



B.V.V.Sangha's
BASAVESHWAR ENGINEERING COLLEGE (AUTONOMOUS)
Department of Management Studies and Research Center
BEC DOMS

Insight

3rd Edition, December - 2025

a **BEC DOMS** newsletter

About Department

Established in the Year – 2009

- Experienced and dedicated faculty team.
- Industry-aligned curriculum (Marketing, Finance, HR, Business Analytics, Entrepreneurship, Digital Marketing, Leadership, Strategic Management).
- Strong industry–institute interface (Guest lectures, corporate talks, internships, live projects, industrial visits).
- Skill development initiatives (Case studies, simulations, role-plays, management games, certifications).
- Focus on research, innovation, and consultancy.
- Excellent placement support with strong recruiter network.
- Students engaged through clubs (Marketing Club, Finance Club, HR Club).



BEC DOMS

Be inspired

CURRICULUM SNAPSHOT

Core Subjects :

- Principles of Management, Organizational Behavior.
- Managerial Economics, Financial Accounting, Marketing Management.
- HRM, Quantitative Techniques, Business Law.
- Strategic Management, Entrepreneurship Development.

Specializations Offered :

- Marketing Management
- Financial Management
- Human Resource Management
- Business Analytics

Experiential Learning: -

- Case Analysis, Presentations
- Industrial Visits
- Management Fests & Competitions
- Summer Internships & Field Projects
- One-year Research-Based Projects with Faculty Mentorship
- Student Research Publications in Journals/Conferences

Skill Development Initiatives :

- Excel & Advanced Excel Training
- Financial Modelling Workshop
- Digital Marketing Certification Course
- Business Analytics / Power BI Training
- HR Analytics Workshop
- Soft Skills & Communication Training
- Stock Market & Investment Training
- Entrepreneurship Bootcamps and Startup Support

The Growing Importance of Experiential Learning in MBA Education

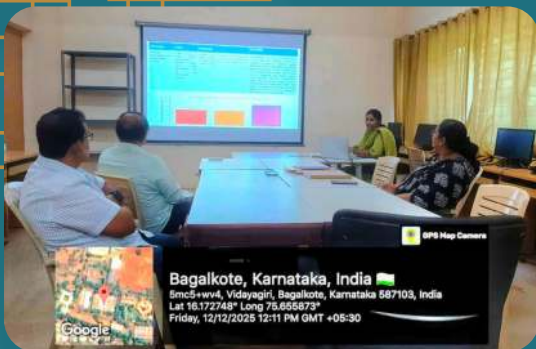
Experiential learning has become a vital part of modern MBA education as it bridges the gap between theory and real-world practice. Through live projects, internships, case studies, simulations, and industry interactions, students gain hands-on exposure to real business challenges and apply classroom concepts effectively. This approach strengthens problem-solving, decision-making, and critical thinking skills by encouraging analysis, reflection, and informed action in dynamic business situations.

Interaction with industry professionals offers valuable insights into current market trends, organizational practices, and employer expectations. Experiential learning also helps students develop essential soft skills such as teamwork, communication, leadership, and adaptability, while increasing engagement and meaningful learning. Recognizing its significance, the MBA Department of Basaveshwar Engineering College has integrated experiential learning into its curriculum to prepare students for the evolving demands of the business world.



Dr. Vinod S Puranik

RESEARCH AT BEC DOMS



Mrs. Anusha A. successfully presented her PhD Pre-Submission Colloquium on the topic “An Empirical Investigation on Rural Women Empowerment through Government Sponsored Schemes in Karnataka” on 12.12.2025 under the guidance of Dr. Rashmi Hunnur. We wish her all the best for her future research work.



Congratulations to Prof. Vaibhav Deshpande and Mrs. Arpita Biradar on successfully clearing their PhD coursework. They are pursuing their PhD under the guidance of Dr. Rashmi Hunnur. Wishing them continued success.



Dr. Rashmi Hunnur and Aminappa Jangali (December 2025) published a research paper titled "Customer Satisfaction in the Hotel Industry: A Study of Selected Hotels in Bagalkot" in TIJER Technix International Journal for Engineering Research, ISSN: 2349-9249, Volume 12, Issue 12, PP a341-a348.

Dr. R.B. Tapashetti and Basavaraj Palled (December 2025) published a research paper titled "A study on consumer buying behavior towards Prabhu agri gold fertilizer in Bagalkot District " in AIJFR Advanced International Journal for Research, ISSN: 3048-7641, Volume 6, Issue 6.



