

GUEST LECTURES

2022-23



BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES & COMMERCE
Subalpur, Secunderabad - 500094
Accredited with 'A' grade by NAAC
Autonomous College - Affiliated to Osmania University

Department of Management studies
In association with

BHAVANS INSTITUTION INNOVATION COUNCIL

Guest lecture

On

Accelerators/Incubation Opportunities

The event was conducted on **29th August, 2022** from 11:00 pm to 1:30 pm in Microsoft Teams. The Bhavans Institution Innovation Council conducted the online meeting using Microsoft Teams platform. The Guest Lecture was given by Ms. Anupam Pandey Analyst- Incubators and programs, CIE-IIT, Hyderabad. Global Co-lead, Misfits global community member, startup grind Jammu. The session was so interesting and so informative. The session included different topics like Academic Incubators and what is a startup incubator? How to setup an Incubator? And benefits of Incubators, etc.

In the event all the **2nd and 3rd year students of Bachelor of Business Administration (BBA)**. Almost **90 students** joined the online meeting. All the students collective effort made the session so effective and interesting. The Guest Lecture Ms. Anupam Pandey also made the session so short and sweet, informative and understanding.

The meeting is organised by Department of Management Studies, Bhavans Vivekananda College in association with Bhavans Institution Innovation Council. The Organiser of the meeting is Mrs. G.Archana , Lecturer in Department of Management Studies.



G. Archana



chilabernally



Liberal Community



BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES & COMMERCE
Sainikpuri, Secunderabad – 500094
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Guest lecture report

Mr. Abhishek Reddy, FRM, is an operations consultant at Franklin Templeton Investments is a guest speaker on 27th August 2022. He is an entrepreneur, Founding partner of The Capital Wizards. The guest lecture is organized by Department of Management Studies in association with BIIC of the college.

Mr. Abhishek Reddy is an alumni of the college. He completed his under graduation BBA and Post graduation MBA specialized in Finance (2015-17).

The topic for the session was **"Angel Investors/ Venture Capitalist – Funding opportunities for Early stage Entrepreneurs"**.

Students of **BBA III** year attended the guest lecture around **62 students** were present in the guest lecture. The event was online on Microsoft Teams. The event was for a hour from 11.00-12.00 PM. Abhishek Reddy spoke on role of venture capitalist in promoting the start up. He highlighted on the correct time to pitch in to venture capitalist. He focused on the importance on business plan in getting funds. He gave examples of various venture capital firms.

He answered queries raised by students in the question answer round at the end of the session.

INSTITUTION'S INNOVATION COUNCIL

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Department of Management Studies
In association with
Bhavan's Institution Innovation Council
is organizing a session on

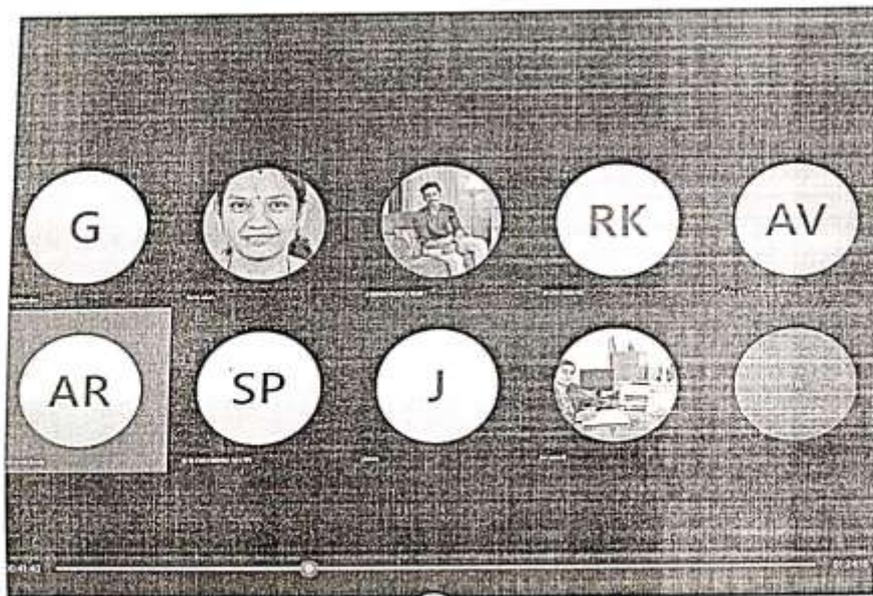
Angel Investors/ Venture Capitalist
Funding Opportunities for Early Stage Entrepreneurs

Speaker: **Abhishek Reddy, FRM**
Entrepreneur
Founding Partner, The Capital Wizards

27th August 2022

11:45 PM to 12:45 PM

Abhishek Reddy



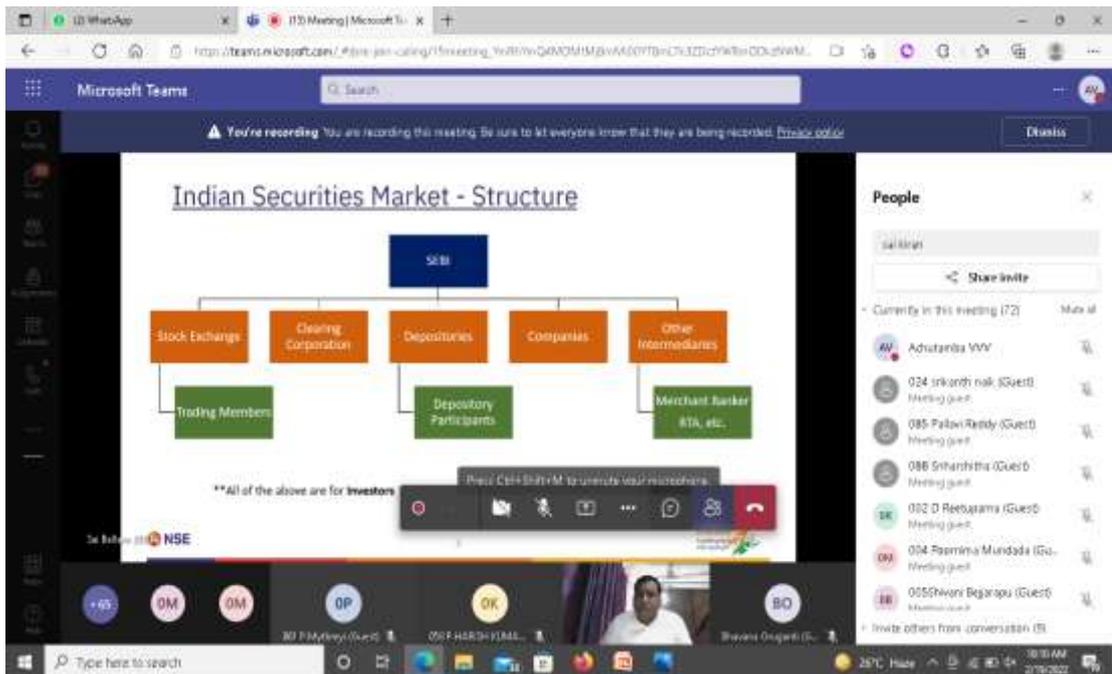
Chakravarthy

2021-22:

Stock Markets:

The Department of Management Studies organized a guest lecture on 19th February, 2022 at 10.00 AM by Mr. Sai Kiran Bellam, Assistant Vice president Inspection, NSE, National Stock Exchange of India Limited.

