



DEPARTMENT OF COMMERCE UG

Report Submission: 03/08/2026

Semester: III	Academic Year: 2026–27	Venue: AI015F23, ANA Block
Event Date: 22/07/2026	Time: 10:40 AM – 12:20 PM	Duration: 01:40 HRS

TYPE OF EVENT: ORIENTATION

EVENT NAME: DEPARTMENTAL ORIENTATION ON SPECIALIZED COURSE

Target Audience: III Sem B. Com Students	Number of Participants: 64	Event Coordinator: Mr. Punith G
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Objectives:

1. To familiarize III Semester B. Com students with the specialized elective groups offered by the Department of Commerce UG.
2. To provide an understanding of the curriculum structure, learning outcomes, and career opportunities associated with each specialization.
3. To guide students in selecting an appropriate specialization based on their interests, aptitude, and future career aspirations.

Program Introduction:

The Department of Commerce UG, Acharya Institute of Graduate Studies, organized a Departmental Orientation on Specialized Course for the III Semester B. Com students. The programme was designed to introduce students to the specialized elective groups offered from the third semester onwards and to help them understand the academic and professional significance of each specialization before making their elective choice.

Theme of the Event:

The orientation focused on creating awareness about the specialized elective groups offered by the Department of Commerce UG, enabling students to understand the curriculum structure, subject offerings, industry relevance, higher education opportunities, and career prospects associated with each specialization.



ACHARYA INSTITUTE OF GRADUATE STUDIES

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Soladevanahalli, Bengaluru-560107

Resource Person(s):

Dr. Lakshmi V, Head, Department of Commerce UG Acharya Institute of Graduate Studies, Bengaluru

Detailed Report:

The Department of Commerce UG, Acharya Institute of Graduate Studies, organized a Departmental Orientation on Specialized Course on 22 July 2026 from 10:40 AM to 12:20 PM at AI015F23, ANA Block for the III Semester B. Com students. The programme witnessed the active participation of 64 students and was coordinated by Punith G., Assistant Professor, Department of Commerce UG. The orientation session was conducted by Dr. Lakshmi V, Head, Department of Commerce UG with the objective of creating awareness about the specialized elective groups introduced from the third semester and guiding students in selecting an appropriate specialization.

The programme commenced with a welcome address by the event coordinator, followed by the orientation session delivered by Dr. Lakshmi V. She emphasized the importance of specialization in developing subject-specific knowledge, enhancing employability, and preparing students for higher education and professional careers. She explained how choosing the right specialization would help students build expertise in their area of interest and improve their career prospects.

During the session, Dr. Lakshmi V provided a comprehensive overview of the five specialized elective groups offered by the Department of Commerce UG, namely Marketing, Human Resource, Information Technology in Commerce, Entrepreneurship Development, and Finance. She explained the III Semester and IV Semester papers under each specialization, including Consumer Behaviour, Employee Performance Management, Accounting Information System, Start-ups and New Age Entrepreneurship, Stock & Commodity Markets and Derivatives, Logistics and Supply Chain Management, Employee Welfare & Social Security, Business Intelligence, Strategic Business Decisions for Entrepreneurship, and Security Analysis and Portfolio Management. She also highlighted the learning outcomes, practical applications, career opportunities, professional certifications, and higher education prospects associated with each specialization.

The session concluded with an interactive discussion where students clarified their doubts regarding specialization selection, subject combinations, and future career opportunities. Dr. Lakshmi V addressed every query with practical insights, enabling students to make informed academic decisions. The programme concluded with a vote of thanks delivered by the event coordinator, expressing gratitude to the resource person and all the participants. Overall, the orientation programme successfully achieved its objective of equipping students with the necessary information to confidently select their specialization and plan their future academic and professional journey.

