



**Ballari Institute of
Technology & Management**
An Autonomous Institute under
Visvesvaraya Technological University, Belagavi

Celebrating
17
Excellence
Years
of BITM Education



BITM MBA

2-Year PG Program

PGCET CODE B128

**An Autonomous Institute
Driven by Innovation & Passion**

**Additional Certification Programs
from IIM-B & IIT Guwahati**



Founder Chairperson

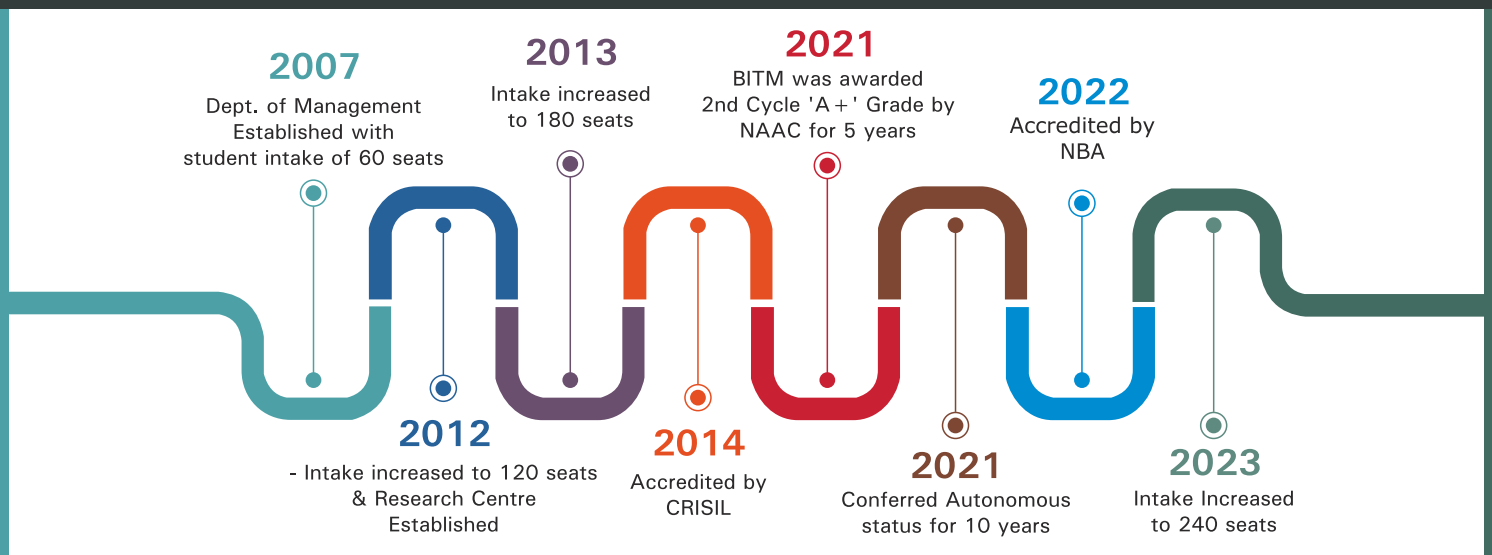


Late Smt. Basavarajeswari
Former Union Minister

After serving the nation for almost four decades, Smt. Basavarajeswari had a vision to provide quality education to the students of Ballari. It was her deep conviction to make education a joyful experience; thus facilitating growth and transformation and fortifying students with the required skills to face constant change and competition. She was also keen on empowering Women with high-quality education and make them eligible for equal opportunities as men.

Her major achievements during her lifetime are :

- Member, Karnataka Legislative Assembly, 1957-72.
- Deputy Minister, Social Welfare & Minor Irrigation, Karnataka.
- Member, Karnataka Legislative Council, 1980-83.
- Only Woman Chairperson of Karnataka Legislative Council (1980-82) till date.
- Member of Parliament 8th, 9th & 10th Lok Sabha from Ballari Constituency from 1984 to 1996.
- Union Minister of State for Women & Child Development, 1993-1995.
- As a Union Minister represented India in World Women's Conference at Beijing, China in 1995.
- Participated in SAARC Meeting and travelled & addressed people in many foreign countries.
- Founder Chairperson, Tungabhadra Education Health & Rural Development Trust[®], Ballari, 1981.



