

**BHATARI VIDYAPEETH (DEEMED TO BE) UNIVERSITY**  
**COLLEGE OF ENGINEERING, PUNE**  
**DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION ENGINEERING**  
**REPORT ON GUEST LECTURE " Career Opportunities in Product Based MNCs "**

DATE- 19/01/2019

The department of E&TC organized Guest Lecture on " Career Opportunities in Product Based MNCs" for students of sem VI & sem IV. Dr. Gowdara Pandu was the resource person who conducted the Guest Lecture. Dr. Gowdara Pandu works in as a Chief Advisor on NFC Cashless Solutions (Education), AtomX Corporation Pvt. Limited, Hadapsar. Pune.

The aim of this lecture is Career Opportunities in Product Based MNCs and also management committee in building a global Institution. The lecture is focuses on the Creativity & Innovation, Soft Skills essential for Employ ability & Personal Growth, understanding best career opportunities and synchronizing with industry expectations.



A multinational corporation (MNC) has facilities and other assets in at least one country other than its home country. Such companies have offices and/or factories in different countries and usually have a centralized head office where they coordinate global management. Very large multinationals have budgets that exceed those of many small countries. Multinational corporations are sometimes referred to as transnational, international or stateless corporations.

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### Product Based Companies:

These companies constantly focus on the development of new products so as to fulfill the customer needs with higher ease and create a better sense of satisfaction among their target audience.

1. Work is majorly based on new developments so as to address and eventually solve the issues, making tasks simpler for the targeted audience
2. Hiring at such companies is primarily based on the skill sets and the expertise over new technologies
3. Salary hikes are generally very progressive. And a decent number of developers working in this industry reach double figure salaries within just a couple of years of experience

Depends on whether you are looking at product companies in India which are actually worldwide product companies like Microsoft, Google, Oracle, SAP have development centers or research centers in India. In case you are asking pure Indian IT product based software companies

There are major two reasons

- As I said before, product based companies look out for skilled candidates who hold an experience working over the technologies. But in case of freshers, they have no way to judge the competency of a candidate.
- Moreover, product based IT companies usually do not prefer to hire freshers unless the candidates has exceptional expertise over the skills. You can easily prove your competency through the projects you have worked upon and get hired.

There are four categories of multinationals that exist. They include:

- A decentralized corporation with a strong presence in its home country
- A global, centralized corporation that acquires cost advantage where cheap resources are available
- A global company that builds on the parent corporation's R&D
- A transnational enterprise that uses all three categories

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there are some of the parameters that are being used, are given below:

- Use keyword analysis tools to check the top Google keywords of companies
- Readout Clutch, Goodfirms & Glassdoor reviews to check clients credibility
- Read client reviews about companies on different platforms
- Do contact with the company's customers to check client satisfaction
- Check out their company's portfolios and past work history



Corporations tend to establish operations in markets where their capital is most efficient or wages are lowest. By producing the same quality of goods at lower costs, multinationals reduce prices and increase the purchasing power of consumers worldwide. Establishing operations in many different countries, a multinational is able to take advantage of tax variations by putting in its business officially in a nation where the tax rate is low — even if its operations are conducted elsewhere. The other benefits include spurring job growth in the local economies.