

Swamy Vivekananda Vidya Samsthe (R), Shikaripura

Kumadvathi First Grade College

(Affiliated to Kuvempu University)

Shivamogga Road, Shikaripura-577427

Shivamogga Dist. ☎ : 08187-224132, Mob : 9986254721

email : kumadvathifgc@gmail.com



ಸ್ವಾಮಿ ವಿವೇಕಾನಂದ ವಿದ್ಯಾ ಸಂಸ್ಥೆ (ರಿ), ಶಿಕಾರಿಪುರ

ಕುಮದ್ವತಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು

(ಉಪೇಕ್ಷಾ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೆ ಒಳಪಟ್ಟಿದೆ)

ಶಿವಮೊಗ್ಗ ರಸ್ತೆ, ಶಿಕಾರಿಪುರ-577427

ಶಿವಮೊಗ್ಗ ಜಿಲ್ಲೆ, ☎ : 08187-224132, Mob : 9986254721

email : kumadvathifgc@gmail.com

Ref. No.

LETTER OF GRATITUDE

Date 24/02/2020

To,

Mr. Mithun D Souza
Assistant Professor, Dept. of Computer Science
PES Institute of Advanced Management Studies
Shivamogga

Dear Sir

I am writing this letter to extend my heartiest appreciation towards you for delivering such a wonderful guest talk on "Digital Transformation in India" at Kumadvathi First Grade College Shikaripura on 24.02.2020. Your knowledge on the subject is too vast and has cleared a lot of student's doubts. I am sure that the inputs given by you will definitely be helpful and I truly appreciate and admire your professionalism by which you have presented the topic.

I once again would like to express my gratitude towards you and wish to attend more such seminars conducted by you.

Thanking you

Jagan Prasad
Principal 24/02/2020

Principal

Kumadvathi First Grade College
SHIKARIPURA - 577427



Ref. No.

LETTER OF GRATITUDE

Date 24/02/2020

To

The Principal

PES Institute of Advanced Management Studies
Shivamogga

Dear Madam

I am writing this letter to extend my heartiest appreciation towards your students for conducting an innovative activity - Product Management with the help of Agile Methodology at Kumadvathi First Grade College Shikaripura on 24.02.2020. We also appreciate the faculty coordinator for guiding the students with high spirit.

We thank you for deputing the following students along with the faculty coordinator.

Sl. No.	Name of the Student	Class and Course
01	Chandana K C	VI Semester BCA
02	Nikil A R	VI Semester BCA
03	Samarth S Rao	VI Semester BCA
04	Prajwal Saraf S	VI Semester BCA
05	Shreyas C O	VI Semester BCA
06	Pallavi Naik	VI Semester BCA
07	Neevn Kumar S S	VI Semester BCA

Thanking you

Principal
Principal 24/02/2020

Kumadvathi First Grade College
SHIKARIPURA - 577427

**Report on Guest talk
of**

Employability Skills in Banking and Insurance Sector

A guest talk on 'Employability Skills in Banking and Insurance Sector' was held for all the final year students of Commerce and Management Department of the institution on 20.02.2020 at 11.00 am. The guest speaker was Ms. Hema of Candor Business Solutions Private Limited, Bangalore.

In the finance and banking sectors you'll be working with both highly qualified professionals and also people with limited specialized financial knowledge and hence you need good written and verbal communication skills. The resource person advised the students that recruiters will be looking for evidence that their written and oral communication is well structured, accurate and clear and they usually assess this through one's application form answers, how they go about answering interview questions, and group work and presentations at assessment centers. Then the speaker went on to explain the next important element which is problem solving which can be demonstrated at interview in the way an individual takes personal responsibility for addressing situation.



The students interacted with the guest speaker and raised many questions which were answered patiently by speaker. The session came to an end with felicitation by the principal to the guest and vote of thanks rendered by Ms. Vaishali G.B a final year student.


Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.



Phone: 8147053084
8147053085

email : principaliams@pestrust.edu.in
: pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

ಪಿಇಎಮ್‌ಸಿ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
(ಒಂದು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಂಯೋಜನೆಯಲ್ಲಿ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ವ್ಯಾಪ್ತಿ ಅಡಿಯಲ್ಲಿ)
ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

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N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)



Date: 18-02-2020

Report of Guest talk on

Importance of Healthy Diet for Youth

A Guest Talk on 'Importance of Healthy Diet for Youth' was organized by PESIAMS on 18.02.2020 for the UG and PG students of Commerce and Management in order to educate them about the importance of healthy eating habits to lead a healthy and successful life.

Dr. Vijay Singh C, Sahyadri Health Care and Diagnostic Centre, Bangalore was invited as the resource person to deliver the speech on the decided topic. In his speech, he said that eating healthy is an important part of a healthy lifestyle and is something that should be taught at a young age.

The following are some general guidelines for helping your adolescent eat healthy which were talked about during the session:

1. Eat 3 meals a day, with healthy snacks.
2. Increase fibre in the diet and decrease the use of salt.
3. Drink water. Try to avoid drinks that are high in sugar. Fruit juice can have a lot of calories, so limit your adolescent's intake. Whole fruit is always a better choice.
4. Eat balanced meals.
5. When cooking for your adolescent, try to bake or broil instead of fry.
6. Make sure your adolescent watches (and decreases, if necessary) his or her sugar intake.
7. Eat fruit or vegetables for a snack.
8. Decrease the use of butter and heavy gravies.



After hearing to the intellectual words of the invitee, students interacted with the resource person and could realize the importance of the role of healthy diet at young age. The Principal and all the teaching fraternity along with students were benefitted of this guest talk.



**Principal
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“Guest Talk”

On

“Biodiversity and Conservation”

The Department of Commerce and Management organized a Guest talk on “Biodiversity and Conservation” under Eco-Club in association with NSE on 18th February 2020 at 2.00PM at Seminar Hall for the students of BBA, B.Com and BCA. Dr. Parashurama T R., Principal, Kumadvathi First Grade College, Shikaripura, educated all the students awareness about the conservation of Biodiversity.

Dr. K.Sailatha, Principal-PESIAMS, presided over the function. Dr. Sudharshan G.M, HOD, Department of Commerce and Management, Mrs. Roopa D.S, HOD, Department of BCA along with faculty members of Commerce and Management Department were also present. Ms.Vaishali G.B welcomed the guests and Ms.Veena R proposed vote of thanks on the occasion.

Objectives of the Guest Talk

The objective of the session was:

- To create awareness about Biodiversity among students and follow the suitable measures to create healthy environment.
- To adapt eco-friendly practices.

Dr.Patashurama T R started the session by addressing the students about the importance of plants, animals and all microorganisms in our surrounding environment. The objective was to expose students to present environment mental issues of what they are discussing in daily life. He spoke about the intertwined relationship between man and surrounding environment including plants and animals. Furthermore he gave information about eco-friendly practices likel avoid plastic bags, proper disposal of waste materials, planting trees species, herbal gardi etc and gave some inputs regarding the risk of climate change. He showed some examples regarding natural calamities.