FDP's Attended

Dr. Rashmi R. Hunnur, Dr. Brijmohan A. Vyas, Dr. R.B. Tapashetti, Prof. Vaibhav Deshpande and Prof. Vijayalaxmi C. Patil participated Two-Week Faculty Development Program (FDP) on "National Capacity Building Program on Research and Publications" from 08.12.2025 to 19.12.2025 organized by IIT – Dharwad.

Prof. Vijayalaxmi C. Patil and Prof. Madhuri Kasat participated Faculty Development Program (FDP) on "Fundamentals of Artificial Intelligence and Machine Learning" from 08.12.2025 to 19.12.2025 organized by Department of Electronics & Communication Engineering, BEC-BGK.

Events Organized at DOMS



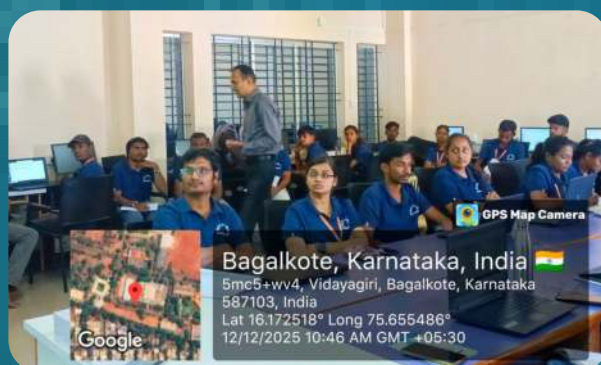
Shubharambh 2K25 marked a joyful beginning for our freshers, filled with enthusiasm, cultural performances, and warm interactions. The event reflected the spirit of togetherness and set the tone for an inspiring academic journey ahead, creating memorable moments for both juniors and seniors in the department. The event was coordinated by **Prof. Vijayalaxmi C. Patil**.

From 1.12.2025 to 3.12.2025, an Orientation Programme for the academic year 2025–26 was successfully coordinated by **Dr. Rashmi R. Hunnur**. The programme was graced by **Mr. Mahantesh Goudar**, a distinguished alumnus of **BEC and IIM Ranchi**, who currently serves as the Head of Human Resources at Uni Cards and is the Founder of Campus Champ. During the programme, he shared valuable insights on career development, industry expectations, and leadership, inspiring the students to align their academic journey with professional excellence.



Parents' Meet for the Academic Year 2025–26 was conducted in the department on 3.12.2025, coordinated by **Dr. Rashmi R. Hunnur**.

An SDP on “Research Methodology and Data Analysis” was conducted in the department on 12.12.2025. The programme was coordinated by **Dr. Brijmohan A. Vyas**, and the resource person was **Dr. Vijay Joshi**, Alva's Institute of Engineering and Technology, Moodubidri.



An SDP on “Profile Building through LinkedIn” was conducted in the department on 15.12.2025. The programme was coordinated by **Dr. Brijmohan A. Vyas**, and the resource person was **Mr. Suhas Rajput** from Proficient Minds, Belagavi.

An five days SDP on “Pre Placement Training Program” module 2 was organized for MBA final year students from 26.12.2025 Coordinated by **Dr. Brijmohan A. Vyas**.





An SDP on “From Campus to Corporate: Do’s and Don’ts for Professional Success” was conducted in the department on 30.12.2025. The programme was coordinated by Dr. Rashmi R. Hunnur, and the resource person was Mr. Umesh M. Avannavar, Patient Care Manager, Aski Super Specialty Hospital.

Finance Quiz Competition was organized by the Finance Club was held on 5th December 2025 as part of the Management Club activities. The event was coordinated by Prof. Vijaylaxmi C. Patil and witnessed active participation from student.



Be the HR Manager for the day Competition was organized by the HR Club was held on 14th December 2025 as part of the Management Club activities. The event was coordinated by Dr. Brijmohan A. Vyas.

Brand War Competition was organized by the Marketing Club was held on 18th December 2025 as part of the Management Club activities. The event was coordinated by Dr. R.B. Tapashetti.



Students Achievement

Congratulations to Priyanka Shewale, Amit Koti, Sangamesh Hiremath, Ranjita Horaddi, Ravi Banuse, and Sunil Bharamgoudar for winning First Prize in “Echo Beetz” at the National-Level Management Fest organized by Bright Business School on 19th and 20th December 2025. Their achievement brings pride to the institution, and we wish them continued success in their future endeavours.



CREATIVE ZONE

NUMBERON KA KHEL...!!!

