



# V.E.T. FIRST GRADE COLLEGE

(Permanently Affiliated to Bengaluru City University,  
Listed U/s 2(f) & 12(B) of UGC Act)

18, 14th Main, 2nd Phase J.P. Nagar, Bengaluru – 560078.

**NAAC**  
Accredited

## VET DISHA – 2021 DEPARTMENT OF MANAGEMENT

### ABOUT THE INSTITUTION

VET FIRST GRADE COLLEGE is one of the units of Vasavi Educational Trust established in the year 1996 and has completed 25 years of glorious service to the society in the field of education. It aims to promote and sustain high academic principles while retaining the strong value system and ethics and believes in the rich culture of the motherland with special emphasis on practice based learning. The college has been accredited by NAAC with B+ Grade (2.69 CGPA) and also recognized by UGC and is included under 2(f) in 2012 and 12(B) in 2016. The College has strength of 609 students for the academic year 2020-21 and 25 dedicated, competent and well qualified faculties for teaching and good number of visiting faculty having expertise in their own field. The College has maintained high quality in academic pursuits and it has state of art campus, infrastructure, laboratories and well equipped lecture halls with ICT enabled learning. The institution aims at uncompromising commitment towards excellence in education.

### ABOUT THE DEPARTMENT

The undergraduate programme in Bachelor of Business Administration (BBA) is offered by the VET First Grade college as a platform to prepare young minds with a positive attitude for excellent performance and committed service. It provides the right nurturing ground to enable students to pursue their entrepreneurial ambitions. The curriculum for the three year programme, has been designed to enable the students to get an overview of the various aspects related to launching and managing a business effectively, as well as giving them an opportunity to specialize in a functional area of management that they would like to pursue in their careers. The BBA programme provides students with the opportunity focuses on developing the students and equipping them to meet the managerial challenges of the 21st century. The ability to work in teams is also focused upon as a key skill to be developed for success in the work-place. The programme also aims to develop the student's independent thinking, decision-making capability and research aptitude. Learning is enhanced through many pedagogical tools like case studies, presentations, internships, research projects, industrial visits, and guest lecturers from a pool of industry experts. Aimed at the holistic development of the students, the Department facilitates participation in various National and International fests. It also conducts many curricular and co-curricular activities on a regular basis.



### PRINCIPAL'S DESK

"Future belongs to those who believe in the beauty of their dreams" - Eleanor Roosevelt  
The newsletter is named 'VET DISHA' as it truly encompasses the achievements and milestones of the Department of Management BBA, which expresses the activities and achievement of the department as a whole. It reflects the staff efforts in shaping the young minds, preparing them to lead life in the competitive corporate world. I appreciate the efforts of the co-ordinator, Smt. Lokeshwari and her team to bring out the first E-newsletter VET DISHA.

