumar B D	July	2023	Skillup by Simplilearn
89	Sanketh N Patil	August	2023	Skillup by Simplilearn
90	Sanjana C	September	2023	Great Learning
91	Deekshit AI	May	2023	Great Learning
92	Deekshit AI	September	2023	Great Learning
93	Vijay Y	May	2023	Great Learning
94	Sharan thejaswi N C	August	2023	Great Learning
95	Greeshma R	September	2023	Great Learning
96	Basavaradhya N R	September	2023	Great Learning
97	Sushil Sampath	September	2023	Great Learning
98	Varshitha G	September	2023	Great Learning
99	Basavaradhya N R	September	2023	Great Learning
100	Pooja Hosagoudar	September	2023	Great Learning
101	Madhura Hegde	September	2023	Great Learning
102	S Poornima	September	2023	Great Learning
103	Eshwar K	September	2023	Great Learning
104	Yashaswini Rakshith	July	2023	Great Learning
105	S Poornima	July	2023	Great Learning
106	Vasavi Konda	September	2023	Great Learning
107	Yogesh K M	September	2023	Great Learning
108	Eshwar K	September	2023	Great Learning
109	Pooja Dasar	June	2023	Udemy
110	Rohan Kumar K	June	2023	Udemy
111	Prashant Talawar	August	2023	Udemy
112	DEEPIKA T	JULY	2023	Great Learning
113	VARUN S	AUGUST	2023	Great Learning
114	DEEPIKA T	July	2023	Great Learning



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115	DEEPIKA T	July	2023	Great Learning
116	SNEHA K	SEPTEMBER	2023	Great Learning
117	Prajwal A L Gowda	JUNE	2023	Great Learning
118	Prajwal A L Gowda	MAY	2023	Great Learning
119	M SHALINI	SEPTEMBER	2023	Great Learning
120	M SHALINI	SEPTEMBER	2023	Great Learning
121	RAKSHITHA R	MAY	2023	Great Learning
122	RAKSHITHA R	MAY	2023	Great Learning
123	DEEKSHIT AI	MAY	2023	Great Learning
124	DEEKSHIT AI	September	2023	Great Learning
125	B V CHANDANA	OCTOBER	2023	Great Learning
126	B V CHANDANA	OCTOBER	2023	Great Learning
127	DHANUSH	SEPTEMBER	2023	SKILLUP
128	AKHIL M	July	2023	UDEMY
129	Dhruthi Shree M	SEPTEMBER	2023	UDEMY
130	KEERTHANA	JANURAY	2023	UDEMY
131	Deeraj Lok H L	September	2023	Great Learning
132	Sharath H R	August	2023	the university of melbourne
133	Sharath H R	August	2023	Coursera
134	Sharath H R	July	2023	Coursera
135	Sharath H R	MAY	2023	Coursera
136	Sharath H R	August	2023	Great Learning
137	Rohan kumar K	September	2023	Great Learning
138	Prashanth Talawar	July	2023	Great Learning
139	Prashanth Talawar	AUGUST	2023	Great Learning
140	Prajwal Kulkarni	APRIL	2023	Great Learning
141	Prajwal Venkatesh Kulakarni	September	2023	Coursera



