

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.

VET DISHA – 2022 : 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 594 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 study analysis, presentations, internships, research projects, industrial visits, placement training 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**

This is the second edition of VET Disha and I am very proud and happy that the department is growing year on year. This newsletter is truly a reflection of the achievements and milestones of the Department of Management - BBA, which expresses the activities and achievement of the department as a whole. It echoes the staff efforts in shaping the young minds, preparing them to lead life in the competitive corporate world by offering various programs in the form seminars, online seminars (webinars), orientation programs and guest lectures. I appreciate the efforts of the Coordinator, Ms B Rammya and her team to bring out the successive e-newsletter for the department of management.

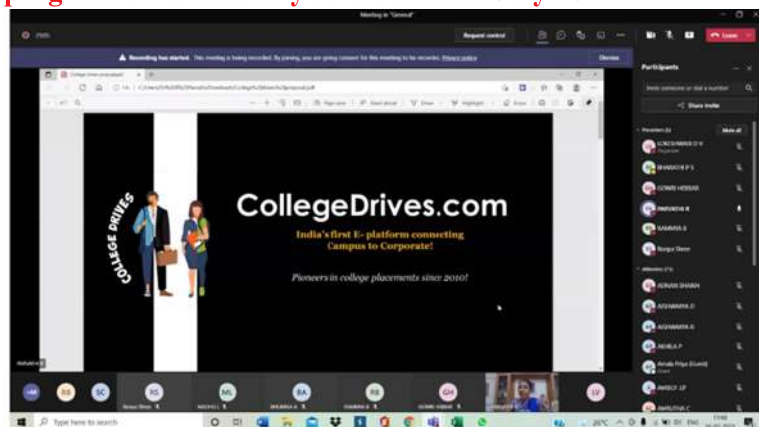
Dr. R. Parvathi,M.com, M. Phil, Ph.D. (Finance), Ph.D.(Commerce)
Principal & Director Academic**TEAM THAT LEADS THE DEPARTMENT****Dr. R Parvathi**
Principal, Academic DirectorNarayanaswamy S G
Vice PrincipalMrs. Rammya .B
CoordinatorMrs. Gowri Hebbur
HOD, Dept. of CommerceMrs. Madhu.L
Assistant ProfessorMrs. Lokeshwari DV
Assistant ProfessorMrs Tanuja Hemachand
Assistant ProfessorMrs. Pragathi Prakash
Assistant ProfessorMrs. Shruti K
Assistant ProfessorMrs. Preethi Inampudi
Assistant ProfessorMrs. Sangeetha
Assistant ProfessorMr Jagadeesh N
Asst. Prof.Mrs Chandrakala
Asst. Prof

ORIENTATION 21-22

The orientation programme 2021-22 to welcome the new incumbents to the college started at 11.00 am with invocation to lord almighty on 8th Oct 2021. This was followed release of next volume of Handbooks by Principal, Faculty, students, and Staff 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. Next Principal presented a glimpse about the institution through PPT and clarified the queries of students and parents and made them comfortable at home

**OTHER ORIENTATION PROGRAMS**

Department of BBA has organised many orientation programmes like Yuva Chintana Foundation Internship Program, Placement Orientation and Training, CMA orientation program, Shaping Career in Commerce, MBA delivered in distance and online mode, Upskill to win : Roadmap to success by TSMT Academy and Education and career by Ethnus Consultant. All these orientation programs were directed towards orienting the students on various options available to them after the Under-graduation program and also orienting the students as to what will make them industry ready.

Yuva Chintana Foundation – orientation program on community service – 12th July 2021**Placement Orientation program – 16th July 2021****Placement Training Orientation by IOTA on 31st July 2021****SVKM's NMIMS University – Placement Orientation on 10th June 2022****CMA ORIENTATION**

CMA Orientation program was organised on 18th October 2021 in association with Pro-Edge company. The resource person Mr Vamsi highlighted on the course structure of CMA, familiarized with various dimensions of the Cost Accountancy and how it is gaining momentum in today's era. He also gave details of fees the students would be paying for the coaching and also to the institute for registration and examination fees. He further gave an idea to the students about the salary package they would be eligible for after every stage of the professional course.



