

MITE

Department of MBA

News Letter 2019-20



Mangalore Institute of Technology & Engineering (MITE)

(An ISO 9001:2015 Certified Institution)

(A unit of Rajalaxmi Education Trust® Mangalore)

Affiliated to the Visvesvaraya Technological University (VTU), Belgaum, Karnataka

Recognised by All India Council for Technical Education (AICTE), New Delhi

CHAIRMAN'S DESK

We understand that by education, we are not just teaching our students but are providing them with a career, highly competent professional career and at the same time contribute their best in the service of our nation and the world. This, by no means, is as easy as said, but we have accepted this challenge at the very start of the institution and encouraged with the success, are determined to carry forward with it, enthusiastically, into the future. We treat our student community as our valuable customers and we do not aim at mere customer satisfaction but take it far beyond to approximate the pinnacle of Customer Delight.

Our "Secret of Excellence and beyond" is simply our performance, always aiming at perfection. This has been achieved consistently, year after year, by adopting an approach integrated across the entire Organisation to delight the Customers by meeting their stated and implied needs and our associates and well wishers work for continuous improvement of our Service Delivery system with proper problem solving and problem preventing tools and methodologies.

A well know expert in the field of Education has very rightly opined that "Teaching is fifty percent Preparation and fifty percent Theatre". All members of our faculty have deep knowledge in their own discipline coupled with good working knowledge in allied subjects. Further, they possess superlative teaching skills coupled with proper attitudes to equip the students with

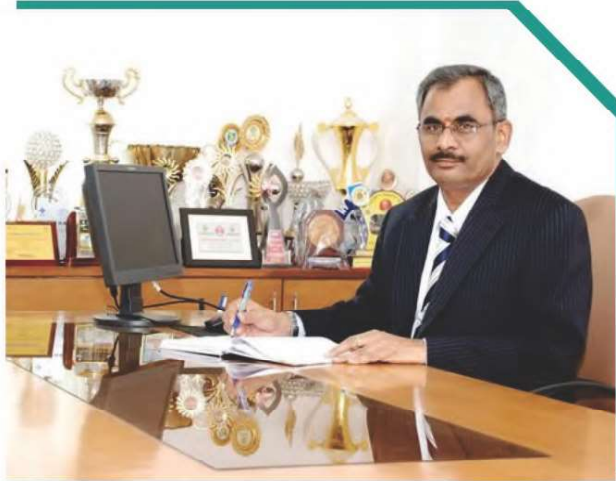


required (and beyond!) knowledge, skills and attitudes while grooming them as excellent human beings and highly competent professionals in their own fields. This has always been our focus and stands out as a predominant factor in the "Secret of our Excellence and beyond".

Please allow me to close my opening remarks by reiterating our intense commitment to the globally accepted principle that "There is no substitute to hard work, performed smartly". We are very happy to say that our "Vision" and "Mission" statements are extremely valuable to every one of us and our efforts to live them in our day to day life is the sum and substance of our Performance and that really is the Secret of achieving Excellence and the journey beyond aimed at perfection in Education and Supporting Research.

With Sincere Regards and Best Wishes
Rajesh Chouta

PRINCIPAL'S MESSAGE



It is my great pleasure to know that the fourth volume of the Dept of MBA magazine is ready to release. Various activities conducted on our esteemed department and achievements of our students are very well presented. It helps to recognize creative and hidden talents of the students.

MBA department is in the 13th academic year and has recorded an immense growth over the period. Industry oriented regular training opportunities are provided by establishing the necessary infrastructure in our institution, so that the students can learn beyond the university prescribed syllabus, Continuous positive developments in infrastructure and academic standards have helped us in branding our department and we are able to achieve an enviable position due to efforts by the committed students, dedicated faculty and highly supportive management. I express my whole hearted thanks to all those who have contributed the articles and ensured the quality of our magazine.

Dr. G L Easwara Prasad

HOD'S MESSAGE



MITE MBA – An Experience!!

We at MITE MBA believe that Management cannot be taught within the four walls of a class room. While theories of Management definitely have a role to play in the overall scheme of things, one has to experience management to learn it. It is to be imbibed and not mugged up.

During the two years that our MBA students are here in the campus we provide them a series of activities and give tasks, performing which takes them through the much needed experience. One learns as one goes through these day-to-day experiences, of course, under the guidance of our experienced and highly accomplished faculty members for whom training and moulding the students is a passion more than anything else.

Chronicled here are the activities and achievements of the department, all of which have become a reality only because of the active involvement of students. Students perform various activities under the banner of many student-led clubs. We have the functional clubs like the Finance Club, HR Club, Marketing Club, Research Club and Social Clubs like the Eco Club and the CSR Club. Students also actively work under the MOUs we have with several outside organisations.

I thank all the faculty members who have taken it as a dedicated mission to educate our students. I also thank the management and I wish each and every student all the very best in life.

Jayadeva Prasad Moleyar

MANAGLORE INSTITUTE OF TECHNOLOGY AND ENGINEERING

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(A unit of Rajalaxmi Education Trust)



DEPARTMENT OF BUSINESS ADMINISTRATION

ANNUAL REPORT 2019 - 20

Contents: List of activities 2019-20

Sl No	Date	Resource Person	Topic	Venue	Activity
1	24.06.2019 To 01.07.2020	Department	PGCET training program to MBA Aspirants Round - 1	Online class	Department
2	27.09.2019 To 01.10.2019	Orientation program	Orientation Program	Auditorium 3	Department
3	10.12.2019	Department	Industrial Tour	Soans Farm, Moodbidri	Department
4	10.12.2019	Department	Industrial Tour	OMPL, Mangalore	Department
5	23.08.2019	FDP Program	"Advanced Trading Strategies in F&O"	Auditorium-2	Department
6	08.11.2019	Prof Shanti, Singapore	Team building activity	Kadalakere	Department
7	08.07.2020	Dr. Suphala Kotian	Coping with COVID Times	Online class	Department
8	13.09.2019	Mr.Sheraz, Alumni	Mobile Phone industry business strategy	Auditorium-2	Marketing
9	31.08.2019	Mr.Jagannath Kamath P	Sales Management in Elevator Industry	Auditorium-2	Marketing
10	13.12.2019	Mr. Venkatesh Bhat & Mr. Lee	Search Engine Optimization	Auditorium-2	Marketing Club
11	29.05.2020	Mr.Ananth Thanthri	Practical approach to sales process	Online class	Marketing Club
12	24.06.2020	Ms. Preethi Bala	Retention and Employer Branding	Online class	Marketing Club
13	2.07.2020	Students of I MBA	Chindia V/s Make in India - Panel Discussion	Online class	Marketing Club
14	12.09.2019	Students of HR Club	Koushalya Vikas I	Jain School, Moodabidre	HR Club
15	13.09.2019	Students of HR Club	Koushalya Vikas 2	Govt School Thodar	HR Club
16	13.09.2019	Students of HR Club	Koushalya Viaks 3	Govt School, Ajekar	HR Club
17	13.09.2019	Students of HR Club	Koushalya vikas 4	SVT Karkala	HR Club
18	03.09.2019	Mr. Srinivas Rai	Wage code and IR	Auditorium- 2	HR Club
19	2.11.2091	HR Club members	Speak to Lead	Auditorium-3	HR Club
20	18.11.2019	Mr. Dheeraj Shetty	HR Score Card	Class room 304	HR Club

