



Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell

Report of the Event Conducted

Department: BBA

Date of Report: 11/06/2025

Sl. No.	Particulars	Event related Details			
1.	Event*	Orientation on Specialization for 4 th Semester BBA Students			
2.	Title of the Event	Orientation on Specialization for 4 th Semester BBA Students			
3.	Date of Conduction	10/06/2025	4.	Time 10:00 AM	
5.	Venue	Room no. 201 & 202, Building No.13, Business Block			
6.	Resource Person 1 Details (Profile to be enclosed)	Name: Internal Faculty Designation: Asst Professor Mobile No.	Organization: Dept of BBA/B.Com Specialization: Fi nance, HR & Marketing Email ID		
7.	Topics Covered	Introduction, Core areas of Finance, HR and Marketing, Career paths, Certification courses and job opportunities.			
8.	Resource Person 2 Details (Profile to be enclosed)	Name NA Designation Mobile No.	Organization Specialization Email ID		
9.	Topics Covered	NA			
10.	No. Faculty Participants	Internal: 02		External: NA	
11.	No. Student Participants	Internal: 138		External: NA	
12.	Faculty Coordinator/s	Full Name: Prof.Ashwini Basavaraju Department: BBA/B.Com Designation : Assistant Professor			
13.	Student Coordinator/s	Full Name: Juhi Jain and Bindu Department: BBA Designation: Student			
14.	Total Expenditure	NA	15.	Sponsors and Amount (if any)	NA
16.	Agenda of the Event	NA	17.	Provide the link of the report uploaded on College Website	NA
18.	Social Media Links	NA	19.	Report sent to Newspapers? If yes, provide cuttings/images:	NA
20.	Certificates Printed? (Attach a copy**)	NA	21.	Feedback Collected? (Attach a copy**)	Yes
22.	Attendance Sheet Attached?	Attached	23.	Photographs of the Event	Attache d
24.	Summary of the Event	The event was organized for students of IV Semester BBA for creating awareness with regards to different specialisation offered in the college. The orientation highlighted the core areas in finance, HR and Marketing, various career paths, different certification programs, and also outlines strong job market growth in the finance, HR and marketing sector and offers guidance on resume building, internships and strategic career planning to prepare students for successful careers.			

Ashwini
Event Coordinator

A. Guad
11/06/25
IQAC Coordinator

Babu
Principal

The photos of the orientation program:





DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE



(Affiliated to Bangalore University and Recognized by Government of Karnataka)

Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru 560111

DEPARTMENT OF MANAGEMENT (BBA-BU)

ORIENTATION ON SPECIALIZATION

FOR 4TH SEM BBA

ALL ARE
WELCOME



2025
JUNE 10
10:00 AM



BUILDING NO. 13
DSCASC

Prof. Rekha M P
HOD - BBA

Dr. Gurunath R
IQAC Coordinator

Dr. Balu L
Principal

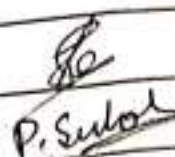
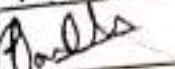
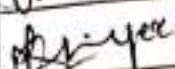
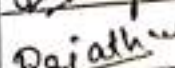
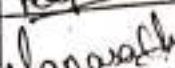
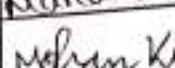
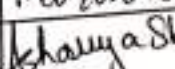
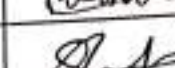
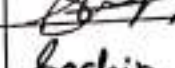
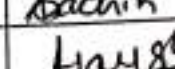
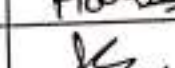
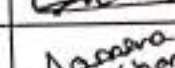
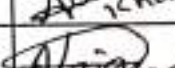
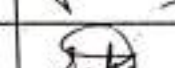
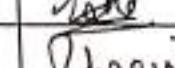
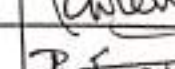
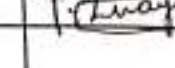
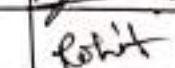
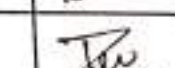
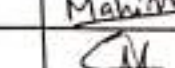
DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