**Dr. R. Parvathi,**  
M.com, M. Phil, Ph.D. (Finance), Ph.D.(Commerce)  
Principal & Director Academic

### TEAM THAT LEADS THE DEPARTMENT



**Dr. R Parvathi**  
Principal, Academic Director



Mrs.Lokeshwari DV



Ms.Arptha.S



Mrs.Madhu.L



Mrs. Gowri Hebbar



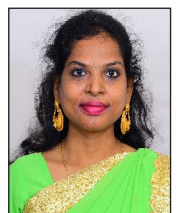
Ms.Ashwini



Ms.Bhargavi.T.R



Mrs.Rammya .B



Mrs.Meera.K



Dr.B.N Sathyabhama



Mrs.Febina.K.S

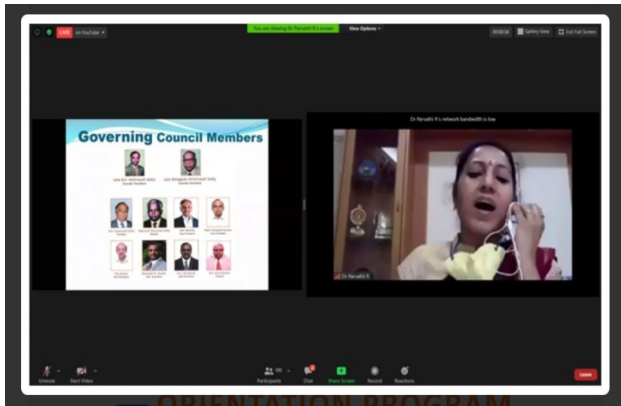


Mrs Tanuja Hemachand



Mr. Rajath.H.S

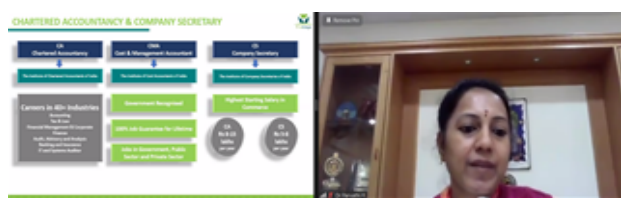
**ORIENTATION**



The first ever virtual orientation programme 2020 to welcome the new incumbents to the college started at 11.00 am with invocation to lord almighty. This was followed by virtual and symbolic release of Handbooks namely – Parichay – a student handbook, Anubandha – Parent handbook about the code of conduct , Anveshane -IQAC handbook for quality enhancement in college, Committee handbook detailing about committees and Mitra – Alumni handbook emphasising the linkage of students with alma mater, This was followed by addressing of queries by the Principal on various topics like commencement of classes -online and offline, number of classes in a day, borrowing of library books and many more which was well addressed and answered by the Principal.

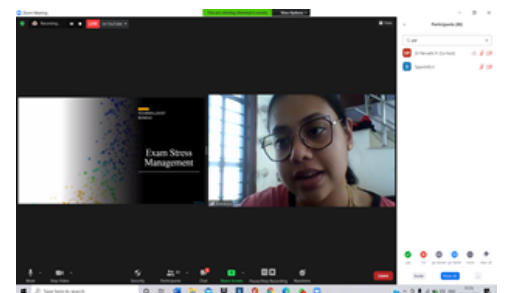
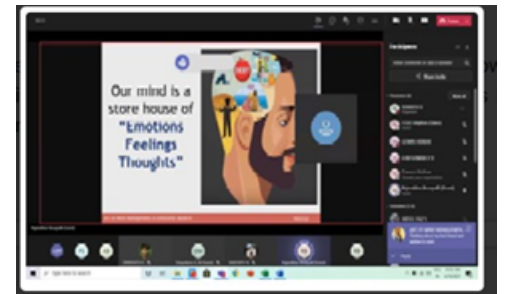
**CA/CPT ORIENTATION**

CA ,CPT Orientation program was organised on 22nd oct 2020 for B.Com and BBA students in association with Pro-Edge company. He further highlighted on the course structure of CA/CS, familiarized with various dimensions of the Indian Accountancy Profession, he motivated the students about knowledge and skills what they have, he also briefed about the significance of practical training in the life of a professional and also highlighted on foster values such as integrity, transparency and Independence in the budding professionals.



**SEMINARS, WORKSHOPS AND GUEST LECTURES**

Department of BBA has organised many seminars and workshops for enhancing the knowledge of the students, seminars and workshops like Adaptability and Resilience, Commercial Arithmetic-Compound Interest & its applications, BBA Syllabus Orientation Programme, Covid-19 Vaccine Awareness Program, Art Of Mind Management And Emotional Balance and others for Enhancing the knowledge of the students



**SHORT TERM COURSE - TALLY**

Department has offered short term professional course tally for final year BBA students and the program was oriented on 05-02-2021 at 12:00 PM, Complete tally course is 50 hours program were students take active participation in learning the new concepts of tally with GST which helps them in bridging the gap between industry expectations and college learnings.



**FACULTY DEVELOPMENT PROGRAMS**

A Faculty development program on " Sample collection and writing Research proposal" was conducted for all the faculties and final year M.Com students on 20/01/2021. Dr K.V Ramanathan explained about how to collect samples for research and the sample calculations. He also explained about the benefits of adopting research calculations in their research practices.

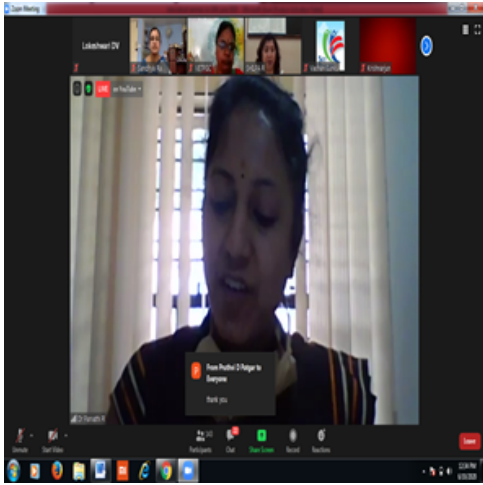


## HEALTH AWARENESS PROGRAMS

Due to pandemic various health talk was organised by college to create awareness amongst the students in association with various clubs and others like inner wheel club, wellness quotient and so on the program organised are menstrual hygiene week, neuroscience of learning and teaching, covid and health and other were organized for the benefit of the students



## TWO DAY INTERNATIONAL WEBINAR ON “NEW NORMAL FOR GEN Z”



Two Day International Webinar on “New Normal for Gen Z” in association with Rotary Bengaluru Spandana. This International webinar was held on 9th & 10th June 2020 using virtual platform. In the crucial time of COVID-19 pandemic the entire world is looking for new pathways for survival. The future requirement of teaching will certainly undergo a change, wherein different skill sets will be the new normal. A paradigm shift from mere knowledge to skill will be the driving force. One of the biggest disasters of COVID-19 pandemic is the lock-down that has institutionalized education.