Mr. Sai Kiran is an MBA Graduate with finance as specialisation, and he is AML & KYC certified professional with over 16 years of experience at Stock Exchange and with Clearing Member Handling Broking, DP, MF & PMS. He is specialized in Operations, Risk and Compliance, skilled in Derivatives Trading, Mutual Funds, Management Information Systems (MIS), Trading, and Risk Management. The session was for MBA First year students. Around 70 participants were present for the session. The topic for the session is “Stock Markets”. The session started with the introduction to stock markets in India. During the session he elaborately on Indian stock market, primary market, secondary market, types of investors , derivatives. The session was very informative and the session concluded with question answer session.



Microsoft Teams interface showing a meeting slide titled "Pricing of Derivatives".

Pricing of Derivatives

Price of the derivative depends (Changes) as the price of the underlying changes.
E.g.: Sugar is made or derived from sugarcane.
So in case of Sugar — Underlying Asset is Sugarcane

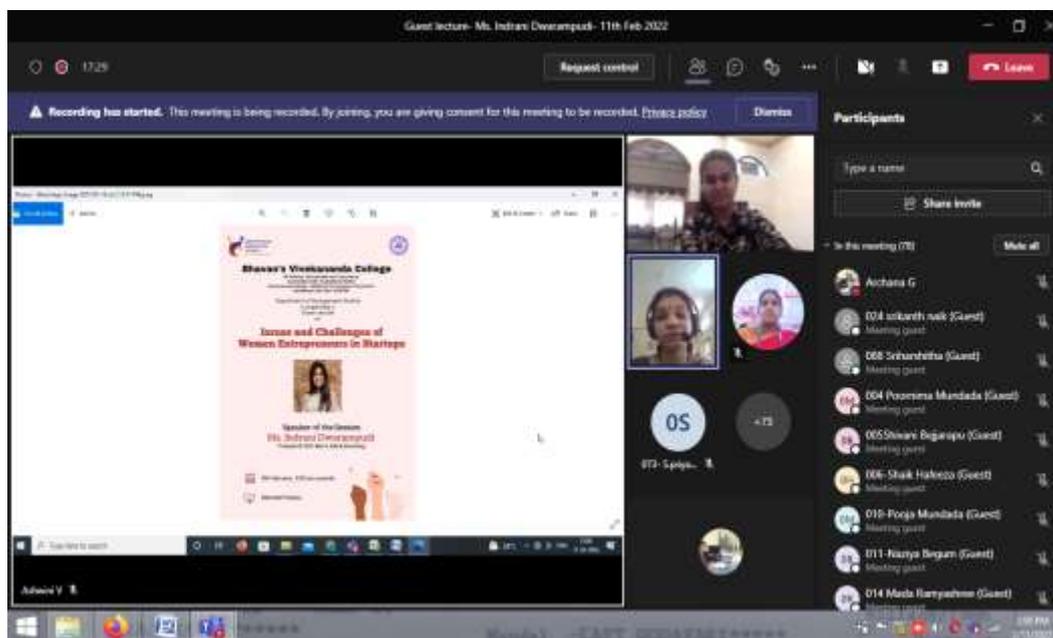
Like stock, price of Derivative contracts of share or index value

Microsoft Teams interface includes a sidebar with navigation icons, a top navigation bar with a search bar, and a right-hand panel titled "People" listing participants in the meeting. The bottom of the screen shows a Windows taskbar with the search bar, task icons, and system tray information including temperature (27°C) and time (10:02 AM, 2/16/2022).

Issues and Challenges of Women Entrepreneurs in Startups:

A guest lecture was organized by Department of Management Studies for MBA first year students on 11th February, 2021. The guest speaker was Ms. Indrani Dwarampudi, Founder & CEO, Berry Ads & Branding. The topic for the guest lecture was “Issues and Challenges of Women Entrepreneurs in Startups”.

Around 110 participants were there in the guest lecture. She focused on the challenges faced by women entrepreneurs in general and suggested various inputs for the students who are aspiring to be entrepreneurs. She answered various queries raised by the participants. The event was very informative for the students.



Idea Generation:

On 25th November 2021 the Department of Management Studies conducted a guest lecture on 'Idea Generation', for MBA and BBA students. The guest lecture was given by Mr. Anmol Garg an entrepreneur, CEO of Algo Flint Technologies Pvt. Ltd, Founder of Haw URL and Expert Hippo. He spoke about his own entrepreneurial journey, provided us with insights from his personal experience.

His suggestion for generating an idea is to find a real problem, having a Real Problem Statement is crucial for its long-term survival. Secondly, start Problem Solving systematically and figure out a way to make money out of this solution. For this he mentioned that it's very important to build an 'A Team'. He suggested that one should personally spend time while choosing the members of his/her team during the growth stage of the start-up. During this trial-and-error process, Hire and Fire your Employees until you create the best team. The next suggestion is to Make a Move quickly and do not over plan. By Analysing your idea for too long, you would never be satisfied enough to execute it and by the time one executes it, its too late. Test your idea before going big. According to his personal experience he suggested that its ideal to look for 10 actual customers, other than family and friends, if one can find minimum if 10 such customers, then one can assume that the idea generation was a success. He also suggested that before making any decisions always analyse few key factors such as customers experience or even SWOT analysis. Last but not the least he spoke about the importance of mental health and the stress that every entrepreneur has to face. He believes that having your loved ones, family and friends were a great support system which would help you to keep going.

This Guest Lecture was very inspirational and insightful to all of us, as we learnt about the success story of an entrepreneur. His ideas and suggestions were simple and sweet, easy to follow and remember. It was an interactive session, and we were motivated by his experience.

30:55 Request control Leave

Archana G Anmol (Guest) JS BSA OV +135 AV

My Journey

Entrepreneurship is a rollercoaster ride!

Anmol (Guest)

Type here to search

Participants

Type a name

Share invite

Presenters (3) Mute all

- Anmol (Guest) Guest
- Ashwini V Organizer
- Archana G

Attendees (137)

- 056 RAGAM VENKATESH Guest
- 058 E NIKHILA (Guest) Guest
- 061 keerthana (Guest) Guest

Type here to search 29°C Hum 11:58 25-11-2021

Starting Up Idea!

Look for problems around you.

Find a solution to those problems.

Figure out how you can make money out of it.

Build an "A" team

Hire Fast, Fire *Faster*



Go to Settings to activate Windows

Entrepreneurship:

On 18th November 2021 the Department of Management Studies conducted a guest lecture on 'Entrepreneurship', for MBA and BBA students. The guest lecture was given by Mr. SurendraNath Reddy, an Entrepreneur, MD and CEO of Clinnovo Research Labs and fresh and safe Pvt. Ltd. He spoke about the entrepreneurial journey, provided us with insights from his personal experience. He defined his own meaning of success which was 'Consistency is key '. During his personal experience he learnt it is not easy to become a successful entrepreneur but one has to keep at it and eventually can reap its fruits. The first 5-7years may not earn you any significant rewards, but later on the effort will definitely pay-off.

