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2024 -25

Post Graduate

DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S MBA



ALVA'S
Education Foundation®

ALVA'S

Institute of Engineering and Technology
(Autonomous)

Affiliated to Visvesvaraya Technological University, Belagavi & Approved by AICTE, New Delhi. Recognised by Government of Karnataka.
(Unit of Alva's Education Foundation (R), Moodbidri) Shobhavana Campus, Mijar, Moodbidri - 574225

E-mail: dean_mba@aiet.org.in

Website: www.aiet.org.in

VISION:

To develop competent and ethical managers and entrepreneurs, sensitive to the environment and culture, responsible to their communities and global in their outlook and approach.

MISSION:

M1: To provide students with necessary knowledge and skills to enable them to be effective in the field of their specialization

M2: To foster curiosity, broaden their horizons, and inculcate leadership skills to achieve academic rigour, highly grounded in the real world /job market

M3: To adopt systems thinking approach to learning to help students excel in a complex and ever-changing global environment

M4: To develop in them a strong commitment to embrace cross cultural diversity and an entrepreneurial mindset.

PROGRAM EDUCATIONAL OBJECTIVES (PEOS):

PEO1: Develop management graduates with theoretical knowledge, skills and attitude to be effective managers

PEO2: Transform graduates for leadership and management roles in corporate world and for starting enterprises.

PEO3: Equip graduates with systems and design thinking approach to survive and excel in a complex and ever-changing global environment

PEO4: Imbibe a strong commitment to embrace cross cultural diversity and an entrepreneurial mindset.

PROGRAMME OUTCOMES (POS):

PO-1 Apply knowledge of management theories and practices to solve business problems.

PO-2 Foster analytical and critical thinking abilities for data-based decision making.

PO-3 Ability to develop value-based leadership ability.

PO-4 Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO-5 Ability to lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment.

PROGRAM SPECIFIC OUTCOMES (PSOS)

PSO-1 Graduates will be able to understand, analyse and work with numerical and qualitative data and provide desired solutions to the stakeholders.

PSO-2 Graduates will be able to use technology with ease in their specific domain of expertise.

PSO-3 Graduates will be endowed with life-long learning skills, critical thinking skills and research outlook.

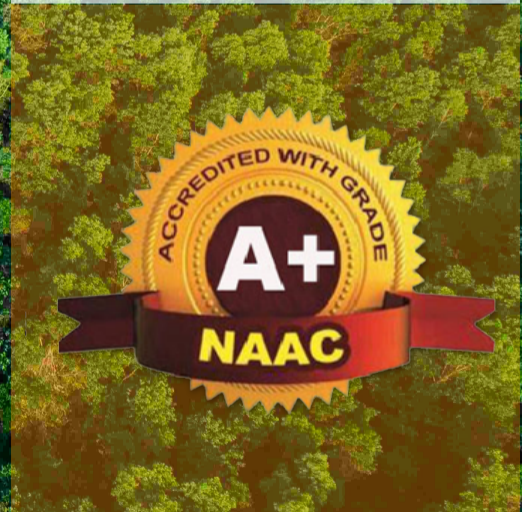
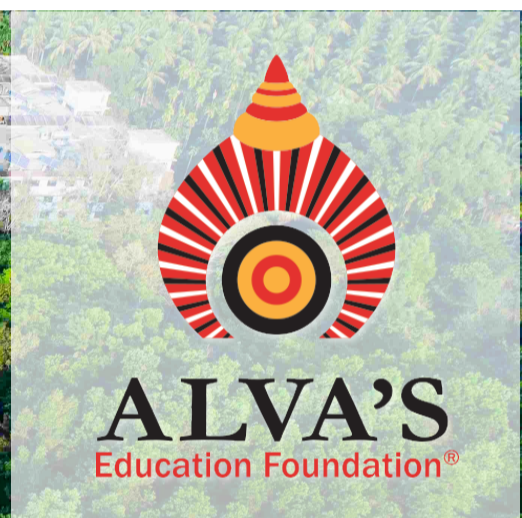
PSO-4 Prepare graduates for entrepreneurship, ethical leadership and social value creation.

PSO-5 Train and develop graduates for corporate jobs with a global outlook.

About Alva's Education Foundation®

Alva's Education Foundation® (AEF) was born out of the entrepreneurial vision of Dr. M Mohan Alva, an ayurvedic doctor, an educationalist and a social reformer in Moodubidri, South India. Alva's Institute of Engineering and Technology is a premier engineering college situated in Mijar was founded in 2008 by AEF to provide affordable quality professional education to the youth of this underdeveloped region.

