

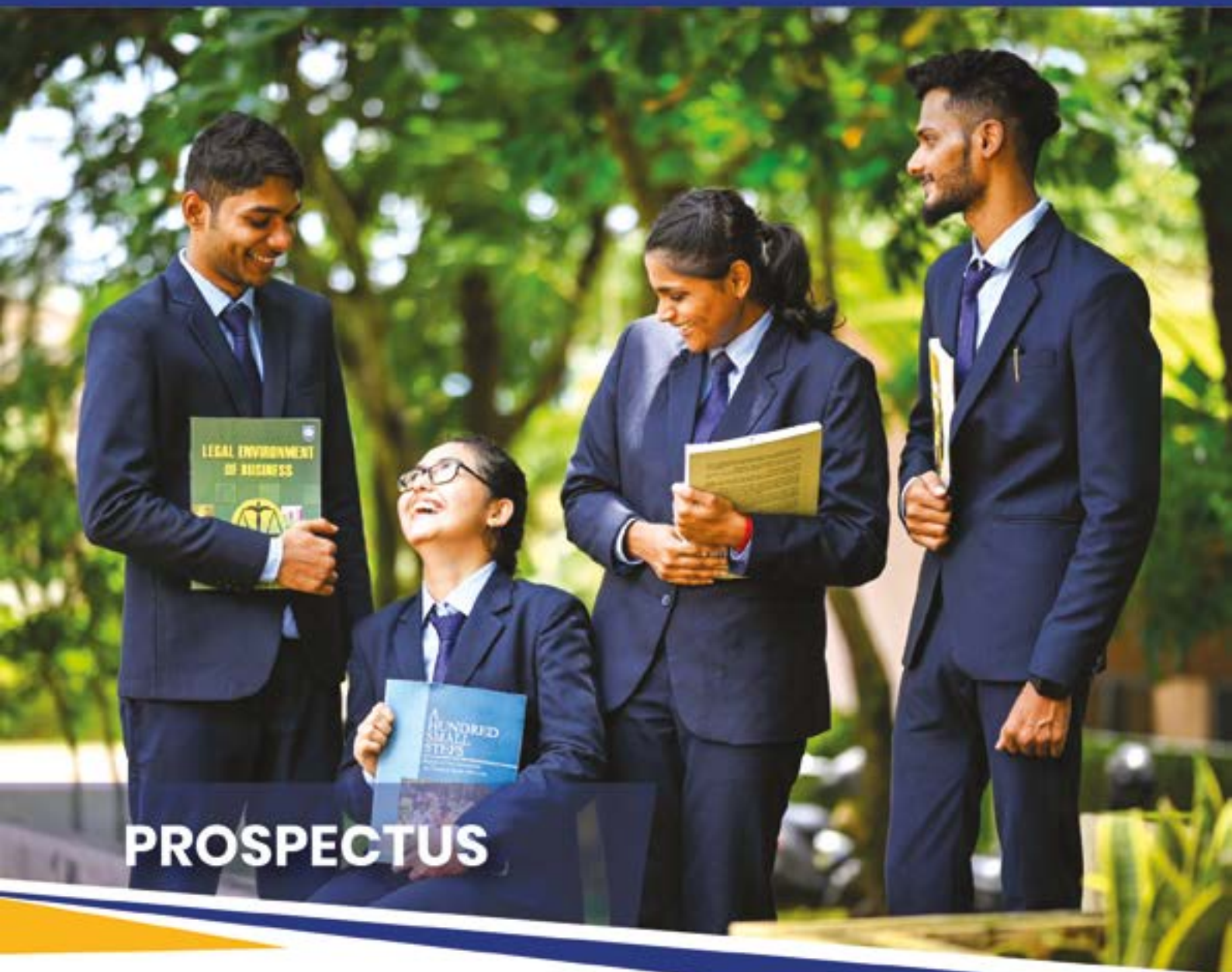


MSNIM



# MANEL SRINIVAS NAYAK INSTITUTE of MANAGEMENT

Affiliated to Mangalore University | Approved by AICTE | Reaccredited by NAAC with 'A' Grade  
MSNIM Besant Campus Airport Road, Bondel, Mangaluru - 575008, Karnataka



## PROSPECTUS

**26**  
**YEARS OF**  
**MANAGEMENT**  
**EDUCATION**

**Build your**  
**CAREER in**  
**an Established**  
**B-SCHOOL**





**Our sprawling  
Campus with  
State of the  
art Facilities**

## **Educational Hub**

Nestled in the coastal belt of Karnataka, the districts of Dakshina Kannada and Udupi have been renowned as centres of academic excellence. Often referred to as the “Temple of Learning,” it draws students from all across the country and the world for its emphasis on values, discipline, and quality education, transforming it into an excellent place for learning and leadership.



## About Mangaluru

Manel Srinivas Nayak Institute of Management (MSNIM) is located in Mangaluru, a vibrant coastal city in the State of Karnataka. Situated along the Arabian Sea, Mangaluru is not only known for its magnificent beaches and lush greenery but also for its thriving commercial ecosystem. Being a major port city and a hub for the export of tiles, coffee, and cashew, it plays a key role in business landscape. The city popularly known as the birthplace of several nationalized banks further emphasizes its status as a centre for business and innovation, making it the perfect framework for academic and professional growth at MSNIM.

## Our Founder



### **Dr Annie Besant**

**1847-1933**

The Institute draws inspiration from our founder, who was a prominent British socialist, theosophist, women's rights activist, writer and orator and supporter of Irish and Indian self-rule.

---



### **Sri Manel Srinivas Nayak**

**1913 - 1991**

The institution derives its name from this great stalwart, as a tribute to his contributions to the growth of Besant Institutions. A multifaceted personality - a political leader, social worker, temple trustee, banker and a great educationist he brought about transformational development of Women's National Education Society, which gave birth to several new institutions through his visionary leadership.