21	20.11.2019	Prof. Audri Pinto	Personality test	Auditorium 1	HR Club
22	23.11.2019	Mr. Suchin Suvarna	Talent Acquisition	Class Room 304	HR Club
23	21.09.2019	Mr. Umesh Rao	Basics of Direct Tax	Auditorium 2	Finance Club
24	26.10.2019	Prof. Varun and Prof. Ajith DMello	Investment portfolio competition	Class room	Finance Club
25	2.11.2019	Dr. Jayashri shetty	Finance Quiz	Class room	Finance Club
26	12.11.2019	Mr. Ramachandra Bhat	BSE – Equity markets	Auditorium 2	Finance Club
27	12.06.2020	Mr. Gurusundar Ram	International Financial Market	Online class	Finance Club
28	07.07.2020	Mr. Santhosh Prabhu. CA	Forex Management	Online class	Finance Club
29	30.08.2019	Mr. Kartik Kumar	Career Strategy in the Money ball Era	Auditorium-2	Career Guidance
30	26.10.2019	Mr.Santhosh Rao	Expectations from MBAs	Auditorium-2	Career guidance
31	31.10.2019	Dr. Lokesh	SPSS training	Auditorium-2	Research Club
32	3.11.2019	Students of CSR Club	Visit to special school Manasa	Manasa special school	CSR Club
33	20.09.2019	Students of CSR Club	A Day with Special Kids	Spoorthi special School	CSR Club
34	11.09.2019	Dr. Shashikala	Dengue Awareness Programme	Govt school Moodbidri	CSR Club
35	5.1.2020	Students of CSR Club	Visit to Orphanage	Sneha Deep, Mangalore	CSR Club
36	09.03.2020	Students of ECO club	Street Play	Moodbidri Bus Stop	ECO Club
37	20.09.2019	Students of ECO Club	Save Tree Save Environment	Paladka School	ECO Club
38	12.06.2020	Students of ECO club	World Environment Day	Online class	ECO Club

Program 1: PGCET training program to MBA aspirants

MBA aspirants, planning to appear for the PGCET-2020 & KEA were given online training by the faculty members of MITE-MBA. The schedule of the program was as below.

Round 1 - 24th June to 1st July 2020 ; Round 2 – 9th July to 14th July 2020

Round 3 – 3rd August to 14th August 2020 ; Round 4 - 9th October to 12th October 2020

The program started on 24th of June with the key address by Prof. Jayadeva Prasad, HOD, Department of MBA. He explained the procedures to apply for PGCET. There were 124 participants registered for the program. This program went on for one week covering all



The poster is for a webinar series titled "Webinar Series on Training programme for PGCET(MBA)". It is organized by MITE (Mangalore Institute of Technology and Engineering), an ISO 9008:2015 Certified Institution and Accredited by NAAC, located in Moodbidri, Department of Master of Business Administration. The poster lists three speakers: Prof. Jayadeva Prasad M (Professor and Head, Dept. of MBA, MBA from IIM Ahmedabad), Prof. Ram Balasubramanian (Visiting Faculty, MBA from IIM Calcutta, Master's degree in international Management from Arizona), and Prof. Shanti Sekhar (Visiting Faculty, MBA from New Port University, California, Master's in Engineering from National University of Singapore). The webinar is scheduled for On: 24/06/2020 at Time: 10:30AM. For registration, the website www.mite.ac.in and the URL shorturl.at/qvADI are provided. A QR code is also present. The poster includes the MITE logo and the tagline "Where Stones Turn into Diamonds".

subjects like Quantitative Analysis, Proficiency in English Language, Test of Reasoning and General Intelligence and General Knowledge. Contents covered under quantitative analysis included Numbers, H.C.F & L.C.M. Under test of Reasoning and General Intelligence, seating arrangements, coding and decoding, clocks, blood relations and family tree, odd man out, statement – conclusion, verbal analogies, non - verbal analogies directions and series were covered. Contents under proficiency in English Language were antonyms, one word substitutes, sentence corrections, idioms

and phrases, spot the errors, change of voice, synonyms, change of speech, spellings and sentence completion. General Knowledge covered current affairs related to the Indian economy, polity, art & culture, science and technology, business and finance, sports, famous personalities, education, national and international events.

Students were given questions to practice at home. Question papers of earlier years were sent on daily basis and their doubts were clarified. Along with these materials, we also suggested online apps and websites for reference that helped students to understand the concepts better.



Prior to the week of commencement of exam, final round of revision was conducted from 9th to 12th of October, to refresh the previously dealt concepts. All the students participated enthusiastically. After each session students were asked to give feedback. They felt it was an useful program during this pandemic which could help them to crack the PGCET test. They were very happy and we received positive feedback from the students.

Program 2: Orientation program to new batch of MBA students

From 27th September to 1st October 2019, orientation program was conducted to welcome the batch of 2021. It was a four day grand event which was inaugurated by Mr. Rajesh Chouta, Chairman of Rajalaxmi Education Trust and Dr. G. L. Easwara Prasad, Principal of the institution. The program included sessions from the industry leaders who addressed the future managers about the importance of management education and its applicability in the industry. The need to develop right attitude during the college days were emphasised by the corporate leaders.

Mr. Dheeraj Shetty from JBF petrochemicals emphasised on the knowledge and need to acquire maximum knowledge during these two years. Mr. Dheeraj Karkera of Swiggy highlighted on various aspects of management attitude while Mr. Sreenivasa Ramanujam of TCS spoke about the expectations from the MBA graduates in Industry. Mr. Nihar of Cavance addressed the future managers about right attitude that has to be developed during the student days. Mr. Santhosh Srinivasa of Evry India explained how performance counts in industry and how students should prepare to become performance oriented individuals. Mr. Murthy from Ashva fitness club articulated on the need to have a strong body to develop a strong mind.



The detail of the program is as below.

Date	Time	Speaker	Organization
27-09-2019	10:00 AM	Inauguration	MITE
27-09-2019	2:00 PM	Dheeraj Shetty	JBF Petrochemical
28-09-2019	10:30 AM	Srinivasa Ramanujam	TCS
28-09-2019	11:45 AM	Nihar G R	Covance
30-09-2019	9:00 AM	Santhosh Srinivasa	Evry India
30-09-2019	2:00 PM	Abhijit Karkera	Swiggy
01-10-2019	2:00 PM	Murthy R K	Ashva Fitness club

INDUSTRIAL VISITS

Program 3: Soans farm, Bannadka, Moodbidri

On 10th December 2019 1st year Students of MBA department visited Soans Farm, Bannadka, Moodbidri. Soans Farm is located about 40 KM from Mangalore on National Highway 13. It has developed over years as a centre for innovative agriculture.



