



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
NAAC Accredited
A Grade

VET DISHA – 2025

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 29 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 641 students for the academic year 2024-25 and 27 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 2024-25 is

PRINCIPAL'S DESK

It is a matter of great pride and satisfaction for VET First Grade college to bring out another edition of the Newsletter 'VET Disha' which is the reflection of progress in areas of academic, non-academics and capacity building programmes organized to staff and students during the year. The department has achieved another milestone in getting recognition of AICTE and also securing 10th Rank by Srinidha at Bengaluru City University examinations. The department has conducted workshops, seminars and webinars, thereby ensuring the holistic development of students and also meticulously planned and executed Inter Collegiate Tournaments and Culrav - 2025 - Management events.

I congratulate the Dr Rammya Head of the Department and her team for their fruitful efforts and my best wishes for the upcoming year.

Student Seminars, Workshops and Lectures	33
Seminars / Workshops/ FDPs attended by Faculty	18
Presentations and Publications	31
Textbook Publication	10
Vanijya Milana Activities	05



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



Narayanaswamy S G
Vice Principal



Dr. B Rammya,
HOD



Dr Preethi Inampudi
Assoc. Prof.



Rukmini N, Asst. Prof.



Chaithra Lakshmi, Asst. prof

Orientation & Induction 24-25

.....Welcoming Freshers

The college warmly welcomed its new students with a comprehensive orientation program held on August 3rd, 2024. This initiative aimed to familiarize students with the institution's ecosystem, facilities, and expectations. The orientation covered essential aspects, including: Institutional overview, Infrastructure and facilities, Committees and student involvement opportunities, Attendance policies and Short-term courses and skill development programs. Following the general orientation, students were inducted into their respective departments, where they participated in social activities and had the opportunity to interact with their peers and faculty members. A campus tour was organized to give students a firsthand experience of the institution's facilities, including libraries, laboratories, and recreational spaces. The orientation program marked a successful beginning to the academic journey of the first-year students. It provided them with a sense of belonging and prepared them for the exciting experiences ahead.

Career Guidance Training and Campus Placement Drive

.....student progression

The institution organized a Career Guidance Training and Campus Placement Drive on July 25th, 2024, attracting 7 prominent companies: Robo Manthan, CGS Software Solutions, PVR Cinemas, Edway Education Consulting, Zikra Byte, The Muthoot Group, IndiaMart, K12, Great Indian Education Academy (3 companies under one umbrella or related entities). 28 students actively participated in the placement drive, showcasing their skills and potential. After a rigorous selection process, 12 students were shortlisted, demonstrating their suitability for various roles. This event provided students with valuable exposure to industry requirements, interview processes, and potential career paths. It bridged the gap between academia and industry, empowering students to make informed career choices.



Digital Marketing Seminar

.....Enhancing knowledge

Digital marketing seminars was organised for BBA students on 23rd August 2024. This seminar was designed to equip students with the skills and knowledge needed to succeed in the digital marketing landscape. The topics covered included Search Engine Optimization (SEO): Understanding how to optimize your website to rank higher in search engine results pages (SERPs), Pay-Per-Click (PPC) Advertising: Learning how to create effective PPC campaigns to drive traffic and conversions, Social Media Marketing: Discovering how to leverage social media platforms to reach your target audience, Content Strategy: Developing a content strategy that resonates with your audience and drives engagement, Analytics and Tracking: Understanding how to measure and analyze your digital marketing efforts. The students gained practical skills and knowledge to enhance their digital marketing career. Another skill added.....

