

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumarswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC) Cell

Alumni Cell (SAMMILANA)

"ALUMNI GUEST TALK ON ROLE OF CONTENT ANALYST: CHALLENGES AND OPPORTUNITIES"


Department: MBA

Date: 27.05.2023

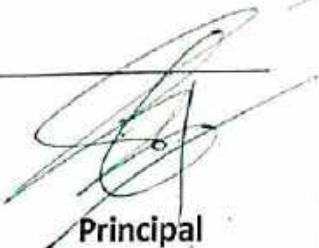
Sl. No.	Particulars	Event related Details		
1.	Event*	Alumni Talk		
2.	Title of the Event	Alumni Guest Talk On Role of Content Analyst: Challenges and Opportunities		
3.	Date	27.05.2023		
4.	Time	10.30-11.30 AM		
5.	Venue	ROOM NO: 504		
6.	Resource Person 1 Details (Profile to be enclosed)	Mr Santhosh A S (2016-18) Senior Content Analyst LSEG (Refinitiv)		
7.	Topics Covered	Role of Content Analyst, Skills Requires, Challenges and opportunities for MBA fresher's		
8.	Resource Person 2 Details (Profile to be enclosed)	NA		
9.	Topics Covered	NA		
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal: 00	External:	NA
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal: 50	External:	NA
12.	Faculty Coordinator/s	Full Name: Dr Kadambini katke Department: MBA Designation: .Professor	Full Name: Shashikumar C R Department: MBA Designation: Asst. Professor	
13.	Student Coordinator/s	Sneha 1 st Sem		
14.	Total Expenditure (Details to be enclosed)	NA		
15.	Sponsors and Amount (if any)	NA		
16.	Agenda of the Event (Attach a copy)	NIL		

Sl. No.	Particulars	Event related Details
17.	Provide the link of the report uploaded on College Website	
18.	Provide the links of the report uploaded on Social Media	
19.	Report sent to Newspapers? If yes, provide cuttings/images:	No
20.	Certificates Printed? (Attach a copy**)	NO
21.	Feedback Collected? (Attach a copy**)	Yes
22.	Attendance Sheet Attached? #	Yes
23.	Summary of the Event (Around 100 words)	<p>DayanandaSagar College of ArtsScience and Commerce Department of MBA Bangalore University organized Alumni Guest Talk on Role of content analyst: Challenges and opportunities. The Event took place on 27/05/2023 from 10.30 to 11.30 Am in MBA BLOCK room no 504 for 1st semester Students.</p> <p>Mr Santosh batch 2016-18 who is working as Senior Content Analyst at LSEG address the 1st sem students on Role of content analyst: Challenges and opportunities. Dr Krishna Prasad welcomes Mr Santhosh by a token of bouquet.</p> <p>Mr Santhosh started his interaction with students by sharing his experience as content analyst. He shared how content analyst plays an important role in the company in order to publish data. LSEG publish data of many companies quarterly and content analyst will collect the information of the companies, analyse and publish the data for the public.</p> <p>He also told that what is the role of content analyst and the skills required for content analyst. He gave inputs for the students on the challenges faced by the content analyst in the industry and also the opportunities for the MBA graduates in the field of content analyst.</p> <p>It was a very knowledgeable session for our students and they interacted with him by asking their queries with Mr santhosh and session ended with proposing vote of thanks by our Student Mr Surya</p>
24.	Photographs of the Event (About 5 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)	YES


