

## **MANAGEMENT DAY CELEBRATION AT GLOBAL BUSINESS SCHOOL, HUBLI ON 23/02/2013 AT GBS CAMPUS.**

Global Business School organized Management day at its premises. AIMS observes 21st February every year as the management day.

Global Business School or GBS as it is been more popularly known in these parts of the state is an affiliated institute of Karnatak University, Dharwad and approved by AICTE, New Delhi offering two year full time MBA program. The twin city campus is known for its learner centric delivery of quality education to mould students and make them 'industry ready' and create leaders of tomorrow.

GBS has made management day celebration its yearly activity since 2008. On this occasion, a special lecture is organized taking up the management related areas and issues. This year we had eminent personalities, Dr. Sanjeev Kulkarni from and Air Commodore C.S Havaladar who shed light on the various aspects of management in their respective fields.

Dr. Sanjeev Kulkarni, is a famous Gynecologist and heads the 'Tavargeri Nursing Home', He has about two decades of experience and also has deep interest towards child development and environmental health.

Shri. C S Havaladar has served the Indian Air Force for 37 long years and commanded the Airforce stations at Avadi, Chennai and is the recipient of Vishisht Seva Medal by the President of India in 2007.

Dr. Sanjeev Kulkarni addressed the gathering largely on the doctor-patient relationship, and began by explaining the

evolution of the health care industry, how it all began with the homemade medicine and then continuing towards the concept of 'Dawa-kana` from the Mogul era to the concept of Allopathic medicine introduced by the British Government ruling era. It continued and resulted in Clinics and MBBS doctors. Today the whole medicine and doctor notion is surfaced into an Industry – 'Health Care Industry'.



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Dr. Sanjeev Kulkarni explained as to how the growth continued in the health care industry resulting in doctors are not just being specialist but the emergence of super-specialist, and the simple 'dawa khana' being transformed into multi specialty hospitals, teaching hospitals and the latest being the corporate hospitals.

He shed some light on the Bio-medical waste management, the significance of solid/liquid waste management, the usage of incinerator and the downfall of the usage of incinerator the contamination of the environment caused due to the release of Dioxin.

Dr. Kulkarni cited various examples over the 'sensitivity' issue in the doctor-parent relationship, and discussed in length of how important in today's time is to be sensitive to the needs of the patient. The patients today are more aware of their diseases and tests involved due to the easy grasp of the internet, therefore the doctors also need to manage the expectations of the patients. Dr. Sanjeev Kulkarni cited the poem by German poet Bertolt Brecht, poem – 'A worker's speech to a doctor', bringing forth the point as to how sensitive today's doctor need to be to the complexities involved in dealing with patients. And the sensitivity is not just limited to the patient but also very essential towards the patients relatives, who are also significant in the relationship management between a doctor and patient.

Air Commodore, Shri C S Havaldhar in his lecture spoke on the management in Indian Air Force, Shri Havaldhar began with the mission and motto of the Indian Air force and articulated that the armed forces are not maintained to wage war but the sole objective is to deter the war. He also enlightened the students as to the national strategy, national defense strategy and the role of IAF in peace time as well as war time.

He also briefed the audience about the strategy to using of air power and the organization structure of the IAF. Lastly he also informed as to the options of entering into armed forces and the attributes required in today's youth, such as innate leadership skills, communication skills, group dynamics, etc.

Dr. Ramakant Kulkarni, the Director in his presidential remarks expressed the applicability of both the lectures in the management, linking the sensitivity issue in the doctor-parent relationship to the consumer behavior and the lecture of C.S Havaldhar to the Business strategy. The program was attended by all staff and students of the Global Business School, Hubli. Dr. R. R Kulkarni welcomed the gathering, Dr. Manik, Faculty and the Management day program co-coordinator proposed the vote of thanks.

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Director, Global Business School-Hubli



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