



RAJARAJESWARI COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi.
Affiliated to the Visvesvaraya Technological University, Belagavi



RAJARAJESWARI COLLEGE OF ENGINEERING

#14, Ramohalli Cross, Kumbalgodu Post, Mysore Road, Bangalore – 560 074.
Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi and Govt. Of Karnataka



ONE WEEK ORIENTATION PROGRAM OF MBA & MCA

Date: 14/02/2022 – 19/02/2022

Today's Resource Person

15/02/2022

Morning Session



Abhishek Kumar MBA(IIMC)
Marketing Manager
Apollo Spectra
Hospital



Dr. Pethuru Raj
Chief Architect
Reliance Jio Pvt Ltd

Afternoon Session



G.S. Bist
Assistant Director (Electronics)
MSME-Development Institute, Hyderabad

1.Type of Event:Orientation Program for 1st years.

2.Title on the Event : Emerging trends in Health care sector

3. Resource Persons : MrAbishek Kumar Mishra(Marketing Head)

Appollo Spectra Hospital, Banglore

4.Event Duration:15st Feb 2022.(10:30am-12:30pm)

5.Venue :Classroom at MBA dept (RRCE)

6. Invitation for : 1stYear MBA Students.

7. Target Participants :1stYear MBA Students.

8. Outcomes of the Program :

❖ **Student Gain knowledge and understood the following:**

➤ **How to startup industry with a concept off :**

• **Ongoing(collecting information)**

• **Positioning (where your product or service fits in the marketplace)**

• **Strategies.**

➤ **Enhance confidence in student for upcoming future.**

➤ **Motivated students to understand about different between “Sales And Marketing” (Sales – supplying products in the hands of the customers) (Marketing – supplying products in the minds of the customers).**

➤ **To know the importances of how to market, and adopting new strategies for every 3 months.**

➤ **It provides knowledge and information on understanding the reality on Health Care and Hospital Marketing. (Possibility are Endless).**

➤ **Shared his experience as he was started-up his career as a beginner.**

➤ **Motivates student with his enthusiastic examples of Dolo Manufacturing. Used marketing strategy like, relief from fever and pain provided by paracetamol 500mg was not adequate. Dolo – 650 was the answer to fill gap and this how it was launched in 1993.**

➤ **Advised on how to create problems and solve the problems. (pandemic creates more opportunities).**

Photo-Gallery



