

**MBA PROGRAM**  
**VIVEKANANDA SCHOOL OF MANAGEMENT STUDIES**  
**ACADEMIC YEAR 2021-22**

SL NO.	EVENT	EVENT DATE	PARTICIPANTS	RESOURCE PERSONS/ GUEST	PO
1	PGCET Coaching was organized for MBA aspirants. A total of four sessions were held on proficiency in the English language by Prof Latha Mohan Shetty, Assistant Professor, Department of Humanities, reasoning and general intelligence, quantitative ability by Prof. Nayana, Assistant Professor, Department of Mathematics and General knowledge by Dr Sekhar S Iyer, Director, MBA, Vivekananda School of Management studies. The whole day sessions were informative, interactive and practical oriented. Students felt the coaching was very much effective and useful.	10 <sup>th</sup> November 2021	MBA Aspirants	Sri T Subramanya Bhat Director VCET Dr Mahesh Prasanna, Principal Dr Sekhar S Iyer Prof. Latha Mohan Shetty Prof. Nayana P	PO1 PO2
					
2	A webinar in Industry 4.0, IOT to improve Productivity and Quality on 11 <sup>th</sup> November 2021 Organized by CII Mangalore Manufacturing and MSME panel. Mr Durgadas Shetty, Co-Founder & CTO of Primescopic Technologies, Mangalore was the resource person. The session was informative as it threw light on improving productivity in the manufacturing Industry by digitizing it.	11 <sup>th</sup> November 2021	Final Year MBA Students	Mr Durgadas Shetty, Co-Founder & CTO Primescopic Technologies Mangalore	PO1 PO2 PO3 PO4

**CII**  
Confederation of Indian Industry

**CII Mangalore Manufacturing & MSME Panel  
is organizing Digital Seminar on**

## Industry 4.0, IoT to Improve Productivity and Quality

**11th November 2021 : 3PM; MS Teams Platform**

Industry 4.0 has become synonymous with the digitisation of manufacturing. Industry 4.0 has reimagined the manufacturing process, leading to intelligent manufacturing promising self-sufficient manufacturing processes by using machines and devices that communicate with each other through digital connectivity. Although most of the design philosophies and technologies of Industry 4.0, such as the internet of things (IoT), cyber-physical systems (CPSs), and artificial intelligence are already in use, many firms lack insight into the wide set of technologies offered by Industry 4.0 that provide devices with seamless connectivity, interoperability, visibility, and intelligence capabilities.

This session focuses on giving the introduction to IoT and the revolution 4.0 and how it can improve the productivity of the manufacturing industry.

**Faculty**



**Mr Durgadas Shetty,**  
Co-Founder & CTO,  
Primesophic Technologies, Mangalore

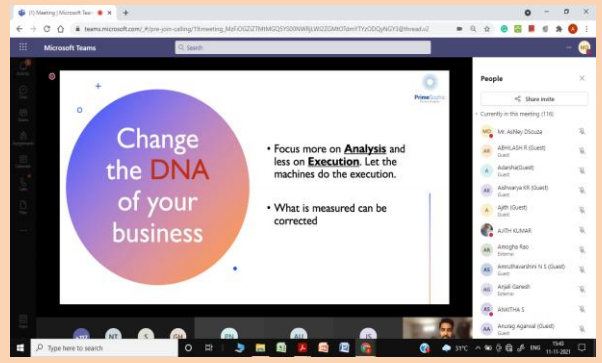
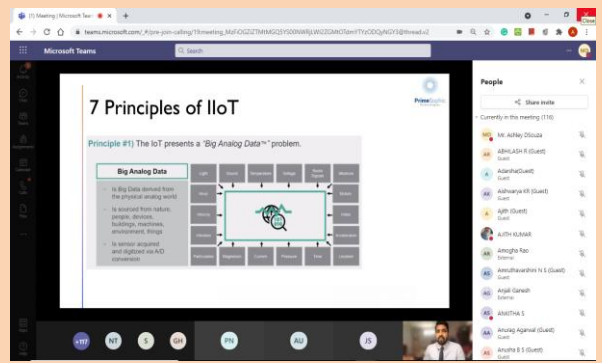
**Who should attend:**  
CEOs, Directors, VPs, Dept. heads of Manufacturing, Process, Maintenance, Purchase & Quality and Engineers, Supervisors, etc.