He started off the lecture by walking us through the steps involved to set up a start-up, practical ways of funding your finances for the start-ups. He also shared some tips on setting up an effective marketing plan for our start-up. He provided us with various business ideas such as – the child care sector, the photography sector, and the mental health sector which are needed and has scope for growth in future. We were also provided with detailed information about the process that is required before setting up the start-up. Which included making various analysis such as market analysis, customer analysis, competitive analysis and sales strategies and so on. We were also told about the various Business models available in the market, and how to choose the correct one according to our business plan, an example would be choosing between retailer and distributor based on budget or applicability.

He also spoke about his personal journey, the road to a successful start-up which has now employed over 200 people. One of his most important tips that we learnt was to start working young, take up part time jobs while pursuing education and work in those similar fields that will later aid the start-up. He also suggested that while being at it, get as much customer experience as possible, as understanding the customers' behaviours at micro levels which will help later for better decision making. We also had a Q&A session at the very end, where we could interact with the guest lecturer and clarify some of our doubts. The guest lecture was very informative and interesting as he shared many of his personal experiences, hurdles he faced and the action plan that actually took him to success.

01:28:52 Request control

OB +89 AV

001 R Abhi ...

Participants

Type a name

Share invite

Sneha

Surendra N R (Guest)
Guest

Attendees (87) Mute all

048 G. Vinith BBA (Guest)
Guest

Shrivardhan.G (Guest)
Guest

We

- We are Strong.
- Though strong we need to be good to our people and society.
- We make our Society Great.
- We Build Our Country "The Greatest".

25°C Rain showers 19:18 18-11-2021

HR Analytics & Client Experience:

“It is not the strongest or the most intelligent, who survives but those who can best manage change.” – Charles Darwin.

In order to be adaptive during these trying times, Department of Management Studies, Bhavan's Vivekananda College of Science, Humanities and Commerce, Sainikpuri, Secunderabad organized an online guest lecture on the topic “HR Analytics & Client Experience” for the academic year (2021-2022) for MBA II year and BBA III year students of SEC A & B On 30th October, 2021.

The guest speaker for the session was Mr. Sharieff Mohammad Yasin (HR Direct- HYD), Clifford Chance, has esteemed knowledge of 6 years in HR Analytics.

The main objective of the guest lecture is to equip students with the latest views of analytics market in the modern world and also to pool the ideas of academicians and practitioners for enriching the students' community.

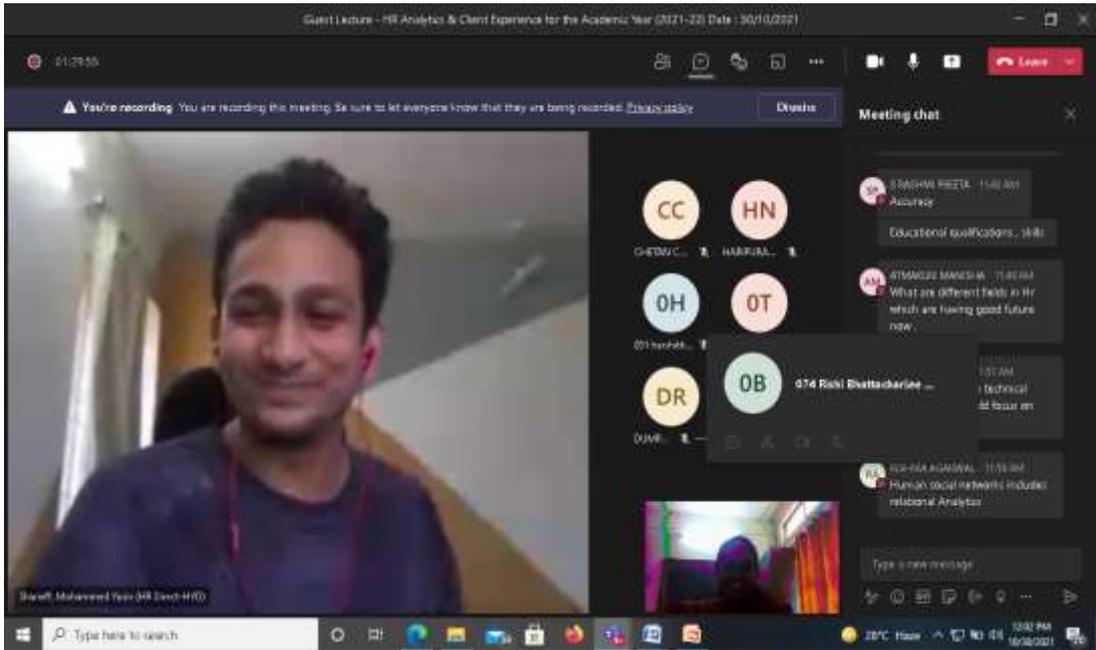
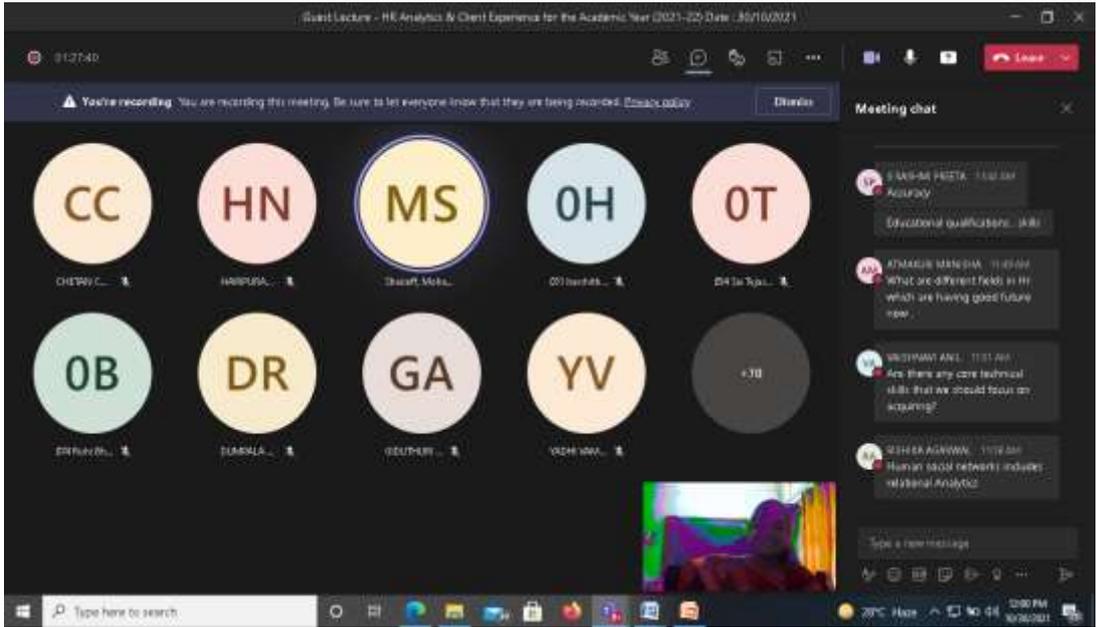
He began the lecture by asking “what is experience vs digital experience?” many students tried to answer, followed by various other things in Digital with human touch, he included Vision for people function, Align people function to business, Design HR for workforce, not for HR, Deploy a digital mindset.

The speaker stressed upon two things - Assess, Align, which are important for reshaping of work absolutely now but not for the future for sure. He also mentioned more about digital experience and its key outcomes namely associates, business leaders, enterprise services.

