



B.V.V.Sangha's

BASAVESHWAR ENGINEERING COLLEGE (AUTONOMOUS)

(Govt. Aided Institute and Permanently Affiliated to Vishveshwaraya Technological University, Belagavi)

S. Nijalingappa Vidyagiri, Bagalkote – 587 102, Karnataka, India

Department of Management Studies and Research Center BEC DOMS

Nov-2025

Insight

a BEC DOMS newsletter



Message From the Principal

Dr. B. R. Hiremath

I am delighted to know that the Department of Management Studies, Basaveshwar Engineering College, is resuming its departmental newsletter INSIGHT. This initiative provides a wonderful platform for students and faculty to showcase their academic and creative pursuits. The newsletter reflects the enthusiasm, innovation, and teamwork of the department. It also encourages students to express their ideas and explore new dimensions in the field of management. I appreciate the sincere efforts of the editorial team and all contributors. My best wishes for the continued success of INSIGHT and the department's future endeavors.

Mentors

Dr. R.N. Herkal

Dr. B. R. Hiremath

Dr. V. S. Puranik

Editor

Dr. Rashmi Hunnur

Creative Team

Priyanka Shewale

Prashanth Shinnur

Rutip Sanadi

Shashidhar Madiwalar

BEC DOMS
Be Inspired



Message From the HOD

Dr. V. S. Puranik

We are presenting the new edition of BEC-DOMS newsletter "INSIGHT". This provides a new forum for our students to exchange information and gets insight into our departmental activities. Future scope of "Insight" is open to your valuable suggestions.

We believe in striving towards a goal of accomplishment through determination and commitment with honesty. Every day brings new hope of achievement and progress for us, and we respect every contribution of our colleagues and students. The success of this edition depends on your response and valuable feedback



Editorial



Dear Readers,

Greetings from the MBA Department!

It is with immense pride that we bring to you the new edition of our Basaveshwar Engineering College, Department of Management Studies (BEC DOMS) Newsletter. This issue reflects not only the academic strength of our department but also the creative energy, enthusiasm, and diverse talents of our students.

The business world today demands leaders who are not only knowledgeable but also ethical, adaptive, and visionary. Our department continues to nurture such leaders through a blend of classroom learning, experiential projects, research initiatives, and industry interactions. This newsletter captures the spirit of that journey highlighting academic excellence, innovation, and teamwork.

Management education is about holistic growth — learning to lead with knowledge, creativity, and empathy. This edition showcases an inspiring mix of management articles, thought-provoking insights, and a colorful display of student creativity through paintings, artwork, riddles, poems, and reflections. Each contribution reflects the enthusiasm and diverse talents of our MBA family.

We believe that creativity fuels management thinking and every idea, sketch, or story shared here represents our collective effort toward becoming confident, expressive, and well-rounded individuals.

I take this opportunity to thank all the students for their enthusiastic participation, the faculty members for their constant guidance, and the creative team for their hard work in bringing this edition to life. Your collective efforts have made this newsletter a true celebration of talent and learning.

Wishing everyone happy reading and continued success in every endeavor!

Dr. Rashmi R. Hunnur

AN AUTONOMOUS EDUCATIONAL PHILOSOPHY FOR PROFESSIONAL COLLEGES



An autonomous educational philosophy for professional colleges, especially MBA programs, emphasizes freedom in curriculum design to align education with real-world business challenges.

It encourages innovation in teaching methods, moving beyond rote learning to experiential and case-based learning. Autonomy allows institutions to swiftly update their syllabus to reflect evolving global economic trends and technological advancements. This philosophy prioritizes student-centered learning, where learners take responsibility for their intellectual growth and career direction. It values collaboration between academia and industry to ensure that management education remains relevant and practical. Continuous assessment replaces traditional examinations, focusing on analytical ability, creativity, and decision-making skills.

Faculty members act as mentors and facilitators rather than mere transmitters of knowledge. Ethical leadership, sustainability, and social responsibility are integrated into the learning process to develop holistic managers. Cross-disciplinary exposure—combining management with technology, psychology, or design—fosters innovative problem-solving. The philosophy supports entrepreneurship and intrapreneurship by creating ecosystems that nurture new ideas and ventures. Learning extends beyond classrooms through internships, live projects, and global immersion programs. Technology-enabled learning platforms and simulations provide real-time decision-making experiences.

