



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

Insight

4th Edition, January - 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

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

Role of Artificial Intelligence in MBA Management Studies

Artificial Intelligence (AI) has emerged as a significant technological advancement influencing modern management practices and business education. In MBA management studies, AI plays an important role in developing analytical thinking, strategic decision-making and data-driven managerial skills among students.

AI applications are widely integrated into key functional areas of management such as marketing, finance, human resource management, and operations. In marketing, AI facilitates customer segmentation, demand forecasting, and personalized communication. In finance, it supports risk analysis, financial forecasting, and fraud



Dr. Vinod S Puranik

detection. In human resource management, AI assists in recruitment, performance evaluation, and workforce planning. In operations, AI enhances process optimization and supply chain management. Incorporating AI into MBA curricula enables students to understand complex business data, apply predictive analytics, and develop innovative solutions to managerial problems. It also prepares future managers to adapt to digital transformation and competitive business environments. In conclusion, AI has become an essential component of MBA management studies, contributing to more informed decision-making, improved organizational performance, and the development of competent, technology-oriented managers.

INVITED AS RESOURCE PERSON

Dr. Rashmi Hunnur served as Resource Person for a Three-Day Empowerment Programme on Electrical Energy, Power Systems, and Safety Practices held from 5th to 7th January 2026. She delivered a session on Time & Stress Management: A Key to Customer Relationship Management on 07.01.2026, organized by the Department of Electrical & Electronics Engineering, BEC, Bagalkote, in association with HESCOM. The session engaged 50 participants, including HESCOM linemen, BEC and local electricians, and EE students, focusing on practical strategies for effective time and stress management.



FDP's Attended

Dr. Rashmi R. Hunnur participated in AICTE-ATAL sponsored Six-day Faculty Development Program (FDP) on "Stress Management and Productive Enhancement Workshop" from 05.01.2026 to 10.01.2026 organized by National Institute of Technology, Hamirpur.

Dr. Rashmi Hunnur participated in Five-day Faculty Development Program (FDP) on "Foundations of Environment, Health, and Safety" from 30.12.2025 to 03.01.2026 organized by Biotechnology Department, Basaveshwar Engineering College, Bagalkote.

Events Organized at DOMS



Workshop on Entrepreneurship – Achieving Problem–Solution Fit (02.01.2026) The department organized a workshop on Entrepreneurship – Achieving Problem–Solution Fit on 02.01.2026, coordinated by **Dr. Brijmohan A. Vyas**. The session was led by **Mr. Shyamsundar Sedamkar, CEO and Co-founder of Springevening**. The workshop provided valuable insights into identifying real-world problems and developing effective entrepreneurial solutions. Students gained practical perspectives on startup ideation and market alignment, making the session highly informative and engaging.

Present–Write–Design: A Skill-Building Workshop (04.01.2026): The department organized a workshop titled Present–Write–Design: A Skill-Building Workshop on 04.01.2026, coordinated by **Dr. Rashmi R. Hunnur**. The session was facilitated by **Prof. Sangamesh Magi, HoD, MCA Department, BEC**. The workshop focused on enhancing students' presentation, writing, and design skills, equipping them with essential tools for academic and professional success. Participants actively engaged in hands-on activities and interactive discussions.



Workshop on Business Etiquette (05.01.2026 – 29.01.2026): A comprehensive 12 hours workshop on Business Etiquette was conducted from 05.01.2026 to 29.01.2026, coordinated by **Dr. Rashmi R. Hunnur**. The programme was led by **Mr. Narendra Bellare, Retired Head of Corporate Responsibility, L&T**. The sessions covered professional communication, workplace behavior, and corporate grooming. Students gained practical exposure to industry expectations, helping them build confidence and professionalism for their future careers.

SDP on Integrity & Ethics (10.01.2026): A Skill Development Programme on Integrity & Ethics was conducted on 10.01.2026 under the coordination of **Dr. Rashmi R. Hunnur**. The session was delivered by **Dr. L. S. Ganesh, Retired Professor from IIT Madras**. The programme emphasized the importance of ethical values and professional integrity in personal and organizational life. Students benefited from the speaker's rich academic and industry experience, gaining deeper understanding of ethical decision-making.



Bidding: Predict – Plan – Profit (16.01.2026): The Finance Club organized a club activity titled Bidding: Predict – Plan – Profit on 16.01.2026, coordinated by **Prof. Vijayalaxmi C. Patil**. The event provided students with hands-on exposure to strategic thinking and financial decision-making, encouraging active participation and practical learning.

Industry Readiness Course & Career in SAP.

An Industry Readiness Course on “Career in SAP” was conducted on 21.01.2025 by **Dr. K.R.Mahesh Director, LCC Dharwad** and **Mr. Santosh Habib, Trainer, LCC Dharwad**. The session aimed to familiarize students with industry expectations and career opportunities in SAP. The programme was coordinated by **Prof. Vaibhav Deshpande**.

Pre-Placement Training: Pre-Placement Talk.

A Pre-Placement Talk was conducted on 13.01.2026 as part of the Pre-Placement Training program. The session was delivered by **Prof. John Bruno, Director – Training and Placement, AIEMS, Bangalore**. The talk focused on preparing students for placement opportunities by highlighting industry expectations, employability skills, and effective career planning. The event was coordinated by **Prof. Vaibhav Deshpande**.

SANKRANTI SAMBHARAM 2K26

Sankranti Sambharam (13.01.2026): The department celebrated Sankranti Sambharam with great enthusiasm on 13.01.2026 by organizing interdepartmental competitions such as Sky Craft (kite making), Kalakrati (rangoli), Chitrakala (painting), and Zero Flame Café (food without fire). Students participated actively and added vibrancy to the celebrations with lively folk dance performance. In Sky Craft, Adity & Priyanka secured first place, followed by Sachin & Sindoor as runners-up. The Kalakrati competition was won by Divya & Dayanand, with Soujanya M & Rakshata M as runners-up. In Chitrakala, Sanjana D. Karne emerged as the winner, while Aishwarya K & Soundarya M secured the runner-up position. The Zero Flame Café event was won by Anirudh & Aditya, with Sakshi & Kartik as runners-up. The event was successfully coordinated by **Dr. Rashmi Hunnur** and **Prof. Vijayalaxmi Patil**.





Birthday's



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



Mr. Basanagouda



Mr. Prashant



Ms. Preeti



Mr. Harish

15th Graduation Day



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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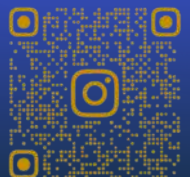
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Dr. Rashmi R. Hunnur

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