

MITE

Department of Management Studies

BULETIN 2021-22



Mangalore Institute of Technology & Engineering (MITE)

Accredited by NAAC with A+ Grade, An ISO 9001: 2015 Certified Institution

(A Unit of Rajalaxmi Education Trust®, Mangalore - 575001) Affiliated to V.T.U., Belagavi,

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ACTIVITIES 2021-22

Sr No	Activity	Forum	Page No
1	MBA Orientation Program - 2021	Department	3-16
2	Marketing Conclave 2022	Department	17-24
3	HR Conclave 2022	Department	25-33
4	Workshop on Capital Market Awareness	Department	34-36
5	Workshop on HR Analytics using Advanced Excel	Department	37-38
6	How to prepare an effective job application	Career Guidance	40-42
7	Training on Banking Domain	Career Guidance	43-45
8	Career in Sales	Career Guidance	46-48
9	Career in Finance as Chartered Financial Planner	Career Guidance	49-51
10	B2B Marketing Management	Career Guidance	52-55
11	Career and Future in Financial Planning and Wealth Management	Career Guidance	56-60
12	Industrial Visit - Campco Chocolate Factory	Department	62-63
13	Industrial Visit - Glencia Group of Concern	Department	64-66
14	My Houseplant, My friend	Eco-Club	68-69
15	Evils of Plastic	Eco-Club	70-71
16	Clean City Clean World	Eco-Club	72-73
17	Vanamahotsava - 2022	Eco-Club	74-76
18	Visit to Manasa Rehabilitation and training centre	CSR Club	78-79
19	Computer skills training at Handelu school	CSR Club	80-81
20	Visit to Spoorti special school, Moodbidri	CSR Club	82-83
21	Personate - Role Play	HR Club	85-88
22	Students' Perspective on National Education Policy	HR Club	89-89
23	Kaushal Vikas - Career guidance for school children	HR Club	90-93
24	Health and Hygiene for the Adolescents at Kinnikambala	HR Club	94-97
25	A Workshop on Psychometric Tests	HR Club	98-100
26	A Workshop on Personality Development	HR Club	101-102
27	Group Discussion Competition on Union Budget 2022	Finance Club	104-106
28	Group Discussion Competition	Finance Club	107-112
29	Wise Investment	Finance Club	113-117
30	Service Marketing Case Study Competition	Marketing Club	119-121
31	Marketing in Corporates	Marketing Club	122-124
32	Emerging Exponential Technologies in Marketing	Marketing Club	125-128
33	Shadow of MBA	Alumini Cell	130-132
34	Alumini Technothon	Alumini Cell	133-137
35	Preparedness to Industry	Alumini Cell	138-139

ORIENTATION PROGRAM - 2021

MBA ORIENTATION PROGRAM - 2021

Date: 18th Feb to 26th Feb 2022

Target Audience: MITE-MBA students of 2021 batch

Venue: Auditorium 4

The Department of Business Administration organised an Orientation program to the batch of 2021 on 18th of February 2022 followed by Induction program during 22-26th February 2022. This is an annual program conducted for the fresh batches of MBAs in order to give them a proper Orientation to the MBA program at MITE.

The Master of Ceremony Prof. Pradeep Kumar from the Department delivered the welcome address. Welcoming the new students and dignitaries, Prof. Pradeep gave a brief introduction of the dignitaries and speakers of the day.

The Principal, Dr.Ganesha Prasad briefed the new students about history and background of the college as well about the facilities and amenities inside the campus. He highlighted the achievements and the international/national awards won by the students of the college and MBA students in particular. He went on to explain the various industry tie-ups of the institutions and also elaborated on the opportunities these tie ups provide to the students to sharpen their skills. He concluded his talk by highlighting the progress of the institution since inception.



The banner features the MITE logo and name at the top left, followed by the full name of the institute and its accreditation details. On the right is the NAAC A+ Grade logo with a CGPA of 3.44. The central text reads 'MITE Career Guidance Cell presents Dept of MBA INDUSTRY ORIENTATION PROGRAM'. Below this, two speakers are introduced with their photos: Mr. Sreenivasa Ramanujam K, Delivery Partner - AWS Data Integration, and Mr. Praveen Chandran, Academic Relationship Manager. Logos for TCS and Tata Consultancy Services are displayed. The date 'DATE: 22nd FEB 2022' is at the bottom right, and a wide image of the college building spans the bottom.

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NAAC
A+
GRADE
CGPA: 3.44

MITE
Career
Guidance Cell

Dept of MBA
presents
INDUSTRY ORIENTATION PROGRAM

 **Mr . Sreenivasa Ramanujam K**
Delivery Partner - AWS Data Integration

 **Mr . Praveen Chandran**
Academic Relationship Manager

TCS TATA
CONSULTANCY
SERVICES

DATE: 22nd FEB 2022

Prof Jayadeva Prasad, Head, Department of Business administration gave an overview of the MBA program and explained to the fresh students what to expect and what is expected of them. He further explained in detail the role of a manager and the key aspects of managerial personality. He highlighted that Personality Development is the most crucial part of MBA education and every student must focus on that in addition to acquiring class room teachings.

Mr. Rajesh Chouta, Chairman of the Rajalaxmi Education Trust in his thought provoking speech, emphasised the importance of Management education for the development of the society. He urged the future managers to make full use of the various opportunities coming up in the next two years to develop one's management and entrepreneurial skills. He reiterated the need to have a bigger vision than just making simple career. He informed that having a larger vision of being a job creator is more relevant to future managers. He said, the goal of the manager has to be towards uplifting the society rather than just to be engaged in a 9 to 5 job. He further added that it is important to focus on future career right from day 1 and be focussed.

Vote of thanks was rendered by Prof. Verina DSouza from the Department of Business Administration.

Session 1 SreenivasRamanujam

Department of Business Administration along with Career guidance cell MITE organised industry orientation program for first year MBA students (2021-23). Accordingly, the department and career guidance cell organised a talk on 22.02.2022 by Mr. Sreenivas Ramanujam Kanduri, AWS, Data Integration Unit at TCS and Mr. Praveen Chandran, Academic Relationship Manager, TCS.

Date: 22-02-2022

Time: 2.30.00- 4.30PM

Target audience: Students of first year MBA (21MBA)

Venue: Auditorium IV

Brief about the event:

The guest addressed first year students about the challenges of the industry. He highlighted the importance of being strong in basics. Students being in first year MBA

need to utilise library to develop further knowledge on the said subject. The world is moving towards new technology. The technologies can help organisations to reduce the operating cost. The traditional methods of running business will cost huge amount of money whereas the same job, when run through a software, will bring drastic drastic reduction in cost which will enable the business houses to make more profit as well as manage the industry for a long time

Cloud computing has brought dramatic changes in the industry. With the increased number of customers the companies, these days need more and better service providing companies. Cloud computing has brought the changes which many industries were looking for. The development of one such technology has enabled the organisations to run businesses effectively and remain more customer- friendly.

The internet and social media has changed view of the business men to see the world and also the way businesses happen. The development of and introduction of crypto currency has made impact on the way online business run. The invention and development of block chain technologies have made one such thing possible to the world.





He advised students to be aware of such technologies which will provide many opportunities to MBA students. Being future managers, MBA students need to know basics of these technologies that will help in smooth functioning.

The session ended with a question and answer session. Prof. Jayadev Prasad M HoD, Department of Business Administration and Prof. Narendra U P, Dean, Placement were present.

Session 2

Joshua David

Department of Business Administration along with Career guidance cell MITE organised industry orientation program for first year MBA students (2021-23). Accordingly, the department and career guidance cell organised a talk on 23.02.2022 by Mr. Joshua David M D, The India Campus Lead, Mphasis.

Date: 23-02-2022

Time: 11.00- 12.00PM

Target audience: Students of first year MBA (21MBA)

Venue: Auditorium IV

Brief about the event:

Mr. Joshua David appealed students to work hard and get good marks in their academic life as it is the first step to be successful in their career. He said the



The banner is for an event titled 'INDUSTRY ORIENTATION PROGRAM' presented by the 'MITE Career Guidance Cell' and the 'Dept of MBA'. It features a portrait of Mr. Joshua David M D, India Campus Lead of Mphasis. The banner includes accreditation details for MITE (NAAC A+ Grade, ISO 9001:2015) and the date 'DATE: 23rd FEB 2022'. At the bottom is a photograph of the Mangalore Institute of Technology & Engineering campus.

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MITE Career Guidance Cell
presents
Dept of MBA
INDUSTRY ORIENTATION PROGRAM


Mr . Joshua David M D
India Campus Lead
Mphasis
The Next Applied

DATE: 23rd FEB 2022

Hardworking and smart working should be learnt in the institution itself because they do not get chance to experiment in their career. Is it very important to utilise library, reading magazines, news paper, novels and any other material available in the college library.

He also requested students to participate in all the opportunities like fests, paper presentation competition, sports day, cultural day etc,. Whichever comes their way should be utilised and take experience from it so that the attitude of winning in learnt and lose is experienced and learnt lessons from it. He also suggested students to have right friends as they become the source of motivation and when they grow they also help you to grow. The program ended with question and answer session.



Audience listening to the guest

Session 3

Pradeep Kote

Department of Business Administration along with Career guidance cell MITE organised industry orientation program for first year MBA students (2021-23). Accordingly, the department and career guidance cell organised a talk on 25.02.2022 by Mr. Pradeep Kote, Manager, Talent Acquisition, Wiley Mthree.

Date: 25-02-2022

Time: 11.00- 1.00PM

Target audience: Students of first year MBA (21MBA)

Venue: Auditorium II

Brief about the event:



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Dept of MBA
presents
INDUSTRY ORIENTATION PROGRAM



Mr . Pradeep Kote
Manager - Talent Acquisition
WILEY  **mthree**

DATE: 25th FEB 2022



An interactive session held by Mr. Pradeep Kote which gave lot of knowledge to students in planning their career. It opened a new dimension for students in terms of career selection, requirements of any career and success in career. The guest focused his discussion on career selection as it is the first and important step for any student. He also discussed requirements of various career options and attitudinal differences between careers.



He suggested students to focus on learning of new technology as these days every job is run through some or the other technology. The upcoming technologies will eliminate few jobs, industries and at the same will create new industries as well as lot of job opportunities. Students need to focus on upcoming industries so that their career can go to peak when the industry is growing. He suggested students to update themselves with current affairs and told them to notice the changes happening in the industry.



Guest addressing the audience

Session 4

Harsha Banninathaya

Department of Business Administration along with Career guidance cell MITE organised industry orientation program for first year MBA students (2021-23).

Accordingly, the department and career guidance cell organised a talk on 23.02.2022 by Mr. Harsha Baanninthaya, Transformation Leader, Sazerac Company.

Date: 24-02-2022

Time: 1.45- 3.30PM

Target audience: Students of first year MBA (21MBA)

Venue: Auditorium IV

Brief about the event:



The poster is for an event titled "INDUSTRY ORIENTATION PROGRAM" presented by the "Dept of MBA" and "MITE Career Guidance Cell". The speaker is "Mr. Harsha Banninthaya, Transformation Leader" from "SAZERAC NEW ORLEANS". The event is dated "DATE: 24th FEB 2022". The top of the poster features the MITE logo and accreditation details: "Mangalore Institute of Technology & Engineering", "Accredited by NAAC with A+ Grade, An ISO 9001:2015 Certified Institute", "A Unit of Rajalaxmi Education Trust®, Mangalore", "Badaga Mijar, Moodabidri, D K Dist, Karnataka - 574225", and a NAAC A+ Grade seal with CGPA: 3.44. The bottom of the poster shows a wide shot of the Mangalore Institute of Technology & Engineering campus.

The college life plays utmost importance to climb the ladder of corporate life said by Mr. Harsha. He continued to say there are plenty of things a student must learn in campus to be successful in corporate life. He insisted students take 2 years of MBA as a beginning of corporate life, spend time as an employee, work like a employee but without salary. The attitude what developed here will be crucial in their career. He continued to say there are plenty of opportunities for freshers but since students are not aware of it, they fail to take advantage of it. He requested students to keep researching about various career options, various industries and industry specific job opportunities, the job requirements, preparations required for every job etc.,. The hard work what goes

in here will become foundation stone and student will be able to build their career upon it. The session ended with few questions and answers

Guest addressing the audience



Session 5

Murthy R K

Department of Business Administration along with Career guidance cell MITE organised industry orientation program for first year MBA students (2021-23). Accordingly, the department and career guidance cell organised a talk on 25.02.2022 by Mr. Murthy R K, CEO and Co-Founder Ashva Fitness Club and Ms. Kasthuri Rao, Versatile dancer and Long distance runner

Date: 25-02-2022

Time: 3.00- 4.15PM

Target audience: Students of first year MBA (21MBA)

Venue: Auditorium IV

Brief about the event:

Mr. Murthy being fitness coach urged students to be fit mentally as well physically. A physical well being is important students to focus in class, helps in maintaining constant academic work etc., Today, a modern lifestyle makes people lazy and casual, which is

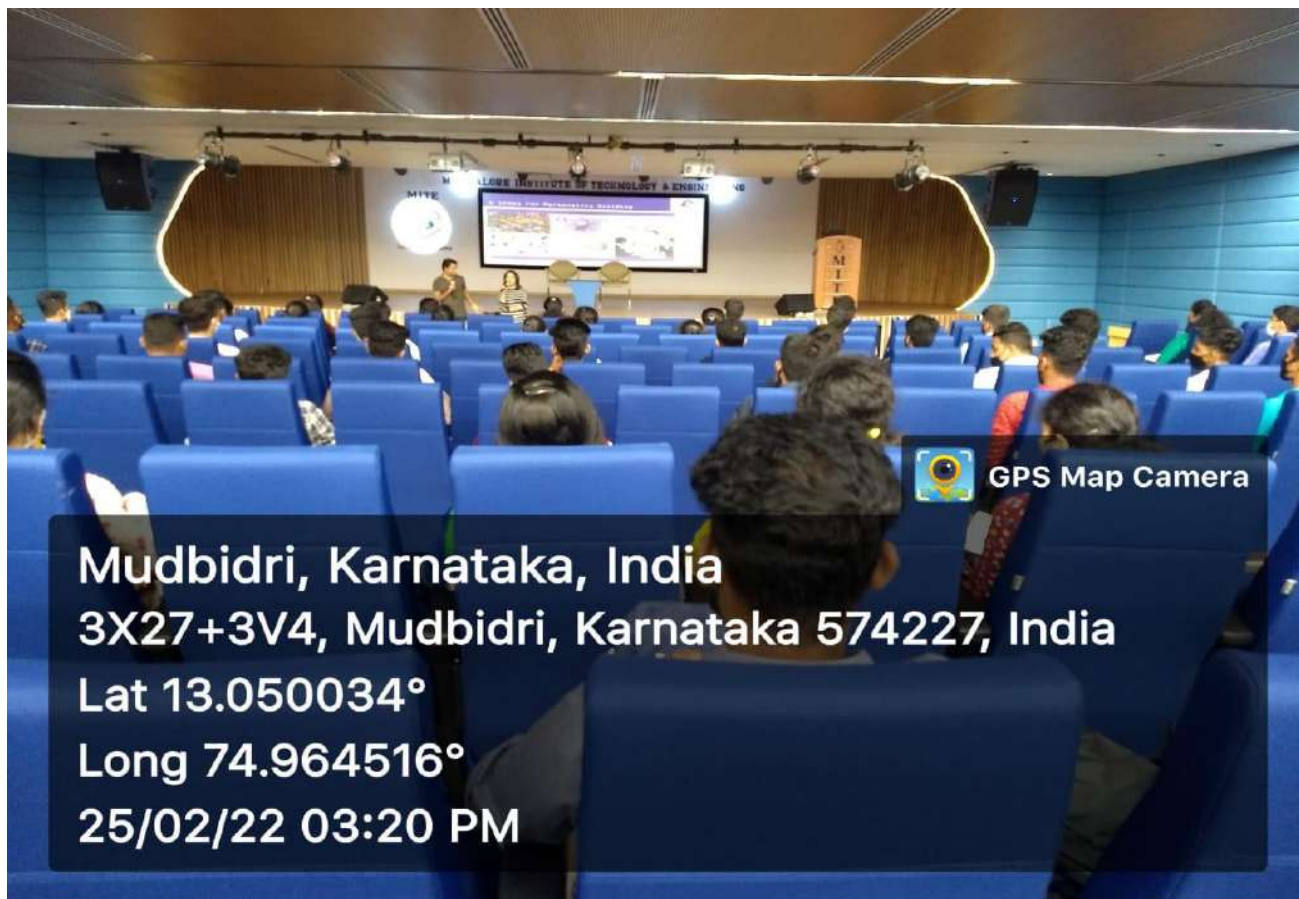


The poster is for an event organized by the Dept of MBA at Mangalore Institute of Technology & Engineering. It features the MITE logo and accreditation details (NAAC A+ Grade, ISO 9001:2015). The event is presented by the MITE Career Guidance Cell. It introduces two speakers: Mr. Murthy R K, CEO & Co-Founder of Ashva Fitness club, a Boston Marathoner and International Master Athlete; and Ms. Kasturi Rao, a dancer and long distance runner with expertise in coaching dance forms. The date is set for 25th Feb 2022. The bottom of the poster shows a wide shot of the institute's modern campus building.

not a good sign for youths. Fitness teaches consistency in any work because fitness requires constant workouts and that is what is needed in life to be successful.



Ms. Kasthuri spoke about how to be successful in life. She gave examples of Ramayana and Mahabharatha and said in Mahabharatha success manthra of Arjuna is constant hard work. Luck favours the prepared. So preparation is important in life. He conducted few activities, taught few exercises so that students can be fit. The session ended with question and answers



Mr Murthy addressing the gathering

Session 6

Shiva prasad

Department of Business Administration along with Career guidance cell MITE organised industry orientation program for first year MBA students (2021-23). Accordingly, the department and career guidance cell organised a talk on 25.02.2022 by Mr. Shivaprasad HR Manager (People Transformation), Marlabs

Date: 26-02-2022**Time: 9.00- 4.15PM****Target audience: Students of first year MBA (21MBA)****Venue: Auditorium III****Brief about the event:**

A practical demonstration session through activity was held by Mr. Shivaprasad for 1st year MBA students on various management concepts. A corporate life will be full challenges, which has to be solved through patient and creative thinking by managers. The guest created a hypothetical situation in the session and made students to realise about situations where they need to utilise their thinking ability, patience and at the same time to work with real time data.

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**Dept of MBA**
presents
INDUSTRY ORIENTATION PROGRAM

**Mr . Shiva Prasad**
HR Manager (People Transformation)



DATE: 26th FEB 2022



Many activities were held throughout the day for students to demonstrate their ability and understand the situations. He pressurised students thinking ability and made them to

realise their true potential. The session was a eye opener for students about their capability and they learnt to give their best all the time.



Department of Business Administration



Marketing Conclave - 2022

Title: Marketing Conclave-2022

Date: 09/09/2022 and 10/09/2022

Duration: 9:30 – 4:00 pm

Target Audience: I MBA Students of MITE.

Summary: The department of Business Administration organised a two day Marketing Conclave - 2022 on 9th and 10th September 2022 for I MBA students. Ms. Trupthi of I MBA was the MC for the event. She extended a warm welcome to the speakers and the audience.



The inauguration was held on 9th September at 9:15 AM. The inauguration was presided over by Dr. M S Ganesha Prasad – Principal of Mangalore Institute of Technology and Engineering. Mr. Abhijith Karkera, Ms. Srinivas Amin and Mr.

Ramani Venkat were also present at the inauguration event. Dr. Jayashri Shetty in her welcome address informed the gathering that marketing conclave give good exposure to the students about the corporate functioning. The president Dr. M S Ganesha Prasad in his presidential address said that Marketing has turned out to be a very key function in any organization. He said that, new age technology like digital marketing, analytics have to be incorporated to be successful in the present age of highly competitive market. He acknowledged the presence of the corporate sales specialists in the conclave and opined that the art of selling is gained by experience. It is important for the student community to understand the fine differences in the selling process followed by different industry. The individual style in selling also makes a key difference and exposure to all these gives students lot of confidence when they venture out to the corporate world after the end of their course. He encouraged the students to participate actively in the session and make most of the opportunity available.

Ms. Trupthi of I MBA rendered the vote of thanks and inauguration ended on a positive note

SESSION - 1

Mr. Abhijith Karkera – 10-09 -2022; 9:30 to 10:30 AM
Area Sales Manager with Hindustan Coca Cola Beverages Pvt Ltd.

Keynote from the address:

Mr. Abhijith Karkera is Area Sales Manager with Hindustan Coca Cola Beverages Pvt Ltd. He discussed about the various concept of marketing and sales that is being implemented in Hindustan Coca Cola. He started with identifying the key differences between the sales and marketing function for a FMCG industry. He conducted activities to improve the negotiation skills of the students. He narrated a few experience of product launch and branding activities carried out in their organization. He showed videos of product launch and how they target their customer segment and how all the communications are directed towards making a positive brand image for



their product. The session was very interactive and many questions were answered by Mr. Abijith Karkera. The session was a good learning experience to the students.

