

# R V Institute of Management

## Report on Seminar

**Topic:** IT Trends in Management

**Resource Persons:** Mr. Vijay Kumar H V, Mr. Supreeth H R & Mr. Basavaraj N

**Date & Time:** 15-10-2014, 2:00 pm – 5:00 pm

**Venue:** Seminar Hall, RVIM

Department of Systems Management and Department of General Management organized a seminar for I semester students (A, B, C & D sections) on the topic “Trends in IT” on 15<sup>th</sup> October, 2014. Main objective of the seminar is to create awareness about importance of technology in Management and various opportunities for management students in IT sector.

Programme started with a silent prayer and continued with the welcome address given by Mr. N Nagasubba Reddy, Department of Systems Management. Experts in various SAP modules were invited as resource persons for the programme and details are as follows:

Session 1:

Resource person was Mr. Vijay Kumar H V, ABAP consultant with 8 years of rich experience and working for a Multi National Company in Bangalore. Mr. Vijay covered the below topics:

- Meaning and importance of ERP
- Various companies implementing ERP software
- Inception and brief history of SAP
- How and Why SAP stands as worlds best ERP Software
- 3 tier architecture of SAP
- Various Modules in SAP and on what basis they are segregated
- Channelized partners of SAP
- SAP Landscape

Session winded with Question and Answers where students doubts regarding opportunities for Management students in SAP were cleared.

Session 2:

Resource person was Mr. Supreeth H R , BI consultant with 7 years of experience and working for a Multi National Company in Bangalore. Topics covered are as follow:

- Various Technical Modules and their functionality in SAP
- Techno functional modules of SAP and how it is unique from other modules functionality
- Functional modules of SAP and how is the job market for those modules
- Brief history of BI, its importance and the main purpose of BI
- Where BI is used
- How BI meets user requirements and stands one among top 10 business & technology priorities for 2014

Session winded up with question and Answers regarding the time duration, fee structure for certification of various SAP Modules and the importance of IDES server.

Session 3:

Resource person was Mr. Basavaraj N , Senior SAP consultant in a Multi National Company, Bangalore, with 23 years of experience and expertise in various SAP modules like FI, CO, SD, MM and PP.

Topics covered are as follow:

- Role of technology in Management
- Purpose of legacy system
- Replacement of Legacy System to various ERP software
- Scenario for the Legacy system replacement to SAP
- SAP implementation in various organizations
- Technology helps management by providing various options in SAP
- Complete business flow which covers the importance of various SAP modules

Vote of thanks was proposed by Dr. Noor Firdoos from Department of General Management. Programme was compeered by Ms. Pushpa from Department of Systems Management.

## R V Institute of Management

## Students List


## I Semester

## Section A

Sl.	Name	
1	Abhay Raj N Zala	P
2	Abhina Prasad C	P
3	Abhishek A V	P
4	Abhishek Gowda R N	P
5	Akshay Subray Hegde	P
6	Amith Kumar Tiwari	P
7	Amrutha M A	A
8	Anjanidevi Y	P
9	Anusha R	P
10	Anushka Ram Kumar Bhakta	P
11	Arpitha B R	P
12	Arpitha S Shetty	P
13	Ashish Dixit	P
14	Ashwini Raman A	P
15	Athira Prasannan	A
16	Basavaraj Mahadappa	P
17	Bassamma Sharanappa	P
18	Bhagyashri Apparao	P
19	Bharath T M	P
20	Bharath Kumar H S	P

Sl.	Name	
21	Bhavana Hegde	P
22	Bhavana M	P
23	Chaluvaraju H S	P
24	Channmallappa Ghalleppa	P
25	Chetan Sonnad	P
26	Daniel Methuselah	P
27	Darshan Kumar S Naik	P
28	Deepak B	P
29	Deepak B G	P
30	Deepak M D	P
31	Devaraj	P
32	Fahad Gaima	P
33	Farooq Anwar Shaik Abdul Waheed	P
34	G Rajagopal	P
35	Govinda P	P
36	Harish K V	P
37	Harish M	P
38	Jaffar Sadique	P
39	Jagath G M	P
40	Jalaluddeen	P

Seminar Topic: IT Trends in management  
Date: 15-10-2014

Faculty Signature: 