# Members of the Governing Body



**Sri Manel Annappa Nayak**  
President, WNES



**Sri Jeevandas Narayan**  
Vice President, WNES



**Dr. Manjula K.T**  
Vice President, WNES



**Sri P. Suresh Pai**  
Secretary, WNES



**SRI AJITH KAMATH**  
Correspondent, WNES



**Sri V. Leeladhar**  
Former Deputy Governor  
Reserve Bank of India



**Sri Raghava Kamath**  
Ex. General Manager  
Corporation Bank



**Dr. P. S. YADAPADITHAYA**  
Former Vice Chancellor,  
Mangalore University



**Dr. Rajesh K Nayak**  
Director, College of Banking  
& Financial Studies, Oman



**Sri Mukund Kamath**  
Proprietor, Ideal Ice Cream  
Mangalore



**Ms. Vathika Pai**  
Proprietor, Vathika International  
Travels, Mangalore



**Dr. Ishwara P.**  
Professor,  
Commerce Department  
Mangalore University



**Dr. Puttanna K.**  
Professor, MBA Department  
Mangalore University



**Dr. Molly S. Chaudhuri**  
Director, Manel Srinivas Nayak  
Institute of Management



**Dr. Reema Agnes Frank**  
Associate Professor  
Manel Srinivas Nayak Institute of  
Management



**MRS.NANDITHA SUNIL**  
Assistant Professor, Manel  
Srinivas Nayak Institute of  
Management

**The Regional Officer**  
All India Council for Technical  
Education SWRO, Bangalore

**The Director**  
Technical Education,  
Govt of Karnataka, Bangalore

Reaccredited by NAAC with 'A' grade in the  
Third Cycle.





## Graduate Attributes:

**Knowledgeable:** Graduates are capable of applying knowledge and skills to real world situations and are digitally literate.

**Good Planning and Execution:** Graduates are effective task and deliverable planners and executors, ensuring the project's success.

**Critical and Analytical Thinking:** Graduates are open to, and reflect on new ideas, evidence and assumptions to arrive at logical solutions to problems.

**Adaptability:** Graduates are capable of adapting to a variety of scenarios in the global environment and continually self-develop themselves.

**Communication Skills:** Graduates can effectively collaborate and confidently communicate ideas and information to attain personal and professional objectives.

**Social Responsibility:** Graduates contribute positively to their profession, environment and society.

**Empathy:** Graduates gain the ability to understand and share others' feelings.

**Creativity and Innovation:** Graduates seek to develop creative and effective responses in new ways and form ideas to overcome challenges.

## The Vision

To be a Centre of Excellence in Management Education, Research, Consulting and leadership.

## Mission

To disseminate knowledge, skills and entrepreneurship culture in management through transformative learning experiences, research, and industry engagement.

## Core Values

**Student Centric:** Foster a student-centric environment, which enhances quality learning leading to professional excellence.

**Integrity:** Commitment to academic freedom, fairness, honesty, transparency and accountability in all our activities and actions.

**Ethical behavior:** Create a learning atmosphere that encourages responsible, moral behaviour based on ethical principles and values.

**Sustainability:** Provide learning opportunities for all students to develop the necessary knowledge, skills, attitudes, and values to contribute to a sustainable future.

**Collaboration:** Provide a welcoming, supportive and collaborative learning environment for our stakeholders through cooperation, participation, and knowledge sharing.

**Inclusiveness (Diversity):** Cultivate an open and accepting community by respecting and treating all staff and students equally and fairly.

**Growth orientation:** Focus on building a culture of continuous improvement, embracing change with excellence to meet the future challenges and committing to meet the best standards.

# Director's Message



The corporate world is an ocean of unlimited opportunities. The right qualifications, backed with passion, perseverance and intelligent effort enable one to reach the pinnacle of success. An MBA is the perfect qualification one needs to pursue a career as a management professional in today's corporate world. MBA equips you with professional knowledge and skills to improve your competence and puts you on to a good start in your career.

At Manel Srinivas Nayak Institute of Management, we welcome students who dream big and are eager to invest of themselves in their future. Our academic regimen is fully geared to bring out the best in you both through building a sound conceptual foundation and giving you practical industry exposure. The rigorous training that you receive with us will prepare you for facing challenges ahead with vision and confidence.

By opting for Manel Srinivas Nayak Institute of Management, you would be choosing the right institute to hone yourself for a brighter future as a management professional. We are a pioneering institute of this region, enjoying an educational legacy of over a hundred years. Our modern campus provides all that you need and more to prove your mettle. Furthermore we give you opportunities for interaction with top CEOs and Industry experts. Our placement services and alumni too are something to draw assurance and inspiration from.

Whether you plan to join an organization as an executive or desire to start your own business as an entrepreneur, our education will give you the cutting edge to perform better and attain success. How organizations work, how to make sound decisions, how to accurately identify opportunities and threats, and how to engage in team work are some of the basic resources that build one's managerial acumen. At our institution, we ensure that you gain the right inputs into the making of an able manager — something that will stand by you for your lifetime.

I look forward to seeing you shine as a brilliant student on our campus and wish you a bright future as successful managers and entrepreneurs.

**Dr. Molly S. Chaudhuri**

Director  
Manel Srinivas Nayak Institute of  
Management (MSNIM)





## About the Institute

The institute is guided by the wisdom of corporate leaders on Governing Board like Mr. V. Leeladhar, Former Dy. Governor, Reserve Bank of India, Sri Manel Annappa Nayak, President of WNES and others.

The inspiring saga of Besant Institutions began in 1918 when Dr. Annie Besant, the renowned social reformer, laid the foundation stone for Besant Primary School at Kodialbail in Mangalore. The school witnessed the visits of prominent freedom fighters such as Mahatma Gandhi and others.

Women's National Education Society (WNES), Mangalore established in 1943 took over the school administration from the Theosophical Society. Since then, the institution has recorded continuous growth under the leadership of its visionary administrators namely the late Manel Srinivas Nayak, late B. Damodar Prabhu, late Manel Krishna Nayak and the late Prof. P. P. Gomathi.

Their farsighted initiatives resulted in the establishment of seven institutions, namely Besant Pre-Nursery School, Besant Higher Primary School (Kannada Medium), Besant High School (Kannada Medium), Besant English School, Besant National Pre-University College, Besant Women's College and Besant Evening College.

In 1999, WNES spread out its wings to launch its most prestigious academic venture — the Manel Srinivas Nayak Institute of Management - on a new campus situated at Bondel, in the outskirts of Mangalore. This is today the flagship institution of WNES, being widely recognised as a frontrunner in modern management education.

In addition to offering a full-time course in management, the institute plans to offer a number of specialized Management Training Programs, Management Development Programs, Executive Development Programs, Certificate courses in Management and to organize seminars and workshops in collaboration / association with reputed institutions and universities in India and abroad.





