



# PRATIBIMB

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DAYANANDA SAGAR BUSINESS ACADEMY



## INAUGURATION: BATCH OF 2018-21

The new batch of undergraduate programmes in BBA, B. Com and BCA was inaugurated at DSBA on July 02, 2018 in the presence of Dr. Sandes, Principal, DSBA; Dr. Veena K.N, Dean, DSBA; Prof Nikitha Sreekantha, HOD welcomed the parents and students and assured that the 360° learning environment and the curriculum designed at DSBA equips students face global challenges. She also wished the students a pleasant study and hoped the students use the platform provided at DSBA that is conducive to learning. She introduced the Chief Guest Dr Lakshmikantha, Principal- Dayananda Sagar Academy of Technology and Management. She spoke on the importance of the values and heritage of DSI and stressed on the unique curriculum and holistic learning at DSBA, which prepares its students to face global challenges. Dr Lakshmikantha gave an inspirational address. He spoke of the DSI legacy and emphasized that its only education that completes man. He gave a series of advice to the students on dress code, sharing knowledge, co-ordination, respecting parents, discovering latent talent, raising queries in classrooms, not to argue with teachers, displaying confidence, not to restrict oneself to formal education & above all have humility. He also requested parents to constantly monitor their wards. Dr Sandes gave a presentation on the DSI Heritage, leadership and voiced his expectations of the students. He advised the students to identify goals for themselves, have good written and verbal expression, be well groomed, manage time well, adhere to the dress code, become a global professional and be a useful citizen. He also emphasized on students' being honest, avoid reckless driving &

maintain 75% attendance. Dr. Veena also addressed the students, provided an overview of the undergraduate programs and emphasised on aspects of campus life such as classroom discipline, attendance and academic performance.



Inauguration of the Batch of 2018-21

### Workshop on 'Understanding Academic Audit' for Faculty & Administrative Staff

IQAC at DSBA organized a workshop on "Understanding Academic Audit" on 14 July'18. The resource person was Dr. Sumitra Devi K A, Dean – Academics and Head, Department of Information Science and Engineering, DSATM. The objective of the workshop was to familiarise faculty members about the process and importance of academic audits in improving academic quality.

Dr Sumitra Devi suggested that in the institution academic monitoring should be done at the end of the academic year internally by a committee which is headed by the principal. Committee should monitor question papers, evaluation quality and student performances. Academic audit is done by an external source-an outsider who is knowledgeable about the program and able to guide whether the academic process in the institution is headed in the right direction.



Dr. Sumitra Devi addressing the faculties and staff

### EXTRA EDGE

#### Inter-class indoor sports competition

DSBA organised an inter-class indoor sports competition for undergraduate students, which was held on 14<sup>th</sup> July 2018. The inter-class competition required students to participate in one or more indoor sport events, which included carrom, table tennis and badminton among others. Prof. Prakasha, Faculty-in-Charge, Sports, coordinated the events along with Prof. Lakshmikantha and Prof. Hari Krishna. The student coordinators for the events included Mr. Tejeshwara from V Sem B.Com. Sporting events at DSBA are aimed at the all-round development of students while helping to build in them emotional and physical well-being: all of which greatly impact a student's progress in the program.



Inter-class indoor sports competition in progress

#### Inter-class Outdoor sports competition

An Inter class Outdoor Sports Competition was held on 28<sup>th</sup> July 2018 at DSBA during the college hours. Both boys and girls of all the semesters and all the programs participated with enthusiasm. Prof Prakasha Faculty in Charge-Sports coordinated the events with Prof Lakshmikantha & Prof Hari Krishna. The student co-ordinators were Mr. Tejesh Kumar, Mr. Tejeshwara and Ms. Pavana D from V Sem B.Com. Events included Basket ball and Cricket for Boys and Throwball for girls.



Outdoor Sports Competition

#### Collage Activity

Collage activity was conducted during the bridge programme on 6<sup>th</sup> July'18. The activity was coordinated by Prof Meera Seshanna, Prof Chaitanya, Prof Meera Krishnan and Prof Hari Krishna.

The theme of the collage activity was 'Crime'. Students had to arrange the pictures related to the theme without using scissors and they could make use of the newspaper's writings to state their messages, present the pictures artistically on handmade chart and make a verbal presentation of the same.





