



DEPARTMENT OF BUSINESS ADMINISTRATION

ALUMNI NEWSLETTER

2024-2025



Empowering Future Managers!



About Alumni Newsletter

This newsletter reconnects us with the vibrant community of managers, entrepreneurs, and leaders who began their professional journey at Sahyadri College of Engineering & Management, the Department of Business Administration. Since our establishment in 2008, we have evolved into a recognised research centre under VTU Sahyadri College of Engineering & Management, creating professionals who excel across industries from global consulting firms to innovative start-ups.

In these pages, you'll find inspiring success stories from fellow alumni, exciting departmental developments, and opportunities to mentor current students aspiring to follow your path. Whether you graduated recently or years ago, you remain an integral part of the Sahyadri MBA family, and your achievements continue to inspire the next generation of business leaders.

We invite you to explore, reconnect with your batchmates, and discover new ways to engage with the alma mater.

Our Vision

To be a premier institution in Technology and Management by fostering excellence in education, innovation, incubation and values to inspire and empower the young minds.

Our Mission

- Creating an academic ambience to impart holistic education focusing on individual growth, integrity, ethical values and social responsibility.
- Develop skill based learning through industry-institution interaction to enhance competency and promote entrepreneurship.
- Fostering innovation and creativity through competitive environment with state-of-the-art infrastructure.

MBA

2 YEARS FULL TIME

- HR
- Marketing
- Finance
- Dual



The Sahyadri College of Engineering and Management's Department of Business Administration offers a two-year full-time MBA program, approved by AICTE and affiliated with VTU. Recognised as a research centre for both full-time and part-time PhD programs under VTU, the department has swiftly become a centre of excellence in management education. Our faculty, with a blend of corporate and academic experience, focuses on providing high-quality managerial talent for success in a turbulent economic environment. The intensive, integrated MBA program emphasises Project-Based Learning (PBL), fostering collaboration, teamwork, and initiative.

Vision

“To be a Center of Excellence in Management Education for economic development in a knowledge driven society”

Mission

The Department strives to achieve the Vision through

- M1. Providing a conducive learning environment to excel in management education and research
- M2. Imparting teamwork, leadership, communication and interpersonal skills through co-curricular and extra-curricular activities
- M3. Establishing startups and inculcate self-employment culture through industry connect programmes.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOS)

PEO1: Acquire team work, critical thinking, and problem-solving skills and achieve leadership position in business organizations.

PEO2: Engage in lifelong learning for personal and professional growth

PEO3: Be an entrepreneur by identifying the opportunities to develop sustainable business

PROGRAM OUTCOMES

Management Graduates will be able to:

- PO1: Apply Knowledge of management theories and practices to solve business problems.
- PO2: Foster analytical and critical thinking abilities for data-based decision making.
- PO3: Ability to develop value-based leadership ability.
- PO4: Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.
- PO5: Ability to lead themselves and others in the achievement of organisation goals, contributing effectively to a team environment.
- PO6: Ability to process and analyse the data using modern tools.

UNIQUE FEATURES

- Faculty with Academic and Industry experience
- Mentor - Mentee Industrial visits
- Industry Interaction Program
- Focus on Thrust Area
- Scholarship for meritorious students
- Value Added Courses - Advanced Excel, PowerBi, Tableau, Python and SQL.
- Skill Enhancement Courses:
 - Sourcing Payroll Administration
 - HR Analytics
 - Digital Marketing
 - Financial Modeling
- Outbound Training Programme
- Entrepreneurship Development Cell
- Exclusive Library with e-learning resources
- Food court, Hostel, Bank and other amenities



Alumni Interaction

Management Conclave 2025 organized by MBA Dept



Management Conclave 2025, organized by the MBA Department on 1st August 2025, was designed to help first-year MBA students make informed decisions regarding their specialization choices. The event brought together a panel of accomplished industry experts and successful alumnis' who provided real-world perspectives and shared valuable experiences. The event began with a welcome address by Dr. Vishal Samartha, Director-MBA Program, who emphasized the importance of bridging the gap between academic learning and industry expectations. Dr. S. S. Injaganeri, Principal inspired students to engage meaningfully with the experts and gain clarity for their future career paths.

