



Rashtriya Sikshana Samithi Trust

R V Institute of Management

CA 17, 36th Cross, 26th Main, 4th T Block Jayanagar,
Bangalore - 560041, Ph : 080-42540300, 080-26547048,
Website: www.rvim.in

Department of Marketing

**A Report and Relevant documents of Departmental
Activities**

- **Webinar - 29th April, 2020**
- **Webinar - 8th May, 2020**

**Organized by Department of Marketing
R V Institute of Management
Bangalore**

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RASHTREEYA SIKSHANA SAMITHI TRUST

R V INSTITUTE OF MANAGEMENT
CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar
Bengaluru, Karnataka 560 041

A Report and Relevant documents of Webinar on 'Creating Opportunities in International Business'

Date: 29th April, 2020

Venue: Online

Time: 12:00am to 1:30 pm

Semester & Section/: IV B & C

No. of Participant: 80

Event Coordinator: Dr. Noor Firdoos Jahan

Objectives

To provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which the firms operate and creates opportunities for itself.

Brief Profile of the Resources Person: Nicholas Jesudas, Director, PowerForward, Bengaluru.

WORK EXPERIENCE

- Company: Invensys Skelta (A Schneider Electric Company) (April2013, till date)

Designation: Channel Sales Manager

Location: Bangalore, India

- Company: Oracle India Pvt. Ltd. (July2010 to April2013)

Designation: Sr. Business Development Consultant

Location: Bangalore, India

- Company: Oracle India Pvt. Ltd. from Kelly Services (October 2009 to July2010)

Designation: Business Analyst

Location: Bangalore, India

- Company: Virgin Mobile India (May 2009 – October 2009)

Designation: Executive Trainee

Location: Bangalore, India

ACADEMICS

- Post Graduate Diploma in Management in Finance and Marketing from St. Joseph's college of Business Administration, Bangalore (AICTE Approved).

- Bachelor of Engineering in Mechanical Engineering from Sri Venkateshwara College of Engineering affiliated to Visvesvaraya Technological University.
- Pre-university Course in Physics, Chemistry, Biology, and Mathematics from St. Joseph's PU College, Bangalore (Pre-University Board, Karnataka)
- 10th from Army High School, Bangalore (Central Board of Secondary Education)

Outcome Achieved/ Attained:

The webinar was very well delivered by the resource person, Mr. Jesudas Nicholas and it was very much beneficial for our students as:

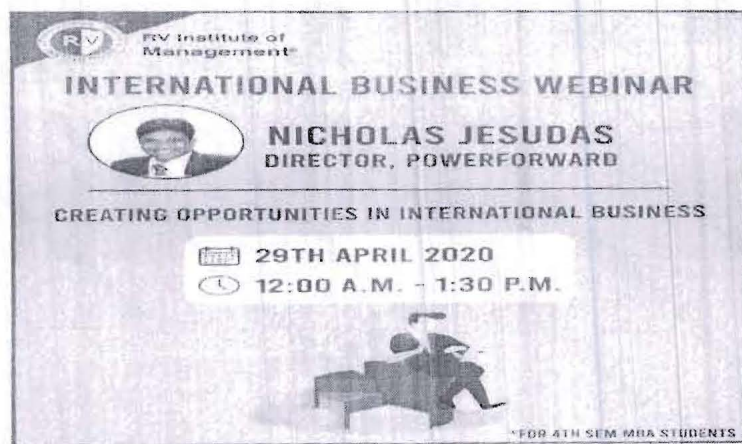
- The webinar was organized by Dr. Noor Firdoos Jahan as a value addition to the subject International Business Dynamics to provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which the firms operate and creates opportunities for itself.
- The learning of the students about the subject was very well explained by the resource person i.. practice through sharing his experience in international business.
- The resource person used one case study about launch of Virgin phone in different parts of the world and explained students how marketing professionals should tap opportunities for expanding their business at global level
- Overall the earning of the students was very good and objectives of arranging this session were very much achieved.