Alvas Education Foundation offers a wide range of graduate and post graduate programmes where traditional courses are redesigned with new combinations to link them closely with employment market. Apart from academics, students are also engaged in co-curricular and extra-curricular activities. Culturally rich milieu ,an atmosphere of discipline and the year-long co-curricular and extra curricular activities at the campus make the student's life event eventful & ensures a sure and successful future life to the student.



AJET in its endeavour to excel in teaching, research and service offers Bachelor's Degree in Mechanical Engineering, Electronics and Communication Engineering, Computer Science Engineering, IT Enabled Services Engineering, and Civil Engineering. AJET also offers a Post graduate degree in Business Administration.

The MBA Department works with the Placement and Training Cell of the Institute to provide necessary Pre-Placement Training for the final year students and a 10 days Boot Camp is organised to train incoming batch of students with soft skills training, fitness training, motivational talks, group dynamics to build confidence and interpersonal/networking skills, communication skills, leadership training, etc.



Our Students are Placed at



MESSAGE FROM THE HEAD OF THE DEPARTMENT




Mrs, Priya Sequeira

The PG Department of Business Administration, as an academic unit of Alva's Institute of Engineering and Technology, Moodbidri, DK District, Karnataka has its distinct place as a business school.

The department currently runs AICTE approved full time MBA program of two years affiliated to Visvesvaraya Technological University (VTU). The MBA at Alva's provides fundamental management knowledge, a holistic view of business across areas like marketing, finance, and accounting, all while developing those vital soft skills and leadership skills. It also helps the students to build business knowledge, grow a professional network, and boost their career.

2021-22 academic year was indeed a challenging year. The year started with 84 students in second year and 120 students were admitted to the first year. The pandemic has shaped each one of us in many ways. It has taught us how to cope with challenging situations and helped us to remind ourselves to grow and help others to grow. As the world was trying to migrate back to colleges, schools and offices, we the PG Department of Business Administration went one step ahead and conducted various events during the pandemic in the year 2021. As the students were still accustomed to online classes in the comfort zone of their homes, we started our year with Boot Camp – Level Up 2021 mainly keeping in mind the outgoing batch as they had attended only two semesters in the college campus and were not privileged to get any kind of placement training.

The year started with 140 students of first year and second year getting trained at the campus for placements. This was immediately followed by the placement of 8 students in EY while they were in 3rd semester and 11 of the second year outgoing batch in Oracle.



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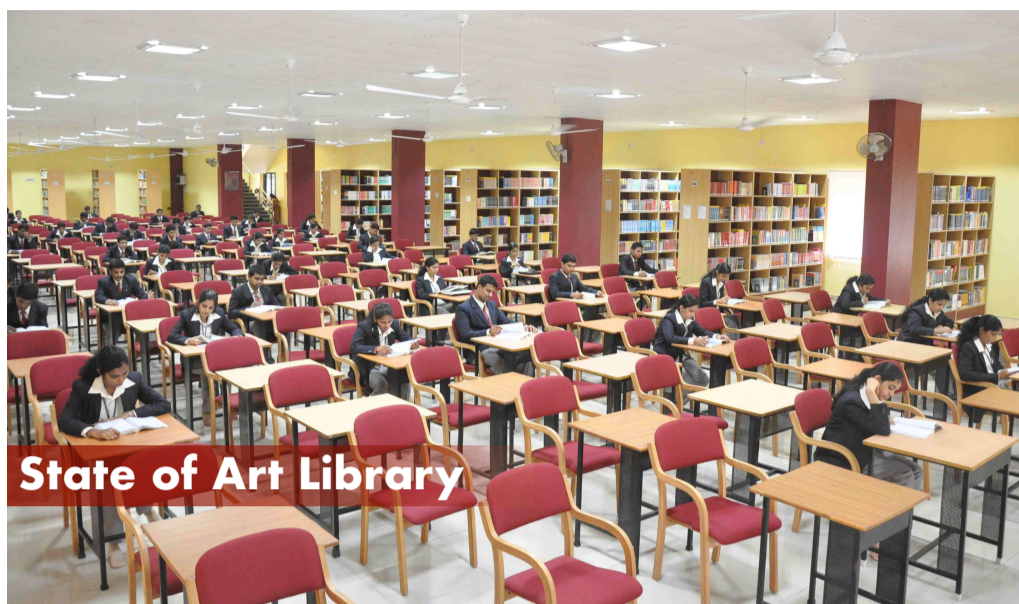
For a candidate pursuing MBA and aspiring to get into the domain of management, it is important to get equipped with the important managerial skills, industry exposure, soft skills, language skills and business development skills. Maintaining pace with the competitive job market is undoubtedly an unnerving task but the department conducted various programmes which could help the management students to gain knowledge, hands on experience, enhance their soft skills and turn out to be successful individuals.