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- He explained why it is important to protect our environment including plants and animals and the importance of Biodiversity in human welfare. Students also know about eco-friendly practices and how to make use of natural resources as eco-friendly benefits.



Learning outcome

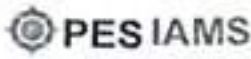
- Importance of Biodiversity.
- This talk enriched awareness about conservation of our surrounding environment.



The session was interactive and was concluded by addressing the importance of Biodiversity and conservation


Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.



Phone: 8147053084
8147053085

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(ಉನ್ನತ ವಿದ್ಯಾವಿಭಾಗದ ಉನ್ನತ ಮಟ್ಟದ ಮತ್ತು ಅಭಿವೃದ್ಧಿ ಕರ್ತವ್ಯ ವಿದ್ಯಾಪೀಠ)
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PES Institute of Advanced Management Studies

email : principalfiams@pestrust.edu.in
: pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)
N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)



Date: 17-02-2020

**Report on Guest talk
of
Emerging Trends in Automobile Industry**

PES Institute of Advanced Management Studies, Shivamogga has organized an informative session on "Emerging Trends in Automobile Industry" for the students of Commerce and Management on 17.02.2020. Mr. Mohan D Assistant Professor, Dept. of Commerce & Management introduced the resource person and handed over the session to him.

Mr. Santhosh Kumar, The Deputy General Manager, Bhagath Motors Bangalore started his session with an inspiring note to cherish the participation of students with enthusiasm by providing information on increasing global trade which has enabled the growth in world commercial distribution systems. It has also expanded global competition amongst the automobile manufacturers. He addressed the gathering with his views on globalization in automobile industry and facing the current challenging issues. These issues can be carefully crafted with strategies which may not be same across the globe where we face the difficulty of coordinating and managing far-flung operations, threat of political or social upheaval and complicated and tough competitors. He has noted that, competition with industries is more intense where the firms are relatively equal in size, resources, products, services are standardized.




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NH 206, Sagar Road
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(ಕವಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಯಲ್ಲಿ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ)

ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

Phone: 8147053084
8147053085

PES Institute of Advanced Management Studies

email : principaliams@pestrust.edu.in

: pesiams@pestrust.edu.in

Website : pestrust.edu.in/pesiams

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)



He also provided information on how the organizations increase its global presence by expanding global alliances and seeking greater collaboration with other automakers, forecasting organizations growth in the next coming years. With the advancement of technologies like Artificial Intelligence (AI), Robotics, and Internet of Things (IoT), the automobile industry has made some significant leaps towards growth and development, he added. Mr. Mohan D, Assistant Professor, Dept. of Commerce & Management proposed vote of thanks with a concluding note.


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NH 206, Sagar Road
SHIVAMOGGA-577 204.



**Report on Guest talk
of
Demonetization and its impact on Indian economy**

A guest talk on 'Demonetization and its impact on Indian economy' was organized for all the final year students of the institution on 1st February, 2020, at 11.00 am. The Resource Person for the session was Mr. Steven Mudumala, Candor Business Solutions Private Limited, Bangalore.

The speaker explained the intensions behind the decision of demonetization and recalled the day when it was announced to withdraw the currency notes of Rs 500 and Rs 1000 to directly take an action on black money and to prevent corruption. He further said that demonetization technically is a liquidity shock; a sudden stop in terms of currency availability. It creates a situation where lack of currencies jams consumption, investment, production, employment etc. The speaker gave the details of the main impacts of demonetization like liquidity crunch which is a short term effect in the economy of the country lasting for the next few months. He added that demonetization creates a strong base for the long term economic growth of the country by curbing black money in the economy. It also helps to curb corrupt practices. The speaker also pointed out how India's GDP growth reduced as the liquidity impact was felt due to demonetization but develops over time.





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Phone: 8147053084
8147053085

email : principal@pestrust.edu.in
: pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

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He concluded his talk with the remark that demonetization brought as long-term benefits more transparency and reduced volume of black money activities in the country. The inauguration of the guest talk was done by the principal and HODs of all department and staff members were present during the session. The guest was felicitated at the end by the principal and Mr. Vinay Kumar K S Assistant Professor, Dept. of Commerce & Management proposed vote of thanks.


Principal
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NH 206, Sagar Road
SHIVAMOGGA-577 204.



**Report on Guest talk
of
Campus to Corporate**

Skills such as active listening, collaboration, presenting ideas and communicating with colleagues are all highly valued in the modern workplace. Strong soft skills ensure a productive, collaborative and healthy work environment, all crucial attributes for organizations in an increasingly competitive world. Mr. Sohankumar R.N., FICOM Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on importance of Soft Skills in corporate career jointly organized by Department of Commerce and Management and Department of Computer Science, PESIAMS on 21.01.2020. Soft skills are the key to building relationships, gaining visibility, and creating more opportunities for advancement. He also cautioned students by saying that basically, you can be the best at what you do, but if your soft skills aren't cutting it, you're limiting your chances of career success.

The session was started by lighting the lamp by the dignitaries in the seminar hall. Mr. Mohan D, Asst. Professor, Dept of Commerce & Management, PESIAMS welcomed the gathering. The programme was presided by Dr. K Sailatha, Principal, PESIAMS, HOD Department of Commerce and Management and Department of Computer Science, and staff members were present during the session. Mr. Mohan D, Asst. Professor, Dept of Commerce & Management, provided a vote thanks and culminated the session with a concluding note at the end of the program.



Yes
Principal

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SHIVAMOGGA-577 204.



Date: 21-01-2020

Report on Guest talk
of

Code of Ethics and Professional Conduct in Service Industry

Guests talk on 'Code of Ethics and Professional Conduct in service industry' for BBA, B. Com and M. Com final year students of the Institution had been organized on 21st January, 2020 at 2.00 pm. The guest speaker was Ms. Shilpi N, Candor Business Solutions Private Limited, Bangalore.

Ms. Shilpi N said, ethics refers to the professionally accepted standards of personal and business behavior, values and guiding principle that encompass the personal, organizational and corporate standards of behavior expected of professionals. She explained how the use of this knowledge should be governed when providing a service to the public, which is a moral issue and is termed professional ethics. The speaker pointed out that the organizations should welcome and support people of all backgrounds and identities. This includes, but is not limited to members of any sexual orientation, gender identity and expression, race, ethnicity, culture, national origin, social and economic class, educational level, color, immigration status, sex, age, size, family status, political belief, religion, and mental and physical ability and while taking decisions one should be considerate and as all depend on each other to produce the best work, we can, as a company should be ethical.



[Signature]
Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.



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(ಅಧಿಕಾರ ಪಡೆದ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಂಯೋಜನೆಯಲ್ಲಿ ಮತ್ತು ಸೇವಕ ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮನ್ನಣೆ ಪಡೆದಿದೆ)
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Phone: 8147053084
8147053085

PES Institute of Advanced Management Studies

email : principal@pestrust.edu.in
; pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

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N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)



She concluded her speech that a company's reputation depends on the actions and integrity of its employees. It is essential that they avoid relationships and activities that hurt, or appears to hurt, their ability to make objective and fair decisions. The session was inter-active and the students put forth some questions, which were answered by the guest speaker. The principal felicitated the guest, followed by vote of thanks.


