

CASM ENTRENCH

A FORTNIGHTLY NEWSLETTER OF
MVM COLLEGE OF ARTS, SCIENCE AND MANAGEMENT
(AFFILIATED TO BANGALORE CITY UNIVERSITY & RECOGNIZED BY GOVT)

Principal's Message



'CASM' in short, affiliated to Bangalore city University stands tall with good infrastructure facilities, with adequate ventilation & aeration, for interactive learning through technology. Above all well qualified and committed faculties give individual attention to each student. Teaching learning process is application oriented and outcome based. Research and project based learning are encouraged to develop skills in 'Entrepreneurship'.

USP of CASM is Youth empowerment for Global Leadership and entrepreneurship. Special feature of MVM CASM is ERP based parent connect and mentorship program.

I wish all the students a very productive and progressive career through MVM CASM



Prof. Nalini Dwarakanath, PhD



Principal
MVM College of Arts Science & Management



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Editor's Note

It is my great pleasure to be editor for CASM Entrench Newsletter. I am blithe to be the editor for the CASM Newsletter.

MVM College of Arts, Science & Management, which we call by MVM CASM is highly Committed to quality education comprising of knowledge gain up-skilling and entrench.To achieve all round excellence. MVM CASM aims at Conducting,Participating and hosting events in curricular and co-curricular domains.

Mr. Vema Narayana
Editor

ABOUT MVM COLLEGE OF ARTS,SCIENCE & MANAGEMENT

MVM College of Arts,Science & Management is one of the premier academic institutions, having junior and senior wings, with arts, science, commerce and management streams. The institution is committed to achieve the highest academic standards and provides an opportunity to the students to choose and enroll in programmes that are best suited to them. It is well known for its educational, cultural, social and spiritual enterprises.

The responsibility of formal academics is very competently carried out by a highly qualified staff and is beautifully complemented by the varied co-curricular and extra-curricular activities that help nurture the all round personality of our students.

The college has geared up to incorporate new opportunities in the field of education, research, sports and cultural activities. Besides organising seminars, conferences and guest lectures to keep abreast of the latest in the world of industry and trade, the college also takes care of student progression by collaborating with well known institutions and companies for research and recruitment.

EVENTS OF 2023-24

ICA
7
2023

International Civil Aviation Day, 7th December 2023, [↗](#)

an Industry veteran with a professional experience spanning of total 38 years. Sir has served as Cargo manager with Airlines (Air India) and GHA (AISATS).



Industry visit
7
2023

HAL Heritage Centre & Aerospace Museum – An Overview of Industry visit [↗](#)

HAL Heritage Centre & Aerospace Museum, sprawled over 4 acres of lush green is located in Bengaluru, the silicon valley of India.



Computer Security Day
2
2023

Computer Security Day & IT CLUB” [↗](#)

It seems like everyday we hear about breaches in cyber security. Keeping people and companies safe online is a top priority all over the world. I



Workshop Machine
6
2023

Workshop on “Machine Learning” [↗](#)

Vijaya College BCA Department organized a one-day workshop on 'Machine learning with Python' on 6th August 2023 for UG students. Objective of the workshop.



Machine Learning
2
2023

Machine Learning for pervasive computing [↗](#)

The Department of Bachelor of Computer Application organized the technical seminar to create awareness among the budding BCA graduates about the significance and role of AI&ML in Application.



Technician Day
24
2024

International Aviation Maintenance Technician Day [↗](#)

Each year on May 24th, National AMT Day is celebrated to mark the impact these professionals have on the millions of air travellers across the globe.





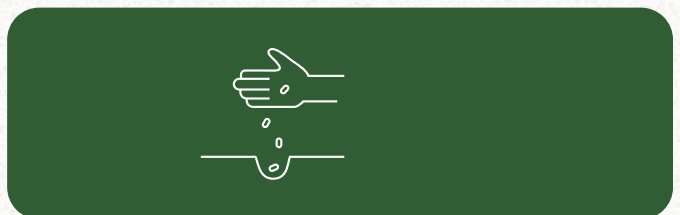
World Environment Day Celebration



**SUSTAINABLE
DEVELOPMENT:
TOWARD A
BETTER FUTURE**



**"Stay inspired.
Never stop
creating."**



SEMINARS



Technologies Transforming Global Supply Chains

MVM College of Arts, Science and Management organized an inter-disciplinary seminar on "Technologies Transforming Global Supply Chains" on 25/05/2024.