Freshers Day

.....Establishing bonds

Freshers Day at VET was a resounding success, celebrated on August 30, 2024, with great enthusiasm and excitement. The event aimed to help new students bond with their peers and seniors, making them feel welcome and at ease in their new environment. Seniors warmly welcomed juniors with cake cutting ceremonies, setting a friendly tone for the day. Students showcased their talents through dance, music, and drama, adding to the festive atmosphere. They Organized games, quizzes, and competitions encouraged interaction and teamwork among students, helping to break the ice. The primary objective of Freshers Day was to provide a platform for new students to connect with their seniors and peers, fostering a sense of camaraderie and belonging. The event successfully achieved this goal, creating lasting memories and setting a positive tone for the academic year ahead. A new bond established with memories to cherish for years to come.....

Journey Towards Professional World

.....Step towards career counseling

On August 30, 2024, the college organized a workshop on career counseling for I, III, and V semester students of BBA. The session aimed to help students understand their strengths and interests, explore career options and paths and make informed decisions about their future. The topics covered during the workshop include Tally, SAP, Chartered Accountant, Content Management System and Company Secretary. The workshop emphasized the importance of these topics in a students' career. The career counseling workshop was a valuable experience, equipping students with the knowledge and tools to navigate their career paths effectively.



Campus to Corporate

VET First Grade College organized a valuable orientation program titled "Campus to Corporate" on September 13, 2024. This program aimed to bridge the gap between academic life and corporate expectations, equipping students with essential skills for the professional world. The college partnered with TNS India Foundation that offers specialized courses, enhancing students' employability. Students could gain valuable insights into corporate culture, expectations, and requirements. The program would focus on developing skills necessary for a successful transition from campus to corporate life. Our department and College's strong industry connections and placement support would enable students to secure positions in reputable companies.



.....Orientation Program

International Democracy Day Celebration

On September 14, 2024, the Management department of VET First Grade College marked International Democracy Day with a meaningful event. Students formed a human chain within the campus, symbolizing unity, equality, and the spirit of democracy. This initiative aimed to promote democratic value through raising awareness about democratic principles and values, encouraging student participation and engagement, fostering a sense of community and social responsibility among the future leaders of the nation. The human chain formation served as a powerful visual representation of democracy's core values, inspiring students to appreciate the importance of democratic participation and civic engagement. By celebrating International Democracy Day, the Management department empowered students to become informed, active, and responsible citizens, equipped to contribute positively to society.

.....Spirit of democracy

Empowering Young Entrepreneurs: Financial Literacy Workshop

On September 18, 2024, VET First Grade College, in collaboration with Arth Nirmiti, hosted a valuable workshop on Financial Literacy for Start-ups, specifically designed for first-year BBA students. The event aimed to ignite the entrepreneurial spirit among young students. The workshop covered essential topics, including Entrepreneurship fundamentals, Financial planning and management, Roadmap to establishing successful start-ups and Practical insights into navigating the entrepreneurial landscape. The workshop benefited 25 students, providing them with essential knowledge and skills to pursue entrepreneurial ventures. By organizing this workshop early in the students' academic journey, VET First Grade College demonstrated its commitment to fostering innovation and entrepreneurship among young minds. This initiative is likely to have a lasting impact on the students' career choices and entrepreneurial aspirations.

.....Inculcating Entrepreneurship Acumen



Internship Drive - Orbitwallet.com

VETFGC organized an orientation followed by drive for internship from ORBIT WALLET to the final year BCom, BDA and BBA students on 26/09/2024. ORBIT WALLET is revolutionizing how people travel in cities by allowing them to use metros, buses, and other public transport along with normal payments with one easy-to-use card. The internship was a paid one and 5 students pursued their internship in this company and learnt a lot regarding the sales strategies



BYOB – Be your own boss

VET First Grade College, in collaboration with Right Side and P&G, conducted an insightful workshop on 7th October 2024 for all in the auditorium. The primary objective of the workshop was to promote student growth and development through grooming, personality development, and empowerment, thus enabling students to seize opportunities for personal and professional growth. The workshop emphasized the importance of developing grooming habits and how these habits positively impact both personal and professional spheres. The focus areas were holistic development of students, focusing on self-awareness, confidence building, dressing for success among many. The workshop provided valuable insights into self-improvement strategies, empowering students to take charge of their growth journey.



