



Dayananda Sagar College of Arts, Science, and Commerce

Department of Commerce- B.COM
In association with
Career Guidance and Placement Unit (GAMYA)
Under the Guidance of
Internal Quality Assurance Cell
Report of the Event Conducted



Department: BBA

Date of Report: 10-09-2026

Sl. No.	Particulars	Event related Details			
1.	Event*	Seminar			
2.	Title of the Event	AI in Digital Marketing: Transforming Skills, Strategies & Career Opportunities			
3.	Date of Conduction	10-09-2026	4.	Time : 11:00 AM	SDG: 4, 8,9 and 17
5.	Venue	Building No. 1, seminar hall, heritage building DSCASC			
6.	Resource Person 1 Details (Profile to be enclosed)	Name	Mr. Suheel Ahamed Khan	Organization	MH BIMElite & Interior Services
		Designation	IT Head & Strategic Partner	Specialization	
7.	Topics Covered	Introduction to AI and its role in digital marketing, AI-powered marketing tools and automation, content creation and personalisation.			
8.	Resource Person 2 Details	Shaista Afreen M Co-Founder & Managing Director – MH BIME lite & Interior Services			
9.	Topics Covered	Data-driven marketing and consumer analytics, changing digital marketing skills, future trends in AI and emerging career opportunities in AI-driven digital marketing.			
10.	No. Faculty Participants	Internal:	NA	External:	NA
11.	No. Student Participants	Internal:	78	External:	NA
12.	Faculty Coordinators	Full Name	Prof, Lokeshwari DV, Prof Manjushree, Prof, Faseeha Begam , , Prof, Geethashree, Prof. Sadiya fardoz BCOM and BBA Assistant Professor		
13.	Student Coordinator	Full Name	Ms. Harsitha BCOM Student		
14.	Total Expenditure	NA	15.	Sponsors and Amount (if any)	NA
16.	Agenda of the Event	NA	17.	Provide the link of the report uploaded on College Website	
18.	Social Media Links	Yes	19.	Report sent to Newspapers? If yes, provide cuttings/images:	Yes
20.	Certificates Printed?	NA	21.	Feedback Collected?	Yes
22.	Attendance Sheet Attached? #	Yes	23.	Photographs of the Event	Yes
24.	Summary of the Event (Around 100 words)	The seminar on "AI in Digital Marketing: Transforming Skills, Strategies & Career Opportunities" was a relevant and timely initiative by the Department of Management – BBA and the Career Guidance and Placement Unit (GAMYA). The programme helped bridge the gap between academic learning and emerging industry requirements by exposing students to the growing influence of Artificial Intelligence on marketing. The session encouraged students to embrace technological changes, develop future-ready skills and explore the expanding career opportunities in AI-enabled digital marketing. Overall, the seminar contributed meaningfully to enhancing students' awareness, employability orientation and understanding of the evolving digital business environment.			

Event Coordinator

HOD-BBA

IQAC Co-ordinator
Dayananda Sagar College of Arts,
Science & Commerce
Kumara any Layout, Bengaluru - 560 111

Principal



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

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Glimpses of the Event

Photo 1: Photo glimpse.



Photo 2: Photo glimpse.



Photo 3: Photo glimpse.



Postal Address: 1st Stage, Kumaraswamy Layout, Bengaluru, Karnataka 560111

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Email ID: principal-dscasc@dayanandasagar.edu

Website: www.dscasc.edu.in



Dayananda Sagar College of Arts Science and Commerce

Kumarswamy Layout, Bengaluru 560111



Department of Management - BBA

Career Guidance and Placement Unit (GAMYA)

