



COMMUNIQUE

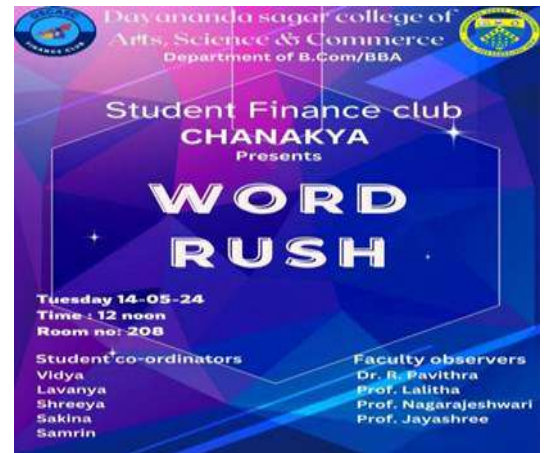
Bi-Monthly Newsletter
Volume 3| Issue 5 May—June 2024

Success is stumbling from failure to failure with no loss of enthusiasm. —Winston Churchill

ACADEMIC ACTIVITIES

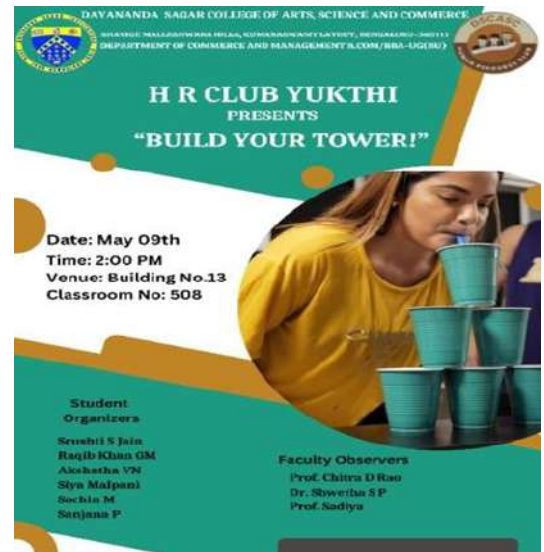
WORD RUSH

The Finance club, BBA/B.Com department, conducted WORD RUSH on 14th May, 2024. A Finance Club is a student-led organization that focuses on building financial literacy, investment knowledge, and career readiness in fields related to finance, banking, and economics. It serves as a platform for students interested in finance to deepen their understanding, network with professionals, and participate in hands-on activities related to the world of finance.



Build Your Tower

The BBA/B.Com department, HR Club-YUKTHI student coordinators and members organized an HR activity for the even Semester titled 'BUILD YOUR TOWER' 9th May,2024. The "Build Your Tower" activity, also known as the Balloon Pyramid Game, aimed to enhance teamwork, problem-solving skills, and inter-disciplinary collabora-



SAMANVAYA

The Department of BBA/B.COM-Equal Opportunity Cell SAMANVAYA – student coordinators and members organized an EOC activity titled Poster Making Competition on awareness about "Economically Weaker Section" on



Workshop on ‘Competitive Examination’

Competitive exam and guidance cell, the BBA/B.Com department, organized an orientation program for VI B.Com students on “How to prepare for competitive exams” on 15th May. The resource person Ms. Vijayalakshmi from T.I.M.E explained various techniques taught at T.I.M.E such as critical reasoning, sweeping generalization etc. for cracking CAT and GMAT ex-



Parents-teachers’ Meeting

The BBA/B.Com department scheduled a parent-teacher meeting for all BBA/B.Com students for the semester on May 31st 2024. This meeting’s primary goal was to establish a forum for teachers and parents to collaborate on improving children’ academic achievement and finding innovative ways to enhance their educational experiences. The MCA department also conducted an online PTM on 8th June 2024.



Guest Lecture on ‘Algorithms - An Overview’

The Department of Computer Applications organized a guest lecture on “Algorithms - An Overview” on 9th May 2024. Algorithms serve as foundational tools in computer science, offering systematic methods for solving problems and executing tasks. They provide step-by-step instructions that guide computations, data processing, and decision-making processes.



