ARKA EDUCATIONAL AND CULTURAL TRUST (R)

JAIN INSTITUTE OF TECHNOLOGY DAVANGERE

(*A Unit of Jain Group of Institutions, Bengaluru*)

DEPARTMENT OF MBA

THE MANAGEMENT LEAD

ANNUAL NEWS LETTER

Volume: 2 July 2024 to June 2025

"EXPERIENCE THE BEST, EXPERIENCE SUCCESS".

Vision of the Department:

To provide holistic development of individual personality with a benevolent touch and managerial outlook through comprehensive education.

Mission of the Department:

To implement an educational scheme carefully and wisely aiming at the harmonious development of the mind of students.
To induct management issues to provide young minds the skills to help them to achieve managerial goals.
To produce managers, who pour out the resources of skill.

#323, Near Veereshwara Punyashrama, Bada Cross, Avaragere Village,
Davangere-577003. Contact; 9739034751, 9663868258, 9164518069

We are a college that prides itself not in fostering academic excellence but also in making our learners append at the school satisfying, fulfilling and joyous. I intend to take the JGI Group to the next level, employ more effective methods to make the students think differently and install in them with positive attitude towards inclusive growth that benefits them and the society at large

- Dr. Chenraj Roychand, Chairman, JGI, Bengaluru

At JIT Davangere, all our actions are directed towards imparting quality education through theoretical learning with the virtue of practical learning. Delightful learning happens here as we club academics with sports and cultural activity. Students are trained to excel in their career, share knowledge, have overall growth & emerge as leaders

-Dr. Ganesh D B, Principal & Director, JIT, Davangere

In this era of globalization, it is the young power of India which will place India on the global map. We live in seamless techno world, where opportunities really have no boundaries. JIT has drawn the essence of tradition and advantages of modernization for academic excellence under the guidance of committed facilitators and the support of best infrastructure

- Dr. Manjappa Sarathi, Advisor, JIT, Davangere

Choosing the right MBA College is a significant decision. I encourage you to explore our MBA Department further, visit our campus, and talk to our faculty and current students. We are confident that our MBA Department will provide the skills, knowledge, and experiences one need to achieve career aspirations. We look forward to welcoming our community

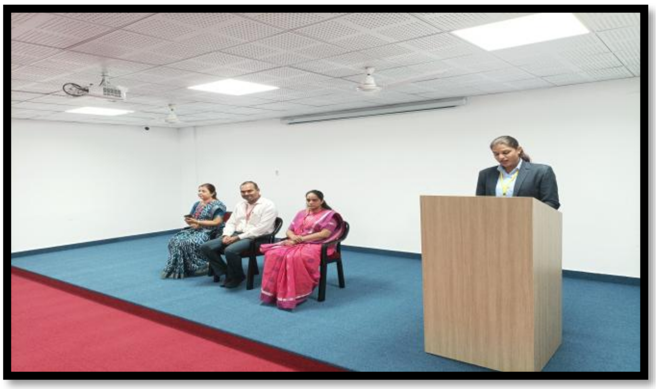
- Dr. Suhas D, Head of the Department , JIT, Davangere

FREE PGCET Workshop

26th July 24 to 27th July 24 Timings: 10 am to 5 pm

Why FREE PGCET Workshop?

Free PGCET coaching for MBA aspirants plays a crucial role in democratizing access to quality education for all students. By providing free coaching, aspiring MBA candidates from diverse socio-economic backgrounds can benefit from expert guidance, resources, and preparatory support without the financial burden typically associated with coaching centers. This initiative helps bridge gaps in educational access and ensures that talented individuals have equal opportunity to succeed in competitive entrance exams. Moreover, free coaching programs often offer structured study plans, practice tests, of performing well in the PGCET.



Objectives of the Event

To provide equitable access to high-quality preparatory resources and support for students from diverse backgrounds. This initiative aims to level the playing field by offering comprehensive guidance on exam content, test-taking strategies, and time management without financial constraints. By focusing on critical areas such as quantitative aptitude, verbal ability, and logical reasoning, the coaching helps students build a strong foundation and improve their performance.

Outcome of the Event

Such coaching programs offer targeted preparation for the Post Graduate Common Entrance Test (PGCET), which is crucial for securing admissions into MBA programs. By participating in these free coaching sessions, aspirants gain access to structured study materials, expert guidance, and practice tests, which enhanced understanding.

FREE PGCET Workshop

FREE PGCET Workshop generally covers several key areas

Quantitative Aptitude:

Focuses on mathematical skills, including topics such as algebra, geometry, arithmetic, and data interpretation.

Verbal Ability:

Tests proficiency in English language skills, including grammar, vocabulary, sentence correction, and reading comprehension.

Logical Reasoning:

Assesses the ability to analyze and solve problems using logical thinking, including questions on patterns, sequences, analogies, and critical reasoning.

General Knowledge:

Includes questions related to current affairs, business awareness, and general knowledge that may affect decision-making in the business environment.

The workshop provided instruction on exam components, including quantitative aptitude, verbal ability, and logical reasoning. Through interactive sessions, practice tests, and expert guidance, participants gained valuable insights into test strategies, & question types. All the MBA department teaching staff members handled various sessions during FREE PGCET Workshop.

INTELLECTUAL PROPERTY RIGHTS

30th July 2024 Timings: 11 am to 12 pm

Why Intellectual Property Rights?

Sessions on Intellectual Property Rights (IPR) play a vital role in educating MBA students about the legal and strategic aspects of innovation and creativity in business. For aspiring professionals, understanding IPR is essential, as it intersects with key areas such as product development, branding, marketing, and corporate strategy. These sessions emphasize the importance of protecting original ideas, ensuring legal compliance, and fostering ethical practices in business operations. By engaging with IPR concepts, students learn how to safeguard intangible assets like patents, trademarks, copyrights, and trade secrets. This knowledge not only helps in building competitive advantage but also promotes respect for innovation and fair business practices. Ultimately, an awareness of IPR empowers MBA students to contribute to a culture of innovation, responsibility, and sustainable business growth.

Outcome of the Event

Intellectual Property Rights Session significantly benefit MBA students by highlighting the various forms and functions of Intellectual Property Rights and Improves awareness of the legal procedures and protections available for IP at national and international levels. The session also enhances their awareness of national and international legal frameworks.

Objectives of the Event

Intellectual Property Rights aims to raise awareness among MBA students about the significance of protecting intellectual creations in the modern business landscape. The session aims to educate students on various forms of IPR, including patents, trademarks, copyrights, trade secrets, and geographical indications. It highlights the role of IPR in fostering innovation, securing competitive advantage, and promoting ethical business practices.

INTELLECTUAL PROPERTY RIGHTS

Intellectual Property Rights (IPR) refer to the legal protections granted to creators and inventors for their original works, inventions, designs, symbols, names, and images used in commerce. These rights encourage innovation by ensuring that creators can benefit from their efforts and investments. The main types of IPR include patents, trademarks, copyrights, geographical indications, and trade secrets. It identity, and enhancing market competitiveness.

Patents protect new inventions or discoveries. A patent grants the inventor exclusive rights to make, use, and sell the invention for a certain period, usually 20 years. It applies to products, processes, or techniques that are new, useful, and non-obvious.

Copyright protects original literary, artistic, musical, and dramatic works such as books, films, songs, software, and paintings. It allows creators to control how their work is used and earn from it.

These protect the aesthetic or visual appearance of a product, such as shape, pattern, or color. It helps preserve the uniqueness of product designs in the market. Trade secrets are confidential business information, such as formulas, processes, or strategies, that provide a competitive edge. Unlike patents.

Geographical Indications tags protect products of a specific region and possess qualities, reputation, unique to that area—like Basmati Rice, or Kanchipuram Silk. Dr Santosh M Nejakar, Professor & Head, Department of EEE was the resource person.

FOUNDATIONS OF FINANCIAL LITERACY: NAVIGATING STOCK MARKETS & INVESTMENT STRATEGIES

31st July 2024 Timings: 3 pm to 5 pm

Why Financial literacy ?

"Foundations of Financial Literacy: Navigating Stock Markets & Investment Strategies“ workshop is highly beneficial for MBA students as it equips them with essential financial knowledge and practical skills required in today's dynamic business environment. Financial literacy forms a critical foundation for decision-making, both personally and professionally, enabling students to understand key concepts such as budgeting, investing, and risk management. By delving into the workings of stock markets and various investment strategies, the workshop bridges the gap between academic learning and real-world financial practices. It enhances students' preparedness for careers in finance, banking, consulting, and entrepreneurship by offering insights into market behavior.

Outcome of the Event

Investor awareness programs lead to more informed and rational decision-making by enhancing knowledge of investment options, risks, and returns. They help investors manage risks effectively, build diversified portfolios, and navigate market fluctuations. This program boost financial confidence and help prevent fraud through increased vigilance.

Objectives of the Event

Investor awareness programs help build informed and responsible investors by improving their understanding of markets, investment options, and risks, ensuring better decision-making and market stability. The programs promote financial planning aligned with goals and risks, while educating investors on regulations and fraud prevention. They help protect people from financial fraud by showing common scams and warning signs, so they can avoid being tricked.

FOUNDATIONS OF FINANCIAL LITERACY: NAVIGATING STOCK MARKETS & INVESTMENT STRATEGIES

Mr Shanmuga of NSDL, was the resource person, covered fundamental and technical analysis, helping students evaluate investment opportunities more effectively. Beyond investment, the workshop focuses on empowering students to align their financial goals with their risk tolerance and time horizon.

It emphasizes the importance of investor protection by raising awareness about common financial frauds, regulatory bodies like SEBI, and the rights and responsibilities of investors. Through interactive sessions, real-life case studies, simulations, and expert-led discussions, students gain hands-on exposure and build the confidence.

This practical and career-relevant workshop bridges the gap between academic theory and real-world financial application, making it a valuable learning opportunity for MBA students pursuing careers in finance, consulting, entrepreneurship, or corporate leadership.

PITCH PERFECT: MASTER THE ART OF SELLING

3rd September 2024. Timings: 9 AM to 5.00 PM

Why Selling Activity?

Engaging MBA students in selling activities is crucial for their professional development and practical understanding of business dynamics. These activities help students apply theoretical knowledge in real-world scenarios, honing their sales techniques, negotiation skills, and customer interaction abilities. Selling activities also foster critical soft skills such as persuasion, communication, and problem-solving, which are essential for any business leadership role. Additionally, they provide valuable insights into market trends, customer behavior, and the strategic aspects of sales management. y participating in these activities, MBA students gain hands-on experience that enhances their ability to drive business growth and manage client relationships effectively, preparing them for successful careers in various industries.

Outcome of the Event

It provides practical experience in sales techniques and strategies, allowing students to apply theoretical knowledge to real-world scenarios. This hands-on approach enhances their understanding of consumer behavior, negotiation skills, and market dynamics. it helps develop critical soft skills such as communication, persuasion, and relationship-building

Objectives of the Event

Provide hands-on experience in the practical aspects of sales and negotiation, essential skills for any business professional. Such activities aim to enhance students' understanding of sales strategies, customer relationship management, and market analysis. By engaging in real-world selling scenarios, students develop crucial skills such as persuasive communication, problem-solving, and the ability to tailor solutions.

PITCH PERFECT: MASTER THE ART OF SELLING

The selling activity for MBA students is designed to equip them with practical sales skills and a deep understanding of the sales process. This activity typically involves role-playing scenarios where students practice pitching products or services, handling objections, and closing deals.

It focuses on developing key competencies such as effective communication, negotiation, and relationship-building. By simulating real-world sales environments, the activity helps students gain confidence and experience in selling, which are crucial for their future careers in business. The hands-on approach also allows students to apply theoretical knowledge.

Overall, the sales event contributed to the learning experience and preparing students for success in various sales and marketing roles. Proceeds from the sales were directed towards supporting lunch program at ***Veereshwara Punyashrama*** for visually impaired children.

ANTIO 2K24 Farewell

20th September 2024 | Timings: 10 am to 5 pm

Why Farewell?

A farewell for final year MBA students is organized as a meaningful tradition to mark the end of their academic journey and celebrate their achievements before they embark on their professional careers. It recognizes the hard work, dedication, and transformation students have undergone during their MBA, highlighting their growth from learners into confident professionals. Students and faculty use this opportunity to express appreciation for each other, remembering memorable experiences, and acknowledging the support and guidance received throughout the course. Farewells often include speeches and messages from faculty and mentors, offering parting advice, sharing words of wisdom, and motivating MBA graduates. These events foster a sense of community, giving students one last chance to bond with peers, juniors, and teachers, often through cultural programs, shared stories, and commemorative activities. Through rituals such as oath-taking, candle lighting, and memento distribution, farewells create lasting memories.

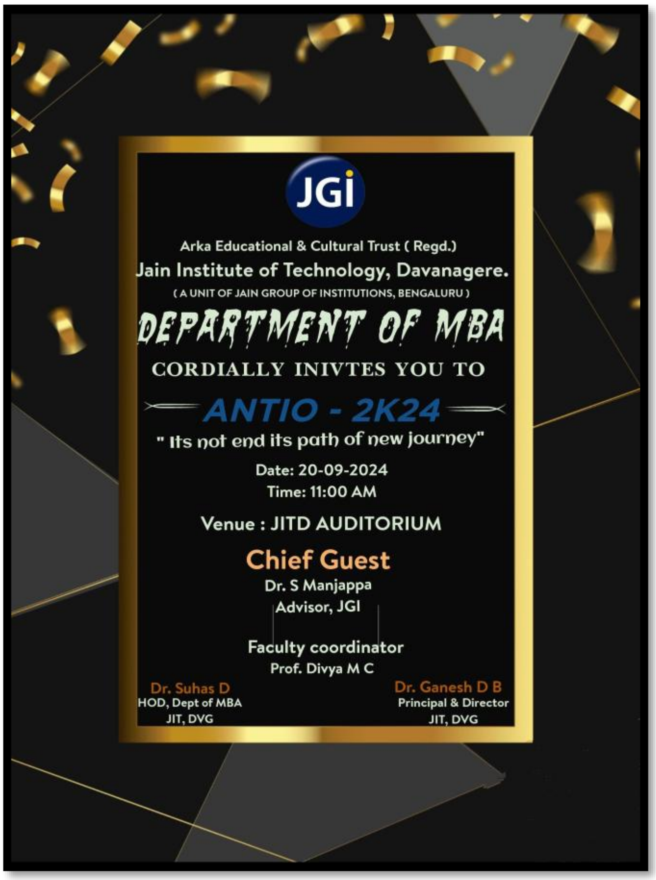
Outcome of the Event

Students experience a formal conclusion to their academic chapter, which helps them emotionally transition from student life to their professional careers.
Farewells foster connections between outgoing students, juniors, and faculty, enabling enduring professional and personal networks.

Objectives of the Event

To bid a heartfelt and cheerful goodbye to graduating students as they complete their academic journey. To celebrate the achievements and milestones of the outgoing batch in a memorable and joyful way. To share useful tips and best wishes for students' future endeavors. To strengthen bonds between juniors, seniors, and faculty by providing a platform to exchange memories, knowledge, and experiences.

ANTIO 2K24 Farewell



Dr. Manjappa Sarathi ,Advisor JITD delivered an inspiring speech emphasizing the journey of learning, personal growth, and the responsibilities that come with being business professionals. Dr Suhas D, Head of Department shared valuable insights on adapting to the evolving corporate landscape and motivated students to continue their

for knowledge beyond the classroom.

Dr Prakash M Walavalkar, Placement Dean & Associate Professor, acknowledged the achievements of the batch, provided career guidance, and assured support for final placements and alumni networking..

Cultural performances and interactive sessions by juniors and seniors created a lively and memorable atmosphere. A symbolic candle handover ceremony or memento distribution marked the formal transition of responsibilities and legacy to the next batch. The event concluded with a vote of thanks and a communal meal, fostering camaraderie and a festive farewell spirit.

CERTIFICATION ON SALES FORCE

24th September 2024 to 28th September 2024 Timings: 9 AM to 5 PM

Why Sales Force Training Programme?

In today's digital-first business landscape, Salesforce has emerged as a powerful tool for managing customer relationships, streamlining sales processes, and driving business growth. However, to unlock its full potential, proper training is essential. A well-structured Salesforce training program equips individuals and teams with the skills needed to navigate the platform efficiently, manage data accurately, and utilize advanced features like automation, reporting, and analytics. It ensures that organizations maximize their return on investment by enabling users to work smarter, make informed decisions, and deliver exceptional customer experiences. Moreover, such training fosters cross-departmental collaboration, accelerates onboarding, and prepares professionals for globally recognized Salesforce certifications—paving the way for personal career advancement and organizational success.

Outcome of the Event

Familiarize participants with the CRM Fundamentals, Sales force Navigation, Lead & Opportunity Management, Workflow Automation, Reports & Dashboards, Problem-Solving & Analytical Thinking.

Objectives of the Event

The Salesforce Training Program aims to equip participants with a robust understanding of customer relationship management and the Salesforce platform. The primary objectives include building technical proficiency in navigating the interface, managing customer data, and automating key business processes. Participants will learn to handle leads, opportunities, and customer accounts effectively, while also developing the ability to generate customized reports and dashboards for strategic decision-making.

CERTIFICATION ON SALES FORCE

DAY 1

To enhance and enrich the skills in students, Department of MBA is organizing 5 days “Sales Force Training Program” for First year students from 24th September 2024 to 28th September 2024. Dr. Suhas D HOD, Dr. Prakash M Walavalakar & Mr. Vishal R N inaugurated the training program.

Mr. Visha R N, handled the second session and introduced about SaaS CRM, Salesforce Foundations, Salesforce Highlights and Dreamforce 2024 from 2.00pm to 5.00pm. Prof. Annapurna P D, Assistant Professor coordinated the event. Students actively participated and took the advantage.

DAY 2

On Day 2 – Mr. Vishal R N, handled the first session on how to Explore Summer '24 product updates and new features, most of which are free and Accounts and Contacts. Trainer assigned project to perform on the topics covered in the first session for better understanding of the concepts.

Mr. Vishal R N,trainer from Seventh sense talent solutions handled the second session on "Discover how accounts and contacts work together in Salesforce” from 2.00pm to 5.00pm. Students gained knowledge how accounts and contacts work together is crucial for managing relationships with businesses and individuals effectively. Students actively participated and took the advantage.