SESSION – 2

Mr. Venkatesh Amin – 10-09-2022; 10:30 to 12:00 PM

Former Area Manager – Castrol India Ltd

Keynote from the address:

Mr. Venkatesh was the Area Sales Manager with Castrol India Ltd. Currently he is a corporate trainer and adds value to many companies to improve the business efficiency. In his talk about the marketing management, he spoke about large population of our nation and huge demand and opportunities it provides for the marketers. He said that the demand for any product that can meet the needs of the customer is huge.

He informed that the products are categorised into many types like raw materials, consumables, spare parts etc. He highlighted around 15 industries which are considered to be sunshine industry and are likely to grow many times in next 20-35 years. He also encouraged students to be part of any of these sunshine industries to have a high growth career.

Mr. Venkatesh informed that to be in a successful business, we have to skill up and scale up. He said that only when the organizations skill up, they will be able to scale up and also only when the organizations scale up, they can afford to skill up. He also played a video of a furniture manufacturing company and spoke about how they adopt value selling to satisfy the needs of the customer.

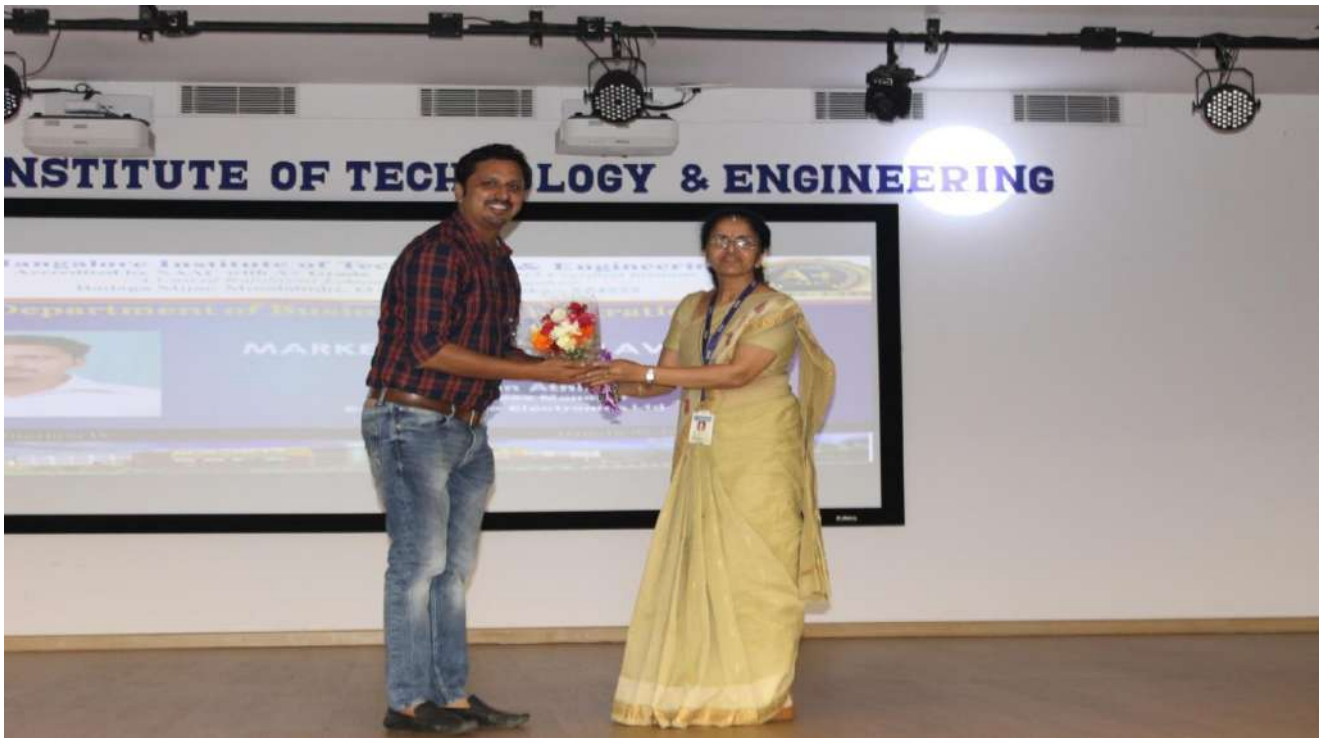


SESSION – 3

Mr. MithunAthikari – 10-09-2022; 12:00 to 1:00 PM

Area Business Manager – Samsung Electronics India Ltd

Mr. Mithun Athikari is the Area Business Manager with Samsung Electronics India Ltd. He is in-charge of the development of the agency and channel partners for the geographic area of Dakshina Kannada. He spoke to the students about the importance of channel partners and the contribution by them to the growth of the company. He shared the top level organization structure and informed how business is divided into



verticals like consumer electronics, Audio Visuals and internet mobiles. He said that, the business growth in each of these verticals are clearly identified and measured. He informed that keeping the channel partners motivated and extracting business through them is a different art and needs to be practiced to perfection. Many insurance companies follow similar business models in hiring agency managers and acknowledge this a key lever for the business growth. Towards the end of the session, there were many questions from audience about the Samsung mobiles, competition from Chinese manufacturers and the need to continuously release new models etc.

SESSION – 4

Mr. Ramani Venkat – 10-09-2022; 2:00 PM to 3:30 PM

Former Business Manager – Hitachi Data Systems

Mr. Ramani Venkat is an NLP trainer, serial entrepreneur, sales and strategic consultant and has worked at senior managerial positions in various Multi-national Companies.

He is currently working at Recession Busters and is a Co-founder and sales director of Bizz Diagnostics. He is also working as consultant and as mentor for budding startups.

Mr. Venkat has an experience of working in the IT field for more than 25 years in companies like Hitachi Data systems, sanAT technologies. He has featured in several articles like electronics for your, Channel world, express computers, BenefitIT magazine.



He started his talk with activity to reinforce the fact that when the targets are bigger, the outcome is better. Companies expect their employees to stretch and also be productive. In his talk Mr. Ramani Venkat spoke about the myths and facts about the sales profession. He said that the outcome of the sales department can be accurately measured. It is the only revenue generating function in an organization. He said that it

is a myth that females cannot be a good sales person



HR CONCLAVE 2022

HR CONCLAVE-2022

Resource Persons:

1. Dr Sheela Siddappa, Principal Data Scientist, Kyndryl.
2. Mr Santhosh Rao, Associate Vice President- HR, TIEI Pvt Ltd.
3. MsShahwarBanu, Director-HR,Tietoevry
4. Mr V S SPavanKumar,RecruitmentManager,Evoke Technologies.
5. Mr Mohammad Gaffur,Sr Manager-Hr,Daimeer
6. Mr Praveen Kamath, GM & Global Head,Wipro Limited

Dates: 15th and 16th July 2022

Venue: Auditorium 4



The banner for the MITE HR Conclave 2022 features the MITE logo and accreditation details at the top. It lists five distinguished speakers with their photos, names, titles, and company logos: Dr. Sheela Siddappa (Kyndryl), Mr. Santhosh Rao (TIEI India), Ms. Shahwar Banu (Tietoevry), Mr. V S S Pavan Kumar (Evoke Technologies), and Mr. Mohammad Gaffur (DAIMLER). The event is organized by the Department of MBA and MITE Career Guidance Cell. The date 16th July 2022 and venue AUDI-4 are prominently displayed. The bottom of the banner shows a wide shot of the MITE campus building.

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MITE Career Guidance Cell

Department of MBA
presents
MITE HR CONCLAVE 2022
Distinguished Speakers

Dr. Sheela Siddappa
Principal Data Scientist
kyndryl

Mr Santhosh Rao
Associate Vice President-HR
TIEI India
TOYOTA INDUSTRIES ENGINE INDIA PVT LTD.

Ms. Shahwar Banu
Director - HR
tietoevry

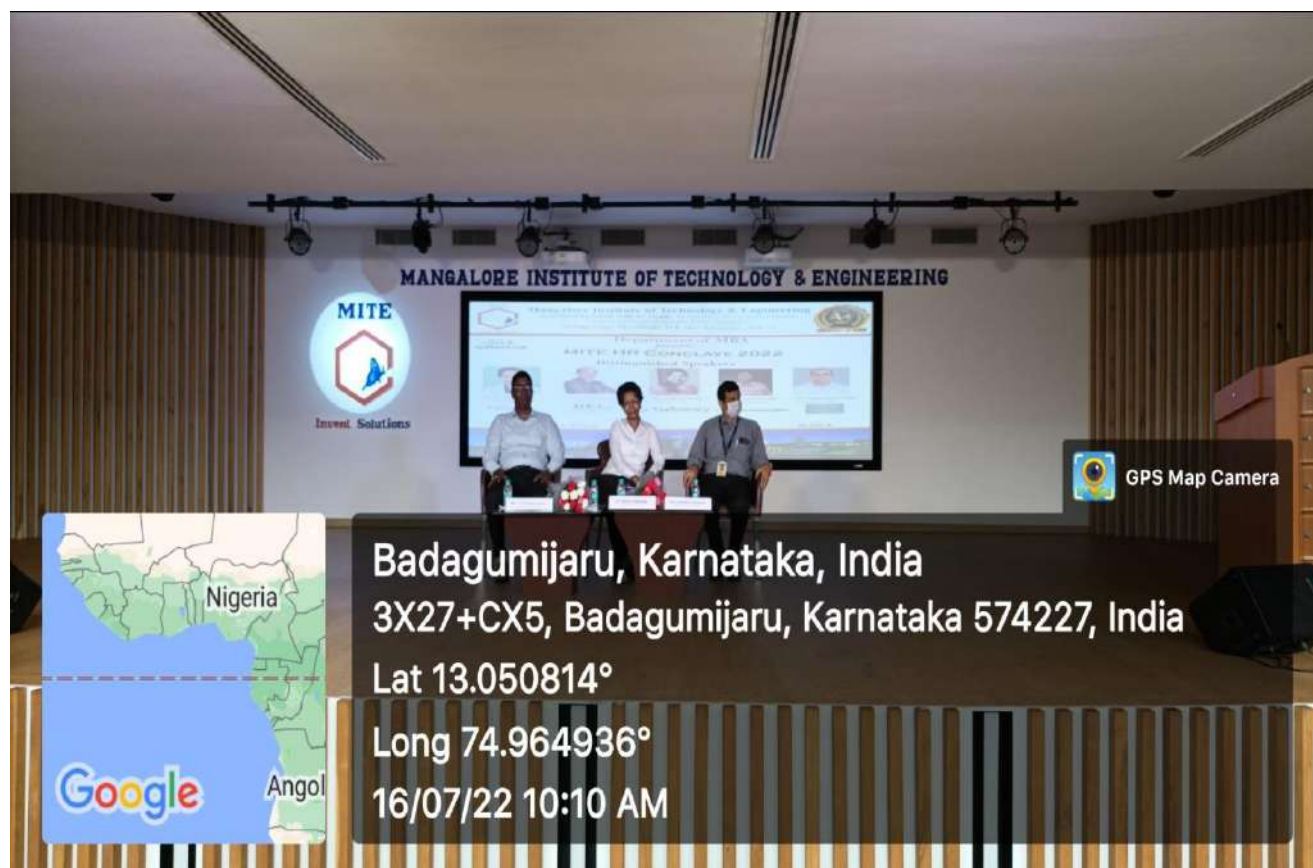
Mr. V S S Pavan Kumar
Recruitment Manager
Evoke Technologies

Mr. Mohammad Gaffur
Sr Manager - HR
DAIMLER

16th JULY 2022 AUDI-4

in the industry. Six industry experts were invited to deliver lectures on varied topics in HR in order to upskill students with practical industry perspectives.

HOD- MBA Prof Jayadeva Prasad welcomed the guests and set the stage for conclave. In his welcome address, he mentioned that this kind of conferences are part of experiential learning for MBA students. He advised students to derive maximum learning value from such workshops.



Dr Sheela Siddappa was the chief guest for the inaugural function and she spoke about the relevance of such conclaves in the academic sphere. She wished all success for the conclave and asked students to be interactive so as to get the best learning value.

SESSION 1: ROLE OF DATA SCIENTIST IN THE INDUSTRY -BY DR. SHEELA SIDDAPPA

Dr. Sheela Siddappa is the Principal data Scientist at Kyndryl who has vast experience in the field of Data Science. She explained in detail how data science works in the field of Retail. She explained the use of Artificial Intelligence in

formulating sales strategies. She explained the use of Robots in the field of Agriculture and cited examples of how data analysis helps in building and running smart cities. She highlighted the role of data science in cost reduction and profit maximization in business. She further mentioned that curiosity and the ability to ask the right question and get the appropriate answer is the key to the use of data science in business.



SESSION 2: PURPOSE IN LIFE -BY Ms. SHAWAR BANU



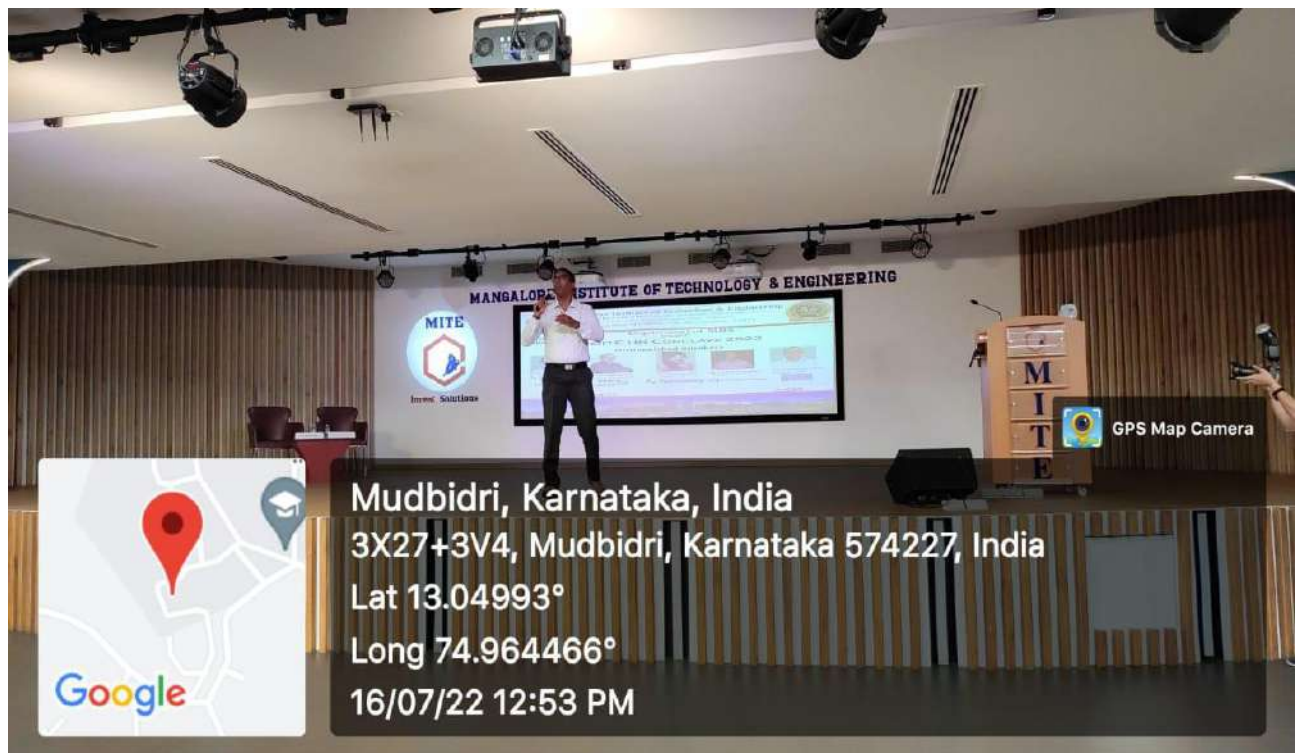
MsShawarBanu impressed upon the students that there has to be a set purpose in everybody's life and listed the do's and don't's to achieve that purpose. She emphasized that one has to develop confidence and keep convincing oneself that WE CAN DO IT. We must explore and find out who we are and not underestimate ourselves. She advised students to imagine, explore and learn. She mentioned that self-doubt is a hindrance in attaining one's purpose and one must not engage in it but believe in self. The speaker added that "we are blessed to be born in this era" as people are tech-savvy and every process is simple and quick. Therefore one must constantly upskill and reskill to survive in the corporate world. She appealed to students to do their strive toward their aspirations and be happy rather than pondering over what others say and be unhappy.

16 July 2022 - (DAY 2)

The master of the ceremony MsJoyline D'Souza welcomed all assembled for the conclave. The speakers of the day were introduced and the Diaz was handed over to the speakers.

SESSION 3: FACING INTERVIEWS -Mr V S S PAVAN KUMAR

In his brief session, Mr Pavan Kumar gave an overview of how an Interview process happens and what the preparations should be for a student. He told students to be quite confident and expressive in interviews. He spoke about how to make impressive first impressions during self-introduction. One needs to listen carefully, understand and then explain the answers lucidly. He said that each interviewer is different and one must strive hard to impress them. Being different and positioning oneself as unique is very important in the interview process so as to increase the chances of getting hired. He advised students to explore their strengths and weaknesses and work upon them. He gave the mantra “Knowledge is Power and Wisdom is Wealth”.



SESSION 4: HOW TO WIN AT THE WORKPLACE BY MR SANTHOSH RAO

Mr Santhosh Rao spoke about the changing scenario in Technologies in the industry today. He stressed that HIGH-TOUCH (People skills) is as important as HI-TECH (Technology) in today's times. He said that building relationships at the



workplace is important but difficult as people are always on the computers or telephones. He told that one must be multi-functional and be easily adaptive to any kind of situation and be willing to take up work from a completely different domain. He further highlighted the importance of KASH – Knowledge, Attitude, Skills and Habits. One must update knowledge with changing times, develop a positive Attitude to succeed, have the necessary skills to work in diverse scenarios and have professional habits. He also spoke about a new concept called Adversity Quotient which is one's ability to fight adversities and win. He advised students to prepare for interviews seriously and do the homework properly and improve their communication skills.

SESSION 5: ROLE OF HR IN ORGANISATIONS -MR. GAFFUR

Mr Gaffur stressed the fact that HR has a very important role to play in any Organisation. He further explained about 15 Best Practices of Human Resource function:

1. Fair recruitment, selection and onboarding of people
2. Proper welcoming and Induction program for new employees.
3. Inspiring the candidates to open up and communicate
4. Speaking – Speak to them
5. Listening – Listen to every employee
6. Ensure Employee participation in discussions and decision-making.
7. Grievance Redressal mechanism to take care of their problems.
8. Thanking-Appecciation-Recognition
9. Training Development and Career management
10. Work-Life Balance
11. Provide Support
12. Policies of Diversity and Inclusions
13. Celebrating Employees' Life events
14. Rewarding performance helps the organization to excel in business.
15. Corporate Social Responsibility.

These practices would go a long way in improving Employee engagement and help the organization to excel in business.



SESSION 6: TALENT MANAGEMENT FOR THE TWENTY-FIRST CENTURY- BY PRAVEEN KAMATH



The speaker Mr Praveen Kamath started the session by saying that Failures in talent management are an ongoing source of pain for executives in modern organizations. He defined *Talent management* as a constant process that involves attracting and retaining high-quality employees, developing their skills, and continuously motivating them to improve their performance. He stressed that talent management is vital for the survival of companies as it capitalizes on employees -the most important asset of your company. Talent management helps you maximize the value of employees. The speaker discussed in depth the advantages of talent management in the 21st century. Firstly it makes an organisation competitive i.e by hiring and developing talented employees, your organization becomes stronger and better prepared to face changes and risks. It drives innovation. Talented employees can find ways to harness the capabilities of new tools and solve problems or come up with original ideas. It helps form productive teams as an The appropriate talent management strategy will allow you to form a more productive team. It decreases turnover when employees feel valued at a company, when they know

they will have plenty of opportunities to grow in the business, they are less likely to seek work elsewhere. It leads to strong employer branding and motivates others to grow.

The HR conclave event came to an end with the Vote of thanks delivered by MsDhanya from 2nd year MBA. The conclave The HR Conclave helped in bridging the gap between industry-academia by building upon strong industry connections. It also benefitted thy by providing students with a good networking opportunity equipping them to be industry and market ready.

