

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE
ShavigeMalleshwaraHills ,Kumaraswamy Layout,Bangalore-560082.

BBA/B.COM Department-UG(BU)

IQAC

Marketing Club

Event report

Department: BBA/B.COM

Date:10th Nov 2023

Sl. No	Particulars	Event related details
1.	Event	Marketing Club
2.	Title of the event	"Insights"
3.	Date	10 th NOV 2023
4.	Time	3:00PM-4:00PM
5.	Venue	Room no 203 ,building no 13
6.	Resource person 1 Details	NA
7.	Topics covered	NA
8.	Resource person 2 Details	NA
9.	No. Faculty participants (enclosed a copy of names with signatures)	Internal: 6 External:
10.	No. Student participants (enclosed a copy with names and signatures)	Internal:86 External:
11.	Faculty coordinators	Full name: 1) Dr. Sudarshan S Savanoor 2) Dr. Deepika Sharma

		3) Mrs. Rashmi Umarji 4) Mrs. Amrit Nachhapan Department: BBA/B.COM Designation: Assistant Professor
12.	Student Coordinator	Full name: Ranjani V Register no: U03CJ22C0276 Course, semester & section : III BCom 'E' Full name: Chiranth Raj L Register no: U03CJ22C0374 Course, semester & section: III BCom 'E'
13.	Total expenditure	1700
14.	Sponsors and amount (if any)	Nil
15.	Program schedule of the event attached?	Yes
16.	Provide the link of the report uploaded on the college website	Nil
17.	Provide the link of the report uploaded on the social media	Instagram: https://www.instagram.com/p/CzrLY8lyw54/?igshid=ODhhZWM5NmlwOQ==
18.	Report sent to the newspaper? If yes, provide image/cuttings	No
19.	Certificates printed? (Attach a copy**)	Softcopy (Online Generated)
20.	Feedback collected (Attach a copy**)	Yes
21.	Attendance sheet attached?*	Yes
22.	Summary of the event (around 100 words)	Student Driven Marketing Club from BBA/BCom department, DayanandaSagar College of Arts, Science & Commerce organized an inaugural event "INISGHTS" under the guidance of faculty observer Dr. Sudarshan S Savanoor. Student Coordinators of this event Ranjani V and Chiranth Raj L along with BoomikaBothra initiated and conducted the event efficiently within the stipulated time frame. The event focused on engaging students and welcoming them to the world of Marketing. We gave them insights about our

	previous years' events and preview of the events we have planned for this academic year. The event was conducted on 10 th NOV 2023 from 3:00-4:30pm in Building no 13, Business block. There were over 75 students who were actively participating in this event. Overall it resulted as one of the successful events of the department.
23. Photographs of the event (attach 4 relevant, clear and appropriate photos to be pasted with title and explanation. The jpg files need to be attached.)	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

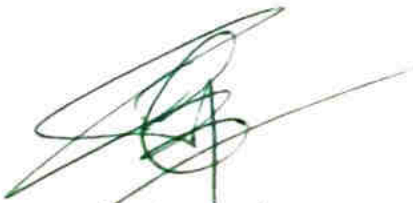
PS:

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


Event coordinator


HOD/ Director


IQAC coordinator


Principal



**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND
COMMERCE**

Department Of Commerce and Management - UG (BU)
BBA/B.Com
Marketing Club - Trio C's

Circular


Date: 9th NOV 2023

The Marketing Club is excited to present the first event in Academic
Year 2023 'INSIGHTS' on 10th Nov from 3.00pm-4.00pm.^{2ND.2023} In this event,
you can see what plans TRIOC's have for all. The club is looking forward
for an active participation from Bcom / BBA students. Don't miss this
out. Your valuable presence is of high importance for us.

