

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

ShavigeMallehwara Hills, Kaumarswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC) Cell

Event Report- BUSINESS ETHICS GUEST TALK

Department: B.COM/BBA

Date: 10/06/2024

Sl. No.	Particulars	Event related Details			
1.	Event*	GUEST TALK			
2.	Title of the Event	Ethical dilemmas in marketing :Navigating Gray Areas			
3.	Date	10/06/2024			
4.	Time	10:00 am			
5.	Venue	Building 13, Room 409			
6.	Resource Person 1 Details	ATTACHED			
7.	Topics Covered	Ethical dilemmas in marketing :Navigating Gray Areas			
8.	Resource Person 2 Details	N/A			
9.	Topics Covered	N/A			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:4	N/A	External:	N/A
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:58	45	External:	N/A
12.	Faculty Coordinator/s	Prof.Murgesha BN(HOD DSCASC) Prof .Kavya.R (Assistant Professor DSCASC) Prof .Jayashree(Assistant Professor DSCASC) Dr.Deepika Sharma(Assistant Professor DSCASC)			
13.	Student Coordinator/s	Nil			
14.	Total Expenditure	Yes			
15.	Sponsors and Amount (if any)	N/A			
16.	Agenda of the Event	Attached			

	Provide the link of the report uploaded on College Website	
18.	Provide the links of the report uploaded on Social Media	N/A
19.	Report sent to Newspapers? If yes, provide cuttings/images:	N/A
20.	Certificates Printed?	N/A
21.	Feedback Collected?	N/A
22.	Attendance Sheet Attached?	YES
23.	Summary of the Event (Around 100 words)	On 10 th June 2024 at 10:00 am The Department of Commerce & Management- BBA/ B.Com., in collaboration with IQAC, conducted the Guest Talk on Ethical dilemmas in Marketing :Navigating Gray Areas .The main ideology of conducting this Guest Talk is to make our students aware about the Ethical Practices in Business and Various ethical dilemmas in marketing . Prof Kusuma G S was the key speaker for the event. She is MBA+ M.com+ M.PHIL+ Phd. The Talk was highly helpful for the students as it enriched their knowledge. Students participated with huge interest and all their queries also were solved .Overall it enhances the wide span of their knowledge about various Ethical and unethical practices.
24.	Photographs of the Event	YES

Notes:

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

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

* Original sheet need to be filed and scanned copy should be attached

PS:

- ❖ Whichever column is not applicable, write as NA.
- ❖ If the nothing is done / gained / spent, write as No/Nil.

[Signature]
 Event Coordinator

[Signature]
 HOD BBA

[Signature]
 HOD BCOM

[Signature]
 10/06/24
 IQAC Coordinator

[Signature]
 Principal



DAYANANDA SAGAR
College of Arts, Science & Commerce

BBA/BCOM Department
Hosts Guest Lecture
on

**ETHICAL DILEMMAS IN
MARKETING: NAVIGATING GRAY
AREAS**



Guest Speaker

Prof. Kusuma G S

M.Com, MBA, M.Phil., PGDFM (Ph.D.)

10:00 am to 11:00 am



Image 1: welcoming the Guest speaker to the event.