## R V Institute of Management

## Students List

## I Semester

## Section B

Sl.	Name	
1	Jayavaram Suma Meghana	P
2	Jyothi H R	P
3	K Maharani	A
4	Kavitha D A	P
5	Kavitha G	P
6	Kavitha M C	P
7	Kiran Kumar M	
8	Kiran Raj Patil Ravi Raj Patil	P
9	Kiran S	P
10	Kiranmayi V	A
11	Koushik Y	P
12	Kumari Monalisha	P
13	Kumar Swamy T U	P
14	Kurva Akash Bau Shanta	P
15	Lohit M Patagar	P
16	M D Ifthikhar Ahmed S	P
17	Maddaraki Rekha Siddu Sumitra	
18	Madhu Prasad S	P
19	Mallikarjun L	A
20	Mandala Sravan Kumar	P

Sl.	Name	
21	Manohar Reddy CH	P
22	Marathi Yamini	P
23	Megha U S	P
24	Meghana S	P
25	Mir Baquar Hussain	P
26	Mohammed Fayazuddin Pyare Mohd Qutbuddin	P
27	Mohan R	P
28	Mohan T	P
29	Namita Crystle D'cunha	A
30	Namratha B N	P
31	Nawal Ehesan	A
32	Nishant M	P
33	Nithin Kumar D	A
34	Noor Fathima K	P
35	Padmanabha S P	P
36	Piyush Sarolia	P
37	Pooja	P
38	Prashanth K	P
39	Praveen K N	P
40	Praveen Kumar Mallikarjun	P

Seminar Topic : IT Trends in Management

Date : 15-10-2014

Faculty Signature : Mishra



## R V Institute of Management

## Students List

## I Semester


## Section C

Sl.	Name
1	Praveen Kumar S P
2	Premakumari P P
3	Pruthvi M J P
4	Radhika S P
5	Raghavendra Shreyas P
6	Rahul K R P
7	Rahul Kaktikar A
8	Rajan Kalal P
9	Rajesha M P
10	Rakshith Jain R P
11	Ramachandra V Y P
12	Ramdas M D P
13	Ranjith M A
14	Ravi Chalawadi P
15	Ravi Kiran Tammineedi P
16	Ravikiran Shantveer P
17	Raviraj Biraj P
18	Rupesh Reddy B P
19	Rupna Barman A
20	Sachin Sebastian P

Sl.	Name
21	Sagar Kattimani P
22	Sagar Aravind Kabbur P
23	Sagar Hanchate Shailendra Hanchate P
24	Sagar Sheelvant P
25	Sahana S R P
26	Sandeshkumar N P
27	Sanmesh Sadanand Naik P
28	Sannidhi A S P
29	Santhosh K P
30	Santhosh P P
31	Sayamanta Achom Singh P
32	Shabreesha H N P
33	Shafeeq Ahmed P
34	Sharan S Hulmani P
35	Sharath Kumar P
36	Sheldon Charlson Sequeira P
37	Shivaprasad S P
38	Shoaib Ahamed Khan P
39	Shridhar Yaligar P
40	Shriram B A

Seminar Topic : IT Trends in Management

Date : 15-10-2014

Faculty Signature : 

## R V Institute of Management

## Students List

## I Semester

## Section D

Sl.	Name	
1	Sindhu S	P
2	Sivakumar R	P A
3	Smitha Kote	P
4	Sougata Banik	P
5	Soumya A Deshpande	P
6	Sourabh Kadam	P
7	Sri Saradha M	P
8	Sridhar N Mulgund	P
9	Sudarshana K	P
10	Sudhakar	P
11	Sujarani Chilakuri	P
12	Sumukh Raghu Tilak	P
13	Sunilkumara Basavaraja	P
14	Surabhi G Prasad	P
15	Suraksha Kudlekar	P
16	Suresh Thalla	P
17	Sushmita M	P A
18	Susmita Roy	P

Sl.	Name	
19	Swathi C M	P
20	Swathi K V	P
21	Swati Deshpande	P
22	Syed Hussain	A
23	Tejaswini V Murthy	P
24	Tippusultan Husen Sab	P
25	Uday P	P
26	Uma Maheshwari G	P
27	Umesh Navade	P
28	Vaibhav V Desai	P
29	Vaishnavi N V	A
30	Venela P	P
31	Venkatesh Marda	P
32	Vennela T	P
33	Vikesh Vishwakarma	A
34	Vinay Prabhu M	P
35	Zeeba Syed	P
36	Snetha V	A

Seminar Topic : IT Trends in Management

Date : 15-10-2014

Faculty Signature : 



