

POST GRADUATE
DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S MBA

(An Autonomous Institute)

January to October (2023-2024)



“ Moulding a better tommorow ”



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

NAAC

A+
Grade

E-mail: 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.

AIET 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. AIET 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



LSEG



Grant Thornton

withum⁺

UltraTech
CEMENT



asianpaints



THOMSON REUTERS

ORACLE

amazon

FACTSET

bigbasket

EXL



pwc



KPMG



WIPFLI

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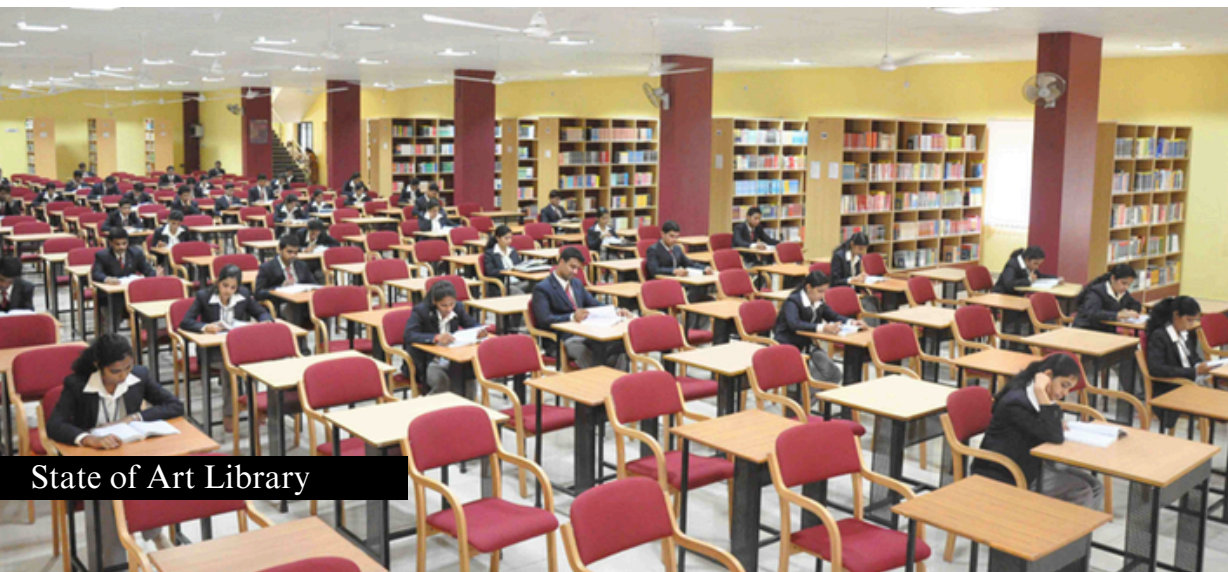


REFINITIV

Message from Head of Department



Infrastructure :



State of Art Library

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.



Fitness Center

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



Classroom with Wifi



WiFi Campus

1000Mbps 1:1 Leased Line

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.

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



Alva's

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

INAUGURATION PROGRAM OF MBA BATCH 2023-25

Date : 07-02-2024

Time : 2:00 pm - 4:30 pm



The Inaugural function of the MBA Batch 2023-25 was held on 7th February 2024 from 2.00 PM onwards. The Inaugurator for the program was Dr Alwyn V D'Sa, Registrar, St Aloysius College (Autonomous), Alumna of AIET Ms Roopashree Hegde Shetty, Manager, Thomson Reuters (Indirect tax) was the Guest of Honour. The program was presided by Mr Vivek Alva, Managing Trustee, AEF, Dr Peter Fernandes, Principal and Ms Priya Sequeira, HOD of PG Department of Business Administration and Deans were also present for the function.

Ms. Priya Sequeira, HOD of MBA welcomed the gathering, Mr Johnson Fernandes, Assistant Professor, MBA Department introduced the Chief Guest and the Guest of Honour to the gathering. In his inaugural address Dr. Alwyn D'Sa motivated the students to learn as many languages and build their power skills.

The Principal in his address spoke about the importance of Devotion, Dedication and Determination in achieving the goal of obtaining a Master's Degree in Business Administration. Managing Trustee of AEF Mr Vivek Alva motivated the students to use all the opportunities that the Institution offers for training students using the life examples of our alumna who are success in the corporate world. The formal program ended with the vote of thanks delivered by the Coordinator of the Inauguration Program, Ms. Amritha Kumar, Asst. Professor, Department of MBA. The HOD of MBA Department, Ms. Priya Sequeira, then addressed the parents and students of the incoming batch about the rules and regulations of the College.

Day 1 - 08-02-2024

Stress Management Session by P.V. Bhandary

(9:30 AM - 12:40 PM)



The PG Department of Business Administration organized a Stress Management session for first-year MBA students. The session aimed to identify common stress sources, understand their consequences, and equip students with effective stress management techniques.

MBA programs are demanding, with high workloads, competition, and financial pressures, leading to significant stress that affects academic performance and well-being. Dr. P.V. Bhandary provided actionable strategies to help students manage stress effectively.

Key recommendations included time management, self-care, mindfulness, and emotional regulation. The session emphasized the importance of maintaining a healthy work-life balance and seeking support when needed.

Effective stress management enhances emotional well-being, focus, motivation, and resilience. It also improves academic performance, strengthens social connections, and promotes a sense of control and life satisfaction.

By implementing these strategies, students can navigate their MBA journey successfully and thrive both academically and personally. A total of 149 students benefited from this insightful session.

Day 1 . 08-02-2024

Session on Resilience and Mental Well-being

(1:30 PM - 3:40 PM)



The PG Department of Business Administration organized a session on Resilience and Mental Well-being by Dr. Deepa Kottari, Associate Professor, Yenepoya (Deemed University) on 08.02.2024 at the MBA Seminar Hall.

The session focused on the impact of rigorous coursework, deadlines, financial strain, and isolation on students' mental health. Dr. Kottari emphasized open communication, resilience training, mindfulness, and stress management techniques.

Key takeaways included building support networks, maintaining a healthy lifestyle, practicing self-care, and seeking professional help when needed. The session helped reduce stigma around mental health, encouraging students to seek support.

By fostering resilience, students can manage stress better, improve academic performance, and enhance overall well-being. A total of 149 students benefited from this insightful session.

