

# ALUMNI - LETTER

*In Search of Excellence*

A News letter of Department of Management Studies  
JNNCE, Shivamogga-577201



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Issue 5

Volume 1

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October 2021

## 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 'Net worth'!

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

**Dr. Manjunatha P**  
Principal - JNNCE

## Message from the Director

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.

**Dr. C. Srikant**  
Director-MBA

## Message from Editorial Team

The Editorial team is delighted to present its unique creation in the form of Alumni Newsletter. There is now a sizable diaspora of JNNCE MBA graduates spread across the country. People who have in one way or another made us proud of their accomplishments. This newsletter is designed to celebrate the success stories of our alumni and also to provide Relationship of alumni directly to Students through interaction. September 2021, Volume. 01, Issue 2 newsletter updated not only on the educational background of the alumni, it also covered interview process, best practices of the company and suggestions to their juniors. We would be looking forward to hear more about other alumnies in terms of their achievements and their professional growth so as to provide a whole lot of motivation for the current students. We hope that the newsletter will offer some interesting readings to all stakeholders of the department.

**Editorial Team**



## ALUMNI PROFILE : Venu G Bhat

### Brief Profile

He is Venu G Bhat, MBA Graduate (Marketing) from 1998-2000 batch of JNNCE, Shimoga.

He is a Senior professional with 20+ years of experience in intelligent-technology-enabled transformation. He is an Executive council member of NPO "Data science foundation" from 2017, member of ISO, Bureau of Indian Standards from 2018. He is invited to speak in several national and international Data Science Summits supported by the likes of NASSCOM & ISO, recently, completed a program in Heading Strategic change & Transformation in IIMB.

He got ISO Contribution award from Europe Head of World Economic Forum, he represented India in Artificial Intelligence Plenary at Google Headquarters, California.



"Coming together is a beginning  
Keeping together is progress  
Working together is success."

## 1. Please share happiest moments of yours in JNNCE.

Most of the time we were engaged in regular college work, like there were many management events within the college or in Engineering Department, where I was always be a part of planning and organizing the event. We also initiated to move on to different MBA colleges to take part in different events. Apart from this, we had many educational sessions. We were initiating programmes for student community having the aspiration to amplify their managerial skill sets.

## 2. How did you approach MBA programme.

After my Graduation, what I had in my mind was anything that could enhance my knowledge, business accumens and the like. I wanted to choose the correct path for my career goal. I had already completed Diploma in Computer Science from a reputed institute NIIT and I was looking for more business insights. These made me to approach MBA programme. Approaching any programme nowadays is completely different from our time. We were not very picky or pragmatic at that time while choosing the career path.

## 3. Which factor influenced you to choose your Specialisation?

I heard from someone that marketing is easy to be honest. But also I heard from couple of my seniors that finance is very difficult. It was not a complex decision at that time as I was not looking for anything in particular. 90 per cent of my career was in finance. I was very clear that there was technical opportunity and business opportunity as well. I was not clear on what to pursue on business side.

Later on I manifested to occupy the knowledge in finance. Now a days the students are firm and emphatic about their specialization. Now it is very much clear in the industry too as to what is happening. 20 years ago there was no social media or LinkedIn, it was a black box. It was based on interest and assumptions like if you are more into numbers then finance will be the best, if you are more into managing people then HR and marketing would be best. I completed MBA with Marketing.

## 4. Tell us about your first job and the journey so far.

First job was in GE, i.e. GE capital. I was trying for few jobs and none of them materialized for few months. I got my first job in November 2000, at Hyderabad. I was hired as reporting and Research Analyst in Finance function while I had done my marketing. I had an idea on how to improve the process. First 3-4 years was a real tough time. You study in college but you learn in job. My first Six Sigma certification happened there because of the idea I gave. It was foundation for my career. For 12 more years I worked for Six Sigma. There I realised I wasn't made for routine work, I wanted regular challenges. Six Sigma provided me with that opportunity. I found that to be satisfying and very motivating and I consider myself to be lucky to have that. Thus the first job gave me 3 things – Clarity about what I'm good at, put me in the right place, grounding of how industry works. On a personal front I also met my wife there. So there you go and that's my first job.

## 5. Share information about your present job in terms of designation, roles and responsibilities.

I am a Technical director- Advanced Analytics and Information Management that tag to roles. Practices performed are digital transformation, digital finance & data presentation for the clients like Licious and Cloud platform. Practices of these become the roles and responsibilities.

## 6. What is the Career map for MBA students in the data science?

As there is a huge demand for data science, any certificate course like Python, cloud computing, data Analytics and visualization can be a career path for MBA in data science.

## 7. What is your preferred choice of language for data science?

The preferred choice of language would be Python, BS 4. Python would be more suitable because execution could be done while coding, visualization can be done while coding and its command line language which is versatile.