Dr. L. C Soans interacted with students, in his discussion he spoke of diversification strategy in agri business. He also spoke about benefits of diversification in farm business. Knowledge on labour management in agriculture, supply chain management in farm business and organic farming were the key learning from the visit. Students got opportunity to

see the entire farm and different variety of crops. Students also learnt about commercialization of farm products by processing the agricultural output using some simple technology.

Program 4: Industrial visit to OMPL Mangalore.

On 10th October 2019, 2nd year students of MBA department visited ONGC Mangalore Petrochemicals Ltd. (OMPL), Mangalore. It is a company promoted by Oil and Natural Gas Corporation Limited (ONGC) is situated at Mangalore Special Economic Zone (MSEZ).



Mrs. Vidya Malya, Head - Training Centre, ONGC Mangalore Petrochemicals Ltd (OMPL), welcomed all students and faculty members. She began her session with her introduction and about ONGC Mangalore Petrochemicals Ltd. (OMPL). She explained the importance of HR in corporate life and four segments of HR function i.e. establishment, employee data, and recruitment & selection policy. Students got to learn the practical applications of the concept in the industry.

Program 5: FDP – Advanced trading strategies in Futures and Options

On 23rd August 2019, a faculty development program was organised. The program was attended by over 40 faculty members of different institutions. It was very helpful for the faculties to get exposed to these financial operations. The session was addressed by Master of the Ceremony Prof. Verina D'Souza which was continued with welcome speech by Prof. Abhaya



Kumar, Senior Assistant Professor. Secondly, Dr. Krishna kanchan, Principal SDPT College, Kateel addressed the gathering on the topic - Options. Our beloved principal Dr. G. L. Easwara Prasad delivered Presidential remarks. In his Keynote address, Mr. Vinaya Bhat J, General Manager, Karnataka Bank, briefly explained about the Options and its operations in practical situations.

The resource person Mr. Dhaval Rajendra Desai – Manager advisory team, Anandarathi share and stock brokers ltd., discussed about trading strategies in option. The second resource person Mr. Shankar- Area Head North India Sales of Geojit Financial Services Ltd spoke about exchange traded currency derivatives. Lastly vote of thanks was conveyed by Prof. Ajith D'Mello.

Program 6: Team building activities – Kadalakere visit.

On 8th November 2019, the students of MBA department visited to Kadalakere lake as part of the outbound training. Prof Shanti from Singapore who handles a course to our students was part of the team along with other faculty members of the department. The outbound consisted of learning by doing activities and various management concepts were thought to the students.



Program 7: Coping with COVID times

On 8th July, 2020 the Department of MBA organised a webinar. The program was open to all the students of MITE. The speaker Ms. Suphala S Kotian is a counsellor, founder and director of Nirel charitable trust and Co-Director of Mana Shanti counselling centre, Mangalore. She is also an external counsellor of MITE.

Dr. Suphala S Kotian held an interesting session about coping with COVID times. The session started by keeping in view, the current scenario with COVID-19 pandemic. She informed the gathering regarding the solutions for the problems, stress and anxiety that is looming over everyone. It is prevalent within the student community regarding exams, placement

opportunities and future. In order to keep the student's morale high and motivate them to have a strong mind set and to build a positive attitude towards the future, she gave some tips to deal with the idle time and how to make use of it. Towards the second half of the event, she spoke about the online classes, examination, how to deal with queries related to subjects and how to be connected with the faculty during this pandemic time.

The poster is for a webinar titled "COPING WITH COVID TIMES - Your key to happiness". It features a central illustration of a person's head with a brain, surrounded by thought bubbles containing questions like "Are you stressed?", "Are you tensed up?", "Worried about exams?", "Worried about your placement?", and "Uncertainty bothers you?". The poster includes the MITE Mangalore logo at the top, the date and time "On: 08/07/2020 Time: 11:30AM", a QR code, and a photo of Dr. Suphala Kotian. Her credentials are listed: Professor at A.J Institute of Hospital Management, Counsellor, Founder and Director of Nirel Charitable trust, Co-Director of Manashanthi counselling centre, Mangalore, and External Counsellor, MITE. At the bottom, it provides the registration link "shorturl.at/rAE18", the website "www.mite.ac.in", and the programs "B.E||MBA||M-Tech."

The Event ended with the interactive session with students and master of Ceremony thanked the speaker for her insightful talk and the vote of thanks was delivered by Ms. Chaitra Kini of II MBA.

MARKETING CLUB

Program 8: Mobile phone industry – Market potential and business strategy

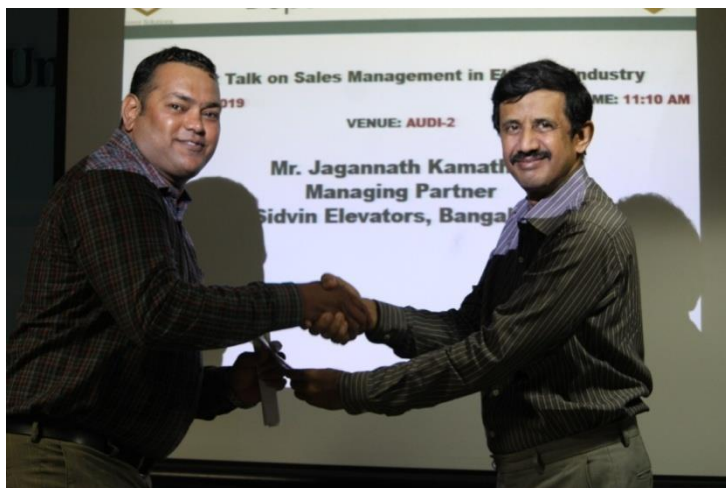
On September 13th, 2019, Marketing Club of the Department of MBA organised a guest lecture. The guest speaker, Mr. Sheraz H Shaikh is Proprietor of Sunshine Traders, Moodbidri. He started his career as Financial Analyst in Northern Trust, Crowe Horwath LLP, Dubai. Currently he is a successful entrepreneur and proprietor of Sunshine Traders in Moodbidri.



They are the dealers of Samsung mobiles phones. Mr. Sheraz Shaikh held an interactive session about Mobile Phone Industry. He explained about the importance of 5G technology and its benefit for the Indian market. He informed the gathering that “affordability of Internet is the biggest driver for the success of smart phone handset in India. Previously feature phones dominated the handset market, but the trend is now shifted to smart phone handsets. India is the second largest mobile market globally next to China and also growing at a faster pace. Telecom industry is top 5 employment generating sector offering 4 million direct and indirect jobs. Make in India initiative by the Govt. of India is a successful venture which has helped Samsung to set up its globally largest handset manufacturing unit in India”.

