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2022

October - December 2022

Post Graduate

DEPARTMENT OF BUSINESS ADMINISTRATION

# ALVA'S MBA



**ALVA'S**  
Education Foundation®

# ALVA'S

Institute of Engineering and Technology

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](mailto:dean_mba@aiet.org.in)

Website: [www.aiet.org.in](http://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.

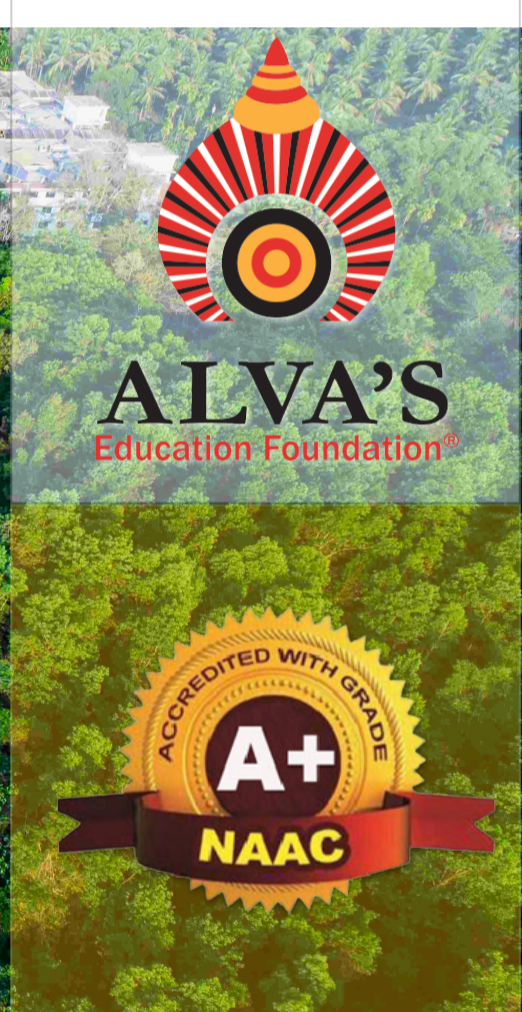
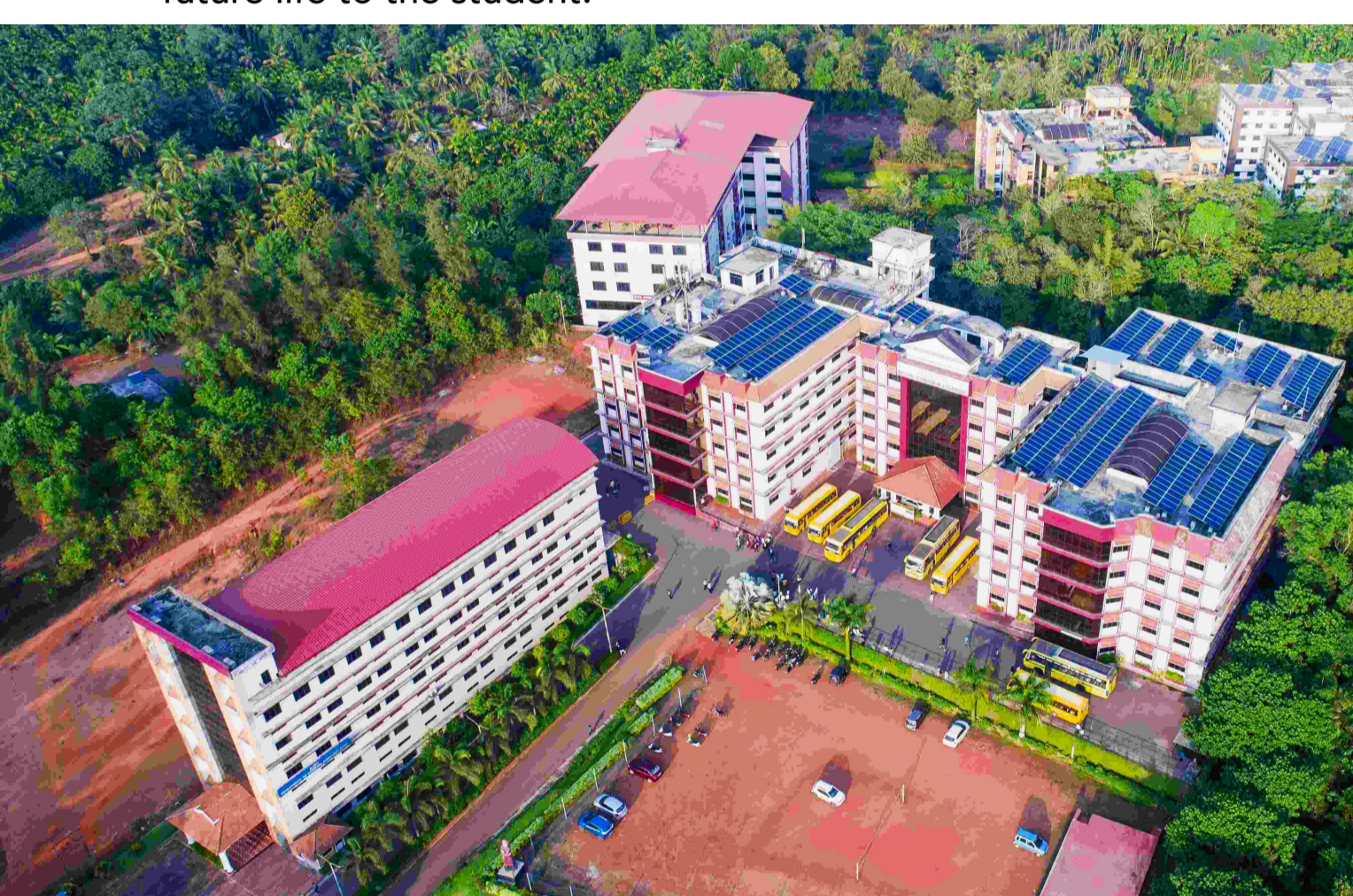
**PSO-4** Prepare graduates for entrepreneurship, ethical leadership and social value creation.

