



# Jain College of Engineering(JCE)

(Approved by AICTE, Recognised by Government of Karnataka & Affiliated to VTU)

## Department of MBA



**ADHYAY - 2K22**

**NATIONAL LEVEL MANAGEMENT FEST**

# JCE MBA IMPRESSIONS

Volume 01 | Issue 03 (April to June 2022)

## Vision

To provide quality education and training in the field of management leading to talent transformation and build managerial competency in catering corporate requirements

## Mission

- Incorporating recent development and learning environment to develop attitude of life-long learning among students
- Instill ethical, moral and social responsibilities
- To foster entrepreneurial skills amongst students

## Faculty Details



**Dr. S.RohitRaj**, Associate Professor & HOD  
B.E. (Computer Science & Engineering ), MBA (Finance),  
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**Prof. Rashmi Y Harti**, Assistant Professor  
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**Prof. Faiz Raut**, Assistant Professor  
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**Prof. Sandhya Sherigar**, Assistant Professor  
(B.Com, MBA)  
Experience: 19 years



**Prof. Yatish Muthanna**, Assistant Professor  
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Experience: 19 years

Management's job is to convey leadership's message in a compelling and inspiring way. Not just in meetings, but also by example.

- Jeffrey Gitomer

### Message from Chief Editor

The current issue of JCE MBA – Impressions will take readers through the information of activities and events that are conducted for our MBA students from 1st April to 30th June 2022. Various events were organized, National level Management fest was conducted, guest speakers were called and students got good exposure and learning.

- **Dr. S Rohitraj**  
HOD MBA

### Message from Editor

This newsletter is an impression about the events Department of MBA carry out at JCE. The activities include events, fests, guest-lectures, achievements. First year students were exposed to many events which improved their learning. Also pre-placement training has started for preparing students for the upcoming placements.

- **Prof. Faiz Raut**  
Faculty, MBA





## SESSION ON BUSINESS MODEL CANVAS

A Session on Business Model Canvas on 6th April 2022 was organised. The Resource Person was Mr. Rajat, Engineering Analyst at Infosys Limited and Proprietor at Gururaj Healthfoods.

## JCE BGM REFLECTIONS 2ND ISSUE

Launch of 2nd Issue JCE Newsletter – JCE BGM Reflections on 6th April 2022.



## WORKSHOP ON ENTREPRENEURSHIP

Workshop on "Be an Entrepreneur and Become an Employer" was organized on 8th April 2022 by Department of Industries and Commerce, GOK.

## BRAND PRODUCT LINE EXTENSION

Practical session of Marketing-product line, width and extension in which various brands were explained till SKU level by Prof. Varun Jewargi on 11th April 2022.





## B-PLAN DEVELOPMENT AND WAY FORWARD

In association with IIC an event on B-Plan development and way forward was conducted on 18th April 2022. Student discussed regarding the plans and difficulties arise in a business.

## ALUMNI OF BATCH 2018 ADDRESSING STUDENTS

Ms. Ankita and Mr. Krutika, alumni of Batch 2018-20 addressing students about their experience of corporate life and present expectations of the companies on 19th April 2022.



## 'YOUTH FOR SEVA' - NGO ADDRESSED STUDENTS

Mr Harsha, Youth for Seva visited MBA Dept. on 22nd April 2022 inviting students to participate in Job Fair organised for disabled people.



## JOB FAIR FOR DISABLED YOUTH

MBA Students were part of organising team of the Job Fair for youth with disabilities on 25th April 2022. Students took care of interview process, and coordinated with various company's HR team.





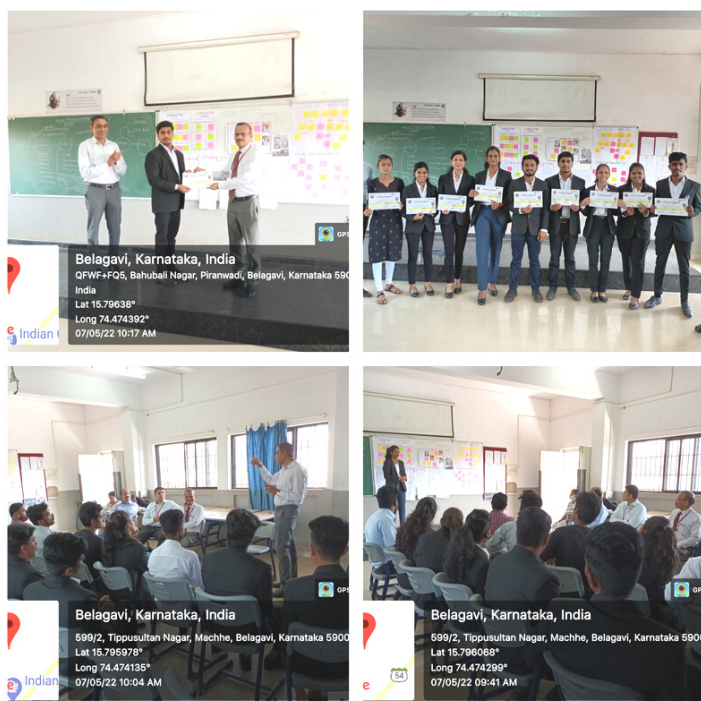


## SESSION ON DESIGN THINKING AWARENESS

Mr. Vivekanand Tavakari (Retd. Navy Officer) addressing MBA students on the concept of Design Thinking on 25th April 2022. Design Thinking is recently adopted by VTU in syllabus and its an emerging concept.

## ONE DAY RETAIL OUTLET SRJANA - 2022

One day market was organised by MBA students in the premises of Jain College of Engineering named as Srjana on 5th May 2022. This gave students an experience in sales, advertising, product display and customers handling.



## DESIGN THINKING WORKSHOP

Design Thinking Workshop of 10 hours was conducted by Mr. Vivek Tavakari. Students learned and studied the concept in college. Students explained the various challenges and its probable solution using the concept of Design Thinking after the workshop to Principal and faculty on 7th May 2022.



## ADHYAY - 2K22

National Level Management Fest for UG and PG students conducted on 13th and 14th May 2022

### FINANCE EVENTS



### MARKETING EVENTS



### HR EVENTS



### BEST MANAGER EVENTS



### FASHION SHOW EVENT



### CURTAIN RAISER EVENT



### JCE MBA ONLINE PRESENCE

For more information on what's happening at MBA, Jain College of Engineering, follow us on:



[facebook.com/jcembabelgaum](https://facebook.com/jcembabelgaum)



<https://www.jce.ac.in/master-of-business-administration>

### Jain College of Engineering

Department of MBA

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