Program 9: Sales Management in Elevator Industry

On August 31st, 2019, Marketing Club of the Department of MBA organised a guest lecture. The guest speaker, Mr. Jagannath Kamath has more than 12 years of industry experience in the field of sales and marketing in elevator sectors. He has worked with Flipkart, Tata interactive system, swift elevators private ltd is currently managing partner of Sidvin Elevators, Bangalore.



Mr. Jagannath Kamath briefed about the evolution of elevator industry, the first passenger elevator OTIS to brand new modernized elevators how it came into the market. He then shared his corporate experience on sales management and also about the sales of elevators. He also discussed about deal close process and market segmentation process in elevator industry

He also explained about the SWOT analysis of the company that he is working in. At Last there was a question and answer session where he explained brief about the sales process of elevator industry.

Program 10: Search Engine Optimization

On May 29th, 2020, Marketing Club of the Department of MBA organised a workshop on Search Engine Optimization. The guest speakers was, Mr. Venkatesh Bhat - Managing Director of Webtree Media Solution WLL, Bahrain. Mr. Venkatesh has around 15 years of rich experience in sales & marketing, operations, entrepreneurship, business branding, communications and mentoring. Prior to Webtree Media solutions, he worked as sales head for Gulf Media in Bahrain.



Mr. Venkatesh Bhat held an interactive workshop about Search Engine Optimization. He was accompanied by his colleague Mr. Leelananda from their Bangalore Office. Mr. Venkatesh started off with introduction to various types of marketing like directive marketing and online marketing space. A case study about a client was also discussed clearly informing the timeline about how the search line ranking was promoted to the front page.

Towards the second half of the event, he spoke about the future growth in the field of search engine and updating of the Google algorithms. He informed that Algorithm is frequently changed and currently Beart algorithm is used by Goggle. Starting from Panda to Beart, various changes in the algorithms were discussed. Every second 65k searches happen over Google worldwide.

Program 11: Practical approach to sales process

On May 29th, 2020, Marketing Club of the Department of MBA organised a online guest lecture. The guest speaker, Mr. Ananth Tantry is the regional sales manager Middle East and Africa, Robert Bosch ME, Dubai, UAE. He is an Electricals and Electronics engineer from Coimbatore Institute of Technology and Engineering. He has over 30 years of experience in sales and

A promotional poster for a webinar. At the top, it features the logos of MITE (Mangalore Institute of Technology & Engineering) and 'Where Stones turn into Diamonds'. The text reads: 'MANGALORE INSTITUTE OF TECHNOLOGY & ENGINEERING', 'An ISO 9001:2015 Certified Institution', '(A Unit of Rajalaxmi Education Trust®, Mangalore)'. Below this, it says 'DATE: 29-05-2020', 'WEBINAR', and 'TIME: 9:30 - 10:30 AM'. The 'MITE-MBA Marketing Club' is mentioned as the host. The topic is 'Practical approach to sales process' by 'Mr. Ananth Tantry, Regional Sales Manager, Middle East and Africa, Robert Bosch Middle East F.Z.E, Dubai - UAE'. A Google Meet link is provided: 'https://meet.google.com/npm-caxw-ofy'. At the bottom, there is a photo of Mr. Ananth Tantry and a photo of the Mangalore Institute of Technology & Engineering building.

marketing across the world. For the past 10 years he is working with Robert Bosch ME. He is an approved safety consultant of Dubai and Abu-Dhabi police dept for designing safety systems of buildings. He is adept in handling teams comprising members of different culture and nationality.

After the introduction of the company, he started off with the presentation of sales process beginning with demand generation, know your customer and know your competitor, prepare for the meeting and presentation. He warned the future sales managers about the tendency to commit things which can not be honoured by the company.

Program 12: Retention and employer branding

On May 29th, 2020, Marketing Club of the Department of MBA organised a online guest lecture. The guest speaker, Preethi Bala is the Change management specialist at ANZ Bank, Melbourne, Australia. She has managed global HR and change management programs across Australia, New

Zealand and India thanks to her understanding of the employment legislation and the compliance requirements to be met by the employer in different continents.



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WEBINAR
DATE: 24-06-2020 TIME: 2:00 - 3:00 PM

Department of MBA
conducts a webinar on

Retention and Employer Branding

By
Ms. Preethi Bala
Change Management Specialist
ANZ Bank, Melbourne, Australia

<https://meet.google.com/xgp-zown-uxq>

The speaker shared a few experiences from the corporate regarding retention and application of some of the retention concepts in the industry. The details of the factors that affect the retention in an organization were explained in detail during the talk. The speaker said any organization

would strive to retain their performing members. Ms. Preethi said that “turnover is the rate at which an employer gains or losses employees.” She mentioned that employer branding is the process of creating and maintaining the company’s employer brand. She concluded her talk and answered the questions from the students and wished them success.

Program 13: Panel discussion – China Or India

On 2nd July 2020, the students of Marketing club of MITE-MBA organized an online panel discussion about “China or India” Make in India discussion. The moderator and panellists were the students of the MITE Marketing Club. The students and faculty members were part of the audience. The event started with moderator, Vinusha Shetty welcoming the audience and all the

panellists. Then, a brief introduction about each panellist was given by the moderator. The moderator through her presentation introduced about the bilateral relationship between INDIA-CHINA, economy slowdown between the two countries due to COVID-19 and boycotting Chinese goods and services.

All the panellists who presented on the above themes clearly explained the alternatives, strategy, techniques regarding

the INDIA-CHINA relations. The discussion was well received and there were many questions from the audience about the various aspects of INDIA-CHINA relationship as well as ‘Boycott China’. The moderator directed the panellists to answer the questions from Audience depending on the theme.



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DEPARTMENT OF MBA - MARKETING CLUB
ONLINE PANEL DISCUSSION ON
'CHINDIA? OR MAKE IN INDIA?'

MODERATOR
VINUSHA SHETTY

PANEL MEMBERS
SAHANA, RAJAE SAB, SAIFUDDIN, SHREYAS, SWATHI

DATE: 2-07-2020 TIME: 10 AM TO 12 PM

HR CLUB

Program 14: Kaushalya Vikas – Jain High Shool

On 12th September, 2019 The Management Students of MITE conducted community development programme on “Personality Development” at Jain high school, Moodabidri.

Mr. Muniraj Benjala, Head Master of Jain school had welcomed us. The time allotted for the session was 45 mins.



Ms. Shayari of II year MBA, started the session by introducing the college.

Ms. Herina of II year MBA introduced and gave a brief explanation about personality development and emphasized on the importance of personality development to students. Then Mr. Jovan addressed the students and explained about the motivation and its need. The importance of goals and dreams, focus on the smart goals was addressed by Mr. Shaikh Rayyan. Mr. Siddesha started the session by explaining

each personality traits and visual aspects under character, Attitudinal and behavioural traits. He also explained about Body Language and cited relevant examples.

