



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' and Affiliated to Bengaluru City University)

Soladevanahalli, Bengaluru-560107

DEPARTMENT OF BBA

Report Submission: 26/02/2026

Semester: EVEN

Academic Year: 2025-26

Venue: Seminar Hall,
Mechanical Block,
Acharya Institute

Event Date: 24/02/2026

Time: 10:00 am to 11.30 am

Duration: 1:30 Hrs

TYPE OF EVENT: SDP

EVENT NAME: SDP ON CORPORATE FINANCIAL MANAGEMENT

Target Audience:

BBA Students

Number of Participants: 88

Objectives:

- The Student Development Programme (SDP) on Corporate Financial Management aims to provide students with a clear understanding of the fundamental concepts and significance of financial management in business decision-making.
- It seeks to develop knowledge about key financial decisions such as investment, financing, and dividend policies, enabling students to understand how organizations manage their financial resources effectively.
- The programme also focuses on enhancing students' analytical skills to interpret financial information for planning and control purposes

Program Introduction:

The Department of BBA organized the SDP on Corporate Financial Management held on February 24th, 2026, at the Seminar Hall, Mechanical Block. The event brought together first-semester BBA students to conceptualize and innovate in sustainability-focused corporate financial management. Participants understand the corporate financial management and financial planning strategies aligned with the principles of individual financial planning, strategies, and the scope of finance.



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Theme of the Event: Overview of Corporate Financial Management

Corporate Financial Management deals with planning, organizing, and controlling a company's financial resources to achieve its objectives. It focuses on making effective investment, financing, and dividend decisions to maximize shareholders' wealth. The concept ensures optimum utilization of funds while maintaining a proper balance between risk and return. It also helps in maintaining financial stability, profitability, and long-term growth of the organization.

Resource Person: Dr. Vasantha Kumari K, Assistant Professor. Post Graduate Department of Commerce and Management, Seshadripuram First Grade College, Yelahanka, Bengaluru.

Detailed Report:

The Student Development Programme (SDP) on Corporate Financial Management is designed to equip students with essential knowledge and practical insights into how financial decisions influence the success and sustainability of modern organizations. In today's dynamic business environment, effective financial management plays a crucial role in ensuring that resources are properly planned, allocated, and controlled to achieve organizational goals. This programme introduces students to the core principles of corporate finance, including investment decisions, financing choices, capital structure, and profit distribution, helping them understand how companies maintain a balance between risk and return. The SDP also aims to bridge the gap between theoretical learning and real-world financial practices by exposing students to practical tools and analytical approaches used in financial planning and control. Through this programme, students develop critical thinking and decision-making skills necessary to evaluate financial performance and support strategic business growth. Ultimately, the initiative seeks to build financial awareness, responsibility, and managerial competence among students, preparing them to contribute effectively to organizational success and to meet the challenges of the evolving corporate landscape. The Department of BBA organized a Student Development Programme (SDP) on 24th February 2026, which was held from 10:00 AM to 11:30 AM with the aim of giving students practical exposure to Corporate Financial Management. The session commenced with a warm welcome and a brief introduction of the resource person delivered by Ms. Sankya Shetty, creating a positive and engaging atmosphere for the event. The resource person delivered an engaging overview of corporate financial management, explaining its role in effective business



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decision-making and organizational success. She simplified complex financial concepts by connecting them with real-life business situations and case studies, which made the session easy to understand and relatable for the students. Her approach helped students see how financial planning, investment decisions, and fund management are applied in actual corporate environments. Students actively participated throughout the session by asking questions and sharing their thoughts, which created a lively and interactive learning atmosphere. The discussion-based approach encouraged better understanding and kept the students involved. Ms. Sankya Shetty delivered the vote of thanks, expressing sincere gratitude to the resource person for sharing her valuable knowledge and insights. She acknowledged the engaging and informative session conducted by Dr. Vasantha Kumari K, which greatly benefited the students.



“The student was introducing the Dr. Vasantha Kumari K to the students.”



