

ALVAS COLLEGE MOODUBIDRI
ANNUAL REPORT OF THE MANAGEMENT FORUM
FOR THE YEAR 2016-17

Objective: To develop marketing skills and familiarize with the business environment.

The first session of the management forum of 2016-17 started on 23.07.2016. There were a total of 59 members in the forum. The session started with the coordinators giving a brief introduction about all the activities which were to be conducted in the academic year. An introduction about the ice breaker event was also given by Jeevan sir and the activity for the next week was decided. Later elections were held and Sujan and Chris were elected as secretary and joint secretary respectively. The next session was on 30.07.2016. Seven teams were made and these seven teams had to conduct the activities that were planned according to their turn. Our coordinators decided that the first activity would be ice breakers on the theme 'Dream vs. Reality', where the students had to introduce themselves in an innovative manner. On 13.08.2016 the third session that is the ice breakers were performed by the groups. Every member participated and completed the task assigned. The activity for the next week was decided and that was product launch. On 20.08.2016 the fourth session was held and the teams re launched already existing products with newer features. All the teams had participated and completed the given task. On 27.08.2016 a guest lecture for the students of both commerce and management forum was organised in the commerce seminar hall. The resource person was Mr Jeevan Lawrence and the topic was 'Recent trends' in marketing with special reference to advertising. On 3.09.2016 our coordinator Ms Veena Monteiro gave an idea about actual product launch and how it should be presented. On 24.09.2016 a number of students from the management forum participated in different fests conducted in the college. On this day spot debate was conducted by Ms. Veena for the students present in the forum. The topic given was, 'Tradition vs. Modernisation'. On 1.10.2016 product launch was conducted. The teams launched their new and innovative products with creative features. The activity product redesigning was conducted on 8.10.2016. The teams redesigned certain existing products which made the product look more attractive. A marketing quiz was conducted on 15.10.2016. Questions regarding current marketing trends were asked. With

this the forum activities for the odd semester came to an end. On 17.12.2016 the first session for the even semester was conducted. The coordinators gave a brief of all the events which were to be conducted. On 24.12.2016 best out of waste was conducted. All the teams made optimum utilisation of all the limited resources provided. On 31.12.2016, forum coordinator Mr Jeevan Lawrence conducted Logo identification Quiz. On 7.01.2017 the final year HRD students conducted HRD games for the members of the management forum. On 21.01.2017, general quiz and 360* company profile was conducted. The students had to answer questions relating to different fields of a company's profile. On 28.01.2017, a brief discussion on event management was done. Forum coordinators guided the students regarding certain concepts of event management. On 4.02.2017, most of the students of management forum participated in the national level fest at St. Aloysius College, Mangalore. They also won many prizes and overall championship in the fest. On 11.02.2017, management fest was conducted in our college. The forum students were bold to observe all the management activities and get an idea of management fests. On 11.03.2017, stress interview was conducted by the second years under the guidance of the forum coordinators. The first years participated and they were guided on how to handle stress at times. On 18.03.2017, the first years conducted JAM and turncoat for the second years. On 25.03.2017 discussion about all the activities conducted and activities to be conducted in the next semester was done. Management forum has given a brief idea about how to perform in management fests and more importantly has given the members a familiarity with the business work.









