



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 – 2026

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 and Approved by AICTE. The College had a strength of over 600 students for the academic year 2025-26 and 23 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. The department has completed a decade of its existence at the institution. 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 SEP and 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 2025-26 is provided in the table.

Student Seminars, Workshops and Lectures	17
Seminars / Workshops/ FDPs attended by Faculty	21
Presentations and Publications	39
Textbook Publication	02
Vanijya Milana Activities	05

PRINCIPAL'S DESK

Dear Students, Parents, and Faculty Members,

“Innovation distinguishes between a leader and a follower.” – Steve Jobs

It gives me great pleasure to present the 6th edition of our newsletter VET Disha management news letter, which reflects the vibrant activities, achievements, and learning experiences of our institution. Our continuous efforts are directed towards nurturing academic excellence, character development, and holistic growth among budding managers.

Education today goes beyond textbooks; it is about developing values, critical thinking, creativity, and responsibility. I am proud to see our students actively participating in academic, cultural, and co-curricular activities, showcasing their talents and commitment.

I sincerely appreciate the dedication of our HOD Dr Rammya B and faculty members who consistently guide and inspire students to reach their full potential. I also extend my gratitude to parents for their constant support and cooperation in strengthening the learning environment.

Let us continue to work together with enthusiasm and determination to achieve greater heights and build a brighter future.



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

Curriculum Update – New Program

The department humbly announces the introduction of BBA Business Analytics from the Academic year 2026-27. The program is a right blend of technology in management. The various analytics courses include

- Spreadsheet for data Analytics
- DBMS and SQL for data Analytics
- C Programming
- Data Analysis using Tableau
- Business Data Analytics
- Introduction to R
- Introduction to Python
- Marketing Analytics
- Financial Analytics
- HR Analytics

BBA Mentors



Dr. R Parvathi
Principal,
Academic Director



Narayanaswamy S G
Vice Principal



Dr. B Rammya
HOD



Rukmini N
Asst. Prof.



Chaithra Lakshmi
Asst. Prof



Kulashakar
Asst. Prof

HOD'S DESK

The academic year 2025–26 has been a significant milestone for the Department of Management, as it proudly marks a decade since the introduction of the BBA program. Celebrating this landmark year, the department is set to achieve yet another milestone with the launch of the BBA in Business Analytics from the academic year 2026–27. Throughout the year, the department has remained dynamic and engaging, organizing a wide range of workshops, webinars, and club activities. Students have actively participated and excelled in intercollegiate and intra collegiate curricular and co-curricular events, bringing pride to the department.

Heartfelt congratulations to the students for their commendable achievements, and sincere appreciation to the faculty members for their dedication and guidance in shaping a secure and successful future for the students.

CMA Dr B Rammya

ORIENTATION 2025-26

.....Welcoming Newcomers

The college warmly welcomed its new students with a comprehensive orientation program held on July 14th 2025. 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. Also the newsletter of various departments were released and toppers of each semester were also felicitated along with centum achievers.

Also Freshers day was celebrated on 23rd August 2025. The Freshers day was organized by Chittara Club with many fun-filled games, cultural performances and followed by Mr and Ms VET and DJ performances. It was overall a gala event which led to informal bonds between the new comers and the seniors.



