



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

Insight

5th Edition, February - 2026

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

Bridging the Gap: Why SAP Mastery is a Game-Changer for MBA Students

In today's data-driven corporate world, an MBA degree provides the strategic vision, but SAP proficiency provides the operational engine to execute that vision. As businesses transition toward complete digital transformation, Enterprise Resource Planning (ERP) systems like SAP have become the backbone of global commerce.

The Competitive Edge in a Crowded Market

For an MBA student, understanding SAP is no longer just an "added bonus"; it is a critical differentiator in a competitive job market. Most Fortune 500 companies rely



Dr. Vinod S Puranik

on SAP to manage complex workflows across finance, logistics, and human resources. By mastering these modules, students gain a holistic view of how different business functions interconnect in real-time.

- **Data-Driven Decision Making:** SAP allows future managers to pull real-time analytics, moving away from guesswork toward evidence-based leadership.
- **Operational Efficiency:** Understanding ERP logic helps students identify bottlenecks and streamline processes, a core skill for any management role.
- **Global Standard:** Since SAP is used worldwide, proficiency grants students a "universal business language" that is transferable across borders and industries.

Integrating Theory with Industry Practice

While classroom theories teach the why of management, SAP training teaches the how. Whether you are specializing in Supply Chain, Finance, or Marketing, seeing these concepts applied within a live software environment solidifies your academic foundation. Recruiters actively seek candidates who can hit the ground running without extensive technical onboarding.

Ultimately, an MBA student equipped with SAP skills possesses a unique blend of strategic thinking and technical competence. This combination is essential for navigating the complexities of modern business ecosystems. Investing time in SAP certification or training is an investment in your long-term career trajectory.

RESEARCH PAPER PUBLISHED

Prof. Vijayalaxmi C. Patil and Dr. Devaraju published a research paper titled "Sustainable and Responsible Business Practices for Crowd Work and Digital Labor Platforms in India: Challenges, Opportunities, and Recommendations" in *Advances in Consumer Research Journal* (Q4 – Scimago indexed) in February 2026.

Events Organized at DOMS

Review of Union Budget 2026: A Club Activity (06.02.2026): The department organized a Club Activity titled Review of Union Budget 2026 on 06.02.2026 under the Student Development Programme (SDP) at BEC DOMS. The session was organized by **Prof. Vijayalaxmi C. Patil**. The activity focused on enhancing students' understanding of national economic policies, fiscal reforms, and their implications for business and management decisions. Participants actively engaged in discussions and analytical reviews of the budget highlights.



Marketing Tools and Techniques: A Skill-Building Workshop (24.02.2026 to 28.02.2026): The department organized a workshop under the Student Development Programme (SDP), coordinated by **Dr. Rashmi R. Hunnur** and delivered by **Mr. Shankaralinga B. S., Marketing & Product Manager, Koharent Global Technologies, Bangalore**. The workshop provided practical exposure to modern marketing tools and digital strategies.

Entrepreneurship as a Career Opportunity: A Skill Development Session (26.02.2026): The department organized a session titled Entrepreneurship as a Career Opportunity on 26.02.2026 under the Student Development Programme (SDP). The session was organized by **Dr. Brijmohan A. Vyas** and delivered by **Dr. Shivaleela V. B., Founder, POMLA Naturals LLP**. The session emphasized entrepreneurial skills, startup awareness, and career opportunities through entrepreneurship.



INNOVATION & ENTRENEURSHIP OUTREACH PROGRAM AT SCHOOLS

BEC DOMS in association with Institution's Innovation Council 8.0 organised Entrepreneurship and Innovation Outreach Program in Schools on 26.02.2026 at **Shree Durga K.H.P School & Sushilratn P.E.M School, Durganagar, Gaddenkeri**. The programme was coordinated by **Dr. Rashmi Hunnur** and **Prof. Anita Naik**.



BEC DOMS in association with Institution's Innovation Council 8.0 organised Entrepreneurship and Innovation Outreach Program in Schools on 25.02.2026 at **Basaveshwar International Public School, Guledgudd**. The programme was coordinated by **Dr. Rashmi Hunnur** and **Prof. Anita Naik**.



Dr. Rashmi Hunnur, and Prof. Vijayalaxmi C. Patil served as a Judge for the Debate Competition held on 13.02.2026 at BVVS Polytechnic College, Bagalkote. The event was organized in association with the Ministry of Youth Affairs and Sports and was conducted for two hours.