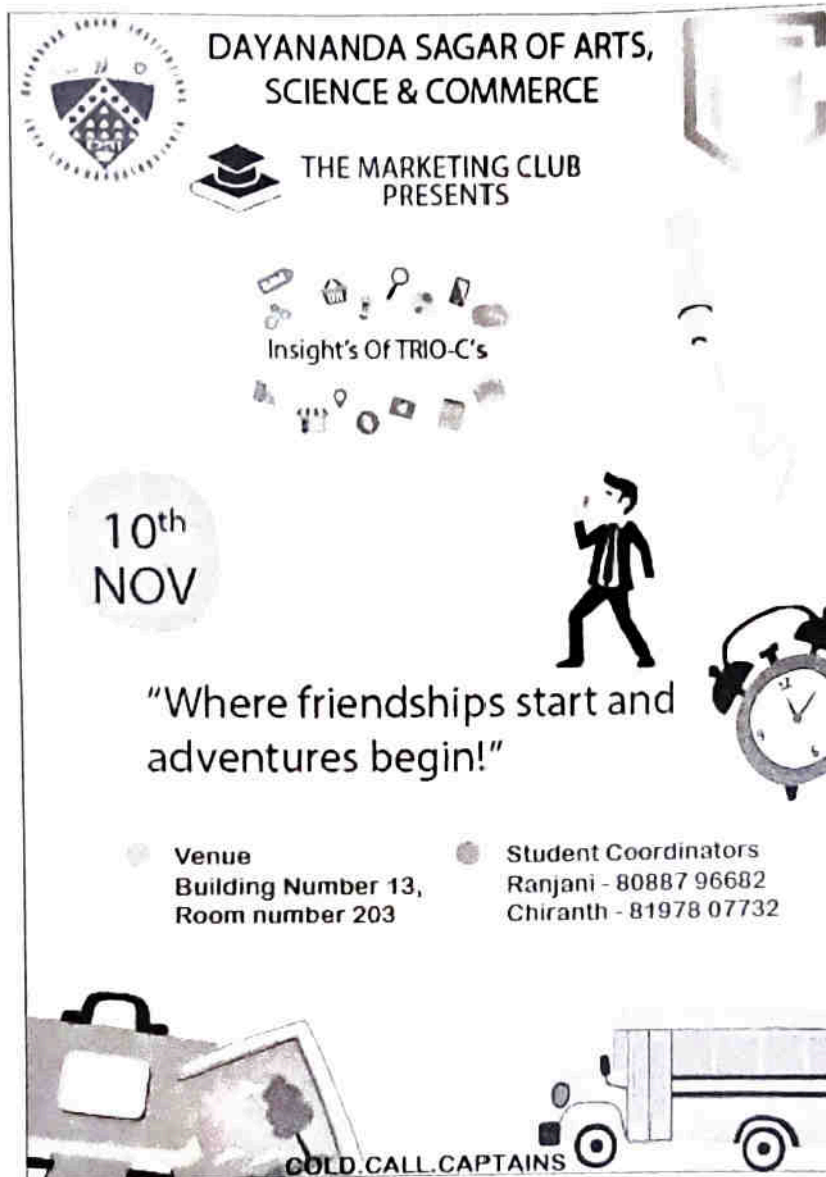

Club
Coordinator


HOD-BBA


HOD-B.COM


Principal
Principal,
Dayananda Sagar College of Arts,
Science & Commerce
K.S. Layout, Bangalore - 560 078

