



**DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE**  
**DEPARTMENT OF M.COM**  
**EVEN SEMESTER -2023**  
**EXPERIENTIAL LEARNING**

**Semester : 4th**

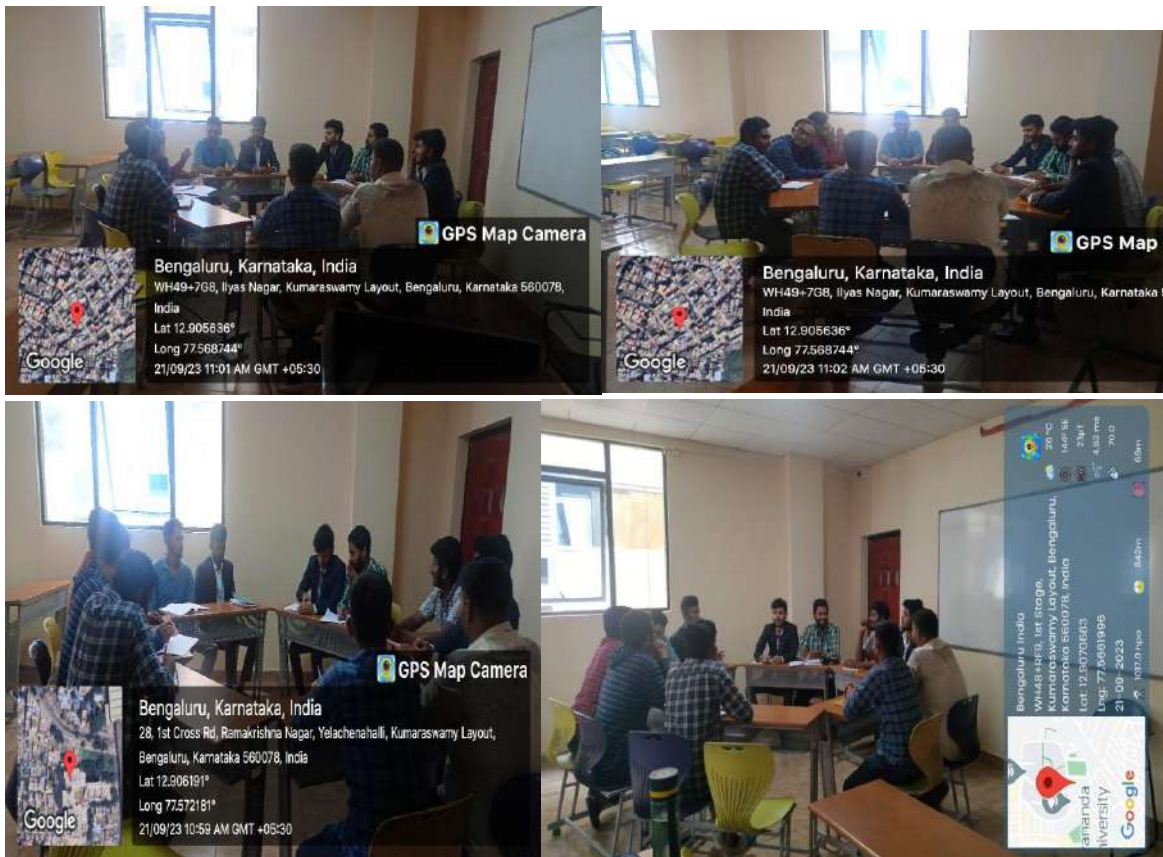
**Course: II M. Com**

**Subject: SBRM**

**Faculty: Dr. Savita Trivedi**




**Method of experiential Learning: Group Discussion**

GD was organized on 21-09-2023 for M. Com I Year students on topic **“Ethics and values are declining in present scenario.”** Initiative was taken by Mr. Shreyas and various examples and latest information were added by Mr. Moneesh. All students shared their views enthusiastically. Mr. Charanjevi summarized the discussion and concluded.