Agrimanthan 2021-22– Inter collegiate management fest and AGON 2022 were both successful events conducted by the students which definitely added great value to the personality development of the students and the department. Industrial tours to Pune-Mumbai and various local industry visits were successful to provide the industry exposure to the students. Budget Analysis 2022 was conducted by our department where students got real time knowledge from industry experts and they got the opportunity to study the budget on various sectors and present their views. We are happy to come out with this magazine to give you the minutiae of the department and look forward to your support for the development of the department .

INFRASTRUCTURE

The AIET library has a modern and well-equipped building, which offers excellent infrastructure facilities in reading, borrowing and reference to the users of all the AIET library members.

This Central Library located at the heart of the Institution, It is easily accessible to the departments, classrooms, and hostels.



Our Library implemented the Radio Frequency Identification Technology (RFID) based library automation software for its activities; it has well-trained professionals to support the user community. The building occupies a total area of about 1540 sq. Mt including the 1st floor. The building has a seating capacity for 300 users at a time.



Alva's Education Foundation a firm believer of the principle -"A sound Mind in a Sound Body" in the view of this, AIET has well equipped and modern gymnasium facilities. The facility also features practice area and competition facilities making it unique among other facilities available at our campus. With long hours of operation and a never-

-ending drive towards the expansion of the facility and better organisation of its features . AIET intends to build and nourish the overall development of the students personalities.

There are few things as alluring as a healthy lifestyle and the unique recreation centre at AIET is determined to ensure that students pursue healthier habits during their time on campus.



Classroom with Wifi connectivity

The classrooms by design are Highly Interactive. Class rooms are Equipped with the Latest Audio -Visual Aids Such as LCD Projectors and OHPs to make Learning more interactive and effective. The Presentations and case studies contribute to the development of the analytical Abilities in the students.



WiFi Campus

1000Mbps 1:1 Leased Line

1000 Mbps BSNL 1:1 leased line internet with Wi-Fi facility is provided so that the students can develop and sharpen their technical skills.



IT Lab

The IT Labs has equipped with Intel-FICE Lab ,Apple iOS Developer Lab was established in the year 2014-15. Department is recognised as "iOS Developer University Program" with institution id 6MKL3RX9SK from Apple Developer Program Support during January 2015. Edwin's Linux Lab was established during 2015-16 to promote the open source softwares.

Boys Hostel



Alva's Institute of Engineering & Technology provides the best facilities for the students who live in the hostel. Separate hostels for boys and girls with spacious rooms. Hostel students can access the Wi-Fi facility. The study hour from 9.00 pm to 11.00 pm is compulsory and strict discipline will be maintained. The inmates of the hostel are provided with a reading table, chair, cot and fans. Recreational Facilities including gymnasium are also well provided.



Girls Hostel

FIELD VISIT TO MALPE HARBOUR

On 18th December 2024, students visited Malpe Harbour to explore the local fishing industry, traditional practices, and its commercial aspects. The visit aimed to reinforce experiential learning and study marine biodiversity, fishing techniques, and coastal ecosystems.

Objectives:

- Understand the local fishing industry and commercial aspects.
- Study marine biodiversity, fishing techniques, and coastal ecosystems.
- Reinforce experiential learning.



The visit offered direct interaction with fishermen, highlighting challenges such as fluctuating fish stocks, rising costs, and climate change, and emphasised sustainable fishing and better waste management. It was an enriching experience blending tradition, economy, and nature along Karnataka's coastline.

Outcomes:

- Gained insights into fisheries management and sustainable practices.
- Learned fishing techniques and industry challenges.
- Understood how to maximise sustainable yield and economic benefits while creating employment.

THRIVE & ACHIEVE:

A SESSION ON MENTAL WELLNESS AND CAREER GROWTH

On 7th February 2025, the PG Department of Business Administration organised a session for 144 first-year MBA students at AIET Auditorium. Led by alumnus Mr. Varun Katti, the session emphasised the link between mental wellness and career success, offering practical tools for stress management, work-life balance, and resilience. Students gained valuable insights and strategies to enhance personal wellbeing and professional growth.



Key Takeaways:

- Strong link between mental wellness and career success.
- Practical strategies for stress and anxiety management.
- Importance of self-care and work-life balance.
- Building emotional resilience to handle setbacks.

Outcomes:

- Increased awareness of mental wellness and career growth.
- Practical stress management tools.
- Enhanced resilience and focus.
- Strengthened alumni connection through inspiring interaction.