**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



# CORE FACULTY

## Mrs. Priya Sequeira



**Designation:**  
Head of the Department

**Education Qualifications:**

- (Phd)
- MBA (Marketing)
- BSc (Computer Application)

### Skills:

- IT and Soft Skills  
C++, Java, Oracle, ASP, Visual Basics
- Networking
- Problem Solving
- Strategic Thinking
- Leadership Skills
- Business Management Skills

### Areas of Expertise

- Marketing
- Entrepreneurship.

### Teaching Subjects

- Marketing Management
- Service Marketing
- Entrepreneurship Development
- Consumer Behaviour
- Organisational Leadership
- Management and Organisational Behaviour
- Risk and Insurance Management.

### Professional Experience

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## Dr. Catherine Nirmala



**Designation:**  
Professor of Finance

**Education Qualifications:**

- PhD
- MBA (IB)
- MCom
- M.Phil

### Skills

- Initiative & leadership skills>
- Training in Research Methodology
- Organising & Networking
- Tax & audit training

### Areas of Expertise

- Finance
- Accounting.
- Taxation & Statistical Techniques.
- ITTC & CA/CS Coaching
- Stock Market orientation.
- Counselling & Life Coach.

### Teaching Subjects

- Financial Accounting.
- Cost & Management Accounting
- Financial Management.
- Direct Taxation & Indirect Taxation.
- Marketing Research
- Corporate Laws.
- Corporate Valuation.

### Professional Experiences

- Professor & HOD, Post Graduate Department of Commerce, St. Agnes PG Centre, Mangalore.
- Principal, Colaco College of Management, Mangalore.
- Professor in Accounting & Finance In BBM, St. Agnes College, Mangalore.

# Dr. Vishnu Prasanna K N



## Designation:

Professor of Finance

## Education Qualifications:

- BSc (Agriculture )
- MSc in Agriculture with specialization in Horticulture.
- Doctorate in Horticulture(Awarded Gold Medal).
- MBA
- MCA
- M.S. in Counselling and Psychotherapy
- Masters in Economics.
- Master of Business Laws.
- ICMAI
- CS

## Areas of Expertise

- Agri- Management
- Finance
- Business Laws
- Psychology
- Economics

## Teaching Subjects

- Finance Management
- Statistics
- Operations Research
- Investment Management
- Derivatives
- International Financial Management
- Managerial Economics.

## Awards and fellowships

- Recipient of UNIVERSITY GOLD MEDAL for securing highest CGPA in PhD.
- Recipient of Senior Resident Merit Scholarship during M. Sc (Agri.)
- Fellow Member of Institute of Cost Accountants of India.

## Professional Experiences

- Professor of Finance for MBA at Alva's institute of Engineering and and Technology, Moodbidre since 2020.
- Dean, MSNM Besant Institute of PG Studies, Mangalore from 2018 to 2020.
- Independent consultant for a funded project on "Socio Economic conditions of Sea erosion prone areas of Coastal Karnataka" An Asian Development Bank funded project refinanced by Department of Ports, Government of Karnataka and Mott Mac Donald Euro Consults BV, Netherlands,
- Professor and Head, Srinivas School of Management, Mukka, Mangalore 2013 to 2017
- Professor and Director- MBA Program, KVG College of Engineering, Sullia from 1999 to 2013.

## Professional Accomplishments

- Served as Member of Board of Studies, VTU, Belgaum for two terms,
- Served as member of Board of Examiner of VTU for six terms,
- Served as member of Board of Examiner of Nitte University for three years,
- Associated with Institute of Company Secretaries of India and Institute of Cost and Management Accountants of India
- Worked as member of Local Inquiry Committee of Visvesvaraya Technological University
- Member of Board of Studies in Commerce at St. Aloysius Autonomous College, Mangalore
- Member of Board of Examiners in MBA of St. Joseph's Engineering College, Mangalore

## Mrs. Harshitha V Shetty



### Designation:

Assistant Professor

### Education Qualifications:

- MBA.
- Higher Diploma in Computer Application.

### Skills

- Problem Solving
- Strategic Thinking
- Leadership Skills
- Business Management Skills

### Areas of Expertise

- Human Resources.
- Finance

### Teaching Subjects

- Management and Organisational Behaviour.
- Human Resource Management.
- Risk Management & insurance
- Technology and operational Strategy

### Professional Experience

- 10 years of Teaching Experience for PG Department of Business Administration .
- Presented Paper in various National Conferences .

## Mrs. Maithri



### Designation:

Assistant Professor

### Education Qualifications:

- M. Com
- PG Diploma in Business Administration

### Skills

- Logical reasoning
- Problem Solving
- Strategic Thinking
- Leadership Skills
- Business Management Skills

### Areas of Expertise

- Finance

### Teaching Subjects

- Finance.
- Financial Management.
- Accounting.
- Operational research.
- HRM.
- Taxation.
- Financial Derivatives.

