



Methodist College of Engineering and Technology
Abids, Hyderabad
Research and Development Cell
A.Y 2018-19

Seminar on Industry Institution collaboration

Date: 05.02.2019

Venue: Methodist college of Engineering and technology :D-Block Seminar Hall

Summary report

With the advent of globalization and opening up of Indian economy to outside world, competition among industries has become stiff. To solve their engineering problems they look up now to engineering institutions. Similarly, there is an urgent need to prepare engineering students for jobs in multinational companies, by exposing them to newer technologies and engineering methodologies.

These objectives can only be achieved well by bridging the gap between industry and the academic institutions. Better interaction between technical institutions and industry is the need of the hour. This will have great bearing on the engineering curriculum, exposure of engineering students to industrial atmosphere and subsequent placement of young graduating engineers in industries across the country. Industries and institutes have been collaborating for over a century, but the rise of a global knowledge economy has intensified the need for strategic partnerships. The Institutes are imparting the basic knowledge and skill, but the Industry-Institute Interaction will enable to undertake research by staff and students relevant to the industry.



Speakers along with Management



Speaker addressing the students



Speaker discussing with the students



Speaker on stage



Methodist College of Engineering and Technology
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A.Y 2017-18

Guest Lecture on "Relevance of Management Education-International Perspective" for Principals, Directors & Faculty of 15-20 colleges in TS.
Date: 06.01.2018

Venue: Methodist college of Engineering and technology-D-Block Seminar Hall
Summary report

A lecture on relevance of Management education-International Perspective was given by Dr Rachana Kumar, was given in the presence of the Dean, California School of Management & Leadership; Dr R.Nageshwar Rao, Dean, DBM,OU as the guest of honor.

She highlighted the importance of Management education from international perspective and explained how Indian education can be made better by the use of various advanced technologies. She also enlightened the audience about the drawbacks that people are facing by obsolete Management educational methods that are becoming obstacles in the smooth conduct of education in India. Dr Rachana Kumar in her address, also urged the management faculty to improve their teaching by being student friendly and empathetic to students. She also emphasized upon making teaching a two way and a participative activity.

The session closed by the vote of thanks and a memento presentation to madam.



Speakers along with Management



HOD welcoming guests



Speaker addressing the students



Speaker addressing the students



Abids, Hyderabad
Research and Development Cell
A.Y 2018-19

Seminar on Digital Marketing

Date: 06.02.2019

Venue: Methodist college of Engineering and technology

Summary report

One-Day Students programme on “**Digital Marketing**” was organized by Department of MBA, Methodist college of engineering & Technology. **Mrs. Rani Rajan madam**, HOD of MBA welcomed the participants and Resource Persons. **Mr. Roshan Krishna & Mr.Piyush** from Wing X Agency, currently working in the Digital Marketing department.

The Seminar was conducted for 2 hours:

The first session was held by **Mr.Roshan** in which he covered the introduction of Digital Marketing domain and the necessity of digital marketing in current competitive world. He spoke about the concept of Marketing and Marketing of products and services using digital technologies. He also spoke about various types of Digital Marketing techniques which are currently being used by the industry to sell various types of products and services. Digital Marketing can be on-line and off-line and various methods of both the types were covered. The session was concluded with Q&A session.

The Second session was conducted by **Mr. Piyush** about Analytics which is being used to maximize sales. Analytics is used to find out the potential consumers and to find out where marketing is successful and where it is failure and what are the reasons for it. He covered all the fundamentals of analytics which is very necessary to enter into the Digital Marketing world. The session was concluded with Q&A session.

In the valedictory session the Resource Persons were felicitated and two students gave their feedback about the seminar.