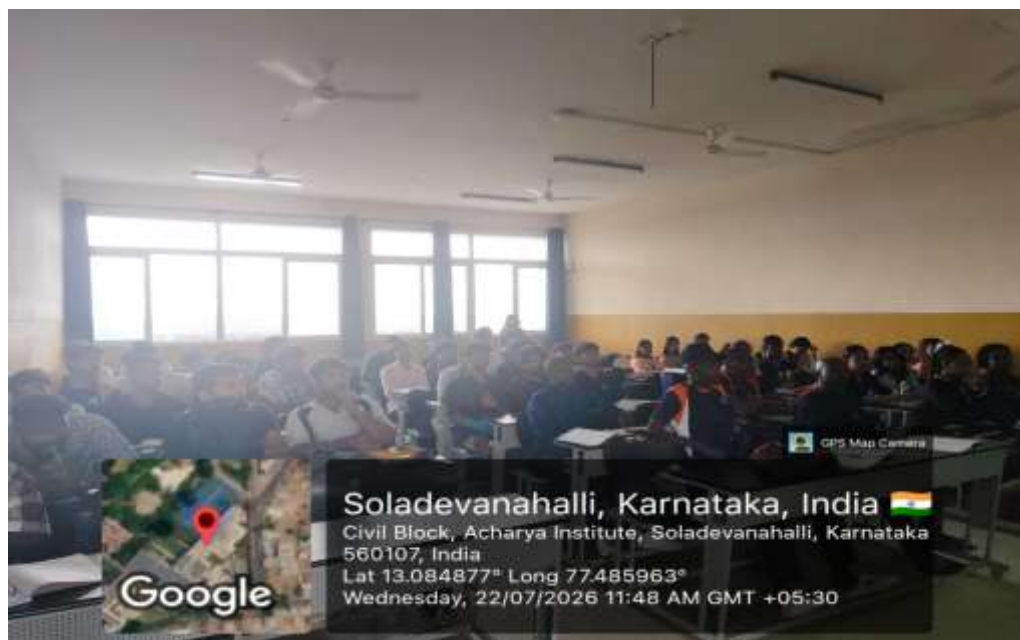


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Photos:



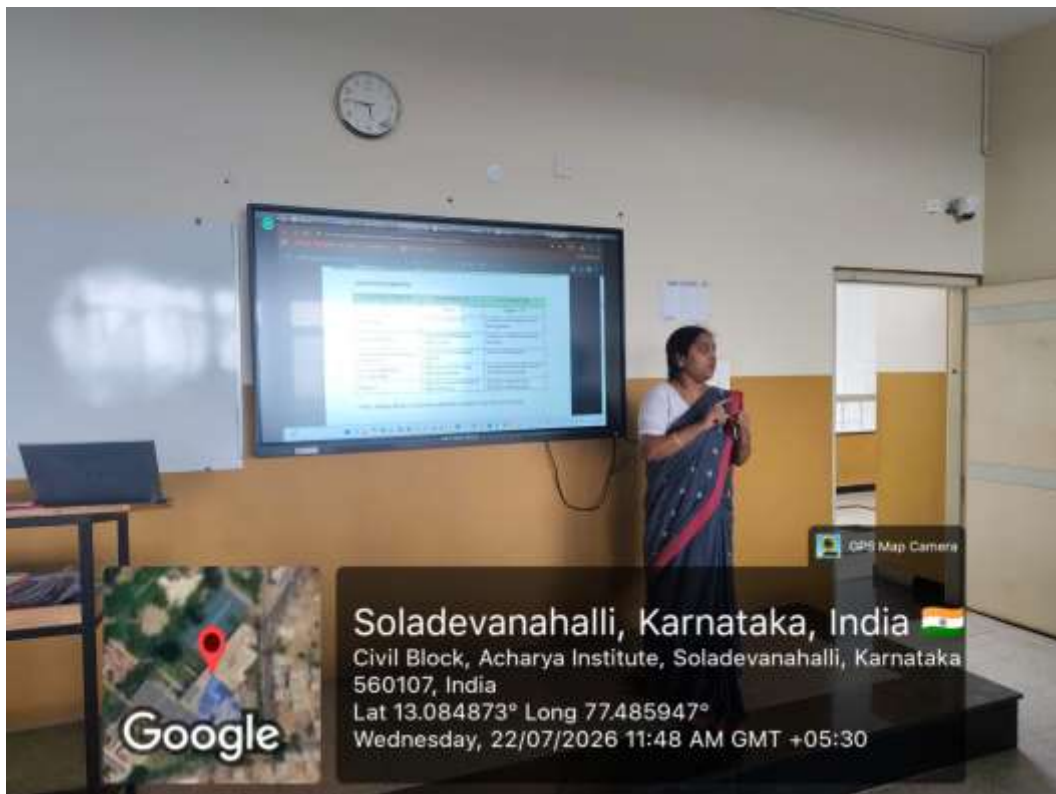
Dr. Lakshmi V, Head, Department of Commerce UG, addressing the III Semester B. Com students during the Specialized Course Orientation.



