



**VeerasaivaVidyavardhaka Sangha's,**  
**SMT. ALLUM SUMANGALAMMA MEMORIAL COLLEGE FOR WOMEN,**  
Sri TogariVeerappanavaraDattiAvarana, GANDHI NAGAR, BALLARI-583103.

**Recognised under section 2(f) and 12(B) of the UGC, Accredited by NAAC with B+ Grade**  
**(Affiliated to Karnataka State Akkamahadevi Women's University, Vijayapura)**

Website: [www.smtasmc.org](http://www.smtasmc.org) Ph.: 08392-256756: Email: [smtasmc@gmail.com](mailto:smtasmc@gmail.com), [iqacasmc@gmail.com](mailto:iqacasmc@gmail.com)

## Department of Management Studies (BBA Programme)

Smt. Allum Sumangalamma Memorial College for Women is one of the premier institution in the Hyderabad-Karnataka region of the state, shouldered the greater responsibility of fostering Women education which was established in the 1969 by the prestigious Veerashaiva Vidyavardhaka Sangha, Ballari.


Keeping in pace with the growing demand for Management courses on the trend of Privatization, Globalisation and Liberalisation and Ballari is recognised as Steel City, the Gulbarga University has permitted to open different professional and self financing courses. The V.V.Sangha, Ballari has recognised the importance and realised the necessity of opening the Management Course in our College. Hence, the BBM course was commenced in the year 1996-97 with the initial intake of 30 students. Because of growing demand for management course in the year 2002-2003 the permission limit was increased from 30 to 40 students.


As per the recommendation of Nanjundappa Committee, the Government of Karnataka has started a separate Women's University for Karnataka state in Vijayapura in the year 2007. Hence, our College is now affiliated to K.S.W.U., Vijayapura.

The year 2010 was a landmark in the history of our Department because in that year the "Business Laboratory" was inaugurated for the exclusive benefit of the students pursuing Management course. This Laboratory is well equipped with 32 computers with latest configuration. The dedicated faculty of the department identifies every promising students and help in boosting their confidence and competence by conducting extra classes, special coaching and tests. Similarly, the slow learners are also identified by the respective staff dealing with the subject and taken care of by tutorials and special remedial classes. This is evident in the form of feedback obtained in parents-teachers meet and mentoring system in practice in the College.

The faculty is consistently engaged in motivating the students to organise marketing fairs, exhibitions, seminars and workshops at regular intervals. Sri ChannappaKotwal, also woked as Co-ordinator for the BBA, Sri. Ajith Paul, Sri. Umesh K.E., Ms. Gayathri M.P., Sri. Rajashekharappa, Sri. Bheemeshwar, Sri. Ramesh, Ms. Sreevani, Ms. Bhagyashree also served the Department for few years.

At present, there are four full time faculty members viz., Sri. Umesh. K.E., Smt. Ashwini. P, Smt. Aishwarya Lakshmi.K, Smt. Rini Gattina, Smt. Pushpa T , have been working in the Department. Apart from, all the Staff members are regularly attending the State Level, National Level and International Level Seminars, Conferences and Workshops and presenting papers at regular intervals. Thus, the department is growing by leaps and bounds with the unsolicited co-operation from the Management, Principal, the Teaching and Non-Teaching Staff members and above all the students in general and parents in particular.

  
Co-ordinator  
Dept. of Management Studies  
ASM College for Women  
BELLARY

  
IQAC, Co-ordinator  
Smt. Allum Sumangalamma Memorial  
College for Women, Ballari-583103

  
Principal  
Smt. Allum Sumangalamma Memorial  
College for Women, Ballari-583103