



**DEPARTMENT OF BBA**

Report Submission: 30/03/2026

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<b>Semester:</b> EVEN	<b>Academic Year:</b> 2025-26	<b>Venue:</b> AIGS, Seminar Hall
<b>Event Date:</b> 27/03/2026	<b>Time:</b> 10:00 am to 01:00 Pm	<b>Duration:</b> 2.5 Hours

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**TYPE OF EVENT: GUEST TALK**

**EVENT NAME: EMERGING TRENDS AND INNOVATIONS IN THE BANKING SECTOR**

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<b>Target Audience:</b> BBA Second year students	<b>Number of Participants:</b> 76
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**Objectives of the Event**

- To provide insights into the recent trends and technological advancements in the banking sector, including digital banking, FinTech innovations, and online financial services.
- To enhance students' understanding of modern banking practices and challenges, enabling them to connect theoretical knowledge with real-world banking operations.
- To create awareness about career opportunities and skill requirements in the evolving banking and financial services industry.

**Program Introduction:**

The Department of BBA at Acharya Institute of Graduate Studies (AIGS) successfully organized a *Master Talk* on 27th March 2026 titled "Emerging Trends and Innovations in the Banking Sector". The program was conducted with the objective of enhancing students' knowledge of contemporary developments in the banking industry and providing them with practical insights into modern financial practices. The initiative aimed to bridge the gap between academic concepts and real-world applications by creating a platform for interaction with an academic expert and industry-oriented researcher.

The session witnessed active participation from BBA students and faculty members. The resource person, Mrs. Sangeetha G., shared valuable insights on emerging banking technologies, digital transformation, fintech innovations, and evolving customer expectations in the financial sector. Through real-time examples and academic perspectives, the session helped students understand the importance of adaptability, analytical thinking, and continuous learning in the dynamic banking environment.



The Master Talk not only enhanced students' understanding of current banking trends but also reinforced the department's commitment to academic excellence, industry relevance, and experiential learning.

**Theme of the Event:**

This session explores the evolving landscape of the banking sector, focusing on how technological advancements and innovative practices are transforming financial services. The talk will provide practical insights into digital banking, fintech integration, customer-centric strategies, and the role of innovation in enhancing efficiency, security, and service delivery in a rapidly changing financial environment.

**Resource Person(s):**

Mrs. Sangeetha. G,  
Research Scholar, Department of studies and research in Commerce,  
Dr. Manmohan Singh Bengaluru City University, Bangalore

**Detailed Report:**

The Master Talk on “Emerging Trends and Innovations in the Banking Sector” was successfully organized by the Department of Business Administration (BBA) at AIGS on 27th March 2026 at the AI022F204, AIGS Block I. The session commenced at 10:00 am. The resource person emphasized the transformative changes taking place in the banking industry, highlighting the growing importance of digitalization, fintech innovations, and customer-centric banking practices in today's dynamic financial environment.

The Master Talk provided students with valuable insights into how modern banking institutions are adapting to technological advancements such as digital banking platforms, artificial intelligence, blockchain, and data analytics. The speaker explained how these innovations are enhancing operational efficiency, improving customer experience, and ensuring better risk management. The session also focused on the shift towards cashless transactions, cybersecurity challenges, and regulatory developments shaping the future of banking. Real-world examples were shared to illustrate how banks are integrating innovative solutions to remain competitive and relevant in a rapidly evolving market.

The resource person for the program, Mrs. Sangeetha G., Research Scholar, Department of Studies and Research in Commerce, Dr. Manmohan Singh Bengaluru City University, Bangalore, shared her academic expertise and research-based perspectives on emerging banking trends. Her session encouraged students to understand the importance of continuous learning, adaptability, and technological awareness for building successful careers in the financial sector.

Towards the end of the session, an interactive question and answer session was conducted, where students actively engaged with the speaker and clarified their queries regarding innovations and career opportunities in the banking domain. The program concluded with a formal Vote of Thanks, expressing sincere gratitude to the Principal, Head of the Department, the distinguished resource person Mrs. Sangeetha G. for her valuable time and insights, the faculty members for their support, and the student participants for their enthusiastic involvement. The department extends its heartfelt appreciation to everyone who contributed to the successful organization of the event.

### **Event Photographs**



**Mrs. Sangeetha G addressing the students**



**Mrs. Sangeetha G interacting with students.**



**Mrs. Sangeetha G during Gamification**



**Mrs. Sangeetha G encouraging the students to focus on continuous learning and practical exposure**



**Mrs. Sangeetha G questions and answers session**



### Outcomes:

1. Students will gain knowledge about emerging developments in the banking industry, such as digital payments, mobile banking, and financial technology.
2. Participants will develop a better understanding of how technology is transforming banking services and customer experiences.
3. Students will be motivated to explore career prospects and develop relevant skills required for the modern banking and financial sector.

### Conclusion and Audience Feedback Summary:

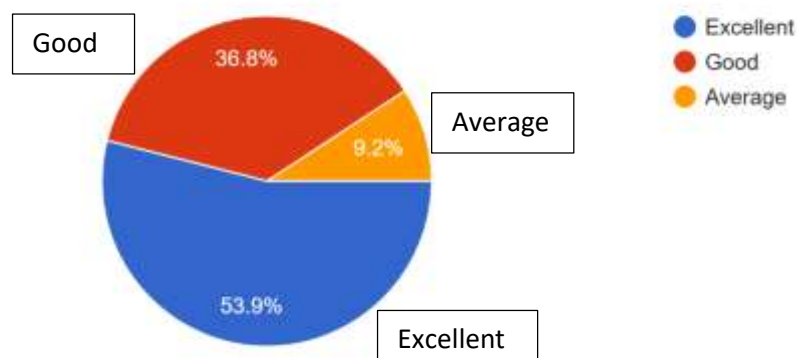
The session successfully achieved its intended objectives by enhancing students' understanding of emerging trends and innovations in the banking sector and the impact of technological advancements on modern financial services. It strengthened their awareness of digital transformation, fintech developments, cybersecurity considerations, and customer-centric banking practices essential for careers in the evolving financial landscape.

The department looks forward to organizing more such knowledge-driven sessions to bridge the gap between academic learning and industry practices. The department extends its sincere gratitude to the Principal, HOD, faculty members, the resource person, and all student participants for their valuable support and contributions to the success of the event.

### Feedback Analysis

#### Overall feedback about Master Talk

76 responses





### **Audience Feedback Summary**

The session was very interactive and engaging, good and very interesting. The resource person was knowledgeable, with excellent communication and presentation skills. Many participants expressed a desire for more such sessions in the future.

**Total responses:** 76

**Excellent:** 41 students out of 76 which is of 54% felt that session is excellent.

**Good:** 28 students out of 76 which is of 37% felt that session is good.

**Average:** 7 students out of 76 which is of 9.2% felt that session is average.