DAY 3

On Day 3 trainer Mr. Vishal R N, handled the session on Contact Record: Step-by-Step, and Learn to use an account record in Sales force. It Helps users track interactions, manage relationships, and make informed decisions—all in one centralized system.

The session was taken between 10.00am to 5.00pm. Students actively participated and took the advantage. Hands on sessions was given to the students for the better understanding of the concepts.

DAY 4

On Day 4 – Trainer Mr. Vishal R N conducted session on Learning to use the contacts list view in Sales force and Leads and Opportunities in Sales force from 10.00am to 1.00pm theoretically.

Mr. Vishal R N, handled the 2nd session on Contact Builder Implementation Create a data model that gives businesses a single view of their customers .The hands on session was took between 2.00pm to 5.00pm. Students actively participated and gain the knowledge on creating data modelling.

DAY 5

On Day 5 –Trainer Mr. Vishal R N assigned project to students in a group. This session was held from 10.00am to 1.00pm. It is commonly used in academic, professional, and competitive contexts to evaluate participants' communication, analytical, and interpersonal skills.

Students presented project in the second session which was held from 2.00 pm to 5.00 pm. Dr. Prakash M Walavalkar, Dr. Suhas D, Prof. Sriharsha V J, Prof. Veerabhadraswamy H D and Trainer Mr. Viashal R N conculded the training program.

Sample Certificate

JAIN INSTITUTE OF TECHNOLOGY, DAVANGERE
Near Veereshwar Punyashrama
Bada Cross, Avaragere Village, Davangere - 577003

SEVENTH SENSE
Talent Solutions

CERTIFIED

CERTIFICATE

MBA BATCH (2023-25)

Mr./Ms. VINUTHA M N, Bearing Register No 4JD23BA060, studying in 2nd semester, Master of Business Administration has successfully completed Salesforce Training and Assessments from 24.09.2024 to 28.09.2024 for 40 Hours, conducted by Seventh Sense Talent Solutions.

Dr. Ganesh D B	Dr. Prakash M Walavalkar	Mr. Vinod Prabhu B	Mr. Rajeev Swamy
Principal & Director	Dean (Training & Placement)	Managing Director	Vice President
		Seventh Sense Talent Solutions	Seventh Sense Talent Solution

CERTIFICATION ON SALES FORCE

Unlock Your career in Sales force. Sales force training opens a gateway to diverse and rewarding career opportunities across industries. It equips individuals with in-demand skills in customer relationship management (CRM), sales automation, lead generation, and data-driven decision-making. Trained professionals can explore roles such as Sales Executive, Business Development Manager, Key Account Manager, and CRM Analyst, among others. With the growing reliance on cloud-based platforms and digital selling, Sales force expertise is increasingly valued by employers, making it a powerful tool for career advancement. Whether in tech, finance, healthcare, or retail, Sales force-trained individuals are well-positioned to drive growth and innovation in the modern sales landscape.

Ten of the most Demanding Sales force jobs:

1. Sales Representative / Account Executive
2. Sales Manager / Territory Manager
3. Key Account Manager (KAM)
4. Business Development Manager
5. Sales Trainer / Corporate Sales Coach
6. Channel Sales Manager
7. Inside Sales / Digital Sales Specialist
8. Sales Operations Analyst
9. Customer Success Manager (CSM)
10. Marketing and Sales Integration Roles

COMPANIES OFFERING EMPLOYMENT OPPORTUNITIES IN SALES FORCE

Global Tech Giants

Accenture
IBM
Capgemini
Deloitte
Infosys

Top Cloud & SaaS Companies

Adobe
Oracle
SAP

Startups & Mid-Sized Companies

Zoho Corporation
Freshworks
Insightly

Industry-Specific Employers Using Salesforce

HDFC Bank
Apollo Hospitals
Amazon

INCLUSIVE MEAL SERVICES AT VEERESHWARA PUNYASHRAMA

4th October 2024 Timings: 1 pm

About Food Distribution at Veereshwara Punyashrama

MBA students conducting food distribution for blind students using sales revenue they generated demonstrates a practical application of their business skills to achieve social impact. By organizing revenue-generating activities—such as sales drives or fundraising sales—and using the proceeds to provide meals to visually impaired students, MBA learners combine management education with community service. The activity fosters empathy, leadership, and a spirit of giving among MBA students, and raises awareness within their broader community about the needs of visually impaired students. Using self-generated revenue, rather than relying solely on external donations, models a sustainable approach to charity and social enterprise—an important lesson for future business leaders.

Objectives of the Event

Enable MBA students to use their marketing, sales, and organizational abilities to address real community needs. Provide nutritious food or essential groceries to blind students, helping to reduce barriers they face in accessing basic necessities. Instill a sense of ethical responsibility and compassion among future business leaders through direct involvement in community welfare. Offer hands-on experience in project planning, revenue generation, logistics, and teamwork, reinforcing classroom learning with real-world application.

Outcome of the Event

The food distribution initiative organized by MBA students for blind students, funded through self-generated sales revenue, proved to be a highly impactful and meaningful event. It not only provided essential nutritional support to visually impaired students but also showcased the MBA students' ability to apply their academic knowledge for a noble cause.

INCLUSIVE MEAL SERVICES AT VEERESHWARA PUNYASHRAMA

The food distribution initiative for blind students, conducted by MBA students and funded through sales revenue generated by their entrepreneurial activities, was a significant event marked by the active participation and support of the Dr Ganesh D B, Principal, Advisor, Dr Suhas D, Head of Department (HOD), and other faculty and staff members. The event began with a brief address by the Principal, who lauded the students for integrating management education with social responsibility and encouraged them to continue such impactful initiatives throughout their professional lives.

The Advisor emphasized the real-world value of combining business acumen with empathy, stating that such experiences are crucial for shaping ethically conscious leaders.

The HOD highlighted the importance of practical exposure in management training, commending both the meticulous planning and the execution of the project. Faculty and staff members, who played a supportive role in logistics and coordination, expressed pride in the students' ability to mobilize resources, conduct the sales drive, and effectively manage the distribution process.

IGNITE 24- Induction & Orientation Programme for 1st Year MBA Students

16th December 2024 to 18th December 2024 Timings: 9 AM to 5 PM

Why IGNITE 24-Induction & Orientation Programme

Orientation introduces students to the structure, teaching methods, and expectations of the MBA program, helping them understand what management education entails and how to approach it effectively. Students get to know their professors, administrative staff, and the various facilities available, which builds comfort and confidence in navigating the campus and seeking support when needed. Through orientation sessions, students gain confidence in their ability to navigate the MBA program successfully, manage academic workload, and engage in extracurricular activities and networking events.

Outcome of the Event

Students had a clear understanding of the program requirements, academic standards, and expectations regarding performance and conduct. Students are aware of the various academic and support resources available to them, including faculty office hours, tutoring services, career counseling, and library facilities.

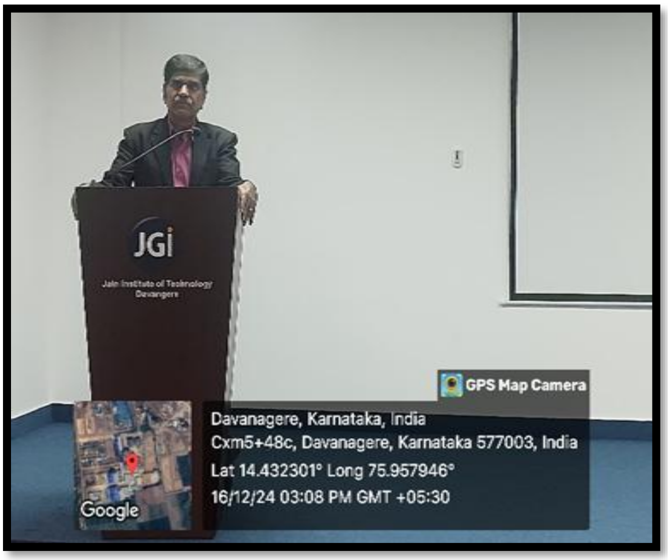
Objectives of the Event

The workshop aimed to familiarize students with the structure, curriculum, and expectations of the MBA program. Students get introduced to key faculty members, administrators, and support staff who will be guiding them through their academic journey. Orientation workshops provide students with opportunities to network with their peers, alumni, and industry professionals.

IGNITE 24- Induction & Orientation Programme for 1st Year MBA Students

DAY 1

Prof Divya M C , Assistant Professor, MBA Department conducted, ice-breaking session which played a crucial role in helping students feel comfortable, build rapport, and foster teamwork from the very beginning.



Dr. Manjappa Sarathi, Advisor, Jain Institute of Technology, Davangere addressed students on Forms of energy—such as mechanical, chemical, thermal, electrical, light, and specific roles in driving movement, enabling technology, supporting life

DAY 2

On Day 2 – Dr. AnandKumar Vanjre, Trainer, Seventh Sense Talent Solutions, addressed students on the importance of soft skills as it equips them with the interpersonal and leadership abilities required to excel in today's dynamic business environment. While technical and analytical skills are fundamental, employers increasingly value soft skills for effective management,

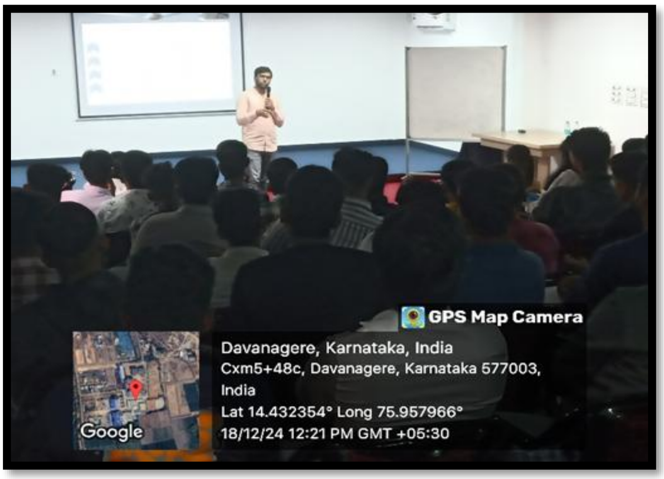
Dr. Gireesh Y M, Principal of Kirloskar Institute of Management Under Graduate Studies, addressed students on "Steps to be nurtured to refine Managerial Talent". To refine managerial talent, several structured steps should be nurtured, ensuring managers develop the skills, mindset, and behaviors needed for effective leadership and organizational impact.

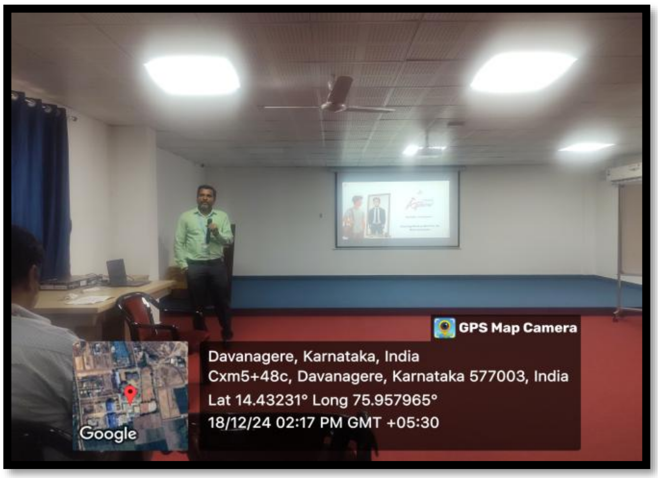
DAY 3

Mr. Shambhu S T, Trader engaged, "*Fundamental Analysis*" concept. Fundamental analysis is a method used to determine the intrinsic value of a stock by thoroughly examining a company's financial health, industry position.

Mr. B Jyothi Kumar, Trader engaged "Investment Avenues in Stock Market". The stock market offers a variety of investment avenues to suit different financial goals and risk appetites. Bonds, which are debt instruments providing regular interest income with lower risk; and mutual funds or exchange-traded funds (ETFs).

Mr. Madesh M B engaged session on " Technical Analysis". Technical analysis is a method used to predict future price movements of stocks and other securities by analyzing historical market data, primarily price and volume. Technical analysis focuses solely on price charts and statistical indicators to identify patterns and trends.





Mr Kiruba Sankar, Regional Manager, Canara Bank, Vidyanagar Branch, Davangere addressed students about the Role of Banks in current India. Banks play a multifaceted and essential role in the economy and financial markets.

SESSION ON “INNER CALM: A JOURNEY TO MINDFULNESS”

13th January 2025 Timings: 11 am to 1 pm

Why Inner calm Session?

A session on **“Inner Calm: A Journey to Mindfulness”** is especially valuable for MBA students as they navigate a rigorous academic environment filled with deadlines, presentations, competitive placements, and career pressures. The high-stress nature of business education often leads to anxiety, burnout, and a lack of focus. Mindfulness equips students with practical tools to manage stress, improve concentration, and stay emotionally balanced. It enhances their decision-making abilities by promoting clarity and self-awareness—critical traits for future managers and leaders.

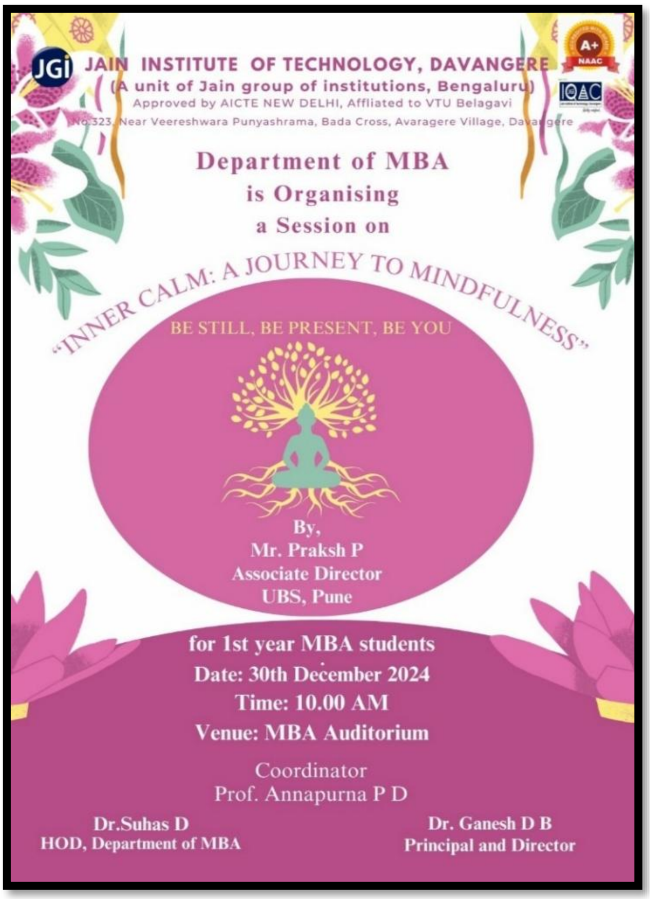
Outcome of the Event

After the session, participants are likely to experience a deep sense of inner peace and relaxation, with noticeable reductions in tension and stress. Many may find that their ability to concentrate and remain mindful is significantly enhanced, helping them stay more present and attentive in their daily lives.

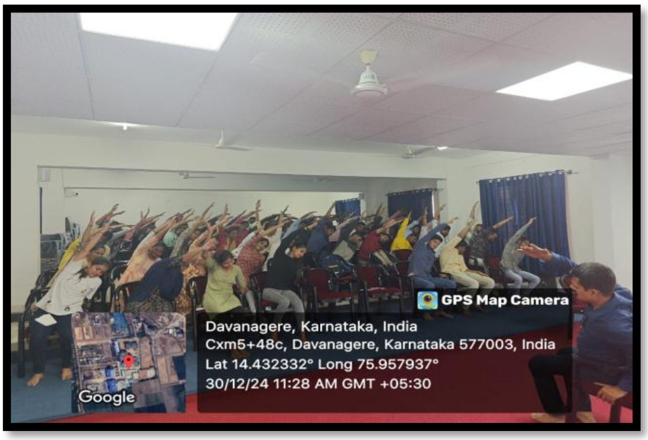
Objectives of the Event

Students The primary objective of the session is to teach participants foundational meditation techniques such as mindfulness, focused breathing, and body relaxation. It aims to help attendees develop the ability to calm their minds, reduce mental clutter, and enhance their focus. The session also provides practical tools to manage stress and anxiety effectively through relaxation and awareness practices

SESSION ON "INNER CALM: A JOURNEY TO MINDFULNESS"



The session is designed to introduce participants to the core principles and practices of meditation, with a strong emphasis on mindfulness, focused breathing, and body relaxation. These foundational techniques serve as powerful tools for managing the fast-paced demands of academic and professional life. Through guided exercises and experiential learning, participants are taught how to calm the constant chatter of the mind, release accumulated tension, and cultivate a deep sense of inner stillness. The session also addresses the growing issue of stress and anxiety by offering practical, strategies that can be used anytime to restore balance and composure.



The Participants are guided through practical exercises such as breath awareness, body scan meditations, and mindful observation by resource person Mr Prakash P, Associate Director, UBS, Pune. These practices not only help in calming the nervous system but also train the mind to become less reactive and more observant.

Beyond immediate relaxation, the session encourages participants to view meditation as a long-term lifestyle practice. By integrating it into their daily routines—even just a few minutes a day—attendees can experience lasting benefits, including improved focus, better sleep, emotional resilience, and overall mental and physical health.

MICROSOFT EXCEL AND SOFT SKILLS TRAINING PROGRAMME

30th December 2024 to 4th January 2024 Timings: 9 AM to 5.30 PM

Why Microsoft Excel Training Programme?

Microsoft Excel is a powerful spreadsheet application developed by Microsoft. It is widely used for various business, educational, and personal purposes. Here are some key features and uses of Microsoft Excel: Data Entry and Storage: Excel allows users to input, organize, and store large amounts of data. Formulas and Functions: Excel provides a wide range of built-in formulas and functions to perform calculations, statistical analysis, and logical operations. PivotTables: Pivot Tables help summarize, analyze, and present data in an easy-to-understand format. Data Visualization: Users can create various charts (bar, line, pie, etc.) and graphs to visualize data trends and patterns.

Outcome of the Event

Familiarize participants with the Excel interface, including the ribbon, toolbars, and basic navigation. Teach the fundamentals of creating, saving, and managing Excel workbooks and worksheets. Instruct on efficient data entry techniques, including autofill, data validation, and data protection.