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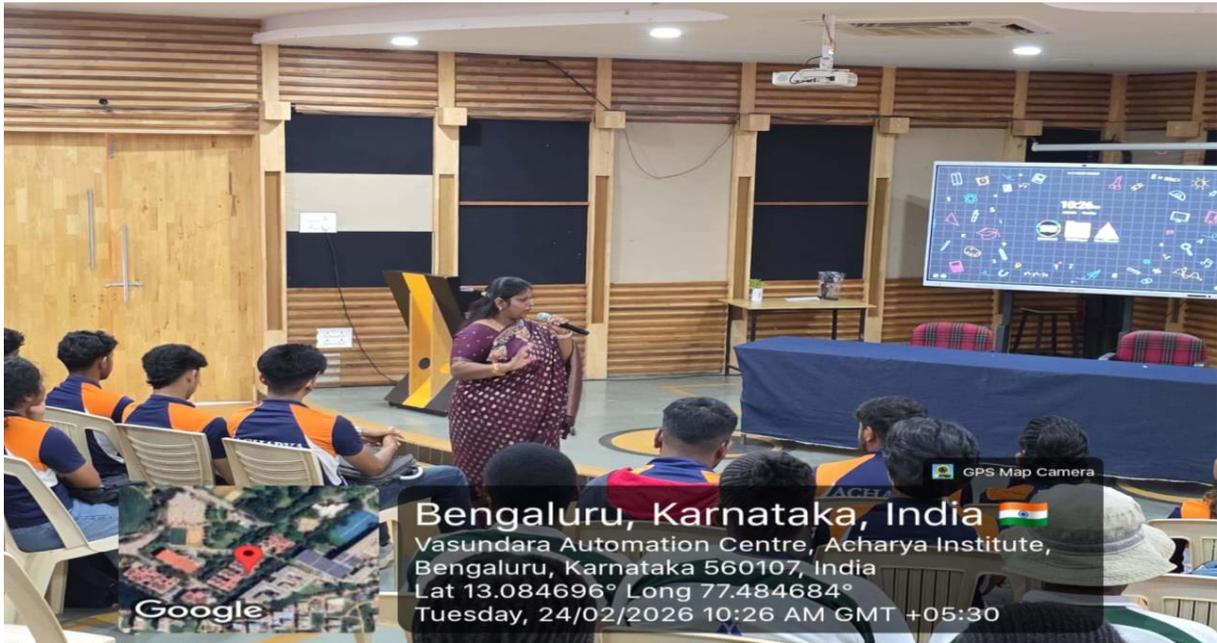
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“Students were listening to the case study explained by the Dr. Vasantha Kumari K.”



“Dr. Vasantha Kumari K was giving the examples for financial instruments.”



“Dr. Vasantha Kumari K explaining the importance of financial management.”



“Students were listening to Dr. Vasantha Kumari K.”



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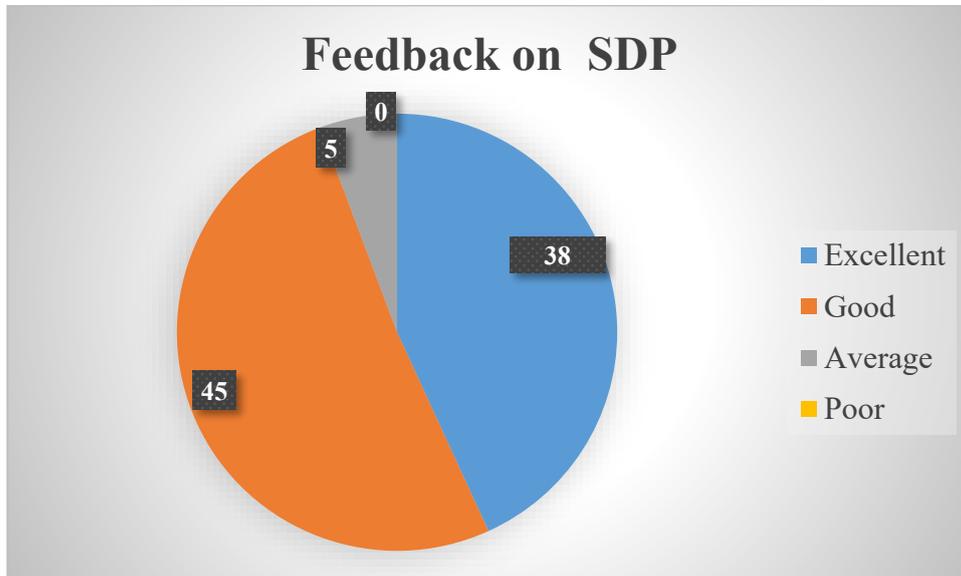
Outcomes:

- Strengthened students' conceptual understanding of corporate financial management.
- Enhanced practical awareness of financial decision-making in organizations.
- Helped students understand the importance of managing funds effectively.
- Provided clarity on investment planning and financial stability of businesses.
- Enabled students to connect classroom theories with real-world business practices through case studies and examples.
- Improved analytical and problem-solving skills.
- Encouraged active participation, questioning, and idea-sharing during the interactive session.

Conclusion and Audience Feedback Summary:

The Student Development Programme on Corporate Financial Management was successfully conducted and achieved its intended objective of enhancing students' understanding of financial concepts in a practical context. The session effectively bridged the gap between theoretical knowledge and real-world application through clear explanations, relevant case studies, and interactive discussions. Students found the programme informative, engaging, and beneficial for their academic and professional development. The active participation and enthusiasm displayed during the session reflected the programme's effectiveness in creating a meaningful learning experience. Overall, the SDP was well-organized and added significant value to the students' knowledge base. The feedback received from the students was highly positive. Participants expressed satisfaction with the content, delivery style, and practical orientation of the session. They appreciated the use of real-life examples, which made complex financial concepts easier to understand. Many students found the interaction opportunities helpful in clarifying their doubts and enhancing their interest in corporate finance.

Feedback Analysis



The feedback received from students for the SDP on Corporate Financial Management was highly positive and encouraging. The 45 students rated the programme as Good, while 38 students rated it as Excellent, reflecting the effectiveness of the session. Only 5 students rated it as Average, and no participant marked it as Poor. Overall, the responses indicate that the programme was well received and successfully met the learning expectations of the students.