



## DAYANANDA SAGAR ACADEMY OF TECHNOLOGY AND MANAGEMENT

(Affiliated to Visvesvaraya Technological University, Belagavi & Approved by AICTE, New Delhi)

Opp. Art of Living, Udayapura, Kanakapura Road, Bangalore- 560082

### DEPARTMENT OF MANAGEMENT STUDIES

Accredited NBA, NAAC with A+, New Delhi

<b>Faculty Name</b>	Mrs. Roopa Ajwal	
<b>Academic Designation</b>	Assistant Professor	
<b>Educational Qualification</b>	MBA, M.Phil	
<b>Experience in Years</b>	18 Years	
<b>Area of Interest</b>	Marketing & Human Resource Management	
<b>Date of Birth</b>	11-03-1982	
<b>Email ID</b>	roopajwal@gmail.com	

### Educational Details

- Pursuing PhD at Visvesvaraya Technological University
- **MBA**- SJGIT College, Bangalore, Visvesvaraya Technological University from 2002-2004.
- **M.Phil.** – Sri Venkateshwara University, Tirupati, Pass out- 2009.
- **B. Com** – Vijayanagar College, Hospet, Gulbarga University from 1999-2002
- **PUC Commerce** - Vijayanagar College, Hospet, Gulbarga University from 1997 – 1999.
- **SSLC** - Deepayan English Medium School, Hospet, Pass out -1997.

### Personal Details

<b>Date of Birth</b>	:	11 <sup>th</sup> March 1982
<b>Present Address</b>	:	C-219, Brigade Meadows Plumeria Lifestyle, Kanakapura Road, Opposite Anjaneya Temple, Bangalore-560082.
<b>Language Known</b>	:	English, Kannada, Hindi
<b>Marital Status</b>	:	Married
<b>Nationality</b>	:	Indian
<b>Hobbies</b>	:	Reading books

## Professional Experience

1. Worked as Lecturer for BBA Department and M.com department for KGSSGM Theosophical College of Management, Hospet, since 2004.
2. Worked as BBA Department forum coordinator/HOD for KGSSGM Theosophical College of Management, Hospet.
3. Worked as a Lecturer for Vikas Degree college, Hospet.
4. Working as an Assistant Professor in **Dayananda Sagar Academy of Technology & Management** from November 21<sup>st</sup> 2022.

## Technical Credentials

“Honours Diploma in Network-Centered Computing” from NIIT

## Seminar Organized as Co-Ordinator

- a. Seminar on “Research Methodology in India” by Shri.Shankaranand, Secretary, Bharat sikshana mandali New Delhi on 20<sup>th</sup> August 2018.
- b. Workshop on “ Vedic Mathematics” by Shri. V sharanappa, Hospet on 24<sup>th</sup> July 2018.
- c. Seminar on “Kannada Namma Sanskriti” from kannada literature by Shri. Subramanya .C. Shetty on 11<sup>th</sup> August 2018.
- d. Workshop on “ Smart Girls” in association with Bharathiya Jain Sangatan on 16<sup>th</sup> & 17<sup>th</sup> August 2019.
- e. Seminar on “ Memory, Mind, Meditation” by Prof.Varaha Murthy, Pyramid, Banglore on 1<sup>st</sup> October 2019.
- f. Seminar on “How to prepare an effective project Report” by Dr. Alok Gaddi and Prof. Jagat Goud on 19<sup>th</sup> February 2020.
- g. Seminar on “Youth and Responsibilities” by Guru Uday ji, Hospet on 12<sup>th</sup> February 2020.
- h. Workshop on “Dare self combat training” by Mr.Ramesh, CSR, Baldota Group,Hospet on 7<sup>th</sup> March 2020.
- i. Seminar on “ Literature development in Drama, Novel & Communication Skills” by Smt. Vatsalya, Department of English, Shri Krishna Devaraya University, Bellary on 8<sup>th</sup> February 2020.

### Workshop Attended

- a. Participated in two day's faculty workshop on "Modernising the Syllabus", by Vijayanagara Sri Krishnadevaraya University, Bellary on 6<sup>th</sup> & 7<sup>th</sup> July 2015.
- b. Participated in one day State Level Workshop on Research Methodology jointly organized by Vijayanagara Sri Krishnadevaraya University, Bellary and Kottureshwara College, Kottur on 2<sup>nd</sup> March 2020.
- c. Participated in one day workshop on the implementation of NEP-2020 conducted by IQAC, SSAS Government First Grade College, Hospet on 26<sup>th</sup> August 2021.
- d. Participated in 5 days FDP on IPR, Patents and Trademark from 13<sup>th</sup> to 17<sup>th</sup> February 2023 at DSATM.
- e. Participated in EV SUMMIT conducted by Bangalore Chambers of Industry and Commerce on 10<sup>th</sup> April 2023 at The Lalit Ashok.
- f. Participated in Faculty Development Program on "Relish Life" by Sushma Lingaraj on 8<sup>th</sup> April 2023 at DSATM.

### Awards

### Academic Activity

1. Served as BBA Department forum Co-Ordinator/HOD organizing main events at KGSSGM Theosophical College of Mangement.
2. Served as an "Answer Bundle Valuator" from Gulbarga University.
3. Co-Assisted as a member for NAAC committee team for Department of commerce at SUBN Theosophical Women's College, Hospet.
4. Coordinated activities for Management Fests at different levels.
5. Invited as a judge for different Management event such as "AD-Mad show"-2004, "Theo Forum" state level-2008, "Man-It"-2009, "Sanskriti"-2011, "Destiny"-2015.
6. Coordinated students for Management fest "PRATHISHA" State Level-2019 by VNC college, Hospet, "SWA PRAJNA III" State Level -2019 by SVK College, Koppal.

## Online Course/Certification

- Course completed from Google Digital Garage
  1. Fundamentals of Digital Marketing – Certified and Modules covered with 26 Badges
    - a. The Online Opportunity
    - b. First Step in Online Business
    - c. Build your web presence
    - d. Plan your online business strategy
    - e. Get started with content Marketing
    - f. Deep dive into Advertising
  2. Promote Business with content
  3. Get Business Online
  4. Business Communication

## Contact Details

### Assistant Professor

Department of Management Studies

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