Feedback from students, alumni, and industry experts continuously shapes the program's evolution. The ultimate goal is to produce adaptive, ethical, and visionary leaders capable of navigating complexity in dynamic business environments. Thus, an autonomous educational philosophy transforms MBA programmes in engineering colleges into vibrant laboratories of leadership, innovation, and lifelong learning.

This article has identified importance of autonomous status to college, for excellence of the college, autonomous status will be required. It is the scheme for the elite; it is also a scheme for market orientation of higher education. After attaining academic autonomy in 2007 the Basaveshwar Engineering College Bagalkote undertook a compressive curricular reform process based on global standards. The curriculum, instruction and assessment are organized to make sure that the desired outcomes are met.

Dr. Vinod S Puranik

Faculty/Staff Achievements

Dr. Rashmi Hunnur and Dr. Brijmohan Vyas were invited as a Resource Person to deliver a session on Team Building for Village Development Officers organized by District Training Center on 29.05.2025.



Dr. Rashmi Hunnur was invited as the Resource Person to conduct a session on “Stress Management” and also served as the Chief Guest for the Valedictory Programme on Career Guidance held at B.V.V. Sangha's Polytechnic (Autonomous) College, Bagalkote on 26th September 2025.

Dr. Rajeshwari Tapashatti, Assistant Professor, participated in a seven-day Faculty Development Program (FDP) on “Generative AI in the Contemporary Business World” from 19.08.2025 to 25.08.2025 organised at KLE SMSR.

Dr. Rajeshwari Tapashatti, Assistant Professor, participated in a five-day Online Faculty Development Program (FDP) on “AI in Education: Tools and Trends in Teaching”, conducted by MLR Institute of Technology (MRIT), Hyderabad from 15.09.2025 to 20.09.2025, under AICTE-ATAL.

Students Achievements

Eleven MBA final-year students presented research papers at the National Conference on “Recent Trends and Innovations in Commerce and Management – 2025” organized by S. M. Bhandari Arts, R. R. Bhandari Commerce & S. K. Rathi Science College and S. R. Bhandari PG Department of Commerce, Guledgudd.



Ms. Srushti Kalburgi received the Best Paper Presentation Award at the National Conference on “Recent Trends and Innovations in Commerce and Management – 2025” organized by S. M. Bhandari Arts, R. R. Bhandari Commerce & S. K. Rathi Science College and S. R. Bhandari PG Department of Commerce, Guledgudd.



MBA IV Semester students Ms.Soujanya Jambagi and Ms.Srushti Kalburgi secured the Second Prize in the Start-Up Saga Competition organized by VTU, Belagavi on 25th September 2025.