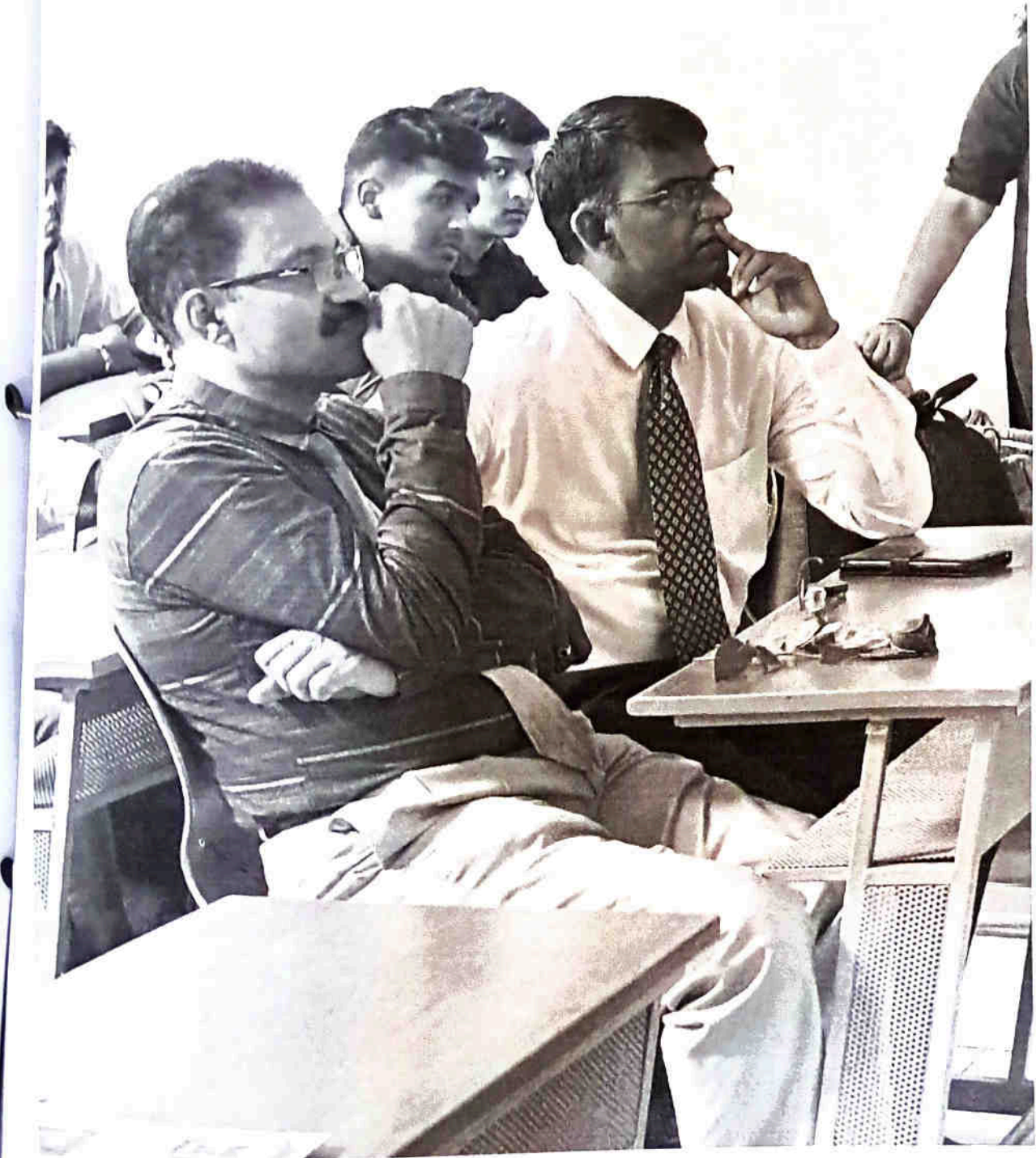
photos:



Pic 1: Poster of the Event



Pic 2: Participants for the day



Pic 3: Guest for the event



Pic 4: Event Student Coordinators, Participants with Faculty Observers



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND
COMMERCE



Department Of Commerce and Management - UG (BU)

BBA/B.Com

Marketing Club - Trio C's

Event: INSIGHTS

Feedback Form

Name: Shri Lakshmi . S.

Class & Sec: 3rd sem BBA

SL No.	Questions	5	4	3	2	1
1	Overall experience	/				
2	Committee interaction	/				
3	Do you think we lived up to your expectations?		/			
4	How valuable did you find this session?	/				
5	How eager are you to join our club?	/				

6. Any other Suggestions: NO.

Shri
Student's Sign



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COMMERCE**



Department Of Commerce and Management - UG (BU)

BBA/B.Com

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Event: INSIGHTS

Feedback Form

Name: Fathima Zohara

Class & Sec: Ist Sem 'A'

SL No.	Questions	5	4	3	2	1
1	Overall experience	✓				
2	Committee interaction	✓				
3	Do you think we lived up to your expectations?		✓			
4	How valuable did you find this session?		✓			
5	How eager are you to join our club?	✓				

6. Any other Suggestions:


Student's Sign