.....Personality development program

Investiture Ceremony

VET First Grade College organised Investiture Ceremony on 18th October 2024, wherein the student leaders were given batches – a symbolic representation of the responsibilities and duties that the leaders need to execute. Anu and Rakshitha received batches for Student Welfare Association and Alumni Association. Also all the members of Vanijya Milana Club received their batches which includes Afreen, Arbiya, Shumayul, Arhan, Ayesha, Afsha, Vikram among others. An investiture ceremony is a formal event that makes the official appointment of an individual in to a specific position and creates a sense of unity and shared purpose of strengthening the relationship among participants. It was a meaningful event that celebrates leadership and commitment.



.....Student Leaders of the institution

Phonetics Workshop

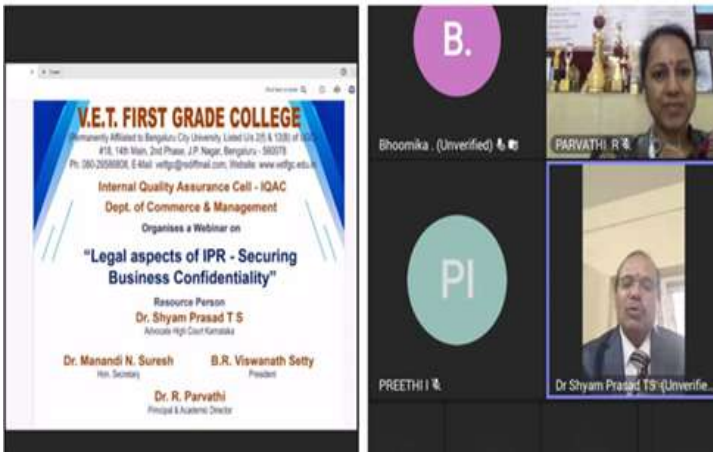
On December 5, 2024, an insightful Workshop on English Phonetics was conducted by Prof. Dr. S. Venkateswaran , who was Formerly Director and Professor, Regional Institute of English, South India, Bangalore, for BA/BSc/B.Com/BBA students learning English. The session aimed to provide students with valuable guidance on the way Phonetics can be understood, the proper pronunciation of words in British English, and the significance of learning Phonetics and Phonology. . Students left with a clearer understanding of the practical aspects of learning English Phonetics and the importance of learning proper English pronunciation.



.....Journey towards pronunciation journey

Webinar on Legal Aspects of IPR

On 17th December 2024, VET First Grade College organized a webinar for first- BBA degree students on the topic, "Legal Aspects of IPR - Securing Business Confidentiality." The event aimed to enhance students' understanding of Intellectual Property Rights (IPR) and the importance of protecting business confidentiality in today's competitive environment. The primary objective of the webinar was to educate students on the foundational concepts of IPR, its legal aspects, and practical measures to safeguard business-related confidential information. The session also focused on the relevance of IPR in fostering innovation and entrepreneurship. The webinar was highly informative and well-received by the students. It provided them with a comprehensive understanding of the legal nuances of IPR and the criticality of safeguarding business confidentiality. The session also motivated students to explore career opportunities in the field of intellectual property law.



.....Securing Business Confidentiality

Webinar on Data Driven Decision Making

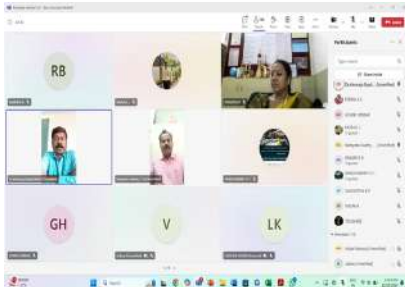
VET First Grade College's Commerce and Management Department organized a state-level webinar on "Data-Driven Decision Making: Leveraging Analytics in Business" on December 17, 2024. The webinar, led by esteemed resource person Dr. Sandesh Ramakant Bhat, explored key topics including Organizational Decision-Making: Understanding the importance of informed decision-making, Role of Analytics: Leveraging analytics for data-driven decision-making, Business Analytics Tools: Exploring tools like Google Analytics, GRETTEL, Power BI, Python, and R for statistical modeling and Analytics Techniques: Discussing various techniques for effective analytics. Dr. Sandesh Ramakant Bhat shared his expertise, offering participants a deeper understanding of analytics' role in business decision-making.



