

(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 – 2023 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 27 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 764 students for the academic year 2022-23 and 26 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 programme also aims to develop the student's independent thinking, decision-making capability and research aptitude. The department has rightly adapted NEP and 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. The Statistics on Academic Activities of the Department is presented in the table.

Student Seminars, Workshops and Lectures	147
Seminars / Workshops attended by Faculty	24
FDPs	10
Presentations and Publications	27
Vanijya Milana Activities	09



PRINCIPAL'S DESK

This is the third edition of VET Disha and I am very proud and happy that the department is progressing year on year in terms of admissions and activities conducted. 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, workshops, online seminars (webinars), orientation programs and guest lectures. The students were given experiential learning through field studies and internships in various companies and I congratulate the department and students for this.

Students underwent many short term and value added courses online through Infosys Spring board and other platforms enhancing their knowledge and skills. I appreciate the efforts of the Coordinator, Dr B Rammya and her team in bringing out the E-newsletter for the Department of Management.

Dr. R. Parvathi,
Principal & Director Academic

TEAM THAT LEADS THE DEPARTMENT



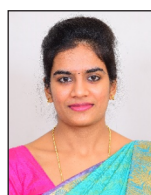
Dr. R Parvathi
Principal &
Academic Director



Narayanaswamy S G
Vice Principal



Dr. Rammya .B
Coordinator



Mrs. Lokeshwari DV
Assistant Professor



Mrs. Madhu.L
Assistant Professor



Mrs. Shruti K
Assistant Professor



Mrs. Preethi Inampudi
Assistant Professor



Mrs. Rukmini N
Assistant Professor



Dr Rangaswamy H T
Associate Professor



Indrani SK
Assistant Professor



Ms. Sangeetha
Assistant Professor



Mr Jagadeesh N
Assistant Professor



Mrs Chandrakala
Assistant Professor

ORIENTATION 22-23

The orientation programme 2022-23 to welcome the new incumbents to the college started at 10.00 am with invocation to lord almighty on 3rd Sep 2022. The program witnessed the felicitation of faculty members who have given centum results in the previous Bengaluru City University examinations. Next Principal presented a glimpse about the institution through PPT, spoke about the vision, mission and core values of the institution, introduced faculty members of various departments, committee that are operating in the college, clubs and forums available for students' overall development and clarified the queries of students and parents and made them comfortable at home. The program also honoured the class toppers of various classes and motivated the incoming students to also reach to that heights. From BBA department, Surya of V semester and Bibi Ayesha of III semester received the honours. The program witnessed huge participation from students and parents.



INDUCTION PROGRAM

The students of BBA department along with other students were inducted about the NEP syllabus which they would be pursuing in detail by Principal and Academic Director Dr R Parvathi who is a member of the Syllabus framing committee for Commerce and Management. Later Vice Principal Narayanaswamy spoke about the various community service activities – NSS, Rotract and Red cross available in the institution. Later Ms Shruthi briefed them about the various clubs available in the institution and made it very clear to students that they should be part of at least one club. After the session, the final year students escorted them to the campus tour showcasing the entire campus to the new comers and starting the informal bond with them.

LEARNING WITH FUN – MARKETING PROMOTION – 8th NOV 2022

BBA students were exposed to promotional activity through association with VI. Vodafone Idea Ltd (Vodafone Idea) is a provider of telecommunication services. The employees conducted games for all the students and asked few question related to cricket which was the area of interest of the students. Students were more enthusiastic in participating in the event and also took selfies with the cricket attire and which later were posted on their Instagram account to promote the product. The games conducted included hitting the hanging plates which were tied high and the individual who hits were given the prizes. The fun activities which made them, more interesting to learn what actually promotional activity is all about and how it is done by the companies.