## MBA Program

The two year regular MBA program is affiliated to Mangalore University and is approved by AICTE, New Delhi and Government of Karnataka. The Institute has been reaccredited with A grade by NAAC in 2024

This MBA program is spread over 4 semesters, where students are introduced to the fundamental concepts in Management in the first year, and can opt for specialized subjects among Human Resources, Finance, Marketing, Hospital Administration, Logistics Management and Banking & Insurance in the second year. Students will undergo Summer Internship Training after the second semester, and Project work after the third semester, which exposes the students to the realities of the business world.

### Teaching pedagogy

- Blended learning - Classroom & Online
- Group discussions
- Case analysis
- Seminars and Presentations
- Industry visits and Interactions
- Role plays
- Internship and Live projects
- Peer learning by students
- Lectures by International Faculty & Speakers
- Special guest lectures by industry experts and professors of practice.

# Course Structure MBA

## First Semester

- Modern Organisation and Management
- Business Accounting and Finance Organisational Behaviour & Communication
- Information Technology and Business
- Economics for Managers/ Business Analytics
- Project Management

## Second Semester

- Human Resource Management
- Marketing Management
- Indian Business Environment
- Business Research Methods
- Business Ethics and Social Responsibility
- Financial Services

## Third Semester (Hard Core)

- Entrepreneurship and Start-ups
- Strategic Cost Management
- Operations Research

## Electives (Soft Core)

### Finance

- 1) Strategic Financial Management
- 2) Investment Analysis and Portfolio Management
- 3) Tax Planning

### Marketing

- 1) Marketing Research & Consumer Behaviour
- 2) Promotions and Distribution Management
- 3) Retail Management

### Human Resource

- 1) Learning and Development
- 2) Employees Relations Management
- 3) Stress Management

**Hospital Administration**  
**Logistics Management**  
**Banking & Insurance**

## Fourth Semester (Hard Core)

- International Business Environment
- Project Report

## Electives (Soft Core)

### Finance

- 1) Behavioural Finance
- 2) International Financial Management
- 3) Corporate Financial Restructuring

### Marketing

- 1) International Marketing Management
- 2) Services Marketing
- 3) Rural Marketing

### Human Resource

- 1) Global Human Resources Management
- 2) Compensation Management
- 3) Performance Management

**Hospital Administration**  
**Logistics Management**  
**Banking & Insurance**

## MBA + Value Added Courses:

- Business Analytics
- Aptitude
- Life Skills/Soft Skills
- Design Thinking

- Digital Marketing
- Tally
- Advanced Excel
- SPSS
- GST
- Entrepreneurship
- Artificial Intelligence
- Labour Laws





## BBA Program

The Bachelor of Business Administration (BBA) program, affiliated to Mangalore University and approved by AICTE, is a three-year undergraduate course spread across six semesters. It is designed to provide students with a strong foundation in business principles and management practices.

The curriculum blends theoretical knowledge with practical applications, equipping students with essential skills in areas such as marketing, finance, human resources, and entrepreneurship. The program also emphasizes communication, leadership, and problem-solving abilities, preparing students to meet the demands of a dynamic business environment. With a focus on both academic and professional development, the BBA program opens pathways for higher studies like MBA as well as entry-level managerial roles in various sectors.

### Teaching pedagogy

- Blended learning - Classroom & Online
- Group discussions
- Case analysis
- Seminars and Presentations
- Industry visits and Interactions
- Role plays
- Internship and Live projects
- Peer learning by students
- Lectures by International Faculty & Speakers
- Special guest lectures by industry experts and professors of practice.

# Course Structure BBA

## First Semester

- Language – I
- Language – II
- Principles of Management
- Business Accounting I
- Contemporary Marketing Management
- Business Organization/E-Commerce/ Economics for Managers
- Constitutional Values

## Second Semester

- Language – I
- Language – II
- Business Environment
- Business Accounting II
- Work Force Management
- Production and Operations Management/ Computer Applications in Business/ Foreign Trade Management
- Environmental Studies

## Third Semester

- Language – I
- Language – II
- Organizational Behavior
- Corporate Accounting I
- Basics of Financial Management
- Retail Management/Human Resource Development/ working Capital Management
- Executive Development & Soft skills

## Fourth Semester

- Language – I
- Language – II
- Quantitative Techniques
- Corporate Accounting II
- Professional Communication
- Advertising and Media Management/ Performance and Welfare Management/ Security Analysis and Portfolio Management
- Employability skills

## Fifth Semester

- Business Taxation I
- Strategic Management
- Auditing & Corporate Governance
- Modern Bank Management
- Legal Framework for Business
- Internship/Project/Company Analysis