Seminar on 'An Overview of Relational and Non-Relational Databases - SQL and NOSQL'

The BCA department organized a seminar titled "An Overview of Relational and Non-Relational Databases - SQL and NOSQL" on 09th May 2024. Program started with welcome speech by Dr. Aruna Devi, HOD, department of Computer Application, DSCASC. Resource person, Prof. Kalyani S A ,started her talk with importance data and its us-



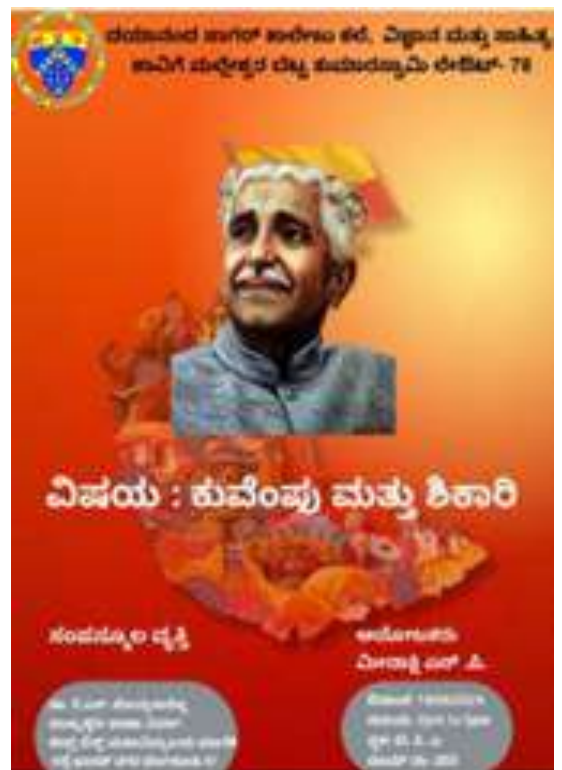
Seminar on 'The Best Coding Practices'

A seminar on "The Best coding practices " was organized by the BCA department on 11th May 2024. Students were introduced to industry standard methodologies for efficient software development. Speakers highlighted the difference between bad code and good code, principles like modularity, version control using resources like GITHUB



Seminar on 'Kuvempu Mattu Shikaari'

For BCA kannada language students Seminar on "Kuvempu Mattu Shikaari" was conducted on 14th May 2024 . The key note was delivered by K N Hoysaladitya Assistant Professor and HOD of Language Department, East West Group of Institution.



Workshop on 'Mobile App Develop-

Two Days workshop on 'Mobile App Development' was organized by the BCA department on 14th & 15th May 2024..The two speakers from SwipeGen gave a brief introduction to the Android studio and they explained the functionality of different



Guest Lecture on 'Advance Java'

On 17th May 2024, a guest lecture on 'Advance Java' was conducted by the BCA department. Prof. Manjunath B ,Asst. Professor and Academic Co-ordinator, Reva University explained Advance Java Concepts. He explained the collection framework with real



Guest Lecture on 'Internet Technolo-

The Department of BCA organized a Guest Lecture on Internet Technology in the topic of PHP 17th May 2024. The Guest Speaker was Prof.Vineeta Tapsakar who explained importance of PHP.



Seminar on 'Software Testing and

The BCA students got hands on training session by attending One Day Seminar titled 'Software Testing and Tools' on 22nd May 2024.



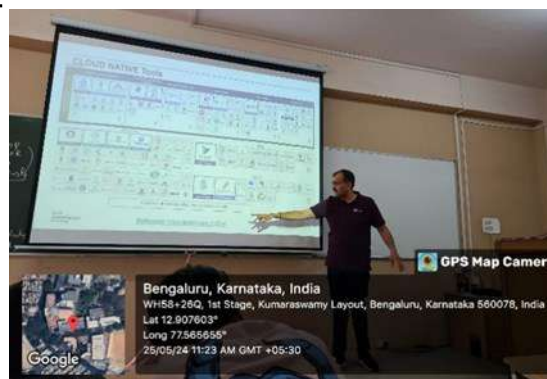
Seminar on 'Artificial Intelligence'

The Department of Computer Applications (BCA), DSCASC organized a seminar on "Artificial Intelligence Technology and Machine Learning" was organized on 23rd May 2024. It was aimed to give insights and its key terms into the rapidly evolving landscape of AI challenges associated with it.