## Mr. Neeraj Sudhakar Rai



### Designation:

Sr. Assistant Professor

### Education Qualifications:

- MBA (Marketing Management),
- BE (E&C)

### Skills

- Proficient in Statistical Tool - SPSS.
- Leadership Skills.
- Business Management Skills.
- Aptitude Training.

### Areas of Expertise

- Marketing.
- Consumer Behaviour.
- Sales.

### Teaching Subjects

- Research Methodology
- Managerial Statistics
- Marketing Management
- Sales Management
- Organisational Leadership
- Operations Research

### Professional Experience

- 20 years corporate experience in Sales & Marketing in India as well the GCC countries.
- Presented papers in IIT-Roorkee, SDMIMD-Mysore, TAPMI-Manipal, KIET-New Delhi.
- Currently pursuing PhD in TAPMI-Manipal.

## Mr. Guruprasad Pai B



### Designation:

Assistant Professor

### Education Qualifications:

- MBA (Marketing)
- B.E (Mechanical) (Ph.D)

### Skills:

- Networking
- Problem Solving
- Strategic Thinking
- Leadership Skills
- Business Management Skills

### Areas of Expertise:

- Marketing
- HRM

### Teaching Subjects:

- Digital and Social Media Marketing.
- Strategic Management.
- Marketing Management.
- Management and Organisational Behaviour.
- Human Resource Management.
- Managerial Economics .

### Professional Awards:

- Best professor in Human Resource Management awarded by Asia Pacific HRM Congress, Conducted at Taj Hotel Bangalore .
- Young Achiever Award by International research awards on Science ,Technology and Management conducted at Chennai



## Mr. Johnson Fernandes



### Designation:

Assistant Professor

### Education Qualifications:

- MBA (HR)
- BA (HRD).
- Advanced Diploma in Leadership Development (ADLD)

### Areas of Expertise

- Human Resources
- Digital Marketing
- Talent Acquisition

### Teaching Subjects

- Research Methodology
- Digital Marketing Management
- Entrepreneurship Development
- International Human Resource Management
- Technology and Operational Strategy Professional Experience
- 10+ years of teaching and industry experience.

### Corporate Trainings

- US taxation from EY, Bangalore

### Professional Experience

- MBA in HR with 10+ Years of experience as Trainer,
- Asst. Professor, Placement Lead, Project Manager, Counsellor
- Worked for Capgemini India Pvt. Ltd., Bangalore as HR .

## Mr. Prajwal BK



### Designation:

Assistant Professor

### Education Qualifications:

- MBA (HR)
- B.com

### Skills

- Problem Solving
- Strategic Thinking
- Leadership Skills
- Business Management Skills

### Areas of Expertise

- Human Resources.

### Teaching Subjects

- Human Resource Management.
- Business Communication.
- Strategic Management.
- Principles of Management
- Organisational Behaviour

# BOOT CAMP

## LEVEL UP 2.0

On Nov 28, 2022 The PG Department of Business Administration, AIET organised the Inaugural program of the Level up 2.0. A 22 Day rigorous Boot camp for MBA students focus on Enhancement & Skill Development Program. It was inaugurated on 17 August 2021 at 10.00 AM in MBA Seminar hall, by our beloved Principal Mr. Peter Fernandes ,Ms. Priya Sequeira, HOD and The boot camp not only helped the students to get skills which will help them to face the interview, but also to face life.



*" Moulding a better tomorrow "*

**November 29, 2022**

**Session 1: "Stress to Happiness" by N V PAULOSE from 2:00am to 04:30pm**

This session focused on how to control stress to be happy. And they thought us how to control our mind. Sir has begun his opening remarks by sharing so many examples. Some of the examples are JCB was there in front of his car when he suddenly woke up from sleep, Monkey's heart in a mango tree, some more. He continued his session for another 20 minutes.



He stated another part like how to deal with mind by dividing us into different group. He gave us 3 kinds of practices like,

1. Orient your mind towards positivity, happiness and purpose.
2. Build concentration in association with positive thoughts.
3. Create an instant switch towards positivity by keeping your mind calm and composed

All the practices are made in repeated number of times. We made the practices till a level of perfection. If we practice it will definitely which help us to hold our mind in a positive way.



**Group picture with Mr. N V PAULOSE**

## Session 2: Case Study Analysis from 05:30am to 07:30pm

On 28th November 2022, Monday as a part of boot camp MBA department conducted case study. The case study was about Mr. Sathish rai who was a MBA student. He was specialised in marketing and advertising. After so many struggles in getting job and got rejected in so many



interviews later Sathish rai created his own will wage which was quite interesting and received good responsible from people after seeing this he received many calls for interviews but unfortunately due to his poor communication and lack of knowledge it was difficult for him. So here students were asked to parent this case study by imaging themselves as a HR and also asked them that being a HR would they have selected Sathish rai.

**November 29, 2022**

## Session 3: Forensic Accounting Training by Dr. S Gopalakrishna Sharma from 09:00am to 07:30pm

This session the trainer gave brief introduction about auditing. Later on, he explained in detail what exactly Forensic Accounting means, what are the reasons behind the fraudulent activity, various types of fraud, nature and psychology of fraud and different approaches to detect them were shared. The trainer made the session more interesting by explaining various case studies.



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**November 30, 2022**

**Session 4: Forensic Accounting Training by Dr. S Gopalakrishna Sharma from 09:00am to 04:30pm**

The third day of Level Up 2.0 was again blessed with the session of Forensic Accounting. The session began with the continuation of the previous day's class topic of different types of fraud. The usage of different case studies was explained to make the students to know how one could



boost revenue. Even, the class dealt with the qualities of a good auditor.