The Finance Panel featured CMA Ramsankar Mishra, Senior Manager - Finance, MRPL, Mangaluru; CA S. S. Nayak, MSME & Startup Mentor and Ex-Chairman of ICAI, Mangaluru, and Mr. Ishan Salian, Risk & Compliance Associate at KPMG, Bengaluru, an alumnus of Sahyadri, providing key insights into the finance sector. The session was moderated by Prof. Akshatha P, Dept. of Business Administration. The session shed light on the significance of core finance and its role in national economic growth. The panellists emphasized opting for core finance rather than dual specializations which helps students gain deeper conceptual clarity and long-term professional benefits.

This was followed by the Marketing Panel discussion featuring Mr. Girish M, Director - Shree Bharathi Group of Institutions, Director-Nature Bound Sahyadri, Ankola; Mr. Vaibhav Pai, Senior Manager, International Sales (Acting Sales Director – Global Sales), Newfold Digital and Mr. Anirudha Paneyala, Manager - Dinki Ice creams Private Limited, Mangalore and Sahyadri alumnus. The session was moderated by Prof. Samarth Shenoy, Dept. of Business Administration. The panel highlighted marketing as the most dynamic among the specializations, offering tremendous opportunities for growth. Further, acknowledging the challenges in marketing panel members emphasized that its ever-changing nature is

Partner at Novigo Solutions; Ms. Akanksha Shenoy, HRBP (Internal Communication) at Jubilant MotorWorks, and Ms. Jesumitha Ramesh, Senior HR Executive at Invenger Technologies Pvt. Ltd and Sahyadri alumnus. The session was moderated by Prof. Padmanabha B, Dept. of Business Administration. The panel members delved into various aspects of human resource management such as payroll structures, HR job roles, and evolving responsibilities. Further, the panellists emphasized that HR is not a gender-biased field, rather it offers equal opportunities for growth and leadership.

Each panel debunked common myths related to their specialization and provided valuable career insights. A key takeaway across all sessions was that Artificial Intelligence may enhance roles but cannot replace the core human value each specialization brings be it in Finance, Marketing, or HR. The event was co-ordinated by Dr. Prima Dsouza, Dept. of Business Administration.

Management Conclave 2025 organized by MBA Dept



Shobith Rai, an alumnus from the 2017-2019 batch engaged with the 2nd-year MBA students on 31st Jan, 2025. Currently working at Du Telecom, UAE, Shobith shared valuable insights on the opportunities in Gulf countries in the fields of Marketing, Human Resources, and Finance. During his interactive session, he highlighted the growing demand for skilled professionals, the key competencies required, and the pathways to securing lucrative roles in the Middle East. His first-hand experiences and industry knowledge provided students with a realistic understanding of their career.

From Classroom to Corporate: An Alumni Perspective



As part of the continuous efforts to bridge the gap between academics and industry, an inspiring alumni interaction session was held featuring Mr. Preemal, an alumnus from the MBA Batch of 2022-24. He is currently working as HR at Pace Wisdom, Mangalore branch. Mr. Preemal engaged with the final year MBA students, sharing valuable insights into job opportunities in the fields of Human Resources and Marketing. Drawing from his own professional journey, he spoke about the evolving trends, expectations in the corporate world, and how students can prepare themselves to excel in the competitive job market. A highlight of the session was the campus placement opportunity offered by Pace Wisdom for the current MBA batch. Mr. Preemal introduced a Marketing role in his organization and encouraged students to apply, providing details about the job profile, work culture, and growth prospects within the company.