NEP Webinar – 27th Sep 2021 – Dr. Anitha H S

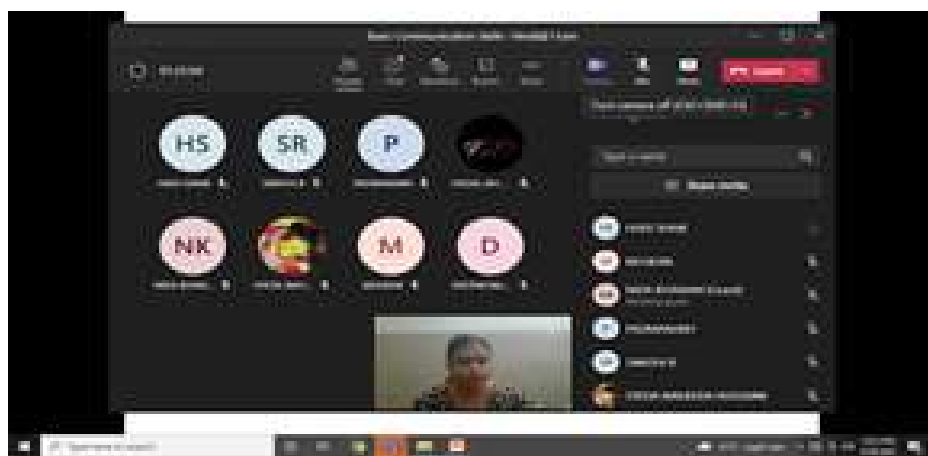
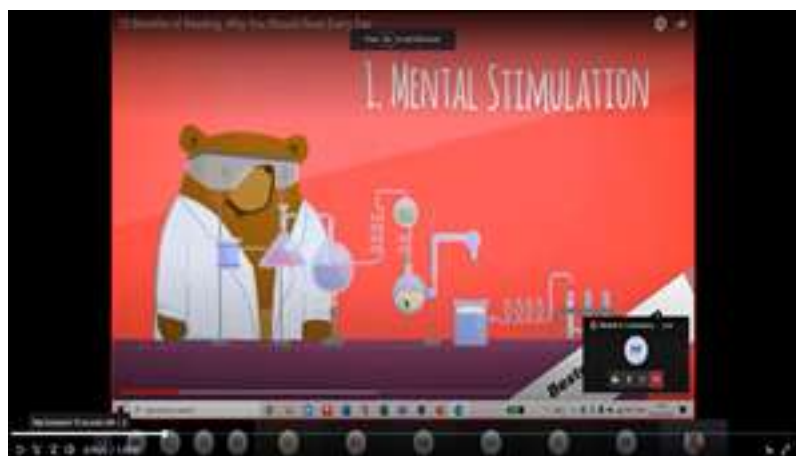
VET FGC organised a workshop on NEP 2020- ROADMAP : INTRODUCTION TO IMPLEMENTATION on 27th September 2021 through virtual platform M.S. Teams to enlighten more on upcoming changes in the academics. Dr. Anitha H. S, Registrar Evaluation, Davanagere University, being the Resource Person justified the session. This was attended by 1st year BBA students along with few parents who were familiarised with the concept and the implementation of NEP 2020 for the first batch. The resource person stressed on the multi-disciplinary aspect of the new regime of education and mentioned that if students' take complete advantage of the same, they would be greatly benefited and would be on par with International students.



SHORT TERM COURSE – BASIC COMMUNICATION SKILLS



Department Of Management has offered short term professional inhouse short term course Basic Communication Skills for first year BBA students and the program commenced on 28th March 2022 and went on up to 21st April 2022. The course was for a duration of 36 hours and aspects like Communication – current scenario, written communication -English, communication through Kannada and Hindi, Barriers of communication, Communication through Fashion, and Skills of Communication. This course was designed to benefit students so that they could understand the nuances of basic communication and develop on that. The students took up online test and passed out with flying colours.



National webinar on project and Employability Skills – Dr T J Shaji and Mr Deepak Justin – 23/3/2022

