

5.1.3 (2) Career Counselling

Details of Programmes conducted for Five Years

SL NO	Year	Number of Programmes
1	2018-2019	3
2	2017-2018	5
3	2016-2017	4
6	2015-2016	1
7	2014-2015	4

Seema S. Shenoy.

DIRECTOR
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(M.B.A. Programme)



S D M COLLEGE OF BUSINESS MANAGEMENT
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NOTICE

13/10/2018

A workshop on the "Digital Marketing" by Mr. Umesh, Senior Delivery Manager, NIFT, Bangalore is scheduled on 15th October, 2018 in the college conference hall. Students are compulsory instructed to attend the same.

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GUEST LECTURE

Guest speaker: MR.UMESH

Topic: DIGITAL MARKETING

Held on: :15-10-2018

MR.UMESH Senior Delivery Manager NIIT Bangalore, gave a guest lecture on “Digital Marketing” on 15-10-2018. Digital Marketing is growing at a rate of 25-30% in India annually. And if the statistics are to be believed, India has reached 500 million users of the internet by the end of 2018. India also has the World’s largest Facebook population. The high-speed digitization, online portals, social media channels, etc lead to a growth of digital marketing in a trend par imagination.

MR UMESH through his dedicated service to the cause has addressed the MBA students on digital marketing and also discussed the case regarding digital marketing. In his talk he also stressed on management principles are applied in digital marketing

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NOTICE

18.09.2018

Placement Orientation on employability skills and expectations corporate world has from student will be organised in the institution on 22nd September 2018 to the students of MBA. The resource persons are Mr. Majid Ali Khan and Ms. Meghana from Mphasis. All the students are hereby instructed to attend the same at sharp 3:00 Pm in the Conference Hall

Seema S. Shenoy

**DIRECTOR
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(M.B.A. Programme)**

Placement Cell

Orientation Programme

September 18 2018

SDM PG Centre for Management Studies and Research organized an orientation programme on 18th September 2018 to the students of MBA on "Opportunities for the young minds in corporate sector and Expectations Corporate World has from students" The Resource persons were Majid Ali Khan, Senior HR Head, Pune, Mphasis and Meghana, HR Officer, Mphasis, Mangalore. Dr. Seema S Shenoy, Director graced the occasion. Ramya Shetty the placement officer co-ordinated the programme. Ayesha Meher, Safwan and Sharan Student ---Coordinators for Placement were also present during the occasion

Charishma Suvarna compered the programme.

Ayesha Meher Welcomed the Guest

Safwan delivered the Vote of Thanks

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NOTICE

21/02/2019

Students are instructed to attend a guest lecture on the topic "Employability Skills" on 25th February 2019 in the college conference hall. Dr. Jnaneshwar Pai, Asst. Prof. Nitte MBA Dept. was the resource person.

Suma S. Shetty
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Workshop on Employability Skills: SDM PG CENTRE



SDM PG Centre for Management Studies and Research, Mangaluru organised a workshop on Employability Skills under the Placement Cell. The Resource person was Dr. Jnaneshwar Pai Maroor, Ass.Professor ,MBA Depatment, Nitte Institute , Karkala.

Speaking on the occasion speaker gave an insight into various online courses which will help in enhancing employability skills. During this occasion Dr. Jnaneshwar Pai was felicitated on successful completion of Ph.D from Prist University, Tamilnadu.

Director Dr. Seema S. Shenoy presided over the programme. Mrs Ramya Shetty, Assistant Professor was the co-ordinator and Ms. Veekshitha Shetty compered the programme.

