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Listed U/s 2(f) & 12(B) of UGC Act)

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



## VET DISHA – 2024 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 28 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 A Grade (3.07 CGPA) and also recognized by UGC and is included under 2(f) in 2012 and 12(B) in 2016. The College had a strength of 785 students for the academic year 2023-24 and 28 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 during the academic year 2023-24 is

Student Seminars, Workshops and Lectures	27
Seminars / Workshops/ FDPs attended by Faculty	37
Presentations and Publications	15
Vanijya Milana Activities	03



### PRINCIPAL'S DESK

4<sup>th</sup> Edition of VET Disha truly reflects the accomplishments of the Department of Management. Like every year, we couldn't accommodate all the applicants who applied for the program, due to non-availability of seats for BBA. This year was quite colorful due to NAAC Peer team visit and I appreciate the complete involvement and efforts of department on receiving A Grade. Faculty and students were involved in all activities of the institution right from orientation ending with graduation. The success of maiden Volley ball tournament goes to the department who executed it to the perfection.

I commend the efforts of the Coordinator, Dr B Rammya, who is also serving as IQAC coordinator and her team in nurturing the department and improving the quality year after year.

**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. Preethi Inampudi**  
Assistant Professor



**Mrs. Rukmini N**  
Assistant Professor

### ORIENTATION & INDUCTION 23-24

The college organized an orientation for the first year of all the streams on 27th July 2023. This was attended by students admitted to all programs and 40 students and few parents of BBA department attended the orientation. Students were oriented about the institution, various infrastructure and other facilities available for students, various committees and also on attendance and various short term courses offered. This was followed by induction of students to department and social activities at the institution followed by campus tour



### Seminars / Workshops organised

Seminars and Workshops are a regular feature in the department aimed at holistic development of the students. The seminars and workshops are arranged considering the overall personality development of the students. The various topics included

- Career Guidance
- Cloud Application Developer
- Recruitment India by NASSCOM
- Career in Government Sector
- Celebrate Life Addiction Free
- Kaushal Vikas Yatra
- Stock Market Dynamics and Investment Strategy
- Professional Development workshop – Be your own Boss

### Orientations Conducted

- On, 04/10/2023, Infosys Spring Board orientation was arranged which is basically an Experience AI-powered, immersive labs which enables online and social learning. Resource Person was Mr Pruthvi, Senior Associate who gave an overview on Infosys Spring Board and all BBA final year students attended and got benefitted
- Orientation on Part Time Job- Only for females – “HERE TO DO” on 13/10/2023. This was organised by Decathlon in association with Timbakdo Technology Pvt Ltd. The resource Person was Dias Shaji, Operating Manager Girl Students participated and took benefit of it.
- Orientation on Part time job – Uvas Ayurveda was organised on 26/10/2023. The Resource Person was Priya Jain from HR department. BBA girls have taken active part in this.
- Internship at Tanishq Jewellery , Retail operations, from Nov 4th to 12th 2023. The orientation was done on 30th Oct 2023 and the Resource person was Ms. Lakshmi from HR. 15 Students BBA Students have enrolled for internship and successfully completed the same with wonderful feedback from Tanishq.
- Orientation on A digital Platform of self-training to prepare for competitive exams was conducted by Ocutal Optimum Technologies Pvt Ltd., on 21/11/2023. The Resource Person was Mr. Shishir Bhatkal, Programme Director who pitched to students on how to prepare for Competitive examination. All final year BBA Students had taken active part in this.
- Orientation from NASSCOM- ITC INFO TECH on Python and Data Analysis was organised on 23/11/2023 and the resource person was Mr. Sujeet Kumar ,State Head , Karnataka AISECT. The session highlighted the importance of Python and Data Analysis among students which was further pursued as short-term course by the students.
- On 27th Nov 2023, Orientation on Career Development in Public Sector by Veranda Race was organised for highlighting the students on various career options available in the public sector. The Resource person for the session was Mr. Sudarshan, Growth Manager.
- 13th May 2024, Orientation on Career Development by Elewayte and Placement opportunity was organised by the institution and the resource person was Mr. Manjunath, Senior Manager. The session threw light on career opportunities available to final year students.