DATA SCIENCE
MVM COLLEGE OF ARTS, SCIENCE AND
MANAGEMENT , COMPUTER APPLICATION
DEPARTMENT ORGANIZED SEMINAR ON
"DATA SCIENCE" ON JUNE 08 2024



FEST 2023-24



SCOPE OF LOGISTICS AND SUPPLY MANAGEMENT

→ @MVM CASM ←

Logistics and Supply Chain Management

Logistics and supply chain management is a management that plans, implements and controls the procedure of forward and reverse flow of goods and services from one place to another.

MvmCasm in Logistics and Supply Chain Management Course is a 2-year program which in all include planning, implementing and controlling the materials.

Logistics means administration of transportation of information. It involves the matter of inventory, customer service, warehouse, storage, supplies etc.

This course helps a student to learn experience in planning, executing and managing matters regarding transportation and goods & services. They apply strategies and make strategic decisions for their work.

This program helps the candidate to stick to their plans and the employee contribute to the company's success and they provide maximum satisfaction to the customers.

Average salary package of the employees ranges between INR 3 lakhs - INR 12 lakhs. Salary depends on the experience and skills you have. It also varies on the location of the organization.

Top companies that are recruiting employees are HCL, IBM, Adobe, Nokia, Toyota, biomass fuel limited. See More : MvmCasm Logistics and Supply Chain Management Jobs

You can opt for PGP in Supply Chain and Logistics as a further option after MBA in logistics and supply chain management. Some job opportunities are logistic manager, supply chain analyst, commercial manager, purchasing manager, etc.



Asst.Prof ,Y.Janhnavi
M.Com,UGC NET,KSET

“If you think of standardization as the best that you know today, but which is to be improved tomorrow; you get somewhere”

Asst.Prof,Sandeep G
M.Com,KSET



“At Wal-Mart, it goes back to Sam Walton and the foundation and business model that we simply operate for less, or everyday low cost. We’re known for operating in a very efficient way and then giving those savings to customers.”

SCOPE OF COMMERCE

→ @MVM CASM ←

Bachelor of Commerce is an innovative program designed to equip the students with adequate basic knowledge in Accounting, Statistics, Marketing, Taxation, Auditing, Retailing etc. The program will enable the students to catapult their future as wealth creators and managers in the corporate sector. The course focuses on creating professionals who are virtuous in their professional conduct. It also encourages the students to explore the world of technology and digitization in the relevant field as anticipated by the scholars and policymakers. This program will instil conceptual and practical understanding to equip students to manage businesses, organisations and prepares them to drive and face the challenges of tomorrow

There is good scope for aspirants who complete their Bachelor's degree in Commerce, both in terms of higher education as well as job opportunities. Education in the concerned field is an excellent base for a variety of careers. Graduates can launch their career in the local, National and International world of business in a wide range of industries such as Financial and Insurance Services, Energy and resources, Information Management, Marketing, Communication etc.



Asst.Prof,Rajeshwari D
M.B.A,UGC NET

“It isn't just that E-commerce depends on express mail; there's a sense in which E-commerce is express mail. Right now, billions of dollars are being spent around the country on so-called “last-mile delivery systems.””

Asst.Prof,Deepa M
M.Com,KSET

“Making a profitable e-commerce store is hard work. I love the fact that Shopify clients help each other in our forums. I love the fact that everyone feels like we are in this together and that we all will succeed together.”



