

Department of Master of Commerce
Experiential Learning- Odd semester 2023

Semester: 3rd

Course: II M.com

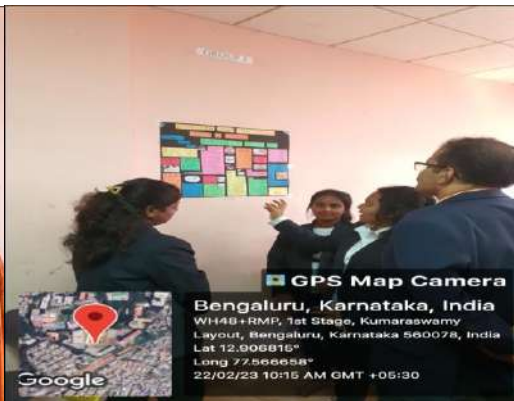
Subject: Intellectual Property Rights

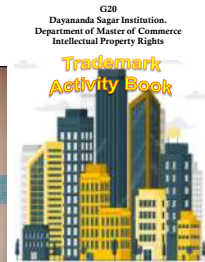
Name of the teacher: Dr.Mahalakshmi.V

Method: Poster presentation competition

Sl. No.	Date & Time	Name of the activity	Number of participants
1.	22.02.23 From 9am -11am	IPR Poster presentation	23
2.	6.3.2023	Gamification	23
3.	15.3.2023	Case Study on Trade marks	23
4.	21.3.2023	Mind game on logo and TM	23

Department of Masters of Commerce organized Intellectual Property Poster Presentation for II M.com 3rd semester students on 22.2.2023 in room No. 602 at 10. A.m. . Dr. Nagaraj Shenoy, Principal, DSCASC graced the occasion and on witnessing all posters he motivated students and advised to be connect with present scenario with respect to IPR. Department HOD and Professor Dr. Savitha Trivedi also motivated students and appreciated their interest and enthusiasm in the subject. Subject Faculty Dr. Mahalakshmi. V who initiated the program took Principal and HOD around to listen to student's presentation about the posters. All faculty members of the department were present and all students from I M.com and from other streams like MCA and MBA also visited the poster presentation. List of topics on poster presentation is attached in separate sheet as annexure; there were 5 topics and games on trademark and on logos presented in unique way by students. An Innovative logo and tagline game board with spinning wheel game and Trademark Activity book was created by students for the program. Nearly 45 students and 6 faculties visited the presentation program. Photos and Feedback report are attached.

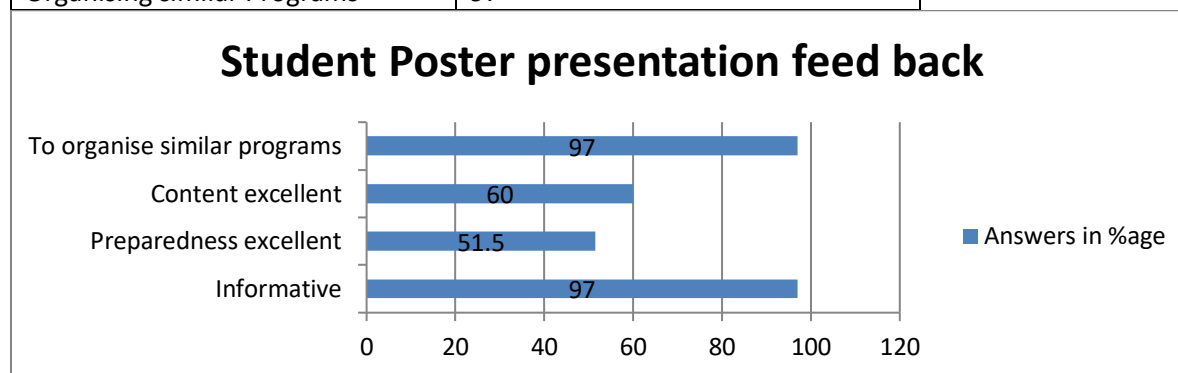




Feedback Report

The following link was forwarded to all visitors to the event and feedback was collected on students preparedness, content and presentation the analysis of the report is as follows: <https://forms.gle/D6ZQtQx7ViSMjxXw8> No of students and faculty visited to the program are 84% and 15.2% respectively Table showing feedback from visitors to the program

About Poster presentation	Answers in %age
Informative	97%
Preparedness Excellent	51.5
Content	60
Organising similar Programs	97



