

# CURRICULUM VITAE

**BASAVARAJ S MAMMANI**

H.No. 10-234\6

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## CAREER OBJECTIVE:

To pursue a challenging and motivating career that will utilize and strengthen the skill that I possess and to be a part of successful team of individuals who thrive on challenges, where in my skill and ability will enhance the company's success and there by own growth.

## ACADEMIC RECORD

- **M.PHIL** From **Techno global University, Meghalaya**
- **COMPLETED MBA** from **Appa Institute of Engineering & Technology Dept of MBA (VTU), Gulbarga.**
- **SUPER SPECIALISATION IN MARKETING (VTU)**
- **B.Com** from **S B College of Commerce, Gulbarga, Karnataka**
- **PUC commerce** from **S B College of Commerce, Gulbarga, Karnataka**
- **SSLC** from **S B Residential School Gulbarga, Karnataka**

## WORKSHOPS ATTENDED:

- **"Personality Development"** Conducted by **George Judah**, former Director Symbiosis institute of management Pune.
- **"Brand management"** Conducted by **Harish bijoor**, brand guru from Bangalore.

## EXTRA CO CURRICULAR ACTIVITIES

- First place in group dance in **Gulbarga Ustav.**
- First place in photography in **Pratibha Youth Festival 2010.**
- **BEST STUDENT AWARD** from the collage for 2 years.

## PROJECT

- I worked as trainee in **KMF in Gulbarga** unit as part of Project Report for 2 months "Study the **consumer awareness** of **Nandini Milk and Milk products** with the impact of **promotional activities** at KMF, Gulbarga"

## **WORK EXPERIENCE**

- I am working in APPA Institute of Engineering & Technology Dept of MBA (VTU) as Asst Professor Since from 10/12/2010 to till date, Gulbarga

## **ARTICLE DETAILS**

<b>Sl. No.</b>	<b>Name</b>	<b>Title of Paper</b>	<b>Publication citation</b>	<b>citation</b>	<b>International Journal</b>
1	PROF BASAVARAJ S M	Ethics in integrated Marketing Communication	Review of Research	Volume 3, Issue 5, Feb -2014	International ISSN 2249-894x
2	PROF BASAVARAJ S M	Management Information System In Retail System	Indian Stream Research Journals	Volume 4, Issue 3, April - 2014	International ISSN 2230- 7850
3	PROF BASAVARAJ S M	Packaging Act as a Silent Salesman	Indian Stream Research Journals	Volume 4, Issue 5, June -2014	International ISSN 2230- 7850
4	PROF BASAVARAJ S M	Customer Relationship Management	Innovative Thoughts	Volume 1, Issue 5, April -2014	International pISSN 2321 -5453
5	PROF BASAVARAJ S M	Interactive Media Path in Educational Technology	Indian Stream Research Journals	Volume 4, Issue 5, June -2014	International ISSN 2230 -7850
6	PROF BASAVARAJ S M	Information Technology & communication Implementation In Rural India	Conflux Journal of Education	Volume 1, Issue 12, May-2014	International pISSN 2320 -9305
7	PROF BASAVARAJ S M	Supply chain management with Vision 2025	e-Library Science Research Journal	Volume 2, Issue 9, July-2014	International ISSN 2319-8435

## **PERSONAL PROFILE**

**NAME** : **BASAVARAJ S MAMMANI**  
**DATE OF BIRTH** : 05-11-1984  
**SEX** : Male  
**MARITAL STATUS** : Single  
**PERMANENT ADDRESS** : H.No.10-234/6  
Bhramphur vinobo chowk  
Gulbarga – 585103.  
**LANGUAGES** : English, Hindi & Kannada.  
**STRENGTH** : Self Confidence, Patient Listening, Quick Learner, Creativity optimistic and team player.  
**HOBBIES** : Traveling, making friends, dance, Internet Browsing

Declaration

I hereby declare that the above information is true to the best of my knowledge and belief.

Place: GULBARGA

Date:

**(BASAVARAJ S M)**