NATIONAL LEVEL MANAGEMENT FEST

Kurukshetra 2K26 - National Level Management Fest for Undergraduates, poster and teaser video launch on 28.02.2026 by Dr. R.N.Herkal, DTE BVVS Bagalkote and Dr. B.R.Hiremath, Principal BEC

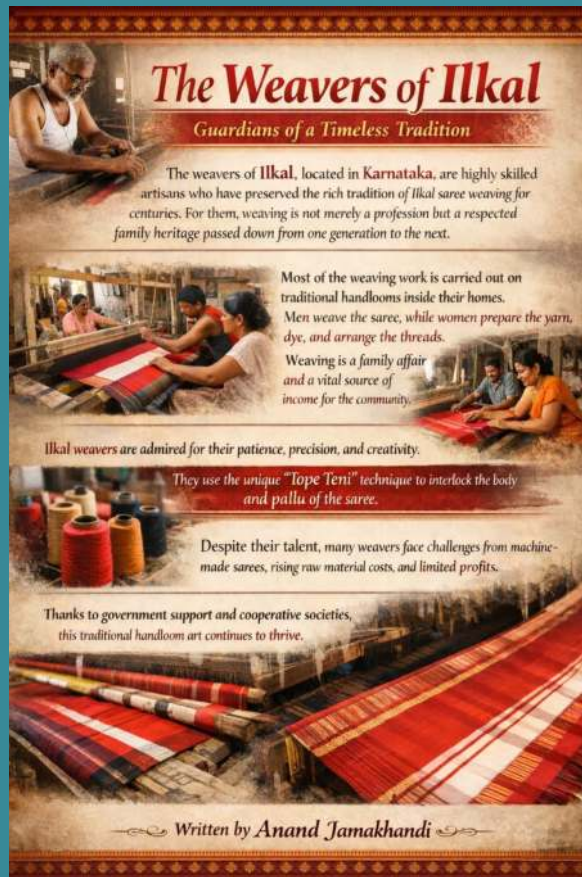


Workshop Attended

Prof. Madhuri S. Kasat, Prof. Anita Naik, Prof. Vaibhav Deshpande, Prof. Vijayalaxmi C Patil participated in a Three-day Faculty Development Program (FDP) on “Effective Teaching Practices” from 26.02.2026 to 28.02.2026, organized by the Department of Electronics & Communication Engineering, Basaveshwar Engineering College, Bagalkote

Dr. R. B. Tapashetti, and Dr. Brijamohan A. Vyas participated in a Two-day Management Development Program (MDP) on “Financial Acumen for Success – Mastering Business Value & Personal Wealth” from 27.02.2026 to 28.02.2026.

CREATIVE ZONE



Mr. Anand Jamakhandi

GLANCE OF INDUSTRIAL TOUR



Anand Nagar, Gujarat



Ahmedabad



City palace, Rajasthan



Statue of Unity, Gujarat



Adlaj, step-well, Gujarat



Birthday's



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



Ms. Sneha

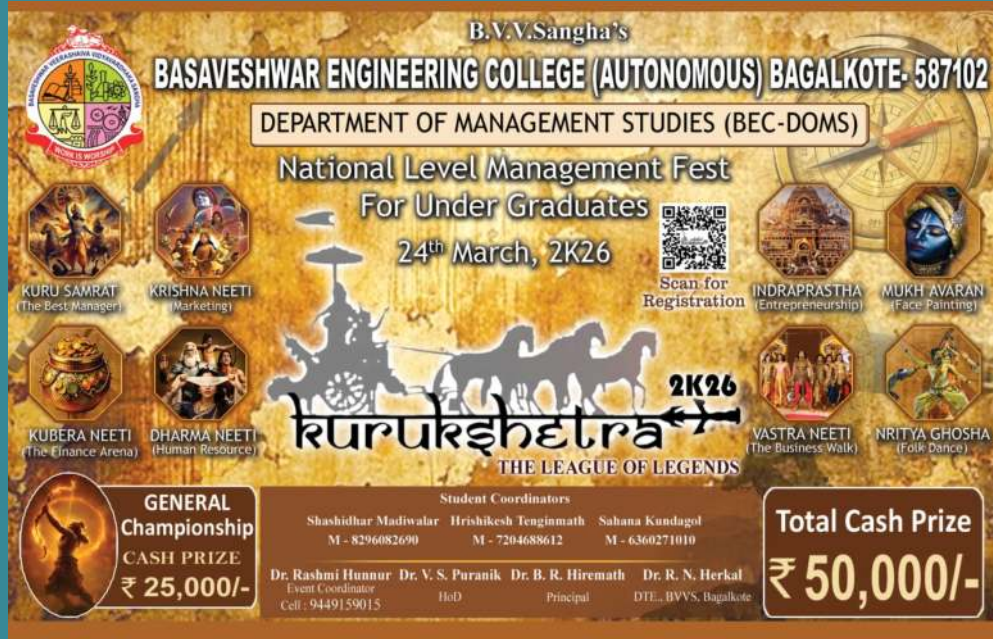


Ms. Suma



Mr. Dayanand

ON THE HORIZON: NATIONAL LEVEL MANAGEMENT FEST 2K26



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

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