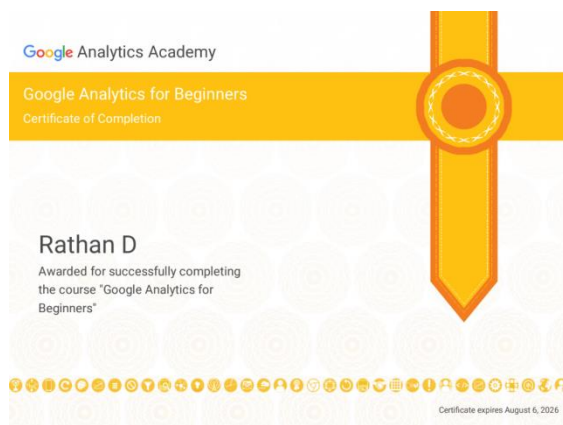
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142	Prajwal Venkatesh Kulakarni	August	2023	Coursera
143	Arun Bhat B	August	2023	Coursera
144	Arun Bhat B	JUNE	2023	Great Learning
145	Arun Bhat B	JUNE	2023	Great Learning
146	Dhanushree CM	September	2023	Great Learning
147	Darshat Dhat	October	2023	Great Learning
148	Sunil M	November	2023	Great Learning
149	Yashaswini Rakshith	December	2023	Great Learning
150	Yashaswini Rakshith	July	2023	Great Learning
151	Yashaswini Rakshith	August	2023	Great Learning
152	Varun B R	July	2023	NPTEL
153	K Mohammed Safeeq	April	2022	Great Learning
154	Nishanth Gowda M	April	2022	BALC
155	Keerthana N Murthy	March	2022	CAAD NEST
156	Swati Nagendra Gaonkar	June	2022	IIMB- MYCAPTAIN
157	Spoorthi M	January	2022	Primax Foundation
158	Madhushree V	April	2022	BALC
159	K Mohammed Safeeq	January	2022	Great Learning
160	K Mohammed Safeeq	JANURAY	2022	Great LEARNING
161	K Mohammed Safeeq	September	2021	Great Learning
162	K Mohammed Safeeq	August	2021	Great Learning
163	K Mohammed Safeeq	November	2021	Great Learning
164	K Mohammed Safeeq	November	2021	Great Learning
165	Sharath H R	November	2021	Apna Course
166	Ashwath S Hegde	September	2021	MES College of Commerce
167	K Mohammed Safeeq	SEPTEMBER	2021	Great LEARNING
168	K Mohammed Safeeq	DECEMBER	2021	Great LEARNING



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169	Aishwarya R	January	2020	Start Career
170	Spoorthi M	September	2019	NAAV Yashas Academy
171	Chandan M R	June	2018	E byte





#### f) Uses of Library and Uses of E-Resources and ICT

- Description:** Faculty members and students use main library to access study materials and references. Video courses are available online which includes, NPTEL, <https://onlinecourses.nptel.ac.in/>, SWAYAM, Link: <https://swayam.gov.in/Institutions> Encourages research through books, journals, and academic resources. Incorporates online databases, digital libraries, learning management systems, and educational software.
- Outcome:** Develops research skills, fosters a habit of continuous learning, and supports academic excellence. Improves digital literacy, enhances research capabilities, and makes learning more accessible and flexible.

Table of Contents of library

S1 No.	Publisher and Website	Website Address	No. of Resources
1	Elsevier	<a href="http://www.sciencedirect.com">www.sciencedirect.com</a>	327 Journals
2	Springer Nature	<a href="https://link.springer.com/">https://link.springer.com/</a>	689 Journals
3	Taylor and Francis	<a href="https://www.tandfonline.com/">https://www.tandfonline.com/</a>	555 Journals
4	Institution of Civil Engineers (ICE)	<a href="https://www.ice.org.uk/">https://www.ice.org.uk/</a>	31 Journals + Conference Proceedings
5	Emerald	<a href="https://www.emerald.com/insight/">https://www.emerald.com/insight/</a>	212 Journals