III Semester B.Com students attentively participating in the Departmental Orientation on Specialized Course.



III Semester B.Com students interacting during the Departmental Orientation on Specialized Course and gaining insights into the available specialization options.



Dr. Lakshmi V explaining the specialized elective groups and curriculum structure to the III Semester B. Com students.



Students actively attending the orientation session on specialized elective groups conducted by the Department of Commerce UG.

Outcomes:

1. Students gained a comprehensive understanding of the five specialized elective groups offered by the Department of Commerce UG, along with their curriculum structure and learning outcomes.
2. Students developed awareness of the career opportunities, higher education prospects, and industry relevance associated with each specialization.
3. Students were able to make informed decisions regarding the selection of their specialization based on their interests, aptitude, and long-term academic and professional goals.



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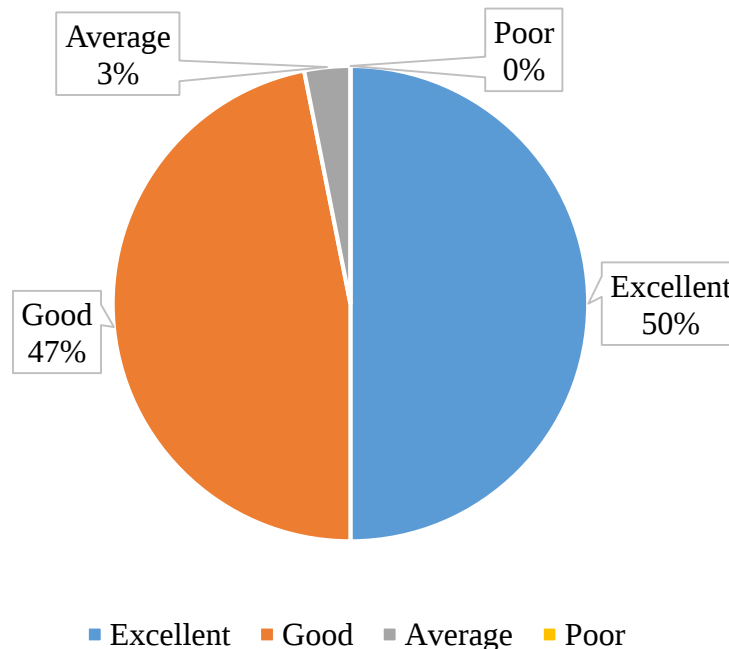
Conclusion and Audience Feedback Summary:

Conclusion

The Departmental Orientation on Specialized Course was successfully organized by the Department of Commerce UG for the III Semester B. Com students. The programme achieved its objective of creating awareness about the specialized elective groups and enabled students to understand the curriculum structure, career opportunities, and higher education prospects associated with each specialization.

Feedback

DEPARTMENTAL ORIENTATION ON SPECIALIZED COURSE



Out of 64 participants, 32 students rated the programme as Excellent, 30 students rated it as Good, and 2 students rated it as Average, while no participant rated it as Poor. The feedback received indicates that the orientation programme was highly informative and effective in helping students understand the available specialization options and make informed academic decisions.