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**“Guest Talk”
On
“Industrial Estates V/s MSMEs in India”**

The Department of Commerce and Management organized a Guest Lecturing program on “Industrial Estates V/s MSMEs in India” on 18th Jan 2020 at 2.00PM at Seminar Hall for the students of BBA, B.Com and BCA and M.Com. Dr. Nagaraja B. P.G. Coordinator, Department of Commerce, Kumadvathi First Grade College, Shikaripura, shared the concepts and benefits of Industrial estates. Further discussed in this lecturing how both the common layman and educated can become an entrepreneur through the industrial estates programs and schemes. Simultaneously he described that today’s economy has been leaned on MSMEs growth and development.

Dr. K.Sailatha, Principal-PESIAMS, presided over the function. Dr. Sudharshan G.M, HOD, Department of Commerce and Management, Mrs. Roopa D.S, HOD, Department of BCA along with faculty members of Commerce and Management Department were also present. Ms.Vaishali G.B welcomed the guests and Ms.Veena R proposed vote of thanks on the occasion.

Objectives of the Guest Talk

The objective of the program was:

- To create awareness among the educated youths to become an employer instead of an employee of the organisation

Dr. Nagaraja started the session by addressing the students Entrepreneurs, Entrepreneurship development and industrial estates and its programs. The speaker little divert on KSSIDC and KIADB role in the MSMEs and large industrial sectors growth and development. The objective was to motivate the higher educational youths to acquire the entrepreneurial skill and enhance their contribution whereby the rural areas people unable to expose themselves to the economic development activities. He spoke about the problems and prospects of MSMEs and the Government’s schemes Furthermore he gave information about various financial and nonfinancial institutions who timely supporting the MSMEs and encourage the entrepreneur in all the dimensions for example financial, production, marketing, technical and nontechnical etc.

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Learning outcome

- Role of industrial estates on MSMEs and Entrepreneur
- This talk inspired the students to become and entrepreneur after their education



The session was interactive and was concluded by addressing the benefits of industrial estates programs and for MSME sector.

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Principal

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NH 206, Sagar Road
SHIVAMOGGA-577 204.

Sri Sri Vithalaiah Vidyapeetham (R), Shikaripura

Kumadvathi First Grade College

(Affiliated to Kuvempu University)

Shivamogga Road, Shikaripura-577427

Shivamogga Dist. ☎ : 08187-224132, Mob: 9986254721

email: kumadvathifg@gmail.com



ಕ್ರಮ ವಿವೇಚನಾತ್ಮಕ ವಿಜ್ಞಾನ ಕಛೇರಿ (ರ), ಶಿಕಾರಿಪುರ
ಕುಮದ್ವತಿ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು

(ಅವಲಂಬಿತ ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಯಲ್ಲಿ)

ಶಿವಮೊಗ್ಗ ರಸ್ತೆ, ಶಿಕಾರಿಪುರ-577427

ಶಿವಮೊಗ್ಗ ಜಿಲ್ಲೆ. ☎ : 08187-224132, Mob: 9986254721

email: kumadvathifg@gmail.com

Ref. No.

Date 10/01/2020

LETTER OF GRATITUDE

To
Dr. Nagarja S R
Coordinator, P G Dept. of Commerce
PES Institute of Advanced Management Studies
Shivamogga

Dear Sir

We wish to place on record the excellent session on “**Indian Economy Post globalization**”, delivered by you at Kumadvathi First Grade College, Shikaripura on **10th January, 2020**. It was extremely informative, excellent and we appreciate you personally taking time to provide us with the timely information with your ideas and style of explanation of everything illustrated the importance of this topic.

I once again would like to thank you for such a wonderful speech and hope to get a chance to hear such speeches from you in future also.

Thanking you

Agarsharanarayana
Principal 10/01/2020

Principal

Kumadvathi First Grade College
SHIKARIPURA - 577427



Ref. No.

Date 10/01/2020

LETTER OF GRATITUDE

To

The Principal

PES Institute of Advanced Management Studies

Shivamogga

Dear Madam

I am writing this letter to extend my heartiest appreciation towards your students for conducting an innovative activity - New Product development at Kumadvathi First Grade College Shikaripura on 10.01.2020. We also appreciate the faculty coordinator for guiding the students with high spirit.

We thank you for deputing the following students along with the faculty coordinator.

Sl. No.	Name of the Student	Class and Course
01	Aishwarya S	IV Semester M.Com
02	Chandana	VI Semester BBA
03	Niranjana H O	VI Semester BBA
04	Harish Kumar M	VI Semester BBA
05	Syed Sunain Kousar	VI Semester BBA
06	Vaishali G B	VI Semester B.Com
07	Veena R	VI Semester B.Com

Thanking you


Principal 10/01/2020

Principal

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“Guest Talk”
On
“Market Segmentation and Target market”

The Department of Commerce and Management organized a Guest talk on “Market Segmentation” under Synthesis Forum in association with NSE on 24th Dec 2019 at 2.00PM at Seminar Hall for the students of BBA, B.Com and BCA. Ms Akshatha S, Assistant Professor, Kumadvathi First Grade College, Shikaripura educated the students about the market segmentation and Target marketing.

Dr. K.Sailatha, Principal-PESIAMS, presided over the function. Dr. Sudharshan G.M, HOD, Department of Commerce and Management, Mrs. Roopa D.S, HOD, Department of BCA along with faculty members of Commerce and Management Department were also present. Ms.Vaishali G.B welcomed the guests and Ms.Veena R proposed vote of thanks on the occasion.

Objectives of the Guest Talk

The objective of the program was:

- To create awareness among the students about the strategy for segmenting the market.
- To give full knowledge about the basis of segmentation and Target group of customers available for marketing manager.

Ms.Akshatha S started the session by addressing the students about the importance of customer satisfaction and she also give some tips regarding how to attract the consumers. The objective was help the students in understanding of the different segments in the market.Students should aware about the consumer rights and they should know the principles followed by marketer while choosing target market. Further more she give information about the consumer awareness.

She explained why it is important to study marketing and Consumer rights.and she also give some information regarding how to become a smart customer.

Yes
Principal

Learning outcome

- This talk is very helpful to know the strategies of marketing segmentation.
- This talk removed the ambiguities, doubts regarding the concept of market segmentation among the students



Yes
Principal

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ಪಿಇಎಮ್‌ಸಿ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸೆಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್

(ಉನ್ನತ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಅಧ್ಯಯನಕ್ಕಾಗಿ ಅಧಿಕೃತ ಅಂಗೀಕೃತ ಅಧ್ಯಯನ ಕೇಂದ್ರ)

ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

Phone : 8147053085

PES Institute of Advanced Management Studies

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

Website : pestrust.edu.in/pesiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

"Invited Talk"

On

"Challenges with the renewable energy in 21st century"

By

-Ms.Gayathri Bhatt.

