



PRATIBIMB

VOLUME IV

ISSUE I

APRIL 2018

DAYANANDASAGARBUSINESS ACADEMY



EVENTS SO FAR

INTERNATIONAL CONFERENCE 2018

Dayananda Sagar Business Academy Centre for Management Development and Research [CDMR] and Centre for Responsible Management Education [CRME] conducted the Third International Conference on the theme, entitled, **“Challenges, Opportunities and Trends in New Age Management Education”** on 23 February 2018 at the Dr. C D Sagar Auditorium, DSI Campus. The one-day conference provided a platform for academicians, researchers and corporates to share perspectives a range of sub-themes related to management education: education for empowerment; digitalization and management education; social sensitivity and responsibility, research; among others. Ms Sharvani B S [II Year B.Com] and Mr Akarsh Yadav [II Year BBA] were the emcees of the day.

Dr A. N. N. Murthy, Vice Chancellor of Dayananda Sagar University delivered the Inaugural Address. The keynote speakers included Dr. Kalpana Gopalan, IAS, Additional Chief Secretary to Government DPAR [Administrative Reforms and Training] Government of Karnataka., Prof R Janardhan, Pro Vice Chancellor, Dayananda Sagar University and Senior Executive Vice-President, Dayananda Sagar Institutions. Shri Galiswamy,

Secretary, Dayananda Sagar Institutions rendered the Presidential Address.

Speakers who addressed the conference during first plenary session included Dr. Sari Mattila, IIM – Bangalore; Dr. Krishna Prasad, Director and Country Manager at Aptiv Technical Centre India and Mr Raj Menon, Director, Workplace Solutions Pvt Ltd.

The dignitaries who spoke during the second plenary session of the conference included Mr. Muralidhar Koteswar, Managing Director, Mentor Cloud; Mr Aksh Sinha, Vice President - Global Sales, Strategy and Marketing, Sumeru enterprise, Tiger Business Solutions [P] Ltd; Mr Rajeev Raghunath, Founder & CEO-Kramah Software India Pvt. Ltd.

The technical sessions were chaired by Dr Punith Cariappa, Associate Dean, Dayananda Sagar University and Dr Geeta Reddy, HOD, VTU-MBA, DSATM. Dr Veena KN, Dean DSBA and Conference Co-Chair proposed a vote of thanks wherein she appreciated the faculty and students for the wonderful coordination.

The event concluded by honouring the prize-winning paper presentations by faculty, research scholars and students with cash prizes and mementos.



Glimpses of International Conference

EXTRA EDGE

Club Activities

National Level Essay Writing Competition

'The Urban Reader' Literary Club at DSBA in association with IFIM, Bangalore conducted Season 2 of Dr. APJ Abdul Kalam National Level Essay Writing Contest on 30 Jan'18. Dr Yogita Wagh, a faculty from IFIM College conducted the event at DSBA on behalf of IFIM. Prof Meera Krishnan, Faculty Coordinator – 'The Urban Reader' Literary Club coordinated the event.

The topic was "Transforming India: Social Concerns and My Suggested Solutions". 35 students came prepared and participated heartily. Dr Sandes-Principal, DSBA and Dr Veena - Dean, DSBA graced the event.

Before leaving, Dr Yogita Wagh thanked Dr Sandes and Dr Veena for giving IFIM College an opportunity to conduct an event of such magnitude at DSBA.



National level Essay writing competition in progress

Union Budget Analysis '18

'Arebus' the Finance Club at DSBA conducted an Inter- Class Competition on 'Analysis of Union Budget 2018' on 16 Feb '18. The first, second and third year BBA & B. Com students formed their class groups. In all, 21 groups participated in the competition

The students largely commented on the impact of the budget on the current economy and its impact and effects on the common man.