Day 2. 09-02-2024

Session by Prof. Ramani Venkat

(9:30 AM - 12:40 PM)



Mr. Ramani, along with his team members, conducted engaging team-building activities, providing students with a valuable opportunity to interact with one another and build camaraderie. These activities encouraged collaboration, communication, and trust among the participants, which are essential qualities in any professional setting. Mr. Ramani also showcased strong leadership skills throughout the session, serving as a role model for aspiring professionals. He shared insightful perspectives on the qualities and attributes that corporates expect from their employees, such as adaptability, integrity, teamwork, and a proactive attitude. The session was interactive and thought-provoking, allowing students to reflect on their personal strengths and areas for improvement. Around 150 students attended the session, all of whom gained meaningful takeaways that will benefit them in their academic and professional journeys.

Day 3. 10-02-2024

Session on HR Series by Mrs. Laxmi Shetty

(9:30 AM - 12:40 PM)



The PG Department of Business Administration organized a session on "HR Series – MBA Graduates: Where Can We Contribute?" on 10.02.2024. The session explored career opportunities in Finance, Marketing, and HR within the IT sector.

Students gained insights into various roles, required skillsets, and industry expectations. Key topics included financial management, digital marketing, talent acquisition, and HR analytics in IT. The session provided practical tips to help students navigate their career paths.

The discussion highlighted IT talent needs, employer branding, and workforce trends, equipping students with valuable industry knowledge. A total of 149 students benefited from this session, gaining a clearer vision of career opportunities in IT.

10-02-2024

Session on HR Series – Basics of HR by Mr. Naveen

(1:30 PM - 3:40 PM)



The PG Department of Business Administration organized a session on "HR Series – Basics of HR" for II-year MBA students on 10.02.24 at the MBA Seminar Hall. Mr. Naveen, HR Manager at Solugenix, Bangalore, provided insights into the core functions of HRM.

The session highlighted HR's role in fostering a positive work environment, talent management, and strategic business alignment. Key topics included recruitment, compensation, performance management, training, and employee relations.

Students gained a foundational understanding of HR functions, key terminology, and its impact on business success. The session sparked interest in HR careers and enhanced appreciation for HR's role in organizational growth.

Day 4. 11-02-2024

Outbound Training by Mr.Ramani Venkat & Team

(9:30 AM - 12:40 PM)



The PG Department of Business Administration organized an outdoor session by Prof. Ramani Venkat and Team at the Auditorium and Outdoor near the Basketball Court. The session focused on improving communication skills through team-building activities, allowing students to interact and collaborate. Prof. Venkat also highlighted leadership skills and corporate expectations from employees.

Students gained insights into their strengths and weaknesses, enhancing their self-awareness and teamwork abilities. The session provided a practical learning experience in communication and leadership.

A total of 149 students benefited from this engaging and interactive session.

It effectively enhanced students' communication and leadership skills through interactive team-building activities. It provided valuable insights into corporate expectations and helped students identify their strengths and weaknesses. The session fostered teamwork, confidence, and self-awareness, essential for professional growth. By applying these learnings, students can improve their collaboration and career readiness.

Session on Basics of Statistics by Dr. Vishwanath

(9:30 AM - 12:40 PM)



The PG Department of Business Administration organized a session on "Basics of Statistics" on February 12, 2024, at the MBA Seminar Hall. Dr. Vishwanath K.P., Professor at NITK, Surathkal, conducted the session, emphasizing the importance of statistics in daily life and business decision-making.

The session covered fundamental statistical concepts, including data collection, representation, and analysis. Dr. Vishwanath engaged students with real-world case studies and interactive exercises, making complex concepts easier to understand.

The presence of Dr. Catherine Nirmala David and Mrs. Priya Sequeria added value, reinforcing the institute's commitment to quality learning. Students actively participated, gaining insights into the practical applications of statistics in business.

The session successfully sparked interest in statistical methods, enhancing students' analytical skills for academic and professional growth. A total of 149 students benefited from this insightful session.

Day 6. 13-02-2024

Young Entrepreneurs Summit

(9:30 AM - 12:40 PM)



On 13th February 2024, the PG Department of Business Administration, in association with the Entrepreneurship Development Cell, organized an interactive Young Entrepreneurs Summit. The session featured distinguished speakers including Mr. Abhinav Bansal, Mr. Vijwal Vaz, Mr. Ajay P Shetty, Mr. Prasheel Shetty, Mr. Nivedan Nempe, and Mr. & Mrs. Karna Belagere.

The speakers shared their entrepreneurial journeys, discussing challenges, lessons learned, and the importance of resilience, adaptability, and creative problem-solving. Mrs. Laxmi Karna emphasized leadership skills with a unique acronym, while Mr. Karna Belagere spoke on self-upgradation. Mr. Bansal shared marketing strategies, and Mr. Nempe encouraged seeing failures as learning opportunities.

The summit inspired 500 students to cultivate an entrepreneurial mindset, develop leadership skills, and build confidence to start their own businesses. They gained valuable insights into pitching ideas, problem-solving, and the traits of successful entrepreneurs.

Day 6. 13-02-2024

Auditing Session by Fiscal Solutions Mangalore Pvt. Ltd

(1:30 PM - 3:40 PM)



The PG Department of Business Administration organized a session on Auditing with Mr. Samarth, Ms. Anagha, and Mr. Aron from Fiscal Solutions Mangalore Pvt. Ltd. on February 2024. The session aimed to guide students on the auditing process, specifically focusing on the systematic guidelines auditors use when examining financial records.

Mr. Samarth discussed debit, credit, and tax-related concepts, while Ms. Anagha explained the documentation and tax variations based on property location and share assessments. Mr. Aron highlighted the process of handling gift deeds and inherited property during audits.

The session included a Q&A, where students asked insightful questions about the duration of financial records in companies. The session provided valuable exposure to auditing practices and real-world examples of financial record assessments in businesses.

Day 6. 13-02-2024

Cyber Crime Awareness Session

(1:30 PM - 4:40 PM)



On 13/02/2024, the PG Department of Business Administration hosted a session on cybercrime awareness at Alva's College Auditorium, featuring Mr. Manoj Kumar, Assistant Commissioner of Police, Mangalore North, as the keynote speaker. The session aimed to raise awareness about the growing challenges and threats posed by cybercrime. The session covered key topics including an overview of cybercrimes, cybersecurity measures, legal aspects of cybercrime, and real-life case studies. Experts shared best practices for online security, legal consequences of cybercrimes, and the role of law enforcement.