Program 15: Kaushalya Vikas – Government PU College

On 13th September 2019, The Management Students of MITE with the guidance of Prof. Jayadeva Prasad M, under the banner of MITE HR CLUB, organized a community development program with a view to develop soft skills among P.U students. The program started with a warm welcome by MR Bhaskar, the Head of Thodar P.U College.



Ms. Rishika started the session by introducing the topic. Ms. Shika introduced and gave brief explanation on how to improve vocabulary and made them understand how soft skill development is important in a student's career. Ms. Deeksha addressed the students and explained about the motivation and its need. The importance of public speaking was covered by Mr. Srinath. Ms. Nikitha explained, how we to present ourselves during public speaking. Mr. Bhanuteja started the session by explaining how each individual can overcome

stage fear. The program was successful as students were able to express themselves after the session and it was indeed a true learning experience.

Program 16: Kaushalya Vikas – Career Development Program at Holy Rosary English Medium School

On 13th September 2019, The Management Students of MITE with the guidance of Prof. Jayadeva Prasad M, under the banner of MITE HR CLUB, organized a community development program at Holy Rosary English Medium School, Ajekar. The program emphasized on the mistakes students commit while making career decision. and how it could be avoided by



knowing the significance of each stream and the opportunities pertaining to it. Various courses, verticals in HR that are in demand were detailed to students. The manner in which HR has reformed over the years, the way one can cope with the changes, how one can build his career in HR, skills and competencies required were discussed. Mr. Jovan started the session by introducing about Career Opportunities and errors

while choosing a career, Then he gave brief on Human Resource and the way forward in this field. Mr. Darshan spoke on reasons to work in HR. Mr. Keerthan concluded the program with the vote of thanks. Students actively participated in the session.

Program 17: Kaushalya Vikas: Importance of higher education

On 5th May, 2019 The Management Students of MITE organized a special event with a view to educate the people of Ajekar village on the Importance of Higher Education. The program was



conducted on importance of higher education by the students of MBA at Government Primary School, Ajekar.

Ms. Pruthvi Shetty hosted the program, Ms. Christina S Baretto welcomed the gathering, Mr. Shreyank Shetty spoke about the various schemes and benefits which Government and Banks provide for higher education program. Ms. Vaishnavi Rao spoke about higher education opportunities and career plans. Ms. Ashwini Shettigar detailed about various scholarships and schemes

provided by the government in support of higher education. Students played a role play which depicted how higher education helps in attaining a prosperous career. What could be the influence on one's career by pursuing higher education.

Prof. Jayadeva Prasad M, HOD, addressed the gathering, and said, "Higher education helps an individual in enhancing his career opportunities which creates a better civilization and helps in building a new Nation, therefore parents should encourage their children to attain higher education and become successful leaders.

Prof. Jayadeva Prasad M, HOD and Prof. Verina D'Souza, President of Ajekar Panchayat and Principle of Government Primary School Ajekar were present in the programme.



Program 18: Wage code and Industrial Relations and its importance in Corporate sector.

On 3rd September 2019, the HR Club of the Department of MBA organised a guest lecture on Industrial relations. The Guest speaker Mr. Srinivas Rai. P is the General Manager – HR in Himatsingka Seide, Doddaballapur. He has done his LLB from SDM Law College and Master of Social Work from Roshini Nilaya, Mangalore. In his prior assignments, he has worked with ITC Ltd, Schneider Electric, Saint Gobain, Bosch Ltd etc.



He dealt with the communication skills and voice modulation that an IR aspirant must hold. He also informed that, there is a scarcity of good quality Industrial relations professionals in the market. He said that the Industrial Relations are a complex and integral part of any industry. It helps employees from exploitation by the employer and secures the work life of the labourers.

Management is about developing the potential to deal with the people as the industry is competitive and competence of people has to be unique. The talk was concluded by Mr. Srinivas Rai. P mentioning that industrial relations are an important subject for HR professionals and there is a need to update the Industrial Relations with latest wage code 2019.

Program 19: Speak to lead

On 2nd November 2019, The Management Students of MITE with the guidance of Prof. Jayadeva Prasad M and Prof. Verina D'souza under the banner MITE HR CLUB organized a special event to inspire the fresh minds of the first year students.



Speak to Lead consisted of 3 rounds and 14 teams took part actively in the program. The first round was "Hang a Minute," where the participants had to guess the word and speak for a minute regarding the same. The words which they had to guess were all HR related so as to improve their base on Human Resource. If the team couldn't identify the word clues were given to them. The second was "Flip the Vault" wherein the participants were given a topic and they had to speak for and against the topic. The participants came up with different

statements to justify their answers. The final round was "Don't Hate it, Just Debate it," this round was a debate between 2 teams with interesting twists posed by the judges.

Program 20: A Session on HR Scorecard

On 18th November 2019, the HR Club of the Department of MBA organised a lecture on HR Scorecard. The Guest speaker Mr. Dheeraj Shetty is the General Manager- HR, IR and Admin. at JBF Petrochemicals Ltd, Mangalore. He completed his education in school of social work, Roshni Nilaya, Mangalore.

Mr. Dheeraj had started his session by explaining exactly what HR Scorecard is all about and how does it function and is been used in the organization. He further explained that the HR scorecard is a strategic HR measurement system that helps to measure, manage, and improve the strategic role of the HR department. At the end of the session, he conducted an activity with the group of students and bunch of balloons to be played as per his instructions. By this activity, he taught us how team work hold the work effectively when it is managed appropriately rather working individually. He even explained how the group dynamics play a major role in the organization among the employees for the task given which will help to achieve the eternal profit in the company.



Program 21: Psychological Tests

On 20th November 2019, the HR Club of the Department of MBA organised a lecture on Psychological tests with a view to educate the students on personality tests held in companies. The Guest speaker, Dr. Audri Pinto, Psychologist Alva's Hospital, Moodbidri.



In the first test, students were asked to answer hundred yes or no to questions. These results enabled in knowing if a student is introvert or extrovert. Interpersonal relationships are very crucial for the success of individual in corporate life. Second test was thematic test which helped in understanding the stress level of an individual. Fitting into organizational culture is one of the toughest challenge therefore the third test was to test the adjustment level. This

test also had set of questions and cumulating the test points helps in quantifying the adjustment level of the student. All the tests were practical and participating, involved students actively and produced good test results. This also enabled students for further change in attitude for better prospectus.

Program 22: A WORKSHOP ON TALENT ACQUISITION

On 23rd November 2019, the HR Club of the Department of MBA organised a workshop on Talent acquisition. The Guest speaker Mr. Suchin Suvarna, talent acquisition specialist at Ola, Bangalore briefed on how recruitment works in the corporate world, especially in IT oriented consulting world.