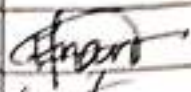
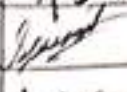
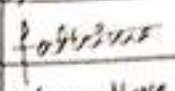
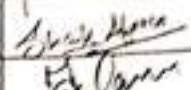
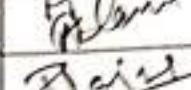
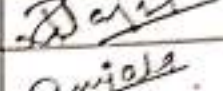
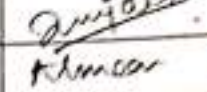
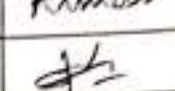
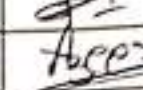
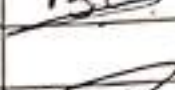
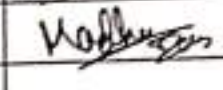
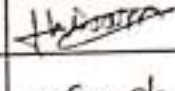
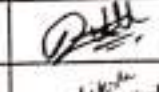
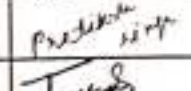
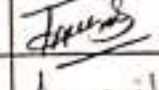
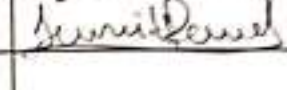
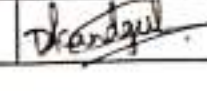
DEPARTMENT OF BBA/B.COM

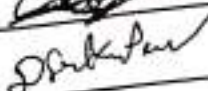
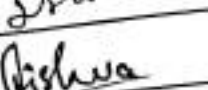
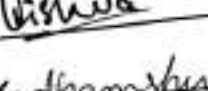
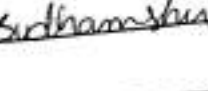
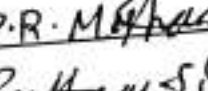
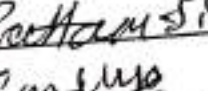
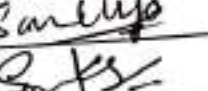
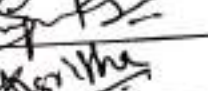
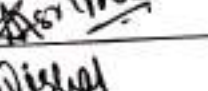
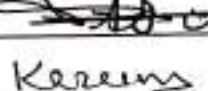
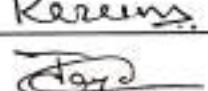
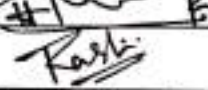
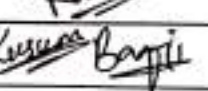
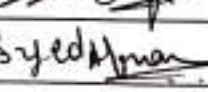
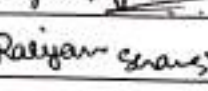
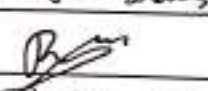
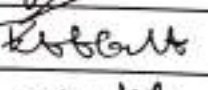
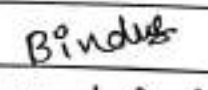
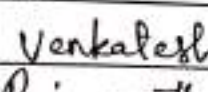
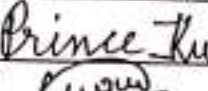
Attendance of Orientation on Specialisation conducted on 10th June 2025

IV SEMESTER BBA - SEC A, B & C

Sl.No.	Register No.	Name of the Student	Signature
1	U03C1123M0061	RUDRANSH SHARMA	Rudransh Sharma
2	U03CJ21M0100	JAHNAVI H	Jahnavi H
3	U03CJ21M0112	ABHAY ATHREYA PRASAD	Abhay A
4	U03CJ22M0098	MOHAMMED UZAIL PARVEEZ	
5	U03CJ22M0169	SHASHANK REDDY S	
6	U03CJ23M0001	AKSHAY S HINDI	Akshay
7	U03CJ23M0002	SUPRITH S GOWDA	Suprith S Gowda
8	U03CJ23M0003	SMITHA N	Smitha
9	U03CJ23M0005	S RAVI KIRAN	S Ravi
10	U03CJ23M0006	N K PRANEETH KESHAV CHOWDHARY	
11	U03CJ23M0008	TARUN R N	Tarun R N
12	U03CJ23M0009	HARSHITA S	Harsh
13	U03CJ23M0010	AMOGH J	Amogh
14	U03CJ23M0011	PRANAM BASAYYA MATH	Pranam
15	U03CJ23M0012	PRIYA	Priya
16	U03CJ23M0013	S R NIKSHEP	S R Nikshep
17	U03CJ23M0014	HARSHITHA S	Harshitha
18	U03CJ23M0015	S VINAYA	S Vinaya
19	U03CJ23M0016	MONUSHREE.M	Monushree M
20	U03CJ23M0017	AKASH.K	Akash K
21	U03CJ23M0018	ABHISHEK S	Abhishek
22	U03CJ23M0019	SHOBHITH M VEDHAANTHA	Shobhith
23	U03CJ23M0020	D. MANOJ	Manoj D
24	U03CJ23M0021	VANYA SHREE	Vanyashree
25	U03CJ23M0022	SAGAR . M	Sagar M

