If you dream it , you can do it.—Walt Disney

ACADEMIC ACTIVITIES

Guest talk on Elements of Marketing

A guest lecture was arranged by Marketing club of the department of BBA/BCom on 9th January 2024. Dr. Mohd. Farooq Pasha was the key speaker for the event. The session left with many   contemporaries take away as marketing, need, repercussion future perspective of such topic in the said domain.

Guest lecture on "Contemporary Issues in Costing"

B. Com/BBA department had organised a special lecture on "Contemporary Issues in Costing" on 5th January 2024. CMA Devarajulu B was the guest for the event. The guest lecture delved into the fundamental components of cost, while emphasizing their critical role in pricing and analysis, the guest lecture shed light on the foundational elements of cost accounting.

Guest lecture on Audit Approaches to GST

The Department of BBA/B.Com conducted a guest lecture on the topic "Audit Approaches to GST Compliances" on 16th of January 2024. The guest lecture was delivered by Mr. Deepak Jodhani, the Senior Manager at EY, Bangalore. The session enlightened the students about, how to manage risk in an organisation and also about the importance of having risk management in the firm. The session ended up with a question-and-answer session.

Expert talk on Elements of Marketing

The Department of BBA/B.COM conducted an event title "Elements of Marketing" 9th January, 2024. The session left with many contemporaries take away as marketing, need, repercussion future perspective of such topic in the said domain. The spokesperson by profession is an academician and educationalist serving in Bengaluru University on various positions. Through this event, the students got to know about many marketing activities such as advertising, promotion techniques and so on.

Guest Lecture on "Addressing and Subnetting"

The Department of Computer Applications (BCA), DSCASC organized a Guest Lecture on the topic "Addressing and Subnetting" on 4th January 2024. The lecture provided insights about subnetting. Subnetting is the process of dividing a larger network into smaller, more manageable sub-networks or subnets. This division helps optimize the use of available IP addresses and enhances network performance and security.

Two Days Hands on Workshop on "Elements of Full Stack Development"

The Department of Computer Applications (MCA), DSCASC organized two days hands on workshop on Full Stack Development on 12th and 13th of January 2024. The workshop gave insights on the elements of Full Stack Development. Full stack development training is a comprehensive program equipping individuals with skills spanning both front-end and back-end web development. The training Programme covered HTML, CSS, and Java Script for crafting dynamic user interfaces, along with server-side languages like PHP.

Pre-Placement Orientation

The Department of Computer Applications (MCA), DSCASC in association with Placement Cell – Gamya conducted a Pre-Placement Orientation for the students of MCA 1st Semester on 24th and 25th January 2024. The session was conducted to kick the placement preparation for students.

Signing of MOU with STOCKTALE

The department of Master of Commerce and STOCKTALE signed an MoU on 27th January, 2024. The MoU was signed by the Secretary of DSI Sri. Galiswamy, The Principal and CEO of Stocktale Mr. Sagar. U.S to conduct 30 hrs of Equity Analyst course, which is compulsory for 1st semester M.com students as per Bangalore University prescribed curriculum. A prescribed syllabus is followed by Stocktale training institute to provide 30 hrs. of course, the Time and period allotted is incorporated in regular time table.

Faculty Development Program- "Developing Leadership Skills among Academicians."

The Department of BBA/B.Com had conducted a Faculty Development Programme on the topic "Developing Leadership Skills Among Academicians" on 2nd February 2024. The speaker for this FDP was Mr. Venugopalan C.M Business Transformation Leader /Start-up Mentor/ Leadership and Executive Coach . The event was mainly focusing on leadership skills which academicians should have. The main insights of the event on WHY, WHAT, HOW leadership is important.

Coding Competition

The Department of Computer Applications (MCA), DSCASC in association with CODE TANTRA organized a Coding Competition on 1st February 2024. The student coding competition sparked fervour for problem-solving and innovation among budding programmers.

Faculty Development Program on "Johari Window with Emotional Quotient"

The Department of Computer Applications (BU), DSCASC in association with Centre for Innovation and Leadership, DSCASC conducted a Faculty Development Program on the topic "Johari Window with Emotional Quotient" on 1st February. The FDP had insights on The Johari Window, a self-awareness tool, intersects with Emotional Quotient (EQ) where High EQ individuals express emotions openly (Open Area), seek feedback for blind spots, selectively disclose feelings (Hidden Area), and explore unconscious emotions and biases (Unknown Area).