An interactive Q&A session allowed students to engage directly with speakers. The event proved to be highly informative, equipping students with the knowledge and tools to navigate the digital world safely and contribute to building a vigilant, cyber-aware community.

Grooming session by Mr Karthik Alva

(9:30 AM - 12:40 PM)



The PG Department of Business Administration organized a Professional Grooming Session for First-year MBA students to equip them with essential skills for making a positive first impression in professional environments. The session focused on critical aspects of professional conduct, including business attire, etiquette, communication techniques, and body language. Students were introduced to best practices for presenting themselves in business settings, emphasizing the importance of appearance, posture, and confident communication.

In addition to discussing the theoretical aspects, the session incorporated interactive activities and exercises designed to reinforce learning. These activities provided students with practical scenarios where they could apply grooming tips, practice effective communication, and refine their networking etiquette.

The session aimed to help students feel more confident and prepared to navigate professional environments, enhancing their ability to build meaningful relationships and make lasting impressions in their careers.

Entrepreneurship Session by Sri Sundara S. M.

(1:30 PM - 4:40 PM)



The PG Department of Business Administration organized an Entrepreneurship session on February 12, 2024, at the MBA Seminar Hall. Sri Sundara S. M., Assistant Director at the Micro, Small & Medium Enterprises Development & Facilitation Office, Mangalore, was the resource person.

He emphasized the importance of keeping three key principles in mind for success: Free Memory, Optimistic Emotions, and Creativity. Sri Sundara also discussed government schemes, such as CGTMSE, that support starting an enterprise.

The session provided valuable insights into entrepreneurship as a career, clarifying students' questions and encouraging them to pursue their entrepreneurial aspirations.

External competition - Budget Analysis

(9:30 AM - 04:40 PM)



The PG Department of Business Administration, Alva's Institute of Engineering & Technology (AIET), organized an intercollegiate and interdepartmental competition on the Union Budget 2024 on 15th and 16th February 2024. The event was inaugurated by Prof. Rasananda Panda, Professor of Economics and Management, MICA, Ahmedabad. The competition aimed to enhance students' understanding of budgeting principles and their implications on the economy and daily life. On 15th February, two events—Poster Making and Group Discussion—were conducted in the AIET auditorium and seminar hall. First-year and second-year students were divided into groups, each analyzing different sectors of the economy. These events helped students develop skills in budget analysis, visual communication, and critical thinking. On 16th February, three events—Poster Making, Group Discussion, and Budget Reallocation—were conducted, attracting participation from 14 teams representing various colleges, including MBA, MCom, BBM, and BCom students. The Budget Reallocation event provided students with hands-on experience in applying budgeting principles to real-world scenarios. Overall, the event was a valuable learning experience, equipping students with essential financial literacy and strategic thinking skills.

Internal competition - Budget Analysis

(9:30 AM - 04:40 PM)



PG Department of Business Administration conducted talk on Post budget analysis “Understanding

Indian Business Economics Environment” for both I year & II year MBA students. He speaker began by providing a comprehensive overview of the key features of the budget, including its focus areas, major allocations, and fiscal targets. Then delved into a sector-by-sector analysis of the budget's impact. This included discussions on how different sectors, such as infrastructure, agriculture,

Manufacturing, and healthcare, are likely to be affected by the various budget measures. This analysis provided valuable insights for students interested in specific industries or business areas. The talk also explored the implications of the budget for businesses. The speaker discussed how changes in tax policies, regulations, and government spending programs could affect business operations, investment decisions, and profitability. This helped students understand the challenges and opportunities that the budget presents for businesses.

Inauguration of Budget Analysis competition

PANEL DISCUSSION

“Decade Of Union Budgets Analysis And Assessment”



Dakshina Kannada, KA, India
NH 169, Moodubidire, Dakshina Kannada,
574227, KA, India
Lat 13.023788, Long 74.966747
02/17/2024 12:12 PM GMT+05:30
Note : Captured by GPS Map Camera

07-02-2024

9:30 AM- 12:40 PM

The panel discussion on February 17, 2024, focused on analyzing and assessing a decade of Union Budgets. Moderated by Dr. G V Joshi, the session traced budgetary policies from the 1970s to the 2024 interim budget, highlighting key reforms and challenges such as employment, fiscal deficit, and the condition of small farmers.

Experts discussed infrastructure growth, social infrastructure (education and health), MSME development, banking, taxation, and agriculture. The session emphasized government initiatives like Gati Shakti, GST, NEP, and crop insurance while stressing the need for entrepreneurship, better Centre-State coordination, and effective implementation.

The event concluded with an interactive Q&A and closing remarks.

19-02-2024

Session on Importance and Methodology of Research

(9:30 AM - 04:40 PM)



On February 19, 2024, Ms. Riha Khan, a research scholar at Srinivas University, Mangalore, delivered a guest lecture titled "Importance and Methodology of Research" for first-year MBA students. The session aimed to introduce the significance of research in management, explain the research process, and provide insights into effective report writing.

Ms. Khan covered essential topics such as research types, the research process, data collection and analysis techniques, and report writing. She emphasized the role of research in decision-making and problem-solving for organizations.

The session enhanced students' understanding of research methodologies, data analysis, and report writing, inspiring them to pursue future research projects. This lecture greatly contributed to the academic development of MBA students, equipping them with valuable research skills.

AGON 2024 - State Level Management Fest



The State Level Fest AGON 2024 was held on 8th & 9th August 2024, attracting 11 teams from various colleges. This inter-collegiate fest provided students with a platform to showcase their talents and develop managerial skills.

The event was inaugurated by Mr. Kishor Alva, Executive Director, Adani Power Limited, UPCL, along with Mr. Vivek Alva, Managing Trustee, Alva's Education Foundation. Other dignitaries included Mrs. Priya Sequeira, Mr. Johnson Fernandes, and Dr. Guruprasad Pai, with Ms. Nithya R S as the Student Coordinator.

Ms. Jyothi Meghashree and Pranava Swaroopa hosted the event, which was marked by vibrant energy, enthusiasm, and teamwork, making it a resounding success.

Students shared their feedback of various events, they all really enjoyed a lot and dispersed with a sincere hope that such event should be organized time and again giving the students a chance to display their talents. They are very happy about this two-day state level management fest.

