



Date: 16-10-2017

**Report of Guest Lecture
On
“Enhancing the Social Media Leadership”**

The Department of Commerce and Management organized a Guest lecture on the topic “Enhancing the Social Media Leadership” on 16th October 2017. The resource person Mr. Mallikarjunappa Angadi of M/s Vishnu Techsoft Pvt. Ltd., Bangalore while addressing the students on 'Social Media Leadership' stated that social media is a boon to the way we connect, converse and collaborate in a boundary-less space at anytime, anywhere through any device. Stressing on the tremendous benefits of social media the guest speaker said that, leveraging social media for learning, understanding, analyzing, synthesizing and reflecting on the subject matter of your interest, business, brand and value creation is not only incredibly but beneficial too. “How to use”, “what to use” and “when to use” are the important levers of social media.



Focusing on being updated in today's competitive world, he mentioned that sharing the relevant information with the specific user/follows group makes it more useful and helps to enhance brand identity and if in case the brand is 'pull' based, the value creation and sustenance is assured. The guest speaker also emphasized on being vigilant about the quality of the content that goes on social media and intent of posting the content and advised students to be clear and cautious in using social media sensibly as it reflects one's leadership style. The insightful session concluded with a questions and answers and a vote of thanks to the guest speaker.


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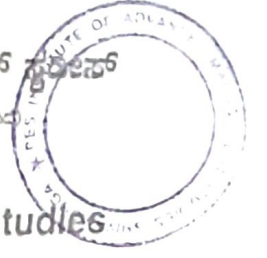


List of Students (III B.Com) Participated in program 2017-2018

Sl. No	Name of the Student	Sl. No.	Name of the Student
1	ABHILASH H	24	RASHMI
2	AISHWARYA ATAD	25	RISHAB SHARMA
3	AISHWARYA DOLLY SEQUIERA	26	ROHITH S
4	AISHWARYA SUNIL	27	ROOPA S M
5	AJITH B	28	RUSHYANTH HEGDE N.M
6	AKARSHA V.S NAIR	29	SANGEETHA S
7	AKASH NAYAKA T S	30	SANJAY B
8	AKASH S.N	31	SANJAY M
9	AKSHAY N	32	SANNIDHI K.R
10	AKSHATHA B	33	SHARANYA M
11	AMRUTHA H.L	34	SHEETAL S JAIN
12	ANKITHA BHANSALI	35	SHEETHAL KUMAR JAIN S S
13	ANKITHA H.C	36	BHARATH S.P
14	ANUSHA A P	37	CHANDAN M N
15	APOORVA G.S	38	CHARVEE R JAIN
16	ARAVIND G	39	CHELA RAM
17	ARPITHA H	40	DARSHAN KUMAR D B
18	ARPITHA M GOWDA	41	DAYANA M
19	AVINASH H L	42	DEEKSHA G.N
20	BHARATH G	43	DHANRAJ M S
21	BHARATH S.P	44	DIKSHITH A JAIN
22	JHANVI GUPTA	45	DRUPADHA D
23	KANCHANA K	46	EMMANUEL RAJEEV


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3	ABRAR PASHA	21	RAHUL J.R
4	AMULYA H C	22	RAMYA B R
5	ARPITHA S.R	23	ROHITH B
6	AYESHA NAIYARA	24	SACHIN N
7	BABU S	25	SACHIN S
8	BHARGAVI V	26	SACHIN S K
9	BHATTI OM PRAKASH	27	SANIYA KOUVEN
10	BI BI RUQAIYA	28	SEEMA N.V
11	MOHAMMED YUSHA	29	VARUNI J
12	FARHEEN TAJ	30	MANJU SHREE D DESAI
13	FAWAZ AHMED	31	MEDHA BHAVE
14	GURUPRASAD B	32	MEGHANA H S
15	KALLADAKA ADNAN	33	MOHAMMED ADNAN T.N
16	KARTHIK R	34	MOHAMMED ANWER KHAN
17	KASHIF SAJID AHMED KHATIB	35	MOHAMMED SAFWAN
18	LOHITH S	36	MOHSINA FATHIMA
		37	MOHAMMED AFIF SHARIEFF