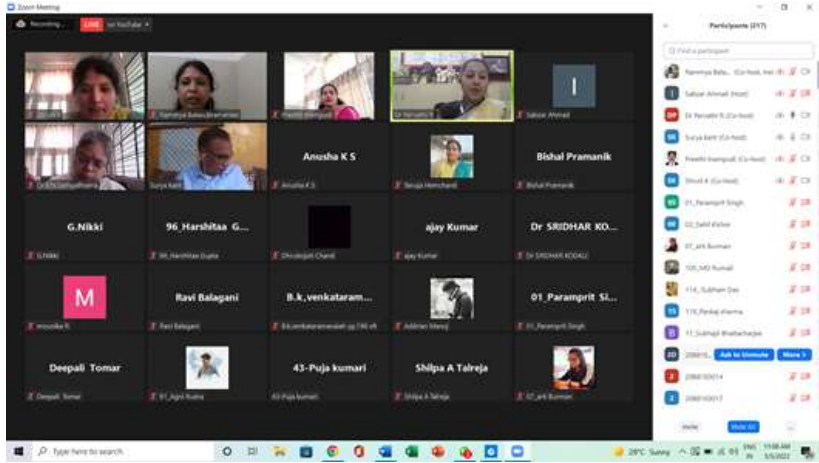


The department in collaboration with commerce department organised One Day National Webinar on “Project and Employability Skills”. This National webinar was held on 22nd March 2022 using virtual platform. With a Global COVID-19 pandemic taking the world by storm and forcing people to work from home, webinars have seen a resurgence in popularity and usage across the globe by becoming a staple for educating students using tools like WhatsApp, Zoom, Cisco-WebEx, Google meet, Telegram, Microsoft team, Webinars, and others, in spite of challenges with respect to network connectivity. This National webinar aims at insightful deliberation and discussion in the areas of research project work and employability skills making Postgraduation students ready for future demanding skills and stay alive. 223 participants registered for the same.



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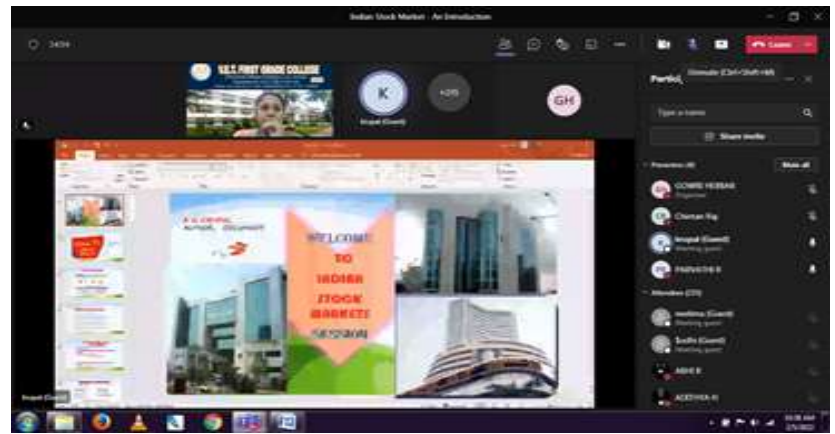
National Webinar on Empowerment through wealth creation in association with AMFI – 5/5/2022



VET First Grade College organised One Day National Webinar in Association with Association with Association of Mutual Funds in India (AMFI) on “Empowerment through Wealth Creation”. This National webinar was held on 5th May 2022 using virtual platform. 986 participants registered for the same. This was organised by the department of Commerce and Management. This session was an eye opener for investment in Mutual funds and other avenues. The resource person was Sri Surya Kanth Sharma, who cautioned participants that most of the investments except in governmental shames have risk, but risk can be managed by simple formula – Think, understand, and invest.

Webinars and Workshops Organised for students

During pandemic also, the department of Management organised many online seminars – popularly known as webinars to improve the overall personality of the students. These included Business Plan webinar, Adaptability and Resilience -how to shield your career from disruptive changes, Counselling Myths and reality, Webinar on Career guidance, Competitive exams webinar, Psychology of students towards academic satisfaction, Self-management skills, Neuroscience of Masculinity for boys, Illuminating girls-a torch on expression for girls, Introduction to Indian Stock Market, workshop on Neurobics, Legal Awareness and Career Cognizance workshop by A Aa E Ee – IKIGAI concept.



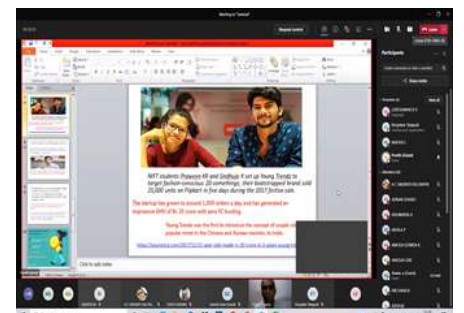
CASE STUDY ANALYSIS

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. The students were conduct a viva voce to assess their understanding and analytical skills

Case Name	Case Number	Status
Case 1	10000001	Completed
Case 2	10000002	Completed
Case 3	10000003	Completed
Case 4	10000004	Completed
Case 5	10000005	Completed

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. This was basically to enable students to take up entrepreneurship as their profession.



