

# DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

## Department of Commerce and Management-BBA/B.Com-BU (UG)

### Orientation Programme on Specialization Paper for IV SEM BBA Students

On 29<sup>th</sup> August 2022 Department of BBA/B.Com organized an orientation Programme for all the students of IV SEM BBA. The objective of the Programme was to create awareness among the students to know dual specializations that are being offered and relevance of each specialization to the industry and various placement opportunities available to the students and also its scope for further studies. This Orientation was scheduled to facilitate the students in choosing the particular specialization that they can opt for during their final year. The Programme had two resource persons Prof Sudarshan Savanoor and Prof. Faseeha Begum, each of the resource person spoke on particular specialization. While Prof. Sudarshan highlighted on the Marketing and HR specialization and the abilities that each of the specialization expects the student to possess. Prof. Faseeha Begum highlighted on the Finance and Accounts specialization and its scope in the corporate sector. Prof. Faseeha Begum being the Placement coordinator for the BBA/B.Com department made the students aware of the scope that specialization have and what is expected from the corporate sector based on the specialization that the student choses. She concluded on a note saying simplicity in a person makes him/ her reach higher levels. All those students who participated in the event and made the event fruitful. Students had a lot of clarifications and certain apprehensions that the students had about particular specialization were systematically clarified by the resource person's during the Q&A.



**Pic from top Left to Right:** Poster for the event Resource person with HODS's present on the dais, Participants for the event.

**Pic from bottom Left to Right:** Resource persons with the students, student giving welcome note, Organizers with resource persons.