Students participating in Collage Activity



Bridge Programme in progress

## Tower Building Activity

Tower Building activity was conducted during the bridge programme on 9<sup>th</sup> July'18. The entire batch of B. Com, BBA and BCA students was divided into 15 groups which comprised of eight/nine students each. Students were given equal number of newspapers to build a tower. Students had to build the tallest tower with the material provided, which could not be supported by any means whatsoever! It had to stand on its own. The team that built the tallest tower which was structurally strong was determined to be the winner.

This activity encouraged team building and problem solving and helped groups learn to communicate effectively.



Students participating in Tower Building Activity

## Bridge programme for the batch 2018-21

Bridge programme was conducted for the incoming first year B. Com, BBA & BCA students from 02 July'18 to 10 July'18. Prof Nikitha Sreekantha-HOD, DSBA coordinated the events and was assisted by Prof Shaziya Begum [BBA I Year co-ordinator], Prof Chaitanya [BCA I Year Co-ordinator] and Prof Hari Krishna. The programme included sessions by in-house faculty on academic fundamentals, entrepreneurship and goal setting, college readiness, soft skills as well as interactive lectures by industry experts and renowned academicians. The sessions helped to orient students in the areas of leadership development, conflict management, diversity and creative problem-solving.

## Club Activities

### All India Essay Writing Event

The All India Essay writing Event is the flagship event of the partnership between the United Nations Information Centre for India and Bhutan [UNIC], Shri Ram Chandra Mission [SRCM] and The Heartfulness Education Trust for development of program content for the youth. They invited undergraduate students to participate in the essay writing event held at DSBA on 10<sup>th</sup> August 2018. Large number of undergraduates from all three programs B. Com, BBA and BCA enthusiastically took part in the event!



Students Participating in the Essay Competition

### Essay Competition on Independence Day

NICT Computer Education Pvt Ltd in association with Tally conducted an essay writing competition for Bangalore City PU & Degree Commerce Students. The Literary Club 'The Urban Reader' at DSBA conducted the competition on 13<sup>th</sup> August '18. The topic was '*India's struggle for Independence*'.

The following were adjudged the winners of the competition: **First Prize:** Ms. Namratha K C [III Year B. Com 'A'], **Second Prize:** Mr. Krishnesh S [III Year B. Com 'B'] and **Third Prize:** Ms. Rifha Mariame [II Year B. Com 'B']





Students participating in the essay competition

**Student clubs at DSBA conducted club activities on 25<sup>th</sup> August 2018, which included the following events:**

#### **‘The Urban Reader’- Literary Club**

Organised an Impromptu speech competition: briefly looking at the image displayed, the student had to choose a language of his/her choice-English/Hindi/Kannada and speak impromptu for one minute without break. The competition that was open to all students at DSBA encouraged students to improve their physical and mental performance. The following students were declared winners in the speech competition: Mr. Devansh Vithlani [II Year BBA] and Ms. Arundhuti Bhattacharya [II Year BBA].



Students participating in the Literary Club

#### **‘Sadhana’- IT club**

Organised ‘Typing Master’ – the fastest and error free typing competition. The rounds saw enthusiastic responses from the students. The following students were declared winners in the competition: Ms. Arundhuti Bhattacharya [II Year BBA] and Mr. Rehman [I Year B. Com].



IT club activity in progress

#### **‘Synergia’- HR club**

Organised a ‘Team Building’ activity, which included group discussion and activity-based rounds. Mr. Chetan Kumar R [I Year BBA], Mr. Vikas [I Year B.Com ‘B’], Mr. Sunil Kumar [II Year B.Com ‘B’] and Mr. Dinesh T N [II Year B.Com ‘A’] were declared the winners in the competition.



HR club activity in progress

#### **‘Arebus’ - Finance club**

Organised collage making competition on ‘Stock Market’ Participants were required to make a collage using newspaper cutting and explain the concept.

Ms. S Harshitha, Ms. Rakshitha S, Ms. Pallavi G and Ms. Kusuma [I Sem B. Com ‘B’ section] were declared winners in the competition.



Finance club activity in progress

### **‘Mercado Termino’ Marketing club**

Organised the ‘MIME on Eco friendly products [Save the Environment]’. Students had to Mime – acting out a story using expressions but without use of speech. A maximum time of five minutes were given wherein participants had to advertise a product which was eco-friendly with the help of their acting skills. They could use props as well as music. Ms. Mohsin Taj, Manoj S, Ms. Keerthana, Mr. Chetan C and Ms. Aruna J [I Year B. Com] were declared winners in the collage making competition.