The image shows a large, modern university campus with several multi-story buildings. The buildings have a light-colored facade with dark window frames and red accents on the roof and balconies. There are green trees and bushes in the foreground, and a paved area. The text "UNIQUENESS OF DEPARTMENT" is overlaid on the image in a bold, stylized font. The word "UNIQUENESS" is in orange with a white outline, and "OF DEPARTMENT" is in white with a white outline.

UNIQUENESS OF DEPARTMENT

Inaugural ceremony of Boot Level Up 4.0 Capacity Enhancement & Skill Development Programme

Date: 08/07/2024

Time: 9.00am to 11.30

Venue: Seminar Hall

Chief Guest: Commodore Atul Kumar Rastogi, RTD Director General, NCC



This program was inaugurated by the chief guest, Commodore. Atul Kumar Rastogi, (RTD) Deputy Director General, NCC. The program was preceded by Mr, VivekAlva, Managing trustee, AEF, Dr. Peter Fernandes, Principal, Dr.Sushanth Anil Lobo, Head, Training and Placement Lead and Mrs PriyaSequiera, HOD,Inaugurating ceremony by lighting the lamp

The chief guest in his speech focused on comprehensive Practical strategies were shared by the chief guest of the ceremony, to help maintain harmony amidst competing demands at the present market trend, ensuring sustainable progress towards success, encouraging participants to embrace calculated risks and confront fears that may hinder personal or professional Growth.

Workshop on Soft Skill Training 8th & 9th July 2024

Date: 08/07/2024

Venue: MBA Seminar hall

Time: 11:00am to 5:00pm

Resource person: Mr. Ramani Venkat

(Corporate Trainer, Motivational speaker, Team building specialist, NLP Trainer)



The PG Department of Business Administration organized an engaging session titled “Bollywood se Business Tak” on 8th July 2024 at the MBA Seminar Hall for first-year MBA students. Conducted by Mr. Ramani Venkat, a renowned corporate trainer and NLP expert, the session aimed to help students understand marketing core competencies through Bollywood movie clippings. The workshop focused on the 4 P’s of marketing—Product, Price, Place, and Promotion—especially in the context of digital marketing. Students were divided into groups, assigned Bollywood clips, and challenged to apply the 4 P’s in promoting the narratives effectively. The session encouraged creative thinking, strategic planning, and enhanced understanding of marketing strategies, media planning, and market dynamics. It also served as a platform to connect entertainment with real-world marketing scenarios. Around 180 students participated and actively engaged in this unique, interactive learning experience.

Session on How to crack Interviews and Resume creation

Date: 09/07/2024

Time: 9.00 am to 04.30 pm

Resource person: Mr. Ramani Venkat

(Corporate Trainer, Motivational speaker, Team building specialist, NLP Trainer)



As part of the “Level Up 4.0” Boot Camp for first-year MBA students, a session on cracking interviews and resume creation was conducted by Mr. Ramani Venkat. The session began with a mock interview where students actively participated and learned how to approach interviews from an interviewer’s perspective. Key tips shared included avoiding one-word answers, handling questions instead of just answering them, and being tactfully honest. The session also covered resume-building techniques, highlighting common mistakes, the importance of a clear objective, and proper presentation of academic details. In the afternoon, a creative activity titled “Bollywood se business tak” allowed 12 teams to apply marketing mix strategies to videos and present them through PPTs. With 179 students attending, the session was highly interactive and beneficial in building confidence and practical skills for interviews and resume preparation.

Session on panel discussion & case study on crisis management

Date: 09/7/2024

Time: 6.00pm to 08.30 pm

Venue: Seminar hall & Auditorium, AIET, Mijar.



On the 2nd day of the level up 4.0, evening we had activity on crisis management. As the part of this event, the 12 teams of 15 members each, was divided into 2 sub- teams, one team consisting of 8 members and another team consisting of 7 members .

The team which had 8 members, of which 3 members participated in Panel interview and remaining 5 members were a part of Media . The session proved to be extremely useful for the participants as each and every student was given an opportunity to improve their communication and presentation skills.

Students were exposed to various crisis situations and had to use their critical thinking and problem solving skills thus enabling them to prepare for corporate challenges in the future. A total of 179 students were present in both the sessions. The competition was very informative and full of new idea where the participants learned critical thinking and them idea about how to identify the problem and to tackle it.

Pre Placement Talk on “ Unconscious Bias ”

Date: 10/7/2024

Time: 11.00am to 12.30 pm

Venue: Seminar hall & Auditorium, AIET, Mijar

Resource person: Nitin Bhise

(Assistant Manager, Learning & Development, Infosys)



The session on Unconscious Bias, conducted for first-year MBA students by Mr. Nitin Bhise and Mr. Mohan Chandra, aimed to raise awareness about how unconscious biases influence our perceptions, decisions, and interactions in education, the workplace, and daily life. Key biases discussed included the Halo/Horn effect, Confirmation Bias, Stereotype Bias, and Gender Bias, highlighting their subtle yet powerful impact. The facilitators introduced practical strategies such as mindfulness, self-reflection, and structured thinking to help students recognize and mitigate these biases. Mr. Bhise presented the A-B-C-D-T framework—Awareness, Balance, Courage, Discipline, and Thinking—as essential traits for personal and professional growth. A parallel session by Mr. Mohan Chandra reinforced these concepts with real-life examples, group activities, and further emphasized that unconscious bias stems from stereotypes that unknowingly affect our actions and decisions. He explained that understanding and addressing such biases is crucial for fostering fairness, inclusivity, and diversity. Recommended readings like *The Art of War* by Sun Tzu and *Thinking, Fast and Slow* by Daniel Kahneman were shared to deepen the learning. Overall, the session was impactful in equipping students with tools to recognize biases, promote accountability, and build a more equitable environment.

Report on Hospital and Healthcare Management Session

Date: 10/7/2024

Time: 2.30pm to 4.00 pm

Venue: Seminar hall & Auditorium, AIET, Mijar

Resource person: Nitin Bhise

(Assistant Manager, Learning & Development, Infosys)



On 10th July 2024, the PG Department of Business Administration hosted a session on “Hospital Administration and Its Challenges” at the MBA Seminar Hall, with Mr. Adarsh Hegde, Principal of Alva’s Hospital Administration, as the resource person. He was welcomed by Mrs. Priya Sequeira, Head of the Department. Mr. Hegde emphasized the growing relevance of healthcare management in light of increasing health awareness, pandemic challenges, and environmental hazards. He discussed the critical role hospital and healthcare management professionals play in managing areas such as patient care, community health, and pharmacy services. Key points covered included attractive salary packages, broad career opportunities in hospitals and related sectors, flexible entry requirements, and diverse work environments such as hospitals, consulting firms, and public health departments. The session also explored interdisciplinary areas like health policy, risk management, healthcare law, and data management. With 179 students in attendance, the session offered valuable insights into the healthcare sector’s dynamics, fostering critical thinking and a deeper understanding of strategic management in healthcare.