He also informed students about the various career opportunities in HR Analytics in the field of research and also helped in knowing the equation for digital success. Mr. Yasin gave a brief idea about people analytics; workforce or HR Analytics with various data driven approaches & Data Analyzing. He said “The best people analytics teams may take one step back for every two steps up, but their trajectories are always upward”

After delivering his lecture he discussed with students and clarified students' queries and encouraged students to be clear on HR Analytics.

It was very informative and interactive session where students came to know about the importance of HR Analytics.



2020- 21:

Entrepreneurial Journey:

On 24th July, 2021, an online guest lecture on ‘Entrepreneurial Journey’ was organized by the Department of Management Studies, for MBA students. The guest lecture was given by Mr. Sivaji Ganesh Bobbili an alumni student of MBA. He is a self-made young Entrepreneur, who is a founder of Mithai Club and Native Mithai. He is specialized in selling his products based on the various geographies and this aspect set him apart from others.

He spoke about his journey of setting up a business from scratch and shared with us few tips and hacks, bitter truths about the whole journey. Firstly, he mentions that acquiring capital funds in the beginning is one of the most difficult task that a business could ever have, as joint capital ventures refrain from investing into new projects and it’s nearly impossible to get an immediate loan. The initial amount required to set up new business could range from 10-15 lakhs, he advises that one must run an extra mile to arrange for those initial funds as later on, once the company starts to perform well, this initial problem will be solved. Secondly, he suggested to take external assistance or technical help if required. To become an entrepreneur or run a successful business or even set up a new start-up one should be aware of the technical aspects involved, to know how to make use of the resources that are available. One such place he mentioned was www.91springboard.com. It is a vibrant coworking community created for start-ups, freelancers and business owners with a start-up mindset. They are dedicated to making the work-life easy and fun while playing an integral role in helping the organization grow. The last tip that he shared with us was to watch a T.V reality show called the “Shark Tank”.It shows entrepreneurs making business presentations to a panel of five investors or "sharks," who then decide whether to invest in their company or not. He suggested that listening to the ideas of those talented contestants can inspire us with better ideas and provide us with new perspectives. We can learn something new and useful.

This guest lecture was informative and relatable as students got an insight about the entrepreneurial journey of our alumni. All the tips and tricks shared by Mr. Sivaji were very practical and applicable in real life situations. The information, tips and tricks learnt during this guest lecture, will definitely aid the young aspiring entrepreneurs to get one step closer to achieving their goals.



Bharatiya Vidya
Bhavan

**Department of Management Studies is Organising
a Guest lecture on Entrepreneurial Journey.**



Sivaji Ganesh Bobbili

**Masters in Business Administration, Bhavan's vivekananda college
SEBI registered research analyst
Founder of mithai club and native mithai**

JULY 24, 2021



Business Analytics-The Outlook for the Future:

An online guest lecture was organised by Department of Management Studies on 22nd June, 2021 for BBA II Year students Section A and B students on the topic “Business Analytics-The Outlook for the Future”. Around 105 students attended the lecture along with faculty of the department.

Mr. Jaya Prakash, Business Analyst, Novo Nordisk Service Centre India Private Limited, Bangalore was a guest speaker. The event started with the introduction of the guest by Dr. Kavitha Lal, Assistant Professor, Department of Management Studies.

He started his lecture with introduction of Business Analytics and gave an overview on the topic with examples. He focused on the tools used in Business Analytics in detail. He described and highlighted the tools such as SAS, Tableau, Power BI and SQL. The session was interactive with questions posed by faculty and students on the future prospectus of Business Analytics. He took an example and explained about how data is collected and utilised to interpret and take decisions.

The session was very informative. The session has ended with the Vote of Thanks by Dr. Kavitha Lal.

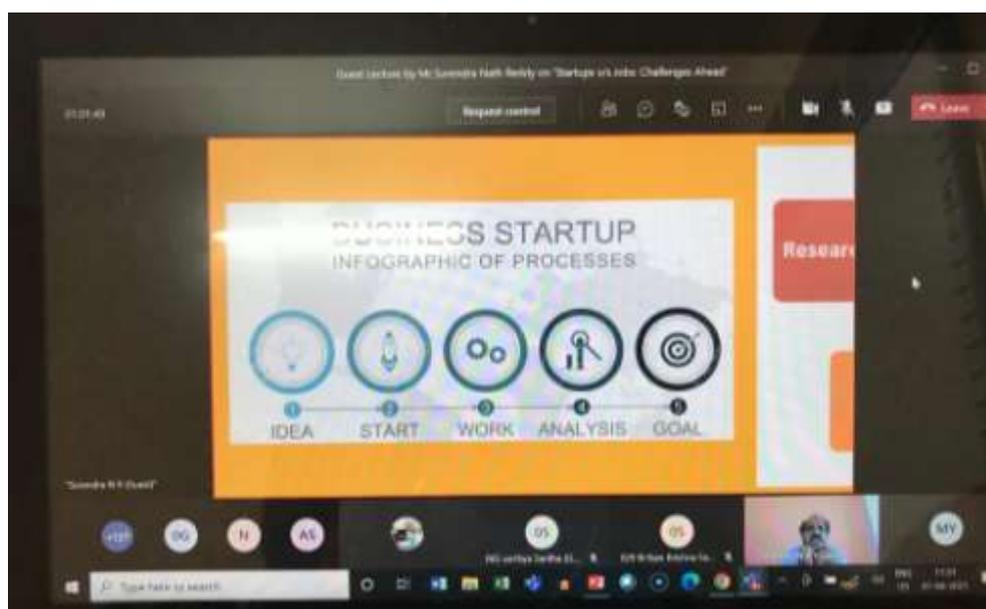


‘Startups V/S Jobs: Challenges Ahead:

An online guest lecture was organized by the Dept. of Management Studies on the 7th of April, 2021 through Microsoft Teams. Mr.C.Surendra Nath Reddy, CEO and MD, Clinno Research Labs and Fresh & Safe Pvt. Ltd. delivered the lecture from 11.00 am to around 12.15.pm. He explained about jobs in startups v/s jobs in corporates and freelance jobs. He spoke about the Startup curve and the pros and cons of a job in a Startup and a job in an MNC.

He said that the Startup India and standup India initiatives have positively changed the business scenario in India. He also elaborately spoke about the sources of funds for Startup companies.

There were a total of 145 students who joined the guest lecture. Faculty members Dr.Y.Madhuri Srinivas and Dr.Kavitha Lal were present during the guest lecture.