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Career Counselling Programme 2017– 2018

SI No	Date	Topic	Resource Person
1	27 th July 2017	Career Guidance And Placement	Jean Marie Mascarenhas, France.
2	31st August 2017	Corporate Expectation s From MBA	Vinayaka Prabhu Freelance Entrepreneur.
3	9 th October 2017	Career in Aviation Studies	Vasudev Rao, Former Director Of Mangalore Airport
4	16th October 2017	Talk On Youth Empowerment And Skill Development	Hrishikesh Bhat, Mediator, Micro Entrepreneur, Sattva Academy Bangalore
5	27 November 2017	Entrepreneurship A Ray Of Hope	Santhosh Pinto, Assistant Professor, Department Of Commerce And Management, Government First Grade College, Haleyangadi

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NOTICE

26/07/2017

A programme on “Career Guidance and placement” is scheduled on 29th July 2017 in the college conference hall. The Resource person for the session is Ms. Jean-Marie Mascarenhas, President Interlog Services, Orleans, France. All the students are compulsorily instructed to attend the same.

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DIRECTOR

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GUEST LECTURE

Topic: Career guidance and Placements

Held on: 29th July 2017

Resource Person :Jean Marie Mascarehnas, FRANCE

The session started with the prayer and the brief introduction of the speaker. The speaker then started the session by giving brief introduction on career guidance and attend interviews. The suggestion given during the lecture sessions are self-evaluation, what to do before the interview to research the company, practice interviews, dress professionally, arrive early, what to do during the interview first impression, smile, body language, speak clearly, listen before answering, give brief answers, previous employers, be truthful, know your resume, keep things at a professional level, and what to do after the interview back in touch, get everyone's business card, thank the interviewer. The lecture session was very informative and highly interactive. The necessary materials were issued to the students during the session. At the end, feedback from the students was collected and the session ended up with the vote of thanks.


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NOTICE

29/08/2017

A program on "Expectations from MBA's" will be scheduled on 31st August, 2017 in the college conference hall. Resource person for the session is Mr. Vinayak Prabhu, Freelance Entrepreneur. Students are instructed to compulsorily attend this session.

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CORPORATE EXPECTATION FROM MBA'S

DATE: - 31.8.2017

TITLE: - EXPECTATIONS FROM MBA'S

RESOURCE PERSON: - VINAYAK PRABHU

FREELANCE ENTREPRENEUR

VENUE: - CONFERENCE HALL

The department of MBA had organised a guest lecture on "Expectations from MBA'S" on 31.8.2017 for 1st year students. The guest lecture was been given by Mr. Vinayak Prabhu.

Mr. Vinayak Prabhu introduced the different aspects of entrepreneurship and emphasized that zeal and great idea are the only ingredients in a recipe for business start-up. He mentioned that the reason that people do not start their new ventures in a country like India is due to non-awareness amongst the population of India and decides to go for jobs in private or government sectors so as to minimize the risks. Therefore, he emphasised to raise the basic awareness of entrepreneurial concepts and to enable students to identify and learn how to make a mind-set to take up entrepreneurship as a challenging career.

He also inspired the students to value the presence of the parents as well Gurus in our life's. He focused on spirituality and religious approaches in life. He explained in detail about the various attributes of successful entrepreneurs such as drive, communication skills and technical skills.

The lecture motivated the students to work hard and start a new venture through adequate forward planning and the execution of the plans.



