



Dayananda Sagar College of Arts, Science, and Commerce
Internal Quality Assurance Cell

Career Guidance and Placement Unit (GAMYA)

Department: BCOM

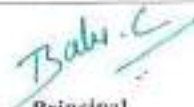
Date of Report: 19-05-2026

Sl No.	Particulars	Event related Details			
1.	Event*	Guest Lecture			
2.	Title of the Event	Guest Lecture on "Strategic Decision making and Cash Flow Statement for Business Survival"			
3.	Date of Conduction	19-05-2026	4.	Time	11:00 am :1:00pm
5.	Venue	Building No. 13, Room Number 206			
6.	Resource Person 1 Details (Profile to be enclosed)	Dr. Zameer Pasha, Associate Professor, St. Clare College Autonomous, Bangalore.			
7.	Topics Covered	Strategic decision-making and cash flow management are essential for business survival and growth.			
8.	Resource Person 2 Details (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants	Internal:	5	External:	NA
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	85	External:	NA
12.	Faculty Coordinator/s	Full Name	Prof. Faseeha, Begum, Dr. Ashwini B, Prof. Shalini Rawani, Dr. R Pavithra		
		Department	BBA/BCOM		
		Designation	Assistant Professor		
13.	Student Coordinator/s	NA			
14.	Total Expenditure (Details to be enclosed)	3,383/-	15.	Sponsors and Amount (if any)	NA
16.	Agenda of the Event (Attach a copy)	NA	17.	Provide the link of the report uploaded on College Website	
18.	Social Media Links (Provide the links of the report uploaded on Social Media)	YES	19.	Report sent to Newspapers? If yes, provide cuttings/images:	
20.	Certificates Printed?	NA	21.	Feedback Collected? (Attach a copy**)	Yes
22.	Attendance Sheet Attached?	Yes	23.	Photographs of the Event	Yes
24.	Summary of the Event (Around 100 words)	The Department of Commerce, BCOM-UG organised a Guest Lecture on "Strategic Decision making and Cash Flow Statement for Business Survival" The session highlighted how companies succeed or fail based on financial planning and operational decisions. Examples such as Toyota's zero-inventory production demonstrated efficient resource utilization, while Kingfisher Airlines showed how poor cash flow management and costly aircraft purchases led to financial collapse. For B. Com students, understanding cash flow statements and strategic decisions is crucial for developing financial analysis, budgeting, and managerial skills required in modern business environments, total 85 students participated.			


Event Coordinator


IQAC Coordinator


19/05/26
IQAC Coordinator


Principal



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Affiliated to Bangalore University and Recognized by Government of Karnataka

Shree Siddheshwara Hills, Kumaraswamy Layout, Bengaluru 560111



Department of Commerce (B.Com)
under the Guidance of IQAC

Organizes

Guest lecture
on

"Strategic Decision making and Cash Flow Statement for Business Survival"

For Final Year B.Com Students



DATE

19th May 2026, Tuesday



TIME

11.00 AM TO 1.00 PM



VENUE

Room no.206, Building No. 13,
DSI Campus I



Dr. Zameer Pasha

Associate Professor
St.Claret College Autonomous,
Bengaluru

ALL ARE WELCOME

Event Coordinators

Prof. Faseeha Begum - Dr. Ashwini B
Prof. Shalini Kumari Rawani - Dr. R Pavithra

HOD

Prof. Murugesha B N

Faculty | HODs | Director | IQAC | Vice Principal | Principal



**DAYANANDA SAGAR COLLEGE OF ARTS,
SCIENCE AND COMMERCE**

Kumarswamy Layout, Bangalore - 560111
(Affiliated to Bangalore University, Approved by AICTE,
NAAC Accredited)

Internal Quality Assurance Cell



INSTITUTION'S
INNOVATION
COUNCIL

Name of the Activity: **Guest Lecture on "Strategic Decision making and Cash flow Statement for Business Survival"**

Department: VI Sem B.Com

Date: 19.05.2026

Time: 11a.m to 1p.m

S. No	Name of the Student	Register Number	Signature
1	Chaitanya D	U03CJ23C0015	Chaitanya D
2	Usha S	U03CJ23C0016	Usha S
3	Ananya S	U03CJ23C0032	Ananya S
4	Mahadev Prashanth	U03CJ23C0310	Mahadev
5	Pooja A.K	U03CJ23C0148	Pooja AK
6	Naveen S	U03CJ23C0159	Naveen S
7	Umesh Kumar N	U03CJ23C0115	U.N.V.
8	Keshava Krishna N	U03CJ23C0111	Keshava Krishna N
9	B.P. Sufan	U03CJ23C0179	B.P. Sufan
10	Darshan R	U03CJ23C0073	Darshan
11	Yogendra Vikas R	U03CJ23C0073	Yogendra
12	Gurukewthi R	U03CJ23C0282	Gurukewthi
13	Ruchitha H.D.	U03CJ23C0396	Ruchitha
14	Abhishek	U03CJ23C0091	Abhishek
15	Rishikesh S	U03CJ23C0092	Rishikesh
16	Tejas M	U03CJ23C0084	Tejas M
17	Mohit Kumar D	U03CJ23C0136	Mohit
18	Ayush S	U03CJ23C0255	Ayush
19	Pruthi S	U03CJ23C0317	Pruthi

