



Department of MBA

A Report on One Day Workshop “Applications of Marketing Concepts in Business”

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| One Day Workshop | “Applications of Marketing Concepts in Business” |
| Date | 23 rd March 2024 |
| Time | 11 am onwards |
| Venue | MBA Seminar Hall |
| Expert Speaker | Mr. G N Visweswara National Program Manager CPM India Sales & Marketing Pvt. Ltd, New Delhi |
| Inaugurated by | Dr. Narendra Viswanath Principal Shridevi Institute of Engineering and Technology, Tumkur |
| Organising Chairman | Dr. K.S. Ramakrishna Head & Professor, SIET, Tumkur |
| Staff members | Dr. Prathap B.N, Assoc. Professor, Dept. of MBA, SIET, Tumkur Dr. Grace Hemalatha, Assoc. Professor, Dept. of MBA, SIET, Tumkur Mr. Praveen Kumar T.M, Asst. Professor, Dept. of MBA, SIET, Tumkur Mrs. Bindu R, Asst. Professor, Dept. of MBA, SIET, Tumkur Ms. Divya S, Asst. Professor, Dept. of MBA, SIET, Tumkur |
| Target Audience | 1 st Sem MBA Students |
| Association with | IQAC |

Key Takeaways of One Day Workshop:

A workshop on the "Application of Marketing Concepts in Business" equipped students with practical skills and knowledge that can be directly applied in real-world business scenarios. The outcomes for students participated in workshop include:

- Gain a thorough understanding of fundamental marketing concepts such as the 4Ps (Product, Price, Place, Promotion), market segmentation, targeting, positioning, and the marketing mix.
- Learn how to develop effective marketing strategies tailored to specific business goals and market conditions. Understand how to create marketing plans that align with broader business strategies.
- Gain practical knowledge of digital marketing tools and platforms, including social media marketing, search engine optimization (SEO), and content marketing.
- Learn to create and manage online marketing campaigns that drive engagement and conversions.
- Explore the psychological, social, and cultural factors that influence consumer behavior. Learn how to apply this understanding to develop marketing strategies that resonate with target audiences.
- Understand the importance of branding and learn how to create and maintain strong brands. Explore case studies of successful branding strategies and apply these lessons to real-world



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scenarios.

- Participate in hands-on activities, such as creating marketing plans, developing advertising campaigns, and conducting market research projects. Engage in simulations and role-playing exercises to apply marketing concepts in a controlled environment.
- Develop critical thinking and problem-solving skills by analyzing real-world marketing challenges and devising innovative solutions. Learn to adapt marketing strategies to changing market conditions and business environments.
- Collaborate with peers, instructors, and industry professionals to gain diverse perspectives and insights. Build a network of contacts that can provide support and opportunities in future marketing endeavors.
- Gain a clear understanding of various career paths in marketing and the skills required for success in each role..

By the end of the workshop, students felt confident in their ability to apply marketing concepts to business scenarios, make data-driven decisions, and contribute effectively to marketing teams and initiatives.

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A Photo Gallery of One Day Workshop on “Applications of Marketing Concepts in Business”



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Department of MBA

Organizes One Day Workshop on
“Application of Marketing Concepts in Business”

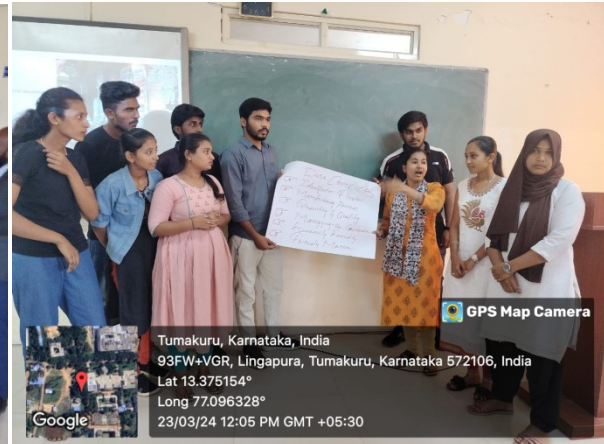
By
Mr. G.N. Visweswara
National Program Manager
CPM India Sales & Marketing Pvt Ltd, New Delhi

Date: 23 /03/2024
Time: 11 am

Venue: MBA Seminar Hall



Organizing Secretary
Dr. K.S. Ramakrishna
Professor and Head, SIET, Tumkur





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GPS Map Camera



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Department of MBA

A Report on One Day Workshop “The Art of Managing Oneself”

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| One Day Workshop | “The Art of Managing Oneself” |
| Date | 2 nd March 2024 |
| Time | 10.30 am onwards |
| Venue | MBA Seminar Hall |
| Expert Speaker | Dr. Suma S Professor, Department of MBA, RNSIT, Bangalore |
| Inaugurated by | Dr. Narendra Viswanath Principal Shridevi Institute of Engineering and Technology, Tumkur |
| Organising Chairman | Dr. K.S. Ramakrishna Head & Professor, SIET, Tumkur |
| Staff members | Dr. Prathap B.N, Assoc. Professor, Dept. of MBA, SIET, Tumkur Dr. Grace Hemalatha, Assoc. Professor, Dept. of MBA, SIET, Tumkur Mr. Praveen Kumar T.M, Asst. Professor, Dept. of MBA, SIET, Tumkur Mrs. Bindu R, Asst. Professor, Dept. of MBA, SIET, Tumkur Ms. Divya S, Asst. Professor, Dept. of MBA, SIET, Tumkur |
| Target Audience | 1 st Sem MBA Students |
| Association with | IQAC |
| Key Takeaways of One Day Workshop: A workshop on the "Art of Managing Oneself" focuses on personal development, self-awareness, and effective self-management. The outcomes from the workshop are as follows: <ul style="list-style-type: none">- Gain a deeper understanding of personal strengths, weaknesses, values, and motivations. Learn to conduct self-assessments to identify areas for personal growth and development.- Acquire effective time management techniques to prioritize tasks, set goals, and manage deadlines. Learn to create and follow schedules that maximize productivity and minimize stress.- Develop the ability to set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals. Learn strategies to stay motivated and focused on achieving personal and professional objectives.- Explore techniques for managing stress and maintaining mental well-being, such as mindfulness, meditation, and relaxation exercises.- Improve verbal and non-verbal communication skills to enhance interactions with others. Learn active listening, assertiveness, and conflict resolution techniques.- Understand the components of emotional intelligence (self-awareness, self-regulation, motivation, empathy, and social skills). Learn to apply emotional intelligence in personal and professional contexts.- Enhance decision-making abilities by learning structured approaches to problem-solving. | |