With the above as background, CII Mangalore Manufacturing & MSME Panel is organizing a session on **Industry 4.0 and IoT to improve the productivity on 11th November 2021 at 1500 Hrs (3 pm) to 1600 Hrs through Microsoft Teams. Please register your participation through the Link given below and also nominate your colleagues to this very important session and learn from the experts.**

Best Regards,  
**Ajith Kamath,**  
Convener, CII Manufacturing & MSME Panel & MD, Ajith Enterprises

**Ronald Mascarenhas,**  
Co-Convener, CII Manufacturing & MSME Panel & Sr. GM, Syngene International Ltd

For More Details: 7019967945 / m.guruprasad@cii.in

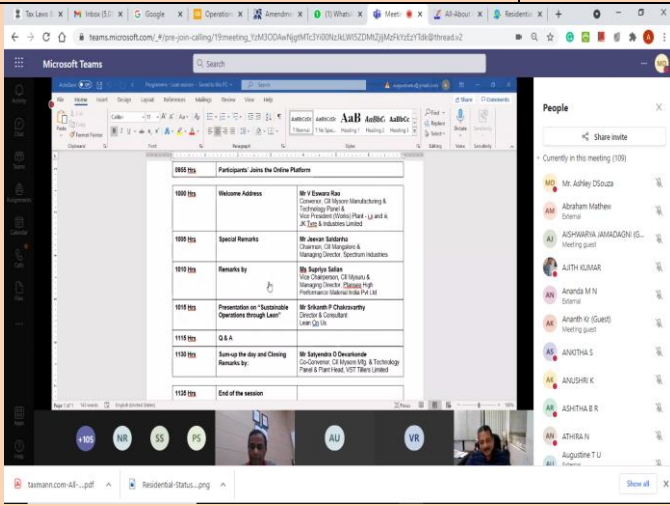
**3** A webinar on Sustainable Operations through Lean was held on 13<sup>th</sup> November 2021 organized by CII Mysore. The resource person Mr. Srikanth P Chakravarthy, Director and Consultant of Lean on Us, explained that Lean philosophies in manufacturing can help to reduce waste and increase efficiency. Students got knowledge on seven wastes in the manufacturing shop floor and warehouse.

13<sup>th</sup> November 2021

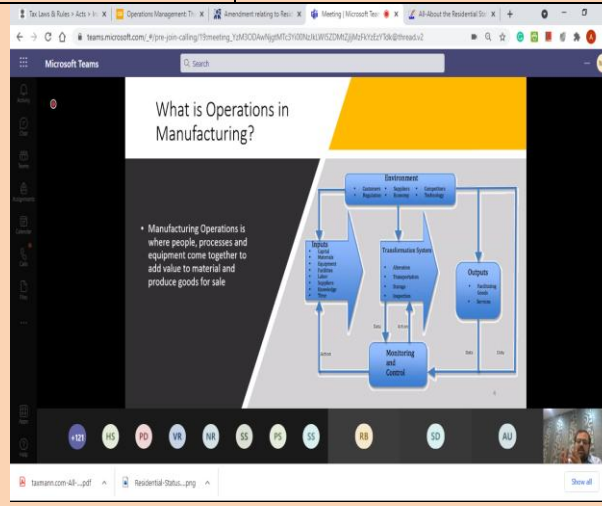
Final year MBA students.

Mr Srikanth P Chakravarthy, Director and Consultant Lean on Us.

