

## **GUEST LECTURE REPORTS FOR ODD SEMESTER JUNE- NOV 2019**

Program Name: **BUSINESS ANALYTICS WITH PRACTICAL  
APPLICATION IN MANAGEMENT**

Date: 13.08.2019

Time/Duration: I HOUR

Total Number of Participants: 130

Name of Resource Person(s)/Organization: **BUSINESS ANALYTICS WITH  
PRACTICAL APPLICATION IN MANAGEMENT**

Venue: SEMINAR HALL

### **ABOUT THE SESSION**

Dr. Prasanna Rashmi K K has successfully deployed to analytics solutions to clients. One on home loan defaults and the other on vehicle loan defaults. She has completed her PhD from the University of Agricultural Sciences, Bangalore, and for her doctorate, she received two international fellowships – one to the US and other to Australian universities. Recently, she completed a Technology and Management course, jointly offered by IIMB and IIT Madras and has worked at several organisations such as IIMB, Agriculture Price Commission (GoK).

Dr. Prasanna Rashmi K K introduced the importance of data science in various business decisions. She explained the various skills required for analysing data by giving various examples on eight levels of data science in detail with the concept of predictive modelling in practice. The speaker spoke from the origin of business analytics to the recent advances in data analysis like deep learning, computer vision and image processing. The speaker in her session on Business analytics in a nutshell concluded with the application of business analytics for marketing stream, finance stream and human resource management like employee sentiment and impact of policy. Business analytics practical

application as a topic for the final year BBA students as they can apply these methods for future projects.



## **GUEST LECTURE ON DIRECT TAX CODE**

Program Name: **GUEST LECTURE ON DIRECT TAX CODE**

Date: 27.08.19

Time/Duration: 9.45 am to 10.45 am

Total Number of Participants: 135

Name of Resource Person(s)/Organization: **Ms. Ayushi Agarwal**

**Tax professional**, PricewaterhouseCoopers Private Limited,  
Venue: seminar hall

About the session

The session began with the guest introducing the topic of Direct tax code by asking the students the basics of tax in the form of a quiz and an interactive session. She set the platform for Direct tax code by making the students understand the need and the requirement by the present central government stressing on creating a draft of a uniform direct tax code for the employees. The guest continued the session by condensing down the inputs from various tax professionals regarding how a direct tax code would benefit the tax payer by highlighting the key advantages for the tax payers.

The session on Direct Tax code was concluded with the usage of Direct Tax code for the final year B Com students in the area of regulatory taxation. The session was beneficial one where the students interacted with the guest about the usage and benefit of a uniform code of taxation





Guest lecture

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 2<sup>nd</sup> 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.

## **GUEST LECTURE**

### **Program Name: GUEST LECTURE ON RECENT DEVELOPMENTS IN FINANCIAL SYSTEM**

Date: 17.09.19

Time/Duration: 11.00 am to 12.30 pm

Total Number of Participants: 140 approx

Name of Resource Person(s)/Organization: **Mr.RAVEENDRANATH KAUSHIK**

**COST AND MANAGEMENT CONSULTANT,  
RAVEENDRNATH KAUSHIK ASSOCIATES**

Venue: seminar hall

About the session

**Mr. Raveendranath Kaushik** an MPhil holder in Economics , a fellow member of ICAI(CMA) with a certificate in International taxation from IIT, WTO studies. He served as Chairman for Bangalore Chapter of Cost accountants and an eminent speaker in finance he introduced the world of Indian Financial system to the first year BCom Students who were taken for a journey for financial world from evolution of financial system to the components which rule the economic scenario for any country. The various components like financial institution, Financial markets alongwith instruments and services have resulted in an economic slowdown for a developing country. He even detailed the Recent Developments in Financial system like Digitalisation which has reduced per cost transaction especially online and mobile banking. Latest trends like Block Chain, Artificial Intelligence , Rise of Fintech companies, Cloud Banking, JAM ( jandhan, Aadhar and mobile banking ) etc the different trends were also touched by the speaker in his session.

The guest concluded his session by urging the young minds the requirement of entrepreneurship and employability as the key future requirements for reviving a financial system. The fresh B. Com undergraduate students were exposed to the field of financial system in a limited time by the speaker.