Funding Sources & Steps

- Self-funding
- Venture Capitalists
- Angel Investment

Seed Funding from the Government for the Start-ups

Top funding sources

Angel investment was the top source of funding and most desired source for future rounds

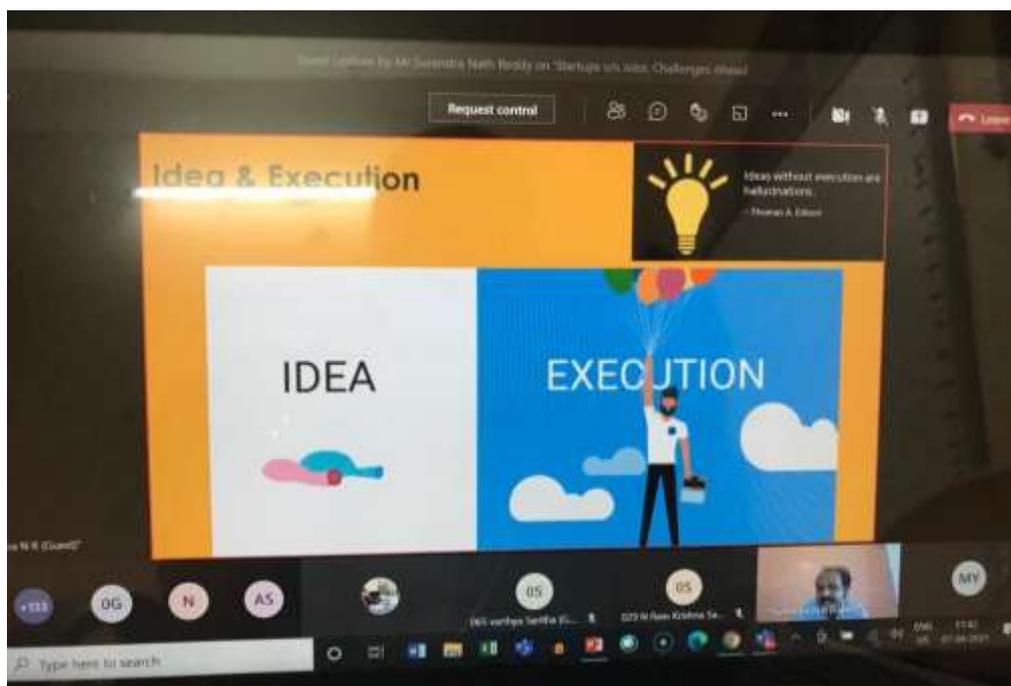
Funding Source	Percentage
Angel investors	44%
Friends and families	29%
Canadian VCs	22%
Public and private foundations	12%
US VCs	44%

54% Angel
46% Series A
48% Government

Marketing your Products/Services

Five steps to create an effective marketing plan for your startup

1. Set key strategic objectives
2. Find key target personas
3. Define value proposition
4. Develop best marketing tactics
5. Execute, measure and monitor



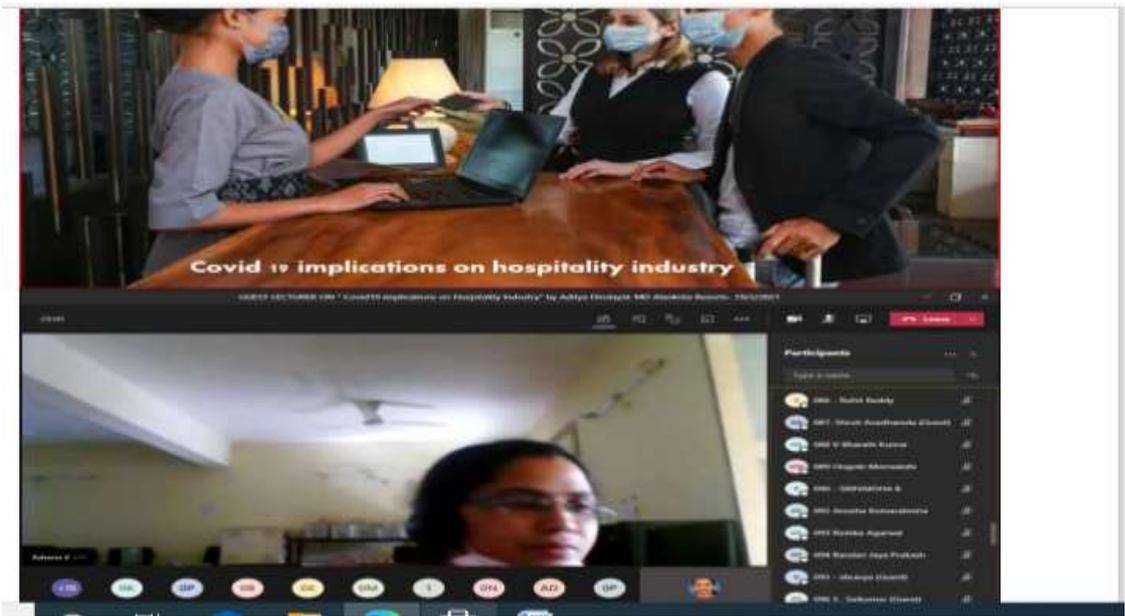
Guest Lecture on ‘Covid Implications on Hospitality sector

Department of management studies organized a guest lecture on 19th February 2021 in Online mode (Micro Soft teams Platform) by Aditya Deenadayal, Executive Director, Aalankrita Resorts and Spa.

The guest lecturer on ““ Covid Implications on Hospitality sector”” by Mr.Aditya Deenadayal, Executive Director, Aalankrita Resorts and Spa introduced the various segments in hospitality sector such as Food & Beverage, Lodging, Travel & Tourism, Other Industries such as Shopping,Recreational Facilities (Games / Movies etc..),Hospitals,Traders,Sporting events, Hostels. He introduced about various clients in the hospitality industry such Individual, Company, Domestic Traveller, International Traveller, Local Traveller. The speaker shared his insights on past, present and future of the hospitality sector and he gave an indepth insights on the future of hospitality sector due to covid -19. He gave inputs on Future Traveller ,International / Domestic / Local travel, how to tackle Another Pandemic if required, Changing Business Clientele, Demand VS Costs of the sector, Work & Entertainment considering Hotels As Company Offices,Outsource Management – Gym / Spa / Club,Home Dining Events,Online Food & Beverage Sales, Investment In Hospitality industry in future, organizing of Meetings & Conferences, Exhibitions and Weddings, jobs in hospitality sector. • The speaker focused on the lessons learnt in handling the sector due to covid-19. Task Force & Training Staff,Sales & Marketing Online,Maintain Pricing Charts,Touchless Front Office Service, Touchless Restaurant Service, Increase Ancillary

Service, Decrease Prudent Spending, Power & Equipment, Vendor Management, Working Capital, Dry Runs, New Protocols For All Departments Single Person Multiple Works.

The session had a question answer session Mr. Samrat, student of MBA I year asked questions on Hospitality During Covid Times, Ms. Hema, MBA I Year handled the questions on hospitality in current covid situation and Ms. Shrutika Rani handled questions on hospitality in future – post covid. The entire session was very interactive and the students were provided valuable information on hospitality sector by Mr. Aditya.



Guest Lecture on “Skills Required for Placements in MBA” by Nina Olleri for MBA I year on 6th February 2021.

Nina Olleri is a Dynamic Assistant Manager of Human Resources bringing 5+ years of experience providing guidance on human resources topics and challenges. Committed HRBP Professional with focus on engaging and retaining talented staff. Sophisticated in communicating and collaborating effectively by relying on excellent interpersonal skills, high-level emotional intelligence and solid expertise in employee relations. She interacted with MBA I Year students and focused on how to be prepared being a MBA graduate and she focused on what employers look in the prospective employees if they recruit. Nina stressed on what skills students should develop during their post graduation so that they are ready for placements. She insisted on developing technical skills, interpersonal skills, subject knowledge, networking, doing projects and internships. The session was very interactive and she answered the queries of the student participants.





Guest Lecture on “HOW TO START A STARTUP”, online mode(Microsoft teams) by Mr. Anubhav Tiwari, Heads Deeptech Incubator, Centre for Innovation & Entrepreneurship(CIE) at IIT, Hyderabad.