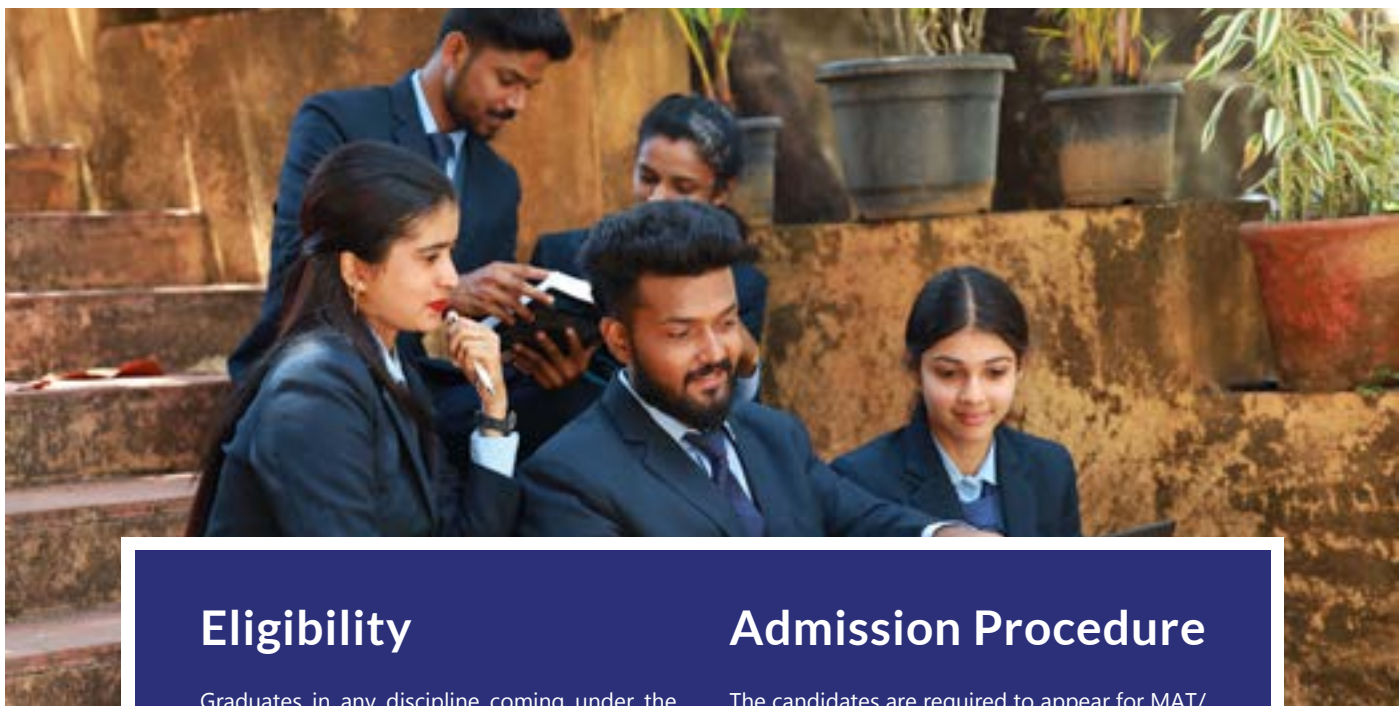
## Sixth Semester

- Business Taxation II
- Entrepreneurship and Business Opportunities
- Costing for Business Decisions
- Event Management and Public Relations
- Indian Corporate Law
- Research Methodology

## Eligibility

10+2 or equivalent from recognized Board in any discipline with a minimum of 60% marks (50% for SC/ST/CATEGORY1) in aggregate including languages are eligible.





## Eligibility

Graduates in any discipline coming under the 10+2+3 scheme with a minimum of 50% marks (45% for SC/ST/CATEGORY1) in aggregate including languages from a recognized University are eligible.

## Admission Procedure

The candidates are required to appear for MAT/ CAT/CMAT/KMAT for admission on merit under management quota. The students aspiring for admission through the government quota have to appear for PG CET conducted by the Karnataka Examination Authority (KEA).

## Why MSNIM ?

- A sprawling Exclusive Campus
- ICT enabled Classrooms, AC Seminar Hall & Auditorium
- Wi-Fi enabled e-Campus, State of the art Computer lab
- Well stocked Library with Online journals
- Faculty with excellent Academic, Research and Industry credentials
- Industry interface through Summer Internship Program, Industrial Visits and Projects
- Corporate Mentoring
- Societal interface through myriad outreach activities
- Value Added Courses
- Excellent Placements
- Attractive Scholarship for Merit Students
- Bank Loan Assistance
- Indoor and outdoor Sports Facility
- Hostel Facility for Boys and Girls
- Counselor on call



## Scholarships

As heirs to a priceless heritage of values from a honorary past, the institute tirelessly strives to bring higher education within the reach to all the young men and women who seek it, offering attractive scholarships to the economically disadvantaged but academically aspiring students.

## Dual Scholarship to Meritorious Students

### Academic Excellence Scholarships:

The students who excel in academics during the programme spread over six (BBA) and four (MBA) semesters are eligible for Management Sponsored Academic Excellence Scholarships

## BBA

### Entry Level:

Students with 60% and above in their Examination are eligible for Entry Level Scholarship on Management Quota admissions.

## MBA

### Entry Level:

Students with 70% and above in their Bachelor Degree Examination are eligible for Entry Level Scholarship on Management Quota admissions.



## Training & Placement

The institute has a full-fledged Placement Cell and a full time Training & Placement Officer to ensure successful conduct of the following twin tasks:

### Placement

The preparation of the students for the final placement commences on day one at our institute. Training sessions on self-introduction, cracking aptitude test, crafting resume, group discussion and micro presentation are arranged on a regular basis and resource persons from industry are invited to conduct these sessions. Students are encouraged and assisted to appear for competitive Exams like IBPS, NET, IAS, and KAS etc. The history of the institute, good corporate relationship and strong alumni network are the cardinal forces behind the successful placement drive of the institute. Leading corporate recruiters have visited us for Campus selection. Over 1000 alumni are currently pursuing fast-track careers in prestigious organisations.

### Summer Internship

This is an unique program which offers opportunities for students to integrate the fundamental concepts imbibed in the classroom with the realities of the business world.

- To familiarise students with the changing expectations and challenges of the corporates
- To acquaint students with various functional aspects of the organisation
- To groom students for the challenges of the corporate world and thereby enhance the chances of placement
- The Summer Internship is undertaken by the students under the supervision of the company and the guidance of the faculty.

### Corporate Mentoring

Every Student will receive mentoring from a corporate to prepare themselves for the corporate world.





## Activities

Variety of planned activities throughout the year enable the students to tap their best abilities through interactions and hands-on experiences, thereby leading to knowledge enhancement and skill development.

### Samanvaya

A forum to express creativity and talent.

### National and International Conferences

A platform for sharing of knowledge and expertise with professionals, achievers and researchers.

### Live Projects

Where students put theory into practice

### Industry Connect

MSNIM - MRPL Vigilance awareness program and programs in association with Kanara Chamber of Commerce & Industry and CII - Mangalore

### Internal Complaints Committee under POSH

### Edify

An intercollegiate Management Fest

### Agneya

Inter disciplinary Cultural Fest

### Guest Lectures

Regular Guest Lecture programs from the academicians, industry experts and entrepreneurs

### Institute Innovation Council

A forum to develop new ideas and nurture analytical skills

### Incubation Cell

Provide opportunities for the young entrepreneurs to nurture their ideas

### Language lab

Where students expand their communication and leadership skills.

### Entrepreneurship Development Cell

In association with KCCI and ISTD Develop industry specific skill sets

### Women Development Cell

Foster gender equity, sensitivity and safety

### Chilume, Chaithanya

Outreach programs to engage with the community for overall development

### Corporate Campus Connect

Tie up with Corporates who interact with the students

## What Makes Us Special

A distinctive feature of the institute is the "I WANT TO KNOW" series. Five distinct platforms where stalwarts in the field of business, management, health and other professions share their insights.