Field Study Titles with Guides			
Sl.No.	Name	Guide	Title
1	Aishwarya. A.	Madhu L	A study On Youth Perception Towards Digital Marketing At Gottigere, Bengaluru
2	Amogh Gowda.R.		A Study On Impact Of Visual Advertisement On Children At JP Nagar, Bengaluru
3	Dhanush.T.R.		A Study On Role Of Advertising In Consumer Preference Of Starbucks Coffee At JP Nagar, Bengaluru
4	Ganeshachari.K.	Chintan Raj	A Study On Awareness About Stock Market Among College Students At JP Nagar, Bengaluru
5	Hemalatha.D.K.		A Study On Impact Of Mutual Funds On Customer Saving Strategy In Wealth Nest Company At South End Circle, Bengaluru
6	Kavitha.K.		A Study On Problems Faced By HR Employees Of Q connect Business Solutions At Silk Board, Bengaluru
7	Manohar Sharma.K.	Gowri Hebbar	A Study On Customer Satisfaction About Banking Services At Axis Bank, Jigani
8	Mohammed Khalid		A Study On Awareness About Bitcoins Among General Public At Banashankari, Bengaluru
9	Prakash.P.		A Study On Problems faced by customer Regarding UPI Transaction With Respect to SBI Bank, At JP Nagar, Bengaluru
10	Prashanth.C.S.	Meera K	A Study On Consumer Behaviour with Respect To Electric Vehicles At JP Nagar, Bengaluru
11	Praveen Kumar.K.		A Study On Employee Recruitment Process At Anthem Bioscience PVT. LTD At Bommasandra, Bengaluru
12	Rakesh.S.	Dr. B N Sathyabhama	A Study On Mental Health Issues To Professors In Colleges At JP Nagar, Bengaluru
13	Sanjay.R.		A Study On Impact Of Fast Food Products On Youth At Bannerghatta Road, Bengaluru
14	Sheetal D P	Pragathi Prakash	A Study On Customer Satisfaction About Organic Products At JP Nagar, Bengaluru
15	Surya.K		A Study On Problems Faced By Customers(Women) with respect to Online Purchase Of Vegetables In Billekahalli, Bengaluru
16	Vivek Sharma		A Study On Students Satisfaction On Online Learning At Jayanagar, Bengaluru
17	Yashaswini N Mangalawedhe	Shruti Kemshetty	A Study On Traveller's Coming To Bunked Hostels, Goa
18	Shaik Imran		A Study On Problems Faced By Employees Of The Titan Company At Silk Board, Bengaluru
19	A.C. Vikyyanth Belliappa		A Study On Impact Of Advertising On Customers Of Apple Products At JP Nagar, Bengaluru

EXPERIENTIAL LEARNING THROUGH FIELD STUDIES

The 5th semester students had an experiential learning with each of them individually undertaking field study which was then converted into project reports. Students had experience in various fields like marketing, human resources, finance, and general management. The students learnt how to collect data, analyse the same in the form of tables and percentage analysis and then interpret the same. The various topics on which field studies were undertaken by students are as under.

STAFF CENTUM AWARDS

CENTUM AWARDS		
Sl.No.	Faculty	Subjects
1	Rammya B	Financial Accounting
2	Lokeshwari.DV	Investment Management
		Culture Diversity And Society
		Banking and Finance
		Business Skill Development
3	Madhu.L	Human Resource Management
		Service Management
		Organisational Behaviour
		International Business
		Science and Society
4	Shruthi Kemshetty	Banking and Finance