List of Participant:

IV semester B			IV semester C		
1	MB187601	ABHIJEET KRITANIYA	1	MB187686	NOLAMBA RANI
2	MB187602	ABHILASH N A	2	MB187687	PALLAVI SATISH DESAI
3	MB187603	ABHISEK SAHA	3	MB187694	POORNIMA L
4	MB187605	ADHISH KADIRUR	4	MB187699	PRIYA DHARSHINI T
5	MB187607	AKHIL S	5	MB187705	RAKSHA K
6	MB187609	AKSHAY M	6	MB187708	RAVEESHA T R
7	MB187613	ANKALA SREEDHAR	7	MB187709	RAVIKUMAR H S
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14	MB187621	ASHISH D C	14	MB187724	SANDESH H G
15	MB187622	ASHWINI R SHETTAR	15	MB187725	SANGITHA GANESH
16	MB187629	BHARGAV HEGDE	16	MB187727	SANTOSH SHETTY
17	MB187630	BHUMIKA KULKARNI	17	MB187728	SAQIB KHURSHEED KAKROO
18	MB187632	BISWAJIT DAS	18	MB187729	SARVESH SHAMSUNDAR TOSNIWAL

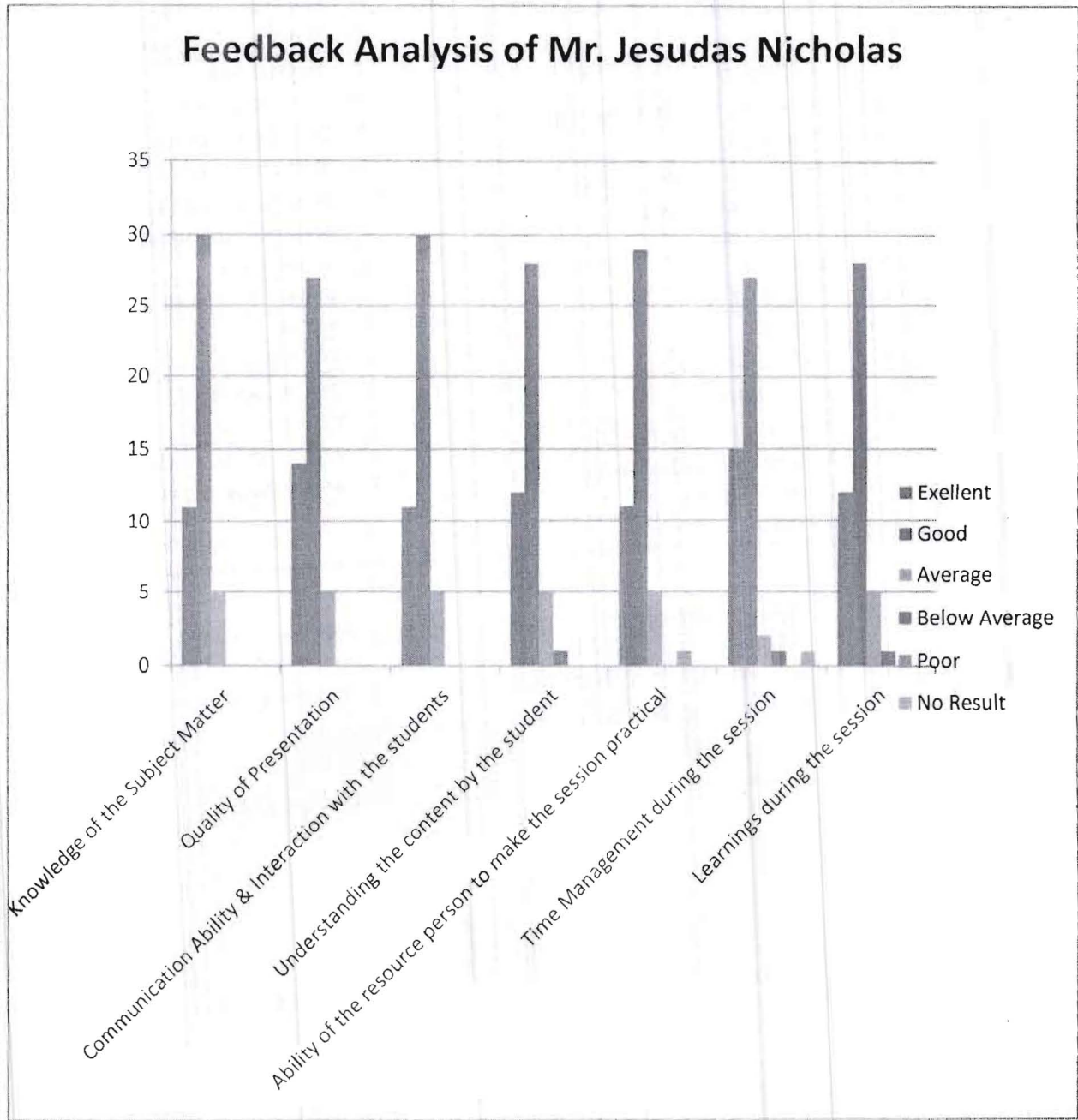
19	MB187635	CHANDANA	19	MB187730	SHAKTHIKUMAR S
20	MB187640	DIVYA S	20	MB187731	SHARANAPPA
21	MB187644	GOWTHAM REDDY M	21	MB187737	SHRIMAN
22	MB187646	HIBA MEHKRI	22	MB187740	SINDHU H D
23	MB187647	IRANNA HADAPAD	23	MB187743	SMRITI RAO
24	MB187649	JAYACHANDRA M R	24	MB187749	SRIDHAR METTAN
25	MB187650	JEGAN R NAIR	25	MB187750	SRINIDHI B PATAWARI
26	MB187657	KAUSHIK BHAT	26	MB187754	SUKRUTHA S
27	MB187658	KAUSHIK D	27	MB187756	SUNIL KUMAR R
28	MB187660	KRUTHIKA S BHOOMARADDI	28	MB187758	SURAJ R KULKARNI
29	MB187661	LAHARI L N	29	MB187759	SUSHANT A SHETTI
30	MB187662	M S SHREE ROOPA BHAT	30	MB187760	SUSHMA HEROORKAR
31	MB187663	M SADIQ ALI KHAN	31	MB187761	SWAPNIL SURENDRA CHOUGALE
32	MB187664	MADAN T S	32	MB187762	SWAROOP B J
33	MB187665	MADHU E	33	MB187766	UTPAL SATISH NAIK
34	MB187666	MAMATHA S	34	MB187770	VARUN
35	MB187669	MANU V	35	MB187772	VIGNESH BHAT H S
36	MB187670	MANUMOHAN B N	36	MB187773	VIJAYALAKSHMI G
37	MB187672	MOHAMMED	37	MB187774	VIJAYAMAHANTESH K SAJJANAR
38	MB187673	MOHAMMED DANISH ALI	38	MB187776	VINUTA VITHAL SAVANT
39	MB187674	MOHAMMED MOIN KHAN	39	MB187780	VISHWANATH B GANGAPPANAVAR
40	MB187679	NEERAJ PRABHU			
41	MB187681	NIKHITA K			