Sl.No.	Register No.	Name of the Student	
26	U03CJ23M0023	NIKHIL R HONNAL	
27	U03CJ23M0024	SHASHANK R	
28	U03CJ23M0025	SULOCHANA P	
29	U03CJ23M0026	HARIHARAN A U	
30	U03CJ23M0027	CHINMAYEE	
31	U03CJ23M0028	RAJATH V	
32	U03CJ23M0029	MANASA CHAVAN A	
33	U03CJ23M0030	MOHAN KUMAR. K	
34	U03CJ23M0031	BHAVYA SHREE P	
35	U03CJ23M0032	UJJWAL D	
36	U03CJ23M0033	RISHIKA JAIN G R	
37	U03CJ23M0034	MOHAMMED SUFIYAAN	
38	U03CJ23M0035	SACHIN KUMAR	
39	U03CJ23M0036	HARSH KUMAR	
40	U03CJ23M0037	AKASH MAHADIK	
41	U03CJ23M0038	A MANISH CHANDRA	
42	U03CJ23M0039	AAMENA KHAN	
43	U03CJ23M0040	VIGNAN BANNELA	
44	U03CJ23M0041	JUHI JAIN	
45	U03CJ23M0042	ESHA KHAN	
46	U03CJ23M0043	LIMBASIYA SHRENIL NITESHBHAI	
47	U03CJ23M0044	P ENAYATHULLA	
48	U03CJ23M0046	KURAWARWALA ALIASGAR ABBASALI	
49	U03CJ23M0047	AZHAR ALI BAIG	
50	U03CJ23M0048	ROHIT JAISWAL	
51	U03CJ23M0049	DEV VELJI CHAMBARIYA	
52	U03CJ23M0050	B KUSHAL	
53	U03CJ23M0051	S MAHIMA	
54	U03CJ23M0052	MOHAMMED MAAZ	

Register No.	Name of the Student	Signature
U03CJ23M0053	ZAYED KASIM	
U03CJ23M0054	AFNAN PASHA	
U03CJ23M0056	SOUMIL SHRIVASTAVA	
U03CJ23M0058	FATHIMA ZOHARA	
U03CJ23M0059	SHAIK AFREEN	
U03CJ23M0060	TOHEED ASLAM	
U03CJ23M0061	PRATHEEKSHA	
U03CJ23M0062	NIRJALA MAHARJAN	
U03CJ23M0063	ARMAAN	
U03CJ23M0065	TAYYAB ASLAM	
U03CJ23M0066	MOHAMMED MUJTABA AZEEZ	
U03CJ23M0067	HARSH SINGH	
U03CJ23M0068	DHIRAJ PATEL	
U03CJ23M0069	MUKUL PHOGAT	
U03CJ23M0070	MANISH NATH P	
U03CJ23M0071	MADHUSMITA DAS	
U03CJ23M0072	PRACHI JHA	
U03CJ23M0073	SHIVAM DAS	
U03CJ23M0074	BEEDUPALLI GANESH	
U03CJ23M0075	R MOHAMMED MOIZ	
U03CJ23M0076	SREEARJITH M	
U03CJ23M0077	PRATIKSHA SINGH	
U03CJ23M0078	TIKAM RAM	
U03CJ23M0079	SUMIT KUMAR RAWAL	
U03CJ23M0080	NIKITA DAS BRAHMA	
U03CJ23M0081	GANESH KOLI	
U03CJ23M0082	KUNAL DASHI	
U03CJ23M0083	AKASH PADYA	
U03CJ23M0084	DIKSHA	

