



Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell

Student Activity Cell (Sanchalana)

Report of the Cross-cultural Communication Workshop Conducted

Department: MBA

Date of Report: 12/08/2025

Sl. No.	Particulars	Event related Details	
1.	Event*	Workshop	
2.	Title of the Event	Workshop on "Cross-Cultural Communication"	
3.	Date of Conduction	02/07/2025	4. Time: 10.00AM to 12.00PM
5.	Venue	Room No. 501, 5 th Floor, Building No. 13	
6.	Resource Person 1 Details (Profile to be enclosed)	Name Designation Mobile No.	Dr. Ameer Asra Ahmed Associate Professor 9742761713 Organization Specialization Email ID DSCASC HR
7.	Topics Covered	Understanding Cultural Dimensions and Values Barriers and Challenges in Cross-Cultural Communication Developing Intercultural Competence and Communication Skills	
8.	Resource Person 2 Details (Profile to be enclosed)	Name Designation Mobile No.	— — — Organization Specialization Email ID — — —
9.	Topics Covered		
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	External:
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	External:
12.	Faculty Coordinator's	Full Name Department Designation	Dr. Ameer Asra Ahmed MBA-BU Associate Professor
13.	Student Coordinator's	Full Name Department Designation	Ms. Vyshnavi Sudhan (P03CJ24M015182) MBA BU 2 nd Semester Student



Sl. No.	Particulars	Event related Details			
14.	Total Expenditure (Details to be enclosed)	NA	15	Sponsors and Amount (if any)	NA
16.	Agenda of the Event (Attach a copy)	NA	17.	Provide the link of the report uploaded on College Website	
18.	Social Media Links (Provide the links of the report uploaded on Social Media)	https://www.facebook.com/photo/?fbid=1354354906308823&set=pcb.1354355326308781	19.	Report sent to Newspapers? If yes, provide cuttings/images:	NA
20.	Certificates Printed? (Attach a copy)**	No	21.	Feedback Collected? (Attach a copy**)	Yes
22.	Attendance Sheet Attached?*	Yes	23.	Photographs of the Event (About 5 relevant, clear, and appropriate photos with precise caption. The jpg files need to be attached)	Yes
24.	Summary of the Event (Around 100 words)	A Cross-Cultural Communication Workshop was successfully conducted for the 2nd semester MBA section students to enhance their understanding of cultural diversity in business and professional settings. The session began with an introduction to cultural dimensions and values, during which students explored key frameworks, including Hofstede's cultural dimensions and Hall's context-based communication. This helped them recognize how cultural values influence workplace behaviours, leadership styles, and negotiation practices. The workshop then addressed barriers and challenges in cross-cultural communication, emphasizing language differences, non-verbal cues, and stereotypes that often lead to misunderstandings. Real-world examples and interactive discussions encouraged students to reflect on how such challenges manifest in global business environments. The final segment focused on developing intercultural competence and communication skills. Students engaged in practical activities, including role-plays and case discussions, to practice active listening, empathy, and adaptability in multicultural contexts. These exercises not only built awareness but also equipped students with strategies to collaborate effectively across cultures. Overall, the workshop provided a valuable platform for students to gain insights into global communication practices, preparing them to work confidently in diverse teams and international business environments.			

(Signature)

Event Coordinator

(Dr. Ameer Asra Ahmed)

(Signature)

Director

(Signature)
12/08/25

IQAC Coordinator

(Signature)

Principal

IQAC Co-ordinator
Jayananda Sagar College of
Science & Commerce
Kumara my Layout, Bengaluru - 560 111

Principal
Jayananda Sagar College of Art
Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 1

Photos of the Event



Figure 1 – Dr. Ameer Asra Ahmed speaking about the importance of cross-cultural communication workshop



Figure 2- Student teams selecting a country of their choice and working together



Figure 3 Students collaborating with each other for the event



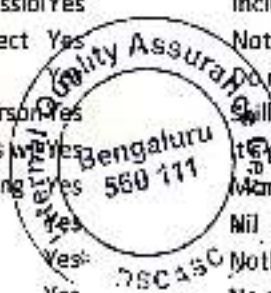
Figure 4 -Teams presenting their chart work