### MSNM Knowledge Series

Leading Industry professionals engage students in meaningful discussion on contemporary issues

### MSNM Dialogue Series

Professional managers and industry icons share their success stories with the institute in dialogue with our institute mentor Sri. V. Leeladhar, Former Deputy Governor, RBI.

### MSNM Health Series

Prominent Health professional educate the students on various aspects of Health and Fitness

### MSNM International Series

An online series facilitating students industry interaction

### MSNM Alumni Series

Alumni will share their professional knowledge with the students

# Our Faculty



**Dr. Molly S. Chaudhuri**

MBA (Marketing), MPhil (Management) PhD  
(Knowledge Management)  
Director

Dr. Molly has two and a half decades of work experience in academics and industry. She is a member of the Core Team of CII for Knowledge Management and also a member of the Knowledge Management Global Network. Certified Knowledge Manager from International Knowledge Management Institute, USA; Certified L&D Manager from Carlton Advanced Management Institute, Facilitator & Corporate Trainer, Past Division Director for Division F, District 121 of Toastmasters International. Life member of MMA, CASK, ISTD and Member of Kcommunity of Bangalore. She is a Research Guide under Viswesvaraya Technological University, Belagavi and Mangalore University. Member of CII Mangalore. She has presented and published papers in leading national and International journals including Scopus & indexed journals.



**Dr. Reema Agnes Frank**

MBA(HRM), (PhD.)  
Associate professor

She has 15 years of experience in both industry and academia. 3 years of work experience as a HR Manager in a Dubai based interior furnishing company. She has worked for VTU affiliated MBA colleges for the past 9 years. She has got PhD under Visvesvaraya Technological University in the area of Human Resource Management. She has presented many papers in national and international conferences and reputed journals.



**Dr. Shilpashri A**

PhD, MBA (Finance), NET(JRF)  
Assistant Professor

Dr. Shilpashri is a Gold Medallist in MBA and has secured 3rd rank in BBM. She works as an independent researcher and also as an educational vlogger in her own YouTube channel 'Study Management' that covers various management related topics. She has presented her research papers in several National and International Conferences. Her research papers have been published in various edited books and peer reviewed journals.



**Dr. M.P. Hrishikesh**

M.com, M.Phil, Ph.D  
Senior Professor

Dr. M.P. Hrishikesh, former Director of MSNIM (2005-2008), is a devoted senior professor with more than 40 years of distinguished service in management studies. He has a Ph.D & a Specialisation in commerce and management. He has fostered a lifelong passion to achieve teaching excellence by leveraging creativity of young minds. Under his able leadership as a professor & Director, many new initiatives were introduced Like, International placements and entrepreneurship mentoring. He has on numerous opportunities, supported MSNIM students to develop their agility, critical thinking and moral compass. To drive home the point, he has focused students learning towards corporate citizenship so that a blueprint for tomorrow's business leaders can be visualized. His academic and administrative experience has made him a charismatic and distinguished personality of the teaching profession. Under his able stewardship in many acclaimed universities & management institutions, academics have reached greater heights with a fair-weather academic environment in management. His continued contributions to the development of MSNIM has been invaluable.



**Dr. Shilpi Saha**

B.Tech, MBA (Indian Institute of Information Technology, Allahabad), Ph.D. (HR & Analytics)  
Associate professor

She has over 8 years of academic experience with 1 year of faculty experience in NITK Surathkal. She is UGC-NET qualified and she has 9 journal publications (Scopus and ABDC indexed) with an h-index of 3 and over 100 citations. She has hands-on experience in SPSS, Structural Equation Modeling and Bibliometric analysis softwares. She has conducted many Research workshops. Her research interests include Organisational Behaviour, Business Analytics and Human Resource Management. She is a Research guide under Mangalore University. She has presented and published papers in international management conferences conducted by several IIMs and IISc.



**Dr. Aditi N Kamath**

B.Com, M.Com, Ph.D  
Assistant Professor

She was a research scholar at the Department of Commerce, MAHE Manipal, where she pursued her Ph.D. focused on behavioral Finance. She holds an M.Com in Accounting and Finance from Kuvempu University and a B.Com from Sri JCBM College, Sringeri. Her scholarly contributions include several publications in reputed journals, such as "Investment Management and Financial Innovations" and "Cogent Economics & Finance," reflecting her expertise in investor sentiment and its effects on financial markets. She has presented her research at prestigious conferences, including IIT Kharagpur. She has a foundation in statistical computing tools like Jamovi, Gretel, EvIEWS, and SPSS, she excels in teaching subjects like Behavioral Finance, Financial Management, and Entrepreneurial Finance. Her teaching tenure includes roles at Sri JCBM College, Sringeri, and MAHE, Manipal.



**Mrs. Nanditha Sunil**  
MBA (Finance)  
Assistant Professor (Finance & Taxation)

An Alumnus of MNSIM, she is from the 2nd batch graduated in 2002. With a corporate experience of over 10 years in IDBI bank and Airtel broadband & landlines services in India, She has also worked with ABN AMRO Bank, Dubai and Studio 52 in Sharjah. She has had part time teaching experience with MAHE Mangalore and with Cambridge University Dubai campus. Her field of interests vary from Entrepreneurship, Banking Taxation and Accounting. She is an IBM trained instructor for Design thinking course. She has trained people for customer care, Behavioural science, Corporate Etiquette, and Communicative English, in the corporate. She is a Research Scholar & has registered for PhD at Srinivas University.



**Mr. Sanath Bhandarkar**  
B.E. (Medical Electronics),  
MBA (Finance), UGC NET  
Assistant Professor

Mr. Sanath Bhandarkar completed his B.E. from BMS College Bangalore and his MBA (Finance) from Amritha Business School, Coimbatore. He is also a UGC-NET-qualified assistant professor. He has 8 years of industrial experience. He is also a temporary faculty member at the School of Management, NITK, Surathkal, and a freelance lecturer who teaches B.com, MBA, and BBA students. He also gives training for students in mathematics, statistics, and reasoning subjects for various competitive exams.