MCA Induction Program - 2024 Batch

The Department of Computer Applications MCA, conducted an Induction program for the 2024 first year batch students from 8th February to 10th February 2024. The three-day Induction program took place after the successful conclusion of the   inauguration session.

Seminar on Artificial Intelligence – "Exploring the frontiers of Artificial Intelligence "

Department of Computer Applications - MCA organized a seminar for the students of MCA 1st Sem. titled "Exploring the frontiers of Artificial Intelligence " by Prof. Ramkrishna Reddy on 23rd February 2024.

Certificate Course: Equity Analyst

The department of Masters of Commerce signed an MOU with the training Institute StockTale to provide a Certificate course titled "Equity Analyst" for II M. Com 3rd semester students, a 30 hours course from 13th to 22nd of February 2024. The course also included taking students to live market office of the training institute to make students learn and understand about live market during market hours
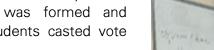
Mentoring Session

The Department of M. Com organized a mentoring session titled "Self-Nurturing towards Impossible to Possible Discover Excellence Within Cherish your distinctiveness " on 29th of February 2024 .During the session the students were mentored on different life skills to serve in the external environment.

Orientation on incubation for entrepreneurship

The Department of M.Com organized an event titled "Orientation on incubation for entrepreneurship" for first year M. Com students on 29th   December 2024. Resource person was Dr. Priya A Hoskeri, Assist. Prof. DSCE and faculty coordinator, IEDC. She started session with an informative video of IEDC INCUBATION and DERBI of DSI then she covered the complete life cycle of a budding entrepreneur. She also explained opportunities for early startups and entrepreneurs.

Class Representatives election

The Department of M. Com organized a class representatives' election on 9th January 2024. Student council committee was formed and setting SOP. As per SOP students casted vote and selected their CRs.

NON-ACADEMIC ACTIVITIES

Quizzical Quiz

The students Accounts and Taxation club "Accountoholics" of B. Com/ BBA department had organised a Quizzical Quiz event covering the topics of Basic concepts and conventions, Accounting process, golden rules of accounting, accounting standards, Financial Reporting on 11th January 2024.

Seminar on "Life Skills"- Health and Wellness

The department of computer application, BCA, conducted a seminar titled "Life Skills" on 2nd January 2024. Ms. Sushma Lingaraj from Centre for   Innovation and   Leadership (CIL) had delivered the seminar. Ms. Sushma spoke about motivation, setting up of goals, working on them, importance of punctuality, and attention towards the job.

Pathways to Success: Study Tour to IIMB

The Department of Computer Applications – MCA organised a study tour to its students on 20th February 2024. SERC housed the supercomputer PRAVEGA. It also showcased evolution of computer devices. A   session was held by the IISC volunteers to explain the working of PRAVEGA.

Field Trip- "Visit to IISC – Open Day"

The Department of Computer Applications - MCA organized a visit to the IISC -Open Day 2024 for the students of MCA 1st Sem on 24th February 2024. The field trip was organized on the occasion of Open Day at IISC. The visit was organized to motivate the students in the field of computer science and in general science. Various research papers were also displayed. Later everybody visited to robotics section of the CSD department. There was also demo of robots shown by the volunteers.

FACULTY PARTICIPATION IN FDP / WEBINARS

1. Prof. Ashwini Basavaraju from the department of BBA /B.Com attended a workshop on Registration for ITE – Filing on 1st January 2024.

2. Prof. Ashwini Basavaraju from the department of BBA /B.Com attended a webinar titled "Basics of Statistical Analysis" on 6th January 2024.

3. Prof. Rashmi S from the department of BBA /B.Com attended a National Webinar on "Marketing Analytics for enhanced data driven Marketing decisions" on 10th January 2024.

4. Prof. Meghana C from the department of BBA /B Com Participated in the International Workshop on "AI Tools for Research Writing" organized by Manuscriptpedia on 6th and 7th January 2024.

5. V. R Rajendra Kumar from the department of BBA /B. Com participated One Day State Level Seminar titled "Recent Trends in Research Methodology" organised by Govt First Grade College Kengeri on 22nd of January 2024.