Photo Gallery



Feedback/ Coordinators Comment:

The session was very useful to the students as they got very good learning on opportunities in International business. At the end of the session, the feedback was collected from the students in the Google form. The summary of the same is provided here:



Event Coordinator



Director



A Report and Relevant documents of Webinar on “Brand positioning”

Date: 8th May, 2020	Venue: Online
Time: 11:00am to 1:00 pm	Semester & Section/: IV B & C
No. of Participant: 75	Event Coordinator: Dr. Noor Firdoos Jahan

Objectives

To focus on developing the brand's essence, promise and personality and help the students to understand the whole process of successfully positioning the brand in the minds of the customers.

Brief Profile of the Resources Person: Krishna B Mariyanka, Managing Partner, Ajira Global & Former Corporate Communications Advisor, Royal Dutch Shell Technology India, Bengaluru.

Mr. Krishna Mariyanka is a leading consultant, speaker and trainer in the global brand and communications industry. He began his professional career in the field of public relations some 25 years ago, which was quickly followed by key internal and external communication assignments in large, multinational corporations. He is the Former Corporate Communications Advisor of Shell Technology India (www.shell.com) of the Royal Dutch Shell company, Netherlands and the Former Country Marketing Communications of Tektronix India (www.tektronix.com), A Fortive Corporation company, USA.

He is currently the Director of Ajira Global (www.ajiraglobal.in), a fast-growing, special events, new media and integrated, developmental communications consulting company, which offers professional advice and services to business organizations and industry bodies across the world. He is also currently the Assistant Governor of Rotary International District 3190 and has served the organisation in the past as President of Rotary Bengaluru Basavanagudi and as District Director of Public Image and Social Media at Rotary International District 3190 (www.rotary.org).

Mr. Krishna Mariyanka has a Bachelor of Mechanical Engineering from Bangalore Institute of Technology, Post-Graduation Diplomas in Public Relations and Journalism from Bharatiya Vidya Bhavan and a Post-Graduation Certificate in Business Management from XLRI, Jamshedpur. Over the last two decades, he has spoken at many Indian and international media and communication platforms and has been a keen member of institutions of great repute, which includes the International Association of Business Communicators (IABC) USA, European Communication Research and Education Association (ECREA) Belgium, Rotary International USA, Global Communication Association (GCA)

USA, Indian Merchants Chamber of Commerce and Industry (IMC), Federation of Karnataka Chambers of Commerce and Industry (FKCCI), Bangalore Chamber of Industry and Commerce (BCIC), YMCA, Karnataka State Lawn Tennis Association (KSLTA) besides others. Having travelled extensively around the globe for nearly three decades on various global business assignments, Mr. Krishna Mariyanka, believes that he is an 'old dog' of the PR fraternity and communication industry.