Winners

Pavan Kalyan A
Sindhu V K
Somusunder K R
Ruchitha R

I Runners-up

Sudheesh
Sreetharan
Cannyson T
Marbaniang
Damonlang W
Wahlang

Inter-College Outdoor Sports Competition

On 10 Feb'18 an Interclass Outdoor Sports Competition was held for both boys and girls during the college hours. The events were coordinated by Prof Prakasha, Faculty in Charge-Sports. Prof Lakshmikantha assisted him. The student co-ordinators were Mr Sugandh, Mr Ruthvik Raj and Mr Punith Kumar [VI Sem B. Com]. The events included Throw ball, Volley ball and Cricket.



Glimpses of Outdoor games

Accolades

Internshala Report

Internshala is an internship platform, based out of Gurgaon, India. the website helps students find internships with organisations in India., *Sharvani B S [II Year B.Com]* was selected as the student partner of Internshala/ representative of Internshala (also called ISP) for a period of six months at DSBA.

She has promoted their courses and internships from September 2017, as an ISP she has conducted seminars in colleges on “THE POWER OF INTERNSHIPS”. She has conducted one such seminar for II Year B. Com and I Year BBA with the help of Dr. Veena K N, Dean-DSBA and Professor Priyanka on 26th February 2018.



Presentation by Ms. Sharvani for Internshala

YES Alumni Social Entrepreneur Changemakers Workshop

John Mota, BBA V semester student attended YES Alumni Social Entrepreneur Changemakers Workshop conducted in Alexandria, VA from 19-22 March 2018. The main goal of this workshop was to create a change making project/venture and to craft a plan to achieve the desired outcomes. The workshop was split up into various focused learnings spread through four days – where one is taught and inculcated words of knowledge and wisdom, in creating and executing projects impacting the society at large. Various frameworks of assessment, solution and execution were discussed and taught. Towards the end of the workshop, student can get a comprehensive understanding of social entrepreneurship and various approaches for effective ideation, solution, and execution.



Changemaker Workshop

KPMG seminar

On 3rd March 2018, KPMG Bangalore organised a seminar on business analysts at Maruthi InfoTech, Koramangala. Delegates to the seminar included Business Analytics professionals and academicians. The seminar was addressed by Mr. Devender Malhotra -VP and Chief Quality Officer, Wipro who spoke on the impact of analytics on business and Mr. Subramanian M S, Head of Analytics, Big Basket who highlighted the role of analytics as a game changer in business and beefed the participants on skill set required to pursue a career in analytics. Other speakers at the seminar who shared experiences with the participants Dr. Srinivas Rao, Dr. Anshuman Gosh, Dr. Hari prasad Reddy shared and Mr. Shankar, Executive Director, KPMG.

The following students from DSBA attended the seminar:

III Year BCom: Mr. Sai Vasanth Nikhil Kumar, Ms. Lasya Priya, Ms. Aradhana A, Mr. Balamurugan V
II Year BCom: Ms Sharvani B S, Ms Gowthami V.



Students at KPMG seminar

PARENT CONNECT

Parent Teacher Interaction

DSBA organised a Parent-Teacher Meeting on Saturday, 10th March 2018 in the college. The main purpose of the meet was to create a common platform, where teacher and parents came together to enrich the student's educational experiences and discuss variety of issues, regarding all round development of students.

Parents of II Sem, IV Sem and VI Sem BBA, BCom and BCA students attended the meet and interacted with the respective class coordinators.

During the one-on-one meeting Attendance, Internal Examination marks, conduct, completion of assignments, involvement in curricular activities and progress was discussed by the class coordinators / subject teachers with the parents. The confidentiality allowed the discussion of information specific to a student in a subject. The parents also shared their problems and gave their valuable feedback.



Glimpses of Parent Teacher Meeting

LEARNING AND RESEARCH CENTRE

Ambedkar Jayanti Celebrations

On the occasion of the 127th birth anniversary of Dr. Bhimrao Ramji Ambedkar, B R Ambedkar Study Centre at DSBA commemorated his contributions & achievements on 16th April'18. The programme was coordinated by B R Ambedkar Study Centre, DSBA faculty coordinator Prof Prakasha.