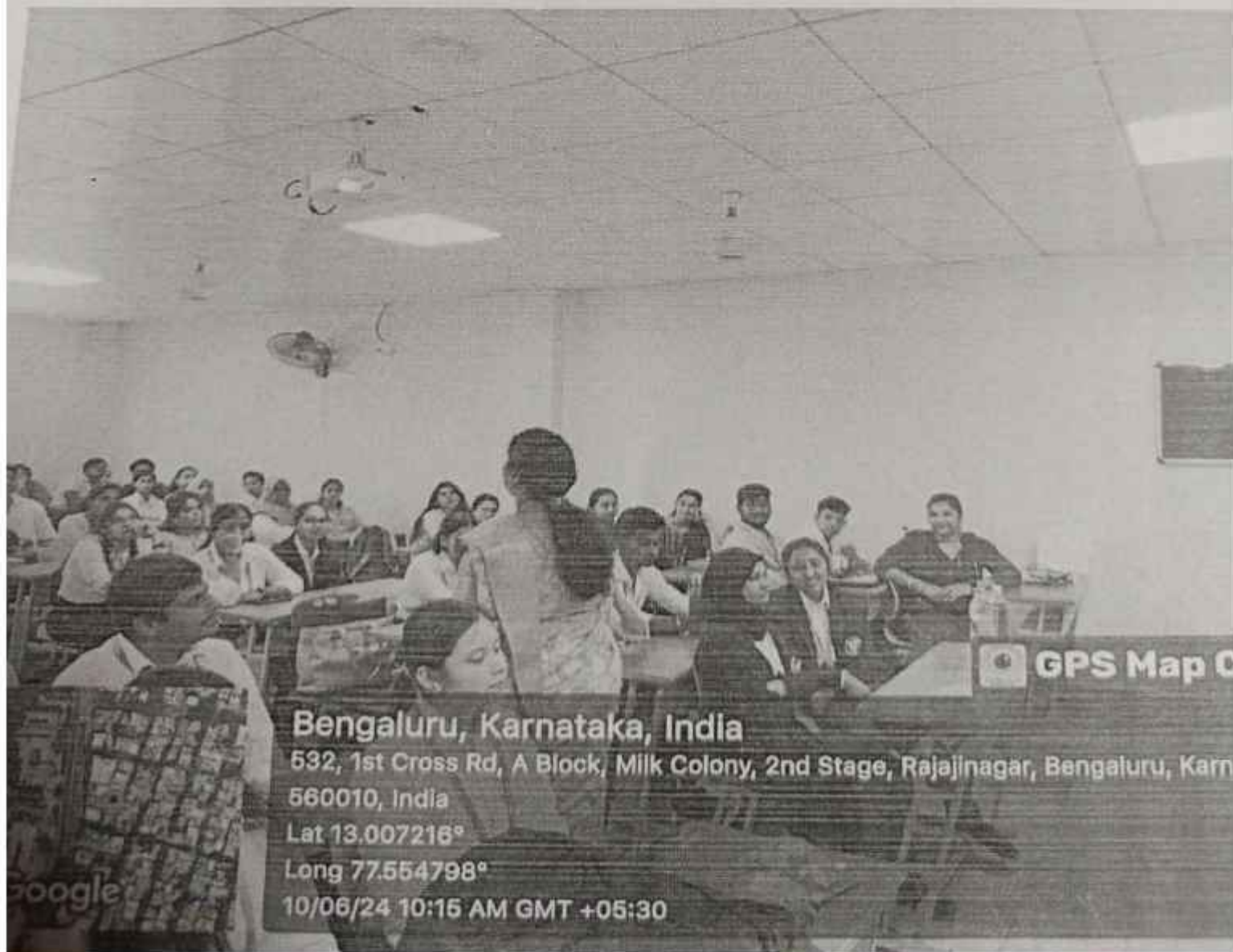




Image 3: Guest speaker giving live examples about the topic and interacting with the participants.



Image 4: Prof. Kavya proposed the vote of thanks.



Image 5: All the participants, event co-ordinators with the guest speaker.



KUSUMA G S

M.Com, MBA, M.Phil., PGDFM (Ph.D.)

14, 4th Main, 4th B Cross, 6th Block,
BSK III Stage, watertank,
Bangalore-560085
Phone: 9164058587 / 6360485546
EmailID: kusumags1984@gmail.com

