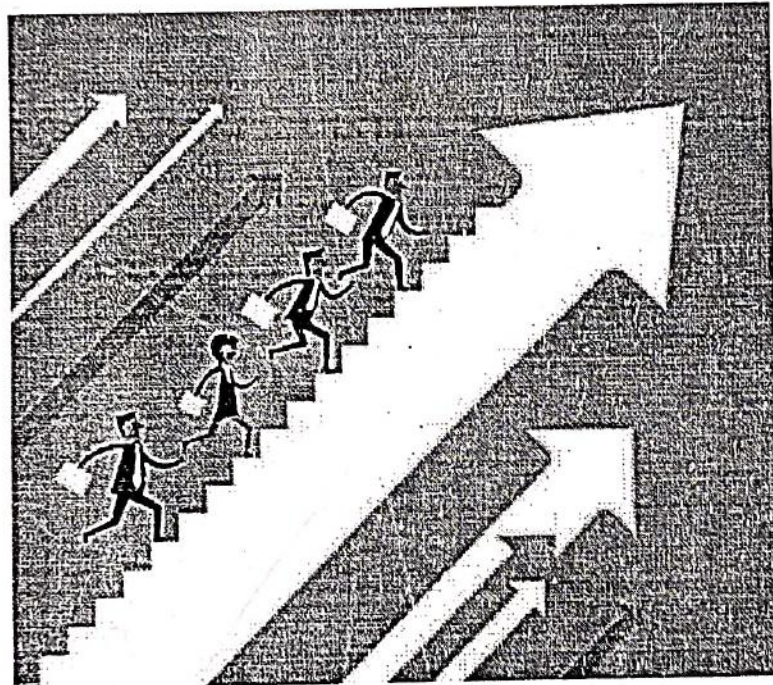




**MADANAPALLE INSTITUTE OF TECHNOLOGY
& SCIENCE, MADANAPALLE
(UGC Autonomous)
DEPARTMENT OF MANAGEMENT STUDIES**



**Guest Lecture
on
CAREER PLANNING**



Date: 28th August 2017 Time: 11:00 AM

Organized By: MBA Department

Venue: West Block, Bill Gates Hall, MITS

Name of the Resource Person: Mr. Naga Raja A

Designation of Resource Person: Management Trainee

Organization of Resource Person: Moovingneedle, Bangalore

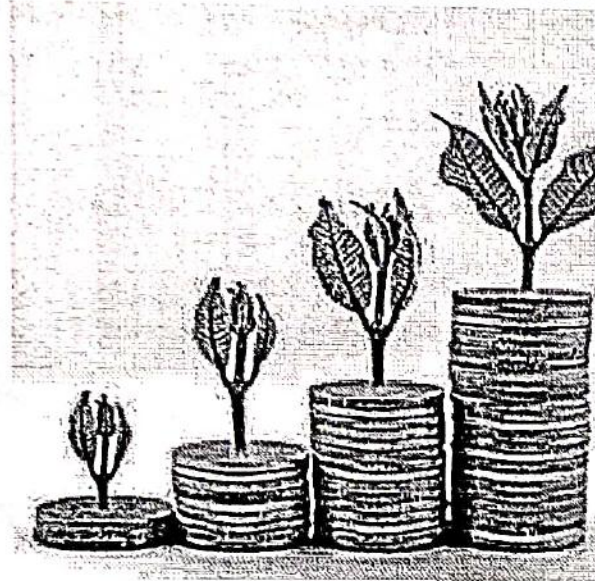
Faculty Coordinator: Dr. Mujahed Ali, Assistant Professor, Department of Management Studies



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DEPARTMENT OF MANAGEMENT STUDIES**



**Guest Lecture
on
FINANCIAL INVESTMENTS**



Date: 30th September 2017 Time: 11:00 AM

Organized By: MBA Department

Venue: West Block, Koutilya Hall, MITS

Name of the Resource Person: Mr. K. Jagadeeshwar Reddy

Designation of Resource Person: Relationship Officer

Organization of Resource Person: Kotak Mahindra Bank Ltd, Bangalore

Faculty Coordinator: Dr. Mujahed Ali, Assistant Professor, Department of Management Studies



