



Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell

Guest Lecture On

Marketing Mindset for Digital Entrepreneurs- Thinking Beyond Sales

Department*: B.Com

Date of Report: 26/08/2025

Sl. No.	Particulars	Event related Details			
1.	Event*	Guest Lecture			
2.	Title of the Event	"Marketing Mindset for Digital Entrepreneurs- Thinking Beyond Sales"			
3.	Date of Conduction	25/08/2025	4.	Time	11:00am to 1:00 pm
5.	Venue	C D Sagar Auditorium, Campus 1, Kumarswamy Layout, DSI			
6.	Resource Person 1 Details (Profile to be enclosed)	Name Designation Mobile No.	Dr. D Pushpa Gowri Senior Assistant Professor 9902758761	Organization Specialization Email ID	Manipal University Marketing Pushpa.gowri@jaipur.manipal.edu
7.	Topics Covered	"Marketing Mindset for Digital Entrepreneurs- Thinking Beyond Sales"			
8.	Resource Person 2	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants	Internal:	5	External:	
11.	No. Student Participants	Internal:	120	External:	
12.	Faculty Coordinator/s	Full Name Department Designation	Prof. Shruthi H S, Prof. Sowmya G, Prof. Vinay M, Prof. Arjun Kumar K V Commerce Assistant Professor		
13.	Student Coordinator/s	Full Name Department Designation	Harshith, Pragathi, Marvendar, Rishik R Commerce III Sem B.Com		
14.	Total Expenditure	5010	15.	Sponsors and Amount (if any)	
16.	Agenda of the Event	NA	17.	Provide the link of the report uploaded on College Website	Yes
18.	Social Media Links	Yes	19.	Report sent to Newspapers?	NA
20.	Certificates Printed?	NA	21.	Feedback Collected?	Yes
22.	Attendance Sheet Attached?*	Yes	23.	Photographs of the Event	Yes
24.	Summary of the Event (Around 100 words)	The lecture on "Marketing Mind set for Digital Entrepreneurs – Thinking Beyond Sales" emphasizes that successful digital entrepreneurship requires more than just selling products. A true marketing mind set focuses on creating value, building trust, and nurturing long-term customer relationships. Entrepreneurs must understand customer needs, craft meaningful experiences, and leverage digital tools for engagement, not just transactions. By thinking beyond immediate sales, digital entrepreneurs can develop strong brands, foster customer loyalty, and adapt to changing market trends. This approach shifts the focus from short-term profit to sustainable growth, ensuring long-term success in the competitive digital business landscape. Around 120 Students of 3rd Semester B.Com were part of the event.			



[Signature]
26/8/25
Event Coordinator

[Signature]
26/8/25
HOD B.COM

[Signature]
Principal
Dayananda Sagar College of Arts, Science & Commerce
Kumarswamy Layout, Bengaluru
26/8/25

Welcoming The Guest Speaker.



Addressing the Students



Expert talk



Valedictory





Dayananda Sagar College of Arts, Science & Commerce

Shavige Malleshwara Hills, Kumaraswamy Layout Bengaluru- 560111

Department of Commerce B.Com – BU (UG)

Department of Commerce (B.Com-BU)

Expert Talk

on

"Marketing Mindset for Digital Entrepreneurs - Thinking Beyond Sales"

For B.Com Students

25-08-2025

11:00am

A' Bec

Sl.No	Name	Reg. No.	Class & Section	Signature
1.	Bhoomika.N	C0148	III sem Bcom 'A'	Bhoomika.N
2.	Akash N	C0001	III sem Bcom 'A'	Akash
3.	Chandana Upadhyay	C0040	III sem Bcom 'A'	Chandana
4.	Aditi Hatwar	C0108	III sem Bcom 'A'	Aditi
5.	Dikshit Raj	C0361	III sem Bcom 'A'	Dikshit
6.	Deepankar.N	C0145	III sem Bcom 'A'	Deepankar
7.	Bhuvan Gowda.S	C0158	III sem Bcom 'A'	Bhuvan
8.	Ashika Gowda.R	C0168	III sem Bcom 'A'	Ashika
9.	Bhoomika.A	C0366	III sem Bcom 'A'	Bhoomika
10.	Anshita.R.pati	C0067	III sem Bcom 'A'	Anshita
11.	Bhoomika.R	C0122	III sem Bcom 'A'	Bhoomika
12.	Chaitra.R	C0038	III sem Bcom 'A'	Chaitra
13.	Gi.Ramya	C0188	III sem Bcom 'A'	Gi.Ramya
14.	Anusha.M	C0078	III sem Bcom 'A'	Anusha
15.	Chandana.G	C0131	III sem Bcom 'A'	Chandana
16.	Charan.N	C0092	III sem Bcom 'A'	Charan
17.	Goutham.MA	C0199	III sem Bcom 'A'	Goutham
18.	Sloka.T.S	C0201	III sem Bcom 'A'	Sloka
19.	Anvith.H.S	C0192	III sem Bcom 'A'	Anvith