Rashtriya Sikshana Samithi Trust

## R.V. INSTITUTE OF MANAGEMENT

CA-17, 36<sup>TH</sup> CROSS, 26<sup>TH</sup> MAIN, 4<sup>TH</sup> T BLOCK, JAYANAGAR, BANGALORE - 41

No.007/RVIM/MBA/Finance/CIR./2015-16

25-04-2015

### CIRCULAR

This to inform all the II semester students that the Department of Finance is organising a **workshop on "Reading Annual Reports"** from 2.00pm to 5.15pm on **Friday, May 8, 2015 in the seminar hall (3<sup>rd</sup> Floor).**

The resource person for the workshop is Dr. V Rajesh Kumar, Academic consultant, Bangalore.

All the second semester students are informed to attend the same without fail.

II Sem Section A

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08/04/15

II Sem Section B

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II Sem Section C

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II Sem Section D

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28/04/2015

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Director





Rashtreeya Sikshana Samithi Trust

**R V INSTITUTE OF MANAGEMENT**

CA-17, 36<sup>TH</sup> Cross , 26<sup>th</sup> Main, 4<sup>th</sup> "T" Block, Jayanagar, Bangalore-560041

**Department of Finance**

**A Report on**

**WORKSHOP ON "READING ANNUAL REPORTS"**

**Friday, May 08, 2015**

**Organised by**

Department of Finance

Centre for Excellence in Financial Studies

**R.V.INSTITUTE OF MANAGEMENT**

Phone: 080-26547048 Fax: 080-26654920

Website: [www.rvim.in](http://www.rvim.in) E-mail : [contact@rvim.in](mailto:contact@rvim.in)



A workshop on “Reading Annual Reports was conducted to the II semester students on May 08, 2015. The workshop was organized to familiarize the students with Annual reports , content of annual report and analysis of the annual reports.

**Topic : Reading Annual Reports**

**Time : 200pm to 5.15 pm**

**Venue – Seminar Hall**

**Resource person:** Dr Rajesh Kumar, Academic Consultant

**Resource Persons Profile -**

**Dr. V Rajesh – Academic Consultant**

**Dr. V. Rajesh Kumar** is an M.Com Graduate from Bangalore University. He has got his Doctorate in the area of “Strategy”. While Accounting and Taxation are his areas of expertise, Finance is his area of passion. He has 21 years of experience in teaching at graduate, post-graduate and professional levels. He has served various Institutions in different capacities over the past 21 years – Mount Carmel Institute of Management, Bangalore University and Alliance Business Academy, being noteworthy. He is a faculty for Strategic Financial Management and Tax Laws at the Bangalore Branch of the Institute of Chartered Accountants of India. He has co-authored text-books on ‘Accounting’ for the requirements of B.Com and B.B.M courses and has also authored various study-materials on finance and taxation for various Universities. He has presented papers at various national and international conferences and published articles in reputed Journals. **His paper on “Capital Asset Pricing Model” was selected for an International Conference at Harvard University, Cambridge, United States of America, during May-June 2011.**

Dr. Rajesh also has a rich experience in research, consultancy and training – both at the academic level and corporate level. He has conducted Student Development Programs and Faculty Development Programs in various educational institutions; and has conducted training programs for executives and managers of various companies like Wipro, Godrej, FCG, Honeywell, KPCL, Fouress Engineers, Triveni Engineering, Tyco Electronics etc; in the area of ‘accounting, finance and taxation’. He is associated as resource person for the ‘Finance for Non-finance Executives’ Program of the Bangalore Chapter of the Institute of Chartered Accountants of India. He is the founder of ‘Vittam Pravina Gurushala (Finance Expert Academy)’ – an academy engaged in spreading the knowledge of finance to students, faculty, corporate and all others interested in the area of finance. Presently, he is working as a Finance and Academic Consultant and visits different Management Institutions for teaching Finance courses, in and outside India.



