



Dayananda Sagar College of Arts, Science and Commerce

Department of Management – (BBA-BU)

Under the guidance of IQAC

Personal Counselling and Mentoring Cell (Aphamitra) and BBA Department



Expert Talk on

“Digital Age Dilemmas: Human Values in the Era of AI and Social Media for Gen Z”

Department: BBA

Date of Report: 07/09/2026

Sl. No.	Particulars	Event related Details			
1.	Event*	Expert Talk Under the Umbrella o Human Values and Ethics			
2.	Title of the Event	“Digital Age Dilemmas: Human Values in the Era of AI and Social Media for Gen Z”			
3.	Date of Conduction	07/09/2026	4.	Time	11:00pm to 12:30 pm
5.	Venue	Room.No212, Building no. 13, DSCASC			
6.	Resource Person 1 Details	Dr. Rizawana Khanum, School of Business, St. Joseph University, Bangalore			
7.	Topics Covered	Human values in the digital age; ethical dilemmas related to AI and social media; responsibility, respect and empathy for Gen Z.			
8.	Resource Person 2	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants	Internal:	Nil	External:	Nil
11.	No. Student Participants	Internal:	65	External:	Nil
12.	Faculty Coordinator/s	Full Name	Dr.Sudarshan S. Savanoor, Dr. Rashmi S, Prof. Parminder Kaur & Prof. Sridevi		
		Department	BBA/ B COM		
		Designation	Assistant Professor		
13.	Student Coordinator/s	Full Name	Ms. Manya Jogi (U03CJ24M0154) & Lakshmi Pradeep G (U03CJ24M0016)		
		Department	5 th Sem BBA Section -A		
14.	Total Expenditure	Rs. 4,390/-	15	Sponsors and Amount	NA
16.	Agenda of the Event	YES	17.	Provide the link of the report uploaded on College Website	Yes
18.	Social Media Links	https://www.instagram.com/p/Ddim2oomk1d/?stk_n=d3d4ODUIMmNxblq		19.	Report sent to Newspapers?
20.	Certificates Printed?	NA	21.	Feedback Collected?	Yes
22.	Attendance Sheet Attached? *	Yes	23	Photograph s of the Event	Yes
24.	Summary of the Event	The Department of Bachelors of Business Administration (BBA), in association with the Personal Counselling and Mentoring Cell (Aphamitra) under the guidance of IQAC, organized an Expert Talk titled “Digital Age Dilemmas: Human Values in the Era of AI and Social Media for Gen Z” on 7 September 2026 at 11:00 AM in Building No. 13, Class Room 212. The session was intended for 1st Year BBA students and was addressed by Dr. Rizwana Khanum, Professor, School of Business, St. Joseph University. The theme focused on the relationship between emerging digital technologies and human values, particularly in the context of AI and social media. The event poster highlights values such as integrity, ethics, responsibility, respect and empathy, emphasizing the message “Think Ethical. Act Responsibly. Lead with Values.” The programme therefore provided a platform to reflect on ethical and responsible engagement with AI and social media in the digital age.			

Event Coordinator

HOD-BBA

IQAC Coordinator

Principal

Dayananda Sagar College of Arts,
Science & Commerce

Kumara my Layout, Bengaluru - 560 111

Dayananda Sagar College of
Science & Commerce

Kumaraswamy Layout, Bengaluru - 560

Schedule of the Event



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Kumaraswamy Layout, Bangalore – 560111
Affiliated to Bangalore University, Approved by AICTE, NAAC Accredited



Department of Bachelors of Business Administration (BBA)
and Personal Counseling and Mentoring Cell (Apthamitra)

under the guidance of IQAC

Organizes

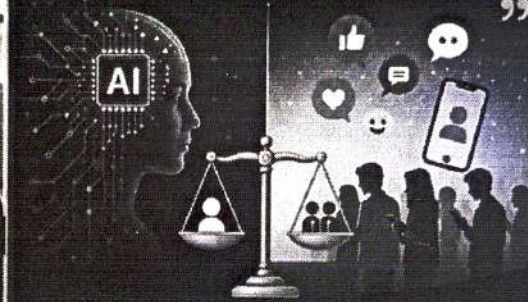
An Expert Talk on



RESOURCE PERSON
Dr. Rizwana Khanum

Professor,
School of Business,
St. Joseph University

“**DIGITAL AGE DILEMMAS:**
Human values in the Era of
AI and Social Media for Gen Z”



