



VIVEKANANDA

COLLEGE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MBA

UDBHAVANA

Newsletter

2011-13



Management

Vivekananda Vidyavardhaka Sangha



Dr. Kalladka
Prabhakara Bhat
President



Dr. K.M. Krishna Bhat
Secretary



Sri. Balaram Acharya G
Director

Vivekananda College of Engineering & Technology



Sri. K Vishwas
Shenoy
President



Sri. T S Subrahmanya
Bhat
Correspondent



Sri Muralidhara
Bhat B
Treasurer



Sri. Ravikrishna
D Kallaje
Director



Dr. Suresh
Putturaya
Director



Sri Santhosh
Kuthamotte
Director



Sri. Sathyanarayana B
Director



Dr. Yashoda
Ramachandra
Director

PRINCIPAL



Dr. Mahesh Prasanna K
B.E., M.Tech, Ph.D

DIRECTOR MBA



Dr. Robin Manohar Shinde
B.Sc, MBA, MHRM, MPhil, Ph.D, NET



MBA FACULTY



Dr. Bhargav S V Ramachandra
B.Sc, MBA, LLB, Ph.D
Associate Professor
Teaching Experience 34 years
Published 22 Journal Articles

Dr. Rakesh M
BBM MBA, Ph.D
Assistant Professor
Teaching Experience 15 years
Published 5 Journal Articles



Mr. Ashley D Souza
B.COM, MBA, KSET, (Ph.D)
Assistant Professor
Teaching Experience 11 years
Industry Experience 6 years
Published 3 Journal Articles

MBA FACULTY



Mr. Guyton Lobo

BBM, MBA

Assistant Professor and Placement Officer

Teaching Experience 15 years

Industry Experience 6 years

Published 2 Journal Articles

Ms. Reshma Pai A

BBM MBA M.Com, (Ph.D)

Assistant Professor

Teaching Experience 12 years

Published 4 Journal Articles



Ms. Jeevitha B V

B.Sc, MBA, M.Com, (Ph.D)

Assistant Professor

Teaching Experience 11 years

Published 4 Journal Articles



PLACEMENT & TRAINING



Ms. Vandana Shankar
B.COM, MBA, MA
Head-Admissions and Placements
Teaching Experience 20 years



Ms Megha
MBA
Assistant Professor



Ms Sheethal S K
MBA
Assistant Professor



VIVEKANANDA COLLEGE OF ENGINEERING & TECHNOLOGY, PUTTUR

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Estd: 2001

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

Orientation Programme

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**INAUGURATION AND ORIENTATION PROGRAMME AND
FRESHER'S DAY
MBA BATCH 2022-24
22ND FEBRUARY 2023**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**FREE LAPTOP DISTRIBUTION PROGRAMME FOR
FIRST YEAR MBA STUDENTS**

4TH MAY 2023



**ORIENTATION ON MBA PROGRAM
7TH FEBRUARY 2023**





DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**AN ORIENTATION PROGRAM ON INDIAN ETHOS AND
BHOOMIKA KALA SANGHA
17TH FEBRUARY 2023**



**A TALK ON UNIVERSAL HUMAN VALUES
17TH FEBRUARY 2023**





DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**DRISHTI – 2023, THE INTERNATIONAL CONFERENCE
ON A NEW ERA IN MANAGEMENT AND TECHNOLOGY**

26TH JULY 2023



**FAREWELL PROGRAMME
FINAL YEAR MBA STUDENTS
31ST JULY 2023**





VIVEKANANDA COLLEGE OF ENGINEERING & TECHNOLOGY, PUTTUR

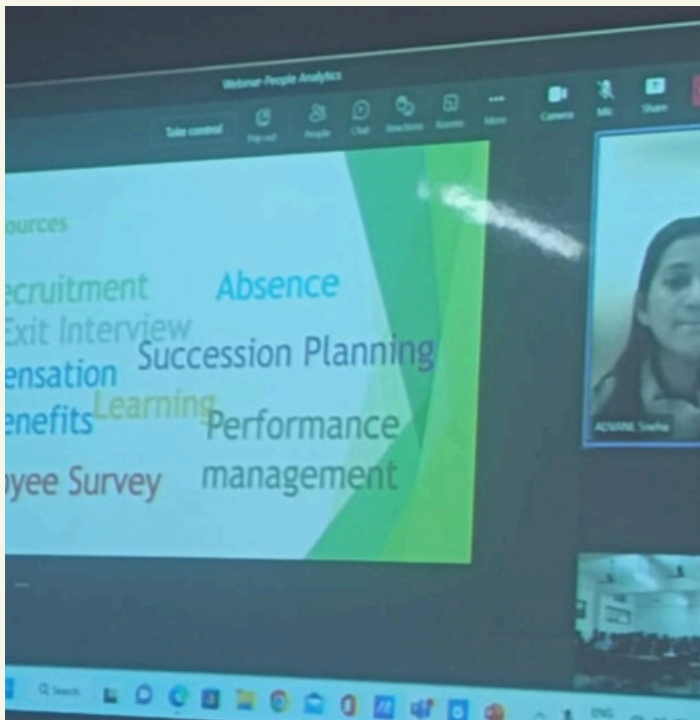
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DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