Seminar on "Cloud Security and Emerging Technolo-

The Department of Computer Applications (BCA), DSCASC organized a seminar on "Cloud Security and Emerging Technologies" was organized on 25th May 2024 with the aim of providing students insights into the rapidly evolving landscape of cloud computing and the security challenges associated with it



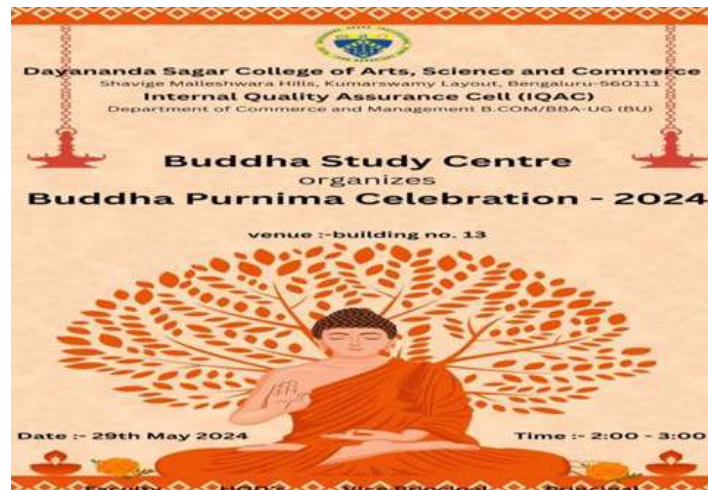
The Hackathon Finale & Language Proficiency Ses-



