

## **KLE Society's College of Business Administration - Seminar and Workshops conducted in 2018**

### **1. Career Options for Women in Business on 5<sup>th</sup> January and 22<sup>nd</sup> January, 2018**

The institute organized a seminar for PUC girl students on what career opportunities are available for women in the field of Business. On 5<sup>th</sup> January, 2018 RLS PUC College girl students participated in Seminar and on 22<sup>nd</sup> January, 2018 for Lingaraj PUC College girl students the session was held. Corporate Trainer Mrs.Sandhya Sherigar, Branch Manager of Talwalkar Gym Mrs.SeemaSalagaonkar, Entrepreneur Mrs.Priyanka Tukkar, Prof.Soumya Naik Faculty member of the Institute, delivered the sessions on Career Opportunities available for Women in Business.



### **2. Workshop on SEO & SEM by Mr. SarveshKakkeri on 21<sup>st</sup> August, 27<sup>th</sup> & 28<sup>th</sup> August and 4<sup>th</sup> September, 2018.**

Mr.Sarvesh Kakkeri an entrepreneur, web developer, digital marketer, trainer, and marketing consultant at Cubiccode Digital Media LLP conducted a workshop on Search Engine Optimization and Search Engine Marketing and also an exclusive training on Google AdWords. He conducted total 8 hours workshop on SEO & SEM strategies which involved blog and Website development, Web Analytics, Google Adwords and Youtube Ads.

### **3. Workshop on Digital Marketing by Mr. Vishal Sirur on 16<sup>th</sup> September, 2018**

Mr. Vishal Sirur who is an alumina of KLE CBALC and Marketing Manager at Trescon (EV, Autonomous Driving , Intelligent Systems , IoT , AI) conducted a session on Social Media Marketing and its impact on today's business for the Digital Marketing specialization students on Sep 16<sup>th</sup> 2018.



### **4. Workshop on Mutual Fund Distribution on 22<sup>nd</sup> September, 2018.**

A workshop in Mutual Fund was conducted by Mr. Prakash Yalavatti, NISM certified Trainer. The workshop covered following aspects; Know the basics of mutual funds, their role and structure, different kinds of mutual fund schemes and their features, Understand how mutual funds are distributed in the market-place, how schemes are to be evaluated, and how suitable products and services can be recommended to investors and prospective investors in the market, Get oriented to the legalities, accounting, valuation and taxation aspects underlying mutual funds and their distribution, Get acquainted with financial planning as an approach to investing in mutual funds, as an aid for mutual fund distributors to develop long term relationships with their clients.

**5. Workshop on “Securities Markets” on 22<sup>nd</sup> and 23<sup>rd</sup> September, 2018.**

A workshop on Securities Markets was conducted by Prof. Rajiv Kalebar, Assistant Professor at CMS Business School, Bangalore. The workshop included the discussion on following areas; Know the basics of the Indian equity market, Understand the characteristics of equity, associated risks and returns and taxation aspects, Understand the clearing, settlement and risk management as well as the operational mechanism related to equity market, Know the regulatory environment in which the equity market operates in India.

**6. Workshop on Depository Operations on 3<sup>rd</sup> October, 2018.**

Workshop on Depository Operations was conducted by C. S. Harisha, Regional Head CDSL. The workshop provided good knowledge in the following areas; Know the basics of the Indian securities market and the depository system, the need for depository and the key features of the depository system in India. Understand the institutional structure of the depository system in India and the business partners of a depository. Understand the regulatory framework in which the depositories and its DPs function, their eligibility criteria, registration procedure, rights and obligations etc. Know the various functions of the Depository and its Depository Participants (DPs) such as dematerialisation, trading and settlement, pledging and hypothecation. Understand how a demat account is opened, documents required to open an account and significance of Power of Attorney (POA).