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6	Elsevier	<a href="http://www.sciencedirect.com">www.sciencedirect.com</a>	436 E-Books (Perpetual Access)
7	Taylor and Francis	<a href="https://www.tandfonline.com/">https://www.tandfonline.com/</a>	4096 E-Books (Perpetual Access)
8	McGraw Hill Education	<a href="https://www.mheducation.co.in/">https://www.mheducation.co.in/</a>	505 E Books (Four-year subscription)
9	New Age International	<a href="https://www.newagepublishers.com/">https://www.newagepublishers.com/</a>	220 E-Books (Perpetual Access)
10	Packt	<a href="https://www.packtpub.com/en-us">https://www.packtpub.com/en-us</a>	5002 E-Books (Perpetual Access)
11	Knimbus	<a href="https://www.knimbus.com/">https://www.knimbus.com/</a>	E-Books:10,000+, E-Journals:5700+
12	Turnitin	<a href="https://www.turnitin.com/">https://www.turnitin.com/</a>	
13	Net Analytics	<a href="https://www.netanalytiks.com/">https://www.netanalytiks.com/</a>	
14	IEEE ASPP & POP ALL		201 E Journals + 1800+ IEEE annual Conference Proceedings
15	EBSCO	<a href="https://ebSCOhost.com">https://ebSCOhost.com</a>	6100 E Journals+ 24014 E books
16	Eduport Global-CBS	<a href="https://search.eduport.com">https://search.eduport.com</a>	174 E-books
17	BSP E-Books	<a href="https://ebookstore.bspublications.net/library">https://ebookstore.bspublications.net/library</a>	141 E -books
18	Cengage Learning	<a href="https://cengageindiaelibrary.ipublishcentral.net/explore">https://cengageindiaelibrary.ipublishcentral.net/explore</a>	69 E-books
19	Cambridge University Press	<a href="https://www.cambridge.org">https://www.cambridge.org</a>	58 E-books
20	Mint Books	<a href="https://mintbooks.com">https://mintbooks.com</a>	1360 E-books
21	Quiklrn	<a href="https://quiklrn.com/app.php">https://quiklrn.com/app.php</a>	91 E-books





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22	Quiklrn Language Communication Lab	<a href="https://home.quiklrn.com/englishlab/">https://home.quiklrn.com/englishlab/</a>	
23	IEEE Blended e-learning platform	<a href="https://blp.ieee.org">https://blp.ieee.org</a>	60 selected video courses
24	Kn+C19:C20imbus Cloud Server along with universal Federation search resources + Remote Access solution + Library mobile app	<a href="https://www.knimbus.com/">https://www.knimbus.com/</a>	e books /proceeding 100000+journals 15000+150000Mooc courses including NPTEL AND MIT Courses (5000)

**Table : VTU E-CONSORTIUM FOR YEAR 2024**

Sl. No	E-Resources	Publisher	Subscription from	Subscription to
1	Elsevier Science Direct (327 e-Journals).	VTU E COSORTIUM 2024	23-05-2024	22-05-2025
2	IEEE ASPP & POP ALL	VTU E COSORTIUM 2024	01-10-2024	30-09-2025
3	Springer Nature (689 e- Journals).	VTU E COSORTIUM 2024	23-05-2024	22-05-2025
4	Emerald Publishing (212 e-Journals) (MBA sites).	VTU E COSORTIUM 2024	01-10-2024	30-09-2025
5	EBSCO Engineering Suite database (Engineering, Management, Architecture)	VTU E COSORTIUM 2024	01-09-2024	31-08-2025
6	Eduport Global-CBS 174 e- Books (Mapped with VTU Syllabus)	VTU E COSORTIUM 2024	SEPT. 2024	AUG. 2031
7	BSP 141 E-Books (Mapped with VTU Syllabus)	VTU E COSORTIUM 2024	SEPT. 2024	AUG. 2029



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8	Cengage Learning 69 e-Books (Mapped with VTU Syllabus)	VTU E COSORTIUM 2024	SEPT. 2024	AUG. 2031
9	Cambridge University Press 58 e-books (Mapped with VTU Syllabus)	VTU E COSORTIUM 2024	Perpetual Access from Sept.2024	
10	Mint 1360 e- Books	VTU E COSORTIUM 2024	01-09-2024	31-08-2025
11	Quiklrn 91 E- Books with platform	VTU E COSORTIUM 2024	01-09-2024	31-08-2025
12	Quiklrn Language Communication Lab	VTU E COSORTIUM 2024	01-09-2024	31-08-2025
13	IEEE Blended e- Learning Platform- 60 Selected Video Courses	VTU E COSORTIUM 2024	01-09-2024	31-08-2025
14	Drill Bit Plagiarism Detection Software	VTU E COSORTIUM 2024	12-05-2024	11-05-2025
15	Knimbus: Technology Platform (Remote Access services for VTU consortium e- Resources).	VTU E COSORTIUM 2024	18-07-2024	17-07-2025