Curricular and Co-Curricular Programs

- Career Guidance Program on CMA By Imarticus Learning Career Architect was organised on 30th July 2025 to orient the students about the career options of CMA, ACCA and other professional courses. The session was designed to orient BBA students on high-demand global certifications and their relevance in today's finance and business landscape. The resource person from Imarticus Learning provided a comprehensive overview of these professional courses. The interactive session cleared misconceptions about “only CA for commerce students” and opened doors for students to plan early. Attendees gained clarity on choosing between Indian vs global certifications based on career goals.
- Orientation on Opportunities in Aviation Industry was conducted for all BBA students on 8th August 2025 in association with Vikas Group, Aviation Academy. The session aimed to bridge the gap between classroom learning and emerging industry careers. Experts from Vikas Group introduced students to the vast ecosystem of aviation — spanning airline operations, airport management, logistics, air cargo, ground handling, customer service, and aviation marketing. The session broadened horizons for BBA students, helping them see aviation not just as “pilots and cabin crew,” but as a dynamic business sector with strong managerial demand
- One-Day Seminar on India–Tibet Historical Ties and the Message of Peace and Compassion was organised on 26th September 2025 in collaboration with Indo-Tibetan Friendship society to imbibe valuable insights into the historical friendship between India and Tibet and reinforced the relevance of the Dalai Lama's teachings in today's world. The key takeaways were historical perspective, leadership through compassion, how business leaders can integrate values of empathy, sustainability, and cross-cultural respect into decision-making and Applying Buddhist principles of mindfulness and compassion to resolve workplace and societal challenges.
- An Orientation Program on the AI Skills Passport Course was conducted on 5th November 2025 for all BBA students to introduce students to the Microsoft AI Skills Passport, a free online learning course designed to provide foundational knowledge in Artificial Intelligence and support students in developing a strong professional profile. The orientation empowered students to take charge of their upskilling journey and view AI not as a threat, but as a toolkit for smarter decision-making and innovation. Students explored how AI fundamentals + management skills create the next-gen business professional.
- CPR Training program was organised to give training to all students of BBA regarding a life saving skill at times of dire need and emergencies. This was organised on 6th Nov 2025 in association with Manipal Hospital and Rotary Club of Midtown Bengaluru. The training emphasized that leadership is not just about boardrooms, but also about being a responsible first responder when it matters most. Students left the session empowered, certified, and aware that “one skill can save one life.”
- Motivational and Counselling session was organised by the Counseling Cell of the college on 7th November 2025 for girls and boys separately. The session focused on strengthening the emotional, social, and behavioural well-being of students as they navigate academic pressure, career anxiety, and personal challenges. Facilitated by professional counselors, the program addressed real concerns faced by young adults today. The session reinforced that mental fitness is as important as academic fitness for future leaders.
- Industry Visit to Pathi Prints was organised on 26th November 2025 to provide students with practical exposure to textile printing processes, machinery, and sustainable practices followed in the industry. The students had firsthand experience of the process involved and the cost of manufacturing a saree.
- 3 part Webinar Series on Talent Management and Employee Well-Being on 4th December 2025, Entrepreneurial Ecosystem for Success of Start-ups – Incubators and Accelerators on 9/12/2025 and Emerging Technologies and Digital Commerce on 11/12/2025 were organised to give the students awareness about the contemporary issues in Management, Business and Commerce Domains. The series exposed students to contemporary issues beyond textbooks, helping them connect classroom concepts with boardroom realities. Interactive polls, Q&A sessions made the learning interesting and worthwhile



Investiture Ceremony

.....*Student Leaders of the institution*

VET First Grade College organised Investiture Ceremony on 14th October 2025, wherein the student leaders were given batches – a symbolic representation of the responsibilities and duties that the leaders need to execute. Afreen received batches for Alumni Association. Also all the members of Vanijya Milana Club received their batches which include Vikram, Rakshitha, Venkatesh, Aryan Singh 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.

Vanijya Milana – Management Club Updates

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 8 members.

Vanijya Milana is more than just a club; it is a platform where students come together to learn, lead, and grow through management-oriented activities. The club was formed with the aim of developing leadership qualities, communication skills, teamwork, creativity, and decision-making abilities among students. Together, all the club members take efforts to make the club stronger, more creative, and more successful. – Vikram, President, Vanijya Milana Club

The events were Coordinated by Mr Kulashakar which included

- Mass Advertiser - Date: 12th September 2025 | Venue: Business Lab

The Vanijya Milana Club organised an exciting activity titled 'Mass Advertiser' to nurture creativity, marketing skills, and persuasive communication among students. Participants were challenged to conceptualize and promote their own product idea through rounds of Radio, Newspaper, and Television advertising. The Winners of the Event include First Prize to Prajwal and Team from IV sem BBA, Second Prize to Inchara and Team from IV sem BBA and Third Prize to Kalyan and Team from II sem B.Com.

- QuizBiz Challenge - Date: 31st October 2025 | Venue: Business Lab

An intellectually stimulating activity aimed at enhancing students' awareness of current affairs while strengthening time management. A highlight was the use of OMR sheets to provide hands-on practice for competitive examinations. The Prize winners were First Prize: Abhirami A (IV sem BBA), Second Prize: Jyothi A (IV sem BBA) and Third Prize to Tanushree DP (IV sem BBA).