International Talk Series

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

INTERNATIONAL SPEAKER WEBINARS



VIVEKANANDA COLLEGE OF ENGINEERING & TECHNOLOGY
 (A UNIT OF VIVEKANANDA VIDYAVARDHAKA SANGHA PUTTUR ®)
 NEHRU NAGAR, PUTTUR-574 203

VIVEKANANDA SCHOOL OF MANAGEMENT STUDIES
MBA PROGRAM

WEBINAR

'PEOPLE ANALYTICS'

7 DECEMBER 2022
3:00PM - 4:15PM



MS. SNEHA ADVANI
 PEOPLE INSIGHTS AND ANALYTIC
 BRITISH PETROLEUM, LONDON, U

Microsoft Teams 



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 



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DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

Samanyaya Activities

SAMANVAYA -ORIENTATION / GROUP DISCUSSION FINAL YEAR STUDENTS 10TH DECEMBER 2022



SAMANVAYA-BUSINESS PLAN PRESENTATION 17TH DECEMBER 2022





DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**SAMANVAYA- POSTER PRESENTATION ON THE
THEME OF NATIONAL CONSUMERS DAY
24TH DECEMBER 2022**



**SAMANVAYA-VIVEKA KRISHI ANVESHANA
PROJECT EXHIBITION
4TH FEBRUARY 2023**





DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)
BUDGET ANALYSIS PRESENTATION UNDER
SAMANVAYA ACTIVITIES BY FIRST YEAR MBA
STUDENTS
29TH APRIL 2023



ETHNIC DAY CELEBRATION HELD UNDER
SAMANVAYA ACTIVITIES
27TH MAY 2023





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DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

Placement Training

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

TALK ON FINANCIAL LITERACY AND CAREER PLANNING.

2ND DECEMBER 2022



**WORKSHOP ON E-HRM BY MRS LAVEEN RAI
ORGANIZED ON 16TH DECEMBER 2022 FOR THE THIRD
SEMESTER MBA STUDENTS**

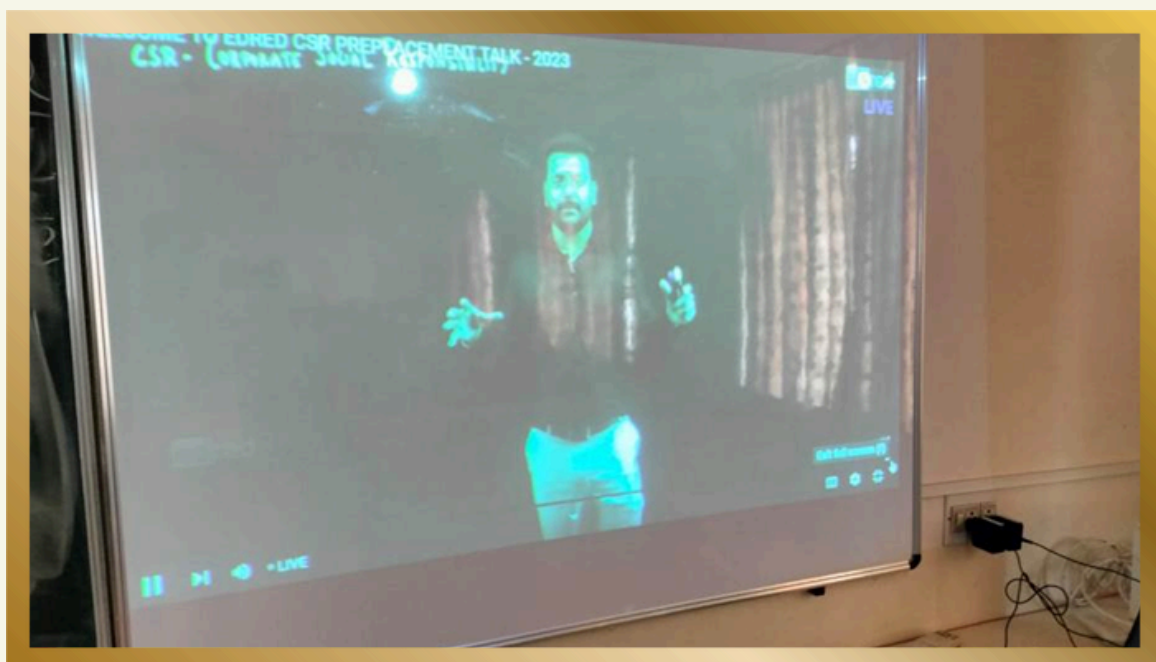


DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**TRAINING WORKSHOP ON “THE SALES MINDSET”.
MR. VENU G, BEHAVIOURAL TRAINING FACILITATOR,
PEOPLE DEVELOPMENT CONSULTANT
7TH JANUARY 2023**