BSE WORKSHOP ON CAPITAL MARKET AWARENESS

Title: Capital Market Awareness

Date: 30th December, 2021

Online platform used: Zoom

Zoom meeting link:

https://us02web.zoom.us/join/9tZcdumugjsuHdXgETlqlEbfMUAXZ_CcSbLh

Target Audience: Faculty members of MITE & MITE MBA students

Resource person: Ms. Srikanta Lahari Sagi




The banner features the MITE logo on the left, which includes a stylized orange hexagon with a blue bird-like shape inside, and the text 'MITE' above and 'Invent Solutions' below. To the right of the logo, the text reads: 'Mangalore Institute of Technology & Engineering (An ISO 9001:2015 Certified Institution) (A Unit of Rajalaxmi Education Trust) Badaga Mijar, Moodbidri-574225'. Below this, it says 'BSE Workshop on Capital Market Awareness' in bold, followed by 'DEPARTMENT OF BUSINESS ADMINISTRATION Welcomes' and 'Ms. Srikanta Lahari Sagi' in a larger green font. A circular portrait of Ms. Srikanta Lahari Sagi, a woman with dark hair wearing a green and red sari, is on the right. At the bottom, the date and time are listed: 'Date: 30-12-2021, Thursday' and 'Time: 11:00 AM - 12:30 PM'. The background of the banner shows a modern, multi-story building with yellow and orange facades.

With close to a decade of business industry experience across leading companies of varied sectors, SrikantaLahari is an M.Com, LLB, MBA, B.Sc and has completed Financial Data Analytics from IIM K. She has domain expertise in Finance, Business Process Analysis and Training & Development and has over a decade of teaching experience. She teaches Managerial Economics, Financial Accounting & Management and Security Analysis and Portfolio Management. SrilankaLahari has also presented papers in International Journal pertaining to Women Entrepreneurs.


With the intension of enhancing the knowledge of personal investment, MBA department of MITE has organised a workshop on Capital Market Awareness. MITE faculty and MBA students took part in this workshop. Mr. Pratik Shetty welcomed the guest speaker and audience for the program.

Ms. LahariSagi started the discussion with the concept of investments, earnings and expenditure. Difference between savings and investments were discussed in detail. The growth of Sensex , the compounding impact of equity investments, inflation beating capacity of equity and the increasing consumer demand of the country were discussed in support of equity investment. She discussed about the user-friendly portal of BSE (Bombay Stock Exchange). The responsibility of an investor to do the due diligence of any investment product and the support of BSE in this regard was also the part of discussion.

Hybrid equity products like SIP, SWP, STP and different types of mutual funds were discussed in brief. Further Ms. Sagi spoke about other products of BSE like commodity derivatives, currency derivatives, equity derivatives and debt products. Finally do's and don'ts of investment was discussed, with the words of Warren Buffet, audience were motivated to invest in equity market particularly in a diversified portfolio. In the Q & A session Prof.Jayadeva Prasad raised discussion about the investor's protection in a broker based trading transactions. Mr. Pratik Shetty gave vote of thanks and concluded the workshop.



Mutual Funds – Features



- ☐ High Returns Over Long term
- ☐ High Liquidity at NAV based price
- ☐ Effective from F.Y. 2020-21 Dividend is taxable in the hands of investor
- ☐ Low Investment Size
- ☐ Risk is minimized through diversification
- ☒ Various Types of Funds to choose from
- ☐ Periodic Investment (SIP)/Withdrawal (SWP) facility
- ☐ Other facilities like STP available

Pradeep Kumar...

Pradeep Kumar B R

MITE

Srikantalahari Sagi

jayadev prasad

jayadev prasad

Ms. SrikantalahariSagi discussing about Mutual Funds



MBA_students watching live session of Ms. SrikantalahariSagi

A Workshop on

“HR ANALYTICS USING ADVANCED EXCEL”

Date: 17th February, 2022

Duration: 1:30PM - 4:30PM

Target Audience: Second year MBA HR students

Venue: CAD Lab, MITE

Brief about the event:

The Career Guidance Cell of MBA Department, MITE organized a workshop on HR Analytics using advanced Excel on 17th of February, 2022. The workshop was conducted by Prof. Girish. M, Principal of Trisha College of Commerce and Management, Mangalore. The resource person has an enormous amount of experience in his field. The workshop was conducted for the second year MBA-HR students to help them gain some practical applications of the subject. The session began with Sahana introducing the resource person and welcoming him. She gave a brief on Prof. Girish's achievements and experience. The welcoming session was closed by welcoming all the other present in the session including HOD of MBA Department, faculty members and the students.

The session began with Prof. Girish brushing the students with basics of excel. It highlighted mostly on the different tabs and function available in excel and how it can be put in use. He gave them exercises on the concepts that he taught and asked them to solve it by themselves. Prof. Girish also pointed at some of the shortcut keys to use these functions which can make their work easier.

The workshop has given the students a lot of extra information than just academics and will also come in handy in their work-life. The resource person has also pointed out on its importance and how it can be used. The session was concluded by Sahana thanking Prof. Girish for making time from his busy schedule and also thanked HOD of MBA Department for providing this opportunity, all the faculty members and the participants of the workshop.



CAREER GUIDANCE

HOW TO PREPARE AN EFFECTIVE JB APPLICATION

- A talk by Prof. Jayadeva Prasad M

Date: 8th November 2021

Duration: 3:00 PM - 4:00 PM

Target Audience: III Semester MBA students

Venue: PGL 301

Brief profile of the resource person:

The resource person for the event Mr. Jayadeva Prasad M is the Head of the Department of Business Administration at Mangalore Institute of Technology & Engineering, Moodbidri. He has over twenty seven years of corporate experience at various senior management levels. He is a prolific writer in the field of personal finance and his articles regularly appear in newspaper columns. He regularly conducts career development workshops and trainings to students of undergraduate colleges.

Brief about the event:

The career guidance cell of the department of business administration conducted a guest talk about the topic How to prepare an effective job application. The topic is very pertinent to the student community. The students attentively listened to the talk and got benefitted out of it. Prof. Jayadeva Prasad started the session by emphasising on the importance of the job application. According to Prof. Jayadeva Prasad, the job application is the first point of contact between the recruiter and the applicant. It is important for an applicant to give best impression about his or her candidature to the recruiter through the job application. He gave many tips about how to make the job application relevant and stand out in the crowd. He said that every recruiter received many applications daily and it is more likely that a few applications will be missed out in the lot.

In order to prevent such mishaps it is important to write proper and complete subject in the application. The subject line has to be clear and should give an idea about the application to the recruiter. He went on to give details about the importance of writing the subject line clearly.

The next part of the application is salutation in the email body. Prof. Jayadeva Prasad, informed the student that the frequent mistakes students do while writing the salutation. It has to be professional and respectful. Many candidates write a very casual salutation and it reflects poor impression of the candidate on the recruiter. He gave many examples from his experience about the wrong salutation often written by students. The next important part of the application is the email body. The body of the email has to be specific and should cover all the important points about the candidate that the recruiter should know. It should neither be too long nor too short. It has to be precise and give the right impression about the candidature to the recruiter. The final part of the application is the signature and again this is one part many candidates go wrong. The signature at the end of the email has to be professional and respectful. The generally acceptable practice keeps changing from time to time and also from place to place. Candidate has to check the acceptable practice and ensure to put in the right kind of signature at the end of the email.

The speaker warned that the recruiter will gather an impression about the candidate from all the above points and hence it is important to be careful while writing the job application. Candidates have to read and re read the application to avoid any spelling and grammatical errors in the application.

Towards the end of the event, there were questions from the students about dos and don'ts in job application, which was answered in detail by the guest. The students felt that the talk was very timely and brought out to their cognizance, common errors committed by them.





BANKING DOMAIN TRAINING – A Guest talk by Prof. Varun K

Title: “Banking Domain Training”

Date: 9th November 2021

Duration: 3:00 PM - 4:00 PM

Target Audience: III Semester MBA students

Venue: PGL 301

Brief profile of the resource person:

Mr. Varun is Asst Professor at the Mangalore Institute of Technology & Engineering. He holds an MBA degree in Finance from Visvesvaraya Technological University. He has over 2 years of teaching experience as domain expert in finance. He handles courses such as Indirect Taxation, Statistics. He regularly conducts career development workshops and trainings to students of undergraduate colleges.

Brief about the event:

Prof. Varun handled a session on Banking Domain Training to the III semester students. The event was organised by the career development cell of the Department of Business Administration. The session started with Prof Varun refreshing various banking terminologies with the students. This helped the students to understand the nuances of the talk better. He explained the meaning of various technical terms in banking domain related to banking operations, governance and regulations. Commonly used terminologies like, bank interest, repo and reverse repo rates, non performing assets, asses reconstruction was explained with many practical daily life examples. Difference between Repo rates and reverse repo rates were clearly explained.

Prof. Varun discussed about the increasing NPA in the banking and its implication on the performance of the banks in specific and the macro economy in general. He explained how various asset reconstruction companies are working to reduce the burden to the system. He explained in detail the operations process of these asset reconstruction firms and how they work towards reducing the NPA burden on the banks.

During the second half of the talk, Prof. Varun explained about various career opportunities in banking sectors for a fresher currently available in the market. The

difference in nationalised and private banking sectors and their recruitment procedure was explained. He spoke about the banking recruitment exams.

Prof. Varun insisted on the knowledge and skills required to clear these entrance test. He gave lots of input regarding aptitude test. The need to practice regularly to be on top of the aptitude test is mandatory to clear these exams. He provided many online resources which would help the students to improve their aptitude skills. He also highlighted lot of frequently asked questions in the interview and gave tips on how to prepare for it. He insisted that lot of regular practice is required to excel in aptitude test and interview. Prof. Varun also said that, the career in banking sector is highly rewarding and provides lot of challenges to overcome and could be satisfying in the long term.

At the end of the event, there were questions from the students about career options, preparations etc which was answered in detail by the guest.





CAREER IN SALES

Title: Career Guidance – Careers in Sales

Date: 12/11/2021

Duration: 3:00 pm – 4:00 pm

Target Audience: II MBA Students of MITE.

Summary: Career Guidance Cellof Department of Business Administration organised a technical talk on 12th November, 2021 for III Semester MBA students. The topic was Careers in Sales. The resource person for the session was Prof. Pradeep Kumar B R, Sr. Asst. Professor, Department of Business Administration, Mangalore Institute of Technology & Engineering. He informed about the various opportunities in available for a fresher in the market. Towards the end of the session, Prof. Pradeep Kumar answered questions from the students.

Resource Person:

Prof. Pradeep Kumar holds a Masters of Business Administration in Marketing & HR specialization. He is a mechanical engineer from Mangalore University. He has worked with Manufacturing Industries in Engineering and automotive sectors in sales domain before joining academics. He has a total of 2 years of Academic experience and 15 years of industry experience. He handles Marketing and HR courses to the first and second year students at Mangalore Institute of Engineering & Technology.

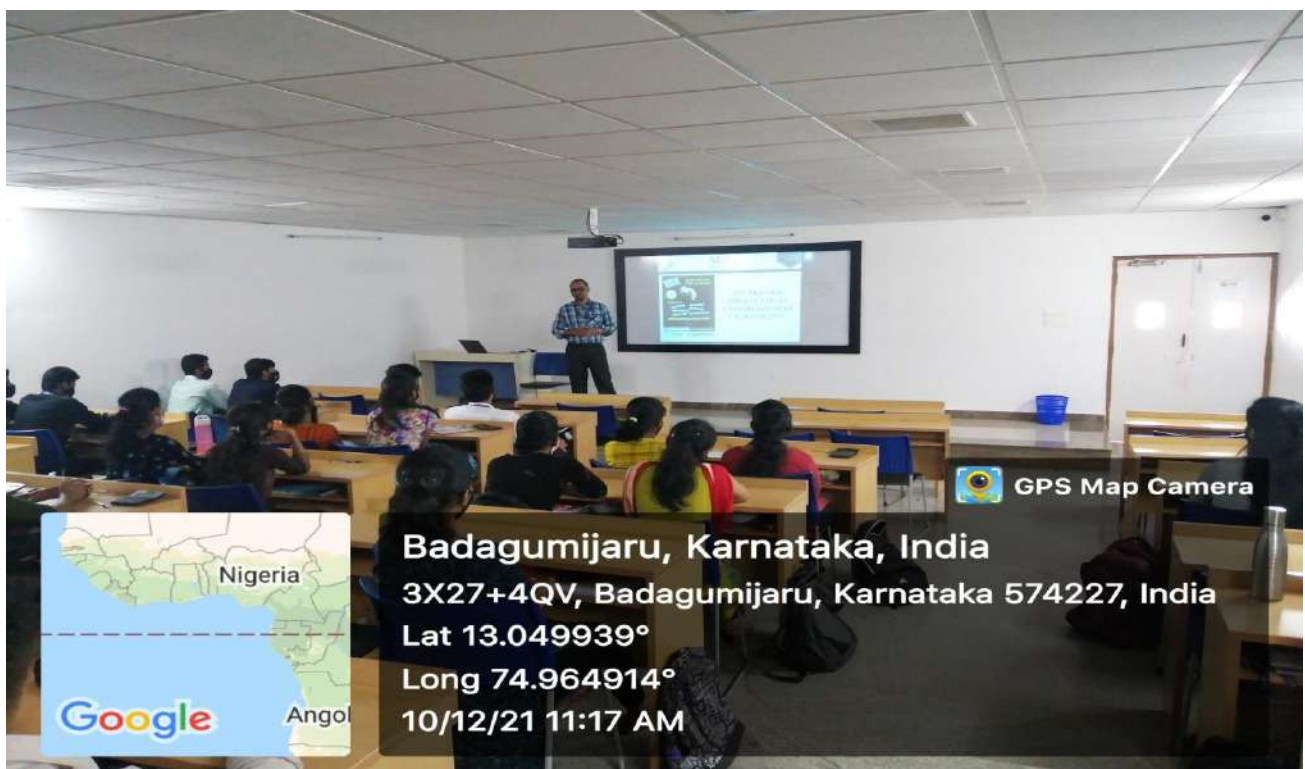
Keynotes from the address:

Prof. Pradeep delivered a career guidance talk about careers in sales for a fresher. He started with various common job titles in sales field. He said that the sales profession is named creatively in the market today, but the job role and responsibility remains unchanged. The first and foremost job of a sales person is to gain the trust of his or her potential client. He explained about various types of personal selling like retail selling, industrial selling, institutional selling, business selling etc. He explained in detail how

the services sector is growing in India which provides plenty of career opportunities for the potential candidates. Prof. Pradeep provided numerous examples of various sales designations from variety of companies.

He touched upon the skills required to be successful in sales domain and urged the students to start preparing to gain these skills. He drew examples from FMCG sectors like Nestle, Patanjali, at various stages of the value chain and explained how a sales person's role changes at various positions, like that of manufacturer salesperson, distributors salesperson, sales agent, retail sales person. He explained the differences that exist in Industrial sales, institutional sales in terms of the knowledge, skill and attitude to excel in these different sales fields.

Prof. Pradeep explained the pros and cons of taking up a sales profession. He urged the students to look at the long term career prospects rather than short term benefits while deciding the career path. He also discussed with students about the new sales roles that are coming up in the market like tele-calling sales person, inside sales which provides ample opportunities for the potential sales candidates.



Towards the end of the session, he concluded with Question and Answer session where the speaker clarified many queries raised by the students



CAREER IN FINANCE AS A CHARTERED FINANCIAL PLANNER

- by Mr. Tapas Saha

Title: “Career in Finance as Chartered Financial Planner”

Date: 2nd February 2022

Duration: 3:00 PM-4:00 PM

Target Audience: MITE-MBA students

Venue: Online Webinar - Google Meet

Brief profile of the resource person:

Mr. Saha is the co-founder and Managing Partner of International Institute of Research and Wealth Management, Kolkata. He is a Certified Financial Planner and holds MBA degree in Finance. He has over 14 years of experience as domain expert for financial planning and wealth management. He is also a trainer, speaker, panellist for corporate, media and educational institutions. He has been a panellist in seminars like Reliance Mutual Fund, ICICI Mutual fund, Ananda Bazaar Patrika, Kolkata university and Kolkata stock exchange.

Brief about the event:

The MC for the event, Ms. Jane Quadras of II Semester, introduced the guest speaker to the audience. In the talk, Mr. Saha broadly spoke about the benefits of having a career as CFP. In the later half of the event, all the details about the course, admission process, qualification and the structure of the course was discussed in detail. The vision, Mission of Financial planning standards board was explained to the students. He mentioned that this organization is present in more than 27 countries world wide and it is globally well recognized. According to Mr. Saha, the curriculum covers Investments, retirement and tax, Insurance and Estate planning. It focuses on competency ethics and clients interests. Many points like return on investment, break-even period, were discussed. Towards the end of the event, MC thanked the speaker and audience for their attention and the event ended with question and answer session.

FPSB
FINANCIAL PLANNING STANDARDS BOARD

New Pathway to CFP™ Certification in India

CFP Certification Global excellence in financial planning

Participants: Pradeep, Tapas Saha, Akshathraj Jain, Naveen Prabhu

FPSB® Investment Planning Specialist Roadmap

EDUCATION

- Personal Financial Management**
 - Client Financial Situation
 - Time Value of Money
 - Cash Flow Demands and Conflicts
 - Budget and Emergency Fund
 - Debt and Financing Alternatives
 - Financial Management Strategies
- Investment Planning/Asset Management**
 - Asset Classes and Securities
 - Pooled Investment Products
 - Principles of Investment Risk
 - Investment Performance Management
 - Investment Theory
 - Asset Allocation
 - Wealth Management
 - Behavioral Finance
 - Objectives, Constraints and Suitability
- Regulatory Environment, Law/Compliance**
 - Client Best Interest
 - Economic Environment
 - Social and Political Environments
 - Compliance and Implications
 - Anti-Money Laundering

EXAM
Two hours, 75 multiple-choice questions

EXPERIENCE
No experience needed

ETHICS
Five-hour course, adherence to FPSB Ltd.'s Code of Ethics

CPD
Five hours annually

FPSB® Investment Planning Specialist

For more information visit: india.fpsb.org/wp-content/uploads/2020/03/2-Investment-Specialist-Competency-Profile_Link.pdf

Participants: Akshathraj Jain, Naveen Prabhu, Pradeep Kumar..., Pradeep Kumar B R, Jayadev, Jayadev

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28 of 31

FPSB Ltd.'s Certification Process

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    A[Register with FPSB Ltd.] --> B[Select Course]
    B --> C[Enroll with IIRWM]
    C --> D[Access Online Material]
    D --> E[Complete Course]
    E --> F[Pass Certification Exam]
    F --> G[Certify as a Specialist]
  
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- Register with FPSB Ltd.**
- Select Course**
 - Investment Planning
 - Retirement & Tax Planning
 - Risk & Estate Planning
 - CERIFIED FINANCIAL PLANNER™ Professional
- Enroll with IIRWM**
- Access Online Material**
 - Textbook
 - Interactive Sessions
 - Practice Questions
- Complete Course**
 - IIRWM Confirms Student Success
- Pass Certification Exam**
- Certify as a Specialist**

FPSB Investment Planning Specialist

CFP Certification Global excellence in financial planning

29

Alakhathraj Jain

Naveen Prabhu

Pradeep Kumar...

Jayadev

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24 of 31

FPSB Financial Planning Capstone

1 The Financial Planning Process

- Financial Planning Process
- Practice Standards
- Professional Skills
- Client Characteristics
- Client Engagement and Communication
- Critical Thinking

2 Engaging Clients for Life

- Introduction to the Discovery Process
- Appreciative Inquiry
- Discovery Process Applied
- Goal Determination, Refinement and Setting
- Develop Financial Planning Recommendations
- Presenting Recommendations to Clients

3 Developing Effective Financial Plans

- Financial Planning Overview
- Financial Plan Elements
- Developing Effective Plans
- Sample Financial Plans
- Financial Plan Assessment

EXAM

- Three hours, scenario-based questions

EXPERIENCE

- Three years unsupervised or one year supervised relevant experience

ETHICS

- Five-hour course, adherence to FPSB Ltd.'s Code of Ethics

CPD

- 15 hours annually

CFP™

CFP Certification Global excellence in financial planning

Alakhathraj Jain

Naveen Prabhu

Pradeep Kumar...

Jayadev

B2B MARKETING MANAGEMENT

Title: B2B Marketing Management

Date: 13/07/2022

Duration: 12:00 – 1:00 pm

Target Audience: II MBA Students of MITE.

Summary: The marketing club of department of Business Administration organised a talk on 13th July, 2022 for II MBA students about B2B Marketing Management. Mr. Venkatesh S Amin, Ex-Area Manager, Castrol India Ltd was the resource person for the session. Ms. Jane Quadras of II MBA was the MC for the event. She extended a warm welcome to the speaker and the audience. She also introduced the speaker to the students. Mr. Venkatesh discussed about the applications of B2B Marketing concepts in the business environment. He showed the websites of ‘GEM – Government-e-Marketplace’ and demonstrated the operations of a B2B firm in internet procurement situation.

Resource Person:

He is a member of the Kanara Chamber of Commerce and Industries and is a management consultant to V.K Furniture- Mangalore, Maroor Group, Moto Mark, Auto Mark, Ramnath Traders and a few small scale manufacturing companies in Baikampady industrial area, Like J.V. Springs etc. He is a Corporate Trainer on strategy to various associations of Kanara Chamber of commerce like Automobile Association, Pharma Association, Merchants association etc. He has conducted over 100 plus training programmes on strategy to various organizations.