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Time	Topic	Speaker
0800 Hrs	Participants' joins the Online Platform	
1000 Hrs	Welcome Address	Mr R Eswara Rao Convener, CII Mysore Manufacturing & Technology Panel & Vice President (Operations), Panel - LG and & M, DSG & Industries Limited
1030 Hrs	Special Remarks	Mr. Anwar Sadiq Chairman, CII Bangalore & Managing Director, Spectrum Industries
1040 Hrs	Remarks by	Mr. Srikanth P Chakravarthy Vice Chairperson, CII Mysore & Managing Director, Syngene High Performance Solutions India Pvt. Ltd.
1045 Hrs	Presentation on "Sustainable Operations through Lean"	Mr. Srikanth P Chakravarthy Director & Consultant
1115 Hrs	Q & A	
1130 Hrs	Remarks on the day and Closing Remarks by:	Mr. Rajendra K Deshpande Co-Convener, CII Mysore (IT) & Technology Panel & Partnerhead, IIST, Thane Limited
1135 Hrs	End of the session	

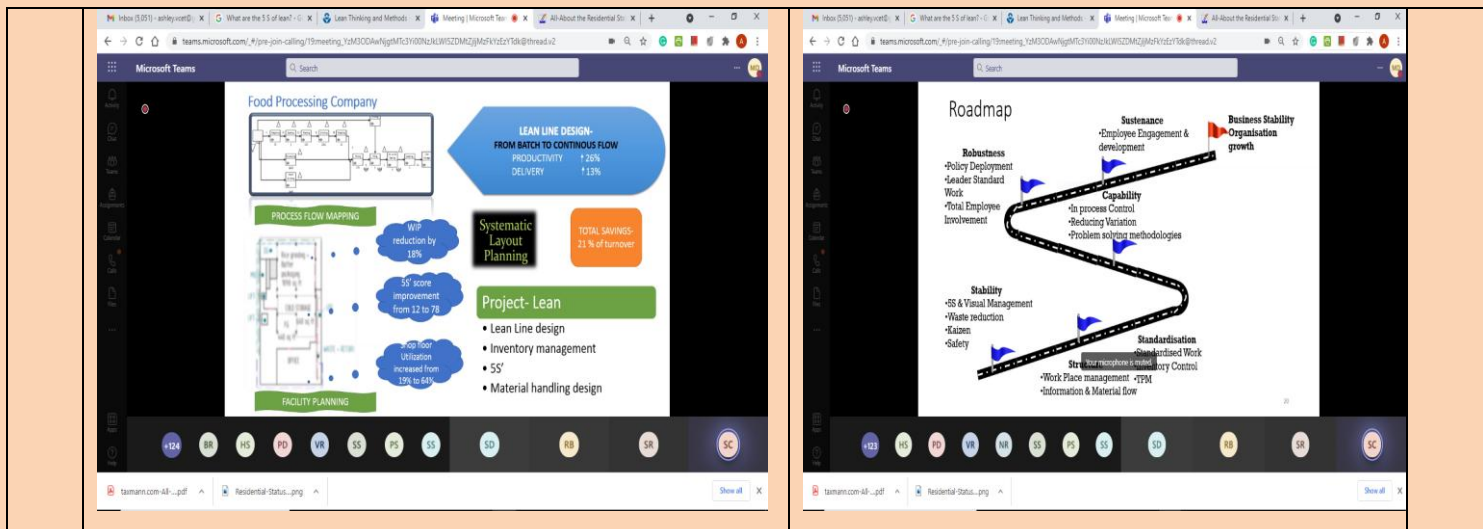


**What is Operations in Manufacturing?**

Manufacturing Operations is where people, processes and equipment come together to add value to material and produce goods for sale

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    graph TD
      Input[Input: Material, Labor, Energy, Information] --> Transformation[Transformation: Processes, Equipment, Methods]
      Transformation --> Output[Output: Finished Goods, Services]
      Transformation --> Monitoring[Monitoring and Control]
      Monitoring --> Transformation
  
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4 Placement Aptitude Training for the final year MBA students. Quantitive Technique, Reasoning analysis and TCS-specific topics were covered.

17<sup>th</sup> and 18<sup>th</sup> November 2021.

MBA students

Mr Aravind, Trainer, J V Global LLP, Bangalore.

