

Ref:AIET/MBA/2020-21/04

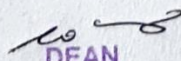
Date:25/11/2020

CIRCULAR

The Post Graduate Department of Business Administration, AIET is organizing a 3-day workshop on **"Leadership and Communication Skills required for Marketing Goods and Services"** from 7th to 9th December, 2020, for the **Advanced Learners of Final Year MBA**. The workshop will be conducted by Mr. Abhijith Theeyanchery, BACCE, Bangalore.

This workshop is mainly focused on giving a brief about the **"Leadership and Communication skills"** to motivate the students to take up challenging roles not just in the campus, but out there in the real world too. This training programme is being planned in coordination with the Training and Placement Dept.

Though this workshop is particularly focused on the advanced learners who have to compulsorily attend, the department encourages all the final year MBA students to attend the workshop.


DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

CC to:

Principal Office

Dept. Notice Board

Final Year Class Rooms

Topic: A three day training program on Leadership and Communication skills required for Marketing of goods and services

Resource Person: Mr. Abhijith Theeyanchery.

Date: 7 December 2020 to 9 December 2020

Modules

- 7-12-2020 :
1. Provide broad knowledge of various segments in marketing and to understand the factors that influence arriving at decisions.
 2. Comprehend, create and apply marketing decisions based upon the combination of the marketing-mix.
 3. Relate the impact of marketing and its integration with their own major field of interest in different industries.

8-12-2020: Importance of communication skills in Marketing and Leadership skills

9-12-2020: Case study and presentation

Session on Leadership and communication skills by Abhijith Theeyanchery



PG Department of Business Administration, Alva's Institute of Engineering and Technology had organized a training program on Leadership and Communication skills required for Marketing of goods and services by Mr. Abhijith Theeyanchery.

On the first day the students were enlightened about various approaches in marketing specifically on distinct market offerings to select customers. This helps in matching specific characteristics of product/service to specific demand sought in the market as well as the customers. The session provided a firm foundation in marketing theory and useful methods.

The second day the session was on communication and leadership skills required in marketing. He emphasized on effective leadership and how important it is to excel in communication as the success of any business relies on it. He said that effective communication impacts more than just the bottom line. For leaders, it's what enables them to rally their team around a shared vision, empower employees, build trust, and successfully navigate organizational change.



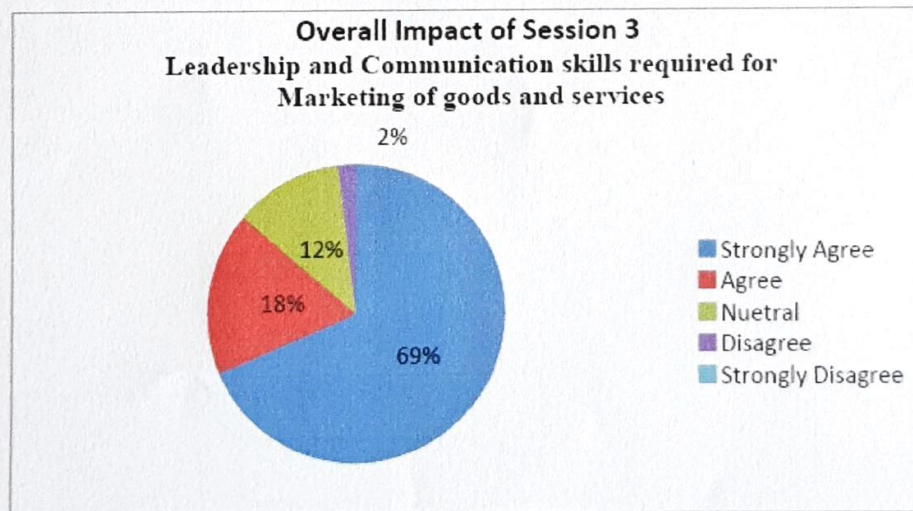
Session on Leadership and communication skills by Abhijith Theeyanchery

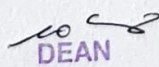
On the third day, students were given live-projects to design marketing strategy for service industry, Alva's Institute of Engineering and Technology Canteen; luxury goods industry- Alva's Anandamaya Resort Treatment Centre; and consumer goods - Alva's Beauty Products. There was a presentation of a case study given to the students which focused on presentation skills, communication skills, and problem solving skills. Students were trained on how to be confident while presenting, the posture required, how the customer can be attracted by effective communication skills which is an important aspect of marketing strategies and business strategies



Over all, Mr. Theeyanchery's sessions were grounded in sound theory and highly practical. Students learnt a lot about designing marketing strategies, effective communication strategies to suit different industries.