Keynotes from the address:

Mr. Venkatesh delivered a talk about the B2B marketing management. He began with the introduction to large population of our nation and huge demand and opportunities it

provides for the manufacturers of B2B products. He informed the various types of B2B customers like

Government customer, institutional customers, and enterprise or agency customers. He also informed that the B2B products are categorised into many types like raw materials, consumables, spare parts etc. He highlighted around 15 industries under B2B categories which are considered to be sunshine industry and are likely to grow many times in next 20-35 years to come. He also encouraged students to be part of any of these sunshine industries to have a high growth career.

Mr. Venkatesh informed that to be in a successful business, we have to skill up and scale up. He said that only when the organizations skill up, they will be able to scale up and also only when the organizations scale up, they can afford to skill up. He introduced the students to government of India website called “Government-e-marketplace.” He informed how this platform acts as a facilitator between the purchasing government organization and any seller in any part of India. He told the students that anybody can become a seller in these platforms. There is also an e-platform of the government of Karnataka for government procurement activities. In the end of the session, the speaker showed videos of how automation and technology helps in optimizing the resource utilization and refining the operations. He played the videos of technology adoption in e-commerce aggregator like flipkart. He also played a video of a furniture manufacturing company and spoke about how they adopt value selling to satisfy the needs of the customer.

The session ended with the MC thanking the speaker for the knowledge sharing. She also thanked all the audience including the faculty members, and students for their active participation





CAREER AND FUTURE IN FINANCIAL PLANNING AND WEALTH MANAGEMENT

Date: 2nd September 2021

Duration: 3:00 PM-4:30 PM

Target Audience: MITE-MBA students

Venue: Online Webinar - Google Meet

Brief profile of the resource person:

Mr. Saha is the co-founder and Managing Partner of International Institute of Research and Wealth Management, Kolkata. He is a Certified Financial Planner and holds MBA degree in Finance. He has over 14 years of experience as domain expert for financial planning and wealth management. He is also a trainer, speaker, panellist for corporate, media and educational institutions. He has been a panellist in seminars like Reliance Mutual Fund, ICICI Mutual fund, Ananda Bazaar Patrika, Kolkata university and Kolkata stock exchange.

Brief about the event:

The MC for the event, Ms. Shwetha Hegde of II Semester, introduced the guest speaker to the audience. The talk was divided into two parts, first part focussed on the checklist for choosing right course for higher education. The second part of the talk was about Certified Financial Planning course and its opportunities. He said that there are ten-point checklist that every student must ensure to cross check before any higher education decisions. Some of the points among them are, (i) approval of the regulators for the course, (ii) Is the concept and application of the course local or global, (iii) Is return on investment is justified, (iv) what is the break-even period? He also said that, the above points can be used by any student before pursuing any kind of higher studies.

He introduced the topic of client segmentation based on the size of the portfolio. There are two concepts of client handling namely, Financial Planning and Wealth Management. He said "Financial Planning is a professional practice which deals with various personal financial issues through proper planning, which includes, but not limited to Cash flow, Tax planning, Asset acquisition, Investment planning and Risk Management and Insurance Planning"

Mr. Saha said that there is a huge demand for the Certified Financial Planners who can manage wealth of High net worth Individuals (HNI) and Ultra High Net Worth Individuals (UHNI). He said that there are many career scopes for a good CFP in the field of Bank & NBFC, Mutual Funds, Audit and Tax consultants, Credit Rating and many more. All the major banks in India are currently looking for efficient CFPs.

Mr. Saha showed many examples from the internet about the salary range for a CFP of about 4-6 years of experience. He also showed many examples of Bank recruitment advertisements, where CFP is preferred. The demand for CFPs in India is growing and India is not producing enough CFP.

At the end of the event, there were questions from the audience about career options, stock selections etc from the audience. The guest answered all the queries of the students and the event ended with MC thanking the guests and audience.

Google Meet link for the video of the event is:

<https://drive.google.com/file/d/1Dy-ugh0ISqkm6zpVpOSS4Ab8g2v3WUd9/view>



Mangalore Institute of Technology & Engineering Department of MBA

In Association With

International Institute Of Research and Wealth Management

Presents

Webinar On

**Career & Future in Financial Planning
and Wealth Management**



About The Resource Person

Mr. Saha has over 14 years of experience as Domain Expert for Financial Planning and Wealth Management, and has been a Trainer, Speaker, Panelist for corporate, media and educational institutes.

He is a Financial cum Investment consultant to High Networth Individuals, NRIs, Celebrities on Global Investments, Global Taxation, Real estate and Start-Ups.



Mr. Tapas Saha

Co-Founder & Managing Partner – IIRWM
CFP, CWM, CII (UK) Award, MBA, M.COM

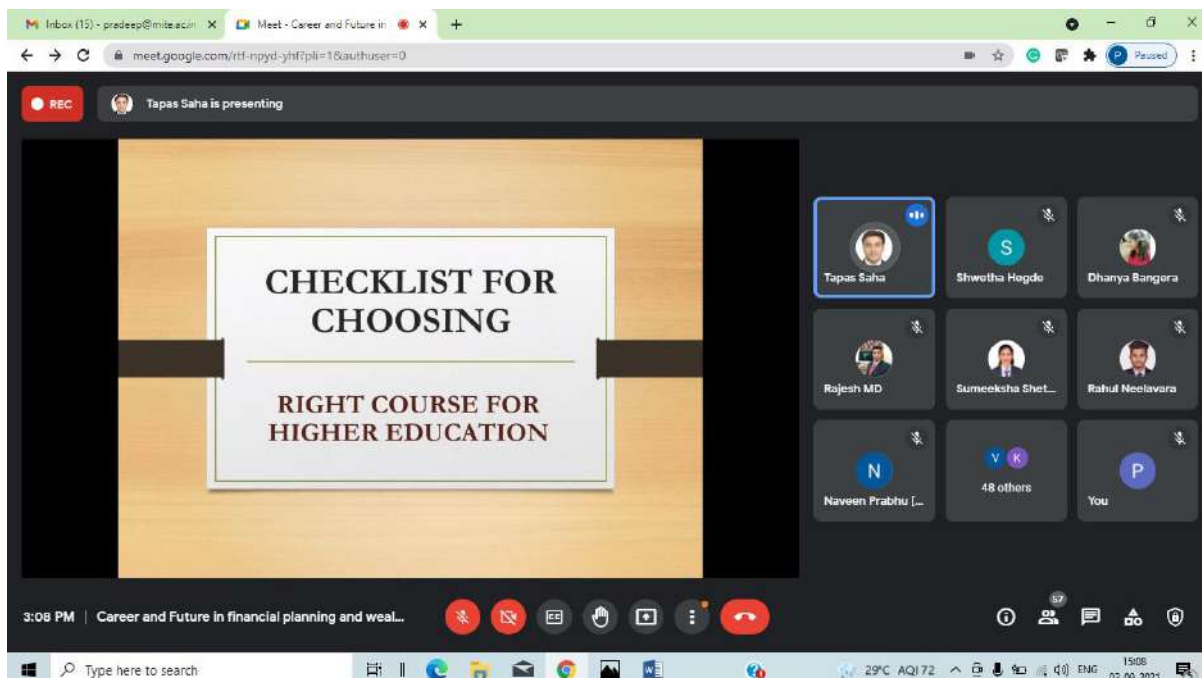
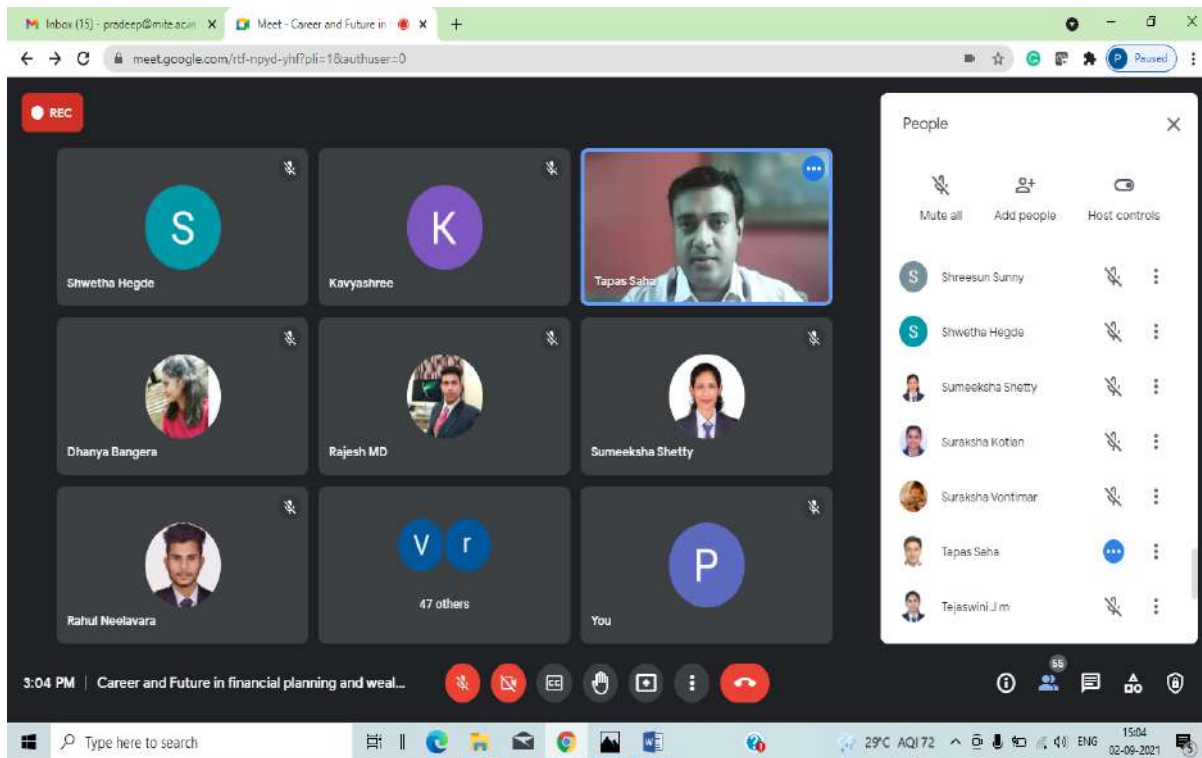
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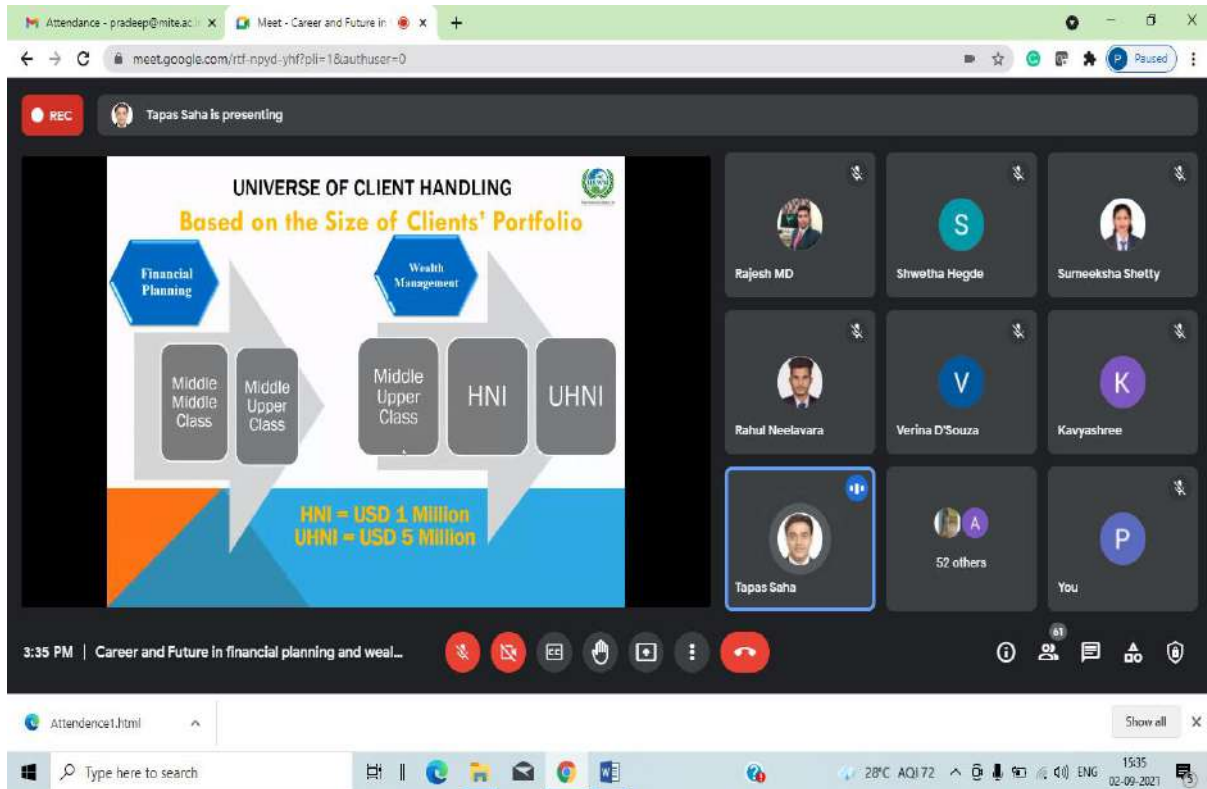
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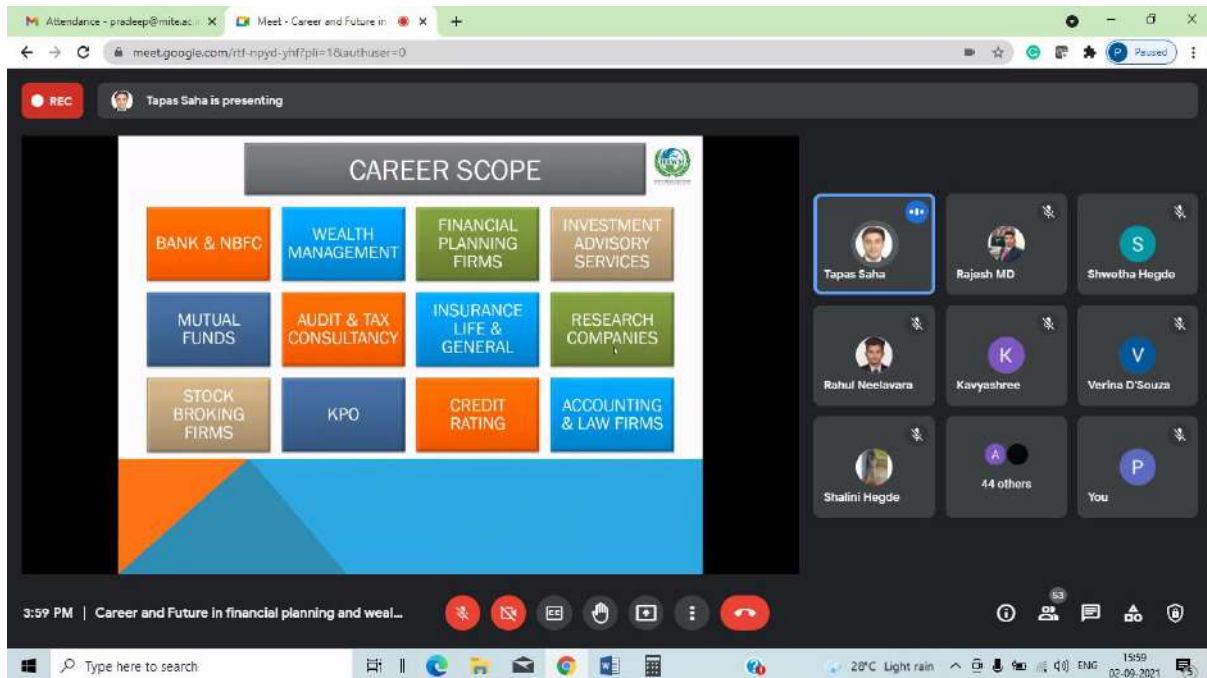
Google Meet Link
meet.google.com/rtf-npyd-yhf

Organised by:
Career Guidance Cell





The screenshot shows a Google Meet interface with a presentation slide titled "UNIVERSE OF CLIENT HANDLING Based on the Size of Clients' Portfolio". The slide features a diagram with two main categories: "Financial Planning" and "Wealth Management". Under "Financial Planning", there are boxes for "Middle Middle Class" and "Middle Upper Class". Under "Wealth Management", there are boxes for "Middle Upper Class", "HNI", and "UHNI". At the bottom of the slide, it states: "HNI = USD 1 Million" and "UHNI = USD 5 Million". The Meet interface shows a grid of participants on the right, including Rajesh MD, Shwetha Hegde, Sumeeksha Shetty, Rahul Neelavara, Verina D'Souza, Kavyashree, Tapas Saha, 52 others, and You. The bottom status bar shows the time as 3:35 PM and the topic as "Career and Future in financial planning and weal...".



The screenshot shows a Google Meet interface with a presentation slide titled "CAREER SCOPE". The slide features a grid of boxes representing various career paths: "BANK & NBFC", "WEALTH MANAGEMENT", "FINANCIAL PLANNING FIRMS", "INVESTMENT ADVISORY SERVICES", "MUTUAL FUNDS", "AUDIT & TAX CONSULTANCY", "INSURANCE LIFE & GENERAL", "RESEARCH COMPANIES", "STOCK BROKING FIRMS", "KPO", "CREDIT RATING", and "ACCOUNTING & LAW FIRMS". The Meet interface shows a grid of participants on the right, including Tapas Saha, Rajesh MD, Shwetha Hegde, Rahul Neelavara, Kavyashree, Verina D'Souza, Shalini Hegde, 44 others, and You. The bottom status bar shows the time as 3:59 PM and the topic as "Career and Future in financial planning and weal...".

INDUSTRIAL VISITS

INDUSTRIAL VISIT TO CAMPCO CHOCOLATE FACORY

Title: Campco chocolate factory, Puttur

Date: 22nd June, 2022

Duration: Full Day

Target Audience: 40 Students of II-year MBA -20MBA Batch

Brief about the event: On 22nd June 2022, a one-day Industry visit to Campco chocolate factory Puttur was organised for the 4th-semester students of MBA (20202 Batch). MrRadheshKundalpady, Public relations officer of Campco, explained the business process of Campco. Mr Praveen explained the company's commodity price and currency exchange risk strategies. The HR policies and marketing strategies of the company were explained in detail by MrRadhesh. During the visit, students clarified doubts regarding the company's quality policy and CSR activities. MrRadhesh spoke about the contribution of Campco to local farmers, particularly for Arecanut and Cocoa producers. He explained the future plans of Campco as well.



The Campco chocolate company in India is located in the midst of a cocoa cultivation area, in a quaint little village called Kemminje in Puttur, the pearl city of Dakshina Kannada, Karnataka. Campco Chocolate factory was set up in 1986 with the capacity to produce 8,800 metric tonnes of chocolate. Today, they produce over 23,000 tonnes of

cocoa-based products. Equipped with the most modern imported machinery, their passionate chocolate artistes produce cocoa mass, cocoa powder, moulded chocolates, premium chocolate bars, and other cocoa-based products all in one place.



MITE –MBA students with Campco officials

INDUSTRIAL VISIT TO GLENICIA GROUP OF CONCERN

Title: Industrial visit to GLENICIA Group of Concern

Date: 2nd September 2022

Duration: Full Day

Target Audience: 40 Students of II-year MBA -20MBA Batch

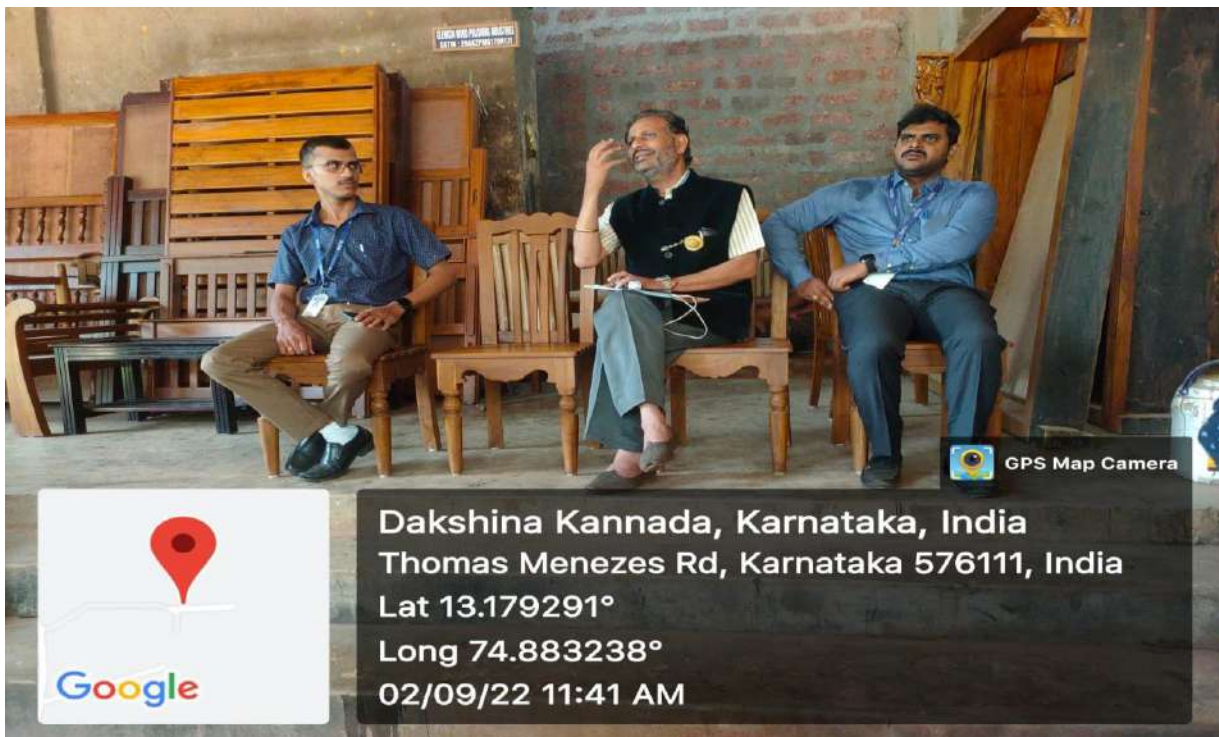
Brief about the event:

On 2nd September 2022, a one-day industry visit to GLENICIA furniture manufacturing industry was organised for 2nd semester (21 Batch) MBA students. Mr Pavananjay N – Manager for Joint ventures, explained the company's operations. He spoke about the success of Glenicia Company and its success journey. The key learning from the visit was knowledge of the import-export procedures and the regulator's management. The qualities of a good salesman and a successful entrepreneur were discussed in detail during the visit. The company's marketing strategies and promotional modes were explained in detail on students' demands.