**WEBINAR ON DIGITAL MARKETING AND
PRE-PLACEMENT TALK
9TH JANUARY 2023**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**A TALK ON 'HOW TO CRACK APTITUDE TEST?'
10TH JANUARY 2023**



**TWO-DAY TRAINING AND CERTIFICATION PROGRAM
ON INDIAN SECURITIES MARKET IN ASSOCIATION
WITH THE NATIONAL INSTITUTE OF SECURITIES
MARKET, AND KOTAK SECURITIES, MUMBAI**

27TH AND 28TH JANUARY 2023



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)
THREE DAYS PLACEMENT TRAINING BY J V
GLOBAL, BANGALORE
6TH TO 8TH MARCH 2023



FINAL SEMESTER MBA STUDENTS ATTENDED A
WEBINAR ON HOW TO GET A PLACEMENT IN
MULTINATIONAL COMPANIES ORGANIZED BY IIT
BOMBAY

19TH AND 20TH MAY, 2023





DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**PLACEMENT TRAINING
17TH TO 19TH JULY 2023**



**CAREER FAIR FOR MBA
25TH FEBRUARY 2023**





DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**FIVE DAYS UNDP ENTREPRENEURSHIP
DEVELOPMENT TRAINING PROGRAMME
6TH , 22ND , 25TH , 26TH AND 29TH JULY, 2023**



**A PANEL TALK ON ENTREPRENEURSHIP-
CHALLENGES AND OPPORTUNITIES**

10TH AUGUST 2023



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**MICRO INCUBATION PROJECT DISPLAY
FIRST YEAR STUDENTS
27TH SEPTEMBER 2023**





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DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

Industrial Visit



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**INDUSTRIAL VISIT TO
AUTOLIV INDIA PRIVATE LIMITED AND KSIC SILK
WEAVING FACTORY, MYSORE
16TH & 17TH FEBRUARY 2023**



**INDUSTRIAL VISIT TO SHANKAR GROUP (BINDU) AND
CAMPCO PUTTUR
25TH MARCH 2023**



**INDUSTRIAL VISIT TO MANGALORE, HINDU
PRESS, AND DECCAN PLAST INDUSTRIES PVT.
LTD. ON 22ND AUGUST 2023**





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DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

Life Skill Activities



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**TALK ON WOMEN'S SAFETY HAD BEEN ORGANIZED
ON THE OCCASION OF INTERNATIONAL WOMEN'S
DAY
10TH MARCH 2023**



**INTERNATIONAL YOGA DAY IS CELEBRATED ON
10 JUNE 2023**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**SESSION ON "AWARENESS OF MEDICINAL PLANTS
AND ITS USES-UNDER VIVEKA SANJEEVINI"
4TH AUGUST, 2023**



**FIRE AND SAFETY DEMONSTRATION
4TH MARCH 2023**



Curriculum Enrichment Programme

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**CONSTITUTION DAY
FOR 3RD SEMESTER MBA STUDENTS
26TH NOVEMBER 2022**



**TALK ON THE APPLICATION OF IOT AND CLOUD
COMPUTING IN BUSINESS
21ST JANUARY 2023**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**A WORKSHOP ON "SOFT SKILL TRAINING"
6TH FEBRUARY 2023**



**A TALK ON 3D PRINTING AND CYBER SECURITY
14TH FEBRUARY 2023**





DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**DEMONSTRATION AND HANDS-ON EXPERIENCE IN
WORKSHOP AND MACHINE SHOP LAB IN
COLLABORATION WITH MECHANICAL DEPARTMENT
VCET
10TH MARCH 2023**



**SPECIAL TALK ON "LEADERSHIP LESSONS FROM
EPICS" UNDER SAMANVAYA ACTIVITY ON 20TH
APRIL 2023**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**A TALK ON CAPITAL MARKET BY
MR RAMCHANDRA BHAT K.
LOTUS KNOWLWEALTH PVT. LTD.
5TH MAY 2023**



**A TALK SESSION ON CYBER SECURITY WAS
ORGANIZED BY THE ROTARACT CLUB PUTTUR AND
VCET PUTTUR, FOR MBA STUDENTS ON 21ST JUNE
2023**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

WORKSHOP ON THE TOPIC “MICROSOFT OFFICE ESSENTIALS”