Sl.No.	Register No.	Name of the Student	Signature
84	U03CJ23M0085	NEELESH KUMAR V	
85	U03CJ23M0086	ZUMRA S	
86	U03CJ23M0087	SUKESITHA K	
87	U03CJ23M0088	DENDUKURI SRIKAR PRANAV	
88	U03CJ23M0089	M VISHVA	
89	U03CJ23M0090	SUDHAMSHU K	
90	U03CJ23M0091	A JAYA KRISHNA	
91	U03CJ23M0093	P R MEGHANA	
92	U03CJ23M0094	PRATHAM S MODI	
93	U03CJ23M0095	SANKHYA S TALANKI	
94	U03CJ23M0096	SANJANA K S	
95	U03CJ23M0097	SRI ASRITHA	
96	U03CJ23M0098	SHANKARI VISHAL REDDY	
97	U03CJ23M0099	JASWANTH. V	
98	U03CJ23M0100	RAJEEV RATHOD	
99	U03CJ23M0101	MOHAMMED KAZEEM MIRZA	
100	U03CJ23M0103	JAYAPRAKASH THIMMARAYAN	
101	U03CJ23M0104	MANOJ KUMAR R C H	
102	U03CJ23M0105	RASHI D D	
103	U03CJ23M0106	KUSUM BAGRI	
104	U03CJ23M0107	SYED AFNANULLA	
105	U03CJ23M0108	RAIYAN SHAMSI	
106	U03CJ23M0109	GUTTUR MOHAMMED RAYAN KHAN	
107	U03CJ23M0110	PRAAGNA M SARGUR	
108	U03CJ23M0111	BINDUSHREE U	
109	U03CJ23M0112	VENKATESH R	
110	U03CJ23M0113	PRINCE KUMAR	
111	U03CJ23M0114	GURUPREETHI G K	
112	U03CJ23M0115	RAHUL R	

Register No.	Name of the Student	Signature
U03CJ23M0117	SYED MOIN HASSAN	Syed Moin
U03CJ23M0118	JEMIMAH AYMEN	Jemimah Aymen
U03CJ23M0119	GAUTAM KUMAR SINGH	Gautam
U03CJ23M0120	RANJEET KUMAR	Ranjeet
U03CJ23M0121	ANUSHA M TANGA	Anusha
U03CJ23M0122	NANDINI KAMAT	Nandini
U03CJ23M0123	SWAYAM KOTHARI	Swayam
U03CJ23M0124	RAJWARDHAN	
U03CJ23M0125	PATEL JAY HITENBHAI	
U03CJ23M0126	A PRANAY	Pranay
U03CJ23M0127	NASER ZIHAN C K	Naser
U03CJ23M0128	AUGUSTIN CHRISTOPHER E	Augustin
U03CJ23M0129	DIVIN KAVERAMMA M P	Divin
U03CJ23M0130	LAVISH V JAIN	Lavish
U03CJ23M0131	SANJANA BHAT	Sanjana
U03CJ23M0132	POLEM BRAVO SINGH	Polem Bravo
U03CJ23M0134	VISHNUPRABHU E	Vishnu
U03CJ23M0135	S DEEKSHITHA	Deeksha
U03CJ23M0137	TEJASWINI N	Tejaswini
U03CJ23M0138	KRISH SHAH	Krish
U03CJ23M0139	K M DHEERAJ	K M Dheeraj
U03CJ23M0140	NIRIKSHA P SHETTY	Niriksha
U03CJ23M0142	DHRUTHI R M	Dhruthi
U03CJ23M0143	P MAHITHA	P. Mahitha
U03CJ23M0144	HITESH D	Hitesh
U03CJ23M0145	NAVEEN N	Naveen
U03CJ23M0147	AVILIGONDA NIKHIL	Nikhil
U03CJ23M0149	DAMRESH B	Damresh
U03CJ23M0151	SYED KASHIFULLA	Syed Kashif

Sl.No.	Register No.	Name of the Student	Signature
142	U03CJ23M0152	KAMSALI RAMAKRISHNACHARI GARI SREEHARI	
143	U03CJ23M0153	G VARSHA	Varsha
144	U03CJ23M0155	SHRIKANTH PATIL	Shrikant
145	U03CJ23M0156	SHAKTI BALAJI	shakti
146	U03CJ23M0157	DISHANTH.N.D	Dishanth.N.D
147	U03CJ23M0159	V NAGENDRA	Nagendra.V.
148	U03CJ23M0160	M C YASHWANTH RAJ	
149	U03CJ23M0161	G S BHARATH KUMAR	Bharath K
150	U03CJ23M0162	NANDA KISHORE V	Nandkishore
151	U03CJ23M0163	ADITHYA	
152	U03CJ23M0164	VISHAL GOWDA M	Vishal
153	U03CJ23M0165	GURUDEEP K K	Gurudeep
154	U03CJ23M0166	RAJAN KUMAR	
155	U03CJ23M0168	PRAJWAL K	
156	U03CJ23M0169	SAYOOJ SHAJUMON	Sayooj
157	U03CJ23M0170	SHAHID PASHA	Shahid
158	U03CJ23M0171	BHAVANI SINGH	Bhavani S
159	U03CJ23M0173	KANISHA PATEL	Kanisha
160	U03CJ23M0175	CHETHAN.B	Chethan
161	U03CJ23M0176	SAMPREET SANTOSHKUMAR YELLAPURKAR	
162	U03CJ23M0177	JOSHUA FRANKLIN C	Joshua
163	U03CJ23M0178	R DIMPAL YADAV	Dimpal Yadav
164	U03CJ23M0179	S CHITHRA	Chithra
165	U03CJ23M0181	M THARUN RAKSHITH	Tharun
166	U03CJ23M0182	VAIBHAV YADAV	

Report on orientation Program for Specialization
Subjects - BBA 3rd year.

