



MADHA
Expertise | Empathy | Excellence
ENGINEERING COLLEGE

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

**NUMBER OF WORKSHOPS/ SEMINARS/ CONFERENCE / GUEST LECTURE / INCLUDING PROGRAMS
CONDUCTED ON RESEARCH METHODOLOGY, INTELLECTUAL PROPERTY RIGHTS (IPR) AND
ENTRENEURSHIP DURING THE LAST FIVE YEARS**

2023-2024

S.NO	NAME OF THE WORKSHOP / SEMINAR CONFERENCE / GUEST LECTURE/INDUSTRIAL VIST / WEBINAR	YEAR OF THE ACTIVITY	DATE	NUMBER OF PARTICIPANTS
1	PRODUCTIVITY AND SUSTAINABILITY	2023-24	28.12.2023	5
2	THE FUNDAMENTALS OF DIGITAL MARKETING	2023-24	03.04.2023	1

2022-2023

S.NO	NAME OF THE WORKSHOP / SEMINAR CONFERENCE / GUEST LECTURE/INDUSTRIAL VIST / WEBINAR	YEAR OF THE ACTIVITY	DATE	NUMBER OF PARTICIPANTS
1	THE FUNDAMENTALS OF DIGITAL MARKETING	2022-2023	30.03.2023	1
2	THE FUNDAMENTALS OF DIGITAL MARKETING	2022-2023	26.03.2023	1
3	THE FUNDAMENTALS OF DIGITAL MARKETING	2022-2023	23.03.2023	3
4	THE FUNDAMENTALS OF DIGITAL MARKETING	2022-2023	22.03.2023	3
5	ONLINE QUIZ OF INDIA –THE MOTHER OF DEMOCRACY	2022-2023	25.11.2022	1
6	DEVELOPMENT SOFT SKILL THAT INDUSTRY DEMANDS	2022-2023	30.07.2022	1
7	INCLUSIVE LEADER SHIP	2022-2023	29.06.2022	1



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

2020-2021

S.NO	NAME OF THE WORKSHOP / SEMINAR CONFERENCE / GUEST LECTURE/INDUSTRIAL VIST / WEBINAR	YEAR OF THE ACTIVITY	DATE	NUMBER OF PARTICIPANTS
1	ROLE OF ETHICS IN BUSINESS	2020-2021	09.09.2020	63
2	RECENT TRENDS IN OPERATION MANAGEMENT	2020-2021	04.03.2021	63

2019-2020

S.NO	NAME OF THE WORKSHOP / SEMINAR CONFERENCE / GUEST LECTURE/INDUSTRIAL VIST / WEBINAR	YEAR OF THE ACTIVITY	DATE	NUMBER OF PARTICIPANTS
1	EXCITING CHALLENGES AND OPPORTUNITIES IN HR	2019-2020	20.09.2019	36
2	CREATING A POSITIVE CUSTOMER EXPERIENCE	2019-2020	06.03.2020	36