Dr Sandes and Prof Nikitha gave an oration to the students about the importance of the youth's involvement in the social responsibilities towards our country considering the primacy of the situation in the recent times.. Prof Hari Krishna came forward and shared the lesser known facts of Babasaheb.

A JAM (just a minute) session was organised on this bright occasion. The students enthusiastically took part in the session by talking about Dr. Ambedkar's life and his contributions to the country. They spoke spontaneously for a minute in their desired language.



Glimpses of Ambedkar Jayanti Celebration

Women's Day Celebration

At DSBA, Dr [Brig] Sandes- Principal, and the male faculty surprised the women faculty with a small celebration on 8th March'18. The Internal Library was filled with an aroma of cake and other savouries .Dr Veena K N, Dean –DSBA, Prof Nikitha –HOD and the women faculty gathered at the venue. Prof Shaziya did the honour of cutting the cake.



Outbound Learning Programme

"Confidence comes from discipline and training"
- Robert Kiyosaki

The outbound learning programmes at DSBA are high on energy and adventure and aim at enhancing skills of students in the areas of teamwork, team bonding, communication, leadership, time management, problem solving, decision making, motivation, change and personal development, among others.

Students of I Semester BBM, B. Com and BCA from DSBA participated in a two-day adventure learning programme at a camp at Ramanagara near Bangalore from February 19th – 24th March 2018.

Ramanagara is famous for its massive rocky outcrop and the exotic adventure activities. Many group activities helped the students to develop a feeling of comradeship and encouraged team-building as well as team bonding. Their performances during these activities were reviewed by a professional trainer.



Glimpses of Outbound Training

CAREER PROGRESSION

Industrial visit to KSDL

Industrial visit is a vital part of professional courses, during which students **visit** companies and get insight of on the internal working environment of the company.

The undergraduate students of BBA final year were taken for an industrial visit to **Karnataka Soaps and Detergents Limited (KSDL)** on 14th February 2018 during the college hours. They were accompanied by Prof Meera Seshanna, the Class Co-ordinator and on 27th February 2018 for 6th semester BCom students, Prof Srilalitha, VI Sem Class Co-coordinator accompanied them. It was a great learning experience for the students.



Visit to KSDL

LEADERSHIP TRAINING

CIL Workshop

As part of its student-centric initiatives, the Centre for Career Progression (CCP) organized a value-added workshop in communication skills, Leadership and Emotional Quotient for II and IV Semester B. Com., BBA, and BCA students during January and March 2018. The workshop was conducted by CIL, a reputed professional training organization that is established by the Dayanand Sagar Group of Institutions—enabled students to interact and learn from experts on teambuilding, holistic personality development and interpersonal communication skills. The activities in the workshop also helped the students to realise the importance of social skills, team work and self-awareness.



CIL training

Digital Marketing

DSBA as a part of placement learning initiative organises Digital Marketing courses to create a pool of high-quality software professionals who will meet the demanding needs of multinational organizations for tomorrow's challenges. The Digital Marketing Course offered by NICT computer education was conducted at the Computer Lab for II Year BBA & BCA -12 Mar'18 to 17 Mar'18, II Year BCom 'A'-19 Mar'18 to 24 Mar'18 and II Year BCom "B"-09 Apr'18 to 16 Apr'18.

The Resource person was Mr Supreeth Garla from NICT and the course content included Face book marketing Twitter marketing, Content marketing, YouTube marketing, Google ad words, Display marketing, Shopping Ads, Local SEO and E-commerce Specialist course. At the end of the training an exam was conducted for the students who underwent the training.