Dr. Yashvanth Bhupal, B.E. M.S., Ph.D.
Chairman



Prof. Y. J. Prithviraj Bhupal, B.E., M.Tech. (Aust)
Director



Dr. Janet Jyothi D'Souza

Dr. Janet Jyothi D'Souza holds a Bachelor degree in Commerce and Master of Business Administration from Mangalore University. She was awarded with Ph.D from Mangalore University on the topic "A Study of Efficiency of Indian Stock Market" She is a Professor and Heads the Department of Management Studies at Ballari Institute of Technology and Management, Ballari. She is a Professor and has been teaching Management for over 15 years and also a self-starter, who embraces new ideas and creates innovative methods for implementing Management teaching and learning processes. She has attended and presented more than 50 research papers in national and international conferences, published 38 research articles in peer reviewed and scopus indexed journals. She won the Third Prize in Twelfth AIMS International Conference at IIM Kozhikode. She is currently guiding four research scholars for their Ph.D programme in Visvesvaraya Technological University Belagavi. Presently she is also a member of BOE Visvesvaraya Technological University, Belagavi.

Message

Warm Greetings to all the passionate and emerging professionals!

The Two-year MBA program has a rich blend of academic rigour and innovative pedagogy that is continually updated to meet the changing market requirements.

At the heart of our experiential teaching learning process, we use an experiential Lab-based approach, Harvard case studies, strong Capital Market database and Summer Internship projects. We also arrange industry practitioners to deliver lectures, thereby enhancing the industry readiness of students. Our choice-based flexible curriculum allows students to opt for core or dual specialization courses that is aligned to their interests and career aspirations. Strong well designed Industry oriented placement training is imparted with all these initiatives ensure that we maintain quality processes and deliver the best to all our stakeholders. We offer a full portfolio of academic choice, with emphasis in Data Analytics, Logistics and Supply Chain Management, Marketing, Finance and Human Resource Management.

BITM's beautiful campus is well equipped with state-of-the-art infrastructure and facilities with a dynamic environment, providing an ideal educational platform for students to develop professionally.

Join us for an intensive and a fun learning experience in the clean, green and lively campus. We look forward to welcoming you to the BITM-DMS family.

- Dr. Janet Jyothi D'Souza
Head of the Department
Department of Managements Studies



Vision:

'To be a leading B-School by nurturing dynamic leaders and managers through academic excellence, research and innovation'.



Mission:

- To impart ethical and value-based management education with pragmatic insights
- To provide a conducive environment for developing leadership qualities
- To inculcate culture of Entrepreneurship, Innovation and Research

Program / Educational Objectives:

- To provide the students with inter-disciplinary management concepts to solve complex and dynamic real world business problems.
- To develop leadership, critical thinking, team work, and communication skills among the graduates.
- To imbibe the graduates with professional ethics and value for lifelong learning and career enrichment.

Program Outcomes:

- **PO1:** Apply knowledge of Management theories and practice to solve business problems.
- **PO2:** Foster analytical and critical thinking abilities for data-based decision making.
- **PO3:** Ability to develop value-based leadership.
- **PO4:** Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
- **PO5:** Ability to motivate themselves and others in the achievement of organizational goals, thereby effectively contributing to a team environment.

Program Specific Outcomes:

- **PSO1:** To develop and demonstrate skills and competencies by integrating financial models to resolve unprecedented challenges.
- **PSO2:** To demonstrate knowledge, skills and strategies to design effective marketing capabilities in the real world environment.
- **PSO3:** Ability to manage the human capital and ensure effective HR audits for building competitive business.

MBA Core and Dual Specializations

Data Analytics

Data Analytics is a field that involves the use of advanced techniques, tools, and technologies to analyze and interpret large volumes of data. The goal is to uncover meaningful insights, patterns, and trends that can inform decision-making and drive business strategies.

Careers

- BUSINESS ANALYST
- MARKET ANALYST
- BUSINESS INTELLIGENCE MANAGER
- STRATEGIC DECISION MAKER
- RISK MANAGER
- OPERATION OPTIMIZER
- ENTREPRENEURSHIP & INNOVATION
- CUSTOMER RELATIONSHIP MANAGER
- SUPPLY CHAIN MANAGER

Logistics

Logistics and Supply Chain Management are critical components of modern business operations, focusing on the efficient and effective movement of goods and services from the point of origin to the point of consumption.

Careers

- LOGISTICS AND SUPPLY CHAIN ANALYST
- OPERATIONS MANAGER
- SUPPLY CHAIN MANAGER
- INVENTORY MANAGER
- STORAGE AND DISTRIBUTION MANAGER
- PROCUREMENT MANAGER

Finance

Pursuing **Finance** as a specialization in an MBA (Master of Business Administration) program provides a comprehensive understanding of financial principles, strategies, and management. It equips individuals with the skills and knowledge required to navigate the complex world of finance within the context of business.

