

ALUMNI - LETTER

A News letter of Department of Management Studies, JNNCE, Shivamogga

Volume 1
Issue 1

In Search of Excellence

September
2021

INSIDE THIS ISSUE

Preparation for Interview | Best Practices of Company | Facing MBA | Career Opportunities |
Suggestions to Juniors | Building Dream Career | Handling Interview questions | Glimpses of Alumni Meet

Message from the Secretary



Sri. S N Nagaraja,
Secretary
NES, Shivamogga

Alumni are an asset to any institution in the sense that they give something back to enrich the institution in terms of experiences shared or expertise volunteered. He or she also is an ambassador of the College who disseminates the values and ideas. This college stands for and propagates these values over generations by being a model to the young. Connecting to one's alumni is always a great feeling and the college shares this sentiment and is elated when it gets to know about the various achievements of its former students in their career & life. I wish all the best for this meaningful initiative of the department.

Message from the Principal

I am happy to compliment MBA department for bringing out a weekly Alumni Newsletter. It is a very good initiative to network with the alumni as it facilitates knowledge and experience sharing, best practices and corporate connectivity for expert talks, internships and placements, all culminating in enhancing the Department's 'Networth'!

I wish the Department all the success for launching this newsletter.



Dr. Manjunatha P,
Principal - JNNCE

Message from the Director



Dr. C. Srikant,
Director - MBA

I am pleased to share with all the stakeholders the dynamic contributions the alumni of our department have made to themselves and to the industry. The newsletter captures the career planning penned by the alumni to achieve corporate success. The newsletter is presented in an interactive mode which covers a lot of issues like, how to plan for and build a dream career, selection process, how to face and handle interviews, best practices of the company and alumni accomplishments, with an aim to present factual information that would help in training our MBA students.

I compliment all the alumni, current batch of MBA students and the faculty members of the department for bringing out such an informative weekly alumni newsletter which is expected to serve as an effective link between the Department and its alumni fraternity.

Alumni of the week



Shivani Purohit Kulkarni
Corporate Trainer
(2000-02 Batch)

- * Shivani Purohit Kulkarni, an MBA with an aggregate of 76.8 % marks from VTU, Belagaum.
- * She has been a Management faculty and a Certified Corporate Trainer for Soft Skills/Personality Development and Business Communication.
- * Training experience in varied fields like IT, Education, Manufacturing, Retail and Hospitality.
- * Currently working as a Client Success Manager and Corporate Trainer for Ezlytix LLC/Law KPIs LLC, a Texas, US based SaaS Product based Software firm.
- * Her work includes looking after entire gamut of Corporate training for Soft Skills/Business Communication along with Pre-sales, Marketing, Post-sales activities for their clients in US, Canada and Asia-Pacific markets spread out in Manufacturing, Retail and Legal businesses.
- * She is an avid music lover and spends most of the time during weekends with her music riyaz. She is a hobby painter, poet and also a writer.
- * Her family includes her mother, husband and two lovely sons. These days they have a family addition with their pup called Coco!

**" You cannot Change your Future, but you can Change your Habits, & Surely
Your habits will Change Your Future**

Alumni Speaks...!

My happiest moments of college life during my MBA days...

Well, I think every moment is the happiest moment for a MBA Student, because this is one hell of a life, an experience which can never be relived. But here are some of moments which highlight the happiest moments during my MBA days.

Happiest was where I stood as a topper for consecutive 3 semesters with a very close competition in the University as well. I was felicitated by the entire college along with the management department. There was a series where I had won Insurance Conclave, an inter-college competition.

First day of the college, meeting new friends, new sets of rules, interaction with teachers, never to forget to mention seniors...

F.R.I.E.N.D.S. Indeed on my experience what I have gained in this 2 years is a set of persons who are more than friends. I was hostelite and I have bunch of memories in hostel as well as college. There was a fest held where a team was sent by our sir Dr. C Srikant to Bangalore for the IT Fest.