### g) Competency Development Initiatives

- *Description:* Workshops, skill-building sessions, and extracurricular programs to enhance professional competencies. The initiatives focus on Student Engagement, Addressing Skill Gaps, Holistic Development and Institute Competitiveness.
- *Outcome:* Strengthens communication, leadership, technical, and analytical skills.

**Table: Skill Development Activity Description Table**

Activity	Aim	Outcome	Contents of the talk / Presentation
<b>1. Micro Presentation</b> – Individual based. (PPT: Maximum of 8 slides)	To acquire knowledge & present it analytically about a topic of business or management relevance.	Improvements in presentation & communication skills	Introduction, Description, Importance & Recent news about the topic
<b>2. News Analysis</b> – Individual based. (Oral Presentation without PPT or referring any device or material)	To analyse the ongoing news and review it	Improvements in knowledge up gradation & analytical skills	An overview of the news & its implications are to be covered in the talk.
<b>3. Group Discussion</b>	To justify one's perspectives in a group setting and handle stress	Improvements in presentation & communication skills	Details of the topic and its recent developments
<b>4. Current Affairs Presentation</b> – Individual based. (PPT: Maximum of 5 slides)	To acquire knowledge & present it analytically about an ongoing issue in various verticals.	Improvements in presentation & communication skills	Description, Importance & Recent news about the topic
<b>5. SWOT review</b> – Individual based. (PPT: Maximum of 5 slides)	To have an understanding of one's own SWOT	Self-analysis & Self awareness	Slides covering Strengths, Weaknesses, Opportunities and Threats
<b>6. Videos (on Self Introduction &amp; concepts)</b> – Individual based. (Video to be displayed)	To mirror one's own speech, communication & delivery	Improvements in presentation & communication skills	Non edited video of self introduction & an overview of the concept or topic selected – meaning, relevance etc
<b>7. Business Leaders / Entrepreneurs Discussion</b> – Individual based. (PPT: Maximum of 5 slides)	To acquire knowledge w.r.t business & corporate and emulate leaders' qualities	Improvements in Business know how, presentation & communication skills	Introduction to the leader & his/her company; achievements; what makes him/her unique & recent news about them (leaders)



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<b>8. Business Quiz – Team Based (2 in a team)</b>	To impart historical & recent developments in the fields of	Improvements in knowledge across various domains	Preparations for the quiz a few days before.
	business, corporate, management etc		
<b>9. Industry Presentations – Individual based. (PPT: Maximum of 8 slides)</b>	To acquire and present knowledge of various Industries	Improvements in Business know how, presentation & communication skills	Introduction to the Industry, Indian & World view of the industry, Market share, Recent trends & major issues in the respective Industry.
<b>10. Economic Indices Presentation – Individual based. (PPT: Maximum of 8 slides)</b>	To acquire and present knowledge of various economic indices and indicators affecting business.	Improvements in Business know how, economic analysis, presentation & communication skills	Introduction to the Index, its relevance, how is it computed; its current value/standing & recent news about it (India/World)
<b>11. Role Play – Team based (2 enact a play) – covering a corporate / managerial situation.</b>	To improve communication between team members and brainstorm different ideas to a given situation/problem.	Improvements in self confidence; negotiation & conflict management skills; team building etc	Description of scenario; identifying key tasks; creative thoughts
<b>12. Business Idea Presentation - Team based; 2 in a team (PPT: Maximum of 10 slides)</b>	To foster entrepreneurial spirit & knowledge of innovation management.	Improvements in Business know how, economic analysis, presentation & communication skills	Introduction to the new idea (Product/Service), its features, its price, promotional strategies, financials, & other strategies employed.
<b>13. Extempore - Individual based. (Oral Presentation without PPT or</b>	To nurture on the spot thinking and quick review of concepts	Improvements in quick thinking; handling stress & communication skills	Anything worthwhile about the topic given on the spot – preferably its uses