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Career in Aviation Industry

Date: 09-10-2017

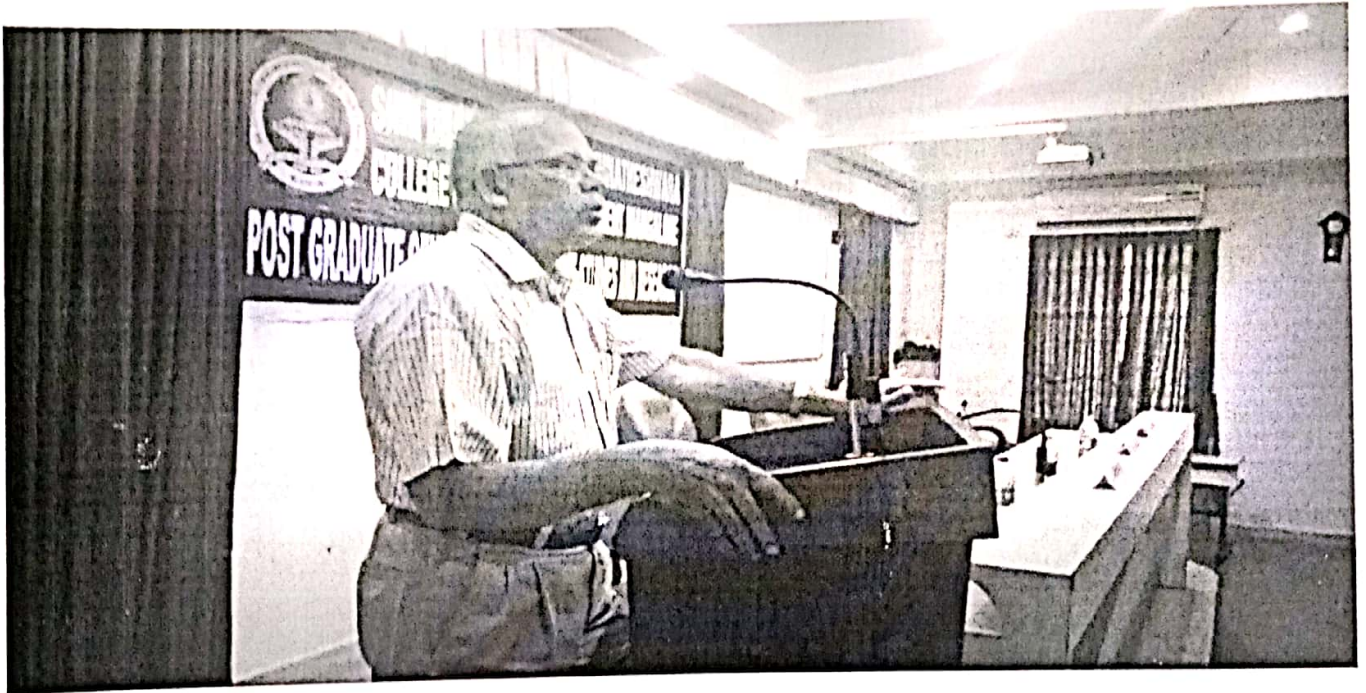
Venue: Conference Hall

PRAYER: SWATHI

INTRODUCTION AND WELCOME: AYISHA

ADDRESS BY THE RESOURCE PERSON: VASUDEV RAO

VOTE OF THANKS: AFSANA



Vasudev Rao, Former Director of Mangalore Airport, gave a guest lecture on "Aviation Industry" on 09th October 2017. The civil aviation industry in India has emerged as one of the fastest growing industries in the country during the last three years. India is currently considered the third largest domestic civil aviation market in the world. Mangaluru Airport is an international airport serving the coastal city of Mangaluru (Mangalore), India. It is one of the only two international airports in Karnataka, the other being Kempe Gowda International Airport Bangalore. Mangalore International Airport is the second busiest airport in Karnataka. MR Vasudeva, Former director Mangalore Airport Director, a down to earth personality, a river par excellence, responsible for having Mangalore airport marked on the International through his dedicated service to the cause he addressed the MBA students on Aviation try and also discussed the case of Mangalore airport. In this talk he also stressed on the how management principles are applied in aviation industry.


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Talk on Youth Empowerment and Skill Development



Hrishikesh Bhat, Mediator, Educator, Micro Entrepreneur, Sattva Academy Bangalore delivered a guest lecture on "Mind Matter" on 16 October 2017

Meditation is an ancient practice that helps to control our own mind subsequently your own life and discover ourselves. It is powerful and can be practiced by anyone, everywhere, is extremely beneficial and can help us to feel happier.

It is a good tool to work against this vicious cycle to reduce the negative Stress. Meditation is a precise technique for resting the mind and attaining state of consciousness that is totally different from the normal waking state. It is the means for fathoming all the levels of ourselves and finally experiencing the center of Consciousness within. Meditation is not a part of any religion, it is a science, which means that the process of meditation follows a particular order, has definite principles and produces results that can be verified. Me Hrishikesh Bhat Stressed on the benefits of Mediation and how it improves the concentration level among students


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NOTICE

24/11/2017

Students are instructed to attend guest lecture on "Entrepreneurship – A Ray of Hope" on 27th November 2017. Resource person for the session Mr. Santhosh Pinto, Asst. Prof. Dept. Commerce and Management Govt. First Grade College, Haleyangadi.


