



**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**  
**Shobhavana Campus, Mijar, Moodbidri, D.K - 574225**  
**Phone: 08258-262725, Fax: 08258-262726**  
**Department of Business Administration (MBA)**

**Stock Market Investment for Beginners guest talk by Prof. Raghunandan, Associate Trainer with Lotus Knowlwealth (LKW), Bangalore**

“Stock Market Investment for Beginners” by Prof. Raghunandan, Associate Trainer with Lotus Knowlwealth (LKW), Bangalore delivered talk on 13<sup>th</sup> October 2014. He motivated and educated the students on considering the investment option in shares.





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**A guest talk on Advertisement – Analysis and Design by Prof. Kavita Nagasampige, MIC Manipal on 19<sup>th</sup> October 2014**

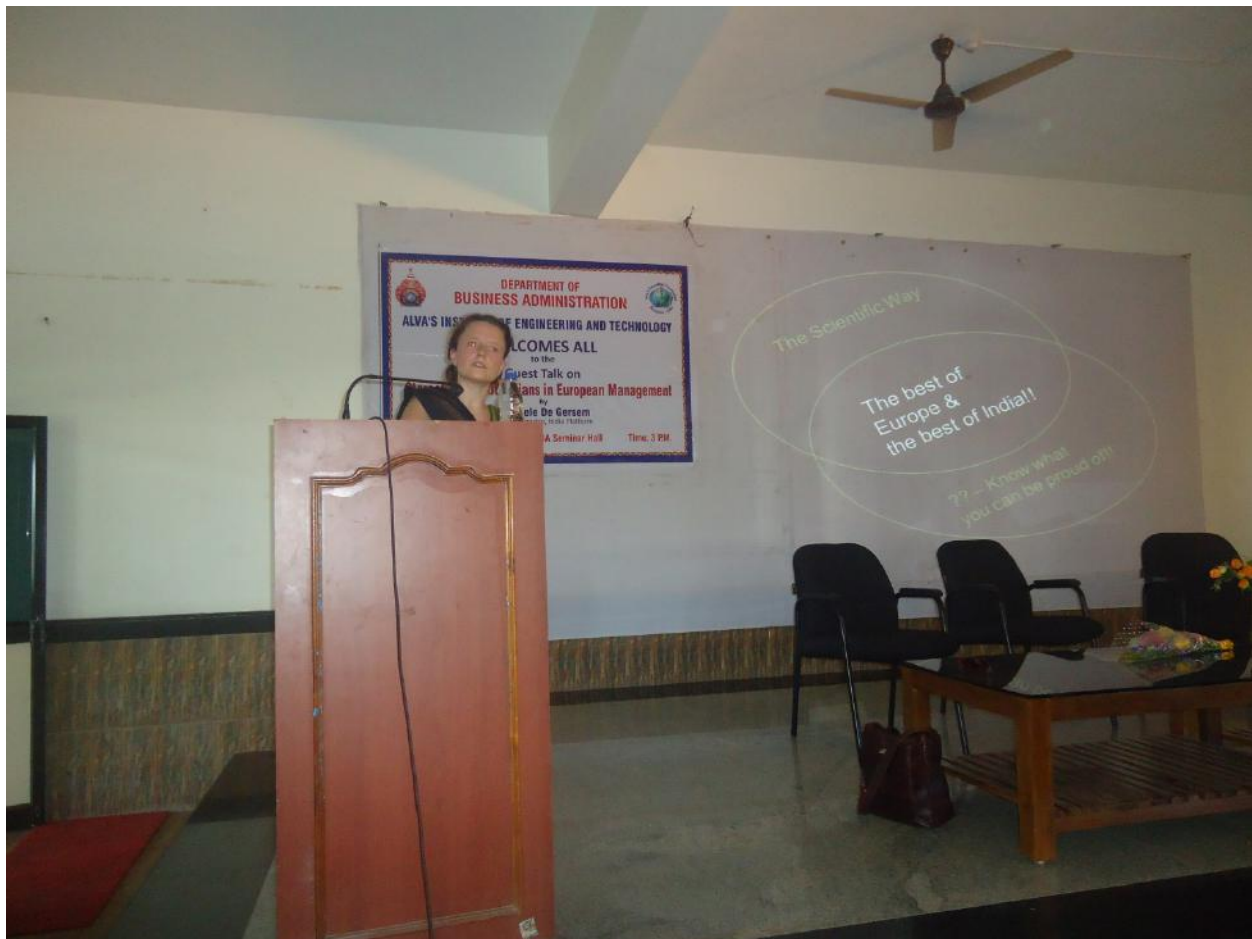


She explained in advertisement how design and analysis plays an important role. Different strategies need to be used in advertising; she explained how one should analyse before preparing any advertisement



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**A talk on “Stereotype of Indians by European Management” by Ms. Nele De Gersem.**  
**Ghent University Belgium, on 3<sup>rd</sup> Feb 2015**



Ms. Nele De Gersem, Ghent University Belgium has delivered a talk on “Stereotype of Indians by European Management” on 3<sup>rd</sup> Feb 2015. She explained her experience on how Indians are stereotyped by European Management.



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**A talk on Entrepreneurship by Mr. Athul Kudva, Business Head, Thomson Reuters International on 19<sup>th</sup> Feb 2015**



A guest lecture has delivered on the topic Entrepreneurship on 19<sup>th</sup> Feb 2015 by Mr. Athul Kudva, Business Head, Thomson Reuters International. He explained the characteristics of a successful entrepreneur. He explained his experience as a entrepreneur before taking up this new role.