The Department of Physics organized an Invited talk on "Challenges with the renewable energy in 21st century" on 20th Nov 2019, 2.00PM at Seminar Hall for the students of B.Sc. The program was started with welcome speech and introduction of resource person by Ms. Vaishali, final year B.Com and Dr. K. Sailatha, Principal, PESIAMS presided over the function. Ms.Gayathri Bhatt, Head, Department of physics, Kumadvathi, First Grade College, Educated the students by giving a wonderful example about the need of renewable energy sources and challenges that the people are facing now a days by giving example of non conventional sources like Solar Energy, Wind Energy and Tidal Energies.

HODs and faculty members were also present. Ms.Veena R proposed vote of thanks on the occasion.

Objectives of the Guest Talk

The objective of the program was:

- To create awareness to the students regarding the use of renewable sources.
- To inculcate students to support for renewable sources over non renewable sources for the future of study.
- Disadvantages of the particular practices and how to overcome with the solution.
- Make students to think more and give more efforts about finding the alternatives for energy solutions.


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Ms. Gayathri Bhatt started the session by addressing the students and giving a brief introduction about the importance of renewable sources and the need of them over what we are having now for the power and other dependence. She explained how renewable energy sources replenish themselves naturally without being depleted in the earth they included Bioenergy, hydropowers, geothermal energy, solar energy, wind energy, ocean energy. The risk involved with increasing efficiency of renewable sources, present challenges to increase the use of renewable sources. The objective was to expose students to real life necessity of renewable sources. Importance of solar power and wind Energy other types of energies, how many percent of those will be getting successful and what are future plans. She explained about bladeless wind turbines and how that will going to help when India invested for that and what are the difficulties in the investment.

Learning outcome

- Challenges regarding non conventional and solutions for those.
- This talk removed the ambiguities, doubts and confusions regarding the topic and made students to think more progressively about renewable sources.

The session was interactive and good.




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PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

Kumadvathi First Grade College

(Affiliated to Kuvempu University)

Shivamogga Road Shikaripura-577427

Shivamogga Dist. ☎ : 08187-224132, Mob : 9986254721

email : kumadvathifgc@gmail.com



ಸ್ವಾಮಿ ವಿನಯಾನಂದ ವಿದ್ಯಾ ಪಠ್ಯ (೦), ಶಿವಮೊಗ್ಗ
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(ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಂಯೋಜನೆಗೆ ಒಳಪಟ್ಟಿದೆ)
ಶಿವಮೊಗ್ಗ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ-577427
ಶಿವಮೊಗ್ಗ ಜಿಲ್ಲೆ, ☎ : 08187-224132, Mob : 9986254721
email : kumadvathifgc@gmail.com

Ref. No.

Date 14/10/2019

LETTER OF GRATITUDE

To
Dr. K Sailatha
Principal
PES Institute of Advanced Management Studies
Shivamogga

Dear Madam,

We wish to place on record the excellent session on "The Evolution of Accounting – Past, Present & Future – Career Opportunity for Commerce graduate". delivered by you at Kumadvathi First Grade College, Shikaripura on 14th October, 2019. It was extremely informative, excellent and we appreciate you personally taking time to provide us with the timely information with your ideas and style of explanation of everything illustrated the importance of this topic.

I once again would like to thank you for such a wonderful speech and hope to get a chance to hear such speeches from you in future also.

Thanking you

[Signature]
Principal 14/10/19

Principal

Kumadvathi First Grade College
SHIKARIPURA - 577427



Date: 16-09-2019

**Report of Guest Lecture
 On**

“Challenges of Finance in the Current Business Scenario”

The Departments of M.com, B.com and BBA jointly organized a Guest lecture on the topic “Challenges of Finance in the Current Business Scenario” on 16th September 2019, at Seminar Hall. The Guest Speaker was Mr. Mallikarjunappa Angadi, Vishnu Techsoft Pvt. Ltd., Bangalore

The Resource Person while addressing the students segregated his lecture into 3 parts viz., Current Business Scenario & Its Implications; Role of Finance; and, Type of Talent / Skill set required. The Resource Person rightly said that we are living in a VUCA World where change is inevitable, competition is cut-throat and investor activism is on a high. Finance today cannot work in isolation, but is interrelated to all departments of an organization and should help in the fulfillment of Triple Bottom Line approach, i.e., Economic, Social and Environmental perspectives.

The Guest Speaker iterated more on the fact that the role of a finance manager needs to be forward looking, strategic and investor centric. It is no more about collecting, paying and reporting, but about delivering faster, more accurate, more insightful analysis & reporting while managing risk and reducing cost.



The session was very informative and the resource person cited a lot of day to day examples and illustrations to which the audience could easily understand and the guest speaker later responded to the queries put across by the students at the end of the session.

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PES Institute of Advanced Management
 NH 206, Sagar Road
 SHIVAMOGGA-577 204.



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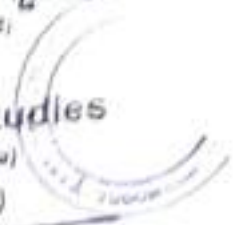
Phone: 8147053084
8147053085

email : principal@pestrust.edu.in
: pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

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The session started with an invocation song followed by a welcome address and inaugurated by lighting the lamp by all the respected dignitaries on the dais with final year students in the seminar hall. The session ended with a sincere gratitude to the guests on behalf of the Department of Commerce and Management and proposed a vote of thanks. The Principal and staff members were also present at the session.

Principal

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 NH 206, Sagar Road
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Date: 09-08-2019

**Report of Guest talk
on
Fitness and Nutrition**

Fitness and nutrition aren't options; they are the requirements for the students of all the ages in maintaining good health and to exhibit at par excellence at academic and professional levels. Our PESIAMS organized a rendezvous of the second year students of B.B.A, B.Com and M.Com with the resource person, Dr. Vijay Singh C on 9th August, 2019 at the seminar hall of our campus to educate the pupils about the role of fitness and nutrition to lead a successful and healthy life.

Dr. Vijay Singh C addressed the gathering in which he tutored the pupils with some basic fitness mantra for which a 45 minutes of daily workout with meditation are important for the physical and mental wellbeing. Moreover a healthy, nutritious, homemade balanced diet is the prerequisite to maintain good health. Further he added that the Fast-Food generation is unable to understand the hazards associated with the luring food items in the market with empty calories which are jeopardizing the health by inviting many diseases like high blood pressure, obesity, diabetes etc. at a very early age.





Phone: 8147053084
8147053085

email : principal@pestrust.edu.in
: pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

ಶಿವಮೊಗ್ಗ ವಿಸ್ತೃತವಿದ್ಯಾರ್ಥಿ ಅಭಿವೃದ್ಧಿ ಮಂಡಳಿ
(ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಅಧೀನದಲ್ಲಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿರುವ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಪ್ರಮಾಣೀಕೃತವಿದೆ)
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N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

Further, he advised the young generation to follow a balanced diet chart every day and to do exercise with the involvement of their parents as most of the times they are working and hardly get any time to spend with their children. The students were provided a chance to ask their doubts with regard to the pertaining subject and it turned out to be a very educative and interactive session. The Principal, all the teaching and non-teaching fraternity along with the students of Commerce and Management Department were present during this session.