NON-ACADEMIC ACTIVITIES

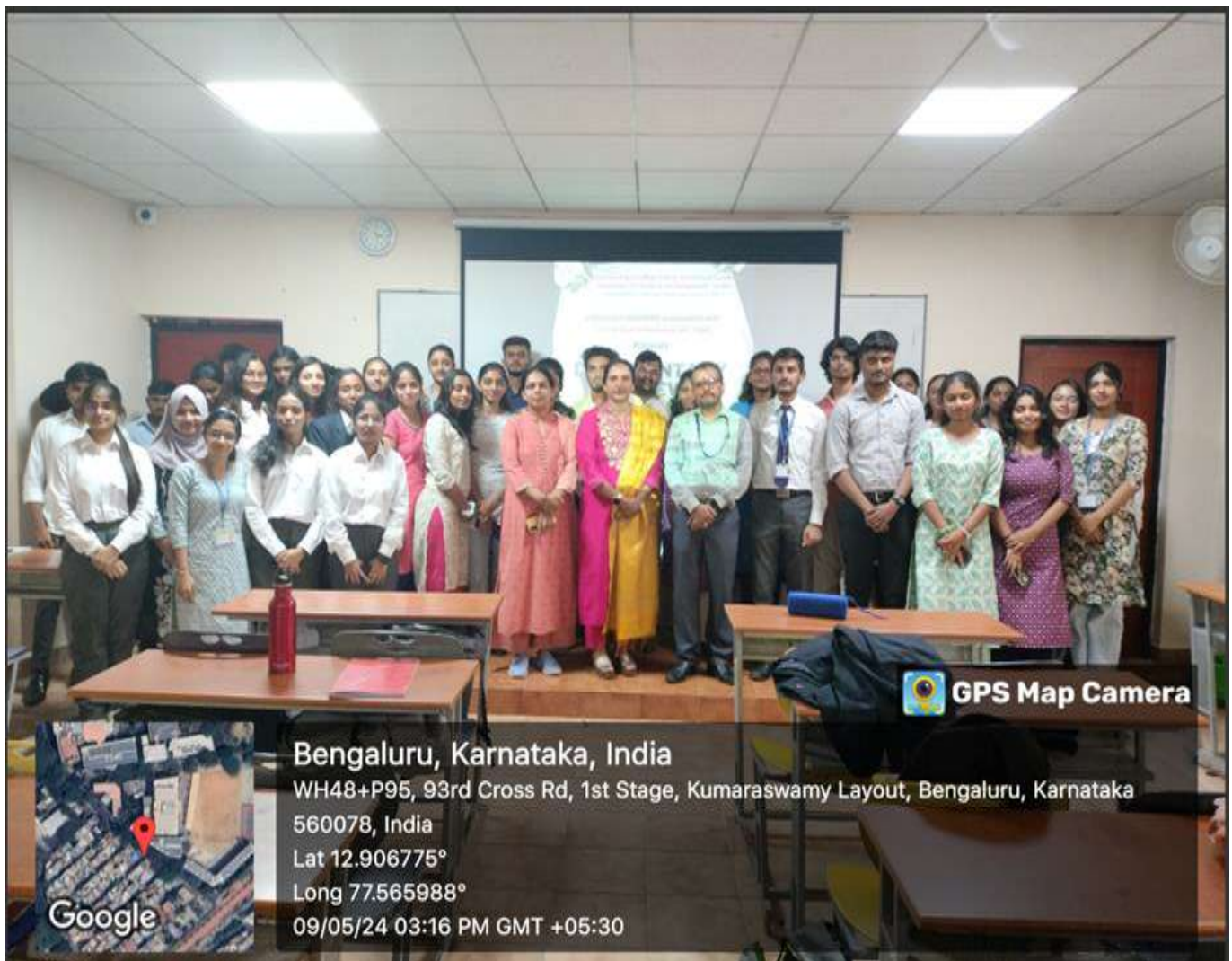
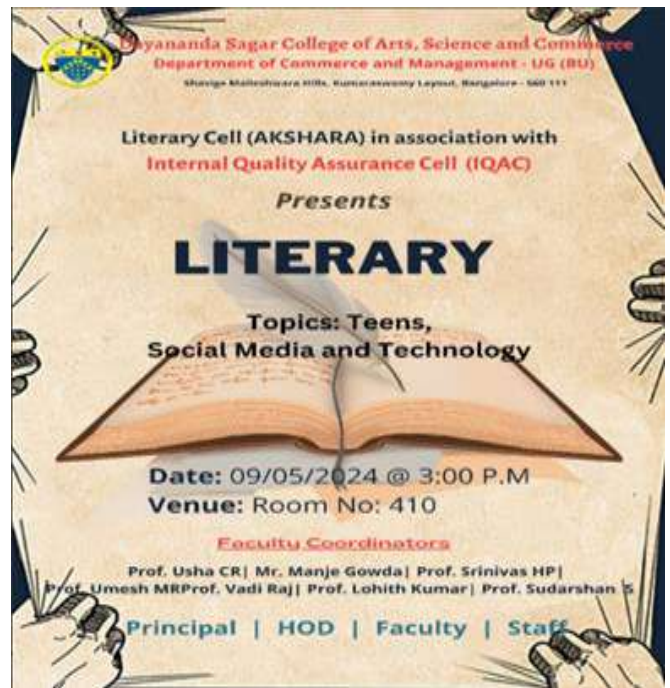
Buddha Pournima Celebration

The Department of BBA/B.COM celebrated Buddha Pournima on May 29th, 2024. Known as Vesak or Buddha Jayanti, this major Buddhist festival commemorates the birth, enlightenment, and death (Par nirvana) of Siddhartha Gautama Buddha. Students actively participated in various cultural activities like skits, dances, and speeches focused on Buddha's life and teach-



Documentary Review Competition

The Literary Cell, BBA / B.Com department, conducted Documentary Review competition to assess the listening, writing and critical thinking skills of students on 9th May 2024.