One of the significant benefits of having solid Forensic Accounting is that it can help minimise and safeguard unnecessary losses.

A forensic accountant plays an essential role in examining and scrutinising the financial processes and standards; this can help identify more effective and efficient solutions.

## **Session 5:**

### **Presentation on the Case Study from 05:30am to 07:30pm**

Presentation on the case study by Dr. Catherine Nirmala. The students were divided into 10 teams. Every team presented the case and were open themselves for the questions. At the end of the presentations, the judge announced the results, and the day was called off at 7:30 p.m.



**December 02, 2022**

### **Session 6 : Aptitude Training by Mr. Varadaraj, Prof. of civil engineering from 3:30pm to 4:30pm**

To demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions. The resource person explained the students the difference between math's & quantitative skills. He also explained students, the actual meaning of Aptitude test & quantitative test. When he asked the students about their fright from Math's, almost entire crowd raised their hands. He then quoted some simple examples to demonstrate the students that if correct techniques are applied how a difficult question can be solved by simple calculation.

## **Session 7 : Aptitude Assessment from 3:30pm to 4:30pm**

To empower the students with this essential indicator, an aptitude assessment was conducted online by the MBA Department for the students. Students received the test links in their mail. The test comprised of time and work problems. It was timed for one and half hours. The links were



programmed to be active and open to accept responses from students only at the allotted time. All 117 students gained the practical knowledge of problem solving, time management and ability to answer the questions quickly.

**December 3, 2022**

## **Session 8 : Aptitude Training by Mr. Pradeep, Prof. of civil engineering from 9:00pm to 10:40pm**

To enhance the problem-solving skills, to improve the basic mathematical skills and to help students for preparing for the campus placements. The resource person explained the concept of speed, distance and time which was very important from the point of the aptitude test, and also the easy way to



crack the aptitude questions, with simple and easy technique. It helped to judge the candidate's mental capability as how he/she performs certain tasks and reacts to different scenarios.

## **Session 9 : Aptitude Training by Neeraj Rai, Assistant Prof. Dept. of MBA from 2:00pm to 3:30pm**

Aptitude test is one the most common screening processes during recruitments at every campus. The experts at AJET ensure to develop the right aptitude of its students to help them grab their dream jobs.



AJET helps its students in exploring their natural talent by giving them a better understanding of their own aptitude. Activities and exercises are conducted to provide our students the necessary edge to help them stand out from the crowd.

By solving plenty of Aptitude problems, the confidence of the students is boosted while sitting through the placements in the final year. Students can perform well on aptitude tests by keeping up with them, and it ultimately helped to assess a candidate's mental capacity based on how they handled various activities and responded to various scenarios.

## **Session 10 : Aptitude Assessment from 5:30pm to 7:30pm**

The MBA Department devised an online aptitude test for the students to equip them with this crucial indicator. The test links were sent to students through mail. Time and job problems were included in the test. It had a one and a half hour time limit. Only at the designated time were the links set up to be active and open and welcome student answers. Students improved their problem-solving skills, time management, and capacity to respond to problems promptly



**December 3, 2022**

**Session 11 : Resume Writing and Interview Preparation by Mr. Ramani Venkat, Founder Bizz Diagnostics from 9:00pm to 04:30pm**

The Department of Master of Business Administration organised an interactive session on "Resume Writing and Interview Preparation" on 3rd December 2022 of Boot Camp. The session was conducted by Mr. Ramani Venkat. The resource person commenced his discussion with Interview preparation and



finding job opportunities. He also discussed the significance of systematic and structured way of group discussion. He gave detailed information on how group discussion differs from debate. GD was conducted among the students on various topics, and the discussions were successful; the session seemed to have more energy and enthused the interest of all students.



The session made students how to face interviews and the rules that should keep in mind during an interview. The GD enhanced the confidence level, communication skills, leadership quality, and thinking capacity among the students. The session also helped the students to build their resumes in a systematic way. 117 students participated in the session, and gained knowledge on Resume preparation and Interview preparedness.

**December 4, 2022**

**Session 12 : Soft Skill Training by Mr.Subash Bangera (Entrepreneur Soft skills Facilitator) from 9:00pm to 10:40pm**

The resource person gave the training on the soft skills about how to come out of our own comfort zone, how to talk in front of everyone without having a stage fear and in a team how everyone has to work together in order to make students ready for the



corporation world and also how to set the SMART Goal in the life. Resource person made everyone to feel free and also made everyone to put their effort in the team. He also made students to understand about how the life will be if you are an employee for your whole life and how the life will be if you start your own business. The resource person successfully made all the students to get the hope on themselves and made them believe on themselves.

**December 5, 2022**

**Session 13 : TAXATION AND AUDIT by CA Rakshak Palai K & Sandeep Kotian from 9:45pm to 04:30pm**

The first session started by Rakshak Palai, by asking general questions to students on Tax process. Then started with main topic that was Direct tax and Types of taxes. Income tax rate slab under new scheme and old scheme. The session started with new topics: HRA, PF and ESI Acts. Then the afternoon session was by



Sandeep Kotian on the topic Four Labour Codes: Social Security Code, EPF, Gratuity, Industrial Disputes, Equal Remuneration Act, Code on wages Act, Income from house Property, Let out Property Tax Calculation

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## Session 14 : Mock Press from 5:30pm to 7:55pm

The mock press was a competition between 10 teams, the whole MBA was divided in different groups and was asked to act on different personalities roles based on controversial topics. The judges for Mock press were Dr. Vishnu Prasanna and Mr. Johnson Fernandes.



