



## Dayananda Sagar College of Art's Science and Commerce

### Department of BBA

In association with the Internal Quality Assurance Cell  
Event Report: IV Semester Specialization Orientation

Department: BBA

Date of Event: 21-05-2026

Sl. No	Particulars	Event Details			
1	Event*	Specialization orientation			
2	Title of the Event	Specialization orientation			
3	Date of Conduction	21-05-2026	4.	Time	11:00 AM to 12: 00 PM
5	Venue	Building No 13, Room No. 212			
6	Resource Person 1 Details (Profile to be enclosed)	Prof. Shalini Kuamri Rawani, Prof. Ashwin Sheshadri, Dr. Kavya R Assistant Professor, Department of Commerce and Management			
7	Resource Person 2 Details (Profile to be enclosed)	NA			
8	Topics Covered	Finance, Marketing and Human Resource			
9	Topics Covered	NA			
10.	No. of Faculty Participants (Enclose a copy of names with signatures)	Internal: NA		External: NA	
11	No. of Student Participants (Enclose a copy of names with signatures)	Internal: 112		External: NA	
12	Faculty Coordinator/s	Prof. Parimala R, Dr. Vinutha K Department: BBA			
13	Student Coordinator/s	Aishwarya, Surabi, Aryan, Maanya			
14	Total Expenditure (Details to be enclosed)	NA	15	Sponsors and Amount (If Any)	Nil
16	Agenda of the Event (Attach a Copy)	NA	17	Provide the Link of the report uploaded on college website	NA
18	Social Media Links (Provide the links of the report uploaded on social media)	YES	19	Report sent to Newspapers? If yes, provide cuttings/images:	NA
20	Certificates Printed? (Attach a copy**)	NA	21	Feedback Collected? (Attach a copy**)	2
22	Attendance Sheet Attached? #	Yes	23	Photographs of the Event (About 5 relevant, clear, and appropriate photos with precise caption. The jpg files need to be attached)	Yes
24	Summary of the Event (Around 100 words)	A Specialization Orientation Program was organized for IV BBA students with the objective of creating awareness about various specialization streams and helping students make informed career decisions. The session provided detailed insights into different specializations such as Finance, Marketing, Human Resource Management, Faculty members and resource persons explained the scope, career opportunities, required skills, and higher education prospects related to each specialization. The orientation also highlighted current industry trends, employment opportunities, and the importance of choosing a specialization based on students' interests, aptitude, and career goals. Interactive discussions and guidance sessions enabled students to clarify their doubts regarding future career paths and professional growth. Overall, the program was informative and beneficial, helping students gain a clear understanding of specialization options and motivating them to prepare for their future academic and professional endeavours.			

*[Signature]*  
Coordinator

*[Signature]*  
21/05/2026  
HOD-BBA

*[Signature]*  
21/05/26  
IQAC Coordinator

*[Signature]*  
Principal

Dayananda Sagar College of Art's Science and Commerce  
Kumaraswamy Layout, Bengaluru - 560 075



# DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE



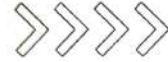
(Affiliated to Bangalore University and Recognized by Government of Karnataka)  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru 560111

DEPARTMENT OF MANAGEMENT (BBA-BU)

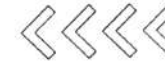
Organizes

## SPECIALISATION ORIENTATION

for 4th semester BBA STUDENTS



RESOURCE PERSON



Prof. Shalini Kumari Rawani  
Assistant Professor



Dr. Kavya R  
Assistant Professor



Prof. Ashwini Seshadri  
Assistant Professor



  
20 MAY 2026  
10:30 AM ONWARDS

ROOM NO. 212  
BUILDING NO. 13,  
DSCASC

ALL ARE WELCOME

Dr. Vinutha K

ACADEMIC  
COORDINATORS

Prof. Parimala R

HOD-BBA

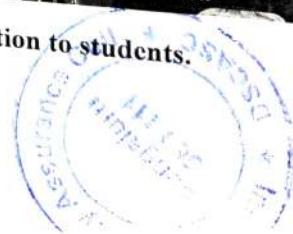




Photo 1: HOD Welcoming the resource person.



Photo 2 & 3 : Resource person giving the insights of specialization to students.





**DAYANANDA SAGAR COLLEGE OF  
ARTS, SCIENCE AND COMMERCE**  
Kumaraswamy Layout, Bangalore - 560111  
(Affiliated to Bangalore University, Approved by  
AICTE, NAAC Accredited)



**Internal Quality Assurance Cell**

Name of the Activity: IV BBA Orientation  
Department: BBA  
Date: 21/5/26 Time: 10-11

Sr.	Student Name	Reg. No.	Dept.	Signature
1	Bhagyakrishna.S	0001	BBA	
2	Ameetha.M	0032	BBA	
3	Aayan Charan	0069	BBA	
4	Alok Raj	0096	BBA	
5	Keun G.S	0109	BBA	
6	Hithen.KK	0179	BBA	
7	Bhargavi.N	0038	BBA	
8	Harshith.V	0058	BBA	
9	Ashwin C.S	0021	BBA	
10	Akshay	0008	BBA	
11	B.R. Tejas	0035	BBA	
12	Dhanish.S	0030	BBA	
13	Dhanish.K.M	0179	BBA	
14	Kishan	0034	BBA	
15	Kalyani	0068	BBA	
16	Jayanthi	BBA-0006	BBA	
17	Jayanthi.P	0105	BBA	
18	Aj.Sah	0099	BBA	
19	Jayadhyar	0014	BBA	
20	Kushal.S	0063	BBA	
21	Uttam Hadimoni	0107	BBA	
22	K. Manya.V.Jogi	0154	BBA	
23	Vivan Sagar	0072	BBA	
24				
25	SRubraR's Shetty	0120	BBA	

Event Coordinator Name: Dr. Vinodha.K

Signature: 21/5/26



## Feedback Form

The specialization event conducted on 20 May 2026 was highly informative and engaging. The event covered three important areas of business studies: Human Resource, Finance and Marketing. It provided students with valuable knowledge and practical insights related to each specialization.

The HR session helped students understand recruitment, employee management, leadership. The finance session explained financial planning, investment concepts, budgeting & current financial trends in an easy & understandable manner. The marketing session was interactive & focused on branding, digital marketing, customer satisfaction, and modern marketing strategies.

The speakers were knowledgeable & explained the topic clearly making the session more interesting & broad. Overall the specialization event was a great learning experience for all students. It enhanced our understanding of different career opportunities and helped us gain practical exposure beyond classroom learning.

Name: Alok Raj. P

Reg no.: UO3CT24M0096



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