

GUEST LECTURE REPORTS FOR EVEN SEMESTER JAN- APRIL 2020

TOPIC: IMPORTANCE OF HR PRACTICES IN MEDIA INDUSTRY

Date: 25.01.2020

Time/Duration: 9.30 am to 10.40 am

Total Number of Participants: 210

Name of Resource Person(s)/Organization: Mr. FARDEEN OMER SAYEED / HR HEAD
RADIO CITY

Venue: Seminar Hall

Department of Commerce and Management organised a guest lecture for 2nd year BBA and final year BBA HR practices. It was addressed by Mr. Fardeen Omar Sayeed Senior Group manager(HR) with Radio City who is been involved to lead a team in reviving the activations business in Radio City and Times network with his hand on experience on media planning, networking etc. Since the guest has worked in various levels as a group manager, counsellor, trainer he had set a stage for a very interactive session with second and final year students who are interested in Human Resource planning and getting into this field.

Since his field is media industry which is one of the upcoming field of the decade he started with the session with a tour guide on the media planning , networking , event managing etc in media industry. He even stressed on the important gametes of HR like Recruitment, Compensation management, Performance appraisal, Learning and development in media industry. Then he spoke about the actual market requirement from the students who wants to enter into media industry like who can be the broadcaster and act as a corporate with opportunites for a fresher as a journalist, domain expert, producers, writers etc. The students were able to know about the various skills that are required. Being

an informative speaker he then shared the skills required for a leader to excel in a media house such as branding or marketing an individual skill set.

Having comprehensive work experience, he also explained about other trends which involves finance and marketing skills like Priority engagement of the employee, about more millennia's, Renewed focus on productivity, shrinking HR teams(because of outsourcing) and also about globalization.

It was very informative and interactive that the students were able to know about an industry like media house what the roles and responsibilities expected as an management graduate who wants to specialise in Human resource and actual expectation from students and also about various trends in HR expectation in Media industry. The lecture was even more interesting with the examples he gave relating to each topic. It was wonderful Knowledge sharing and gaining lecture regarding the importance of HR practices in Media industries.





Program Name: **GUEST LECTURE ON DYNAMICS STOCK TRADING**

Date: 05.02.20

Time/Duration: 11.00 am to 12.30 pm

Total Number of Participants: 200 approx

Name of Resource Person(s). Mr. Sagar U S,
Founder Stock tale

Venue: Seminar hall

About the session

Mr. Sagar U S has completed his Masters in Finance and is a trader, trainer and entrepreneur. He is a guest columnist on Capital markers in the leading Newspaper- Kannada Prabha. Mr. Sagar U S is a guest speaker in various news channels namely Suvarana News 24/7 on Stock and Commodity markets. Mr.Sagar U S has successfully completed Add-on certificate courses and numerous Workshops in various premier colleges across Karnataka.

The guest lecture commenced with the introduction of the guest lecturer who was felicitated by Mr. Guruprasad, faculty member Department of Commerce and Management,. Mr. Sagar U S, started the session on a very interactive and energetic note. The tone was carried throughout the session. Mr. Sagar U S conducted a small activity at the beginning of the session which was responded to with great enthusiasm by the students present in the hall. He created a very positive and interactive environment through his cheerful personality and his quips. Mr. Sagar U S continued the question the students regarding various basic aspects of stock. He assigned different roles to the inanimate objects in an attempt to create an associative learning experience and explain the topics in a more understandable manner, which was received well by the students. Mr. Sagar U S gave his insight and understanding of the stock market and helped the students gain a better understanding of the ins and outs of financial markets of India. The program concluded with same energy as it had commenced with. The vote of thanks followed the conclusion and was given by Jannath, second year BCom Student. The program was a tremendous success and a wonderful learning opportunity for the students.



SHOT ON MI A3
BY MANTU



SHOT ON MI A3
BY MANTU

GUEST LECTURE

Program Name: **GUEST LECTURE ON GOODS AND SERVICES
TAX**

Date: 24.02.2020

Time/Duration: 11.00 am to 12.30 pm

Total Number of Participants: 120 students approx

Name of Resource Person(s). CMA VISHWANATH BHATT

Venue: Seminar hall

About the session

Mr. VISHWANATH Bhat is a qualified Cost Accountant & Fellow Member of Institute of Cost Accountants of India. He is a practicing Cost Accountant with over 15 years of experience. He is well versed in Cost Accounting, Cost Audit, GST, VAT, Central Excise, Internal Audit and Budgeting & MIS. He has conducted various workshops on understanding GST for the students at UG and PG level for various reputed universities across Bengaluru.

The lecture was organised for final year BCom accounting and finance elective students with an objective to familiarize students about the impact and recent aspects of the most important reform in the field of Indian Taxation, that is, Goods and Services Tax Law. The guest was welcomed by Dr Gurudutt, faculty member Department of Commerce and management. In the session the speaker covered array of topics were covered like introduction to GST, supply, mixed & composite supply, types of GST, GST rates, input tax credit, exempted supplies & amendments to the GST Act to name a few.

The lecture ended with an interactive session between the resource person and the students and faculty present for the session.. It was followed by a thanks giving & ceremony to the guest.





DYNAMICS OF STOCK TRADING