### Campus Drives

The institution organised various campus drives for the final year students for enabling them to walk out of the campus with an offer. The various institutions that visited the campus for the drives include Nivara Housing Finance Ltd, Trident Automobile Pvt Ltd, RSJ-Inspection Service Ltd, AISECT, Redington Centre, Image Consultant & Software Skill, Master Consultant, Unisys, VJ Enterprises, Vinks Group, Ravindu Toyota, Vibrant Tech Solution, Child Support Foundation and Salasta Tech. These drives helped students to prepare themselves for future career and helped few students to get placed even before completing the program

### National Importance Days

All the students of the department took active part in all the national day celebrations like Independence Day, Kannada Rajyotsava, Teachers Day, republic Day, Gandhi Jayanthi, Vivekananda Jayanthi, Constitution Day and others. All these celebrations foster a sense of national harmony and oneness among students.

### 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 with support of Dr. Preethi Inampudi, Mrs Rukmini and Mrs. Madhu

### Chart presentation

Charts provide a graphical representation of information, making complex data or ideas easier to comprehend, Charts can capture and maintain students' attention more effectively than text-heavy materials. Department has organised chart presentation for the students totally 28 students participated and in that 1st prize was won by Srinidha and team, 2nd prize was won by Poojitha and team and 3rd prize was won by Bharath and team. All the teams were distributed medals and certificates.



### Short term course

Short term courses were offered to all the semesters to make the students industry ready with extra skill set as required by the contemporary world. The department offered 3 short term courses during the year namely Business Analysis – Data analytics for a period of 180 hours which benefitted 12 students of final semester, Moodle learning management for II semester students comprising of 40 students and Front accounting 2.4.3 for IV semester students comprising 10 students.

### Logo Creation

An effective logo design briefly includes an overview of the brand, description of the project, goals, target audience, competitors, style preferences, deliverables, budget, project timing. Department has organized logo creation for the students in which totally 30 students participated. Prizes were distributed to winners and the 1st prize was won by Bhoomika M Bai, 2nd prize was won by Afreen Taj and 3rd prize was won by Syed Sultan Basha. All the winners were given medals and certificates and all the participants expressed happiness in participating in the departmental activity.



### Samarthanam activity

The students of the department are also committed to doing or giving back to society in some form or the other. On 09-Dec-2023, students participated in an Samarthanam activity that promoted the cause of creating opportunities among the disabled for economic self-sufficiency via arts and culture. The students of the department volunteered for the program and bought accolades to the institution and department.



**EXPERIENTIAL LEARNING THROUGH FIELD STUDIES & INTERNSHIP**

The 6th semester students had an experiential learning with each of them individually undertaking Internships which was then converted into internship reports. Students had experience in various fields like marketing, human resources, finance, and general management. Few students learnt how to collect data, analyse the same in the form of tables and percentage analysis and then interpret the same and others learnt in general about the company or outlet where they did their internship. The companies included Tanishq, Bajo Foods, Cosmos Network Media Ltd, Delivery.com, among others The students could gain practical knowledge of the theoretical concepts learnt at college.

**Volley Ball Tournament 2024**

The Inter college volleyball tournament was an eagerly anticipated event aimed at promoting sportsmanship, teamwork, and healthy competition among students. The Tournament was organised by the department of Management in collaboration with Sports Club-Kreeda Spardhe. The tournament was organised on 12th and 13th June 2024 in which 14 teams consisting of 10-12 players participated. Mr Aslam Pasha, State Volley Ball coach graced the event as chief guest. The winners were – Christ University and the runner-up were St Francis College. Cash prizes and Trophies were distributed to the winners. Over all it was a great tournament played by all in true sportsmanship.