Research Conferences & Publications by Faculty and Students

1. Brijmohan Vyas, Rashmi Hunnur, Vijay Joshi, Sanjay J., Presented a research paper titled "Assessing the influence of Karnataka's Shakti Yojana on Stress Management among NWKRTC Employees International Journal of Environmental Sciences" in the year 2025.
2. Dr. Brijmohan A. Vyas & Miss. Soujanya Jambagi, Presented a research paper titled, "Stress and Its Impact on Employee Performance: A Literature Review Recent Trends and Innovations in Commerce and Management-2025." Organised by S.M. Bhandari Arts, R.R. Bhandari Commerce College Guledgudd in association with Indian Council of Social Science Research, New Delhi on 22.02.2025.
3. Dr. Brijmohan A. Vyas & Miss. Shilpa Kamurthi, Presented a research paper titled "Role of Social Media on Recruitment: A Literature Review: Recent Trends and Innovations in Commerce and Management-2025." Organised by S.M. Bhandari Arts, R.R. Bhandari Commerce College Guledgudd in association with Indian Council of Social Science Research, New Delhi on 22.02.2025.
4. Dr. Brijmohan A. Vyas & Miss. Neha Bang, Presented a research paper titled "Impact of AI on HR Practices", "Recent Trends and Innovations in Commerce and Management-2025." Organised by S.M. Bhandari Arts, R.R. Bhandari Commerce College Guledgudd in association with Indian Council of Social Science Research, New Delhi on 22.02.2025.
5. Dr. Rajeshwari Tapashetti & Miss. Priyanka Khode, Presented a research paper titled "A Study on Job Satisfaction of Nonteaching Staff in Schools at Bagalkot District". "Recent Trends and Innovations in Commerce and Management-2025." Organised by S.M. Bhandari Arts, R.R. Bhandari Commerce College Guledgudd in association with Indian Council of Social Science Research, New Delhi on 22.02.2025.
6. Prof. Vaibhav Deshpande & Mr. Vinayak Kanade, Presented a research paper titled "Digital Transformation in Microfinance". "Recent Trends and Innovations in Commerce and Management-2025." Organised by S.M. Bhandari Arts, R.R. Bhandari Commerce College Guledgudd in association with Indian Council of Social Science Research, New Delhi on 22.02.2025.
7. Dr. Rajeshwari Tapashetti & Miss. Shravani Dambal, Presented a research paper titled "A Study on Employee Job Satisfaction in Sugar Industries in Bagalkot District". "Recent Trends and Innovations in Commerce and Management-2025." Organised by S.M. Bhandari Arts, R.R. Bhandari Commerce College Guledgudd in association with Indian Council of Social Science Research, New Delhi on 22.02.2025.
8. Dr. Rashmi Hunnur & Miss. Soujanya Kalburgi, Presented a research paper titled "A Study on Farmers Perception of Government Agricultural Schemes in Karnataka". "Recent Trends and Innovations in Commerce and Management-2025." Organised by S.M. Bhandari Arts, R.R. Bhandari Commerce College Guledgudd in association with Indian Council of Social Science Research, New Delhi on 22.02.2025.
9. Dr. Rashmi Hunnur & Mr. Ketankumar Balikai, Presented a research paper titled "A Study on Factors Influencing Customer Buying Behaviour Towards Organic Food in Bagalkot City". "Recent Trends and Innovations in Commerce and Management-2025." Organised by S.M. Bhandari Arts, R.R. Bhandari Commerce College Guledgudd in association with Indian Council of Social Science Research, New Delhi on 22.02.2025.
10. Dr. Rashmi Hunnur & Mr. Shrikant Sarangamath, Presented a research paper titled "An Empirical Study on the Influence of Demographic Factors on Customer Buying Behavior in the Paint Industry of North Karnataka". "Recent Trends and Innovations in Commerce and Management-2025." Organised by S.M. Bhandari Arts, R.R. Bhandari Commerce College Guledgudd in association with Indian Council of Social Science Research, New Delhi on 22.02.2025.
11. Dr. Brijmohan Vyas and Dr. Rashmi Hunnur Published a research paper titled "Assessing the influence of Karnataka's Shakti Yojana on Stress Management among NWKRTC employees" in Scopus indexed journal International Journal of Environmental Sciences.



B.V.V.Sangha's
BASAVESHWAR ENGINEERING COLLEGE, BAGALKOTE
DEPARTMENT OF MANAGEMENT STUDIES
Organises

UDGHOSH Charity sales...

2nd & 3rd July, 2023

"Kindness knows no boundaries. Join us in the spirit of giving, as together we make a difference. Every purchase at our charity sales activity brings us one step closer for creating a brighter future for those in need."

Products

Dr. Rashmi Hunnur
HoD

Dr. S. S. Injaganeri
Principal

Dr. Veeranna Charantimath
Chairman, B.V.V.Sangha



Entrepreneurship Awareness Program

(Innovation & Entrepreneurship Outreach Program in School/ Community)

Dr. RashmiHunnur, under the banner of Institutions Innovation Council (IIC) 7.0, organized an "Entrepreneurship Awareness Program" (Innovation and Entrepreneurship Outreach Program) for students of Basaveshwar Pre-Primary, Primary and High School, Vidyagiri, Bagalkote on 24.02.2025.



A Student Development Programme (SDP) on "PGCET/KMAT Awareness and Training Programme" was organized for MBA aspirants on 19.04.2025.