DATE

7th September 2026
(Monday)



TIME

11:00 AM



VENUE

Building No. # 13
Class Room 212



FOR

1st Year
BBA Students



VALUES

Build with integrity



ETHICS

Choose what is right



RESPONSIBILITY

Own your actions



RESPECT

Value everyone



EMPATHY

Understand deeply

Think Ethical. Act Responsibly. Lead with Values.



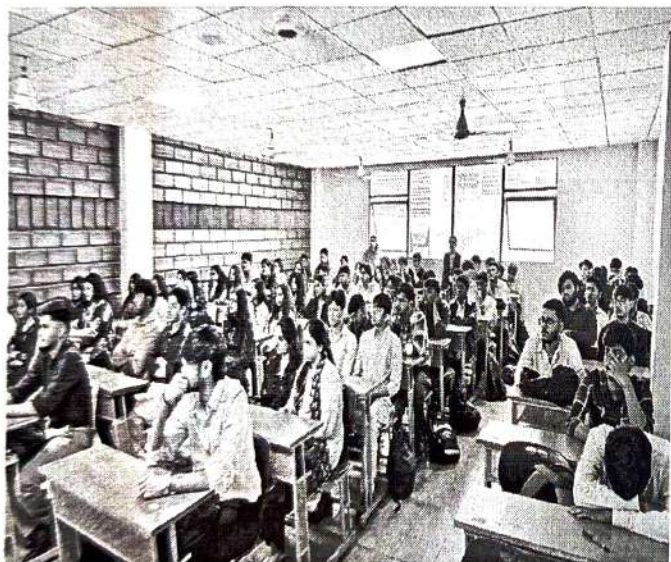
Photos of the Expert Talk



Resource Person Being Welcomed



Resource Person Being Introduced



Students Attending the Session



Resource Person Sharing her Thoughts



Resource Person Being Felicitated





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Kumaraswamy Layout, Bangalore - 560111
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Internal Quality Assurance Cell

Name of the Activity: Human values and Ethics
Department: BBA
Date: 07/09/2018 Time: 11:00 - 12:30 PM

Sr.	Student Name	Reg. No.	Dept.	Signature
1	M. Manish		BBA class "C"	
2	OM CHANDRA		BBA 'B'	
3	Kamran Hassan		BBA 'B'	Kamran Hassan
4	AKSHAR		BBA 'B'	
5	Emon Ghosh		BBA 'B'	
6	Aditya Sharma		BBA 'B'	
7	BHUVAN Y		BBA 'C'	
8	A. Shukla Akhilesh		BBA 'C'	
9	Adithya Gowda. R		BBA 'C'	
10	Pooja. A		BBA 'C'	
11	Yashwanth		BBA 'C'	
12	~~Aditya~~		~~BBA~~	
13	Sujata. B.R		BBA 'C'	Sujata B.R
14	Yagna		BBA 'C'	Yagna
15	Pavan		BBA 'C'	Pavan
16	Dhresham Kumar		BBA 'C'	Dhresham
17	Yashish Gowda A N		BBA 'C'	
18	Hemant R		BBA 'C'	
19	Mrigankha Babha		BBA 'C'	
20	Croffey Jackson		BBA 'C'	
21	K.C. Mustyungay		BBA 'B'	
22	Manoj		BBA 'B'	Manoj M
23	Mohammed Koushik		BBA 'B'	
24	AYAN V. A		BBA 'B'	
25	Syed Saifulla		BBA 'B'	
26	Sourabh		BBA 'B'	
27	Rajesh Kumar Behera		BBA 'B'	
28	Nagooraj. Bucha		BBA 'B'	
29	Syed Hamid Ali		BBA 'B'	
30	Sayaji K		BBA 'B'	

Event Coordinator Name: D. Sudarshan S. Saravol

Signature:



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ARTS, SCIENCE AND COMMERCE**
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Internal Quality Assurance Cell