## CURRENT DIGITAL MARKETING TRENDS IN THE INDUSTRY



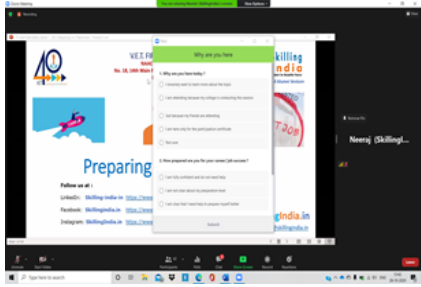
Session on Current Digital Marketing trends in the industry for Final year BBA students on 05/04/2021. Mr. Rajeev S Venugopal, Founder and CEO – Pixel Optin and Mr. Jagadeeswara Roa, CEO Tapasya Foundation and handed over the session to Mr. Rajeev S Venugopal. Session stating that Technology today is evolving at such a rapid pace, enabling faster change and progress, causing an acceleration of the rate of change, until eventually it will become exponential. However, it is not only technology trends and top technologies that are evolving; a lot more has changed this year due to the outbreak of COVID-19 making IT professionals realize that their role will not stay the same in the contactless world tomorrow.

## MATHRU VANDHANA

In association with Rotaract Club, had organized 'Matru Vandana' a tribute to mothers through 'Padapooje' on 13.02.2021 at 10.30 a.m. in the auditorium of VET Institutions. The occasion was graced by the presence of Mentor of VET Group of Institutions, Sri. Manandi Nanjunda Setty and his wife Smt. Nagasundaramma. never set back to showcase and inculcate our culture. All mothers were given 'Tambula' as a token of love for taking part in such a blissful event.



**PLACEMENTS**



The college has organised many placement webinars, campus drive, orientation programs and also referring students to companies the main objective of the program is to create awareness about what corporate sector's are expecting and how does skilling your self will bridge a gap between education and corporate and also place them in best suitable jobs. Recruiters like R Mines, Solvers India, Shoppers stop, Accenture and other companies.

**INDUSTRIAL VISIT**

As the part of Bengaluru city university curriculum 1st Semester BBA students has Industrial visit report due to pandemic industrial visit were unable to organise after many approaches . So each student were given two industries and by seeing in YouTube or online industrial profiles and reports were made and viva voce was organised and marks were allotted.

**NGO - INTERNSHIP**

As the part of Bengaluru city university curriculum 2nd semester BBA students has this Each student will have to work in a Social /Charitable Trust /NGO / Red Cross Society/ or any other social service organization / association for THREE WEEKS during the vacation. The entire batch of students to be divided equally among the BBA department faculty members. The faculty members to help students in the process of community service and preparation of the Community Service report, the students to submit the Certificate of Community Service issued by the organization to the college along with a brief report. Due to Pandemic students were organised online internship program with YUVA CHINTANA FOUNDATION (YCF) in association with Skilling India after completing 21 days internship students were provided with certificate and internship letter.

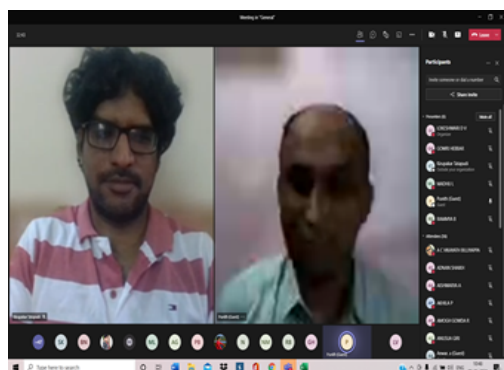


**CASE STUDY ANALYSIS**

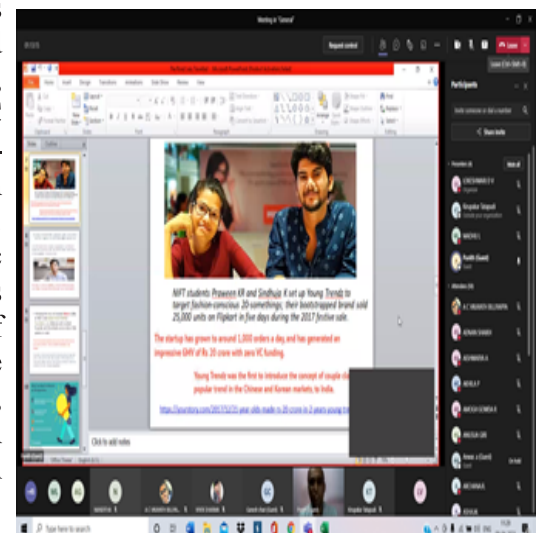
As the part of Bengaluru city university curriculum 3rd semester BBA students, Each student should maintain Case Study Analysis Record Book should be prepared during the third semester, Five cases relating to subjects studied in the first three semesters have to be analysed and recorded in the Case Study Analysis Record Book. The cases were purchased from ICMR -IBS centre for management research and the cases were solved according to the research method.