## **Report**

The resource person Dr. V Rajesh Kumar , spoke about the meaning of annual reports and why annual reports are important and how the annual reports play a major role in decision making. Further he told that the annual reports are the sources of information for the evaluating the company performance. He mentioned that the person who reads the annual report should concentrate on the following contents:

- About the company
- Financial statements
- Various other reports
  - Management reports
  - Auditors reports
  - Corporate governance report
  - Risk management reports etc.
- Any other information

Further the resource person mentioned that the financial statements are the formal records of the financial activities of a business, person or other entity. The relevant financial information is presented in a structured manner and in a form easy to understand. He explained the contents of the financial statements. He mentioned the reasons why Financial Statements are important:

- To analyze short term liquidity
- Strength and weakness of Firm
- Corporate Excellence
- Credit worthiness
- Forecast bond ratings
- Evaluating intrinsic value of Shares
- Predicting Bankruptcy
- Assessing Market Risk

The Qualitative characteristics of Financial Statements were explained:-

- Relevance
- Reliability



- Comparability
- Understandability

The Various types of financial statements were listed out:-

- Income Statement (Trading and Profit and Loss Account)
- Balance Sheet
- Notes to Accounts
- Cash flow Statements.

He explained in detail the format of the income statement and Balance Sheet and also explained all the items of the income statement. He mentioned that EBITDA is very important because up to EBITDA it is fact based and after that it is policy based.

The resource person explained in detail regarding Notes to Accounts. He said that Notes to financial statements are additional information added at the end of the financial statements that helps to explain the specific items in the statements and it provides a more comprehensive assessment of company's financial condition.

Further, the resource person Dr. Rajesh Kumar explained in detail regarding the Dupont analysis. Further he explained in details how the Dupont analysis can be used as tool for understating the areas of strength and weakness of the company. Further, he explained in detail profitability, efficiency and risk which are the important components of the Dupont.

The resource person also explained in detail regarding cash flow statement which is also known as statement of cash flows , is a financial statement that shows how changes in balance sheet accounts and income affect cash and cash equivalents and breaks the analysis down to operating, investing and financing activities.

Overall the session was very informative and very useful and all the students were benefit from the workshop.

The students shared their views on the workshop and also gave their valuable feedback. Vote of thanks was rendered at the end of the programme.





**Ms. Bhavya Vikas , Asst. Professor, Department of Finance Welcoming the Resource Person  
Dr. Rajesh Kumar with a Bouquet.**



**The resource Person Dr. Rajesh Kumar addressing the students in the Workshop on Reading Annual  
Reports.**



Rashtreeya Sikshana Samithi Trust  
**R V Institute of Management**

**Department of Marketing**

**A Brief Report**

Seminar on

**“Trends in Contemporary Marketing”**

8th September, 2015

**Time** : 9.00 am -4.00 pm  
**Venue** : Seminar Hall, 3<sup>rd</sup> Floor

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A Seminar on the topic "Trends in Contemporary Marketing" was organized for the students of III semester MBA. The programme was conducted with an objective of creating awareness and enhancing the knowledge of students in the area of marketing and the recent trends in the field of marketing. To achieve this purpose, the seminar was divided into three sessions of two hours each and was very well handled by the experts from Industry. The details of the sessions are given below:

Session I: Time: 9am - 11am

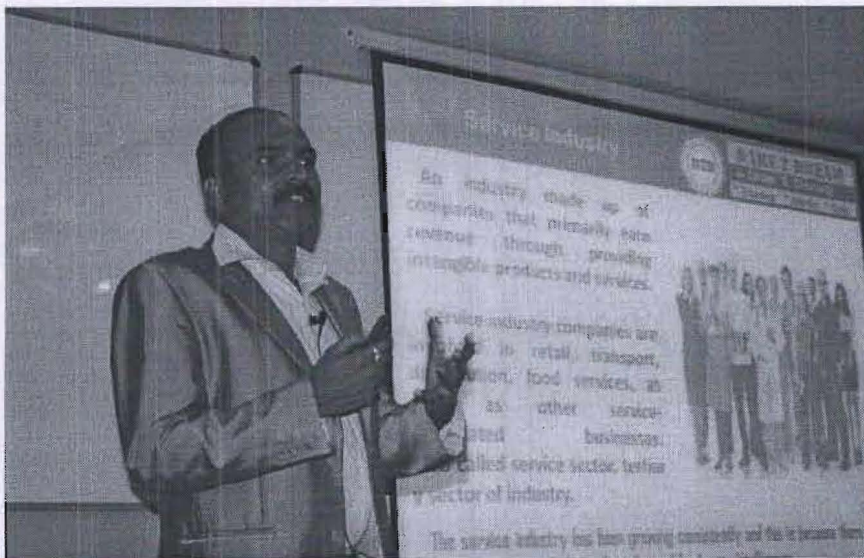
Topic: Recent Trends in Service Marketing