SCOPE OF BUSSINESS ADMINISTRATIVE

→ @MVM CASM ←

The Bachelor in Business Administration program offered by the college is affiliated to Bangalore City University. The CBCS syllabus designed by the University provides students best of opportunities for professional careers as well as higher studies in the area of Management. The objective of the program is to develop ethical managers with inter disciplinary knowledge and create entrepreneurs who can create employment. The college aims at preparing students to take up the responsibility of full line of Marketing/Finance/Human Resource so that they make effective contribution to society. The excellent academic environment along with co-curricular and sports activities empowers the students to thrive in a fast-paced and exciting learning environment. Classroom lectures, projects, presentation and case studies form the components of teaching methodology. In addition to university syllabus, the students pursue Career Enhancement Courses/add-on courses like Executive Communication, Data Analytics, SAP, Digital Marketing & Business Analytics etc.

The students are taught the fundamentals as well as advanced principles of management. The course is not limited to theoretical concepts, it also provides practical knowledge through internships and industry exposure. Not only that BBA also helps a student develop communication skills and supports the overall personality development of a student.



Asst. Prof. Naveen S A
MBA, PGDHRM, DCA, (Ph.D)

“There are some who will call us a success because of this fund raise. They’ll say we’re worth billions. And, of course, there are some who will call it a bubble. We know that the truth is that raising money is not success. Raising money is a responsibility that opens up new opportunities.”

Asst.Prof,Rakistha Prakash
M.Com, (MBA)

“People were doing business with one another through the Internet already, through bulletin boards. But on the Web, we could make it interactive, we could create an auction, we could create a real marketplace. And that’s really what triggered my imagination, if you will, and that’s what I did.”



SCOPE OF AVIATION

→ @MVM CASM ←

Since the advent of professional education, management courses have multiplied to the possibilities. Aviation, being a prime and premium mode of transport, is now a degree that students can opt in graduation. Formerly called as Bachelor of Aviation was adopted under management to officially have a syllabus of its own under BBA Aviation Management.

The main reason for having this course offered is the scope that promises a future of rich job profiles. The course provides much needed skills for the students to strategically solve managerial problems and tactically address operational problems in the aviation industry. Ranging from market survey to manufacturing of aircrafts, and wide range of services of airlines, modern

MVM CASM and the Department of Management Studies has therefore arranged an in-house add-on course "Office Organization and Hospitality Management" to upskill the students and make the best-fit for the job. Alongside which, Financial Management, Human Resource Management, and Digital Marketing will expand the spectrum of students to Aviation Management and its in-depth knowledge.

We are looking forward for active participation of students in the upcoming grooming sessions and in setting up a model aircraft in the college.



Asst.Prof,Sowmya Kumbale

“The desire to fly is an idea handed down to us by our ancestors who, in their gruelling travels across trackless lands in prehistoric times, looked enviously on the birds soaring freely through space, at full speed, above all obstacles, on the infinite highway of the air.”

SCOPE OF COMPUTER APPLICATIONS

→ @MVM CASM ←

The Bachelor of Computer Application (BCA) is multidisciplinary three-year programme as. The primary goal of the BCA programme is to empower students with the requisite knowledge and abilities to pursue fulfilling professions in the rapidly evolving field of Information and Technology. Students will understand the structure, function and characteristics of computer system and design of the various functional units and components of computer. The outcome of this course will enable students who are into development and testing for software industry. The study of computer concepts and programming techniques is very essential part of a student or a programmer in the field of Information Technology and Computer Science.

The B.C.A program offered at BMSCCM follows the CBCS syllabus designed by the Bengaluru City University. The College provides students best of opportunities for professional careers as well as higher studies in the area of Computer application. The college aims at holistic development of the students, so that they make effective contribution to society. The excellent academic environment along with co-curricular and sports activities empowers the students to thrive in a fast-paced and exciting learning environment. Classroom lectures, projects, presentation and case studies form the components of teaching methodology. In addition to this the students pursue Career enhancement courses/Add on courses like Executive Communication, Data Science, Artificial Intelligence and Machine Learning etc.



Asst.Prof,P Pushpalatha
M.C.A ,PGDCA

“The quality, relevance, and impact of the products and services output by the technology sector can only be improved by having the people who are building them be demographically representative of the people who are using them.”