The mock press was a great learning among all the students it cultivates positive impact on student growth. There were different questions by 9 teams, when one opposite team was on dais also there were questions asked by audience as well as Judges. Finally the mock press Competition ended at 7:55PM, It was a complete practical exposure for all the students.

**December 7, 2022**

## Session 15 :Analysis of financial statement and Audit by Mr. Naveen Chandra (CA) Mrs. Criss Miranda (Associate) from 9:00pm to 04:30pm

The resource person enlightened his discussion with basic accounting and journal entries. It seemed to have more energy and interest in this session. There were also various case studies that we need to understand



from a practical point of view. There was a Satyam case study which was explained by the trainer, then the trainer began with how to analyse the financial statements and how to calculate various ratios.



In this session, the analytical skill of each and every individual was improved. It also helped each and every student to recall the basics of accounts and tax. In this session, we got practical exposure by solving several problems relating to the analysis of financial statements meant and audits. 117 students participated in the session and gained knowledge on Basic accounts, taxes, and audits, how to file returns, and what different forms of procedure are available.

**December 8, 2022**

**Session 16 : My Brand My Equity by Mr. Roshan Shetty (Author/Coach/Consultant) from 9:00pm to 04:30pm**

The resource person thought us how we have to motivate ourselves when we feel low. He made us talk against our thoughts and he made us understand how we have to see our thoughts from different perspectives. He thought us about some of the biases out of 184 biases and also thought us how to overcome such biases.



Resource person made everyone to think and go forward whenever the problem comes in life. This session helped everyone to improve their skills. And also, this session helped everyone to enhance their capacity. He made us to prepare our own resume for next 5 years where it helped us to set our goals. At the end many students came forward and gave their feedback without fear. And finally, Resource persons shared their own experience.

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**December 10, 2022**

**Session 17 : Digital Marketing by Mr. Darshan S and Mr. Chengappa A D from 9:00pm to 05:00pm**

This session went smooth and more interactive and was a practical session. The students were thought how to create a website on any business and how to run a website by Mr. Darshan and he also thought about various sites that has to be created and linked with the website.



Google Analytics is a website which is a systematic computational analysis of data or statistics of the property so that there can be a track of what is happening in the business. Mail-chimp is a marketing platform and email marketing services where the business owners can contact or market their business to the customers.

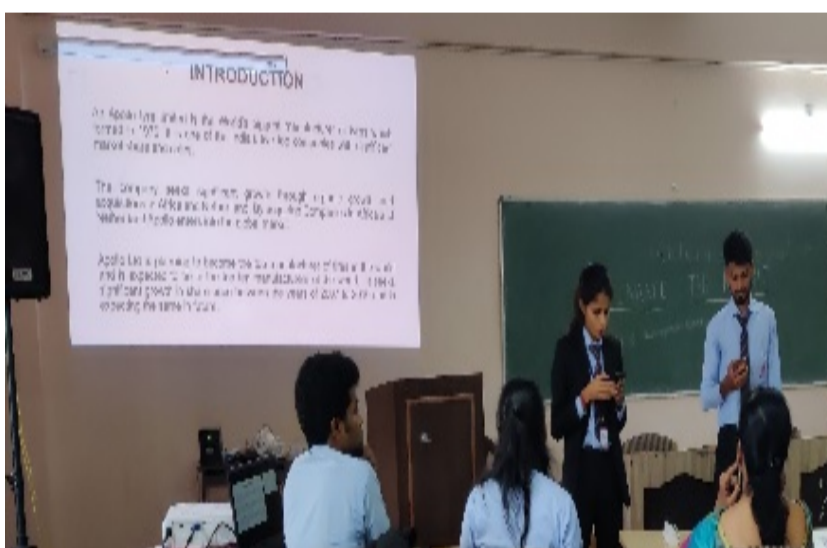


The session made students know how to create a website and how to handle it or run it. The session also made the students realise the importance about content writing. The session also helped the students in having a basic knowledge about Digital Marketing. 117 students participated in the session, gained knowledge on creating website and content writing.

## December 12, 2022

### Session 18 : Intra-College Fest from 9:30pm to 05:30pm

It was inaugurated by the faculty members at 9.30 am. There were four events like The King (Best manager), The Queen (Best HR), The Rook (Best Marketer), The Knight (Best finance). The judges for the event were DR. Catherine Nirmala David Professor of MBA department and MRS. Maithri senior lecturer of MBA department.



The rounds were started 10 am. There were 10 teams consisting of 3 members in each team. Nearly 30 students were participated in this Finance event. Through this Finance event all those 30 students got an idea about how to analyse the financial case study and financial statement of the companies. This event helped students to do ratio analysis for the companies and also made the students to understand about when it comes to provide loan for big companies, as a banker what are all the things the banker has to check. Overall, this Finance Event (THE KNIGHT) helped students to practically apply the things which they have studied for these many years.

**December 13, 2022**

**Session 19 : VISIT TO FISH MARKET from 04:00am to 11:30am**

The PG Department of Business Administration organised a visit to Malpe fish market in which 115 of MBA students took part. The journey began at 4:00AM from Alva's Institute of Engineering and technology to Malpe fish market.