Glenicia designer doors and GLESHU furniture's formed in the year 2000. Undertaking all kinds of furniture works, like door frame with door, window frame, shutters, railings, sofa set, dining tables set, corner table, bench and desk, wooden cupboards, computer table, study table, dressing table. Glenicia designer doors and GLESHU furniture have a strong infrastructure with technologically advanced machinery. The latest machines and technologies enable flawless production.



MITE –MBA students with MrPavananjay Nat Glenicia Factory



Mr

Pavananjay N addressing MITE-MBA students



MITE – MBA students inside the Glenicia factory, watching the production process.

ECO CLUB

MY HOUSEPLANT, MY FRIEND

Date: 27th July 2022

Duration: 10:00 AM - 11:00 AM

Target Audience: 2nd year MBA

Venue: Room 301, PG Block, MITE

Brief about the event:

The Eco Club of MBA Department, MITE organised a guest talk on “My Houseplant, My Friend” on 27th July 2022 for the 2nd year MBA students.

The speaker of the session was Dhanya Bangera who is the second year MBA student of MITE, Moodabidri and the talk is based on the article that was published in Times of India.

The session involved learning about different “plantfluencers” who are passionate about plants and are the ones who call themselves plant guru or plant parents. They have also helped plant enthusiasts by advising them about installing plants at their homes or how to take care of the plants already there. Also the sessions highlight different plants that a beginner can have at their homes which are easy to maintain and the ways to water and regarding the light requirements that each plant needs.

The intention of this session was to create awareness among the students regarding new trends in terms of home gardening and the people who have marked a difference in the same. It talks about how in the pandemic people searching for companionship found happiness in gardening and found a new hobby or interest. Overall it was an informative session.





EVILS OF PLASTIC

Date: 3rd August 2022

Duration: 10:00 AM - 12:00 PM

Target Audience: Shopkeepers

Venue: Moodabidri city

Brief about the event:

Plastics have eventually turned into a hazard to the environment. The Government of India is taking several initiatives to help the citizens reduce the use of plastics.

For any change to be installed, the first step is to create awareness among the people. The Eco Club of MBA Department, MITE has taken one such initiative and organised a campaign on “Evils of Plastics” on 3rd August 2022, with the objective of educating people about the problems one can face with the use of plastics and how it can be reduced.

The HR students of MBA Department, MITE were a part of this campaign. Informative pamphlets were designed and printed by the students which included the adverse effects of plastics and how it can be reduced.

The target audience of this campaign were the shopkeepers of Moodabidri city. The shopkeepers expressed their opinions and concerns.

The overall program helped the students as well as the audience in understanding the current issues and different opinions of individuals.





CLEAN CITY CLEAN WORLD

Date: 3rd August 2022

Duration: 12:30 PM - 1:30 PM

Venue: Moodabidri city

Brief about the event:

With the intention of contributing even the bare minimum to the society, the Eco club of MBA department MITE has come up with an initiative- “Clean city, Clean world” on 3rd August, 2022. The objective of this campaign was to clean, as in pick up plastics and other wastes in the selected part of Moodabidri city. The HR students of MBA department MITE volunteered to participate in this campaign.

The area named AramaneBagilu in Moodabidri was opted to carry on this campaign and 12 volunteers were a part of this initiative. Three bags of waste were gathered and placed in a location that is convenient for the municipality waste movers to pick it up.

Overall, it was an enlightening experience to find the amount of waste thrown out in the air and how it can harm the animals as well as the society.





VANAMAHOTSAVA - 2022

Date: 05-08-2022

Time: 9.30AM

Target audience: Student volunteers of MITE–NSS and Eco club, Principal and Faculty members of MITE

Brief about the event:

Mite NSS celebrated annual 'Vanamahotsav' on 05-08-2022 in the college premises. Accordingly MITE NSS along with Eco Club organized this event as part of green campus initiative.

The event began with the address by Principal Dr. Ganesh Prasad. In his inaugural address spoke about the importance of trees for human kind and their socio-economic effects. He focused on impact of deforestation, pollution, global warming, modernization of agriculture, etc. Here requested the gathering to plant at least one plant a year and take care that it can contribute to



The poster features a green background with a small plant on the right. At the top, it includes the MITE logo and accreditation details. The central text reads 'ECO – CLUB in association with National Service Scheme conducts VANAMAHOTSAVA'. The bottom section provides the venue, date, and time. A photograph of the MITE campus is at the very bottom.

MITE
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Badaga Mijar, Moodabidri, D K Dist, Karnataka - 574225

ECO – CLUB
in association with
National Service Scheme
conducts
VANAMAHOTSAVA

Venue: MITE Campus **Date: 05.08.2022** **Time: 9.30 AM**

the mass. When each plants one plants it will contribute to the nature in terms of tress which helpsus to come over the challenges that we are facing today. Later Principal planted a sapling tosymbolically inaugurate the Vanamahotsav program. More than 50 saplings of fruit and tress wereplanted.



Principal, Faculty members, NSS volunteers and Eco club volunteers with saplings



Principal planting a sapling



Faculty members planting a sapling



Student volunteers planting saplings

VideoLink: <https://drive.google.com/drive/folders/1I4PtY5HMfiMahFshMvziGzy5iOlmpMi>

CSR CLUB

VISIT TO MANASA REHABILITATION AND TRAINING CENTRE

Date: 5th January 2022.

Duration: 02:00PM - 03:30PM.

Target Audience: Special Children.

Venue: Manasa Rehabilitation and Training Centre, Pamboor.

Brief about the event:

The CSR Club of the MBA department is committed to being socially accountable by striving to build a better world. This club has organized an event on 5th January 2022 at “Manasa Rehabilitation & Training Centre”. This centre consists of students with special needs. The CSR members visited these students, interacted and had some special moments to cherish. Alan, Puneeth, Dhanya, Nandhan were the organizers of this program and the technical support was provided by the other HR club members – Ratan and Dhanush.

The CSR Club visit started with a welcome by Harish. The members conducted various games and spent quality time with the children. These games were conducted to make them happy and self-reliant in their daily life. The announcement of the prize winners of the games created a lot of curiosity and happiness on the faces of children. The members of the CSR club shared their experiences and built confidence among the special children. In addition to this, surprise gifts for all special children were distributed by Santa Claus Abhishek Nayak recalling Christmas and the occasion of the New year season. The session came to an end with some lively music, food and the members interacted with the teachers about the centre and constant interactions in the future. The vote of thanks was delivered by Harish.



There was positive response from the faculty and the students of the school. Overall the session has been a great experience for both the students as well as the organizers which boosted their confidence and knowledge. The school Principal Sr. Maria Jyothi, faculty members were present during this visit.



CSR Members encouraging the students to participate



Activities were conducted by the students for the participants

COMPUTER SKILLS TRAINING AT HANDELU SCHOOL

Date: 4rd August 2022

Duration: 2:00 PM - 3:30 PM

Target Audience: 4th - 8th std students

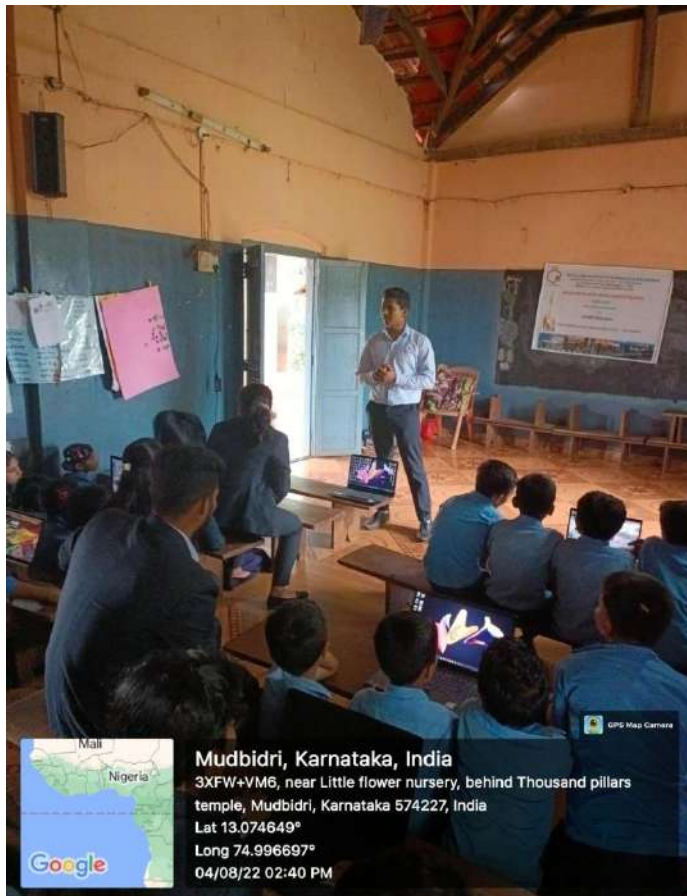
Venue: Dakshina Kannada Hiriya Prathamika shaale, Handelu

Brief about the event:

The students in the rural areas are not mostly exposed to the basics of the technologies and are not inclined towards the luxuries of the same. Hence, with the intention of exploring them to the more basic and also sophisticated spectrum of such technology, the CSR club of MBA department, MITE organised a session on Computer Skills to the students of a government school in one of the parts of Moodabidri city.

This session was conducted by the HR students of the MBA department with an audience of 40 students. The session began with the welcoming of the faculty members and all the students present there. The students were divided among the group of 4 and each group was assigned one volunteer and a laptop to assist them. The session consisted of different sections and it began with the basic functions and keys of the computer and moved on to the Microsoft office- Word, Powerpoint and Excel. The students were smart and excited to learn something new.





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HR CLUB

“PERSONATE”- ROLE PLAY

Date: 11th November 2021

Duration: 2:00PM - 4:00PM

Target Audience: Second year MBA students

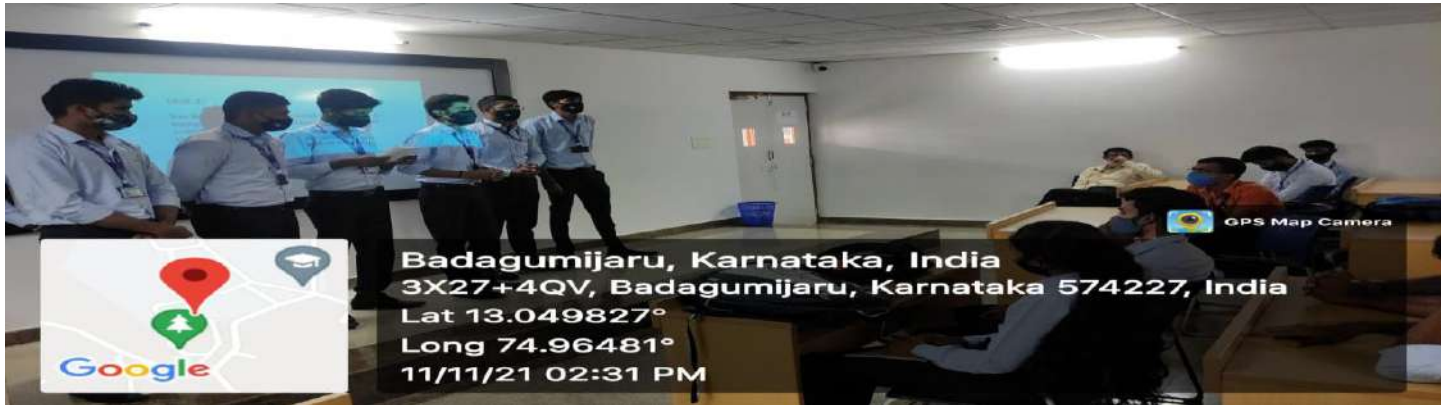
Venue: PGL-301 PG Block, MITE

Brief about the event:

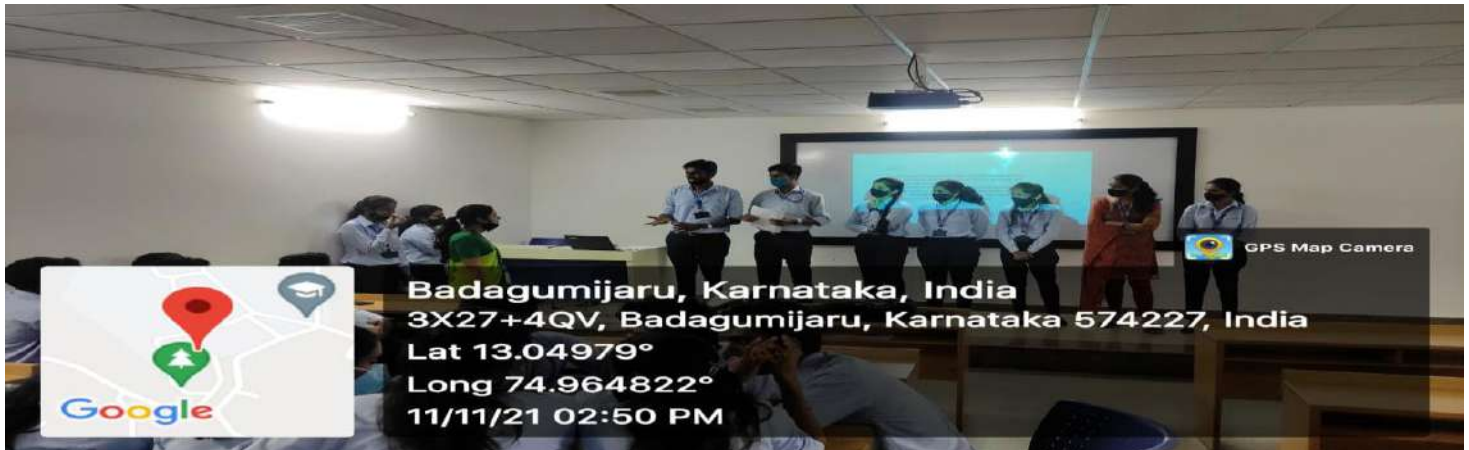
The HR Club of MBA Department, MITE organized an event on 11th November, 2021 “Personate” with the view to build confidence and enhance decision-making skills. This role play activity was carried on by a team of HR Club members in the presence of the HOD and the faculty members of the MBA department. Dhanya, Tejaswini, Puneeth and Dhanush were the main organisers of “Personate”

The role play activity comprised of dividing students into seven groups of eight members each and a “lots” system was used to assign a scenario based case to each team to enact and find rational solutions. Each group received different HR related scenarios which showcased their decision-making skills and team work. All the cases/scenarios were related to employee relations and it depicted how a manager would deal when confronted with specific HR related issues.

A brainstorming session was held after the role play. The faculty members and the students present asked questions and suggested their point of view for the given case as well as the solutions provided by the teams. Prof. Varun and Prof. Verina provided feedback and shared their insights pertaining to the given cases. Fifty-five students actively participated in the role play and provided feedback that this activity helped them to improve their speaking and listening skills, thereby enhancing their creativity and imagination.



Team 1 was given the case on a female employee being harassed and as a HR what the actions taken.



Team 2 was given the case on the drug use in the organisation and how it can be resolved by a HR.



Team 3 was given with a scenario of a airline company which was facing the situation of drunken pilots.



Team 4 was given a situation where the organisation was indulged in illegal lay offs and a leaked audio clip of a HR threatening his employee.



Team 5 enacted a scene of recruiting candidates for the designated post.



Team 6 was given a situation where they had to enact and find a solution for the problem of increasing the productivity of the senior staff.



Team 7 was given a situation of Vijay Mallya coming back to the country and the situation he will have to face and answer in front of the media.



STUDENTS' PERSPECTIVE ON NATIONAL EDUCATION POLICY

Date: 16th November 2021

Duration: 12:00PM - 01:00PM

Target Audience: 2nd Year MBA students

Venue: Audi 2, MITE

Brief about the event:

With the intention of understanding the students' perspective on the New Educational Policy 2020, Department of MBA conducted this Panel discussion. The session was coordinated by Pratik Shetty followed by the panel members Shalini, Puneeth and Dhanya of second year MBA. The discussion was mainly focused on the higher education segment of the New Education Policy 2020. The moderator Pratik Shetty started the discussion by giving a brief introduction about the entire NEP. He then spoke about the new vision for the India's higher education system and also added that there would be more holistic and multi-disciplinary education. The next panelist Shalini spoke about creating an optimal learning environment and the support provided for the students such as involving them in several activities to improve participation and also financial support.

The aspect of teachers training and vocational education was highlighted by the next panelist Puneeth. He added the importance of vocational and teachers training that would have an impact on the future of education system. The last panelist Dhanya spoke about National Education Policy which also focused on catalyzing quality academic research in all fields through a new National Research Foundation and effective governance and leadership for higher education institution.

KAUSHAL VIKAS - CAREER GUIDANCE PROGRAM

Date: 10th December 2021

Duration: 10:00AM - 11:30AM

Target Audience: 9th and 10th std students

Venue: Sarvodaya high school, Kalamundkur.

Brief about the event:

The HR Club organized a “Career Guidance Program” with the view to help students choose the right career path based on their educational and professional choices. This program was held in Sarvodaya High School, Kalamundkur one of the 5 villages under the MITE UBA Scheme. The program targeted the students of 9th and 10th std and was conducted in the presence of the school Head-maser, Mr, Sadananda Poojary and the faculty members. It was carried on by a team of HR Club members of the MBA department. Dhanya, Tejaswini, Puneeth, Dhanush, Ranjith, Dishanth, Nandan, Sahana, Pooja, Vaishnavi, Alan and Harish were the organizers of this program.

The Career Guidance Program started with the inaugural ceremony. Ms. Dhanya welcomed the headmaster, faculty and students present for the session. The talk on career guidance comprised of imparting knowledge on various career options and educational streams such as Commerce,



Science and Arts one can pursue on completion of SSLC. The courses that each student can opt for and also the job opportunities were discussed by Sahana, Pooja, Harish, Dhanush, Tejaswini and Dishanth. An activity named “Rotten tomatoes” was also conducted to revitalize the students. It was conducted by Vaishnavi and Nandan and the winners were also awarded prizes. The session concluded with the student feedback session and speech from their faculty. The vote of thanks was

delivered by Ranjith. There was a positive response from the faculty and the students of the school. The faculty members also provided some insights and suggestions regarding the session. The session had been a great experience for both the HR students in building confidence and facing the corporate world as well as benefitted the school students.





HR clubs members with students of Sarvodaya School



The delivery of a Vote of thanks.



Feedback session from the student.

HEALTH AND HYGIENE FOR THE ADOLESCENTS

Date: 20th December 2021

Duration: 2:00PM - 3:15PM

Target Audience: 5th and 6th standard students

Venue: Rosa Mistica Primary School, Kinnikambla

Brief about the event:

The HR Club under the banner of KaushalVikas is committed to lending a helping hand to rural areas. In many parts of the country especially in rural areas, girls lack awareness and knowledge pertaining to menstruation and their hygiene. As a result, they face difficulties and challenges at home, schools, and workplaces. To address these problems, a “Health and Hygiene program for adolescents” was organized on 20th December 2021 in one of the identified villages of UnnathBharath scheme of MITE with the view to educate girls on menstruation hygiene. This program was held in Rosa Mistica Primary School, Kinnikambla for girl students of 5th and 6th standard girl students to address the problems adolescents face during this period. Dhanya, Tejaswini, Sahana, Pooja and Vaishnavi were the organizers of this program and the technical support was provided by the other HR club members – Nandan and Dhanush. Dr. Sharel D’souza- Medical officer of MITE, was the resource person for this program.