Glimpses of Digital Marketing Sessions

MBA Preparation Seminar – Career Launcher

Mr. ARKS Srinivas and Mr Ananth Acharya from CL Educate Limited, Bangalore addressed II Year BBA , BCOM and BCA students on 1st and 2nd Feb 2018 on aptitude testing programs and competitive examinations that prepare graduates for professional programs in business and management, internationally. CL Educate Limited (CL) is Asia’s leading education service provider with a presence in over 130 locations across India, Middle East and the United States. Mr. Acharya also gave an insight into the top MBA colleges in the country and abroad. He spoke on the features of their CAT Program, Career Launcher’s creation of unique tools to provide a world class program to GRE aspirants, and the structured programs for CAT, GRE, GMAT and admission assistance.



MBA preparation seminar

HEART BEATS

NCC

Special Combined Annual Training Camp (CATC) for NCC Cadets of DSBA

Five NCC cadets of DSBA namely, Rohan [II Year BCA], Gowtham, Anas [I Year BBA] Raj Kishore and Dinesh [I Year BCom] had the most beautiful experience of their lives as they were a part of the

Special CATC from 10 March’18 to 19 March’18 at Siddar Betta and Tumkur.

Cadets had an enriching experience from climbing hills to visiting temples, waking up early and from singing with everyone out of joy to not sleeping so that they could do the mess duty and guarding.



Glimpses of Special Combined Annual Training Camp

NCC – Range firing practice

NCC Cadets from DSBA were selected to participate in the Range Firing Practice drill to hone their firing and sharp shooting skills. The drill was conducted at MEG Centre, Ulsoor, Bangalore from 9th Apr’18 to 11 Apr’18.

Five SD’s - Rohan Satish [II Year BCA], Raj Kishore, Tapan Maney, Dinesh [I Year BCom] & Gowtham [I Year BBA] & Five SW’s- Yashaswini, Latha, Sowmya, Pushpalatha [II Year BCom] & Divyashree [I Year BCom] participated in the firing practice. Cadet Rohan was selected for his marksmanship in the best grouping of 3cm at the final round of shooting competition held at Tumkur.

Four NCC Cadets from DSBA- Rohan Satish [II Year BCA], Raj Kishore [I Year BCom], Tapan Maney [I Year BCom] & Gowtham [I Year BBA] honed their shooting skills at the combined Annual National Cadet Corps training camp which was held at Government Arts and Science College on 2nd April’18.



NCC students in the Range firing practice

NSS Valedictory Function'18

NSS unit at DSBA organised valedictory function on 23rd march 2018 to officially terminate the activities of NSS 2017-18 and was coordinated by Prof Kasthuri Gopal, NSS Program Officer. Ms Sherebanu from Deeksha College was invited to conduct a session on “Know yourself” and she covered topics on how to know oneself better and understand ones strengths and weakness. She gave a gist on the adolescent problems and counselling services.

A small clip of the activities conducted by the NSS team so far was played and the brief report was given by Ms Sharvani of 4th semester B.com. This inspired the volunteers to stay committed and serve the society in a better way.

Dr [Brig] Sandes, Principal-DSBA and Dr Veena K N, Dean-DSBA addressed and encouraged the students and emphasized on the best way to remain happy. Prof Nikitha Sreekantha, HOD

DSBA NSS students spoke on building better relationships in order to keep oneself happy. Finally the baton of responsibility was passed on to the junior NSS volunteers who had the onus to live up to the expectations of the seniors.



Ms. Sherebanu addressing NSS volunteers

ENTREPRENEURSHIP WEEK CAMPAIGN

Fashionmonger contest

Centre for Entrepreneurial Development DSBA conducted ‘The Fashionmonger Contest’ on 12. The theme for this year is ‘Live your Entrepreneurial Dream-Be a Fashionmonger who dresses to kill, hunt is on for a fashion designer’ the event was coordinated by Prof Crissy Mathew, Dr Mudita Sinha and Prof Roopashree.