Beyond the Degree: Networking, Belongingness, and Career Growth



On 23rd Sep 2025, Mr. Karthik Salian, Manager-Sales and Operations at Golden Sports, Mangalore, and an alumnus of the MBA Batch 2020-22, engaged in an interactive session with the HR and Marketing students. During the session, he shared his inspiring journey from being an MBA-HR student to beginning his professional career as an HR-Operations Executive at Niveus Solutions, and eventually transitioning into his true passion—a career in sports management and sales. Karthik encouraged the students to maintain lifelong connections with their teachers and the institution, highlighting how these relationships can provide guidance and opportunities well beyond the classroom. He fondly reminisced about the fun-

filled moments on campus and shared how his peers often express a deep longing to return to their alma mater, Sahyadri. As a concluding remark, Dr. Sushma V, Associate Professor appreciated Karthik's strong sense of belongingness, noting his continued participation in almost every event organized at Sahyadri, even after graduation. She also commended the Skill Enhancement Course offered by the MBA department, which Karthik credited as a key factor in boosting his confidence during interviews and enabling him to secure his first job with ease. Joining him for the interaction was his colleague, Ms. Nidhishree Devadas, Manager—Sales and Operations at EWA Properties, who emphasized the importance of networking skills in building a successful career. She encouraged students to actively cultivate professional connections and to view networking as an essential element for growth and opportunity in today's competitive business world.

Alumni Talk on Effective Networking and Entrepreneurial Opportunities



Department of Business Administration, under the banner of the Entrepreneurship Development (ED) Club, organized an engaging alumni session by Ms. Ganya Shetty, Sales Development Representative at Mathco and a proud alumna of the 2021–23 (first autonomous) batch. In her talk on “Strategies for Effective Networking in the Corporate World,” Ms. Ganya shared valuable insights on building meaningful professional relationships and leveraging them for career growth. She drew from her rich experiences in sales development and business strategy, emphasizing the importance of communication, adaptability, and personal branding in today's dynamic business environment. She also shed light on emerging opportunities in agri-entrepreneurship, particularly in modern mushroom cultivation and coastal-based ventures, blending sustainability with innovation. Through her discussion, Ms. Ganya encouraged students to integrate academic learning with practical application and to pursue entrepreneurship driven by creativity and purpose. Additionally, she reflected on her journey as a student leader and one of the initiators of “Carnival Con” (now Sahyadri Carnival), underlining how college events nurture leadership, teamwork, and innovation. The session left students inspired to network effectively, think entrepreneurially, and transform classroom concepts into impactful real-world ventures.

Preparing for Finance Roles: Alumni Guidance Session



Akshay Madangallu, from the MBA-Finance batch of 2022–2024, currently working at EY as an Advanced Tax Analyst, visited the campus and interacted with the first-year MBA students. During the interaction, he shared valuable insights on the vast opportunities in the finance sector and emphasised the crucial role of Microsoft Excel in organisational tasks. He encouraged students to practice regularly on diverse datasets to build

confidence and efficiency in handling financial data. Akshay also explained the key components of a well-structured and presentable resume, guiding students on how to showcase their skills effectively to potential employers.

Placement Pathways in Finance and Marketing: Alumni Insights



Alumni of the MBA 2022–2024 batch, Mr. Uttam Hegde, Digital Marketing at Zivame; Mr. Akash Shetty, Tax Analyst at EY, and Ms. Vaishnavi Shetty, Audit Associate at EXL interacted with the final-year students and shared valuable insights on placement opportunities in the fields of finance and marketing in their organization. They highlighted the various job roles, skill sets and career growth prospects available, while also motivating students to align their academic learning with industry expectations. The alumni further guided the students on effective interview preparation, including resume building, domain knowledge, grooming, communication skills and how to confidently face HR and technical rounds, making the session highly informative and encouraging for aspiring graduates.

Exploring Retail Careers through Alumni Experience



Kishor P, an alumnus of the 2023–2025 batch from the Department of Business Administration and currently working as an Administrator in Finance at Harsha (Prakash Pvt. Ltd.), addressed the final year MBA students about the functioning of the retail sector. He explained how retail operations work, the coordination between departments, and the importance of customer service and inventory management. He also highlighted the key roles and responsibilities of Department Managers and Store Managers. He discussed the career opportunities available for students in the retail sector in the coming days.

