



JERUSALEM COLLEGE OF ENGINEERING AN AUTONOMOUS INSTITUTION

Approved by AICTE, New Delhi, Affiliated to Anna University Chennai,
Accredited by NBA, New Delhi and Accredited by NAAC with "A" Grade.
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DEPARTMENT OF MANAGEMENT STUDIES

WORKSHOP ON CAREER EDGE

28-04-2022



Department of Management Studies JCE, organised a workshop on 'Career Edge' on 28th April, 2021 for I year MBA students.

Mr. Venkatesh, Head Training and Placement, conducted the workshop giving student of the interview skills and job skills.

The session began with students, Ms. Meiyarasi M, I year MBA, addressing the gathering while Ms. Indirakumari, I year MBA, introduced the guest to the gathering.

Dr. S. Muthumani, HOD, MBA, welcomed the guest with a momentum.

The session was more informative on the marketing skills required by the students when they were explained of the steps in sales like Approach, Presentation, Solution, Decision Making and Referral leads.

It is the constant approach in a systematic way that will attract the customers and quick decision making skills to attain the solution to the problem at hand that makes the MBAs a great marketer. As it is the very important characteristic of an MBA to be able to sell the product/services, its a must to develop the skills.

Also the understanding on product life cycle, the knowledge over the product/work that we are involved in will be the underlying concept in providing the best possible solution to the customers' issues.



The interview skills like personality, approach towards the interviewer and the basic questions on finance for aspiring analyst were also introduced. The government's fund assistance for budding entrepreneurs were listed to motivate the students.

Activity:

The activity of Rabbit-Wall-Gun Game was conducted for students, grouping them into ten members of three teams. It was a wonderful game, where the students were supposed to guess the mindset of the opponent. This game was a real booster for the students, which helped them to know that they always have to be aware of the customer mindset only when the supply could actually meet the demands of the market. Not only the customer but also inside the organisation to enrich us with the internal knowledge.

Vote of thanks was delivered by Ms. Divya R, I year MBA followed by photo session with the guest.