6. Lalitha from the department of BBA /B.Com Attended workshop on "Statistical discovery using JMP"   organized by Jain college on 6th January 2024.

7. Dr. Kumudavalli M V from the department of Computer Applications attended five Day national level FDP on "Recent Trends in Teaching and Learning Pedagogy" organised by Dept. of CSE, in association with ISTE Faculty Chapter, Yashoda Technical Campus from 16th to 20th January 2024.

8. Prof. Srivatsala from the department of Computer Applications attended seven Days Online International Faculty Development Program on "Latest Trend and Techniques in Software Engineering: An Industry Perspective" organised by CHRIST University from 20th to 27th January 2024.

9. Prof. Ranjini K S from the department of Computer Applications attended seven Days Online International Faculty Development Program on "Latest Trend and Techniques in Software Engineering: An Industry Perspective" organised by CHRIST University from 20th to 27th January 2024.

10. Prof. Pandi Prabha S from the department of Computer Applications attended seven Days Online International Faculty Development Program on "Latest Trend and Techniques in Software Engineering: An Industry Perspective" organised by CHRIST University from 20th to 27th January 2024.

11. Dr. Aruna Devi C from the department of Computer Applications attended a seven day online international FDP on "Latest trends and techniques in software engineering" organised by Christ (Deemed to be university) from 20th to 27th January 2024.

12. Prof. Ranjini K S from the department of Computer Applications attended a FDP on "Counselling & Mentoring Skills" organized by APTHAMITRA under the guidance of IQAC, DSCASC on 29th February 2024.

13. Prof. Meenakshi N P from the department of Computer Applications attended a FDP on "Counselling & Mentoring Skills" organized by APTHAMITRA under the guidance of IQAC, DSCASC on 29th February 2024.

14.Prof. Leo Lawrance James from the department of Computer Applications attended a FDP on "Counselling & Mentoring Skills" organized by APTHAMITRA under the guidance of IQAC, DSCASC on 29th February 2024.

15. Prof. Nithya BN from the department of Computer Applications attended a FDP on AI/ML and Data Science for Industry 4.O (Intermediate Level), organised by NITTTR from 29th January to 2nd February.

16. Prof. Kiran C K from the department of Computer Applications attended an FDP on "Counselling & Mentoring Skills" organized by APTHAMITRA under the guidance of IQAC, DSCASC .

FACULTY PAPER PRESENTATION/RESEARCH

1. Dr. Kotresh Savanur from the department of B.SC published a paper titled "Low concentration Sm3+ ions loaded zinc sodium borate glasses for solid state lighting devices" on 1st January 2024.

2. Dr. Deepika Sharma from the department of BBA /B. Com presented paper in ICSSR Sponsored National Seminar organized by Rukmeni Devi Institute Delhi on 19th January 2024.

3. Dr. R. Pavithra from the department of BBA /B. Com presented paper on "Leveraging Experience in Entrepreneurship: An analysis through Lens of Effectuation theory "in National Conference conducted by Jain university on 18th January 2024.

4. Prof. Anitha. A from the department of BBA /B. Com presented paper in National level conference on "Driving Innovation for India 2030" organized by Jain deemed to be university on 18th January 2024. Research paper was titled "An examination of the start-up ecosystem with Emerging markets: Analysing the structural influence of Entrepreneurial ventures in India- Issues challenges and opportunities".

5. Prof. Lalitha from the department of BBA /B. Com Presented paper research paper titled on "Customer   preference and satisfaction towards digital banking" organized by Jain deemed to be University on 18th January 2024.

6. Mrs. Yashaswi H R from the department of BBA /B. Com Presented research paper at A National Level   Conference organised by Jain University on 18th January 2024.

7. Dr Kadambini Katke from the MBA Department Presented paper at 9th PANIIM Conference at IIM Sanbhalpur held on 21st to 24th January 2024.

8. Dr. Subbulakhsmi Somu from the MBA Department Paper presented in the National Conference titled "Leveraging Experience in Entrepreneurship: An Analysis through the lens of Effectuation Theory" at Jain Deemed to-be University on 18th January 2024.