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Topic: Entrepreneurship-A Ray of Hope

Held on: 27th Nov 2017

Resource Person: Santhosh Pinto , Assistant Professor, Department of Commerce and Management ,Govt.First Grade College ,Haleyangadi

About the session: The session was conducted for students to gain knowledge on Entrepreneurship skills. The session went on for one hour at conference hall in the year 2017. The session started with the prayer and brief introduction of the speaker. The speaker took over the session by giving the brief introduction of Entrepreneur and Entrepreneurship. The speaker gave knowledge to students about the different aspects of entrepreneurship and emphasized that zeal and great idea are the only ingredients in a recipe for business start-up. The speaker mentioned that the reason that people do not start their new ventures in a country like India is due to non-awareness amongst the population of India and decides to go for jobs in private or government sectors so as to minimize the risk. Therefore, he emphasised to raise the basic awareness of entrepreneurial concepts and to enable students to identify and learn how to make a mind-set to take up entrepreneurship as a challenging career. The speaker then explained in detail about the various attributes of successful entrepreneurs such as drive, communication skills and technical skills. The lecture motivated the students to work hard and start a new venture through adequate forward planning and the execution of the plans. The session also included motivational videos which boosted up the students. Overall the session was an interactive session as the students were free to ask questions and the speaker cleared the doubts.


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Career Counselling Programme

2016 – 2017

Sl No	Date	Topic	Resource Person
1	22nd October 2016	Stress Management	Dr Prasad Krishna, Head Mechanical Engineer, NITK.
2	24 th October 2016	Guest Lecture On Core Competencies	Mr Sanjay Shetty Manager - Promotions Prudent Training
3	12th November 2016	Guest Lecture On Hr Practices	Mr Ashok The Director HR And Country Social Relations Schneider, Bangalore.
4	3rd January 2017	Career For Students In USA	Nina Giannotti - Rotary International ,International Student Advisor New England College

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NOTICE

20/02/2016

Students are instructed to attend the Guest Lecture on "Stress Management" on 22/02/2016. Resource person for the session is Dr. Prasad Krishna, Professor and HOD, Department of Mechanical Engineering, NITK, Suratkal.



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Topic: Stress Management

Held on: 22 October 2016

Guest Speaker: Dr. Prasad Krishna , Head Mechanical engineering , NITK

About the session: The speaker gave an introduction on stress management and how to manage stress in the organization. The speaker explained how stress is a part of human life and explained causes of stress, its effects on body and mind and ways to reduce stress. The speaker even explained in detail the strategies to manage stress effectively. The speaker gave an oath to the students not to take extreme steps like suicide as it is not a solution for a problem. The highlights of the session were some techniques were tried by the students to identify their stress level. The volunteer students tried in front of the audience to prove that they are not stressed. Then some techniques were shared with the students to reduce stress like eating nutritious food to stay healthy, exercising morning daily to ease breathing and keep the body fit and fine, placing leg in hot water to relieve pain and stress, enough amount of sleep during night etc. On the whole guest lecture helped the students to understand about stress and it was also a stress relieving session for the students. The speaker concluded the session with the spiritual note which was to always trust in God. Overall the session was interactive where students were free to ask questions and speaker answered them.



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NOTICE

20/10/2016

A Training on "Core Competencies" by Mr. Sanjay Shetty, Manager-Promotions Prudent Training, Counseling & Career Guidance will be scheduled in the conference hall on 24/10/2016. Students are instructed to attend the same.


DIRECTOR

Guest Lecture on 'Core Competencies'

Date: - 24.10.2016

Title: - Core Competencies

Resource Person: - Mr. Sanjay Shetty

Manager - Promotions

Prudent Training

Venue: - Conference Hall

A guest lecture was organized by SDM PG Centre Mangalore for the benefit of students on the topic 'Core Competencies. The guest lecture was delivered by Mr. Sanjay Shetty, Manager – Promotions, Prudent Training.