Marketing club activity

### **CAREER PROGRESSION**

#### **Cost Accountancy and Company Secretary Professional Certification**

The orientation programme for the Cost Accountancy and Company Secretary Professional Certifications at DSBA was held on July 4<sup>th</sup>, 2018. These value-added certification programmes are offered to the first-year undergraduate students with the aim of improving their employability and market readiness. The orientation session was conducted by Co-founder of ProEdge Skill Development and Edutech Pvt. Ltd., Mr. Shriram Vamsi. While explaining the dynamics of CPT, he oriented the students about the career path in Accounting, Corporate Finance, Corporate Laws and Taxation.



CA and CPT orientation Session

### **Study abroad orientation**

Ms. Usma and Mr Nagaraju G [Assistant Business Development Managers] from Manya Education Private Limited (MEPL) gave a study abroad orientation on 09 July’18 to the final year and second year students. Ms. Usma and Mr. Nagaraju gave an insight to the students on the opportunities available to pursue courses of their choice after their graduation, differences in career prospects when one studies in India/Abroad, competitive examinations that one needs to qualify and so on.



Ms. Usma addressing students

#### **Session on Business Etiquette and Professional Development**

A session on ‘Business Etiquette and Professional Development’ was conducted for the first year B. Com, BBA and BCA students on 4 July ’18 by Dr Geetha-Professor and Head of Department of Management Studies, DSATM.

Dr. Geeta’s session included generic grooming tips, basic coordinates, professional communication - the way it’s to be used positively to influence people, body language, business etiquette, difference between social and business etiquette and email etiquette.



Dr. Geeta addressing students

#### **Session on Confidence building and motivation**

A session on ‘Confidence Building and Motivation’ was conducted by Ms. Ramya Narayan - E-VOLVE, Learning and Development-Director for the First year BCom, BBA and BCA Students on 10<sup>th</sup> July 2018. Ms. Narayan suggested to improve self-motivation, having



the desire and will to do, optimism, bring an end to negative thoughts, what is required for self-motivation and dealing with setbacks. She brought in clarity and understanding in the three main areas-motivation building, ability building and clarity building and ways of looking forward.

### Pre-assessment placement training for final year students

Proedge Skill Development and Edutech Pvt Ltd. conducted Pre-placement training for V Sem B. Com and BCA Students on 18 July'18 and V Sem BBA students on 19 July'18.

The pre-assessment began with an aptitude test that contained 25 questions which had to be answered by the students in 20 minutes. This was followed by mock interviews and group discussions. Pointers were shared by the trainer regarding self-skills, interview skills as well as communication skills.

### Tally, GST and Excel certification training

NICT Computer Education conducted Tally, GST and Excel Certification training on the different days for the second-year students. Students were given Tally ERP 9 Training with GST from the Creators of Tally Company and Microsoft Office Excel computing skills.

Course	Dates
III Semester B. Com 'A' Section	25th June to 30th June'18
III Semester B. Com 'B' Section & BCA	2nd July to 6th July'18
III Semester BBA	9th July to 13th July'18



Tally and GST in progress

## LEADERSHIP TRAINING

### CIL Training

As part of its student-centric initiatives, the Centre for Career Progression (CCP) organized a value-added workshop in team work and interpersonal skills for III Semester B. Com., BBA, and BCA students during

July and August 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 Session in progress

## BRIDGING THE GAP: INDUSTRY - ACADEMIA INTERACTION

### A talk on Personality Development

Dr Maruti Ram- Professor, HOD & PhD guide of VTU at DSATM gave a talk on 'Personality Development' on 05 July'18 for the first year B. Com, BBA and BCA students.

Dr Maruti Ram introduced the topic & gave an overview of personality & personality development. He stated that personality development is gaining more and more importance because it enables people to create a good impression about themselves on others; it helps them to build and develop relationships, helps in career growth.