The session concluded with positive feedback from students, who appreciated the practical tools and insights. It successfully empowered students to prioritise mental wellbeing as a foundation for personal and professional growth.

INDUSTRY INSIGHTS THROUGH BENGALURU AND MYSORE INDUSTRIAL TOURS 2024–25

Mijar, February 2025 — The PG Department of Business Administration, Alva's Institute of Engineering and Technology (AIET), organised a series of industrial tours for MBA students during the academic year 2024–25, offering practical exposure to leading companies and industry practices.

From January 29 to February 1, 2025, students visited Bengaluru, beginning with IMTEX 2025, Asia's premier machine tools exhibition. They also toured leading companies including Bühler Group (food processing and advanced materials), CERATIZIT (cutting tools), Toyoda Gosei (automotive components), and Stumpp Schuele & Somappa Springs (precision springs). These visits provided valuable insights into technological advancements, operational efficiency, and management strategies in diverse sectors.





A second set of tours was conducted in Mysore between February 6 and 14, 2025, with students visiting companies in two batches. Key industries explored included Pricol Precision Products, TVS Motors, Uno Minda, SKF Engineering, Automotive Axles, and Kaynes Technology, where students observed automotive and electronic manufacturing processes. Visits to Schneider Electric and Bhoruka Fabcon further highlighted automation in electrical manufacturing and the integration of modern techniques with traditional methods in metal fabrication.

The tours emphasised learning about manufacturing processes, quality and safety practices, and emerging industry trends, bridging the gap between classroom knowledge and real-world industrial applications.

SESSION ON CORPORATE SUSTAINABILITY

On 10th March 2025 at 11:00 am, the PG Department of Business Administration, Alva's Institute of Engineering & Technology, hosted an insightful session by Dr. Bhagya B Sharma on "Corporate Sustainability – Integrating Environment into Business Strategy" at the Auditorium. The session explored the ESG (Environmental, Social, Governance) framework, the shift from profit-driven to purpose-driven models, and the role of sustainability in long-term resilience. Students learned how businesses can integrate environmental considerations into strategies while maintaining profitability. Through practical examples from Indian and global companies, about 160 students gained valuable insights into addressing environmental challenges and adapting ESG principles in business.



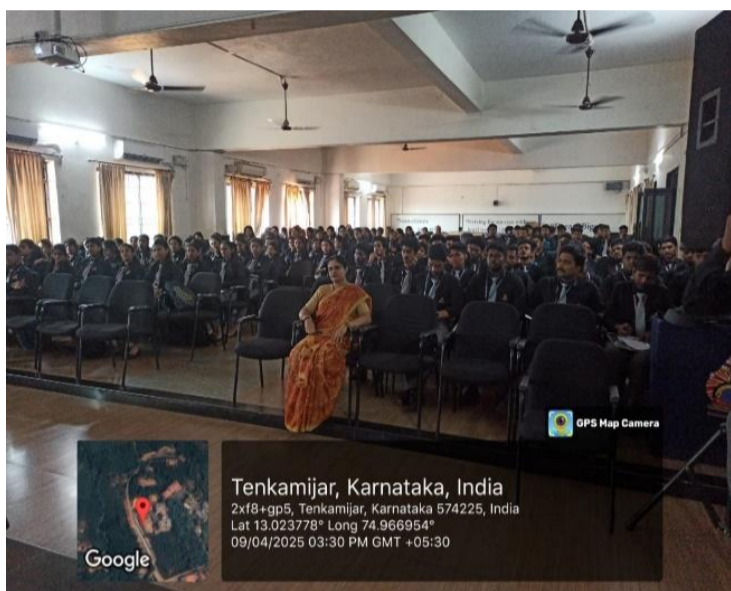
INDUSTRIAL VISIT TO BRIGHT FLEXI INTERNATIONAL LTD AND SRISHTI VENTURES

On April 2nd, 2025, Industrial Visit to Bright Flexi International Ltd and Srishti Ventures, aiming to provide practical exposure to industrial processes and technology. At Bright Flexi International, a flexible packaging manufacturer, students gained insights into materials, high-speed machinery, quality control, and sustainability, observing the production workflow. Subsequently, at Srishti Ventures, known for product innovation, students learned about prototyping, advanced design tools, sustainable practices, and project management. This valuable experience successfully bridged the gap between academic theory and real-world industrial practices, allowing students to interact with professionals and observe live operations.