A Session Stock Market

Date: 10/07/2024 & 11/07/2024

Time:

10-July-2025 : 9:00am to 11:00am

1:40 pm to 5:00pm

11-July-2024: 11:00am to 4:30pm

Venue: MBA Seminar Hall

Resource person: Mr. Ashok Rao

(Professor, MBA, PG Department of Business Administration)



Day 1

The students learned about key concepts like equity, preference shares, debt instruments, and various types of shares, along with the history of stock markets, important terminologies, and the role of stock exchanges. The session also provided an overview of derivative instruments such as forwards, futures, options, swaps, and options Greeks, with demonstrations of market analysis tools like Sensibull, Screener, and TradingView.

Day 2:

The focus shifted to trading mechanisms and investment strategies including day trading, swing trading, and long-term investing, supported by technical and fundamental analysis. A hands-on trading simulation using virtual currency gave students practical exposure to market dynamics. The session concluded with valuable insights on risk management, portfolio diversification, capital markets, market indices, and the basics of the options market, along with an engaging video highlighting the importance of early investing, making the experience highly informative, interactive, and impactful.

International Tax and Technology Course (ITTC)

Date: 12/07/2024 & 13/07/2025

Time: 9.00 am to 5.00 pm

Venue: Classroom

**Resource person: Sushma, Bhanuprakash, Supriya
(Professors at Dept. of Commerce, Alvas College)**



The International Tax and Technology Course aimed to equip students with a comprehensive understanding of U.S. taxation systems and their practical applications in finance and accounting. The sessions covered both individual and corporate tax frameworks, focusing on how income is taxed, the role of deductions and credits, and procedural tax filing requirements. Students explored the role of the Internal Revenue Service (IRS) in regulating income tax, learning about deductions like mortgage interest and credits such as the Earned Income Tax Credit. The course also explained corporate taxation, emphasizing filing requirements for C and S corporations, allowable business expenses, and incentives like the Research & Development Tax Credit. Additionally, the importance of estimated tax payments to avoid penalties, the complexity of tax laws, and the benefits of professional tax assistance were discussed. The course effectively bridged theoretical knowledge with real-world practices, preparing students for practical roles in finance and accounting.

Session On Personality Development – Quick Take-Off to Entrepreneurship

Date: 13/07/2024

Time: 2.00pm - 5.00 pm

Venue: MBA Auditorium, AIET, Mijar

Resource Person: Mr. Dawn Prakash



The session titled “Personality Development: Quick Take-Off to Entrepreneurship”, led by Mr. Dawn Prakash, aimed to boost entrepreneurial skills through personality development and self-awareness activities. Emphasizing the importance of understanding one’s strengths and weaknesses, Mr. Prakash guided students in identifying areas for personal and professional growth. The session featured interactive group activities that fostered teamwork, coordination, and leadership. Students collaborated effectively, enhancing their interpersonal skills while also learning about entrepreneurial planning and execution. Mr. Prakash elaborated on the essential steps to start a successful business venture and encouraged multitasking, communication, and presentation skills. The engaging session not only motivated students but also instilled a strong entrepreneurial mindset, keeping them actively involved throughout.

Session on ‘Short cut in MS-excel’

Date: 14/07/2024

Time: 2.00 pm - 5.00 pm

Venue: MBA Seminar Hall

Resource Person: Mr. Preethish Kumar

(Business analyst at London Stock Exchange Group)



A technical session on “Shortcut Keys in MS Excel” was conducted by Mr. Preethish Kumar, Business Analyst at the London Stock Exchange Group, for first-year MBA students. The session aimed to enhance students’ technical proficiency in MS Excel by linking practical shortcut keys with real-world corporate applications. Mr. Preethish Kumar shared his corporate experiences, highlighting the importance of Excel in professional settings and motivating students to prepare for the transition from academics to the corporate world. The session provided hands-on learning of Excel functions, helping students effectively understand key concepts. It also offered insights into market dynamics and promoted strategic thinking using digital tools. Students showcased improved critical thinking and analytical abilities, especially in relation to current market conditions. With 179 students actively participating, the session proved to be informative, engaging, and highly beneficial for their academic growth and career readiness.

Training Program on Financial Management & Accounting for Managers DAY - 1

Date: 15/07/2024

Time: 9.00am - 5.00 pm

Venue: MBA Seminar Hall

**Resource Person: Mr. Arun D'Souza
(Assistant Professor, JKSHIM)**



The Department of Business Administration at Alva's Institute of Engineering and Technology organized a two-day training program on Accounting for Managers for second-year MBA students on 15th and 16th July 2024. The session on Financial Management, conducted by Mr. Arun D'Souza, Assistant Professor at JKSHIM Nitte, offered a comprehensive overview of essential financial principles and their practical applications. Beginning with the fundamentals of financial management, Mr. D'Souza highlighted its significance in both personal and organizational decision-making. The session covered key areas such as financial planning, budgeting, saving, and investment strategies, all vital for effective financial control. He also explained the basics of financial risk management, focusing on ways to identify and mitigate risks like market volatility and economic uncertainty. To connect theory with real-life scenarios, he used case studies and practical examples, making the session relatable and easy to grasp. The session concluded with an interactive Q&A, where students actively participated and clarified their doubts, gaining deeper insights into current financial practices.

Training Program on Financial Management & Accounting for Managers

DAY - 2

Date: 16/07/2024

Time: 9.00am - 5.00 pm

Venue: MBA Auditorium, Aiet, Mijar

Resource Person: Dr. Kushalappa

(Assistant Professor at Government College, Belthangady)



The Department of Business Administration at Alva's Institute of Engineering and Technology organized a two-day training program on Accounting for Managers for second-year MBA students on 15th and 16th July 2024. Conducted by Dr. Kushalappa, Assistant Professor at Government College, Belthangady, the program aimed to provide practical knowledge of managerial accounting through lectures, case studies, hands-on exercises, and interactive discussions. Key topics included financial statement analysis, budgeting, cost concepts, variance analysis, and an introduction to journal entries, ledger maintenance, and the significance of bookkeeping. Concepts like the double-entry system, accounting principles, and preparation of financial statements such as the Balance Sheet and Profit & Loss Account were clearly explained. The session helped students understand the importance of maintaining standard books of accounts and following universally accepted accounting practices. A Q&A session at the end promoted active participation and doubt clarification. With 179 students in attendance, the training significantly enhanced their foundational knowledge, analytical skills, and confidence in applying accounting concepts to real-world scenarios.