Objectives of the Event

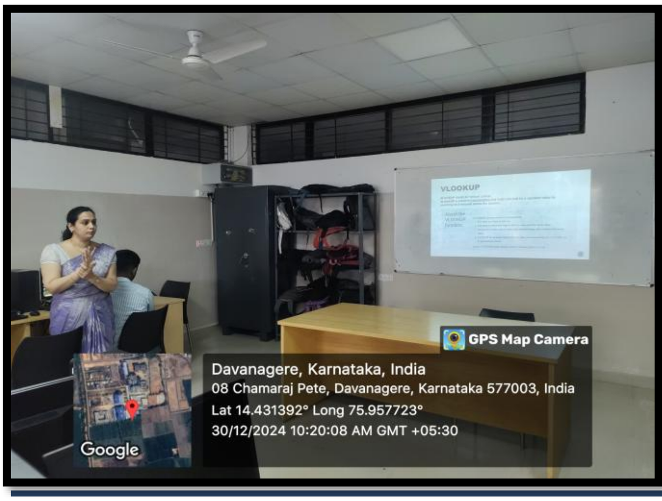
Make students employable by making them understand the fundamentals of excel and under advanced options to be used in the corporate world.

The objectives of a placement session are designed to prepare students or job seekers for the recruitment process, enhance their employability.

MICROSOFT EXCEL AND SOFT SKILLS TRAINING PROGRAMME

DAY 1

To enhance and enrich the skills in students, Department of MBA is organized 6 days "Microsoft Excel and Soft skills training" for final year students from 30th December 24 to 4th January 25. Prof . Meghana G R, Assistant Professor, Dept of CSE handled the first session on Microsoft Excel from 10.00am to 1.00pm .



Prof. Divya M C, Assistant professor, Department of MBA handled the second session on Resume Writing & Job Portals from 2.00pm to 5.00pm. Prof. Sriharsha V J, Assistant Professor, coordinated the event. Students actively participated and took the advantage.

DAY 2

On Day 2 - Prof. Basavaraj Patil, Assistant Professor, Dept of CSE, handled the first session on Microsoft Excel from 10.00am to 1.00pm. Topics on Sorting, Filtering, Data validation and Hands on sessions was available to the students for the better understanding of the concepts.

Dr. Prakash M Walavalkar, Dean Training placement & Associate professor, Department of MBA handled the second session on E-Mail Writing from 2.00pm to 5.00pm. Writing a professional email involves clear communication, appropriate tone, and proper formatting. Students actively participated and took the advantage.

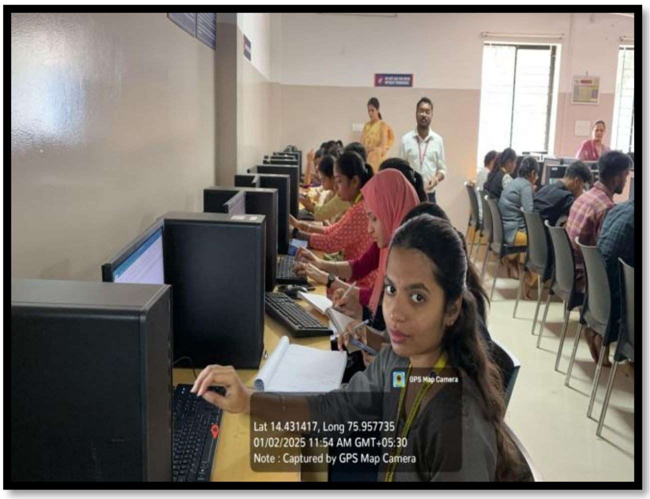
DAY 3

On Day 3 Dr. Azizkhan F Pathan, Associate Professor, Dept of ISE, handled the session on Microsoft Excel where he covered the topics on SUM, Trim, Concatenate etc. He gave sample data to apply all the concepts using MS Excel.

The session on "Self Introduction" was taken between 2.00pm to 5.00pm, by Prof Annapurna P D. Students actively participated and took the advantage. Group of individuals exchanged ideas, shared perspectives, and collaboratively explored solutions or viewpoints on a specific topic.

DAY 4

On Day 4 – Prof. Dhanush S, Assistant Professor, Dept of EEE, handled the session on AND, OR, IF COUNT IF, DAY, MONTH, YEAR, DATE & TIME DIFFERENCE etc from 10.00am to 1.00pm. Hands on sessions was given to the students for the better understanding of the concepts.



Prof. Veerabhadraswamy H D, Assistant Professor, Department of MBA, handled the 2nd session on GROUP DISCUSSION. The session was between 2.00pm to 5.00pm. Students actively participated and gain the knowledge. Participants discussed given topic, presenting facts, opinions, and arguments to reach a deeper understanding or consensus.

DAY 5

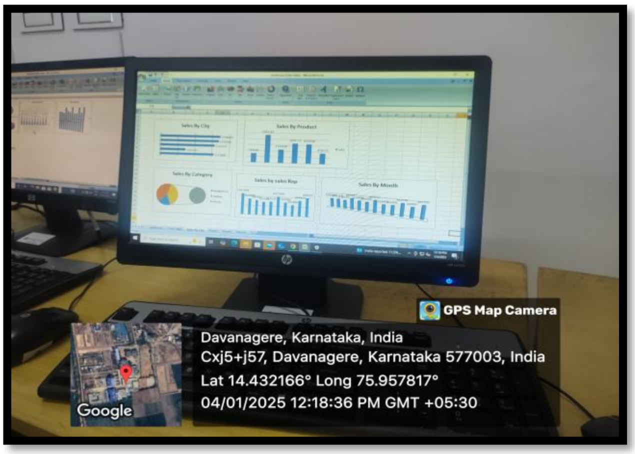
On Day 5 – Prof. Sunil M, Assistant Professor, Dept of ECE, handled the session on "MS Word, and Powerpoint" from 10.00am to 1.00pm. Microsoft Word and Microsoft PowerPoint are two widely used applications in the Microsoft Office suite, each designed for different purposes: MS Word is primarily a word processing tool for creating, editing, and formatting text-based documents, whereas MS PowerPoint is designed for creating and delivering visual presentations using slides.

Dr. Suhas D, Associate Professor & HOD, Department of MBA, handled the 2nd session on "Mock Interview" from 2.00pm to 5.00pm. Students actively participated and took the advantage. The mock interview is a practice interview designed to simulate a real job interview, allowing individuals to prepare and receive feedback on their performance. It's a valuable tool for improving interview skills, building confidence, and identifying areas for improvement before the actual interview.

DAY 6

Prof. Sriharsha V J, Assistant Professor, Department of MBA, handled the session on "Pivot Table preparation and Pivot Charts" from 10.00am to 1.00pm. Pivot tables and pivot charts are powerful tools in spreadsheet software like Excel that allow users to analyze, summarize, and visualize large datasets. Pivot tables dynamically reorganize and summarize data.

While pivot charts provide a visual representation of the summarized data, making it easier to spot trends and patterns.



Sample Certificate


ARKA Educational & Cultural Trust®

Reg. No. : JIT/MBA/ /

Jain Institute of Technology, Davangere.
MBA Programme
(A Unit of Jain Group of Institutions, Bangalore)

Certificate

This is to certify that Mr. / Miss / Mrs. ....
has successfully completed ....
training programme. He/she has passed the final test conducted by the Resource Person with .... grade.

This Certificate was awarded on ....

Resource Person *H.O.D.* *Principal*

Microsoft Excel, built in 1987, Microsoft Excel is one of the world's most popular and commonly used spreadsheet programs. Its application is no longer limited to spread sheets. MS Excel has been one of the most significant technical skills. It is among the top-rated skills that is required from a candidate working with mathematics, data collection, etc. Most of the companies use excel for tracking day to day activities and operations. Excel is used in many domains. Learn excel, it will be definitely used in your future job. As a fresher one can get job as MIS executive, Analyst or in any back office.

COMPANIES OFFERING EMPLOYEMENT OPPORTUNITES IN EXCEL

Financial Services

Goldman Sachs
JPMorgan Chase
Morgan Stanley

Retail and E-commerce

Amazon
Walmart
DMart

Tech Companies

Microsoft
Google
Apple

Consulting Firms

Boston Consulting Group
McKinsey & Company

SWAGATH 14.0-Freshers Day

11th January 2025 Timings: 10 am to 5 pm

Why Freshers Day?

A Freshers Day for 1st Year MBA students is organized to warmly welcome the new batch into the MBA program and the institute's community. It serves several key purposes: Introducing newcomers to the academic and social environment, helping them feel comfortable and integrated from the start. Building initial bonds between freshers, seniors, faculty, and administration, fostering a supportive network essential for the challenging MBA journey ahead. Encouraging interaction and teamwork, which are critical skills in MBA programs and future managerial roles. Easing the transition from undergraduate to postgraduate studies, providing orientation about academic expectations, campus life, and professional development opportunities. Creating a positive and motivating atmosphere, setting the tone for collaborative learning, networking, and personal growth.

Outcome of the Event

It helps new students overcome initial shyness and break the ice, making it easier to form friendships and feel part of the campus community from the start. Through activities like cultural performances, competitions, and informal interactions, freshers gain self-confidence and get opportunities to showcase their talents.

Objectives of the Event

Provide a warm and affectionate welcome to new students, helping them feel valued and comfortable in their new academic environment. Instill confidence and boost creativity among freshers through interactive and cultural activities that encourage self-expression. Promote social interaction and team spirit, enabling freshers to build rapport with seniors and peers, which fosters a supportive and collaborative community.

SWAGATH 14.0-Freshers Day

SWAGATH 14.0 was organized to warmly welcome the new batch of MBA students and help them acclimate to the academic and social environment of the institution. The event was graced by the Dr Manjappa Sarathi, Advisor, Dr. Ganesh D B, Principal & Director, Dr Suhas D, Head of Department, and Dr Prakash M Walavalkar, Dean Training & Placement

The Advisor emphasized the importance of building strong professional and interpersonal skills during the MBA journey. The HOD welcomed the students into the department, encouraging them to actively engage in learning and extracurricular activities. The Principal shared inspiring words about academic excellence, discipline, and holistic development. Meanwhile, the Placement Dean provided insights into the placement process, stressing the significance of early preparation, networking, and skill enhancement for successful career opportunities.

OUT BOUND LEARNING: VISIT TO AGADI THOTA

18th January 2025 Timings: 10 am to 1 pm

Why visit to Agadi Thota?

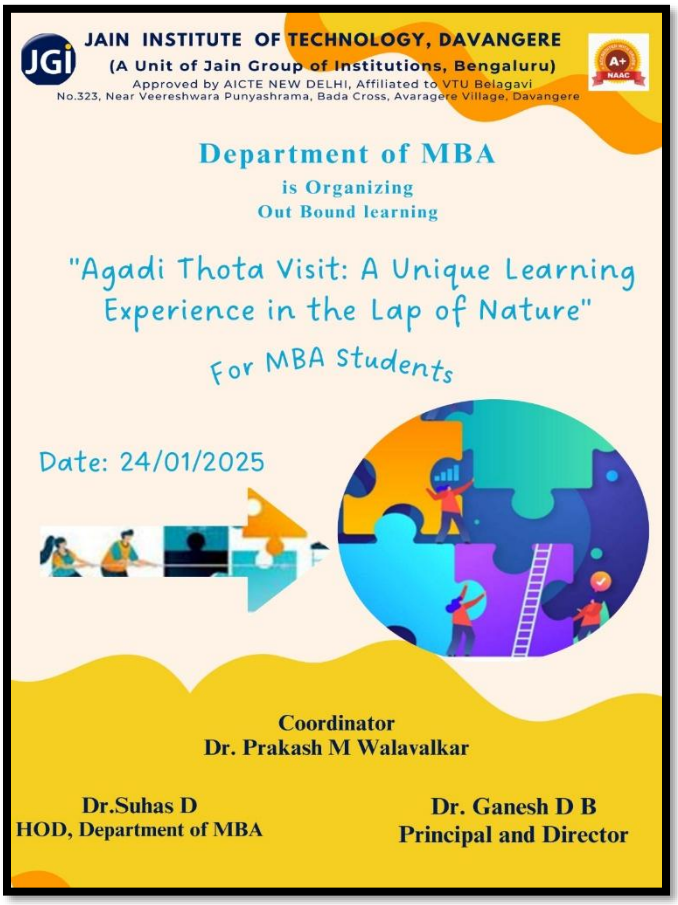
A visit to Agadi Thota as part of an Outbound Learning program offers MBA students a unique opportunity to learn beyond the classroom through experiential, real-world engagement. It located in Karnataka, is an agro-tourism destination known for its rich cultural setup, traditional farming practices, and rural entrepreneurship model making it an ideal site for management students to explore practical aspects of leadership, teamwork, sustainability, and rural innovation. Agadi Thota is a well-known agro-tourism destination that blends agriculture, culture, nature, and entrepreneurship in a holistic rural setup. The farm exemplifies sustainable rural business models by providing valuable learning for future managers.

Outcome of the Event

The visit to Agadi Thota offers MBA students a well-rounded learning experience that goes beyond traditional academics. Through group activities, collaborative tasks, and hands-on challenges in an unfamiliar environment, students strengthen their team-building and leadership abilities while developing essential interpersonal skills.

Objectives of the Event

Students The program focused on enhancing several core competencies essential for personal and professional growth. It emphasized team building, encouraging participants to collaborate effectively and strengthen interpersonal relationships. Leadership development was a key aspect, fostering confidence and the ability to guide and motivate others. Through various tasks and challenges, participants improved their problem-solving and decision-making skills.



At Agadi Thota, students actively participated in a variety of engaging and experiential activities designed to foster learning beyond the classroom. They took part in **rope climbing**, which challenged their physical endurance and promoted teamwork and confidence.

They explored local art forms, folk music, and traditional food preparation techniques, gaining firsthand insights into sustainable living and indigenous knowledge systems. These activities at Agadi Thota not only provided enjoyment and recreation but also played a significant role in enhancing their emotional intelligence, interpersonal skills,.

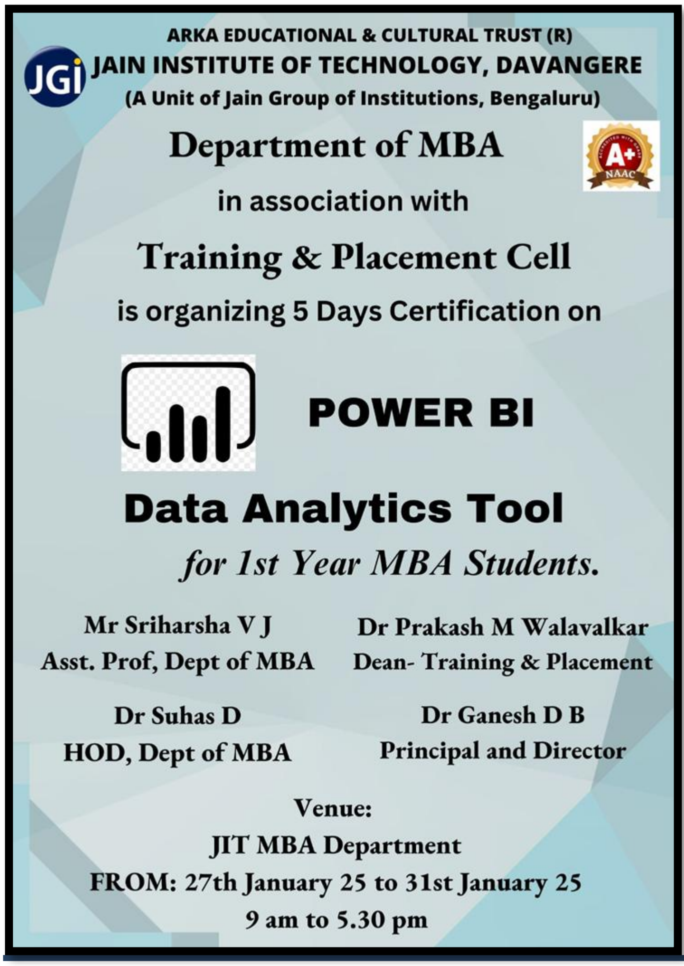
They explored local art forms, folk music, and traditional food preparation techniques, gaining firsthand insights into sustainable living and indigenous knowledge systems. The setting allowed them to observe eco-friendly practices, such as organic farming and waste recycling, promoting awareness of environmental responsibility.

POWER BI-A DATA ANALYTICS TOOL

27th January 2025 to 31st January 2025 Timings: 9 AM to 5.30 PM

WHY POWER BI?

Power BI certification is a professional credential offered by Microsoft that validates your expertise in using Power BI, a leading business analytics tool, for data analysis, reporting, and visualization. Power BI enables users to transform raw data from various sources into meaningful insights through interactive dashboards and reports, supporting data-driven decision-making across organizations. The most recognized certification, the Microsoft Certified: Power BI Data Analyst Associate, demonstrates your ability to prepare, model, visualize, and analyze data using Power BI, as well as manage and secure data within the platform.



OBJECTIVES

Equip participants with foundational knowledge and practical skills in data analytics, focusing on tools like Power BI.

Provide interactive sessions that allow participants to apply theoretical concepts in real-world scenarios, enhancing their learning experience.

Facilitate group activities and discussions to promote teamwork and the sharing of diverse perspectives within the field of data analytics.

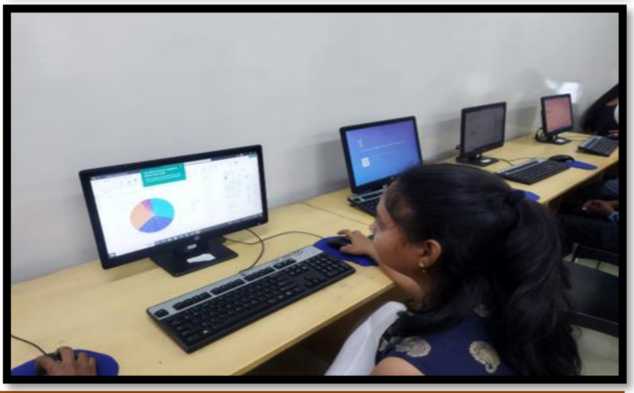
OUTCOMES

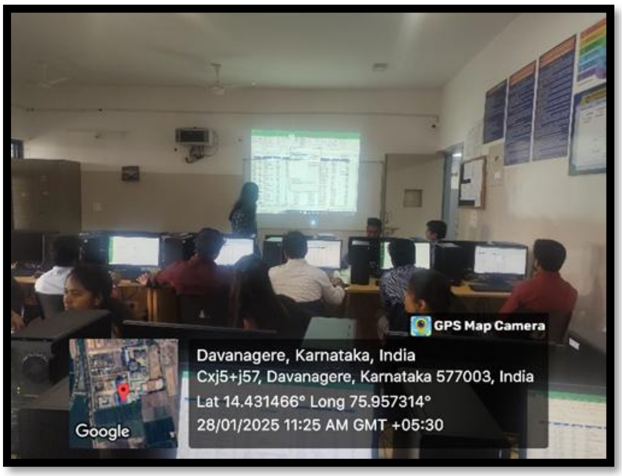
Equip participants with foundational knowledge and practical skills in data analytics, focusing on tools like Power BI. Provide interactive sessions that allow participants to apply theoretical concepts in real-world scenarios, enhancing their learning experience. Facilitate group activities and discussions to promote teamwork and the sharing of diverse perspectives within the field of data analytics.