RESEARCH CORNER

Name	Title of The Paper
Dr. R.Parvathi	Study On Student's Reaction Towards Covid-19 3rd Wave And Online Learning At JP Nagar, Bangalore
Ms. B. Rammya	Study On Student's Reaction Towards Covid-19 3rd Wave And Online Learning At JP Nagar, Bangalore
Ms Gowri Hebbar	Study On Student's Reaction Towards Covid-19 3rd Wave And Online Learning At JP Nagar, Bangalore
Ms. Preethi Inampudi	"A Study On The Factors That Affect Employee Absenteeism In Food And Inns Private Limited ", ISSN: 0974-5823 Vol. 7 No. 2 February, 2022 In International Journal Of Mechanical Engineering.
Ms Gowri Hebbar	"A Study On Perception Of Employees With Regard To Leadership Effectiveness In Higher Education" ,IRJMST Vol 13 Issue 3 [Year 2022] ISSN 2250 – 1959 (Online) 2348 – 9367 (Print)
Ms. Preethi Inampudi	“ A Study On Impact Of Gaming Technology On Students At J.P.Nagar, Bangalore
Ms Madhu L	CSR And Funding Practices For Sustainable Development
Ms Pragathi Prakash	CSR And Funding Practices For Sustainable Development
Ms Shruti K	A Study On Job Satisfaction Among Millennials In Degree Colleges Of Bangalore South
Dr R Parvathi And Ms B Rammya	A Study On Women Consumer Behaviour Towards Online Purchase Of Perishable Products At Bangalore South
Ms Gowri Hebbar And Ms Pragathi Prakash	Academicians Made E Meeting Application Richer
Dr R Parvathi, Ms Shruti And Ms Tanuja H	Glass Ceiling For Women: Does It Exist In The Modern Environment

Faculty Development Program

The faculty of the department are continuously upgrading their knowledge by attending various FDPs organised by the institution and other institutions. This is sponsored by the management. The FDPs attended during the academic year 2021-22 are as under

SI No	Faculty Name	Title
1	Rammya B	NPTEL Online Certification Foundation Course in Managerial Economics
2	Lokeshwari.DV	Online Academic Writing
3	Madhu.L	Online Academic Writing
4	Shruthi Kemshetty	FDP Program on Conduct of Research and Publishing Quality Research Articles
5	Chintan Raj M Vernekar	FDP Program on Conduct of Research and Publishing Quality Research Articles
6	Dr B N Sathyabhama	Online Two Days National Level Faculty Development Program on “Transformation in Teaching Learning Process”
7	Pragathi Prakash	6 days Virtual FDP Program in IFRS
8	Pragathi Prakash	FDP Program on Blooms Taxonomy
9	Preethi Ianampudi	Online Two Days National Level Faculty Development Program on “Transformation in Teaching Learning Process”
10	Preethi Ianampudi	10 Days International FDP on Developing Your Research Project
11	Tanuja H	Five days online FDP on Scientific Application Packages for State of the Art Technical
12	Dr B N Sathyabhama	10 Days International FDP on Developing Your Research Project
13	Rammya B	10 Days International FDP on Developing Your Research Project
14	Dr B N Sathyabhama	10 Days International FDP on Developing Your Research Project
15	Tanuja H	National Level Five Days Virtual FDP on Recent Trends 2022
16	Preethi Ianampudi	One week Online Management Development Program on Post-Covid Business Transformation in Business Coterie

STUDENTS ACHIEVEMENTS –

Congratulations on scoring Exemplary and Distinction in the University examinations

VI SEM RESULTS – 2020-21 – BATCH 2017-2020

First Class Exemplary	First class Distinction
1. Harsha G - 85.85%	1. Adnan shaikh -79%
2. P V Tejashwini- 84.40%	2. Pooja Sirvi-78.42%
3. MithunKumar S -82.14%	3. Shanthini M -78%
4. Anwar A -81%	4. Chaitrashree G– 77.71%
5. Adam MD Saad-80.57%	5. Shoaib Ur Rahman-77%
	6. M Prasad – 76.28%
	7. Syed Akram – 72.14%
	8. Sheik Fasil Pasha – 71.57%

V SEM BBA – 2020-21 RESULTS

First Class Exemplary	First class Distinction
1. Surya K- 82.88%	1. Aishwarya A-79.55%
2. Sheetal DP- 80.66%	2. Praveen Kumar K-78.66%
3. Amoghgowda R-80%	3. Kavitha K-76%
	4. Prashanth G S– 75.55%
	5. Hemalatha D K-75.44%
	6. Mohammed Khalid– 71.66%

III SEM – 2020-21 RESULTS

First Class Exemplary	First class Distinction
1. Bibi Ayesha - 81.36%	1. Sagar K-76%
2. Dhanush R- 80.78%	2. Nanditha-74.36%
	3. Bharathi K R-73.05%
	4. Priyanka Bisht– 72.31%
	5. Deepika M - 71.68%
	6. Anusha A N -71.68%



Graduation Day Batch 2017-2020



Editorial Board

Chairperson : Dr. R. Parvathi, Principal and academic Director ,VET Colleges

Editor-in-Chief : B Rammya, IQAC and BBA Coordinator

Co-Editors : Madhu.L and Preethi Inampudi