**7. Workshop on “Careers in Insurance” on 4<sup>th</sup> October 2018.**

Mr. Pramod Sulebhavi, Administrative Officer, LIC of India conducted a workshop on “Careers in Insurance”. Having twenty five years of wide experience in Life insurance in the field of Marketing and Administration, he enlightened students about Insurance industry and career opportunities in Insurance sector. He also spoke about the certification and courses available in Life and General Insurance sector. Eighty students of second year and sixteen Financial Services specialization students attended the workshop.

**8. Workshop on “Media and Entertainment Industry” on 12<sup>th</sup> October, 2018.**

Mr. Samarth Kadkol conducted a workshop on Media and Entertainment Industry. The workshop provided overview of Media industry to the Second year students. The speaker delivered the talk on details of the Media industry, different verticals in the industry along with their respective career options. He shared his industry experience which included the skills required to be in the industry furthermore the steps to get relevant industry exposure. The talk was interactive and intellectual.





**9. Workshop on “Event Management” on 16<sup>th</sup> October, 2018.**

Mr Brian D’souza, Creative Head, MADE Creative Works, Belagavi conducted a workshop on Event Management. The workshop provided our students the zest of Event Industry. The key skills required to be an Event manager. Mr. Brain did focus on the main content like Industry overview, factors to be considered pre-event and post-event, Communication importance during handling the client and their customer’s pre and also during the event etc. Mr Brain did share his business experience which included the details of starting up an event company further more the difficulties in running the company, he also included how to deal with the hard situations. The presentation was very



**10. Workshop on ‘International Business Management’ on 22<sup>nd</sup> October, 2018.**

Prof. Vishweshwar Menasumane, Asst. Professor, MIB Department, Presidency College Bangalore, conducted a workshop on ‘International Business Management’. The workshop covered the Introduction about the International Business Management, Career Opportunities in this area, Skill sets required for pursuing career in this area, general job profile of various jobs in this area.



#### 11. Workshop on “Tourism and Travel Management” on 23<sup>rd</sup> October, 2018.

A workshop on Tourism and Travel Management was conducted for second year students with the objective of facilitating them in making a right decision about the super specialization they want to opt for. ShriUnnikrishnan, Dy Manager Commercial (Retd), Indian Airlines Ltd (Bangalore) addressed the students regarding airlines airport handling, cargo management and inflight services and career opportunities in these fields. Mr.Amlan Bhattacharya who is Currently Heading the Training Department at TripFactory.com (Bangalore) and partner of a Training Start-up "throttlePAD2.0" (Bangalore)addressed the students regarding types of tourism and career opportunities in Tourism and Travel Management Services.



#### 12. Workshop on “Career Opportunities in Media Industry” on 27<sup>th</sup> October, 2018

Mr. Chetan Navani, Sr. Manager, Brand Partnership, Bloomberg Quint, Bangalore delivered a workshop on Career Opportunities in Media Industry. The workshop provided the students good insight of Media Industry. “We will see no cable connections in the near future.” Is what Mr. Chetan said during his talk while describing the technology impact on Media. He did cover the facts and figures of the trending industry. The facts did cover the employment and career opportunity student have in their near future. He guided the students on how to get the relevant exposure in the field. He uncovered the near future of Media which was truly an eye opener.



**13. Workshop on ‘How to pursue Training & Development as Career’ on 27<sup>th</sup> October, 2018**

Ms. Girija Shetty conducted a workshop on ‘How to pursue Training and Development as Career’. Mrs. Girija delivered her talk on how important is the Training and continuous development required in any industry. She made her workshop more interesting by doing several activities with the students. She also made students understand how an HR role is evolved from a normal recruiter to a Business partner.



**14. Workshop on ‘Content Marketing’ on 27<sup>th</sup> and 28<sup>th</sup> October, 2018.**

Mr. Hamza Chhatrisa, Social Media Head @ I Knowledge Factory Pvt. Ltd Pune, conducted a workshop on Content Marketing for Digital Marketing Specialization Students. The workshop covered following topics; Defining Your Content Niche and Strategy, Developing and Distributing Content, Marketing Content and Evaluating Impact, Content Marketing Pyramid, Best Practices in Content Marketing.

