

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

Report of the Event Conducted

Department: MBA-BU

Date: 10-01-2025

Sl. No.	Particulars	Event related Details			
1.	Event*	MBA Orientation and Bridge course			
2.	Title of the Event	Orientation and Bridge Course for first year MBA Students – Batch 2025-2027			
3.	Date	04-12-2024 to 08-01-2025			
4.	Time	10:00 AM to 12:00 PM			
5.	Venue	Online – Google Meet			
6.	Resource Person 1 Details** (Profile to be enclosed)	NA			
7.	Topics Covered	General Management, Marketing Management, Accounting for Managers, Experiential communication Lab, Legal Aspects, Economics, Human resource management			
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:	NA	External:	NA
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	100	External:	NA
12.	Faculty Coordinator/s	Prof. Sowjanya M Nagaraj			

Sl. No.	Particulars	Event related Details
13.	Student Coordinator/s	NA
14.	Total Expenditure (Details to be enclosed)	NA
15.	Sponsors and Amount (if any)	NA
16.	Agenda of the Event (Enclose a copy)	Yes
17.	Report uploaded on college website? If yes, give details:	Yes
18.	Report sent to media? If yes, give details:	No
19.	Report uploaded in Social Media? If yes, give details:	
20.	Certificates Printed? (Enclose a copy***)	No
21.	Feedback Collected? (Enclose a copy***)	No
22.	Summary of the Event (Minimum 100 words)	<p>We held an Orientation Program on Wednesday, 04-12-2024, at 10:00 AM for two hours. The session was conducted by Dr. B. R. Venkatesh, who provided an insightful introduction to the MBA program and the college. The program aimed to familiarize students with the academic structure, facilities, and culture of the institution. Dr. Venkatesh emphasized the importance of the MBA program in shaping future business leaders and highlighted the college unique features, including its experienced faculty, state-of-the-art infrastructure, and industry-aligned curriculum. The Bridge Course classes were conducted every week of Monday, Tuesday, and Thursday in online mode. There were two batches, with classes running concurrently from 10:00 AM to 12:00 PM. Below are the details of the faculty members conducting the classes.</p> <p>Dr. B R Venkatesh, Prof. B R Narasimha Murthy, Prof. Muralidhara, Dr. Srikanta Murthy, Prof. Sowjanya M Nagaraj, Dr. Ameer Asra Ahmed, Dr. Subbulakshmi, Dr. Vijaykumar, Prof. Niveditha K, Dr. Kadambini Katke and Prof. Tejaswini.</p>
23.	Photographs of the Event (At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg	Attached.

Sl. No.	Particulars	Event related Details
	files need to be attached)	

Notes:

* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

** Name / Organization / Designation / Area of Expertise

*** Format Copy need to be attached and hard copy need to be filed

PS: Whichever column is not applicable, write as NA.

Sanjanya M Nagaraj

Event Coordinator

Vaibhavi

HOD/Director

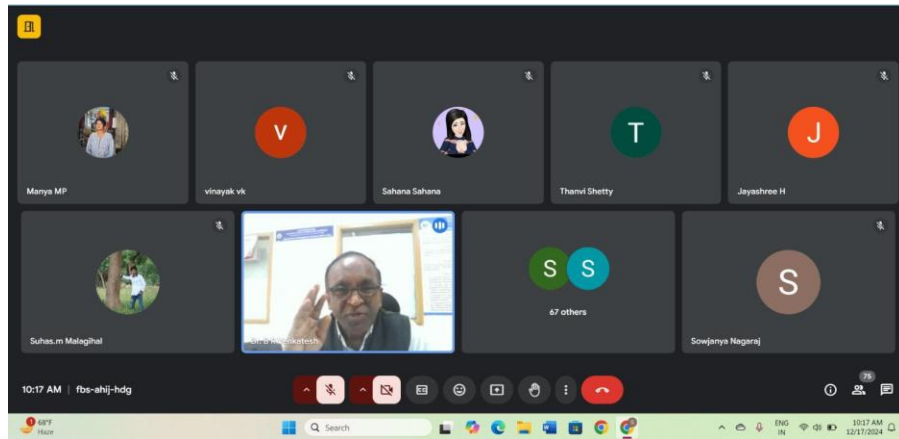
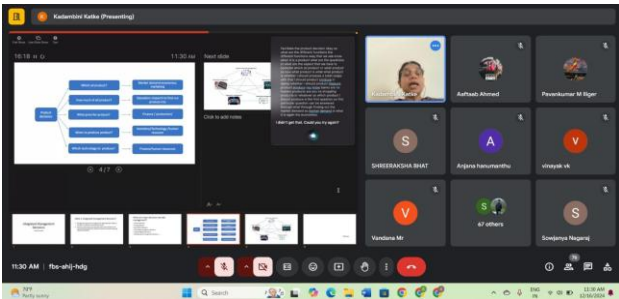
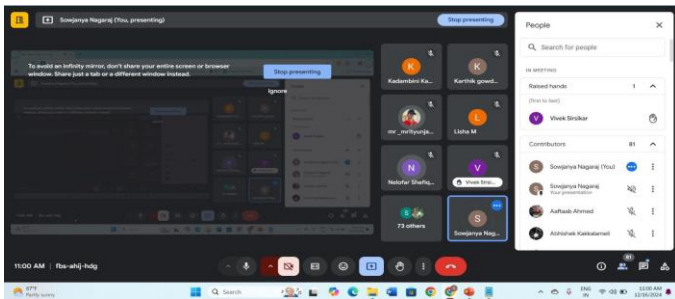
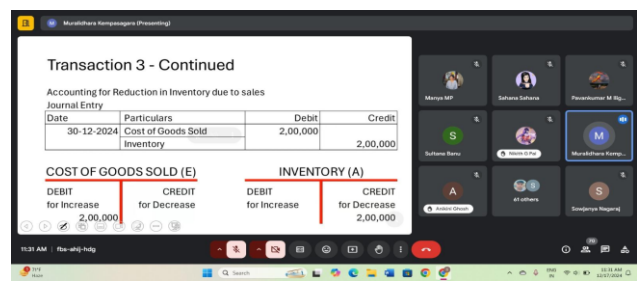
R. Gnani
21/04/25