9. Dr. Suplab Kanti Podder and Dr. Chetana M R from Department of Commerce and Management published a paper titled "Impact of innovative HRM practices on sustainable business Operations – a study on India's   transformation in the new Millennium" in January 2024.

10. Dr. Sudarshan S. Savanoor, Mrs. Faseeha Begum and Mrs. Paraminder Kaur from the department of BBA /B. Com published a paper titled "Ambush Marketing - A Principled Business Practice and Just Commercial   Irritant either! A Case Study of Contemporary Era" in January 2024.

11. Dr. Monica Ranka from the department of M. Com published a paper titled "Prediction of Stock Prices using Prophet Model with Hyper parameters tuning" during 2024.

12. Dr. Savitha Trivedi from the department of M. Com published a paper titled "Sustainable Supply chain management in small and medium enterprises" in January 2024.

13. Dr. Deepika Sharma from the department of BBA /B. Com published a book chapter titled "A study on fast   moving consumer goods and their strategies for market penetration using social media in Rural areas" in January 2024.

14. Prof. Ranjini K S from the department of BCA published a book chapter titled "Quantitative Techniques part II and Part III" in January 2024.

15. Dr. Mahalakshmi. V from the M. Com Department was the book editor for the book titled "Recent Trends in Business Management and economics" during January 2024.

16. Prof. Rekha M P from the department of BBA /B. Com published a paper titled "HR Challenges towards   Sustainability & Growth in Garment Sector" during January 2024.

17. Dr Kumudavalli from the department of BCA published a paper titled "Comprehensive Swotting on LIBREM 5" in January 2024.

18. Dr Kumudavalli from the department of BCA published a paper titled "Data Wiping Journey through Redkey" in January 2024.

19. Prof. Hemanth U published a paper titled "Data Wiping Journey through Redkey" in January 2024.

20. Dr. Pavithra R from the department of BBA /B. Com published a paper titled "A Study on Insights of Health Tourism and Its Challenges for Future" in February 2024.

21. Dr. Pavithra R from the department of BBA /B. Com published a paper titled "An Empirical Study On Employee Engagement In Organizations Associated To Renewable Energy Sectors In Bangalore" in February 2024.

22. Prof. Faseeha Begum from the department of BBA /B. Com published a paper Rabindra Bharati University   Journal of Economics ISSN 0975 802X- UGC CARE Approved, peer review and referred Journal on "An Empirical Study on Employee Engagement in Organizations associated to Renewable Energy sectors in Bangalore".

23. Prof. Rekha M P from the department of BBA /B. Com published a paper titled "An Empirical Study On Employee Engagement In Organizations Associated To Renewable Energy Sectors In Bangalore".

24. Dr. Sumera Aluru from the department of MBA presented a Research Paper Presented titled "Critical Evaluation of Sustainability Indices on BSE and NSE "at International Conference Contemporary Issues in ESG – organised by Department of Accounting –GITAM, Hyderabad on 15th and 16th February 2024.

25. Prof. Vaibhav Patil from the department of MBA presented a Research Paper titled "Topic-Role of psychological ownership motivation & social media engagement in need fulfilment behaviours" at 9th PAN IIM World Management Conference from 22nd to 24th February, 2024.

26. Dr. Subbulakshmi Somu from the department of MBA presented a Research Paper titled "Saving and Investment Pattern of Housewives In Bengaluru South" in January 2024.

27. Dr. C B Venkata Krishna Prasad from the department of MBA presented a Research Paper titled "Spiritual Tourism Gains Ground in India – A Study with Special Reference to States of Andhra Pradesh and Telangana" in January 2024.

28. Dr. Ameer Asra Ahmed from the department of MBA published a book chapter titled "Navigating the Digital Landscape: A Guide to Management and Commerce in the 21st Century" in January 2024.

29. Prof. Vaibhav Patil from the department of MBA published a book chapter titled "Workplace Incivility and Narcissistic Rivalry in the Digital Era: A study on Employee Turnover Intentions of Remote Workers in IT industry" in January 2024.

30. Dr. Ameer Asra Ahmed from the department of MBA published paper in an International conference titled "Analyzing the impact of intersectional identity on women's life satisfaction and perceived marginalization in higher education" in January 2024.