Name of Student - Vignan Bannela

Date - 10th June 2025

Time - 10:00 AM onwards

Venue - Room No. 201, DSCASC Campus

An orientation program for the 3rd year BBA students was held on 10th June 2025 at 10:00 AM in Room No. 201 of DSCASC. The purpose of the orientation was to provide students with in-depth understanding of the specialization subjects available for their final academic year, along with important updates regarding placement opportunities and career readiness support.

The key highlights of the orientation was the introduction of three specialization combination offered for the academic year 2025-2026.

- 1) Finance and Human Resource (HR).
- 2) Human Resource and Marketing.
- 3) Marketing and Finance.

Each specialization was explained in detail by respective subject faculty members. The Finance stream overview included topics

like investment analysis, financial planning, risk management and corporate finance. The HR stream discussed employee relations, talent acquisition, training and development and organizational behaviour. The Marketing stream covered brand building, digital marketing, consumer behaviour and advertising strategies. The interdisciplinary nature of each combination was emphasized, giving students a broader scope for employment and future studies.

Following the academic briefings, a special segment on placements briefings was conducted by the Placement officer. Students were informed about the college's active collaborations with reputed companies in sectors like IT, banking, FMCG, retail and consulting. Key recruiters from previous years included Infosys, Deloitte, HDFC Bank, Wipro, ICICI Prudential, and TCS. The Placement briefing also covered:

- 1) Resume-building workshops.
- 2) Mock Interviews and aptitude training.
- 3) Internship support and pre-placement talks.
- 4) Company-specific training sessions.

Students were encouraged to begin preparing early by developing soft skills, keeping track of placement schedules and actively participating in seminars, workshops and company interactions

arranged by the placement cell.

The session concluded with a Q&A round, where students had the opportunity to clarify their doubts regarding specialization, curriculum and job prospects. The faculty and placement team answered all queries patiently, providing useful guidance and practical tips.

In conclusion, the orientation was highly informative and motivating, giving a clear direction to students like me, Vignan Bannela, on how to navigate the crucial third year of BBA with both academic and career readiness. The comprehensive insights into specializations and placements helped instil confidence in planning our future with clarity and purpose.

Report on Specialisation Orientation Session

Name: Juli Jain

Class: Final Year BBA

Date: 10th June

Time: 10:00AM

Venue: Room No. 201

Introduction:

An orientation session was conducted for the final year BBA students on 10th June at 10:00AM in Room No. 201 to provide us with detailed information about the specialisation options available for the academic year. The session was led by the newly appointed coordinator for the final year and aimed at helping students make informed decisions regarding their dual specialisations.

Session Overview:

1. Welcome Address:

The session began with a warm welcome from the final year BBA coordinator. She introduced herself and assured us of her support throughout the year.

2. Specialisation Options Introduced:

We were informed about the dual specialisation structure. The combinations offered were:

- HR & Finance
- HR & Marketing
- Finance & Marketing

3. Detailed Briefing on Each Specialisation

• Human Resource (HR)

The session started with an overview of HR as a career, including job profiles such as HR Manager, Talent Acquisition Specialist, and roles in training and employee engagement.

• Marketing

The second presentation was on Marketing. We learned about careers in digital marketing, branding, advertising, sales management and market research.

• Finance

The final segment covered Finance. It included details about opportunities in banking, financial services, stock markets, accounting and investment analysis.

4. Placement Briefing

After the specialisation presentation, the Placement Coordinator addressed the students. We were informed about the placement process, top recruiters, training sessions, internship support, and how our chosen specialisations could support placement opportunities.

Conclusion and Selection:

At the end of the session, we were asked to submit our preferences for specialisation based on our interests and future goals. The orientation helped us gain a clear understanding of each field and the career prospects they offer.

I, Juli Jain, found the session extremely informative and helpful in making a well-informed decision about my dual specialisation for the final year.