Mr. Sanjay Shetty began the session by explaining the various concepts of core competencies to the students.

Mr. Sanjay Shetty, while delivering the lecture, explained the core competencies with suitable practical examples and the benefits and challenges in developing core competencies in the global competitive world to sustain.



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NOTICE

10/11/2016

Students are instructed to attend the Guest Lecture on “ HR Practices” in the conference hall on 12/11/2016 .The Resource person for the session is Mr. Ashok Thammayya, Director – Human Resources & Country Social Relations Schneider Electric, Bangalore.

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Guest Lecture on 'H R Practices'

Date: - 12.11.2016

Title: - H R Practices

Resource Person: - Mr. Ashok Thammayya

Director

H R & Country Social RelationsSchneider, Bangalore

Venue: - Conference Hall

A guest lecture was organized by SDM PG Centre Mangalore for the benefit of students on the topic 'H R Practices'. The guest lecture was delivered by Mr. Ashok Thammayya, Director, H R & Country Social RelationsSchneider, Bangalore.

Mr. Ashok Thammayya began the session by explaining the various concepts of Human Resources Management to the students.

Mr. Ashok Thammayya, while delivering the lecture, explained the current HR practices followed in the present industries with some practical cases.



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NOTICE

01/02/2017

There will be a guest lecture on Career for Students in USA by Ms. Nina Giannotti (Rotary International) International Student Advisor, New England College, on 3rd February, 2017 in the college Conference Hall. Students are instructed to make use of this program.


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DATE: - 3.2.2017

TITLE: - CAREER FOR STUDENTS IN USA

RESOURCE PERSON: - NINA GIANNOTTI

(ROTARY INTERNATIONAL)

INTERNATIONAL STUDENT

ADVISOR NEW ENGLAND

COLLEGE

VENUE: - CONFERENCE HALL

The department of MBA had organised a guest lecture on “career for students in USA” on 3.2.2017 for 1st and 2nd year students. The guest lecture was given by Ms Nina Giannotti. The objective of this guest lecture is to create awareness among the outgoing students on the steps for success in future. The program was started with invocation followed by brief introduction about the resource person. The session started with the key points for preparation to a successful interview and practice.

After the session guidance has been given for group discussion (GD) that is six steps for initiation and seven steps for conclusion in GD. The students have shown their interest in interacting with the resource person regarding the common interview questions and positive and negative point in GD. At last, a mock interview was explained for the students for better understanding.

The necessary materials were issued to the students during the guest lecture session.



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Career Counselling Programme 2015 – 2016

Sl No	Date	Topic	Resource Person
1	19 th December 2015	Expectations From The Corporate World	Mr Ganesh Nayak And Mr Gopal Krishna

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NOTICE

18/12/2015

Students are instructed to attend the Guest Lecture on "Expectations from the corporate world" in the conference hall on 19/12/2015. The Resource person for the session are Mr. Ganesh Nayak and Mr. Gopal Krishna Nayak. IBS, Hyderabad

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GUEST LECTURE

Guest speaker: MR.GANESH NAYAK and MR. GOPAL KRISHNA

Topic: EXPECTATIONS FROM THE CORPORATE WORLD

Held on: 19/12/2015

GANESH NAYAK and GOPAL KRISHNA delivered a talk on "Expectations from the Corporate world" on 19-12-2015. It is essential to know your career interests and aspirations before you embark on a job hunt. You need to develop and harness your skills (soft skills and domain knowledge) as per your area of interest. Ability to communicate effectively is also one of the essential skills. Make the right career move, right from the start."

The session was followed by question and answer session.He conveyed the students what are the expectations from the corporate world. Students actively participated and found it useful.