The program started with the inaugural ceremony. Ms. Sahanawelcomed the gathering. The HR club members conducted an ice-breaking session to make the students more comfortable and lively for the session. The speaker Dr. Sharel mentioned that Menstruation and menstrual practices still face many social, cultural, and religious restrictions which are a big barrier in the path of menstrual hygiene management. Girls and women have very less or no knowledge about reproductive tract infections caused due to ignorance of personal hygiene during menstruation time. She requested the teachers to share the problems faced by women in rural areas. The teachers expressed that women do not have access to sanitary products or they know very little about the types and methods of using

them or are unable to afford such products due to high cost. The needs and requirements of adolescent girls and women are ignored although there are major developments in the area of water and sanitation. She educated girls on the ways to manage menstruation differently when they are at home or outside; at home, She also alerted them about the environmental pollution and health hazards associated with them. The speaker called upon the students to make use of reusable sanitary products or the natural sanitary products made from materials like banana fiber, bamboo fiber, sea sponges, water hyacinth

The members of the HR club shared their experiences boosting confidence among students. Various emotional and physical changes that are accompanied by puberty were highlighted. At the end of the session, feedback forms were distributed eliciting their response about the program. There was a positive response from the faculty and the students of the school. The active interaction of the students with the doctor student made it evident that they had benefited from the session and the faculty members also provided some insights and suggestions regarding the session. Overall, the session has been a great experience for both the students as well as the organizers and has helped them boost their confidence and knowledge. The program concluded with a vote of thanks delivered by Ms. Vaishnavi.

The school Headmistress, Sr. Lilly D'Souza and the faculty members actively participated in this program.



Ms. Sahana welcomed the gathering



An ice-Breaking session with students of Rosa Mystica School



Dr.Shareeladdressing students on Menstrual Hygiene



Ms.Vaishnavideliveredthe vote of thanks



The students interact with the doctor at the end of the session.

A workshop on PSYCHOMETRIC TESTS

Date: 5th July 2022

Duration: 10:00 AM - 1:00 PM

Target Audience: 2nd year MBA

Venue: Room 304, PG Block, MITE

Brief about the event:

Psychometric tests have become a major part in assessing the cognitive and mental ability of an individual. The increasing use of these tests in the organisation scenarios to reveal the traits and behaviors of the candidate with the intention of positioning them in the best suited job role, has paved its way in learning about these tests. The HR Club of MBA Department, MITE organised a workshop on Psychometric tests on 5th July 2022 for the HR and finance students of 2nd year MBA.

The speaker of the session was Audrey Pinto who is a Psychologist currently working in Alvas College, Moodabidri. Years of experience have taught her how to administer these tests and deal with various types of people. The session began with Prof. Verina D'souza giving a brief introduction about the speaker. Later, the Psychologist took over and began with the icebreaker activity by instilling a sense of positivity with a small song that the participants were asked to repeat. Before proceeding with the tests, the speaker provided a brief overview of Psychometric tests, their uses and importance in the corporate world.

She began with the most fundamental test- The Myers Briggs Type Indicator that has been widely used in the organisations. A set of questions were provided which needed to be answered. The scores of these tests will depict to which extreme of a particular personality we belong to. Here the

parameters were either Extrovert or an Introvert, Judging or Perceiving, Intuitive or Sensing and Thinking or Feeling.

The Self-exploration test was based on the questionnaire that students were given the day before and asked to fill out. It consisted of 100 yes or no questions. This provides an overview of the respondents' satisfaction and happiness with their home situation, health, social life, emotional stability, and educational aspects. This helped the participants understand their level of satisfaction with respect to the above given parameters.

The speaker then moved on towards to - FIRO-B (Fundamental Interpersonal Relations Orientation- Behaviour) and Birkman personality test. She provided a brief introduction to these tests and their uses.

The Big Five Factor test which classified the personalities into 5 groups- Extraversion, Agreeableness, Neuroticism, Openness and Conscientiousness. The final test was the story building test, in which a random portrait was shown and participants were asked to write a story about it.

Overall the session was a great experience as the participants were able to practically assess their personality and lean towards the hidden aspects of their personality. The participants shared their experience and feedback regarding the session and the workshop concluded with the Vote of Thanks delivered by the participant.





Ping Pong Bank activity conducted amid the session



A workshop on Personality Development

Date: 26th July 2022

Duration: 10:00 AM - 1:00 PM

Target Audience: 2nd year MBA(HR)

Venue: Room 304, PG Block, MITE

Brief about the event:

With the intention of leading students into deeper aspects of personality and their effects on individual and society, the HR Club of MBA Department, MITE organised a workshop on “Personality Development” on 26th July 2022 for the 2nd year MBA-HR students.

The speaker of the session was Audrey Pinto who is a Psychologist currently working in Alvas College, Moodabidri. Ms. Audrey Pinto with her years of experience is able to guide the students in the path of their desired goals by preparing them for the different obstacles or to face different kinds of people they meet along the way.

The session began with her energizing the audience through a Good Morning song. She then continued with how one can enhance their personality with the help of different elements that are already a part of life. She also discussed about building a healthy personality by eliminating the bad habits that are already inculcated in us and how this will lead one into a life filled with happiness. Lastly, she talked about different traits one must possess or gain, that will improve their personality which ultimately will lead them towards excellence. In between the sessions, Ms. Audrey Pinto also conducted several activities to lift up energy in the room.

Overall, the students who attended the programme benefited since they could apply the lessons to their lives as the businesses ask for appealing personalities along with the skills they possess. While concluding the session, the students also shared positive feedback regarding the same.



FINANCE CLUB

Group Discussion Competition on Union Budget 2022

Date: 21st February, 2022.

Duration: 11:00 A.M to 12:00 P.M

Event co-ordinators: Keerthana Kumari and Jane Quadras, 2nd year MBA.

Venue: PGL 301

Brief about the event:

The Budget 2022 focused on digital, technology and sectors like infrastructure, health, solar & renewable and provision of e-services to the masses. A group discussion competition on Union Budget 2022 was conducted to create awareness on budget highlights among the students. There were 5 teams consisting of 5 members in each team. The co-ordinator of Finance club KeerthanaKumari began the event by welcoming the audience and the judges. The judges for the event were Dr.Jayashri Shetty and Prof.Akshathraj Jain from the department of Business Administration. The topics assigned for discussion on Union Budget were:

- Team 1: Solar and Renewables.
- Team 2: Infrastructure, Health care
- Team 3: Tax on digital assets.
- Team 4: Digital Banking, E-Passport
- Team 5: Ease of doing Business.

All the teams actively participated in the discussion. At the end judges announced the winners. "Team 2" got the highest score and became winners of the event. Jane Quadras, the Finance club member concluded the activity by giving vote of thanks to beloved head of the department of Business

Administration, judges, all the participants and audience for actively participating in the event

Different teams in discussion



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GROUP DISCUSSION COMPETITION

Date: 5th January, 2022.

Duration: 10:00 A.M to 11:00 A.M.

Event co-ordinators: Shalini Hegde & Ramya, 2nd year MBA

Venue: PGL 302

Brief about the event:

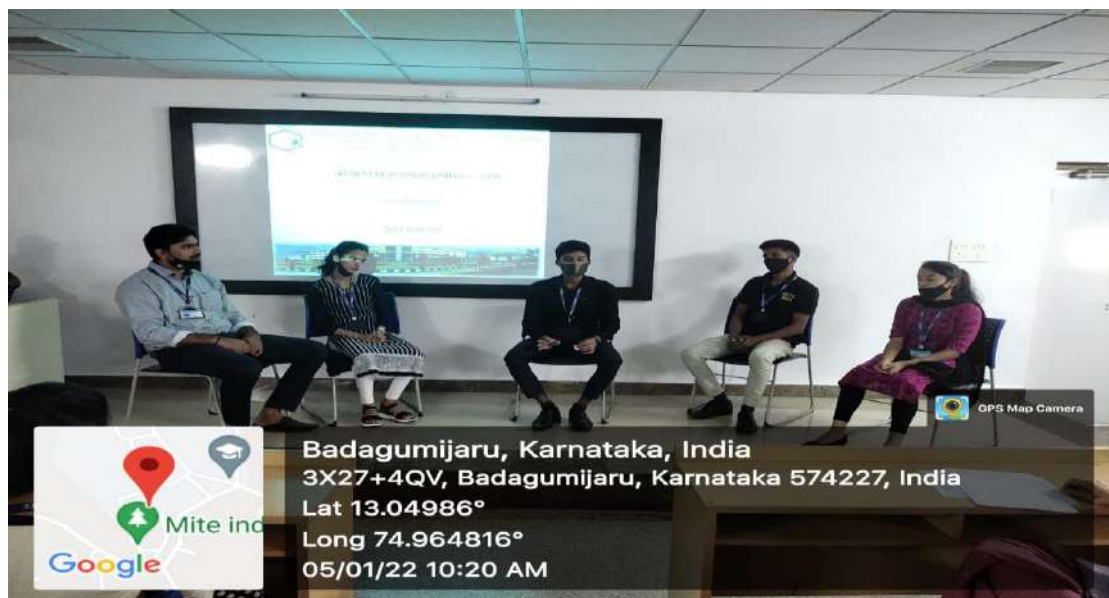
Group discussion is one of the major areas of evaluation involved in a recruitment process. Keeping in mind the need of the students during the recruitment process a Group Discussion competition was organised to prepare them to face the interviews and exchange the knowledge on various finance concepts. The co-ordinator of Finance club Pratheek Shetty began the event by welcoming the audience and the judges. There were 6 teams consisting five members in each team. The judges for the event were Dr.Jayashri Shetty and Prof.Abhaya Kumar from department of Business Administration. The topics assigned for group discussion were:

- Team 1: Is FDI good for Indian Economy?
- Team 2: Crypto currency- A bright future or just a fad?
- Team 3: Bank Mergers in India- Is it good for Indian Economy?
- Team 4: Privatisation of Public Sector in India- Is it a right step?
- Team 5: Is India ready for cashless economy?
- Team 6: Sensex- Sensitivity has nothing to do with economy and society.

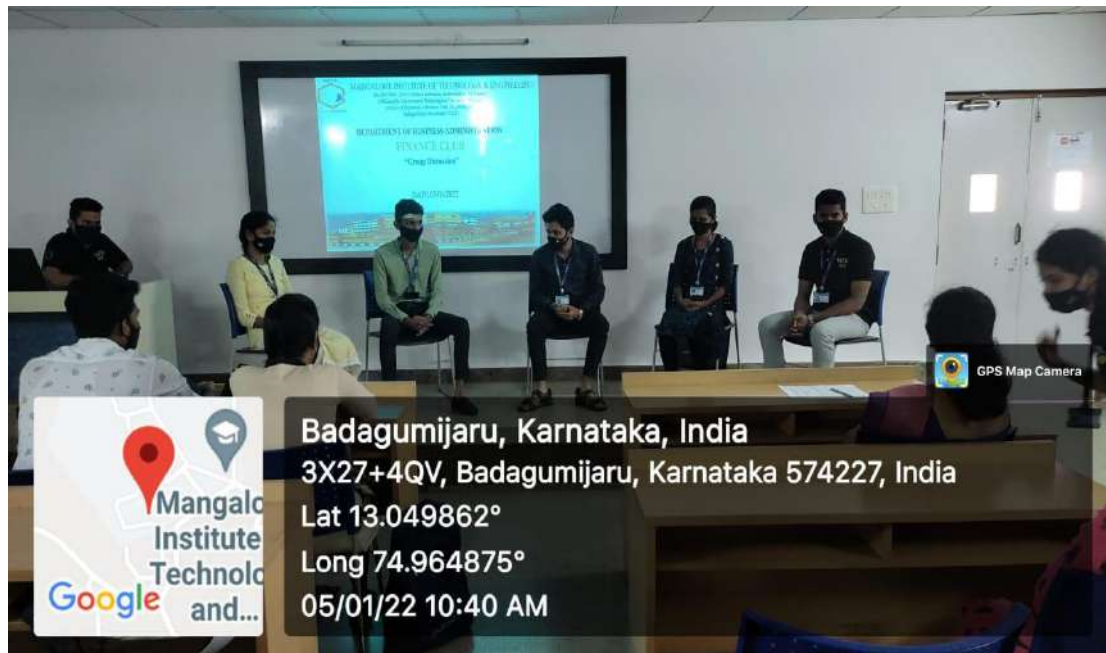
The Group Discussion has given a chance to listen, know and understand diverse opinions of different teams on different topics. It gave an opportunity to participate in a fruitful discussion. All the participants took right initiative and gave right direction for the discussion. “Team 5” were the Winners of the competition. Shalini Hegde, the Finance club member thanked beloved Head of the Department of Business Administration, Judges Dr.Jayashri Shetty and Prof. Abhaya Kumar, and all the participants and audience for actively participating in the event.



Team 1: Is FDI good for Indian Economy.



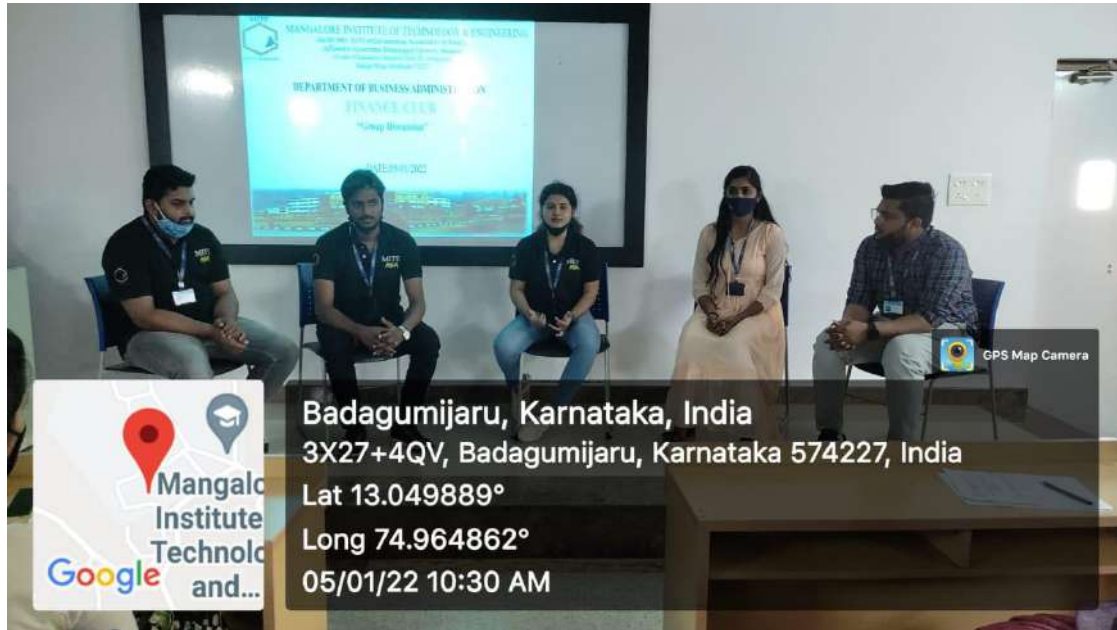
Team 2: Crypto currency- A bright future or just a fad



Team 3: Bank Mergers in India- Is it good for Indian Economy



Team 4: Privatization of Public Sector in India- Is it a right step



Team 5: Is India ready for cashless economy



Team 6: Sensex- Sensitivity has nothing to do with economy and society



Winners of the event - Team 5



Audience viewing the discussion



Expressing gratitude

WISE INVESTMENT EVENT

Date: 27th July, 2022.

Duration: 2:40 P.M to 3:40 P.M.

Event co-ordinator: Shetty Pratik

Venue: PGL 301, MITE.

Brief about the event:

The event began with formal welcome by Amanda, Finance club member. She welcomed beloved HOD, Dr. Jayashri Shetty, Finance club co-ordinator, other faculty members and the participant's. Later, Shetty Pratik, the co-ordinator of the event took over the event. He explained about the activity and stated the rules and regulations. The whole class was divided into 4 groups and some news about the companies was presented to them with an intention to help them to analyse the market situations and invest wisely. There were 13 companies from different sectors. Each group was given 10,000 points to bid for the company. The participants actively participated in bidding.

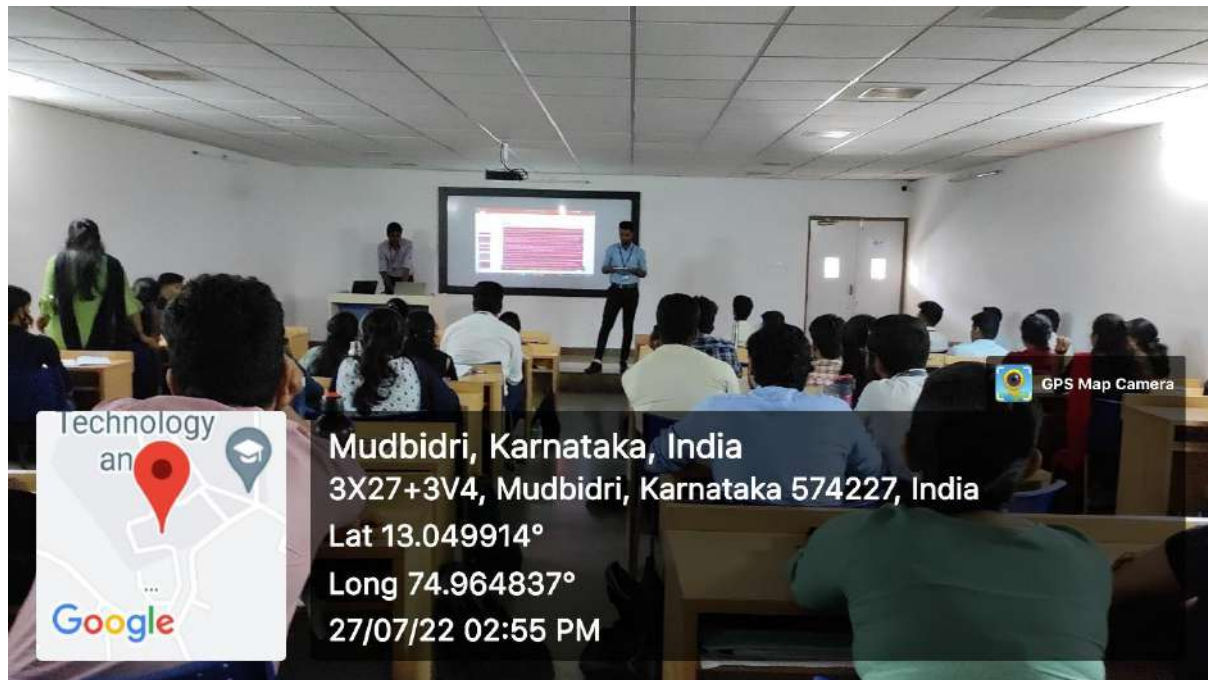
After calculating all the points gained by the teams in bidding the winner was announced. "Team 1" gained the highest point from bidding. At last, the activity was concluded by Amanda, by giving vote of thanks to beloved HOD, Dr. Jayashri Shetty, other faculty members and the students. She also thanked all the participant's for their active participation.