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- Practice making informed and effective decisions under pressure.
- Cultivate a growth mindset by embracing challenges, learning from criticism, and persisting in the face of setbacks. Understand the importance of continuous learning and self-improvement.
 - Discover techniques for self-motivation, including setting personal incentives and finding intrinsic motivation. Learn to maintain enthusiasm and drive towards personal and professional goals.
 - Learn the importance of personal accountability and taking responsibility for actions and outcomes. Develop strategies for staying accountable to oneself and others.
 - Understand the importance of maintaining a healthy work-life balance. Learn strategies to balance professional responsibilities with personal life and well-being.
 - Develop networking skills to build and maintain professional relationships. Learn the value of mentorship and peer support in personal and professional growth.
 - Explore the importance of self-care practices for maintaining physical and mental health. Learn to incorporate self-care routines into daily life.
 - Understand the concept of personal branding and its significance. Learn to identify and communicate one's unique strengths and values to others.

By the end of the workshop, students have a comprehensive toolkit for managing themselves effectively, leading to improved personal and professional outcomes. They will be better equipped to navigate challenges, make informed decisions, and pursue their goals with confidence and resilience.

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A Photo Gallery of One Day Workshop on “The Art of Managing Oneself”





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Department of MBA

A Report on Two Day Workshop “Entrepreneurship Development Program”

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| One Day Workshop | “Entrepreneurship Development Program” |
| Date | 17 th and 18 th of Jan 2024 |
| Time | 10.30 am onwards |
| Venue | MBA Seminar Hall |
| Inaugurated by | Dr. Narendra Viswanath Principal Shridevi Institute of Engineering and Technology, Tumkur |
| Organising Chairman | Dr. K.S. Ramakrishna Head & Professor, SIET, Tumkur |
| Staff members | Dr. Prathap B.N, Assoc. Professor, Dept. of MBA, SIET, Tumkur Dr. Grace Hemalatha, Assoc. Professor, Dept. of MBA, SIET, Tumkur Mr. Praveen Kumar T.M, Asst. Professor, Dept. of MBA, SIET, Tumkur Mrs. Bindu R, Asst. Professor, Dept. of MBA, SIET, Tumkur Ms. Divya S, Asst. Professor, Dept. of MBA, SIET, Tumkur |
| Target Audience | 3 rd Sem MBA Students |
| Association with | Coir Board & Ministry of MSME |
| Key Takeaways of Two Days Workshop: A workshop on an Entrepreneurship Development Program (EDP) aims to equip students with the skills, knowledge, and mindset required to become successful entrepreneurs. Outcomes of the program are as follows: <ul style="list-style-type: none">- Gain a clear understanding of what entrepreneurship is and the role of entrepreneurs in the economy. Learn about different types of entrepreneurship, including social entrepreneurship and intrapreneurship.- Develop skills in identifying business opportunities and generating innovative ideas. Learn techniques for brainstorming and evaluating business ideas.- Acquire skills in conducting market research to understand customer needs and market trends. Learn how to analyze competitors and identify a unique value proposition.- Understand the components of a business plan and how to write one. Develop skills in strategic planning, setting goals, and defining business objectives.- Gain knowledge about financial planning, budgeting, and managing finances for a startup. Learn about different sources of funding and how to pitch to investors.- Learn the basics of marketing, including digital marketing, branding, and customer engagement. Develop skills in sales techniques and customer relationship management.- Understand the legal aspects of starting and running a business, including registering a company, intellectual property rights, and regulatory compliance. | |



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- Enhance leadership qualities and learn effective team management and communication skills. Develop problem-solving and decision-making skills.
- Build a network of peers, mentors, and industry professionals. Learn the importance of networking in business and how to leverage it for growth
- Gain confidence in their ability to start and run a business. Develop a proactive and resilient mindset essential for entrepreneurship.
- Engage in practical exercises, case studies, and projects that simulate real-world business scenarios. Gain insights from guest speakers, successful entrepreneurs, and industry experts.
- Learn how to effectively pitch business ideas to investors, customers, and stakeholders. Develop presentation skills and the ability to communicate business concepts clearly and persuasively.

By the end of the workshop, students were well-prepared to embark on their entrepreneurial journey, equipped with the necessary skills, knowledge, and network to succeed.

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A Photo Gallery of Two Day Workshop on “Entrepreneurship Development Program”





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SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY
 Department of MBA
 Organizing
 "Entrepreneurship Development Program"
 In association with Coun Board & Ministry of MSME
 Date: 18th & 19th Jan 2024
 Venue: 3rd Set Hall, SMT Campus
 Organizing Secretary
 Dr. Prashanth B N
 Assistant Professor, Dept. of MBA, SMT, Tumkur

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 ENTREPRENEURSHIP DEVELOPMENT PROGRAMME
 2024 - JAN - 19-18



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