

Payananda Sagar College of Arts, Science and Commerce

Department of Management Studies - Bangalore University

Circular

Date: 17.11.2023

Dear Faculty Members,

Subject: - Specialization Orientation Program for MBA-BU 2nd Semester Students

The department is organizing Online Specialization Orientation Program for MBA 2nd Semester Students scheduled on 29.11.2023. The program will focus on four major specializations: Finance, Human Resources, Marketing, and Business Analytics.

Program Overview:

Introduction by Dr. BR Venkatesh


➤ Dr. BR Venkatesh, the Director of the MBA program, will commence the program with an introduction to the specializations and an overview of their significance in the contemporary business landscape.

➤ Individual subject orientation by respective faculty:

- Dr. Chetan Shetty (Finance)
- Dr. Srikantamurthy (Human Resources)
- Dr. Krishnaprasad (Marketing)
- Dr. Vinish P (Business Analytics)

Purpose of the Orientation Program:

- Gain insights into each specialization offered in the MBA program.
- Understand the relevance and applicability of each specialization in the current business environment.
- Interact with renowned faculty members to get a glimpse into the depth and breadth of each specialization.
- Make informed decisions about your chosen specialization path.


Faculty Coordinator


Director

DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE
 Shavige Malleshwara Hills, Kaumarswamy Layout, Bangalore-560082
Internal Quality Assurance Cell (IQAC) Cell
Report of the Event Conducted

Department: MBA-BU

Date: 29.11.2023

Sl. No.	Particulars	Event related Details			
1.	Event*	Orientation Program			
2.	Title of the Event	Specialization Orientation Program for MBA-BU 2 nd Semester Students			
3.	Date	29.11.2023			
4.	Time	11:30 AM to 01:00 PM			
5.	Venue	Zoom Platform https://zoom.us/j/5516619991			
6.	Resource Persons Details**	Dr. BR Venkatesh Dr. Krishnaprasad Dr. Vinish P Dr. Chetan Shetty Dr. Srikantamurthy			
7.	Topics Covered	Finance, Human Resources, Marketing, and Business Analytics specialization			
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:	13	External:	00
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	180	External:	NA
12.	Faculty Coordinator/s	Dr. Chetan Shetty			
13.	Student Coordinator/s	NA			
14.	Total Expenditure (Details to be enclosed)	NA			
15.	Sponsors and Amount (if any)	NA			
16.	Agenda of the Event	Introduction by Dr. BR Venkatesh - Director, MBA Finance Specialization orientation by Dr. Chetan Shetty Human Resources Specialization orientation by Dr. Srikantamurthy Marketing Specialization orientation by Dr. Krishnaprasad Business Analytics Specialization orientation by Dr. Vinish P Question and Answer Session			
17.	Report uploaded on college website? If yes, give details:	Yes			
18.	Report sent to media? If yes, give details:	No			
19.	Report uploaded in	Yes			

	Social Media? If yes, give details:	
20.	Certificates Printed? (Enclose a copy***)	NA
21.	Feedback Collected? (Enclose a copy***)	NA
22.	Summary of the Event (Minimum 100 words)	<p>Objective: The primary objective of the Specialization Orientation Program was to provide MBA 2nd Semester Students with a detailed insight into four Core and Dual specializations: Finance, Human Resources, Marketing, and Business Analytics. The Orientation Program aimed to deepen understanding, enhance skills, and facilitate informed decision-making regarding specialization choices.</p> <p>Introduction by Dr. BR Venkatesh - Director, MBA: The Specialization Orientation Program for MBA 2nd Semester Students was inaugurated by Dr. BR Venkatesh, the Director of the MBA program. In his opening remarks, Dr. Venkatesh emphasized the significance of specialization in shaping the career trajectories of the students. He underscored the dynamic nature of the business landscape and the importance of acquiring specialized knowledge to navigate it successfully.</p> <p>Dr. Venkatesh highlighted the evolving demands of the industry and how the MBA program is structured to provide students with a well-rounded education while also allowing them to delve deeply into their chosen fields. He encouraged students to approach the orientation program with enthusiasm, curiosity, and a proactive mindset, as the insights gained would play a pivotal role in their academic and professional journeys.</p> <p>Finance Specialization orientation by Dr. Chetan Shetty: Dr. Chetan Shetty commenced the Finance Specialization orientation with an overview of the finance placement records. He elucidated the critical role of finance in driving business decisions and navigating the complexities of global markets. Dr. Shetty stressed the importance of financial acumen in strategic planning and provided real-world examples to illustrate key concepts followed by key subjects in 3rd sem specialization.</p> <p>Human Resources Specialization orientation by Dr. Srikantamurthy: Dr. Srikantamurthy, in the Human Resources orientation, laid the foundation by discussing the strategic role HR plays in organizational success. He underscored the significance of effective talent management, employee engagement, and maintaining a positive workplace culture. Dr. Srikantamurthy's engaging presentation style facilitated a deep understanding of the intricacies of human resource management.</p> <p>Marketing Specialization orientation by Dr. Krishnaprasad: Dr. Krishnaprasad delved into the world of marketing, emphasizing the importance of market research and consumer behavior analysis. He discussed innovative product development strategies, branding techniques, and the dynamic landscape of digital marketing. Dr. Krishnaprasad's orientation aimed to equip students with the skills necessary to navigate the ever-evolving field of marketing.</p> <p>Business Analytics Specialization orientation by Dr. Vinish P: The Business Analytics orientation by Dr. Vinish P focused on the transformative power of data in decision-making. Dr. Vinish P introduced students to the fundamentals of data analytics, predictive modeling, and machine learning.</p>

