**NAME :** Ms. K.Manjula

**DESIGNATION:** Assistant Professor

**OVERVIEW (IMPACT STATEMENT):** Academician with 23 years teaching experience, specialized in marketing and finance.

**QUALIFICATION:** Master of Business Administration, UGC NET-Management

**WORK EXPERIENCE:**

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| **1.**  |
| **Period** | **:** | 15.07.2010 till date |
| **Department** | **:** | Business Administration |
| **Institution** | **:** | SJEC |
| **Designation** | **:** | Assistant Professor |

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| **2.**  |
| **Period** | **:** | 01.12.2008 to 13.06.2009 |
| **Department** | **:** | Business Administration |
| **Institution** | **:** | Sahyadri college, Adyar. |
| **Designation** | **:** | Senior lecturer |

**3.**

**Period :** 16/06/2007 to 30/11/2008

**Department :** Hotel Management

**Institution :** Motimahal college, Mangalore.

**Designation :** Senior Lecturer

**4.**

**Period :** 01/01/2000 to29/04/2006

**Department :** Business Administration/Commerce

**Institution :** Govinda Dasa College, Surathkal

**Designation :** Lecturer

**EMAIL:** manjulak@sjec.ac.in

**DEGREE:** Bachelor of Commerce

**PG DEGREE:** Master of Business Administration

**TEACHING EXPERIENCE:** 20 years

**RESEARCH EXPERIENCE: 3 years**

**SPECIALIZATION PH.D: Behavioral Finance**

**SPECIALIZATION PG:** Finance

**SUBJECTS TEACHING AT UNDERGRADUATE LEVEL:**

Financial management, Organizational behaviour, Investment management, Written Executive Communication, Entrepreneur Development Programme, Management and Entrepreneurship, Accountancy, Principles of Management, Mathematics and Statistics, Business and Society, Accounting in Hospitality Management.

**SUBJECTS TEACHING AT POSTGRADUATE LEVEL:**

Entrepreneurship Development, Sales Management, Managerial Economics, Compensation & Benefits, Service Marketing, Integrated Marketing Communication, Project Appraisal and Planning and control, Total Quality Management, Recruitment & Selection.

Financial Management, Indian business environment, Statistics For Management, Advanced Financial Management, Banking and Financial Services, Entrepreneurial Development, International Business Environment, Managerial Communication. Compensation and Reward System.

**TECHNICAL INTEREST:** Google Apps, CANVAS, Excel

**SKILL SET:** Soft Skills

**NATIONAL JOURNALS:**

Published a paper on “Stock Price Movements Through Technical Analysis: Empirical Evidence from Banking and IT sector” was published in ‘Sahyadri Journal of Management’, Volume 2, Issue 2, December 2018, ISSN No. 2456 – 9151.

**PAPERS PRESENTED IN NATIONAL CONFERENCE:**

Presented a paper on “Retail Hospitality and its impact on survival- A study on unorganized Indian Retail Sector” paper presented at the 2nd National Conference on Tourism & Hospitality Industry held on 2nd February 2019 at Moti Mahal College of Hotel Management, Mangaluru.

**WORKSHOPS ATTEND:**

1. Short-Term Training Program (STTP) on “Innovative Approaches in Teaching Pedagogy” held from 14 to 19 June 2021 Sahyadri College of Engineering and Management, Adyar, Mangaluru.

2. Participated in a Webinar on “ Research Methodology and Data Analysis” held from 17th to 20th June, 2020 organized by Karnataka Science and Technology Academy.

3. Participated in TEQIP 1.3 sponsored Five Day Program on “Outcome Based Education and NBA Accreditation” on 30th December 2019 to 03rd January 2020 conducted at St Joseph Engineering College, Mangaluru.

4. Participated in VTU Consortium Training Programme on “E-Resources for Academic Excellence” on 20th September 2019 conducted at St Joseph Engineering College, Mangaluru

5. Participated in three day workshop on “Feel Teacher” on 22nd, 23rd &24th January 2019 conducted by CLHRD, Mangaluru.

6. Participated in Seminar on “Enhancing Foreign Trade in India” organized by FIEO and EXIM Bank of India on 12th January, 2016.

7. Participated in FDP on “Course Design and Management” conducted by St Joseph Engineering College on 16th July to 18th July 2018

8. Participated in Faculty Development Refresher Program on “New Age Skills for Excellence in Teaching conducted by St Joseph Engineering College on 16th February 2019.

9. Participated in FDP on “Case Method of Teaching and Case Writing” held on 12th July 2016 organized by Department of Business Administration, SJEC.

10. Participated in Two day workshop on “research methodology” conducted at SJEC, Vamanjoor as on July 2014

11. Participated in Three day workshop on “NBA” conducted at SJEC, Vamanjoor as on July 2014

12. Participated in the faculty development programme on “TQM for enhancing competency for quality teaching” held on 23rd august, 2013 at Sahyadri college of engineering and management, Mangalore.

**WORKSHOPS/SEMINARS ORGANIZED:**

1. Convener of MDP on “Leadership skills for Women Entrepreneurs” conducted on 18th January, 2019.

2. Convener of FDP on “Case Method of Teaching & Case Writing” conducted on 12th June, 2016.

**WORKSHOPS/SEMINARS CONDUCTED AS RESOURCE PERSONS:**

1. Delivered a Talk on “Financing & How to start a Business?” to the students of Electronics and Communications, SJEC on 14th January, 2022.

2. A resource person in district level workshop on business studies for the lecturers of P.U colleges in 2005.

**NUMBER OF ACADEMIC PROJECTS GUIDED (UG):** 10

**NUMBER OF ACADEMIC PROJECTS GUIDED (PG):** 100

**AWARDS AND ACHIEVEMENTS**

1. Completed IUCEE Online Teaching Course, with distinction which was conducted by IUCEE during July to October 2020**.**

2. Completed NPTEL certified course on “Performance and Reward System” and awarded “Elite+Silver” certificate in the year 2019.

3. Received appreciation certificate from American Hotel & Lodging Educational Institute in the year 2008 for service as instructor of ‘Hospitality Industry Financial Accounting’ in recognition of contributions to the advancement and support of training and education in the hospitality industry.

4. Received Rajya Puraskar award from the Governor of Karnataka for “The Best Guide” in the year 1994.

**DETAILS OF MEMBERSHIP IN PROFESSIONAL BODIES**

1. President for SJEC Toast Masters Club, Mangaluru. (2023)

**DETAILS OF MEMBERSHIP IN ACADEMIC BODIES**

i) BOS member, SJEC, Vamanjoor.

ii) Examiner, M.B.A, V.T.U., Belgaum

iii) Examiner, M.B.A., Aloysius Institute of Management and Information Technology, St. Aloysius College (Autonomous), Mangalore.

**ADMINISTRATIVE RESPONSIBILITIES:**

1. Coordinator of NBA criteria 5 & 9 (2024)

2. Coordinator of NBA criteria 5, 7 & 8 (2020)

3. Department Coordinator for AICTE “360-degree Feedback.”

4. Department Coordinator for AICTE ‘Mandatory Disclosure”.

**INTERESTS / HOBBIES:** Cooking, Gardening

**OTHER RELATED INFO:**

1. Completed IUCEE Online Teaching Course, with distinction which was conducted by IUCEE during July to October 2020.

2. Completed NPTEL certified course on “Emotional Intelligence” in the year 2018.

3. Completed NPTEL certified course on “Foundation course on Managerial Economics” in the year 2019.

4. Completed NPTEL certified course on “Performance and Reward System” in the year 2019.

PERSONAL WEBSITE LINK: <http://bitly./manjulak>