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5 Constitution Day is celebrated on 26<sup>th</sup> November 2021 for the final year BE students. The guest speaker was Mr T N C Lakshmi Narasimha, Retired Senior Deputy Manager, BEL.

26<sup>th</sup> November 2021

Engineering Students of VCET, Puttur

Mr T N C Lakshmi Narasimha, Retired Senior Deputy Manager, BEL.

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6 An industrial visit to N D Sons Engineers and Gurucharan Industries at Bikampady Industrial area Mangalore was organized for

30<sup>th</sup> November 2021

Final year MBA students.

Mr M D Poojary, Head N D Sons Engineers and Mr Shettigar, CEO, Gurucharan Industries,

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	final year MBA students. The industrial visit enhanced the awareness of the operations systems of the companies.			Mangalore	
					
7	Vivekananda School of Management Studies in association with the Department of Commerce, IQAC cell of Vivekananda Degree college organised Orientation Programme on First Step Towards Pursuing MBA Program on 22 <sup>nd</sup> December for Final year B.Com students of Vivekananda College at Srirama Sabhabhavana.	22 <sup>nd</sup> December 2021	Final Year B.Com Students of Vivekananda College, Puttur	Dr Sekhar S Iyer, Director, VSMS, Puttur & Mr Ashley D'Souza, Assistant Professor, VSMS Puttur	P01 P02 P03
					
8	A webinar on BSE - Capital Market Awareness Program was organized for MBA students on 22 <sup>nd</sup> December 2021. Mr Pankaj Mathkar, of Lotus Knowlwealth Pvt Ltd., was the resource person.	22 <sup>nd</sup> December 2021	Final Year MBA students.	Mr Pankaj Mathkar, Lotus Knowlwealth Pvt Ltd.	P01 P02 P03 P04



9	<p>Vivekananda School of Management Studies &amp; P.G. Department of Commerce of Vivekananda College Puttur, In association with NISM, organized a two days Training &amp; Certification Programme on Indian Securities Market. Resource Person Mr Vinod Tantri, NISM-Kotak Securities, CSR (Kona Kona Shiksha) explained the importance of financial literacy among the young generation of India and how this kind of training programme will help in financial planning. Two days programme included a total of 8 sessions, 70 MBA and MCom students attended the certification programme.</p>	27 <sup>th</sup> & 28 <sup>th</sup> December 2021.	Final year MBA and M.Com Students.	Mr Vinod Tantri, NISM-Kotak Securities, CSR (Kona Kona Shiksha).	P01 P02 P03
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10	<p>Vivekananda School of Management Studies organized Virtual Alumni Meet was held for the batch 2007 to 2020 alumni batches, from 4<sup>th</sup> January to 8<sup>th</sup> January 2022.</p>	4 <sup>th</sup> January to 8 <sup>th</sup> January 2022.	MBA Alumni.	-----	P02 P03 P04 P05
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	 <p><b>VIVEKANANDA COLLEGE OF ENGINEERING &amp; TECHNOLOGY</b> [A unit of Vivekananda Vidyaardhaka Sangha Puttur ®] Nehru Nagar, Puttur - 574203, D.K.</p> <p><b>VIVEKANANDA SCHOOL OF MANAGEMENT STUDIES, PUTTUR organizes</b></p> <p><b>Virtual ALUMNI MEET 2021-22</b></p> <p>Platform: Microsoft Teams</p> <p>Batches - 2007-2009   2013-2015   2019-2021</p> <p><b>4<sup>th</sup> January 2022</b></p> <p><b>Tuesday   3.00 PM</b></p> <p>All are cordially invited Director &amp; Staff VSMS Puttur.</p>				
	 <p><b>VIVEKANANDA COLLEGE OF ENGINEERING &amp; TECHNOLOGY</b> [A unit of Vivekananda Vidyaardhaka Sangha Puttur ®] Nehru Nagar, Puttur - 574203, D.K.</p> <p><b>VIVEKANANDA SCHOOL OF MANAGEMENT STUDIES, PUTTUR organizes</b></p> <p><b>Virtual ALUMNI MEET 2021-22</b></p> <p>Platform: Microsoft Teams</p> <p>Batches - 2009-2011   2015-2017   2017-2019</p> <p><b>6<sup>th</sup> January 2022</b></p> <p><b>Thursday   3.00 PM</b></p> <p>All are cordially invited Director &amp; Staff VSMS Puttur.</p>				
11	<p>Vivekananda School of Management Studies organized the Inauguration and Orientation Programme for the MBA 2021-23 Batch of students on 27<sup>th</sup> January 2022 at Sri Rama Sabhabhavana.</p>	27 <sup>th</sup> January 2022	MBA Students	Sri Krishna Narayana Muliya, CEO and MD, Muliya Jewels Pvt. Ltd. Puttur, D.K.	P01 P02 P03 P04
					