**Mrs. Sathvika H Shetty**  
MCom, MA  
Assistant Professor

An MCom Graduate and also a 1st Rank holder in PGDBN and MA Bharathanatyam from the Mangalore University. Has an academic experience of over nine years. She has presented papers in many national and international conferences and also published articles in reputed journals. Presently pursuing her PhD from Department of Commerce MAHE. She is a committed and enthusiastic educator involved in fostering student growth across academic pursuits and professional placements.



**Ms. Divya Achar**  
MCMS, PGDA, UGC NET  
Assistant Professor

Ms. Divya Achar holds a Master's degree in Communication and Media Studies from St. Aloysius College. She has also completed a Postgraduate Diploma in Advertising, further enhancing her expertise in the field.

With over five years of rich industry experience, Ms. Divya has contributed creative content and impactful taglines to reputed firms, showcasing her skills in strategic communication and branding. In addition to her work in the creative sector, she also brings valuable administrative experience to the academic setting. She is UGC-NET qualified, reflecting her strong academic foundation and commitment to teaching.



**Ms. Manasa**  
MBA (Finance)  
Assistant Professor

Ms. Manasa holds an MBA in Finance from SDM PG Centre for management studies and research, affiliated with Mangalore University, where she distinguished herself by securing the 4th rank in the university. She brings academic excellence and practical knowledge to the classroom, backed by one year of industry experience as Assistant Manager – Operations at Knowsat Private Ltd.

With a strong foundation in finance and a keen interest in teaching, Ms. Manasa is committed to nurturing future professionals by blending theoretical knowledge with real-world applications.



**Mr. Sukesh Rao Pejavar**  
BCom, MBA  
Assistant Professor

Sukesh Rao Pejavar is a seasoned finance professional with an MBA in Finance and over 12 years of experience in the small-scale industry as an Accounts Manager. Throughout his career, he has demonstrated expertise in financial management, budgeting, taxation, and compliance, contributing to the financial stability and growth of businesses. His strong analytical skills, attention to detail, and strategic approach to financial planning have enabled him to streamline accounting processes and optimize financial performance. With a deep understanding of industry dynamics, Sukesh excels in managing accounts, financial reporting, and ensuring regulatory adherence, making him a valuable asset to any organization. An alumna of this institute from the batch of 2008.





**Mrs Arpitha Devadiga**  
MBA

She has over 3 years of total work experience, including 2 years at McAfee Software in Bangalore. She holds an MBA with a specialization in Finance. She also served as a Placement Coordinator for the Department of Business Administration at Sahyadri College of Engineering and Management, Mangalore, for 1 year.



**Mr. Ronald Mascaren**  
MSW

Has an accomplished HR professional with 33 years of experience in Human Resource Management and Administration. Having held senior leadership roles at prominent organizations such as Syngene International Ltd., Jubilant Life Sciences, and HCL Technologies, he brings practical knowledge to academic world. His areas of expertise include Talent Acquisition, Employee Engagement, Learning & Development, and Industrial Relations. Currently, he serves as a part-time faculty member and HR Consultant, while also actively contributing to CSR and sustainability initiatives.



**Mrs. Nisha N. Shetty**  
MA English literature

Is a dedicated educator and certified skills trainer with over a decade of experience in English language instruction and communication skills development. Currently serving as Principal and Head of the English Department at Mahesh Pre-University College, Mangalore, she has conducted numerous workshops and courses at institutions including St. Joseph's Engineering College, Netaji College of Nursing, and A.B. Shetty Educational Institution, focusing on Communicative English, IELTS, and soft skills.

She is a certified trainer accredited by NSDC and ISTD, and holds 'Train the Trainer' credentials from BOSCH. Her work is driven by a passion for enhancing language proficiency and empowering learners through effective training.



**Mrs. Yashmitha**  
MBA

Brings nearly 20 years of experience in the IT industry, including 14 years specializing in Manual and Automation QA. She began her career as a manual tester and progressed to QA Manager, working with top companies like Infosys, Oracle India, and GlowTouch Technologies.

She currently serves as Senior Scrum Master and Head of PMO at CloudLabs Inc., USA. Certified in CSM, ACP, and ICA, she has also played the role of PPQA Head. Since 2019, she has been a guest professor at AJIM, training students in both technical and soft-skills subjects.

# Campus Facilities



## Auditorium & Seminar Hall

Being an active campus with wide ranging academic, co-curricular and extra-curricular activities, the institute maintains a spacious indoor auditorium 'Nethravathi' with a large seating capacity for conducting various programmes and events. This is supplemented with additional conference facilities like 'Swarna', an air-conditioned academy hall and 'Kaveri', a seminar hall to host seminars, workshops etc.

## Sports & Fitness

Our vibrant campus life includes the best of avenues for promoting health and fitness. The institute provides facilities for a wide range of outdoor sports such as Volleyball, Badminton, Cricket, Kabaddi and indoor games like Table Tennis, Carom and Chess.



## Hostel & Food Court

The institute campus includes separate well-furnished hostels for boys and girls. The hostels are well maintained under the disciplinary supervision of a resident warden. The hostels have an excellent food court serving delicious and hygienic food appealing to Indian tastes.

### Library

The institution has a spacious library and reading room with an exquisite collection of management books, related journals and periodicals. The library subscribes to a number of national and international journals and periodicals including Ebscohost online access for extensive reference by the faculty and students.



### Msnim Research Centre (Recognised by Mangalore University)

Being an institution of higher learning, research is actively encouraged in our institute. A research committee headed by the Director facilitates and mentors research activities with the following objectives:

- To enable scholars to pursue PhD in the field of various management areas
- To encourage faculty to take up any funded research of university/AICTE/Government bodies/industries, etc.
- To facilitate faculty and research scholars to take up market research/ business research
- To motivate paper presentation in national and international journals and conferences
- To conduct research workshops, seminars and conferences

### Computer Lab

The PC lab is equipped with latest Dell computers and state-of-the-art technology. Students are encouraged to use laptops and the campus offers Wi-Fi connectivity.





# Msnim Alumni Association (MSNIMAA)

MSNIMAA has a well connected alumni network of over 1,200 students. Most of the alumni of the institute pursue successful careers in various industrial sectors across the globe. They actively take part in the placement drive of the Institute through campus placement assistance. They also share their experience with the present students through lecture in the 'Alumni Speaks' forum. The institute also organizes events for the Alumni with a view to strengthen the bond and corporate networking.