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'B' Sec

Sl.No	Name	Reg. No.	Class & Section	Signature
01	Bharathana. S	24C0102	3 rd Sem 'B' Sec	Bharathana
02	Nisarga. K	U03CJ24C0083	3 rd Sem 'B' Sec	Nisarga. K
03	Hareeshith. S	U03CJ24C0083	3 rd Sem 'B' Sec	Hareeshith. S
04	R. Manoj	U03CJ24C0090	3 rd Sem 'B' Sec	R. Manoj
05	Poojitha. G.D	U03CJ24C0089	3 rd Sem 'B' Sec	Poojitha
06	Manushree. K.S	U03CJ24C0099	3 rd Sem 'B' Sec	Manushree
07	Meghana. NR	U03CJ24C0093	3 rd Sem 'B' Sec	Meghana NR
8	Hongirama. R	U03CJ24C0083	3 rd Sem 'B' Sec	Hongirama
9	Madhumilka. S	U03CJ24C0101	3 rd Sem 'B' Sec	Madhumilka
10	Nithyashree. M	U03CJ24C0082	3 rd Sem 'B' Sec	Nithyashree M
11	Varshitha. P	24C0005	3 rd Sem 'B' Sec	Varshitha
12	Meghana. V	24C0173	3 rd Sem 'B' Sec	Meghana V
13	Nisarga. S	24C0123	3 rd Sem 'B' Sec	Nisarga
14	Nanditha. P	24C0019	3 rd Sem 'B' Sec	Nanditha
15	Hareeshith. R	24C0179	3 rd Sem 'B' Sec	Hareeshith R
16	Nithin. C	24C0090	3 rd Sem 'B' Sec	Nithin. C
17	Meghana. N	24C0032	3 rd Sem 'B' Sec	Meghana N
18	Kusuma. D	24C0177	3 rd Sem 'B' Sec	Kusuma D
19	Kushal. B	24C0195	3 rd Sem 'B' Sec	Kushal B





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C' Sec

Sl.No	Name	Reg. No.	Class & Section	Signature
01.	Shashbi. Manjunath	24C0117	3 rd Sem C' Sec	Shashbi. M.
02.	Rishik .R.	24C0176	3 rd Sem C' Sec	Rishik. R
03.	Soujanya. M	24C0042	3 rd Sem C' Sec	Sou. M
04.	Shreya. R	24C0151	3 rd Sem C' Sec	Shreya. R
05.	Rishik. A	24C0074	3rd Sem C' Sec	Rishik. A
06.	Sriharsa P	24C0157	3 rd Sem C' Sec	Sriharsa P
07.	Tharun. S	24C0187	3 rd Sem C' Sec	Tharun. S
08.	Tharun. H. M	24C0105	3 rd Sem C' Sec	Tharun. H. M
09.	KP Soumyashree	24C0068	3 rd Sem C' Sec	KP Soumyashree
10.	Puneeth CH	24C0121	3 rd Sem C' Sec	Puneeth CH
11.	S. Abhinandan	24C0046	3 rd Sem C' Sec	S. Abhinandan
12.	Sulathi. A	24C0087	3 rd Sem C' Sec	Sulathi. A
13.	Rahul. C	24C0039	3 rd Sem C' Sec	Rahul. C
14.	Ruddeep Kumar	24C0012	3 rd Sem C' Sec	Ruddeep Kumar
15.	Srinivasa. P. G	24C0100	3 rd Sem C' Sec	Srinivasa. P. G
16.	Tesha. P. S	24C0066	3 rd Sem C' Sec	Tesha. P. S
17.	Shashank. T. Gauda	24C0041	3 rd Sem C' Sec	Shashank. T. Gauda





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Shivaji Mallaswara Hills, Kanasawathy Layout Bengaluru- 560111

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'D' Sec

Sl.No	Name	Reg. No.	Class & Section	Signature
1	Aliba Talhima	C0322	3 rd Sem 'D'	Aliba Talhima
2	FARISA KHAN	C0294	3 rd Sem 'D'	Farisa Khan
3	Yogitha	C0023	3 rd Sem 'D'	Yogitha D
4	Vardhan	C0299	3 rd Sem 'D'	Vardhan
5	Karthana N	C0112	3 rd Sem 'D'	Karthana N
6	Vishal N	C0136	3 rd Sem 'D'	Vishal N
7	Purn kumar KL	C0137	3 rd Sem 'D'	Purn kumar KL
8	Navadeep .N	C0166	3 rd Sem 'D'	Navadeep .N
9	Yashwanth .P	C0146	3 rd Sem 'D'	Yashwanth .P
10	Vandan .R	C0069	3 rd Sem 'D'	Vandan .R
11	HARSHA .TC	C0290	3 rd Sem 'D'	Harsha .TC
12	Indu Prakash .G	C0381	3 rd Sem 'D'	Indu Prakash .G
13	Vikar .N	C0074	3 rd Sem 'D'	Vikar .N
14	Varun .R	C0308	3 rd Sem 'D'	Varun .R
15	Aayan Khan	316	3 rd Sem 'D'	Aayan Khan
16	Sabahath	275	3 rd Sem 'D'	Sabahath
17	Gowri S Gharpade	277	3 rd Sem 'D'	Gowri S Gharpade
18	Likith	327	3 rd Sem 'D'	Likith
19	Thejaswini	379	3 rd Sem 'D'	Thejaswini
20	Aashad Khan	313	3 rd Sem 'D'	Aashad Khan



From,

3rd Sem B.com

'B' Section

DSCASC, Kumaraswamy Layout
Bengaluru - 560078

Date : 28/08/2025

Feedback on the Seminar,
"Marketing Mindset for Digital Entrepreneurship - Thinking
beyond sales"

We, the students of 3rd Sem B.com 'B' Section,
would like to sincerely thank you for conducting this
Seminar session.

The session was very informative and gave us a clear
understanding that marketing is not just about
selling products but also about creating value,
building trust and developing long-term relationships
with customers. The seminar also helped us realize
the importance of innovation, branding & digital
strategies in today's entrepreneurial world.

Overall, the seminar was highly informative, well-
structured, and inspiring. I thank you for the
effort taken to share valuable knowledge with us,
and we look forward to attending more such
sessions in the future.

Thank you.

3rd Sem B.com

'B' Section