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DEPARTMENT OF MANAGEMENT STUDIES**



Guest Lecture on DIGITAL MARKETING



Date: 20th November 2017 Time: 10:00 AM

Organized By: MBA Department

Venue: West Block, C.K. Prahalad Hall, MITS

Name of the Resource Person: Mr. S. Muni Prasad

Designation of Resource Person: Assistant Sales Manager

Organization of Resource Person: Colgate Palmolive, Bangalore

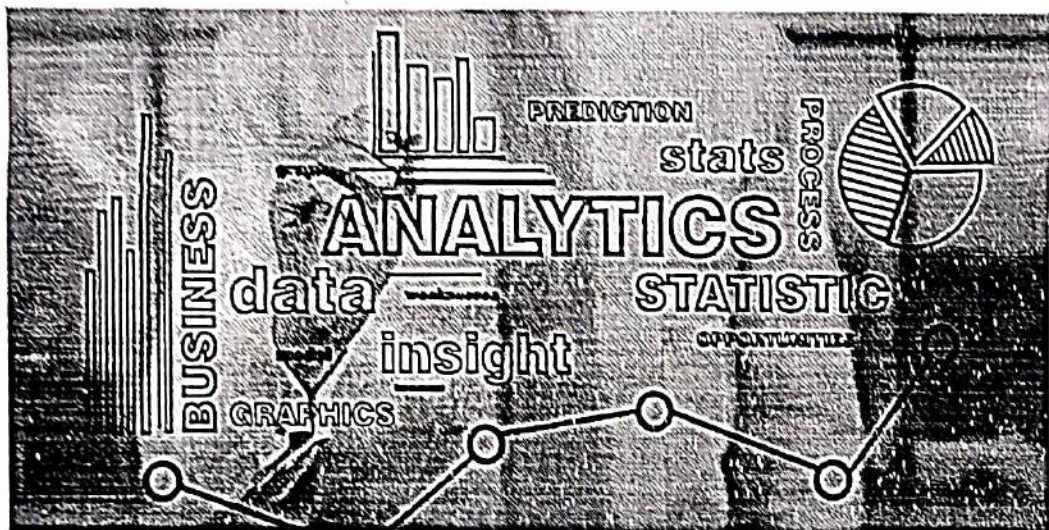
Faculty Coordinator: Dr. Shaik Ahmed Basha, Assistant Professor, Department of Management Studies



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DEPARTMENT OF MANAGEMENT STUDIES