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referring any device or material)			and relevance.
<b>14. Vision 2030</b> [Attaining 17 SDGs] – Team of 2 (PPT: Maximum of 8 slides)	To acquire and present knowledge changes in various sectors of growth in the country	Improvements in economic & business analysis;	Introduction; a summary of changes that could take place in the respective sectors; the Indian & World view; recent headlines about the same.
<b>15. Email Drafting &amp; Essay writing</b> (corporate/general) – Individual based	To equip with an understanding of the techniques, processes and issues to be addressed to while drafting corporate emails.	Improvements in vocabulary, corporate jargons, quick thinking, convincing and negotiating skills.	Contents of the email and the scenario would be discussed in class based on which emails for hypothetical corporate scenarios need to be drafted.
<b>16. Aptitude Test</b> – (Technical / Based on Specialization)	To increase students' knowhow on the various technical aptitude questions (descriptive & MCQ)	Increased confidence to face Aptitude rounds in Campus placements; in-depth understanding of topics and industry.	Mock Tests would be conducted – formalities governing any exam need to be adhered to.
<b>17. Mock Interview</b> (Technical / HR)	To provide an overview of the structure, approach, etiquette & defense to various questions probed in an employment interview	Increased preparedness to face corporate interviews both on the technical and HR front.	Preparations for the interview: grooming, resume, courtesies, etiquette etc.
<b>18. Buddy System</b> – (Senior students mentoring junior ones) – One on One	To provide an opportunity for peer learning and explore interpersonal dynamics; sharing of	Increased professional bonding between 1st year and 2nd year managers;	Open communication and listening.



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	mutual knowledge and perspectives.	leveraging networking skills.	
<b>19. Management Games – Common to all; activity performed together by all.</b>	To nurture spirit of performing in a group & learn group dynamics management.	Improvements in Team building, networking & negotiating skills	Requirements of the Game would be let known a day in advance by faculty coordinators.
<b>20. Show Time – Movie Experience – Common to all</b>	To integrate management concepts with real life situations & embrace creativity/art	Improvements in knowhow, analytical & creative skills	Review & learnings from the Movie to be discussed post watching the movie.



## MBA- SAR

**Skill Development Activity Google Classroom** – Skill Development Activity activities details and process of submission along with the rubric for evaluation is also provided in the google classroom.

**Students**

Instructions	Student work
<input type="checkbox"/> Arjun Chabutre	80/100
<input type="checkbox"/> Chandan Kumar U	80/100
<input type="checkbox"/> Dhananjay A	65/100
<input type="checkbox"/> Hrishikesh N Katti	75/100 Not turned in
<input type="checkbox"/> Jeevan hegde	70/100
<input type="checkbox"/> Likhith BU	65/100
<input type="checkbox"/> Naveen Kumar K	85/100
<input type="checkbox"/> Niveditha Kapparad	85/100
<input type="checkbox"/> Samrudh L Gowda	75/100
<input type="checkbox"/> Shreya Bhagwat	80/100
<input type="checkbox"/> Vatsala H.R	70/100
<input type="checkbox"/> Yashaswini S	

**Mock interviews conducted to evaluate the readiness of the mentees towards attending interviews and being industry ready.**