Career Counselling Programme 2014 – 2015

Sl No	Date	Topic	Resource Person
1	6 th September 2014	Organisation Ethics	Dr Rajashree Kini
2	20 th October 2014	Knowledge Management	Dr. Molly Chaudhary, Professor, Sahyadri College Of Engineering Mangalore.
3	20 th April 2015	Corporate Business Strategy	Inna Chandrakanth Rao, Innovative Aluminium Solution
4	22 nd April 2015	Workshop On New Trends In Leadership	P Shivaram Bhat

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NOTICE

12.09.2014

Students are hereby instructed to attend the Guest Lecture organized in the Conference Hall by Dr. Rajashree Kini, MITE, Moodabidri on the topic "Organisational Ethics" on 16th September 2014.

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GUEST LECTURE

Guest Speaker: Dr. Rajashree Kini

Topic: Organisational Ethics

Date: 16-9-2014

SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru organised a guest on the topic "Organisational Ethics" on 16th September 2014. Dr. Rajashree Kini, MITE, Moodbidri, was the resource person for the session. Organizational ethics are the policies, procedures and culture of doing the right things in the face of difficult and often controversial issues. Dr. Rajashree Kini addressing the students stated that an organization devoting resources to developing policies and procedures that encourage ethical actions builds a positive corporate culture. In the organisation the team members morale improves when employees feel protected against retaliation for personal beliefs. These policies include anti-discriminatory rules, open door policies and equal opportunities for growth. She further stated that when employees feel good about being at work, the overall feeling in the organization is more positive. This breeds organizational loyalty and productivity, because employees feel good about showing up for work. The session was more informative in nature. All the students actively participated in the session.



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NOTICE

18.10.2014

- Students are hereby instructed to attend the Guest Lecture organized in the Conference Hall by Dr. Molly Choudhary, Professor, Sahyadri Engineering College, Mangalore the topic "Knowledge Management" on 20th October 2014.

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2

Resource Person : Dr.Molly Choudhary,Professor, Sahyadri College of Engineering,Mangalore

Topic: Knowledge Management

Held on: 20 October 2014

About the session: This session was conducted for students to understand the structure of the organization. The session was started with prayer and brief introduction of the speaker. Then the speaker took over the session by giving the brief introduction on topic by telling that Knowledge management is a set of activities designed to identify, create and distribute knowledge among the employees of an organization, it is the need to track and facilitate the sharing of the core knowledge resources in contemporary organizations. It also provides the comprehensive introduction to the area of knowledge management from both technological and organizational perspectives. He spoke about the current applications of Knowledge management and its efficiency. He concluded that Organizations need to be able to have meaningful discussions with their team and clients about how knowledge management plans can affect their organization's learning strategy. It was an interactive session where students were free to ask questions and the speaker answered all the questions which was put forward by the students. Later on the session ended with the vote of thanks given by the final year student.


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NOTICE

17.04.2015

Students are hereby instructed to compulsorily attend the Guest Lecture organized in the Conference Hall by Mr. Inna Chandrakantha Rao, Senior Management Professional and Business Head of Innovative Aluminium Solutions Pvt.Ltd on the topic "Corporate Business Strategies" on 24th April 2015.


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Topic: Corporate Business Strategies