INDUSTRY VISIT – 8/12/2022 – EXPERIENTIAL LEARNING – III AND V SEMESTER BBA

45 students from BBA Department with two faculties Shruti K and Preethi I, Department of Management visited Akshaya Patra on 7th of December 2022. The objective of the visit was to provide the students with an insight to the working of an organization like Akshaya Patra, to provide the students about the various technological challenges currently the food industry facing, to enhance student's knowledge on Management. The visit began with a session with ISKCON volunteer Mr. Praveen by brief introductory on Akshaya Patra, what it stands for, its past and future projects, such as Feed the Future. The students were escorted to the kitchen where the mid-day meals were prepared. Unlike its other kitchens, this one was a one-floor operation with a considerable amount of manual intervention. There was large machinery with as much as 600 L capacity (for rice) and 1200 L capacity (for Sambar). All its other kitchens were automated up to 80%. The students were enlightened to be able to peek into the activities of the kitchen, and the various practices followed by them inside the kitchen with regards to cleanliness, maintenance, quality checks, applying stickers before the food is loaded onto the delivery vehicles, and a full-fledged menu for the day where the organization is attempting to offer some variety along with nutrition.



PLACEMENT TRAINING - GROUP DISCUSSION – V SEM BBA – 20/2/2023 AND 22/2/2023

V sem BBA students were exposed to Group discussion which is one of the important aspect for recruitment and placement. This event was organised and conducted by Mrs Shruthi and Mrs Preethi. 2 different topics were assigned, and students had a detailed discussion on the same. The topics given were Social media and marketing and is startup India boosting entrepreneurship which was much relevant to today's scenario.



VANIJYA MILANA – MANAGEMENT CLUB ACTIVITIES

Management club – Vanijya Milana is a student driven initiative that collaborates with both the corporate and academia for both the UG and PG Students. The office bearers are elected for organizing the several events and the students are divided into the groups each consisting of 10-11 members. The basic objectives of conducting the Management club activities are.

- To impart skills for development and enhancement of personality of students.
- To improve communication skills and decision making power.
- To enhance spirit of competition among the students.
- To increase awareness regarding the business world.

The events were Coordinated by Mrs Lokeshwari D V, Mrs Preethi Inampudi, and Mrs Shruthi.

ROLE PLAY – 8th NOV 2022

An assorted group of students was formed; each group was having 4 members in group. Each group was given a particular topic on which they had to perform the role play. The topics comprised of domain related concepts of marketing and HR. Students enacted roles of National Sales Manager, Regional Sales Manager, Salesperson for door to door selling, HR manager conducting interview, student as interviewees for internship to name a few.

**PICK AND SPEAK – 09th NOV 2022**

Public speaking and good communication skills are a part of Personality development. Recognizing this need for the students, the activity Pick and Speak was organized as a part of activity based learning. The topics given were general making individual student to speak on it. Pick and Speak activity was conducted for all BBA students. Every individual came forward following taking a topic spoke on it for 1min showing their creative version on the topic selected. The activity made students to participate and helped them a lot in reducing the barriers like stage fear, shyness. All the students enthusiastically performed in the competition.

PRESENTATION ON ORGANISATIONAL CHART - 29TH AND 30TH NOV 2022

Every student selected different companies of their choice to understand how different companies have designed their organisation structure depending on the flow of information they need. The selected companies by students were AIRTEL, AMAZON, RAYMOND, TATA MOTORS, JACK DANIELS, BMW, STAR BUCKS, KIA MOTORS, MEESHO, APPLE, XIAOMI, NIKE, MAHINDRA, SAMSUNG, L.G, DELL, IBM, MICROSOFT, etc.,. All the students prepared and presented the chart on the organisational structure of their choice of company selected in an appreciable way and the event was judged by Mrs Rammya, IQAC Coordinator and Prizes were distributed by Dr R Parvathi.

**POSTER MAKING - 19th June 2023**

A poster making competition is an exciting and engaging platform that allows students to showcase their creativity, design skills, and ability to effectively communicate a message visually. It brings together participants from various backgrounds, such as students, artists, and professionals, to express their ideas, raise awareness about important issues, and inspire others through visually captivating posters.