SPECTRUM WEEK

As a part of cultural events, Spectrum Week was conducted from 6th May 2024 to 11th May 2024 by the BCA department. A theme was given for each day of the Spectrum Week and students and faculty were instructed to follow the dress code as per the



SPARDA

The sports cell - SPARDA organized Interdepartmental sports among all PG courses M.Com, MBA, MCA for both boys and girls. Cricket, Volley ball, Kabbadi, throw ball competitions were conducted from 3rd to 4th of June, 2024.



Colours Week

To signify unity in diversity, Cultural club of M. Com department organized Colors Week from 24th to 28th June 2024.



Bengaluru, KA, India
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 Lat 12.907119, Long 77.566401
 06/24/2024 09:55 AM GMT+05:30
 Note: Captured by GPS Map Camera

Cultural Heritage Day - M.Com Department



Yoga Day



World Environment Day



Mehandi Competition—BCA Department

Nail Art Competition—BCA Department



Face Art Competition—BCA Department

Farewell to Final Year Students —BCA Department



Sports Day—BBA /B.Com Department



FACULTY PARTICIPATION IN FDP OR WEBINARS

1. Prof. Usha CR, Dept. of BBA/B.Com, attended FDP on Moodle Learning Management System & LaTeX organized by VVN Degree College, Collaboration with Spoken Tutorial Project, II T Bombay, from 21st to 4th June 2024, and also attended Six Days State Level Workshop on "Research Methodology" held from 25TH to 30TH June 2024 at KSOU, Mysuru.
2. Dr.R.Pavithra & Prof. Rekha M P, Dept. of BBA/B.Com, attended Faculty Development Program on "Enhancing research paper & Case study writing for Top Tier Publication" conducted by KSR College of Technology-Namakkal, Tamilnadu from 21st to 25th May 2024.
3. Prof. Rekha MP, Dept. of BBA/B.Com, completed 8 weeks of online NPTEL FDP on Marketing Management II organized by AICTE in May 2024.
4. Dr.R.Pavithra, Dept. of BBA/B.Com, attended Faculty Development Program on "Transformative Teaching" by Christ Academy on 18th June 2024.
5. Prof. Mukesh Soni, Dept. of BBA/B.Com, attended One Week FDP titled "Emerging Technologies and Research Challenges" Organized by St. Francis College, Bangalore from 13th to 18th May 2024.
6. Prof. Vinutha K, Dept. of BBA/B.Com, attended a webinar on 'An overview of Intellectual Property Right in India' organized by Sheshadripuram College on 14th May 2024.
7. Prof. Parminder Kaur, Dept. of BBA/B.Com, participated in Webinar on "Investment is a tool for financial empowerment" on 30th May 2024.
8. Prof. Jayashree C, Dept. of BBA/B.Com, attended FDP on "An overview of intellectual property right in India" on 16th May 2024.
9. Prof. Kavya R, Dept. of BBA/B.Com, attended Live Training Webinar on "Systematic Literature Review and Meta Analysis" on 11th May 2024.
10. Prof. Niveditha K, Dept of MBA, attended a webinar on 'An overview of Intellectual Property Right in India' on 14th May 2024.
11. Dr Kumudavalli M V & Dr. Aruna Devi C, Dept of BCA, attended FDP on 'Block Chain and its Applications' on May 2024.