.....Leveraging Analytics in Business

Kannada webinar - Kavi Garudiga Bendre

On December 19, 2024, I and III semester management students attended a Kannada webinar titled "Kavi Garudiga Bendre," exploring the life and works of the renowned Kannada poet, D.R. Bendre. This event aimed to promote Kannada language and culture, inculcate values and heritage in students and foster appreciation for literary works. The webinar highlighted the importance of mother tongue in Cultural identity, Value-based education and Personal growth and development. The event provided students with insights into D.R. Bendre's poetry and philosophy, appreciation for Kannada literature and opportunities for cultural enrichment. The webinar was a valuable experience, promoting cultural awareness and appreciation among management students.



.....Exploring life and works of poet

Webinar On Public Speaking Made EasyOvercoming Stage Fear

On December 20, 2024, I and III semester management students participated in a webinar titled "Public Speaking Made Easy: Overcoming Stage Fear." This event aimed to boost students' confidence in public speaking, equip students with techniques to overcome stage fear and enhance communication skills for personal and professional growth. The webinar highlighted the significance of public speaking in Career advancement, Effective communication, Leadership development and Personal growth and self-expression. The webinar was a valuable experience, empowering students to develop essential public speaking skills and build confidence in expressing themselves effectively. The students gained insights on preparation technique, body language and non-verbal communication and managing nervousness and stage fear.



Internship Report WritingAn Art and Science

An internship is a professional learning experience that offers meaningful, practical work related to a student's field of study or career interest. VET First Grade College organised a workshop on internship report writing on 24/02/2025 for final year students of BBA and B.Com. The workshop aimed to equip students with research skills, introduce best practices in report writing and enhance students' ability to document internship experiences effectively. The workshop introduced students to the research perspective of report writing. The session explained to students the various aspects of internship report writing, various guidelines for report writing and also the chapter for internship which includes company profile, nature of work, learning outcomes and analysis and conclusion. The workshop was a valuable experience, preparing students for successful internship report writing and enhancing their research skills.



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 Dr. Preethi Inampudi along with Mrs. Rukmini and Mrs. Chaithra Lakshmi

Chart Presentation – The Vanijya Milana Management Club at VET First Grade College organized a dynamic Chart Presentation event, providing students with a platform to showcase their creativity and enhance their presentation skills. Participants crafted informative and visually appealing charts on various topics, demonstrating their research abilities and innovative thinking. The event not only fostered a spirit of healthy competition but also encouraged students to think critically and communicate effectively. Faculty members and peers actively engaged in discussions, offering constructive feedback to the presenters. This initiative reflects the college's commitment to holistic development, preparing students for future challenges by honing their creative and communicative competencies.

The Vanijya Milana Management Club of VET First Grade College organized a Mystery Box Puzzle Activity aimed at enhancing students' decision-making and creative skills. Participants were presented with various objects and tasked with solving puzzles using only the materials provided, fostering innovation and critical thinking. This hands-on experience encouraged students to think outside the box, collaborate effectively, and make informed decisions under pressure. The activity not only sharpened their problem-solving abilities but also promoted teamwork and communication. Such initiatives reflect the college's commitment to holistic development and academic excellence.