Principal

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.



Date: 04-07-2019

Report on Guest talk
of

Digital Marketing and E-Commerce

A motivational session was organized for the students of PESIAMS on Digital Marketing and E-Commerce. The session was started by lighting the lamp by the dignitaries in the seminar hall. Mr. Sathish V Asst. Professor, Dept. of Commerce and Management PESIAMS welcomed the gathering. The programme was presided by Dr. K Sailatha, Principal, PESIAMS. The goal is to influence target consumers in taking action. The power of digital marketing is phenomenal. You can reach millions of users within hours and a couple of clicks. Now that's true power available to anyone. There is a lot going on in the business environment.



Mr. Krishnaappa B.P., FICOM Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on Digital Marketing and E-Governance organized on 04.07.2019 by Department of Commerce and Management, PESIAMS. Addressing the students he pointed out that the things are changing very fast and consumers are getting distracted from every angle. Due to the fast changes in technological advancement consumer behaviors are shifting by the minute. All of these are creating a big challenge for E -Commerce businesses and their digital marketers. Therefore there is need of addressing these challenges into opportunities he said. Mr. Sathish V Asst. Professor, Dept. of Commerce and Management provided a vote thanks and culminated the session with a concluding note.

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

 PES IAMS

Phone: 8147053084
8147053085

email : principal@pestrust.edu.in
: pes-iams@pestrust.edu.in
Website : pestrust.edu.in/posi-ams

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N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)



Date: 16-01-2019

**Report on Guest talk
of
Corporate Expectations from Graduates**

A special session on 'Corporate Expectations from Graduates' was organized the final year students of Commerce and Management Department of the institution on 16.01.2019 at 11.00 AM. Mr. Santhosh Kumar, The Deputy General Manager, Bhagath Motors Bangalore began his lecture by defining the term professional ethics, which refers to the professionally accepted standards of personal and business behavior, values and guiding principle, organizational and corporate standards of behavior.

He explained how to use this knowledge for providing a service to the public as a moral issue and termed it as professional ethics. He added that, the professional accountants play an important role in building up the economic wellbeing of the community and the country with their attitude, behavior and unique services. They should have common objectives while working in capacities such as external auditors, internal auditors, financial experts, tax experts and management accountants.




Principal

PES Institute of Advanced Management
NH 206, Sagar Road
SHIVAMOGGA-577 204.



Phone: 8147053084
8147053085

email : principal@pesiust.edu.in
: pesiams@pesiust.edu.in
Website : pesiust.edu.in/pesiams

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He said that, auditors being a trained professional are capable of making judgments, applying their skills and reaching informed decisions in situations where the untrained public cannot. The students were eager to interact with the guest speaker and raised many questions, which were answered patiently by him. The principal, HODs and faculty members were present during the occasion. The session ended with felicitation by the principal to the guest and vote of thanks rendered by Mr. Sathish V, Assistant Professor, Department of Commerce & Management.

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.



Date: 16-01-2019

Report on Guest talk of

Emergence of Corporate Governance in India and role of Business Enterprises

Corporate Governance guide lines ensure that the company is directed and controlled in a way so as to achieve the goals and objectives to add value to the company and also benefit the stakeholders in the long term. The high profile corporate governance failure scams like the stock market scam, the UTI scam, Ketan Parikh scam, Satyam scam, which was severely criticized by the shareholders, called for a need to make corporate governance in India transparent as it greatly affects the development of the country.

Mr. Sohankumar R.N., FICOM Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on Emergence of Corporate Governance in India and role of Business Enterprises organized on 16.01.2019 by Department of Commerce and Management, PESIAMS. He pointed out that the business enterprises should understand their responsibility towards Society, Government, law of the country and greater interest of stock holders and customers.



The informative session was started with a welcome note by Mr. Nagaraja S R, Coordinator, P G Department of Commerce, Dr Sudharshan G M HOD, Dept. of Commerce and Management proposed vote of thanks. At the end of the program Dr. K Sailatha, Principal, PESIAMS and staff members were present during the program.


Principal



Date: 16-09-2019

**Report of Guest Lecture
 On**

“Challenges of Finance in the Current Business Scenario”

The Departments of M.com, B.com and BBA jointly organized a Guest lecture on the topic “Challenges of Finance in the Current Business Scenario” on 16th September 2019, at Seminar Hall. The Guest Speaker was Mr. Mallikarjunappa Angadi, Vishnu Techsoft Pvt. Ltd., Bangalore

The Resource Person while addressing the students segregated his lecture into 3 parts viz., Current Business Scenario & Its Implications; Role of Finance; and, Type of Talent / Skill set required. The Resource Person rightly said that we are living in a VUCA World where change is inevitable, competition is cut-throat and investor activism is on a high. Finance today cannot work in isolation, but is interrelated to all departments of an organization and should help in the fulfillment of Triple Bottom Line approach, i.e., Economic, Social and Environmental perspectives.

The Guest Speaker iterated more on the fact that the role of a finance manager needs to be forward looking, strategic and investor centric. It is no more about collecting, paying and reporting, but about delivering faster, more accurate, more insightful analysis & reporting while managing risk and reducing cost.



The session was very informative and the resource person cited a lot of day to day examples and illustrations to which the audience could easily understand and the guest speaker later responded to the queries put across by the students at the end of the session.

[Handwritten Signature]
Principal

PES Institute of Advanced Management
 NH 206, Sagar Road
 SHIVAMOGGA-577 204.



Phone: 8147053084
8147053085

email : principal@pestrust.edu.in
: pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

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The session started with an invocation song followed by a welcome address and inaugurated by lighting the lamp by all the respected dignitaries on the dais with final year students in the seminar hall. The session ended with a sincere gratitude to the guests on behalf of the Department of Commerce and Management and proposed a vote of thanks. The Principal and staff members were also present at the session.

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SHIVAMOGGA-577 204



Date: 09-08-2019

**Report of Guest talk
on
Fitness and Nutrition**

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Phone: 8147053084
8147053085

email : principalams@pestrust.edu.in
: pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

ಶಿವಮೊಗ್ಗ ವಿಸ್ತೃತವಿದ್ಯಾರ್ಥಿ ಅಭಿವೃದ್ಧಿ ಮಂಡಳಿ
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Further, he advised the young generation to follow a balanced diet chart every day and to do exercise with the involvement of their parents as most of the times they are working and hardly get any time to spend with their children. The students were provided a chance to ask their doubts with regard to the pertaining subject and it turned out to be a very educative and interactive session. The Principal, all the teaching and non-teaching fraternity along with the students of Commerce and Management Department were present during this session.

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SHIVAMOGGA-577 204.