13. Prof. Ashwini Basavaraju, Dept. of BBA/B.Com, participated in the 8 days Virtual FDP on "Quantitative data analysis using SPSS with interpretation and writing Research article with AI" from 14th to 21st June 2023
14. Prof. Faseeha Begum, Dept. of BBA/B.Com, participated in Five days virtual Faculty Development programme on "Enhancing Research paper and Case study writing for Tier publication" from 21st to 25th June 2024, by KSRCT.
15. Prof. Parminder Kaur, Dept. of BBA/B.Com, participated in Webinar on "Wealth creation through financial planning" on 6th June 2024.
16. Prof. Parimala R, Dept. of BBA/B.Com, attended One Day National Level FDP on "Crafting Effective OBE: Strategies and Assessment Methods" on 24th June 2024.
17. Prof. Sunil Kumar V, Dept. of BBA/B.Com, participated in FDP on Transformative Teaching by Global FTI Pvt. Ltd. on 18th June 2024.
18. Prof. Chitra D Rao, Dept. of BBA/B.Com, Participated in One week Online FDP on "Entrepreneurship and Innovation management" from 24th June 2024 to 28th June 2024.
19. Prof. Shylaja N, Dept. of BBA/B.Com, participated in Webinar on "Wealth creation through Financial planning" by Guru Brahmanand Kanya Vidyalay, Karnal on 6th June 2024.
20. Prof. Jayashree C, Dept. of BBA/B.Com, participated in National webinar on "Institutional preparedness for learning outcomes" on 6th June 2024 and also participated in FDP "Quantitative data analysis using SPSS with interpretation and writing research article with AI" from 14th to 21st June 2024.
21. Prof. Kavya R, Dept. of BBA/B.Com, 8-Day Online FDP – Quantitative Data Analysis using SPSS with Interpretation and Writing Research Article with AI from 14th to 21st June 2024, and also participated in 8-Day Online FDP - Research Methodology Tools and Techniques from 22nd to 28th June 2024.
22. Prof. Kohila Kanagalakshmi, Dept. of BCA, Participated in "Google Analytics" beginner course certified for presenting FDP on Google analytics on 28th June 2024.
23. Prof. Niveditha K, Dept of MBA, participated in FDP on "Transformative Teaching" organized by Christ (Deemed to be University) in association with Globalist Pvt Ltd. on 18th June 2024.
24. Dr. C B Venkata Krishna Prasad, Dept of MBA, participated in One Day Faculty Development Programme on "Trends in Management Teaching Learning Methodologies" by AIMS, Wings Business School on 17th June 2024.
25. Prof. Shruthi BK, Dept. of BBA/B.Com, participated in Skill Training Workshop on (enhancing research paper and project report writing capabilities with AI) on 3th June 2024.
26. Prof. T. NAYANA, Dept. of MBA, participated in International Conference on "Continuity, Consistency and Innovation in Applied Sciences and Humanities" organised by St. Martin's Engineering College from 19th to 20th June 2024.
27. Prof. Niveditha K, and Dr. Ameer Asra Ahmed, Dept of MBA, Participated in International Conference on "Continuity, Consistency and Innovation in Applied Sciences and Humanities" organised by St. Martin's Engineering College from 19th to 20th June 2024.

FACULTY PAPER PRESENTATION/RESEARCH:

1. Prof. Usha CR, Dept. of BBA/B.Com, presented a paper on “Ecological Ramification of Technology Explored in English Literature” in the National Conference on ‘Green Literature Presented Paper titled on 5th JUNE 2024.
2. Prof. USHA CR, Dept. of BBA/B.Com, published a research paper titled “Translation & Trans creation: The Role of AI in English Literature” in International Research Journal on 4th June 2024 & also a paper titled “Enhancing Innovative Teaching Pedagogy in English: Strategies for Engaging and Empowering Learners” in UGC Approved Journal no 63975(19) ISSN Number-2349-5162, <https://www.jetir.org/papers/JETIRGF06028.pdf>.
3. Prof. Parimala R , Dept. of BBA/B.Com, participated and presented a paper titled “Artificial Intelligence and Management in Personal finance” on 04th May 2024.
4. Prof. Usha CR, Dept. of BBA/B.Com, presented a paper in the National Conference on “Role of Technology in the Contemporary Sustainable Development” Organised by the Sacred Heart Degree College For Women, on 29th May 2024 & also presented a paper in One day National Multi Language Conference on Language & Identity Organised by MLA – Academy of Higher Learning titled “Exploring the Intersection of Digital Literacy and English Literature on 20th May 2024.
5. Prof. Rashmi S , Dept. of BBA/B.Com, published a research article on “Adoption of Digital Payment System” in June 2024.
6. Prof. Parimala R, Dept. of BBA/B.Com, published a book chapter titled ‘Ethics in Entrepreneurship’ ISBN Number 978-93-6010-201-2, Prime International Publication on 2024.
7. Prof. V. R Rajendra Kumar, Dept. of BBA/B.Com, presented paper titled “Exploring Sustainable Tourism in India-Key Challenges and Opportunities” in Two Days National Seminar organized by Central University of Himachal Pradesh from 26th to 27th June, 2024.
8. Prof. Parimala R, Dept. of BBA/B.Com, participated and presented a Paper titled “Assessment of Role of ICT Tools in Education” from 27th to 28th June 2024.
9. Dr Kumudavalli M V, Dept of BCA, Presented a paper titled “Blockchain-Integrated Metaverse for Academia: A Solution for Virtual Classes, Lectures, and Project Funding’s” in Springer Nature - Intelligent Strategies for ICT, Lecture Notes in Networks and Systems 941.
9. Prof. Chitra D Rao, Dept. of BBA/B.Com, published a paper titled ‘Impact of Vehicle Loans, Consumer Level and Income Level of the Passenger Segment of the Automobile Industry since year 2011’ in Motherhood International Journal of Research & Innovation on 12th June 2024.
10. Dr. Ameer Asra Ahmed, Prof. Vaibhav Patil, Dept. Of MBA, published a book chapter titled ‘Tech-enabled platforms and student enrolment in Futuristic Trends in Management’ in Iterative International