Guest Lecture on BUSINESS ANALYTICS



Date: 17th February 2018 Time: 11:00 AM

Organized By: MBA Department

Venue: West Block, Koutilya Hall, MITS

Name of the Resource Person: Mr. Reddy Sekhar

Designation of Resource Person: Data Analyst

Organization of Resource Person: IBM, Bangalore

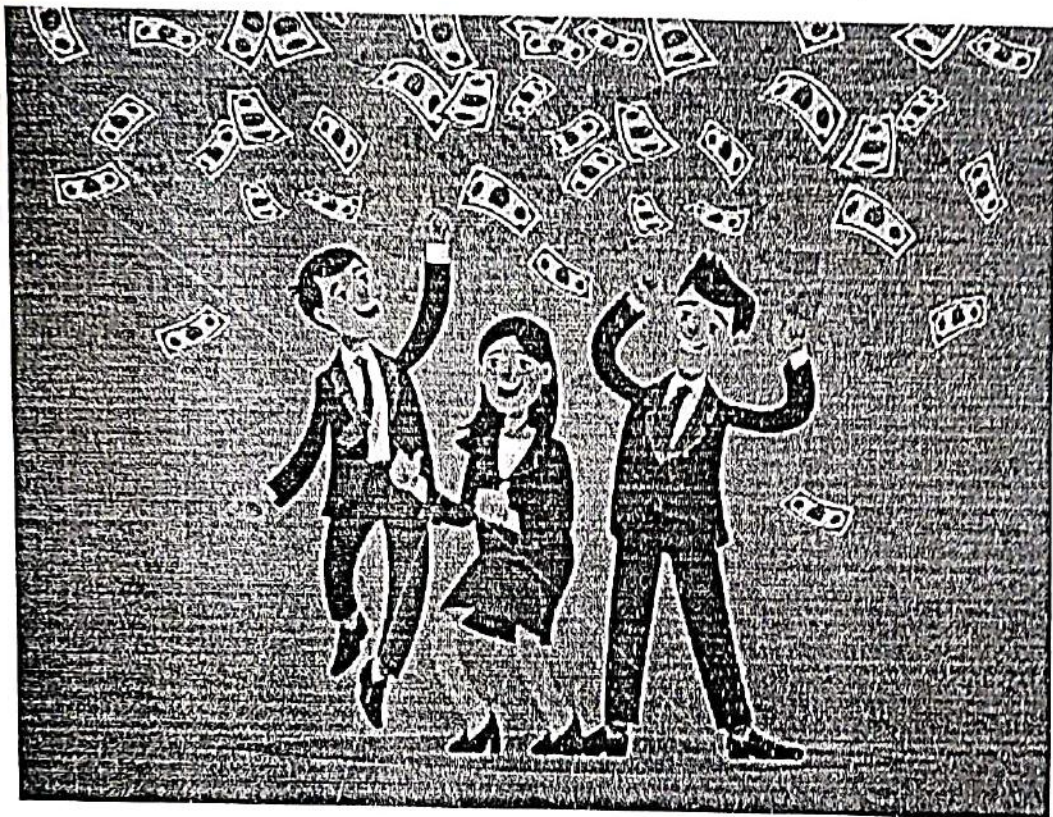
Faculty Coordinator: Dr. Mohd Mujahed Ali, Assistant Professor, Department of Management Studies



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DEPARTMENT OF MANAGEMENT STUDIES**



**Guest Lecture
on
DEBT CAPITAL MARKETS**



Date: 6th April 2018 Time: 10:00 AM

Organized By: MBA Department

Venue: West Block, C.K. Prahalad Hall, MITS

Name of the Resource Person: Mr. Uday Kumar

Designation of Resource Person: Financial Advisor

Organization of Resource Person: Kotak Financial Services, Hyderabad

Faculty Coordinator: Dr. G. Somasekhar, Assistant Professor, Department of Management Studies

ITS

Report
Interaction on “Trends Shaping the Payments Industry: From Payment
Cards to Mobile Payments”

by
Mr. M. Gunasekhar
2nd May 2018

Submitted by:

Dr. Mujahed Ali, Associate Professor, MBA Department

Resource Person: Mr. M. Gunasekhar, Acquisition Manager, IndusInd Bank, Bangalore

Students Attended:IMBA II Semester Section A (32)

The guest lecture started by 11.00 AM, The session was inaugurated by Dr. D. Pradeep Kumar – HOD MITS, Madanapalle. In the opening remarks he said, “Every management student must aware the trends and know the importance of various types in payment industry”.

The participants of MBA students had with them Mr. M. Gunasekhar., Financial Advisor, KARVY FINANCIAL SERVICES, Hyderabad to interact on the trending topic “Trends shaping the payments industry: From payment-cards to mobile payments.”

Mr. M. Gunasekhar began by talking about the scope in the field of digital payments by substantiating it with statistical figures. Only 4% of the transactions presently are digital that creates a lot of scope. India is the 9th largest market in the world. Government’s smart city vision, growth in fintech and the change in consumer behavior due to growth of economy and increased penetration and usage of Debit Cards are all signaling towards an increase of users in digital payments.

But in reality, the payment landscape is dynamic and confusing. Mr. M. Gunasekhar talked about the traditional four party model consisting of a chain of Cardholder, Merchant, Acquirer, Network and Issuer which has now been transformed with the insertion of new players like mPOS Providers, Gateways, PSPs, Platforms etc. Digital leaders like Google, Apple, Samsung are expanding into payments and inserting themselves across the ecosystem.

Further, he talked about the trends that are taking place which consisted of evolution, expansion and enablement. Under evolution, he talked about e-commerce shifting to smart phones, introduction of contactless payments and push payments on mobile. It is predicted that by 2019, there will be 651mn smartphones in India. Digital commerce will grow as the growth drivers