Careers

- FINANCIAL ANALYST
- INVESTMENT BANKER
- CORPORATE FINANCIER
- RISK MANAGER
- PORTFOLIO MANAGER
- FINANCIAL CONSULTANT
- PRIVATE EQUITY ANALYST
- HEDGE FUND MANAGER
- CREDIT ANALYST
- CHIEF FINANCIAL OFFICER
- VENTURE CAPITALIST
- BUDGET ANALYST

Human Resource Management (HRM)

Human Resource Management (HRM) is a critical aspect of business strategy, focusing on the effective utilization of human capital to achieve organizational goals. Pursuing HRM as a specialization in an MBA (Master of Business Administration) program provides students with a comprehensive understanding of managing people and shaping workplace dynamics.

Careers

- HUMAN RESOURCE MANAGER
- EMPLOYEE RELATIONSHIP MANAGER
- PAYROLL MANAGER
- TALENT ACQUISITION MANAGER
- STAFFING MANAGER
- GLOBAL HR MANAGER
- HR ANALYTICS SPECIALIST
- HR INFORMATION SYSTEMS MANAGER
- DIVERSITY & INCLUSION MANAGER
- HR CONSULTANT

Marketing

Marketing is a fundamental component of business strategy, encompassing activities that facilitate the exchange of goods and services between businesses and consumers. Pursuing Marketing as a specialization in an MBA (Master of Business Administration) program provides students with a comprehensive understanding of consumer behavior, market trends, and strategic approaches to promote products and services.

Careers

- BRAND MANAGER
- PRODUCT MANAGER
- MARKETING MANAGER
- DIGITAL MARKETING MANAGER
- MARKET RESEARCH ANALYST
- SALES MANAGER
- ADVERTISING MANAGER
- PUBLIC RELATIONS MANAGER
- SOCIAL MEDIA MANAGER
- MARKET DEVELOPMENT MANAGER
- RETAIL MANAGER
- CUSTOMER RELATIONSHIP MANAGER

DEPARTMENT OF MANAGEMENT STUDIES,

BITM - MBA CONGRATULATES

STUDENTS OF MBA FOR SECURING GOLD, SILVER & BRONZE MEDALS IN INDIA'S PRESTIGIOUS SWAYAM IIMB CERTIFICATION

INDIAN INSTITUTE OF MANAGEMENT -IIMB SWAYAM

*TOTAL **142** STUDENTS SECURED SWAYAM IIMB CERTIFICATION FOR THE YEAR 2024

www.bitm.edu.in
fb.com/bitmbellari15

Placements for the 2023 & 2024 Batches

Highest Salary Package **₹18 LPA**

Average Salary Package **₹4.5 LPA**

Since inception, the students of the BITM have been much sought-after by the industry. Our students have been placed in reputed and renowned organizations with attractive pay packages.



Kiran Kumar Rathod
₹18 lakhs p.a.
 Batch - 2022-24



Manjesh V. R.
₹15 lakhs p.a.
 Batch - 2021-23

172 Placements in 2022-23

and

100 Placements in 2023-24

(as on 1-7-2024 and still in progress)

Prominent Campus Recruiters



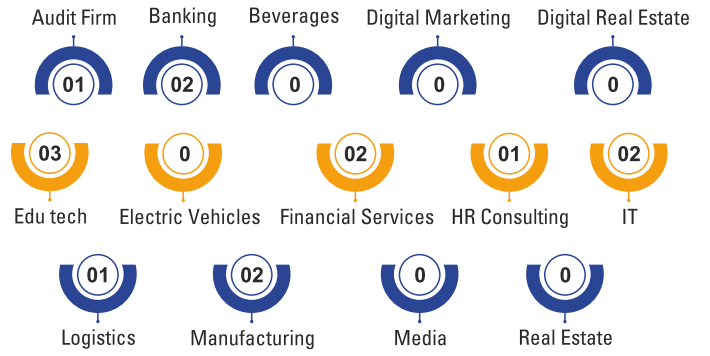
Mr. Sham K.
Placement Relations Head
Mobile: 99005 59315
placement@bitm.edu.in / sham@bitm.edu.in