Resource Person: Raghavendra. N, Director, Dare 2 Dream, Bangalore

The first session of the Seminar was started with the silent prayer followed by welcome address by Ms. Das Sangita Asst. Professor, Department of Marketing. After the introduction of the resource person, he was requested to start the first



session. In his presentation the Mr. Raghavendra.N, Director, Dare 2 Dream, Bangalore covered areas related to importance of service marketing, difficulties involved in marketing of services and various trends happening in the field of service marketing. He also suggested students, how marketers need to make their services unique to get success in the marketing of the same. The resource person concluded the session and put across the trends in the service marketing in the world today with examples related to various industries. With lot of enthusiasm and humour the programme went on effectively; the students also interacted amid session with the resource person and asked many question related to service marketing. Ms. Das Sangita, proposed vote of thanks and concluded the first session.



Mr. Raghavendra.N, Director, Dare 2 Dream, Bangalore addressing the students

After the first session, students had break for fifteen minutes and had the refreshment provided by the college and assembled back in the seminar hall for the second session.

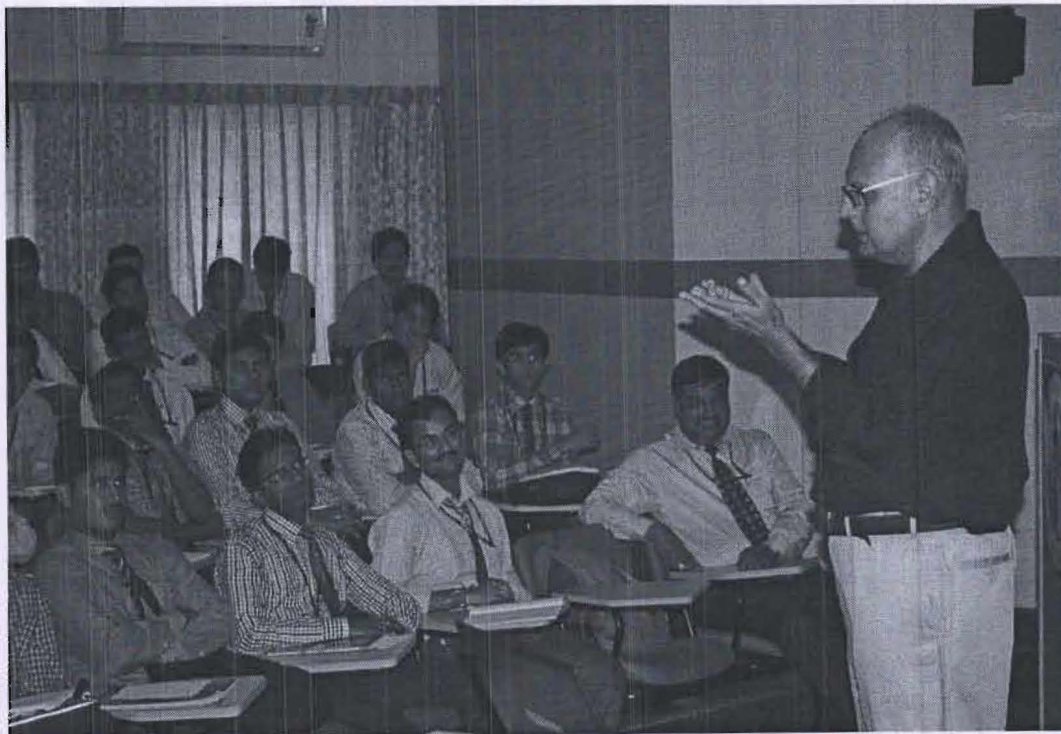


Session II: Time: 11.15am - 1.15 pm

Topic: Marketing to the Bottom of the Pyramid

Resource Person: Mr. Ashok R Ahuja, CEO, A & C Computers, Bangalore

The second session started with the welcome and introduction of the speaker by Mr. Pradeep followed by the presentation from the resource person. In his presentation Mr. Ashok R Ahuja, CEO, A & C Computers, Bangalore covered areas related to the Bottom of the Pyramid, the importance of understanding this concept to the marketers. Briefly he discussed about our economy and relevance of this concept to our country. He shared his experience related to marketing to the bottom of pyramid and brought out various challenges faced by him during the process.



Mr. Ashok R Ahuja, CEO, A & C Computers, Bangalore addressing the students

The resource person concluded the session and put across the trends in the rural marketing in the world today with examples related to various industries. The session was concluded with a short questions and answer round.



