



**MANIPAL UNIVERSITY  
JAIPUR**

MUJ/Q&C/021/F/1.01

Event Report Format



**MANIPAL UNIVERSITY  
JAIPUR**

**Faculty of Management & Commerce**

**School of Business & Commerce**

**Department of Business Administration**

**INDUSTRY EXPERT LECTURE on**

**Challenges faced by an Organization**

**26<sup>th</sup> April 2022**



## 1. Introduction of the Event

Department of Business Administration and Department of Commerce organized an industry expert lecture on “Challenges faced by an organization and a way ahead” on 26<sup>th</sup> April 2022 from 11:00 AM – 01:00 PM.

## 2. Objective of the Event

The aim of this lecture was to discuss challenges faced by an organisation. The talk also focuses on how to overcome the challenges of the organisation.

## 3. Beneficiaries of the Event

This talk was organized for B. Com and BBA students’ batch 2021 - 2024 to make them aware about real time industry challenges.

## 4. Details of the Guests

Dr Kantaprasad Kodihal presently working as Training and Development Officer in Fleeca India Pvt. Ltd. He has completed his PhD in Automobile industry and trained nearly 2000+ candidates, 525 professionals, 205 Tyre Service Engineers, 246 HCV Drivers, 25 Tyre fitters, 14 Operation Executives & 35 professionals for soft skills in 2021.

## 5. Brief Description of the event

The session was started by the welcome speech given by Dr Jampala Maheshchandra Babu, Assistant Professor, Department of Business Administration for his interaction with first year BBA and BCom students. The session started with question-and-answer rounds about the Fleeca India Pvt. Ltd. and about the tyre management.

Dr Kanta Prasad covered the various topics about Flecca – company overview, organisation and its challenges, training and development – how Flecca does? challenges in training and ways to overcome. He started the interaction by providing the insights of Flecca Company from their mission, vision, and core values. He provided the historical background of the Flecca as it is the start-up company. He emphasised the services provided by the company over the years and talked about the USP products which they have developed. He emphasised about the Flecca organisational challenges and emphasised on the challenges faced as training and development officer. He focused on performance pressure, teamwork, importance of time management and impact of scepticism on employee development. He also focused on steps to act on underperforming employees and provided solutions at what stages the Flecca company takes ranging from pre training evaluation to certification courses. He explained about the different training types which organisation undergoes. He beautifully explained the importance of the Personal Vision in life and how it impacts the organisational vision. He motivated students to have Vision as it is one of the key building blocks of the dedication and commitment towards work. The session ended with great question and answer round with students. Students asked diversified questions ranging from Operations, Manpower Management to Finance. Dr Teena Shivnani proposed vote of thanks to Dr Kanta Prasad for great interaction and Dr Birajit Mohanty, Head, Business Administration and Dr Saurabh Sharma, Head, Commerce presented Momento to the guest. The session concluded with group photograph.



**SEMESTER IV**

<b>Course No.</b>	<b>Subject Code</b>	<b>Subject Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	BB2103	Business Communication	3	0	0	3

**6. Lecture Plan**

<b>Lec No</b>	<b>Topics</b>	<b>Session Outcome</b>	<b>Mode of Delivery</b>	<b>Corresponding CO</b>	<b>Mode of Assessing the Outcome</b>
1	Introduction of the course	To acquaint students about the course.	General Discussions		NA
2	Introduction about the communication – Its role, applications	To make understand about role, applications communication.	Lecture and Class Discussion	[2103.1]	In Class Assignments
3	How the communication process follows	Learn about the effectiveness of feedback in communication process, importance of the communication process.	Lecture and Activity.	[2103.1]	In Class Assignments Mid Term I End Term
4-5	Levels of Communication: Extra personal Communication, Intra Personal Communication, Inter Personal Communication, Organizational Communication. Mass Communication.	Understand the difference levels of communication and the advantages of communication.	Lecture Classroom and Discussions	[2103.2]	In Class Assignments Mid Term I End Term
6-7	Flow of Communication: Introduction, Downward Communication, Upward Communication, Lateral or Horizontal Communication, Diagonal Communication	Learn the importance of the flow of communication in organizational communication.	Lecture, Giving real time examples and class discussions.	[2103.2]	In Class Assignments Mid Term I End Term