There was lot of practical exposure that a student or a new entrepreneur can gain. It was very much interesting to listen some answers from the fisherman like number of days they take to come back from the sea after fishing also they earn minimum 1lakh profit for 10 or 15 days. But there are some challenges faced by the traders they are, if there is any cyclone in sea there is no fish for trading and export ,fishermen cannot go to the sea which leads to loss. At the time of rainy season there is no storage facility for fish. There are around 3000 boats but only 2000 boats can be parked. There are also chances for delay of money in case of fish exports.Unhygienic drainage paths were near the harbour which may cause infectious diseases like dengue and malaria. People working in and around the marketplace were also spoiling the place.

Apart from fishing, fishes are also used to make Omega-3 fish oil is a medicine which helps to boost brain power and keeps our heart and bone healthy by fight against inflammation. They also sell a kg fish waste for Rs25 which is then used to make fertiliser. Fishermen shared how they reinvented their public workplace- how they made it effective. They know each other's strengths, and they have the opportunity to learn by observing others strategy. Most importantly, they are connected to a coherent set of goals that provide direction, meaning, and measuring stick for their work. Fishermen have adopted good convincing skills, and this we realised when we watched them convincing people to buy their fishes. And we also realised the hard work involved in catching and selling the fish.





**December 14, 2022**

**Session 20 : Session on Etiquette from 09:00am to 04:30am**

This Session was Conducted by hospitality management department Alva's Degree College. In the realm of dining, etiquette refers to proper manners and behaviour in a formal dining situation. Table manners play an important part in making a favourable impression. They are visible signals of your manners, and therefore, are essential to professional success. To acquaint the students on table manners and etiquette. To demonstrate eloquent eating styles to fit into the corporate culture.



At the end of the session students were benefitted by the session. Students learnt how to use fork and knife as part of elite eating habits, Students listed various do's and don'ts in table manners.

**December 15, 2022**

**Session 21 : SPSS from 09:00am to 4:30am**

The session started at 9:45AM, the guest introduction was done by Mr Neeraj Rai, and the guest was JOYAN DSOUZA a trainer. He was passionate individual who wants to dedicate his life to teaching and research. The first session started as a general statistics



topic such as types of hypothesis and he discussed on the different topics like Inferential theory, Descriptive theory, Null Hypothesis, Alternative Hypothesis, Level of significance, Type 1 and Type 11 Errors, Levels of measurement, Choice of test, Sample test. In the second session he has concentrated on hands on experience in SPSS Software. Such as new tools has been used how exactly the numbers are allocated to find out total values, Ratios and financial calculations in terms of Variables.



At the end of the session students were able to understand the basic about SPSS and its uses in Research .

**December 15, 2022**

**Session 22 : Debate from 05:30am to 8:10am**

The Debate session has been conducted for the students to prepare themselves for the selection process for different companies. From each team four students came forward and took part in debate. It went up to 2hrs, finally for the day session ended at 8:10. It was a complete practical exposure for all the students..



The Debate session help the students to express their opinions and point of view to his opponents and stick to their Points.

**December 16, 2022**

**Session 23 : Session by Jindal Saw Ltd from  
09:00am to 4:30am**

PG department of Business Administration has conducted bootcamp and had a session by Jindal Saw Ltd. It was taken by Mr. Senapathi, where he spoke about the company, the process of manufacturing pipes and the benefits which was provided by the company to their employees and also about the working culture of the company.



Mr. Raghavendra Rao took up second session where he gave insight about how MBA graduates has to evolve themselves in the corporate world and also spoke about career opportunities in the area of finance. He also spoke about strategic and analytical skills, financial analytical software skills

which should be adopted by the students and also he said that by adopting this skills it increases the marketability as a professional and increases the quality and quantity of job opportunities. Students got to know about various benefits offered by the company to their employees.

Students were able to get ideas on how to face the corporate world by developing communication, leadership, analytical and financial skills. Total 117 students got benefited from this programme.

**December 17, 2022**

**Session 24 : industrial visit on Camp co Chocolate Factory  
Puttur and Kalladka Museum**

The visit was undertaken to provide the students' with visuals of various stages of chocolate processing. The Campco chocolate factory is equipped with the most modern machinery and the plant produces cocoa mass, cocoa butter, and chocolates all in one place. The Industry guided the students through the various processing units which are involved in the making of chocolate. The personnel said that the manufacturing of chocolate initially begins with harvesting of the ripe cocoa pods and removal of the wet beans. The showed the students the mixing equipment where the required amount of cocoa liquor , cocoa butter are mixed with other raw ingredients such as sugar, flavours, milk powder etc. The mixed ingredients undergo the process of conching – process of heating for hours to several days to develop taste, texture, smell and flavour. The personnel showed the students the moulding machines which are used for moulding of the chocolates. The students were also shown units where in the chocolate wafers and caramel filled chocolates are made. the chocolates prepared are packed in packaging materials with suitable labelling for the specific type of chocolate . In addition to preparation of chocolates, the industry also exports cocoa liquor, cocoa butter as raw materials to other industries within the country and overseas. The students gained knowledge on the different aspects of chocolate processing, quality checks done at each step in the manufacture of the chocolate.