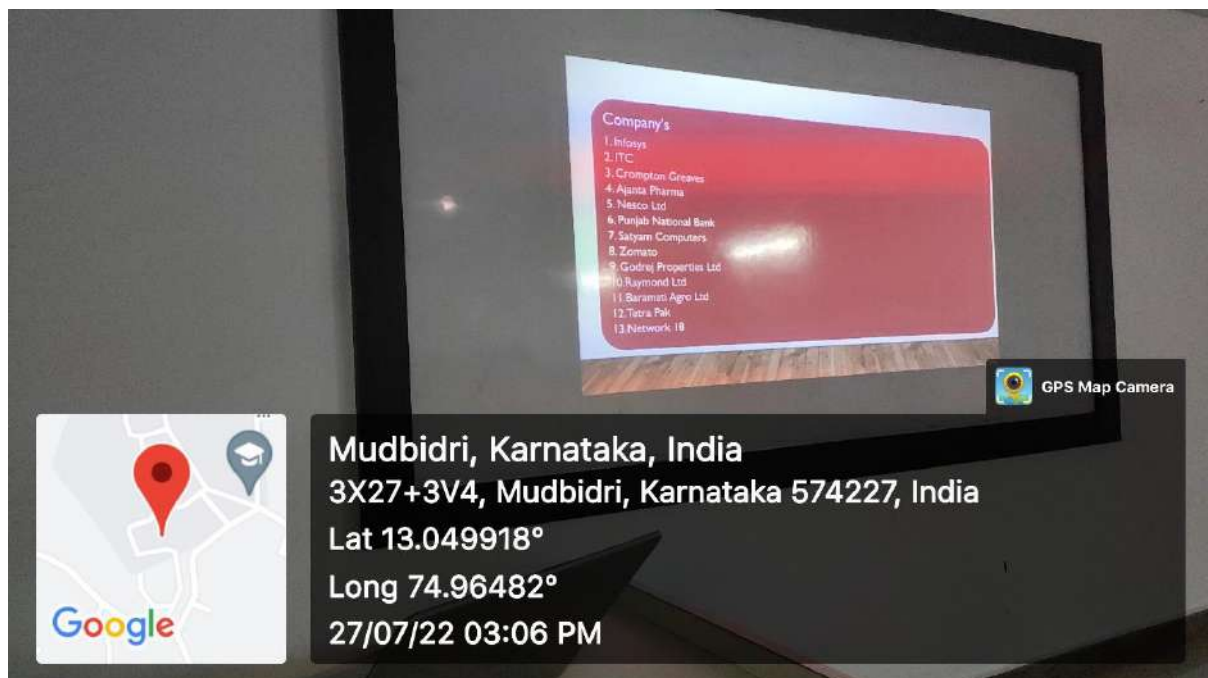
Formal welcome



Explaining the rules of the activity



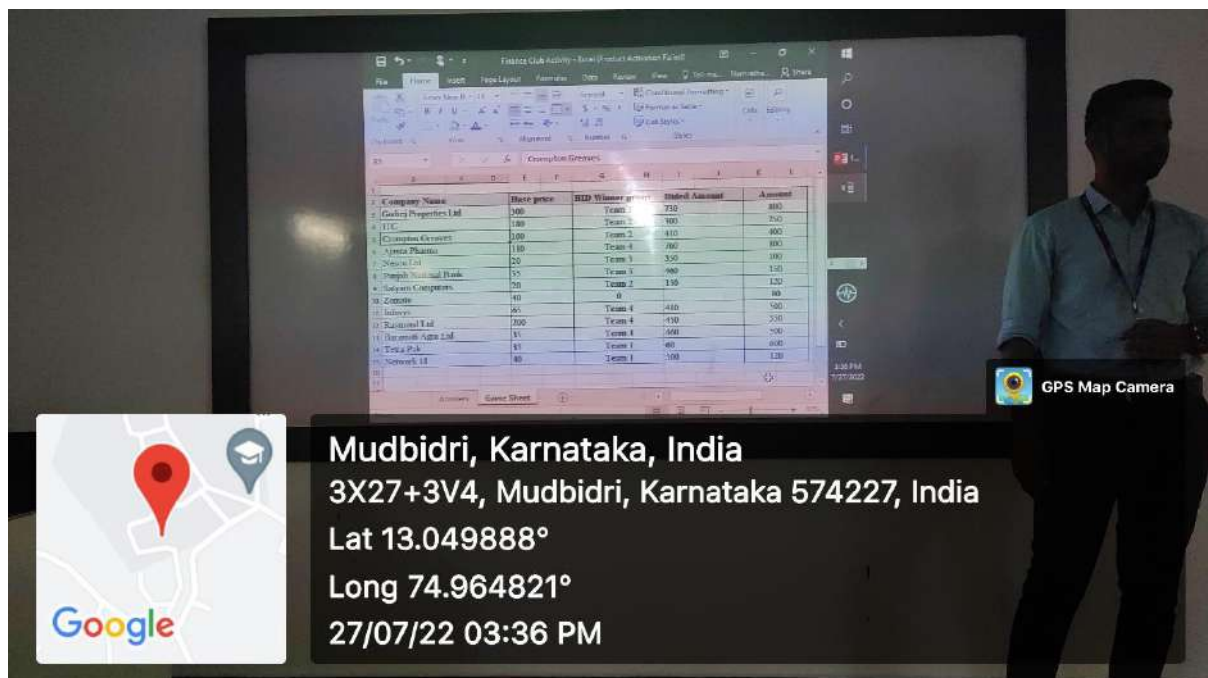
Sharing the news about the companies



The company's available for bidding.



Bidding rounds took place.



Final calculation of bidding points



Winners of the activity



Vote of thanks

MARKETING CLUB

SERVICES MAKETING CASE SUDY PRESENTATION COMPETITION

Title: Services Marketing case study presentation competitions

Resource Person(s): Prof. Ram Balasubramaniam, Prof. Akshtraj Jain, Prof. Varun and Prof. Verina D'Souza

Date: 15-02-2022

Duration: 1:00 PM to 4:30 pm

Target Audience: Students of I MBA

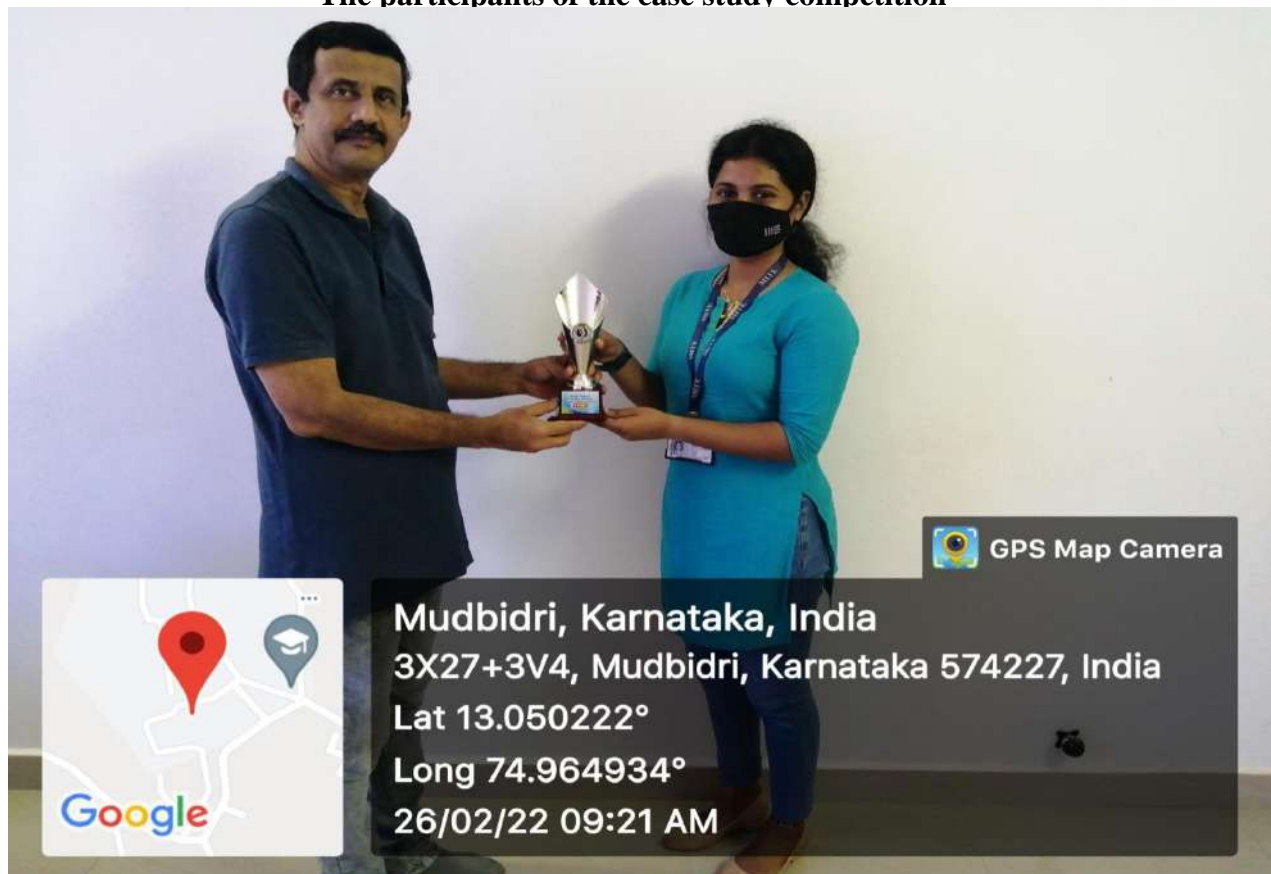
Brief about the event: The Services Marketing case study presentation competition was conducted under the guidance of Prof. Jayadeva Prasad M, HOD, Department of MBA and Prof. Ram Balasubramaniam and faculty members of MBA. A total of 11 students were qualified for the finals after the preliminary rounds for case study question and answer. Prof. Akshtraj Jain, Prof. Varun and Prof. Verina D'Souza were in the judging panel. Prof. Ram Balasubramaniam gave his feedback on the approaches taken by the contestants and corrected them when required.

Ms. Dhanya won the first place in the competition. She presented a case on McDonald's. The OYO Rooms case study presented by Ms. Joylyn D Costa bagged the second place, while Ms. Suraksha presented a case study on Byjus to win the third place. Winners were awarded by HOD- Prof. Jayadeva Prasad. All the finalists were also awarded with Certificates of Appreciation and Trophies from the judges.

Prof. Jayadeva Prasad congratulated the winners as well as all the participants for putting forth their best efforts in the case study. He also thanked Prof. Ram Balasubramaniam for his guidance and suggestions.



The participants of the case study competition





Ms. Suraksha rece

MARKETING IN CORPORATES – Abjijith Karkera

Title: “Marketing in Corporates”

Date: 12th November 2021

Duration: 9:00 AM-10:30 AM

Target Audience: MITE-MBA students

Venue: PGL 302

Brief profile of the resource person:

Mr. Abhijith Karkera is the Team Lead with Hindustan Coca Cola Beverages Pvt Ltd. Previous to this he was working as area manager with Swiggy. Mr. Karkera has more than 10 years of experience in Sales and Marketing. He holds a degree in Bachelor of Engineering and Masters in Business Administration. He is involved in strategising and executing the sales and marketing plan for Hindustan Coca Cola Beverages.

Brief about the event:

The guest talk included many activities to improve the communication and interpersonal skills of the students. Mr. Karkera spoke about how the sales and marketing functions work in tandem at Coke. How the brand value of Coke, helps in achieving superior sales month after month. Mr. Karkera said the sales were down during lockdown and had a great impact on the top and bottom line of the company.

There were many activities during the talk to kindle interest among students community. Mr. Karkera went on to share many interesting incidents in the sales life and the lessons to be learnt from them for future sales professionals. The speaker also conducted a quick business quiz to check the level of business knowledge among the students. There were many questions from the students towards the end of the talk and all the queries were answered by the speaker.

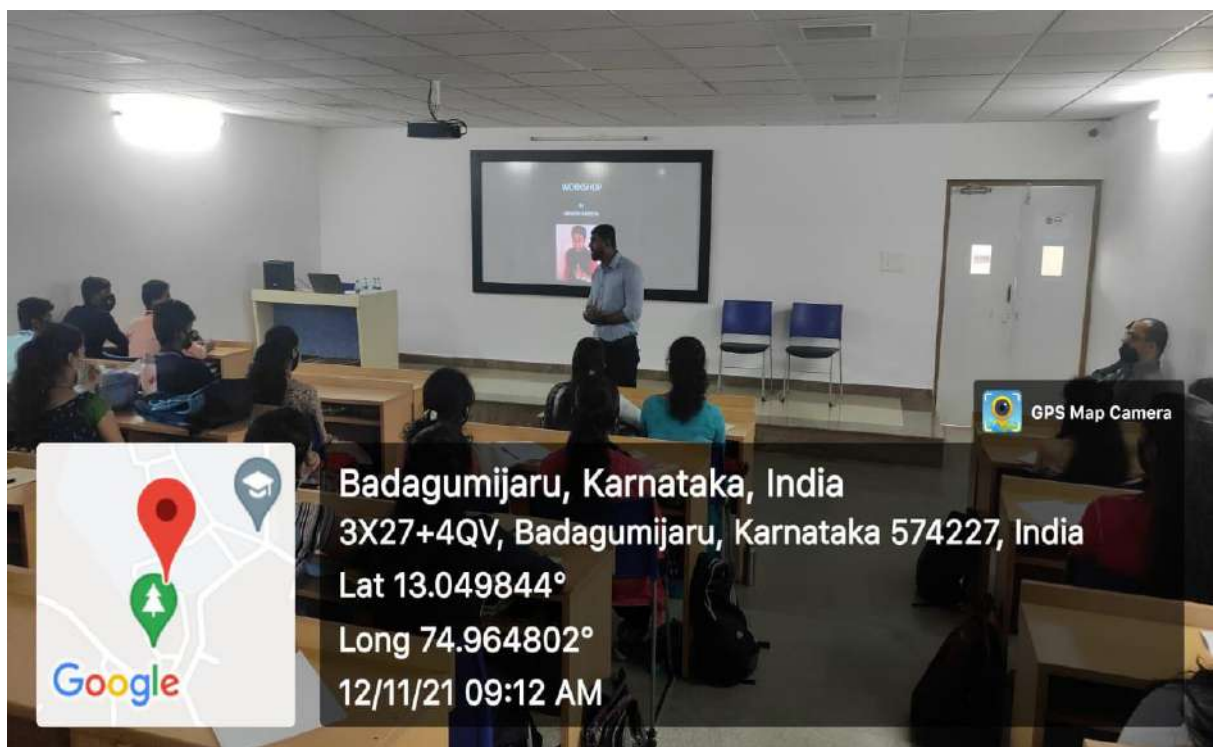


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EMERGING EXPONENTIAL TECHNOLOGIES IN MARKETING

Title: Emerging Exponential Technologies

Date: 07/01/2022

Duration: 3:00 pm – 4:00 pm

Target Audience: II MBA Students of MITE.

Summary: Department of Business Administration organised a technical talk on 7th January, 2022 for II MBA students. The topic was the Emerging Exponential Technologies. The resource person for the session was Dr. V. Joseph Michael Jerard, Professor, Department of ISE, Mangalore Institute of Technology & Engineering. He discussed about the applications of various emerging technologies like Data Science, Internet of Things (IOT), Augmented Reality (AR) and Virtual Reality (VR). He also played an educational video about the emergence and application of various technologies. Towards the end of the session, Dr. Joseph answered questions from the students.

Resource Person:

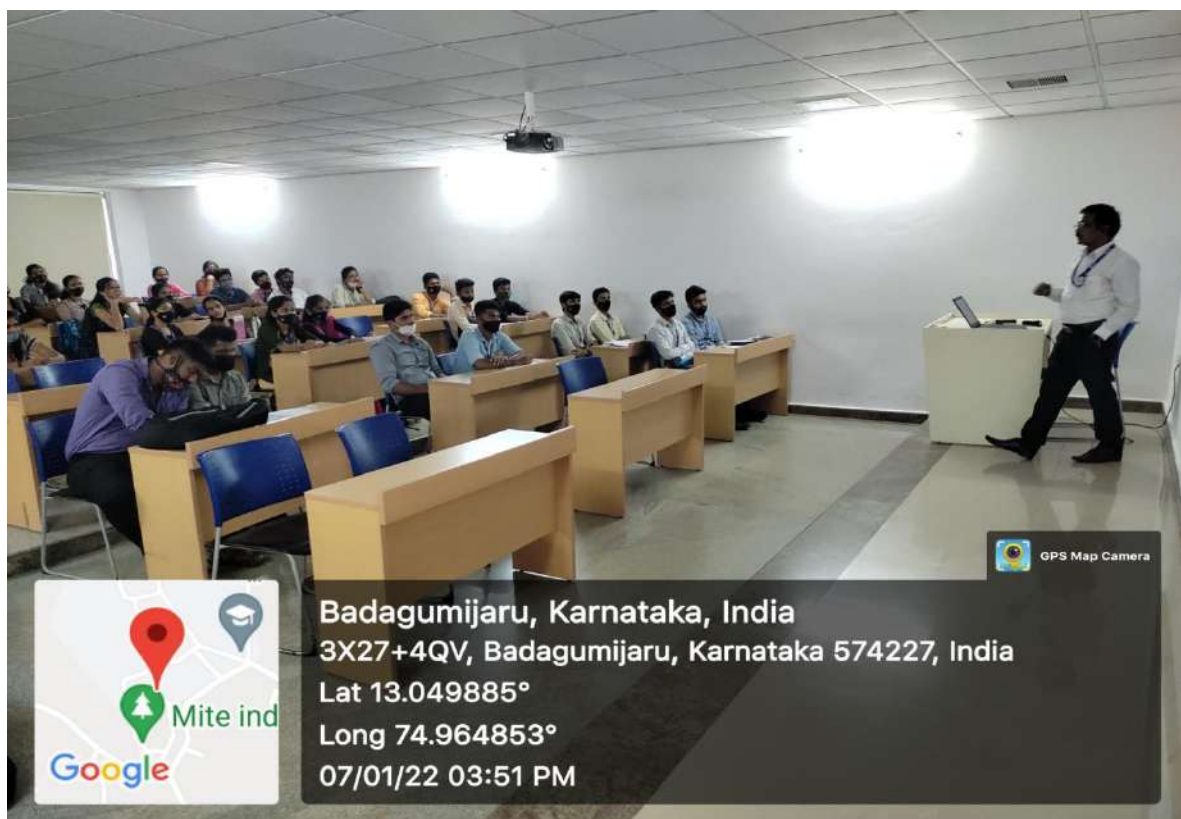
Dr. Joseph V Michael Jerard holds a doctorate degree in the area of Cloud Computing – Security. He has completed Master of Engineering in Computer Science from NIT, Trichy and Bachelor of Engineering in Electronics and Communication. He is a certified Project Management Professional from Project Management Institute. He has worked with various IT organizations like Wipro, Cognizant and ITC Infotech before joining academics. He has a total of 7 years of Academic experience and 20 years of industry experience.

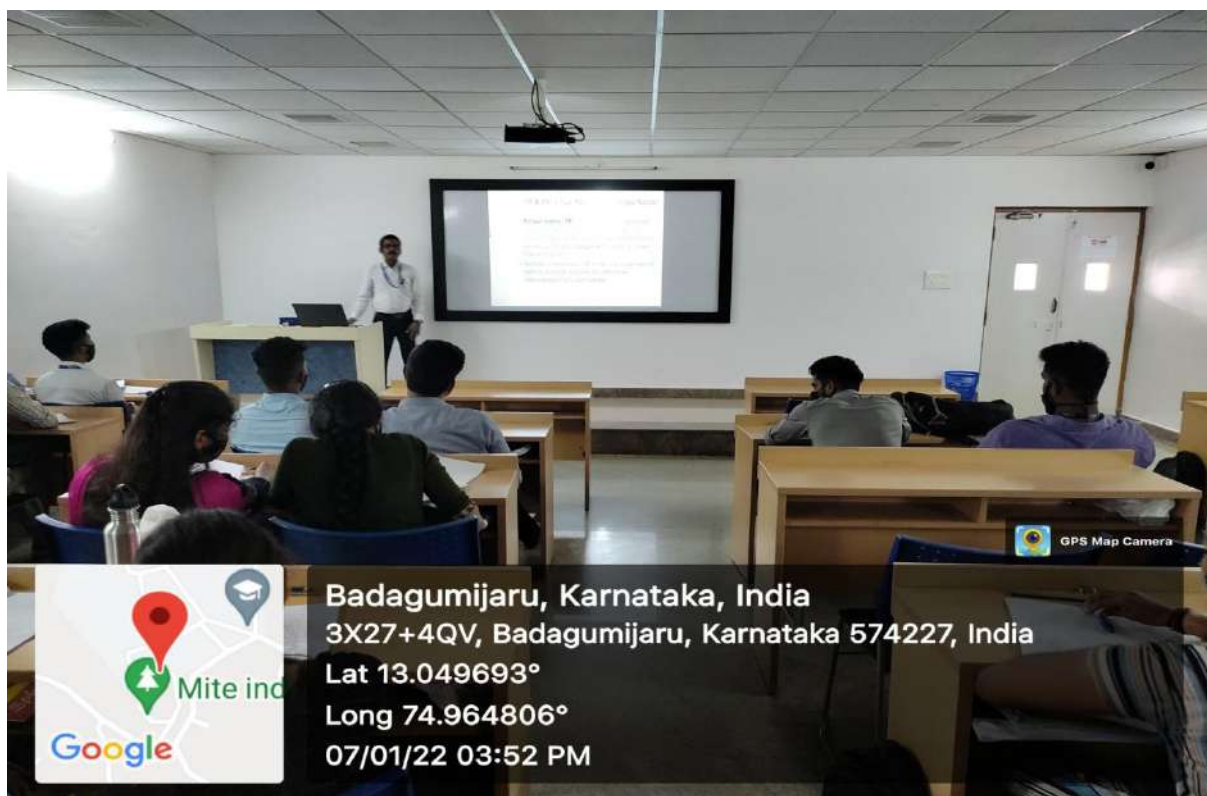
Keynotes from the address:

Dr. Joseph delivered a technical talk about the Emerging Exponential Technology. He started with Data Science as a technology and covered about the importance of data science. He said that the Data Analytics is an emerging technology with huge career opportunity. Data is collected from various sources like social media usage, search information of the user and you tube. These data is processed further to derive meaningful insight and forecast the trends. Dr. Joseph provided numerous examples of practical application of Artificial Intelligence in autonomous vehicles manufactured by firms such as Tesla. He touched upon the next technology like Virtual Reality and Augmented Technology. He said that the Virtual reality is first created and then its augmented with the reality to make it Augmented Reality. He gave various examples of online gaming which incorporates augmented reality in their gaming experience. He reiterated that understanding of these technologies provides vast career opportunities. These technologies will be used in depth in future in organizational decision making and managers have to be acquainted with the basics of these technologies.