Workshops/Seminars/Training Programs

Dr. Rashmi Hunnur, under the banner of IIC 7.0, in association with IQAC organized a session titled “From Idea to Impact – Motivational Session by Successful Entrepreneurs/Start-up Founders” on 25.02.2025. The resource person was Dr. Shivaleela V. B., Founder, Pomla Naturals LLP, Bagalkote.



Sessions on Basic Python Were Conducted for MBA IV Semester student as Part of Business Analytics Course.

An Executive Meet Titled “Session on Industry Expectations from MBA Graduates” was organized on 06.03.2025. The resource person was Mr. Prashant Kabbur, HR Manager, ESAF Small Finance Bank.



A Student Development Programme on “Psychological Development, Health, Educational and Career Decisions” was organized for MBA students on 23.06.2025. The session was conducted by Brig. Sudhindra Intal (Retd.).

SDP on Digital Marketing was organized for MBA Final year students on 26.09.2025 to 30.09.2025



Student Development Program on Placement Readiness from Industry Expert was organized on 01.08.2025. Resource Person: Mr. Mohan Kumar, HR Practice Head, Wipro Bangalore

Workshops/Seminars/Training Programs

Student Development Program on Industry Orientation from Industry Expert was organized on 02.08.2025. Resource Person: Mr. Mohan Kumar, HR Practice Head, Wipro Bangalore.



HRD Training Program was organized for BE 1st year students from 11.09.2025 to 13.09.2025.



A one-day program titled “Executive Meet – Session on Financial Literacy” was organized for MBA students on 03.03.2025. The resource person was Mr. Lohit N. Somayaji, Regional Head, Sales, Karnataka, HDFC Securities Ltd.



The 17th Board of Studies (BoS) meeting for the academic year 2025–26 was conducted in the department on 06.09.2025. The VTU nominee, subject experts, industry experts, and student alumni participated in the meeting.

A one-day session on “Equity Investments” was organized for MBA students on 10.03.2025. The session was conducted by Mr. Vishal Nagur, Professional Equity Investor.



A Student Development Programme on “Profile Building on LinkedIn and Exploring Career Opportunities” was organized for MBA students on 11.04.2025. The session was conducted by Mr. Suhas Rajput, Director, Proficient Minds, Belagavi.



Five Days Pre Placement Training Programme was organised for MBA 1st Year Students from 25.06.2025 to 29.06.2025.

A Pre-Placement Training Programme – Module III was organized for final-year MBA students from 22.07.2025 to 26.07.2025.



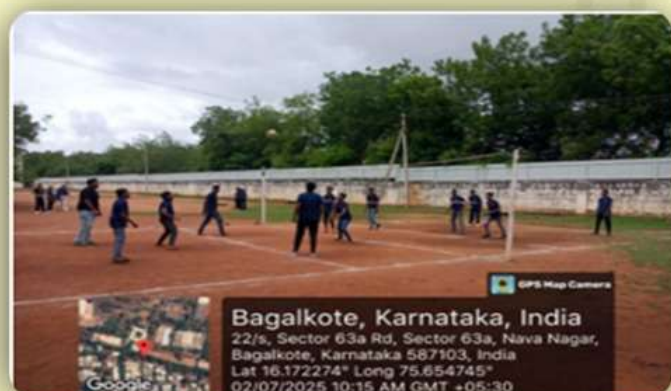
Sports Activities



By Shashidhar H. Madhwaraj



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Lat 16.172274° Long 75.654745°
02/07/2025 10:15 AM GMT +05:30

Cultural Activities



Industrial Tour



Placement Office Initiatives

CAMPUS RECRUITMENT DRIVES: ESAF Small Finance Bank



B.V.V.S H.S.K Multi Specialty Hospital



Pre – Placement Talks



Placement Training



Alumni Achievement

Mr. Rahul Rao, Alumni of BEC-DOMS, completed his Master's Degree in Business Analytics from Dublin Business School, Ireland. We Congratulate him and wish him all the best for future endeavors.