- BizIgnite - Date: 18th November 2025 | Venue: Business Lab

In observance of National Entrepreneurship Day, this event fostered entrepreneurial competencies by encouraging students to ideate and design sustainable business solutions. It featured a unique collaborative engagement between Degree and PU College students. The Winners of the Event are First Prize to Adnan (2nd Year M.COM), Second Prize to Balaji (1st year PUC) and Third Prize to Pooja (1st sem B.Com BDA)

- Hire or Fire - Date: 09 February 2026 | Venue: Business Lab

A career-oriented activity focusing on resume screening and building. Students analysed real-world hiring scenarios to decide whether to 'Hire' or 'Fire' candidates, followed by an informative session on professional resume crafting. The Winners of the Event are First Prize: Rahil Pasha (1st yr. B.COM) Second Prize: Zaid Ali Khan (1st yr. B.COM) and Third Prize: Prajwal N (2nd yr. BBA)

- AI-Powered Business Dashboard Student Conclave - Date: 07 April 2026 | Venue: Arena Lab

This conclave provided practical exposure to modern business analytics. Students engaged in a hands-on activity building their own AI-assisted dashboards in Microsoft Excel to transform raw data into meaningful business insights



Internship Diaries

.....*Practical Exposure*

The 5th semester students of BBA had an experiential learning with each of them individually undertaking Internships which was then converted into internship reports in the 6th semester. Students had experience in various fields like marketing, human resources, accounting and auditing, finance, taxation, event management, café management and general management. The companies included where internship was undertaken include Tanishq, Bluestone Jewelry, Syncro industries, Dr Bhatia Medical Coaching institute, SCIT Academy, Caratlane, Archelos Intelsense Technologies, Pico Systems, Max Fashions, Vista Keen Security Services, Magic Bus among others. The 30 students of final year could gain practical knowledge of the theoretical concepts learnt at college.

Student Spotlights

Merit Roll of Honour – 2024-25

Congratulations



5th
Semester

Divya M
9.38 SGPA



6th
Semester

Anu B R
9.2 SGPA



3rd & 4th
Semester

Ameena
9.62 & 9.3 SGPA



1st & 2nd
Semester

Tanushree D P
8.76 % 9.23 SGPA

The Century Club

– Nailed it : 100/100 – Kudos.....



Ameena
Financial Education and Investment Awareness, Financial Markets and Services, Health and Safety Education



Afreen Taj
Health and Safety Education



Tanushree D P
Statistics for Business Decision II

“A Bond Beyond Words”

We were strangers once,
Now we are four hearts, one soul.

From the very first day, without asking,
I stood for them—and they stood for me.
No conditions, no reasons,
Just a love that chose to be.

We laughed like the world was ours,
We cried with nothing to hide,
In every fall, in every scar,
We were each other's guide.

Even in silence, even in distance,
When time forgets our name,
No calls, no texts—still nothing changes,
We remain the same.

Because real friendship isn't spoken,
It's a feeling that never fades,
A promise written in the heart,
That time can never erase.

And if the world turns its back on me,
And I'm left with nothing to hold—
I'll still stand unshaken...
Because I carry four hearts in one soul.

Afreen Taj, VI sem BBA

Festive and Compete

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



Aryan Singh, II sem BBA, I Prize-Solo Song in Culrav 2K26



Sahana, II sem BBA, III Prize-Solo Song in Culrav 2K26



Rakshitha & Team,
IV sem BBA, Group Dance – Culrav 2K26



Ananya, VI sem BBA,
Model Faccio 2026



Abirami, IV sem BBA,
Model – Faccio 2026



Bhavani, II sem BBA,
Model – Faccio 2026

Entrepreneurship – Business Plan

.....A Practical Experience



During our college fest Culrav, I participated as part of a two-member team and set up a stall selling lemon soda in different variations like sweet lemon, masala, and sweet masala soda. I chose this product based on my previous experience, as it had proven to be profitable, and I noticed that many people were still not very familiar with it. The fest had a moderate crowd, which gave us a fair opportunity to experiment with our selling strategies. We focused on visibility by displaying attractive images of refreshing lime drinks and adjusted our pricing based on demand, starting at ₹20 and increasing to ₹25 later. Along with soda, I also secured the rights to sell drinking water, which turned out to be a smart move. I collaborated with nearby food stalls by supplying them water bottles and directing customers to their stalls in return, creating a win-win situation. Initially, sales were slow due to competition from a nearby juice stall that used energetic marketing to attract customers. However, as time passed, we picked up pace. This experience helped me improve my communication skills with both customers and fellow participants. Ending the event with a profit of over ₹2000 on an investment of ₹1000 felt rewarding. I also enjoyed interacting with students from different backgrounds, making the whole experience both fun and educational.