		<p>various subjects in Analytics specialization.</p> <p>Question and Answer Session: Participants actively engaged in the orientation program, showcasing their enthusiasm for learning and exploring the nuances of each specialization. All the queries of the students addressed by the director.</p> <p>Conclusion: The Specialization Orientation Program, under the guidance of Dr. BR Venkatesh, successfully set the tone for an insightful and engaging exploration of Finance, Human Resources, Marketing, and Business Analytics. The orientation program, led by esteemed faculty members, provided a platform for students to develop a nuanced understanding of their chosen specializations. The proactive involvement of participants, coupled with positive feedback, underscores the success of the program in preparing MBA 2nd Semester Students for the challenges and opportunities that lie ahead in their respective fields.</p>
23.	<p>Photographs of the Event (At least 10 relevant, clear, and appropriate photos with title and explanation. The jpg files need to be attached)</p>	Attached.

Notes:

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

** Name / Organization / Designation / Area of Expertise

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


PS: Whichever column is not applicable, write as NA.


 Event Coordinator


 HOD/Director


 IQAC Head




 Principal



Orientation Program on Selection of Specialization / Electives for 3rd Semester MBA students

Department: MBA-III
Institute for Applied Management Studies
Bachchanalaya
Durgam-28

III SEMESTER

CORP SUBJECTS (Compulsory)

- 1.1 Strategic Management and Corporate Governance
- 2.1 Project and Operational Management

FINANCE SUBJECTS (May 21)

- 3.1 Financial Accounting and Value Based Management
- 3.2 Capital Financial Systems
- 3.3 Investment Analysis and Management
- 3.4 Financial Analysis and Reporting

OTHER ELECTIVE (Compulsory)

5.1 Supply & Demand


These opportunities highlight the versatility of an MBA in Marketing and the various roles that marketing professionals can undertake in different industries and sectors.

The specific career path will depend on individual interests, skills, and the industry in which one chooses to work.

Networking, gaining practical experience through internships, and staying updated on industry trends can further enhance the chances of success in the competitive field of marketing.

MBA with specialization In Marketing



HR...
Engaging
people

Learning & Development

Learning and Development (L&D) is a great tool for:

- Engaging the employees that engaged in the organization
- Reducing employee turnover
- Being the primary driver
- Working together to create a more vibrant organization
- Delivering from the top down to ensure your organization
- Helping employees learn, grow and achieve their career goals

Business Analytics

- Involves the use of data analysis tools to make data-driven business decisions.
- Appropriate to today's data-driven world. It enables you to identify and act on trends, improve efficiency, and make strategic decisions.
- Provides a clear, understandable analysis of the data to help you make better decisions and improve your work.



Analyze market share by region

Skills Required for Freshers

- Problem Solving Skill:** Ability to identify and analyze problems, generate ideas, and evaluate solutions.
- Domain Knowledge:** Ability to apply the specific knowledge and skills required for the job.
- Continuous Learning:** Ability to learn from experience, feedback, and new information.



A screenshot of a Zoom meeting grid showing approximately 20 participants in a 4x5 layout. The interface includes a top navigation bar with 'Join', 'Participants', 'Chat', and 'Settings' tabs. The bottom toolbar contains icons for video, audio, chat, and other meeting controls. The meeting ID '919 828 2121' is visible at the bottom.