HR students were divided into 4 groups in order to encourage group thinking. To enhance interaction, Mr. Suchin motivated students to be more interactive as "Interaction is key component for any HR". The importance of goals and dreams, focus on the career was explained by him. The Guest Speaker also briefed about the opportunities in the IT sector for HR students. He added that the most important

quality that any company looks for in a candidate is "positive attitude".

The session concluded with an interesting exercise wherein students were asked to mail their suggestions of the case study regarding the OLA recruitment process which could in turn be used as recruitment strategy in OLA.

FINANCE CLUB

Program 23: Basics of Direct Tax

On 21st September, 2019 The finance club of MITE-MBA organized a guest lecture on Direct Tax. The speaker Mr. Umesh Rao, Chartered Accountant, Moodabidri. The speaker began the session with residential status by giving example of Vodafone and Hutch acquisition.



Ms. Jovitha Lisa Pinto of 2nd year MBA introduced the guest to the gathering.

He spoke about the size of yearly budget of Indian economy - 35 trillion and yearly tax collection by the government i.e 14 lakh crores. He also spoke about different heads of income and corporate tax. He also said, from the financial year 2019-20, all the NRIs should state their number of days of stay in India. Mr. Umesh Rao also spoke about Cost to

Company (CTC), Tax Deducted at source (TDS) and Enforcement directorate (ED).

Program 24: Investment portfolio competition

On 23rd November, 2019, the finance club of MITE-MBA organized a competition on Investment portfolio to the second year students. The program was conducted to assess the knowledge of



the students on portfolio management, investments and direct taxation. The students had to present a case study, which was provided to them a week before the date of presentation. The presentation was evaluated by Dr. Jayashri Shetty and Prof. Varun K. Six teams had participated in the event. Each team consisted of five students. each team presented their case based on the assumptions they had made about their investment portfolio.

Winners	Name of the students
I Place	Ashwini Shettigar, Goutham, Bharath Mallya B, Frenita Marline D'souza
II Place	Rachana S Kotian, Prutvi Shetty, Shriniketh H Patkar, Shreenath Kulkarni, Deekhith Salian V
II Place	Wilson Fernandes, Akshath, Prabu Vijetha Vittal, Ashik Ahmad, Steevan Pinto
III Place	Viola Preema Machado, Chaitra, Shilpa

Program 25: Finance Quiz

A finance quiz competition was conducted on 2nd November 2019 to know the awareness of the students about the financial aspects. Shreeshaprasad and Ashik Ahmed were the student coordinators for the event. The 1st and 2nd year students took part in this event. The student coordinators welcomed the participants and briefed them about the rules of the competition. There were 90 questions. Answer to each question was provided with 4 options and the students had to answer the questions individually.

Some of the questions asked in the competition were:



When did the term 'sustainable development' come into existence?

Who launched 'Adhar Enabled payment system'?

Monetary policy committee has decided to reduce the repo rate. What is the rate now?

What is the target (in terms of GDP) of fiscal deficit for FY 2019-20?

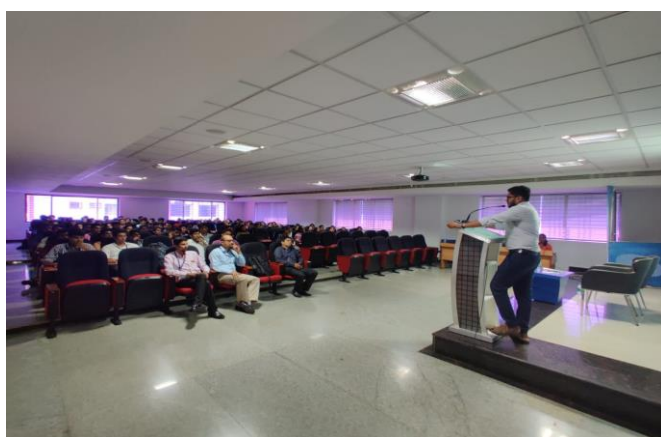
As per the recent report, what is the new

income tax rate for the new domestic manufacturing companies?

Winners: First Prize - Nikesh Poojary (II MBA), Second Prize - Chaitra Kini (II MBA)

Program 26: Stock Market Awareness Campaign

On 12th November 2019, the finance club of MITE-MBA organized a guest talk on stock market awareness campaign. Mr. Ramachandra Bhat, Professor, Department of Commerce, MGM College, Udupi spoke on "Stock Market Awareness". Ms. Sakshi Poojary of First year MBA introduced the guest to the gathering.



The speaker began the session explaining the need to open a Demat Trading Account to trade in the stock market. Once the account is opened it needs to be linked to the investor's bank account. He spoke about types of stock derivatives such as Futures and Options. He also spoke about settlement in the Stock market. He went on to inform that there are more than 5000 stocks that are being traded in Bombay Stock Exchange. Mr. Bhat went on

to give examples from share market where the share prices of a few companies have multiplied many times in the last couple of decades. The event ended after the guest answered the questions of the students and clarified their queries.

Program 27: International Financial market – present and future

On 6th June 2020, the finance club of MITE-MB organised an online guest talk about International Financial market – present and future. The speaker Mr. Gurusundar Ram is the Vice President, International Securitisation Team, ING Bank, Frankfurt, Germany. He is MBA graduate in Finance and Marketing from Chennai. He has over 16 years of experience in International Banking across the world.

He started with the presentation of Fundamentals of Financial markets and. Informed meaning and explanation of the different types of financial market. To understand better, he explained all these concepts with practical examples for the benefits of the students. He went on to explain the securitisation structure drawing live examples from his career like that of BMW bank and explained how they helped the client to make their balance sheet “light” and restructure their assets. He also spoke about use of “special purpose vehicle” in structuring the capital. He wished all the student the best in their all endeavours and concluded the webinar.



The banner for Program 27 features the MITE logo and the text 'MANGALORE INSTITUTE OF TECHNOLOGY & ENGINEERING' with 'An ISO 9001-2015 Certified Institution' and '(A unit of Rajalaxmi Education Trust, Mangalore)'. It includes a 'Where Stones Turn into Diamonds' tagline. The webinar details are: DATE: 06-06-2020, TIME: 11:30 – 12:30 PM. The Department of MBA conducts a webinar on 'International Financial Market Present & Future' by Mr. Gurusundar. R, Vice President, Global Securitisation Team, ING Bank, Frankfurt, Germany. A Google Meet link is provided: https://meet.google.com/sxw-waza-buw. The banner also includes a photo of Mr. Gurusundar. R and a photo of the MITE building.