**Students Corner**

**Student Toppers – 2023-24**

Sl.No.	Name	Semester	CGPA
1	Srinidha S	V semester	9.82
2	Srinidha S	IV semester	9.50
3	Srinidha	III semester	9.33
4	Anu	III semester	9.02
5	Anu	II semester	9.32

**CENTUM PERFORMANCE BY STUDENTS**

Sl. No.	Name	Semester	Subject/Course
1	Srinidha S	II sem III semester IV semester V semester	Human Resources Management Statistics for Business Decision Financial Management Production and Operations Management, Income Tax, Digital marketing
2	Yashaswini V	III semester	Statistics for Business Decision
3	Bibi Aye sha	IV semester	English Financial Management
4	Manoj	V semester	Banking Law and Practice
5	Robin	V semester	Banking Law and Practice
6	Ayesha S	III semester	Organisation Behaviour



Srinidha S



Yashaswini V



Bibi Ayesha



Robin



Manoj



Ayesha S

**Student Accolades**

- The BBA department of VET First Grade College continues to shine brightly, showcasing its academic and extracurricular excellence. On January 2nd and 8th, 2024, the Faccio Club organized an exciting Quiz Competition, attracting 15 enthusiastic teams from various departments. The competition was intense and intellectually stimulating, covering a broad range of topics that tested the participants' knowledge and quick thinking.

Out of the initial 15 teams, seven demonstrated exceptional skill and advanced to the final round. Among these were our remarkable BBA students - Robin V, Bharath N, Balasubramaniyam, and Vamshi J. Their teamwork, sharp intellect, and dedication culminated in a commendable third-place finish, adding another feather to the BBA department's cap.

This achievement underscores the department's commitment to fostering a well-rounded education that goes beyond textbooks. This success is a testament to the rigorous academic training and the emphasis on critical thinking and problem-solving skills imparted by the BBA department. The BBA department's focus on excellence continues to inspire and drive its students toward remarkable accomplishments. Congratulations to our talented quizzers for their outstanding performance and for bringing pride to the BBA department and VET First Grade College.

- Sharath Chandra, a third semester differently abled BBA student from our college, alongside his team member from Vijaya College, has brought laurels to their institution by winning a prestigious quiz competition organized by VVN Degree College. The competition, which saw participation from numerous teams, culminated in an intense final round featuring four top teams. The quiz tested the participants' knowledge across a broad spectrum of topics including history, business, current affairs, and cultural affairs.

Sharath and his team member displayed exceptional acumen and teamwork throughout the event, navigating through challenging questions with poise and precision. Their outstanding performance earned them the first prize, which included a certificate of achievement and a cash prize of Rs. 485. This victory not only highlights their dedication and hard work but also underscores the quality of education and the spirit of competitiveness fostered at VET First Grade College. The win has been celebrated by the college community, and it stands as a testament to the potential and talent of its students. Sharath and his teammate's success story is an inspiration to their peers and a proud moment for VET First Grade College.

- Gowtham, a sixth-semester BBA student, showcased remarkable athleticism and sportsmanship at the Inter-collegiate Tennis Ball Cricket Tournament organized by Jayanagar National College. Representing our college, Gowtham demonstrated exceptional skill and determination, making a significant impact throughout the tournament. Facing off against some of the best players from various colleges, Gowtham's performance was a highlight of the event. Despite the fierce competition, Gowtham's dedication and sportsmanship stood out, reflecting his passion for the sport.

Gowtham's participation and stellar performance in the tournament have brought pride to our college, being winners in the tournament and showcasing the diverse talents of our students. His achievements on the cricket field are an inspiration to his peers and a testament to the excellent training and support provided by our college for extracurricular activities.



**Faculty Centum Awards**

Sl.No	Name	Subject / Course	Semester
1	Dr Rangaswamy H T	Kannada	III BBA
2	Jagadesh N	English	III BBA
3	Shwetha	Constitution of India	III BBA
4	Lokeshwari D V	Cost Accounting, Financial Education and Investment Analysis	III BBA
5	Dr Preethi Inampudi	Organisation Behaviour	III BBA



## Graduation Day Batch 2020-23



## BBA Batch – 2021-24 – Outgoing Batch



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

### Editorial Board

- Chairperson : Dr. R. Parvathi, Principal and Academic Director, VET College  
Editor-in-Chief : Dr. B Ramya, IQAC and BBA Coordinator  
Co-Editors : Mrs. Lokeshwari D V, Asst. Prof., Dept of Management  
Dr Preethi Inampudi, Asst. Prof., Dept of Management  
Mrs Rukmini, Asst. Prof., Dept of Management