IQAC

Babu. S

Principal

Photos of the Event:



Meeting interface showing a grid of participants and a presentation slide titled "COURSE CONTENT".

Participants (Top Grid):

- Valishnavi
- VINAY A.N.
- Sowmya K
- Hanok Tandle
- Medan S
- Yashwanth Gowda
- Divya s Mahale
- 59 others
- Niveditha K

Participants (Bottom Grid):

- tojaswini kulkarni (Presenting)
- divya shree S
- Hanok Tandle
- Krishna S
- Manohar V
- Yashwanth Th...
- Sanath Kumar
- 48 others
- Sowjanya Nagar...

Presentation Slide Content:

COURSE CONTENT

MODULE 1: Introduction to marketing 12 HOURS

Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview; Market Analysis and

Selection: Marketing environment – macro and micro components and their impact on marketing decisions; concept of market segmentation; Bases for market segmentation.

Types of market segmentation; Effective segmentation criteria; Evaluating & Selecting; Target Markets; Concept of Target Market; Positioning and differentiation strategies; Concept of positioning.

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560078

Department of Management Studies (MBA-BU)

I Sem MBA

Batch: 2025-2027


Adhoc - Time Table (w.e.f. 05.12.2024)

Day	Sec	10.00 AM to 11.00 AM	11.00 AM to 12.00 PM
Monday	A	Experiential Communication Lab	Marketing/General Management
	B	General Management	Marketing/General Management
Tuesday	A	Human Resource / General Management	General Management
	B	Experiential Communication Lab	Accounting for Managers
Thursday	A	Accounting for Managers	Economics/General Management
	B	Statistics / Analytics	Legal Aspects & General Management

Day	Sec	10.00 AM to 11.00 AM	11.00 AM to 12.00 PM
Monday	A	Dr. BR Venkatesh	Dr. Subbulakshmi & Prof. Tejaswini
	B	Dr. Ameer Asra	Dr. Kadambini Katke & Dr. CBVK Prasad
Tuesday	A	Dr. Vijaykumar	Dr. Srikanta Murthy
	B	Dr. BR Venkatesh	Prof. Murulidhara K
Thursday	A	Prof. BRN Murthy & Niveditha K	Prof. Sowjanya N
	B	Prof. Murulidhara K	Dr. Srikanta Murthy

Experiential Communication Lab	Dr. BR Venkatesh
Accounting for Managers (AFM)	Prof. BRN Murthy Prof. Murulidhara K
Statistics / Analytics	Prof. Murulidhara K Dr. Subbulakshmi
Economics/General Management	Dr. Vijaykumar Prof. Sowjanya N
Marketing/General Management	Dr. Kadambini Katke / Dr. CBVK Prasad
Organizational Behaviour / General Management	Dr. Ameer Asra Prof. Sowjanya N
Legal Aspects/ General Management	Prof. Vaibhav Patil & Dr. Subbulakshmi
General Management	Dr. Srikanta Murthy


Coordinator


Director
Dayanandasagar College of Arts Science and Commerce
Shavige Malleshwara Hills
Kumaraswamy Layout
Bangalore-560078
GENERAL OFFICE - ADD OFF.