

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

ShavigeMalleshwara Hills, Kumarswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC) Cell

Alumni Cell (SAMMILANA)

"ALUMNI GUEST TALK ON "Job Opportunities in Marketing"

Department: MBA

Date: 28.09.2024

Sl No.	Particulars	Event related Details		
1.	Event*	Alumni Talk		
2.	Title of the Event	Alumni Guest Talk On " Job Opportunities in Marketing"		
3.	Date	28.09.2024		
4.	Time	10.30-11.30 AM		
5.	Venue	ROOM NO: 502		
6.	Resource Person 1 Details (Profile to be enclosed)	Mr Arjun Nanda Kumar (2014-16), Manager – Client Lead Girnarssoft Pvt Ltd.		
7.	Topics Covered	Challenges faced by Fresher's at corporate, qualities required, Requires skills and knowledge in marketing field.		
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: 02	External:	NA
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal: 38	External:	NA
12.	Faculty Coordinator/s	Full Name: Dr Kadambini katke Kumar Department: MBA Designation: Professor Asst.Professor	Full Name: Dr.Shashi Department: MBA Designation:	
13.	Student Coordinator/s	Ms.Chaitra and Ms.Varsha		
14.	Total Expenditure (Details to be enclosed)	2500		
15.	Sponsors and Amount (if any)	NA		
16.	Agenda of the Event (Attach a copy)	NIL		

Sl. No.	Particulars	Event related Details
17.	Provide the link of the report uploaded on College Website	NA
18.	Provide the links of the report uploaded on Social Media	NA
19.	Report sent to Newspapers? If yes, provide cuttings/images:	NO
20.	Certificates Printed? (Attach a copy ^{**})	NO
21.	Feedback Collected? (Attach a copy ^{**})	YES
22.	Attendance Sheet Attached? [#]	YES
23.	Summary of the Event (Around 100 words)	<p>Dayananda Sagar College of Arts Science and Commerce Department of MBA Bangalore University organized Alumni Guest Talk on Job Opportunities in Marketing. The Event took place on 28/09/2024 from 10.30 to 11.30 Am in MBA BLOCK room no 502 for 2nd semester Students.</p> <p>Mr Arjun Nanda Kumar batch 2014-16 who is working as Manager – Client Lead Ginnarsoft Pvt Ltd. address the 2nd sem students on Job opportunities in Marketing for MBA Students which is required to Build Career at Corporate.</p> <p>Mr Arjun Nanda Kumar started his interaction with students by sharing his experience as a head in Clint Lead. He shared about the competition that prevails in the corporate world and the challenges a fresher's should face. He explained about the challenges in completing the task, challenges to learn new things and challenges to manage the team. He also spoke on the qualities required to overcome all these challenges. He insisted students to take up few courses related to Advance excel, data analytics etc. to cope up with the industry expectations.</p> <p>It was a very knowledgeable session for our students and they interacted with him by asking their queries and session ended with proposing vote of thanks.</p>
24.	Photographs of the Event (About 5 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)	YES