Date: 04-07-2019

Report on Guest talk
of

Digital Marketing and E-Commerce

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PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

 PES IAMS

Phone: 8147053084
8147053085

email : principal@pestrust.edu.in
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Date: 16-01-2019

**Report on Guest talk
of
Corporate Expectations from Graduates**

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He explained how to use this knowledge for providing a service to the public as a moral issue and termed it as professional ethics. He added that, the professional accountants play an important role in building up the economic wellbeing of the community and the country with their attitude, behavior and unique services. They should have common objectives while working in capacities such as external auditors, internal auditors, financial experts, tax experts and management accountants.




Principal

PES Institute of Advanced Management
NH 206, Sagar Road
SHIVAMOGGA-577 204.



Phone: 8147053084
8147053085

email : principal@pesinstitute.edu.in
: pesiams@pesinstitute.edu.in
Website : pesinstitute.edu.in/pesiams

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He said that, auditors being a trained professional are capable of making judgments, applying their skills and reaching informed decisions in situations where the untrained public cannot. The students were eager to interact with the guest speaker and raised many questions, which were answered patiently by him. The principal, HODs and faculty members were present during the occasion. The session ended with felicitation by the principal to the guest and vote of thanks rendered by Mr. Sathish V, Assistant Professor, Department of Commerce & Management.

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Date: 16-01-2019

Report on Guest talk of

Emergence of Corporate Governance in India and role of Business Enterprises

Corporate Governance guide lines ensure that the company is directed and controlled in a way so as to achieve the goals and objectives to add value to the company and also benefit the stakeholders in the long term. The high profile corporate governance failure scams like the stock market scam, the UTI scam, Ketan Parikh scam, Satyam scam, which was severely criticized by the shareholders, called for a need to make corporate governance in India transparent as it greatly affects the development of the country.

Mr. Sohankumar R.N., FICOM Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on Emergence of Corporate Governance in India and role of Business Enterprises organized on 16.01.2019 by Department of Commerce and Management, PESIAMS. He pointed out that the business enterprises should understand their responsibility towards Society, Government, law of the country and greater interest of stock holders and customers.



The informative session was started with a welcome note by Mr. Nagaraja S R, Coordinator, P G Department of Commerce, Dr Sudharshan G M HOD, Dept. of Commerce and Management proposed vote of thanks. At the end of the program Dr. K Sailatha, Principal, PESIAMS and staff members were present during the program.

(Signature)
Principal

Date: 04-01-2019



Report of Guest talk
on

Significance of Customer Relationship Management

A guest talk on 'Significance of customer relationship management' for students of Commerce and Management Department of the Institution had been organized on 4th January, 2019, at 2.00 pm. The guest speaker was Ms. Hema, Candor Business Solutions Private Limited, Bangalore. The resource person having vast experience in customer relationship traced out the meaning of RM as an integrated approach that manages a company's interactions with the existing and future customers and helps to identify, acquire and maintain customers for successful growth of the business. The speaker elaborated on how important a cordial relationship between a customer and an organization is and explained about the three phases of CRM namely Acquisition, Retention and Extension. She highlighted the benefits of implementing CRM like having happy customers, boosting sales and having a better understanding of the customers and their needs and wound up his speech with the words 'Don't give second thought while implementing CRM solutions to your business as this approach has been successful in bringing endless benefits to business enterprises'.



The inauguration of the guest talk was done by the principal by lighting the lamp. The HODs and Staff members were also present on the occasion. The resource person was introduced and welcomed by Ms. Bharani R, a student representative to audience. The session ended with felicitation by the principal to the guest and vote of thanks proposed by Ms. Sinchana N.S


Principal



Date: 20-12-2018

Report on Guest talk

Role of Innovative Sales Promotion Techniques

Sales promotion is needed to attract new customers to hold present customers, to counteract competition, and to take advantage of opportunities. Due to globalization and increased choice before the customers there is a need to discover new techniques of sales promotion.

Mr. Krishnappa B.P., Founder and Director, FICOM Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on Issues and Challenges in Project Management of MSMEs organized on 20.12.2018 by UG and PG Department of Commerce and Management, PESIAMS, Shivamogga. He indicated that Sales promotion letters, catalogues, point of purchase displays, customer service programmes, demonstrations, free samples, discounts, contests, sweepstakes, premiums and coupons are the commonly employed methods of sales promotion.



The inspiring session was started with a welcome note by Mr. Nagaraja S R, Coordinator, P G Department of Commerce. Mr. Harsha C Mathad, Asst. Professor, Dept. of Commerce and Management proposed vote of thanks at the end of the program. Dr. K Sailatha, Principal, PESIAMS and staff members were present during the program.

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Date: 05-12-2018

**Report of Guest Lecture
On
Startups and Make in India - Opportunities**

The critical ingredient is getting off your seat and accomplishing something. It's as straightforward as that. Many people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But it is today. A motivational session for the youths to encourage them with a theme of Make in India called "Startups and Make in India - Opportunities" has been organized by PES Institute of Advanced Management Studies, Shivamogga on 05-12-2018. The enlivening session is inaugurated by the resource person Mr. Mallikarjunappa Angadi, Vishnu Techsoft Pvt. Ltd., Bangalore and Dr. K Sailatha, Principal, PESIAMS and HODs were present during the occasion.

He started with a basic information and importance of startups of new business ideas and continued with his views and opportunities available through Make in India initiatives. He said Start-up India is a much-needed initiative that was initiated by our prime minister, Sri. Narendra Modi in 2015 for show cast the talented people of India. He provided various opportunities available for youths to fulfill their dreams and ambitions by executing their ideas through opportunities available in Make in India.



He suggested students to utilize their skills and made them realize how energetic and capable of creating action plans to touch newer heights and keeping themselves by channelizing them in a right path to become an industrialist or entrepreneur.

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Principal

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Phone: 8147053084

8147053085

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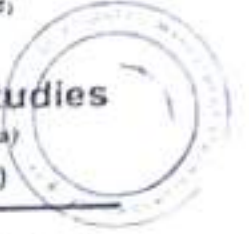
email : principalams@pestrust.edu.in

: pes-ams@pestrust.edu.in

Website : pestrust.edu.in/pesiams

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He assisted students for bringing their innovation and creativity to the real world and also provided a glimpse of information on financial support available for youths to create better employment opportunities in the country. Mr. Sathish V, Assistant Professor, Dept. of Commerce & Management provided a vote thanks.

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Date: 05-09-2018

Report on Guest talk of Compensation Management

Guests talk on 'compensation management' was conducted for the UG and PG students of Commerce and Management of the institution on 05.09.2018 at 2.00 pm. The resource person was Ms. Shilpi N, Candor Business Solutions Private Limited, Bangalore.

The resource person pointed out that Compensation Management plays a large role in HR because it can affect employee retention, the hiring process, company performance, and team engagement and how compensation managers are responsible for working with employment data and keeping up with complex benefits, administration rules and regulations.