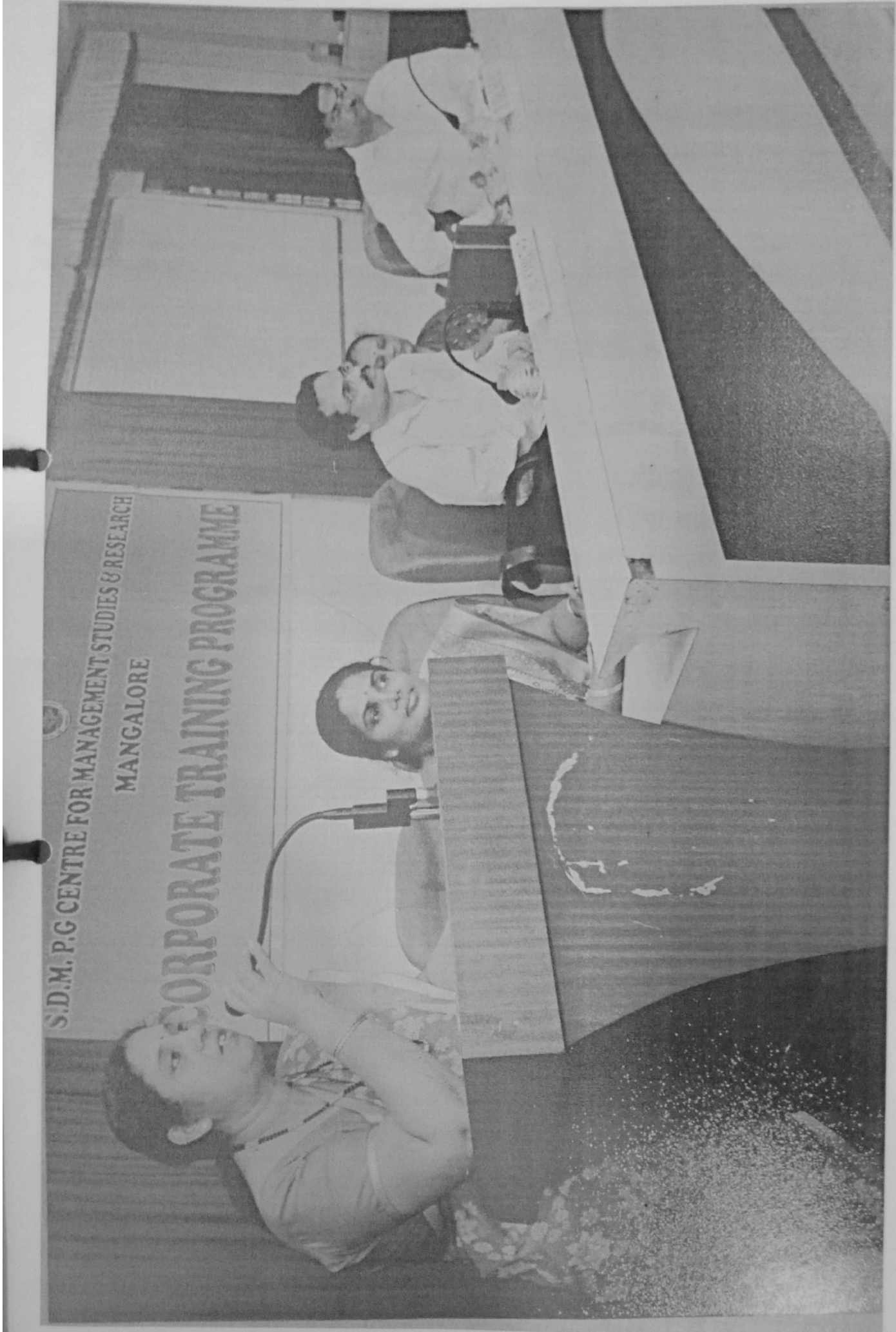
Resource Person : Inna Chandrakanth Rao, Innovative Aluminium Solutions

Held on: 20th April 2015

About the session: This session was conducted for students to gain knowledge on corporate business strategies. The speaker started the session by giving the brief introduction on business strategies how it is in corporate world. The speaker tells that strategic management is basically needed for every organization and it offers several benefits. The speaker makes the session very interesting by giving several examples. The speaker Defines and make students understand the concept of corporate business strategy, Speaker explains the different levels of corporate strategy, and tells that corporate strategy is an on-going process. Corporate business strategy includes the commitments, decisions and actions required for a firm to achieve strategic competitiveness and earn above average returns. The goals of corporate strategy are challenging not only for large firms like Microsoft but also for small local computer retail outlets. Overall the session was interactive as students were free to ask questions and the speaker cleared the student's doubts. The session ended with a vote of thanks given by the final year student.


Director

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S.D.M. Post Graduate Centre for
Management Studies and Research, Mangaluru
(M.B.A. Programme)





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NOTICE

20.04.2015

Students are hereby instructed to compulsorily attend the Guest Lecture organized in the Conference Hall by Mr. P.Shivaram Bhat, Ex-Deputy General Manager, Corporation Bank on the topic "New Trends in Leadership" on 22nd April 2015.

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