Session III: Time: 2.00pm - 4.00pm

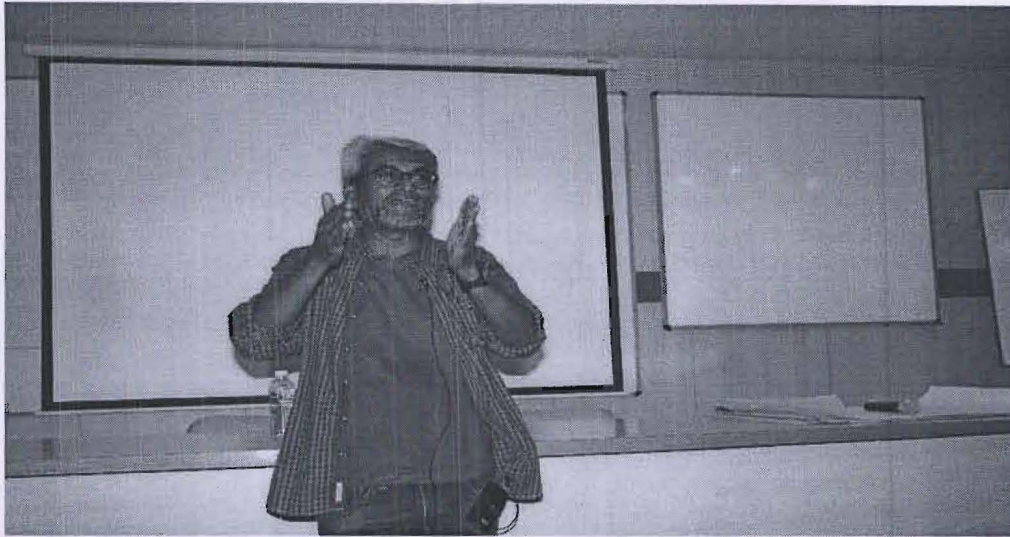
Topic: Managing Advertising Campaign

Resource Person: Srikanth Bhaskaran, Managing Director and Creative Director,  
Out Of The Box Advertising Pvt. Ltd, Bangalore

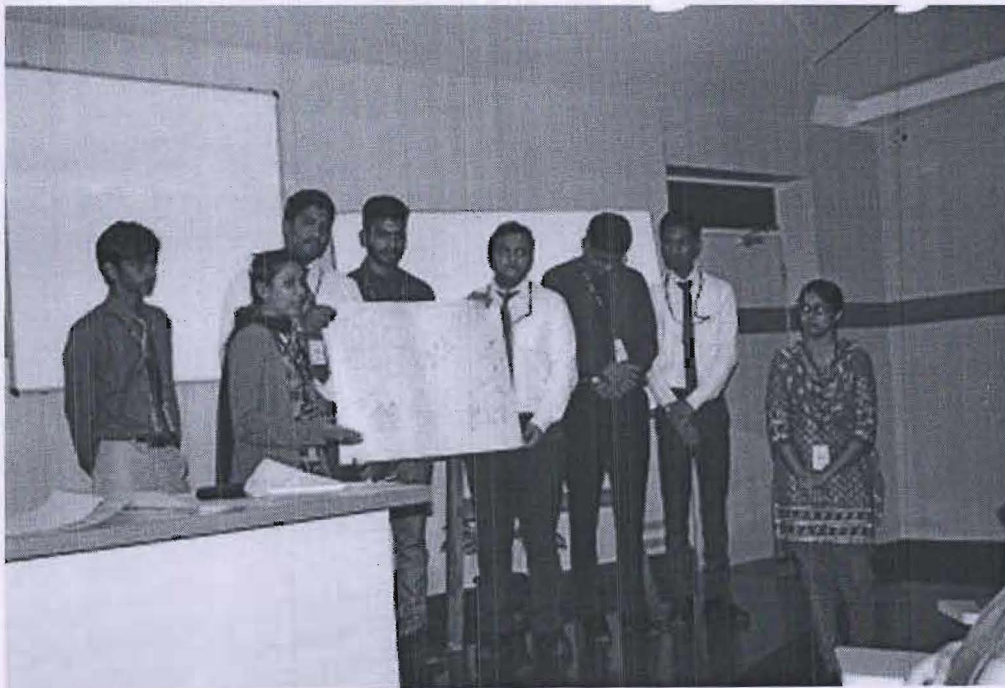
After the lunch, students assembled back in the hall at 2.00 pm for the third session on Managing Advertising Campaign. Mr. Mahesh, Asst. Prof. introduced the speaker and requested him to start with his session. Mr. Srikanth Bhaskaran, Managing Director and Creative Director, Out Of The Box Advertising Pvt. Ltd, Bangalore started his session by giving a brief introduction to his company and how it was started and explained the process of creating an advertisement campaign by giving an example of one of his assignment involving creating an ad for the hotel near Marathahalli. The full process of Managing Advertising Campaign was explained to the students with this example and he asked students to follow the same process create an advertisement campaign for RVIM.