8TH, 10TH AND 11TH JULY 2023



WEBINAR ON PLAGIARISM CHECKING IN DRILLBIT

12TH JUNE 2023



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**WEBINAR ON MUTUAL FUND AWARENESS, MBA PROGRAM, VCET IN COLLABORATION WITH DSP MUTUAL FUND
11TH SEPTEMBER, 2023**



**SESSIONS ON “INTERNSHIP AND PROJECT WORK GUIDELINES”
22ND NOVEMBER 2022**



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**SPECIAL TALK ON
WEAPON LEADS TO SUCCESS
FIRST SEMESTER MBA STUDENTS**

**PADMASHRI DR. V PRAKASH, FORMER DIRECTOR,
CFTRI, MYSORE, DISTINGUISHED SCIENTIST
COUNCIL OF SCIENTIFIC AND INDUSTRIAL
RESEARCH CSIR INDIA ON 7TH APRIL 2023**



**SESSION ON IMPACT OF ARTIFICIAL
INTELLIGENCE ON BUSINESS MANAGEMENT
11TH AUGUST 2023**





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DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

Outreach Programmes

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

DAAN UTSAV AND VIVEKA SANJEEVINI 2023 WAS HELD ON JULY 13, 2023 IN OJALA HIGHER PRIMARY SCHOOL, KULA GRAMA ORGANIZED BY DEPARTMENTS OF MBA



PG DEPARTMENTS

MBA & MCA

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DaanUtsav



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**NATIONAL POLLUTION CONTROL DAY
3RD SEMESTER MBA STUDENTS**

**VCET-NSS AND YOUTH RED CROSS IN ASSOCIATION
WITH ISTE
2ND DECEMBER 2022**



in association with
Indian Society for Technical Education (ISTE)

cordially invites you to the

**National Pollution
Control Day**

- Prevent Pollution, Protect Nature

Date:
2nd December 2022
Venue:
Sri Rama Sabha Bhavana
Time:
11:30am

Chief Guests:
Mr. Rama Naik
Sub-Inspector, Traffic Police Station, Puttur
Mr. Vishwanath Naik
Asst. RTO, Mangaluru
Guest of Honour:
Mr. Vishwanath Ajila
RTO, Puttur
President:
Sri Muralidhara Bhat B
Treasurer, VCET Governing Council



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

A HALF-DAY WORKSHOP ON CAREER DEVELOPMENT WAS ORGANIZED BY SRI RAMAKUNJESHWARA COLLEGE, RAMAKUNJA 25TH NOVEMBER 2022



WORKSHOP ON "STEPS TO GET INTO AN MBA PROGRAM" ON 18TH JANUARY 2023





DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

A WORKSHOP ON GROOMING FOR MBA PROGRAM ON 5TH APRIL 2023 AT MBA FLOOR HELD FOR FINAL YEAR BBA STUDENTS OF VIVEKANANDA COLLEGE, PUTTUR

5TH APRIL 2023

Vivekananda College of Arts, Science & Commerce (Autonomous) Puttur.

Session -1 (09:15 AM - 10:15 AM)
Topic : "CORPORATE CHALLENGES-PREPARING FOR IT"
Resource Person : Dr. Sekhar S Iyer
Professor and Director
School of Management Studies-MBA Program

Session -2 (10:15 AM - 11:15 AM)
Topic : "WAYS TO GET INTO AN MBA PROGRAM"
Resource Person : Prof. Ashley D'Souza
Assistant Professor
School of Management Studies-MBA Program

Session -3 (11:30 AM - 12:30 AM)
Topic : "PLACEMENT OPPORTUNITIES ON COMPLETION OF MBA PROGRAM"



Memorandum of Understanding



DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

MOU

- SEVENTH SENSE PEOPLE DEVELOPMENT SOLUTIONS PVT LTD AND UNITED NATIONS DEVELOPMENT PROGRAM IN PARTNERSHIP WITH SAP LABS INDIA
- CONFEDERATION OF INDIAN INDUSTRY(CII)
- JV GLOBAL SERVICES LLP.
- TRICIES HR SOLUTIONS
- SRI RAMAKUNJESHWARA COLLEGE
- KUKKE SRI SUBRAHMANYESHWARA COLLEGE
- IDP EDUCATION INDIA PVT. LTD.
- GOVT. FIRST GRADE COLLEGE, MADIKERI





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DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

Alumni Talk

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA PROGRAM)

**ALUMNI TALK ON “CORPORATE GOVERNANCE” UNDER THE
BANNER ALUMNI ASSOCIATION**

5TH JANUARY 2023



**ALUMNI TALK ON CORPORATE EXPECTATIONS
AND PREPAREDNESS**

21ST JULY, 2023