Alumni Spotlight: Navigating Careers in Human Resources



Aparna Rajendra Nair, an alumna of the 2021–23 MBA batch, visited the campus and interacted with the first-year MBA students. During her talk, she emphasized the value of undertaking internships during the MBA program, as they offer valuable exposure to real-world organizational functioning. As an HR specialization graduate, she shared her professional experiences and highlighted that HR extends far beyond recruitment. She introduced students to various other HR domains such as HR Analytics, Labour Law Compliance, and Payroll Administration. Aparna encouraged students to work on meaningful, topic-driven projects aligned with current industry trends to enhance their chances of securing placements in top companies. She also stressed the significance of Microsoft Excel as a tool for data analysis and informed decision-making that supports organizational growth. Additionally, she advised students to stay updated with the newly implemented Labour Codes across India, noting that non-compliance may create serious challenges for organizations. After completing her MBA in HR, Aparna worked as a Human Resource Associate at NoBroker and is currently employed with Bhanzu as a Human Resource Trainee in HR Operations.

Exploring Retail Careers through Alumni Experience



The Sahyadri Management Students Association (SMSA) was inaugurated on 29th Nov, 2025 in the presence of the Guests – Mr. Rakesh Darshan, Sr. Manager and Head – Sales & Marketing, KMC Hospital, Mangalore and Mr. Mithun K U, Cluster Head-Canara HSBC Life Insurance (MBA Alumni 2018-20 Batch) along with Dr. S S Injaganeri, Principal; Mr. Devadas Hegde, Trustee; Dr. Vishal Samartha, Director-MBA Program; Prof. Awin Cutinha, Faculty coordinator of SMSA; Ms. Vishaka Pai, President of SMSA and Ms. Thaneesha, Vice-President of SMSA.

Dr. Vishal welcomed the gathering and appreciated the growth of her former students who were invited as guests. The dignitaries then performed the lamp-lighting ceremony. Prof. Awin briefed the audience about SMSA, its structure, and the 13 clubs, stressing that participation drives growth. A promo video of SMSA and its leaders was showcased. Student council members received their badges and took the oath. President Vishaka presented the action plan for SMSA 2025-26. Mr. Rakesh highlighted how the SMSA designations mirror corporate roles and urged students to sharpen their skills. He praised Sahyadri's strong media presence and advised students to "grab opportunities for a competitive edge."

Alumnus Mithun congratulated the council and shared his career journey—from finance aspirations to excelling in marketing and travelling to eight countries as a top performer. He encouraged students to consider marketing for high growth and offered internships and placements.

Mr. Devadas Hegde motivated students to take ownership of learning and apply concepts through practice. The Principal congratulated the team, appreciated the choice of guests, and encouraged students to be practical managers who lead collaboratively.

Alumni Inspire Future Academicians: UGC-NET Session Highlights

A workshop on 'UGC-NET in Management' was conducted on 13th June 2025 for the MBA students aspiring to qualify for the UGC-NET exam and pursue a career in academics and research.

The resource person for the session was Mr. Chethan Kumar, an alumnus of the 2018–2020 MBA batch and currently a Doctoral Fellow at TAPMI, Manipal. He has cleared UGC-NET-JRF and K-SET. He has received the 'Young Service Researcher Award' at TAPMI. He is a reviewer at ABDC and Scopus-indexed peer-reviewed journals.

Mr. Chethan drew from his own experience and deep academic insights to guide the students through the structure of the UGC-NET examination, key focus areas, preparation strategies, and resource



planning. He also shared his personal journey—from Sahyadri to TAPMI—and inspired the students to aim high and stay committed to their academic goals.

Chethan's services as a resource person marks as a step towards giving back to his alma mater and guiding the next generation. A total of 22 MBA students participated in the workshop, aiming to clear the upcoming UGC-NET examination.