Prizes :-

- | | |
|-------------------|----------|
| 1st -Preethi H | VI B.Com |
| 2nd -Sharath.T | VI B.Com |
| 3rd -Tejashwini H | VI B.Com |

**BUSINESS QUIZ - 17th May 2023**

A business quiz is an engaging and informative event that tests participants' knowledge about various aspects of the business world. It challenges participants to demonstrate their understanding of business concepts, industry trends, famous entrepreneurs, notable companies, and current affairs related to the business realm.

Prizes :-

- | | |
|---|--------------|
| 1st -Kumareshan, Darshan & Chenil Kumar | IV Sem B.Com |
| 2nd -Chaithra M.P,H Prabas & Darshan T | VI Sem B.Com |

**ADD MANIA - 2nd JUNE 2023**

The aim was to identify the student traits of a good creativity, how they demonstrate the skills, knowledge, talent and how they strategically attract the customers by advertising the product chosen by them.

Prizes :-

- | | |
|------------------------------|--------------|
| 1st -Deepika and Anusha | VI Sem -BBA |
| 2nd -Poojitha and Yasashwini | IV Sem - BBA |



CHART MAKING - 12th MAY 2023

Chat making involves the development and design of conversational agents, also known as chatbots, to engage in human-like conversations. Chatbots have gained significant popularity in recent years, finding applications in customer service, virtual assistants, and various other domains. Through this activity, students understood the recent developments happening in technology and academic corners.



Prizes :-

1st - Anu B.R II Sem BBA

2nd - Divya shree II sem BBA

BEST MANAGER - 9th MAY 2023

The aim is to identify the student traits of a good manager, how they demonstrate the skills, knowledge, talent of good manager, how they strategically solve the problems. Students presented themselves very well and learnt how to address the real time challenges.



Prizes :-

1st - Yashwanth VI sem B.Com

2nd - Poojitha IV sem BBA and VI sem BBA

3rd - Ravi Keerthi VI sem B.Com

ADD -ZAP (LOGO CREATION) - 5th MAY 2023.

Logo creation is the art and process of designing a unique and visually appealing symbol that represents a brand or organization. A logo serves as the visual identity of a company, product, or service, encapsulating its essence and creating recognition among consumers. Students showcased their creativity in designing logos and learnt the prominence of logos for any company.

Prizes :-

1st - Divya shree VI sem B.Com

2nd - Harshitha VI sem B.Com

3rd - Yashaswini and Ganganashree IV sem B.Com

STAFF CENTUM AWARDS

CENTUM AWARDS – 2022-23		
Sl.No.	Faculty	Subjects
1	Madhu L	Income Tax II
2	Roopa	Information Technology for business – II
3	Shwetha	Business Regulation
4	Preethi Inampudi	Strategic Management, Value Education
5	Pragathi Prakash	International Business, Indirect Tax
6	Shubha	Logistics and Supply Chain Management
7	Shruthi	Digital Marketing
8.	Indrani S. K	Hindi
9.	Shilpa R. & Ambily I. P	Textiles and Costumes of India

EXPERIENTIAL LEARNING THROUGH FIELD STUDIES & INTERNSHIP

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. In the 6th semester, they underwent internship for a period of 1 month to 3 months in various companies like Formaxx, Sri Ganesh Medicals, Spar, Style and Truck, Sony Sales, and many others. The students could gain practical knowledge of the theoretical concepts learnt at college.