Start-ups may be small companies but they can play a significant role in economic growth. They create more jobs which means more employment, and more employment means an improved economy. Not only that, start-ups can also contribute to economic dynamism by spurring innovation and injecting competition. New entrepreneurs can bring new ideas to the table, much needed to stir innovation and generate competition.

We were fortunate to have Mr. Anubhav Tiwari, who has over a decade of experience with a successful track record in helping start-ups to scale, through various innovations initiatives and acceleration programmes, talk to us about start-ups and how to start a start-up.

The session began with an introduction of Mr. Anubhav Tiwari by Dr. Kavitha Lal. Mr. Anubhav Tiwari then explained about the most important things to keep in mind while starting a start-up. He explained that one of the most important thing of a start-up is to start one with co-founders. This helps in not just providing varied ideas, but also for sharing responsibility between couple of people. The investors are usually looking to invest in start-ups which are co-founded.

The start-up begins with the inception of an idea. This idea, is a result of identifying what is missing in the world. An entrepreneur identifies this and converts this idea into a viable product or service. The next step is to create prototypes of the product/service, and introduce this to a sample target customer base to gain feedback. Based on the feedback received from the customers, the entrepreneur should constantly make iterations and improve the products/services. The start-up needs to be open to feedback while being vocal and proactive to receive the same from the customers.

Mr. Anubhav explains that one should understand that the idea is the pain point or the focal point. He also points out that one of the most important thing to keep in mind while entering into business is to

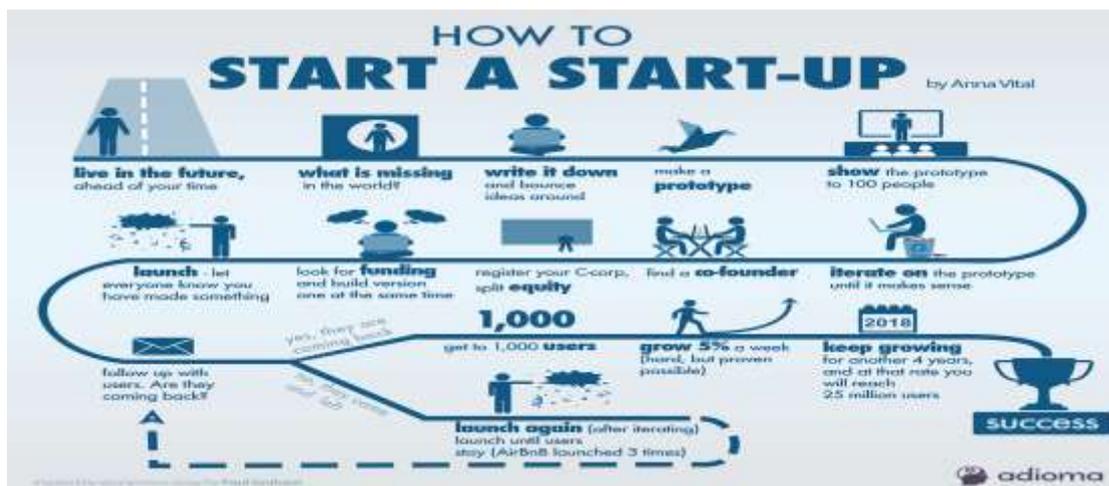
not employ family and friends. To keep the relationship professional between the entrepreneur and the employees. One of the recent trends in case of businesses is that investors are interested in investing in private limited companies rather than partnerships.

Another common mistake that a lot of start-ups make is raising finance from external sources right in the beginning of starting the business. Mr. Anubhav says, it's very important that an entrepreneur invests his own finance into the business in the beginning rather than raising a huge sum from external sources. He suggests that external sources of finance (looking for investors) should be done only as the business improves and the sales turnover increases. He rightly explained how raising money is an art, and is the critical area of business as it can lead either to the boom or the doom a business. An entrepreneur should also not spend this raised finance on personal interests and whims, but should carefully spend it to expand business.

One of the questions asked by the students is what is the most common mistake that is made while starting a start-up. To this, Mr. Anubhav said that not doing enough market research is the most common mistake. Many a times, entrepreneurs enter a business without knowing much about the customer base or lacking market connect. One needs to do their market research homework first, to make sure their efforts are not wasted. Many universities organize idea validation boot camps which help entrepreneurs to assess if their ideas are feasible or not.

Finally, Mr. Anubhav concludes the lecture by talking about how a start-up can improve its presence in the market. It is advisable to use word of mouth and referrals in the beginning to spread the word about the product/service. Heavy advertising should be used when the production is scaled up.

As students lack experience in the area of entrepreneurial development, this lecture was really helpful to give the students a starting point and provide guidance on how to embark on the journey of entrepreneurship.



2019-20:

Guest Lecture on “Consulting in corporate sector”.

Department of management studies organized a guest lecture on 21st August 2019 on the topic “consulting in corporate sector” in seminar hall Biochemistry block. The guest speaker was Mr. Joshua Satuluri who is currently working as head of closing Mortgage and Home Equity for Wells Fargo Enterprise Global Solutions. He has overall 25 years of work experience in banking and financial services and also an SME in debt collection for credit cards and loan products. The guest lecture was started by the welcome address. The lecture was started with the speaker sharing his work experiences throughout his career. The opportunities he got in his career and how he became an SME in debt collections. To succeed in the field of consulting one needs to first understand the business, try to analyze the annual reports of the business and get to know the costs, losses and the revenues of the business. The next is understanding the customers and their tastes along with this we should also understand the processes the technology and the people of the business then try to talk in their language which is understandable by customers and lastly see what’s in it for me (WIFM) what is our take away from the analysis we did and what is helpful for us. Any consultant should always try to show the value of efficiency i.e., Increase the speed, increase the quality and decrease the costs. Some of the challenges that any consultant faces are acceptability, not getting the information that you are looking for, you not trying hard on your part, not ready to change with the situation. To conclude we should always try to get a job that will not be taken over by the machines in the future, which are having market in the future and also which will contribute towards mother earth. So, it was ended with a statement that “The answer is in our hand”.





Guest Lecture on “ INTERVIEW SKILLS”

Interview skills and stress management

The Department of Management studies organised a guest lecture for BBA-III year students on Interview Skills on 17th August'2019.

The speaker for the lecture was Lt Col Meenakshi Pathak (Retd), armed with a unique blend of knowledge and technical know-how, Lt Col Meenakshi Pathak (Retd) is a Qualified professional with 20 years plus of service in Indian Army with experience in General Administration, Personnel Management, and Client Relationship. She is also a formally trained Soft skills Trainer and Image Consultant from Image Consulting Institute, India (ICBI), & also a member of IMPA (Image Management Professional's Association).

In her training sessions she applies the concepts of building a distinctive, powerful Personal Brand and Self-Image. She works with below segments of people with a motto of grooming leaders.

- **Corporate Professionals** – At different hierarchical levels, trying to balance their professional and personal lives.
- **College Students** – Preparing to break barriers and step into the outside world with Confidence
- **School Students** – Stressed to maintain a balance and bowed with burden of intense competition

She follows a Practical Approach and target aspects of Image and Soft Skills; in turn inculcating in each individual skills for building a Winning Image, Lasting Impressions and Creating a Holistic Personality.