Alumni-Led Inspiration at Sahyadri Carnival 2024



The Sahyadri Carnival 2024 kicked off on March 22nd, 2024, featuring an exciting array of events including the Job Fair, Marketverse, Whiz Quiz, and Student Corner. The inauguration ceremony

marked the commencement of an exciting two-day event 22nd and 23rd March, 2024 filled with promise and anticipation. The ceremony was graced by esteemed guests: Mr. Chethan Mendonca, Head HR-MCF Limited, Mangalore, and Mr. Dhanush S B, Film Actor and Director, alumni from the MBA Batch 2017-

19. Among the distinguished attendees were Principal Dr. S S Injaganeri; CEO Mr. Johnson Tellis; Director-MBA Program Dr. Vishal Samartha, and Professors Padmanabha B, Akshatha P, Monisha Shetty, and Sagar Attavar. Also, present were the student coordinators. Dr. Vishal Samartha, Director-MBA Program, delivered a warm welcome address, introducing Sahyadri and providing insights into the exciting events scheduled for the carnival. The unveiling of trophies by dignitaries added an element of anticipation, symbolizing the pursuit of excellence and achievement throughout the carnival. Mr. Johnson Tellis, CEO, delivered an inspiring address highlighting the institution's dedication to community initiatives. He urged students to proactively engage in all aspects of their lives and contribute to society in meaningful ways. Mr. Chethan Mendonca commended the event organizers for providing valuable opportunities to youth through unique events like Sahyadri Carnival. He emphasized how these events serve as platforms for students to enhance their skill sets and secure employment. Reflecting on his time as an MBA student at Sahyadri, Mr. Dhanush fondly recalled embracing challenges and participating in events that bolstered his confidence, reminiscing about the best days of his life. In his presidential remarks, Dr. S S Injaganeri praised the MBA department for orchestrating the carnival, which encompassed four distinct events. He encouraged students to actively participate, especially in the Job Fair, where numerous companies were offering job opportunities. The ceremony concluded with a call to wholeheartedly engage in upcoming activities, fostering camaraderie and collaboration among students, faculty, and guests. Notable statistics from the event include the setup of 34 stalls, including 16 from the Student Corner. The Job Fair attracted participation from 35 companies, with over 540 confirmed aspirants. Marketverse garnered interest from 24 colleges, while the Whiz Quiz, scheduled for March 23rd, will feature over 450 students competing in the Grand Finale.



Alumni Testimonials



Varun Rai
Batch: 2023-2025

My journey at Sahyadri College of Engineering and Management was transformative. Active participation in the Entrepreneurship Development Club and major events enhanced my leadership and teamwork skills. Being named Best Outgoing Student and placed at Federal Bank were proud highlights of my college life.

Federal Bank- Officer, Sales and Client Acquisition



Nishmitha R Acharya
Batch: 2023-2025

Sahyadri has been a major turning point in my journey. It helped me discover my passion for marketing through engaging club activities and hands-on experiences. With constant guidance and placement support, I honed my skills and secured a role at Jubilant Motor Works Pvt. Ltd. Sahyadri truly prepares you for what's next.

Management Trainee – Sales – Jubilant Motors



Prithvi C Shetty
Batch: 2023-2025

My journey at Sahyadri College of Engineering and Management has been one of growth and learning. Supportive faculty, enriching activities, and placement training helped me build confidence and shape my career. I'm proud to have been placed at EXL Services, Bangalore, as part of the Accounts Receivables team. Sahyadri truly laid the foundation for my professional journey.

Account Executives - EXL



Samarth Kumar R K
Batch: 2021-2023

My MBA journey at Sahyadri has been a remarkable blend of learning, leadership, and growth. Serving as the first President of the autonomous MBA batch and organizing events such as Chakravyuha and Whiz Quiz enhanced my confidence, creativity, and leadership abilities. Sahyadri has truly empowered me to think strategically, lead effectively, and create impact.

Fixed Income Trader- LIC



Niyati M Pai

Batch: 2023-2025

My journey at Sahyadri has been truly memorable and transformative. The supportive faculty and enriching environment helped me grow academically and personally while shaping my placement journey. I'm grateful for the guidance, experiences, and friendships that nurtured my aspirations and prepared me for the future with confidence and purpose.