The Vanijya Milana Management Club of VET First Grade College organized the "Lingo Link – Business Battle of Words" activity to enhance students' academic skills. This engaging event challenged participants to think quickly and strategically, fostering innovative problem-solving abilities. By incorporating elements of business terminology and competitive gameplay, students honed their communication and analytical skills in a dynamic environment. The activity not only promoted critical thinking but also encouraged teamwork and adaptability among participants.

The Vanijya Milana Management Club of VET First Grade College organized a Management Quiz Activity aimed at enhancing students' knowledge on management and business. This engaging event provided participants with a platform to test their knowledge across various management topics, fostering critical thinking and analytical abilities. Through a series of challenging rounds, students demonstrated their proficiency in management concepts and current affairs. The activity encouraged healthy competition and teamwork, promoting a collaborative learning environment. Such initiatives reflect the college's commitment to develop students and make them industry ready.

Vanijya Milana-Management Club hosted an engaging Poster Making Competition, inviting students to channel their creativity and express insightful ideas through art. This initiative provided a platform for participants to delve into contemporary themes, fostering innovation and critical thinking. The event not only showcased artistic talents but also encouraged dialogue on pressing societal issues. Through this competition, the club successfully highlighted the power of visual storytelling in conveying meaningful messages.



EXPERENTIAL LEARNING

Internships

.....Practical Exposure

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, accounting and auditing, finance, taxation, event management, café management 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 Orbit Wallet, Auditing firm, Third Wave Coffee among others. The students could gain practical knowledge of the theoretical concepts learnt at college.

Industry Visit

.....A Hands-on Learning Experience



On September 25, 2024, VET First Grade College organized an industrial visit for 28 BBA students to the Channapatna Bharath Toy Factory and the Mandya Milk Union. This visit aimed to provide students with real-world insights into manufacturing industries, bridging theoretical concepts with practical applications. The visit successfully achieved its objectives which includes practical exposure wherein Students gained hands-on experience in manufacturing operations, students understood the production processes at both factories and students learned about quality control, inventory management, and distribution practices. At Channapatna Bharath Toy Factory, Students observed traditional craftsmanship and modern manufacturing techniques and at Mandya Milk Union, students learned about dairy production, quality control, and supply chain management. The industrial visit was a valuable learning experience, offering students a glimpse into the world of manufacturing industries. It helped students develop a deeper understanding of industry practices, preparing them for future careers.

Students' Corner

Student Toppers – 2024-25

Sl.No.	Name	Semester	CGPA
1	Srinidha S	VI semester	9.72
2	Anu B R and Ayesha Siddiqua	IV semester	9.24
3	Anu B R	III semester	9.02
4	Ameena	II semester	9.36
5	Ameena	I semester	9.54



Srinidha



Anu



Ayesha



Ameena

CENTUM RESULTS

Sl. No.	Name	Semester	Subject/Course
1	Srinidha S	VI semester	International Business Compensation and Performance Management Goods and Services tax
2	Rakshitha S R	VI semester	Compensation and Performance Management
3	Nimra Zareen	VI semester	Business Law
4	Bibi Ayesha	VI semester	Compensation and Performance Management
5	Anu B R	IV semester	Financial Management
6	Ayesha Siddiqua	III semester	Organisation Behaviour
7	Sharath Chandra	III semester	Organisation Behaviour
8	Afreen Taj	II semester	Business Environment
9	Ameena	II semester	Environmental Studies



Srinidha S



Rakshitha S R



Nimra Zareen



Afreen Taj



Bibi Ayesha



Anu B R



Ayesha Siddiqua



Ameena

Inter Collegiate and Inter Class Accolades

.....Kudos students for making the department proud



Sharath Chandra –
I Prize in Inter Collegiate
Quiz Competition at VVN Degree College.