**MOCK INTERVIEW**  
**DR. DEEPAK KUMAR D MENTORING**  
Heartly welcomes on behalf of RNSIT-MBA

**PANELIST 1**  
**RACHNA M**  
Risk Analyst  
Morgan Stanley  
Batch: 2018-2020

**PANELIST 2**  
**RAGHAV SUHAS**  
Area Sales Manager  
Monster Energy India  
Batch: 2015-2017

**Prof. MANJUNATH N**  
RNSIT-MBA

**NAMRATHA**  
SECOND VICE PRESIDENT,  
MANAGER AT WESTERN TRUST  
CORPORATION

**RATHNA V B**  
BUSINESS ANALYST  
SURYA FINANCIAL TECHNOLOGIES  
PVT.LTD

**DR. DEEPAK KUMAR D**  
ASSOCIATE PROFESSOR, RNSIT-MBA

ONLINE & RNSIT BOARD ROOM  
25/12/2022, 28/12/2022  
5:00 PM to 6:00 PM  
DEEPAKUMARD@RNSITMBA.AC.IN

**MOCK INTERVIEW**  
**Prof. Manjunath N**  
Mentoring

**PANELIST 1**  
**RACHNA M**  
Risk Analyst  
Morgan Stanley  
Batch: 2018-2020

**PANELIST 2**  
**RAGHAV SUHAS**  
Area Sales Manager  
Monster Energy India  
Batch: 2015-2017

**Prof. MANJUNATH N**  
RNSIT-MBA

06:00 PM  
Date: 24.12.2022  
GOOGLE MEET

**WELCOME**  
ON BEHALF OF HOD-MBA AND PRINCIPAL - RNSIT





## MBA- SAR

 **R.N.S. INSTITUTE OF TECHNOLOGY**  
DEPARTMENT OF MBA & RESEARCH CENTER  
(AJCET APPROVED, VTU AFFILIATED & NAAC A GRADE ACCREDITED)

# "MOCK INTERVIEW"

**Dr.P.Archana Mentoring**




**Mr.Naga Drutesh**  
Assistant manager - L&D, Talent, OD  
(HR Department)  
Organization: UPGRAD  
Batch - 2016



**Dr.P.Archana**  
Assistant Professor  
MBA-Dept  
RNSIT

Welcomes  
on behalf of  
HOD-MBA & Principal - RNSIT

24th dec, 2022 4 pm to 6 pm @Google meet

 **MOCK INTERVIEW**

**Dr MeenaDevi K - Mentoring**



**Dr Meenadevi K**  
Assistant Professor  
RNSIT - MBA



**P Athreya Acharya**  
Assistant Manager,  
KPMG

Welcome on behalf HOD - MBA and all Faculty members

**Dec 23rd 2022**  
2.30 PM to 4.30 PM

Website  
[www.rnsitmba.ac.in](http://www.rnsitmba.ac.in)

Platform  
Webex

 **RNSIT-MBA Bengaluru** **MOCK INTERVIEW**

**Dr G V M SHARMA MENTORING**



**Ms Pavithra CN**  
Panelist  
KPMG, Senior Tax Associate  
Batch : 2016 -2018 Gold medalist



**Dr G V M SHARMA**  
Associate professor

MODE : GOOGLE MEET  
DATE :23/12/2022  
5:30 to 6:30pm  
24/12/2022  
2:30pm

**WELCOMES**  
ON BEHALF OF HOD-MBA AND PRINCIPAL - RNSIT



**i Role plays**

- *Description:* Role play is the teaching methodology which allows the learner to take up task in real working conditions. It helps in learning and developing the competencies required for various jobs and positions in the organisation. Interactive simulations and structured enactments designed to develop problem-solving, decision-making, and interpersonal skills. These exercises focus on Student Engagement, Real-World Application, Holistic Development, and Institute Competitiveness.
- *Outcome:* Enhances communication, leadership, critical thinking, and adaptability, fostering confidence in professional and social interactions.

Figure shows picture of MBA students participating in role play in the classroom.