STUDENTS CORNER**Student Toppers – 2022-23**

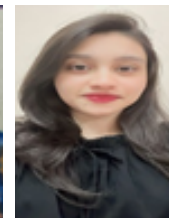
Sl.No.	Name	Semester	CGPA
1	Surya K	VI semester	8.58
2	Bibi Ayesha	IV semester	8.79
3	Bibi Ayesha	V semester	8.21
4	Yashaswini	I semester -NEP	9.12
5	Yashaswini	II semester - NEP	9.16

CENTUM PERFORMANCE BY STUDENTS

Sl. No.	Name	Semester	Subject/Course
1	Bibi Ayesha	IV	Corporate Communication
2	Srinidha	I	Marketing Management
3	Srinidha	I	Journey into fundamentals of C programming concepts
4	Rakshitha	II	Financial Accounting



Surya



Bibi Ayesha



Yashaswini



Srinidha



Rakshitha

ALUMNI TESTIMONIAL**Mary Priyanka,
2017-20 Batch**

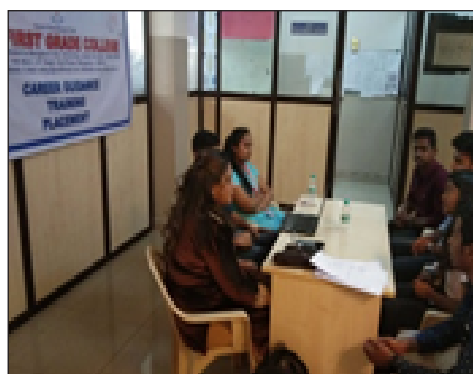
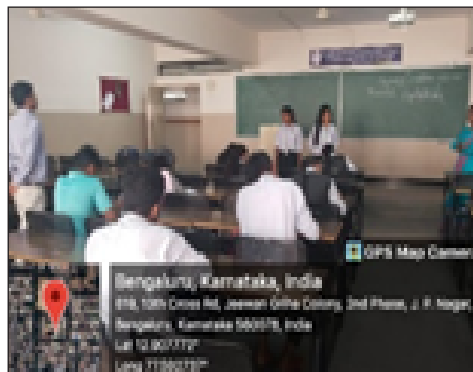
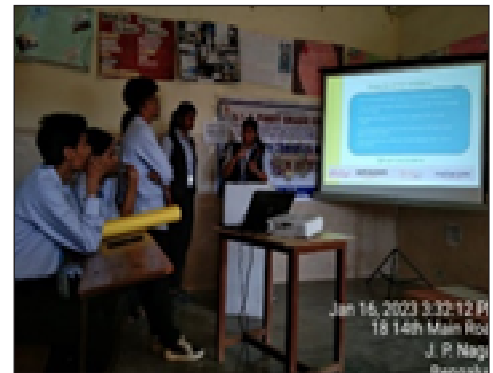
My College is the best college in J P Nagar offering BBA program. The college has excellent leader in the form of Dr R Parvathi, our Principal and excellent, Hardworking and Well Qualified teachers. The college offers NSS, sports, club activities, other curricular and extracurricular activities for the overall development of the student. I love my college!!!!

RESEARCH CORNER

The faculty of the department have published many research papers, attended conferences, seminars and FDPs for their professional development. Also students of the department have imbibed the research culture. Nanditha and Chandana from V sem BBA presented and published a paper titled “Customer satisfaction – a tool for effective CRM jointly with Ms Sushma in National Conference titled Contemporary Evolution in General Education and Industry 5.0. Ms Ayesha from V sem BBA presented an English paper titled Impact of Language on society and culture in the same conference in May 2023.

Graduation Batch 2019-2022**BBA Batch – 2020-23 – Outgoing Batch**

PHOTO GALLERY



The Editorial board places its humble gratitude to the management, Faculty members, students, and the office staff for being directly or indirectly involved in bringing out this newsletter consecutively for the third time.



Editorial Board

- Chairperson : Dr. R. Parvathi, Principal and Academic Director ,VET Colleges
- Editor-in-Chief : Dr. B Rammya, IQAC and BBA Coordinator
- Co-Editors : Lokeshwari D V, Asst. Prof., Dept of Management