POWER BI-A DATA ANALYTICS TOOL

DAY 1

Day 1 involved systematic computational analysis of data to uncover patterns, trends, insights. Power BI, developed by Microsoft, is a powerful business analytics tool that facilitates data visualization and reporting, enabling users to transform raw data into meaningful information. It integrates various components that assist in data preparation, modelling.





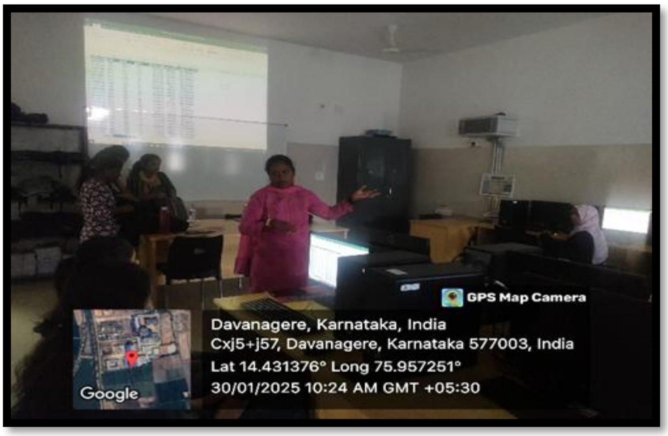
DAY 2

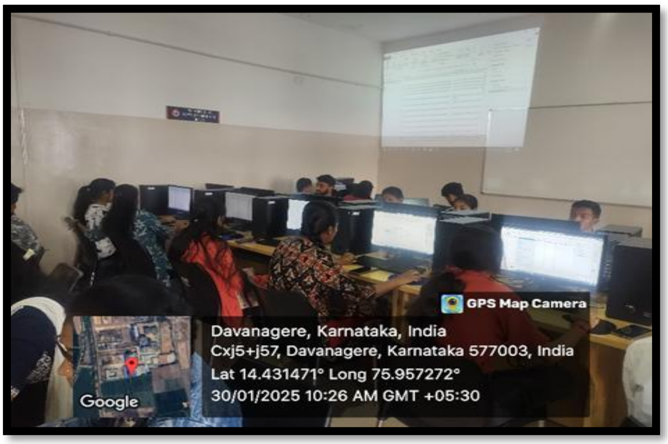
Second day involved a blend of good design principles, understanding data relationships, and utilizing the tool's features for interactivity and clarity. A review of essential concepts related to report design, visual synchronization, grouping and hierarchies, and filters in Power BI.

Limiting the number of visuals on a report page to around three to five charts, complemented by a few KPI cards or gauges to maintain performance and readability were done.

Day 3

Third day of Certification involved Data modelling in Power BI involved structuring data efficiently to facilitate analysis and visualization. It involved creating relationships between different data sources, defining calculated columns and measures, and optimizing the data structure for reporting. This process enhances data integrity, supports efficient queries, and allows for seamless data integration.

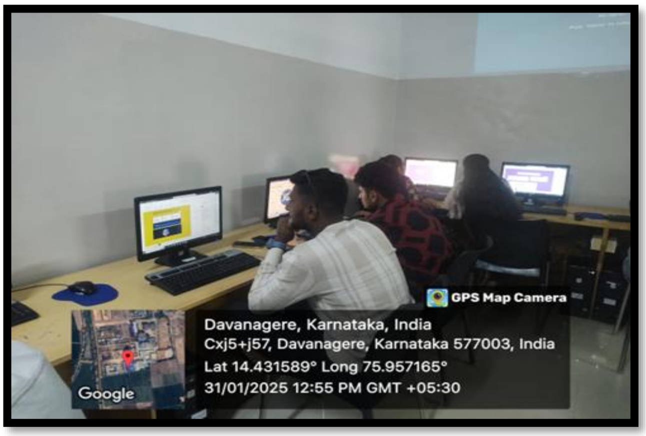




DAY 4

Fourth day of Certification analytics tool that enables users to visualize data and share insights across their organization. At the heart of Power BI's analytical capabilities is Data Analysis Expressions (DAX), a formula language designed specifically for data modeling and analysis. Understanding DAX functions is crucial for leveraging Power BI's full potential in data visualization and reporting.

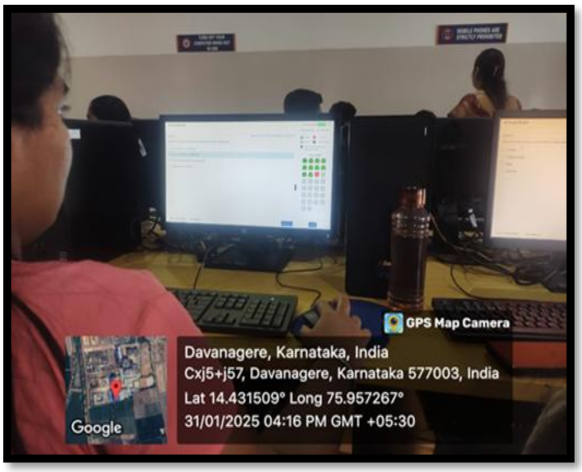
POWER BI-A DATA ANALYTICS TOOL



Day 5

Hands on session was conducted for the participants, where in the trainers highlighted the concepts like Introduction to data analytics , different analytics cycle, Introduction to Power BI, Basic report design, Visual sync & grouping, Data modelling, visualization properties, power query, Dax functions, Data visualization review of concepts was conducted to the participants.

FIRST YEAR MBA students underwent additional assessments to reinforce and validate their practical understanding of the tool. These tests are typically designed to simulate real-world business scenarios, requiring students to apply their Power BI skills in data preparation, modeling, visualization, and analysis.



COMPANIES OFFERING EMPLOYMENT OPPORTUNITY IN POWER BI

Microsoft: As the creator of Power BI, Microsoft offers roles such as Power BI Developer, BI Analyst, and Data Engineer in locations like Bengaluru, Hyderabad, and Noida.

TCS (Tata Consultancy Services): TCS recruits BI Consultants, Power BI Developers, and Data Analysts, providing opportunities to work on large-scale, global projects.

Infosys: Known for its AI-powered analytics, Infosys hires Power BI Specialists and Business Intelligence Consultants.

Accenture: Focuses on digital transformation projects, offering roles like BI Engineer and Power BI Consultant.

Wipro: Hires Power BI Architects and BI Developers, emphasizing analytics-driven solutions.

Cognizant: Offers positions such as Power BI Engineer and Data Analyst, often working on AI and cloud-based solutions.

UNLOCK YOUR FUTURE: GET SAP FICO CERTIFIED

17th February 2025 to 21st February 2025 Timings: 9 AM to 5.30 PM

WHY SAP FICO TRAINING FOR MBA?

SAP FICO training is highly recommended for final year MBA students, especially those specializing in finance, because it equips them with in-demand skills for managing financial accounting and controlling processes using one of the most widely adopted ERP systems globally. This training enables students to streamline organizational financial management, improve the accuracy of accounting processes, and generate real-time financial reports, which are essential for modern business operations. With companies across sectors such as consulting, FMCG, manufacturing, banking, and IT increasingly relying on SAP FICO for their financial operations, certified professionals are in high demand and are offered competitive salaries and attractive career growth opportunities.

Outcomes of SAP FICO

- Enhanced Career Opportunities.
- Improved Job Performance.
- Higher Earning Potential.
- Comprehensive Financial Analysis.
- Networking and Continuous Learning.

Objectives of SAP FICO

Opens doors to roles like SAP FICO Consultant, Financial Analyst, Financial Controller, and Accounting Manager & Enables professionals to perform comprehensive financial analysis.

Day 1

Day 1 involved Enterprise Resource Planning (ERP) a category of business software designed to automate and integrate various business processes across different departments. It collects data from areas such as accounting, manufacturing, supply chain management, sales, marketing, and human resources into a centralized database. This integration enables organizations to streamline operations, improve efficiency, reduce costs, and enhance decision-making by providing real-time insights and analytics.

Day 2

Day 2 of Certification highlighted, SAP Financial Accounting (FI), managing posting periods is crucial for maintaining accurate financial records. This involved defining when financial transactions can be posted to specific fiscal periods. Posting period variants were used to control these periods across different company codes & also covered various concepts like, definition and configuration of Posting Keys, Document Types, Document Number Ranges, and Tolerance Groups for Employees in SAP Financial Accounting (FI).

Day 3

Day 3 of Certification involved Tolerance groups for G/L accounts set limits for permissible differences during open item clearing (e.g., payment discrepancies). These differences are automatically posted to predefined accounts if within the defined thresholds. Afternoon session concept of General Ledger (G/L) in SAP Financial Accounting (FI) was discussed for recording and managing financial transactions. It provides a comprehensive view of external accounting and accounts, ensuring that all business transactions are accurately captured and integrated.

Day 4

Day 4 of SAP Financial Accounting (FI) involved, document reversal which is a critical process for correcting financial transactions. Covered the basics of document reversal, including the types of reversals and the use of reference documents.

Reference documents concept was also taught which used to link new transactions to existing ones, allowing for easier tracking and reversal.

Day 5

Covered key steps in SAP Financial Accounting (FI) related to managing customer transactions, including creating sundry debtors, defining tolerance groups, setting customer payment terms, and creating customer master records.

Sundry debtors are reconciliation accounts used for customers who make infrequent or small purchases on credit.. They are part of the Accounts Receivable sub-ledger.

Tolerance groups set limits for permissible discrepancies during payment processing.

Case study on Creating payment terms with a due date of 30 days and a 2% discount for early payment within 10 days was also discussed.

Unlock Your Future: Get SAP FICO Certified

SAP FICO (Financial Accounting and Controlling) is a core module in the SAP ERP system, designed to help organizations manage, track, and optimize their financial processes. Earning SAP FICO certification validates expertise in this critical area and opens doors to a wide range of career opportunities in finance, accounting, and business consulting.

What Is SAP FICO?

SAP FI (Financial Accounting):

Manages external financial reporting, including general ledger, accounts payable/receivable, asset accounting, and financial statements.

Focuses on internal management accounting, such as cost center accounting, profit center accounting, budgeting, and profitability analysis.

Why Get SAP FICO Certified?

Industry Demand: SAP FICO professionals are in high demand as businesses worldwide rely on SAP for their financial operations.

Career Growth: Certification enhances your credibility, job prospects, and earning potential in finance and IT sectors.

Global Recognition: SAP certification is recognized internationally, giving you access to opportunities across industries and geographies

Skill Enhancement: Gain practical, hands-on knowledge in configuring and implementing SAP FICO modules, making you a valuable asset to employers.

COMPANIES OFFERING EMPLOYMENT OPPORTUNITIES ON SAP FICO

Global IT & Consulting Firms

Accenture
Wipro
Infosys
Cognizant
Tata Consultancy Services
Capgemini

Other Notable Employers

EY
KPMG India
LTIMindtree
YASH Technologies
Sun Life

Specialized SAP Consulting Firms

Kaar Technologies
Infocus Technologies
Cognitus

Product-Based & Multinational Companies

SAP SE
Philips
Maersk Line
Robert Bosch

WEBINAR ON SECURITIES MARKET

19th February 2025 Timings: 11 am to 12 pm

Why Webinar on Securities Market?

The Webinar on "Understanding Securities Market – A Live Learning Event" was specially organized for MBA students to provide them with practical exposure to the functioning of the securities market. As part of their academic and professional development, this session aimed to deepen students' understanding of how capital markets operate, the role they play in the economy, and how various financial instruments are traded and regulated. Designed to complement classroom learning, the webinar brought theoretical concepts to life by showcasing real-time insights into the trading environment, market structure, investor behavior, and regulatory mechanisms.

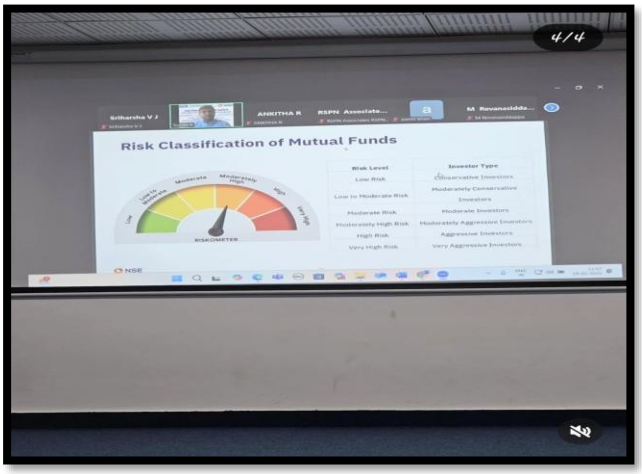
Outcome of the Event

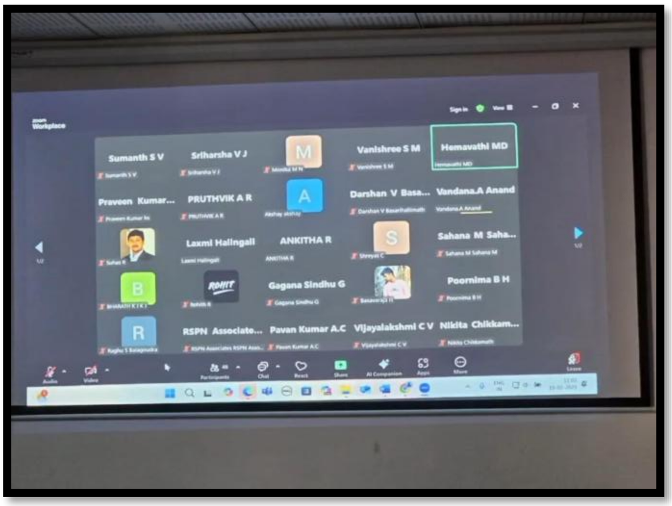
Webinar Demonstrated a stronger understanding of how business concepts are applied in real-world scenarios. They began to cultivate a strategic mindset necessary for effective leadership, innovation, and informed decision-making. The webinar also helped students identify current trends and emerging opportunities across various domains.

Objectives of the Event

The primary objective of the webinar was to bridge the gap between academic theory and real-world business practices. By exposing participants to practical insights and experiences, the session aimed to enhance their readiness for the evolving professional landscape. A key focus was to foster entrepreneurial thinking among students, encouraging them to approach problems with creativity and an innovation-driven mindset.

Mr Suhas Rajput, NSE , Mumbai the resource person of the event bridged the gap between theoretical finance concepts and their real-world applications, making the experience both engaging and educational. Designed to boost financial literacy and career readiness.





One of the key highlights of the webinar was the detailed discussion on mutual funds, including the concept of risk classification. Students were introduced to how mutual funds are categorized based on the level of risk.

Participants learnt components of the securities market such as equities, debt instruments, derivatives, mutual funds, and exchange-traded funds (ETFs). It also explained the roles of important institutions like SEBI (Securities and Exchange Board of India), stock exchanges (NSE, BSE), depositories, and intermediaries such as brokers and investment advisors. Students were able to observe or discuss how live market data is analyzed, how trading decisions are made, and how economic indicators influence investor behavior. One of the key highlights of the webinar was its "live learning" format, which allowed students to engage with real-time market scenarios, enhancing their ability to interpret market.

INDUSTRIAL VISIT TO BSNL, DAVANGERE

28[8h] February 2024 Timings: 9 am to 5 pm

Why Industrial Visit?

Industrial visits are invaluable for MBA students as they bridge the gap between theoretical knowledge and practical application. These visits provide firsthand exposure to real-world business operations, enabling students to observe and understand various industry practices, production processes, and management strategies. By interacting with industry professionals and observing the workflow, students can gain insights into the challenges and opportunities faced by businesses. This experience helps in contextualizing classroom learning, enhancing critical thinking, and fostering a deeper understanding of business dynamics. Additionally, industrial visits can inspire innovative thinking, networking opportunities, and potential career paths, ultimately enriching the MBA curriculum and better preparing students for their future roles as business leaders.

Outcome of the Event

Industrial visit encourage students to plan, organize, and manage tasks effectively, thereby enhancing their hands-on and problem-solving skills. Interactions with industry experts offer students the opportunity to learn from experienced professionals, gaining practical knowledge and career guidance.

Objectives of the Event

Industrial visits are an integral component of the academic curriculum for both graduate and postgraduate students, offering them experiential learning beyond textbooks. These visits also serve as a platform for students to interact with industry professionals, which can lead to valuable opportunities such as internships, job placements. and future collaborations.

INDUSTRIAL VISIT TO BSNL, DAVANGERE

As part of the academic curriculum aimed at enhancing practical learning, the MBA students recently undertook an industrial visit to **Bharat Sanchar Nigam Limited (BSNL)**, Davangere. This visit was organized with the objective of giving students an insightful exposure into the functioning of a large-scale public sector enterprise in the telecommunications sector. BSNL, one of India's oldest and most significant telecom service providers, plays a vital role in connecting the nation through its extensive network infrastructure and digital services. The visit provided students with a unique opportunity to understand how a government-run telecom organization operates.

BSNL manages its services, and adapts to technological advancements in a competitive market. BSNL officials warmly welcomed the students and conducted a guided tour of the premises, showcasing the various operational units such as the switching center, transmission room, customer service unit, and technical support departments. They explained how different technologies, such as GSM, broadband, fiber optics, and wireless communication, are utilized to deliver uninterrupted services to millions of customers. Students learned about the organizational structure of BSNL, its service delivery model, and the importance of maintaining high standards in customer service and technical efficiency.

Telecom industry, digital India initiatives, 5G readiness, and how BSNL is transitioning to meet future demands despite being a government entity.