Program 28: FEMA – An Overview and Career Opportunities

On 7th July 2020 a webinar was conducted on FEMA. The speaker for the webinar was C S Santhosh Prabhu, founder of Santhosh Prabhu & Co, Udupi - a Practicing Company Secretary firm. He is also the founder of V Reach Academy at Udupi. Mr Santhosh has authored books on Economics & Commercial Law and also on Taxation & Small Business. Session started with the History of FEMA and its basic structure. Then, the objectives of FEMA were discussed. He then



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discussed about the applicability of the Act in India. He also spoke about the Transactions under FEMA i.e. (a) Capital Transactions and (b) Current Transactions in detail. He later briefly discussed the facilities available for individuals like availability of Forex facility for Private visit to any country, Gift/Donation, Emigration, Going abroad for Employment/Studies/Medical Treatment, etc. He concluded the

session saying if MBAs have good knowledge of FEMA, there are lot of job opportunities in banks in the forex wings.

CAREER GUIDANCE CELL

Program29: Career strategy in the Money ball Era

On May 29th, 2020, Marketing Club of the Department of MBA organised a online guest lecture. The guest speaker, Mr. Kartik Kumar is the Creator & Founder of SPICE Quotient. He has completed his MBA from University of Illinois at Chicago in the year 2002. He started his career in Investment Banking with JP Morgan and subsequently evolved into a business leader with more than 16 years of Experience.



He opined that “career planning in a constant changing era is a challenging. There is a need to differentiate your skill set to be competitive. Ability to convey your message in an engaging and crisp manner to suite the requirements of the audience is a precious skill in demand in the market especially at the middle level and senior level management. It is no longer sufficient if you are a specialist in your chosen field but you have to have the

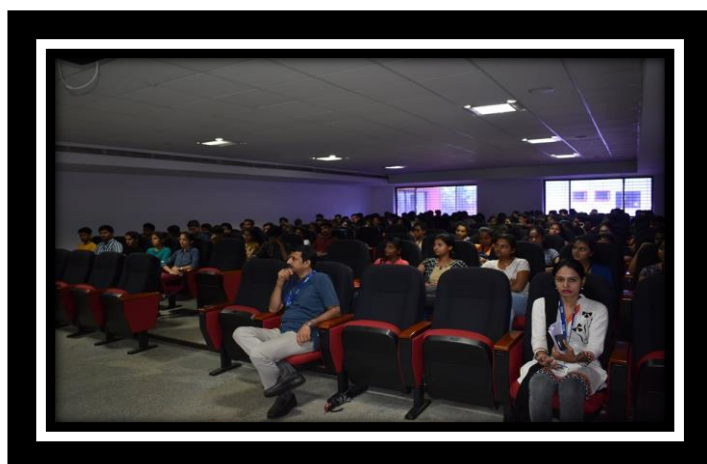
flair to be a Generalist to be successful in the corporate world today”

Towards the end of the talk he interacted with the students and asked them to choose between a worker and a thinker in the corporate circle. He informed that it is important to fill the current need and also to look at the future. He concluded that speed is the need of the hour.

Program 30: Expectation from MBAs in Industry:

On 26th October 2019, the Hr club of MITE-MBA organized a guest talk by Mr. Sathosh Rao about the expectations from MBA’s in the industry. Mr. Rao spoke about wide range of topics related to HR covering the Visioning Ability which is very important to any HR in an organization. He brushed through the current trends in automotive sectors.

The recent issues of Human Resource Analytics were also addressed by him. He enlightened



the students “The Toyota Way of Production & Quality.” The students had a lively interaction with Mr. Santhosh Rao and asked many questions pertinent to Toyota and its workings. Mr. Santhosh Rao addressed each question and clarified the doubts of the students. Finally he concluded by briefing about the opportunities and career plans for the students of both HR and Finance Stream.

RESEARCH CLUB

Program 31: Statistical test and SPSS.

On 31st October, 2019 Research Club of MITE-MBA conducted a guest talk on Statistical test and SPSS. The speaker Dr. Lokesh, has completed his PhD under the guidance of Dr. Ishwara P from Mangalore University. Currently he is working as Assistant Professor in Government First Grade College, Punjalkatte. He has published more than 25 papers in national and international journals and also presented papers in national and international conferences.



He also said that it is very essential to understand nominal, ordinal and ratio scales before we apply the statistical tests. Selection of test is based on the objectives of our study and the nature of data we have collected.

Further Prof. Lokesh spoke about different statistical packages available for

data analysis in management research. Statistical Package for Social Science (SPSS) is the popular software used for management researches. Prof. Lokesh demonstrated various tests in SPSS. Students learnt about importing files to SPSS, making data entry in SPSS and to set the variable in SPSS.

CSR CLUB

Program 32: Visit to special school – Manasa.

On 3rd March 2019, the members of CSR club visited a nearby school for special children, Manasa at Pamboor, Udupi. This school looks after children with autism disorder. There are 50 students here. The Managing Trustee/President is Mr. Henry Menezes and Warden Sr Marry Beck. 15 members of CSR club visited the place.

The members conducted some interactive activities where the students also participated with enthusiasm. Few of the students welcomed the club with a welcome song. The club conducted some games, sang songs and also danced along with the kids. For this cause the CSR club raised an amount of Rs. 3300 from the MBA Department. The children were provided some refreshments and gifts. At the end the President thanked the CSR Members for coming and spending time with the children.



Overall the students of MITE-MBA lived up to the words of Mr. John Bunyan who

said “You have not lived today until you have done something for someone who can never repay you.”

Program 33: Visit to special school – Spoorthi.

On 20th September 2019, the members of CSR club visited a nearby school for special children, Spoorthi at Moodbidri. The programme started at 1.45 PM. Club members has organized different games for the kids. The children from Spoorthi special school performed dances. The initiative taken by club members was well appreciated by the management of the special school. The members of the CSR club raised a corpus of Rs.6690/- (Rupees six thousand six hundred and ninety only.) and donated to the school.



Program 34: Dengue Awareness Program at Gandhinagar Govt School.

On 11th September 2019, members of CSR club visited a nearby school for Government school and conducted a awareness program about Dengue. The parents and children of the school attended the program. Dr. Shashikala, Head doctor from community hospital Moodabidri was the resource person for the programme. She in her speech explained how dengue fever can cause damage to health as well as can cause death in some extreme cases where people neglect dengue fever. Mrs Appoline Pinto Head mistress of the school explained the necessity of organizing such programmes for rural people.

A total of 56 school children and 35 parents were present for the awareness programme. 26 CSR club volunteers along with Prof Ajith DMello, CSR club coordinator organized the programme.



Program 35: Visit to Orphanage – Sneha Deep.

On 5th January 2020, the members of CSR club visited an orphanage – Snehadeep at Mangalore. This orphanage is handled by Ms. Tabassum ,she takes care of 14 HIV positive girls ,through her protection and care centre “Snehadeep’ established 2 years ago .

A group of seven members from the CSR club conducted various activities for the students. Games like musical chairs, river and bank, quiz were conducted and danced in joy together. The kids danced to the tunes of their favourite Bollywood songs. The winners were awarded with exciting prizes and gifts were distributed to all the inmates of the orphanage. Rs. 3560 was raised by the members of the CSR club to organise this visit and the amount was donated.