Dr. Joseph introduced the topic of Internet of Things (IOT) and how two devices are connected over a network for sharing data. He gave the examples of remote operating of devices through mobile phones and explained how it increases the efficiency of the operation. He said the output can be increased as machines; robots do not get tired unlike human resources.

Due to paucity of the time, the session was concluded with Question and Answer session where the speaker clarified many queries raised by the students.





ALUMNI CELL

GUEST TALK ON SHADOW OF MBA - AN ALUMNI INSTITUTION INTERACTION

GUEST: MR.PRAJNESH

DATE: 20.09.2021

Maintaining the schedule for the routine work of an employee makes difference in the efficiency of work and helps in managing the work pressure

MBA department organised a guest talk on the topic “Shadow of MBA”, By Mr Prajnesh, Alumni, 2019 batch on the where he discussed the significance of maintaining a routine in work which will help in succeeding in a career.

Mr Prajnesh is currently working as an Analyst at London Stock Exchange in Refinitiv Group specialized in European Bond Market and has 2.3 years of experience. He has also worked as an HR recruiter for 6 months.

Mr Prajnesh started the session by explaining the routine of his job which involves mail monitoring, checking to-do lists, check meeting schedules, daily business activities, managing client queries, sorting doubts, etc. Where he recalled his MBA days where he used to follow all the above activities and which has helped him in coping up with the routine of the job. He has also mentioned the importance of going through all these because sometimes when someone from his team is not in a position to handle certain tasks and he has voluntarily taken the responsibility which has given him a lot of importance in the organization.



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DATE: 20/09/2021

TIME: 10:00 – 11:00 AM

Department of MBA – Alumni Cell

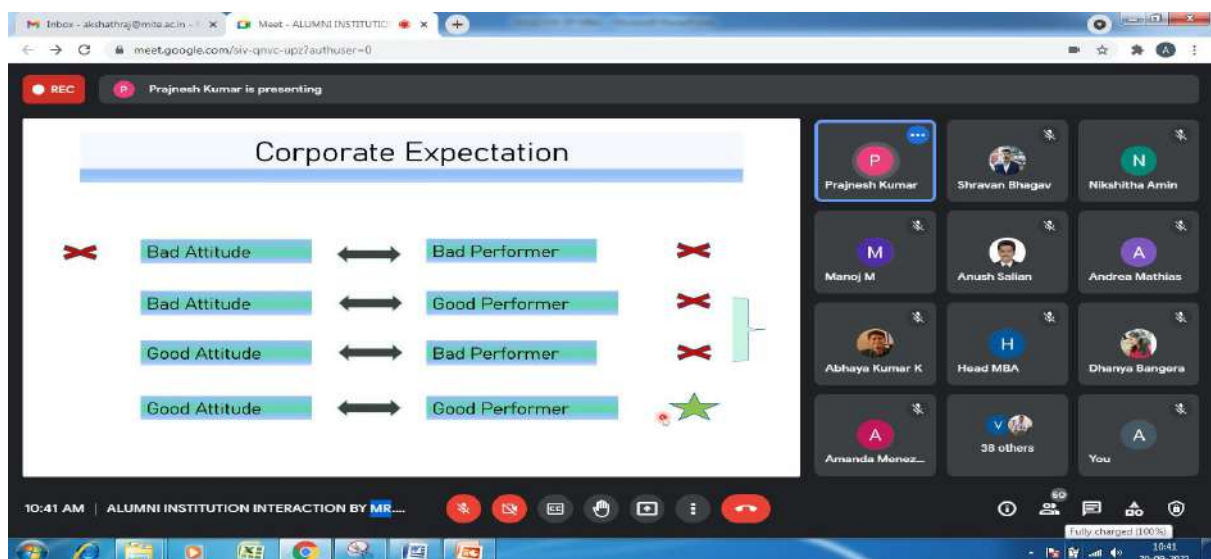
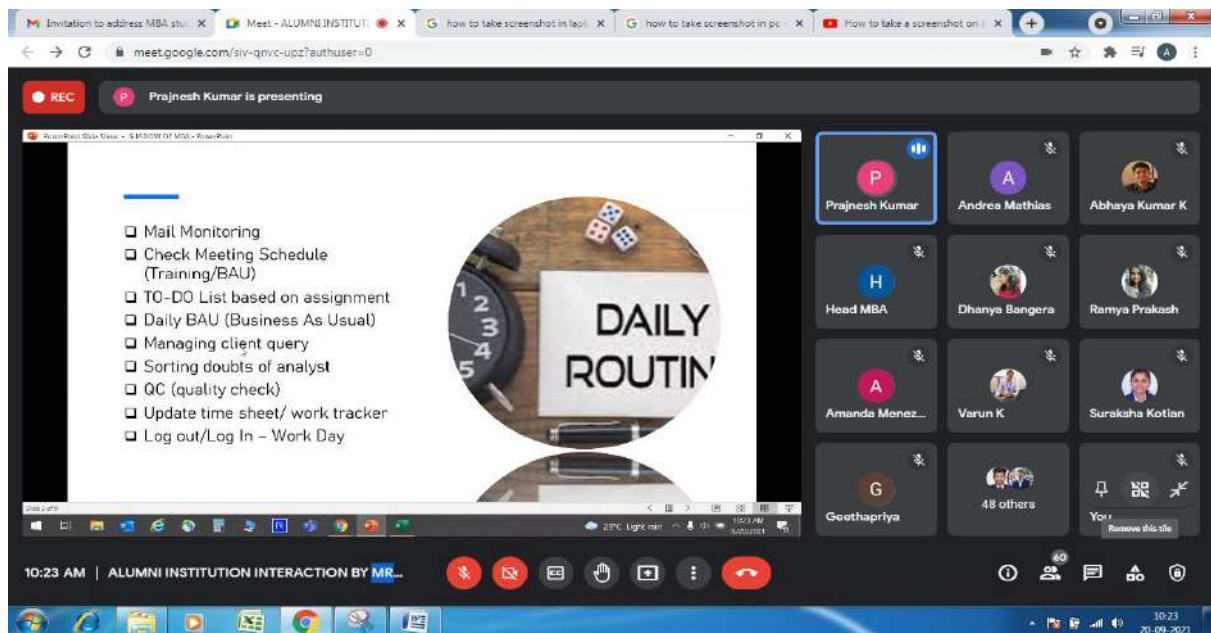


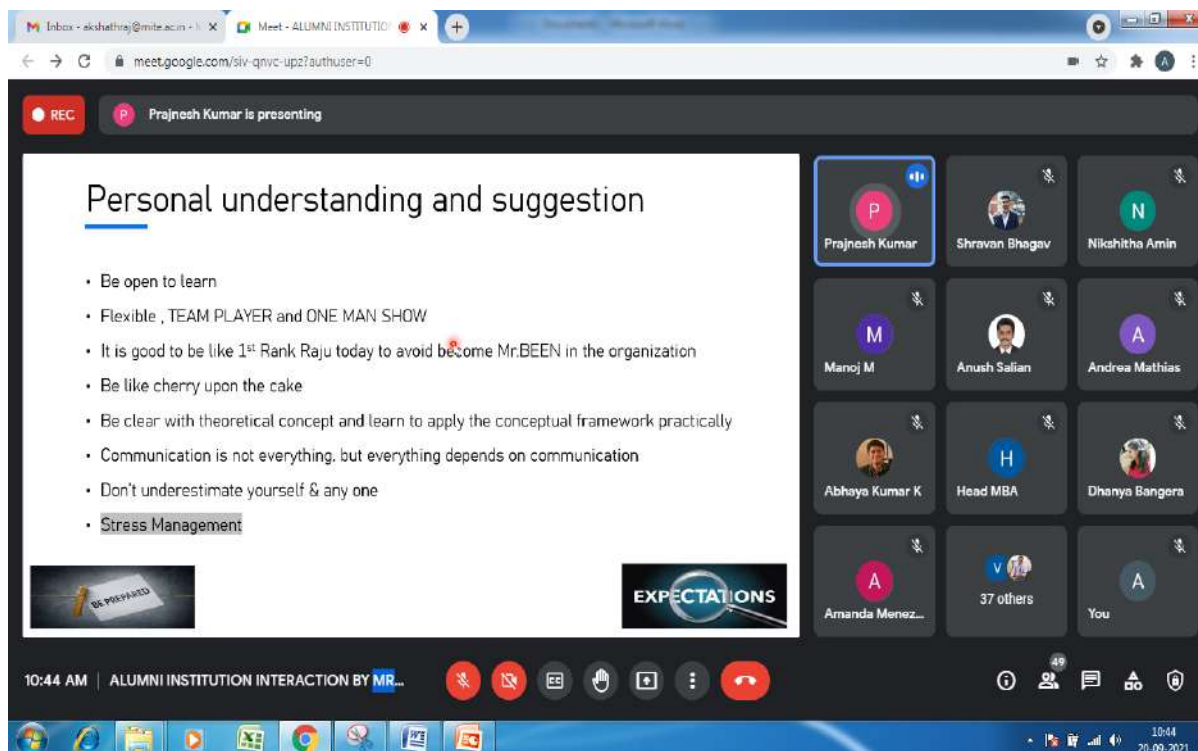
Alumni – Institution Interaction

MR.PRAJNESH,
Analyst at London Stock Exchange
Group (Refinitiv)



He appealed to students to be fundamentally strong along with updating themselves with the latest knowledge. He also focused on being a good performer and good attitude. He suggested students to be open for knowledge and learning and said learning should be part of life. He requested students to develop certain skills like being a team player, ready to take up challenges and challenging tasks, also mentioned significance of communication. The session ended with few questions from students. The programme started with welcome address by Ms. Andrea Deena Mathias and ended with a vote of thanks.





Feedback for the programme

ALUMNI TECHNOTHON - MITE, a 2-Day Alumni program conducted from 13th to 14th January 2022 in which the students were participated to gain knowledge on engineering aspects, attitude of professional engineer and professional challenges in current scenario and also the scope for preparation to upgrade the requirements as of now with respect to confidence, personality, communication skills, body languages and technical skills.

MITE, guided by the core value of “**family culture**” strongly believes Alumni, as an integral part of the MITE family, present achievements and future hope. This strong conviction has encouraged the institution to develop lifelong **commitment through continuous engagement with proud alumni of Engineering and Management Studies** spread across the globe, established well in the chosen profession with their global competency, making a positive impact as **brand ambassadors of the alma mater**.

The speakers for the Two days Alumni Technothon – MITE” were:

Mr. Sapan Kumar

	<p>Topic: Talent Acquisition</p> <p>Designation: Placement Officer, East Point College, Bangalore</p> <p>Education: MBA Department of MBA Mangalore Institute of technology & Engineering</p>
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Mr. Sapan Kumar started the session with a concept “confidence”, an essential skill required in students to get placed in a reputed firm. He focused techniques of developing self confidence and boosted students with few stories and examples. He also focused on grooming, an essential knowledge which every student must know about carrying themselves. He also touched upon topics like the target companies to get placed so that every one should have a dream firm so that they get the feeling of belongingness to the organisation, right planning ensures right organization, right position and good payment as well. He mentioned the significance of Resume and also highlighted the important characteristic of resume that is complete detail without mistakes, proper information about experience, exposure, etc. He also suggested to know different roles available in the market for a fresher, different designation for fresher’s, etc. Mr. Sapan emphasized the significance of preparing for personal interview. Here he mentioned to prepare for the dream job. He stressed up on the ‘point preparation for a interview’, he said the reparation should be general and a role specific so that students are always ready to face an interview, which will give an advantage of encashing all the opportunities comes their way. At last he said the best preparation will be paid off in a way of dream job, dream organization and dream place. The session ended with few interesting questions from students

The schedule of the workshop was as below:

PROGRAMME SCHEDULE

Day/Date	Time	Activity/ Topic	Name & Organization of Resource Person	Department	Alumni Batch	Participants	Venue
DAY-1 13/01/2022 (Thursday)	9:30-10:30 am	Inauguration by Mr. Sheraz, Alumni Association Member, Proprietor, Sunshine Traders, Moodabidri (Chief Guest) and Er. Puneeth S Kannaraya, Research Scholar, IISc, Bengaluru (Guest of Honour)					
	10.30am-12.00pm	Significance of Research Activity for Students	Er. Puneeth S Kannaraya, <i>Research Scholar</i> <i>IISc, Bengaluru</i>	Mechanical Engineering	2010-11	ME and All Department Students (Selected Final Year)	Auditorium IV
	2.30pm-3.30pm	Communication Skills and Career Guidance	Er. Anup Kumar, <i>Civil Contractor/Writer,</i> <i>Bengaluru</i>	Civil Engineering	2017-18	CV and All Department Students (Selected Third Year)	Auditorium IV

Inauguration of the Two days Alumni Technothon - MITE, the Chief Guest Mr. Sheraz, Alumni Association Member, Proprietor, Sunshine Traders, Moodabidri, highlighted the advantages of alumni interaction with students and institutions and the most important Code words to face the challenges in engineering life: How engineering plays a major role in today's cooperate world; How are the job opportunities for engineers. Dr. M S Ganesha Prasad the Principal, MITE in his presidential remarks emphasized the alumni serve many valuable roles, such as

DAY-2 14/01/2022 (Friday)	11:30am-1:00pm	A Journey from Aeronautics to IT Sales	Er. Ichith S, <i>Project Specialist,</i> <i>Recyclofy, Mangalore.</i>	Aeronautical Engineering	2015-16	AE Department Students	Auditorium IV
	9.30am-12.00pm	Automotive Network Management	Er. Prasanna Kulal, <i>Senior Validation Engineer, Robert Bosch, Bengaluru</i>	Electronics & Communication Engineering	2015-16	EC Department Students	Auditorium III
	10:30-11:30 am	Talent Acquisition	Mr. Sapan Kumar, <i>Placement officer at East Point College, Bengaluru</i>	Master of Business Administration	2018-19	MBA and All BE Department Students (Selected Third Year)	Auditorium IV
	9.30-10.30am	Project Management in Civil Engineering Industry	Er. Tushar H Salian, <i>Assistant Project Manager in Colliers International, Bengaluru</i>	Civil Engineering	2016-17	Civil Engineering Students	Auditorium II

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DAY-2 14/01/2022 (Friday)	10.30-11.30am	User Experience Design	Er. Sachin Kotian, <i>Senior Systems Engineer at Infosys limited, Mysuru</i>	Civil Engineering	2017-18	Civil Engineering Students	Auditorium II
	2.00-3.30pm	Sharepoint	Er. Dileep Jain, <i>Technology Lead at Infosys</i>	Information Science & Engineering	2011-12	ISE Department Students	Placement Cell
	11.30am-01.00pm	Microsoft Power BI (Visualization Tool)	Er. Dhruv Godhani, <i>Senior Software Engineer, NOVIGO Solutions, Bengaluru</i>	Computer Science and Engineering	2018-19	CSE and ISE Department Students	Auditorium II
	11.00am-12.00pm	Exploring Insights of Manufacturing Industries	Er. Ashrith S Nigale <i>Sr. Manager- Manufacturing Engineering, NPD & Sourcing, Rajamane Innovations</i>	Mechanical Engineering	2015-16	ME Department Students	Auditorium I
	4:00-4:30pm	Valedictory Function and Feedback Assessment					Auditorium IV

helping to build and grow an institution's brand through word-of-mouth marketing. For instance, positive posts on social media can create buzz and increase application rates. Colleges also rely on alumni to provide mentoring, internships, and career opportunities to students. Er. Puneeth S Kannaraya, *Research Scholar, IISc, Bengaluru (Guest of Honour)*, Dr. Vinayambika S Bhat, the Organizing chair, Convener Alumni Association and Professor & HoD, Department of Electronics & Communication Engineering were also present during the inaugural ceremony.



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MITE
Mangalore

Cordially invite you to the
Inaugural function of

Two Days Alumni Technothon – MITE (ATM-2022)

13th & 14th January, 2022

Thursday 13th January, 2022
Time: 9.30 am, **Venue: AUDI-IV**

The Chief Guest

Mr. Sheraz

Alumni Association Member, Proprietor, Sunshine Traders, Moodabidri

has kindly consented to inaugurate the function

Guest of Honour

Er. Puneeth S Kannaraya

Research Scholar, IISc, Bengaluru

&

Sri. Rajesh Chouta

Chairman & Founder, Rajalaxmi Education Trust®, Mangalore

will preside over the function

Dr. M S Ganesha Prasad
Principal, MITE

Dr. Jayaprakash M C
Organizing Secretary

Dr. Vinayambika S Bhat
Organizing Chair

Teaching & Non Teaching Staff and Students



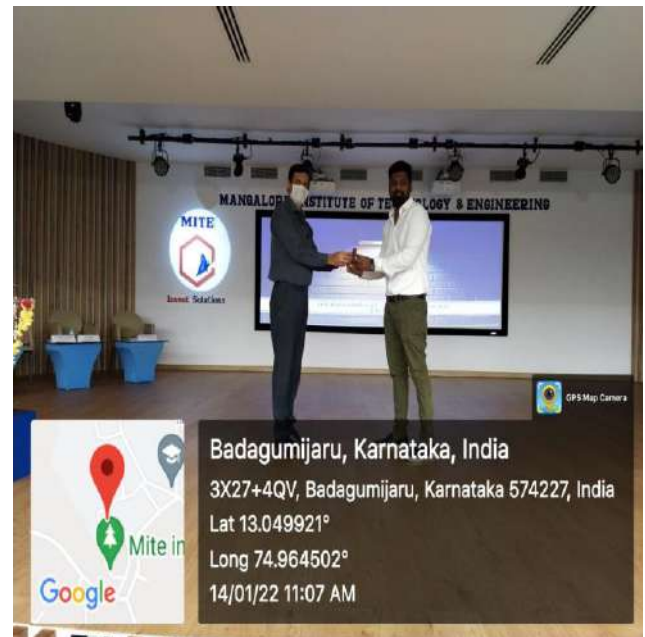
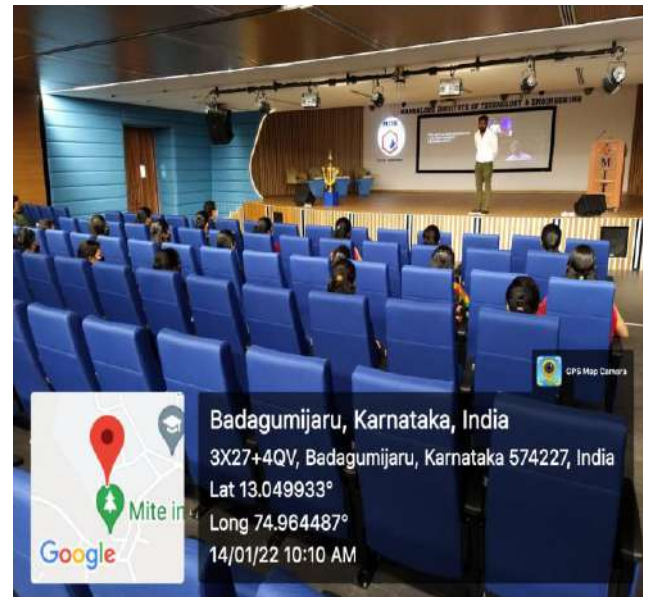
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Photographs:



DEPARTMENT OF BUSINESS ADMINISTRATION – ALUMNI CELL

Guest talk on “Preparedness to Industry”

Guest: MR.SHERAZSHEIK

Date:29-01-2022

Alumni cell of MITE MBA conducts alumni interaction sessions. Accordingly, the department organised a guest talk on the topic ‘Preparedness to Industry’ on 29-01-2022.

Time: 2-2.30 am

Target audience: 2nd year MBA students of 20MBA batch

Resource Person:

Mr. Sheraz Sheik, an alumnus from 2008-10 batch, an Entrepreneur at Moodbidre.

Brief about the event:

Mr Sheraz spoke about challenges of industry. He enquired about interest of the students about various jobs they are looking for and also about preparedness for the respective position.



MITE
Invent Solutions

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Where Stones
turn into
Diamonds

DATE: 29/01/2021

TIME: 2:00 – 2:30 PM

Department of MBA – Alumni Cell

Alumni – Institution Interaction

MR.SHERAZ SHEIK,
(ENTREPRENEUR)
(ALUMNUS, 2019-21 BATCH)



He appealed students to prepare well for industry because industry expects a lot from all the candidates. Living up to the expectation of the recruiter is so crucial as the selection or rejection depends on the perception of the recruiter. The first impression makes so difference that majority of recruiters decide to recruit or not in the beginning moments itself. So preparation plays a crucial role.

He motivated students by saying whoever I prepared, a good position in the industry is awaiting for them. These days industries are looking for quality fresher's and lot of fresher's are working at good positions. The session ended with question and answers.