12	<p>Vivekananda School of Management Studies, the Entrepreneurship development cell and NAIN</p>	1 <sup>st</sup> February	MBA and BE Students	Sri S K Babu, Founder, Eco Green Unit, Coimbatore, Tamilnadu.	P03 P04 P06

	jointly organized a special talk on Entrepreneurship on 1 <sup>st</sup> February 2022.	2022.				
						
13	A Workshop on Decision Support System by Ms Meghana Thara Kini, Software Developer, TCS held for Marketing students.	2 <sup>nd</sup> February 2022	MBA Marketing students	Ms Meghana Thara Kini, Software Developer, TCS	P01 P02 P03 P04	
						
14	Vivekananda School of Management Studies organized the Fresher's Party 'PRABHAVAH 2K22' for MBA & MCA, 2021-23 Batch of students on 22 <sup>nd</sup> February 2022 at Sri M Visvesvraya Hall. The programme began with a formal programme and continued with various fun games and cultural events performed by the students.	22 <sup>nd</sup> February 2022.	MBA and MCA Students	Dr Mahesh Prasanna, Principal, VCET, Puttur	---	



**15** An industrial visit in Puttur was organised for 1<sup>st</sup> Semester MBA students on 3<sup>rd</sup> March 2022. MBA students accompanied by three faculty members visited Shankar Group of Companies, Campco Chocolate factory and Cocoguru coconut Industries Pvt. Ltd. Puttur. The expenses of the visit were borne by the students. This visit helped the students in understanding the company's work culture, nature of the job, allocation of responsibility and authority, maintenance of quality standards, inventory management, supply chain management and other operational activities of the business organisations. Students are exposed to the practical industry work environment aiming at filling the gap between theoretical classroom teaching and the industry's dynamic work environment.

3<sup>rd</sup> March 2022.

First Year MBA students

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16	<p>International Women's Day Celebrated Vivekananda School of Management Studies (VSMS) in association with the College Internal Complaint Committee (CICC) has organized a special talk on "Women Empowerment" on the occasion of International Women's Day, on Tuesday, the 8th March 2022. Smt. Vidya R Gowri, Vice President, of City Municipal Council, Puttur said "Education and Change are the greatest Weapons for Women Empowerment". Empowered women should know about Themselves, they should get support from their Families, Society should understand and accept them and meanwhile they should get support from the Government in the form of many schemes which are available for women and their development.</p>	8 <sup>th</sup> March 2022.	Girl students and women faculty of VCET	Smt. Vidya R Gowri, Vice President, City Municipal Council, Puttur.	P02 P03 P04 P06
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17	Free Laptop distribution to first-year MBA students. Dr Ravikala HoD, Department of Commerce, Vivekananda College was the chief guest. Free Laptops were distributed to all first year MBA students to enhance their knowledge and productivity.	21 <sup>st</sup> March 2022	First Year MBA Students.	Dr Ravikala HoD, Department of Commerce, Vivekananda College was the chief guest.	---
					