SEMINAR ON “FUTURE-READY SKILLS AND CASE CRACKING FOR THE MODERN JOB MARKET”

April 9, 2025 — The MBA Department of Alva’s Institute of Engineering & Technology (AIET) organised a seminar on “*Future-Ready Skills and Case Cracking for the Modern Job Market*” at the MBA Seminar Hall from 3:00 PM to 5:00 PM. The session was led by **Mr. Sourabh Shetty**, Senior Consultant in the Construction Industry and alumnus of IIM Indore.



The program began with a welcome address by **Dr. Vishnu Prasanna**. Mr. Shetty engaged students with insights into the changing dynamics of the global workforce, underlining the importance of adaptability, digital literacy, analytical thinking, and emotional intelligence.

He further introduced **key future-ready skills** such as problem-solving, data interpretation, communication, collaboration in virtual environments, and developing a growth mindset. A major highlight of the seminar was the demonstration of **case cracking techniques**, where Mr. Shetty explained structured approaches to solving business cases effectively with real-world examples.

The interactive session not only enhanced students’ confidence but also gave them clarity on skills expected in today’s job market. Around **165 MBA students** benefitted from the program, gaining practical knowledge to tackle interviews and corporate challenges with confidence.

“ *Moulding a better tomorrow* ”

SEMINAR ON “RESEARCH METHODOLOGY AND STATISTICAL TOOLS IN RESEARCH”

On April 11, 2025 — The MBA Department of Alva’s Institute of Engineering and Technology (AIET) organised a seminar on “*Research Methodology and Statistical Tools in Research*” for final-year MBA students at the MBA Seminar Hall from 9:50 AM to 12:40 PM. The session was led by Dr. Vinay, Professor at AIET.



The seminar aimed to strengthen students’ understanding of academic research and provide practical guidance for their final-year projects. Dr. Vinay began by explaining the fundamentals of research, its purpose, and significance in both academic and professional contexts. He elaborated on **qualitative vs. quantitative methods**, **primary and secondary data sources**, and **statistical tools** for effective analysis.



Students also learned techniques for **selecting research-worthy topics, conducting literature reviews, and identifying research gaps**. A hands-on demonstration introduced students to popular platforms like **ScienceDirect, Mendeley, and Google Scholar**, equipping them with tools to access and manage scholarly articles. Dr. Vinay also shared insights on the **research publication process**, guiding students on preparing and submitting papers to academic journals.

The session was highly interactive, with students engaging in discussions, asking questions, and exploring tools in real time using laptops and mobile devices.

Outcomes:

- Clearer understanding of the research process, from topic selection to publication.
- Ability to differentiate between qualitative and quantitative methods.
- Familiarity with academic databases and reference management tools.
- Enhanced motivation and confidence to complete high-quality projects.

A total of **165 final-year MBA students** participated and expressed positive feedback, appreciating the practical approach and relevance of the session.

INTERNATIONAL WEBINAR ON “COMPLEXITY IN PRACTICE”