Nanna Kathe Nimma Jothe

Date: 16/07/2024

Time: 9.30 am - 11.00am

Venue: MBA Seminar Hall

Resource Person: Mrs. Athmika Amin

(Executive Director – J.V. Springs; Director – J.V. International Pvt. Ltd.; Joint Secretary – D.K.

Automobile and Tyre Dealer Association; Former Chair – Women Entrepreneurs Sub-Committee, Kanara Chamber; Chairperson – Young Indian)



Mrs. Athmika Amin, an accomplished entrepreneur and Executive Director at J.V. Springs, delivered an inspiring and insightful session on entrepreneurship for MBA students. Drawing from her rich experience in automobile spares manufacturing, FMCG distribution, and leadership roles in various professional organizations, she emphasized the importance of key entrepreneurial skills such as effective communication, time and people management, risk-taking, problem-solving, teamwork, resilience, and networking. She also spoke about the role of Youth India in nurturing leadership among young individuals and strengthening professional networks. Through her personal journey, she motivated students to consider entrepreneurship as a career path, sharing the challenges she faced and overcame. The session was highly interactive and engaging, concluding with a dynamic Q&A round, where students posed thoughtful questions about the entrepreneurial ecosystem and the real-world challenges of running a business.

Workshop on APTITUDE Training

Date: 17/07/2024 to 22/07/2024

Time: Session 1 – 9.00 AM to 1.00 PM

Session 2 - 2.00 PM to 5.00 PM

Venue: MBA Classroom 003

Conducted by: PG Department of MBA



The Post-Graduation Department of Business Administration conducted a five-day Aptitude Training Programme for first-year MBA students from July 17 to July 22, 2024, facilitated by Miss Neraja and Mr. Ganesh Kirthi from 10 Seconds. The training aimed to enhance students' aptitude test performance by improving their analytical thinking, logical reasoning, verbal ability, and quantitative skills. A total of 179 students were divided into two batches for better engagement. Mr. Ganesh Kirthi led interactive sessions using practical examples and step-by-step strategies to strengthen problem-solving techniques. The program emphasized speed and accuracy through structured practice and real-time feedback. It significantly boosted students' confidence and readiness for competitive exams and placement interviews. The improvement in test scores and active participation highlighted the program's success and the effectiveness of a focused, methodical approach to aptitude training.

Power BI Workshop: Empowering Data-Driven Decision Making

Date: 17/07/2024 to 22/07/2024

Time: Session 1 – 9.00 AM to 1.00 PM

Session 2 - 2.00 PM to 5.00 PM

Venue: MBA Classroom 003

Conducted by: PG Department of MBA



A five-day hands-on workshop on Power BI was organized by the PG Department of Business Administration from 17th to 22nd July 2024 at AIET, Mijar, led by Mr. Sananda Rao, a corporate trainer and data analytics expert. The workshop focused on essential areas such as data modeling, DAX functions, advanced data transformation, dashboard design, and Microsoft tool integration. Through practical exercises, students gained experience in visualizing data, creating interactive dashboards, and applying best practices in business intelligence reporting. A total of 178 students actively participated and acquired valuable skills for data-driven decision-making. The workshop was highly appreciated for its practical relevance, interactive sessions, and expert facilitation.

Report on Sales and Technical Marketing Skills

Date: 23/07/2024

Time: 9.00 am - 1.00 pm

Venue: MBA Auditorium

**Resource Person: Mr. Sudheendra Kamath,
(GM – Sales & Marketing, Ace Food Pvt. Ltd., Mangalore)**



The PG Department of Business Administration at Alva's Institute of Engineering & Technology organized a session on "Sales and Technical Marketing Skills" on 23rd July 2024, led by Mr. Sudheendra Kamath, GM – Sales & Marketing at Ace Food Pvt. Ltd. The session covered key marketing concepts including the 3D acronym (Dedication, Determination, and Devotion), the difference between sales and marketing, understanding customer needs vs. wants, target setting, negotiation, and strategic approaches like ATL/BTL and online/offline markets. Mr. Kamath also stressed the importance of customer acquisition and retention, effective time and money management, and the marketing mix (4Ps). The session was highly engaging and practical, enriched with real-world examples and motivational insights. A total of 180 MBA students participated, gaining a deeper understanding of marketing principles, consumer behavior, strategic planning, along with enhanced analytical skills, ethical awareness, and career readiness in the sales and marketing domain.

Session on business Etiquette

Date: 23/07/2024

Time: 2.00pm - 4.00 pm

Venue: MBA Auditorium, AIET, Mijar

Resource Person: Mr. Terrance, HOD of Alva's Hospitality Department, and team



On 23rd July 2024, a session on Business Etiquette in Hospitality and Catering Services was conducted at Alva's Auditorium Hall for MBA students, with 179 participants in attendance. The session was led by Mr. Terrance, HOD of Alva's Hospitality Department, along with his team, and was inaugurated by MBA HOD Mrs. Priya Sequeira. Mr. Terrance shared valuable insights into hospitality service etiquette, highlighting key entrepreneurial skills such as communication, time and people management, resilience, and networking. He also discussed the role of Youth India in promoting leadership in the food, hospitality, and service sectors. The session included interactive role plays, live culinary demonstrations, and a practical dining setup to showcase industry standards. A Q&A session followed, giving students an opportunity to clear doubts and engage actively in the learning experience.

Innovation Entrepreneur

Mr Walter Nandalike (Nanna Kathe Nimma Jothe)

Date: 23/07/2024

Time: 4.00 pm - 5.30 pm

Venue: MBA Auditorium, AIET, Mijar

Resource Person: Mr Walter Nandalike



An inspiring talk session titled "Nanna Kathe Nimma Jothe" was delivered by Mr. Walter Nandalike, Founder of Daijiworld.com and a group of media companies, aiming to showcase how passion, innovation, and risk-taking play a vital role in achieving success. Mr. Nandalike shared his entrepreneurial journey, highlighting the inception and growth of Daijiworld, including its expansion into the Daiji print edition, Daijiworld 24/7 TV channel, and audiovisual studio. He spoke about the challenges he overcame, his unwavering passion for journalism, and his impactful contributions, including ₹29 crores towards various societal causes. The session was highly engaging and insightful, motivating students to pursue their dreams with determination and resilience, while also emphasizing leadership, innovation, and social responsibility as key elements of meaningful success.