Sector-wise Placements 2023



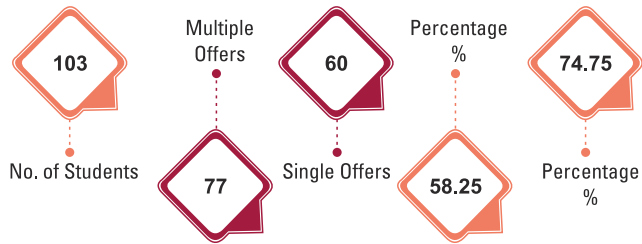
Total : 52

Sector-wise Placements 2024

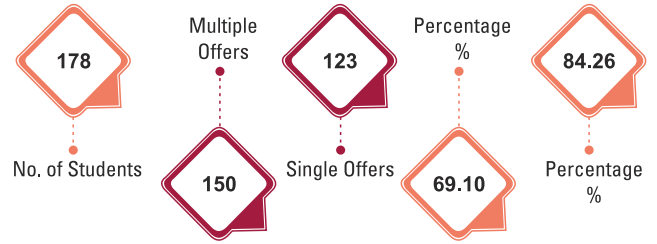


Total : 14*

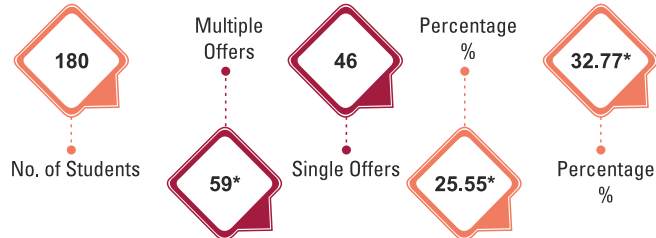
Placement Details 2022



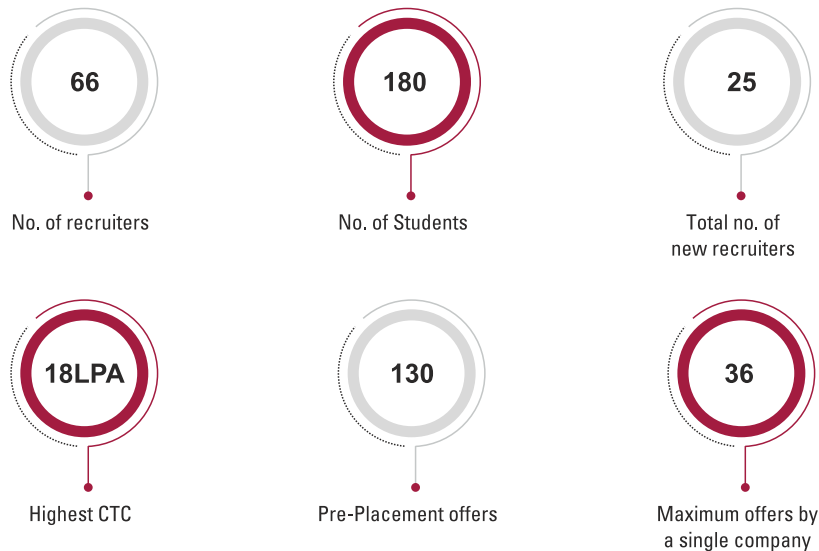
Placement Details 2023



Placement Details 2024



Summary



Career Opportunities in Top Industries



Learning Management Tools



Training Session on “Navigating the Capitaline Database”



On-Campus Clubs

The campus life is enriched with Student Clubs and other value-added initiatives, viz.,

- **Manav** - HR Lab
- **Maverick** - Marketing Lab
- **Finwhiz** - Finance Lab
- **Big Ants** - Movie Club
- **Knowledge Café** - Knowledge Sharing Center
- **We Care** - CSR initiatives
- **3-Bay** - News Room



Industrial Visits



Halley's Blue Steels Pvt Ltd., Ballari.



Kirloskar Ferrous Industries Ltd., Koppal.



Co-operative Milk Producers Societies Union Ltd. (KMF) of Raichur, Ballari & Koppal Districts.



Minera Steels and Powers Pvt. Ltd., Yerbanahally Village, Sandur, Ballari Dist.

Industry Connect, MoUs & Centres of Excellence

- Infosys Campus Connect - Recognized as an Advanced Partner College.
- An IBM Centre of Excellence for Cloud Computing, Big Data Analytics and Mobile Application Development.
- State-of-the-Art Flexible Manufacturing and Conditioning Monitoring Robotics Lab in Collaboration with MTAB.
- Wipro Talent Next Program for JAVA Full stack.
- Texas Instrument University Program State-of-the-Art VLSI & Embedded System Lab.
- National Instruments Lab View Centre of Excellence.
- Harita TECHSERV (TVS Group) SIEMENS NX Design, NX Tooling, Total Machinery Handling and CATIA V5.
- Automation Anywhere University, USA for Robotic Process Automation Certification.
- Permanent Member of Confederation of Indian Industries (CII).
- Permanent Member of All India Management Association (AIMA).
- JSpiders and QSpiders - Java & Testing Centre of Excellence/ Finishing School.
- State-of-the-Art Solar Energy Lab under the Collaboration of PMKVY.



