

VIVEKANANDA

COLLEGE OF ENGINEERING & TECHNOLOGY, PUTTUR.
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

CHANAKYA



NEWS LETTER

JULY - DEC, 2019

Inauguration and Orientation of MBA Batch



2019-21 Batch was inaugurated on 30th Sept 2019. Sri Chandrakanth Rao Inna Former President and Director, Swiss Singapore Enterprises and Member, Institute Advisory Committee of the college was the chief guest for the program. He Highlighted the importance of higher education in the global economy and the importance of skill, Knowledge and attitude in this competitive world. Sri sathish Rao P. Present, VCET Governing council, congratulated the students for selecting the higher education program and he also narrated the importance of MBA program in modern business organization. Dr. M S Govinde Gowda,

Principal, Vivekananda College of Engineering and Technology Puttur, in his speech said the students to utilize the opportunity to the best. Dr. Sekhar S Iyer, Director, MBA program, briefed the major features of MBA program of VCET while welcoming the gathering. A special orientation session was conducted by the chief guest Sri Chandrakanth Rao Inna.

'Faculty Development Program'

To Upgrade knowledge, skills potential caliber in the domain commerce and management, Department has organized two- day FDP on 'Emerging Perspectives in Commerce, Management and Research Methodology' on 17th and 18th October, 2019. Prof. B P Veerabhadrappe, Vice-Chancellor, Kuvempu University inaugurated the programme. Dr. P L Dharma, Professor Mangalore University was Guest of Honour. Sri Sathish Rao P Present, VCET Governing council, Dr. M S Govinde Gowda, Principal, Vivekananda



College of Engineering and Technology Puttur presided. Dr Sekhar S Iyer, Director MBA Program in his welcome address stressed the importance of FDP. Total 60 participants from various colleges participated. Smt.Shobha Krishnan,Regional Manager Oracle, Chennai. Mr Ramashasthry,Rtd. GM, Java Motors co. Mysore, Dr Roshan Martis, Professor, EC Dept. VCET Puttur, Mr Krishna vamshi,Marketing Expert Bangalore, Prof Shivaraj,Former Vice chancellor and chairman BIMS, university of Mysore. S N Kedilaya, Former G M, HRD, F L Smidth, Mumbai were the Resource persons delivered a talk on diversified management and commerce field.

Glimpses of FDP:



Mr S N Kedilaya



Smt. Shobha Krishnan



Mr Krishna vamshi



Prof. Shivaraj



Mr Ramashasthry



Dr Roshan Martis

Special Invited Talk



Department has organized special guest talk by Sri. S N Kedilaya, Former G M, HRD, F L Smidth, Mumbai and ISO lead Assessor on 11th October 2019. On the topic Difference between Japanese Management & Indian Management. All second year students were present for the session. In the talk Mr Kedilaya highlighted the importance of study of the differences in management practices by the students. Prof. Rakesh M of the department coordinated the program.

Constitution Day

Indian National Law Day (Constitution Day) was celebrated on 26th November, 2019. Dr. Prasad Bapat of Basic science department of VCET Puttur was the resource person for the day enlightened the students with his informative speech. In his address he highlighted the formation of constitutions, significance of fundamental human rights and duties

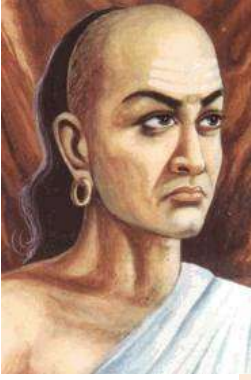


Workshop on Capital Market Awareness

A Talk on Capital Market Awareness with an overview of the Securities Market" by Mr. Ramachandra Bhat, Lotus Knowlwealth Pvt. Ltd. was organised for the first year students.



Do you know this?



Chanakya was an ancient Indian teacher, philosopher, economist, jurist and royal advisor on management, administration and strategies. He is traditionally identified as Kautilya, who authored the ancient Indian political treatise, the Arthashastra. As such, he is considered the pioneer of the field of political science and economics in India, and his work is thought of as an important precursor to classical economics and management. His works were lost near the end of the Gupta Empire and not rediscovered until the early twentieth century.

Social Initiatives



Delivered a talk session Kodipadi Govt. School



Planting the Saplings at Kodippadi village

SWAMI VIVEKANANDA QUOTES ON SUCCESS

1. "The sign of intelligence is that you are constantly wondering. Idiots are always dead sure about every damn thing they are doing in their life."
2. "Too many people are hungry not because there is dearth of food. It is because there is dearth of love and care in human hearts."
3. "Arise! Awake! and stop not until the goal is reached"
4. "The world is the great gymnasium where we come to make ourselves strong."
5. "All the powers in the universe are already ours. It is we who have put our hands before our eyes and cry that it is dark."

Industrial Visit



Second year students visited Kluber Lubrication India Pvt Ltd, Automotive Axles Ltd. and JK Tyres, Mysore on 27 & 28 September 2019.



First year students visited Himatsingka Linens, Hassan, Karnataka on 2nd November, 2019

“The world is the great gymnasium where we come to make ourselves strong.”

Research Methodology



A workshop on statistical Tools for Research was organized for second year students, on 3rd December 2019. Dr Roshan Joy Martis, Professor, Dept. of E&C Engineering, VCET, Puttur was the resource person for the session. Dr Roshan explained the various statistical tools and its application.

“WHERE DISCIPLINE & EXCELLENCE IS A WAY OF LIFE”

Guest Talk



A Guest talk was on 12th December 2019, on the topic ‘A Entrepreneurship/Corporate Culture’ by Mr. Krishna Narayana Muliya, CEO and Managing Director of Muliya Jewels, Puttur. In his address Mr.Muliya highlighted the challenges and opportunities in corporate world, significance of ethics, value and mission in the business.

Do you know this?

Mergers and acquisitions (M&A) are transactions in which the ownership of companies, other business organizations, or their operating units are transferred or consolidated with other entities. As an aspect of strategic management, M&A can allow enterprises to grow or downsize, and focus on core competencies, Leverages, Brand, Management of resources, change the nature of their business or competitive position

Do you know this?

India is the world's fifth-largest economy by nominal **GDP** and the third-largest by purchasing power parity. According to the IMF, on a per capita income basis, India ranked 142nd by GDP and 119th by GDP per capita in 2019.

The annual **Human Development Index** (HDI) 2019 report, released on December 9, 2019, ranked India at the 129th position on 2019's HDI, one rank above last year's ranking, out of a total 189 countries.

The world happiness report for 2019 has put Finland on the top spot on the most happiest country for the second consecutive year. India's happiness ranking is 140