Workshop on Taxation - Direct Taxation & Indirect Taxation

Date: 24/07/2024 & 25/07/2024

Time: 2.00pm - 5.00 pm

Venue: MBA Seminar Hall

Resource Person: Team from C A Nithin J Shetty & Associates



The PG Department of Business Administration successfully organized a full-day training program on Direct and Indirect Taxation for first-year MBA students on 25th and 26th July 2024. The session was conducted by M/s Nithin J Shetty and Associates, a renowned firm recognized for its specialized expertise in taxation consultancy and advisory services. The training aimed to equip students with a strong understanding of the fundamental principles and practical aspects of both direct and indirect taxation. Key topics such as income tax provisions, GST, customs duties, and compliance requirements were covered in detail through interactive sessions. The resource persons shared valuable insights, real-life case studies, and practical examples, encouraging student engagement and discussion. This initiative effectively bridged the gap between academic learning and real-world tax practices, preparing students for future financial and business challenges.

‘VANAS’- Value added Nuggets for Alva’s MBA students- One day at the paddy field

Date: 27/07/2024

Time: 9.00am - 6.00 pm

Venue: Hukrate Mala, Karkala

Resource Person: Dr Sathyanarayana Bhat



On July 27, 2024, the Department of Management Studies at Alva’s Institute of Engineering and Technology organized a unique one-day outdoor event titled VANAS – Value Added Nuggets for Alva’s Students, held in a scenic paddy field near Hukrate Mala, Karkala. The event was attended by all the department students and was inaugurated by Dr. Sathyanarayana Bhat, a progressive farmer, who highlighted the significance of preserving traditional folklore and emphasized the need for students to stay connected with nature and agriculture. Following the inauguration, several individual and group competitions such as running race, relay, volleyball, tug-of-war, and treasure hunt were held, encouraging teamwork, creativity, and problem-solving. Students participated with great enthusiasm, cherishing the opportunity to bond with peers, embrace cultural values, and develop a deeper appreciation for the importance of agriculture and rural life.

“Hasiru Hodike” – Tree Plantation Drive

Date: 28/07/2024

Time: 8.00am - 2.00 pm

Venue: Belvai Forest, Moodbidri

In association with: Forest Department, Moodbidri and National Environment Care Federation (NECF)



The PG Department of Business Administration of Alva's Institute of Engineering & Technology, in collaboration with the Forest Department, Moodbidri, and the National Environment Care Federation (NECF), organized a one-day tree plantation program titled “Hasiru Hodike” at Belvai Forest, Moodbidri on 28th July 2024. The event was presided over by Mr. Vivek Alva, Managing Trustee of Alva's Education Foundation, who encouraged students to reconnect with nature and suggested celebrating birthdays by planting trees as a symbol of environmental responsibility. Mr. Dinesh, RFO Moodbidri, demonstrated the correct method of planting saplings and explained the value of native species, supported by Mr. Manjunath from the Forest Department and environmental activist Mr. Shashidhar. Around 180 students enthusiastically participated, planting 500 saplings and gaining practical exposure to afforestation and conservation. The event successfully promoted environmental awareness, green responsibility, and a strong sense of collective commitment towards preserving nature.

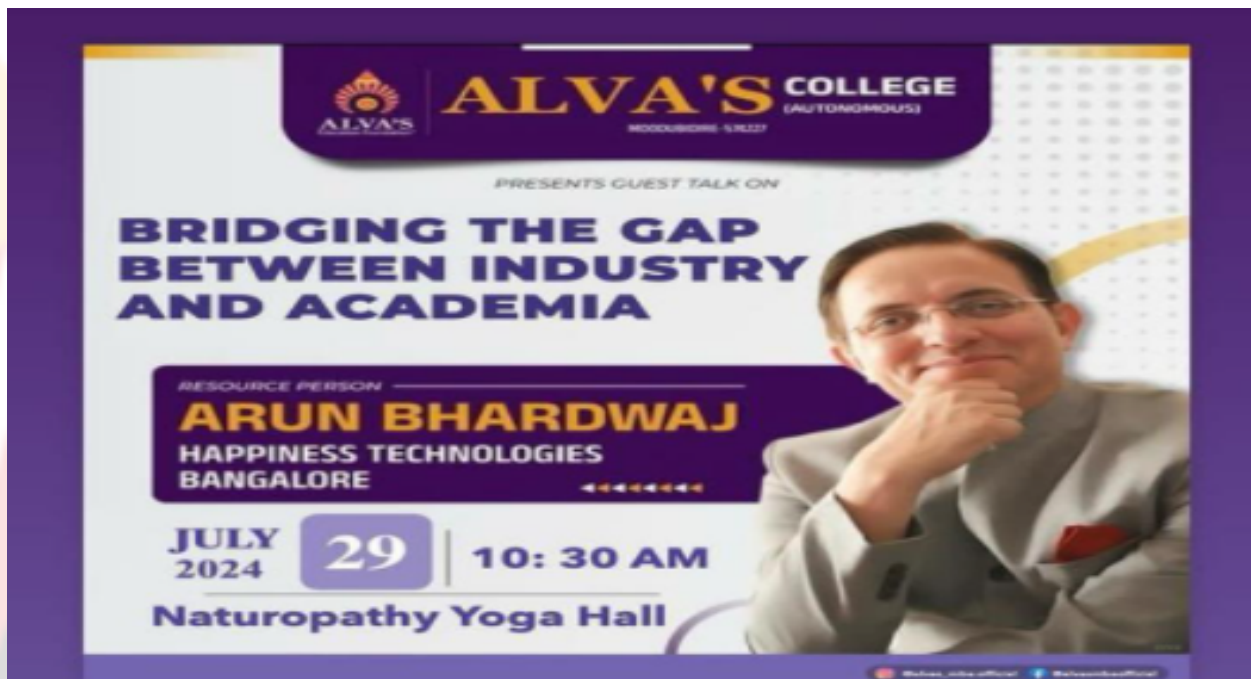
A MOTIVATIONAL SESSION FOR MBA STUDENTS

Date: 29/07/2024

Time: 10.00 - 4.30 pm

Venue: Homeopathy Seminar Hall

Resource Person: Dr. Arun Bhardwaj



The session aimed to encourage MBA students to realize their full potential, develop a positive mindset, and pursue their dreams with confidence. Dr. Bhardwaj shared powerful insights on leadership, communication, and personal growth, emphasizing consistency, self-belief, and lifelong learning. Using real-life success stories like “Cook with Parul” and personal anecdotes, he conveyed the importance of following one’s passion, embracing responsibilities, and continually upgrading skills. He highlighted the value of communication, confidence, integrity, and the ability to learn from others.