One of the key highlights of the visit was the interactive Q&A session, where students engaged with BSNL engineers and management staff. This exchange allowed them to ask questions related to business strategy, project management, marketing approaches, human resource practices, and operational challenges. These interactions not only enriched their academic understanding but also helped them connect theoretical knowledge with practical industry scenarios.

THRIVE TOGETHER WITH WOMEN EMPOWERMENT

28th February 2024 Timings: 9 am to 5 pm

Why Women's Day Celebration ?

Celebrating International Women's Day is a powerful way to honor the achievements of women across all areas of life—social, economic, political, and cultural. It serves as a reminder of the immense contributions women have made and continue to make in shaping families, communities, and nations. Beyond celebration, the day plays a crucial role in raising awareness about gender inequality and advocating for women's rights. Despite progress over the years, many women still face challenges such as unequal pay, limited representation in leadership, and gender-based violence. Women's Day shines a spotlight on these issues and calls for action to build a more just and equitable society. The day also inspires individuals and communities to support change, challenge stereotypes, and break barriers.

Outcome of the Event

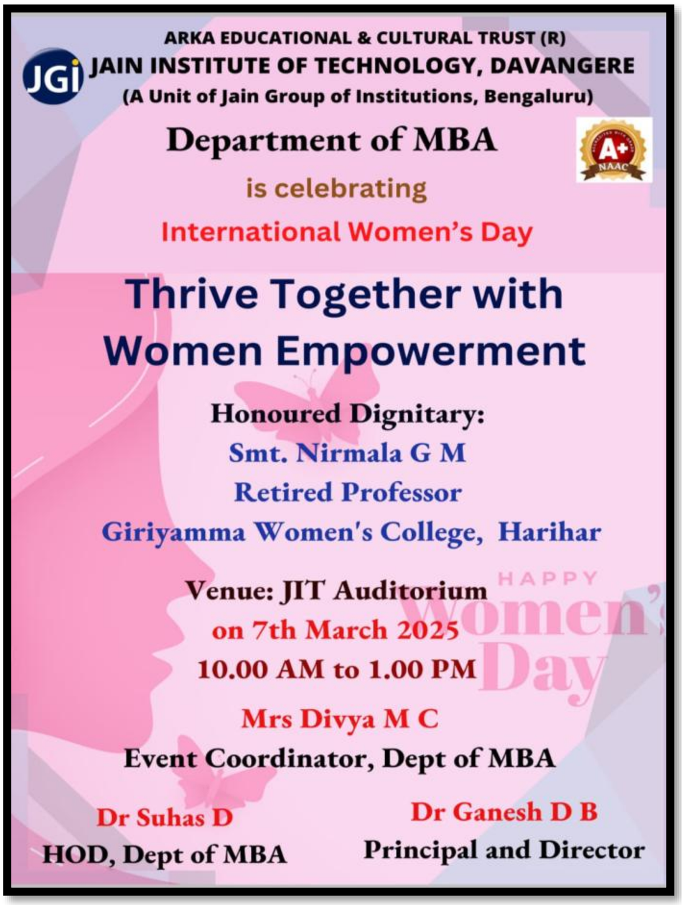
Celebrating International Women's Day within an MBA academic setting leads to several impactful outcomes. One of the most prominent is the recognition and empowerment of women. Through awards, guest lectures, and appreciation events, the contributions of women in business, academia.

Objectives of the Event

International Women's Day (IWD) is a global occasion that honors the social, economic, cultural, and political achievements of women. It serves as a powerful reminder to celebrate their contributions across all areas of life, from leadership and innovation to community development and education. The day is also a platform to raise awareness about women's rights and the ongoing struggle for gender equality.

THRIVE TOGETHER WITH WOMEN EMPOWERMENT

Smt. Nirmala G M, Retired Professor, Giriyamma College, Harihar started the address with early 20th-century labor movements, where women protested for better working conditions, voting rights, and equality. Over time, it evolved into a worldwide call for gender justice. Today, it stands as a symbol of both progress and the persistent need for change. It honors the strength, resilience, and achievements of women—whether they are leaders in boardrooms, caregivers at home, changemakers in politics, entrepreneurs, or educators shaping the future. It recognized that despite centuries of marginalization, women have continuously challenged social norms and broken barriers.



At the same time, Women's Day is a platform for raising awareness about the deep-rooted gender inequalities that still exist today. Globally, women remain underrepresented in political leadership, earn less than men for the same work, face systemic barriers to education and healthcare, and are often targets of violence and discrimination. Celebrating this day helps shine a light on these issues and promotes open dialogue about topics such as the gender pay gap, workplace bias, reproductive rights, domestic violence, and the need for inclusive laws and policies. It empowers women to speak up and encourages men to become allies in the pursuit of equality. Numerous studies show that when women are empowered, economies grow faster, families become healthier.

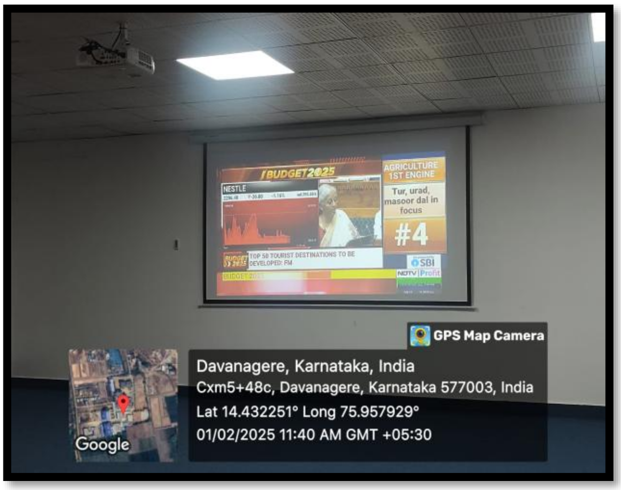
It fosters gender sensitivity from a young age by encouraging schools, universities, and organizations to educate individuals about respect, empathy, and equal rights. It inspires girls to pursue careers in fields traditionally dominated by men—like science, technology, engineering, and politics—and motivates them to become leaders and innovators. It also encourages women to uplift and support each other, building networks of solidarity and mentorship that extend beyond borders. Gender equality is not just a women's issue—it's a human rights issue and a societal imperative. By celebrating Women's Day, we commit to a more equitable world where everyone, regardless of gender, has the opportunity to fulfill potential.

ANALYSIS OF UNION BUDGET 2024

1st February 2025 Timings: 10 am to 4 pm

Why Analysis of Union Budget 2024?

Understanding the union budget is crucial for MBA students for several reasons: The budget provides a detailed overview of the government's financial plan for the year, including revenue and expenditure. The budget affects various sectors and industries through policy changes, tax regulations, and government spending. The budget influences fiscal policy, interest rates, and inflation. For students focusing on strategy and consulting, understanding the budget helps in advising clients on compliance, investment opportunities, and strategic planning based on government policies. The budget session offers real-world examples of policy implementation and its potential effects on different economic sectors.



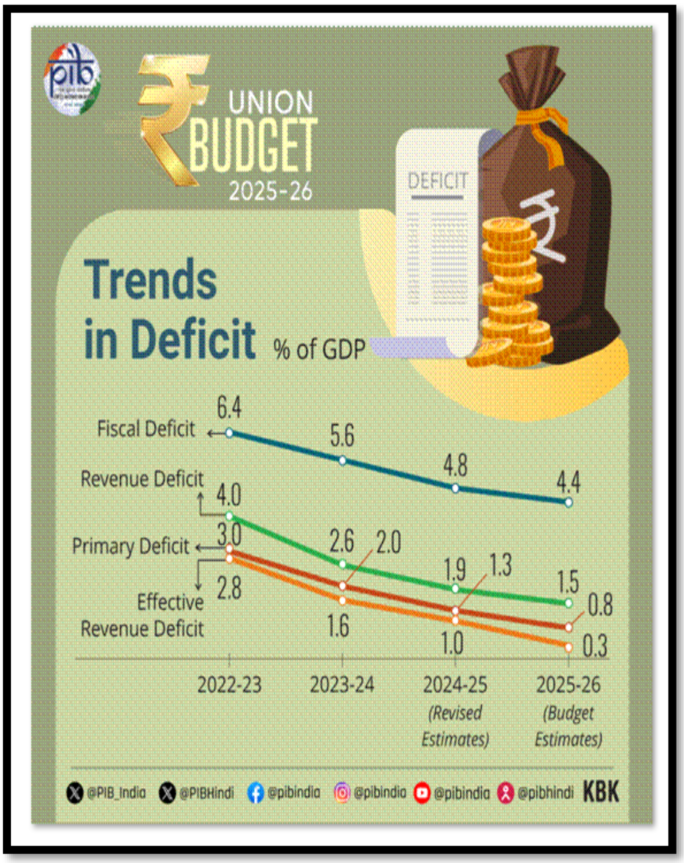
Outcome of the Event

The outcome of a union budget session can have several implications particularly in areas such as education, employment, entrepreneurship, and industry trends. Here are some potential outcomes and their impacts:Education Funding and Scholarships, Skill Development Programs, Entrepreneurship and Startups, Industry-Specific Policies, Digital Transformation and Innovation.

Objectives of the Event

The Union Budget session holds significant importance for MBA students as it provides a comprehensive overview of the government's economic priorities and fiscal policies for the upcoming year. Understanding the objectives of the Union Budget equips MBA students with insights into the macroeconomic environment, enabling them to analyze the impact of government decisions on various industries and the overall economy.

ANALYSIS OF UNION BUDGET 2024



Key highlights included Budget announced 'Prime Minister Dhan-Dhaanya Krishi Yojana' in partnership with states covering 100 districts to increase productivity, adopt crop diversification, augment post-harvest storage, improve irrigation facilities, and facilitate availability of long-term and short-term credit.

A comprehensive multi-sectoral 'Rural Prosperity and Resilience' programme will be launched in partnership with states to address underemployment in agriculture through skilling, investment, technology, and invigorating the rural economy. The goal is to generate ample opportunities in rural areas, with strong focus.

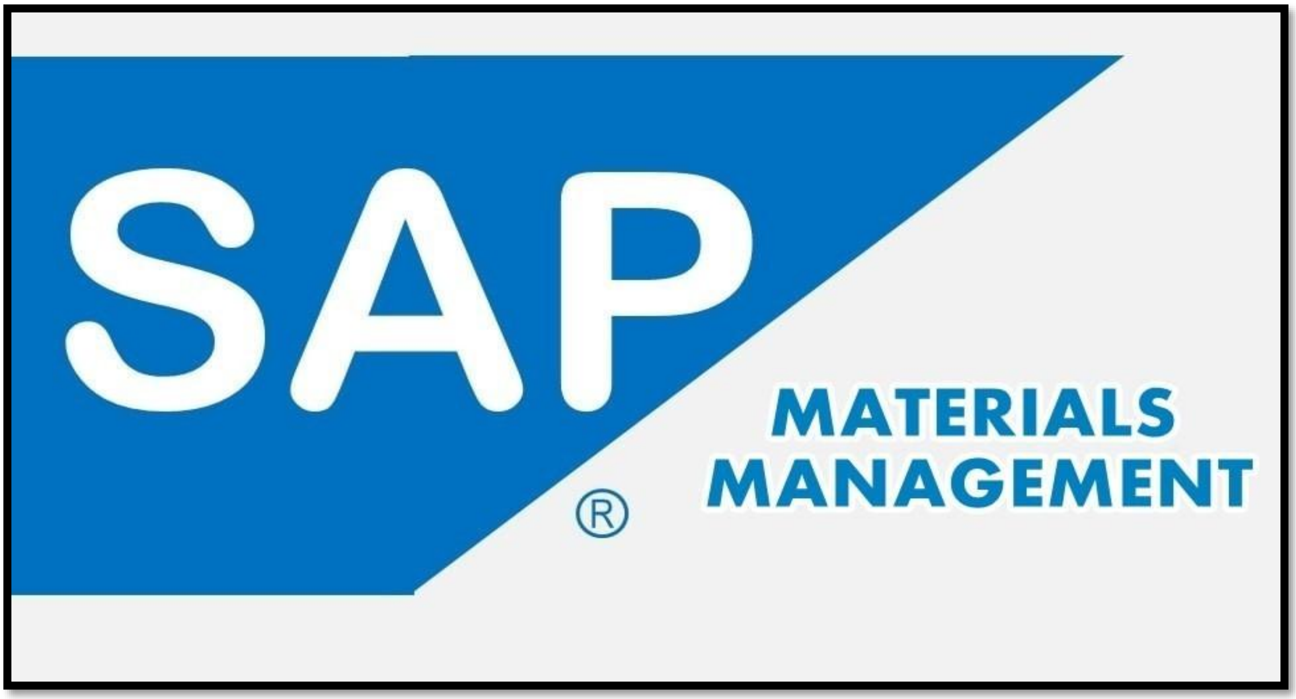
Dr Suhas D, HOD and Associate Professor, briefly summarized students about Key Interim Budget Highlights 2025. MBA Students actively participated in the event. Later students presented the Analysis of budget 2025.

UNLOCK YOUR FUTURE: GET SAP MM CERTIFIED

10th March 2025 to 14th March 2025. Timings: 9 AM to 5.30 PM

WHY SAP MATERIAL MANAGEMENT TRAINING FOR MBA?

SAP MM (Materials Management) certification is highly valuable for MBA students because it bridges business management knowledge with in-demand technical skills, making graduates more competitive in the job market. SAP MM certification opens doors to a variety of roles such as SAP MM consultant, supply chain specialist, logistics manager, procurement analyst, and project manager across industries like manufacturing, retail, pharmaceuticals, and IT. Companies globally seek professionals who can optimize supply chains, and streamline inventory processes using SAP MM.



Objectives of the event:

The primary objective of the SAP MM certification is to equip students with essential skills in procurement management, inventory control, and material planning. The certification aims to enhance career prospects by providing FINAL Year MBA graduates with a recognized credential that validates their expertise in materials management.

Outcomes of the event:

Graduates with SAP MM certification are often preferred by employers due to their proven expertise, which increases their chances of securing jobs over uncertified candidates.

Certified professionals typically command higher salaries compared to their non-certified peers. The certification qualifies graduates for various roles within supply chain management.

Day 1

In the first session trainer explained about SAP ERP system that focuses on procurement and inventory management. It streamlines the purchasing process, ensuring that organizations can efficiently acquire the necessary materials and services.

Purchase Requisiton can be created using transaction code ME51N in SAP. Users must fill out details such as material name, quantity, delivery date, and plant information.

Day 2

In the second day session trainer explained about Inventory Management component that plays a vital role in managing stock levels, tracking goods movements, and ensuring accurate inventory records.

When goods are received, a Goods received document is created using transaction code MIGO. This document updates stock levels and reflects the quantity and value of the received items in the inventory.

Day 3

In the third day session trainer explained about Invoice verification which is a crucial component of the SAP MM (Materials Management) module, ensuring that payments to vendors are accurate and justified by corresponding purchase orders (POs) and goods receipts (GRs). The GR clearing account acts as an intermediary between goods receipt and invoice receipt. When goods are received, the GR account is credited, and the GR account is debited. Comparing the invoice with the corresponding purchase order to ensure that quantities and prices match was taught.

Day 4

In the fourth day session trainer explained about Material planning and optimization are essential components of supply chain management, particularly within the SAP MM (Materials Management) module.

Material Requirements Planning (MRP) is a systematic approach used to manage inventory levels, production schedules, and procurement processes. It answers critical questions regarding what materials are needed, how much is required, and when they are needed. MRP automates planning by considering various factors such as sales orders, inventory levels, production schedules, and supplier lead times.

Day 5

Reporting and analysis in SAP MM (Materials Management) are crucial for gaining insights into procurement, inventory management, and overall supply chain efficiency was done on Day 5 of the Training Programme. SAP MM includes built-in analytical tools that facilitate detailed analysis of procurement trends, inventory turnover, and cost management. These tools empower businesses to make data-driven decisions that enhance operational efficiency and reduce costs. SAP MM is a user-friendly tool that allows users to create reports without extensive programming knowledge. Users can select fields from various tables.

UNLOCK YOUR FUTURE: GET SAP MM CERTIFIED:

SAP MM (Materials Management) certification is a strategic advantage for MBA students, especially those aiming for careers in operations, supply chain, procurement, or logistics.

Enhanced Career Prospects: SAP MM certification is highly sought after in the ERP market, opening doors to roles such as SAP MM consultant, supply chain specialist, logistics manager, purchase executive, and project manager. Certified professionals are in demand across industries like manufacturing, retail, and IT.

Better Salary and Growth: MBA graduates with SAP MM certification often secure higher-paying jobs and faster promotions, as organizations value the dual expertise in business management and technical ERP skills.

Business-Technology Integration: Combining MBA knowledge with SAP MM enables graduates to bridge the gap between business strategy and technology, making them valuable assets for digital transformation and operational efficiency

Global Recognition: SAP certification is recognized worldwide, giving MBA graduates an edge in multinational companies and expanding their career opportunities internationally.

Increased Employability: Many companies now consider SAP certification a key hiring criterion, especially for roles involving ERP implementation and optimization.

COMPANIES OFFERING EMPLOYMENT OPPORTUNITIES ON SAP MM

Major IT & Consulting Firms

Infosys

Deloitte

Tata Electronics

Quantum Integrators

Orane Consulting Private Limited

Other Notable Employers

Automatic Infotech

Diverse Infotech Pvt Ltd

ITCommence Inc

Rapsys Technologies

Manufacturing , Engineering, and Utilities

Torrent Power

EagleBurgmann

ICT POWER SEMINAR ON EMPLOYABILITY SKILLS

15th March 2025 | Timings: 11:30 am to 1 pm

Why Power Seminar?