Students were divided into the various groups and given necessary stationery to come out with the advertisement. Thirty minutes were given to the students to create and an ad on the chart paper, later on students assembled back in the hall for the presentation. Each group started with their presentation on the advertisement created by them, Mr. Srikanth was adding value to their ads through his valuable suggestion, and definitely this exercise has made our students to learn the art of creating an advertisement. All the groups had made excellent presentation on the team activity given to them. The session ended at 4.00 pm. Mr. Mahesh, faculty, department of Marketing proposed the vote of thanks at the end of the session.





Mr. Srikanth Bhaskaran, Managing Director and Creative Director, Out Of The Box Advertising Pvt. Ltd, Bangalore during his session



Students presenting their advertisement in the seminar created by them

Report Submitted by:

Dr. Noor Firdoos Jahan

Professor, Department of Marketing, Bangalore



RastreeyaSikshanaSamithi Trust  
**R V Institute of Management**

**Circular**

Date:04.09.2015

Department of Marketing is organizing a Seminar on **"Trends in Contemporary Marketing"** for the third semester A, B and C sections from 9:00 am to 4.00 pm on Tuesday, 8th September, 2015 in the Seminar Hall, 3<sup>rd</sup> Floor. The Details of the programme is given here:

Sl. No	Name of the Resource person	Topic	Time
1	SrikanthBhaskaran Managing Director and Creative Director at Out Of The Box Advertising Pvt. Ltd, Bangalore	Managing Advertising Campaign	09:00 am to 11.00 am
2	Mr. Ashok R Ahuja, CEO, A & C Computers, Bangalore	Marketing to the Bottom of the Pyramid	11:15 am to 1.15 pm
3	Raghavendra.N, Director, Dare 2 Dream, Bangalore	Recent Trends in Service Marketing	2:00 pm to 4: 00 pm

Attendance is compulsory for all the third semester students.

  
**Director**



Rashtreeya Sikshana Samithi Trust

## R V Institute of Management

### ORIENTATION PROGRAMME FOR I SEMESTER MBA STUDENTS

SEPTEMBER 21, 2015 to SEPTEMBER 30, 2015

#### PROGRAMME SCHEDULE

DATE / TIME	9.00 am to 11.00 am	11.00 am to 11.15 am	11.15 am to 1.15 pm	1.15 pm to 2.00 pm	2.00 pm to 4.00 pm	Faculty Incharge
21 - 09 - 2015 Monday	Address by the Director	<b>B R E A K</b>	Creativity Mr. Vivekanandda & Ms. Divya	<b>B R E A K</b>	Creative Problem Solving Skills Mr. Vivekanandda & Ms. Divya	Ms. Sowmya D S Ms. Bhavya Vikas Ms. Sangita Das
22 - 09 - 2015 Tuesday	Adjustment Values Mrs. Neerajakshi		Lessons from Ramayana Dr. Arathi		Management of Stress Dr. Arathi	Mr. Manjunath S M Ms. Bhavya Vikas
23 - 09 - 2015 Wednesday	Self Awareness Ms. Deepali Sachdeva		Positive Thinking Ms. Deepali Sachdeva		Time Management Ms. Deepali Sachdeva	Mr. NNS Reddy Ms. Sangita Das
24 - 09 - 2015 Thursday	Interpersonal Relationships Mrs. Vanaja		Lessons from Bhagavad Gita Dr. Arathi		Goal Setting Mrs. Rohitha	Ms. Bhavya Vikas Ms. Sangita Das
28 - 09 - 2015 Monday	Self Management, Mrs. Jayapriyaa		Communication Skills Mrs. Jayapriyaa		Presentation Skills Mrs. Jayapriyaa	Ms. Bhavya Vikas Ms. Sangita Das
29 - 09 - 2015 Tuesday	Change Management Dr. Gururaj Karajagi		Management Principles & Kurukshetra war in Mahabharata Dr. Arathi		Lessons from Mahabharata Dr. Arathi	Ms. Pavithra S T Mr. Gowrishia
30 - 09 - 2015 Wednesday	Critical Thinking Skills Mr. Srinivas		Lord Sri Krishna - A Strategist Dr. Arathi		Team Building & Leadership Mr. Srinivas	Ms. Bhavya Vikas Mr. Pradeep M P