## 8. Can you through some light on how your company gives opportunity for MBA graduate.

I believe Research Analyst and Internship are high in demand. Research Analyst has demand in consulting; it can be Klynveld Peat Marwick Goerdeler (KPMG), Price Waterhouse Coopers (PwC) or any other consulting organization who are all looking for research analysts. The role of research analyst is to have understanding of the business. A research analyst must be good at researching; he has to look for all the details he can get. When we are presenting a proof of content or initial business development, we have to be very clear about its impact and analyze whether the content is already exhibited or have any other company pitched similar idea. A research analyst must be very well groomed, trained and have the knowledge about various industries. Internship seems like high promise but no promise. If we see high potential in a person we will grab that person immediately. Internshala is one such website where most of the company's pick interns.

## 9. Can you share on the elimination rounds adopted by your company

Elimination rounds will be simple - you will have the level of education. If you are being interviewed by a business oriented firm, they will always look for a Master graduate. Opting of a candidate will be done based on level of education, subject matter expertise, written and spoken English and any supplementary certifications. The candidate selected should have good hold on language so that he/she can interact with top level Executives in the organization.



## 10. Your suggestions for the freshers to prepare for these rounds:

If you are confident about having knowledge in a particular area, then you will take control over the interview. You should have some strategy like in technical. Candidate has to go by what the interviewer is asking and in non-technical round one should be, kind of running that interview without the interviewers notice. One should have to be very clear in their thought process which makes them to crystallize their ideas. One's approach in answering has to be about what is currently happening in the industry, what one is talking about and what are applicable for the job. If one can manage to get that thought process in mind very clearly, revise the concepts learnt and rehearse the words it would be easier for anybody to clear the interview. Doing a mock interview and preparing for every line in the resume would help in rehearsing for the interview.

During interview the most important element is "Attitude". In interview we look at 3 areas :

- (i) Domain
- (ii) Supplemental knowledge which is Technical, Data science, Cloud, Digital any kind of certifications one has.
- (iii) Attitude. It is HR based, where one's mindset is been analyzed. Scenario based questions are asked to check the presence of mind one has. 2-3 questions down, the ideology of the candidate is already analyzed. My suggestion to you all is to be as honest as possible while answering situation based questions. Mostly I have seen candidates answer very theoretically, so do not practice that.

## 11. During Interview only the domain knowledge is enough or generic knowledge is preferable

In programme like MBA domain knowledge is very important than generic knowledge. I always draw a boundary as to what I'm expecting while interviewing a candidate, by which I know how scalable he/she is. Having an Industrial perspective is my expectations from the candidate regarding their own respective domain. Attitude matters if it is out of box, the urge to learn is very important. 'I'll figure it out', 'I'll surely work on it' is the aspect interviewer look for.

## 12. As your specialization is Finance could you throw some light on Certification courses for Finance students

Finance analytics is one area, Finance visualization,

In Data Science there are lot of opportunities like Pretention model, forecasting, Securities, Cloud computing.

Few years ago I would have said Block chain but the drawback of it is the storage. PMP Certification is very helpful for finance students.

SAP general would not be that useful because it may be only 10% used in your job but 90% you'll be trained. But, SAP Sweet, SAP Hana, SAP universe will be very helpful because these cannot be trained by your trainer, but you'll be trained for Zorobook, Oracle, SAP general.

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Internal Quality Assurance Cell (IQAC)

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**ABOUT THE RESOURCE PERSON**

**Mr. Venu C Bhat**  
 (Consultant –Grant Thornton Bharat and other Consulting Engagements)

- JNCE-MBA Alumni (1998-2000 Batch)
- A Senior professional with 20+ years of experience in intelligent technology-enabled transformation.
- Executive council member of a NPO "Data science foundation" from 2017
- Member of ISO, Bureau of Indian standards from 2018
- Invited to speak in several national & International Data Science Summits supported by the likes of NASSCOM & ISO

*Attendance is compulsory for All 2<sup>nd</sup> Semester Students*

**Alumni Speaks**

Date: 14/08/2021  
 Time: 10.30 AM  
 Mode: Online

Meeting URL: <https://meet.google.com/aru-vrf-bj>  
 Phone: +1 707-518-3459 Fax: 708 611 7948

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 Online Registration: [www.datascience-summit.com](http://www.datascience-summit.com)

**FEATURED SPEAKERS**

Christopher Arnold Senior Director PwC India	Venu Madhav Global VP Support IBM	Soma Sastri Director Data Brn Academy
Mu Chang Co-Chair of International Security's Committee Working Group on Big Data	Shruti Mittal Senior Analytics Consultant	Kantilal Bhutacharya Sr. Director, Digital Marketing Emerging Technologies, IIT Delhi
Wael William Sleah Senior Analyst IBM	Sanjay Sankaranarayanan Senior Analyst IBM	Raj Wadhwa Digital Leader World Economic Forum
Sanjay Sankaranarayanan Senior Analyst IBM	Siddharth Sankaranarayanan Senior Analyst IBM	Vishal Singh Senior Analyst IBM
Narayan In Reddy Senior & Principal Design Architect Narsim Srinivasulu	Harish Kumar Senior Analyst IBM	Ujjwal Garg Senior Analyst IBM
Pradeep Kumar Senior Analyst IBM	Jay Murzari Principal Applied Scientist Microsoft	

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Assistant Professor & Faculty coordinator  
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" Failure is the opportunity to begin again more intelligently"