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3	ASHWIL D SOUZA	24	SAMREEN FATHIMA
4	BALASUBRAMANYA S P	25	SAYED ZEBA HYDER
5	CHANDAN J N	26	SIMRAN PARVEEN
6	CHETHANA S H	27	SINDHU S
7	DEEPAK UDANKAR	28	SMARAN S.C
8	FATHIMA ZULFA	29	SOMASHEKHARA G.H
9	GULNAZ BEGUM	30	SUMANTH S.M
10	HASEEBA MUTHAHERA	31	UZAIR S.M
11	HEMANTH B L	32	VANDANA BEEJADI VENKATESHA
12	JOYAL JOY	33	VARSHITHA G S
13	KANCHANA N.S	34	VIPUL D PATEL
14	KAVYA N	35	NANDAN D
15	LAKSHMI D S	36	NEHA SRIEE A D
16	MIZBA H	37	NIRANJAN B T
17	MOHAMMED AFIF SHARIEFF	38	NISARGA S M
18	MOHAMMED FAIZAN RAZA	39	NITHIN R
19	MOHAMMED IMRAN	40	NITHIN S
20	MOHAMMED SEAHAN	41	PRIYANKA B H
21	MOHAMMED YUSHA	42	RAKSHA JAIN


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ಪಿಇಎಮ್‌ಸಿ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸೆಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ತಡೀಯ್ಸ್

(ಉದಯ ಪಿಠರವ್ಯಾಸಿಂಠದ ಸಂಯೋಜನೆಗಲವುಲದ ಂಖ್ಯ ಕಾರಾಲ ಸಾಠರಡ ಂಖ್ಯಾಲೆ ಲರಲರ)

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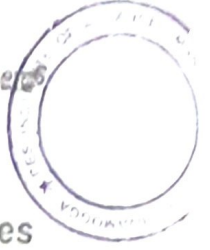
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4	AKHIL S	26	MOHAMMED ZAID
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8	ANEES AHMED	30	PAVAN DHANANJAYAN
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12	DHANANJAYA M.N	34	RAHUL S
13	DRAVIL RAJ E	35	RAJESHWARI H R
14	FARAZ ANWAR	36	ROJA D.L
15	GAGANKUMAR K	37	SAGAR EC
16	HARISH KUMAR M	38	SANDESH S H
17	HARSHA A V	39	SHREEJITH M
18	IRFAN KHAN N	40	SINDHU S
19	JUNAID AHMED	41	SUHAS D.N
20	KAVYA R	42	SUMANTH M S
21	KSHITIJ RISHAV	43	SYEDA SUNAIN KOUSAR
22	KUSHAL PATEL S.G	44	VINAY KUMAR G.K

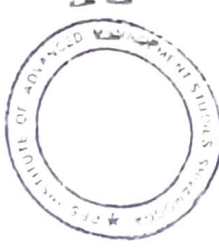

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4	AMRUTHA G.C	32	NISARGA R
5	ANCHAL V KUMAR	33	PALLAVI KIRAN
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7	ARPITHA Y.G	35	PAVITHRA T
8	BHARATH S.G	36	PRADEEP M
9	BHARATH S N	37	PRAJWAL PRASAD C R
10	BI BI SHAZIYA	38	PRIYANKA G SONI
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12	DARSHNA	40	RAHUL R
13	DHANUSH S SAGAR	41	RAJATH KUMAR P
14	SUDIN R	42	RAJOL KUMARI
15	SUSHMA M.G	43	RAKSHITH V
16	SYED FARHAN	44	SAHANA G S
17	THEJAS K M	45	SAKSHI A JAIN
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21	KUMAR S	49	SHAHISTHA
22	KUSHAL JAIN	50	SHARANYA B V
23	LAVANYA B H	51	SHIVANANDA H C
24	LUBNA	52	SHIVANANDA N
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26	MILAN JAIN S	54	VAISHALI G.B
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3	AMULYA V S	33	SAGAR D A
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5	CHANDRASHEKAR S	35	SAHANA K M
6	DARSHAN N JAIN	36	SALONI V JAIN
7	DEEPAK L	37	SANJAY K.E
8	DIVYA D	38	SHASHWATHI N S
9	FAIZA TANHEEM	39	SHRINIDHI H S
10	GANESH S BHAT	40	SHYNIKA C JAIN
11	KANKANALA VENKATA SUMADEEPTHI	41	SINCHANA N.S
12	KHUSHI'BU B JAIN	42	SOUNDARYA P
13	MALLIKARJUN NAGARAJ YALIGAR	43	SOURABH MEHTA
14	MANISHA R PATEL	44	SPARSHA GOWDA
15	MANOJ V	45	SURAKSHA M S
16	MEGHANA G K	46	TOM SHAJU MANJALY
17	MEGHASHREE R	47	UJWAL SIRVI T
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