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# PAPER REPRESENTATION

1. Paper presented on “A COMPARATIVE STUDY OF TRADITIONAL AND SOCIAL MEDIA MARKETING OF BAKED CONFECTIONARIES IN MANGALORE CITY” conference on “ONE DAY VIRTUAL INTERNATIONAL CONFERENCE ON DIGITAL TRANSFORMATION OF BUSINESS organised by MANEL SRINIVAS NAYAK INSTITUTE OF MANAGEMENT, MANGALORE IN ASSOCIATION WITH LIMKOKWING UNIVERSITY, MALAYSIA”, by SANDEEP G III SEMESTER MBA, & SUHAN LEONARD I SEMESTER MBA on 25-03-2022.
2. Paper presented on “AN ANALYSIS OF SKILLS GAINED THROUGH INTERNSHIP PROGRAMS AND ITS IMPACT ON JOB PROSPECTS OF POST GRADUATE STUDENTS” conference on 9TH INTERNATIONAL HR E-CONFERENCE ON“TALENT MANAGEMENT AND LEADERSHIP CHALLENGES IN THE NEW NORMAL BUSINESS” organised by SDMIMD SHRI DHARMASTHALA MANJUNATHESHWARA INSTITUTE FOR MANAGEMENT DEVELOPMENT by MS KAVYA K N III SEMESTER MBA on DECEMBER 16 & 17, 2021.
3. Paper presented on “TRENDS IN CORPORATE FINANCE & FINANCIAL MARKETS A STUDY ON CHALLENGES FACED BY WOMEN ENTREPRENEURS AND ITS IMPACT ON THEIR FINANCIAL DEPENDENCE WITH SPECIAL REFERENCE TO MANGALORE CITY” conference 9 TH INTERNATIONAL CONFERENCE (E CONFERENCE) EMERGING TRENDS IN CORPORATE FINANCE & FINANCIAL MARKETS -FINANCIAL MARKETS IN THE NEW NORMAL – THE WAY FORWARD on organised by SDMIMD SHRI DHARMASTHALA MANJUNATHESHWARA INSTITUTE FOR MANAGEMENT DEVELOPMENT by ANUSHA II SEMESTER MBA on OCTOBER 28 & 29, 2021.
4. Paper presented on AN ANALYSIS OF FINANCIAL DEPENDENCE OF WOMEN ENTREPRENEURS BEFORE AND AFTER STARTING OWN BUSINESS conference on 9 TH INTERNATIONAL CONFERENCE (E CONFERENCE) EMERGING TRENDS IN CORPORATE FINANCE & FINANCIAL MARKETS -FINANCIAL MARKETS IN THE NEW NORMAL – THE WAY FORWARD organised by SDMIMD SHRI DHARMASTHALA MANJUNATHESHWARA INSTITUTE FOR MANAGEMENT DEVELOPMENT by PRITHVI II SEMESTER MBA on OCTOBER 28 & 29, 2021.
5. Paper presented on A STUDY OF EQUITY SHARE PRICE BEHAVIOUR IN AUTOMOBILE SECTOR WITH REFERENCE TO BSE conference in 9 TH INTERNATIONAL CONFERENCE (E CONFERENCE) EMERGING TRENDS IN CORPORATE FINANCE & FINANCIAL MARKETS -FINANCIAL MARKETS IN THE NEW NORMAL – THE WAY FORWARD organised by SDMIMD SHRI DHARMASTHALA MANJUNATHESHWARA INSTITUTE FOR MANAGEMENT DEVELOPMENT by SACHIN II SEMESTER MBA by OCTOBER 28 & 29, 2021.
6. Paper presented on “A STUDY ON IMPACT OF NATURAL CALAMITIES ON HOMESTAY BUSINESS WITH SPECIAL REFERENCE TO KODAGU DISTRICT” conference on “INTERNATIONAL CONFERENCE ON COMMERCE, MANAGEMENT & INTERDISCIPLINARY SUBJECTS” (ICCMIS) (ONLINE) organised by “DEPARTMENT OF COMMERCE AND INTERNATIONAL BUSINESS SCHOOL OF BUSINESS STUDIES, CENTRAL UNIVERSITY, KASARAGOD, KERALA” by PUNITH A II SEMESTER MBA on OCTOBER 28 & 29, 2021.
7. Paper presented on “A STUDY ON CUSTOMERS PERSPECTIVE ON DIGITALISATION IN SUPERMARKETS WITH SPECIAL REFERENCE TO BIG BAZAR conference on “INTERNATIONAL CONFERENCE ON COMMERCE, MANAGEMENT & INTERDISCIPLINARY SUBJECTS (ICCMIS) (ONLINE)” organised by “DEPARTMENT OF COMMERCE AND INTERNATIONAL BUSINESS SCHOOL OF BUSINESS STUDIES, CENTRAL UNIVERSITY, KASARAGOD, KERALA” by BHAVANA III SEMESTER MBA on OCTOBER 28 & 29, 2021