Under the guidelines of IQAC

Organises

Seminar

On

AI in Digital Marketing: Transforming Skills, Strategies & Career Opportunities



Resource Person

Mr. Suheel Ahamed Khan

IT Head & Strategic Partner -
MH BIMelite & Interior Services



Resource Person

Shaista Afreen M

Co-Founder & Managing Director -
MH BIMelite & Interior Services



Date:
10 September 2026,
Thursday



Timing:
11:00 am to 1:00 pm



Venue:
2nd floor, Seminar Hall,
Heritage Block, DSI Campus

Placement Coordinator

HOD BBA

IQAC

Principal



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STUDENT FEEDBACK FORM

Name of the Student: Rohini Bai UUCMS No. U03CJ24M0015

Course: BBA Sem: IV Section: A

Name of Activity: Placement Training

Organized by: BBA Dept Date: 10.09.2026

Resource Person: - Programme/Class: -

Rating Scale: 5 – Excellent | 4 – Very Good | 3 – Good | 2 – Satisfactory | 1 – Needs Improvement

No.	Feedback Parameter	5	4	3	2	1
1	Relevance of the activity	☐	☐	☒	☐	☐
2	Quality and clarity of content delivered	☐	☐	☐	☒	☐
3	Effectiveness of the resource person/facilitator	☐	☐	☒	☐	☐
4	Interaction and student participation	☐	☐	☐	☒	☐
5	Achievement of the intended learning outcomes	☐	☐	☒	☐	☐
6	Improvement in my knowledge/skills through the activity	☐	☐	☐	☒	☐
7	Ability to apply the learning gained	☐	☐	☒	☐	☐
8	Organization and coordination of the activity	☐	☐	☐	☒	☐
9	Overall satisfaction with the activity	☐	☐	☒	☐	☐



Learning Outcome / Student Response

Important learning/skill gained from this activity: AI and DM

Suggestion for improvement / future activity:

Want more sessions

Would you recommend similar activities in future? ☒ Yes ☐ No

Overall Rating: ☐ Excellent ☐ Very Good ☐ Good ☐ Satisfactory ☒ Needs Improvement

Signature of the Student: Rohini Bai

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STUDENT FEEDBACK FORM

Name of the Student: V. Aishwarya UUCMS No. U03CJ24M0062

Course: BBA Sem: V Section: B

Name of Activity: Placement Training

Organized by: Department of BBA Date: 10/09/26

Resource Person: _____ Programme/Class: _____

Rating Scale: 5 – Excellent | 4 – Very Good | 3 – Good | 2 – Satisfactory | 1 – Needs Improvement

No.	Feedback Parameter	5	4	3	2	1
1	Relevance of the activity	☐	☐	☒	☐	☐
2	Quality and clarity of content delivered	☐	☐	☐	☒	☐
3	Effectiveness of the resource person/facilitator	☐	☐	☒	☐	☐
4	Interaction and student participation	☐	☐	☒	☐	☐
5	Achievement of the intended learning outcomes	☐	☐	☒	☐	☐
6	Improvement in my knowledge/skills through the activity	☐	☐	☐	☒	☐
7	Ability to apply the learning gained	☐	☐	☒	☐	☐
8	Organization and coordination of the activity	☐	☐	☐	☒	☐
9	Overall satisfaction with the activity	☐	☐	☒	☐	☐

Learning Outcome / Student Response

Important learning/skill gained from this activity:

Digital Marketing.

Suggestion for improvement / future activity:

Want more sessions like this

Would you recommend similar activities in future? ☒ Yes ☐ No

Overall Rating: ☐ Excellent ☐ Very Good ☐ Good ☐ Satisfactory ☒ Needs Improvement

Signature of the Student: V. Aishwarya

Postal Address: 1st Stage, Kumaraswamy Layout, Bengaluru, Karnataka 560111

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Internal Quality Assurance Cell

Name of the Activity: Seminar on placement
Department: BBA
Date: 10/09/2026 Time: 11 to 12