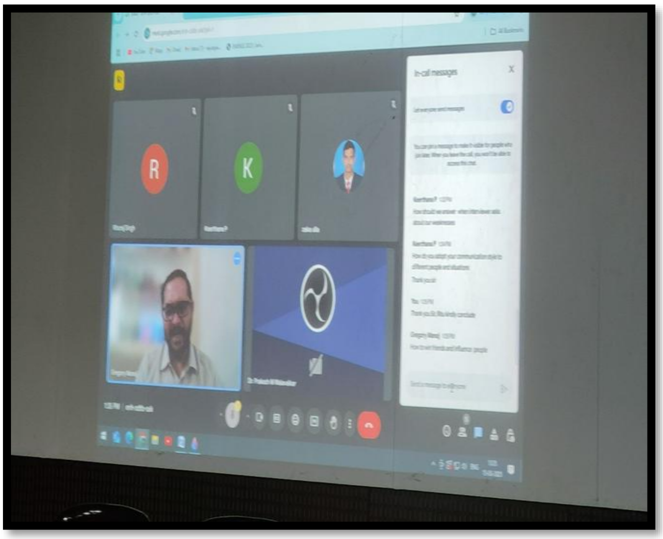
The Power Seminar on Employability Skills for Future is a specially curated learning experience designed for MBA students to bridge the gap between management education and the evolving demands of the professional world. As industries become increasingly competitive and dynamic, possessing strong employability skills is essential for aspiring business leaders. This seminar aims to empower MBA students with critical competencies such as effective communication, leadership, problem-solving, adaptability, teamwork, emotional intelligence, and digital proficiency. Through expert-led sessions, real-world case discussions, and interactive dialogue, students will gain valuable insights into how these skills influence workplace success and long-term career growth.

Outcome of the Event

The Power Seminar proved to be a transformative experience for students, resulting in several impactful outcomes. Participants were able to apply expert insights to both academic and professional contexts, effectively bridging the gap between classroom learning and real-world application. Exposure to industry leaders and business scenarios deepened their understanding of practical practices in management, entrepreneurship, and leadership. The seminar also encouraged students to reflect on their career paths, helping them define clear career strategies and set personal growth goals. Motivational sessions and success stories inspired students, providing them with the direction and confidence needed for their future roles.

Objectives of the Event

The Power Seminar were thoughtfully designed to enhance the overall learning and professional development of students. One of the primary goals was to deliver high-impact insights by providing valuable and thought-provoking knowledge from industry experts.



ICT POWER SEMINAR ON EMPLOYABILITY SKILLS

Tailored to meet the unique challenges faced by MBA students entering diverse industries, the seminar features sessions led by seasoned professionals, HR experts, and successful alumni who bring real-world perspectives to the learning experience.

The Moreover, the seminar addresses current trends in recruitment, the impact of AI and digital transformation on job roles, and what employers expect from modern-day MBA graduates. By participating in this power-packed event, students not only enhance their personal and professional competencies. but also gain clarity on how to align their strengths with industry needs—preparing them to step confidently into leadership roles in their future careers. This seminar focuses on developing key 21st-century skills that recruiters across sectors now prioritize—such as agility, collaboration across cultures, strategic thinking, digital literacy.

A unique feature of this seminar is its focus on real-time employer expectations through panel discussions, case-based workshops, and simulation activities. Through interactions with industry veterans, startup founders, HR professionals, and leadership coaches, students gain deep insights into what makes a candidate stand out—not just during the hiring process, but in long-term leadership potential. ***Mr. Gregory Manoj, employee of ICT,*** covered traditional curricula, such as personal branding, networking etiquette, business communication in the digital age, work-life integration, ethical decision-making.

PERFECT THE PITCH: ELEVATE YOUR SALES GAME

22nd May 2025. Timings: 9 AM to 5.00 PM

Why Selling Activity?

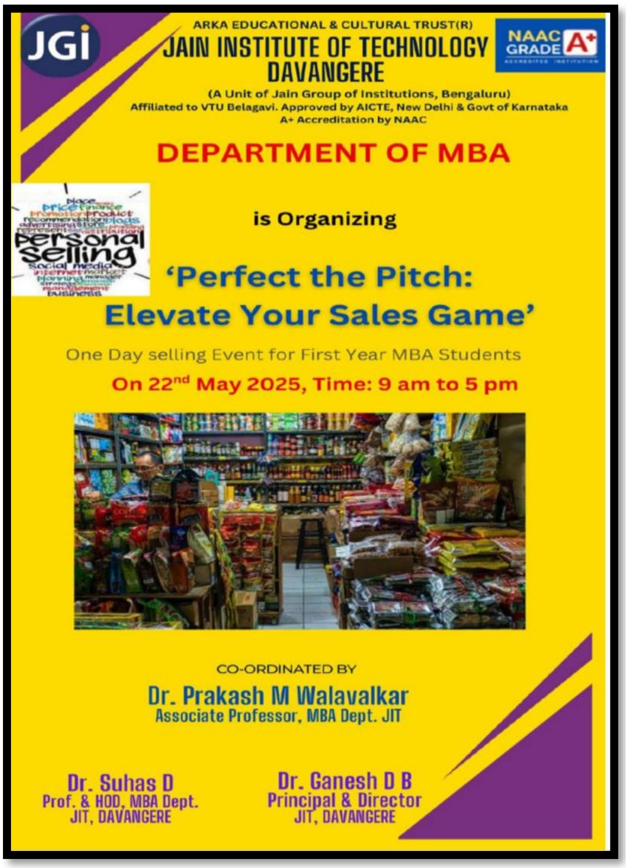
Engaging MBA students in selling activities is crucial for their professional development and practical understanding of business dynamics. These activities help students apply theoretical knowledge in real-world scenarios, honing their sales techniques, negotiation skills, and customer interaction abilities. Selling activities also foster critical soft skills such as persuasion, communication, and problem-solving, which are essential for any business leadership role. Additionally, they provide valuable insights into market trends, customer behavior, and the strategic aspects of sales management. y participating in these activities, MBA students gain hands-on experience that enhances their ability to drive business growth and manage client relationships effectively, preparing them for successful careers in various industries.

Outcome of the Event

It provides practical experience in sales techniques and strategies, allowing students to apply theoretical knowledge to real-world scenarios. This hands-on approach enhances their understanding of consumer behavior, negotiation skills, and market dynamics. it helps develop critical soft skills such as communication, persuasion, and relationship-building

Objectives of the Event

Provide hands-on experience in the practical aspects of sales and negotiation, essential skills for any business professional. Such activities aim to enhance students' understanding of sales strategies, customer relationship management, and market analysis. By engaging in real-world selling scenarios, students develop crucial skills such as persuasive communication, problem-solving, and the ability to tailor solutions.



The selling activity for MBA students is designed to equip them with practical sales skills and a deep understanding of the sales process. This activity typically involves role-playing scenarios where students practice pitching products or services, handling objections, and closing deals.

It focuses on developing key competencies such as effective communication, negotiation, and relationship-building. By simulating real-world sales environments, the activity helps students gain confidence and experience in selling, which are crucial for their future careers in business. The hands-on approach also allows students to apply theoretical knowledge in a practical setting, enhancing the experience.

These activities offer insights into dynamics of customer behavior and the impact of effective sales techniques on business success. Proceeds from the sales were directed towards supporting the lunch program at a Veereshwara Punyashrama for visually impaired children.

28th May 2025. Timings: 9am to 5 pm

Why INFUSION 2k25- Management Fest for Degree students?

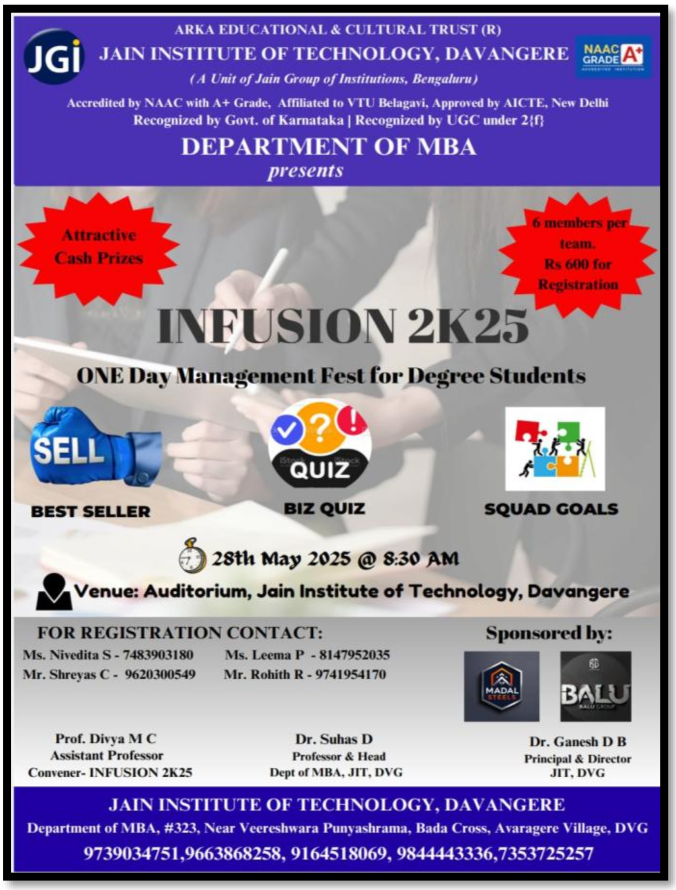
A management fest for degree college students is organized to provide a dynamic platform that goes beyond academics, helping students develop essential life and professional skills. Such fests encourage social interaction among students from diverse backgrounds, enhancing interpersonal and communication abilities which are crucial for real-world business environments. They offer opportunities for students to showcase their talents, leadership, and organizational skills by participating in and managing various events.

Objectives of the Event

Provide students hands-on experience in planning, organizing, and executing diverse events, helping them develop abilities such as teamwork, communication, resource management, and decision-making. Showcase the unique identity of the college, building pride, inclusivity, and a sense of belonging among students, faculty, alumni, and guests. Bring together students from different backgrounds and institutions, offering a platform for collaboration. Enable students to express their talents and ideas through competitions.

Outcome of the Event

The event attracted participants from various institutions and brought together more attendees, including over. The platform fostered cross-college networking, offered exposure to real-world challenges, and inspired students.



The event commenced with a formal inauguration ceremony, graced by the Dr Ganesh D B, Principal, who delivered an inspiring address, highlighting the importance of such fests in shaping future leaders and encouraging holistic student development. Dr Manjappa Sarathi, Advisor applauded the students' initiative and stressed the relevance of practical exposure alongside academic learning.

Dr Suhas D, Head of the Department (HOD) expressed pride in the organizing team's efforts and emphasized how INFUSION empowers students with real-time decision-making and event coordination experience.

Faculty members and staff played a vital role in mentoring participants and ensuring the smooth execution of the fest. The collaborative efforts of students and staff contributed to the success of INFUSION, making it a memorable and enriching learning experience. The event concluded with a prize distribution ceremony and a vote of thanks, marking the end of a day filled with enthusiasm, innovation, and managerial spirit.

The Team from Jain Degree College, Davangere were the Winners & The Team from SJVP College, Harihara were the Runners of INFUSION 2k25.

FREE PGCET Workshop

5th June 25 to 6th June 25 Timings: 10 am to 5 pm

Why FREE PGCET Workshop?

Free PGCET coaching for MBA aspirants plays a crucial role in democratizing access to quality education for all students. By providing free coaching, aspiring MBA candidates from diverse socio-economic backgrounds can benefit from expert guidance, resources, and preparatory support without the financial burden typically associated with coaching centers. This initiative helps bridge gaps in educational access and ensures that talented individuals have equal opportunity to succeed in competitive entrance exams. Moreover, free coaching programs often offer structured study plans, practice tests, of performing well in the PGCET.

Objectives of the Event

To provide equitable access to high-quality preparatory resources and support for students from diverse backgrounds. This initiative aims to level the playing field by offering comprehensive guidance on exam content, test-taking strategies, and time management without financial constraints. By focusing on critical areas such as quantitative aptitude, verbal ability, and logical reasoning, the coaching helps students build a strong foundation and improve their performance

Outcome of the Event

Such coaching programs offer targeted preparation for the Post Graduate Common Entrance Test (PGCET), which is crucial for securing admissions into MBA programs. By participating in these free coaching sessions, aspirants gain access to structured study materials, expert guidance, and practice tests, which enhance their understanding of the exam format.

FREE PGCET Workshop


ಪಿಜಿಸಿಇಟಿ ಪರೀಕ್ಷೆ : ಕಾರ್ಯಾಗಾರ

ದಾವಣಗೆರೆ, ಜೂ. 3 - ಜೈನ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಟೆಕ್ನಾಲಜಿಯ ಎಂಬಿಎ ವಿಭಾಗದಲ್ಲಿ ಜೂ. 5 ಮತ್ತು 6 ರಂದು ಉಚಿತ ಪಿಜಿಸಿಇಟಿ ತರಬೇತಿ ಕಾರ್ಯಾಗಾರ ನಡೆಯಲಿದೆ. ವಿವರಕ್ಕೆ ಸಂಪರ್ಕಿಸಿ. 9739034751.

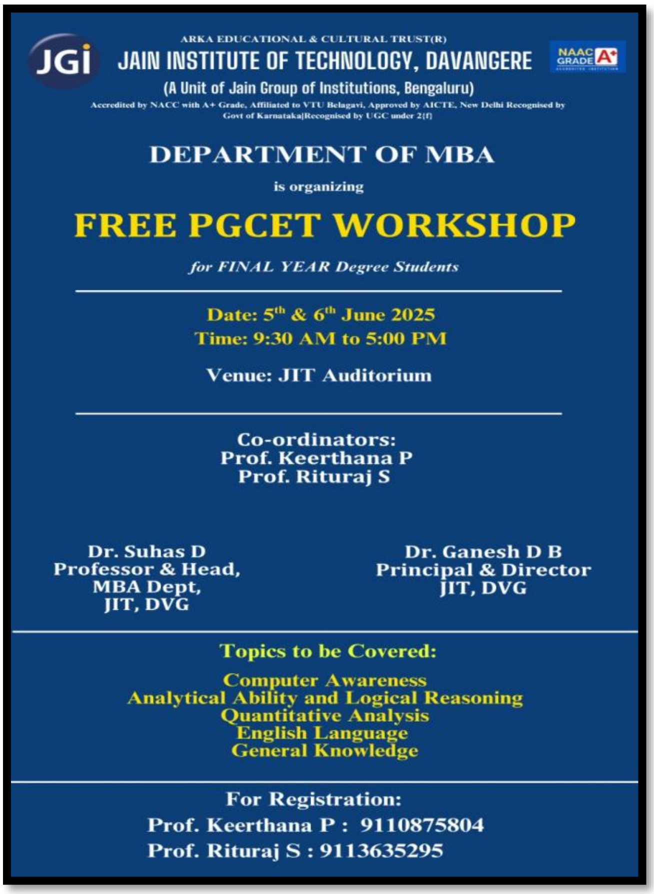
FREE PGCET Workshop generally covers several key areas

Quantitative Aptitude:

Focuses on mathematical skills, including topics such as algebra, geometry, arithmetic, and data interpretation.

Verbal Ability:

Tests proficiency in English language skills, including grammar, vocabulary, sentence correction, and reading comprehension.



Logical Reasoning:

Assesses the ability to analyze and solve problems using logical thinking, including questions on patterns, sequences, analogies, and critical reasoning.

General Knowledge:

Includes questions related to current affairs, business awareness, and general knowledge that may affect decision-making in the business environment.

The workshop provides comprehensive instruction on key exam components, including quantitative aptitude, verbal ability, and logical reasoning. Through interactive sessions, practice tests, and expert guidance, participants gain valuable insights into test strategies, question types, and effective study techniques.

LinkedIn Career Kick-Starter Program

10th June 2025 Timings: 10 am

Why LinkedIn Career Kick-Starter Program?

The LinkedIn Career Kick-Starter Program is designed for MBA students to effectively launch and shape their careers by leveraging the full potential of The program teaches students how to create an impactful LinkedIn profile that highlights their MBA-acquired skills, experiences, and ambitions—critical for standing out to recruiters and industry leaders. Participants learn advanced LinkedIn job search techniques, including leveraging filters, connecting with recruiters, and applying to relevant roles, which is increasingly vital in today's competitive job market. The program demonstrates effective networking approaches—connecting with alumni, peers, and potential employers—which is particularly valuable for MBAs looking to broaden their industry connections or make career transitions. Students received complimentary LinkedIn Premium access, granting additional benefits such as InMail credits to contact industry leaders, premium job insights, and online learning courses. Included live demonstrations, hands-on profile reviews, and expert-led sessions, helping students apply best practices in real time.

Outcome of the Event

- Improved LinkedIn Profiles
- Increased Platform Confidence:
- Earned LinkedIn Learning Certificates
- Effective Networking
- Strategic Career Planning
- Enhanced Employability

Objectives of the Event

- Introduce LinkedIn Premium Tools
- Enhance Profile Optimization Skills
- Improve Job Search Strategies
- Encourage Continuous Learning
- Strengthen Networking and Communication
- Develop Personal Branding

LinkedIn Career Kick-Starter Program

The LinkedIn Career Kick-Starter Program event for MBA students was addressed by Dr Suhas D, HOD, MBA Department and Dr Prakash M Walavalkar, Placement Dean. Both emphasized the importance of leveraging LinkedIn as a key tool for professional networking, personal branding, and job search strategies motivational speeches.

The HOD encouraged students to actively engage with the platform to build a strong professional profile reflecting their skills and aspirations gained during the MBA program. Meanwhile, the Placement Dean highlighted how the program would equip students with practical techniques to connect with recruiters, access exclusive job opportunities, and enhance their employability in a competitive market. Their addresses set a motivating tone, urging students to maximize the benefits of the program to kick-start successful careers.

WEBINAR ON INVESTOR EDUCATION AND STOCK MARKET INVESTMENT

18th June 2025 Timings: 10 AM to 12 PM

WHY INVESTOR EDUCATION & STOCK MARKET AWARENESS FOR MBA ?

Investor education and stock market awareness crucial for MBA students as they equip future business leaders with the knowledge and skills needed to make informed financial decisions and understand market dynamics. As MBAs often move into roles involving strategic planning, finance, or entrepreneurship, a solid grasp of investment principles and stock market functioning becomes essential for both personal and organizational success. Such education provides foundational knowledge about different asset classes, risk management, market trends, and the development of personalized investment strategies.