CREATIVE ZONE

The Power of Digital Marketing in the Modern Business World



By Shridhar Morade

In today's technology-driven era, digital marketing has become a vital tool for business growth and career development. It enables companies to promote products and services globally through platforms like websites, social media, emails, and search engines. Tools such as Google Analytics, Canva, Mailchimp, and Meta Business Suite help marketers analyze data, design creatives, and manage campaigns effectively.

For MBA students, learning digital marketing opens up vast career opportunities in SEO, social media, and analytics while enhancing creative and analytical skills. It also supports entrepreneurial ventures by helping students promote their ideas online at minimal cost. With its growing importance across industries, digital marketing not only boosts placement prospects but also prepares students for global career opportunities and future entrepreneurship in the digital economy.



By Shashidhar H. Madiwalar



By Soundarya S. Madiwalar

Why Orientation Program is Important



By Aditya Kulkarni

An orientation program in an MBA college plays a crucial role in preparing students for the academic, professional, and social journey ahead. It helps students understand the overall structure of the MBA program, including the curriculum, specializations, teaching methods, evaluation system, internships, and placement process. Since MBA learning is very different from regular degree courses, orientation introduces students to case-based learning, group discussions, presentations, corporate grooming, and industry-focused training. It also helps new students become familiar with the campus environment, facilities, rules, clubs, committees, and learning resources so they can make the best use of them throughout the course.

Additionally, orientation provides a platform for students to interact with faculty, industry experts, seniors, and classmates from diverse backgrounds, which helps them build networks and learn from different perspectives right from the beginning. Various team-building activities, workshops, and soft-skill sessions conducted during orientation help students develop confidence, communication ability, leadership qualities, and teamwork spirit. It also helps reduce anxiety or fear related to a new environment, especially for students coming from different cities or educational backgrounds. Overall, an orientation program creates a strong foundation for the MBA journey by preparing students academically, socially, and professionally, enabling them to start their course with clarity, motivation, confidence, and a positive mindset.

Riddles

1. I'm created by customers, shaped by competitors, and destroyed by complacency. What am I?
2. Two firms chase me, but the one that stops chasing me usually finds me first. What am I?
3. I appear only when a company dreams big, but vanish the moment fear enters. What am I?
4. I decide the winner in markets without ever taking sides – what am I?

Answer:
1. Market share
2. Innovation
3. Vision
4. Customer choice



By Priyanka Shewale

Parents Meeting



Orientation programme



Local industry visit

PGCET Training



Computer Lab



Graduation day



Department of Management Studies – At a Glance

The Department of Management Studies, established in 2009, was founded with a vision to address the growing demand for skilled management professionals capable of meeting the dynamic needs of manufacturing and service sectors. The department offers a two-year full-time MBA programme with an intake of 60 students, affiliated to Visvesvaraya Technological University (VTU), Belagavi, and approved by AICTE, New Delhi.

Infrastructure

The department operates from a modern, spacious building equipped with advanced facilities and a diverse team of qualified faculty members who bring rich academic and industry experience.

Focus Areas

- Developing problem-solving and logical thinking skills
- Enhancing analytical ability, creativity, and research orientation
- Promoting personal and interpersonal effectiveness
- Strengthening industry-academia collaboration
- Encouraging practical exposure through projects and fieldwork

Teaching Methodology : A student-centric approach is followed through a blend of case studies, role plays, group discussions, seminars, experiential learning, and computer-aided tools. Continuous internal assessment ensures holistic evaluation based on assignments, quizzes, presentations, and classroom participation.

Summer Internship & Project Work : Students undertake an eight-week summer internship after the second semester to gain real-world exposure. Additionally, a comprehensive project spread across the third and fourth semesters enables in-depth research and problem-solving in chosen specialization areas.

Industry Exposure : Regular industry visits and study tours to major corporate hubs provide students with firsthand experience of industrial practices, operational environments, and corporate culture—enhancing their confidence and professional outlook.

Meet the Industry : The department organizes “Meet the Industry” sessions every Friday, featuring guest lectures and seminars by industry experts, offering students valuable insights into current trends, challenges, and practices in the business world.

Co-Curricular Activities : Students actively engage in paper presentations, management games, business quizzes, fieldwork, and inter-collegiate management fests, promoting teamwork, leadership, and competitive spirit.

Faculty of Department of Management Studies



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