Event Coordinator


HOD/Director


IQAC Coordinator


Principal

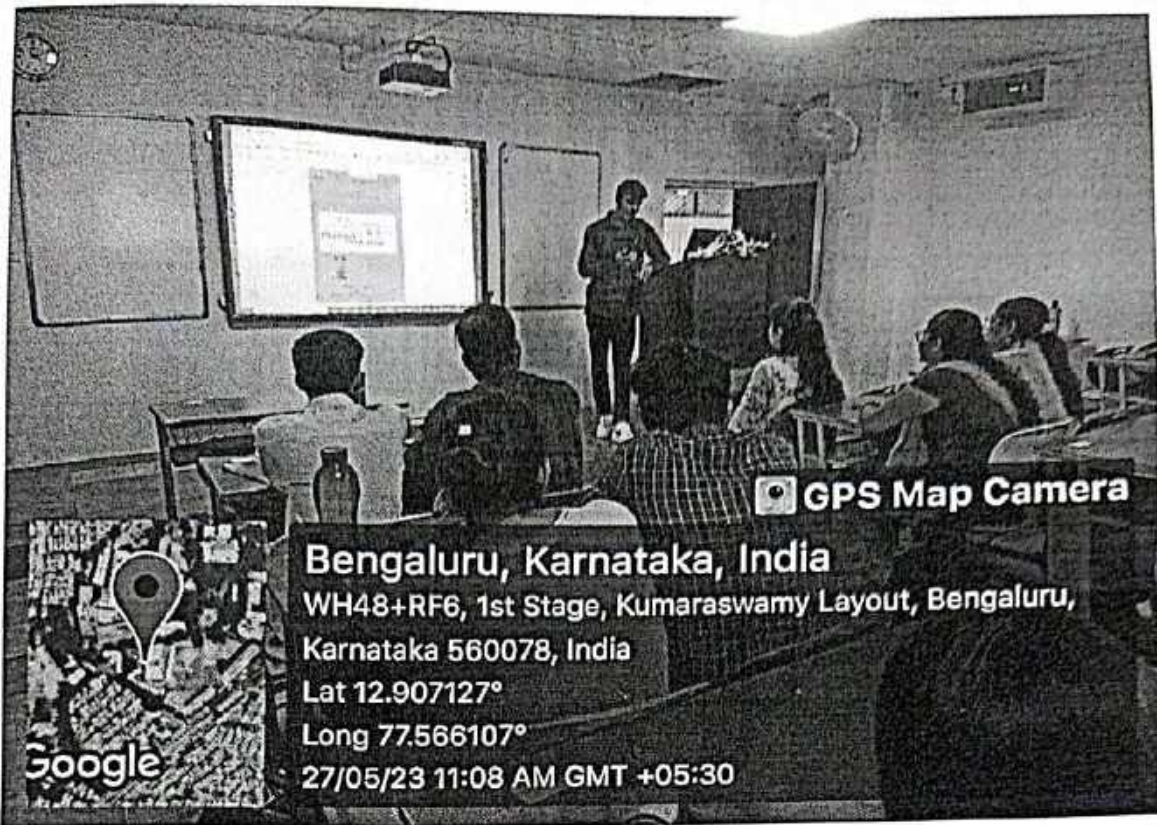
Photos of Alumni Guest Talk-27-05-2023



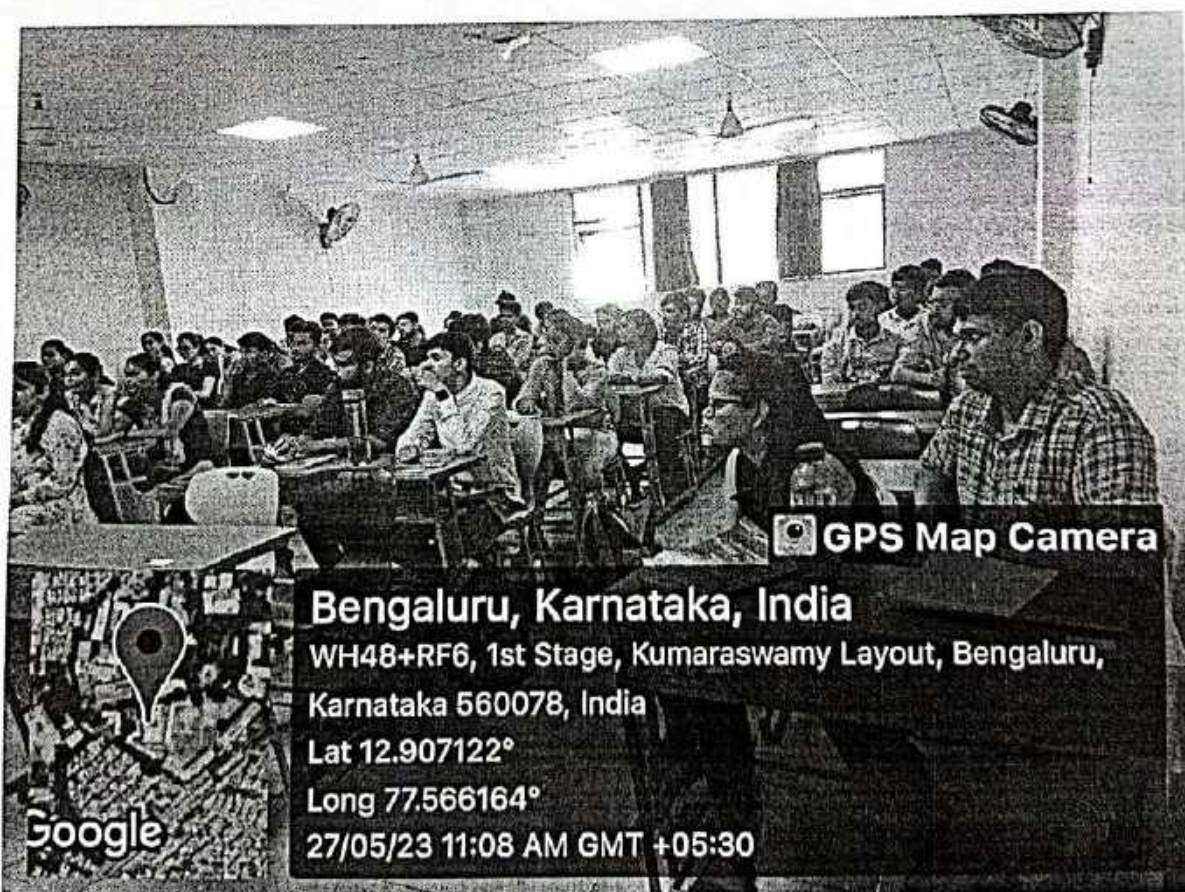
Dr Krishna Prasad welcoming Mr Santhosh AS to the Programme



Mr Santhosh Delivering Guest Talk on Content Marketing for 1stSEM MBA Students



Interaction of Mr Santhosh with MBA Students



MBA Students attending Guest Talk on Content Marketing