Figure 5 – Teams presenting their chart work



Timestamp	Username	How would you rate the overall usefulness of	What aspects of the event did you find most valuable or	Were the objectives of the event	What suggestions do you have for	How likely are you to recommen
2025/08/29	bhavanagowda6	5	Communication	No	Committee	4
2025/08/29	vinayakvk356@	5	Most valuable	Yes	Skills	4
2025/08/29	mohammedusm	4	The most valuable	Yes	The workshop w	5
2025/08/29	darshangowda71	4	Getting to know about	Yes	It's good.	5
2025/08/29	priyankagowda.f	3	Valuable	Partially	More methods	3
2025/08/29	ashwathamchav	4	Team building, coordi	Yes	No	4
2025/08/29	hanoktandle456	5	Knowing Cross culture	Yes	Any events whic	5
2025/08/29	:karthikgowdam2	5	Everything	Yes	No	5
2025/08/29	:divyalaraju6362@	5	Everything	Yes	It's good.	5
2025/08/29	:suryarjun122@g	4	Got to know other co	Yes	It's good.	5
2025/08/29	:vikasms501@grr	5	Networking & Conner	Yes	collect feedback	5
2025/08/29	:sowmyak161614	5	Learning new things	Yes	No	5
2025/08/29	:nishchithakc9@j	5	Learning	Yes	No	5
2025/08/29	:bhagyashreegan	5	Interaction and comm	Yes	Everyone must p	5
2025/08/29	krashivasu16256	5	Interactiveness	Yes	Enriching	5
2025/08/29	:pavansmotekar6	4	Every thing	Yes	Nothing	4
2025/08/29	:subramanigowdi	5	We should take old ag	Yes	More participan	5
2025/08/29	:sahanas5029@g	4	Knowing culture of ot	Yes	Preparing prese	4
2025/08/29	:sindhusingh2003	3	Informative	Partially	Skills	3
2025/08/29	:nagu10626@gm	5	Overall the event was	Yes	Continue the sar	5
2025/08/29	:santuangadi1921	5	Knowing about the co	Yes	No	5
2025/08/29	:likithnaidu.k@gr	4	The interactive session	Yes	Include more ca:	4
2025/08/29	:yogie1439@gma	5	Everything is perfect	Yes	Nothing	5
2025/08/29	:srchandana7@gi	4	The activity	Yes	Do more events	4
2025/08/29	:bhamyakashshr	4	Enhancing and persona	Yes	Skill development	4
2025/08/29	:tteju1809@gma	4	Most of the things were	Yes	It's good.	4
2025/08/29	:ankitaacharya20	4	It was great learning	Yes	More time need	5
2025/08/29	:rahulmgowda18	4	Nil	Yes	Nil	5
2025/08/29	:hgowtham616@	4	Communication	Yes	Nothing	4
2025/08/29	:keerthanapillap	4	Team work	Yes	No suggestion	5
2025/08/29	:kavanahm27@g	5	We got know about ci	Yes	These kinds of a	5
2025/08/29	:shreyasprasad77	3	Everything	Partially	Good	4
2025/08/29	:sandeepsandeep	4	Learning and persona	Yes	Nothing	4
2025/08/29	:karishmatajr@gi	4	Getting more knowler	Yes	Just to be more i	2
2025/08/29	:bhavikp673@grr	4	Every culture has som	Yes	No suggestion	5
2025/08/29	:standbynaveed@	4	Coordination among 1	Yes	The efficiency ar	5
2025/08/29	:manirajkv1203@	4	Objectives pf the ever	Yes	Nothing	4
2025/08/29	:meenamanu3@j	3	Nothing	Partially	Nothing	5
2025/08/29	:mssrivalli03@grr	5	Communication	Yes	Nothing	5
2025/08/29	:vyshnavisudhan	4	Understanding about	Yes	It's good.	5
2025/08/29	:chaarucharishm	5	Valuable	Partially	No suggestion	4
2025/08/29	:vinltvernekar101	5	Communication	Yes	More activities	4
2025/08/29	:puneethraju855	5	Everything	Yes	Nothing	5
2025/08/29	:nhemavath1224	5	The exchange of ideas	Yes	Often we have b	5
2025/08/29	:pratheekshetty8	5	new Informations of	Yes	Team members	5
2025/08/29	:ddayan324@gm	4	Valuable	Yes	Good knowledge	4





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Internal Quality Assurance Cell

Student Activity Cell (Sanchalana)

Report of the Cross-cultural Communication Workshop Conducted

Department*:MBA

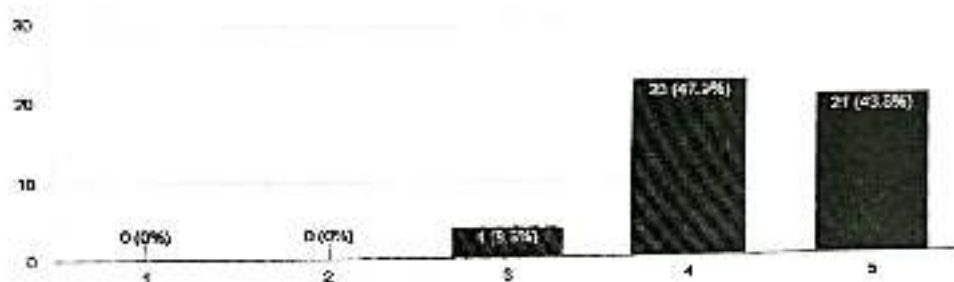
Date of Report: 12/08/2025

Feedback Analysis

How would you rate the overall usefulness of this event in enhancing your learning and personal development?