Event Coordinator

HOD/Director

IQAC Coordinator

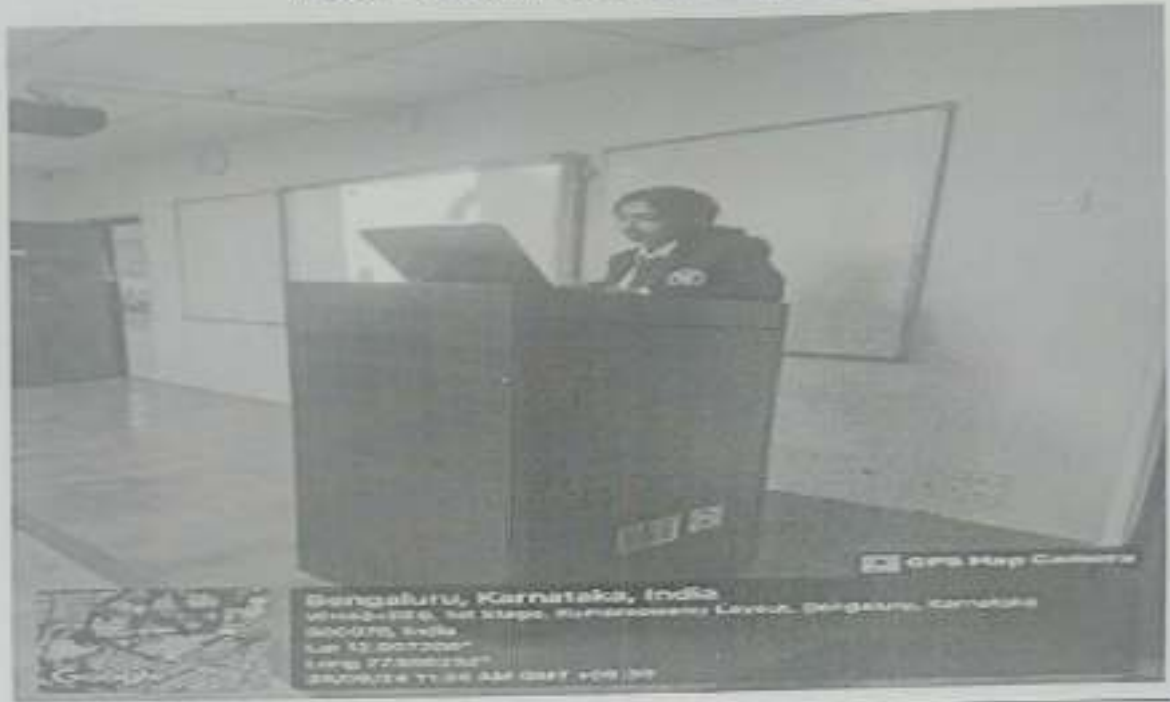
Principal

Principal of A

Science & Commerce

Kumraswamy Layout, Bangalore - 560

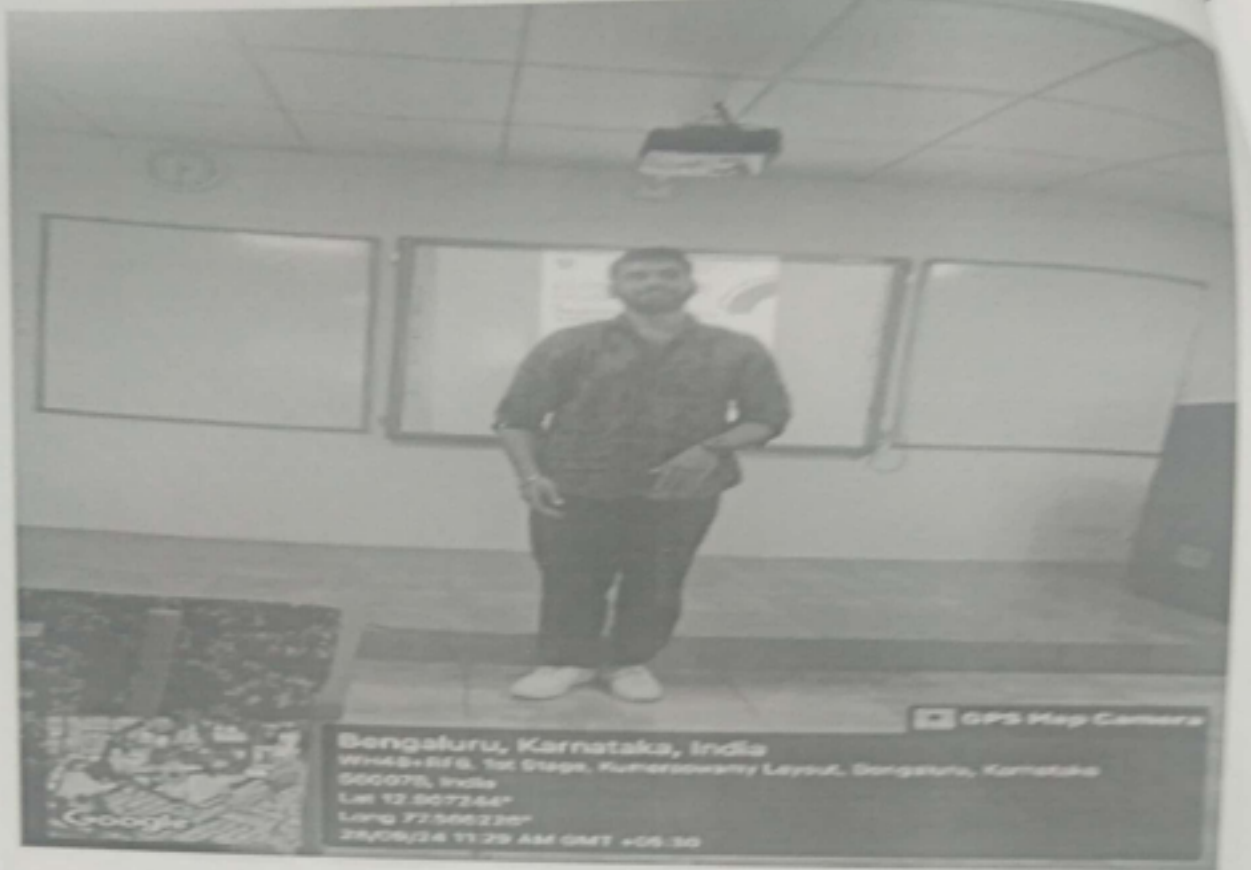
Photos of Alumni Guest Talk – 28/9/2024



Student Welcoming our Alumni



Dr. Kadambini Katke welcoming our Alumni by offering sapling



Mr Arjun Nanda Kumar addressing the 2nd Sem MBA students



Students of 2nd sem MBA attending the Alumni Guest talk



Mr Arjun Nonda Kumar addressing the 2nd Sem MBA students.



Dr. B.R. Venkatesh sir felicitating the Alumni Speaker

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Internal Quality Assurance Cell (IQAC)

ALUMNI CELL (SAMMILANA)

Alumni Guest Talk

(Attendance Sheet - A Section)

Department: MBA (BU)

Date: 28-9-2024

Sl.No.	Name - USN Number	USN - Student Names	Signature
1	Priya T Y	P03CJ23M015033	<i>Priya T Y</i>
2	Brishitha Rani	P03CJ23M015211	<i>Brishitha</i>
3	Shubika A.P.	P03CJ23M015155	<i>Shubika A.P.</i>
4	Nisarga H	P03CJ23M015205	<i>Nisarga H</i>
5	Radhika K	P03CJ23M015035	<i>Radhika</i>
6	B.M. Shweta	P03CJ23M015030	<i>Shweta</i>
7	Jayshree A.R.	P03CJ23M015020	<i>Jayshree A.R.</i>
8	Aarjun Kumar M	P03CJ23M015118	<i>Aarjun Kumar M</i>
9	Dhruva	P03CJ23M015007	<i>Dhruva</i>
10	S.M. Srujanika	P03CJ23M015152	<i>S.M. Srujanika</i>
11	Ujwal GU	P03CJ23M015128	<i>Ujwal</i>
12	Chagun Gowda	P03CJ23M015008	<i>Chagun Gowda</i>
13	Prasanna	P03CJ23M015021	<i>Prasanna</i>
14	Pavan BS	P03CJ23M015215	<i>Pavan BS</i>