The feedback of visitors indicates that the program was highly informative and need to organize such events often the preparedness and content of the posters 51.5% and 60% respectively where remaining percentage is marked as good under both criteria

List of topics for poster presentation and Student group for presentation

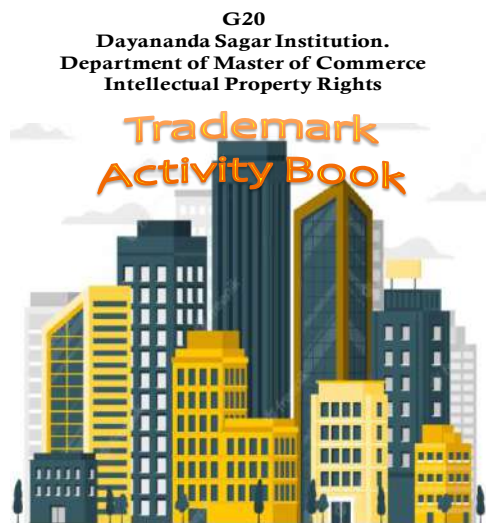
Sl.No.	Names	Topics
1	Rachana, Nayana, Aishwarya	Patenting Creative and Innovative Ideas
2	Nikitha, Gunashree, Kavya	Trademark Protection
3	Vidhya, Lavanya, Jyothi	Infringement Under IPR
4	Satish, Yatish, Chirag, Avinash	Other Acts covered under IPR
5	Lalitha, Harshitha, Brunda	Copyright for Authors
6	Nivedha, vidhyashree, Harshith, Pragathi	Trade mark games
7	Niranjan, Harish, Nikitha AM	Logo games

1. Mind game on Identifying Logo and trademark



Activity book e-copy

2. Gamification (guided students to develop)



Semester: 1st
Course: I M.com
Date 16.2.2023 to 30. 4.2023
Subject: International Business Environment
Name of the teacher: Dr.Mahalakshmi.V

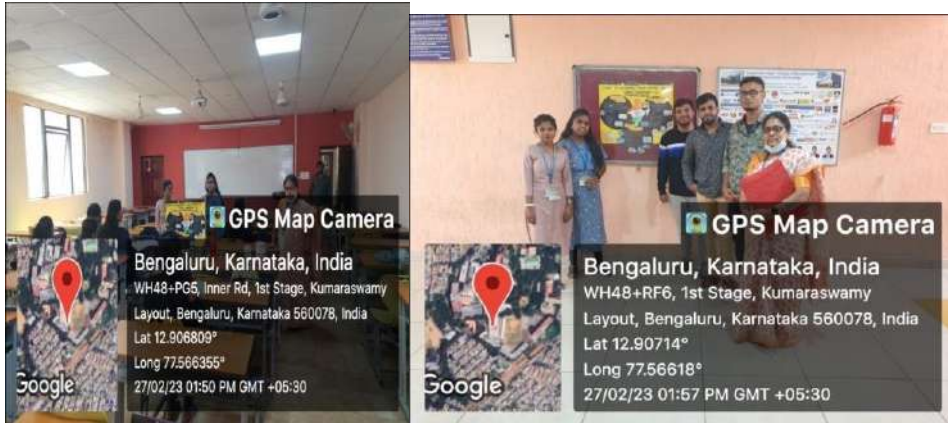
Method: Notice Board Posters(Every fortnight)

Department of Masters of Commerce organised Notice Board Posters even for I M.Com 1st semester students on 10 topics from the subject International Business Environment, starting from 16th February, 2023. Every week a group of two students were allotted a topic to prepare Poster for Notice Board. The list of topics is attached in Annexure. Professor and Head of the Department Dr. Savitha Trivedhi motivated students to continue participating in such knowledge enrichment activities and appreciated subject Faculty Dr.Mahalakshmi.V for this initiative and unique teaching-learning practice in the subject. Photos are attached.

**1. On 16.2.2023 Topic: Influence of Globalization on International Business
By Ambika and Akshaya I M.Com 1st semester 16.2.2023**



2. On 27.2.2023 Topic: Impact of Demographic, Social and Cultural Environment on International Business , By Jaishree and Harshitha 27.2.2023



3. Topic: European Union
By Chiranjeevi and Monish 13.3.2023



4. Topic: ASEAN, SAARC, IMF & GAT
BY Pallavi and Annapoorna 28.3.2023



15th April, 2023

Topic: Multinational Enterprises-social responsibility and Ethics By Rakesh, Karthik and Yogesh