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Likitha.K.	U03CJ24M0004	BBA - 'A'	Likitha
2	N. Nareena	U03CJ24M0005	BBA 'A'	Nareena
3	Mangya V Jogi	U03CJ24M0154	BBA 'A'	Mangya
4	Pradeep	U03CJ24M0016	BBA 'A'	Pradeep
5	Shiva Kumar.M	U03CJ24M0006	BBA 'A'	Shivakumar
6	K. Balaji Reddy	U03CJ24M0115	BBA 'B'	Balaji Reddy
7	PRAGNA	U03CJ24M0023	BBA 'A'	Pragna
8	PAVANA.R	U03CJ24M0005	BBA 'A'	Pavana.R
9	N. Harsha Vandhan	U03CJ24M0014	BBA 'B'	Harsha
10	M. Gunish Kumar	U03CJ24M0029	BBA 'B'	Gunish
11	K. Anvesh reddy	U03CJ24M0135	BBA 'A'	K. Anveshreddy
12	G. Likitheshwar	U03CJ24M0098	BBA 'A'	Likitheshwar
13	N. SREE HANESH	U03CJ24M0066	BBA - 'A'	N. Hanesh
14	Manvi Anand.	U03CJ24M0102	BBA - 'A'	Manvi
15	Syed Rehan.	U03CJ24M0046	BBA - 'B'	Syed
16	Pasivitha Rawat	U03CJ24M0071	BBA - 'A'	Pasivitha
17	Jaskin	U03CJ24M0154	BBA - 'A'	Jaskin
18	Kalyani.W.	U03CJ24M0068	BBA - 'A'	Kalyani

19.	Bhargavi. N	U03CJ24M0028	BBA 'A'	<u>Bhargavi. N</u>
20.	Amrutha. M	U03CJ24M0030	BBA 'A'	<u>Amrutha. M</u>
21.	Rahul. N	U03CJ24M0028	BBA 'A'	<u>Rahul. N</u>
22.	Praveen. F	U03CJ24M0057	BBA 'A'	<u>Praveen. F</u>
23.	Zaid KHAN	U03CJ24M008	BBA 'B'	<u>Zaid KHAN</u>
24.	Zakariya	U03CJ24M0142	BBA 'B'	<u>Zakariya</u>
25.	Rabshan Patel	U03CJ24M0039	BBA 'B'	<u>Rabshan Patel</u>
26.	R. Diganth Singh	U03CJ24M0027	BBA 'A'	<u>R. Diganth Singh</u>
27.	K Dheer Reddy	U03CJ24M0065	BBA 'B'	<u>K Dheer Reddy</u>
28.	RUTHRESH VARRAN	U03CJ24M0118	BBA 'B'	<u>Ruthresh Varran</u>
29.	DHANUSH. S	U03CJ24M0030	BBA 'A'	<u>Dhanush. S</u>
30.	B. R. Tejesh Rajee	U03CJ24M0035	BBA 'A'	<u>B. R. Tejesh Rajee</u>
31.	GVNASEKAR. R	U03CJ24M0133	BBA 'A'	<u>GVNASEKAR. R</u>
32.	Nishchay	U03CJ24M0081	BBA 'A'	<u>Nishchay</u>
33.	Jogi Raghavendra	U03CJ24M0106	BBA 'A'	<u>Jogi Raghavendra</u>
34.	Mohammad Ajaaz Ahmad	U03CJ24M0114	BBA 'A'	<u>Mohammad Ajaaz Ahmad</u>
35.	Lagan	U03CJ24M0007	BBA 'A'	<u>Lagan</u>
36.	Naitik Berman	U03CJ24M0113	BBA 'A'	<u>Naitik Berman</u>
37.	Nehit Karmamali	U03CJ24M0159	BBA 'A'	<u>Nehit Karmamali</u>
38.	Siddhant Singh Rawat	U03CJ24M0124	BBA 'B'	<u>Siddhant Singh Rawat</u>
39.	Devansh Kumar Singh	U03CJ24M0090	BBA 'B'	<u>Devansh Kumar Singh</u>

Event Coordinator Name: Dokeshwari D.V

Signature: [Signature]