Feedback Summary for Session




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PG DEPARTMENT OF BUSINESS ADMINISTRATION
Batch 2019-21 III SEMESTER

7.12.2020 to 9.12.2020

TRAINER -MR. ABHIJITH THEEYANCHERY

Sl no.	USN NO	Student Names	7.12	8.12	9.12
1	4AL19MBA02	Akhila Rai	Akhila	Akhila	Akhila
2	4AL19MBA05	Anushree H S	Anushree	Anushree	Anushree
3	4AL19MBA06	Arjun B R	Arjun	Arjun	Arjun
4	4AL19MBA22	Jayakumar Jain	Jay	Jay	Jay
5	4AL19MBA23	Jeevitha	Jeevitha	Jeevitha	Jeevitha
6	4AL19MBA26	Kajal	Kajal	Kajal	Kajal
7	4AL19MBA27	Kavanashree H R	Kavanashree	Kavanashree	Kavanashree
8	4AL19MBA33	Madhushree K L	Madhushree	Madhushree	Madhushree
9	4AL19MBA38	Narayanaswamy G H	Narayanaswamy	Narayanaswamy	Narayanaswamy
10	4AL19MBA41	Nisarga Jain K B	Nisarga	Nisarga	Nisarga
11	4AL19MBA43	Pavan K P	Pavan	Pavan	Pavan
12	4AL19MBA44	Pooja B R	Pooja	Pooja	Pooja
13	4AL19MBA45	Pradeep S	Pradeep	Pradeep	Pradeep
14	4AL19MBA59	Ravishankar A S	Ravishankar	Ravishankar	Ravishankar
15	4AL19MBA65	SankethDevadiga	Sanketh	Sanketh	Sanketh
16	4AL19MBA67	Sharan Shetty	Sharan	Sharan	Sharan
17	4AL19MBA78	Theerthesh H S	Theerthesh	Theerthesh	Theerthesh
18	4AL19MBA82	VigneshNayak	Vignesh	Vignesh	Vignesh
19	4AL19MBA84	Yashwith S Puthran	Yashwith	Yashwith	Yashwith
20	4AL19MBA74	Sowjanya	Sowjanya	Sowjanya	Sowjanya
21	4AL19MBA56	RakshithaKumari	Rakshitha	Rakshitha	Rakshitha
22	4AL19MBA58	Rashni	Rashni	Rashni	Rashni
23	4AL19MBA63	Sagar D	Sagar	Sagar	Sagar
24	4AL19MBA08	Arunkumar N	Arunkumar	Arunkumar	Arunkumar
25	4AL19MBA09	Ashith Shetty K	Ashith	Ashith	Ashith
26	4AL19MBA18	GelintaTheres	Gelinta	Gelinta	Gelinta
27	4AL19MBA20	Hemanthakumara	Hemanth	Hemanth	Hemanth
28	4AL19MBA66	Savitha	Savitha	Savitha	Savitha
29	4AL19MBA81	Varun Katti	Varun	Varun	Varun
30	4AL19MBA03	Anilkumar M	Anilkumar	Anilkumar	Anilkumar
31	4AL19MBA13	Chaithanya Kumar Shetty	Chaithanya	Chaithanya	Chaithanya
32	4AL19MBA15	Dheeraj	Dheeraj	Dheeraj	Dheeraj
33	4AL19MBA16	Fredin Sebastian	Fredin	Fredin	Fredin
34	4AL19MBA17	G S Poornachandra	G S Poornachandra	G S Poornachandra	G S Poornachandra
35	4AL19MBA19	Gleson Arron Lobo	Gleson	Gleson	Gleson
36	4AL19MBA21	Jagan T J	Jagan	Jagan	Jagan
37	4AL19MBA24	Josline Cardoza	Josline	Josline	Josline
38	4AL19MBA25	Jyothi	Jyothi	Jyothi	Jyothi
39	4AL19MBA30	Lathesh Kumar M N	Lathesh	Lathesh	Lathesh
40	4AL19MBA36	Muhammed Jaseem K	Muhammed	Muhammed	Muhammed
41	4AL19MBA39	Nikita Ashok Algerikar	Nikita	Nikita	Nikita
42	4AL19MBA47	Prathish	Prathish	Prathish	Prathish
43	4AL19MBA50	Punithkumar K B	Punithkumar	Punithkumar	Punithkumar
44	4AL19MBA51	Radhika Bhat M	Radhika	Radhika	Radhika
45	4AL19MBA52	Raghavendra Kulaakarni	Raghavendra	Raghavendra	Raghavendra