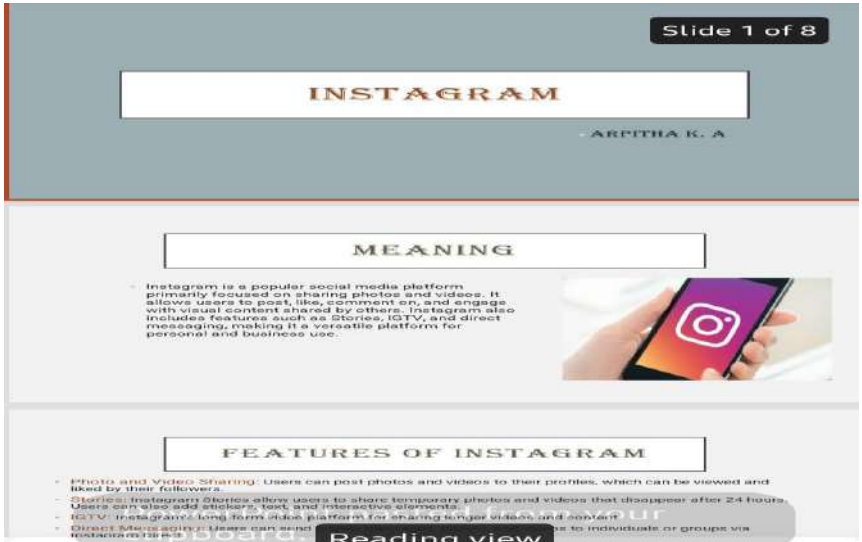
Semester: 2<sup>nd</sup>  
 Course: M.Com  
 Subject: Digital Marketing  
 Faculty: Dr.Mahalakshmi.V

Method: PPT presentations by Students on trending topics in IBE

SL.NO.	STUDENT NAME	Date of presentation	PPT PRESENTATION TOPIC
1.	Ambika	11.8.2023	<b>Internet Infrastructure and stack business models of KFC</b> 
2.	Arpitha MJ	11.8.2023	<b>Strategic Planning, E Planning of Pizza Hut</b> 
3.	Krishna.KV	18.8.2023	<b>How Amazon Creates Customer Value online?</b> 

4.	Nadeem Khan	18.8.2023	<p>Change in Pricing strategies with reference to Coffee day</p> <p>Oral presentation</p>
5.	Sahana	30.8.2023	<p>HOW Myntra creates customer value online</p> 
6.	Shobhita	30.8.2023	<p>Change in pricing strategies with reference to coffee day</p> 
7.	Annapoorna	31.8.2023	<p>Online channel intermediaries in Global perspective</p>

8.	Akshaya Jyothi	1.9.2023	  
9.	Premdeep		<p data-bbox="587 770 986 801"><b>SEO-Search Engine Optimisation</b></p>  <p data-bbox="852 1167 1174 1198"><b>SEARCH ENGINE</b></p> <ul data-bbox="619 1227 1458 1402" style="list-style-type: none"> <li>• SEO is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website/webpage to user of web search engine</li> <li>• SEO is about understanding what people are searching for online, the answers they are seeking, the words they're using, and the type of content they wish to consume.</li> <li>• SEO fits into larger digital marketing strategy and more focused on obtaining free or organic traffic.</li> </ul> <p data-bbox="842 1476 1168 1507"><b>SEARCH ENGINE</b></p> <ul data-bbox="619 1541 1458 1659" style="list-style-type: none"> <li>• They search billions of pieces of content and evaluate thousands of factors to determine which content is most likely to answer your query.</li> <li>• Search engines do all of this by discovering and cataloguing all available content on the Internet (web pages, PDFs, images, videos, etc.) via a process known as "crawling and indexing," and then ordering it by how well it matches the query in a process we refer to</li> </ul>
10.	Goran	4.9.2023	Consumer Behaviour Online

			
11.	Arpitha MJ	4.9.2023	<p><b>Instagram</b></p> 
12.	Lavanya		<p><b>Digital Marketing</b></p>


**Semester: 2<sup>ND</sup>**

**Date: 11.8.2023**

**Course: I M.COM**

**Subject: Modern Indian banking**

**Faculty: Dr.Monica Ranka**

**Method of experiential Learning: Structured Quiz**

Quizzes are a great way to have fun, but they can also be used as a tool for self-improvement. They can help you learn more about yourself and how others view you. In a quiz, which is also known as a mind sport, participants compete to answer questions either individually or in teams correctly. Beyond the obvious academic advantages of exposing a child to new ideas and abilities at a young age, quizzes fundamentally alter how education is provided. On 11<sup>th</sup> August , a quiz was conducted.



Semester: 4<sup>th</sup>  
Date: 25.7.2023  
Course: II M.COM  
Subject: Forex Management  
Faculty: Dr.Monica Ranka

### Method of experiential Learning: Flipped Learning

Flipped learning is an increasingly popular pedagogy in secondary and higher education. Students in the flipped classroom view digitized or online lectures as pre-class homework, then spend in-class time engaged in active learning experiences such as discussions, peer teaching, presentations, projects, problem solving, computations, and group activities. In other words, this strategy “flips” the typical presentation of content, where class time is used for lectures and example problems, and homework consists of problem sets or group project work

Keeping the view in mind on 25<sup>th</sup> July 2023, the activity was conducted.



**FACULTY; Dr.Monica ranka**

Method : Flipped Class room learning

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