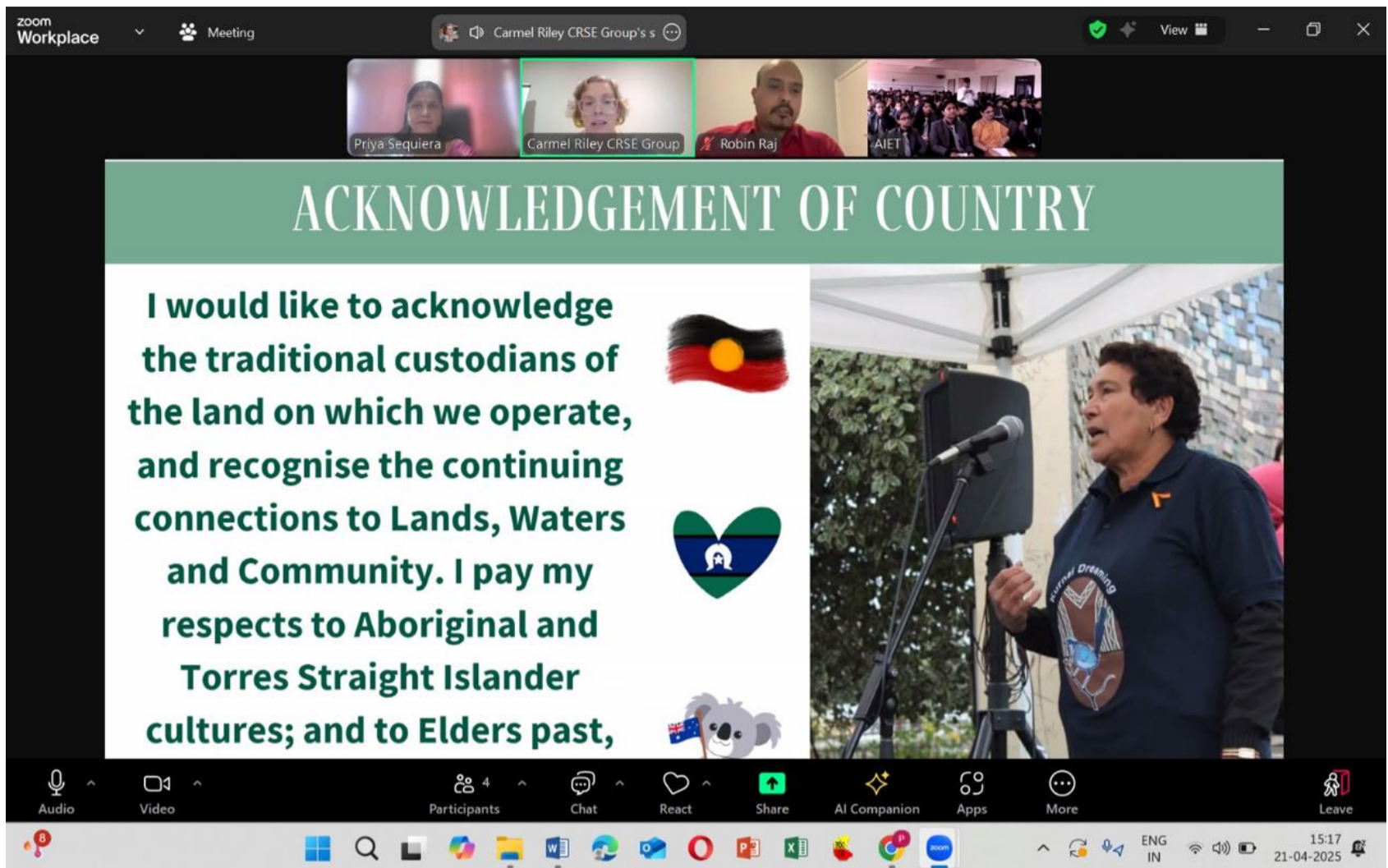
April 21, 2025 — The PG Department of Business Administration, Alva’s Institute of Engineering and Technology (AIET), organised an International Webinar on “Complexity in Practice” at the MBA Seminar Hall. The session featured Mr. Robin Raj, Program Officer and Instructional Designer, ACFE, Australia, and Ms. Carmel Riley, Principal Consultant, CRGE Group, Australia, as resource persons.

The program began with a welcome and introduction by Ms. Azalena Coloco R, Assistant Professor, AIET. In her address, Ms. Carmel Riley emphasized how leaders can effectively navigate volatile, uncertain, complex, and ambiguous (VUCA) environments by adopting adaptive mindsets and enabling systems to evolve rather than relying on rigid solutions.



Key frameworks discussed included:

- **Cynefin Framework** – for diagnosing situations as simple, complicated, complex, or chaotic.
- **Polarity Management** – balancing interdependent forces such as stability and innovation.
- **Complexity Canvas** – mapping stakeholders, systems, and project dynamics.



The session also included an interactive **Mentimeter quiz**, with questions on leadership and Australian culture, making the webinar engaging and participative. Real-life **case studies** were shared, highlighting strategies like best-practice protocols, expert analysis, experimentation with feedback loops, and rapid adaptive decision-making.

Outcomes of the Webinar:

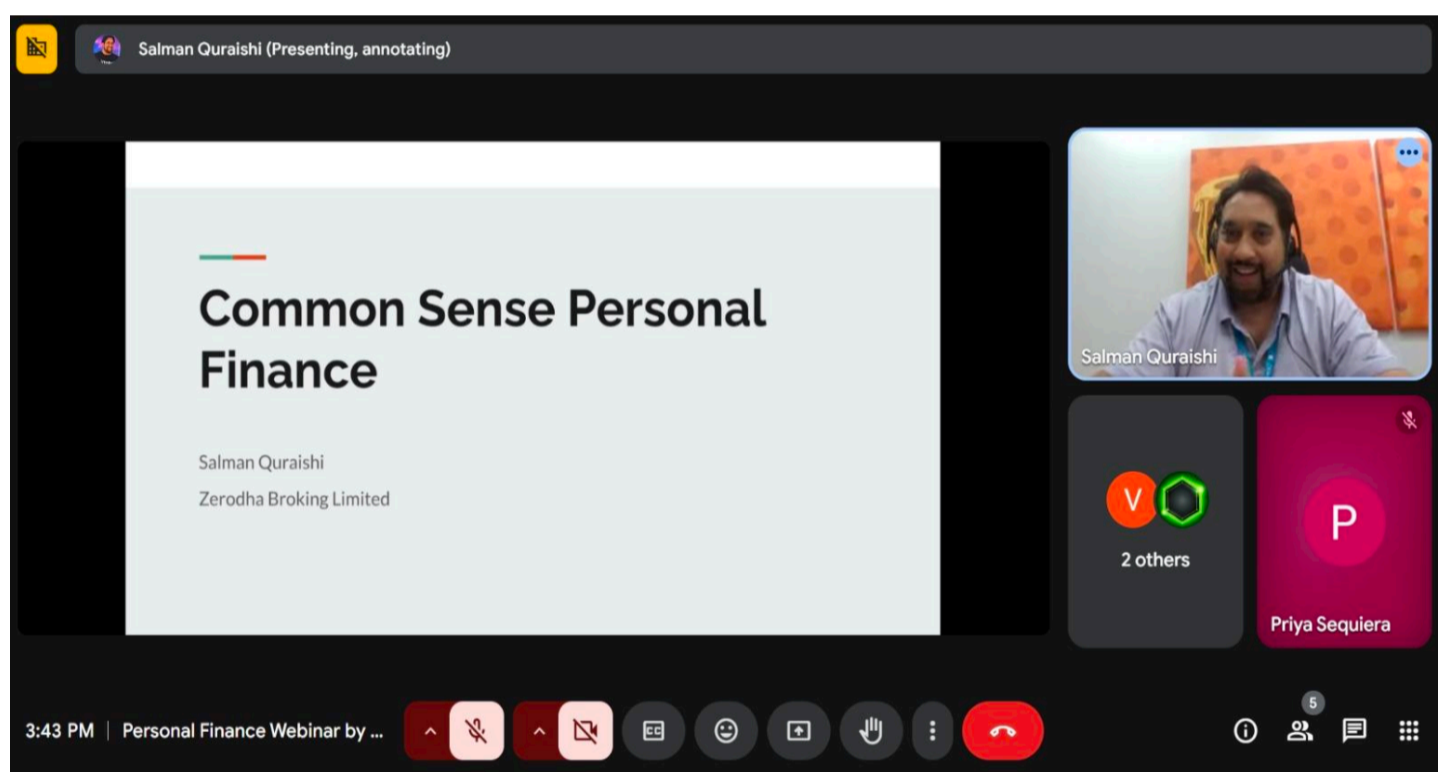
1. Enhanced student awareness of complexity in leadership and tools for navigating uncertain environments.
2. Improved critical and analytical thinking through real-life case study discussions.
3. Encouragement of collaborative approaches to address interconnected challenges.

The event concluded with a **vote of thanks** by Ms. Suraksha S Rai. A total of **167 MBA students** benefited from this international learning experience.

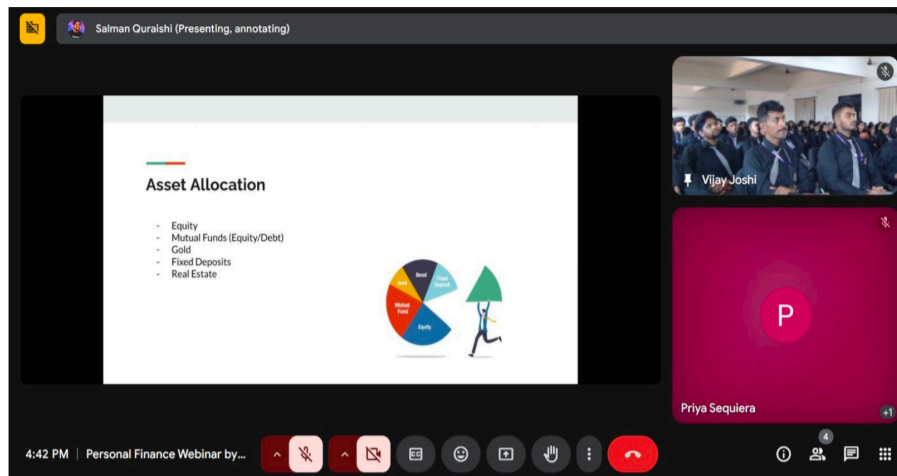
WEBINAR ON “PERSONAL FINANCE”

On May 7, 2025 — The PG Department of Business Administration, Alva’s Institute of Engineering & Technology (AIET), conducted a webinar on “*Personal Finance*” for MBA II semester students at the MBA Seminar Hall from 3:30 PM to 5:00 PM. The session was led by **Mr. Salman Quraishi**, Financial Educator from Zerodha Broking Limited, renowned for his expertise in financial literacy.