Name of the Activity: Human values and Ethics

Department: BBA

Date: 07/09/2026 Time: 10:00 - 12:30 PM

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Aryen Singh yadav		BBA 'D'	
2	Dhruv yadav		BBA 'B'	
3	Anam Sheikh		BBA 'B'	
4	Syeda Hafsa Bahidin		BBA 'B'	
5	Greenishu		BBA 'C'	
6	Aryen Suryavanshi		BBA 'B'	
7	Pankaj Kumar		B.B.A. 'C'	
8	Harsh CHOWDARY		B.B.A. 'B'	
9	Shreya Sharma		BBA 'B'	
10	Subham Kumar Yadav		BBA 'B'	
11	Venu GR		BBA 'C'	
12	Tanmay Naik. K		BBA 'C'	
13	G. Sreeja		BBA 'B'	
14	Nisha.A		BBA 'B'	
15	A. Madhumitha.		BBA 'B'	
16	Naimisha.DV		BBA 'C'	
17	Deepika Seenvi		BBA 'B'	
18	Sumith Kumar sharma		BBA 'B'	
19	Adithya Kumar		BBA 'B'	
20	Shrout Shankar		BBA 'B'	
21	Jyoti Das		BBA 'B'	
22	Saushi Riya		BBA 'B'	
23	Tanisha Bhandari		BBA 'B'	
24	Raju Kumar		BBA 'B'	
25	Harsh.V		BBA 'B'	
26	Grithan Shetty		BBA 'B'	
27	Safana Rajput		BBA 'B'	
28	D. Neelam Kumari		BBA 'B'	
29	Lekisha.K		BBA 'B'	
30	mohammed Basiduddin		BBA 'B'	
31	AMAN KUMAR		BBA 'B'	

Event Coordinator Name: _____

Signature: _____

32. Abhinaya Saras.
33. Lanchenbi Sapam.
34. Sahil Shahrawaz
35. Anshika Rana

BBA 'B'

BBA 'B'

BBA 'B'

BBA 'B'



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Internal Quality Assurance Cell

Name of the Activity: Human Values and Ethics

Department: BBA

Date: 07/09/2022 Time: 11:00 - 12:50 PM

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Umme Hani		BBA 1 st year	Umme!
2	Scarlett Jeno		BBA 1 st year	Scarlett
3	Saanvi. Bharan		BBA 1 st year	Saanvi
4	Joshna. h		BBA 1 st year	Joshna
5	Aganya. ss		BBA 1 st year	Aganya ss
6			BBA 1 st year	
7	Lineysha. R		BBA 1 st year	Lineysha
8	Chinmai. S		BBA 1 st year	Chinmai S
9	LATHIKA NIMBAGAL		BBA 1 st YEAR	Lathika N
10	S. HARSHA PADMINI		BBA 1 st YEAR	Harsha Padmini
11	D.A Sneha		BBA 1 st Year	Sneha
12	Rushmi Raksha		BBA 1 st Year	Rushmi
13	Niharika. K		BBA 1 st Year	Niharika K
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Event Coordinator Name: Dr. Sudeep Kumar S. Swamy

Signature: [Signature]



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

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Internal Quality Assurance Cell

STUDENT FEEDBACK FORM

Name of the Student: LATHIKANIMBAGAL UUCMS No. —

Course: BBB Sem: I Sem Section: C

Name of Activity: AI related

Organized by: BBB Department Date: 7/9/26

Resource Person: Dr Ravi Sathya 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:

Learned about AI and its usage in daily life.

Suggestion for improvement / future activity:

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

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

Signature of the Student:

Lathikan

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

Ph: 080-42161767

Email ID: principal-dscasc@dayanandasagar.edu

Website: www.dscasc.edu.in



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Internal Quality Assurance Cell

STUDENT FEEDBACK FORM

Name of the Student: Aryan Singh UUCMS No. _____

Course: BBA Sem: 1 Section: D

Name of Activity: AI related

Organized by: BBA Department Date: 7/9/26

Resource Person: Dr. Parizhona 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:

How we should use AI & our responsibility while using AI

Suggestion for improvement / future activity:

Could have been more interactive with students.

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

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

Signature of the Student: Aryan Singh

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