

Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi and Recognized by Government of Karnataka, Programs accredited by NBA, New Delhi – **UG:** CV, ECE, EEE and ME (Validity up to June 2025), **UG:** CSE (Validity up to June 2026)

## Department of Master of Business Administration (MBA)

### A Report on “Orientation Session on Choosing Right Specialization”

**Overview:** The Orientation Session aimed to provide students with clear insights into the Business Analytics electives offered in the 3rd semester of the MBA program. It helped students make informed choices by explaining the scope, relevance, and practical applications of each subject. The session also highlighted the rising importance of data-driven decision-making and how Business Analytics serves as a strategic tool across industries.

#### I. Event Details

- \* **Orientation Session Title:** “Choosing Right Specialization”
- \* **Resource Person:** Dr. Chinnaiah P M – Assistant Professor, Department of Studies & Research in Management, & Director Scholarship Cell, Karnataka State Open University, Mysuru
- \* **Date:** 6<sup>th</sup> August 2025
- \* **Time:** 12:15 PM - 01:30 PM (Duration: 1:15 mins hour)
- \* **Venue:** -Department of MBA- Seminar Hall
- \* **Target Audience:** First Year, Second Semester MBA Students
- \* **Program Convener:** Dr. Oscar Abhishek, Associate Professor & Head, Department of MBA, ATMECE.
- \* **Introduction of Guest** – Ms. Lakshmi M R, Assistant Professor Department of MBA, ATMECE.





## II. Objectives of the Orientation Session

- To **provide clarity to students** on the scope, relevance, and career opportunities associated with different MBA specializations such as Marketing, Finance, Human Resource, and Business Analytics.
- To **guide students in making informed decisions** about choosing the right specialization or dual specialization based on their interests, skills, and career aspirations.
- To **emphasize the importance of essential skills** such as analytical ability, presentation, communication, and selling skills, which are critical for success across all specializations and professional roles.

## III. Key Highlights of the Session

Dr. Chinnaiah P. M. delivered a comprehensive and interactive talk on the importance of selecting the right specialization. The following aspects were emphasized during the session:

**Marketing Specialization:** Highlighted its relevance as the foundation for all career paths and specializations. Stressed that marketing knowledge and skills are indispensable in today's professional world. Covered the scope of marketing and the diverse areas it includes.

**Finance Specialization:** Explained the subjects students' study under finance and the analytical skills required to excel in this domain. Students were also engaged with questions about their knowledge of portfolio management, stock market participation, and whether they held Demat accounts or had purchased shares. The discussion further extended to the kinds of financial analysis companies undertake in finance-related roles.

**Human Resource (HR) Specialization:** Discussed the key areas HR covers and the essential skills and mindset required to pursue it effectively. The session also highlighted HR Analytics and its growing relevance in data-driven decision making within HR functions.

**Business Analytics Specialization:** Provided an overview of the scope of Business Analytics, stressing the minimum technical skills such as Excel proficiency and analytical abilities required for success in this field.





## Suggestions & Career Guidance

The resource person further suggested the following to the students:

- For **dual specialization**, Marketing should be taken as a base, coupled with HR or Finance.
- Business Analytics can be pursued only if students have strong analytical and mathematical abilities.
- Developing presentation and selling skills is crucial, as they are relevant across all professions including Finance, HR, and Business Analytics.
- Better job opportunities are available in Marketing and Finance, followed by HR, while Business Analytics is becoming highly essential for future career prospects.

The session concluded with an interactive Q&A, where students actively participated, clarifying their queries regarding specialization choices and career paths. The program ended with a formal Vote of Thanks proposed by Dr. Oscar Abhishek, Associate Professor & Head, Department of MBA, ATMECE.

## IV. Outcome

- Students gained a clear understanding of the scope, curriculum, and career opportunities across different MBA specializations including Marketing, Finance, HR, and Business Analytics.
- The session provided better clarity to students in choosing a specialization suitable for their abilities and interests.
- They were able to relate their own skills, interests, and abilities to suitable specialization choices.
- The interactive nature of the session, especially the questions, enabled students to connect theory with practical industry applications.



Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi and Recognized by Government of Karnataka, Programs accredited by NBA, New Delhi – **UG:** CV, ECE, EEE and ME (Validity up to June 2025), **UG:** CSE (Validity up to June 2026)

## V. Conclusion

The orientation session on “*Choosing Right Specialization*” was highly informative, practical, and engaging. It successfully guided the MBA students in understanding the opportunities and skill requirements associated with various specializations. The suggestions and insights shared by the resource person will help students make well-informed decisions in their academic and career pursuits. The active participation of students in the Q&A session reflected the relevance and effectiveness of the program.