**Mr. Nelson D'Souza**  
(1999-01 Batch)  
Director & Team Head  
Barclays Private Bank,  
Bangalore INDIA

"My career has a very humble beginning . Like any normal young man, I was trying to find a purpose and wanted to achieve many a dreams. Achieving some of these dreams, I owe it partly to my MBA alma mater, MSNIM. The institute gave me a chance in life to have a stepping stone to success with a post graduation degree and the right inspiration instilled by many a teachers who put me on a path to self discovery and self confidence."



**Ms. Reema Shetty**  
(2002-04 Batch)  
Senior Manager - HR, Menzies Aviation  
Kempegowda International Airport,  
Bangalore

"The Institute and the Faculty here showed me that the world is full of possibilities. The passion with which the Faculty involved with the students made us excel in academics. There was a holistic approach to ensure we developed as good Management students and future Managers."



**Ms. Kavitha M**  
(2003-05 Batch)  
Manager-Finance and Controlling,  
Mercedes-Benz Research and  
Development India Pvt Ltd

"The education provided, values imparted, and the peer support has made a huge difference in providing confidence and direction in my Professional endeavour



**Mr. Mahesh Sharma**  
(2006-08 Batch)  
Senior Finance Manager  
Mercedes-Benz Research and  
Development India Pvt Ltd, Bengaluru

"My college days were a cherished and pleasant experience. The faculty members were very compassionate and motivated the students to reach beyond strengths and enrich their knowledge. The credit of my transformation and success will be attributed to this college, which has helped me to be a successful finance professional today.



**Ms Deeksha Punja**  
(2011-13 Batch)  
Asst. Branch Manager  
Karnataka Bank Ltd. Navi Mumbai

"I am fortunate for choosing this institute for they have the excellent and committed faculty striving hard in excelling the students in all dimensions. It has always groomed us towards our career and also boosted our morale what the budding entrepreneurs and managers need through their deeds."



**Mr. Sharan Shetty**  
(2011-13 Batch)  
Territory In Charge  
Reliance - Beverages

"I personally developed within two year of my Master studies at MSNIM , and the level of self confidence, and knowledge about the reality increased a lot."



**Ms. Lathika**  
(2002-04 Batch)  
Technical Recruiter  
Global Talent Acquisition  
Microsoft India

The MBA program at MSNIM helped me bridge the gap by acquiring high-value industry skills, building connections, and preparing for real-world challenges. In retrospective, I feel the three things that contributed most were – my MSNIM batch, my professors, and the wonderful part of the Full-Time MSNIM MBA program and will always be grateful for everything it gave me. I have gained a new perspective into the challenges that businesses face, and it helped me to use the skills and knowledge gained to help add value in the workplace.”



**Ms. Shivani Sudhir Suvarna**  
(2019-21 Batch)  
Senior HR Executive  
Heisetasse Beverages Pvt Ltd.  
(Third Wave Coffee )

It wouldn't be too much if I say “MSNIM has placed an integral part in shaping my life”.

I came out as a fresh graduate with lot of aspiration and was really lucky to get this institute which helped live all of them. My institute not only helped me in my academic excellence but also gave me a platform to showcase my talent and encouraged me to come out of my comfort zone. The motivation and guidance from my faculties helped me secure my first job in my very first attempt. I will forever be thankful to MSNIM.



**MR. Akhilesh B S**  
(2017-19 Batch)  
Tax Analyst Ernst and Young

“Institution has supported, guided and encouraged me to attain the best experience of learning. I got an opportunity to represent the institution in various national and international conferences held during the studies and also presented B-Plan for “i5 Business Summit” held in IIM Indore. Institution also encouraged us to take many initiatives to organize various fests and NGO activities which has enhanced us to lead the best social life.”



**Mr. Bharath Shetty**  
(2011-13 Batch)  
Finance and Administration  
Business Analyst  
IBM India Pvt Ltd. Bangalore

I would like to thank MSNIM institution for being so supportive and helping me throughout to develop my personality thereby making me what I am today. The faculty and college management have been very helpful and friendly.



**Ms. Sonia Philip Dsouza**  
(2020-22 Batch)  
HR Manager  
Reliance Jio Ltd.

“It was a great and wonderful journey in MSNIM. MSNIM family helped me throughout my journey and enhanced my skills and abilities. Thank you MSNIM.



**Ms. Nikshitha B Kulal**  
(2013-15 Batch)  
Senior Financial Service Manager  
ICICI Prudential  
Life Insurance Company

My institution has taught me to keep walking and Survive the test of time.



**Mr. Mohnish N Jathan**  
(2015-17 Batch)  
sales officer  
Ramco Systems

MSNIM boosted my Confidence, Personality, Sharpened my Communication skills & gave me Practical Knowledge...Helped me come out of my comfort zone...



**Ms. Yogitha**  
(2016-18 Batch)  
Zonal Operations Manager  
Astra Zeneca Pharma India Ltd

This is the place which made me be confident, to be self reliant, where I overcame my fears, learned to be independent. I could find a complete package of education with success at MSNIM