15	Aaravika Retund	P03CJ23M015047	<i>ARAVIKA</i>
16	Chethan Kumar B.M	P03CJ23M015016	<i>Chethan Kumar B.M</i>
17	ROHAN S.	P03CJ23M015014	<i>ROHAN S.</i>
18	Venar Kumar V	P03CJ23M015024	<i>Venar Kumar V</i>
19	Hishitha P	P03CJ23M015027	<i>Hishitha P</i>
20	Keerthi T N	P03CJ23M015029	<i>Keerthi T N</i>
21	Aravinda M. Lakshmi	P03CJ23M015127	<i>Aravinda M. Lakshmi</i>
22	Chaitanya E. Anand	P03CJ23M015122	<i>Chaitanya E. Anand</i>

Date: 28/9/2024

Alumni Guest talk on "Job opportunities in marketing" by "Arjun Nandakumar".

On 28th September 2024, 'A' section MBA-BU had a alumni guest talk on job opportunities in marketing by Arjun Nandakumar. The event started by 11:15am followed by welcome speech and report reading by Chaitra & Varsha of 'A' section students. Then Dr. Kadambini Katke mam addressed the guest.

Mr. Arjun Nandakumar enlightened students about types of marketing, emerging sectors of marketing, difference between sales and marketing, scope of digital marketing.

He guided students on how doing a research before choosing a path in career. He also stated that communication and creative thinking are the important requirement for marketing. He mentioned that how passion drives one towards success.

Later Director Dr B.R Venkatesh addressed students along with Mr. Srikanth Murthy sir with real time examples.

Mr. Arjun cleared all the doubts of students and gave some tips to crack interview. The session ended at 12:10pm.

Mr. Arjun Nandakumar has been appreciated with takes of gratitude by our Director sir.