Guest Speakers



Dr. Amitab Anand
Associate Professor,
Excellia Business School
La Rochelle, France



Prof. Olga Granado
Professor,
University of Seville, Greater Civil Law
Metropolitan Area, Spain



Dr. Rajendra M. Inamdar
Professor
KLS GIT, Belagavi.



Ms. Namrata Arora
Director
Business Development-Knowise



Ms. Sharayu Patil
HR-SK HR Services



Mr. Asish Panda
Vice President
JSW Steel Limited (Safety & FS)-Toranagallu



Mr. Vineet Srivastava
Head - Partner Program
Zero Code Learning



Mr. Vimalsha
Senior Analyst
Standard Chartered GBS Pvt. Ltd.



Ms. Mishthy Sablania
Certified Soft Skill Trainer,
Career & Communication Coach
Byju's & Great Learning



Dr. Harshavardhan N. Bhavsar
Professor
Department of Management Studies,
IMSCD & R, Ahmednagar.



Ms. Ragini Randhawa
CEO
Innovations Unlimited
Training Services, Bangalore.



Dr. Parul Sharda
Associate Professor
Department of Management Studies,
MediCaps University, Indore.

Certification Platforms offered

Swayam IIM-B
Courses

INFOSYS
Spring Board

Specialization
Certificate Course

ICT Academy

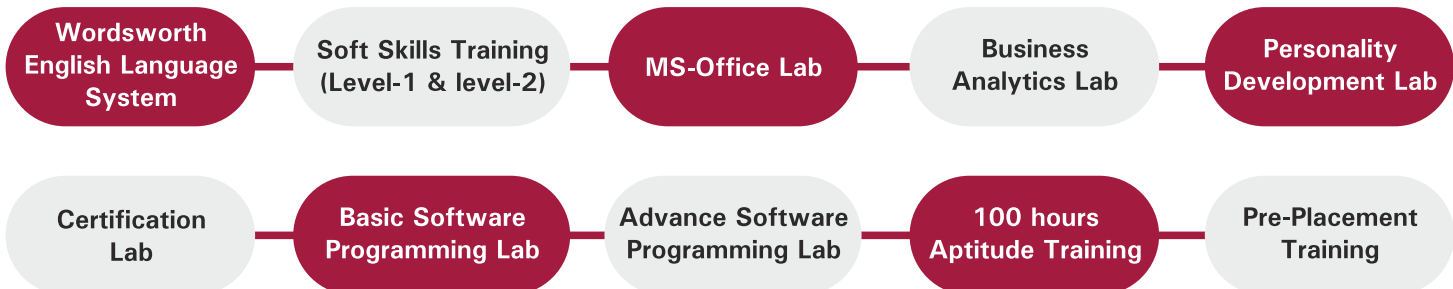
Google
Certification

IIT Guwahati

Facilities

- Well-equipped Classrooms
- Digital Library
- Computer Lab
- Wi-Fi enabled Campus
- Smart-Class Rooms
- Hostels - (Separate hostels for Boys & Girls)
- Cafeteria
- Knowledge Centre (Library) with Digital Content
- Incubation Centre for Start-ups
- Functional Lab
- In-house Coaching for Competitive Exams (IBPS, PG CET, CS, CMA & CA etc.)
- Wordsworth English Lab
- Alumni Portal for Networking
- MOU with ICT Academy

New Initiatives



For further details, contact:

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Prof. Dinesh K.
MBA
Asst. Professor
Mobile: 0-81520 87770

Prof. Y. J. Prithviraj Bhupal
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Dr. Yadavalli Basavaraj
B.E. M.Tech, Ph.D
Principal
Mobile: 0-99024 99388



BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(An Institution of T.E.H.R.D. Trust®)

NAAC ACCREDITED AND AN ISO 9001:2015 CERTIFIED INSTITUTION
(Recognized by Govt. of Karnataka, Approved by AICTE, New Delhi &
an Autonomous Institute under Visvesvaraya Technological University, Belagavi.)

"Jnana Gangotri" Campus, Ballari-Hosapete Road, Near Allipur, Ballari-583 104, Karnataka.
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