The program began with a welcome address by **Mrs. Priya Sequeira, Head of the Department**, who emphasised the importance of financial planning at an early stage in life.



Mr. Quraishi delivered an engaging session, simplifying complex concepts of money management. He highlighted the importance of **budgeting, managing credit, avoiding debt traps, and building emergency funds**, while also stressing the **power of compounding and benefits of early investing** through SIPs and mutual funds. Students were introduced to financial tools such as **Zerodha’s Coin and Varsity**, encouraging self-learning and disciplined investing.



Key Takeaways:

- Budgeting as the foundation of financial planning
- The power of compounding in wealth creation
- Smart use of credit and debt management
- Importance of maintaining an emergency fund
- Awareness of stock markets, mutual funds, and long-term investing

Outcomes:

The session enhanced students' **financial awareness**, provided **actionable tools** for saving and investing, and boosted **confidence in financial planning**. An interactive Q&A allowed participants to clarify doubts directly with the expert.

The webinar was highly appreciated for its **practical insights and relevance**, empowering students to make informed financial decisions early in their careers. A total of **132 MBA students** benefited from the session.

POWER BI WORKSHOP FOR FIRST-YEAR STUDENTS

May 31, 2025 — The PG Department of Business Administration, Alva's Institute of Engineering and Technology (AIET), organised a **Power BI Workshop** for first-year MBA students in two batches: **Batch 1 (26th–28th May 2025)** and **Batch 2 (29th–31st May 2025)** at the Internet Lab, Main Block. The sessions were conducted by **Mr. Sananda Rao, Founder & CEO, Data Dristi, Bengaluru.**

The workshop aimed to familiarise students with **Business Intelligence (BI)** concepts and provide hands-on training in using **Microsoft Power BI** for data-driven decision-making. A total of **154 students** participated in the program.





Workshop Highlights:

- **Day 1:** Introduction to Power BI, data transformation, modelling, calculated measures, and basics of data visualisation.
- **Day 2:** Advanced visualisation techniques including line, area, scatter, funnel, ribbon, and map charts; use of KPIs, slicers, and AI-driven visuals for interactive dashboards.
- **Day 3:** Building complete reports and dynamic dashboards with real-world examples; overview of Power BI Service for publishing, sharing, and collaboration in a cloud environment.

Outcomes:

- Gained a strong foundation in Business Intelligence and Power BI.
- Acquired skills to connect, import, and transform data from multiple sources.
- Learned to design interactive dashboards and reports to effectively communicate business insights.

The workshop concluded with a recap of key concepts, best practices, and next steps to apply Power BI skills in professional roles such as **Data Analyst, BI Analyst, and Reporting Specialist**. Students responded positively, appreciating the practical, hands-on approach and real-world relevance of the sessions.

ICT TRAINING ON ADVANCED EXCEL

On July 4, 2025 — The PG Department of Business Administration, Alva's Institute of Engineering and Technology (AIET), in association with Grant Thornton Bharat LLP, Bangalore, successfully conducted an ICT Certification Program on Advanced Excel for first-year MBA students. The training was held in two batches: Batch 1 (June 23–27, 2025) and Batch 2 (June 30–July 4, 2025) at the DBMS Lab, Main Block. The sessions were facilitated by Mr. Rahul Agarwal, Trainer, GT Bangalore.

The five-day program, running daily from 9:00 AM to 4:30 PM, aimed to strengthen students' data handling, analysis, and reporting skills using Microsoft Excel, while also introducing automation through Power Query.

Training Highlights:

Day 1: Orientation to Excel interface, workbook structures, and data quality management through a hands-on "Find the Flaws" activity.



Day 2: Data cleaning using text, logical, and date functions; managing blanks, errors, and inconsistent formats.

Day 3: Lookup functions (VLOOKUP, XLOOKUP, INDEX & MATCH), dynamic arrays, and real-world dataset integration.

Day 4: PivotTables, PivotCharts, and dashboard creation with interactive slicers and timelines.

Day 5: Power Query for automation, ETL processes, and multi-source data integration, culminating in a mini-project.



Key Outcomes:

- Built a **strong foundation** in Excel essentials and data quality practices.
- Gained proficiency in data cleaning, merging, and analysis using advanced functions.
- Developed the ability to **design professional dashboards** for data-driven decision-making.
- Learned **automation techniques** using Power Query to streamline reporting processes.

The program concluded with a **certificate distribution ceremony**, where students presented their dashboards and received feedback. A total of **154 students** benefitted from this intensive, hands-on training program.

Moulding a Better Future
Managers



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