It was a wonderful experience, for the CSR club members and the time spent with the kids were memorable. It was a learning experience on how to adopt to change. The inmates thanked the CSR club members for making their Day a memorable one.



ECO CLUB

Program 36: Report on street play

A street play event was organized by the Department for the people of Moodbidri on 1st June 2019 with the aim of spreading awareness about the benefits of trees and the importance of conservation the forests. The theme for the event was “Save trees and water – for better tomorrow”

30 Students of 1st Year MBA participated in the event. The street play was enacted at Moodbidri bus stop and near Nishmitha Towers to spread awareness about saving trees and water for better tomorrow. Prof. Jayadeva Prasad M, HOD of the Department, Prof Ajith D’Mello, the Eco Club coordinator, Rotary and Rotaract members of Moodbidri and other faculty members were present during the program.

The program had good support from the local onlookers and the message of tree and water conservation was effectively conveyed. The response from the audience was very encouraging.



ಜಲ ಸಂರಕ್ಷಣೆ ಮತ್ತು ವನ ಸಂರಕ್ಷಣೆ ಬಗ್ಗೆ ಮೈಟಾ ಕಾಲೇಜಿನ ಎಂಬಿವಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಂದ ಮೂಡುಬಿದಿರೆ ಬಸ್ ಸ್ಟಾಂಡ್‌ನಲ್ಲಿ ಬೀದಿ ನಾಟಕ ತನಿವಾರ ಜರುಗಿತು. ಮೂಡುಬಿದಿರೆ ಆರಕ್ಷಕ ಪಿ.ಕೆ.ಆನಂದ್, ಎಂಬಿವಿ ವಿಭಾಗದ ಎಚ್ ಒಡಿ ಜಯದೇವ ಪ್ರಸಾದ್, ಇಕೋ ಕ್ಲಬ್ ನಿರ್ದೇಶಕ ಪ್ರೊ.ಅಜಿತ್ ಡಿಮೆಲ್ಲಾ, ಪ್ರೊ.ಅಭಯ್ ಕುಮಾರ್ ಉಪಸ್ಥಿತರಿದ್ದರು. ವಿದ್ಯಾರ್ಥಿಗಳಾದ ಕೌಶಿಕ್ ಅಮೀನ್ ಮತ್ತು ಸುಜಿತ್ ಕ್ವಾಡ್ರಸ್ ಕಾರ್ಯಕ್ರಮ ನಿರೂಪಿಸಿದರು. 80 ಮಂದಿ ವಿದ್ಯಾರ್ಥಿಗಳು ಪಾಲ್ಗೊಂಡರು.



Program 37: Awareness Campaign on Water Conservation and Forest Protection

On 1st July 2019, ECO Club organized the awareness campaign on water conservation and forest protection. ECO Club members visited various shops at Moodbidri to spread awareness about the importance of water conservation, plantation of trees and protection of forest. They visited shops around the city and gave information about the adverse effects of usage of



plastics, need for water, methods of water conservation and importance of forest protection and convinced them to implement various methods that can avoid the usage of plastics, ways through which they can preserve water and can keep environment clean and healthy. ECO Club coordinator Prof Ajith D'Mello and Prof Abhay Kumar accompanied the club members in the campaign.

Program 38: Online panel discussion on World environment day – Biodiversity

On 12th June 2020, first year students of MBA organised a panel discussion on Biodiversity. World Environment Day is celebrated on 5 June every year, and is the United Nations principle vehicle for encouraging awareness and action for the protection of the environment. The panel discussion was about Cruelty of human beings on animals, Deforestation and ecological imbalances, usage of plastics and its impact on ecology and animals, effects of Radio frequencies on birds and its impact on ecology.



MANGALORE INSTITUTE OF TECHNOLOGY & ENGINEERING
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Where Stones Turn into Diamonds

Department of MBA - ECO CLUB
ONLINE – PANEL DISCUSSION ON
WORLD ENVIRONMENT DAY - BIODIVERSITY

MODERATOR		PANEL MEMBERS				
 SAKSHI	 JOVEEN	 SONAM	 ASHWIN	 VANESSA	 STALLONE	

DATE: 12-06-2020**TIME: 11.00 AM – 12.00 PM**



STUDENTS' ACHIEVEMENT

STUDENT ACHIEVEMENTS – 2019-20

1. IIM Indore 'Atharv 19' - Management Fest

Ten students from MITE-MBA participated in the annual management festival at IIM-Indore on 8th and 9th September 2019. Students gained a lot of new experiences by participating in events such as "Chaitanya" – Leadership event, "Avant Garde" – Business plan event, "Finopoly" – Finance event and many more. Participating in these events gave a lot of confidence to the students

and they also had good fun along the learning journey. Students were enriched by experience of visiting one of the premier management Institutes of India.



2. Mangalore University "Crossroads" – National Level Management Fest

Sixteen students from MITE-MBA participated in the

National level management festival at Mangala Gangotri – Mangalore University on 22nd and 23rd October 2019. Students participated in many events like Human Resources, Financial planning, Marketing and Photography. Ms. Sonam Tirkey of 1st year MBA won second place in Human Resource event and Mr. Joseph Joshwa won second prize in Photography event.



3. MSNM Besant Institute of Post Graduate Studies – Post Graduate level management fest.

Fourteen students from MITE-MBA participated in post graduate level management fest at MSNM Besant Institute of Post Graduate Studies on 3rd March 2020.

Students enthusiastically participated in events such as ALGOL (Human Resource), Best Manager, Marketing and Finance. Ms. Charishma Salian and Ashwini M S and 1st year



MBA won second place in Human Resources event and brought laurels to the institution. There was lot of learnings and experience to the students in these events.

4. **St. Aloysius Institute of Management & Information Technology – National Level paper presentation and business plan**

Three students of MITE-MBA participated in National level paper presentation and business plan event at St Aloysius Institute of Management & Information Technology – Manasa Manthana – 2020 held on 25th February 2020. Ms. Sakshi Poojary of 1st year MBA won second place in the event and brought laurels to the institution. She presented a paper on “Bio Gas and organic vegetables – Financially feasible Agri business project with reference to DEDS scheme of NABARD”



5. **SDM Law College Centre for postgraduate studies and research in law - Scintillate – 2020**

Ten students from MITE-MBA participated in the annual management fest “**Scintillate 2020**” held at SDM Law college centre for postgraduate studies and research in law and won many prizes. They participated in events like Ad Agency, Business plan, Business quiz and gained lots of experience. Mr. Joveen DSouza and Ms. Aishwarya Shetty of Second year MBA won second place in Business Quiz. Mr. Shaikh Rayyan and Ms. Herina DSouza of second year MBA won second place in business plan and Ms. Armin Ravoof and Hariprasad Bhat of first year MBA won 1st place in Ad Agency.






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