KUSUMA G S IS AN M. COM, MBA, M.PHIL., PGDFM GRADUATE & CURRENTLY PUBLISHING PH.D. SHE CARRIES 17 YEARS OF TOTAL EXPERIENCE, WHICH INCLUDES ADMINISTRATION & TEACHING. SHE HAS WORKED IN DIFFERENT CAPACITIES LIKE POSTGRADUATE COORDINATOR (M.COM & MBA), HOD BBA(BEDC), BBA PROGRAMME COORDINATOR DURING NAAC & ISO, HOD & CC (SIR) & AS MODERATOR FOR INTERNATIONAL CONFERENCE, ORGANIZING MEMBER FOR MANY INTERNATIONAL CONFERENCES, SHE AS SERVED AS A RESOURCE PERSON FOR NUMEROUS STUDENTS, PRESENTED MANY NATIONAL & INTERNATIONAL CONFERENCES, ATTENDED MANY FDP'S AND PUBLISHED PAPERS IN SCOPUS INDEXED JOURNALS. SHE HAS GUIDED MANY BBA, M.COM, MBA STUDENTS FOR THEIR ACADEMIC UNIVERSITY PROJECTS. PROGRAM COORDINATOR FOR BBA WORKED AS CONVENER FOR EXAMINATION, ADMISSION, PLACEMENT, MANAGEMENT FORUM / CLUB, INDUSTRIAL VISIT, CULTURAL, COLLEGE MEDIA MOT / WEBSITE & TIME-TABLE COMMITTEES. SHE HAS GOOD EXPERIENCE IN ADMINISTRATION, TEACHING MANAGEMENT AND COMMERCE SUBJECTS FOR BOTH UG & PG STUDENTS.

EDUCATIONAL HISTORY

Qualification	Institution/ College/ School	Board/University	Specialization	Year of Passing	Class Obtained
Ph.D. (Course Work)	Bharathidasan University	Tamil Nadu	Commerce	2022	84% I Class
MBA	Annamalai University	Tamil Nadu	Marketing	2015	I Class
PGDFM	Mysore University	Mysore University	Financial Management	2011	I Class
M.Phil.	S V University	Andhra Pradesh	Human Resource	2009	I Class
M.com	MLA Academy of Higher Learning	Bangalore University	Finance	2007	I Class
B.Com	BMS COLLEGE	Bangalore University	Accounting & Taxation	2005	I Class
PUC	PES COLLEGE	Pre University Board, Bangalore	NA	2002	I Class
SSLC	Websters School	Karnataka Secondary Education Board, Bangalore	NA	2000	I Class

CAREER OBJECTIVE:

WORK IN AN ENVIRONMENT WHERE MY KNOWLEDGE AND SKILLS ARE EFFICIENTLY UTILIZE FOR THE EFFECTIVE DEVELOPMENT AND WANT TO BE A CORE TEAM MEMBER OF AN ORGANIZATION WHERE TEAM WORK IS VALUED, INNOVATION IS ENCOURAGED AND PERFORMANCE IS REWARDED IN THE FIELD OF COMMERCE & MANAGEMENT.

STRENGTHS:

- VERY POSITIVE MINDSET AND ADAPT TO NEW PROCESSES
- GOOD LEARNING CAPABILITIES
- GOOD ADMINISTRATION SKILLS
- EXCELLENT INTERPERSONAL SKILLS.
- EFFICIENT IN TACTICAL MANAGEMENT
- GOOD ORGANIZING SKILLS
- GOOD LISTENER
- GOOD PRESENTATION SKILLS

TECHNICAL SKILLS:

CAREER IN BUSINESS ACCOUNTING

OPERATING SYSTEM : MS-DOS, WINDOWS 2000 , WINDOWS XP.

SUITES : MS-OFFICE.

DATABASE : SQL.