Speakers	Speaker Presenting
PPT	Students listening to Presentation

Methodist College of Engineering and Technology
Abids, Hyderabad



Research and Development Cell

A.Y 2015-16

Lecture on "Dissemination on Industrialisation and Entrepreneurship" as a part of Nationwide celebrations of Dr.B.R.Ambedkar's 125th Birth Anniversary by Prof.G.Krishna Reddy ,Dept of political Science OU & Honorary Director ICSSR-SRO

06.04.2016

Venue: Methodist college of Engineering and technology-A-Block

Summary report

Prof.G.Krishna Reddy started the session with the question Why entrepreneurship is important to economic development? And he discussed the following points:-

Entrepreneurship gives civilization with countless amounts of goods and enhances the betterment of social welfare.

Entrepreneurs-Create New job opportunities

Add to National Income

Enhance standards of living

Political and economic integration of outsiders

Promotes research and development



Banner



Welcome address



Conclusion for the Session



Group Pic

Methodist College of Engineering and Technology



Abids, Hyderabad
Research and Development Cell
A.Y 2017-18

Seminar on “BSE - IPF Capital Market Awareness Program”

Date: 15.12.2017

Venue: Methodist college of Engineering and technology-A-Block

Summary report

The Department of Business Management organized a seminar on Capital Market Awareness. The resource speaker of Lotus Know Wealth (LKW) educated the students about Capital market, key initiatives of BSE, dos and don'ts of key investors, importance of annual report, e-trading and Mutual funds. This session was interesting and informative to the students as they were made aware about BSE and how trading of shares takes place in the Stock exchange.

Certificate Program on Stock Market aims to increase the efficiency of the participants associated with the capital market and to enable them to keep pace with the changing environment. This course encompasses core subjects like technical analysis, derivatives and IPO. It involves case studies which will help the students to understand better by providing practical know-how to analyse capital markets.

	
Speaker addressing the students	Speaker addressing the students
	
Speaker along with students	Speaker discussing with students

Methodist College of Engineering and Technology



Abids, Hyderabad
Research and Development Cell
A.Y 2017-18

Seminar on Pioneering the Digital Marketing Era
Date: 30.11.2017

Venue: Methodist college of Engineering and technology-A-Block
Summary report

One-Day Students programme on “**Digital Marketing**” was organized by Department of MBA, Methodist college of engineering & Technology. **Mrs. Rani Rajan madam**, HOD of MBA welcomed the participants and Resource Persons. **Mr. Roshan Krishna & Mr.Piyush** from Wing X Agency, currently working in the Digital Marketing department.

The Seminar was conducted for 2 hours:

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In the valedictory session the Resource Persons were felicitated and two students gave their feedback about the seminar.

Speaker addressing	Interacting with Students
Speaker along with students	Students attending seminar

Methodist College of Engineering and Technology
Abids, Hyderabad

Research and Development Cell

A.Y 2016-17

Seminar on “BSE - IPF Capital Market Awareness Program”

Date: 27.10.2016

Venue: Methodist college of Engineering and technology-D-Block Seminar Hall

Summary report

The Department of Business Management organized a seminar on Capital Market Awareness. The programme provide a comprehensive understanding about Capital Market. It is ideal for those who want to begin their careers in Capital Markets. CPCM offers a comprehensive survey of capital markets. Banking and Finance, the role of central banks and the evolving regulatory landscape are some of the core topics of the course. The program also provides a thorough grounding in the full range of capital market instruments.

BSE IPF has been spearheading financial inclusion through increased awareness and education. These span a very wide range, starting from the basics of capital market products and services, the dos and don'ts of opening and maintaining brokerage and demat accounts, to programmes focused on specific products and services, including new initiatives like the SME segment.

BSE IPF conducts Investor Awareness Programs on its own as well as also invites other constituents of the capital market like SEBI, SEBI registered Investor Associations, Industry Associations like CII, IMC, ASSOCHAM, FICCI, PHDIC etc., Depositories, Media and educational institutions like schools, colleges and universities to these programmes.



HOD MBA welcoming the guest



Speaker addressing the students



Speaker along with faculties



Speaker along with students