In all, 24 enthusiastic teams from all streams participated. The model and the designer team scorched the ramp. After the ramp walk, the model

and designer team came forward individually. The designers spoke about their sartorial magic that translated into the creative goodness-those innovative, incredible displays of clothing. The judges had a hard time choosing the winners among the talented young students. The criterion for judging was as follows: Costume Design, Theme, Walking Stance & Formation and Pitch.

The judges for the contest were Dr Pravesh Soti and Prof Meera Krishnan and the emcees were Mr Yaseer [VI Sem BBA] and Mr Akarsh [IV Sem BBA].

The following were adjudged as winners:

Winners-Designer: Mohammed Mustafa Khan, **Models** –Zeeshan Sadi and Pragathi K

I Runners up-Designer: B S Sharvani **Model-Kavya** B S

II Runners up-Designer-Hamli Abraham, **Models-**Swathi K R and Shikha Sinha



Glimpses of Fashionmonger contest

Workshop on Employability and Management Education with International opportunities

“Win that first handshake”, was conducted at DSBA campus for the undergraduate students which helped the students realize and recognize skills and attributes that must be developed for the betterment. The session was handled by Mr Manoj Govind, Executive Vice President, CLAP. The session incorporated the following aspects:

- How to build a career in management by acquiring the right skill sets.
- Free Management potential assessment through patent (filed) CLAP tool - Management potential Assessment Test which helps students to understand the skill gap of management attributes.
- Choosing the right management education.
- Employability skill development.

- How to grab international internship (paid) opportunity with CLAP ISB.

The workshop had a positive impact on the students as it offered a fresh perspective to all and especially to those students who wanted to pursue higher education!



Workshop on Employability and management education

ORIENTATION TO SPINAL CARE

Orientation on wellness by Sri Sri Ayurveda Hospital

Dr Krishna and his associates from Sri Sri Ayurveda Hospital gave an insight on Spine Care and Posture Correction Program to the VI Sem BCom and BCA students on 14th Mar'18. The speakers said that correct posture is a simple but an important way to keep the back and spine healthy. Good posture and back support are critical to reducing the incidence and levels of back pain and neck pain. Spine Problem is because one doesn't do the things the way that one is supposed to do! Spine needs special attention! Not only back pain, even neck pain and knee pain are related to Spine! Increasingly spine ailments affect younger age groups.

Sri Sri Ayurveda is conducting Spine Care and Posture Correction Program from 15th March'18 to 18th March '18 from 5 pm to 8:30 pm. This program is Curative and Preventive in nature. The Spine care and Posture correction program is designed to help prevent and cure spinal disorders, that may be either due to poor posture, structural imbalances or poor / improper usage.

On attending the program, one would experience posture correction, stress relief, high energy levels and relief from back and neck pain. The program also includes power walk, tips on acupressure, correct walking pattern and Yogasana and meditation.



Orientation on wellness in progress

SPIRITUAL AND CULTURAL SYNERGY

Alumni Meet 2018

“Life is a journey, not a destination”

Alumni of Dayananda Sagar Business Academy came together at their alma mater for the alumni meet on 28th March 2018. It was a nostalgic time for the ex-students from the 2014-2017 batch who gathered at the college to relive their memories again. Alumni Meet provided an opportunity to the graduate students to meet each other, their former teachers and notice the changes and developments that had happened in their alma mater. Dr [Brig] Sandes-Principal, DSBA; Dr Veena K N –Dean, DSBA, Prof Nikitha Sreekantha –HOD, DSBA faculty, and final year students were present on the occasion.

Dr Sandes expressed his delight on meeting the alumni, emphasized on the importance of the Alumni Association, its role, the need for further strengthening the linkage between the Alumni and the alma mater, and called for greater Alumni participation in future



Student Interaction – Alumni Meet 2018

EDITORIAL BOARD

Managing Editor: Dr. Veena K. N.

Editor: Prof. Meera Seshanna

Inputs: Prof.Meera Krishnan, faculty and student co-ordinators