8. Paper presented on “AN EVALUATION OF USE OF BIG DATA ANALYTICS AS A TECHNOLOGY TOOL IN REDUCING WASTAGES IN SUPERMARKETS IN MANGALORE CITY” conference on “INTERNATIONAL CONFERENCE ON COMMERCE, MANAGEMENT & INTERDISCIPLINARY SUBJECTS (ICCMIS) (ONLINE)” organised by “DEPARTMENT OF COMMERCE AND INTERNATIONAL BUSINESS SCHOOL OF BUSINESS STUDIES, CENTRAL UNIVERSITY, KASARAGOD, KERALA” by SINCHANA II SEMESTER MBA on OCTOBER 28 & 29, 2021.
9. Paper presented on “A STUDY ON IMPACT OF NEW NORMAL PRACTICE OF WORK FROM HOME ON THE WORK LIFE BALANCE OF EMPLOYEES OF THE ITES COMPANIES IN MANGALORE CITY” conference on “9TH INTERNATIONAL HR E-CONFERENCE ON “TALENT MANAGEMENT AND LEADERSHIP CHALLENGES IN THE NEW NORMAL BUSINESS” organised by “SDMIMD SHRI DHARMASTHALA MANJUNATHESHWARA INSTITUTE FOR MANAGEMENT DEVELOPMENT” by MS RANJITHA & ROOPA III SEMESTER MBA on DECEMBER 16 & 17, 2021.
10. Paper presented on “SECTORAL ANALYSIS OF SHARE PRICE MOVEMENTS WITH SPECIAL REFERENCE TO AUTOMOBILE SECTOR” conference on “9TH INTERNATIONAL CONFERENCE (E CONFERENCE) ON EMERGING TRENDS IN CORPORATE FINANCE & FINANCIAL MARKETS” organised by “SDMIMD SHRI DHARMASTHALA MANJUNATHESHWARA INSTITUTE FOR MANAGEMENT DEVELOPMENT” by RESHMA II SEMESTER MBA on OCTOBER 28 & 29, 2021.
11. Paper presented on “A COMPARATIVE STUDY ON THE FMCG INDEX AND SELECTED STOCKS IN FMCG SECTOR USING TECHNICAL ANALYSIS” conference on “9 TH INTERNATIONAL CONFERENCE (E CONFERENCE) ON EMERGING TRENDS IN CORPORATE FINANCE & FINANCIAL MARKETS” organised by “SDMIMD SHRI DHARMASTHALA MANJUNATHESHWARA INSTITUTE FOR MANAGEMENT DEVELOPMENT” by PUNITH K J II SEMESTER MBA & MARY D’SOUZA, II SEMESTER MBA on OCTOBER 28 & 29, 2021.
12. Paper presented on “AN ANALYSIS OF JOB OPPORTUNITIES AVAILABLE FOR COMMERCE & MANAGEMENT GRADUATES AND ITS IMPACT ON THEIR PREFERENCE FOR POST GRADUATE COURSES” conference on 9 TH INTERNATIONAL CONFERENCE (E CONFERENCE) ON EMERGING TRENDS IN CORPORATE FINANCE & FINANCIAL MARKETS organised by SDMIMD SHRI DHARMASTHALA MANJUNATHESHWARA INSTITUTE FOR MANAGEMENT DEVELOPMENT by SAGAR JAIN P M III SEMESTER MBA on OCTOBER 28 & 29, 2021.
13. Paper presented on “A STUDY ON GRADUATES PERCEPTION ON COSTS AND BENEFITS OF POST GRADUATE STUDIES WITH SPECIAL REFERENCE TO MANAGEMENT & COMMERCE STUDENTS” conference on “9 TH INTERNATIONAL CONFERENCE (E CONFERENCE) ON EMERGING TRENDS IN CORPORATE FINANCE & FINANCIAL MARKETS” organised by “SDMIMD SHRI DHARMASTHALA MANJUNATHESHWARA INSTITUTE FOR MANAGEMENT DEVELOPMENT” organised by SANJAY III SEMESTER MBA OCTOBER 28 & 29, 2021.
14. Paper presented on “AN EMPIRICAL ANALYSIS OF MARKET EFFICIENCY AND PRICE DISCOVERY IN INDIAN COMMODITY MARKET” conference on “9 TH INTERNATIONAL CONFERENCE (E CONFERENCE) ON EMERGING TRENDS IN CORPORATE FINANCE & FINANCIAL MARKETS” organised by “SDMIMD SHRI DHARMASTHALA MANJUNATHESHWARA INSTITUTE FOR MANAGEMENT DEVELOPMENT” by MANIKANTA D II SEMESTER MBA on OCTOBER 28 & 29, 2021.
15. Paper presented on “AN ANALYSIS OF CHALLENGES FACED BY MICRO & SMALL ENTERPRISES AND MEASURES TAKEN TO OVERCOME THEM” conference on “INTERNATIONAL CONFERENCE ON COMMERCE, MANAGEMENT & INTERDISCIPLINARY SUBJECTS (ICCMIS)(ONLINE)” organised by “DEPARTMENT OF COMMERCE AND INTERNATIONAL BUSINESS SCHOOL OF BUSINESS STUDIES, CENTRAL UNIVERSITY, KASARAGOD, KERALA” by KEERTHANA III SEMESTER MBA on OCTOBER 28 & 29, 2021


16. Paper presented on “A STUDY ON SUPPLY CHAIN MANAGEMENT IN SUPERMARKETS WITH SPECIAL REFERENCE TO BIG BAZAR” conference on “INTERNATIONAL CONFERENCE ON COMMERCE, MANAGEMENT & INTERDISCIPLINARY SUBJECTS (ICCMIS) (ONLINE)” organised by “DEPARTMENT OF COMMERCE AND INTERNATIONAL BUSINESS SCHOOL OF BUSINESS STUDIES, CENTRAL UNIVERSITY, KASARAGOD, KERALA” by KSHITHIJ III SEMESTER MBA on OCTOBER 28 & 29, 2021.
17. Paper presented on “AN ANALYSIS OF SKILLS GAINED THROUGH INTERNSHIP PROGRAMS AND ITS IMPACT ON JOB PROSPECTS OF POST GRADUATE STUDENTS” conference on “9TH INTERNATIONAL HR E-CONFERENCE ON “TALENT MANAGEMENT AND LEADERSHIP CHALLENGES IN THE NEW NORMAL BUSINESS” organised by “SDMIMD SHRI DHARMASTHALA MANJUNATHESHWARA INSTITUTE FOR MANAGEMENT DEVELOPMENT” MS KAVYA K N III SEMESTER MBA on DECEMBER 16 & 17, 2021.

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