S.No	Name of the Student	Register Number	Signature
20	Prajwal R	U03CT23C0315	Prajwal R
21	Vinod	U03CT23C0369	Vinod
22	Anun	U03CT23C0291	Anun
23	Deepak	U03CT23C0100	Deepak
24	Nithin Kumar M.A	U03CT23C0103	Nithin Kumar M.A
25	Chandru S	U03CT23C0125	Chandru S
26	AKASH G	U03CT23C0161	AKASH G
27	Vaaran J.H	U03CT23C0121	Vaaran J.H
28	Shreyan Kumar	U03CT23C0175	Shreyan
29	Vikash S.	U03CT23C0166	Vikash S.
30	Shreeharsha P	U03CT23C0183	Shreeharsha P
31	Phanush Chandras	U03CT23C0165	Phanush Chandras
32	Lathu B	U03CT23C0036	Lathu B
33	Hanish BV	U03CT23C0029	Hanish BV
34	Smitha R	U03CT23C0083	Smitha
35	J. GAGAN	U03CT23C0043	J. GAGAN
36	Preetham HD	U03CT23C0016	Preetham
37	Harshith K	U03CT23C0046	Harshith
38	Ajay S	U03CT23C0135	Ajay
39	Parvith B.S	U03CT23C0177	Parvith
40	Pragathi Gokulsen	U03CT23C0022	Pragathi
41	SHREYAS R	U03CT23C0164	SHREYAS R
42	Prajwal Rao	U03CT23C0116	Prajwal

S.No	Name of the student	Register Number	Signature
43	1. Hari Praga B	U03CJ23C0020	H.
44	2. Shivani . M. M	U03CJ23C0139	Shiv.
45	3. Bhargavi	U03CJ23C0141	Bhargavi
46	4. Nandusheela AS	U03CJ23C0151	Nandusheela
47	5. Neha S	U03CJ23C0126	Neha
48	6. Sroorathi MN	U03CJ23C0152	Sroorathi
49	7. Hemant Babu	U03CJ23C0176	Hemant
50	8. Rakshithe DS	U03CJ23C0067	Rakshithe
51	9. Archana R	U03CJ23C0375	Archana
52	10. Kavana . N	U03CJ23C0366	Kavana . N
53	11. Pooja . M	U03CJ23C0005	Pooja . M
54	12. Lakshmi S	U03CJ23C0006	Lakshmi S
55	13. Goni Bhanu Pratyusha	U03CJ23C0365	Goni Bhanu Pratyusha
56	14. Nichil Varna	U03CJ23C0281	Nichil Varna
57	15. Akash Katarose	U03CJ23C0240	Akash Katarose
58	16. Harshit . J	U03CJ23C0399	Harshit . J
59	17. Puelpalatha K.S.	U03CJ23C0009	Puelpalatha K.S.
60	18. Rakshithe M	U03CJ23C0092	Rakshithe M
61	19. Aamutha . A.	U03CJ23C0000	Aamutha . A.
62	20. Madhusree P.	U03CJ23C0097	Madhusree P.
63	21. Devika . L	U03CJ23C0109	Devika . L
64	22. Yamini . S (104)	U03CJ23C0104	Yamini
65	23. Rameena . Y	U03CJ23C0156	Rameena . Y
66	24. Anurutha . S	U03CJ23C0143	Anurutha . S
67	25. Sroorathi . C	U03CJ23C0172	Sroorathi . C
68	26. Aishwarya . H	U03CJ23C0155	Aishwarya . H
69	27. Varsha . G	U03CJ23C0108	Varsha . G
70	28. Nayanashree B.S.	U03CJ23C0130	Nayanashree B.S.

Event Coordinator Name:

Jaseela Begum

Signature:

J. B.

95 students.

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

Shayige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560082

Internal Quality Assurance Cell (IQAC)

~~XEN~~

ATTENDANCE SHEET

EVENT: Guest Lecture

Date: 19/5/2026

Department: Bcom.

SL NO	NAME OF THE STUDENT	REGISTER NUMBER	SIGNATURE
1.	Abhishek Nagan	U03CJ24M0075	Abhishek.
2.	Aravind Shrivastava	U03CJ24M0081	Aravind Shrivastava
3.	Aravind S.	U03CJ24M0030	Aravind S.
4.	Jogi Raghavendra	U03CJ24M0036	J. Raghavendra
5.	Adarsh Majumdar	U03CJ24M0031	Adarsh Majumdar
6.	Devansh Kumar Singh	U03CJ24M0090	Devansh Kumar Singh
7.	Aryan Chandra	U03CJ24M0073	Aryan Chandra
8.	Ashwin L.A.	U03CJ24M0021	Ashwin L.A.
9.	Kalyani N.	U03CJ24M0068	Kalyani N.
10.	Meghana V.	U03CJ24C0173	Meghana V.
11.	Manoj R.	U03CJ24M0071	Manoj R.
12.	Umesh Bhat	U03CJ24M0063	Umesh Bhat
13.	Kishan S.	U03CJ24C0107	Kishan S.
14.	Vaishkha P.	U03CJ24C0005	Vaishkha P.
15.	Nishmitha M.	U03CJ24C0114	Nishmitha M.
16.	Nithyashree M.	U03CJ24C0021	Nithyashree M.
17.	Hongirama R.	U03CJ24C0133	Hongirama R.
18.	Meghana NR	U03CJ24C0003	Meghana NR

Arishith K
5th sem B'com A
UO3CJ23C0096

Event name - Strategic Decision Making and cashflow
Statement for Business Survival.

Guest (Resource
person) - Dr. Zameer Pasha

The session offered a comprehensive and practical understanding of how business must look beyond mere profitability and focus on well planned strategies supported by strong cash flow management. It emphasized that strategic decision making is not limited to long-term vision alone but is deeply connected to day to day financial realities, especially the availability and movement of cash within an organisation.

Overall the session enhanced understanding of the critical relationship between strategic thinking and financial management, leaving participants with valuable insights that can be applied in academic learning as well as future professional careers and reinforcing the idea that effective strategy combined with healthy cashflow is essential for business survival and success.