The speaker added that Compensation managers are an important asset to the company's success. If salary, bonuses, and benefits are not managed properly, employees might find much better compensation packages elsewhere. Moreover, madam said that wellness incentive programs are having a major impact on employee compensation packages and flexible work options, maternity or paternity leave, adoption reimbursements, and similar incentives are a few compensation package inclusions gaining popularity. At the same time, the speaker pointed out that It is important to make compensation decisions according to the employee's performance, qualifications and potential.



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Phone: 8147053084
8147053085

PES Institute of Advanced Management Studies

email : principal@pestrust.edu.in
: pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

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N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)



The session was interactive and the resource person cleared all the doubts of the students. The student representative Mr. Lohith Kumar B R of Final Year M.Com introduced and welcomed the guest. Ms. Rukmini K.V of Final Year B.Com proposed vote of thanks. Mr. Nagaraja S R Principal, PESIAMS felicitated the guest. The HOD of Commerce and Management Department and Coordinator of PG Department of Commerce were present during the session.


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SHIVAMOGGA-577 204



Date: 02-08-2018

**Report of Guest talk
on**

GST – Opportunities & Challenges in India

A guest talk on 'GST Challenges and Opportunities 'for UG and PG students of Department of Commerce and Management of the Institution had been organized on 2nd August, 2018 at 2.00 pm. The guest speaker was Mr. Steven Mudumala, Candor Business Solutions Private Limited, Bangalore. The guest speaker began his talk by introducing the term GST to the audience. He explained that the concept of goods and service tax GST is applicable on supply of goods and services and that it has replaced the existing VAT and Service Tax. He said that currently there are different VAT laws in different states, which creates problems, especially when businesses sell to different states and, as most businesses have to pay and comply with three different taxes like Excise Tax, VAT, and Service Tax.

He said that GST that has been implemented will bring uniform taxation across the country and allow full tax credit from the procurement of inputs and capital goods which can later be set off against GST output liability. He further continued that it is one of the biggest tax reforms in country and thus GST is a comprehensive tax levy on manufacture, sale and consumption of goods and services at a national level. The speaker then went on to speak about the advantages of GST like how it is a simpler tax system, how it will help reduction in prices of goods and services due to elimination of cascading, how there will be uniform prices throughout the country, transparency in taxation system and increase in employment opportunities.





Phone: 8147053084
8147053085

ಕಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
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PES Institute of Advanced Management Studies

email : principaliams@pestrust.edu.in
: pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

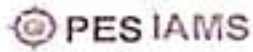
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He further gave other advantages such as a unified common national market to boost Foreign Investment and "Make in India" campaign boost to export /manufacture activity, generation of more employment, leading to reduced poverty and increased GDP growth. The session was interactive and the resource person cleared all the doubts of students. The principal felicitated the guest, followed by vote of thanks.

Principal
Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204,



Phone: 8147053084
8147053085

email : principal@pestrust.edu.in
: posiams@pestrust.edu.in
Website : pestrust.edu.in/posiams

ಪಿಇಎಂಎಸ್ ಇನ್ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸೆಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
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Date: 26-01-2018

Report on Guest talk

of

Changing Trends in Indian Two Wheeler Industry


A guest talk was organized on 25th January, 2018 by the Department of Commerce and Management, PESIAMS, Shivamogga on 'Changing trends in Indian two wheeler industry'. The resource person, Mr. Santhosh Kumar, Dy. General MANAGER at Bhagath MOTORS Bangalore was welcomed by Mr. Bharath G, a student representative and introduced the resource person to the audience.



He said India is the second largest manufacturer of two wheelers in the world. It stands next only to Japan and China in terms of number of two wheelers produced and sold respectively. The two wheelers market has had a perceptible shift from a seller's market to a buyer's market with a variety of choices. The companies have to compete on various fronts viz pricing, technology, product design, productivity, after sale service, marketing and distribution. While addressing the audience resource person explained the various sub-segments in Indian two-wheeler sector which consists of Motorcycle, Scooter and Mopeds. He briefed about the market structure in each segment as the market for motorcycle is concentrated, the top 3 companies accounted for 83% of the motorcycle market in 2018 such as Hero - 52%, Bajaj - 16%, Honda - 15%.


Principal 26/01/2018

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

 PES IAMS

Phone: 8147053084
8147053085

email : principal@pesiust.edu.in
: pesiams@pesiust.edu.in
Website : pesiust.edu.in/pesiams

ಪಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
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He also briefed about the scooter, which is a highly concentrated market with top 3 companies accounted for nearly 86% of the market share in 2018 like Honda – 57%, Hero – 13% and TVS – 16%. The resource person highlighted the share of major companies in Indian two-wheeler sector accounting for 93% of domestic market share.

He forecasted that, the companies shall enter the electric vehicle segment with new motorcycles and scooters in India. The session was highly interactive and the Head of the Department proposed vote of thanks.


Principal 26/11/18
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Guest Talk
on

Date: 15/12/2017

Effect of Quality on Productivity in Manufacturing Industries

Low productivity of workers is the most significant factor behind delivery slippages in manufacturing industries. Since manufacturing is a laborer predominant industrial sector low productivity also affect total cost. In today's competitive environment the mere success and survival of any enterprise whether it is a small scale unit or large scale enterprise depends upon the achievement and maintenance of a satisfactory level of quality, productivity, and at the same time at reasonable price with the optimum use of the all the factors of production, not just one of them.

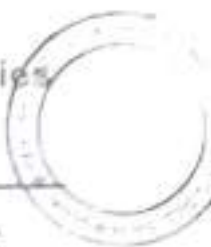
Mr. Sohankumar R.N., Co-founder, Ficom Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on Effect of Quality on Productivity in Manufacturing Industries organized by Department of Commerce and Management, PESIAMS, Shivamogga on 15.12.2017. He concluded that an enterprise is productively efficient when it is producing its product or service at the lowest unit cost that it can.



The enlightening session was started with the prayer song by the final year B. Com students and inaugurated by the dignitaries. The Coordinator, PG Department of Commerce & Management started the session with a welcome note. Mr. Sathish V, Asst. Professor, Dept. of Commerce and Management proposed vote of thanks at the end of the program. Mr. Nagaraja S R, Principal, PESIAMS and staff members were present during the program.


Principal 15/12/17

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Date: 16-10-2017

Report of Guest Lecture
On
"Enhancing the Social Media Leadership"

The Department of Commerce and Management organized a Guest lecture on the topic "Enhancing the Social Media Leadership" on 16th October 2017. The resource person Mr. Mallikarjunappa Angadi of M/s Vishnu Techsoft Pvt. Ltd., Bangalore while addressing the students on 'Social Media Leadership' stated that social media is a boon to the way we connect, converse and collaborate in a boundary-less space at anytime, anywhere through any device. Stressing on the tremendous benefits of social media the guest speaker said that, leveraging social media for learning, understanding, analyzing, synthesizing and reflecting on the subject matter of your interest, business, brand and value creation is not only incredibly but beneficial too. "How to use", "what to use" and "when to use" are the important levers of social media.