Dr Maruti Ram with students

### Software Training on Tally, GST, Advanced Microsoft Excel and Digital Education

An orientation session for professional certifications programmes on Tally; GST; Advanced Microsoft Excel; Digital Education; and Integrated Employability Skills for the first-year undergraduate students was held on July 3<sup>rd</sup>, 2018. The programme was conducted by Mr. Kiran Kumar, a software trainer and Director, NICT Computer Education. Mr Kumar gave a brief description of Tally-the syllabus, duration and its uses. The highlight of the session was the information on the effects of GST & particulars on Tally training with GST. Next, he spoke about the Basic and Advanced Microsoft Excel which can help individuals to become a certified Microsoft Excel Professional.

Mr Kumar also gave insight on the Integrated Employability Skills, Advanced Digital Marketing Course & Digital Marketing Course job openings. The trainer emphasized on the importance, scope, advantages and job opportunities available if one equips oneself with Tally and Excel.



Mr. Kiran Kumar addressing students

### Session on Importance of financial markets

A session was conducted for the final year B. Com and BBA students on "Importance of financial markets" by Mr Kushal Jain, CEO-Founder of PurpleTrades on 2 August '18. His session focussed on the following: Introduction to stock markets, Demystifying myths about Equity market, how to choose right stock? Understanding financial backgrounds of Company.



Mr. Kushal Jain addressing students

### HEART BEATS

#### NSS Wing at DSBA organises Blood Donation Camp

To commemorate the 72<sup>nd</sup> Independence Day, NSS unit of DSBA in association with the Lions Club organized a Blood Donation Drive on 16<sup>th</sup> August '18 at the campus. Dr [Brig] Sandes-Principal, DSBA inaugurated the blood donation camp at 10 am in the presence of the volunteers from Lions Club, Dr Veena K N -Dean, DSBA, Prof Nikitha-HOD, Prof Prakasha-coordinator for the day and NSS volunteers. The District Governor, Regional Chairman, Zonal Chairman and Program Coordinator of Lions Club also graced the occasion. Under the guidance and supervision of the NSS Programme officer, the NSS volunteers helped the representatives from Lions Club in conducting the camp. Volunteers, who included both students and faculty, enthusiastically participated in the blood donation camp.



Blood Donation in Progress ,





NSS Blood Donation Camp

## Blood Cell Donation awareness drive- NSS

On 25th July 2018 Mr. Srinivas, a member of DATRI NGO that works for helping several people around the world in getting a second life, visited DSBA to inspire students to be a part of this amazing drive. He explained how people have benefited so far from blood cell donation. He also showed some documented clips of real-life donors and patients to further motivate the students.



Mr. Srinivas addressing students

## SPIRITUAL AND CULTURAL SYNERGY

### Graduation Ceremony

The DSBA fraternity gave a warm farewell to the graduating class of 2018: B. Com, BBA and BCA students on 11<sup>th</sup> August 2018 at the DSI campus. The Chief Guest of the occasion was Mr Takayuki Kitagawa, the Counsel General of Japan in Bengaluru. Mr Vishal Dhupar -Managing Director, South Asia NVIDIA was the Guest of Honour. Dr D Premachandra Sagar, Vice Chairman, Dayananda Sagar Institutions and Pro-Chancellor of Dayananda Sagar Institutions presided over the function along with senior administrators, campus administrators, faculty, non-teaching staff, students and parents in attendance.



Graduating Students

### Fresher's Day at DSBA

The faculty, students and staff of DSBA welcomed the batch of first-year undergraduate students on Fresher's Day held on 10<sup>th</sup> August 2018. The second year B. Com, BBA and BCA student volunteers took on the responsibility head-on in organizing the function and did a splendid job par excellence. Prof Crissy Mathew; Faculty In charge, Cultural Club coordinated the entire event. Prof Meera Krishnan & Prof Priyanka, Faculty Members-Cultural Club assisted in the coordination. Prof Hari Krishna coordinated the food along with the student volunteers. The first-year students were given a dress code-white tops/ shirt with black/blue trousers. The contestants came dressed in suits / gowns.

The event included solo dance performances and melodious song numbers. The first-year students also joined in by showcasing their fine talent in different styles of music and dance.

The highlight of the Freshers' event was the award of the coveted titles of Ms. Fresher and Mr. Fresher conferred on Ms. Chetana and Mr. Jesat Sam [I Sem B. Com 'A' Sec]. The winners of the titles were unanimously selected for their confidence, spontaneity, appropriateness and stage presence. It was a laudable sight to watch the youngsters excel in the cultural performances on stage. The audience was enthralled by the grace, talent and virtuosity of these performances.

