



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

Insight

6th Edition, March - 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

KURUKSHETRA 2K26 – NATIONAL LEVEL MANAGEMENT FEST

Kurukshetra 2K26, a National Level Management Fest organized by the Department of Management Studies, Basaveshwar Engineering College (Autonomous), Bagalkote, was successfully conducted on 24th March 2026 under the coordination of **Dr. Rashmi R. Hunnur**. The fest witnessed an enthusiastic participation of 296 students from various institutions across the country and served as a vibrant platform for undergraduate students to showcase their managerial, creative, and analytical skills.

Event Highlights

Kuru Samrat (The Best Manager)

A dynamic platform that tested participants' leadership, decision-making, and strategic thinking abilities. Coordinated by **Prof. Vijayalaxmi C. Patil**, Kuru Samrat identified individuals who demonstrated exceptional managerial excellence under pressure.

Krishna Neeti (Marketing)

An engaging marketing challenge where creativity met strategy. Coordinated by **Dr. Rashmi R. Hunnur**, participants showcased innovative campaigns and branding techniques, reflecting real-world marketing scenarios.

Kubera Neeti (The Finance Arena)

A finance-focused competition that evaluated analytical skills, investment strategies, and financial decision-making. Coordinated by **Prof. Vaibhav Deshpande**, the event prepared participants for the complexities of the financial world.

Dharma Neeti (Human Resource)

Focused on people management and organizational behavior, this event tested participants' HR skills including conflict resolution, recruitment strategies, and team management. Coordinated by **Dr. Brijmohan A. Vyas**, the event emphasized practical HR competencies and effective people management skills.

Indraprastha (Entrepreneurship)

A platform for aspiring entrepreneurs to present innovative business ideas, demonstrating creativity, feasibility, and sustainability in today's competitive environment. Coordinated by **Dr. Rajeshwari B. Tapashetti**, the event encouraged participants to transform innovative ideas into viable business models.

Mukh Avaran (Face Painting)

A creative event that allowed participants to express artistic talent through vibrant face painting, blending imagination with cultural and thematic expressions. Coordinated by **Prof. Anita Naik**, the event beautifully showcased creativity and artistic expression among participants.

Vastra Neeti (The Business Walk)

A unique event combining fashion with business presentation skills, where participants showcased professionalism, confidence, and corporate style. Coordinated by **Dr. Brijmohan A. Vyas and Prof. Madhuri Kasat**, the event highlighted the blend of personality, presentation, and corporate etiquette.

Nritya Ghosha (Folk Dance)

A cultural celebration highlighting traditional dance forms, promoting diversity, energy, and artistic expression through captivating performances. Coordinated by **Dr. Rashmi R. Hunnur and Prof. Madhuri Kasat**, the event showcased vibrant cultural heritage and enthusiastic performances by participants.



Birthday's

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



Ms. Shradha



Mr. Anand



Ms. Mansi



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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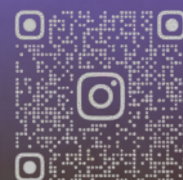
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