Case No.	Case Title	Author	Year	Price
1	Case Study on the Impact of COVID-19 on the Indian Economy	Dr. R. Parvathi	2020	1000
2	Case Study on the Impact of COVID-19 on the Indian Education Sector	Dr. R. Parvathi	2020	1000
3	Case Study on the Impact of COVID-19 on the Indian Healthcare Sector	Dr. R. Parvathi	2020	1000
4	Case Study on the Impact of COVID-19 on the Indian Retail Sector	Dr. R. Parvathi	2020	1000
5	Case Study on the Impact of COVID-19 on the Indian Travel Sector	Dr. R. Parvathi	2020	1000

**BUSINESS PLAN**



As a part of BBA curriculum 4th semester students has to prepare one business plan for start-ups and present them to benefit that Department of BBA, Entrepreneurship development cell and IQAC organizes one day webinar on business plan for start-ups, In association with Rotaract club of VET on 9th June 2021 through online platform Microsoft teams. Importance entrepreneurship to our economic development of our country entrepreneurship is important, as it has the ability to improve standards of living and create wealth, not only for the entrepreneurs but also for related businesses, entrepreneurs also help drive change with innovation, where new and improved products enable new markets to be developed, too much entrepreneurship (i.e., high self-employment) can be detrimental to economic development.



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**STAFF CENTUM AWARDS**

CENTUM AWARDS		
SI No	Faculty	Subjects
1	Rajath.H.S	Financial Management
		Corporate Accounting
		Business Skill Development
2	Lokeshwari.DV	Investment Management
		Culture Diversity And Society
3	Arpitha.S	Cost Accounting
		Marketing Management
		Business Skill Development
4	Madhu.L	Human Resource Management
		Service Management
		Organisational Behaviour
		Business Skill Development
5	Meera.K	Business Regulations
		Business Research Methods
6	Ashwini.M	Corporate Environment
		Value Education
		Marketing Management
7	Bhargavi .T.R	E-Business
		Environmental Studies
		Business Regulations
8	Jyothi.P	Business Regulations And Operations
9	Tanuja	Quantitative Analysis

**RESEARCH CORNOR**

NAME	TITLE OF THE PAPER
Dr. R.Parvathi	A study on Impact of Virtual learning on students during Covid-19 pandemic at J.P.Nagar, B'lore
	"A Study on Impact of Covid-19 with special reference to changing consumer behaviour towards online shopping"
Ms.Rammya.B	" Mapping Corporates Social Financial Performanc e- Does it pay or cost or has no impact- A RAEVIEW"
	Corporate Social Responsibility versus Financial performance in selected construction companies in India
	A study on Impact of Virtual learning on students during Covid-19 pandemic at J.P.Nagar, B'lore
Ms. Lokeshwari.D.V	A study on Impact of Virtual learning on students during Covid-19 pandemic at J.P.Nagar, B'lore
	"A Study on Impact of Covid-19 with special reference to changing consumer behaviour towards online shopping"
Ms.Arptha.S	" A Study on Impact of Gaming Technology on students at J.P.Nagar, B'lore
Ms.Madhu.L	" A Study on Impact of Gaming Technology on students at J.P.Nagar, B'lore

**STUDENTS ACHIEVEMENTS – RESULTS**

CONGRATULATIONS TO TOPPERS		
First Class Exemplary	First class Distinction	First Class
1. Yashodha.M - 87.14%	1. N Gayathri Devi -78.57%	1. Jeetender B Suthar -69.57%
2. Seema.Y - 85.85%	2. Siddiq -78.14%	2. Adarsh -63%
3. Surekha.M -84.71%	3. Aarthi Sharma -78%	
4. Ramya.V -83.57%	4. Syed Nadeem - 78%	
5. Kavya.N -82.71%	5. Karthick.R -76.85%	
6. Mahera Anjum -82.42%		
7. Divya Teja -81.57%		
8. Mary Priyanka - 81.28%		
9. Lokesh.S - 80.28%		



**Graduation Day Batch 2017-2020**



**Editorial Board**

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Editor-in-Chief : Lokeshwari D V  
Sub-Editor : Madhu.L