18	Workshop on MS Office a hands-on experience on the usage of laptops for first-year MBA Students was organized on 8th April 2022 at MBA Classroom.	8 <sup>th</sup> April 2022	First Year MBA Students	Ms. Arpana T J and Ms. Neema H, Assistant Professors, MCA Department and Mrs. Supriya A V, Assistant Professor CSE, VCET, Puttur.	P01 P02 P04 P05
19	3 Days Industrial Visit to Goa. The students visited Essae Teraoka Pvt. Ltd & Mandovi Distilleries and Breweries Pvt. Ltd. The Industrial visit was fantastic and exposed the students to the practical working of the companies.	1 <sup>st</sup> to 3 <sup>rd</sup> July 2022	Final year MBA students	----	P01 P02 P03 P05
					
20	Webinar on Post MBA Career Opportunities for Engineering Graduates of Vivekananda College of	9 <sup>th</sup> July 2022	Final year BE students	Ms. Shreya Pai P Social Media Analyst, NTT DATA, Bengaluru	P01 P02 P03

	Engineering and Technology.		Ms. Shraddha Pai P Digital Marketing Executive, Cognizant,	
				
21	Industrial Visit to KIOCL and Gurucharan Industries, Mangalore.	16 <sup>th</sup> July 2022	First-year MBA Students. -----	P01 P02 P03 P04 P05
				
22	A talk on Personal Growth and Interpersonal Effectiveness. The session emphasized how to improve workplace effectiveness, classify and categorize different personal growth and interpersonal effectiveness, and appraise and judge the practical applicability.	6 <sup>th</sup> August 2022	Final Year MBA students Mrs. Asha Bhat, Lecturer in Psychology, VCET, Puttur.	P01 P02 P03 P04
				

23	Talk on “Build Your Business- An Entrepreneurship Journey”. The session emphasized Introduction to Entrepreneurship, Problem statement, Solution Building, Hypothesis Testing, Choosing your Customer, Building your MVP (Minimum Viable Product), Knowing your Financials, Build your Core Team, and Pitch your product.	17 <sup>th</sup> August 2022	First Year MBA students	Mr. Chaithanya Gowda Business Head & Principal Officer, Jio Financial Services	P01 P02 P03 P04 P06
					
24	A webinar on Challenges in International HRM was organized for the final year MBA students on 19 <sup>th</sup> August 2022, Mr Taka Miyawaki, Global Head of HR, Nikke Asset Management Group, Tokyo Japan was the resource person.	19 <sup>th</sup> August 2022	Final year MBA students.	Mr Taka Miyawaki, Global Head of HR, Nikke Asset Management Group, Tokyo Japan	P01 P02 P03 P04
					
25	A Webinar on Capital Market and Financial Planning was organized on 25 <sup>th</sup> August 2022. Mr Sajan Acharya, Lotus Knowlwealth, Mumbai was the resource person.	25 <sup>th</sup> August 2022.	First year MBA students	Mr Sajan Acharya, Lotus Knowlwealth, Mumbai.	P01 P02 P03 P04



**VIVEKANANDA**  
COLLEGE OF ENGINEERING AND TECHNOLOGY  
PUTTUR

**MBA PROGRAM**

**WEBINAR**

**CAPITAL MARKET & FINANCIAL PLANNING**

**MR SAJAN ACHARYA**  
LOTUS KNOWLWEALTH  
MUMBAI

**25 August 2022**  
3:00PM - 4:00PM





**26** A webinar on Learning and Development in the 4<sup>th</sup> Industrial Revolution was organized on 20<sup>th</sup> September 2022. Ms Heather Cardin, Head of Training, Govt. NSW eHealth, Australia was the resource person.

20<sup>th</sup> September 2022

First year MBA students

Ms Heather Cardin, Head of Training, Govt. NSW eHealth, Australia

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**VIVEKANANDA**  
COLLEGE OF ENGINEERING AND TECHNOLOGY, PUTTUR

**MBA PROGRAM**

**WEBINAR**

**“Learning & Development in 4th Industrial Revolution”**

**20th September 2022**  
12:00PM-1:00PM

**Ms. Heather Cardin**  
Head of Training  
Govt NSW eHealth  
Australia



Microsoft Teams 