She focused on the interviewing skills covering the following:

- **Creating Lasting First Impressions, including personal grooming appropriate for different occasions:** “First Impression is not the Last Impression, but it Lasts Long”. In the face of fierce competition in all spheres and industries, it is inevitable that you are being judged every second. An imprint of your personality is created in a person’s mind within 1/10th of a second of your interaction with them. The objective of this session is to enable people to create lasting impressions and be on their game from the very beginning.

- **Non-Verbal and Vocal Communication, also focusing on positive Body Language and Transactional Analysis:** Most people often struggle on how best they can express their thoughts, ideas, emotions or convey effectively their message while interacting verbally or non-verbally with clients, colleagues, management, existing/potential customers. Today, when most messages float through social media, non-verbal communication is of vital importance. This session targets at strengthening verbal and non-verbal communication skills and enable people to build fruitful business and interpersonal skills. The session focuses on aspects on email writing and using correct gestures in business/professional environment.

- **General and Dining Etiquettes:** Knowing about and possessing strong business etiquettes and dining skills gives an edge to your personality; helping a person to reflect a positive image. This skill is indispensable for all age groups – be it students, college graduates, business class or professionals from any level of management, who would like to appear confident in this Image Driven world.

- **Goal Setting:** “Begin with the end in mind”. Whether it is planning on weekly chores, watching a movie or achieving a position at your workplace, all these account as goals. The goals you set are the first step to any journey. This session highlights the significance of goal setting and covers aspects of applying your knowledge in daily life – be it achieving your personal or professional goals.

- **Time and Stress Management:** Do you know what separates the highly productive people from everyone else? It is knowing what they need to be doing, prioritize their work and get the most of every second. The objective of this session is to help participants formulate their own Time Management Matrix to manage their available time more efficiently.

- **Other aspects of Personality Development that fall under my portfolio include:** Team Building, Conflict Management, Interview Skills and Customer Service.

The session was very informative which will help students to attend interviews.



Guest Lecture on “3Mantras to kick start your career”

Department of Management studies organized a guest lecture on 27 TH JULY 2019 on the topic “3 Mantras to kick start your career” in MBA block seminar hall. Ms. Sushma Uday who is currently working for Capgemini as a senior manager in the field of HR Business partnering with 14 years of extensive experience in the field of Human resource development and management.

The Guest lecture was started by the welcome address. The lecturer evolved around the topic “3Mantras to kick start your career”.

She spoke on the 3 Mantras:

The first mantra is to brand yourself by identifying your own distinctive style.

She stressed that before branding ourselves we need to focus on few points like purpose, genuine, visibility, consistency, ready to fall, network, and seeking feedback.

The second mantra was growth attitude and mindset. She pointed out that the attitude and mindset should grow in such a way that we should be able to ace and overcome the challenges, obstacles, criticisms that come in way of the career and mentioned to react properly to the success of others.

The third and the last mantra is adaption to change. Whenever there is change in our lives, we always first deny to change, then we are frustrated due to the change, which leads to depression. Then try to experiment the change and finally take the decision.

She concluded by saying that we should focus on one goal at a time and think about the difficult things that come in the way of our goal.



Guest Lecture on“Reality check”

The Department of Management Studies conducted a Guest Lecture on 10th July 2019 and the speaker was Dr.Seena Biju, as her profile spoke about her proficient achievements, so did she deliver the lecture efficiently.

The topic for the day was REALITY CHECK.

Dr.Biju has covered all the aspects under the topic, as how to develop mental ability as well as technical skills to achieve success in practical world (Industry)

Her methodology of presenting was excellent, as the information was in points, graphically represented which was delightful and easy to remember.

Students were into the session and her humor made it even more interesting. They were really moved by her presence of mind when she jot down few points regarding making a difference globally. She also explained what happens in reality & connected to the present millennials perspective.

As she spoke to students with so much ease they started sharing their own amazing experiences. She answered all the questions patiently and listened to all the answers, soon it became an enthusiastic and interactive session.

Overall it was an amazing lecture from an experienced person, to conclude she was an inspiration to the crowd "To not stop learning".

The session ended with the coordination and presence of Hod, faculty and all the students.



Guest Lecture on “NEGOTIATION SKILLS”

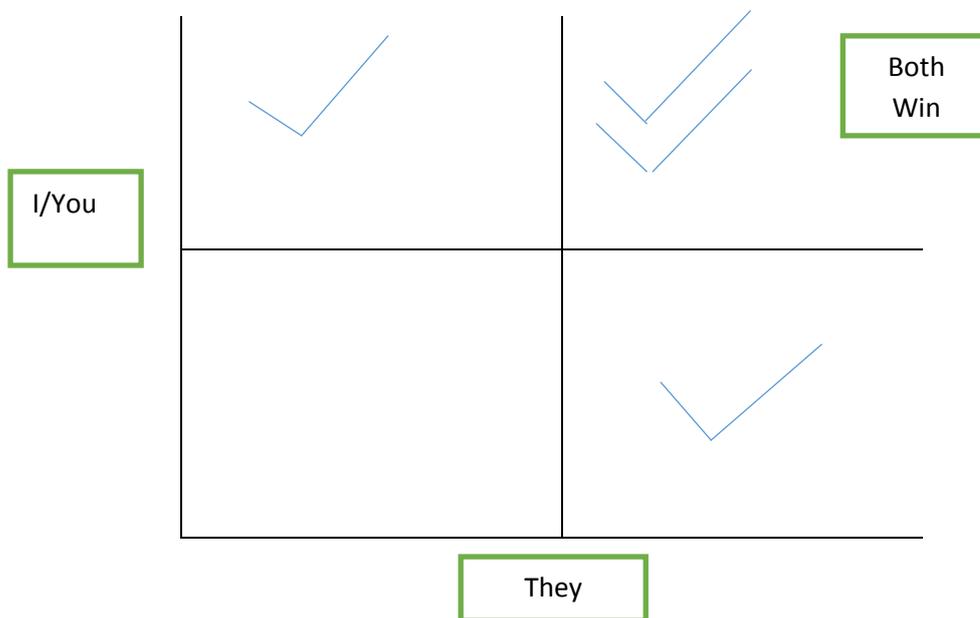
The department of management studies conducted a Guest Lecture on “NEGOTIATION SKILLS” by DINKAR KADAM Corporate Leadership Trainer/Coach, MCJ (Mass Communication) MBA, MSC (Psychology). On 19th February 2020 for MBA I year students.

The speaker highlighted on the following points:

- In negotiations Knowledge, Communication and Skills are directly related.
- What are the challenges a manager faces in an organization? – To motivate his employees, Lead the people, Resolve conflicts among them and many more.
- It is said 9 out of 10 managers have negotiations skills.
- Why is negotiation important? Because it is the culmination of any business deal and also helps in trying to optimize your position at the table.
- Example: Role Play between a buyer and seller {each having Rs 500 each }- it was explained to sometimes look for values and love as there is more than commercial benefit behind negotiations.
- 4 Key fundamentals of negotiations are:
 1. Communication Skills
 2. Information
 3. Power

4. Time

- The usage of these fundamentals depends on the level of desperation. Example: Japan-Aus-Canada {for iron ore & coal}



- In negotiations, Price negotiations are the last thing to do.
- It is important to never attack the product or the services of the product. – This is the mantra in negotiations.
- Points to be noted:
 1. People Emotionally Buy and Logically Justify.
 2. Understood before seeking to be understood.
- 2 important factors of communication are:
 1. Choice of words
 2. Body Language
- Features of Communication are:
 - A:** Attention
 - I:** Interest
 - D:** Desire
 - A:** Action



2018-19:

Guest Lecture on CAREER OPTIONS AND GOAL SETTING

The department of Commerce and Management of Bhavan's Vivekananda College, conduct a guest lecture on 4th October, 2018 for all the MBA and BBA students.