46	4AL19MBA54	RAJESH DIAS	Rajesh	Rajesh	Rajesh
47	4AL19MBA55	RAKSHITH	Rakshith	Rakshith	Rakshith
48	4AL19MBA60	REEMA VENISHA MENDONCA	Reema	Reema	Reema
49	4AL19MBA64	SAHANA YENEKAL	Sahana	Sahana	Sahana
50	4AL19MBA75	SUDARSHAN BHATTA S V	Sudarshan	Sudarshan	Sudarshan
51	4AL19MBA80	VARSHITHA V SHETTY	Varshitha	Varshitha	Varshitha
52	4AL19MBA83	VIKHYATH	Vikhyath	Vikhyath	Vikhyath
53	4AL19MBA01	AISHWARYA P	Aishwarya	Aishwarya	Aishwarya
54	4AL19MBA04	ANNAPOORNA P	Annapurna	Annapurna	Annapurna
55	4AL19MBA07	ARPITHA H S	Arpitha	Arpitha	Arpitha
56	4AL19MBA10	ASHWINI KUMARI	Ashwini	Ashwini	Ashwini
57	4AL19MBA11	AYONA	Ayona	Ayona	Ayona
58	4AL19MBA12	BINDU S REDDY	Bindu	Bindu	Bindu
59	4AL19MBA14	DAYANANDA	Dayananda	Dayananda	Dayananda
60	4AL19MBA28	KEERTHANA JINGADE J	Keerthana	Keerthana	Keerthana
61	4AL19MBA29	KRITHIKUMARI S	Krithika	Krithika	Krithika
62	4AL19MBA31	LAVINIA JOSHAL DCOSTA	Lavinia	Lavinia	Lavinia
63	4AL19MBA32	LEKHANA R V	Lekhana	Lekhana	Lekhana
64	4AL19MBA34	MAHALAKSHMEE	Mahalakshmi	Mahalakshmi	Mahalakshmi
65	4AL19MBA35	MALLIKA	Mallika	Mallika	Mallika
66	4AL19MBA37	NARASIMHARAJA K	Narasimha	Narasimha	Narasimha
67	4AL19MBA40	NIREEKSHA JAIN	Nireeksha	Nireeksha	Nireeksha
68	4AL19MBA42	NISARGA V P	Nisarga	Nisarga	Nisarga
69	4AL19MBA46	PRAJWAL JOEL DSOUZA	Prajwal	Prajwal	Prajwal
70	4AL19MBA48	PREETHESH L KOTIAN	Preethesh	Preethesh	Preethesh
71	4AL19MBA49	PRIYANKA REVANAKAR	Priyanka	Priyanka	Priyanka
72	4AL19MBA53	RAJASHREE T	Rajashree	Rajashree	Rajashree
73	4AL19MBA57	RANJITHA O	Ranjitha	Ranjitha	Ranjitha
74	4AL19MBA61	ROSHEL PINTO	Roshel	Roshel	Roshel
75	4AL19MBA62	S PRATHIBHA	Prathiba	Prathiba	Prathiba
76	4AL19MBA68	SHETTY KRITHI KRISNAKUMAR	Krithi	Krithi	Krithi
77	4AL19MBA70	SHRADDHA S P	Shraddha	Shraddha	Shraddha
78	4AL19MBA71	SHRINIDHI	Shrinidhi	Shrinidhi	Shrinidhi
79	4AL19MBA72	SINCHANA B	Sinchana	Sinchana	Sinchana
80	4AL19MBA73	SOUMYA NAYAK	Soumya	Soumya	Soumya
81	4AL19MBA76	SUSHMITHA	Sushmitha	Sushmitha	Sushmitha
82	4AL19MBA77	THANVI	Thanvi	Thanvi	Thanvi
83	4AL19MBA79	VARSHITHA V	Varshitha	Varshitha	Varshitha

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