11. Dr. Ameer Asra Ahmed, Prof. Vaibhav Patil & Dr. Venkatesh B.R, Dept. Of MBA, published a book chapter titled 'Economic Empowerment of Marginalized Communities: One District One Product's (ODOP's) Inclusive Impact in One District One Product (ODOP) Scheme: Revolution in Economic Sustainability.
12. Prof. Rashmi S, Dept. of BBA/B.Com, published a research paper titled "Adoption of digital payment system – Innovation resistance Theory" in the journal High Technology Letters in June 2024.
13. Dr.Monica Rank, Dept of M.com, published a research article titled "Impact of Vehicle Loan, Consumer Behaviour and Income level on the Passenger Segment of the Automobile Industry" in MI-JORI Journal in June 2024 & also published a paper titled "Comparative Analysis of Machine Learning Models in Predicting Academic Outcomes: Insights and Implications for Educational Data Analytics" in an International Conference on 'Smart Systems for Applications in Electrical sciences 2024' at Siddaganga Institute of Technoogy, Tumkur.
14. Prof. Prakash Pinto, Vinish P, Slima Pinto, Iqbal Thonse Hawaldar, Dept of MBA, published a research paper title "Unveiling the entrepreneurial mindset: exploring orientation and intentions among students of prominent engineering disciplines" in Journal of Innovation and Entrepreneurship in June 2024.
15. Dr. C. B. Venkata Krishna Prasad, Dept of MBA, published a research paper, Decoding Trust: Blockchain Solutions for Transparency in Digital Advertising in the Journal of European Economic Letters.
16. Dr. Ameer Asra Ahmed & Niveditha K, Dept of MBA, published a book chapter titled "Impact of Job Crafting & Employee Personality on Work Engagement & perceived career satisfaction of employees across IT industries in Bengaluru, 5th online/Offline Mega International Conference on "Continuity, Consistency & Innovation in Applied Science & Humanities" with ISBN Number 978-93-92311-86-4 in St. Martin's Engineering College, Secunderabad on June 2024.

CERTIFICATION COURSES BY FACULTY

1. Prof. Rashmi S, Dept.of BBA/B.Com, completed Online certification Programe on " Fundamentals on Taxation" on June 2024.
2. Prof. Rekha MP,Dept. of BBA/B.Com, completed online NPTEL Certification course on Marketing Management II under AICTE in May 2024.
3. Dr. Suplab Kanti Podder, Dept. of BBA/B.Com completed Swayam Online Certification Course - HR Analytics using Excel, on June 2024.
4. Prof. Jayashree C, Dept. of BBA/B.Com, completed online Certification on " Sales management" on 14th May 2024 & also completed online certification course on External examiner for the internship at MES college of management.
5. Dr Kumudavalli M V, Dept of BCA, attended a Short Term Course on Leadership & Management inn Oxford Home Study Centre on 4th May 2024 & completed the course of Block Chain and its Applications on May 2024.