COMMERCE EXAMINATION CERTIFICATE: ENGLISH TYPEWRITING JUNIOR

PROFESSIONAL HISTORY

TEACHING / WORK EXPERIENCE: - 17 YEARS

- WORKED AS ACADEMIC COORDINATOR FOR POST GRADUATE DEPARTMENT OF COMMERCE & MANAGEMENT M.COM & MBA FROM - 01ST FEB 2018 TO 20TH AUGUST 2020 AT SRI KRISHNA DEGREE COLLEGE, BANGALORE.
WEBSITE: [HTTPS://WWW.SKDC.EDU.IN](https://www.skdc.edu.in)
- WORKED AS BBA H.O.D AT SRI KRISHNA DEGREE COLLEGE, BANGALORE FROM 04TH JUNE 2012 TO 2017.
- WORKED AS ASST PROF AT SRI JAGADGURU RENUKACHARYA COLLEGE, BANGALORE FROM 1ST 2007 TILL 2012
- PG COORDINATOR (M. COM & MBA)
- ASST. PROFESSOR IN POST GRADUATE DEPARTMENT OF COMMERCE & MANAGEMENT.
- M.COM PROGRAM COORDINATOR DURING LIC & ISO INSPECTION.
- GUIDED MANY BBA, M. COM & MBA STUDENTS FOR THEIR ACADEMIC UNIVERSITY PROJECTS
- PROGRAM COORDINATOR FOR BBA.
- PROGRAM COORDINATOR FOR BBA DURING NAAC & ISO INSPECTION.
- MODERATOR FOR INTERNATIONAL CONFERENCE, ORGANIZING MEMBER FOR MANY INTERNATIONAL CONFERENCES.
- CONDUCTED MANY FORUM ACTIVITIES.
- WORKED AS CONVENER FOR EXAMINATION, ADMISSION, PLACEMENT, MANAGEMENT CLUB, INDUSTRIAL VISIT, CULTURAL, COLLEGE.
- WEBSITE / MEDIA MGT AND TIME -TABLE COMMITTEES.
- RESULT IMPROVEMENT AND ADMISSION IMPROVEMENT.

PERSONAL DETAILS:

DATE OF BIRTH : 1ST JUNE 1984
EDUCATIONAL QUALIFICATION : B.COM, M.COM, MBA, M.PHIL. PGDFM (PHD)
ADDITIONAL QUALIFICATION : COMPUTER COURSE IN CAREER IN BUSINESS ACCOUNTING-
COMMERCE EXAMINATION CERTIFICATE:
ENGLISH TYPEWRITING JUNIOR
COMPUTER SKILLS : OPERATING SYSTEM: MS-DOS, WINDOWS 2000, APPLICATIONS:
MS-OFFICE (WORD, EXCEL, ACCESS, POWERPOINT), TALLY.
STRENGTH : ACTIVE, HARDWORKING, SINCERE,
ADAPTIVE, INNOVATIVE & FOCUSED IN WORK.

PERSONAL PROFILE:

NAME - G S KUSUMA
HUSBAND NAME - GURUPRASAD M A
DATE OF BIRTH - 1 JUNE 1984
GENDER - FEMALE
RELIGION - HINDU
NATIONALITY - INDIAN
MARITAL STATUS - MARRIED
LANGUAGES KNOWN - ENGLISH, KANNADA, TELUGU & TAMIL

DECLARATION :

HEREBY DECLARE THAT THE INFORMATION FURNISHED ABOVE IS TRUE TO THE BEST OF
MY KNOWLEDGE.

DATE :