Before the close of the programme, certificates were awarded to the Bridge Programme '18 -Collage Presentation and Tower Building Activity winners & Virtual Trading Game winners by Dr Veena and Prof Nikitha. Dr Sandes gave away certificates and gifts to the DSBA class toppers of Bangalore University Examination conducted in May'18 and certificates and medals to the students who scored centum in the course subjects for the same examination.



The programme ended with an assortment of delicious snacks arranged by the seniors for the freshers.



Mister & Miss Fresher of DSBA '2018



Fresher's Day celebration

## Ethnic Day

Students and faculty celebrated Ethnic Day at DSBA on 10 May'18 in pomp and splendour. The theme was "Respecting Respective Cultures". The idea was to go back to our roots and share with others our uniqueness. The event was coordinated by Prof Crissy Mathew- Faculty in charge –Cultural Club.

The students donned ethnic attire -girls were dressed in region specific salwar suits, lehengas and traditional sarees and the boys wore lungis, dhotis, sherwanis, kurta and pyjama. In the afternoon, certificates were distributed to the prize winners of the co-curricular and extracurricular activities in the academic year 2017-2018.







Ethnic day celebration

### Onam celebrations

Onam was symbolically observed on 25 August '18 without much grandeur due the floods in Kerala and Karnataka. Pookalam-floral Rangoli -adorned the porch of DSBA and it was made meticulously by II Year B.com students. A traditional lamp was lit by Dr Veena-Dean, DSBA; Prof Nikitha- HOD. While the lamp was lit, each one prayed to the almighty and expressed their solidarity with their brethren at Kerala.

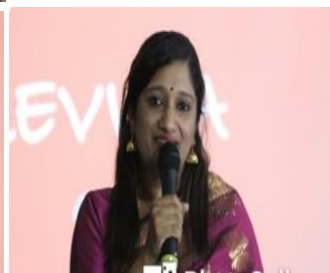


Onam celebrations

### Orevwa 2018 – An emotional farewell

DSBA junior students organized a farewell party to bid adieu to the outgoing students of the batch of 2015-2018: BBM, B. Com. and BCA students on 11<sup>th</sup> May 2018. The function started with an entertaining dance by junior batch students of BBA and B.Com. While the girl students were decked up in red/ maroon and black colour dresses, the boys complemented them in black

formals. The function comprised of several dances and singing performances. Dr. Sandes Pillai, Principal, Dr. Veena, Dean and Prof. Nikita Sreekantha, HOD and Dr Surekha, Prof Siva Selvi and Prof Priyanka addressed the students on behalf of the faculty at DSBA and reminisced about the achievements and accolades of the outgoing batch of students. Outgoing students too spoke about their learning and living experience in DSBA.



Orevwa – farewell to students



## DISCIPLINED PROFESSIONAL

### NCC Selection and Enrolment process

NCC enrolment process for the year 2018-2019 took place on 3<sup>rd</sup> August '18 at DSBA Campus in the presence of Lt Col Varun Luthra; CO-2 KAR Bn NCC, Lt Col S B Chhetri- Administrative Officer and JCO Ramachandra.

Prof [Lieutenant] Nagaraju, Associated NCC officer coordinated the enrolment process. The officers from 2KAR Bn NCC addressed the students and highlighted the benefits of NCC, the motto 'Unity and Discipline' and its importance in life. 61 first year [B. Com, BBA and BCA] students participated in the selection process which included running, pushups etc.

14 enthusiastic girls and 18 eager boys from the first year got selected as NCC cadets for the current year.

The physical instructor checked the fitness level of the existing NCC Cadets from the second year and all 15 got reselected as NCC cadets.



NCC selection process in progress


### NCC – 72<sup>nd</sup> Independence Day

DSBA celebrated the 72<sup>nd</sup> Independence Day with great pomp and show on 15<sup>th</sup> August '18. The event was coordinated by Prof [Lieutenant] Nagaraju, Associated NCC Officer. The National Flag was hoisted by Dr Lakshmikantha and Dr [Big] Sandes. Dr Veena K N – Dean, DSBA, Prof Nikitha Sreekantha, HOD, Administrative staff, 50 NCC cadets and students were present. All saluted the national flag and sung the national anthem with patriotic fervour.



Independence Day celebrations

## **EDITORIAL BOARD**



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