7. Prof. Poornima Puneekar & Prof. Shaik Shavez Ahmed, Dept of BCA, completed NPTEL online course on Cloud Computing certification on May 2024.
8. Prof. Shylaja N, Dept. of BBA/B.Com, completed Online certification on "Time Management" from Great Learning Academy-completed on 20th May 2024, & also completed Online certification course on "Conflict Management" from Great Learning Academy on 20th June 2024.
9. Prof. Vinay M, Dept. of BBA/B.Com, completed Swayam Online Certification Course (NPTEL) on Introduction to GST on June 2024.
10. Prof. Ranjini K S, Dept. of BCA Completed online certification course of Data science in Mathematics in "Great Learning Academy" on June 2024 & Completed online certification course of Python for Beginners in "Great Learning Academy" on June 2024.
11. Prof. Shaik Shavez ah med & Prof. Poornima Puneekar, Dept. of BCA, Completed online certification course of Google analytics beginner course certified in "Google" BY Google analytics on 28th June 2024.
12. Prof. Sailaja Bhaskar Murthy, Dept. of BCA, completed online certification course of Introduction to the deep learning in "Great Learning Academy" on June 2024 and completed online certification course of Introduction to the Machine learning in "Great Learning Academy" on June 2024.
13. Dr. Mahalakshmi.V, Dept. of M.Com Completed certification course on Diploma is Block chain Technology-Completed NPTEL Course on June 2024.
14. Prof. Kohila Kanagalakshmi, Dept. of MCA, completed certification course on Google Analytics Advanced course on 28th June 2024.
15. Prof. Ranjini K S, Dept.of MCA, completed certification course of Data Science In Mathematics - Great Learning Academy and also completed certification course Of Python For Beginners- Great Learning Academy on June 2024.
16. Prof. Sailaja Bhaskar Murthy, Dept .of MCA, Completed certification course of Introduction To The Deep Learning - Great Learning Academy on june2024 and Introduction To The Machine Learning - Great Learning Academy.

FACULTY ACHIEVEMENT

1. Dr. Sudarshan S. Savanoor, Dept. of BBA/B.Com, got his patent published titled RUBBER FROM PALAY RUBBERVINE (CRYPTOSTEGIA GRANDIFLORA) and IMPLICATION OF ISO STANDARDIZATION TO INDIAN FAMILY.
2. Prof. Nagarajeswari .M, Dept. of BBA/B.Com, was appointed as a Panel Member for VI BBA project VIVA VOCE at SJB B school by Bangalore university on 24th June 2024.
3. Dr. Mahalakshmi.V, Dept of M.Com, participated in External examiner- Viva-voce, BBA AM at RR Institutions & Acharya Business school from 22nd to 24th June 2024.
4. Prof. Lalitha, Dept.of BBA/B.Com, completed MBA course from "Indira Gandhi National Open University" in May 2024.
5. Dr. Subbulakshmi Somu, Dept of MBA, conducted a session in - NATIONALLEVEL FDP on "MASTER CLASS FOR RESEARCH PAPER PUBLICATION, MANUSCRIPT WRITING & RESEARCH GRANTS" on the topic "Reference Management Using Mendeley" from 6th to 11th May 2024.
6. Mrs. Anusha Kalburgikar, Dept. of BBA/B.Com, was invited as a resource person by Disciples India Learning Forum to address the topic "A-Z of Professionalism: The Secret Sauce to Success" on 5th June 2024.
7. Dr. Deepika Sharma , Dept. of BBA/B.Com, was appointed as a panelist for Project Viva-Voce for 6th Semester at BNM Degree college and DSBA .
8. Students from the MCA Dept, completed an Online Course on NPTEL on 'Programming in

Editorial Committee

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