8-9	Barriers of Communication: Intrapersonal Barriers Wrong Assumptions, Varied perceptions, Differing Backgrounds, Wrong Inferences, Impervious Categories, Categorical Thinking	Understand the basic concept of communication barriers and intra personal communication barriers.	Lecture and Class Discussion	[2103.4]	In Class Assignments Mid Term I End Term
10-11	Barriers of Communication: Intrapersonal Barriers Limited Vocabulary, Emotional Outburst, Communication Selectivity, Cultural Variations, Poor Listening Skills, Noise in the Channel	Understand the concepts of the interpersonal barriers of communication.	Lecture and Class Discussion	[2103.4]	In Class Assignments Mid Term I End Term
12-13	Organizational Barriers Too many Transfer Stations, Fear of Superiors, Negative Tendency, Use of Inappropriate Media, Information Overload	Understand the concepts of the organizational barriers of communication.	Lecture and Class Discussion	[2103.4]	In Class Assignments Mid Term I End Term
14-15	Introduction and definition of non – verbal communication. Different types of the Non – Verbal Communication Kinesics: Introduction and definition, Personal Appearance, Posture, Gesture, Facial Expression, Eye Contact	Understand the vital role of non-verbal communication.  Also learns how important the non – verbal communication for presentation skills.	Lecture Video and presentation	[2103.3]	In Class Assignments Mid Term I End Term
16-17	Introduction and definition of non – verbal communication. Different types of the Non – Verbal Communication Kinesics: Continued...	Understand the vital role of non-verbal communication.  Also learns how important the non – verbal communication for presentation skills.	Lecture Video and presentation	[2103.3]	In Class Assignments Mid Term I End Term
18	Another Type of Non – Verbal Communication: Proxemics: Introduction and definition: Intimate, Personal, Social, Public	Learn How space matters in effective communication.	Lecture and presentation	[2103.3]	In Class Assignments Mid Term I End Term



19-20	Another Type of Non – Verbal Communication: Paralinguistics: Quality, Volume, Pace/Rate, Pitch, Articulation, Pronunciation, Voice Modulation, Pauses Chronemics	Learn How speech and time management plays an important in presentation skills	Lecture and presentation	[2103.3]	In Class Assignments Mid Term I End Term
21-22	Introduction about the technical communication – Letter Writing	To make understand about importance, purpose of business letter writing and structure of business letter writing.	Lecture and Class Discussion	[2103.5]	In Class Assignments
23-24	Introduction to sales letter and job application letter	To explain the different functions and things to remember for writing sales letter and application letter	Lecture and Class Discussion	[2103.5]	In Class Assignments Mid Term End Term
25-26	Introduction to claim and adjustment letter writing	To explain the different functions and things to remember for writing sales letter and application letter	Lecture and Class Discussion	[2103.5]	In Class Assignments Mid Term I End Term
27-28	Introduction to interviews, objectives, types of interviews	Learn the importance of the flow of communication in organizational communication.	Lecture, Giving real time examples and class discussions.	[2103.6]	In Class Assignments Mid Term End Term
29-31	Introduction to group communication, Group discussions, types of group discussions	Learn the importance of group communication and importance of group discussion and type of group discussion	Lecture and Class Discussion	[2103.6]	In Class Assignments Mid Term End Term
32	Introduction to memo writing	Understand the basic concept	Lecture and Class	[2103.5]	In Class Assignments



		memo and its usage in business	Discussion and Practical		Mid Term End Term
33-34	Introduction to meetings, purpose of meetings, preparation to meetings	Understand to the meetings and purpose of meetings and process require for preparation of meetings	Lecture and Class Discussion	[2103.5]	In Class Assignments Mid Term End Term
35-36	Traits of a good Listener Dos and Don'ts of the Effective Listening	Learn what are the important things one should follow when presentation is delivered by speaker.	Lecture and General Discussion	[2103.3]	In Class Assignments Mid Term I End Term
37-38	Report Writing	Learn different techniques for report writing, things to remember the report writing	Lecture and General Discussion	[2103.5]	In Class Assignments Mid Term End Term
39	Recap				
40	Recap				

## 7. Photographs of the event





Interacting with B.com and BBA students



Sharing the knowledge about Flecca, challenges faced by organisation



## Vote of Thanks – by Dr Teena Shivnani





8. Brochure or creative of the event (insert in the document only)



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SCHOOL OF BUSINESS AND COMMERCE  
FACULTY OF MANAGEMENT AND COMMERCE  
*Guest Interaction with students*

**ORGANISES AN INDUSTRY EXPERT LECTURE ON**

**CHALLENGES FACED BY AN ORGANIZATION  
AND A WAY AHEAD**



**DR KANTAPRASAD KODIHAL**  
Training & Development Officer  
Fleeca India Pvt. Ltd

VENUE: ROOM NO: 121, 2AB ACADEMIC BUILDING  
TIME: 11:00 AM – 01:00 PM  
DATE: 26-04-2022

**Dr Birajit Mohanty**  
Head, Department of Business Administration

**Dr Saurabh Sharma**  
Head, Department of Commerce

Conveners:  
Dr Jampala Maheshchandra Babu, Business Administration  
Dr Tina Shivnani, Commerce



## 9. Schedule of the event (insert in the report)

The talk was conducted on 26<sup>th</sup> April from 11:00 – 01:00 PM.

## 10. Attendance of the Event :- Total attendee:- 60

Sr. No	Registration Number/Employee code	Name of Attendee	Name of Dept	E- Mail ID
1	210902039	ANIRUDH JAIN	Commerce	anirudh.210902039@muj.manipal.edu
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