Outcome Achieved/ Attained:

The webinar was very well delivered by the resource person, Mr. Jesudas Nicholas and it was very much beneficial for our students as:

- The webinar was organized by Dr. Noor Firdoos Jahan as a value addition to the subject Strategic Business Management to provide students with the knowledge, skills, and abilities to position brand in the minds of the consumers.
- The learning of the students about the subject was very well explained by the resource person in practice through sharing his experience in branding. Many examples of branding strategies were analyzed in the session by the resource person to make students understand how to position brand.
 - Overall the earning of the students was very good and objectives of arranging this session were very much achieved.

List of Participant:

IV semester B

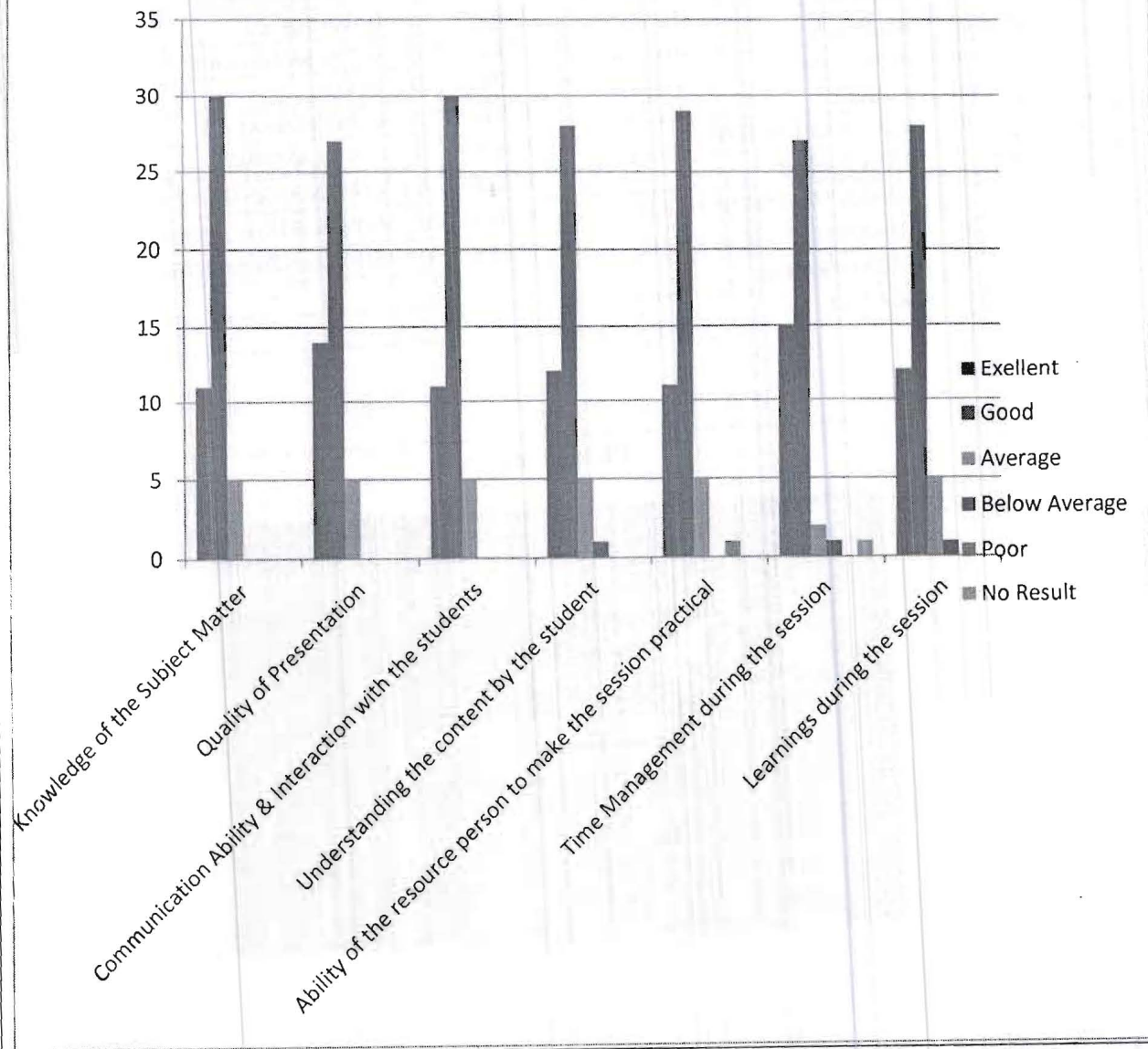
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Feedback Analysis of Mr. Krishna B Marianka




Event Coordinator


Director



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