PLACE: BANGALORE

KUSUMA G S

Date: 10 June, 2024

Guest Lecture on Topic: Ethical Dilemmas in Marketing: Navigating Gray Areas

S.N	Name of the Student	Registration No.	Class/section	Signature
1	Gagan Gowda G	U03CJ23C0050	B.com II 'E'	Gagan Gowda G
2	Syed Fahad	U03CJ23C0312	B.com II 'E'	Syed Fahad
3	Gr. Anitha Devani	U03CJ23C0206	B.com II 'D'	Anitha.Gr
4	Sanitha P. Dewasi	U03CJ23C0225	B.com II 'D'	Sanitha
5	elmmu salma	U03CJ23C0010	B.com II 'D'	elmmu
6	Manisha P.R	U03CJ23C0254	B.com II 'D'	Manisha P.R
7	Apelisha . S P	U03CJ23C0102	B.com II 'A'	Apelisha . S P
8	Harshitha . S. Kumar	U03CJ23C0029	B.com II 'B'	Harshitha
9	Noor E Mathi	U03CJ23C0237	B.com II 'E'	Noor E Mathi
10	Ekhra Khanum	U03CJ23C0348	B.com II 'E'	Ekhra Khanum
11	Shama Mehek	U03CJ23C0298	B.com II 'E'	Shama Mehek
12	Kavana N	U03CJ23C0B66	B.com II 'F'	Kavana N
13	Rakshitia . D.S	U03CJ23C0067	B.com II 'F'	Rakshitia
14	Mangj kumar . Y	U03CJ23C0382	B.COM II F	Mangj
15	Ramchandra R.K	U03CJ23C0056	B.com II F	Ramchandra R.K
16	Mohammed Suffiya	U03CJ23C0266	B.com II E	Mohammed Suffiya
17	Priyanka	U03CJ23C0382	B.COM II E	Priyanka
18	Zaid . S	U03CJ23C0376	B.com II E	Zaid . S
19	Syed Ahmed	U03CJ23C0342	B.COM II E	Syed Ahmed
20	Harini P	U03CJ23C0045	B.com II F	Harini P
21	Kavya Urda	U03CJ23C0017	B.COM II F	Kavya Urda
22	Arjunath Kumar, S	U03CJ23C0054	B.com II 'F'	Arjunath Kumar, S
23	Jeevan . R	U03CJ23C0052	B.com II 'F'	Jeevan . R
24	Prajwal . R	U03CJ23C0313	B.com II 'F'	Prajwal . R
25	P.ragna D.V	U03CJ23C0207	B.com II 'D'	P.ragna D.V
26	Trisha S	U03CJ23C0226	B.com II 'D'	Trisha S
27	Syed Bilal	U03CJ23C0241	B.com II 'E'	Syed Bilal
28	Fahad Hussain	U03CJ23C0218	B.COM II 'E'	Fahad Hussain
29	LAVANYA . G	U03CJ23C0277	B.COM II 'C'	LAVANYA . G
30	Mahak v Jain	U03CJ23C0405	B.COM II 'D'	Mahak v Jain
31	Gonu Bhanu Poathiyusha	U03CJ23C0365	B.COM II E	Gonu Bhanu Poathiyusha
32	@ Nikhil Verma	U03CJ23C0281	B.COM II E	@ Nikhil Verma
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Guest Lecture on Topic: Ethical Dilemmas in Marketing: Navigating Gray Areas

S.N	Name of the Student	Registration No.	Class/section	Signature
1	Suhana Anves	U03CJ23C0347	'E' 2nd sem	
2	Rida ul haya	U03CJ23C0263	'E' 2nd sem	
3	Harshith K	U03CJ23C0096	'A' 2nd sem	
4	Faisal Khan	U03CJ23C0232	'E' 2nd sem	
5	Syed Mohammed Rafiq	U03CJ23C0368	'E' 2nd sem	
6	Syed Toufiq	U03CJ23C0242	'E' 2nd sem	
7	Nabeel Khan	U03CJ23C0213	'E' 2nd sem	
8	Ayush Paul	U03CJ23C0330	'E' 2nd sem	
9	Mohammed Osama	U03CJ23C0220	'E' 2nd sem	
10	Syed Khizer	U03CJ23C0348	'E' 2nd sem	
11	Raj Kumar Sabani	U03CJ23C0379	'E' 2nd sem	
12	Gowrav Kumar	U03CJ23C0355	'E' 2nd sem	
13	SHANIL VERMA	U03CJ23C0280	'E' 2nd sem	
14	Arsalan Shariff	U03CJ23C0246	'E' 2nd sem	
15	Arshad Ahmed	U03CJ23C0247	'E' 2nd sem	
16	Syed Ahmed B	U03CJ23C0342	'E' 2nd sem	
17	Mohammed Zaid S	U03CJ23C0376	'F' 2nd sem	
18	Varshini P.V	U03CJ23C0380	'D' 2nd sem	
19	Manisha Gupta	U03CJ23C0022	'D' 2nd sem	
20	Vinitha R	U03CJ23C0370	'D' 2nd sem	
21	Kushal M	U03CJ23C0074	'A' 2nd sem	
22	Usha S	U03CJ23C0040	'A' 2nd sem	
23	Lathia B	U03CJ23C0036	'A' 2nd sem	
24	Hannu BV	U03CJ23C0039	'A' 2nd sem	
25	Hari Prasad	U03CJ23C0020	'A' 2nd sem	
26	Muskan Kumar	U03CJ23C0383	'E' 2nd sem	
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