How I approached the MBA Program

I had, as a management student again, completed my graduation in BBA, so by then I was pretty confident to pursue MBA. I had taken up my MAT exams, ATMA exams and had also appeared for various college entrances like VTU entrance, Maharashtra Government entrance and autonomous MBA examinations.

Dr. C Srikant sir and one of my seniors had visited Hubli for selection and then I was selected for JNNCE College.

My Specialization In MBA & the factors that influenced to choose it...

I was planning to take HR as my Specialization, because I was much interested in talking to people, knowing their thoughts, ideas, managing people & so on. But after the completion of 1st year, the college was yet to start offering HR stream and because of this. I gripped the root of marketing, after that till now I didn't regret taking marketing as my specialization. Now I am pretty good at marketing and doing well in this domain.

My first job & the journey so far...

The journey so far has been a roller coaster one. Have gone through various ups and downs. Initial two years were tough since I did not have much knowledge and experience in the industry. I did my project in Taj West in Bangalore in the role of a Quality Assistant and was paid a stipend. Based on my project, I kick started my career in Leela Palace, Bangalore as a Guest Relation Marketer ; was all about talking to the guest, and taking their feedback. Although it was a nice job, I quit the job due to the cyclical shifts and add few personal health issues too. Later on, I worked as HR consultant. With my top notch performance in work, within 3 months I was upgraded as Team Lead and then I stepped into Applied Material as Assistant HR. At this point there was a drastic shift in my career path. I took up some certification courses in Employees Training. I started training my subordinates for business communication and soft skills & personality development. I served in diverse sectors like education, retail, IT and manufacturing. Presently, I am a Corporate Trainer and Client Success Manager as well.

My present job in terms of Designation, Roles and Responsibilities...

I am corporate trainer.

Trainer for soft skills, personal development & business communication for the team exist in India.

For team exist in US. I am Client Success Manager (CSM) for the entire group.

The company produces the SOS products for IT firms; all the clients are US layers, those all are IT - friendly ; they know all about the cloud technology.

I am the Clients Manager, handling all US & Canada markets & single point of contact for many companies.

My roles include pre-sales, sales, after- sales & Marketing for my company, apart from training.

The product will go to pre-sales of software & sales of software. I get the clients on hold and take care of their post-sale activities & issues they face.

I am the single point of contact between clients & tech team & the marketing department of my company & my clients on social media & marketing on webinars for my company basically called digital marketing.

Alumni Speaks...!

Books that have inspired me to build my career.....

In my college days I used to study Strategic Management textbook ; other subjects were manageable. Coming to the books which I can anytime refer to others are: -

- * The Monk Who Sold His FERRARI - Robin Sharma
- * Who will cry, when you die - Robin Sharma
- * Secret - Rhonda Byrne
- * Bhagavat Gita - Vedavyasa

I also recommended individuals to read Bhagavad gita as this has helped me in my personal life & balance my work life.

- * I also follow the sayings of Sadhguru Jagadish Vasudev.

Opportunities available to MBAs in my company...

Facing interviews used to be my nightmare. I could crack entrance and group discussions but when it's time for personal interview, I found it strenuous. Facing the interviewer, sceptical in mind, kept me going. I believe that it's okay to be nervous and fault-up as they are the stepping stones. Keep on reading to an extent that you get perfect is my 'Mantra'. I suggest, when you are asked any question, try to answer the question in 10 different ways to 10 different people. By this, we will learn sentence - framing and vocabulary. Listening with presence of mind, backing up answers with lot of examples, clarifying the questions if you don't understand are keys to clear an interview. A question to be asked varies from interviewer to interviewer and will be based on the functional areas of the company. You have to prepare on functional questioning and HR questioning while attending an interview.

Questions one can expect, if he/she gets a chance to attend an interview in my company...

My Company would prefer a go-getter. As I work in a US company, shift-based working hours are contemplated. the Company would like to give job for someone who is into marketing, pre-sales, sales, digital marketing for SAAS - based products or Cloud-based technology products. Interview questions will be based on marketing and scrutiny of IT knowledge. As it is US-based company, you should have some knowledge on US market and how you will deal with clients on the telephone.