Mithun N & Krishna , IV sem BBA



I am Akshay Reddy, currently pursuing my 4th semester in BBA (Management). My friend Govardhan Reddy and I set up a watermelon stall at our college fest, CULRAV 2025-26 on 26th March 2026. The initial investment was ₹1000, and we earned ₹1310. It was a great experience for both of us. It encouraged us to generate new ideas and develop an entrepreneurial mindset. It also gave us confidence and helped us learn how to handle people in real-life situations, which will be useful in the future. I am grateful for your support.

Akshay and Govardhan, IV sem BBA



I had the opportunity to present my research paper titled “Green Start-ups Led by Youth in Bangalore” at St. Joseph's College of Commerce (SJCC). It was an individual presentation where I explored how young entrepreneurs are building sustainable businesses and contributing to environmental development. During my presentation, I highlighted a few start-ups such as Eco Vala, Alt Carbon, Climes, and FluxGen, which are actively working towards eco-friendly solutions. The audience and faculty were very supportive and encouraging, which made the experience more engaging. Through this, I realized that I still have a lot to learn, especially in how to structure and present ideas more effectively. A key part of this journey was the constant guidance and support from my mentor, Mr KulaShakar Sir. Overall, it was a valuable learning experience that helped me understand my gaps, improve my confidence, and develop a stronger interest in research and sustainability.

– Mithun IV sem BBA

Short Term Courses – 2025-26

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 in association with Infosys Springboard, IIT Bombay and other institutions to improve their skills and make them industry ready.

Introduction to Computers / Front Accounting / Libre Office / Business Data Analytics / Stock Market Trading / Microsoft Excel – Beginners, 2013 and 2016 / Digital Marketing / Employability Skills

Trailblazers' Talk – Alumni Edition

This is Suhail Pasha First Batch of BBA 2016–2019. It's been a decade now!!! My experience at Vet First Grade College has been highly enriching, both academically and personally. The institution provided a strong foundation for my professional growth and helped me develop essential skills, confidence, and a sense of responsibility. Pursuing a BBA in this supportive academic environment enabled me to gain a comprehensive understanding of business principles while also instilling important values such as discipline, integrity, and commitment. The guidance and encouragement from my faculty members played a significant role in shaping my career path and motivating me to achieve my goals.

Beyond academics, my time at the college was filled with valuable experiences and lasting memories that contributed significantly to my overall development. I am proud to be an alumnus of Vet First Grade College, as it laid the groundwork for my future success. Following my graduation, I completed my Master's degree (MBA) in London, United Kingdom. I am currently working as a Manager at Bear Limited and am also pursuing ACCA in the UK to further enhance my professional qualifications and expertise in the field of accounting and finance.



Suhail Pasha Batch of 2019
(First Batch)

My name is Anu B R, a graduate of the Bachelor of Business Administration programme, Class of 2025. I extend my sincere gratitude to VETFGC for laying the foundation of my academic and professional journey. The curriculum, faculty mentorship, and opportunities for holistic development through projects, seminars, and extracurricular activities have been instrumental in shaping my analytical and leadership skills. The experience at VET, instilled in me the values of discipline, critical thinking, and collaboration, which continue to guide me in my professional endeavors.



To the current students, I encourage you to make the most of your time here, engage actively in both academics and campus life, build meaningful networks, and remain open to learning beyond the classroom. I remain indebted to the institution and look forward to contributing to the alumni community in the years ahead.



Anu B R, BBA Batch of 2025

Social Responsibility

– Humanity in action



The students of the BBA Department have once again proved that excellence extends beyond classrooms. Upholding the values of responsible citizenship, our students actively volunteered in multiple NSS activities throughout the year — from regular community outreach drives to special camps focused on health, environment, and literacy. A moment of exceptional pride came when Shubankar, II Semester BBA, displayed remarkable presence of mind and compassion. He was instrumental in rescuing a 4-year-old differently abled girl child who had been separated from her family, and ensured she was safely reunited with her parents. Recognizing this act of courage and humanity, the Samaavsha Foundation for Inclusive Learning felicitated Shubankar for his contribution to building an inclusive and caring society. His action reflects the empathy and social consciousness we strive to nurture in every BBA graduate — professionals who don't just manage businesses, but also uplift communities. Way to go, students! Your commitment to service sets the benchmark for what it truly means to be a leader.