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Name of the Activity:

Department:

BBA

Date: 10/09/2026

Time: 11 to 12

Seminar on placement

Sr.	Student Name	Reg. No.	Dept.	Signature
01.	Shivam H.Y	U03CJ24M0051	BBA 'B'	Shivam
02.	SHAIK AFRID	U03CJ24M0161	BBA 'B'	Shai
03.	SUJAL KUMAR MALLICK	U03CJ24M0112	BBA 'A'	Sujal
04.	YUWAN CHANDRA	U03CJ24M0124	BBA 'A'	Yuwan
05.	MOHAMMED ZAKHAR	U03CJ24M0127	BBA 'A'	Mohammed
06.	SYED LIYAKHAT	U03CJ24M0095	BBA 'A'	Syed
07.	ZULQARNAIN	U03CJ24M0092	BBA 'B'	Zulqarnain
08.	Mohammed Lqman	U03CJ24M0103	BBA 'A'	Mohammed
09.	Mohammed Zaid	U03CJ24M0108	BBA 'B'	Zaid
10.	Mohammed Fahad Sam	U03CJ24M0111	BBA 'A'	Fahad
11.	Mohammed Zakariya	U03CJ24M0142	BBA 'B'	Zakariya
12.	Yashasvi P	U03CJ24M0150	BBA 'B'	Yashasvi
13.	Subramanya Prasad	U03CJ24M0022	BBA 'B'	Subramanya
14.	Yash Karthikeyan B N	U03CJ24M0064	BBA 'A'	Yash
15.	Shreyas Kumar	U03CJ24M0110	BBA 'B'	Shreyas
16.	Syed Muteher Raza	U03CJ24M0082	BBA 'A'	Syed Muteher
17.	V. Lokesh	U03CJ24M0003	BBA 'A'	V. Lokesh
18.	Anupam Shetty	U03CJ24M0029	BBA 'A'	Anupam
	Gaurav Kanunga	U03CJ24M0019	BBA 'B'	Gaurav

19	Shruti Kumari	U03CJ24M0091	BBA 'A'	Shruti
20	Arpita Kumari	U03CJ24M0121	BBA 'A'	Arpita
21	Vachana	0037	BBA 'A'	Vachana
22	Meghana R	U03CJ24M0042	BBA 'A'	Megha
23	Pooxi Naik	U03CJ24M0106	BBA 'A'	Pooxi
24	Rohini Bai B	U03CJ24M0065	BBA 'A'	Rohini
25	Suruchi Kumari	U03CJ24M0084	BBA 'A'	Suruchi
26	V. Aishwarya	U03CJ24M0062	BBA 'B'	V. Nisha
27	Shivam Kumar	U03CJ24M0076	BBA 'A'	Shivam
28	Satyam Singh	U03CJ24M0094	BBA 'A'	Satyam Singh
29	Samruddin Khan	U03CJ24M0117	BBA 'A'	Samruddin
30	Santosh Purohit	U03CJ24M0074	BBA 'A'	Santosh
31	Tarun Khatri	U03CJ24M0104	BBA 'B'	Tarun
32	Shekh Ibrahim	U03CJ24M0112	BBA 'A'	Shekh Ibrahim
33	Dayan Bashir	U03CJ24M0113	BBA 'B'	Dayan
34	Manuendra Parmar	U03CJ24M0078	BBA 'B'	Manuendra
35	Pranav Kumar	U03CJ24M0070	BBA 'B'	Pranav
36	Ricky Tongbram	U03CJ24M0086	BBA 'B'	Ricky
37	Pranav	U03CJ24M00146	BBA 'B'	Pranav
38	Sardesh Ralli	U03CJ24M0097	BBA 'B'	Sardesh
39	Titin Yadav	U03CJ24M0077	BBA 'B'	Titin Yadav

Event Coordinator Name: Lokeshwari D.V

Signature: [Signature]