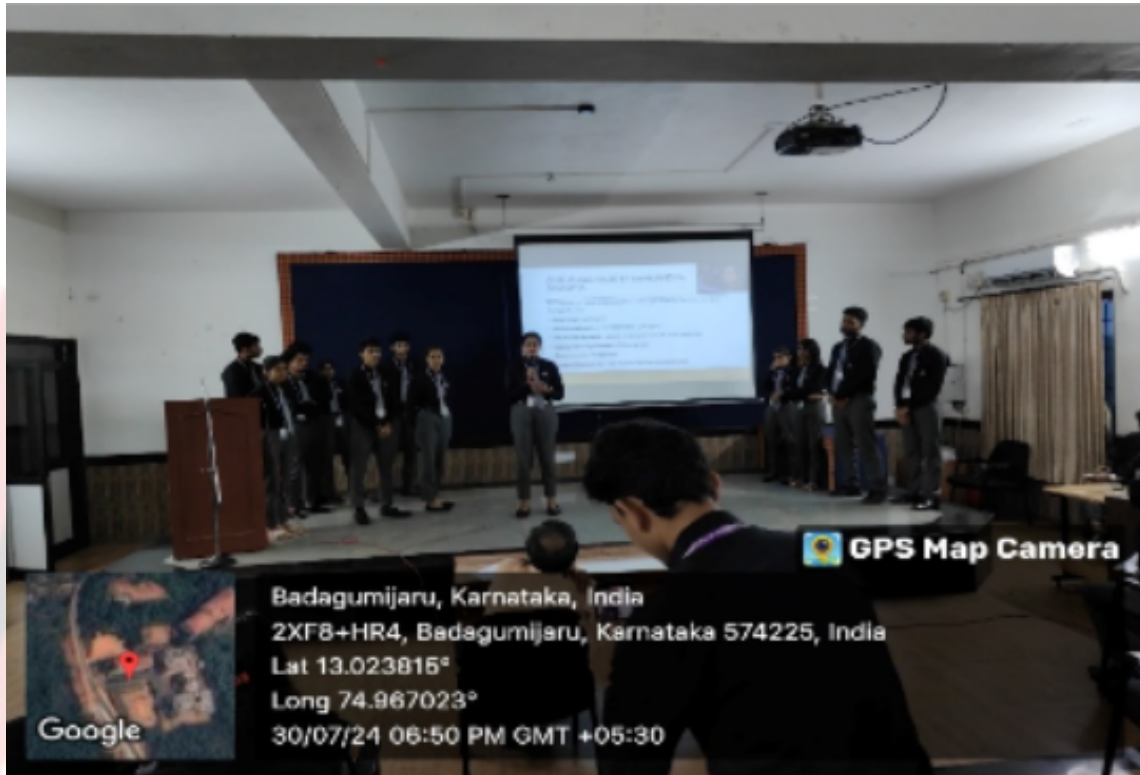
Through engaging metaphors and practical wisdom, Dr. Bhardwaj inspired students to focus on possibilities rather than limitations, leaving them motivated to navigate their careers with purpose, resilience, and a positive outlook

Activity on movie and its analysis

Date: 30/07/2024

Time: 5.00pm - 8.00 pm

Venue: MBA Seminar Hall



The objective of the activity was to explore how corporate-themed Hindi films can enhance MBA students' understanding of corporate culture, leadership, and business ethics. Students analyzed key themes such as organizational culture, ethical dilemmas, leadership styles, corporate espionage, governance, and gender dynamics. Through guided team discussions, they examined how the films reflected real-world corporate challenges and decision-making complexities. The activity revealed that, although dramatized, such movies offer valuable insights and stimulate critical thinking when used in an academic context. It was concluded that these films can serve as engaging supplementary learning tools, offering cultural relevance, real-world scenarios, and a deeper understanding of corporate issues. The department recommends their inclusion in the MBA curriculum through structured discussions, assignments, and case study development to enrich students' learning experiences.

Session On Waste Management

Date: 31/07/2024

Time: 9.30am Venue: MBA Seminar Hall



The objective of the activity was to explore how corporate-themed Hindi films can enhance MBA students' understanding of corporate culture, leadership, and business ethics. Students analyzed key themes such as organizational culture, ethical dilemmas, leadership styles, corporate espionage, governance, and gender dynamics. Through guided team discussions, they examined how the films reflected real-world corporate challenges and decision-making complexities. The activity revealed that, although dramatized, such movies offer valuable insights and stimulate critical thinking when used in an academic context. It was concluded that these films can serve as engaging supplementary learning tools, offering cultural relevance, real-world scenarios, and a deeper understanding of corporate issues. The department recommends their inclusion in the MBA curriculum through structured discussions, assignments, and case study development to enrich students' learning experiences.

A REPORT ON EVENT MANAGEMENT

Date: 31/07/2024

Time: 1.00-4.00p.m

Venue: AIET Audotrium

Resource person: Mr. Saiheel Rai

(MD Sai Productions)



The session on team building was conducted by Mr. Saiheel Rai, an accomplished personality and the Managing Director of Sai Productions, a leading event management company based in Mangalore. Known for his passion for hosting, acting, scriptwriting, and directing, he has received several cultural and entertainment accolades, including the Mr. Karnataka Award (2012) and the Mr. Bunt World Award (2013), and has played the lead role in the Kannada blockbuster suspense thriller “Karaali”, also featured in Kuwait, Dubai, and other locations. A series of interactive team-building activities were conducted to help students enhance vital skills such as teamwork, communication, and problem-solving. Activities like passing a ring through a human chain, transferring flour without looking back, building a cup pyramid, walking on paper sheets, and a cone retrieval race were organized. These engaging challenges simulated real-life situations, pushing students to think strategically, trust their teammates, and collaborate effectively under pressure.