Avviare

Corporate Secretarial and Legal Solutions

(Business into Company Secretarial Services)

INDUSTRY CONTENT

Recruiter Speak: "What skills do we look for in BBAs?"

Excerpts from Padmasri, Entrepreneur, B.Com Batch of 2012

From a Company Secretary Firm's Standpoint, BBA graduates are expected to bring a blend of business understanding and professional discipline. Beyond academic knowledge, recruiters value candidates who demonstrate strong analytical thinking and the ability to interpret business and regulatory information.

Equally important is communication skill—both written and verbal—especially when dealing with clients, documentation, and compliance matters. A sound grasp of corporate laws, governance, and basic finance gives candidates a distinct edge.

We also look for attention to detail, as compliance work demands accuracy and accountability. Adaptability and willingness to learn are critical in a dynamic regulatory environment. Proficiency in digital tools and MS Office is now a baseline expectation.

Lastly, integrity, professionalism, and time management are non-negotiable traits. A BBA graduate who combines knowledge with these core skills stands out as industry-ready



Startup Watch: Savan Jewel, 2025 Batch

STARTUP WATCH - BAUBLEJET



About Baublejet:

Baublejet is an event-service application designed to simplify how people plan and book services for celebrations and events. Instead of dealing with multiple vendors separately, the app brings everything into one place, making the process more organized, transparent, and easy to manage.

How It Started

The idea came from observing how unorganized and stressful event planning can be in real situations. There was no single system that ensured both convenience and reliability. Baublejet was started to bring structure and simplicity into the event planning process through a single platform.

Problem We Are Solving

Event planning today is highly unstructured. Customers often struggle with:

- Finding reliable service providers
- Comparing options clearly
- Managing multiple bookings and timelines

Baublejet addresses this by creating a structured platform where users can discover, compare, and book services with better clarity and control.

What I Do in the Business

I handle vendor coordination, which includes onboarding service providers, managing communication, and ensuring smooth execution from the vendor side.

Advice to BBA Students

- Start early—real experience matters more than theory
- Focus on solving actual problems, not just building ideas
- Keep your model simple and clear
- Stay consistent—execution is everything

Conclusion

Baublejet aims to make event planning simpler and more reliable by bringing structure to an otherwise scattered process.

Market Pulse: 5 news items world wide

- Iran War triggers global energy shock plus growth downgrades
- Global growth stays “stable but subdued” at 2.7-2.9% with rising debt risk
- Trade wars plus tariffs reshape supply chains
- AI becomes the #1 business investment, but productivity gains lag
- Global mobility shifts from “study abroad” to “job-ready migration”

Teaching & Beyond – Faculty Spotlights

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 and Executive member of CESS.
- Dr Rammya B appointed as member of BOE for Commerce and Management at Dr Manmohan Singh BCU and other autonomous institutions. She became a proud Associate Member of the ICMAI – Institute of Cost and Management Accountants of India with membership number 58468.
- Mrs Rukmini N and Mrs Chaithra Lakshmi P S have attended University valuations.

Awards

- Dr Parvathi was conferred with the Academic Excellence Award for 2025-26 in the category of Best Principal
- Dr B Rammya secured Centum result in Security Analysis and Portfolio Management, Dr Preethi Inampudi secured cent percent results for Compensation and Performance Management, Sushma in International Business and Subha Y N in Business Law course for VI semester BBA Program.

Book Publications

- Dr R Parvathi and Dr B Rammya added 2 books to their credit – Employee Welfare and Social Security & Employee Performance Management for IV semester and III semester B.Com – SEP syllabus

Patents

- Mrs Rukmini N and Chaitra Lakshmi P S applied for a patent titled CHATGPT Related principles and future development and received from Government of India.

Ph.D update

- Mr. T Kulashakar cleared his Ph.D entrance from Bharathidasan University, Trichy and given Interview.

BBA Batch of 2023-2026



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 sixth time.

Editorial Board

- Chairperson : Dr. R Parvathi, Academic Director & Principal VET Colleges
- Editor – in -Chief : Dr. B Rammya, HOD -Management and IQAC Coordinator
- Co-Editors : Mrs Rukmini, Asst. Prof., Dept of Management
- Mrs. Chaitra Lakshmi P S, Asst. Prof., Dept of Management
- Mr. Kulashakar, Asst. Prof., Dept of Management