☐ Copy chart

48 responses



Were the objectives of the event clearly met?

☐ Copy chart

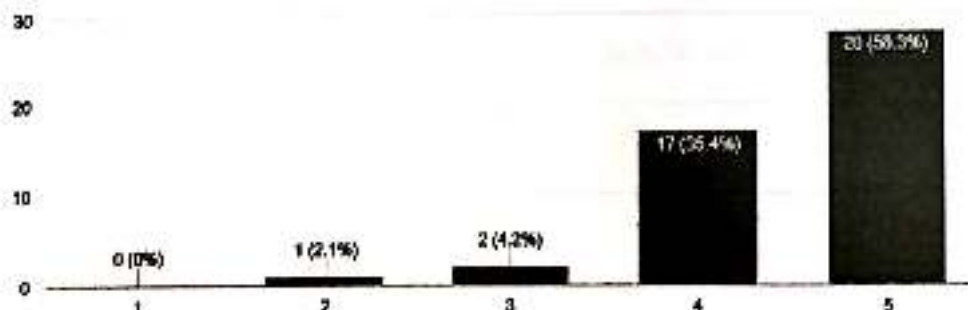
48 responses



How likely are you to recommend participation in such events to your peers?

☐ Copy chart

48 responses



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC)

STUDENT ACTIVITY CELL (SANCHALANA)

WORKSHOP ON CROSS-CULTURAL COMMUNICATION

Attendance Sheet

MBA-BU

DATE: 02-07-2025

TIME: 10.00 AM-12:00 PM

Sl. No.	USN Number	Student Names	Signature
1	P03CJ24M015192	Tejaswini . V. Telagavi	Tejaswini . V. T
2	P03CJ24M015072	Sahana . A	Sahana . A.
3	P03CJ24M015063	Anusha . R	Anusha
4	P03CJ24M015034	Tharuja . MR	Tharuj
5	P03CJ24M015098	Shreyas Hanu Hara Prasad . B . R	Shreyas
6	P03CJ24M015011	Maniraj . H . V.	Maniraj
7	P03CJ24M015099	Nishika . B . D	Nishika
8	P03CJ24M015015	Priyanka . P	Priyanka
9	P03CJ24M015072	Utkal . T	Utkal . T
10	P03CJ24M015088	Vinayak . V. Kalyanashetti	Vinayak . V.
11	P03CJ24M015058	Srinalli . M . S	Srinalli . M . S
12	P03CJ24M015185	Keerthana . P	Keerthana
13	P03CJ24M015065	Kavana . H . M	Kavana
14	P03CJ24M015104	Chandana	Chandana
15	P03CJ24M015187	Divya . M	Divya
16	P03CJ24M015205	Karthik . G . M	Karthik . G . M
17	P03CJ24M015002	Yashwanth . S . N	Yashwanth . S . N
18	P03CJ24M015084	Rohan . P . Rathod . *	Rohan . P . Rathod . *
19	P03CJ24M015053	Santosh .	Santosh
20	P03CJ24M015207	Purneth . Raju . R	Purneth . Raju . R
21	P03CJ24M015032	Gowtham . G	Gowtham . G
22	P03CJ24M015107	Chaitanya . Suresh . P.	Chaitanya . Suresh . P.
23	P03CJ24M015219	Nischitha . K . C	Nischitha . K . C
24	P03CJ24M015140	Ashwatham . Chavadi	Ashwatham . Chavadi
25	P03CJ24M015112	Darshan . R . P.	Darshan . R . P.
26	P03CJ24M015138	Likith . I	Likith . I
27	P03CJ24M015027	Surya . L	Surya . L
28	P03CJ24M015045	Pavan . S . Motugay	Pavan . S . Motugay
29	P03CJ24M015244	Bhaskar . Chandra	Bhaskar . Chandra

30	P03CJ24M015036	Vikash M.S	Vikash M.S
31	P03CJ24M015052	Naveed, M	Naveed
32	P03CJ24M015147	Nagraj	Nag
33	P03CJ24M015081	Hanok	Hanok
34	P03CJ24M015073	Lisha, M	Lisha
35	P03CJ24M015003	Kavishma Raj R	Kavishma
36	P03CJ24M015022	Vyskumar Sudhan SM	Vyskumar
37	P03CJ24M015184	Meghana MS	Meghana
38	P03CJ24M015071	Vineet Kantish Verma	Vineet
39	P03CJ24M015055	Madan S	Madan
40	P03CJ24M015191	Bhagyaashree .Iyer	Bhagyaashree
41	P03CJ24M015193	Sowmya K	Sowmya
42	P03CJ24M015043	Ankita Acharya	Ankita
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