HR Executive- EXL

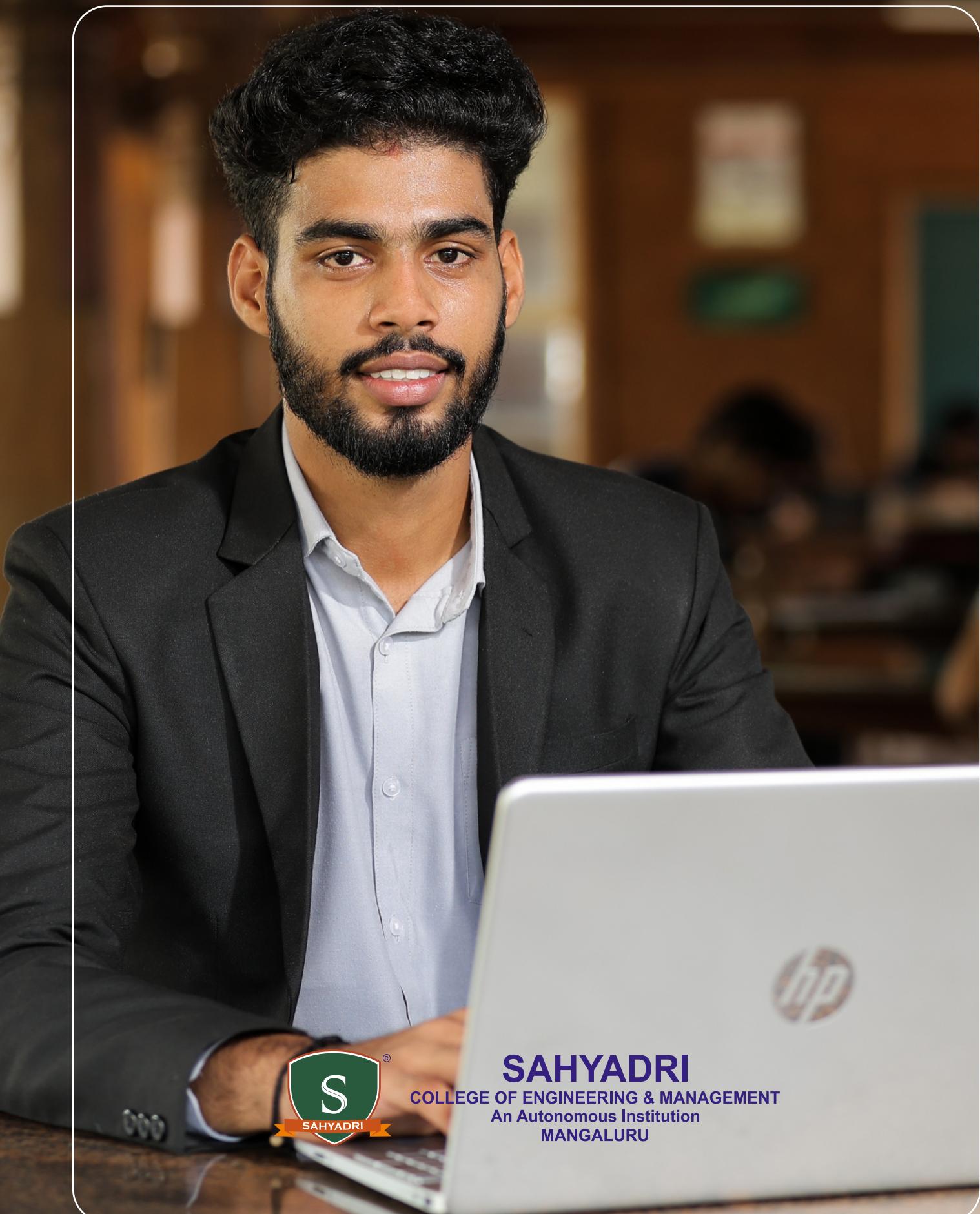


Anusha shetty

Batch: 2023-2025

My journey at Sahyadri College of Engineering and Management has been a remarkable phase of growth and learning. Serving as Vice President enhanced my leadership and networking skills, while the Placement Department's guidance helped me secure a role as an Officer at Federal Bank, Bangalore. Sahyadri has truly been the foundation of my professional and personal growth.

Officer-Sales & Client Acquisition



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