









DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE
DEPARTMENT OF M.COM
EVEN SEMESTER -2024
EXPERIENTIAL LEARNING





Faculty Dr.Mahalakshmi.V

Subject:Digital Marketing

Method: PPT presentations (case studies discussion)

SL.NO.	STUDENT NAME	DATE OF PRESENTATION	PPT PRESENTATION TOPIC/photos
1.	Gautami	18.6.2024	DM: Problems and challenges  <p>Bengaluru, KA, India 1st Main Road, Kumaraswamy Layout, Bengaluru, 560111, KA, India Lat: 12.906814, Long: 77.566230 06/19/2024 11:10 AM GMT+05:30 Note : Captured by GPS Map Camera</p>
2.	Shelet Rosa	18.6.2024	Digital Marketing Vs Real Marketing  <p>Bengaluru, KA, India 1st Main Road, Kumaraswamy Layout, Bengaluru, 560111, KA, India Lat: 12.906814, Long: 77.566230 06/19/2024 11:12 AM GMT+05:30 Note : Captured by GPS Map Camera</p>

3.	Karthik	5.7.2024	<p>List all products on Internet of service Industry –at least 10 and explain their marketing strategy</p> 
4.	Chandana	5.7.2024	<p>How does <i>Zomato</i> create customer value online</p> 
5.	Nikhil Nayak	5.7.2024	<p>Changing Pricing strategies of Mc.Donald's-post pandemic</p> 
6.	Harshitha	12.7.2024	<p>Pricing strategies of 5 online service industries</p> 

7.	Sanjana.S	30.7.2024	<p>Online channel Intermediaries of Amazon</p> 
8.	Varshanvitha	26.7.2024	<p>Promotion Integrated marketing communication of Google</p> 
9.	Yashwini	26.7.2024	<p>Internet advertising on any 3 website</p> 
10.	Manoj	26.7.2024	<p>Sales promotion offers of any 3 major retail outlets</p> 

Faculty: Dr.SavitaTrivedi

Topics for G.D

July 2024

Sl. No.	Topics
1	Impact of technology on society
2	Pros and cons of remote work
3	Impact of social media on personal and professional life
4	E-commerce and its impact on traditional retail
5	Role of central bank in managing inflation
6	Recent elections and government policies
7	Role of ERP
8	Setting and achieving personal and professional goals

Even Semester:4th

Faculty: Dr.Monica Ranka

Subject: MIB

July 2024

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 16th July 2024, the activity was conducted.

