

DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE
Shavige Malleshwara Hills, Kumaraswamy Layout, Bangalore-560078
Internal Quality Assurance Cell (IQAC)
Curriculum Based Guest Lecture-2025
Understanding Preference-Unified Framework
Report of the Event Conducted

Department: M. Com

21.2.2025

Sl. No.	Particulars	Event related Details			
1.	Event*	Curriculum Based Guest Lecture			
2.	Title of the Event	Understanding Preference-Unified Framework			
3.	Date	21.2.2025			
4.	Time	11 am			
5.	Venue	Room No.603			
6.	Resource Person 1 Details (Profile to be enclosed)	Name: Dr.Shikha Ojha Designation: Economist Area of Expertise: Economics Personal Mobile No Personal Email Id			
7.	Topics Covered	Understanding Preference-Unified Framework			
1.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	2	External:	-
2.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	30	External:	-
3.	Faculty Coordinator/s	Full Name: Dr.Monica Ranka Department: M. Com Designation: Associate Professor			
4.	Student Coordinator/s	Full Name: Gayathri & Darshan			
5.	Total Expenditure (Details to be enclosed)				
6.	Sponsors and Amount (if any)				
7.	Program Schedule of the Event attached?				
8.	Provide the link of the report uploaded on College Website				
9.	Provide the links of the report uploaded on Social Media	https://www.instagram.com/p/DDKKBzftHov/?igsh=bWF0c2NhZzh6czFs			

10.	Report sent to Newspapers? If yes, provide cuttings/images:	----
11.	Certificates Printed? (Attach a copy**)	—
12.	Feedback Collected? (Attach a copy**)	
13.	Attendance Sheet Attached? #	Attached
14.	Summary of the Event (Around 100 words)	<p>A Guest lecture on "Understanding Preferences – Unified Framework." The session aimed to provide an in-depth understanding of consumer preferences, decision-making processes, and behavioural economic concepts.</p> <p>The resource person, Dr. Shikha Ojha, a distinguished academician, shared valuable insights into the underlying factors influencing consumer preferences, helping students and faculty enhance their knowledge in this domain.</p> <p>The lectures covered theoretical and practical aspects of consumer choice behaviours, preference mapping, and decision frameworks, providing participants with a structured approach to analysing economic choices.</p> <p>The session concluded with an interactive Q&A segment, where students engaged in discussions with Dr. Shikha Ojha, gaining deeper clarity on the subject. The program was well-received, and attendees appreciated the comprehensive knowledge shared.</p>
15.	Photographs of the Event (About 5 relevant, clear, and appropriate photos to be pasted with title and explanation. The jpg files need to be attached)	Attached

Notes:

* Seminar / Webinar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

** Format Copy need to be attached and hard copy need to be filed

Original sheet need to be filed and scanned copy should be attached

PS:

- ❖ Whichever column is not applicable, write as NA.
- ❖ If the nothing is done / gained / spent, write as No/Nil.



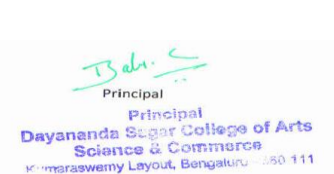
Event Coordinator



HOD/Director



IQAC Coordinator



Principal



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE & COMMERCE
Kumarswamy Layout, Bangalore-560078
(Affiliated to Bangalore University Recognised under 2(f) and 12 (b) of The University Grants Commission Act 1956)

Department of M COM

In association with IQAC
ORGANISES
GUEST LECTURE ON

Understanding Preferences- Unified framework

Resource Person: **Dr. Shikha Ojha**

VENUE: ROOM NO.603 TIME:11:00 AM DATE:21.02.2025

PROF. HEMANTH UPALLA
Vice Principal

DR. BALU. L
Principal



Dayananda Sagar College of Arts, Science and Commerce

M.COM

I semester Batch 2024-25

Attendance for Guest Lecture "Understanding Preferences-Unified Framework" by Dr. Shikha Ojha on 21-02-2025

Sl. No	Registration No	Student Name	Signature
1	P03CJ24C012001	S K DARSHAN	
2	P03CJ24C012002	HEMANTH KUMAR C E	
3	P03CJ24C012003	AALIYA	
4	P03CJ24C012004	AKASH K	
5	P03CJ24C012005	DEEPTHI R S	
6	P03CJ24C012006	RAKSHITHA V	
7	P03CJ24C012007	NIKHIL B R	
8	P03CJ24C012008	LAKSHITHA RAJ L	
9	P03CJ24C012009	VIJETHA S SAHUKAR	
10	P03CJ24C012010	GAYATHRI KULKARNI	
11	P03CJ24C012011	ABHIJNA	
12	P03CJ24C012012	PAVITHRA S	
13	P03CJ24C012013	SATHISH R	
14	P03CJ24C012014	SWETHA M G	
15	P03CJ24C012015	ANVITHA P N	
16	P03CJ24C012016	JANANISHREE	
17	P03CJ24C012017	AYESHA IRAM	
18	P03CJ24C012018	RAMYA A	
19	P03CJ24C012019	G MAHATI	
20	P03CJ24C012020	SUBHASHINI M	
21	P03CJ24C012021	SUMAYA SULTHANA	
22	P03CJ24C012022	SANJAY U S	
23	P03CJ24C012023	KIRTHI PRASHANTH B	
24	P03CJ24C012024	KUSHAL S	
25	P03CJ24C012025	HARISH S	
26	P03CJ24C012026	SHARAN A PATTAN	
27	P03CJ24C012027	MADHUSHREE R	
28	P03CJ24C012028	MADHURA T	
29	P03CJ24C012029	SANJAY S GOWDA	
30	P03CJ24C012030	RAHATH FATHIMA	

IIIrd Sem

- 1) Sharanya . C.M
- 2) Sundar Das Devdas
- 3) Kishan . N.S
- 4) Sajjana . K
- 5) Chitra . S
- 6) Kumari Richa
- 7) Chardana . K.

Dayananda Sagar College of Arts, Science and Commerce

IQAC

Guest Lecture "Understanding Preferences-Unified Framework" by

Dr. Shikha Ojha on 21-02-2025

FEEDBACK

Sl.No	Name	Reg. No	Feedback	Signature
1.	Deepthi R.S	P03CJ24CO12005	Very Informative	<i>Deepthi R.S</i>
2.	Swetha M.G	P03CJ24CO12014	Good	<i>Swetha M.G</i>
3.	Vijetha S Sahukar	P03CJ24CO12009	Helpful	<i>Vijetha S</i>
4.	Gunaya Sulthara	P03CJ24CO12021	It was very informative	<i>Gunaya</i>
5.	Mahati G	P03CJ24CO12019	It was very informative	<i>Mahati G</i>
6.	Nimish S. Z	2007	It is very helpful session	<i>Nimish S. Z</i>
7.	Jananishree	P03CJ24CO12016	Interesting & Informative	<i>J. Jananishree</i>
8.	Sathish R	2013	Good	<i>Sathish R</i>
9.	Rakshit V.	2006	Good & Helpful	<i>Rakshit V.</i>
10.	Aaliya	P03CJ24CO12003	Excellent	<i>Aaliya</i>