Khatam karna chaahe woh
apni zindagi, Jhel naa paaye
issey zyada woh bandagi,
Din raat ki padhai acche
number lane, Magar koi hai
nahi jo uski mehenat ko mane,
Yaar hota kya hai ye khel
sankhya ka, Banana lage khel
bacchon ki zindagi ka,
Jab woh baccha hua fail,
lagne laga usey apna ghar bhi
tha jail, Ye kaisi hai padhai,
Jahaan hoti roz maa baap se
ladaai, Na jaane kitne bacche
jhelte ye atyachar, Kayi toh
bane atmahatya ke shikaar,
Jihne lagni lagi thi apni
zindagi thi bekaar, Bohot se
bacche ye jhel naa sake,
Aur jhel ke bhi kayi jee naa
sake, Yaar hota hai kya hai khel
sankhya ka, Banana lage khel
bacchon ki zindagi ka, Yahaan
sirf acche numberon se hoti
pehenciaan, Warna koi kisi ka
accha bacha nahi bhaijaan, Koi
bacha kehta banna hai gayak,
Toh keh dete maa baap, Ke
kucch na hga tera NALAYAK,
woh kehte ki kaam ye bekaar,

Jiski wajah se dete taane woh
har baar, Kehte ki sangeet ka
rasta woh galat, Magar samajh
naa paaye bacche ki woh
tadap, Maa Baap chaahe bane
bacha doctor engineer, Magar
pucho toh bacche se kya
banna chahta woh singer ya
rapper, Aanevale kal ki tu kar
tayyiyaari, Zindagi bhar ke
liye karle sangeet se tu yaari,
Aise tu jee matt jaise hai tujhe
marna, Tu sun apne dil ki aur
kar wahi jo hai karna, Waqt
aane par toh sabko hai marna,
Toh kal ki wajah se aaj kyu hai
darna, Jaago bacchon ye
zindagi hai banayi sabne
jhand, Magar tum utarne na
dena apne kala ka ghamand,
Tum jaan lo ye zindagi hai
badi kamini, Magar itna
ooncha udo ki nikal paaye koi
tumhari kami nahi, Tum ho
sake jitna utni koshish karna,
Aur karna wahi jo tumhe hai
karna, Karna wahi, Jo hai
tumhe karna.....!

- Rutip Jainul Sanadi



- Aishwarya Kadiwal



THE IMPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN SOCIETY

Artificial Intelligence (AI) has become one of the most influential technological developments of the 21st century, profoundly transforming human society in almost every aspect of life. It refers to the ability of machines and computer systems to simulate human intelligence, including learning, reasoning, and problem-solving. The origin of AI can be traced back to the 1950s, with contributions from pioneers like Alan Turing and John McCarthy, but it is only in recent decades that AI has evolved into a powerful tool driving innovation and modernization. It allows machines to think, learn, and make decisions like humans.



AI is used in many areas such as healthcare, education, business, and transportation. In healthcare, it helps doctors detect diseases and provide better treatment. In education, it supports teachers and gives students personalized learning. In business, AI improves decision-making and saves time by automating tasks. AI also plays a role in agriculture and the environment by predicting weather and improving crop production. It helps reduce waste and supports sustainable growth. However, AI also brings some challenges. It can replace human jobs and cause unemployment in certain sectors. There are also risks related to privacy, data misuse, and unfair decisions made by AI systems. To avoid these problems, governments and companies must create ethical rules for using AI responsibly. People should be trained with new skills to work with AI in the future. AI should be used to support humans, not to replace them. When used wisely, AI can make life easier, improve productivity, and help solve global problems like poverty and climate change.

- HRISHIKESH RAMESHWAR TENGINMATH

Birthday's



Dr. Brijmohan A. Vyas

**Wishing you a joyful birthday
and a fulfilling year ahead!!!...**



Divya



Kartik

Stranger Together



College

Vision:

To be an institution of excellence in education, research and innovation for sustainable future.

Mission:

1. Develop globally competent professionals requirements. for future talent
2. Nurture a culture of research, Innovation and entrepreneurship.
3. Promote collaborations, extension and outreach programs addressing industrial and societal needs.
4. Imbibe moral and ethical values.
5. Foster ecological and environmental consciousness.

Department

Vision:

To be a center of excellence in Management Education, Research and Entrepreneurship for sustainable future.

Mission:

1. Provide quality education in management to meet future talent requirements
2. Nurture a culture of research and entrepreneurship for sustainable future.
3. Imbibe moral and ethical values.

EDITORIAL TEAM

Creative Team:

Rutip Sanadi

Shashidhar Madiwalar

Priyanka Shewale

Prashanth Shinnur

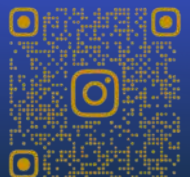
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Dr. Rashmi R. Hunnur

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