Outcome of the Event

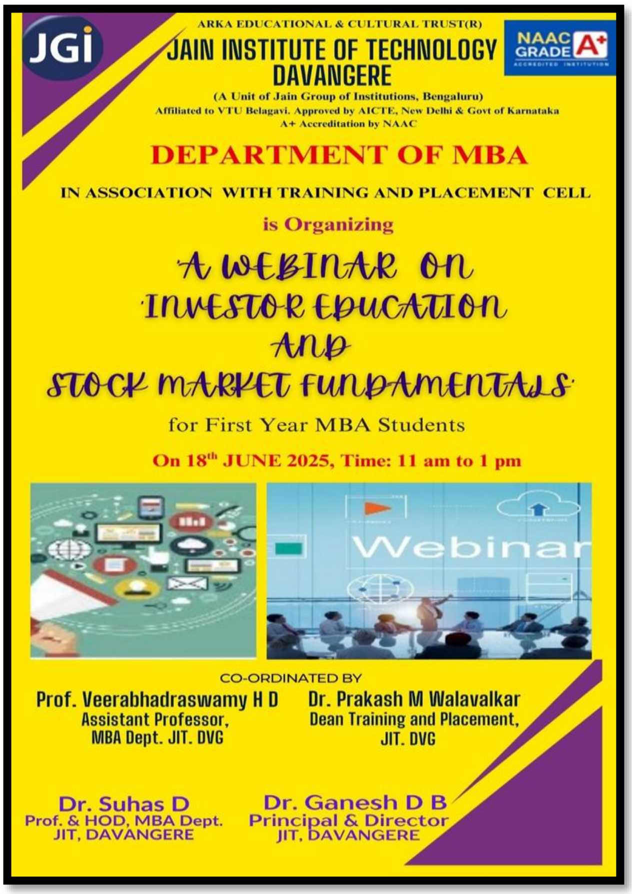
The outcomes of an investor education and stock market awareness event are notably positive and measurable. Research shows that such programs lead to a significant increase in financial literacy, which directly improves investment decision-making and portfolio diversification. These events help participants better understand market risks, investment strategies.

Objectives of the Event

Interpret financial reports, stock valuations, economic indicators, and market signals. Analyze investments through fundamental and technical methods. Understand long-term equity returns and compounding to create sustained wealth. Recognize various types of risk—market, credit, liquidity—and develop mitigation strategies.

WEBINAR ON INVESTOR EDUCATION AND STOCK MARKET INVESTMENT

Such events also foster critical thinking, analytical abilities, and responsible investment behavior, preparing students to contribute meaningfully to sustainable and ethical business practices. Additionally, exposure to investment education enhances employability and leadership potential, as employers increasingly seek graduates who can navigate financial markets and drive value creation



Investor education and stock market awareness events are essential for MBA students as they bridge the gap between theoretical business knowledge and real-world financial decision-making. These programs equip students with practical understanding of investment principles, risk assessment, and market dynamics, which are critical skills for future managers, entrepreneurs, and financial professionals.

Mr Suhas Rajput, of NSE enhanced employability and leadership potential, as employers increasingly seek graduates who can navigate financial markets and drive value creation. In summary, these events are vital for developing well-rounded, market-ready business leaders who can thrive in today's dynamic economy.

FINANCIAL MODELLING CERTIFICATION

23rd June 2025 to 27th June 2025. Timings: 9 AM to 5.30 PM

WHY FINANCIAL MODELLING CERTIFICATION?

Financial modelling certification is highly valuable for MBA students because it bridges theoretical business concepts with practical, real-world financial analysis and decision-making skills. Financial modelling is a core skill demanded in investment banking, equity research, risk management, corporate finance, and consulting. Certified students are more attractive to top employers and can access better job opportunities and higher salary package. It enables MBA students to apply classroom concepts—like ROI, valuation, and forecasting.

Objectives of the event:

- Equip students with practical Excel skills for financial analysis and modeling
- Enable interpretation and creation of key financial statements and ratios
- Develop capability to analyze, visualize, and forecast financial data
- Foster decision-making skills using scenario and sensitivity analysis

Outcomes of the event:

- Confidently navigate Excel's interface, use shortcuts, and apply advanced formatting
- Import, organize, and analyze large financial datasets
- Apply descriptive statistics and financial functions for business analysis
- Build and interpret loan schedules, EMIs, and investment appraisals (NPV, IRR)

Day 1

Financial analytics refers to the use of data analysis techniques and specialized tools to interpret financial data, enabling organizations to make informed, data-driven decisions. It transforms raw numbers into actionable insights, helping businesses assess their financial health, identify market trends, and optimize investment strategies. Day 1 covered Excel which is a primary tool for financial analytics due to its robust data handling and analysis capabilities.

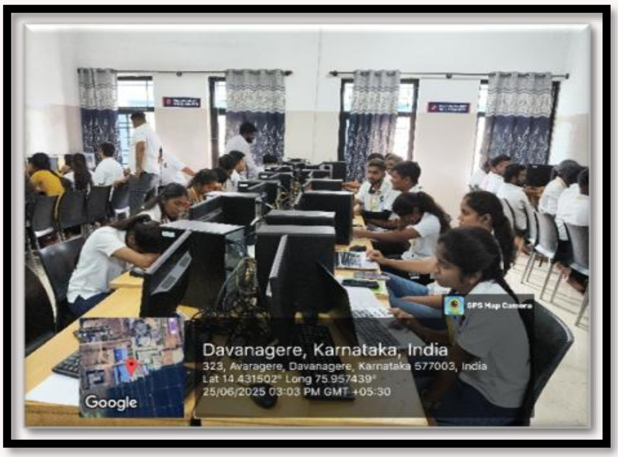
Day 2

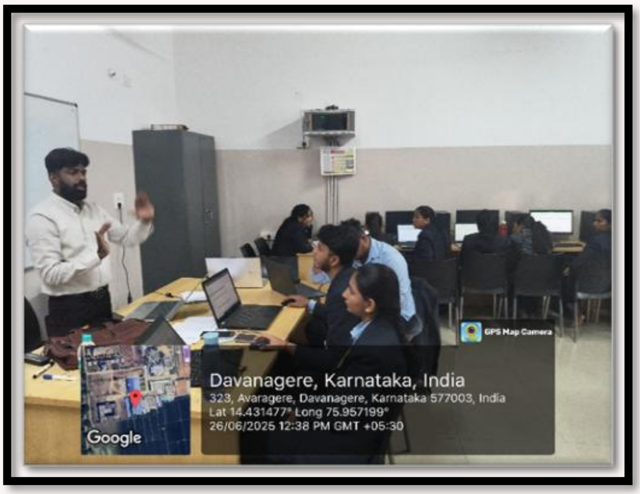
In the second day session trainer explained about BASIC EXCEL FORMULAS, CELL REFERENCING, IMPORTING DATA INTO EXCEL (CSV, TEXT, ETC.), SORTING AND FILTERING FINANCIAL DATA, FILTERING FINANCIAL DATA, DESCRIPTIVE STATISTICS TOOLS: MEAN, MEDIAN, MODE, STD. DEV, VARIANCE, USING DATA ANALYSIS TOOLPAK, PRESENT VALUE (PV), FUTURE VALUE (FV), NPV AND IRR FUNCTIONS, LOAN AMORTIZATION SCHEDULE.

Day 3

In the third day session trainer explained about READING BALANCE SHEET, P&L, AND CASH FLOW, CREATING FINANCIAL STATEMENTS IN EXCEL, KEY RATIOS: LIQUIDITY, PROFITABILITY, SOLVENCY, EFFICIENCY, DASHBOARD FOR RATIO ANALYSIS, BAR, COLUMN, LINE, PIE, COMBO CHARTS, DYNAMIC CHARTS WITH DROPDOWNS (USING DATA VALIDATION), CONDITIONAL FORMATTING FOR TREND SPOTTING, HEATMAPS AND SPARKLINES

READING AND CREATING FINANCIAL STATEMENTS IN EXCEL.





Day 4

In the fourth day session trainer explained about TIME SERIES FORECASTING BASICS, MOVING AVERAGES, TRENDLINES, FORECAST SHEET IN EXCEL, LINEAR REGRESSION USING EXCEL, SCENARIO ANALYSIS USING DATA TABLES, PREPARING BUDGETS IN EXCEL, ACTUAL VS BUDGET VARIANCE ANALYSIS. Variance analysis helps to identify where performance deviates from plan, supporting corrective action. One can also Use conditional formatting to highlight large variances .

Day 5

Day 5 concepts such as GOAL SEEK, SCENARIO MANAGER, BUILDING A SIMPLE 3-STATEMENT FINANCIAL MODEL, ASSUMPTIONS AND DRIVERS, LINKING STATEMENTS TOGETHER, SENSITIVITY ANALYSIS, ADVANCED EXCEL TOOLS FOR FINANCIAL MODELLING was discussed on the FINAL Day of the certification.

WHY FINANCIAL MODELLING?

Financial modelling certification is highly valuable for MBA students because it bridges theoretical business concepts with practical, real-world financial analysis and decision-making skills. Here's why it stands out:

Enhances Career Prospects: Financial modelling is a core skill demanded in investment banking, equity research, risk management, corporate finance, and consulting. Certified students are more attractive to top employers and can access better job opportunities and higher salary packages.

Practical Application of Theory: It enables MBA students to apply classroom concepts—like ROI, valuation, and forecasting—by building spreadsheet-based models that simulate business scenarios, analyze company performance, and support strategic decisions.

Informed Decision-Making: With financial modelling, students learn to make data-driven decisions, assess risk, and evaluate investments or business expansion plans with quantitative backing.

Competitive Edge: Certification demonstrates advanced Excel proficiency, analytical thinking, and hands-on experience with financial statements and valuation techniques, making a CV stand out in a finance-heavy job market.

COMPANIES OFFERING EMPLOYMENT OPPORTUNITIES ON FINANCIAL MODELLING

Consulting Firms:

Alvarez & Marsal, Deloitte, Forvis Mazars, Blackmont Consulting, and Altus Group

Investment Banks and Financial Institutions:

JP Morgan, Goldman Sachs, Deutsche Bank, and ICICI Bank

Other Companies:

CRISIL, Cognizant, and Morning Star

5 DAY FDP ON DIGITAL MARKETING

23rd June 2025 to 27th June 2025 Timings: 9am to 5 pm

Why 5 DAY FACULTY DEVELOPMENT PROGRAM ON DIGITAL MARKETING?

Digital marketing Faculty Development Programme (FDP) lasts for about five days. Such programmes are carefully designed to provide faculty members with the latest knowledge, frameworks, and hands-on experience in digital marketing tools and strategies. Over the span of five days, participants are introduced to advanced digital marketing concepts, industry trends, market research methods, and cutting-edge tools like Search Engine Marketing (SEM), Search Engine Optimization (SEO), and social media marketing.

Objectives of the Event

To familiarize faculty with the latest trends and tools in digital marketing such as SEO, SEM, social media marketing, content marketing, and email marketing. To build competency in using digital platforms like Google Ads, Google Analytics, Facebook Ads Manager, LinkedIn, and YouTube for marketing and branding purposes. To enable participants to integrate digital marketing concepts into academic curriculum and research. To foster innovation and entrepreneurship by equipping faculty with practical marketing knowledge.

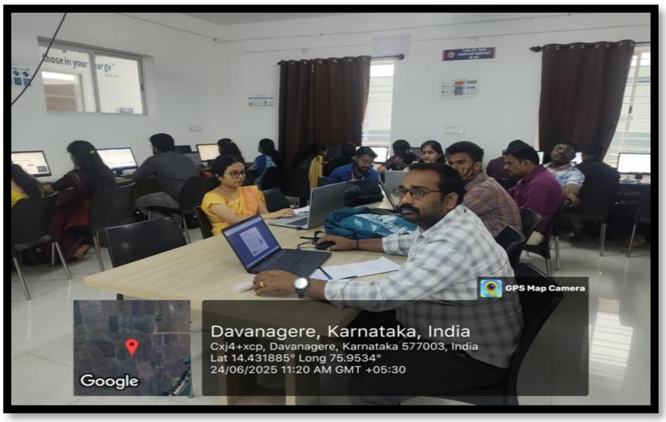
Outcome of the Event

Improved understanding of digital marketing strategies and how to apply them effectively in academic and industry contexts. Hands -on experience with digital tools and platforms, enhancing teaching and mentoring quality. Curriculum enrichment through inclusion of real-time industry practices and case studies. Development of digital content and e-learning modules for classroom or blended learning environments.

5 DAY FDP ON DIGITAL MARKETING

Day 1

The first day of the FDP began with an inaugural session that welcomed participants and outlined the objectives of the programme. The sessions kicked off with introduction to the digital marketing landscape, highlighting shift from traditional to digital marketing methods and the growing importance of digital channels in business environment. Faculties were introduced to the core components like content marketing, SEO, social media, paid advertising, and analytics.

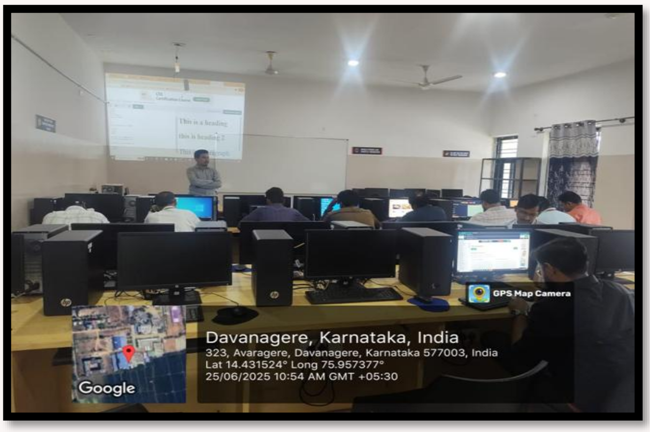


Day 2

Day two focused on the technical foundations required for a successful digital marketing presence. The sessions began with a discussion on website structure, usability, and user interface design, helping participants understand how a well-structured website enhances user experience and conversions. This was followed by a comprehensive session on Search Engine Optimization (SEO), covering on-page and off-page optimization techniques.

Day 3

On the third day, the focus shifted to harnessing the power of social media and content for brand building and engagement. The day started with a session covering the features and audience dynamics of major social media platforms including Facebook, Instagram, LinkedIn, and X (formerly Twitter). Participants learned how to plan, create, and schedule content effectively across different channels using graphic tools like Canva and scheduling tools such as Buffer and Hootsuite. The faculty were encouraged to draft mock calendars and test engagement strategies.



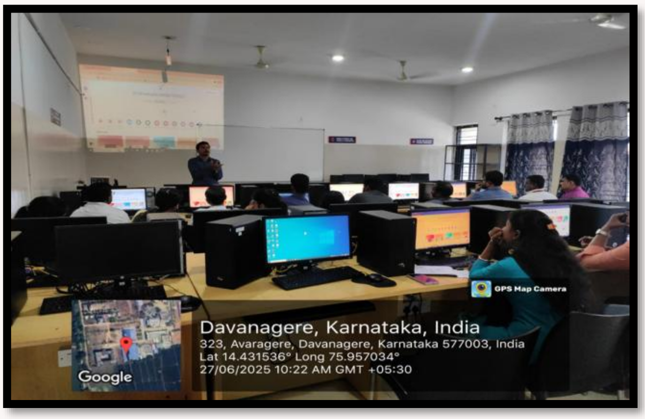
Day 4

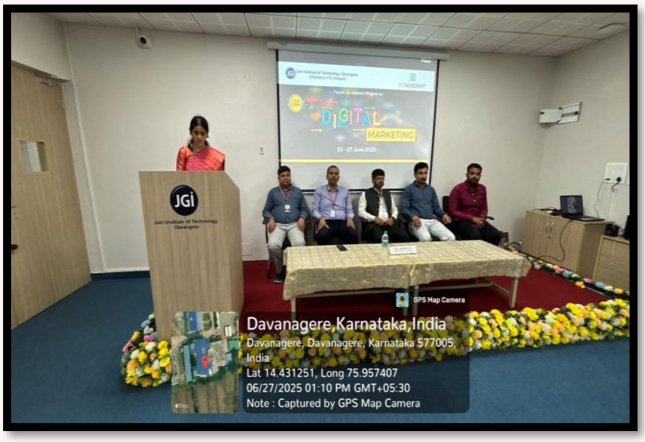
Day four delved into advanced marketing techniques and the use of paid tools to reach targeted audiences. The morning session introduced programmatic advertising, and the use of platforms such as Google Ads and Meta Ads Manager. Participants explored how budgeting, ad targeting, keyword bidding, and A/B testing can drastically improve the reach and ROI of campaigns. In the second half, email marketing strategies and automation techniques were covered. Participants learned about crafting compelling subject lines, segmenting audience lists, and using email marketing platforms.

Day 5

The final day of the FDP focused on consolidating all the knowledge gained and empowering participants to take data-backed marketing decisions. The day began with an advanced session on digital marketing analytics, focusing on conversion tracking, customer attribution models, campaign ROI analysis, and the use of dashboards to present data visually. Participants were taught how to interpret campaign performance reports and extract actionable insights. In the second half of the day, faculty were divided into groups to present their digital marketing strategies and projects developed during the week.

Certificates were distributed during the valedictory session, and feedback was collected. Participants appreciated the balance of theory, practical experience, and future foresight delivered throughout the programme. *Mr Syed Kamran, Resource Person* enriched experience for faculty members, giving them valuable exposure to the tools, techniques, and strategic perspectives necessary for integrating digital marketing into both academic curricula and institutional branding efforts.





TRAINING ON CPBFI BY BAJAJ FINSERV

23rd June 2025 to 11th July 2025 Timings: 9 AM to 5:30PM

Why CPBFI by Bajaj FinServ?

CBPFI by Bajaj FinServ is a special training program designed to help fresh graduates and final-year students get jobs in the banking, finance, and insurance sectors. It is a 100-hour course that teaches important skills like communication, workplace behavior, and the basics of banking and insurance. The program also offers mock interviews and practical training to make students job-ready. It is part of Bajaj FinServ's social responsibility effort to help young people, especially those who are first-generation graduates or from smaller towns, start successful careers in the financial industry.

Objectives of the Event

Enhance communication, interpersonal, and workplace skills among students, Provide practical knowledge of the banking, finance, and insurance (BFSI) sector, Bridge the gap between academic learning and real-world job expectations by offering hands-on training and exposure to typical job roles in the BFSI sector.

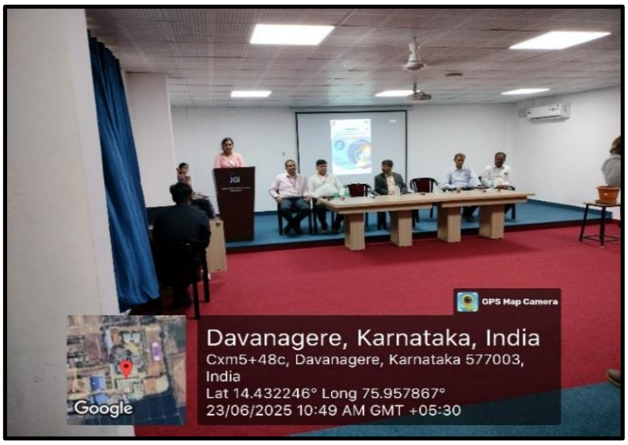
Outcome of the Event

Students are able to apply communication and customer service skills relevant to BFSI industry settings, helps students secure jobs in banks, finance companies, and insurance firms. Students receive industry-recognized certification. adding value to their resumes and increasing their career prospects.