You will be asked three types of questions : that is, the first one is functional in the sense regarding the industry knowledge, job knowledge and the general ; knowledge then the second one that is the core questions- being a fresher will be asked with regard of your academic and in-depth knowledge about your interested area ; then the third kind of questions, i.e, HR questions that is regarding the HR management, from any books of Management . Google search can help you and you have to keep on answering the header questions for practice.

Best practices of my company which would help a new incumbent ...

My company is target-based and all my higher ups are very supportive, collaborative and receptive at every stage. The company also provides on-the-job training and the main thing we should understand is we should get the perfect knowledge of a job and what is to do with the job.

My suggestions to my juniors of JNNCE MBA...

- * Don't keep high expectations.
- * There are lots of people out there in the market who are ready to compete with you.
- * Please make your career decision in your first year and choose the stream which you about like.
- * Have passion about what you choose.
- * Study more and more about current market trends and understand the economics at least glance Business Line/Economic Times.
- * Always get well-prepared for the interviews and don't leave any stones unturned
- * Be clear of what kind of job you are applying for and don't repent later.
- * Get into social media and start connecting with people on different social media like Facebook, LinkedIn to get indicts about industry and the corporates.
- * Never stop learning always have that greed to keep exploring new things whenever you get chance to.

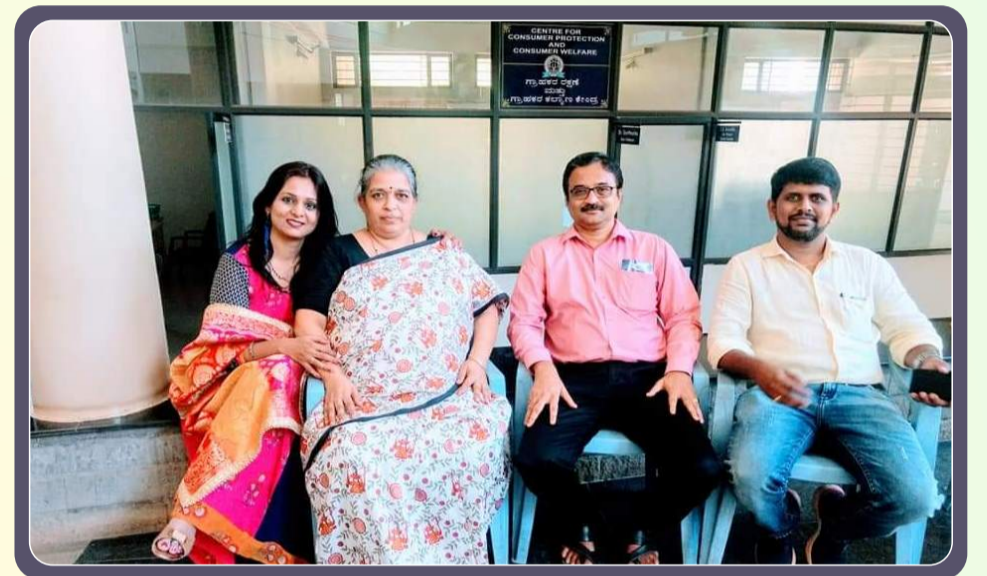
My achievements so far (with all humility !)...

Starting with academics I had been a good performer, that's how still people remember me as a Topper. It's a myth that marks don't matter; you should have a decent scoring in your student life. Be obedient and punctual at your studies, complete all your works on time. As this the foundation before you getting into the corporate field.

Coming to the career part- I was made as a Team Lead within in 3 months of my joining, as the probation goes on at least 6 months. After becoming, a trainer I have bagged few assignments on my own-like I got into Indo-German Company for entire training for around 1000 employees I had to train them and that was one of the most beautiful journeys for that whole year. Because as a trainer. I just won't teach them; I also get to learn new things.

" Failure is the opportunity to begin again more intelligently "

ALUMNI - ACCOMPLISHMENTS



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J-together E-everybody A-achieves M-more