*[Signature]*  
DIRECTOR



**R V INSTITUTE OF MANAGEMENT**

ORIENTATION PROGRAMME FOR II SEMESTER MBA STUDENTS

FEBRUARY 23, 2015 to FEBRUARY 28, 2015

**PROGRAMME SCHEDULE**

DATE / TIME	9.30 am to 10.15 am	10.15 am to 11.45 am	11.45 am to 12.00 noon	12.00 noon to 1.30 pm	1.30 pm to 2.00 pm	2.00 pm to 3.30 pm	Faculty Incharge
23 - 02 - 2015 Monday	Inauguration	<b>Managing Oneself / Self Awareness</b> Mr. Vivekanandda	BREAK	<b>Team Building</b> Mr. Vivekanandda	BREAK	<b>Interpersonal Relationships</b> Mr. Vivekanandda	Ms. Sowmya D S Ms. Sangita Das Ms. Maithri R

DATE / TIME	9.00 am to 11.00 am	11.00 am to 11.15 am	11.15 am to 1.15 pm	1.15 pm to 2.00 pm	2.00 pm to 4.00 pm	Faculty Incharge
24 - 02 - 2015 Tuesday	<b>Effective Time Management</b> Mrs. Jayapriyaa	<b>B R E A K</b>	<b>Management Lessons from Ramayana &amp; Mahabharata</b> Dr. Arathi	<b>B R E A K</b>	<b>Coping with Stress</b> Dr. Arathi	Ms. Bhavya Vikas Ms. Maithri R
25 - 02 - 2015 Wednesday	<b>Goal Setting</b> Mrs. Jayapriyaa		<b>Coping with Emotions</b> Dr. Arathi		<b>Adjustment Values in Life</b> Dr. Arathi	Ms. Sangita Das Ms. Maithri R
26 - 02 - 2015 Thursday	<b>How to Study</b> Mrs. Jayapriyaa		<b>Self Esteem, Confidence &amp; Respect</b> Dr. Arathi		<b>Ancient Wisdom &amp; Modern Problems</b> Dr. Arathi	Ms. Sangita Das Ms. Maithri R
27 - 02 - 2015 Friday	<b>Human Values</b> Dr. Gururaj Karajagi		<b>Decision Making</b> Ms. Sowmya		<b>Crisis Management &amp; Decision Making</b> Ms. Sowmya	Ms. Sowmya D S Ms. Sangita Das
28 - 02 - 2015 Saturday	<b>Empathy</b> Mr. Vivekanandda		<b>Negotiation Skills</b> Ms. Sowmya			Ms. Sangita Das Ms. Maithri R



*[Signature]*  
**DIRECTOR**



## Departmental Updates

### General Management

- A Workshop on the topic "Social Media Marketing for the Business Success" was organized for the students of IV semester on May 6, 2015. The resource person for the workshop was Mr. Vijetha Shastry, CEO, BH Media House Pvt. Ltd, Bangalore. The workshop was conducted with an objective of creating awareness and enhancing the students knowledge in the area of Social Media Marketing.



*Mr. Vijetha Shastry, CEO, BH MEDIA HOUSE PVT.LTD addressing students at workshop*

- A seminar on the topic "Quality Management" was organised for the second semester students on May 27, 2015. The resource persons for the seminar were Prof. M R Nagaraju, an educationalist, Mr. Kuppuraj Subramanian, Senior Operation Manager, Nash Industries and Prof. M Rajiv, Academic Consultant, Bangalore.



*Prof. M Rajiv explaining various tools and Quality Accreditaion*

### Systems Man

- Centre for S
- Systems Ma
- 23<sup>rd</sup> Batch
- Senior Cit
- Programme
- Director, RV



### New in t

- Certification (System A Designing– Distribution conducted Resource pe

- Mr. N Bangalore
- Mr. Gan Bangalore