Amaan Raza, an ex- Bhavanite who is currently working in Telus as a Data Scientist hosted the lecture and shared his perspective on various options one could look into post his/ her graduation or post-graduation.

Below are the Job profiles for each specialisation.

- **Options for MBA graduates: (Job Profiles)**
 - a) Banking & Finance - Finance back end, Investment banking, Customer Management.
 - b) Management Consulting- Business Process Consulting, Business Analytics, Technology Consulting.
 - c) Marketing & Sales: marketing function, Sales function, E-commerce, Chain Marketing.
 - d) Human Resource & others: Human resources, Training and Development, Retail Industry.
 - e) Non- MBA jobs- BPO'S, Self Employed and Back end operations

- **Options for BBA graduates:**
 - a) Higher Studies→ Corporate Jobs in the field of accounting and Management.
 - b) Take up Jobs- either Government Jobs or Voice Processing jobs or corporate jobs.

He also emphasised on how to set up individual goals. He said one has to set up goals which are SMART

- a) S- Specific
- b) M- Measurable
- c) A- Attainable
- d) R- Relevant
- e) T- Time bound

Apart from all the valuable information he even emphasised on the scope he has as a Data Scientist. He even encouraged students to take up programs aboard to enhance knowledge.

Over all it was thought provoking guest lecture.

Guest Lecture on "Strategy For Success"

The Department of Management Studies organized a guest lecture on "IMPORTANCE OF IDENTIFYING THE CORRECT STRATEGY FOR SUCCESS" on 25th July 2018 at Bhavans' Vivekananda College, in the seminar hall for MBA II year students. The guest speaker was Mr. Krishna Prasad Potukuchi.

Mr. Krishna has about 30 years experience in the field of Marketing and Sales. He joined as a Sales employee in Asian Paints from where his journey began. He is a performance oriented professional in Strategy development, Sales planning, Channel Management, Business development, Operations and People Management. He has given several seminars on Leadership and Man management, retention of talent, Self empowerment etc. He is currently working for Sciknow Techno Solutions Pvt Ltd, a subsidiary of Karvy group. He is also a consultant and distributor. He also holds a few notable achievements.

The lecture began with a definition of success and what it meant in different parameters. Explaining that success is relative, he discussed the parameters of success in an organization as:

- Profit
- Scale of volume or reach
- Market share
- Service
- Length of success period

There are certain costs at stake when you choose a wrong strategy. He explained the costs of resources, opportunity and time. In order that a correct strategy is chosen for success, there is a strategy that can be adopted. Firstly, the concept of 5 Why's can be applied to find the cause of the problems hindering an organization's success. Secondly, understanding the marketing mix of an organization for finding better ways of achieving success.

It is also important to set goals and introduce innovation into strategy. The concept of SMART is generally used. He concludes by quoting several examples from companies that are contemporarily adopting strategies for success.

The lecture was informative and insightful. It also provided us information on importance of marketing in an organization and the several opportunities one can take up in the field of sales and marketing. It told us the importance of having a strategy in order to attain success. The underlying tagline of the lecture was "HAVE A STRATEGY, BE A WINNER!"

Guest lecture report on Trade Finance

Guest Speaker : Mr. Naga Santosh

Date: 1st December 2018

The Department of Management Studies organized a guest lecture on “Overview of Indian Banking and Trade Finance” by Mr. Naga Santosh on 1st December 2018 at Bhavan’s Vivekananda College, in the seminar hall for MBA final year students.

Mr. Naga Santosh is currently working with CITI Bank as the head of trade finance operations unit at Hyderabad. He is Regulatory and legal representative on behalf of Citibank NA in Reserve Bank of India. Previously, he worked as a Deputy Manager with ICICI Bank for 3.5 years handling International trade finance transactions. He is an MBA graduate from Bhavans Vivekananda College (2009-11 batch).

The lecture commenced with a presentation on Indian banking system, it included meaning of bank, products and services offered by banks, types of banks in India, management hierarchy of Indian banks. The second part of the lecture was about Trade Finance, its governing body, key players in international trade, products of trade finance, role of banks in export and imports. Mr. Santosh also spoke about the careers in banking (IBPS, PGDB and management trainees). At the end of the lecture, there was a Quiz for the students by Mr. Santosh.

- **2017-18:**

- 1) Conducted a Guest Lecture on 22nd February, 2018 on “Digital marketing”, and the Guest Speaker was Ram Varun Lakaraju, Marketing Manager – Stumacz.
- 2) Conducted a Guest Lecture on 8th February, 2018 on “Marketing in Service Sectors and Hospital sector”, and the Guest Speaker was Naveen Kumar, Marketing Manager - citizen Hospital.

- **2016-17:**

- 1) Conducted a Guest Lecture on 16th September, 2016 on “Stock Markets”, and the Guest Speaker was Mr. Santosh Reddy, Resource Person from Bombay Stock Exchange.
- 2) Conducted a Guest Lecture in 2016 on “Management in Ramayana”, and the Guest Speaker was Dr. C. Kameshwari.
- 3) Conducted a Guest Lecture in 2016 on “Communication”, and the Guest Speaker was Ms. Shalini Praveen.
- 4) Conducted a Guest Lecture on 7th July, 2016 on “Portfolio Management”, and the Guest Speaker was Jyosthna Ayyagari, Financial Consultant from N. More.
- 5) Conducted a Guest Lecture on 7th July, 2016 on “Finance Workshop on Portfolio Management”, and the Guest Speaker was Jyosthna Ayyagari, Financial Consultant from N. More.

- **2015-16:**

- 1) Conducted a Guest Lecture on 22nd March, 2016 on “Motivation for Success”, and the Guest Speaker was COL. Reubin (Defence).
- 2) Conducted a Guest Lecture on 18th March, 2016 on “Careers in IT Marketing”, and the Guest Speaker was Amit Kulkarni (Sr. Marketing Manager at Micro Excel INC).
- 3) Conducted a Guest Lecture on 11th March, 2016 on “Careers in Big Data”, and the Guest Speaker was Dr. Chaitanya.
- 4) Conducted a Guest Lecture on 16th November, 2015 on “VUCA”, and the Guest Speaker was TVVS Prasad (Deputy GM Hyderabad Works (HR&IR), VUCA- Vulnerability, Uncertainty, Complexity & Ambiguity).

- 5) Conducted a Guest Lecture on 17th October,2015 on “Vigilance”, and the Guest Speaker was Mr.B. Viswanath, Deputy Chief Vigilance Officer/storesin SCRDirectorto GOI)
- 6) Conducted a Guest Lecture on 17th October,2015 on “Vigilance”, and the Guest Speaker was D.NarsingRao(Deputychief Vigilance Officer Traffic inSCR.
- 7) Conducted a Guest Lecture on 7th June,2015 on “Careers inFinancialCorporate”, and the Guest Speaker was Jyosthna Ayyagari, FinancialConsultantfrom N.More.