TRAINING ON CPBFI BY BAJAJ FINSERV

Day 1

The session was handled by **Mr Ashok Kumar Dasari,** Expert from LIC, provided an in-depth analysis of prevailing industry trends, regulatory frameworks, and emerging career opportunities within insurance, as well as the organizational structure of insurance companies. Building on this, he highlighted the rapid growth and transformation within the Indian insurance sector. With the government allowing 100% Foreign Direct Investment (FDI), the industry has attracted significant capital, helping foster innovation and competition among both established and emerging players.



Day 2

The key content focused on the various Life Insurance products (such as term insurance, endowment plans, and ULIPs) and Non-life Insurance products tailored for the retail sector, including health, motor, home, and travel insurance. The discussion emphasized differences between protection-oriented life covers and indemnity-based non-life covers, explaining their roles in providing financial security or compensating for specific losses. the evolution of insurance distribution channels in the 21st century.

TRAINING ON CPBFI BY BAJAJ FINSERV

Day 3

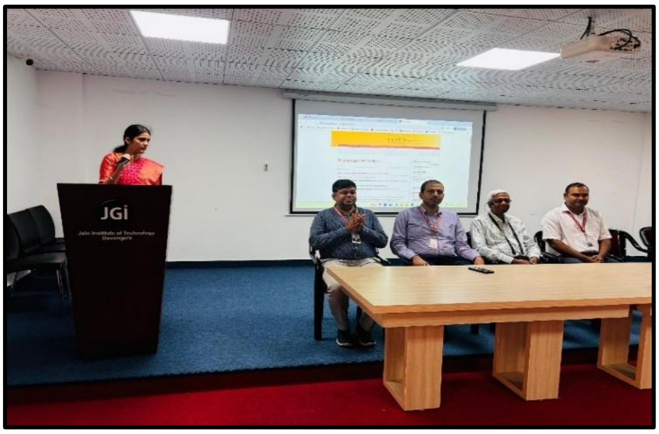
The fundamental elements of an insurance contract and the process of making claims. Key contents included the requirements of a valid insurance contract such as offer and acceptance, consideration (payment of premium), legal capacity of both parties, lawful object, and free consent. The structure of an insurance policy was also covered, including sections like policy schedule, operative clause, exclusions, definitions, and grievance redressal procedures. The process of making claims, types of non-life insurance products for companies, addressing commercial insurance needs such as property insurance has been focused.

Day 4

Session explored rural and agricultural insurance, focusing on products and schemes designed to protect farmers and rural communities from financial risks caused by natural calamities and unpredictable events. There was discussion on flagship initiatives like the Pradhan Mantri Fasal Bima Yojana (PMFBY), which provides crop insurance with simplified claims, affordable premiums, and the use of technology such as satellite imagery and mobile apps to assess losses and improve transparency.

Day 5

The Sessions were led by **Mr. Shankar Nagarajan**, retired Assistant Manager at RBI. The fundamentals of banking needs, explaining how banks serve as financial intermediaries by accepting deposits and granting loans, thereby channeling funds from savers to borrowers and supporting economic growth. The various types of banks in India, including public sector banks. the different categories of banking customers, such as individuals, businesses, government entities, and non-residents, each with unique needs and regulatory requirements. The session highlighted the importance of Know Your Customer (KYC) procedures.



Day 6

The inclusive banking, which focuses on delivering affordable and accessible financial services to disadvantaged and low-income groups, ensuring that no one is excluded from the formal banking system. This concept, known as financial inclusion, emphasizes expanding access to bank accounts, credit, insurance, and pension products through innovations such as no-frills accounts, simplified KYC norms, business correspondents, and digital solutions. There was also an in-depth discussion on cash operations, emphasizing the management of deposits, withdrawals, and vault security.

Day 7

The session focused on fundamentals of financial reports, where participants learned how to interpret a bank's balance sheet, profit and loss statement, and key financial ratios to assess performance and stability. There was also an in-depth discussion on cash operations, emphasizing the management of deposits, withdrawals, and vault security, followed by a review of clearing operations, which included the procedures for processing cheques and electronic transactions between banks. These topics illustrated the operational backbone of banking, ensuring smooth financial flows and customer confidence in the system.

Day 8

Participants explored the significance of compliance and ethics in the banking sector, emphasizing the need for strict adherence to regulatory guidelines, internal policies, and ethical standards to maintain trust, prevent financial crimes, and protect customer interests. The discussion covered areas such as anti-money laundering (AML), combating the financing of terrorism (CFT), the use of digital banking platforms and mobile apps for customer convenience, and the integration of automated teller machines (ATMs), point-of-sale (POS) devices, and cash recyclers in all banking operations.

TRAINING ON CPBFI BY BAJAJ FINSERV

Day 9

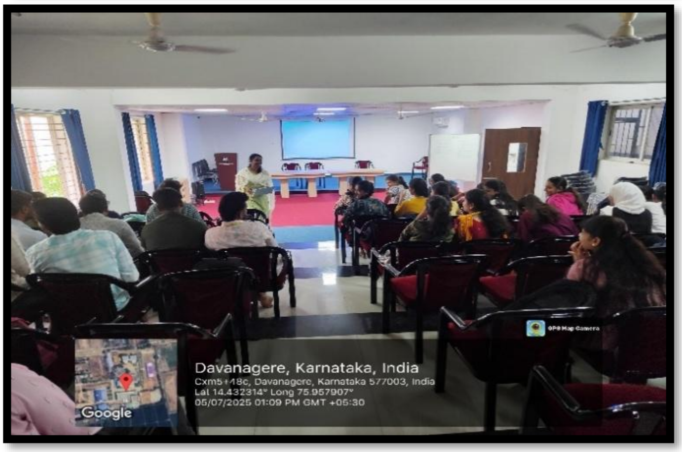
The session highlighted the key qualities of a successful banker, emphasizing the importance of attributes such as strong analytical skills, attention to detail, integrity, and professionalism. Good communication and interpersonal skills were underscored as essential for building trust and lasting relationships with clients, while adaptability, problem-solving abilities and the marketing of various banking products, where understanding customer profiles and needs forms the basis for recommending appropriate products such as savings accounts, loans, credit cards, and investment solutions.

Day 10

The session, led by **Mrs. P V Madhavi,** Life Coach & Corporate trainer, guided on the development of advanced business communication skills essential for students entering professional environments. Fundamentals of effective communication, covering the basic principles and the importance of clear, concise, and purposeful message delivery. Essential techniques such as structuring messages logically, choosing the right communication channels, and maintaining professionalism were emphasized.

Day 11

The essentials of verbal communication, emphasizing the importance of using a confident and clear tone, articulating ideas precisely, and ensuring clarity to effectively engage and persuade listeners. Techniques for confident public speaking included organizing content logically—beginning with a clear objective, following a coherent structure, and concluding with memorable key points—which helps make presentations more impactful and accessible to diverse audiences. The group also practiced structuring content using methods such as the "Rule of Three" and storytelling frameworks to enhance retention and interest.



Day 12

The session focused on the art of discussing and presenting, highlighting that effective discussion skills are vital for success in both professional and personal settings. Participants learned that active listening is the foundation of meaningful conversations—it involves not just hearing, but fully engaging with and understanding others' perspectives through eye contact, nodding, and empathetic responses, which helps build trust and fosters open dialogue. The importance of clear and concise verbal communication, the use of positive body language as been taught.

Day 13

The session emphasized critical sales skills such as persuasion, influence, and dealing with rejection, all essential for effective selling. Persuasion was described as more than just convincing involves genuinely understanding customer needs, connecting on a personal level, and tailoring solutions to match those needs. Influence techniques were introduced to help students guide customer decision-making ethically and confidently, while practical methods for handling rejection were explored, These activities enabled participants to actively develop their ability to turn prospects into loyal buyers while nurturing relationships that are strong and long-lasting.

Day 14

Discussion made on How banking and insurance sectors are integrating through technology, leading to the creation of new, customer-centric financial products and services. This technology integration enables banks and insurers to provide seamless digital experiences, allowing customers to manage both banking and insurance needs conveniently from a single platform at any time. Digitalization and the use of cloud computing streamline operations, automate processes, and give customers real-time access to accounts and policies—improving efficiency, enhancing security.

TRAINING ON CPBFI BY BAJAJ FINSERV

Day 15

The session focused on the art of giving feedback and the development of customer service skills, emphasizing a range of methods for gathering honest customer input. Students learned that surveys (both online and paper-based), direct conversations such as interviews and 1:1 feedback, as well as monitoring social media channels and review platforms, are effective strategies for collecting actionable insights from customers. the importance of key customer service skills like effective problem-solving and managing conflicts, which require active listening and empathy to resolve issues and maintain customer trust.

Day 16

The Discussion went on the "power of belief," illustrating how our beliefs shape the way we think, influence our decisions, and determine the way we live our lives. Through interactive activities like team presentations and group discussions, students experienced firsthand that belief is more than just a thought—it acts as a *driving force* that guides our actions and affects the outcomes we achieve. Discussions and collaborative exercises encouraged participants to reflect on their personal beliefs, recognize how these beliefs impact motivation and behavior.

Day 17

During a recent 17-day training program, students significantly improved their interview skills through a series of practical activities designed to simulate real-life scenarios. Under the guidance of Mrs. Madhavi, students participated in mock interviews, where they alternated roles between interviewer and interviewee. This approach provided a holistic view of the interview process, fostering both empathy and strategic thinking. At the end of the program, students expressed positive feedback, emphasizing their increased self-assurance and readiness for actual job interviews. The comprehensive format, blending theory with hands-on practice, was credited with equipping them with not just the necessary knowledge, but also the experience and confidence to excel in forthcoming opportunities.

Assessment Test by Bajaj FinServ

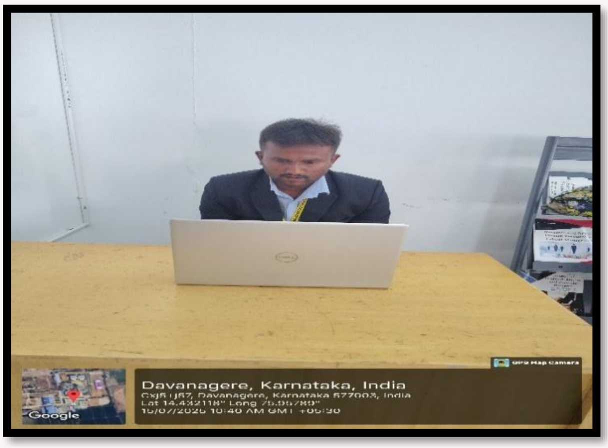
As part of the 17-day training initiative, an assessment test was conducted on the final day by Bajaj FinServ to evaluate students' understanding and retention of concepts covered during the program. This evaluation served as a comprehensive review of the course content and aimed to measure both theoretical knowledge and practical comprehension.

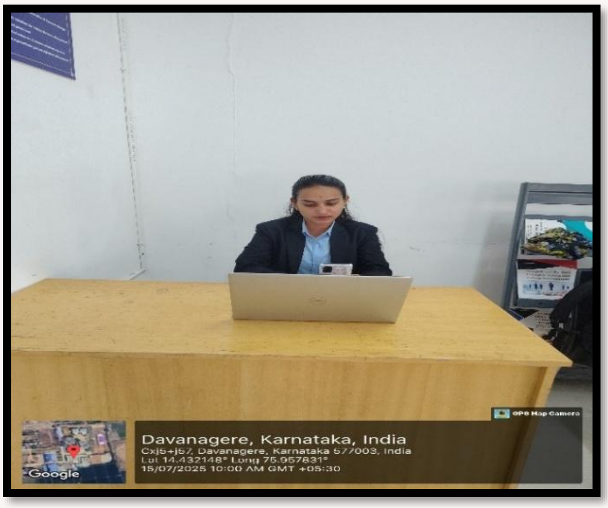
The test consisted of 100 objective-type questions and was scheduled for a duration of 1 hour and 30 minutes. It covered a wide range of key topics discussed throughout the training, including communication skills, interview techniques, resume writing, workplace etiquette, and problem-solving abilities. The rigorous nature of the test ensured that students had grasped the fundamental concepts necessary for personal and professional development.

TRAINING ON CPBFI BY BAJAJ FINSERV

Workshop by HR Professionals.

HR professionals from **Bajaj FinServ** conducted intensive mock interview sessions with suggestions for final-year MBA students on **15th July 2025.** The objective was to help students prepare for various job roles across different domains, including Relationship Executive in Bancassurance Sales, Customer Service Executive in Operations, and Customer Service Representative in Agency Sales. The sessions provided students with a realistic interview experience, along with valuable insights into the skills and qualities employers look for in each role related to banking and insurance sector





SAMPLE CERTIFICATE


KnowLens

CERTIFICATE of COMPLETION

This is to certify that Akash malumallagol.

has successfully completed 'Manzil'

course on Fundamentals of Bancassurance

from June 19, 2025 till August 16, 2025

Authorised Signatory
Knowlens.com

The Certificate Program in Banking, Finance, and Insurance (CPBFI) by Bajaj FinServ provides significant value to MBA students by equipping them with industry-oriented and practical skills, enhancing their employability in the competitive financial sector. The curriculum covers essential domains such as banking operations, insurance management, and communication, with a focus on real-world applications. Through interactive sessions, mock interviews, and assessment tests, students gain practical experience, improving both their technical knowledge and soft skills required for professional roles. Holding a CPBFI certificate can open up a wide range of job opportunities for MBA graduates in private banks, non-banking financial companies, insurance firms, fintech, and business process outsourcing services.

The most Demanding jobs after CPBFI:

1. Relationship Manager
2. Operations Executive
3. Financial Analysts
4. Insurance Sales Agent
5. Insurance Investigator
6. Risk Manager
7. Customer Relationship Manager
8. Customer service

COMPANIES OFFERING EMPLOYMENT OPPORTUNITIES ON CPBFI

Private & Retail Banks

HDFC Bank

ICICI Bank

AU small Finance Bank

Citibank.

NBFC's

Bajaj Finance

Mahindra Finance

Manappuram Finance

Muthoot Fincorp

General Insurance

Bajaj Allianz

ICICI Lombard

Tata AIG

Star Health Insurance

INCLUSIVE MEAL SERVICES AT VEERESHWARA PUNYASHRAMA

30th June 2025. Timings: 1 pm

About Food Distribution at Veereshwara Punyashrama

MBA students conducting food distribution for blind students using sales revenue they generated demonstrates a practical application of their business skills to achieve social impact. By organizing revenue-generating activities—such as sales drives or fundraising sales—and using the proceeds to provide meals to visually impaired students, MBA learners combine management education with community service. The activity fosters empathy, leadership, and a spirit of giving among MBA students, and raises awareness within their broader community about the needs of visually impaired students. Using self-generated revenue, rather than relying solely on external donations, models a sustainable approach to charity and social enterprise—an important lesson for future business leaders.

Objectives of the Event

Enable MBA students to use their marketing, sales, and organizational abilities to address real community needs. Provide nutritious food or essential groceries to blind students, helping to reduce barriers they face in accessing basic necessities. Instill a sense of ethical responsibility and compassion among future business leaders through direct involvement in community welfare. Offer hands-on experience in project planning, revenue generation, logistics, and teamwork, reinforcing classroom learning with real-world application.

Outcome of the Event

The food distribution initiative organized by MBA students for blind students, funded through self-generated sales revenue, proved to be a highly impactful and meaningful event. It not only provided essential nutritional support to visually impaired students but also showcased the MBA students' ability to apply their academic knowledge for a noble cause.

INCLUSIVE MEAL SERVICES AT VEERESHWARA PUNYASHRAMA

The food distribution initiative for blind students, conducted by MBA students and funded through sales revenue generated by their entrepreneurial activities, was a significant event marked by the active participation and support of the Dr Ganesh D B, Principal, Advisor, Dr Suhas D, Head of Department (HOD), and other faculty and staff members. The event began with a brief address by the Principal, who lauded the students for integrating management education with social responsibility and encouraged them to continue such impactful initiatives throughout their professional lives.

The Advisor emphasized the real-world value of combining business acumen with empathy, stating that such experiences are crucial for shaping ethically conscious leaders.

The HOD highlighted the importance of practical exposure in management training, commending both the meticulous planning and the execution of the project. Faculty and staff members, who played a supportive role in logistics and coordination, expressed pride in the students' ability to mobilize resources, conduct the sales drive, and effectively manage the distribution process.

Student Testimonials 2023-24

"Completing my MBA was truly transformative. It equipped me with strategic thinking, leadership skills and a global business perspective. Within months of graduating, I was promoted to a managerial role and felt confident taking on complex challenges.

— Puneeth M N, 4JD22BA043
Niva Bupa Health Insurance

"My MBA journey wasn't just about business. it was about self-discovery. I learned to manage time, lead diverse teams and adapt to change. The experience gave me the confidence to switch industries & take bold steps in career."

— Mohammed Shabbar Ali , 4JD22BA029
Rinex Technologies

"MBA Program was life-changing. The faculty, curriculum and peer learning helped me develop critical thinking and leadership abilities. Today, I work as an HR Business Partner at a reputed MNC, and I owe a large part of my success to the program.“

— Kavitha T,4JD22BA019
Ediglobe

The MBA gave me the tools and mindset to launch my own startup. From financial modelling to pitching investors, every skill I picked up has been invaluable. I couldn't have done it without the hands-on learning and network, I built during the program.

— Besil Eldho , 4JD22BA010
Ediglobe

My MBA journey was life-changing. The faculty, curriculum and peer learning helped me develop critical thinking and leadership abilities. Today, I work as an HR Business Partner at a reputed MNC, & I owe a large part of my success to the program.“

— Abhay B N , 4JD22BA001
D Mart

ARKA Educational & Cultural Trust®

Jain Institute of Technology, Davangere

(A Unit of Jain Group of Institutions, Bengaluru)

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No. 323, Near Veereshwara Punyashrama, Bada Cross, Avargere Village, Davangere.

Mob: 9164518069, 9739034751. E-mail: mba@jitd.in, principal@jitd.in Web: www.jitd.ac.in