# Guest Speakers



**Mr. V. Leeladhar**  
Former Deputy Governor  
Reserve Bank of India  
INDIA



**Dr. Zauldin Ahmad**  
Deputy Vice Chancellor Manipal  
International University - Malaysia  
MALAYSIA



**Dr. Farah Naqvi**  
Assistant Professor  
American University of  
Kuwait



**Mr. Jeevandas Narayan**  
Former Managing Director  
State Bank of Travancore  
INDIA



**Dr. Habibullah Khan**  
Registrar, Global Nxt University  
MALAYSIA



**Dr. Sudhir Ranjan Sen Gupta**  
Advisor to  
Malaysian Universities  
MALAYSIA



**Mr. Raghav Kamath**  
Former General Manager  
Corporation Bank  
INDIA



**Mr. Nelson D'souza**  
Director & Investment  
Advisor Julius Baer,  
INDIA



**Dr. Juhary Ali**  
Dean, Asian E- University  
MALAYSIA



**Dr. Jason Fitzsimmons**  
Dean, Manipal University  
Dubai UAE



**Dr. Mohan Avvari**  
Dean, Nottingham University  
MALAYSIA



**Dr. Rajesh Nayak**  
Director, Training  
College of Banking and  
Financial Studies, OMAN



**Mr. Harmuz A. Bulsara**  
Chief Operating Officer &  
CFO, TATA Asset  
Management Ltd.  
(TATA Mutual Fund)



**Mr. Gurumoorthy Mahalingam**  
Former Whole Time  
Member - SEBI  
Former Executive Director -  
RBI





**Mr. Bobby Pauly**  
Founding Member & Partner  
of the Tata Opportunities Fund  
INDIA



**Mr. Arun Nayak**  
Management Consultant  
Alix Partners, USA



**Dr. Madanmohan Rao**  
Research Director  
Yourstory.com  
INDIA



**Dr. Rajini Kumar**  
University Tunku Abdul Rahman  
(UTAR) MALAYSIA



**Dr. Mamata Bhandar**  
Professor, Global Nxt  
University, Singapore



**Dr. Susela Devi**  
Professor, Sunway  
University, MALAYSIA



**Dr. Syriac Nellikunnel**  
Associate Professor  
Mahasa University  
MALAYSIA



**Dr. Khyati Shetty Datta**  
Abbotsford, British Columbia  
Canada



**Dr. Amitabh Anand**  
Associate Professor SKEMA  
Business School Paris  
FRANCE



**Mr. Sarosh Amaria**  
Managing Director of TATA  
Capital Financial Services Ltd



**Dr. Mujtaba M. Momin**  
Assistant Professor  
HRM at the American  
University of Middle-East,  
Kuwait



**Prof. Akbar Ali**  
Associate Professor  
University Malaysia of Computer  
Science & Engineering - MALAYSIA



**Mr. Mohan Kumar**  
Practice Head  
Cloud Services, WIPRO  
INDIA



**Mr. Rudolf D'Souza**  
Chief Knowledge Officer  
AFCONS Infrastructure Ltd.  
INDIA



**Mr. Umesh Revankar**  
Executive Vice Chairman,  
Shriram Finance Limited

## EMINENT SPEAKERS / VISITORS TO THE CAMPUS

- Dr. Y.V. Reddy, Former Governor, Reserve Bank of India
- Sri Mohan V. Tankasale, Former Chief Executive, Indian Banks Association
- Harish Bhat, Brand Custodian TATA Sons Ltd.
- Sri Pravin Kadle, MD, Former CEO, Tata Capital Ltd.
- Swami Sarvasthananda, Head Ramakrishna Mission, Rajkot
- Sri G. Padmanabhan, Former Executive Director and Former Chairman of Reserve Bank of India
- Sri Prakash Padukone, All England Open Batminton Champion
- Hari Om Roy, Chairman, Lava International Ltd.
- Sri Ullas Kamath, Joint MD, Jyothi Laboratories Ltd.
- Dabbawalas from Mumbai
- Sri Shreepadre, Environmentalist
- Sri Gopal Menon, CFO, Axis Mutual Fund
- Sri Gopal Vittal, MD, CEO, Bharti Airtel Ltd.
- Dr P.S. Harsha, IPS, Police Commissioner, Mangalore
- Dr Srikumar Menon, Director, Narcotics Cell, MAHE
- Sri DB Mehta, Chairman, CREDAI, Mangalore
- Sri K Laxminarayanan, AGM, BIRD, Mangalore
- Smt. Sunalini Menon, CEO, Coffee Labs. Bangalore
- Smt. Laxmi Kumaran, GGM, Marketing Coordination and Branding, MRPL
- Sri Pramod Madhwaraj, Former Minister of Sports Govt. of Karnataka
- Sri Raghunandan Kamath, Chairman, Naturals Icecreams, Mumbai
- Sri Pradeep Pai, Chairman, Hangyo Icecreams Ltd.
- Sri M. Subramanyam, Commissioner of Customs, Central excise & Tax
- Sri George Albuquerque Pai, A. Albuquerque & Sons
- Mr. Panduranga Hegde, Finance Director, Deutsche Bank, Singapore
- Mr. Ratheesh R, General Manager, Union Bank of India

### MoU with:

Kanara Chamber of  
Commerce & Industry, Mangaluru

Vathika International Travels  
Mangaluru

Ideal Icecreams  
Mangaluru

Indian Society for  
Training and Development

Simplus Financial Consultancy  
Pvt. Ltd., Mangaluru

Copernicus Mobility Pvt.  
Ltd., Mangaluru

Member of CII - Mangalore/  
Karnataka

## OUR PROMINENT RECRUITERS





# MSNIM has been consistently achieving 100% results in University examinations.

## MBA Rank Holders from Mangalore University

### 2010-12 Batch



**Ms. Nikitha S. Prabhu**  
3rd Rank

### 2011-13 Batch



**Ms. Deeksha Punja**  
2nd Rank



**Ms. Rithika R. Prabhu**  
6th Rank



**Ms. Pavana**  
2nd Rank



**Mr. Vidyaranya**  
4th Rank

### 2018-20 Batch



**Ms. Megha Narasimha Nayak**  
1st Rank



**Ms. Anusha Kamath**  
3rd Rank



**Mr. Raviraj Kumar**  
3rd Rank



**Ms. Anjana T. V.**  
5th Rank

### 2019-21 Batch



**Ms. Shivani Suvarna**  
3rd Rank



**Ms. Avishma Alva B.**  
1st Rank



**Ms. Lali D. J.**  
3rd Rank



**Ms. Preema Lasrado**  
3rd Rank



**Ms. Jyothisna**  
4th Rank

### 2020-22 Batch



**Ms. Lenisha Shareen Peris**  
1st Rank



**Ms. Chaithra R. Shanbhag**  
2nd Rank



**Ms. Vaishnavi**  
5th Rank

### 2022-24 Batch



**Ms. Anusha Prabhu**  
1st Rank

# BESANT GROUP OF INSTITUTIONS

Besant Higher Primary School

Besant National High School

Besant English School

Besant National Pre University College

Besant Women's College

Besant Evening College

Manel Srinivas Nayak Institute of Management



## MANEL SRINIVAS NAYAK INSTITUTE *of* MANAGEMENT

MSNIM Besant Campus, Air Port Road, Bondel, Mangalore - 575008

Phone: 0824-2482668/ 2482669

**M:** +91 8951303111 / 9482642669 **E:** info@msnim.edu.in **W:** www.msnim.edu.in

### Women's National Education Society

Besant Complex, M.G. Road, Kodialbail, Mangalore – 575 003

**P:** 0824-2492068 **E:** wnes.besant@gmail.com