Football Winners in Inter Department
Football Tournament
organised by Kreedha Spardhe Club



Winners in Inter Department
BGMI - Gaming Organised by
Techno Club

Short Term Courses – 2024-25

Short-term courses are designed to equip individuals with specialized skills, enhancing their employability and career prospects. These courses are typically short, focused, and industry-relevant, allowing students to gain practical knowledge quickly. The following short-term courses were offered to BBA students to improve their skills and make them industry ready.

Sl. No	Name of the Course	Association
1	Introduction to Computers	IIT Bombay
2	Libre Office	IIT Bombay
3	R Programming	IIT Bombay
4	BFSI Placement Course	Bright Future
5	Campus to Corporate	Nirmaan Foundation
6	Digital Marketing	ExcelR

ALUMNI TESTIMONIAL



Nanditha,
Batch 2020-23
Tech Mahindra

Attending VET First Grade College in Bangalore has been an immensely rewarding experience. The institution stands out for its commitment to holistic education and community service. As the Vice President of the Rotary Club and an active participant in the NSS camp, I witnessed firsthand the college's dedication to fostering leadership and social responsibility among students. During our NSS camp, we spent seven transformative days in a village, engaging in various community service activities. We cleaned the village and provided counseling and educational sessions to children in a government school. These experiences were not only fulfilling but also exemplified the college's ethos of giving back to society.

VET First Grade College offers a nurturing environment with a strong emphasis on academic excellence and personal growth. The faculty is highly supportive and encourages students to excel both inside and outside the classroom. Notably, the college provided cloud computing computer classes without any extra fees and offered opportunities to complete courses from reputed organizations like Infosys. The college's vibrant campus life, coupled with numerous opportunities for extracurricular involvement, has greatly enriched my educational journey. I highly recommend VET First Grade College for anyone seeking a comprehensive and impactful education.



Srinidha S
Batch 2021-24

I would like to thank V.E.T First Grade College for guiding me in a better way. My experience was amazing. Where I learned a lot academically and personally. The college's excellent infrastructure and campus facilities provided an ideal environment for growth. Faculty members were very supportive and played a key role in shaping my personality and career development. Which has equipped me with the knowledge and skills to pursue my career aspirations.

FACULTY CORNER

Faculty University Assignments

- **Dr R Parvathi**, continues to be the member of BOS for SEP curriculum for Undergraduate Programs and BOS for PG – M.Com Program for BCU
- **Dr Rammya B**, appointed as member of BOE for M.Com and BBA at Surana College (Autonomous)
- **Dr R Parvathi, Dr Rammya and Dr Preethi Inampudi** appointed as Question paper setter for BCU end semester examinations.
- **Dr Preethi Inampudi**, has a Patent titled System for Enhancing Employee Engagement in Green Initiatives through dynamic feedback mechanisms registered with Government of India

All the department faculties have attended valuations.

Faculty Centum Awards

- **Dr Preethi Inampudi** secured cent percent results for Compensation and Performance Management course for VI semester BBA Program

Outgoing Batch - 2022-25



Pride of the Department and VET FGC

Srinidha S, a BBA student from the 2021-24 batch at our institution, achieved a remarkable milestone by securing the 10th rank in the Provisional Rank List announced during the 4th Annual Convocation of Bengaluru City University on May 8, 2025. Srinidha's outstanding performance earned her 92.55% on a consolidated basis in all courses and 11 centum in various courses, showcasing her academic prowess. The management honored Srinidha during the Faccio-2025 event on May 9, 2025, celebrating her achievement as a proud moment for the institution and department. This achievement marks a significant milestone for the department, inspiring future generations of students. You made us proud.....

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 fifth time

Editorial Board

- | | | |
|--------------------|---|--|
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| Editor – in -Chief | : | Dr. B Rammya , HOD -Management and IQAC Coordinator |
| Co-Editors | : | Dr. Preethi Inampudi , Assoc. Prof., Dept of Management |
| | | Mrs Rukmini , Asst. Prof., Dept of Management |
| | | Mrs. Chaithra Lakshmi , Asst. Prof., Dept of Management |