Table: List of Role Play

Sl No.	Type of Role play	Course	Sem	Year
1	Communication filters	Business Communication	I	2019,2020,2021,2022,2023
2	Mirroring and paraphrasing	Business Communication	I	2022, 2023
3	Negotiation Skills	Human Resource Management	II	2021,2022,2023
4	Interview Scenario	Recruitment & Selection	III	2021,2022,2023



5	Communication in Conflict	Conflict and Negotiation Management	IV	2021,2022,2023
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#### j. Current Affairs Discussion

- **Description:** Students are encouraged to read and watch news daily for better understanding of present-day scenario. Same is discussed in the classroom on a weekly basis. Students are divided into groups for the discussion and a faculty member is present as the moderator during the discussion in the classroom. Engaging dialogues and debates cantered around significant global and national events to foster awareness, critical analysis, and informed perspectives. The discussions focus on Student Engagement, Real-World Application, Holistic Development, and Institute Competitiveness.
- **Outcome:** Strengthens communication, analytical thinking, decision-making, and general awareness, equipping individuals with the ability to articulate informed opinions and navigate dynamic social and professional environments.

Figure shows picture of students participating in current affairs discussion.





**k.Group Discussion and Personal Interview:**

- **Description:** Group discussion and personal interview is part of weekly schedule of MBA students. The discussion and interview are monitored by the faculty members. Personal interview is divided into two parts: specialization specific and general. Group discussion and personal interview help students in developing soft skills and personality. It also assists in the public speaking of students. Structured forums for collaborative discussions and individual assessments that enhance professional and interpersonal skills. These initiatives focus on Student Engagement, Critical Thinking, Holistic Development, and Institute Competitiveness.
- **Outcome:** Strengthens communication, leadership, analytical reasoning, and decision-making skills, preparing individuals for real-world interactions, academic excellence, and career opportunities.

Fig display students participating in Group discussions and personal interview.



**I. Preparation of teaching cases:**

Teaching case study in Management courses is most essential part of Management education. Case studies are discussed module wise for all the courses. These case studies significantly improve the analytical abilities of students by projecting real life business problems. Case study-based learning involves detailed examination of problems and exploration of possible solutions. All faculty are encouraged to use cases for classroom discussion and also write novel/original cases that can be used for discussion and publication.

Following are some of the cases that are authored by our faculty members.

**List of Original Teaching cases prepared by Faculty members:**

Sl. No	Name of Faculty	Title of the Original Cases prepared by faculty members	Purpose
1	Dr. U Bhojanna, Dr. P Archana P, Dr. Tamizharasi D	Presented the case study titled “Carbon- negative goals: Innovative Business Model for sustainability at “Eat Raja” in the Tenth Annual Conference on Case Studies in association with Emerald Publishing and ET Cases organized by School of Business and Management & Centre for Case Research and Development, CHRIST (Deemed to University), Bangalore, 12-13 Nov 2021	Publication and Classroom discussion
2	Dr. Archana P , Dr. Bhojanna Uddanna , Shilpa C Patil	A case titled “Ilkal Sarees: A Tapestry of Tradition and Sustainability” published in the case centre (2024)	Publication and Classroom discussion
3	Dr. Archana P, Dr. Tamizharasi D and Ms. Archana J R	Areca Tea: Taste of wellbeing bearing case number FICC/23/057 was presented at FORE International Case Conference (FICC) 2023, held online during June 02 - 03, 2023, at FORE School of Management, New Delhi.	Publication and Classroom discussion
4	Prof. SN Murthy	A case titled ‘Channel Design: Connecting the future’.	Classroom discussion
5	Prof. SN Murthy	A case titled “Marketing Environment (Convenience pneumatics Limited)”	Classroom discussion