CERTIFICATION COURSES BY FACULTY

1. Prof. Shalini Kumari Rawani from the department of BBA /B. Com completed an online certification titled "Social Media Marketing" in January 2024.

2. Prof. Vinutha K from the department of BBA /B. Com completed an online certification on Accounting Concepts - Great Learning on 18th January 2024.

3. Prof. Sunil Kumar V from the department of BBA /B. Com completed an online certification on "Fundamentals of Taxation" on 31st January 2024.

4. Prof. Jayashree C from the department of BBA /B. Com completed an online certification on "Project Management" on 17th January 2024.

5. Prof. Jayashree C from the department of BBA /B. Com completed an online certification on "Social media   marketing" 27th January 2024.

6. Prof. Vinay M from the department of BBA /B. Com completed an online certification titled "Fundamentals of Taxation" on 25th January 2024.

7. Prof. Dr. Subbulakshmi Somu from the department of MBA completed a MOOC course titled "HR Analytics   Using Excel" on 19th January 2024.

8. Dr. Deepika Sharma from the department of BBA /B. Com completed two weeks AICTE approved Patent Course from 30th January to 12th February 2024.

9. Prof. Ashwini Basavaraju from the department of BBA /B. Com completed Online certificate course on "AICTE evaluated 2 – Week Patent course" from 30th January to 12th February 2024.

10. Prof. Meghana C from the department of BBA /B. Com completed Online certificate course on two week   Patent Course conducted by Turnip Innovations from 30th January to 12th February 2024.

11. Prof. Yashaswi H R from the department of BBA /B. Com completed Online certificate course on "Behavioural Finance" by Great Learning on 14th February 2024.

12. Prof. Shylaja N from the department of BBA /B. Com completed Online certificate course on "Fundamentals of taxation" by Great Learning Academy on 3rd February 2024.

13. Prof. Shylaja N from the department of BBA /B. Com completed Online certificate course on "Marketing   Analytics" by Great Learning Academy.

FACULTY ACHIEVEMENTS

1. Dr.R. Pavithra from the department of BBA /B. Com won the 1st prize in fashion show in Taranga conducted by DSU on 12th January 2024.

2. Dr. Sudarshan S. Savanoor from the department of BBA /B. Com Worked as Resource Person at MSP Mandal's Y C College, Ambajogai, Beed (MH), and Delivered A Talk on The Right way to Kick Start the Research and Writing Manuscript under the Broad Concept of research Methodology on 16th January, 2024.

3. Prof. Mukesh Soni from the department of BBA /B. Com was invited as a Guest Speaker on the topic 'The Usage of English Language in Academic Writing' at Govt. First Grade College for Women, Doddaballapura, Bangalore Rural District on 24th January 2024.

4. Prof. Rashmi M Umarji from the department of BBA /B. Com was the winner of the Fashion Show 'Taranga'.

5. Prof. Shylaja N from the department of BBA /B. Com was the winner of the Fashion Show 'Taranga'.

6. Prof. Vinay M from the department of BBA /B. Com was invited as a Guest Speaker on the topic "GST Law and Practice" on 20th January 2024.

7. Dr Kadambini Katke from the department of MBA chaired session at 9th PANIIM Conference at IIM Sanbhalpur held from 21st to 24th January 2024.

8. Dr. Subbulakhsmi Somu from the department of MBA acted as a Resource person for the FDP on "Master Class for Research Paper Publication, Manuscript Writing & Research Grants" Conducted by CB Bhandari Jain College and Delivered a session on "Reference Management using Mendeley".

9. Dr. C B Venkata Krishna Prasad from the department of MBA was the Resource Person for 'Management Development Program on Digital Transformation and Industry Co Creation' - Ramaiah University of Applied Sciences (RUAS) on 2nd February 2024.

STUDENTS ACHIEVEMENTS

1. Ranjani V from III B. Com 'E' organised a club talk on The Trio Cs on 27th January, 2024.

2. Hari R (U03CJ21C0009), Bindu D(U03CJ21C0113) , and Dimple Yadav (U03CJ21C0178) BBA & B.Com department were the runners up inter collegiate fashion show on 11th January 2024.)

3. Seven students from BCA V – A completed The Full Stack Web Development- WP by Infosys springboard 3rd January 2024.

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