



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, D.K - 574225

Phone: 08258-262725, Fax: 08258-262726

Department of Business Administration (MBA)

Guest lecture on 'Tactics of Challenger Companies' by Ms. Laura Cairns, Management Consultant, KPMG, London on 15 December 2018





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Ms. Laura Cairns, Management Consultant, KPMG, London, addressed students on the very interesting topic – How small companies and start-ups survived the relentless onslaught of the giants and also, managed to be profitable.

Ms. Laura Cairns in her power point presentation illustrated and explained with many examples. Some of them were, how Tesla challenged the established passenger car manufacturers like BMW, Mercedes, Audi etc. How large MNC's like Ikea, P & G, Unilever used similar strategies to enter the new markets.



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Guest lecture on 'How to start a Successful Business'

Resource Person: Mr. Stan Goveas, Director of Business Operations at Rock of Colors, Brampton, Ontario, Canada on 31 December 2018

Mr. Stan Goveas a highly successful serial entrepreneur shared his entrepreneurial journey with the MBA students. He owns Brampton Monument Works, Mississauga Memorials, Caledon Memorials and Peace Monuments and is a franchisee for the Canada's most successful Coffee outlet brand 'Second Cup'.





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He said, to become a successful entrepreneur one needs to have a healthy lifestyle, analytical skills, excellent networking, a good business plan and business sense. He emphasized on the need for adoption of technology. Confidence of the promoter is an essential requirement. One should use internet to advertise and market their goods. It is important to own a website.





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Guest Lecture on Spirituality and Science by Mr. Nishta Das, Mr Powell and Mr Tapan Vyas on 28 March 2019

The event was organized in association with ISTD Mangalore/Udupi Chapter.

Speaking on the occasion Shri Nishta Das, an IITian stressed on the importance of environmental protection for sustainable living. He drew parallels with Vedic Science and the modern sciences. He discussed the limitations of modern science which studies mostly matter and has neglected consciousness and super-consciousness. Mr Powell of Russia and Mr Tapan Vyas were the other speakers.





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**Guest lecture on Career Opportunities in the Insurance Sector by
Mr. Giridhar Bhat, Branch Manager and Ms. Esther, Senior Marketing
Manager of DHFL Pramerica Insurance Company, Mangalore Branch on
May 2, 2019**

Mr. Giridhar Bhat, Branch Manager, DHFL Pramerica Insurance Company, Mangalore Branch and Ms. Esther, Senior Manager conducted a session on 'Career Opportunities in Insurance Sector' at Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar.

A guest lecture on career opportunities in the insurance sector was organised in the MBA Seminar Hall. Mr Giridhar Bhat informed the students about the lucrative jobs and self-employment opportunities available in the insurance sector. It could also supplement ones regular income substantially. Ms. Esther narrated her own experience with DHFL Pramerica after quitting her regular HR position in a private company. The talk was followed by an interactive session. The students were given guidance on taking the competitive exams for furthering their career prospects.



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They explained the way to earn additional income with Insurance Sector along with regular job. Mr. Giridhar Bhat offered the guidance to students about how to clear Insurance Examinations. They distributed Insurance Examination forms among students.

The function was presided by Dr Claret Mendonca, HOD of Department of Business Administration and attended by faculty and students.





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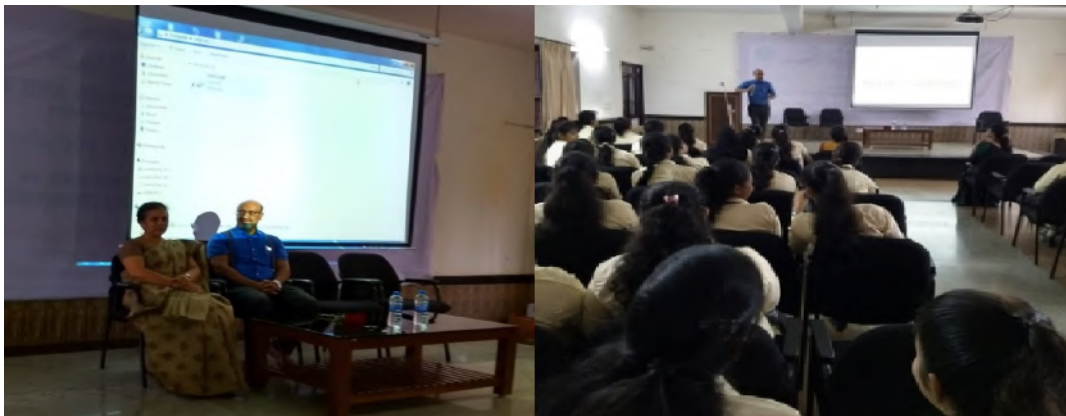
Department of Business Administration (MBA)

Guest Talk on "Health and Wellness" by

Dr Deepak Shedde, MD-PGIMER;

Chandigarh on 31 May, 2019

Dr Shedde spoke on the very important topic health issues concerning women and the role of men in understanding and being supportive to women in their lives. Since all of us begin our journey from the womb of a woman, it was necessary to understand and be aware of reproductive cycle and also be able to protect oneself from serious ailments related to reproductive organs.



The interactive session that followed answered many of the doubts and students were highly appreciative of the lecture. Dr Claret Mendonca, Head of the Department presided over the inaugural function.





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One Day Technical Session on 'Research Methods for Outstanding Research Work' by Prof. R Venkatamuni Reddy, Department of Commerce, MAHE, Manipal
on 15. 5. 2019





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Prof. R Venkatamuni Reddy was very lucid and convincing in his delivery. He started with “*Why*” of research, and then went on to explain “*How*” of it and how to make sense of the SPSS output. He gave lots of hints and suggestions to prepare a good project report. The students found the session very useful as it was part of their syllabus and also, that the second year students are preparing for their viva-voce and the first year students will soon be heading for the Organizational Study.