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6	Prof. SN Murthy	A case titled 'Measuring Brand Loyalty'	Classroom discussion
7	Prof. SN Murthy	A case titled 'A sales forecasting: Looking in to minds'	Classroom discussion
8	Prof. SN Murthy	A case titled 'Cyber- Marketing: Leasing Software'	Classroom discussion
9	Prof. SN Murthy	A case titled "Launching Harley Davidson range of Motorbikes on Indian roads"	Classroom discussion
10	Prof. SN Murthy	A case titled 'Product Line Decisions: Spectra Foods (P) Limited'	Classroom discussion
11	Prof. SN Murthy	A case titled 'Crystal Corporation (Distribution Channel)'	Classroom discussion
12	Prof. SN Murthy	A Case titled 'Channel Management: Managing the Network'	Classroom discussion
13	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Ready to eat food' published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
14.	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Repatriates Co-operative Bank' published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
15.	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Executive Development Programme at a Management Institute published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
16	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Tasty Foods' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
17	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Prestige Neckties' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion

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18	Prof. SN Murthy, Dr. Bhojanna	A case titled 'ABC Milk Federation' published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
19	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Moon Light Restaurant' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
20	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Angel Market Research Agency' published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
21	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Sandwich Corner' published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
22	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Tomato Growers Dilemma' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
23	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Ethical issues' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
24	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Tourism' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
25	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Luxury' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
26	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Marriot Group Hotels' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
27	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Rainbow Housing' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion



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28	Prof. SN Murthy, Dr. Bhojanna	A case titled 'XLV Leather Products' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
29	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Jayanth House Of Furniture' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
30	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Speciality Health Beverages INC.' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
31	Prof. SN Murthy, Dr. Bhojanna	A case titled 'ARK Groups' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
32	Prof. SN Murthy, Dr. Bhojanna	A case titled 'Attitude Measurement' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
33	Prof. SN Murthy, Dr. Bhojanna	A case titled 'ABC Private Bank' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
34	Prof. SN Murthy, Dr. Bhojanna	A case titled 'XYZ Consultants' Published in the book Research Methodology published by Himalaya publishing house (2024)	Publication and Classroom discussion
35	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'It is simply not a jam- It's a GEM' published in the book ADVERISING An IMC Perspective(2010)	Publication and Classroom discussion
36	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Ad Cmpaign for a young Consumer' published in the book ADVERISING An IMC Perspective(2010)	Publication and Classroom discussion
37	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Mumbai Stores' published in the book ADVERISING An IMC Perspective(2010)	Publication and Classroom discussion



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38	Prof. SN Murthy, Dr. U Bhojanna	A case titled Crest TV Manufacturing Company' published in the book ADVERISING An IMC Perspective (2010)	Publication and Classroom discussion
39	Prof. SN Murthy, Dr. U Bhojanna	A case title Energy Booster-Malt ' published in the book ADVERISING An IMC Perspective(2010)	Publication and Classroom discussion
40	Prof. SN Murthy, Dr. U Bhojanna	A case titled "Ad Agency' published in the book ADVERISING An IMC Perspective(2010)	Publication and Classroom discussion
41	Prof. SN Murthy, Dr. U Bhojanna	A case titled Indian Middle-class Dilemma- Commodity Vs Brand Analysis' published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
42	Prof. SN Murthy, Dr. U Bhojanna	A case titled Burnol- Burnout' published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
43	Prof. SN Murthy, Dr. U Bhojanna	A case titled Legal and Ethical issues of Consumerism, published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
44	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Moon walker not a walk in the park, published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
45	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Buying a car -A Family affair, published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
46	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Shakti auto- No Compromise on quality, published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
474	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Guiding Star', published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
48	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'The legacy of Lina, published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
49	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Decision for critical cave published in the book Consumer Behaviour (2024)	Publication and Classroom discussion



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50	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Boeins Goius, published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
51	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Food for the mind, published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
52	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Cosmetic Change V/s Deep change, published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
53	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Star bucks the grand Brand Success, published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
54	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Indian Food for thought, published in the book Consumer Behaviour (2024)	Publication and Classroom discussion
55	Prof. SN Murthy, Dr. U Bhojanna	A case titled 'Royal entailed remains Royal, published in the book Consumer Behaviour (2024)	Publication and Classroom discussion