Focusing on being updated in today's competitive world, he mentioned that sharing the relevant information with the specific user/follows group makes it more useful and helps to enhance brand identity and if in case the brand is 'pull' based, the value creation and sustenance is assured. The guest speaker also emphasized on being vigilant about the quality of the content that goes on social media and intent of posting the content and advised students to be clear and cautious in using social media sensibly as it reflects one's leadership style. The insightful session concluded with a questions and answers and a vote of thanks to the guest speaker.


Principal 16/10/17



Date: 18/01/2017

Guest Talk
on

Issues and Challenges in Project Management of MSMEs

Managers of SMEs in developing countries should be aware of the high rates of project failures and project uncertainties. Many research studies have indicated that the main reasons for failure are inadequate planning and lack of knowledge of project management and identification of wrong location.

Shri. Sohankumar R.N., Co-founder, FICOM Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on Issues and Challenges in Project Management of MSMEs organized on 18.01.2017 by PG Department of Commerce, PESIAMS, Shivamogga. He further added that the project manager takes an undeniable role in the success of projects. Therefore it is important for companies to be aware of a suitable project manager's profile to hire a new project manager or train current managers. He also said numbers of researchers studied project manager's competencies.



Mr. Mohan D, Asst. Professor, Dept. of Commerce and Management proposed vote of thanks at the end of the program. Principal and staff members were present during the program.


Principal 18/01/2017

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Guest Talk

Date: 08/09/2016

on

Managerial and Leadership skills

An inspirational guest talk was organized on 8th September, 2016 for the students of PESIAMS on Managerial and Leadership skills. The session was inaugurated by the dignitaries by lighting the lamp. Mr. Praveen B, Asst. Professor, Dept. of Commerce and Management, PESIAMS welcomed the gathering. The programme was presided by Mr. Nagaraja S R, Principal, PESIAMS. Shri. Sohankumar R.N., Co-founder, Ficom Engineering Pvt. Ltd. said, A good leader not only does the right thing but is seen to be doing the right thing and noted that how the key skills like good communicational skills, Emotional intelligence, Decision making skills, collaboration and delegation, positivity and flexibility plays an important role in developing good leadership skills in an individual. A good manager gets everyone on board, building core values and ensuring the whole team works together towards a common goal. And he or she must be able to foster relationships both within the organization and outside with customers, suppliers, service providers and the general business community.



He suggested students to contribute some good qualities to society for building better nation. He gave more focus on how the managerial and leadership skills help in avoiding the crisis situations where a leader has to do "whatever it takes to stay afloat" in his speech. At the end of the program, Mr. Praveen B, Asst. Professor, Dept. of Commerce and Management provided the honor of gratitude for the inspiring session and delivered a vote of thanks.


Principal 08/09/2016

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Guest Talk

Date: 04-08-2016

on

Interpersonal Skills

A guest talk was organized on Interpersonal skills for the students of BBA, B.Com, BCA and M. Com on 04.08.2016. The session was inaugurated by lighting the lamp on stage by the dignitaries in the seminar hall. Mr. Vinay Kumar K S Asst. Professor, Dept. of Commerce and Management, PESIAMS started the session with a welcome note. The programme was presided by Mr. Nagaraja S R, Principal, PESIAMS. **Shri. Krishnappa B.P**, Founder and Director, Ficom Engineering Pvt. Ltd. addressed the students with the importance of interpersonal skills for developing good communication. Interpersonal skills in a person are the behaviors and tactics which are used to interact with others effectively and how it helps in developing someone's ability to work well with others. He explained that how interpersonal skills are ranging from good communication and listening to attitude and deportment. **Shri. Krishnappa B.P** said interpersonal skills are often referred to as social intelligence. Everyone has a personal style and an interpersonal style, but some are more successful than others.



Interpersonal skills are strongly linked to knowledge of social expectations and customs, whether learned or acquired. They come naturally to some people, while others have to work at cultivating them, he added. He suggested students to build strongest interpersonal skills to adjust their tactics and communications for the good social relationship in an organization. Mr. Vinay Kumar K S Asst. Professor, Dept. of Commerce and Management, provided a vote thanks and culminated the session with a concluding note.


Principal 04/08/16

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Phone: 08182 640772

Fax: 08182 233793

<http://177.240.86.4/PESIAMS.html>

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Date: 03-05-2016

Guest Talk
on

Employability, Enterprise skills and Career Opportunities in Sales and Marketing

Graduates with strong enterprise skills can spot an opportunity and use their initiative and a proactive approach to make the most of it. Graduates require entrepreneurial skills and huge knowledge of career opportunities and employability to become an entrepreneur and set up their own business. But employers often seek an entrepreneurial mindset in their employees. When addressing to the students of Commerce and Management Department on 05.07.2016, Shri. Krishnappa B.P, Founder and Director, Ficom Engineering Pvt. Ltd. said, Employability skills are the essential skills, personal qualities and values that enable you to thrive in any working environment and these are also called as 'enterprise skills', 'communication skills' or 'workplace skills' which helps you in boosting your employability skills. He gave valuable inputs to students for developing good communication skills, leadership qualities, enhancing reliability, improving team work quality, building patience and adaptability, skills such as emotional control and resilience. He suggested students to utilize these skills in developing career profile which provides huge value in identifying their skills when seeking job as a best candidate.



The informative session was started with the prayer song by the final year BBA students and inaugurated by lighting the lamp by all the dignitaries on the dais with few students in the seminar hall. At the end of the program, Mr. Praveen B, Asst. Professor, Dept. of Commerce and Management provided an honor of gratitude for the inspiring session and showered with vote of thanks from institution for providing valuable informative session. The Principal and staff members were present during the program.


Principal 03/5/16

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

Guest Talk

Creative Thinking: Think Out of Box for Survival

A motivational session was organized on 17th August, 2015 for the students of PESIAMS on Creative Thinking. The session was started by lighting the lamp by the dignitaries in the seminar hall. Mr. Mohan D, Asst. Professor, Dept of Commerce & Management, PESIAMS welcomed the gathering. The programme was presided by Mr. Nagaraja S R, Principal, PESIAMS, who addressed students with the use of developing the ability of creative thinking and introduced the resource person.

Shri. Sohankumar R.N, Co-founder, Ficom Engineering Pvt. Ltd. said, the ability of looking at things differently and finding new ways of to solve it, is called Creative thinking. Everyone can benefit from creative thinking from time to time. Creative thinking can help in developing the ability to consider something in a new way which could be a new approach to a problem, a resolution to a conflict, or a new result from the same resources. He said how creative thinking helps in developing the ability of analyzing things in different ways, broadly considering the problem in different ways for solving it and builds good communication ability. Many tools and techniques can be cultivated to stimulate creative thinking such as brainstorming, drawing techniques like mind-mapping and rich pictures, and role-play techniques.



He concluded with a note for students that creative thinkers can look at things in new, unorthodox ways and can come up with solutions no one previously thought of. So, Creativity is what drives innovation and progress in work. Mr. Mohan D, Asst. Professor, Dept. of Commerce and Management proposed vote of thanks at the end of the program.


Principal 17/08/15